

SHARP IN THE OFFICE

WITH-IT AT WORK

Project the right corporate image, with this book's help

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GUYS, if you receive the *Personal Branding for Men* book this Christmas, don't feel insulted or think that the giver thinks little of your dressing.

This how-to title isn't modelled as an idiot's guide to dressing right.

Instead, corporate trainer Sharlyn Stafford sees her book as helping men to project the right image at work.

"Corporate branding is the identity that an organisation wants to create for itself. In the same way, men and women can create an identity or personal branding for themselves. This can reflect the company they work for and the role they have within it," Sharlyn told TODAY.

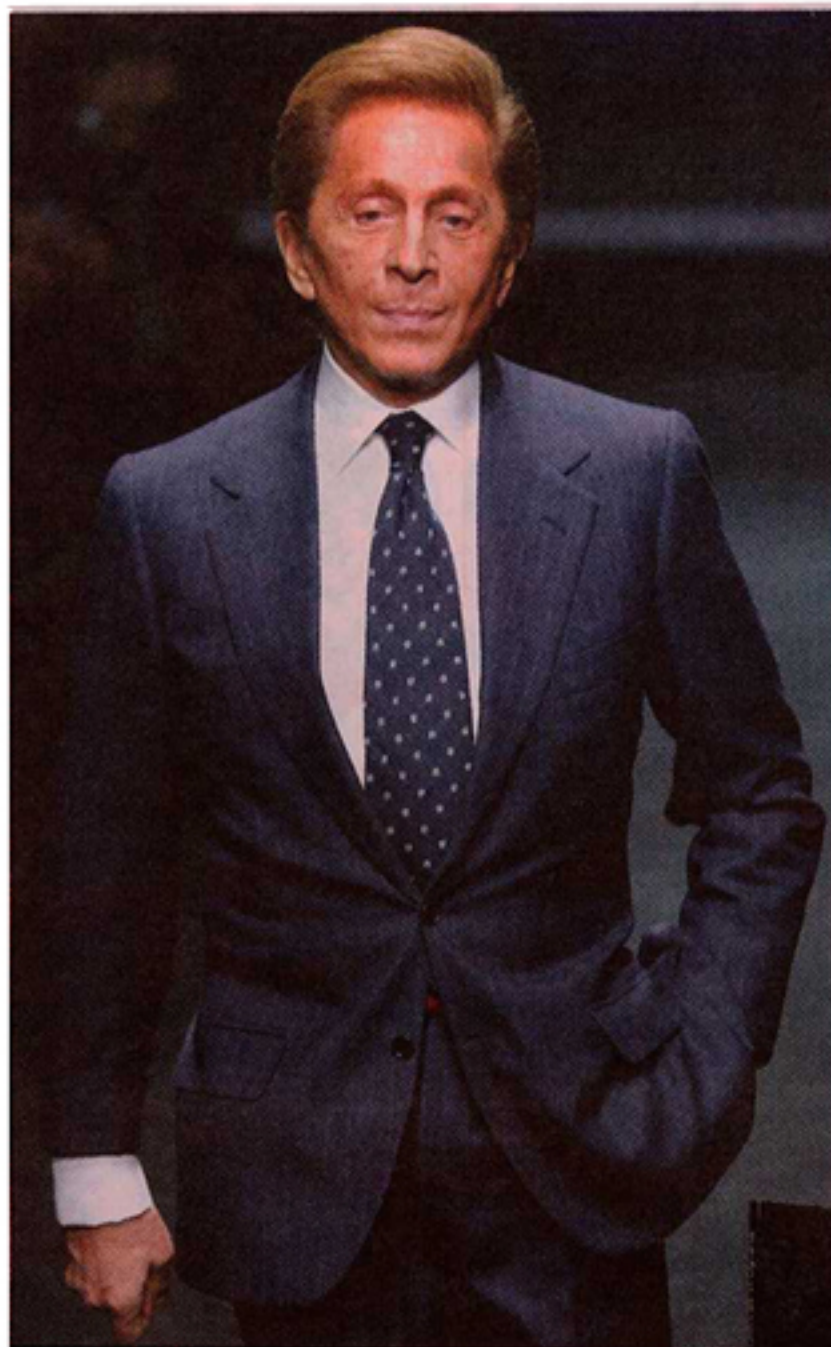
She feels that wanting to portray the right image at work is not about being vain but more about dressing confidently and commanding the attention of business associates.

Personal Branding for Men, which is Sharlyn's second book and which took three years to complete, is packed with insightful advice and helpful illustrations.

There are the usual tips on matching the colour of your outfits to that of your skin, hair and eyes; step-by-step pictures of various tie-knotting styles; and suggestions on the kind of hairstyles that would best suit one's face shape.

However, the book may be a little too heavy on basic details.

For instance, unless the reader is really out of touch with



MONDAY BLUES Legendary Italian fashion designer Valentino shows you how it's done in this two-button, single-breasted navy blue suit — a must-have for all men.

the retail scene, one doesn't see the bonus in learning the difference between a messenger bag and a leather briefcase. Or reading about the different patterns used on neckties.

But what's interesting in the book is a section on packing your wardrobe and taking care of freshly dry-cleaned clothing.

Particularly helpful is a quick snippet-style section on what to wear and what not to wear, depending on one's body type.

Sharlyn even goes further into dishing out advice on the right outfit to don, based on specific parts of one's anatomy. For example, an open-collar shirt is good for a short neck and wider pinstripes beef up a smaller build.

Also, be sure to take the self-image questionnaire at the start of the book. *Personal Branding for Men* is priced at \$28 (excluding GST).



TIPS ON POWER DRESSING FOR MEN

Iain Ewing, the chief executive and principal trainer of management training consultancy Ewing Communications, gives his take on the basics of business dressing for men:

- A classic two-button, single-breasted navy blue suit is a good first basic suit. It is worth the extra money to get this suit tailor-made. Choose material without patterns and go to a good tailor. Iain's tailor is Ed Kwan of Wai Cheong Tailors in Shangri-La Hotel. According to Iain, Ed's suits sit perfectly on his shoulders, whether or not they are buttoned up.

- Wear a white shirt with cufflinks under your basic navy blue suit.

- Your shoes should be made of black leather and should be lace-up, simply designed and always well-polished.

- Choose a black leather belt without any logos. In fact, none of your clothes or accessories should have any logos on them because the basic power look doesn't require these.

- Your socks should be black.

- Since you'll be spending a reasonable sum on your outfit, do not get anything that is trendy. Trends come and go and you don't want to be stuck with expensive clothes that have gone out of style.