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OLD TOWN PIZZA COMPANY

What to wear on that crucial first interview

By Kim Carlson
Of the Emerald

The first thirty seconds are crucial. Many experts agree that in the first moments of a job interview the person in the hiring position gains important impressions of the potential employee — impressions that ultimately count toward giving that person the job, or perhaps, toward giving the job to the next applicant in line.

Two characteristics especially tend to be noticed during those first few minutes: confidence and appearance. "Impressions are real important," says Eileen Fletcher of the University Career Planning and Placement Center. "It's part of the hiring process."

A professional attitude and a professional image are specifics an interviewee should concentrate on, says Fletcher. Developing an approach takes practice, but it isn't impossible. Learning how to dress for the inter-



view is not either difficult, but it too takes some pre-interview planning and thought.

For men it has traditionally been fitting to wear a suit, or at least a jacket, to an interview; a tie is always proper. John Bigelow, a recent University graduate who now works as a marketing representative at IBM in Seattle, wore the same suit to every interview he did during his job search (over 13 at IBM, and others with Proctor and Gamble and the Xerox corporation). "I did buy some new suits when I got the job," laughs John.

For women, knowing what to wear is a little less cut-and-dry. Fletcher claims that there are still "rules to abide by," but adds that women don't necessarily have to wear the traditional conservative navy blue suit to an interview. Kaufman's fashion director Mary Jane Stuck, and Rita Litin, the owner of the Attic Dresser in Eugene, both agree.

"Women have become accepted (in the business world), and they no longer have to wear three-piece suits," Stuck says. She says women should dress in a "feminine but professional" manner for job interviews.

Litin says that it is important for a woman being interviewed to feel good in the clothes she's wearing. "The woman is going to look comfortable if she feels comfortable," she says. On the same hand a woman shouldn't be careless about how she looks during an interview, Fletcher says. "Feel comfortable in what you wear. Don't just wear what you feel comfortable in," she advises.

One of the most sensible ways for women to determine what they should wear to an interview, says Stuck, is to consider the job they're interviewing for. "You have to relate to the area of business you're going into," she says.

Litin agrees. She says that women who are going into retail should dress with a bit more of a creative emphasis on fashion, while women who are interviewing for a job at a bank should probably dress more conservatively. Stuck suggests that researching the company's dress code or seeing what its employees usually wear, is important. "You don't want to be overdressed or underdressed," she says.

Fletcher points out that there are geographical con-



Success

siderations to address: A person interviewing for an advertising job in Eugene would dress differently from a person interviewing for an advertising job in San Francisco. "Ask someone in the field," she suggests. "Get an idea of what they wear."

Suits, not necessarily navy blue ones, vary in cost with fabric and quality, but usually run in the \$150-\$200 range. "It's a major investment," Litin says. She suggests that after making that initial investment, a woman can dress up the suit with accessories for different interviews; a silk or cotton blouse, neckties, scarves and jewelry all work to create an image. Coattresses, which are usually less expensive than suits, are also viable alternatives, says Litin.

High quality separates are good investments for the career woman, says Stuck. She says that wearing a jacket, blouse and skirt is definitely appropriate for most interviews. She also has other suggestions, some which might depend for their success on the interviewing company's codes: tailored trousers worn with a jacket; a suit worn with a sweater; or maybe a dress worn with an easy jacket.

"Quite simply they (the interviewers) look for professionalism in the way you dress," she says. Immaculate attention to detail and fit is important; the lines should be flattering, she says. "Understated elegance is the key."

The color of dress should not be overpowering, the experts agree. Wearing "subdued colors accented with bright colors," is usually fitting, says Stuck. Litin suggests caution when considering color. She might, for instance, dissuade a respondent from wearing a lavender suit because there's a chance the interviewer "absolutely hates that color." She suggests something more neutral.

"It (color) cannot be intimidating to the employer," she says.

Still, there is an exception to every rule. Litin tells a story of a lawyer friend of hers who interviewed for a job at a prestigious Portland law firm, wearing a bright red knit dress. "A bright red knit dress," emphasizes Litin, still amazed.

And of course, the daring lawyer got the job.



Edith Gross, a designer department representative at Kaufman's is modeling an Ellen Tracy long and lean double-breasted blazer, a linen wrap skirt and a linen notch collared shirt.
 Her earring is ivory, trimmed with black, and she is carrying a lizard-skin brief case and wearing lizard skin pumps.
 All clothing and accessories courtesy of Kaufman's.
 Photos by Michael Clapp

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