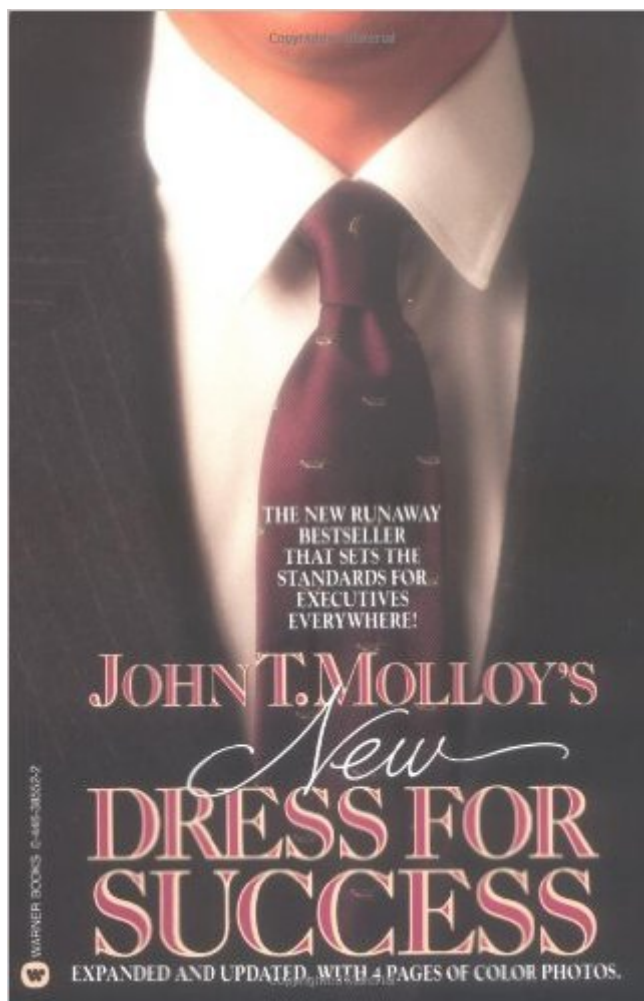


The book was found

John T. Molloy's New Dress For Success



Synopsis

All the changes that have taken place in men's wardrobes in the past fifteen years are incorporated into this highly successful title. Contains 30 percent new information and a four-color, four-page illustration insert.

Book Information

Paperback: 390 pages

Publisher: Warner Books; Exp Updated edition (January 1, 1988)

Language: English

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Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (93 customer reviews)

Best Sellers Rank: #100,908 in Books (See Top 100 in Books) #1 in [Books > Business & Money > Business Culture > Fashion & Image](#) #14551 in [Books > Health, Fitness & Dieting](#)

Customer Reviews

you plan to keep allowing your girlfriend, wife, mother or frat buddies to influence your mode of dress for the white collar office of the 20th Century. I first purchased John T. Molloy's DRESS FOR SUCCESS (copywrite 1975) in 1987, shortly before embarking upon my initial corporate trip up the proverbial ladder. I reside in Kansas City, Missouri - not exactly a fashion capital of this nation, nor any other. This is also currently (in 2002) the #2 most obese city in our nation (and I think has been in the top 10 most obese cities for the last 20 years). Purchasing suits and other clothing in this city has been more than a difficulty for me, at 6'3" and 185 athletic, trim #'s. However, I stumbled across this particular book, shortly before graduating from college. I used a portion of my last student loan to purchase six suits (3 double breasted), eight shirts (all white, button down collared), four pair of shoes, black & brown, wingtip laced and tassled loafer, as well as a dozen extremely tasteful silk ties in the \$30 to \$40 range and a dozen pair of over-the-calf nylon socks, in 1989...And I was pretty much set. I never felt out of my league and within 30 months my salary had tripled and I was able to begin purchasing work clothing which more closely mimicked that of my executive VP's. I pretty much memorized entire passages of Mr Molloy's 1975 printing and adapted by observing my 'superiors' tastes and styles, bringing myself up to early 1990's styles. I should add, that prior to 1989.....I had never purchased nor even worn, anything remotely resembling a \$600 business suit.

Yet I did discover great looking suits (under \$400) which required minimal to substantial alterations (and I followed Mr Molloy's advice to a T).

I'm leaving the military, and read this book on the advice of a couple different headhunter firms. It is a little out of date, but still is a great book. Here are some great quotes: "You do not want to look like Lou Costello with his pants under his armpits, and you do not want to [sag and] look like a member of the lower middle class." (pg 47). [If your cuffs are higher than 5.5 inches from your thumb], you will look like a Broadway crapshooter, a fashion model, or a dandy." (pg 52). "You can, if you are already very rich and very successful, or if you desire to have an affair with an Italian contessa, wear silk shirts." (pg 71). "You will never, ever, as long as you live, wear a short-sleeve shirt for any business purpose, no matter whether you are the office boy or the president of the company..." (pg 86). "When we showed the picture with the monogram showing, the answers were not positive; in fact seventeen percent of the respondents identified him as a hooker-booker." (pg 87) "One of the things that made the evening so memorable was that at one point all of the young men got together, put their hands on a Beatles album, and swore that they would never, ever, ever, wear a tie." (pg 92). "Do not wear [a bow tie] to business unless you are a clown, a college professor, or a social commentator." (pg 115). I could go on and on. This guy is hilarious, intentionally or not, and gives some good general fashion advice. Sure, things have changed a little, and the "four pages of full color photos" are a little '80s looking, but reading this book will save you from many fashion mistakes. At least it has caused me to develop an agenda as I shop for suits, and I have planned my interview attire.

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