

## Wardrobe a wipeout? Get style smart with Yorkdale's corporate fashion seminars

*Yorkdale/Ipsos-Reid survey finds 1 in 2 GTA workers have trouble dressing for work*

**Toronto, ON –April 10, 2007** – Wardrobe woes cramping your style? Know how to dress for success? Starting to dread finding the right 9-to-5 threads? You're not alone. A recent Yorkdale/Ipsos-Reid survey found that 55 per cent of GTA workers have difficulty picking out something to wear to work each day, yet 89 per cent of Ontario workers feel personal image and style are linked to career success and growth. Even worse, more than one in four (26 per cent) co-workers is noticing the fashion faux pas of others and complaining about their office mates' sense of style.

"It's not surprising people are finding it challenging to get dressed each day for work," says Robin Keeler, Yorkdale Fashion Director. "Trying to figure out corporate dress codes while keeping up with the season's latest fashion trends is not an easy task. The reality is, it's important to look polished and professional in the workplace."

### **From boring to best dressed**

Day after day as you face your closet, what's on your mind? Well, if you're like 65 per cent of Ontarians, you're just plain bored with the contents of your closet, while others simply don't have enough time in the morning to put together their outfits (23 per cent).

These fashion frets hold true for men as well as women – but perhaps not surprisingly, while 62 per cent of working women across Ontario experience difficulty with their closet contents, the same is true for only 30 per cent of men. Younger Ontario workers aged 18 to 34, are more likely than those who are older to have difficulty getting dressed for work (65 per cent vs. 37 per cent respectively).

"Women in the GTA are under so much pressure to look good in the workplace, and they're bombarded with so many mixed fashion messages, from well-meaning friends to fashion magazines," says Keeler. "Young people who are making their entry into the corporate world also find it challenging to know what to wear. What was appropriate in the classroom just isn't so in the boardroom."

Government workers are among the worst dressed, with only 23 per cent of Ontarians giving them a nod for their fashion sense. And who scores the highest on the survey's best-dressed list? Financial industry employees received 59 per cent of the overall vote.

### **Help is only a corporate fashion seminar away**

Regardless of size, shape, age or income, everyone has the potential to look polished and professional. Yorkdale Shopping Centre, Canada's premiere fashion destination, is now offering exclusive corporate fashion seminars to help employees realize that goal.

Covering everything from hemlines to hairstyles, each seminar is designed to meet a company's specific business objectives, helping employees define and manage their wardrobes. Robin Keeler – whose experience in the fashion industry includes fashion show styling and commentary for retailers and major shopping centres – along with Daniel Ewing, a professional image consultant, will help employees develop and project an image that enhances professional performance.

Sample seminar topics include:

- Assessing your company dress code: guidelines on dress codes and common challenges

- First impressions: the importance of a professional image
- Wardrobe wipeouts: six styles that don't work at work, plus additional wardrobe no-nos
- How to look and dress your best: assessing your body type, basic wardrobe principles, shopping smart and more!

Each seminar is customized to meet the needs of the individual company. Beginning April 12, 2007, visit [www.yorkdale.com](http://www.yorkdale.com) for more information on booking a seminar and pricing details.

#### **About the survey**

These are the findings of an Ipsos Reid/Yorkdale Poll conducted March 1-5, 2007. For the study, a representative sample of 506 employed adult Ontarians was surveyed online. For the purposes of this study, employed Ontarians are defined as those 18 years of age or older, working full-time, part-time or are self-employed. With a sample of this size, the results are considered accurate to within +/- 4.4 percentage points, 19 times out of 20, of what they would have been had the entire adult working population of Ontario been polled. The margin of error will be larger within sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual population.

#### **About Yorkdale**

By fall 2007, Yorkdale Shopping Centre, Canada's premiere shopping destination, will complete its \$100-million, three-year renovation and expansion, showcasing more than 240 upscale stores and services. The redevelopment features an architecturally stunning streetscape, more than 180,000 square feet of shopping space, and a soaring 60-foot-high glass atrium. Yorkdale Shopping Centre is located at Hwy 401 and Dufferin St. For more information, log on to [www.yorkdale.com](http://www.yorkdale.com).

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**For more information or to arrange an interview with a spokesperson please contact:**

Stephanie Marton or Catherine Smith  
Edelman  
416-979-1120 ext. 314/306  
[stephanie.marton@edelman.com](mailto:stephanie.marton@edelman.com) / [catherine.smith@edelman.com](mailto:catherine.smith@edelman.com)