



Feature Story

January 30, 2013

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PRSSA hosts “What not to wear” fashion show

EDWARDSVILLE, Ill.- Similar to TLC’s show “What not to Wear,” SIUE’s PRSSA Chapter helped members give their interviewing wardrobe a makeover.

On Wednesday, Jan. 30 PRSSA hosted a “What not to wear” fashion show for its members. The idea came from members who attended the National PRSSA Conference in San Francisco last October.

“It had nice tips,” says president of PRSSA Jeni Ross when asked what she thought the most exciting part of the event was. “There is a time and a place for certain things. I think there were a lot of tips that people may not have thought of before. Also, it was an interactive meeting, one that members were involved in.”

It did indeed do just that. Members were given an opportunity to participate in a friendly little competition. Members were separated into two teams, and were expected to find as many fashion errors as possible on the models, aka PRSSA board members. The first team to reveal the most errors was declared the winner.

However, as the models walked down the red carpet, members were caught off guard at the difficulty in detecting the mistakes.

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“I didn’t think black nail polish was a bad idea,” said Alexis Leigh, PRSSA member. “Without seeing this mini fashion show, I probably would have worn dark or extremely bright nail polish without thinking about it. Little tips like this can help make or break your interview.”

Another tip brought to the members’ attention was establishing credibility. Looking young does not mean you have to dress young. What is said is not the only thing being noticed in an interview.

Sarah Rohner, PRSSA public relations director, said “one piece of advice that is not very common, but may be just what interviewers are looking for, is to incorporate the company you are interviewing with into your wardrobe.” She suggested finding something with the company’s logo on it to show your dedication. For example, buying a portfolio folder with their logo on it may help you to land the job.

In addition to learning about what to wear to an interview, tips were also shared in regards to how to respond to questions during the interview. For example, you may be asked, “What are your weakest skills?” Rohner suggested responding by saying something that could be turned into a positive. She stressed how important it was to show the interviewer that you are aware of your weaknesses.

Overall, everyone walked out of the meeting feeling better educated on how to dress and act in an interview. Not only was it a great opportunity for members to learn about interviews, but it was also fun. Now when members decide what to put on for an interview, hopefully they will at least know what not to wear.

For more information on PRSSA SIUE chapter, go to www.siu.edu/studentorganizations/prssa or like them on Facebook at SIUE PRSSA. ###