



guide

FOR PROFESSIONAL APPEARANCE

your image speaks a thousand words

When entering any professional context, your appearance, attitude and behavior can play a key role in the way people perceive you. Depending on the situation, how you interact with the world and how you present yourself can even give you a competitive advantage.

At EHL, we've established a certain number of standards around professional appearance for our students, staff and wider community members. These guidelines are based on the five values which constitute the basis of our ethos:

Excellence, Family, Respect, Learning and Innovation – five simple words that drive our behavior and resonate across everything we do.



Learning real-world applications on campus.

Our Guide for Professional Appearance is a fundamental element of our institution. It is above all a teaching instrument that aims to support the development of soft skills and knowhow by applying the standards of a professional environment on campus.

Learning is also a social and experiential process at EHL, where learning goals are defined in- and outside of the classroom. The Guide for Professional Appearance is an extracurricular learning activity that enables a tangible demonstration and practice of life skills.

The goal is for you to understand how to present yourself according to the expectations inherent to the hospitality and services sectors. You will learn how to apply those recommendations but also how to adapt according to various contexts. While doing so, you are invited to self-reflect on the most appropriate manner of presentation.

As future managers, you are given the opportunity to experience a dress code that complies with the industry requirements, while still being able to express your personal identity.



Being the best version of yourself implies staying true to yourself.

The present guidelines are a framework, a common and precise standard for the entire EHL community. However, these standards also allow for the expression of personality, individual identity and the choice of style – which uniforms do not allow for. Within the framework defined by our industry, each individual can therefore develop themselves and grow.

THE 3 PILLARS OF EHL'S PROFESSIONAL APPEARANCE ARE:

- 1 I am aware of the **impact of the first impression**.
- 2 I **adapt my appearance**, attitude, and behavior to the person(s) I am interacting with.
- 3 My behavior, attitude and appearance **fit with** the activity, the environment, and the events.

DIVERSITY, INCLUSION & BELONGING

EHL is committed to welcoming diversity. These guidelines have been written specifically to be inclusive of gender, cultural and religious diversities.

The context for this document is an evolutive process and it will be subject to review periodically to ensure continued alignment with our values and environment.

daily professional attire

You are expected to comply with the EHL Professional Appearance Guidelines on campuses during working days, throughout the whole year, within all public locations and academic buildings **(Lausanne and Singapore from 7am to 7pm, Passugg 7 am to 5:30 pm)**. These rules are also valid whenever you visit the campuses outside of normal academic or practical activities (internship, group work, research, holiday).

In Lausanne and Passugg, during your practical arts workshops, you may also circulate throughout campus in your uniform – spotless and professional.

In the following pages we've outlined to what extent specific clothing items and accessories are considered aligned with EHL Values. Those particularities might differ depending on the context (regular weekdays, business casual days) or the temperature. Items that are considered "aligned with Values" can be combined freely. In case of doubt, the Values Ambassador or Values Coordinator (EHL Group) will provide guidance and confirmation.



general



ALIGNED WITH EHL VALUES

- ✓ 2- or 3-piece tailored suit (skirt, pants or dress and jacket) of professional types. Jacket and pants, skirt or dress do not have to be coordinated.
- ✓ Jewelry and earrings can bring a personal touch to your style, complete your outfit and emphasize your personality. However, they must remain discreet.
- ✓ Regional, cultural business suit aligned with daily professional attire (e.g., Bavarian jackets, saris, etc.).
- ✓ Face must remain visible at all times unless for a medical or sanitary requirement.

NOT ALIGNED WITH VALUES

- ✗ Disproportionate casual prints or design (e.g., tropical shirts).
- ✗ Sports clothes.
- ✗ Fabrics such as leather, jeans, suede, chiffon, corduroy and any type of loungewear.
- ✗ Coats and winter jackets and caps or hats must be kept in the lockers in the changing rooms and must not be worn inside the buildings.
- ✗ Offensive and invasive messages on items of clothing.



ALIGNED WITH EHL VALUES

- ✓ Make-up must be natural and discreet.
- ✓ Hair should be groomed, well-kept and should not cover the face.
- ✓ Discreet visible tattoos not exceeding the size of a CHF 5.- coin.
- ✓ Beards, goatees and moustaches are acceptable as long as they show clear signs of daily up keeping (shaved sides, clear lines, well-trimmed, etc.). The maximum acceptable length of a beard is 1cm.

NOT ALIGNED WITH VALUES

- ✗ Thick shawls, scarfs and wraps.
- ✗ Bright coloured lipstick.
- ✗ Piercings and other face-jewelry (nose, tongue, lips, eyebrows).
- ✗ Excessive visible tattoos.
- ✗ Unnatural hair color (blue, pink).
- ✗ Wearing sunglasses inside the buildings.
- ✗ Starting to grow a beard, goatee or mustache during school time.

DAILY PROFESSIONAL ATTIRE
chest, arms & hands



ALIGNED WITH EHL VALUES

- ✓ Jackets, blazers or waist coats must always be worn or carried around at all time.
- ✓ Hands must be clean, well looked after and nails should be maintained at an appropriate length. Colored nail polish is accepted provided it stays in classic tones.
- ✓ Shoulders must be covered, with a minimum strap width of 8.5 cm (the size of the EHL card length wise).
- ✓ Button-down business shirts with short or long sleeves must be of a discreet or classic color. When worn with a tie, collars should always be closed and the tie well-adjusted. When no ties are worn, collar buttons can remain undone.
- ✓ Tang shirts with all buttons closed.

NOT ALIGNED WITH VALUES

- ✗ Cardigans in wool, cotton or other as a replacement for a jacket.
- ✗ A turtleneck sweater or pullover worn without a jacket, or over the shoulders.
- ✗ Rolled up sleeves.
- ✗ Crop tops, bare shoulders, thin straps or sleeveless tops.
- ✗ Transparent shirts, blouses and tops.
- ✗ Tops with low opening either in front or back.
- ✗ Noticeable underwear.

legs



ALIGNED WITH EHL VALUES

- ✓ Formal/Classic suit pants whose length is closer to the ankle than the knee.
- ✓ The length of skirts and dresses should be just above the knee or no longer than the ankle.
- ✓ Wearing stockings or tights (classic tones) is compulsory with a skirt or a dress.*

NOT ALIGNED WITH VALUES

- ✗ Shorts and miniskirts.
- ✗ Skin-tight pants, skirts or dresses, leggings.
- ✗ Pants, skirts and dresses with bright or big printed patterns.
- ✗ Transparent dresses, skirts, or pants (lace or similar).
- ✗ Patterned tights, fishnet tights or stockings.
- ✗ Noticeable underwear.

*unless warm weather (see p.13)



ALIGNED WITH EHL VALUES

- ✓ Shoes must be classic, closed and in a plain color.
- ✓ Shoes must be polished or well maintained.
- ✓ Boots and bootees can only be worn with pants covering them.
- ✓ Wearing socks or stockings is compulsory with pants.*

NOT ALIGNED WITH VALUES

- ✗ Shoes with heels over 8.5 cm.
- ✗ Shoes with excessive decorations and metal detailing.
- ✗ Platform shoes or wedge heels.
- ✗ Boots or bootees worn with a skirt or a dress.
- ✗ Sports shoes, beach shoes or sandals (flip-flops, slippers, rope-soled sandals, espadrilles, etc.).
- ✗ Combat boots (Doc Martens or similar).
- ✗ Wearing no show socks.*

*unless warm weather (see p.13)

about religious symbols

Religious freedom or freedom of belief is a fundamental right: the right to choose and practice one's religion. Wearing religious symbols on the EHL campuses is a sign of inclusiveness, and for this reason the following religious items are authorized:

- 1 **Jewelry of reasonable size such as medals, pendants, necklaces and bracelets (e.g., Christian medals, cross, crescent moon, star of David, etc.).**
- 2 **Headwear such as kippahs, turbans (e.g., Dastar, Dumalla, Kenyan or UK style, Nok Pagg), headscarves (Hijab, Hijab Amira, Shayla).**

Any other religious symbol may be considered and must be raised to EHL's Spiritual Counselor:
isabelle.vernet@ehl.ch (EHL Group)

Note:

As a private educational group, EHL has the autonomy to define its own internal regulations. This guide is in line with the current local legal frameworks with regards to acceptance of certain items of clothing.

During practical teaching periods, where hygiene and safety rules are essential and unavoidable, common sense will be required and some specific pieces of jewelry or attires might need to be adapted or removed.

business casual days

In order to prepare you for your professional future, we consider it important to be exposed as well to the basic principles of a business casual dress code. Throughout the academic year, dedicated Business Casual days will be announced to this effect. Note that "business casual" does not mean dressing as though you are already on time off - "business casual" is not synonymous with "casual". And specific norms exist to define what is acceptable within a business casual professional environment.



BUSINESS CASUAL DAYS
general



ALIGNED WITH EHL VALUES

- ✓ Similar to daily professional attire.
- ✓ Classic dark jeans and chinos are allowed.
- ✓ Jackets, blazers and waist coats are no longer compulsory.

NOT ALIGNED WITH VALUES

- ✗ No extravagant clothes in their shape, size or color such as miniskirts, shorts and loungewear.
- ✗ Sports shoes.
- ✗ Noticeable underwear.
- ✗ Torn or stone washed jeans.

WARM WEATHER

warm weather

These guidelines are activated according to the weather and geographical locations of our campuses:

Lausanne and Passugg → from 22°C

Singapore → Year-round





ALIGNED WITH EHL VALUES

- ✓ Jackets, blazers and waist coats are no longer compulsory.
- ✓ Stockings or tights are no longer compulsory.
- ✓ Open-toe business shoes.
- ✓ Shoulders must remain covered with a minimum strap width of 8.5 cm (EHL card length wise).

NOT ALIGNED WITH VALUES

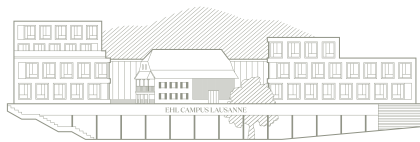
- ✗ Similar to daily professional attire.



SHARE YOUR STYLE WITH THE EHL FAMILY
 #ehlstudentlife



@EHL.PASSUGG



@EHL.LAUSANNE



@EHL.SINGAPORE