



## When you work from home, do you need to "dress for success"?

We inadvertently caused a stir yesterday, when the Twittersphere responded explosively to a post on this site, 'Dress for success.' In the wake of it, we find ourselves asking, do you need to? Or can you run your home business in your pyjamas?

Nancy Stevens is a home-based image consultant. For seven years, her business **Altered Image** has been helping men, women and the corporate environment look good and feel good.

In an **interview with Enterprise Nation** yesterday, Nancy shared her knowledge of colour to help homeworkers look and feel their best. The advice to dress in smart casual clothing ("So that if someone came to the door you wouldn't be ashamed!") was well received.

But the sticking point for readers on Twitter and in the comments was the assertion that women are more likely to succeed if they wear makeup.

The discussion led us to ask the question, when you work from home, do you need to make much effort at all?

"That's the joy of working from home," said Twitter user **@moosh**. "Not bothering!" As a 5-to-9er, slipping into something more comfortable is the first thing that **@moosh** does when she gets in from work.

In the comments, Claire Brown of **Miso Funky** agreed that you should make an effort when meeting clients, but was "horrified" at the suggestion that women should wear makeup to increase their chances of success.

Her comments echoed Twitter user, **@bugsandfishes**. "One of the real benefits of being self-employed is that you don't have to conform to an office culture like that."

### What do you think?

Is Nancy right to suggest that women are more likely to succeed if they make more of an effort in their appearance? Or do you agree with **@EmilyCagle** - where you work, e.g. dedicated space, is more important than what you wear?

Do you have to bother at all? **Colin Shelbourn** wrote in the comments, "Video Skype opens up the possibility that you only need to be smart from the waist up." But is it okay work in your pyjamas?

Tell us what you think in the comments below.

**San Sharma Social Media Consultant and Web Designer, Author, Moonwalker, etc.**