



形象塑造— 穿的禮儀

Image Shaping – the etiquette of
dressing





西方學者雅伯特·馬布藍 (Albert Mebrabian) 教授提出的「7/38/55」定律，說明了形象學的概念。旁人對於你整體表現的觀感，只有7%取決於你談話的內容；另外38%在於你輔助表達這些話的方法，也就是口氣、手勢、聲調等等；卻有高達55%的比重決定於你「看」起來夠不夠份量、夠不夠有說服力，一言以蔽之，也就是你的「外表」，這外表指的是你從頭到腳，包含髮型、服裝、鞋子、配件...等等的使用與配合恰不恰當。可見在專業形象上，外表的重要性還比內在更勝一籌。

你每天出門上班前，有沒有照照鏡子，給自己的外表打幾分？如果連你自己都不滿意自己，就不要怪自己的運氣不好，機會總是落在別人頭上，要知道三十秒即可決定他人對你的印象，人家只要對你瞧一眼，心裡已經很主觀的替你打了分數了！一個有程度的人對於外表一定格外重視，形象除了代表一個人的思想、看法和見識，更代表一個人的人生哲學。

在講服裝禮儀之前，我們必須先了解公司文化，是在海巡署服務的公務人員，工作環境屬於中規中矩、保守內斂的氛圍，因此在服裝選擇上當然不求標新立異，只求符合時代潮流及職場需要！

【男裝禮儀】

在公家機關工作，男士的服裝款式建議以簡單的西裝、襯衫、領帶、皮鞋的「Formal Style」為主，而「Casual Style」的休閒式西裝、Polo衫、毛衣、休閒式皮鞋等，則可放到週五小週末來穿著。至於牛仔褲、涼鞋、球鞋等均是平時逛街或從事休閒活動時的穿著，不是正式場合的選擇。

所以身為男士，如何選擇一套適合你的西裝就顯得非常重要，選擇西裝的第一原則是合肩、合身，絕不能像小時候，因為擔心日後會長高或會長胖，而預留大一號的空間，這樣會變成「小人穿大衣」的窘態。上班族以選購深

The Western scholar Professor Albert Mebrabian had presented the “7/38/55” algorithm to explain the concept of image.

The ways how people judge you overall depend only 7% on the contents of your talk, 38% on the ways of how you express yourself, such as the way of speaking, gesture, the tone of a voice, etc. As high as 55% is decided on whether you are dressed up properly and persuasively. In a word, the “appearance” matters, which means that everything from the top to the toes, such as hairstyle, clothing, shoes, accessories, is supposed to be perfectly fitted with each other. Obviously, from the perspective of professional image, the appearance is much more important than inner beauty.

Before leaving your house for work everyday, do you look in the mirror and score your own appearance? If you are dissatisfied with how you look, don't lay blame on others for not having a good impression about you, or why opportunities have always landed on others. You must understand that it takes only 30 seconds for others to form an impression about you, and most people tend to subjectively grade you just by mere one look! A sophisticated individual would pay particular attention to the appearance, for it not only represents an individual's thoughts, perspectives and exposure, but also an individual's philosophy of life.

Before talking about dressing etiquette, we must understand a company's culture. With you all being civil servants at the Coast Guard Administration, and the working environment being a more rigid and a conservative ambience, the choice of dress code naturally would not be trendsetting, but something that meets the prevailing trend and workplace requirements.

[The etiquette of menswear]

Working at a government agency, it is advisable that men's apparel be primarily of a formal style consisting of the simplistic suit, dress shirt, tie and dress shoes, and the casual style of a leisurely suit jacket, Polo shirt, sweater, casual shoes and such could be worn on a dress-down Friday. As to jeans, sandals, sneakers and such, which are suitable for leisurely activities but not a good choice for formal dressing occasions.

Therefore, as a man, it is infinitely important in how best to choose a suit that suits you. A prevailing principle in choosing a suit lies in shoulder fitting, form fitting, and forget about keeping a size larger thinking that you would soon outgrow the suit when you were younger, for this would only led to the embarrassment of a ill-fitted suit. For office workers, it is advisable to stay with darker suits, for dark suits not only meet the etiquette of the workplace



色西裝為主，深色西裝既符合職場的禮節，也足以應付各種場合的需要；而純黑色西裝是最正式場合的西裝，符合國際禮儀的需求。

特別要提到鞋子與襪子，通常一般人會認為穿在腳上並不起眼，可以隨便矇混過關，所以要觀察一個男士就是要看腳底，看他的襪子跟鞋子會不會搭配，就知道他的品味好不好。男士襪子的顏色與質感應與褲子搭配，搭配西裝褲時，可選擇與褲子同一色系的襪子，長度要到小腿肚。鞋子挑選造型簡單、皮質質感優即可，最正式的皮鞋是有鞋帶的，這是正式社交場合的皮鞋，就像各位以前當兵時所穿的一樣。

男士穿著中，最重要的關鍵就是領帶的變化，我們也許只有一兩套西裝，但只要有多一點樣式的領帶，即可穿出西裝不同的風貌，所以我會建議各位，在辦公室中放兩、三條領帶，以便臨時要出席各種場合的需要。領帶色彩中以黃色系領帶最搶眼，因為黃色是所有色彩中傳光最遠的顏色，最容易引人注目！

【女裝禮儀】

一般人總以為穿衣服是女人比較麻煩，其實服裝款式上是女人有較多選擇性，選擇多、自由度就大。在公家機關上班的女性，建議以簡單高雅的套裝、褲裝、襯衫、及膝裙、高跟鞋為主。這也是符合服裝禮儀上的「Formal Style」，至於「Casual Style」，則可選擇色彩柔和的針織衫、長褲、洋裝、休閒鞋等，適合週五或輕鬆休閒時的打扮。

女性在穿著打扮上要格外小心，不要過度追求流行而掉入流行的圈套，或是誤把性感當成功，別忘了別人對你的印象有55%皆來

but can be quite versatile for all occasions, while all-black suits are for formal occasions and best meet international etiquette.

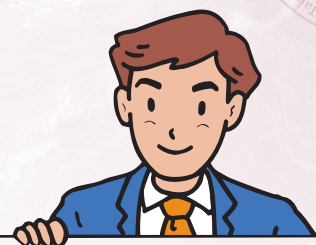
I would need to mention specially about the shoes and socks. Against what most people tend to make do regarding the footwear as unimportant, it is therefore true that you would observe a man from bottom up by checking out whether his socks and shoes match to know whether he has taste or not. The color and texture of men's socks are best match to the trousers; when paring with dress pants, it is advisable to choose socks of the same color tone, with length coming up to mid-calf. The selection of shoes can simply go by something with fine leather quality and in a simple style; the most formal shoes being those with shoelace, which are dress shoes for formal social occasions, just like what you once wore in the military.

In menswear, a critical key lies in the changes of a tie. We may only have one or two suits, yet with a diverse range of ties, you can still wear your suit with different flares. Therefore, a word of advice to the gentlemen, keep a few ties in the office to meet the needs of attending a variety of functions at a last minute call. In tie colors, yellow ties are most eye-catching, for yellow is the color that has the longest wavelength, thus most eye-catching.

[The etiquette of Ladies' apparel]

Against what most people presume that it is more cumbersome for women to get dress, in fact women have more choices in the styles of dressing, hence a greater degree of freedom that comes with more choices. For women who work at a government agency, it is advisable to stay with elegant suits, pant suits, blouses, knee-high skirts and high heels. This is the outfit that meets the dress code of a formal style, as to the causal style, there are the choices of soft-colored knitwear, long pants, dresses, casual shoes and such, which are more suitable for dress-down Fridays or as a leisurely, casual outfit.

Yet ladies must pay extra caution in dressing, do refrain from getting trapped by a blind pursuit of fashion to mistaken sensuality as success, and never forget that most people derive 55% of their impression about you from what you wear; overly opulent may mislead others to think you are shallow. This also coincides with what the American apparel expert John T. Molly (who the Time



自你的外表，過度艷麗反而讓人誤以為你粗俗膚淺，也正符合美國服裝專家約翰莫洛John T. Molloy（時代雜誌譽為美國首位衣櫃工程師）所提出的「失敗穿著八大原因」中的其中兩項。

女性上班時，只要謹記「三點不露」的原則即可萬無一失。第一點：「肩膀」不能露，所以細肩帶的小可愛或是無袖背心並不適合工作場合穿著。第二點：「膝蓋」不能露，所以過短的迷你裙、短褲也不適合工作時穿著。第三點：「腳指頭」不能露，因此工作場合的鞋子絕對是包頭鞋，必須前包、後包(腳跟)才行，除了不露腳指之外，最好還要帶點跟的皮鞋，跟不用太細，也不用太高，1~2吋（五公分以內）即可。

既然穿著皮鞋，就必須穿著絲襪，但絲襪非常容易穿勾紗，穿勾破的絲襪非常不禮貌，所以平時應在辦公室內多準備一雙備用絲襪。至於皮包的選擇，上班用的皮包以考慮實用性為主，顏色以黑色、棕色，款式以肩掛型、A4大小的最為方便。

要合宜的穿出服裝品味，就要靠平時的累積，每天上班都是一次很好的學習機會，出門前花點時間去思考，去體驗每個細節，服裝不但展現個人在工作上的專業，更可以展現一個人的品味與修養。你穿什麼樣子，別人就當你是怎樣的人，往往一個人的內在很專業，卻因外在毫不留意而顯得不夠專業，進而影響到別人對你能力的肯定。因此除了自信，外表當然更形重要，今天你要怎麼穿，可能變成你會不會成功的同等定義！形象是「誠於中，形於外」的涵養，祝福各位，從今天起有更好的形象！換個樣子，穿出海巡署的精神！

（本文作者為新世紀形象學苑專業講師）

magazine accredited as the first American closet engineer) has proposed of two out of eight major reasons in failed dressing.

For workplace, what women need to remember is the principle of refraining from exposing the three critical spots. First, refrain from exposing your shoulders, thus bustier with spaghetti straps or sleeveless vests would not be suitable for the workplace. Second, refrain from exposing your knees, thus short-short miniskirt or short pants would not be ideal for wearing to the workplace. Third, refrain from exposing your foot toes, thus shoes for the workplace would be shoes that wrap around, something that covers both the front and heel. Besides not exposing one's toes, it is best to dress in shoes that come with a small heel, not too tapered, nor too high, roughly 1 to 2 inches (within 5cm) will do.

Since you are wearing dress shoes, there is a need to wear stockings, yet with stockings that are prone to be ripped, which is considered impolite; it is advisable that you keep a spare one handy in the office. As to the choice of handbags, the choice of handbags for workplace should take into consideration practicality, with colors being black or brown, with a shoulder strap, most handy in an A4 size. To dress with a flare, it takes practice, and everyday going to work is a good learning opportunity, by spending a little time to think what you would wear, and experience every detail of dressing. Apparel not only showcases one's profession at work, but also one's taste and refinement. What you wear says who you are. Against one's proficiency within, lax in dressing up tends to leave others with an unprofessional impression, and hinders how people perceive your capabilities. Besides self-confidence, the appearance is just as important, for how you dress could one day equates to how you have failed to succeed. Image is built around being integral within, which is manifested beyond. I wish you well, and hope that you can keep up your image starting today. Change a style, and dress to showcase the Coast Guard's true spirit.

(The author is a lecturer from the New Century Image Academy)

