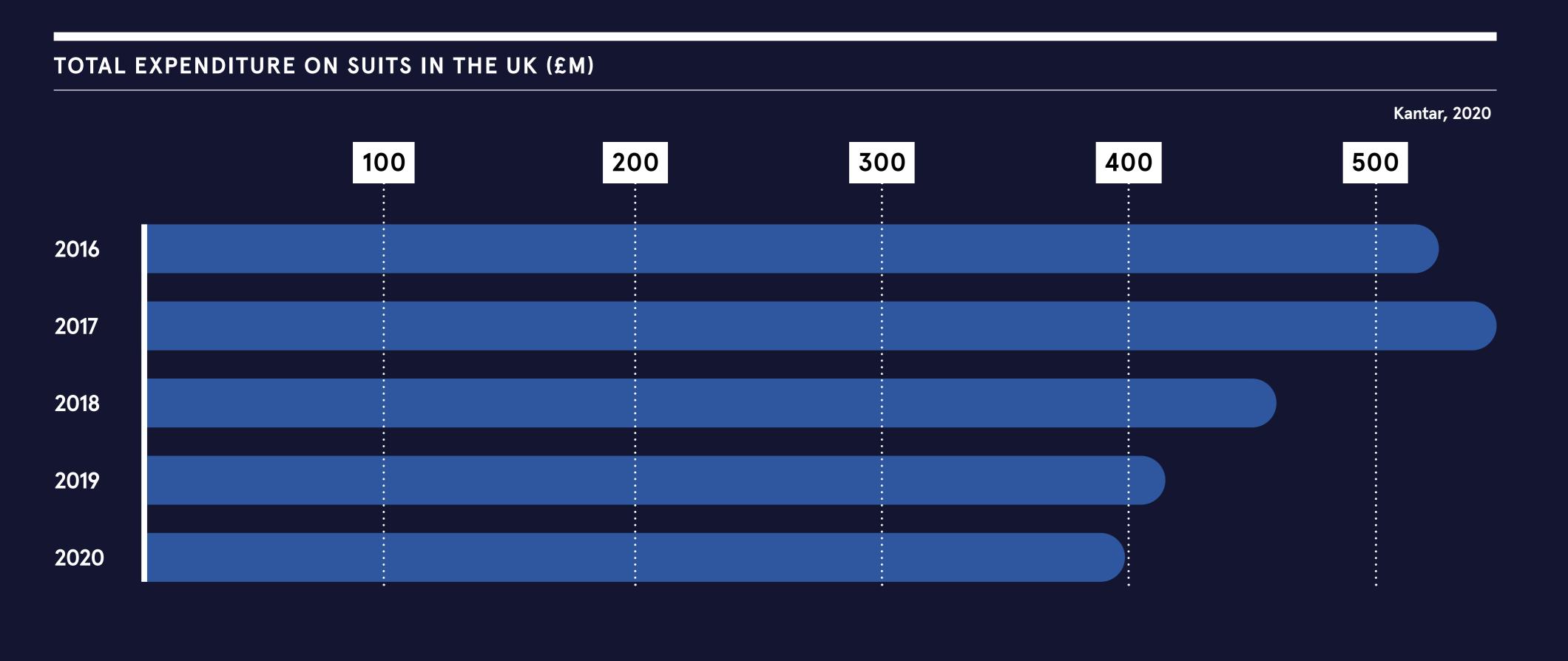
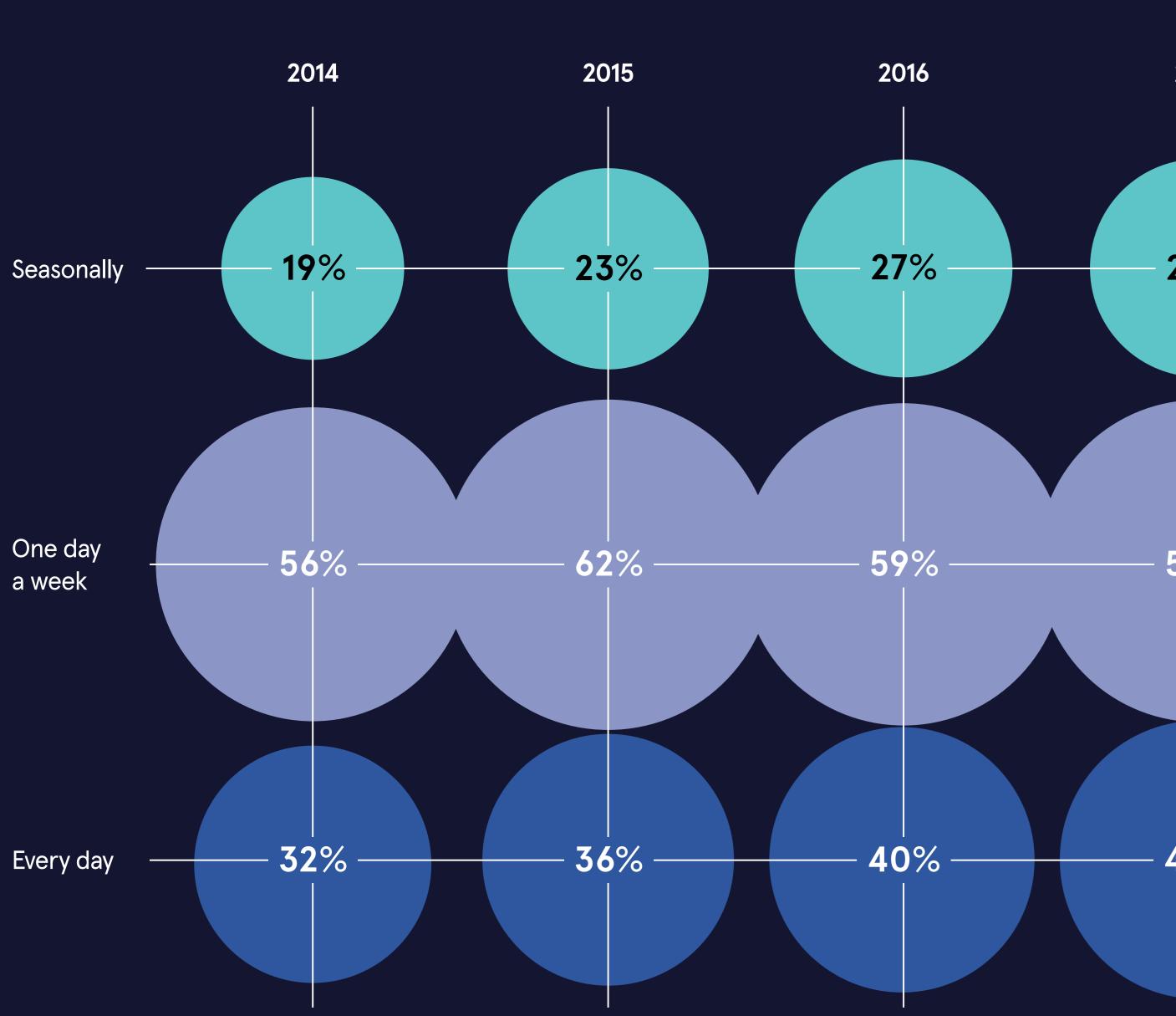
IS THIS THE END OF THE FORMAL OFFICE DRESS CODE?

The formal office dress code has been in decline for a number of years as businesses react to the changing nature of the workplace. The pandemic and the resultant surge in working from home has accelerated this trend. With a hybrid future looking likely for many companies, employers are shifting their thinking from formal to functional

The pre-pandemic decline of formal apparel





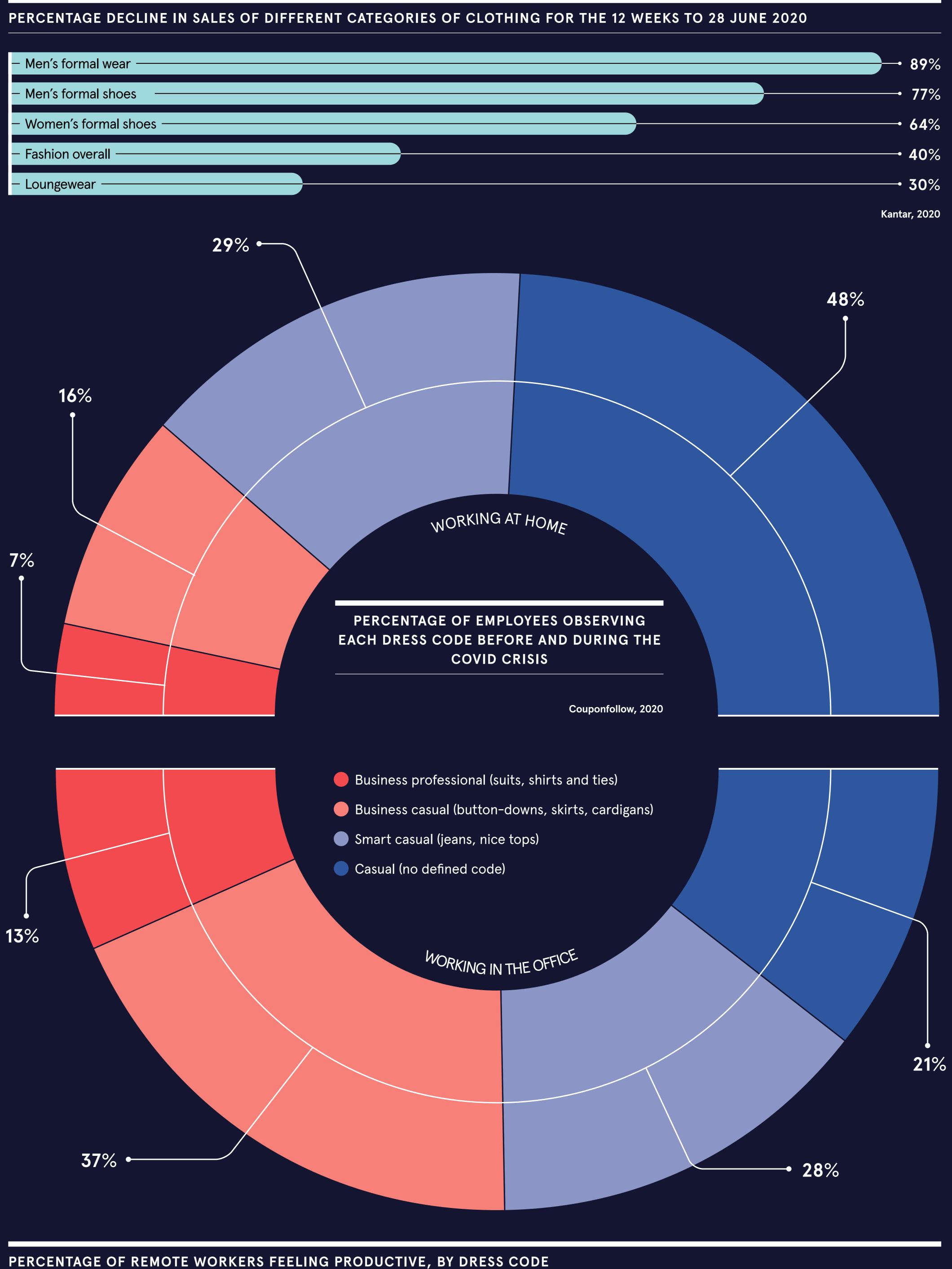
PERCENTAGE OF COMPANIES THAT ALLOW CASUAL DRESS

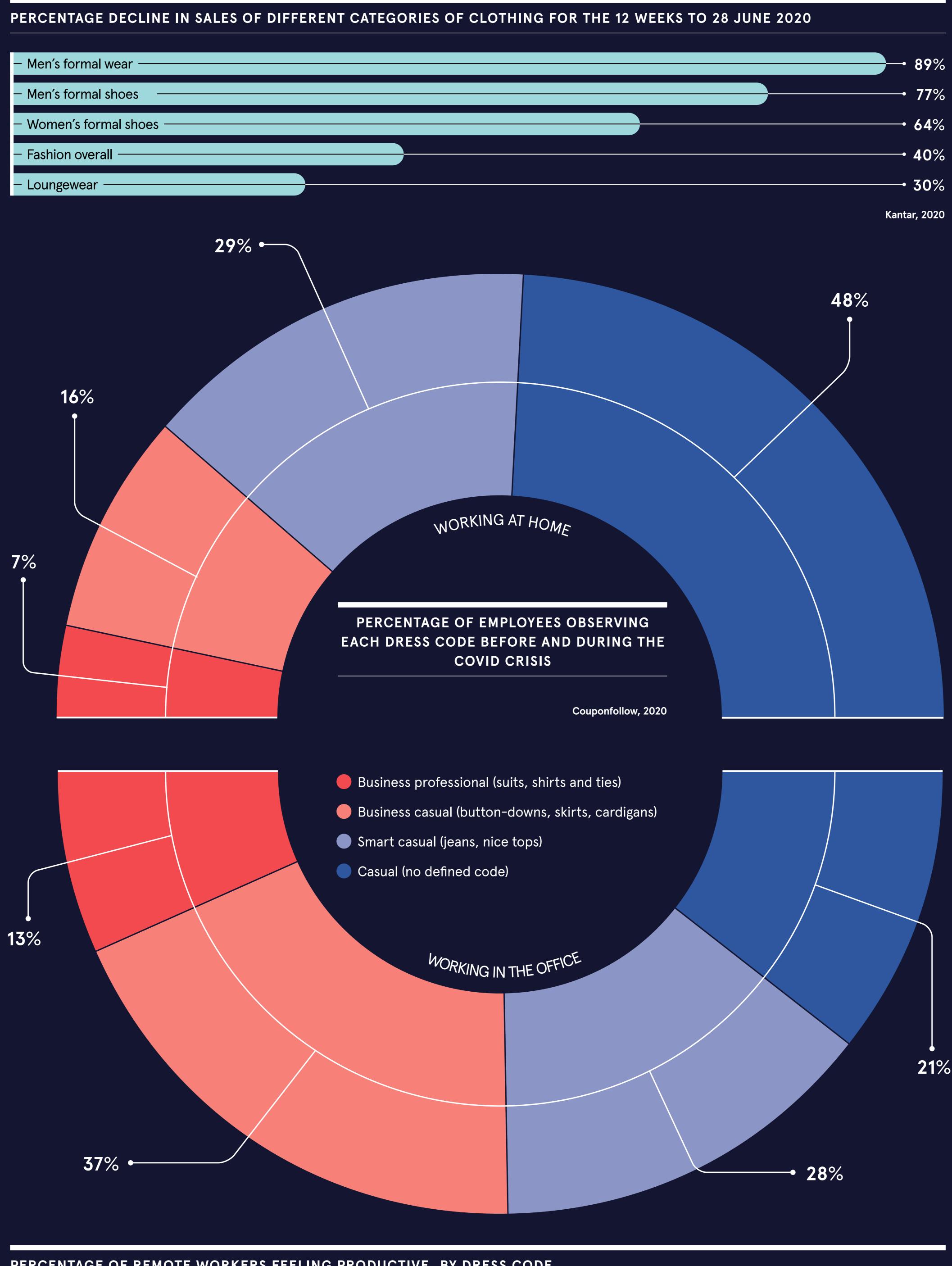


Society for Human Resource Management, 2019 2017 2018 27% 34% **52%** – 50% -44% -

The impact of the Covid crisis on work wear

– Men's formal wear –	
– Men's formal shoes	
– Women's formal shoes –	
– Fashion overall –	
– Loungewear –	



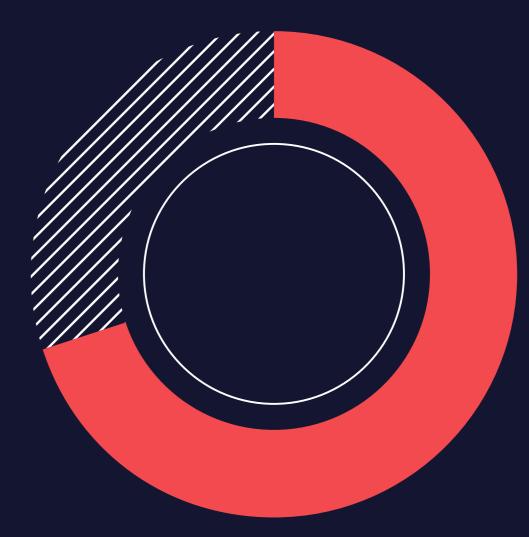


 Business professional or business casual
– Smart casual –
– Gym clothes –
– Pyjamas –––––––––––––––––––––––––––––––––––



The Covid-era shift to casual work clothes

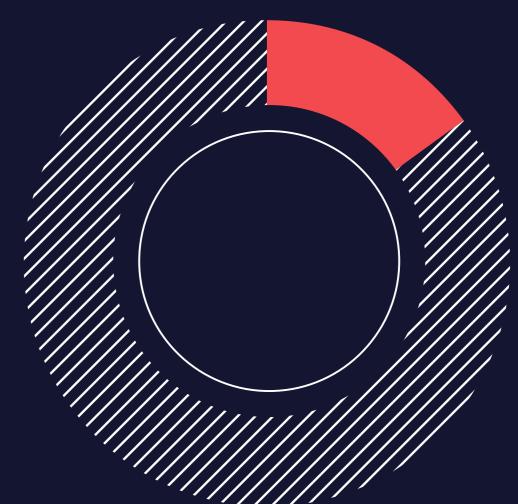
EMPLOYEES VIEWS ON OFFICE ATTIRE





of people say that, once they return to the office, they plan to dress more casually than they did before the pandemic

NPD, 2020



of employees say that their employers will not enforce the typical dress code once they return to the office

Couponfollow, 2020

Randstad, 2021

JOBSEEKERS' VIEWS ON COVID-ERA DRESS CODES

8% want dress codes to be thrown out

20% want to wear `relaxed' clothing

24% want to suit up

48% want a smart casual dress code