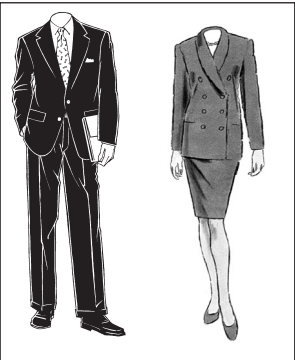


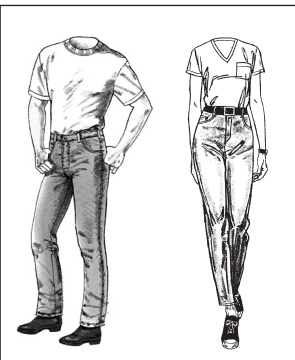


# Personal/Professional Style Scale®

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Examples	Style Levels	Design Elements	Messages*
	<p>4</p> <p><b>Tailored Level</b></p>	<p><b>Level 4 Defined By: Suit</b></p> <p>Straight lines Angular shapes Darker colors Strong dk./lt. contrast Firm fabrics Smaller geometric patterns</p> <p>Tailored Matched Jacket layer Structured Fitted Refined quality Collar/lapel Hosiery</p>	<p>Authoritative Official Credible Persuasive More formal Precise Stable</p>
	<p>3</p> <p><b>Softly Tailored Level</b></p>	<p><b>Level 3 Defined By: Jacket</b></p> <p><i>Predominately tailored</i> design elements, mixed and <i>softened</i> with some untailed design elements.</p> <p>(It's the mix—or combination—of design elements from different levels that creates the message appropriate for business casual.)</p>	<p>Accessible Influential Capable Receptive Less formal Consistent Dependable</p>
	<p>2</p> <p><b>Casual Tailored Level</b></p>	<p><b>Level 2 Defined By: Collar</b></p> <p><i>Predominately untailed</i> design elements, mixed and <i>strengthened</i> with some tailored design elements.</p> <p>(It's the mix—or combination—of design elements from different levels that creates the message appropriate for business casual.)</p>	<p>Approachable Unofficial Flexible Cooperative Informal Conscientious Relaxed</p>
	<p>1</p> <p><b>Untailed Level</b></p> <p>0</p>	<p><b>Level 1 Defined By: No Collar</b></p> <p>Curved lines Rounded shapes Lighter colors Less dk./lt. contrast Soft, pliable fabrics Larger curved patterns</p> <p>Untailed Unmatched Unlayered Unstructured Unfitted Unrefined Collarless Sockless</p>	<p>Available Functional Agreeable Responsive Casual Easy-going Temporary</p>

BUSINESS CASUAL

\* Message communicates first to the wearer and then to the viewer, affecting the way the wearer thinks, feels, and acts or behaves, and then the way the viewer reacts or responds. Within each level are limitless choices of color, fabrics, and patterns used in combination to create subtle degrees of difference in your mood and message. Each level allows for authentic, attractive, and affordable, classic or creative combinations.

# Style Scale® Provides Solutions To “Business Casual” Confusion

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*Finally, a logical approach to defining specific levels of business dress for  
multitudes of men and women confused by the dress-down trend.*

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Judith Rasband is originator of the Style Scale® which accurately identifies four levels of dress—Tailored, Softly Tailored, Casual Tailored, and Untailored — to meet all personal and professional dress needs.

A veteran educator, Rasband is ready with pictures and numbers to teach the art and science of dress with style and integrity. Using the Conselle Style Scale® she can reduce a confusing 4, 8, or 12-page company dress policy to one page that makes sense, is easy to understand and apply, with options for occupation, location, individuality, comfort, cost, and care. "In getting dressed," states Rasband, "it helps to know that there are differing degrees on a continuum or scale between dressing up and dressing down—between more formal dress and casual dress. There's a place on that scale for every personal or professional style, including casual dress in the workplace."

Rasband points out, "We need to become aware of the factors or variables that account for differences in dress and the statements or messages that clothes communicate to you and to others." These factors are the elements of design—line, shape, color, texture, and pattern.

At the top of the scale is the **Tailored Level** of dress, or **Level 4**, with more formal looking clothing. Tailored clothes are designed with straight lines, angular shapes, darker colors with strong dark/light contrast, firm fabrics, and small scale geometric patterns—prints, stripes, or plaids. Tailored clothes are traditionally more structured, form fitting, matched, layered, and include a collar. They communicate authority, ability, stability and a more formal manner.

At the bottom of the scale is the **Untailored Level** of dress, or **Level 1**, with more casual looking clothing. Untailored clothes are designed with curved lines, rounded shapes, lighter colors with less dark/light contrast, soft pliable fabrics, and larger scale rounded patterns. Untailored clothes are traditionally unstructured, loose fitting, unmatched, unlayered, and without a collar. They communicate a casual, relaxed, friendly, informal manner.

Within the opposite extremes of Tailored and Untailored are the Softly Tailored and the more Casual Tailored levels of dress perfectly appropriate for business casual roles and occasions. They are a mix of the tailored and untailored design elements listed above. **Softly Tailored, Level 3** clothes feature predominantly tailored design elements mixed and softened with some untailored design elements; whereas **Casual Tailored, Level 2** clothes feature predominantly untailored design elements mixed and strengthened with some tailored design elements. The looks are more casual, by degree.

At some degree within the four levels is where you identify your preferred style of dress—appropriate for your values, your personality, body build, coloring, budget, and so on. You then adapt, adjust, and modify that style according to your lifestyle, role, mood, and occasion—be it social or professional. "It's the blend, the mix, or the merge of opposite elements of design that makes up the message you ultimately reflect on each occasion," reminds Rasband.

People are smart to include a range of clothes in their closet that allows and encourages a range of occasions within their own lifestyle. This makes life more interesting, more fun, more fulfilling—at all stages in life. Consider acquiring:

- some things more authoritative looking—for some it will be a tailored matched suit and shirt with a collar;
- some things more approachable looking—like a softly tailored unmatched sport jacket or blazer, shirts with collars, and slacks or skirt;
- some things more friendly looking—like a casual tailored jacket or sweater, shirts with and without collars, and pants;
- some untailored, relaxed non-business, and at-home clothes—including jeans and t-shirts or sweats as you like.

Rasband is quick to add, "If it's not your personal style, or you don't have the lifestyle for it, your range may never include a Tailored matched suit or an Untailored t-shirt and jeans. You may instead rely on Softly Tailored and Casual Tailored styles in between, with or without personalized accessories, depending on mood and occasion. You have options. In getting dressed, it's the blend, the mix, or the merge of the opposite elements or styles of dress that makes up your message. And it's the mix that makes dressing fun, creative, and truly individual."

Whatever your range on the Style Scale®, when it's time to get dressed, you will have clothes in your closet that will take you anywhere you need or want to go, looking, feeling, and acting like you belong—enhancing your confidence, capability, credibility, and contributing to the achievement of your goals.