

Dress for Success

Before attending events with employers, plan ahead what you will wear to make a great first impression. Consider your region, climate, and the type of event. It can be helpful to research the typical wear for the industry or specific organization's culture and expectations.

For Career Fairs, employers and attendees tend to wear clothing that matches the general culture of their organization or desired field of work. You will see a variety ranging from business casual to business professional. If you are unsure what to wear, business casual is always a safe bet.

View the [BUILD - Attend Events](#) webpage for more professional event support.

BUSINESS PROFESSIONAL

More conservative industries with stricter dress codes will expect business professional attire. Business professional clothes should be well-fitted if not tailored to fit you specifically. If you are applying industries such as finance, government and law, consider wearing business professional clothing.

Business professional staples include smart dresses, slacks, skirts, dark colored suits and ties.

Consider darker, more neutral colors such as black, navy or grey.

BUSINESS CASUAL

One step down from 'traditional' interview attire. In many industries, business casual has become daily work wear. Business casual is becoming more prevalent at career events and appropriate for interviews.

Business casual staples include khakis, trousers, blouses, collared shirts, sweaters.

UW-SUPERIOR CAREER CLOSET

The Career Closet helps students begin a professional wardrobe for school presentations, internships, career fairs, interviews, and more! Students can shop in the Career Closet any time the Link Center is open [Monday-Friday, 7:45am-4:30pm]. Inventory is frequently changing; be sure to periodically check back for new items. UWS alumni can shop up to one year after graduation as well!

VISUAL EXAMPLES

Explore different levels of dress wear, such as casual, business casual, business professional, formal and more! Follow [@uwslin](#) today!

ULTIMATELY:

Consider Personal Hygiene: shower, trim/style nails, style hair (how you prefer)

Wear clothing and shoes you feel confident wearing

Ensure your entire outfit is in good condition

Minimize/Consolidate accessories to keep your hands free during the Fair

AVOID:

Visibly worn clothing: wrinkles, frayed seams, holes, pilling, tears, etc.

Athleisure, sweatpants, yoga pants, leggings

Attire with large text, messaging referencing drugs, alcohol, and/or profanity

