



# THE NEW CASUAL BOOK

USING YOUR FREEDOM TO DRESS  
IN A SMART WAY AT WORK

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## WHEN A FRIDAY TURNED INTO 'CASUAL FRIDAY'

It wasn't magic. It was us: **Dockers®** initiated **Casual Friday** by sending an eight-page Guide to Casual Business Wear manifesto to 25,000 HR managers across America, suggesting them and their employees to swap their suit for a chino, on Fridays as a first step. **And it worked!**

COMPANIES WITH  
A CASUAL DRESS  
CODE ARE

**75%**

**MORE ATTRACTIVE  
FOR WORKERS\***

\* *The Work Dress Code Study*  
We Are Testers, 2019.

Download the full study at:  
[www.theworkdresscodestudy.com](http://www.theworkdresscodestudy.com)

## CONQUERING THE WHOLE WEEK: 'CASUAL EVERYDAY'

Nowadays, businesses have become increasingly aware of how comfort and self-expression improve people's confidence, performance and work/life balance. With time, suits have given way to less formal and traditional clothing that we know as 'casual' or 'business casual'.

**9 OUT OF 10**

**MILLENNIALS FEEL HAPPIER IN  
COMPANIES WHERE THEY CAN  
CHOOSE WHAT TO WEAR\***

But this freedom comes with some risks. Nobody wants to look less professional or underdressed at work. Also, having to decide between a wider spectrum of choices can be tricky in some situations.

**No need to worry. Dockers®  
is here to help.**

*The*  
**CASUAL  
WAVE**







# Why A CASUAL GUIDE?

**8** OUT OF **10**

**FEEL UNCERTAIN  
DECIDING THEIR WORK  
CLOTHES\***

**75%**

**OF EUROPEAN  
WORKERS  
ADMIT NEEDING  
ORIENTATION ON  
DRESSING CASUAL\***

\* The Work Dress Code Study  
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## GETTING THE BEST OUT OF YOURSELF

Since 1986, Dockers® has been committed to your comfort and self-confidence. That's why we've created *The New Casual Book*: a comprehensive visual guide with pretty much everything you need to ride and enjoy the casual wave back and forth from work to your everyday life.

## WITH GREAT FREEDOM COMES RESPONSIBILITY

Let's face it: dark suits are easy to figure out and don't need much guidance. If you're here you're probably not that suit guy. You're the hero who accepts the every morning challenge of choosing between different colors and matching comfortable styles. We know it's a tough job, but hey... somebody has to change the world.

## OK, IT'S NOT ROCKET SCIENCE

We know; we do dress one leg at a time. But 75% of European workers admit they could use a hand to dress more casually. As we are fully committed to help men reach their best versions of themselves and we know quite a bit about awesome looking, comfy clothing, we kind of felt we should make this guide.

## THE ONLY RULE IS YOU MAKE THE RULES

We just want to help. We are challengers by definition and don't want to follow rules, so why should you? Be confident with your decisions. Combine. Try. Change. And above all: enjoy the ride.

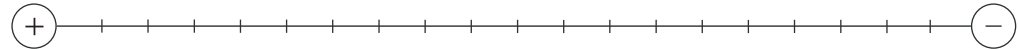




TO CHANGE THE WORLD  
YOU DON'T NEED A SUIT

# *Types of* **CASUAL**

Explore the styles  
and versatility of casual wear



## **RELAXED CASUAL**

You have a long day ahead at the office. Stay comfortable for a work day without important meetings or appointments outside the office.

## **SMART CASUAL**

Look neat without being over-dressed. Just be ready for those days when some unexpected meeting comes up and you need to be presentable.

## **BUSINESS CASUAL**

It's time to make a statement. A business lunch, a big meeting or pitch could be situations when you would need to make your outfit more formal.





**THE  
JOB  
INTERVIEW**  
**12-15**



**THE  
BUSINESS  
TRIP**  
**24-27**



**OFFICE  
HOURS**  
**16-19**



**OFFICE  
AFTER-  
WORKS  
AND  
EVENTS**  
**28-31**



**THE CLIENT  
MEETING  
AND PRESENTATIONS**  
**20-23**

*Get ready for*  
**EVERYTHING**



FLIP THE PAGE AND DISCOVER THE LOOK FOR EACH SITUATION



# *The* JOB INTERVIEW

## TO GET THAT JOB YOU DON'T NEED A SUIT

Facing a job interview is a big moment. You are determined to take this opportunity to do great things. You need to convey that you want to exceed expectations, changing the paths to get to new goals. Then you put yourself in front of the mirror and wonder: "what should I wear"? One thing is clear: *To change the world you don't need a suit.*

### 01 DO YOUR RESEARCH FIRST

How do they dress in this place?  
Try to get an approximate idea  
before your first contact.

### 02 AN OPPORTUNITY TO SHOW YOUR UNIQUENESS

Think about what you want to convey:  
professionalism and common sense.  
Think about details to make them think  
you are one in a million.

### 03 TRY ON YOUR INTERVIEW OUTFIT

Stand in front of the mirror, make sure  
you can move and sit comfortably and  
try to do an interview rehearsal with your  
complete outfit on.





# DRESSING LIKE THE MAN YOU WANT TO BE



## SHOW OFF YOUR RISKY MIND FROM HEAD TO TOE

If you're looking for a creative job try to build your outfit with a pair of sneakers. Make a statement from the feet up and then complete the look in a colorful but elegant way.

## THE SMALLER THE PLAID, THE GREATER YOUR SKILLS

Checked shirts with small plaids convey expertise and rectitude. Show them you are on the right line with a creased chino.



## THEY WANT MULTITASKING, YOU GIVE THEM VERSATILITY

Roll your sleeves and leave the belt out. You feel comfortable adapting to different situations and your outfit walks the talk.

## *The* JOB INTERVIEW

## KEEP IT SIMPLE, BUT UP TO DATE



The kind of work you want to get requires someone formal but contemporary. Give them what they are looking for with a dark and modern outfit that never goes out of style.



ANOTHER  
LONG DAY AT  
THE OFFICE

# OFFICE

Most likely, the week may find you spending many hours doing office work. No meetings scheduled, no business lunches or outside events. Just you, your computer and, why not, some chillin' time next to the coffee machine. Keep it comfy but don't show up as if you just fell out of bed.

# HOURS

## 01

### THE TRICK: ALWAYS STRETCH

Long hours sitting on your desk demand flexible fabrics that provide freedom of movement and better leg circulation.

## 02

### KEEP YOUR T-SHIRTS SIMPLE

Move away from the heavy metal band t-shirts and opt for a classic crewneck cotton in plain colours.

## 03

### TUCKING THE SHIRT: IN OR OUT?

You definitely will be comfier leaving it out, but there is an intermediate solution called the french tuck that lets you stay in a safe middle ground. Cool trick, right?





## OFFICE HOURS



### A DASH OF COLOR TO ANY GRAY DAY

Spark up your casual outfit with a touch of color and suddenly your office becomes a happier place.



### 4-WAY STRETCH JOGGERS FOR THE NEVER-ENDING

Some days you just need to be the long distance runner. Jogger pants are so flexible, you might even want to go to sleep with them on. But don't, please, maintain a healthy schedule.

## FROM DESK TILL PLAYGROUND

The day doesn't end when you get out of the office. A kid in the park can be as challenging. Roll your sleeves when you need it and enjoy the Smart 360 Flex comfort and brilliant flexibility.



HAVE FUN  
WORKING

WORK TO  
HAVE FUN

You can't work hard if you don't have fun. Keep it comfortable in your day to day outfit and move away from stiffness during the week.

You better work hard for the toughest boss: unbutton your checked shirt to make the slide deadline.





# *The* **CLIENT MEETING** *and presentations*

## **01** BE THE DARK KNIGHT WITH THE ROLLED SLEEVES

Start the meeting conveying self confidence in your dark shirt, and gradually relaxing the atmosphere by rolling up your sleeves.

## **02** CROP YOUR PANTS, NOT YOUR CONFIDENCE

Here's the trick: keep the look modern with its cropped leg opening and refined with its sharp center pleat.

## **03** BLACK BELT IN SOBRIETY

Any business fight can be won with the right move: your tucked-in shirt and a matching dark belt.

## **04** KEEP THE TONE AS DOWN AS YOUR FEET

We are looking for contrast, but not too much. Try combining your navy blue pants with dark brown shoes. Black is even a safer bet.

## BE PROFESSIONAL BUT REMAIN CLOSE

Yes, you can be professional and remain close at the same time when it comes to face a client meeting or a presentation. Dark tones help to give you a sober appearance while a stretch fit shows you're a modern guy with an open mind.



## THE BLAZER, YOUR MAGIC CLOAK



Call it trick or call it magic: put a blazer on and your look becomes more formal. Let the cuffs of your shirt stick out of the blazer sleeves.

## TIE THE KNOT WITH CREATIVITY

Choose a tie to add a dash of boldness and get a pair of dressy oxford shoes in black or brown.



## LITTLE THINGS MAKE IT BIGGER

As the saying goes, God is in the details. Make a huge difference with some small hacks.



## SMART OR BUSINESS: STYLING YOUR PITCH

Decide between business or smart casual depending on the nature of your client or the company. How formal would you need to look?

## *The* CLIENT MEETING

### BUTTON UP TO SMARTEN UP

Go for a plain colored or a simple patterned shirt and leave it hanging out for a more relaxed, easy-going look.



### CONSERVATIVE ON YOUR BOTTOM HALF

Play it safe with foolproof colors like navy, grey or camel for your creased pants.





# *The* **BUSINESS TRIP**

## PACK IN A SMART WAY

A successful business trip begins  
with a well packed suitcase.

### **01** CHECKLIST? CHECK

Check your schedule and make a list of everything you need to bring. Cross things off when they're packed and you won't need to cross your fingers for luck.

### **02** PLAN AHEAD, NOT "JUST IN CASE"

Lay out an outfit for each day and you'll save time deciding what to wear once you get to your destination.

### **03** VERSATILITY IS YOUR PASSPORT

Don't risk it all to one card. Play it safe and bring a wardrobe that lets you play with both decks: formal and relaxed. Mix shirts, polos and tees accordingly.

### **04** LEAVE WRINKLES BEHIND

Some fabrics are a better travel companion: silk, wool, fleece, cotton blends and microfibers not only keep their shape but are also very comfortable.



# A HERO'S JOURNEY IN THREE ACTS

Arrive, conquer and celebrate. A seamless journey from your flight to the meeting and then some time for relaxation is the usual pattern you'll need to have in mind... and dress for.

## THE FLIGHT

### ARRIVE FRESH AND FOCUSED



#### Create more leg room

Use smart fabrics that let you flex with ease, providing better circulation.

#### No belt, less hassle

A smart stretch waistband can provide better freedom of movement starting by the security checkpoint, no belt necessary!



#### Avoid unnecessary headaches

Keep your wallet and passport safe at all times with hidden security pockets.



## THE MEETING

### FASTEN YOUR BELT, AVOID TURBULENCES

As soon as you land ready to succeed make your confidence take off with a tucked-in shirt, dark creased pants and a matching color belt.

*The*  
**BUSINESS  
TRIP**



## TIME TO RELAX

### THE WARRIOR'S REST

A busy day is over and it's time to celebrate. Change the shirt for a smart polo or t-shirt, swap the shoes for a pair of sneakers and enjoy some well-deserved time off.





# OFFICE AFTER WORKS

## *and events*

### FIGHTING THE UNDER/OVER-DRESSED SYNDROME

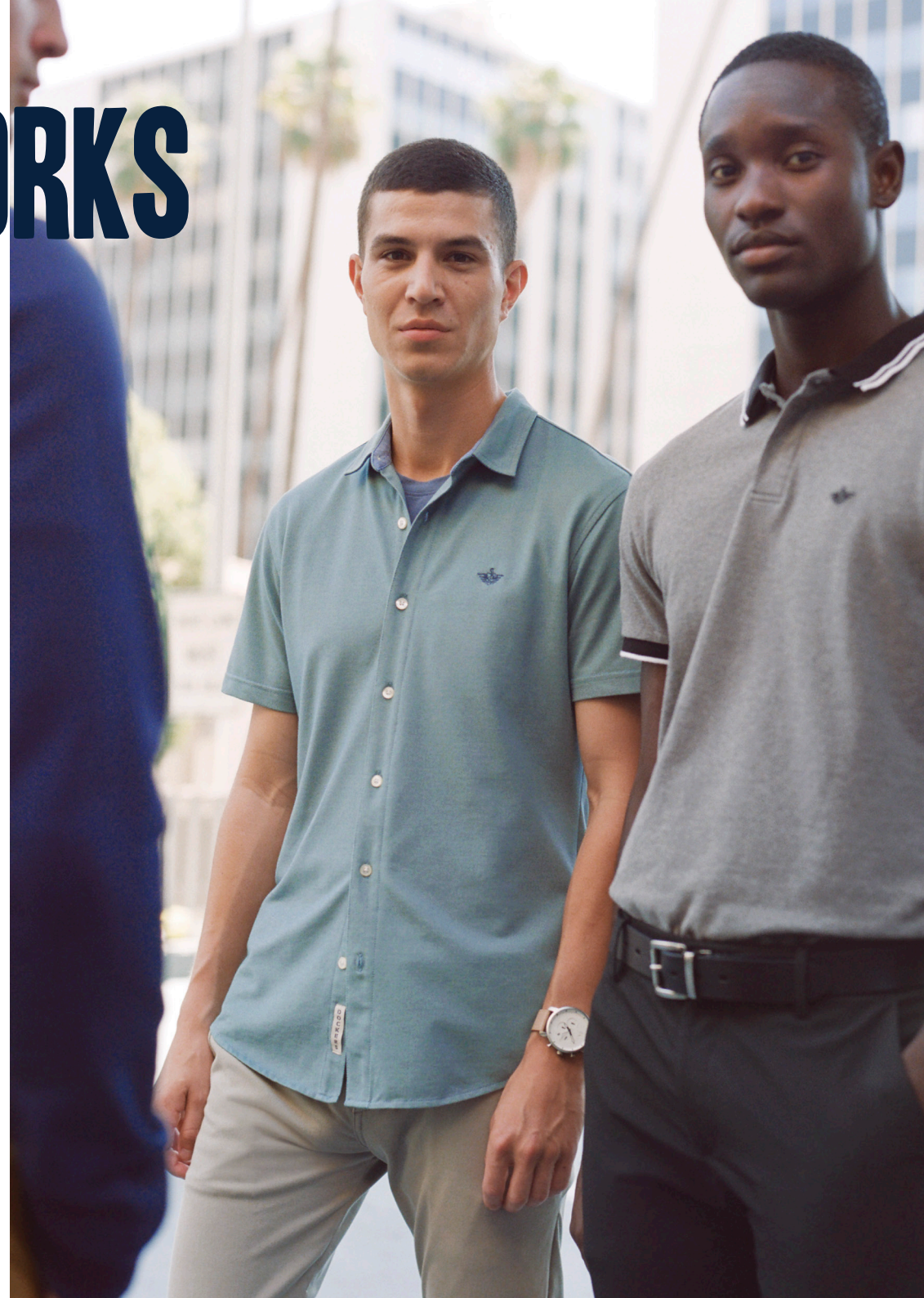
Successfully juggling between formal and casual attire can be stressful, especially when you need to do it on a single working day. You know, those days with a big presentation you need to dress up for that matches meeting the guys at the pub later in the evening. Or the other way around: days when you're in for a desk marathon to heading straight from the office to an award ceremony.

#### 01 DRESS FOR THE UNEXPECTED

There's no need to go home to change your clothes. Transform your outfit with a few tricks here and there. As things come up without warning, be always ready to handle the situation.

#### 02 GENIUS WORKS IN LAYERS

A sweater or blazer and a shirt with a tee underneath can be your swiss-army knife. Play the put-on, put-off, tuck-in, tuck-out game and you'll be set for the all-occasion roller coaster.





# LIKE SUPERMAN IN A TELEPHONE BOOTH



Your work day is over and some improvised drinks at the pub come up? Just open up your shirt and let a casual print tee appear to save the day.

## OFFICE AFTERWORKS *and events*



## THE ALL-TERRAIN SWEATER

A sweater is the ultimate versatile piece of clothing. Wear it over a tee for a more alternative and casual look or under a blazer to look more 'chic'.

## REFINED WITH A SPARK OF CRAZY

Camel and dark colors are a safe bet for any formal event. Are you in for a big celebration? Go for red socks and spread some colorful joy.





# SMART INNOVATION

## A COMMITMENT TO COMFORT

Our thoughtful innovations and meaningful details have always served a purpose, not a trend. Our commitment to innovation has allowed us to develop technologies that help the man of today become the best version of himself.



NEXT LEVEL  
FLEXIBILITY

SUPERIOR COMFORT

REMARKABLE  
RECOVERY



## SUPREMEFLEX™

### THIS KHAKE CAN'T BE STOPPED

With comfort in every direction, next level flexibility, and remarkable recovery, these khakis are ready for action, no matter the opportunity.



4-WAY STRETCH



FLEXIBLE  
WAISTBAND



HIDDEN  
SECURITY POCKETS



## SMART360FLEX

### REFINED POLO

Perfect for the man on the move, this polo shirt is crafted from a soft tri-blend knit with game-changing performance technology. Its 4-way stretch fabric enhances comfort and durability.

## SMART360FLEX

### ULTIMATE BUTTON UP SHIRT

A classic button-up shirt updated with our Smart 360 Flex™ fabric for unrivaled comfort and durability.



## SMART360FLEX

### KHAKIS READY FOR EVERYTHING

It's a khaki that moves like never before. New directions for movement, new frontiers for comfort. All with a level of durability once considered impossible.



**#DOCKERSCHALLENGERS**  
**#DOCKERSALWAYSON**

At Dockers® we'll remain committed to give men the confidence and comfort they need to overcome any challenge that comes in their way. We live in a world facing many of them but it is as well a world where it's easier than ever to create a positive impact by bringing an idea to fruition.

A new breed of entrepreneurs has risen and Dockers® is the brand backing them up, fueling them with the confidence and flexibility they need to keep changing the world without a suit.

**ALWAYS ON  
FOR  
CHALLENGES**





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## GET YOUR GEAR AT

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CENTRAL OFFICES

LEONARDO DA VINCILAAN 19 1831 DIEGEM, BELGIUM

+3226416011





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