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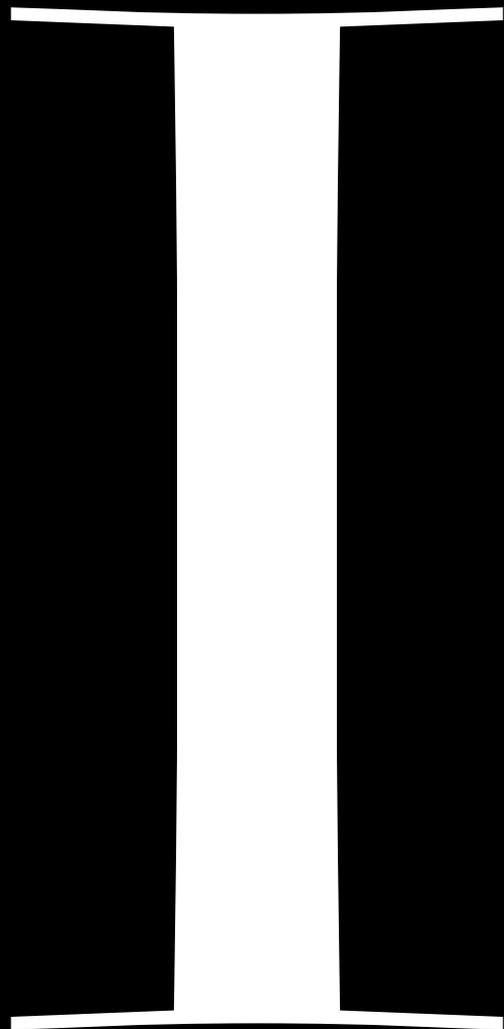
WEAR

A guide to building
your ultimate professional uniform.

TO

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WORK



INTRODUCTION

Hey, you. Yes, you— with the job.

Getting dressed for work should be fun, or at the very least, it should be easy. But today's professional woman faces a unique conundrum. She's inundated with fashion inspiration (style blogs, glossy magazines, runway images), but still left without much guidance when it comes to dressing for the office—you know, the place where she spends most of her waking hours.

CHALLENGE #1

There's a fundamental disconnect between what the fashion industry is selling, and what professional women actually need. We love poring over the pages of *Vogue*, but when it comes down to it, few of the looks therein actually translate to the professional world; and most fashion blogs do very little to illuminate the (often unspoken) codes of dressing for work. Have you ever showed up to a client meeting in a romper? How'd that go?

CHALLENGE #2

Many dedicated workwear brands are failing to keep up with the discerning tastes of the women they serve. Their offerings are overly stiff, drab, or poorly made; and those who wear them feel the need to run home and change into "real" clothes before going out after work.

CHALLENGE #3

Dressing for work is a nuanced proposition, and while women don't need instructions on what to wear, many of us would like some advice. Some companies have learned the hard way that this advice should not come from elderly male senior partners, whose attempts to "guide" women come off as condescending and out of touch. A more objective resource would be nice, which brings us to... this book!



We wrote this book for all women of purpose—women who have better things to do than agonize in front of the closet each morning. Like you, we know how hard it can be to shop for work and to balance personal style with the sartorial expectations of the workplace.

But can we let you in on a secret? It doesn't have to be so hard. In fact, it should be a pleasure to develop and pursue your own weekday style. So let's create a new paradigm for how professional women think about their clothes. After all, your professional style *is* your style. Embrace it, love it, and by all means, work it!

In these pages, we give you a no-nonsense four-step system for cultivating a career-making wardrobe.

In *Step 1*, you'll envision and define your perfect closet.

In *Step 2*, we'll help you make sense of your current work wardrobe and make room for new office-ready pieces.

In *Step 3*, we'll make a concrete plan for filling up your hangers based on what you need and how much you want to spend.

In *Step 4*, we'll divulge our favorite brands and go-to items, and we'll coach you on how to assess quality and make savvy shopping decisions.

From there, we'll steer you around potential *On the Job* pitfalls. And for those of you just entering the workforce, our *First Job Checklist* will help you prep with confidence.

By the time you put this book down, you'll know exactly how to build and maintain your ultimate work wardrobe—and you'll be excited about the process. We promise.

But first, let's get philosophical.