



## Do Architects Always Need to Wear Black?

Style as a Business Asset

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## Key Takeaways



### Why should you care?

- Fashion is both a personal and professional identity for small business owners.
- [What does your identity have to do with your brand?](#)
- How you look is your business card; it's human nature to rely on first impressions – so make your fashion choices with intention.



### Your look as a design exercise!

- Design your look as you would design a building, consider each component & prioritize craft/fit
- Consider what your look says about who you are and what you value.
- [5 steps to building a personal brand you feel good about.](#)



### Know your audience.

- Tailor your look to resonate with your intended audience.
- Consider your environmental cues, a site meeting vs a networking event.
- [You can still wear black – personal branding doesn't have to be complicated.](#)



### Should you wear branded clothing?

- Clothing with company graphics and logos can serve to broaden your brand recognition and promote company culture.
- Choosing a distinctive hairstyle, dressing to match your brand colors or favoring memorable accessories can be equally impactful.

### Do:

- Be intentional
- Know that fit matters
- Be consistent

### Don't:

- Always feel the need to wear black
- Over accessorize
- Ignore industry trends