

General

Wear clothes that are comfortable, fit well, and look great on you.

Turtlenecks are almost always a bad idea.

Clothes should be neatly pressed and should look new or like new.

Avoid busy patterns and large stripes.

Wear accent colors that emphasize your eyes.

For a no-jacket look, the shirt should be darker than your skin tone, as anything lighter distracts from your face.

Men

Standard business: suit jacket, dress shirt and tie.

Casual business: jacket, open-collar dress shirt, and tie, or dress shirt on it's own.

Check for chest hair when wearing an open collar shirt.

Women

Neckline will influence the apparent shape of your face.

Sleeveless tops/dresses can draw attention to your shoulders/arms.

Keep jewelry extremely simple - small is better.

Avoid jewelry that would distract from your face or that looks dated.

Check your eyebrows.

Make-up should be clean and natural.

Wear a heavy layer of translucent powder - your face will appear flawless in photos. Shine disappears, pores seem smaller, skin looks even, and blush is smoother.

Avoid products with lots of sparkle or shine, and bright colors.