

## Does workplace dress code matter

Author: Nyasha Ziwewe . November 2019

Dress code defines the way that you are expected to dress in a particular situation, especially as an employee of a particular company. According to the study that was done by Recruitment International ([Recruitment International](#)) in 2017 in the United Kingdom (UK), 61% of employees are more productive when the dress code is relaxed. However, there are some undeniable reasons why workplace dress code should be taken care of.

About 37% of managers have chosen not to promote an employee because they dress inappropriately according to research by Recruitment International ([Recruitment International](#)) in 2017 in the UK. Below are some of the reasons why you are encouraged to have a proper dress code at your organization.

### A Smarter Look for Your Team

A dress code does not always mean you need a uniform. Depending on your industry, considering a uniform is a way for your employees to appear smarter and match your company brand. Even if you do not choose the uniform route, establishing what your staff should and should not wear is a good idea.

### Outlines Appropriateness

A dress code can outline office appropriateness and improve focus. You should avoid crossing into discriminatory territory such as creating policies that affect only women, or one particular religion - such as no makeup or enforcing skirts or high heels on women - as this is unfair and legally inappropriate. Make sure your policy lets employees understand what you expect whilst not isolating anyone.

### Establishes the Company's Brand

If you create a uniform for your employees, then it is possible to establish a company brand with a dress code. Company colors, logos, and ethos can all be woven into the design of your worker's uniform. A uniform makes employees instantly recognizable should a customer need any help, and [improves the first impressions of your company](#). For a customer based company that is front facing, having a uniform establishes your company brand and improves relations between your staff and your consumers.

### Strengthens Employee Unity and Teamwork

Sports teams and schoolchildren wear a uniform because this creates unity. Companies with a dress code promote belonging within their employees. Both a uniform and dress code can make people see they belong in the workplace. If employees assume they are working towards the same company goals, wearing a unified look, they will become more aligned with company values.

## **Increases Productivity**

Studies show that wearing specific work attire, especially formal clothing, has a positive mental impact on an individual's productivity. Specific work clothing will make employees more focused on their job and the work they do. Notice how people get changed when they get home. This psychologically important act of changing clothes makes people feel that they are now off duty and can relax. This theory supports the idea we stay more focused when we are wearing work clothes than we do if we dress down.

## **Prioritizes Safety**

Certain industries require protective clothing to be worn. For example, in the hospitality industry, a safe dress may include an embroidered apron with a nametag or fob to determine which doors and buildings employees have access to. In door security work, a formal dress code can help determine staff from the clientele, making it easier and safer for everyone.

## **Ensures Pride and Responsibility**

Imagine your employees are all wearing smart clothing, such as a well-tailored suit, and there is someone on your team that is wearing ill-fitting clothing. The sense of pride, responsibility, and company image will be diminished. Have a workplace dress code to ensure pride and responsibility among your employees. Everyone will know that they represent your company and will wear their uniforms with pride.

**Nyasha D Ziwewe is a Business Consultant and Systems developer at Industrial Psychology Consultants. Email: [nyasha@ipccconsultants.com](mailto:nyasha@ipccconsultants.com) Mobile 0783462251. LinkedIn: [Nyasha D Ziwewe](#)**

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