



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**  
A DIVISION OF HEBREW UNION COLLEGE – JEWISH INSTITUTE OF RELIGION

**MS-920: Sy Syms Papers, 1944-2012.**  
Series B: General, 1944-2009, undated.

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Box  
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Folder  
6

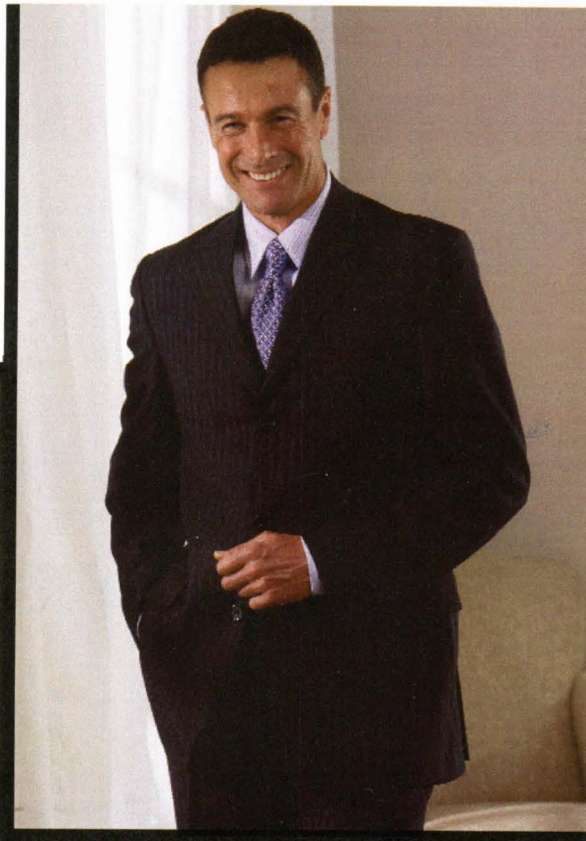
Advertisements. Dress for Success, 2002, undated.

For more information on this collection, please see the finding aid on the  
[American Jewish Archives](http://AmericanJewishArchives.org) website.

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# Announcing The SYMS Corporate Event

Exclusively for Employees of  
**Citibank**



All Citibank Employees will receive  
15 % off their total purchase.

Tuesday, March 18<sup>th</sup>  
5pm-9pm

SYMS - WESTBURY  
123 Main Street  
between Elm and Maple  
516-111-1234  
[www.syms.com](http://www.syms.com)

Must present this flyer to receive discount

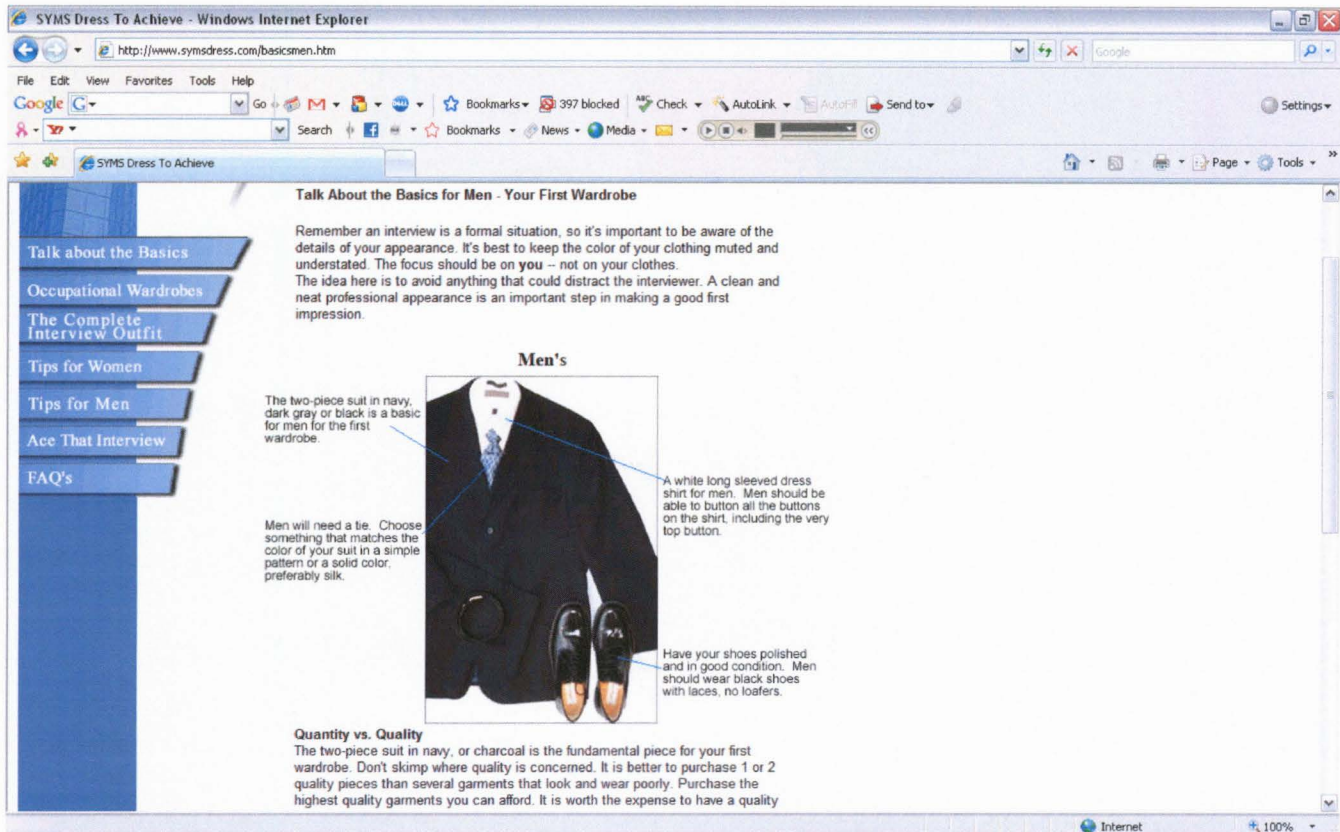
**SYMS**

AN EDUCATED CONSUMER IS OUR BEST CUSTOMER®

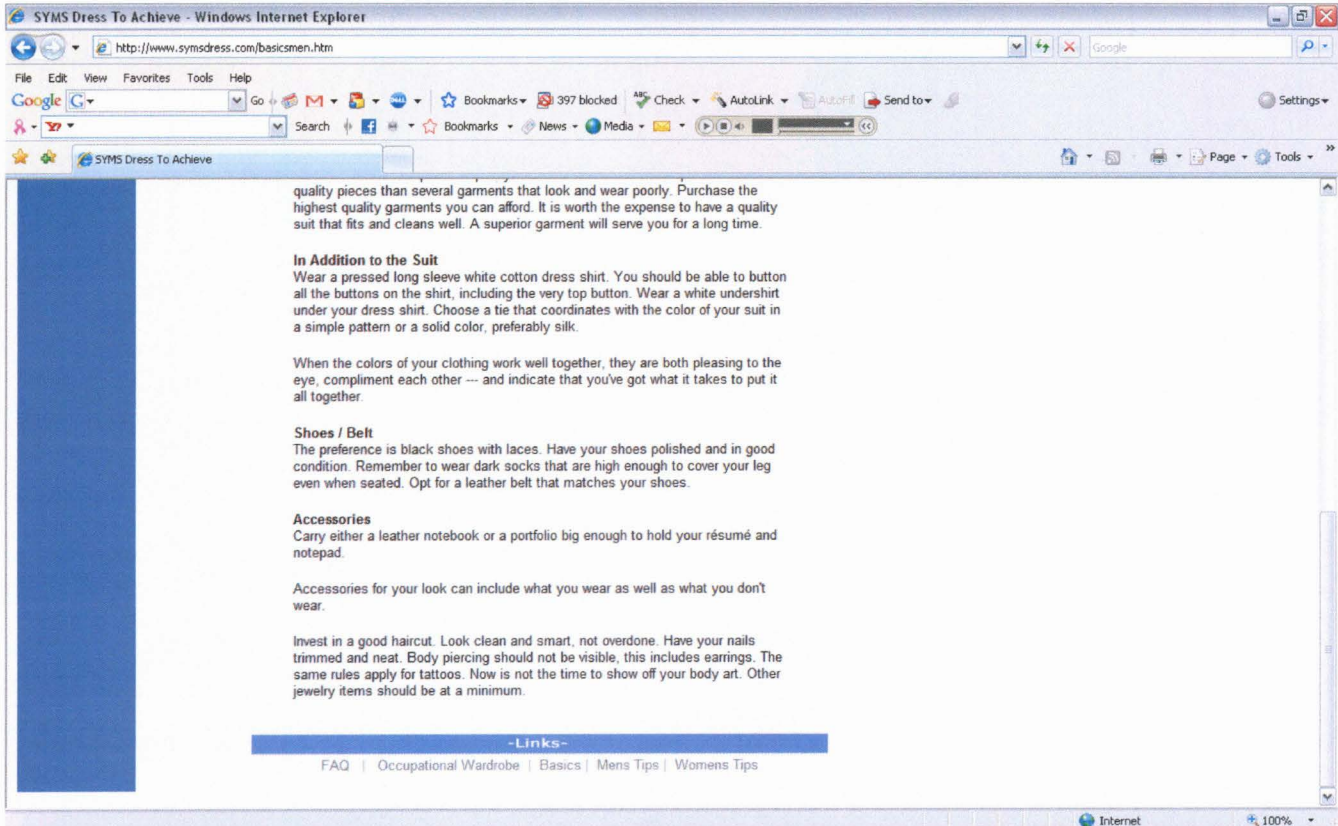
Notes from Elizabeth Miller  
(marks)



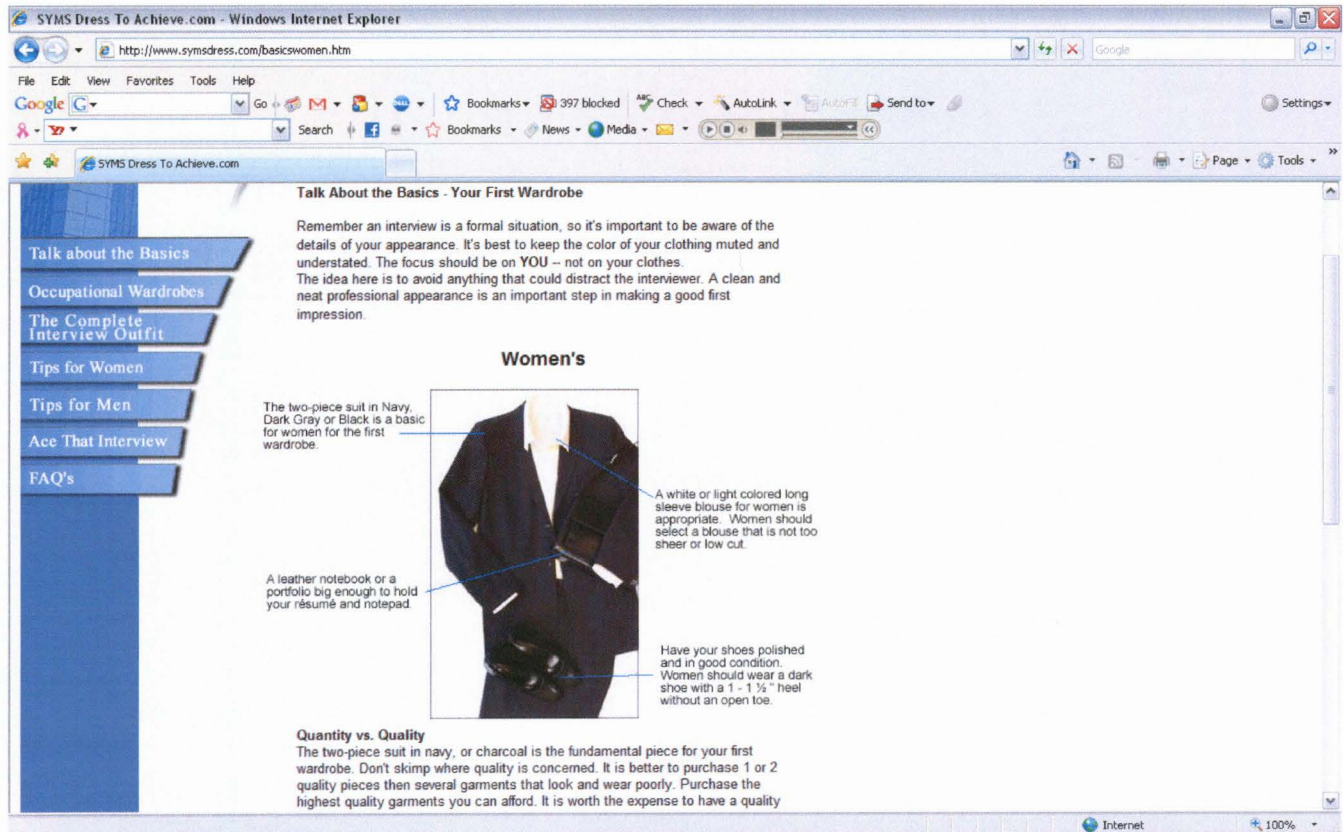
- Muted and Understated should be something else
  - Maybe something like Plain and Simple



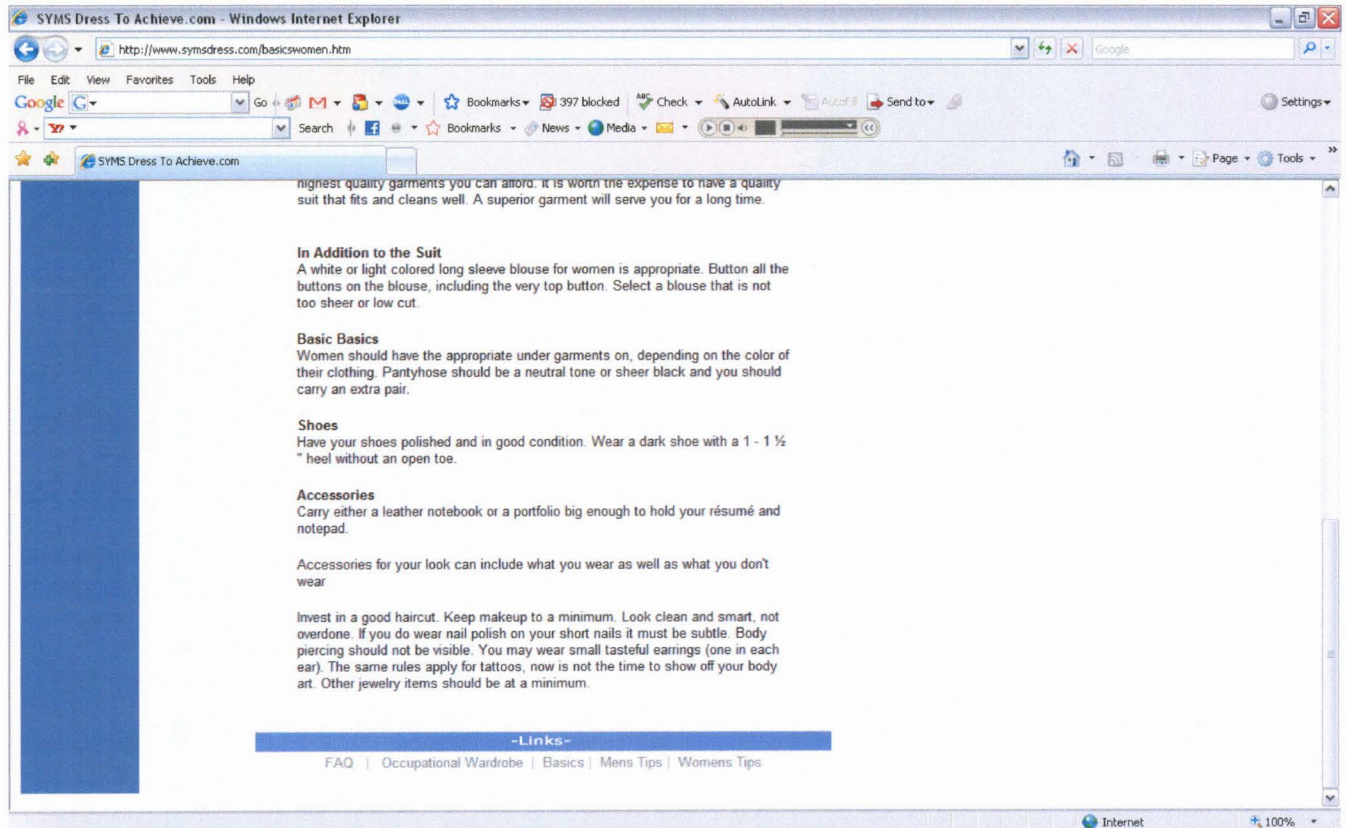
- The first paragraph is repetitive it is on the *Talk about the Basics* homepage
  - Something simple that sums the homepage up would be cooler
    - i.e. Remember Clean and Simple, or Plain and Simple
- Since it's on the Men's page there's no necessity to keep stating Men in each paragraph
- In the Quantity vs. Quality garments sounds very old fashion.
  - Something like Apparel is more modern, and something like Threads is more of a hip and less formal word.
  -
- At the bottom (that got cut off) the phrase *Superior Garment* is way old school, something like *Fine Threads* would be fun or even just Fine Quality would be good



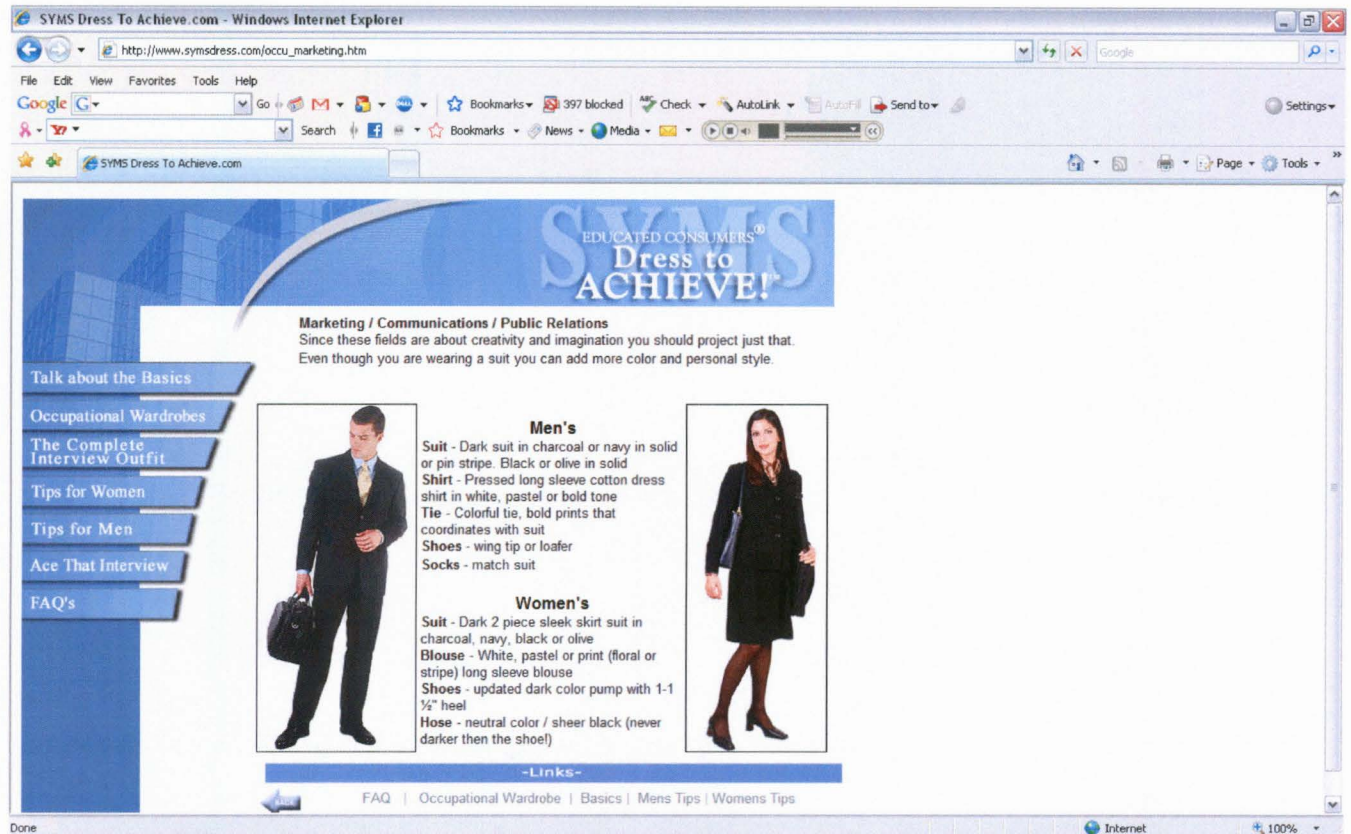
- Pressed should be Ironed cause we don't know what pressed mean (or at least some of us don't)
- *When the colors of your clothing work well together, they are both pleasing to the eye and complimentary to each other*--- and indicate that you've got the skills to put it all together.
- Emphasize the tattoo part...we are thick headed



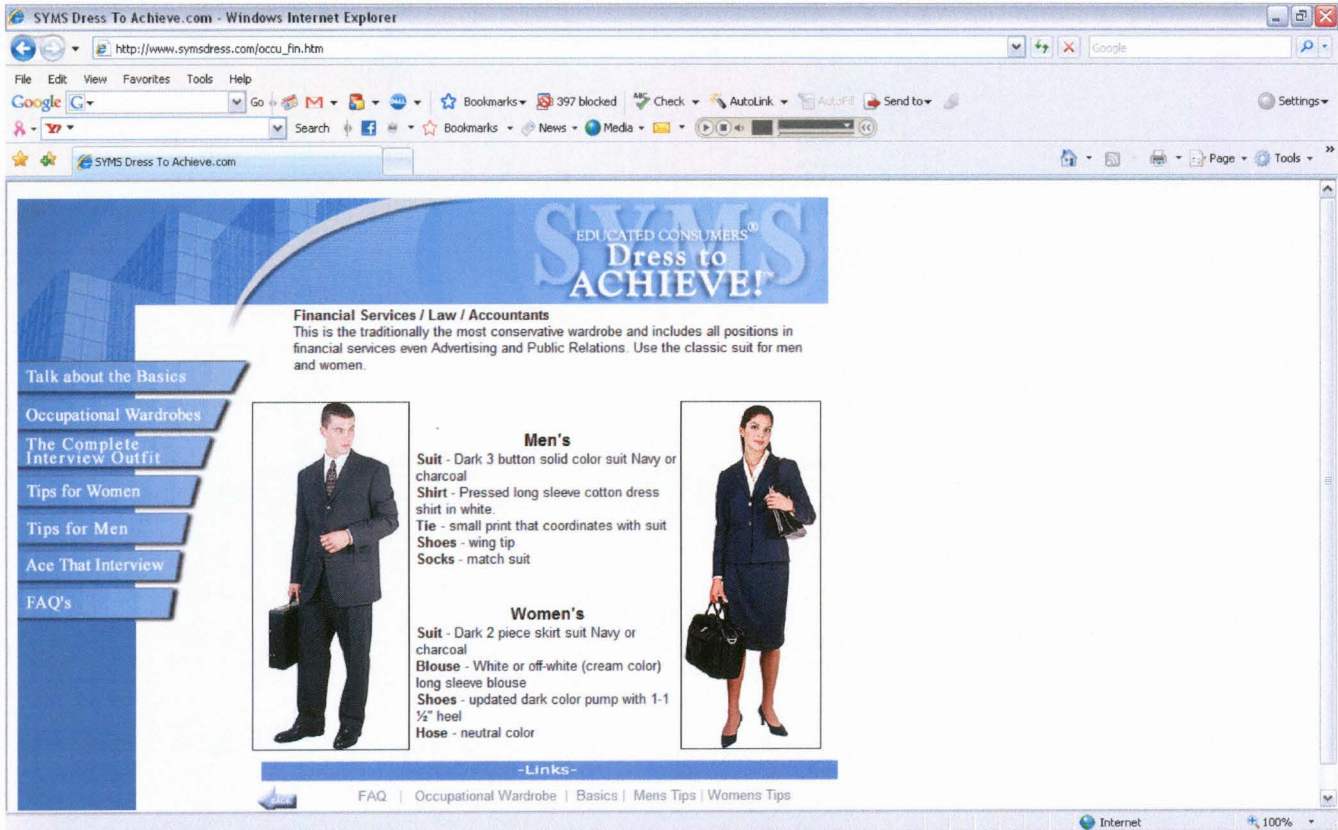
- Like with the Men's page, the top paragraph is not needed...a simple catch phrase would work
  - i.e. Crisp and Clean, or Simple and Smart
- The Suit itself is way old...there are more updated suits out there, this one looks very old and very not 21<sup>st</sup> century.
- Like the Men's page *Superior Garment* sounds too old



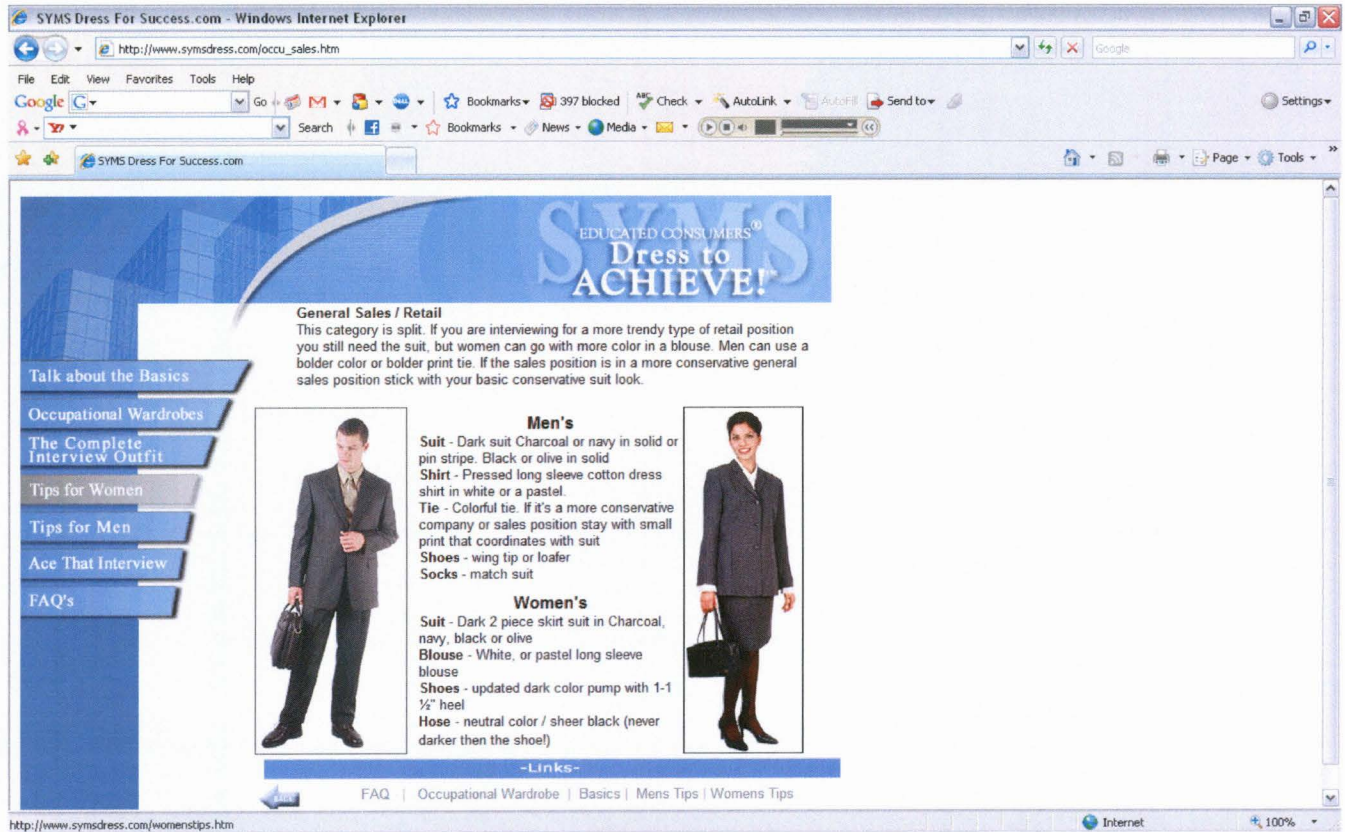
- With the under garments part...being blunt would be fun...just state don't wear black with white.
- Being blunt and sarcastic would be cool
  - i.e. with the accessories
    - no purses the size of a book bag
- Put an amount of how many pairs of earrings should be worn (like 2 pairs) and emphasize the no tattoos part...
- No crazy Jewelry, less is more and subtle pieces as well. Heavy chains and pendants are No, No's



- The pictures seem dated
- Also I think that there should be an option for the women to have a pants suit as well
- Hose should be stockings or tights...when we see Hose we don't think of stockings
- Wing Tip=Dress Shoe?



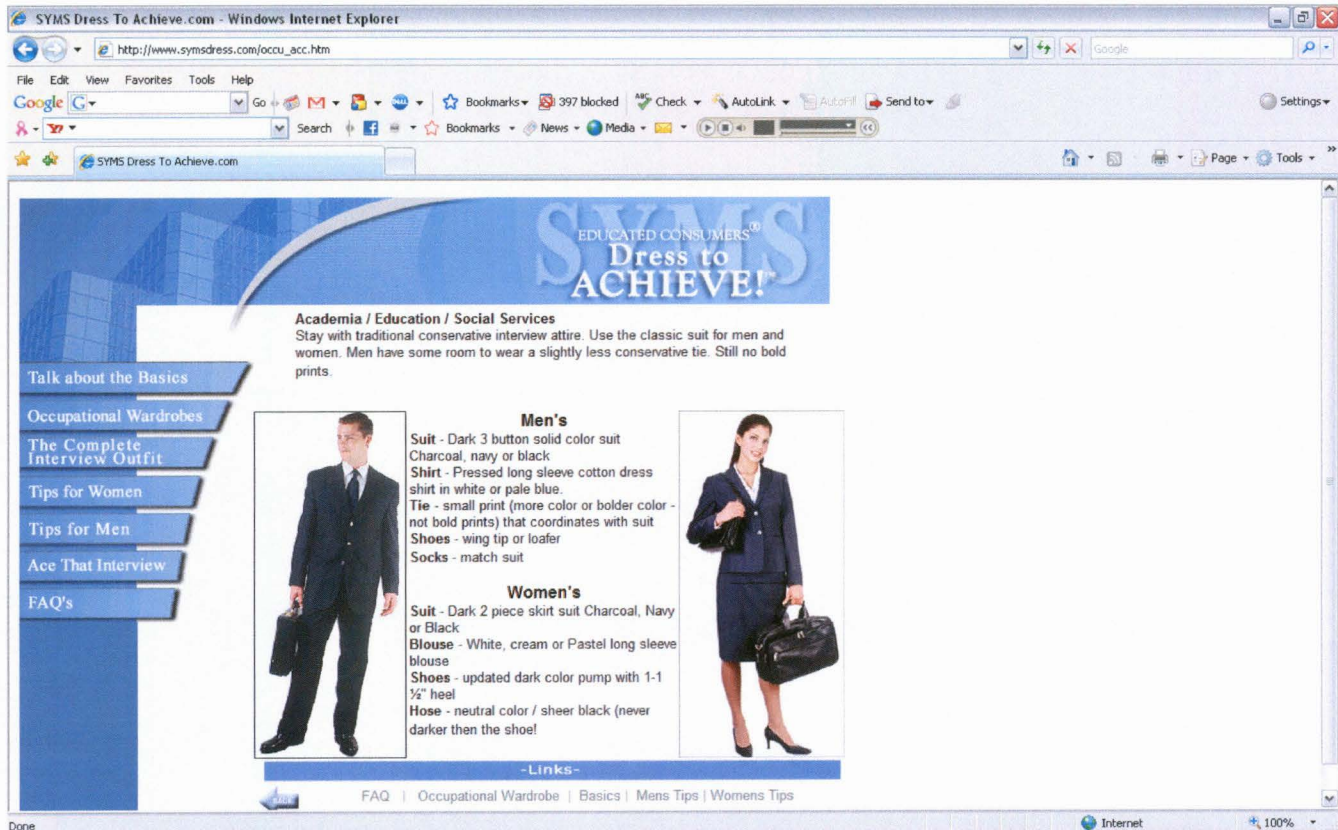
- The woman's picture is just so dated
- We know the classic suit as a Power Suit
- Hose should be stockings or tights
- Newer Pictures
- Wing Tip=Dress Shoe?



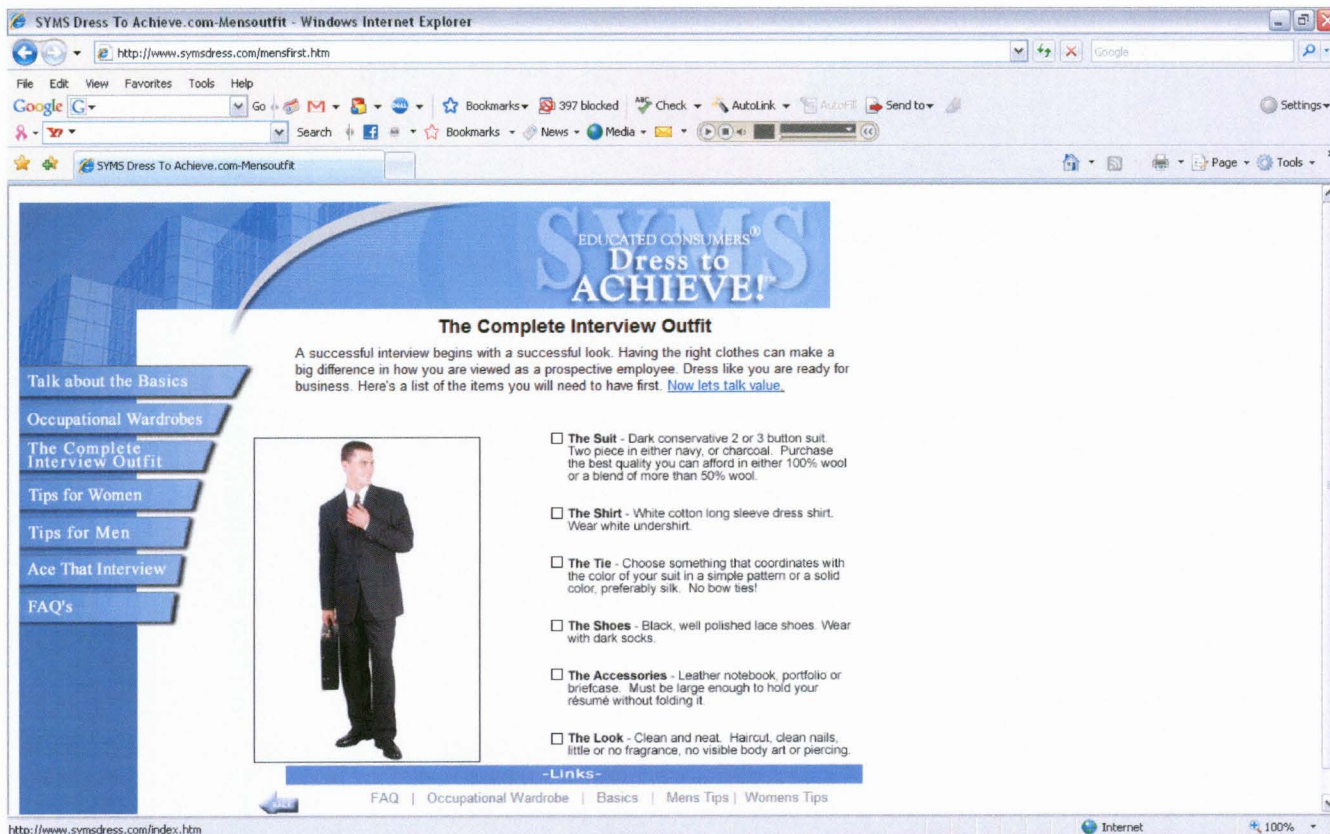
- The Pictures...
- I feel there should be an option for a pants suit but with guidelines for the women
- Hose should be stocking or tights
- Newer Pictures
- Wing Tip Shoe= Dress Shoe?



- There should be an option for a pants suit for women
- Hose should be stockings or tights
- Floral print shirts should NEVER be worn
- Newer Pictures
- Wing Tip shoe= Dress Shoe?



- Pants suit option for women
- Wing Tip=Dress Shoe?
- Women's Suit is very flight attendant like
- Women's way to be less conservative is wear a brighter color shirt...just not neon/glow in the dark colors
- Hose should be Stockings
- New Pictures



- This page seems fine
- Maybe just add gray to the charcoal

Mensfirst2 - Windows Internet Explorer

http://www.symsdress.com/mensfirst2.htm

File Edit View Favorites Tools Help

Google G- Go 397 blocked Check AutoLink AutoFill Send to Settings

Mensfirst2

**SYMS**  
EDUCATED CONSUMERS®  
**Dress to ACHIEVE!**

**Complete Interview Outfit**

You have started a career. What are you going to wear? The easiest thing to do is to see how others in your company are dressing. You may also be given specific information on what is required by your particular employer. Here is a general guideline so you can get an idea of what you will need. Remember prices of garments will vary by fabric, how the garment is made and where you shop. Make the most of your budget by being an [Educated Consumer](#)®.

Take into consideration your schedule when planning what you need. You may be busy and not always have the time to get things cleaned.

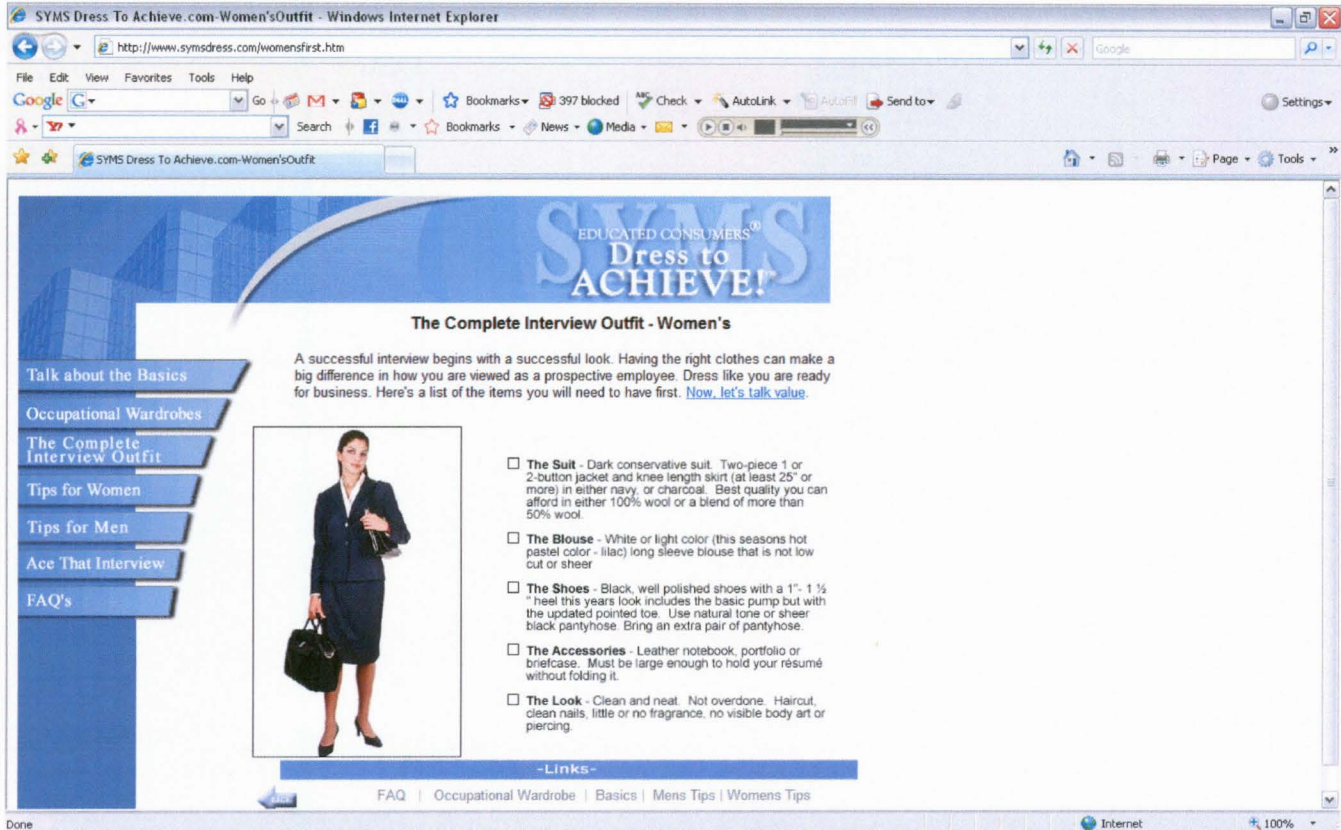
**Men's Complete Interview Outfit Price range**

|                                                                   |               |
|-------------------------------------------------------------------|---------------|
| <input type="checkbox"/> Suit                                     | \$140. - 1000 |
| <input type="checkbox"/> Long Sleeve Dress Shirt                  | \$20. - 100   |
| <input type="checkbox"/> Tie                                      | \$8. - 40     |
| <input type="checkbox"/> 1 pr. Shoes                              | \$70. - 350   |
| <input type="checkbox"/> Belt                                     | \$8. - 40     |
| <input type="checkbox"/> Socks                                    | \$2. - 10     |
| <input type="checkbox"/> Trench Raincoat (w/ removable lining)    | \$99. - 250   |
| <input type="checkbox"/> Leather notebook, portfolio or briefcase | \$30. - 200   |

Total cost range for suggested wardrobe including portfolio \$ 377.00 - \$ 1990.00

Talk about the Basics  
Occupational Wardrobes  
The Complete Interview Outfit  
Tips for Women  
Tips for Men  
Ace That Interview  
FAQ's

- The word garment is old...maybe like articles of clothing or something like that could work
- The wording on this is bad. It seems like the cost of a suit is between \$140 and \$1000. It should be more clear that the left side is the SYMS price and the right side is Nationally Advertised Price
- Is it necessary to get a trench coat right away? It seems like a big expense, especially if its not rainy weather or if its winter.
- The bottom total for the wardrobe is deceiving like the prices are. It looks as if you should be paying between \$377 and \$1999 instead of distinguishing the difference between SYMS price and Nat'l Adv. Price

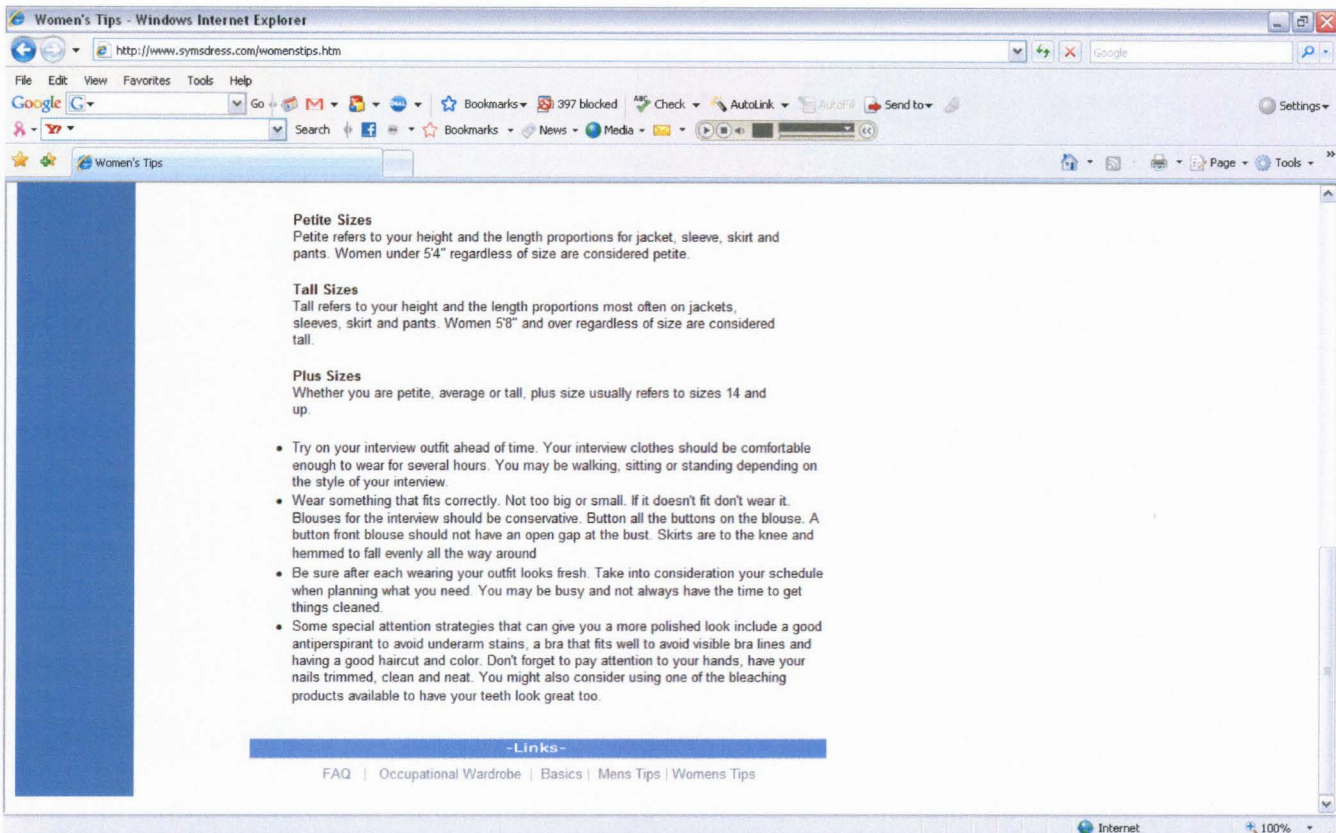


- There should be some sort of Pants Suit description somewhere or at least how to create a Pants Suit Look
- This year's shoe style isn't that style pump so it shouldn't say that. Maybe something that just says like a more conservative style shoe with a low heel and closed toe.
- Picture needs updating



- Like with the men's page the wording on this is bad. It seems like the cost of a suit is between \$60 and \$500. It should be more clear that the left side is the SYMS price and the right side is Nationally Advertised Price
- The word Garment is old, articles of clothing or something similar would be better
- Trench Coat necessary? Maybe have that as an optional item or as a buy at a later time
- The Total Cost line is deceiving it seems like the wardrobe should cost between \$251-\$1210 instead of having the left side as SYMS price and the right side as Nat'l Adv. Price
- New Pictures of the shoes and bags...they are dated

## Women's Tip Page



- Plus Sizes still 14 and up?
- *Hemmed to fall evenly all around*-add something that would state that no tinker bell skirts are accepted
- Mention something to take your time in planning the outfit. Don't rush and just put it together, look at each piece and consider if it is good enough.

SYMS Dress To Achieve.com-Ace the interview - Windows Internet Explorer

http://dresstoachieve.com/ace.htm

SYMS Dress To Achieve.com-Ace the interview

# Dress to ACHIEVE!

## Ace that Interview

- Talk about the Basics
- Occupational Wardrobes
- The Complete Interview Outfit
- Tips for Women
- Tips for Men
- Ace That Interview**
- FAQ's

**Learn about the company.** - Do research. The more you know about the company and job you are applying for the more confident you can be. By finding out information ahead of time you will be able to determine where you will fit. One way to get information might be the company's web site. You can view their information and get a feel for the company. The company may also have literature you can review.

**Arrive early** - About 10 minutes is early enough. Check out the directions before the scheduled interview. Leave plenty of time on the day of your interview for the unexpected traffic delay. If you carry a cell phone, turn it off.

**Have a firm handshake** - Regardless if you or the interviewer is a man or a woman have a firm but not too tight a handshake. You don't want to have a feeble or damp handshake. If you are not used to shaking hands, practice.

**Address the interviewer by name** - This will help you remember it, too. Don't call the interviewer by their first name unless invited to do so.

**Wait until you are asked to be seated.** Allow the interviewer to offer you a seat. Of course if they don't, ask politely if you may have a seat.

Next



- For the arrival time, I was always told 15min. not 10

SYMS Dress To Achieve.com-Ace the interview - Windows Internet Explorer

http://dresstoachieve.com/ace2.htm

SYMS Dress To Achieve.com-Ace the interview

**Talk about the Basics**

Occupational Wardrobes

The Complete Interview Outfit

Tips for Women

Tips for Men

**Ace That Interview**

FAQ's

**Ace that Interview cont.**

**Speak clearly** - Do not have gum or candy in your mouth during an interview. You want to be able to speak clearly. Having something in your mouth will be distracting to you and the interviewer. If you are a smoker, avoid smoking at least one to two hours prior to the interview, especially in the age of smoke-free offices.

**Communicate positive body language** - Have good eye contact. Use your listening skills. Emphasize your qualifications and smile. Project a positive impression of yourself. Be self-assured, not self-important.

**Avoid distracting behaviors** - Do not handle anything on the interviewers desk. Do not use exaggerated hand and body gestures. Avoid fidgeting and slouching.

**Have questions and answers prepared** - Ask meaningful questions. Also, think about what you might be asked and have answers already in mind. Practice with a friend or mentor. If available, tape record or video record how you sound and look. \*See list of questions to ask and be asked

**Have a notepad and pen** - You may need to take notes.

**Information for the interviewer** - Have enough copies of your resume. Bring your driver's license and social security card. If you accept a position right away the employer will need identification to begin legally required paperwork. Ask when you may call to learn about the hiring decision

**Write a thank-you letter** - Follow up your interview



Internet 100%

- With the *Speak clearly* I would just state don't be chewing gum or candy or smoking until after the interview.
- With the Thank You Letter somewhere it should be put that though one can send an email thank you letter, it is a lot more impressionable to hand write one.

SYMS Dress To Achieve.com-Ace the interview - Windows Internet Explorer

http://dresstoachieve.com/acequestions.htm

SYMS Dress To Achieve.com-Ace the interview

SYMS<sup>®</sup> EDUCATED CONSUMERS<sup>®</sup>  
Dress to  
ACHIEVE!

**Talk about the Basics**

**Occupational Wardrobes**

**The Complete Interview Outfit**

**Tips for Women**

**Tips for Men**

**Ace That Interview**

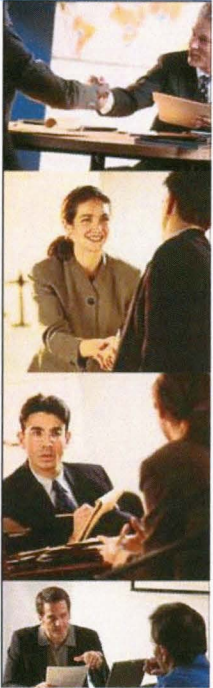
**FAQ's**

**Questions to ask**

Where does this position fit into the organization?  
Can you describe a typical day in this job?  
How is performance measured and reviewed?  
How long do people usually stay in this job?

**Questions You might be asked**

Q: Tell me something about yourself, your hobbies or interests?  
A: Tell the interviewer something about you as it relates to the job. Perhaps how organized you are or about a previous experience that relates to the job.  
Q: What do you expect to be doing in 5 years?  
A: The interviewer is trying to find out if this is a stepping stone or you plan on staying  
Q: Why should I hire you?  
A: Aggressively sell yourself. Talk about how successful you can be. Bring up the skills you have learned that fit the companies needs.  
Q: What are your best assets?  
A: Talk about how your strengths are related to the position you are seeking  
Q: What are your negatives?  
A: Turn this around into a positive by telling the interviewer how you handle your negatives.  
Q: What do you think of your last employer or former teachers?  
A: Be diplomatic. Don't criticize past employers or teachers.



Internet 100%

- Don't be too cocky...you want to be confident not arrogant.
- Also one can ask if there is movement in the company or with the job
- Just as a bottom line foot note...put something like remember to stay calm, and don't be nervous.



N.J. TURNPIKE

| ENTRY | EXIT | LANE | CLASS | TOLL |
|-------|------|------|-------|------|
|-------|------|------|-------|------|

|     |     |    |   |            |
|-----|-----|----|---|------------|
| 18W | 16W | 10 | 1 | PD \$ 0.60 |
|-----|-----|----|---|------------|

9/26/02 11:36

Direct Dial (201) 271-3631

Fax (201) 902-0567

Email MIS@SYMS.COM

**WWW.SYMS.COM**

**WWW.SYMS-DRESS-FOR-SUCCESS.ORG**

One Syms Way Secaucus, NJ 07094

**SYMS**

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N.Y. THRUWAY

ENTRY EXIT LINE CLASS TOLL

17E 1 PD \$ 0.55

9/12/02 09:07

Dress to Achieve

**STYLIS**  
Dress For  
Success<sup>TM</sup>

DUO-TANG  
50425  
MADE IN U.S.A.

# **TOLL RECEIPT NOT REDEEMABLE**

**THE PORT AUTHORITY OF NY & NJ**



|       |                                                                                                                            |         |
|-------|----------------------------------------------------------------------------------------------------------------------------|---------|
| 3.00  | * Valid only if stamped on reverse side.                                                                                   | 16.00   |
| 4.00  |                                                                                                                            | 20.00   |
| 6.00  | * Amount punched denotes sum paid for passage of vehicle(s) on date stamped on back.                                       | 24.00   |
| 8.00  | * When "Special" is punched the vehicle exceeds facility limitations, is classified "Special" and pays an additional toll. |         |
| 12.00 |                                                                                                                            | SPECIAL |

**THE PORT AUTHORITY**  
OF NY & NJ



George Washington Bridge  
Upper Level

Lane: 14

Card #: 2432

Date: 09/21/2002 15:22

Class: 1

Toll Paid: \$ 6.00

Thank You, Drive Safely

**SYMS**

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IS OUR BEST CUSTOMER®

SYMS Corp • One Syms Way, Secaucus, NJ 07094



**SYMS CORP "SERIOUS MEN" TV: 30**  
**REVISE: ROBERT**  
**AUGUST 27, 2002**  
**AUDIO**

AT SYMS, WE LIKE BEING SERIOUS ABOUT CLOTHING.

DRESSING FOR SUCCESS IN YOUR CAREER IS SERIOUS  
BUSINESS!

FOR THE LARGEST SELECTION OF DESIGNER AND BRAND NAME  
CLOTHING IN YOUR SIZE THAN ANY OFF-PRICE STORE IN  
AMERICA

STYLES AND FASHIONS THAT ARE CURRENT AND AFFORDABLE.  
SUITS, SPORTCOATS, SHIRTS, TIES, ACCESSORIES AND MORE, AT  
THE LOWEST PRICES FOR DESIGNER AND BRAND NAMES!

SERIOUSLY, AT SYMS, AN EDUCATED CONSUMER IS OUR BEST  
CUSTOMER!

**SYMS CORP "SERIOUS MEN" TV: 30**  
**REVISE: ROBERT**  
**AUGUST 27, 2002**  
**AUDIO**

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CUSTOMER!

## SYMS TV LOG TIMES

Schedule Dates: 9/25 - 9/27/02

Date of Times: Wednesday 9/25/2002

| Station       | WCBS         | WNBC  | WNYW                  | WABC | WWOR  | WPIX          | Time        | NY                        |
|---------------|--------------|-------|-----------------------|------|-------|---------------|-------------|---------------------------|
| Dial Position | 2            | 4     | 5                     | 7    | 9     | 11            | Warner      | Interconnect              |
| Times         | 738a<br>519p | 1125p | 759a<br>523p<br>1031p |      | 1035p | 729a<br>1040p | CNBC - 610p | CNBC - 345p<br>CNN - 948p |

Schedule Dates: 9/25 - 9/27/02

Date of Times: Thursday 9/26/02

| Station       | WCBS         | WNBC | WNYW                  | WABC | WWOR  | WPIX          | Time                                                                                 | NY                         |
|---------------|--------------|------|-----------------------|------|-------|---------------|--------------------------------------------------------------------------------------|----------------------------|
| Dial Position | 2            | 4    | 5                     | 7    | 9     | 11            | Warner                                                                               | Interconnect               |
| Times         | 746a<br>537p |      | 806a<br>540p<br>1036p |      | 1006p | 622a<br>1050p | CNN - 741p<br>CNN - 614p<br>CNBC - 531p<br>CNBC - 632p<br>CNBC - 316p<br>CNBC - 812a | CNBC - 746a<br>CNBC - 945p |

Schedule Dates: 9/25 - 9/27/02

Date of Times: Friday 9/27/02

| Station       | WCBS                  | WNBC  | WNYW                  | WABC | WWOR  | WPIX          | Time                                                                  | NY                                       |
|---------------|-----------------------|-------|-----------------------|------|-------|---------------|-----------------------------------------------------------------------|------------------------------------------|
| Dial Position | 2                     | 4     | 5                     | 7    | 9     | 11            | Warner                                                                | Interconnect                             |
| Times         | 730a<br>516p<br>1115p | 1125p | 838a<br>532p<br>1023p |      | 1042p | 640a<br>1025p | CNN - 733p<br>CNN - 632P<br>CNBC - 550P<br>CNBC - 335P<br>CNBC - 920A | CNBC - 900a<br>CNBC - 345p<br>CNN - 748p |

Recovering

9/5/2002

9/12

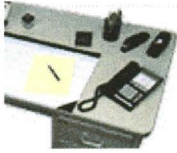
**FALL TV CAMPAIGN  
7/17/02**

AT SYMS WE LIKE BEING SERIOUS ABOUT CLOTHING.

DRESSING FOR SUCCESS IN YOUR CAREER IS SERIOUS.

FOR THE LARGEST SELECTION OF DESIGNER AND BRAND NAME  
CLOTHING IN YOUR SIZE THAN ANY OTHER OFF-PRICE STORE  
IN AMERICA, AT THE LOWEST PRICES FOR THOSE NAMES IS  
SERIOUS.

SERIOUSLY AT SYMS AN EDUCATED CONSUMER IS OUR BEST  
CUSTOMER.



**Elyse Marks**  
Sent by: Nancy E  
Casas

06/06/2002 05:59 PM

To: Robert Ponik/Syms, rponik@hotmail.com, nani1082@aol.com, Nancy E Casas/Syms  
cc:  
Subject: Syms Dress for Success e-mail

**You've helped them**

[Get the Diploma...](#)

[Get the Interview.....](#)

**Now, you can help them**

[Get the Job!](#)

### **INTRODUCING 'SYMS DRESS for SUCCESS'**

**Education is a natural for us.** We have a 40-year history of educating consumers-our name is branded with the words "An Educated Consumer is Our Best Customer". So producing a Web site especially designed for college students with *how to tips* on 'presentation' and 'dress' as they prepare for job interviews is right down our alley.

**It's a non-commercial, highly informative, and ready for use by your students from your Web site.**

We've done all of the hard work. Content is based upon a survey entitled "When considering college students for entry-level employment..." sent to recruiters and employers. Information is presented in a way that college students can relate to--towards helping to maximize the success of their job interviewing experience.

**And, it's FREE**

**It's been a challenging year.**

Just how tough the competition is for first-time employment is no secret either. That's why 'SYMS Dress for Success' can help to give your students an important edge. By providing a realistic and professional view of what they need to know, students can become more effective in the progress of searching for a position in their chosen fields.

And, it's available FREE of charge. Schools have complete freedom as to how they use the 'SYMS Dress for Success' Web site-in both electronic and print venues. We only ask that no changes be made in content without our prior approval.

**Here's what Career Counselors have to say about the 'SYMS Dress for Success' program:**

**Adelphi University** - Garden City, NY

Dr. Patricia Mitchell

Director of Adelphi University's Center for Career Development:

"The site provides the student with clear descriptions of appropriate attire for a variety of interview settings. It is helpful to have another source reinforce what we tell our students about 'Dressing for Success'."

**Ramapo College** - of New Jersey

Eileen Quaglino, Ed. D.

Assistant Director, Career Services:  
"The 'SYMS Dress for Success' Web site offers our students a clear and concise overview of easily accessible information in preparation for the job search and interview process. This attractive and comprehensive site provides students with up-to-the-moment information that helps to give them the competitive edge in today's job market. 'SYMS Dress for Success' is the perfect complement to the programming provided by The Cahill Center as Ramapo College students prepare for an exciting and challenging professional life."

**Your students need all the help they can get--because there's a lot of competition out there!**

'SYMS Dress for Success' offers all of the following:

- Best Practices for dress and conduct during job interviews.
- What is a 'contemporary wardrobe'?
  - What should it consist of?
  - What should it cost?
- Definitions of 'catch all' phrases for types of dress, i.e.,
  - Casual Dress - When is it appropriate?
  - Business Casual - When is it appropriate / when is it not?
  - Day into Evening - What's appropriate / when is it overkill?
- Accessories
  - What's the concept behind accessories and how they can they add flexibility into a wardrobe?
  - How can basic accessories be used to 'dress up' or 'dress down' an outfit?

The premise behind 'SYMS Dress for Success' is a simple one. Appropriate dress and good presentation skills can increase your students' chances of landing jobs and stand out from the crowd of other applicants.

- FREE to colleges and universities
- Provides meaningful information, observations and recommendations--not promotion of SYMS apparel.
- High Quality Web site -- professional look and feel.
- Content periodically updated at no charge.

**Getting 'SYMS Dress for Success' for your school's Web site is fast and easy.**

To sign up, simply reply to this email [ELYSEMARKS@SYMS.com](mailto:ELYSEMARKS@SYMS.com); or call 800-322-7967, Ext. 634. Be sure to include your school's Web site administrator's contact information.

Students ready - reference Guide available on your school's Intranet / Web site

## Basic Facts

- FREE to colleges and universities
- Provides meaningful information, prudent observations and recommendations not promotion for SYMS apparel
- Professional look and feel ~ worthy of a high quality Web site
- Content periodically updated~downloadable from the Internet provided free of charge by SYMS.

The screenshot shows the SYMS Dress For Success website. At the top is the SYMS logo with the tagline 'Dress For Success™'. Below the logo is a banner image showing a group of diverse college students in various settings. To the left of the main content area is a vertical navigation menu with blue buttons labeled: 'Talk about the Basics', 'Occupational Wardrobes', 'The Complete Interview Outfit', 'Tips for Women', 'Tips for Men', 'Ace That Interview', and 'FAQ's'. The main content area features the heading 'A website specially designed for College Students' followed by a paragraph explaining the site's purpose: 'Syms Dress for Success' has been created to help educate college seniors about the basics of proper dress and other helpful tips to present themselves in the best possible light during job interviews. It's a fact: FIRST impressions are LASTING impressions. In today's highly competitive job market, everything counts and everything is critical. Below this text are two columns of content. The left column is titled 'Mens First Years Wardrobe' and includes links for 'The Basic Necessities', 'Business Casual', and 'The Complete Interview Outfit', accompanied by an image of a man in a suit. The right column is titled 'Womans First Years Wardrobe' and includes links for 'The Basic Necessities', 'Business Casua', and 'The Complete Interview Outfit', accompanied by an image of a woman in a business dress. At the bottom of the page is a footer with links: 'FAQ's | Basics | Occupational Wardrobes | Mens Tips | Womens Tips'.

**SYMS**  
Dress For Success™

**Talk about the Basics**  
**Occupational Wardrobes**  
**The Complete Interview Outfit**  
**Tips for Women**  
**Tips for Men**  
**Ace That Interview**  
**FAQ's**

**A website specially designed for College Students**

'Syms Dress for Success' has been created to help educate college seniors about the basics of proper dress and other helpful tips to present themselves in the best possible light during job interviews. It's a fact: FIRST impressions are LASTING impressions. In today's highly competitive job market, everything counts and everything is critical.

**Mens First Years Wardrobe**

- The Basic Necessities
- Business Casual
- The Complete Interview Outfit

**Womans First Years Wardrobe**

- The Basic Necessities
- Business Casua
- The Complete Interview Outfit

FAQ's | Basics | Occupational Wardrobes | Mens Tips | Womens Tips

# SYMS

## Dress For Success™

'SYMS Dress for Success' program provides counseling for your students

### **Your students need all the help they can get**

Knowledge, information, and professional coaching can be indispensable in giving students a 'how to' on approaching corporate recruiters and the process of interviewing for a job.

Leading economic indicators point out that today's job market will continue to be tight. SYMS 'Dress for Success' program has been designed to bring a realistic and professional view of what students need-to-know so that they may become more effective in the process of finding a position in their chosen fields.

#### 'Dress for Success' covers the following:

- Best Practice of dress and conduct during job interviews
- The contemporary wardrobe
  - What it should consist of
  - What it should cost
- Definitions of the following catch-all phrases for types of dress, i.e.,
  - Casual Dress - where it's appropriate
  - Business Casual - where it's appropriate - and situations where it's not appropriate
  - Business Evening - where it's appropriate - and situations where it's overkill.
- Accessories - explanation of the concept behind 'accessories' i.e., how they can add flexibility into a wardrobe. A look at some basic accessories and how they can be used to 'dress up' or 'dress down' - depending upon particular circumstances.

**There's a lot of competition out there** - The premise behind 'SYMS Dress for Success' is a simple one - through appropriate dress and good presentation skills students can increase their chances of standing out from the crowd of other applicants.

# SYMS

## Dress For Success™



### Terms of Acceptance:

We have tried to make 'SYMS Dress for Success' as straightforward and uncomplicated for college and university acceptance as possible.

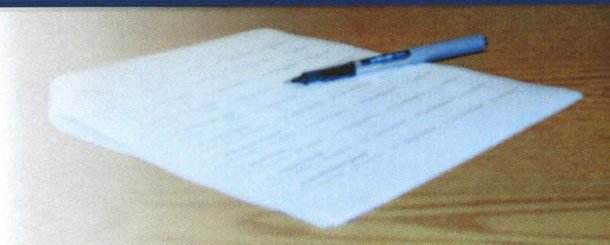
- The program is provided free of charge.
- The program is designed to reside on accepting college / university Intranet / Web site.
- Ownership and copyright of program content is retained by SYMS Corp. Alteration may not be made without prior permission.
- Printed format of a program may be used by accepting college / university without prior permission.

Note: The program can be provided either on disk for uploading to Intranet / Web site; or SYMS Web Master can \*download program directly to the accepting college / university web site.

\*SYMS Web Master will require the FTP password for uploading to college / university site

# SYMS

## Dress For Success™



### We've done our homework

Questionnaires entitled "*When considering college students for entry-level employment*" have been forwarded to selectd recruiters and employers. The questionnaire requests their help in providing information of their reactions to various criteria of students behavior and the way they present themselves during interviews.

### Information of vital interests to all students beginning the job seeking process

The respondents answers are nuggets of valuable information that have been molded into the 'SYMS Dress for Success' program designed to provide students with the inside track to maximize their effectiveness during interviews with corporate recruiters.

### Prominent colleges and universities attest to value of 'SYMS Dress for Success'

**Adelphi University, Garden City, NY**

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**Bucknell University, Lewisburg, PA**

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**Ramapo College, Mahwah, NJ**

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# SYMS

## Dress For Success™

Sy Syms, Founder and Chairman of Syms Corp. comments on his company's new 'Dress for Success' program directed towards college students as they prepare to meet with recruiters and go on job interviews.

**Hello, I'm Sy Syms, Chairman of SYMS clothing stores...**

Perhaps you have heard me sign off our radio and TV commercials with our slogan, 'An educated consumer is our best customer'. From the first day we opened our very first store, 'consumer education' and knowledge of brand name merchandise, has been a central premise in our relationship with customers.

At Syms, sales people are referred to as 'educators' – because their job is to educate our customers by informing them about size, fit and value of a garment.

The concept of 'consumer education' continues to be as important to all of us today as it was when I founded the company over 40 years ago.

**Our 'Dress for Success' program is essentially about education.... that's why I'm excited about it.**

'Dress for Success' has been created to help educate students about the basics, proper dress and other important criteria so that they make an outstanding impression when meeting recruiters and participating in job interviews. We answer questions like... What should be included in a starter wardrobe? How can I obtain more from my investment in clothing?

I hope you will find 'Syms Dress for Success' program to be informative and entertaining!



# SYMS

## Dress For Success™

**Marcy Syms, President of Syms Corp. comments on her company's new 'Dress for Success' program directed towards college students as they prepare to meet with recruiters and go on job interviews..**

**Hi, I'm Marcy Syms, President of SYMS Clothing stores...**

Knowledge continues to be a core value in our relationship with customers.

**'First impressions are lasting impressions...'**

We live in a world of appearances. The way students are dressed, along with the way they present themselves, add up to the overall impression left with corporate recruiters and job interviewers. And the nationwide survey we recently conducted with corporate recruiters and Human Resources professionals confirms that appearance is still very important in the interview process.

Our "Dress for Success" program can provide students with information and knowledge about what it takes to have good interviews, and to present their capabilities with the confidence that being an educated consumer can provide.

I wish you the best of luck towards productive job hunting!

