

THE HUMAN OUTREACH AND ACHIEVEMENT INSTITUTE



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THE TEN BIG FASHION QUESTIONS TO CHECK OUT BEFORE YOU BUY

Looking good is more powerful than we like to admit and its effects start early. Even among children between the ages of four and six, according to a study reported in Psychology Today recently, the good-looking children were the most popular and even thought to be more intelligent by their teachers, although the facts were not always substantiated by the kids' own IQ's.

It might be stretching a bit far to say that these children's clothes played more than a minor part in the impressions they made on their peers and teachers, but as we grow up, clothes become an increasingly important barometer of success. They are the instant impression-makers when you first meet a prospective mater, a business client or a new acquaintance.

What you can realistically expect from clothes today is not only that they succeed for you in terms of being attractive, easy-to-wear and very adaptable to different events and seasons, but that they actually add to your social and/or professional success. Attractive people, pointed out that same psychological report, come out ahead on all counts in several behavioral studies. Most experts in the field would agree that how a person dresses influences almost anyone's judgement, if only unconsciously, of just how "attractive" she is or is not. The attractive people studied were thought to be "kinder, stronger, more interesting, poised, modest, sociable, outgoing and sexier than the unattractive people studied. The good-lookers were expected to get prestigious jobs, make good husbands or wives and have happy marriages," concluded the researchers.

It's important, then, to make sure you are getting the full success potential from your clothes. But you know as well as we do that a look with super success potential for one woman can be a disaster for another. You have to be able to pinpoint the personal success factors for you, and that is exactly what the ten questions (which follow) can help you do. Before you make any new purchases, ask yourself these questions; if you can answer yes to all of them, you'll get the most from your clothes and spend your money effectively. If you have to admit even one or two nos, pass up the purchase and look for something else. But before you decide on any for yourself, be sure to check them out individually with our ten questions.

(ten questions appear on reverse side)

TEN FASHION QUESTIONS

1. Can this look play enough roles to keep up with all the different ones I have to fill? For example, can it move from the office to a casual date, and further into a dressy look with the right change of accessories? If it can't, can I afford the luxury of its limitations?
2. Does it work in style and color with other pieces in my wardrobe - jackets, coats, shoes, etc.?
3. Can I wear it without spending an inordinate amount to accessorize it? In other words, is it one of those looks that needs its own special dressing from shoes, jewelry and bag to the coat that goes over it or can it team up smashingly with the sandals and other pieces I already have?
4. Is the color right with my skin and hair tones?
5. Is the fabric not only right for the climate I live in but can it adapt to others when I travel? Also, can it cross at least three seasons?
6. Can it take my kind of life, getting in and out of commuter trains, bending down to reach small children or lifting them up, moving from a drafty TV studio to a conference table or whatever my everyday active needs are?
7. Do I feel comfortable in it psychologically -- is the style too conservative or too trendy for me?
8. Is it well made enough to last more than a few wearings without splitting seams or stretching out of shape?
9. Is it worth the money? (Think of the use you'll get from it, not the actual price tag -- plus its seasonal flexibility, its role-playing capacities, and its lasting or staying power again.)
10. AND FINALLY, MOST IMPORTANTLY: DO I REALLY LOOK GREAT IN IT?