

The business of fashion *How to choose a style that is best for the occasion*

By **STEVE MacNAULL**
The Daily Courier

What's business casual? What to wear to the big banquet? For attending class? For that important presentation?

These questions and more will be answered Friday at the 2010 Dress to Impress Fashion Show being put on Friday at Okanagan College by Students in Free Enterprise.

"The goal of the fashion show is two-fold," said organizer Sattu Dhaliwal, a third-year business student majoring in management and marketing.

"It's a fundraiser for Students in Free Enterprise to send teams to the Regional Business Competition in Calgary and it will also showcase clothes in five categories to give students and others who attend an idea of what's appropriate attire in different situations."

Okanagan College teams have won at the regional competition the last three years in a row.

The five categories, by the way, are casual, business casual, business formal, evening wear and student wear.

What qualifies as appropriate in these situations differs depending on if you are a student in your late teens-early 20s, or a well-aged baby boomer.

BUSINESS FORMAL

"For our (student) purposes and in the fashion show we define business formal as what you wear to do a presentation or attend a banquet," said Dhaliwal, 20.

"That means a dark suit for a guy with a shirt and tie and for a woman a blazer (brighter colours are OK, as are cropped versions with some shirt tail hanging out) with dress pants or a skirt and a nice shirt."

Students, Gen Y and Gen X can get away with tighter and more avant guard cuts for their suits, while those in their 30s and 40s should stick to traditional cuts in dark colours.

Students in Free Enterprise will go with business formal for its presentations in Calgary.

The guys will wear dark suits with white shirts and ties that are red (which is the Students in Free Enterprise colour.)

The girls don a red blouse with dark blazer and dark dress pants or skirt.

The uniform was developed because in the past some presenters showed up at competitions in too-



Contributed photo

Fourth-year Okanagan College business student Terrilyn Anderson gets her business casual fitting for the 2010 Dress to Impress fashion show at the Okanagan College KLO campus Friday.

casual garb.

BUSINESS CASUAL

Business casual is a dressing ground of great debate that ranges from jeans with a blazer or khakis with a button-down shirt to your business formal suit with a brighter shirt without a tie.

"Think what you would wear to a networking event or to the office most days," clarifies Dhaliwal.

"Dress pants or a nice skirt with a nice shirt and maybe a blazer."

CASUAL

The blazer, it ends up, is the perfect

cross-over item because it also shows up in casual wear.

"Casual can run from jeans and a T-shirt to jeans or khakis with a blazer," points out Dhaliwal.

"Casual never means sweat pants." Although those ubiquitous yoga pants seem to be considered OK in some casual wear arenas.

EVENING WEAR

Evening wear can run the gamut from tuxedos and gowns to a tie-less suit with colourful shirt and strappy dresses.

"We're thinking evening wear in

QUICK FACTS

Who: Okanagan College Students in Free Enterprise present...

What: 2010 Dress to Impress Fashion Show

Where: Okanagan College's new Centre for Learning at the Kelowna campus on KLO Road

When: Friday, 6 p.m. for the cocktail hour and 7-9 p.m. for the fashion show, silent auction ongoing

Why: fundraiser for Students in Free Enterprise teams to attend the Regional Business Competition in Calgary

Tickets: \$15, includes one drink, appetizers and a chance to win door prizes. Non-perishable food items will be accepted at the door for donation. Call Dhaliwal at 250-801-7343 for tickets.

this context is what you would wear to the after-party following the presentation or banquet," said Dhaliwal.

STUDENT WEAR

For everyday going-to-class clothes students should stick with casual wear (remember, no sweat pants).

That can include some of the student wear that will be modelled in the fashion show, which includes the T-shirts, polo shirts and hoodies that carry the Okanagan College and Students in Free Enterprise logos.

Students in Free Enterprise hopes to raise about \$10,000 with the fashion show and related activities.

That would be enough to send 25 business students to Calgary for the competition.

It would include three teams in the environmental sustainability, entrepreneurship and financial literacy contests.

Each team is made up of three presenters and two technicians.

The rest who go would support any of the teams with whatever information, set up or take down they need.

Dhaliwal is an environmental sustainability presenter.

Clothing for the fashion show is provided by local stores Bella Boutique, The Wardrobe, Deviate, Frock, Threadz and Bro Sista.

Models are all business students and the music is being provided by DJ Cooper of the Party Wreckers from Level Night Club



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Terrilyn Anderson will be modelling a business formal ensemble at the fashion show.



Contributed photo

Second-year Okanagan College business student Melissa Veregin gets her business casual fitting at Bella Boutique on South Pandosy Street.