

# DRESS CODE

## DRESS CODE POLICY



Because of this, GL events Brasil has drafted a Dress Code Policy to instruct all of our colleagues — including temporary workers — on how to adjust their outfits to the image that our company wants to promote.

We are a lively and cheerful company, and we do not want to give up our style. However, some adjustments are necessary to prevent our spontaneity from being interpreted as lack of professionalism or seriousness.

We should stick to some basic principles:

**"It takes only thirty seconds to form the first impression about someone."**

**"There's no second chance to form the first impression."**

**"The first impression is the last impression."**

Therefore, please receive these recommendations as a guide to help you convey a first impression that is consistent with your professionalism.

## "YOU ARE YOUR PRODUCT!"

Gloria Kalil, Fashion Stylist

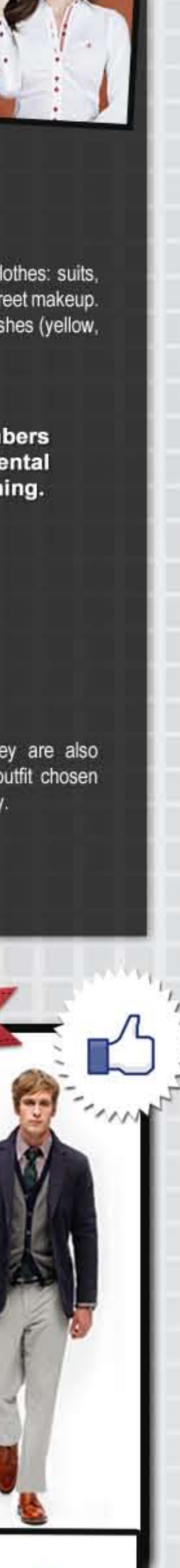
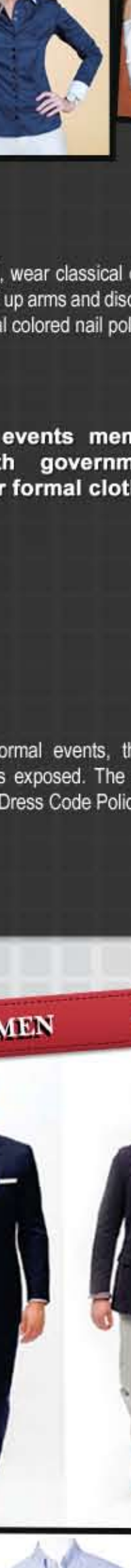
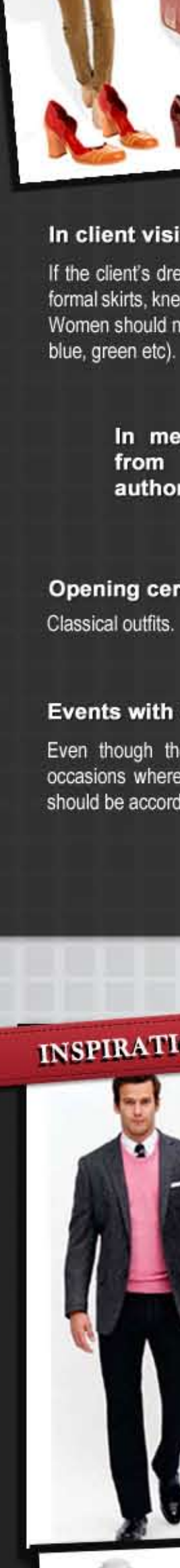
### DON'TS



- Tight-fitting clothes; bare bellies; deep necklines.
- Miniskirts; floor-length long skirts;
- Ripped and overly stoned-washed jeans;
- Sneakers; flat sandals; high-heeled boots;
- Strong perfumes; exaggerated makeup;
- Male employees should comb and shave regularly or have their beards properly trimmed; women should take care of their style, maintaining their hair cuts or hairdos in good order.



### INSPIRATION FOR THE WOMEN



#### In client visits/meetings:

If the client's dress code is more formal, wear classical clothes: suits, formal skirts, knee-high dresses; covered up arms and discreet makeup. Women should never use unconventional colored nail polishes (yellow, blue, green etc).

**In meetings with GL events members from France or with governmental authorities, please wear formal clothing.**

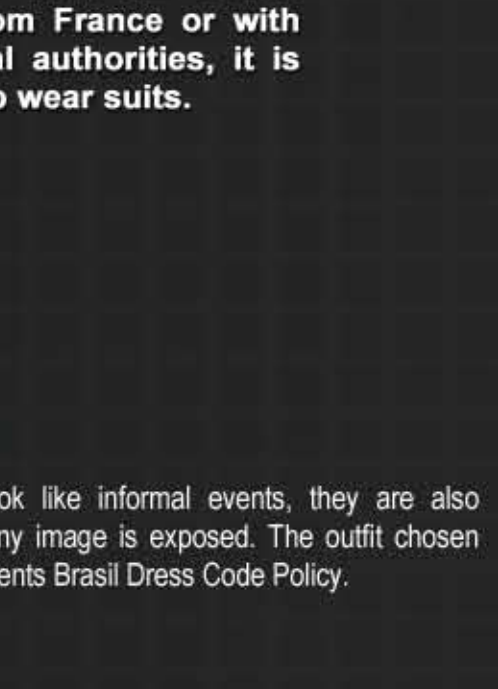
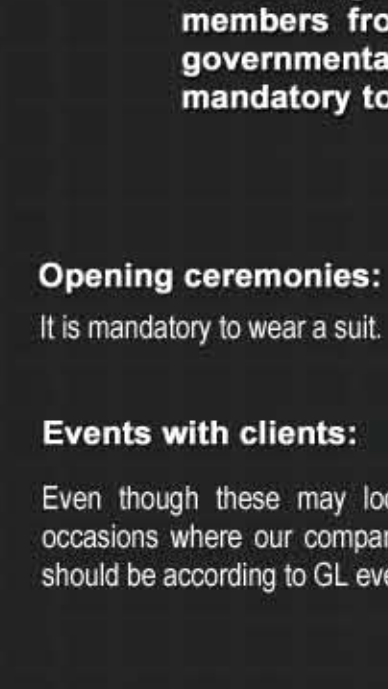
#### Opening ceremonies:

Classical outfits.

#### Events with clients:

Even though these may look like informal events, they are also occasions where our company image is exposed. The outfit chosen should be according to GL events Brasil Dress Code Policy.

### INSPIRATION FOR THE MEN



#### In client visits/meetings:

Whenever suits are mandatory, you should wear grey or navy blue suits with light shirts. Avoid wearing fancy outfits, such as black suits, black shirts and black ties, as these would not fit a business environment.

**In meetings with GL events members from France or with governmental authorities, it is mandatory to wear suits.**

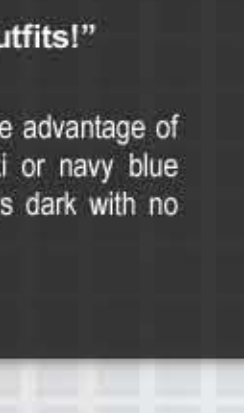
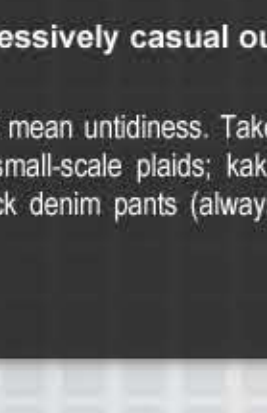
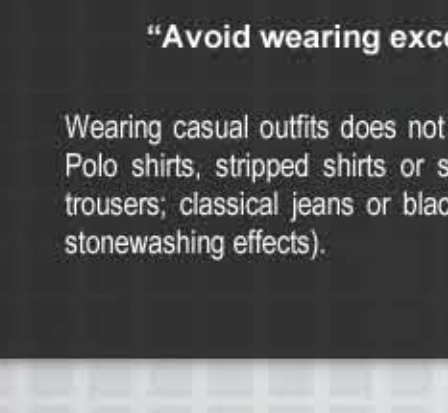
#### Opening ceremonies:

It is mandatory to wear a suit.

#### Events with clients:

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### CASUAL FRIDAY



The Casual Friday emerged in the United States in the late 70s to reduce stress and encourage worker productivity by allowing them, every Friday, greater freedom in a dress down style.

**"Avoid wearing excessively casual outfits!"**

Wearing casual outfits does not mean untidiness. Take advantage of Polo shirts, stripped shirts or small-scale plaids; kaki or navy blue trousers; classical jeans or black denim pants (always dark with no stonewashing effects).

Siga-nos

