

# Executive Appointments

## Button Up



**D**ON'T be fooled by George Dubya's cowboy boots – casual garb is unwelcome at Bush Jr's White House, says image advisor Jon-Michail, CEO of Image Group International.

Jon-Michail (no surname needed) recently returned from a business tour of the US and while he didn't appear on the President's guest list, he did tap into the image trends in big US corporations. Many companies that have experimented with dress-down Fridays and a more relaxed image are buttoning up into suits and ties again and it's happening in Australia, too. Some HR heads have rolled, he hints, for leading their companies down that path without researching the issue, when their bosses at the top believe attitudes and performance have deteriorated as a result.

What does this mean for executives in the job market? The advisor to corporations about how to ensure staff reflect the "corporate brand" believes it's all about fit – if the executive regards a suit as a straitjacket, then it's better to have the courage not to apply for positions in companies where it is the norm. And for those who want to stand out at job interviews (for all the right reasons), he steers clients towards a "contemporary classic" look.