



## PRESS RELEASE

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### How to Dress Like the Big Fish: 6 Tips to Wear Success Well

Omaha, NE – To land the job you want, you need more than a strong resume. Your dress and image need to mirror your credentials. An investment in your wardrobe is an investment in your career success, according to clothier Dick Lerner, author of *Dress Like the Big Fish*.

Lerner's proven fashion tips can lead to business success:

**That sport coat that's on sale may not be such a good buy!** Why? It will just end up an orphan in the back of your closet. A well-chosen wardrobe includes high-quality (yes, maybe more expensive) individual pieces that mix and match and can do double and triple duty during the workweek. And do you really know the difference between a blazer and a sport coat?

**Business casual does not mean jeans.** The workplace rules have gone from suits to jeans and back again. Casual is not casual at all. It may mean no tie or scarf, but it does not mean trendy. If you don't know what casual is, you could hurt your chances for career success.

**Women: Choose the colors of business.** Black, navy and charcoal are the core colors of business for every professional woman. Your mother was right about wearing good shoes (closed toe only, with a low heel) and carrying a matching purse. Leather, of course.

**Wear wool.** It's no longer itchy and scratchy, wool and its fine blends are the hallmark of fine professional dressing, no matter the season. Wool is found in long-wearing, high-quality fabric. Cotton is the best choice for shirts and blouses—and non-iron is the label to look for. Wrinkles are out.

**When you can't afford wardrobe clothing, buy fewer pieces, but better quality.** What? An investment in a fine suit that can mix and match will last longer, you'll spend less in the long run, pieces can be worn year round and dressed up or down, and the pieces will wear better. *This* is a true return on your investment.

**Dress for the job two levels above you.** You won't get a second chance to make a good impression. According to a UCLA study, just 7% of your image is what you say, 38% is how you say it, and 55% is who and what you are. Your image is your chief attribute. "When

knowledge and skills are equal,” said Lerner, “then your image is a powerful tool that says, ‘I am the most qualified.’”

**About the author:** Dick Lerner, CWC, CCC, has conducted workshops for 33 years to assist men and women in choosing their working wardrobes. Most notably, he works with men and women going through job transition. He is co-owner of Bel Air Fashions in Omaha, a wardrobe consulting firm at 714 North 114<sup>th</sup> Street. Among his clients are celebrities, military officers and savvy professionals who want to get ahead in their careers. Lerner, a Certified Wardrobe Consultant and Certified Custom Clothier, is an image specialist who helps “sweat the details” to get dress and appearance right. His newly released book *Dress Like the Big Fish* is available at [www.DressLikeTheBigFish.com](http://www.DressLikeTheBigFish.com) and wherever books are sold.

#### **MEDIA OPPORTUNITY:**

For television: Lerner can bring models (men and women) to show all levels from professional job-seeking and daily office wear to business casual, evening and convention wear. Similar to the popular show “What Not to Wear,” Lerner would showcase “what to wear” by pointing out the fabrics, fit, suit types, shoe styles, belts, socks, accessories, jewelry and grooming that project a professional image.

For radio: Lerner and his colleagues can discuss the transition for exiting or transitioning military personnel, graduating college students, transitioning employees in a new company or even a new career. Lerner discusses challenges faced by people who have to change their wardrobe in order to move up and move ahead. Lerner can also discuss how changes in the economy brings about increased focus on the way companies require their employees and managers to dress to enhance a corporate culture and increase productivity.

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