

“The Art of Dressing for Success”

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Ann Taylor Brand Mission

ANNTAYLOR

“We believe in making you feel as comfortable, stylish, and beautiful inside our clothes as you look on the outside. For every important milestone—the big presentation, the coveted interview, that special date, or the season’s best party—We’ll make you feel beautiful and confident every step of the way. Because when you feel at your best, you are at your best. We should know...we wear our clothes, too.”

What does it mean to dress for success?

- Everyone has heard the saying that first impressions are lasting impressions. A decision about your future endeavors can be made within the first few moments of speaking with someone, all based upon demeanor, body language, and appearance.
- To dress successfully means to put as much thought and effort into your attire, as you expect to give forth in your position.
- How do you want to be perceived by those around you?
- Appearance creates credibility.

Product

- Ann Taylor clothing is inspired by women of style and substance.
- When looking for corporate attire, consider several pieces:
 - Is the product modern and current, yet still classic?
 - Is the outfit relevant to you and your career?
 - What is the quality of the pieces you are wearing?
 - Do you believe that the items you have picked are an affordable luxury?
 - Are the items you're wearing saying what you want to be said about you?

Product

- Professional wear should have the correct look, feel and movement in order to better portray yourself.
- What is the fabric of the items you've chosen? Is there detailing to the product? And does the product move with you, not against you?
- These are all questions that should run through your head as you consider your corporate look.

Product

- Here are some examples of professional attire that have the correct fit, fabric, and look to them...



Body Type

- It is important not to lose sight of what your particular body type is.
- Fit is one of the most important aspects to a finished look.
- An amazing outfit can look disastrous due to lack of fit, so keep in mind the different female body shapes: smaller top and wider bottom, bigger top and smaller bottom, tall and slender, petite, round figure, curvy body and small waist, etc.
- Due to the many different body types, retail stores try to offer as many proportions and fits as possible. Keep in mind, petite and missy are not sizes, they are proportions.

Accessories

- Adding the right accessory is important for every look, whether corporate or everyday.



Shopping for the Big Day

- Always remember to try on your items before leaving the store. You never know how certain fabrics will make an item fit differently.
- Do not be afraid or ashamed to ask for assistance in putting an ensemble together.
- Stylists have an eye for detail, and can help you choose appropriate colors and fits.

Shop Ann Taylor

“At Ann Taylor Stores Corporation, we are committed to meeting the evolving needs of women who want feminine, stylish and versatile fashions that offer great quality and value and that inspire women to look as beautiful as they feel. Ann Taylor clients place a premium on how they are perceived and we strive to serve as a trusted advisor to help women with all of their wardrobe needs.”

www.anntaylorstorescorp.com/aboutUs/index.asp

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Q & A ?

