



# 70%

OF RESPONDENTS FEEL  
EMPOWERED BY  
PROFESSIONAL ATTIRE



68%

■ ■ ■ ■  
state that  
professional  
attire is  
important

65%

■ ■ ■ ■  
state that  
professional  
attire is  
important



## 1 IN 5

people think unprofessional clothes are *more*  
unacceptable than unprofessional business



40%

■ ■ ■ ■  
are inclined to form a bad  
opinion of somebody if they  
dress unprofessionally

50%

■ ■ ■ ■  
are inclined to form a bad  
opinion of somebody if they  
dress unprofessionally

## ONE

46%

■ ■ ■ ■  
are less inclined to hire  
someone if they dress casually  
for an interview

65%

■ ■ ■ ■  
are less inclined to hire  
someone if they dress casually  
for an interview



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This study was conducted by Ipsos Interact under the name of Maxwell Scott in July 2017 with 278 participants from Germany. Maxwells, briefcases and travel bags. Please note we've asked about their attitudes towards professional clothing within the work environment.