

e2i Skills & Career Fair @ Pek Kio (25 Apr 2026)

### 3 STEPS TO MASTERING YOUR POWER IMAGE

#### 1. FIRST IMPRESSIONS COUNT

Your appearance sends out instant messages.

The key to a professional image is consistency.

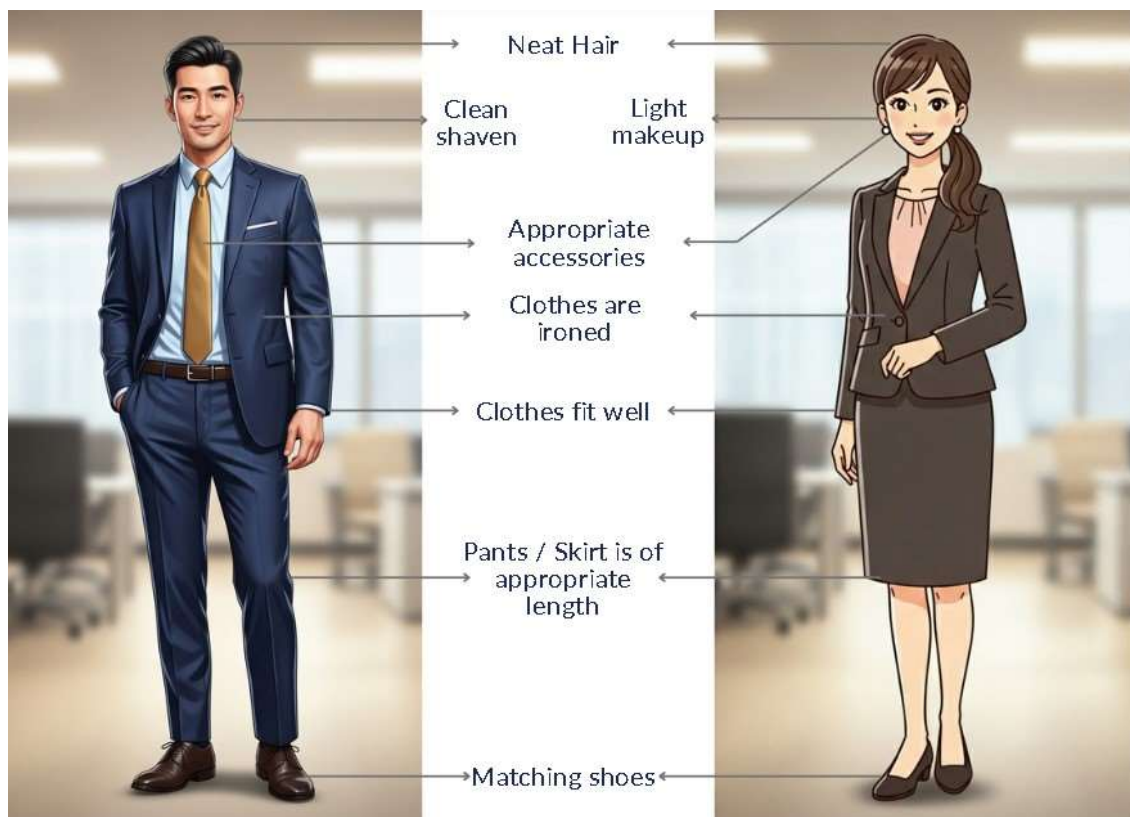
You should convey some elements of power in your dressing. This can be achieved in your:

- a) dressing style
- b) grooming
- c) choice of colours

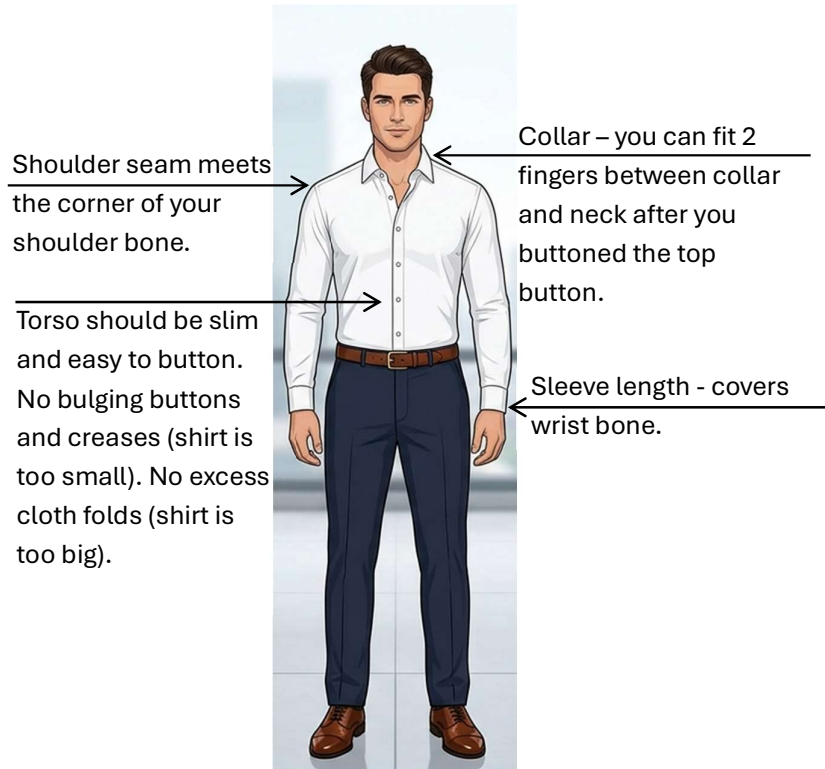
#### 2. INTERVIEW DRESSING STYLE AND GROOMING

Dress like you mean business. One that conveys confidence, competence and credibility.

Formal Business Dressing for Men and Women:



## 2a) Guide to A Good Long-Sleeved Shirt / Blouse Fit



## 2b) Dress Code

Find out what their everyday dress code is and dress one level up.

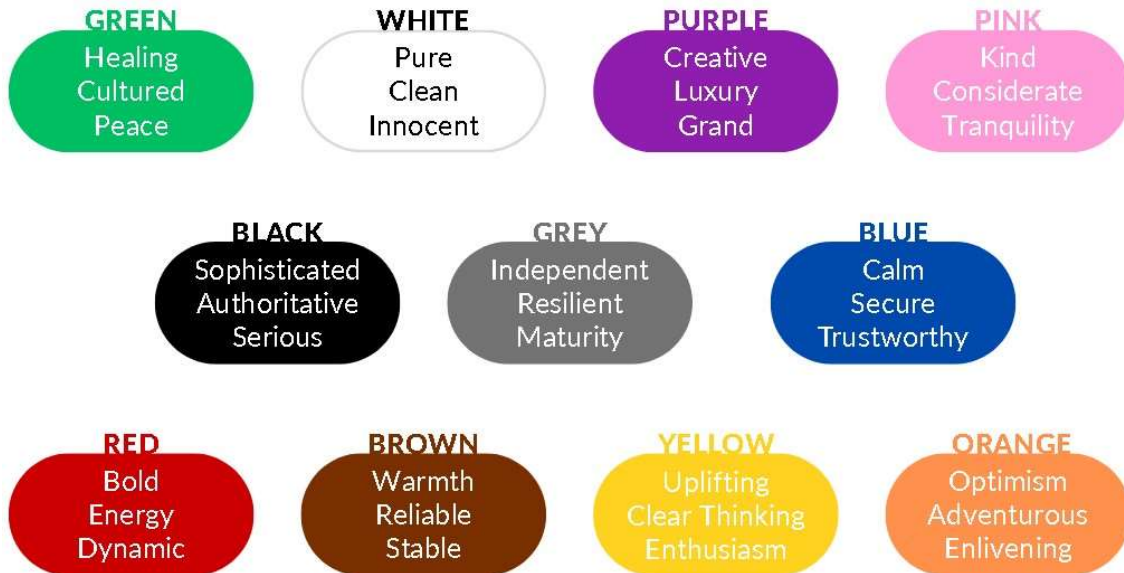
For example:

- if the everyday dress code is shirt and trousers for men, wear the same and add a tie, or don a blazer without a tie.

- If the everyday dress code is smart casual for ladies, wear a long-sleeved collared blouse with a pants or skirt.

### 3. COLOUR STRATEGY

The psychology of colour in dressing explores how specific colours can influence our emotions, perceptions, and behaviours, as well as how others perceive us.



### 4. POSITIVE MESSAGING THROUGH COLOUR STRATEGY

#### A) Colours for Different Industries

Brands and industries strategically choose colours to convey their messages. For example, many tech and finance companies use blue to signal trust and reliability, while healthcare and eco-friendly brands often choose green to represent growth and health.

#### B) Combining Colours That Mean Business

Understand the effects of colours and make conscious choices and combine different colours in your dressing to **align with the impression you wish to convey**.





















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**Formal Business Dressing for Men and Women:**

Jacket = Basic colours are Black, Navy, Grey or Dark Grey

Main Piece (Shirt / Blouse, Dress) = Pastel colours. Not too loud.

Accessories (Tie / Scarves, Earrings, Necklaces, Brooch) = Can be deeper or brighter

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