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# **Traditional And Modern Corporate Apparel**

The corporate apparel niche is actually a dynamic field. This is due to the fact that fashion changes and what is fashionable today maybe outdated tomorrow. Actually, there was a time in history when to stand out in the office a man had to put on his best suit while a woman had to wear a highly formal blouse complemented with a black or blue skirt. Nowadays, polo shirts, custom t-shirts and golf t-shirts are all the rage in the workplace. Employees walking around in t-shirts having nicely imprinted logos has been a common sighting since the dawn of the new millennium.

Casual dresses started to feature in the workplace some years ago in United States of America. It was actually a silent rule, that Fridays was a day to style up in casuals. As a result of this, Fridays came to be known as casual Fridays. This culture later spread to other countries. It subsequently reached a point, when casual wear was accepted in some organizations all days of a week.

However, this revolution has had little or no impact in some organizations. Actually, in some companies suits are still the order of the day for both men and women. Women have the alternative of choosing formal dresses and blouses. It is possible to find a scenario where a particular colored suit is emphasized. Men are required to complete their image with a tie.

T-shirts can also create organizational harmony especially if many people are wearing the same kind of t-shirt. To many, the polo t-shirt frenzy is a good one. Therefore, such dominates day to day clothing. Everyday clothing in this case will rely much on climatic patters. Therefore if it is drizzling, jackets should be the main feature.

T-shirts are the fad in modern day times. However, women and also men should avoid wearing sleeveless t-shirts while at work. Full- sleeve shirts should definitely be the choice. Funky t-shirts also have no place in the workplace. It is always good to be as professional as possible with casual wear.

A good number of employees like beaming in t-shirts having corporate colors. Such are the ones that have company logo. A t-shirt of this kind will have to be purchased for a small amount of money. At times, such clothing will be offered as a prize to productive employees. Such a move will greatly motivate the employees in question.

A particular make of t-shirt will be for managers while a particular design for subordinates. If such is the case, it is easy to identify a manager or a person attached to a particular office. T-shirts can also be custom made for particular occasions like anniversary celebrations.

Corporate apparel stands for different things to varied individuals. To some, this means executive suits. The trendy at heart will infuse a more fashionable perspective to this phenomenon.

Brands needs to be seen. Corporate apparel are a great medium for companies to increase brand awareness. For example, a golf ball is one promotional items that can make a great marketing gift.

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