

# “Business Attire”

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“**Business Attire**” is generally recognized to mean “whatever clothing is designated by management to be worn by all while on the job”. Its purpose is to clearly differentiate members of the organization from others at large.

## **EXAMPLES:**

1. Retail workers generally wear some sort of uniform so customers can quickly determine who to approach for information pertinent to the store;
2. Law enforcement people also use uniforms but it is the badge that clearly identifies them;
3. Military personnel attire themselves in uniforms but the shoulder patch is the clearest object designating the group to which the wearer belongs; and
4. Field representatives (and most ‘inside employees’) of large corporate entities still tend to attire themselves in suits & ties for men and similar outfits sans the ties for women.

## **EXCEPTIONS:**

1. Politicians usually attire themselves in accordance with the group in whose presence they happen to be at the moment (suits & ties while among other politicians; open collar while among their constituencies; hard hat & rougher clothing while visiting an industrial plant; military jacket when with the troops; etc.) in order to accomplish the opposite effect...to belong to the group at hand. “Business Attire” for them is a mixed bag of items.
2. Members of the news media who report from field locations are a similar bunch who often attempt to ‘blend in’ with the people at large.
3. Southern Californians. They seem to be leading the trend to attire themselves much more casually than the rest of the nation. Suit & tie sales are a mere fraction of what they used to be. Many ‘high roller’ types do not even own a suit any longer.