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Wardrobe Tips From Recruiters Help Grads Go From Slob to Success in Job Interviews

Emeryville, Calif., (March 23, 2005) – In today's tough job market, college graduates are competing for employment not just with their peers, but also with more seasoned, unemployed professionals desperate to reenter the workforce. In recruiters' eyes, dressing for success matters.

A recent poll conducted with members of San Francisco (SF) Recruiters, the largest online network of recruiters in the SF Bay Area, found that every year, young men commit major wardrobe faux pas while trying to make a good first impression during interviews.

Not every guy is as careless as the candidate in Georgia who drove to his interview on a motorcycle, and then proceeded to change his clothes in the parking lot – in full view of the human resource vice president's office. However, no one wants to be the guy remembered most for committing one of the following fashion fiascos, as reported by members of SF Recruiters:

- **Label Larry:** forgetting to remove the label sewn onto the sleeve of a suit jacket or the price tag on a brand-new interview suit
- **Slacker Steve:** wearing pants without a belt or allowing pants to fall below the waist
- **Messy Marvin:** donning shirts, neckties and trousers with noticeable spills or stains
- **Foot Fault Freddy:** wearing flip flops, gym socks with dress shoes, gym shoes, or no socks at all with dress pants
- **Over Dressed Owen:** showing up in a three-piece suit in an informal work environment

Help is on the Way

While there is no *one* solution to these unflattering and unfortunate labels, a big step in the right direction is choosing clothing from the new category of performance apparel – pants, shirts, ties, blazers and suits enhanced with treatments to make them resist

spills, repel stains and wick moisture away from the body, keeping the wearer clean, dry and comfortable all day.

In November 2004, *The Wall Street Journal* reported that performance apparel will be one of 2005's top ten fashion trends, particularly for menswear. Young men entering the workforce have found that performance apparel helps them feel more confident because they know they'll maintain a professional look, despite the occasional spill or tense interview situation.

Joey Coleman will graduate from Columbia University in June and is now in the process of looking for a job. Included in Joey's wardrobe are several pieces of enhanced clothing made with Nano-Tex's Resists Spills treatment.

"Once I dropped a bagel on my lap on the way to a meeting concerning a research position I'd been working to secure. The spill-proof Gap pants I was wearing allowed me to wipe off the food and then forget about it," said Joey. "When I get shirts or ties, it's my first choice. If I present myself as a well dressed professional, then more often than not I feel like one too. The spill resistant clothes look like any other dress clothes, feel soft and comfortable, and allow me to go through the day with a clearer mind."

Nano-Tex, a leading fabric innovation company, was first to utilize nanotechnology to create clothing performance enhancements such as spill repellency and moisture management. The company's nano-sized enhancements deliver superior performance characteristics without compromising the comfort, look or feel of the fabric.

Nano-Tex enhancements are now available in casual and work attire at many popular retailers, from Nordstrom and Brooks Brothers to Gap and Eddie Bauer.

About Nano-Tex

Nano-Tex is headquartered in Emeryville, Calif., with operations in Greensboro, NC; Milan; Istanbul; New Delhi; Hong Kong; and Osaka and Seoul. Nano-Tex develops and markets a family of nanotechnology-based textile treatments that dramatically improve the performance of everyday fabrics. To date, more than 80 textile mills worldwide are utilizing Nano-Tex treatments in products sold by more than 100 leading apparel and interior furnishings brands, including Gap, Old Navy, Lee, Nike, Champion, Levi and Simmons. Products with Nano-Tex enhancements are sold throughout North America, Asia and Europe. www.nano-tex.com

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Editor's Note: Photos, garment samples and customer interviews with graduating seniors are available upon request.