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HOW DOES FASHION AS APPLIED TO BUSINESS ATTIRE INFLUENCE THE CAREER ADVANCEMENT AND IDENTITY OF MEN AND WOMEN

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1. INTRODUCTION

The main purpose of this paper is to analyze and examine gender differences in attitudes and preferences regarding workplace attire, and evaluate the impact of attire decisions for an individual's career advancement. The value placed on clothing has an impact on the image held by those who perceive us and has a relationship with future outcomes such as raises or promotions. The effort and planning involved in dressing appropriately for work is worthwhile- if, at the end of day, it will improve one's chances of attaining a desired future.

It is clear that the fashion industry is successful for a reason. Fashion is the first thing any person thinks about before starting their day. Additionally, what is interesting to know is whether the choice they have made before leaving their house is going to determine the possibilities of advancing in their respective field or, alternatively, if it is going to help them define themselves. The common theme in this paper is that clothing decisions can make a difference in how one is perceived by others and that attire wearers can use their clothing decisions to influence the impressions formed by others in the workplace.

Individuals are likely to differ in the extent to which they are generally interested in or even conscious of clothing. Most investigations of these differences have focused on gender, like the paper "Dressing to impress: beliefs and attitudes regarding workplace attire" developed by Joy V. Peluchette, Katherine Karl and Kathleen Rust, a key paper on which the literature review in this report is mainly based. Much research has been carried out in the last decade to guide the attire decisions of many women and men who have entered professional positions in corporate businesses. However, there are still some, implicit and explicit, rules established for women that require them to wear certain items of clothing that are considered sexist, uncomfortable and impractical. For example, early research on clothing interest showed that females possess a higher level of general interest in clothing (Drake & Ford, 1979). Research has also shown that those who care about their clothing are more likely to see its value in terms of having a positive impact on various workplace outcomes and their own perceptions of themselves.

Fashion combines every form of art there is: architecture, design, dance, music and rhythm… It is a trend in style that a person uses to define the way they dress and express themselves. The phrase itself — being 'in fashion'— refers to the rapidly changing configurations of meaning and style that characterize innovations in clothing (Barnard, 1996). With the clear difference in clothing both sexes possess, it also becomes very clear that fashion can be used to distinguish and socially construct the differences of gender and identity. Fashion, as a cultural item, in all its variety, reflects the predictions and concerns of society. This springs from our concerns for the representation of our bodies. Nevertheless, fashion is ambiguous because of the uncertainty regarding responses that may be caused by each garment – in some cases, it may lead to confrontations. As an example of this situation, we may have to explain that numerous designers are using their clothing lines as another form of activism. You can have a T-shirt or a skirt and claim the end of racism or the power of feminism, which may cause conflicts in the streets.

2. FASHION'S INFLUENCE ON EVERYDAY LIFE

The fashion industry is one of the wealthiest in the world. The textile industry, with 81,500 million euros, tops the list of the 35 most productive sectors in the particular case of Spain, according to Forbes Magazine. The magnitude and importance of aesthetics is obvious in our culture and it's totally connected to society, influencing us consciously and unconsciously.

Nowadays fashion designers and fashion brands can be as famous as other celebrities, and as a result fashion can occupy a very important place in the hierarchy of society. Not only does it allow us to define our style and help us to distinguish each other, but it can also help to define our place in this world and help us feel accepted, which allows us to express and define our personality, and communicate visually our interests and tastes (Brian H Kliner,1983).

We individuals think we can wear whatever we want, without outside influence. However, fashion choices considered inappropriate, or presenting a non-professional

image can take the wrong turn, especially in specific scenarios like the workplace. Fashion is also centered on people's life as well as on culture, in the way people travel, and the way they live. It also influences how we communicate or how to determine the most popular trends.

The contemporary world demands executives to be more competitive. Therefore, projecting an image of credibility and security has become a fundamental tool when promoting trust and generating authority, leadership and power.

All professionals who held management positions and wish to obtain a better performance review, both in their work and in their work team, must learn to develop an integral image, which covers factors from clothing to identity and commitment (Amato, 2013).

The way of dressing is one of the pieces that make up the presentation letter of professionals and one of the most decisive when it comes to triumph in a company. However, even the most exclusive wardrobe does not make sense if the attitude of the wearer does not project leadership and personality, qualities impossible to acquire by the use of clothing. Although you are not aware, everyone projects their personality through the image they offer abroad. Whether we are conscious or not, we all project an external image through the clothes we use, the accessories, for example if we are neat, wrinkled or stained. Although, as mentioned before, the attitude that accompanies this image will be fundamental for a leader.

On the other hand it is not necessary to exclusively associate the leader figure with the suit and tie, so it is emphasized that the attitude is also as important as the clothes. A leader can also dress in more casual clothes while still exercising his leadership for it, a case that seems to be increasing in new corporations and startups.

Another determining factor is that which is associated with knowledge and academic achievements. One can have a lot of charisma and dress in an exceptional way, but if that is not accompanied by intellectual support it will not do much good.

An interesting study recently published in Social Psychological & Personality Science, called "The Cognitive Consequences of Formal Clothing" found that people in formal

clothes think more abstractly and experience more feelings of power, thus affirming the idea that a suit confines power. (Slepian, Ferber, Gold and Rutchick, 2015)

In conclusion, the most important thing to do is achieve balance on a daily basis. Thinking about a professional style, based on one's own identity, according to the competences that will be emphasized as professional strengths, in addition to the style or look of oneself, which is part of a strategic construction of what has been proposed in this project.

Therefore, characteristics like elegance, sobriety, versatility, proactivity and professionalism in a person, will undoubtedly be reinforced in their clothing. However, clothing will only be a complement, which should be used as a plus, without diminishing the importance of the abilities and attitude of those who wear them (Howlett, Pine, Orakçıoğlu and Fletcher, 2013).

2.1 CASUAL CLOTHING

Casual is something linked to chance. The set of circumstances that are impossible to anticipate and, therefore, to avoid. Casual clothing is informal clothing.

That is, clothing that is used in contexts that do not require respect for a formal dress code. When choosing casual clothes to dress a person is not tied to rigid criteria of elegance or worried about achieving an aspect of seriousness and professionalism.

However, we cannot overlook that talk of casual clothing refers to a style, the casual one, which has become a fashionable trend in recent times all through the twenty first century. The reason for this is because it allows not only dressing comfortably but also reflecting personality, and even the ability to look appropriate both to go to work and to go out for a drink.

This look is triumphing most specifically among young women. So much so that there are even already fashion firms that have directly proceeded to create their casual collections or give this exact shape to numerous of their lines. Among their basic clothes are jeans, basic t-shirts, blouses, flat shoes and short dresses.

The colors that should be used are mainly bright. This look is identified with four key pillars: simplicity, naturalness and comfort. Converse type shoes or marked urban style are also important and fundamental pieces in the wardrobe of anyone who wants to dress with a casual style.

We must bet frequently by the use of accessories of all kinds such as scarves and hats. A visual example of what is considered casual clothing is provided in Figure 1.

Figure 1: Visual representation of casual clothing
Source: WebpageFX

3. WORKPLACE ATTIRE

3.1 ANALYSIS OF BUSINESS ATTIRE INFLUENCES ON CAREER ADVANCEMENT

The modern business suit began in England with the intention to demonstrate and maintain upper class status. Well-cut, tailored accessories — particularly items that developed and changed each year — cost lots of money to fit and update. The tailors began to mix elements of evening and day wear with military uniforms and other original

civilian clothes to switch things up and encourage constant or even increasing consumption (Díez, 2015).

The Great Male Renunciation of the 18th Century came in and established a greater differentiation of men and women's clothing patterns. Accessorizing, brilliant and refined forms now belonged to women, while utility and function anchored menswear. At this time, the idea of the men's uniform as the suit flourished — away from the extravagancy, wigs and adornments they used to wear before this time. This became the idealized male look that we know nowadays, neither too revealing nor over accentuating the shape of the body (Díez, 2015).

Employees' clothing can be very important for the company both in its relations with customers and in its relations with the rest of the company's personnel. Therefore at work you can decide to establish a dress code to avoid unpleasant surprises. This dress code is usually very different depending on the sector in which you work. Each job may require a completely different wardrobe depending on the tasks to be performed within the company.

While fashion and the way of dressing evolve rapidly, the question arises whether businessmen are still very rigid in their wardrobe. In many large companies, law firms and other traditional businesses the costumes remain the same as they were many years ago. But not all companies do the same.

Even in the 60s with all the hype of the hippie movement, fashion within the business environment did not change. It did not affect such a popular change in the daily life of millions of people to the type of wardrobe of businessmen. During the sixties the fashion underwent a great revolution, but it did not affect the work clothes of the executives nor of many other sectors (Wild, 2014).

As in all areas, the dress codes were challenged by the most daring as a sign of the discontent of these people regarding the cut of personal freedoms regarding the choice of costumes. But that "rebellion" has occurred in many eras.

The policies of a company's clothing are mandatory in compliance because they are imposed for effective reasons and productivity and not by the whim of their bosses. It

must be seen as any other standard of the company (for example, how to meet a schedule). It is revealing that, generalizing already stablished companies, like banks; tend to be more classical when it comes to imposing their workwear policy, while new companies tend to be more "liberated". Companies like Facebook or Google, where their CEOs preach by example and the dress code of the company simply advises dressing as comfortable as possible are a perfect example for this matter.

In this way it is intended that the costumes are also a way to make the work environment more pleasant, with which it is assumed that the worker will perform much more, reaching better levels of productivity. In the same way, with this liberalization of the working clothes standards, an image of a company closer to the client is also transmitted, so that the latter feels more identified with the brand and the feeling of friendship, proximity and understanding is achieved.

3.1.1 Definition and types of formal clothing

This type of clothing corresponds to the set of garments and clothing used on occasions where it is important to maintain certain impressions and directly link to protocol situations. Its use is frequent in work situations for professions that require it, such as that of lawyers, public service, administration, business, etc. Also in events of a certain level or seriousness, such as business meetings, important celebrations, such as weddings or birthdays, outings to important restaurants and others.

There is a place during the life of an individual when they become part of the business world. A must know for when this situation happens is how to dress appropriately for this specific situation.

As it has been explained and analyzed through this project, what you wear for an interview or career fair is likely to differ from your day-to-day business attire. Most businesses provide their employees with dress code policies to give guidance on what type of clothing is allowed and prohibited on professional and casual dress days.

However, there are different types of business attire that can be distinguished depending on the organizational culture the company possess (Feloni, Lee and Cain, 2018):

1. Business Formal: When you dress in business formal attire, you want to portray the best image you can bring. This specific kind of attire is an upgrade from your normal day-to-day professional outfits. Important events and award ceremonies may call for business formal dress. Men wear a dark colored suit over a dress shirt with a silk tie. The shirt should be a French cut style and cufflinks can be worn. Dress shoes and matching dark pants complete the outfit. Formal business attire for women is a suit with a skirt while wearing pantyhose and closed toe pumps. A visual example of what is considered business formal clothing is provided in Figure 2.
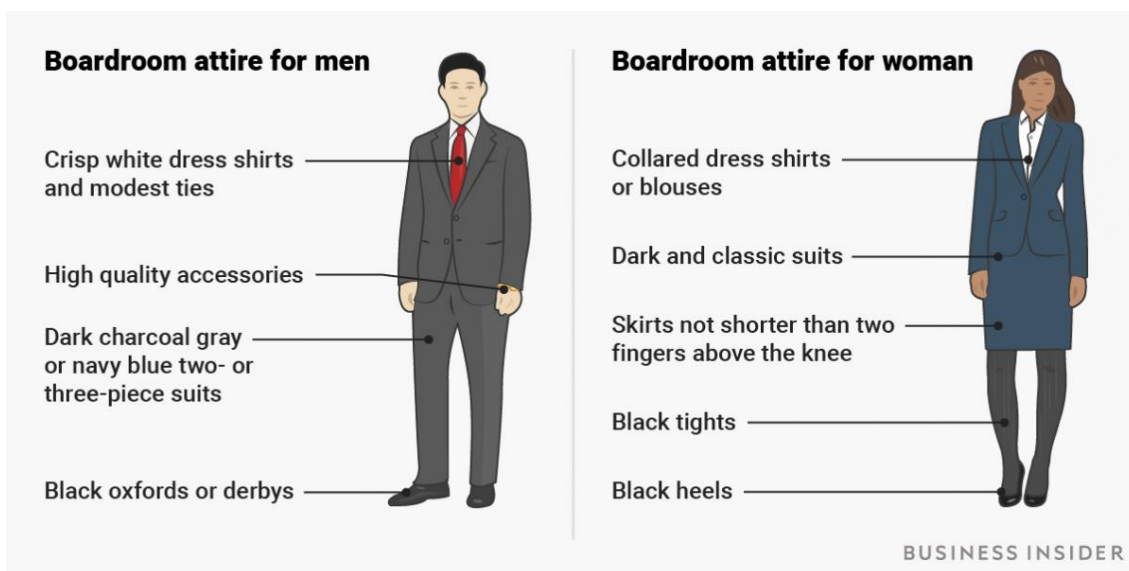

Figure 2: Business Formal Attire

Source: Business Insider

2. Business professional: When some employees are wearing business professional attire, they are wearing generally conservative clothing to portray themselves in a professional manner. Business professional is similar to business formal, but does not necessarily mean trying your best, as in the category before. Professions that may require this kind of outwear on a daily basis include finance, accounting and organizations that have a strict dress code policy. Women can wear a skirt or pants suit with heels while men may wear a blazer or suit jacket, button down shirt, pant suit and dress shoes. A visual example of what is considered business professional clothing is provided in Figure 3.

Brightly colored or patterned shirts and ties.

Sports coats and jackets.

Dressy slacks.

Loafers or monk-strapped shoes.

Brightly colored shirts.

Bigger and unique jewelry and accessories.

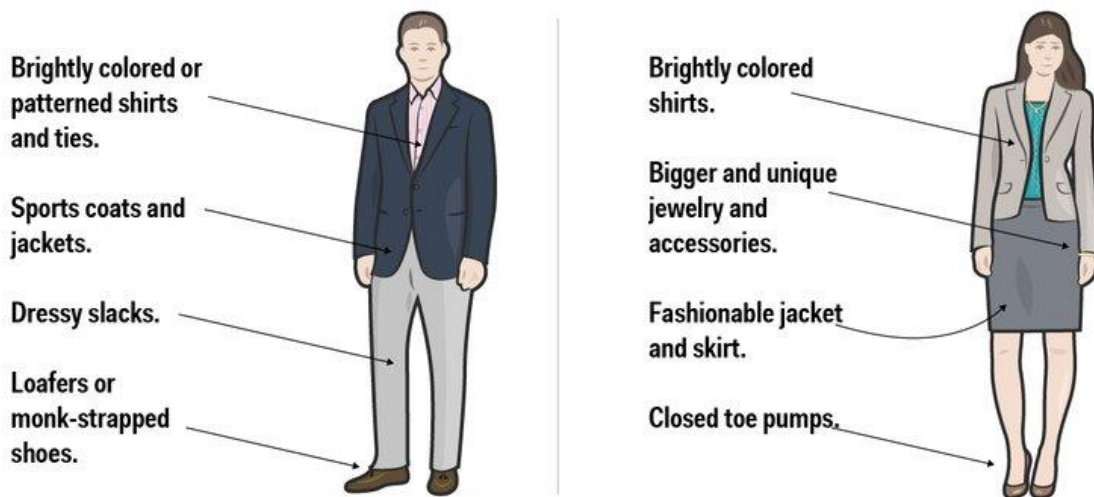Fashionable jacket and skirt.

Closed toe pumps.

Figure 3: Business Professional Attire

Source: Business Insider

3. Business Casual: When the dress code for your company is business casual, it simply means you do not need to wear a suit. However, it does not call for casual attire such as jeans and T-shirts. Women typically wear a collared shirt or sweater with dress pants and dress shoes or boots. Conservative dresses and skirts are also acceptable clothing.

A man's option for business casual includes a polo shirt, collared shirt or sweater. A visual example of what is considered business casual clothing is provided in Figure 4.

Shirts and sweaters in a variety of colors and patterns.

Slacks or corduroy pants.

Relaxed but elegant shoes.

Short-sleeved tops, maybe with vests.

Fashionable combinations of tops, vests, and skirts.
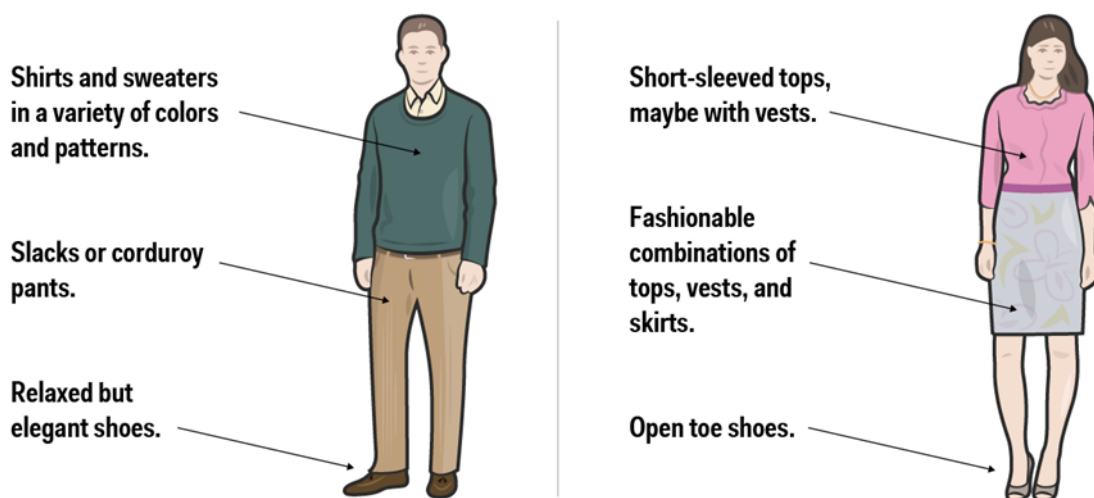
Open toe shoes.

Figure 4: Business Casual Attire

Source: Business Insider

4. Smart Business Casual: Casual does not mean sloppy or inappropriate clothing pieces. Avoid stained or wrinkled clothing and overly revealing or offensive attire. Examples of acceptable clothing pieces include well-tailored jeans, khaki pants, button-down shirts and casual blouses. Instead of women having to wear heels, they can be comfortable in flats. If a workplace has a smart business casual dress code, there may be even less stringent allowing T-shirts and sneakers; however, always be neat and think about how it appears to the public. A visual example of what is considered smart business casual clothing is provided in Figure 5.
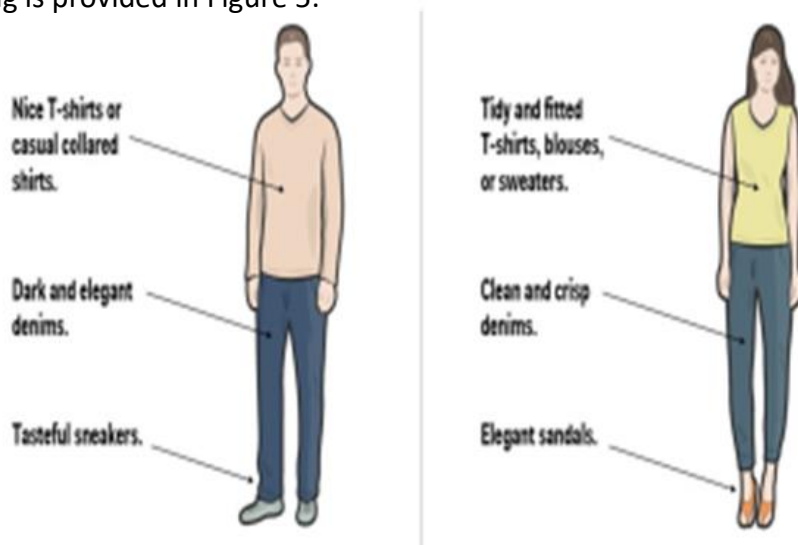

Figure 5: Smart Casual Attire

Source: Business Insider

These different types of formal clothing exist, because depending on the culture of the company you work with, you will choose one of these styles as the appropriate one to dress. Today, there are so many interpretations of formal and business casual that it can be easy to look sloppy or over-dressed if you are not aware of the environment. This is the reason why explaining these types of formal clothing.

3.2 IMPACT OF DRESS CODES AT WORK

When you first enter or find yourself in the business world, you must know how to dress appropriately for any situation. Most companies offer their employee's dress code policies to give guidance on what type of clothing is allowed and prohibited to wear on days of professional and casual dress.

Although in other countries the rules of clothing in the company were adopted later, in the case of Spain, there is a protocol of work clothing that is followed, nothing more and nothing less than from the sixteenth century. Obviously, this does not mean that the same norms have been followed since then, but that there is a tradition of imposing a workwear policy (Gómez, 2016).

The truth is that the rules of clothing for employees are very different, depending on the company for which you work. We can make a long journey, from the traditional uniform, with stricter perceptions when dressing and displaying the company image, to organizations that prefer to let their workers dress at their leisure, as part of their business culture.

You should even analyze how you saw the generation of Millennials, for whom it is customary to establish a dress code different from the normal standards, where the organizational culture tends to be less uptight and focus more on the practical not physical part of the business.

It is true that the work wardrobe adapts to the protocol that the company prints, so that the client will receive the exact image they want to transmit. In this sense, the dress code or policy is one of the marketing tools with which to make the company more visible.

In a nutshell, the way of dressing is also framed within the standards of the company, along with an ethic of behavior and cultural dispositions. All this makes up that protocol of action that must be followed by all those who, in some way, carry out an activity within the company.

Obviously, these rules are not a stony mole that no one can modify. If this were the case, clothes would continue to be worn as in the sixteenth century, although some companies or institutions wish to do so, for example, the Swiss Guard of the Vatican, which still retains its traditional uniform. (Gómez, 2016)

The usual, however, is that the work dress standards are adapted to the times and fashions prevailing in each moment, becoming increasingly flexible and modern, but always adapted to the philosophy of the company.

The evolution of fashion has led to a relaxation in the dress codes by companies. The large amount and variety of clothing that is currently on the market, have led to this opening in the dress codes, both for men and for women. You can see many elegant work environments with a variety of different costumes. An example of this trend is he sport wear, which is increasingly used in work environments, even in those very traditional, such as banks. (Feloni, Lee and Cain, 2018)

The dress policy is usually different for men than for women. But it is conditioned by the lower rigidity of the wardrobe of these in all social orders. The work environment, as a private atmosphere that it is, can be regulated, to a certain extent, by the owner of that business, always respecting the rights of the people. This imposition of the dress code does not have to be an interference in the freedom of the employees but a regulatory basis of its activity within the company.

Society evolves and as we say, fashion and customs change, and it would be very difficult to force employees to dress in an excessively rigid way today. For example, forcing a woman to put on a long skirt so as not to show her legs. Although this situation still happens in our daily life, in locations like restaurants, religious place like churches, and countries where liberty rights are still being developed.

4. IDENTITY CONSTRUCTION BASED ON CLOTHING

4.1 SOCIAL IDENTITY CONSTRUCTION

Walking on the street, going through places that are not part of the privacy of the house, moving from one space to another places us in front of a future of countless images of the world and of others. Unlike rural environments or small towns, the city is the stage where countless faces, strange individuals, itinerants, passengers; we do not know their names or their personal history, nor their origin, much less their intentions, however they can enchant, intimidate or even make us change the sidewalk; many of them will

give us a story to tell, paces visited, their bodies have spoken for them without us even knowing their voice.

The concept of identity emerged in the 20th century as a construction to define, a creative process that gives rise to a "different" and that rests on aesthetic forms and cultural models (Peluchette, et al., 2006) For this reason, nowadays, as a consequence of the media culture and the constant enrichment and evolution of society and culture, we can not speak of the existence of a single identity, however, it remains a fundamental element to make sense and sustain the human being. As part of what we call culture, fashion helps us to be aware of ourselves and helps us build our individual image related to the image of socially accepted ideals, this image, along with the message that transmits the same, has an enormous importance so much from the communicative point of view as psychological and social, since both conform the identity (Hollander, 1978: 15). We must be aware that the configuration of identity through fashion is much more than the use of clothing as a symbol of class or status.

 It is the way in which each individual has these to transmit symbolic messages to others through sight, touch, smell ... However, the success of the identity depends not only on the clothes chosen but also fundamentally on the reaction we provoke in others and the way in which we ourselves perceive our own image.

If the dress or body style actually define who we are, which is not something we can bet on, the personality traits inscribed in our dressmaking decisions are presented as certainties for us and ambiguities for others. The contradictory of this disparity of theories is that, in general, most people think that the appearance is a construction and therefore we can not trust it, but still we continue reading to others for their appearance and with it by their way of dressing. If we tried to trace this situation we would find that it was not always the case and that the way in which we believe to find real situation of the other through the interpretation of its external ways, is a condition inherited from a previous time like many of the values that govern the news of any society. (Peluchette, et al., 2006)

Someone's' clothing choices in fact is the root of "personality", which the definition by the RAE, the Spanish Real Academy, as a set of traits and qualities that shape a person's

way of being and differentiate them from others. A category that we use to make public what defines our subjectivity, to interpret our social role. We must mention that since identities do not arise from individuality or isolation but from the interaction with the other, from collective experiences. Attire helps the feeling of belonging, as you can be directly associated to a specific social group. The role of clothing in the construction of identity is as decisive as the visual metaphor of personality.

4.2 MULTIPLE IDENTITY CONSTRUCTION

Individuals combine different and multiple identities depending on the diverse contexts they are around, like work, family or gender (Stryker and Burke, 2000). A recognized visual symbol of identity is the way people dress, as it is a non-verbal communicator of personal characteristics. As it is a way of communication, appearance can be useful for this matter in every scenario. Balancing what we would like to wear and what is expected to wear in the workplace is called appearance labor. This is an important factor for selecting which identity you want to present in the workplace and which to yourself. (Wolfberg, 2014)

In the identity we have established for ourselves, there are different levels that clothing can convey to the observer. For example, cultural or historical. A woman wearing a hijab for example, she is identifying herself with a particular religion and so, establishing a cultural identity, as shown in Figure 6. By identifying these characteristics of ourselves, we can develop a more professional image that would combine and negotiate the perfect balance between our personal identity, how we would want to dress, and our workplace attire.
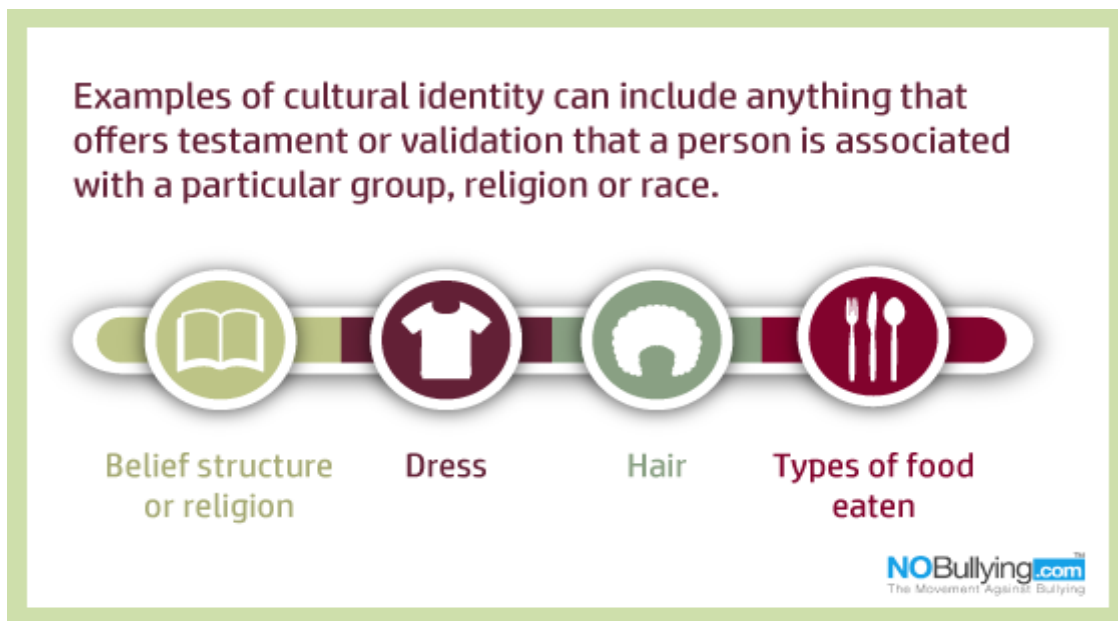
Figure 6: Examples of cultural identity

Source: Nobullying.com

Identity and dress are then intimately linked. Clothes display, express and shape identity. In today's world, where you live in a totally communicative environment and all people seem to be always connected, so the construction of subject is possible in large measures thanks to the socializing exercises that emerge from there, and is increasingly easy to understand and be part of the information and communication era, whose influence becomes a powerful tool that allows structuring both subjects as well as their social contexts, for example the construction of identity and expression mechanisms that this supposes.

So, another element necessary to understand the practice of dressing is identity. Undoubtedly, people do not usually wear clothing that has not previously been chosen or selected. The selection denotes taste and identity, which is manifested through the preference for a particular design, all this gives us an account of the relationship of the dress and the identity of the wearer. The author Entwistle in 2002 explained the following: "When dressed inadequately, we feel vulnerable and uncomfortable, as in the case that our clothing "fails", as when we lose a button in a public place or we stain the clothes. These examples illustrate the way in which clothing is part of the social interaction and is intimately linked to the (rather fragile) sense of self". Clothing is,

therefore, an essential dimension in the expression of personal identity (Entwistle, 2002).

Moreover, talking about work identity is talking about who I am and what I do. The work identity is a part of the personality that refers to the singular, but it operates in the order of the intersubjective, in the relationship with the others. In our society, work is constitutive of our identity: what I do determines who I am.

Today, with the changes and transformations of the labor market due to financial crisis of 2008, where unemployment and self-entrepreneurship predominate, there is a break in the habitual ways of relating- Hence, the balance of the elements that make up the work identity are lost.

In today's world, the action of the worker will depend on his capacity and resources to develop and coordinate the positioning of his work identity. For those who have no identity, the economic anguish is accompanied by an existential anguish. It seems that the essence of our existence is lost when we lose our job or when we change it; and we usually use an apologetic tone to stop being what we were doing.

Situations like this are very common in the current national reality. And this complicates the possibility of constructing identity in another way. So, in a nutshell, through fashion and in the workplace you are able to build a personal identity that will help you develop a proper career in the future.

5. METHODOLOGY

This paper's theoretical rationale is based on the following model developed by Joy V. Peluchette, Katherine Karl and Kathleen Rust in the paper "Dressing to impress: beliefs and attitudes regarding workplace attire". The model examines the relationship between individuals' level of clothing interest, value of workplace attire, and self-monitoring behavior (Peluchette, Karl and Rust, 2006).

Individuals are likely to differ in the extent to which they are generally interested in or conscious of clothing. Extensive research exist that proves that females possess more interest in clothing. Additional research has shown that both males or females who are, generally interested on clothing are more likely to obtain a positive impact on various desired workplace outcomes (Peluchette, et al, 2006) . Solomon and Schepler in 1983 found that both sex made a relation between the appropriateness of their attires and a competitive performance at work. The more comfortable and professional their outfit the healthier and better mood they posed in the workplace.

A recent study, published in Forbes Magazine, conducted by a team of researchers from the universities of Notre Dame, Penn State and Kentucky, has managed to demonstrate that business wisdom was not misguided when it spread tips on the importance of good dress in the self-esteem of professionals. (Herrero, 2016)

The results of this study have concluded that people who wear high-level clothing to go to work have more confidence in themselves and perform their tasks better. A good suit or a good pen to sign does not make you a better professional, but researchers have been able to see how dressing in a certain way or using certain materials produces a significant effect when it comes to increasing self-confidence.

5.1 SELF-MONITORING THEORY

As for self-monitoring behavior, it may explain why individuals are more sensitive than others to the choices they make in terms of what to wear. As a personality trait, self-monitoring explains the extent to which individuals attempt to exercise control over the way they present themselves to others (Gangestad & Snyder, 1985). The people who want to blend in or dress in socially accepted ways tend to possess higher levels of self-monitor traits.

Especially for the people who have, at least once, felt the need for acceptance and recognition. Human beings are social beings and, that means, we like to be surrounded by other people whom we appreciate and respect.

5.2 SELF-ESTEEM INFLUENCE

The need for acceptance is part of our self-esteem. If we feel integrated and recognized we will feel more secure and, therefore, with more perceived value which will result in our self-concept and self-esteem.

The fact of living in a society means being part of it which means acceptance and recognition of the rest of the people that make up that society or that group, clearly related to the self-monitoring theory. Especially, when a new member appears, the need for acceptance is accentuated. Not only for those who arrive new, but also for those who are already part of that social environment. To arrive at a group or a new place supposes that nobody knows us and the first impressions are those that predominate with what we put under the pressure to create a favorable image so that our later integration is easier.

But, on the other hand, those who receive a new member also feel that need for acceptance because their environment may falter or they may be excluded before the arrival of a new component. In order to feel identified with the society to which we belong and with the group of people around us. We are someone with a role that is attributed to us based on our personality and our way of behaving. Thus, the appreciation that will be made of us will be more or less positive in terms of these elements.

In addition, there is another type of acceptance need felt by some people with a fragile self-esteem. They are dependent on others. Their self-esteem is built only by the judgments that other people make of them. They have no confidence in themselves and deeply fear being rejected. By constantly relying on external evaluations, no self-concept can be formed since there are always opinions for and against any of us. Those who have this need for such exacerbated acceptance behave in a variable way and always seeking recognition and approval from the majority of the people around them. They dissolve in favors towards others to receive compliments and become helpful people willing to put the wishes of others before their own.

5.3 IMAGE THEORY

An image helps you to know your environment and your world, starting from models of reality, even with a concept of representation. The elements that represent the image are components present in a special nature for which it is composed.

These elements are variable. Between nature and its plastic functions we must consider a difference among them, by which in a set they will conform the image (Justo Villafane, 2016).

The image is considered as another form of communication, a language based on representation and that has its own codes that make both the broadcast and the comprehension possible.

In the visual identity we find several aspects such as the brand because if we talk about a product many times we choose it for the brand it has, it creates a sense of loyalty.

The visual identity must follow a set of instructions ordered to carry out the creation of the image of the company and this can be seen when it symbolizes a certain degree of public prestige, generating trust and admiration of customers and inspiring a sense of belonging and identity in employees, shareholders and related.

The meaning of clothing is essential in any creation of an image. Aesthetically it can look impeccable; however there is always a powerful message that is behind that visual part that is undoubtedly very important. In physical image we call it an elegant "semiotic costume". Colloquially it would be the meaning or symbolism that clothes have and has important implications in the perception we have of the person.

Whether we like it or not, it is inevitable to look at other people when we are in densely crowded places or events. Young, old, rich, poor, skinny, fat; crowds always offer the possibility of entertainment. And they also offer something more...

Within an area populated by bodies and clothing that dresses these bodies, you can recognize leaders, insecure people, the well-educated, and so many others. This happens through the observation of clothing. Once you get to see the connection

between the clothes and the individual who wears them, you can start reading people what books. From that moment, you will no longer have to be guided by what they say, which can often be false, but you can start to get information from a novel, reliable, and non-verbal source.

5.4 IMPRESSION MANAGEMENT THEORY

Impression management, the process by which people control the impressions others form of them, plays an important role in how the way we dress makes an effect on the prosperity of our career. The process by which people try, more or less consciously to control the impressions that others form of them is of great importance in the relationship between people and organizations. The first sociologist who studied the theory of impression management was Erving Goffman in 1959, when he wrote "The presentation of Self in Everyday Life".

The presented work has practical implications in the organization of companies and helps to establish a relationship between the theory of impression management and others key concepts in the area of organizational behavior and the direction of resources as they are: leadership, trust, commitment, reputation, promotions, evaluations, hiring, etc. It also makes it easier to establish patterns of behavior and relationships between the adjustment of the person to the job and the adjustment between the person and the organization.

Every person is exposed to continuous relationships with others and is constantly captured and evaluated by the eyes of the people around him.

The Anglo-Saxon term impression management refers to the process by which a person, more or less conscious, manages and controls the image he projects before others with the aim of to cause certain impressions in them, Schlenker (1980, page 6); Leary and Kowalski (1990, page 34).

They say that there is never a second chance after a first impression, so the best thing you can do is dress accordingly for the occasion. And is that your way of dressing can tell you much more than you imagine. The clothes, the style, the cut or the color are elements that are able to communicate our personality and from the point of the psychology a lot of information has been obtained from different studies.

In a few seconds to see a person unconsciously judged and issued a value judgment (hasty assessment based on limited information) this is to attribute, assume: knowledge, beliefs, purchasing power, and so on. It is "putting labels" in relation to the person you are getting to know.

These judgments arise according to personal experiences and beliefs: "I believe that you are successful and have a high purchasing power because you wear a brand-name suit.

You can believe at first sight many things with the first impression, but there are six particular impressions shown in Table 1 that fashion reflects that people don't even take into consideration:

Credibility	In the professional field, especially in certain careers, for example in the financial sector, presenting yourself well-dressed is fundamental because I am depositing my trust and my money in your service.
Confidence	This point goes hand in hand with the previous one. It is not enough to present a professional appearance; you have to also believe in your personal characteristics as the attire is not magical.
Physical or mental health	The way of dressing or even the physical aspect says a lot about people, send a message.
Good taste	When you see a person well dressed in automatic empathy is made, "I like what I see". Something important is that to have good taste is not necessary to have a high purchasing power, it is simply the taste for what looks in harmony with the appearance, quality is preferred than quantity above all things.
Status	The person who wears luxury brands sends the message that he has the economic level to acquire said product.
Success	: A well-dressed person is related to success; It is hardly believed that a person who is misaligned and who does not take care of their appearance is successful.

Table 1: Impressions fashion reflect

Source: own elaboration

6. GENDER INEQUALITY IN THE WORK PLACE

How far have women advanced in gender equality and what is the contribution of fashion in this?

The feminine struggle comes from the antiquity, a high point touches during the French Revolution when equality of political rights and citizenship are demanded. During the nineteenth century feminist groups began to demand fairness of rights in general. They denounced social, family and work oppression.

It is thanks to the II International Conference of Socialist Women of 1910 held in the capital of Denmark (Copenhagen), which was proclaimed on March 8 as the International Day of Working Women. The most important request was the right to suffrage. This right is approved slowly in almost all regions of the world. The Isle of Man, a dependency of the British Crown, does so since 1881. Guatemala succeeds in 1946 (during the 1st revolutionary government) and the United Arab Emirates just established it in 2006 (Klinghoffer and Elkis, 1992).

Due to the Great War, the women of that time saw the opportunity to enter the working world, because men had to go to combat and left the work spaces free. This allows them to experience economic independence and make their own decisions, and in some cases gain access to formal studies. On the other hand, the new role they took did not allow them that pomp of dresses, overcoats and other implements used in those times.

It is really the era that launches Gabrielle (Coco) Chanel, with her revolutionary ideas about the independent, modern and elegant woman. In theory, in the 80's the woman manages to enter with more intensity and expansion to the labor and university world. And from that time to today many are still paid inferiorly than men doing the same job. Additionally, there is a small detail, that is if a woman happens to o through a pregnancy and she has high chances of being fired. And after a long day of work (today is more than 8 hours a day) you must keep the house impeccable, take care of the food and clothing of yours, look very pretty, young and mainly be a great partner.

Furthermore, even though the contribution of men to household has increased over the years, it is still far away from what women re contributing. This creates the busy and troubling scenario for most working women in the United States and all over the world, as they are expected to balance two jobs simultaneously; the one in the workplace and the one at home.

The issue of gender is in full boiling and is that our society, in the 21st century, remains deeply unequal. And yet, the world, by nature, does not mark so many differences. Unless you notice their sex organs, it is difficult to differentiate sex from animals, and when a female clownfish dies, the alpha male changes sex, becoming a female to facilitate the reproduction and survival of the group. The world has proven to be a place where the concepts of sex and gender are flexible by nature. So why build our society and our fashion based on an unnatural distinction of female-male gender?

Looking with perspective at social conventions, it becomes clear that the main function of clothes is to cover our genital organs. Even if you have strong nudist and exhibitionist tendencies you have to dress to go out as not doing so would be an accusation of public alteration. The socially agreed is that, however minimal your clothes, out of respect for others, they cover what most differentiates us physically. Paradoxically, fashion has evolved in a way that, while hiding sex, empowers the genre. If you are a woman, a garment that favors you, will mark your figure refining your waist, highlighting your breasts and your curves. If you are a man, it will lengthen you, making you look taller, or it will make your shoulders look broad and strong. Thus, fashion has drawn two well-differentiated ideal silhouettes. The conflict arises here. When after years of evolution, men and women begin to blur the differences between their social roles ... without fashion following them.

Throughout the course of history, women have overcome many obstacles, especially within the workplace, but unfortunately gender inequality still continues to rear its ugly head. Lots of studies have shown that on average, women working full-time earn just 78 cents for every dollar men earn. Studies have also shown that this trend is not going anywhere anytime soon. According to a report released by the Institute for Women's

Policy Research ("IWPR"), it will take until around the year 2058 for that gap to be rectified.

In present day, women make up almost half of the population and potential in the workforce; in four out of ten families, women are the equal, if not main, winners as compared to their male partners. Even speaking of education, women normally study more college and graduate degrees than men, yet on average, the wage gap is still present and not decreasing.

There is a possibility that marketing mission to make women obsessed with fashion standards that we don't apply to men actually diminish the women's chances of rising. Not only do we have to determine proper clothing, but we have hair, makeup and accessories to worry about. But for men, no big decisions involved. (Arvanitidou and Gasouka, 2006)

6.1 ANALYSIS OF GENDER DIFFERENCES BASED ON BUSINESS ATTIRE

Many professions demand a uniform, but the feminine one obliges to wear a skirt, heels or a certain type of makeup. In other works there is an internal code that varies according to gender: they must wear suits and ties, skirts whose bottoms do not exceed a standardized measure, heels of a specific height and even a makeup that they have not chosen either.

Many of these regulations are not only totally arbitrary and respond to anachronistic criteria, but, as in the case of heels, also imply risks to the health of those who wear them.

The first woman to wear pants, around the 1920s, was a revolutionary, a brave woman, to which many others continued to generate a change in society. Since then, the woman has been opening her mind and gaining ground, taking use of almost all the garments that was identified with masculinity. The same process has not happened in reverse, perhaps because man is not so interested in adopting certain feminine garments and what they represent. (López, 2016)

It was not until the sixties, when both men and women began to wear jeans, sweaters and long hair, which began to use the term "unisex fashion" to refer to a type of clothing, closely linked to the hippie movements, which unified the appearance of both sexes, in an attempt to enhance equality. Since then, unisex fashion has evolved into two very different currents, the genderless and the gender full, two opposite paths to bring to the same point, the freedom to experiment with clothes, regardless of our sex.

The biological and emotional reality of the human being includes a wide range of gender identities. However, we strive to build a binary social structure around the traditional concepts of men and women. The male and female sports leagues, the Oscar for best actor or best actress, men's and women's baths, suits and dresses. A division that applies to everyone, despite the fact that, according to the calculations of Doctor Tiger Devore, a specialist in intersexuality, one of every 206 people presents gender dualities. There are a million examples and exceptions that make it clear that gender is not divided into two, nor that they have to be opposite. There is a gray scale that covers all the diversity of identities. Once this idea is accepted and expanded, both society and fashion will advance hand in hand. (Devore, 2012)

The debate revived around harassment in work environments, covered by a system in which men exercise power over women, without receiving consequences.

6.2 #METOO MOVEMENT

The catwalk is a speaker of what happens in society. The designers join, with their clothes, against sexual harassment and, under the premise of the #MeToo movement, support is visible. It is the designers' way of contributing their bit to this cause that began in Hollywood and to which all women have decided to join to shout "Enough!" Fashion sends a clear message and helps to create awareness in a concise and direct way.

The #MeToo is a movement that has gone viral since last October of 2017 in social networks and that helps women who have suffered abuse to report it and explain their experience.

Following the Weinstein case, the #MeToo movement was born, a hashtag with which thousands of women around the world have filled social networks with stories and reports of sexual abuse they have suffered in the first person.

#MeToo is the label that uses this movement, a movement that was actually born years ago, but has now added many women who have found the courage to speak and explain their experiences.

It was in 1996 when the activist Tarana Burke heard the testimony of abuse of a girl by a relative and could not cope. Then began the Me too Movement, focused on young women who have been victims of abuse, aggression or sexual exploitation. Years later, in 2006, Burke launched this initiative as part of the organization Just Be Inc, which, although it focuses mainly on "empowering" young girls of color, its mission includes people who identify as women and whom they consider not have a certain gender.

The movement in social networks continues to record the magnitude of the problem and is nourished by comments, mostly from women, who give value to other victims to explain their history.

The debate revived around harassment in work environments, covered by a system in which men exercise power over women, without receiving consequences. According to several American media, the Weinstein himself, with the help of his lawyers and his public relations team, has been working for decades to ensure that nothing of the matter comes to light.

On Saturday he was fired by the Hollywood Film Academy. Mylano's tweet got more than 25,000 responses in a few hours. In addition to the massive number of warnings against violence against women, many women also warned that efforts like this are tired and there have even been similar waves of consciousness, but changes in labor structures and industries are not achieved.

6.3 FUTURE PROSPECTS

Gender equality in all areas, including labor and salary, will have to wait at least a century - in 2016 it was 83 years. And that in the closest horizon that some organizations point out, because the latest study of the World Economic Forum doubles that time horizon. It sets the goal of achieving wage parity between men and women by the year 2234, after having retreated during 2017 for the first time in the last decade.

Spain, in terms of equality in the field of employment, ranks 24th in the annual list of 144 countries that the Forum produces. It has risen five places in that classification, but it would still have 25% left (his score is 0.746) to achieve parity at work between them.

According to the organization Plan International, although laws against gender discrimination "have helped to reduce inequality, they are not enough". It advocates redoubling efforts, mainly to eradicate the stereotypes that weigh on women and girls. And this, they warn, is not only a problem for the 56 developing countries in which it has projects, also for the most developed in the world. The Canadian Prime Minister, Justin Trudeau support this appeal, and did so by raising his voice against sexual harassment - also at work- and gender discrimination.

7. CONCLUSIONS AND OBSERVATIONS

It is understandable that companies have dress codes that ensure that their employees have an aesthetic projection aligned with the corporate image objectives. However, at present, there are obligations on some aesthetic uses that should be directed towards a healthier and zero discriminative images.

Internationally there have been cases of requests from company personnel to change these parameters and raise awareness about a more friendly wardrobe, instead of copying guidelines that are only valid in countries with different climate and lifestyles.

The way we are dressed speaks for us, transmits information. Hence the importance of being dressed appropriately according to the circumstances. In dressing we reflected part of the personality of each one, you can appreciate the good taste, the stridency, the provocation and the elegance. Clothing entails a search for identity or differentiation with others. For this reason, it acquires so much importance for some young people who find in it their personal identity and their belonging to a group.

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