

## POWER DRESSING. SELF-PRESENTATION BY MEANS OF COSTUME STYLING

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The phenomenon of personal self-presentation is widely used in both the business environment and in everyday private life. A person has a certain idea of his or her own self-presentation, which he or she relies on when communicating with different people, participating in business events, choosing a style of dress, communication and behaviour. Along with an intuitive idea of self-presentation, there is a purposeful work on image formation aimed at positioning a person in society, in a particular professional circle.

Self-presentation of a person is of great importance in the process of socialisation and allows a person to tune the environment to a certain vision of his or her personality image that meets professional goals. The social status of the owner of a suit is expressed mainly through its quality, silhouette, additions and accessories. It is known that a straight silhouette characterises a person with a high status, and one that emphasises the shape - with a low status. However, in a democratic society, a leader can sometimes change his or her image, for example, to maintain an informal atmosphere at a meeting or negotiation.

When it comes to self-presentation in a professional business environment, the most expressive type of costume is often «Power Dressing», a fashion trend that enables women to assert their authority in the professional and political environment.

The power dressing trend originated in the early suffragette 1920s and reached its peak in the feminist 1980s (primarily thanks to Giorgio Armani) and became a uniform for career women. When applying for executive positions, businesswomen tried to imitate men in everything: wide trousers, "masculine" shirts and, of course, checkered jackets with shoulder pads became the basis of their wardrobe. Today, power dressing is back in fashion again, but has acquired new qualities: the lines have become softer, the colours brighter, and the accessories more noticeable. Chloe, Jil Sander, Joseph, Khaite, Loro Piana, Max Mara, Toteme, Prada offer a fresh look at the wardrobe of a business girl today. These brands blur the boundaries of gender, combine classics and sports in one look [2].

For the first time, John T. Molloy wrote about the need to change the classic women's costume in his book *Women's Dress for Success*. The author was convinced that in order for a woman to gain authority and respect at work, she needed to abandon frivolous clothes. Molloy suggested wearing a pencil skirt, high neck turtlenecks and suits with shoulder pads, as broad shoulders have always been a sign of strength and power. Accessories included pearl thread, silk scarves and any discreet jewellery [3].

The autumn-winter 2023/2024 collections of Saint Laurent (Fig. 1) and Prada (Fig. 2) are dominated by shades of grey and accentuated shoulder width. There is also a unisex trend, which is expressed in the absence of emphasised feminine silhouettes and details.



**Fig. 1. Saint Laurent**  
**Models from the autumn-winter collections 2023/2024 [2]**



**Fig. 2. Prada**

In summary, power dressing provides the necessary information about the owner of the suit, regardless of whether the interlocutor is aware of this information or not. When choosing a suit for a business person, one should be guided by such factors as professional goals and interests, national traditions, fashion trends, age, season, individual preferences, strategies in society, and personality orientation.

### References

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