Networking Event Invitation
Power Dressing – Dress to Impress

The way we dress has an incredible impact on how we are perceived by others in the work place. Paying fine attention to details and having a strong Fashion style can effectively enhance the performance. Power Dressing refers to a style of clothing and hair intended to make wearers seem authoritative and competent, especially in professional settings in business, law, and workplace.

Many studies were conducted to test the influence of appearance on work performance. There are four areas that have a huge impact on one’s image. Appearance is one among these four categories that play an important role in representing one’s self professionally. Even in this day of more casual dressing for work, your professional image will serve you well when promotions, lateral moves and choice assignments are available.

Chikky Goenka is a well-known stylist and provides advice on personal styling & fashion consultancy. She will guide the members of the Institute on the following:
- Basic Essentials for Work.
- Power Dressing / Dress to Impress for Interviews
- How to manage a capsule wardrobe for Work
- Personal Interaction

Event Details:
Day, Date: Friday, May 2, 2015
Time: 4:00 pm to 6:00 pm [Registration begins at 3:30pm]
Venue: The Conclave, 216, AJC Bose Road, Opp. La Martinere School For Girls, (Near Kala Mandir), Kolkata - 700017
Register Now: [Event Registration]

About the speaker:
After completing Masters in Fashion Management, Chikky Goenka ventured into Personal Styling & Fashion Consultancy. Besides running a popular fashion blog called Style-O-Graph by Chikky Goenka, she holds expertise in handling wedding trousseau and holding sessions on wardrobe management & styling. Apart from being guest stylist with The Telegraph-T2, head stylist for Ready-to-wear brands and consultant to designer labels, Chikky Goenka holds styling workshops and sessions to educate and enlighten young minds on the importance of power dressing.