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You like the advert of a new insurance policy. Their terms sound interesting and impulsively you call up this company for further details. They respond immediately and seek an appointment for a forwarding discussion. The hour is decided and you look forward to a useful meeting. At the designated hour, precisely on the decided minute your secretary calls up to inform that a sales girl from the insurance company is here to meet you. You are impressed, these guys value time. You call her up and the minute she enters the room, it is decided that you are not buying this policy. But what went wrong?!

The sales agent was wearing a skirt that ended before it ever began. To complete her look she flaunted a huge neckpiece which shouted that it wasn't a business meeting she was here to attend. The shirt seemed to be a formal one, but with starry buttons, the effect was just in sync with her rest of the attire. A person who cannot dress appropriately is in no position to accomplish serious business.

Young candidates feel that only the experienced lot needs to dress seriously. As for them, they are in the learning phase and they can afford to be more relaxed towards what they wear to work. No wonder that most of our clients who come over to our custom clothing store in New York are aged 35 years or above. The young generation in New York is of the opinion that they can save upon the custom tailoring expenses and instead can trust off the rack variety. This however is a costly mistake. In professional circle, dressing aptly is of critical relevance. A made to measure shirt or an NYC tailored stitched custom pant marks an impression. To prove this point, listed below are a few established facts and findings.

i. You are accepted or rejected in an odd 30 seconds. So before you even move forward for a handshake, based upon your looks, your image has been created.

ii. HR managers worldwide are biased in favor of a candidate who is well dressed. If the pant is an ill fitted one and the branded CK underwear shines through it, rejection is more likely. On the other hand, if you select well fitting custom clothes for the important meeting, you are by default taken seriously.

iii. They say that performance is directly proportional to the performer's confidence and the confidence level is linked to how good you feel about yourself. Clothes which are made in a custom clothing store like La Rukico Tailors in New York are made such that they enhance the personality, are styled well and are comfortable to wear. With these aspects attributed priority you know that you look well and thus you feel confident.

The definition of professional attire varies as per occasion. Though you might understand these fashion nuances, but a professional consultant invariably comes out with better suggestions. So consult the master tailor at La Rukico Custom Tailors and eliminate possibilities of a dressing error.

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