

Good Evening

Members of the CFA Society

“Research shows that better dressed entrepreneurs and professionals are perceived to be more capable and intelligent”.

# Dress to Please

Ask yourself the following questions:

- Does my wardrobe match with my level of authority and seniority?
- Do I consider business attire as a worthy Investment?
- Am I in tune with the current times? (Or do people feel they go back into a time machine when they see me)
- Lastly, would I do business with me?

If your answer to any of the above is “no” you need to upgrade your visual resume.

# “What should I wear to work today?”

When in doubt go back to your basics:

- ◉ Dress as per your position
- ◉ Dress up for your clients
- ◉ Never dress in any ways which makes you feel uncomfortable

# Dressing for different industries:

- *Banking, Legal, Consulting and Accounting:*

You need to carry a look which is competent and trustworthy – thus dress conservatively or traditional

- *Manufacturing, Industrial and Education:*

You are expected to look technically competent yet approachable

# Dressing for different industries:

- ◉ *Technology:*

Commensurate with the increasing changes in this field you need to look intelligent, contemporary and relaxed.

- ◉ *Advertising, Publishing, Acting and other creative fields:*

Look at striking the right balance between the artistic and distinctive

# What the Colours say?

- ◉ Darker colours like Black, Maroon and Navy convey authority and power – Great for traditional industries
- ◉ Lighter colours make you appear more approachable and fun – Suits creative fields

# Dressing Tips

- Prints communicate moods like floral for fun, stripes signify sporty, dots refer to youthfulness
- For Business attire use basic colours for larger garments (Suit, Trouser and Shirt) and add colour with accessories eg. Tie for men, scarf or a piece of jewellery for women
- Traditionally Ties ought to be darker than the shirt



# Dressing Tips

- The tip of the tie ought to touch the top of your belt
- Natural fabrics like wool, silk and cotton convey a rich look whereas man-made gives a lower class look. In case you have to buy blends, ensure that they are richer in natural fabrics.

# Dressing Tips

- Your wardrobe must have – A good expensive shirt for important presentations, Board meet or dining with the client. Invest in a good white 100% cotton shirt which will lend a rich air to your business attire.
- Shirt pockets on the left of a man's dress shirt are for design and not for storage.
- If your trousers have loops you have to wear a belt.

# Tips

- Start a meeting by opening a fresh page of your note pad.
- All bags as a rule should be left on the floor next to you and not on the business or dining table.

# Travel Tips

- For shorter trips, to prevent harder folds caused by packing, wear your jacket on board
- Carry a Travelling iron
- Carry a leather folder, business cards and a good pen
- Wear comfortable shoes as feet tend to swell in long distance flights

What is it about wearing a tuxedo or that little black dress, that makes us feel confident, beautiful, splendid, even invincible?



# Types of Business Suits – In terms of Making

- Bespoke – Expensive hand stitched suits made without any standard pre-cut patterns and designed to fit the unique shape of an individual. They may use a floating canvas to retain its shape.
- Made to measure – Cheaper as compared to the former and made after taking specific measurements. However they may be made after making few changes to a pre-fabricated standard pattern.
- Ready to wear – Popularly called 'ready-made' as it is available off the shelf. It's the least expensive as its mass produced in factories.

# Suit Basics

How many buttons do I button on my jacket?

- 2 button suit – Button only the top button
- 3 button suit – Button only the top 2 buttons or only the middle button

# Suit Basics

How often do I dry clean my Business Suit?

- In a tropical country like ours you ought to send it to the dry cleaners every few times you wear it. But do remember that excessive dry cleaning may age the fabric.
- Between uses, air the jacket by hanging it for a day in an area which has adequate air circulation – not in your wardrobe.



# Dressing for a Party with Office colleagues

- ◉ If the party is in the office post office hours – You can be dressed up in office clothes post freshening up and adding an accessory to tweak your look.
- ◉ If the party is at a venue outside – You are expected to change to subtle dressier clothes. The look that works is understated and expensive yet classic.

# Signature Style

- Add a dash of personal style – a smart tie or cufflinks for men and a scarf or a piece of unique accessory for women.
- Using a unique colour as a highlight also works

# Tips while Buying a Business Suit

- Button the Jacket and ensure that it does not show waist bulges
- Sleeves should show  $1/8^{\text{th}}$  inch of the shirt and should be 4 inches above the tip of your thumb.
- The Shirt collar goes inside the jacket and not over the Jacket Lapel

“In Fashion Today there are  
no old men; only the young  
and the dead” – Hardy  
Amines

# Fabric Basics

- The Shirt fabric is the main contributor to the quality of the dress shirt. A shirt rests directly on your skin for more than 8 hours every day, so it is important to choose the best possible quality.

# Fabric Basics – Single and Double Ply

## **One-Ply:**

- Single fiber is woven horizontally and vertically (warp and weft). Yarn that is simply a single strand of cotton is single-ply, or singles. One-Ply allows a wide variety of patterns at reasonable prices.

## **Two-Ply:**

- Two long fiber threads are twisted together to make one yarn, and tightly woven creating a smooth strong fabric.
- Two-ply is generally better as it is smoother, stronger, and more uniform than singles.
- Typically Two ply fabric is between 30% to 40% expensive than one-ply.

# Getting Beyond Misleading Thread Count

**How are thread counts inflated?**

Threads are twisted with:

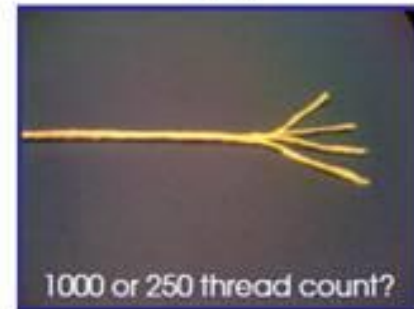
2 ply



3 ply



4 ply



Each of these plies within the threads are counted as threads.

# Advantages of Two – Ply Fabric

- It has higher density and thickness which gives it a rich and lush look.
- Better Crease recovery property hence no need for 'harmful' wrinkle free treatment.
- Long Lasting and looks new even after multiple washes.
- It has a softer feel and can support self designs 'dobbies' also well



# How to recognize fabrics

- Singles will be marked with the letter “s” such as 100's.
- A two-ply yarn will be designated with a 2 after the yarn size, e.g., 100/2 means that a 50-weight yarn is being made with two 100's. Two-ply 100's is the same as 100/2.

# Fabric Basics - Thread count or threads per inch (TPI)

- It is a measure of the coarseness or fineness of fabric. It is measured by counting the number of threads contained in one square inch of fabric or one square centimeter, including both the length (warp) and width (weft) threads.

# TPI

- TPI refers to the thickness of the yarn: lower number = thick yarn; higher number = finer yarn
- In general, the smoother the cloth, the more formal and higher quality the shirt. The smoothness of the cloth depends highly on the yarn numbers.

# TPI

- TPI's range from 30s found in cheap shirts to the 60's and 70's used by better ready made brands.
- Thereafter we can have 80's, 100's, 120's, 140's, 160's and the super 200s.
- The longest cotton fibres are about 1.5 - 2 inches.
- Finer cotton = Longer Fiber = Fewer knots binding the cloth = Dressier the shirt

# About 9 to 7 Fashions

- We have an experience of more than 5 decades in Textiles and made to measure
- I am the 3<sup>rd</sup> generation in our Family Business
- Our core areas – Formal wear and Wedding Ensembles for Men
- Our Flagship store is located opposite Chembur station



# What make us unique?

- We source the finest fabrics from all over the world which include countries like the UK, India, Italy, Australia and Austria.
- Our team includes a Textile Engineer who certifies the quality of the fabrics purchased.
- We have our workshops which provide world-class 'made to measure' services.



# Personalized Services

## **“Attend to the client @ home”**

- selection,
- trial and
- delivery at your doorstep.

Our team of Fashion Consultants provide personalized services for gents and ladies for important events like:

- Marriages,
- Parties and
- Image make-overs.



# Contact Details

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Sawaal Aapke...  
Jawaab Hamare...

Thank you

