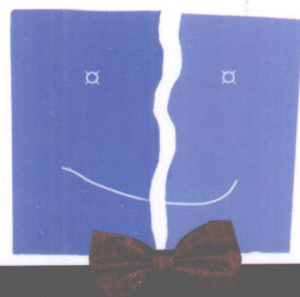


A Student Book of International Business Etiquette

21世纪商务英语系列教材



国际商务礼仪 英文教程

张宇 艾天姿 / 主编



北京大学出版社
PEKING UNIVERSITY PRESS

21世纪商务英语系列教材

国际商务礼仪

英文教程

A Student Book of International Business Etiquette

主 编：张 宇 艾天姿

副主编：华裕涛 马宏梅 任 佳 白华英 张 宁

编 者：卡迪尔·古丽斯坦木 蒋 菲 王金鹤



北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目(CIP)数据

国际商务礼仪英文教程 /张宇,艾天姿主编. —北京:北京大学出版社, 2010.7
(21 世纪商务英语系列教材)

ISBN 978-7-301-16108-1

I. 国… II. ①张…②艾… III. 商务—礼仪—英语—高等学校—教材 IV. H31

中国版本图书馆 CIP 数据核字(2009)第 208431 号

书 名: 国际商务礼仪英文教程

著作责任者: 张 宇 艾天姿 主编

责任编辑: 李 颖

标准书号: ISBN 978-7-301-16108-1/H·2360

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62767315 出版部 62754962

电子邮箱: evalce1770@sina.com

印 刷 者: 北京鑫海金澳胶印有限公司

经 销 者: 新华书店

787 毫米×1092 毫米 16 开本 10.5 印张 260 千字

2010 年 7 月第 1 版 2010 年 7 月第 1 次印刷

定 价: 24.00 元

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究 举报电话: 010-62752024

电子邮箱: fd@pup.pku.edu.cn

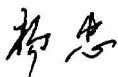
2009年秋季学期伊始,张宇拿着《国际商务礼仪英文教程》走进我的办公室,希望我为她的大作写序。礼仪不是我研究的领域,不敢贸然落笔。但这位年轻同事的上进心使我不能拒绝她的要求。第一次接触她是在新疆伊犁师范学院。她当时受东北师范大学派遣在那执行教育部学科援疆计划,工作表现出色,深受师生欢迎。我当时作为对口支援工作负责人,发自内心地感谢张宇等一批教师很好地完成了这项意义深远的工作。有过这段经历,我只好努力满足她的要求,写点儿我的读后感。再说,年已花甲的老教师看到青年同事如此上进也格外高兴,助他们成功是我们的幸事。

礼节或礼仪是“规定社会行为和职业行为准则的习俗和体系”(《不列颠百科全书》(中译本)第6页)。违反礼节不至于受到制裁,但会受到责难或冷遇。这是礼节的社会属性使然。一个人独处可能无需顾及礼节(但也要慎独),两个人或众人在一起则必须遵守礼节。即使亲密无间的夫妻之间也提倡相敬如宾。可见礼节和礼仪的实质在于处理好人际关系。社会不是简单的个体集合,而是由不同角色的社会人构成的整体。有人群就势必有礼节,古今中外概莫能外。

在中国,礼仪源于上古时期的祭祀文化。我们的祖先在崇拜自然神,崇拜先辈的祭祀活动中形成了中国民族早期的礼仪(见付亚庶著《中国上古祭祀文化》(第二版),高等教育出版社,2005)。在西方,“宫廷是礼节的发源地,它以君主为中心,把各种行为的细节逐步向各个阶层传播”(《不列颠百科全书》(中译本)第6页)。在现代社会,礼仪不只是达官贵人必须注意的事,也是平民百姓应该注意的事。人们在求职面试、商务谈判、相亲访友、参会发言等各种各样的活动中都必须讲究礼节,在平等互动中表现出对对方的尊重。个人的修养见于一言一行,事情的成败往往在于当事人是否举止得体,言辞得当。

认识礼仪的社会性和普遍性还不够,还要知道它的文化性或民族性。不同的文化在长期沿革过程中形成了各自的礼仪。从事跨文化交流活动必须强化文化差异意识。在经济一体化的背景下国际商务活动越来越频繁。用英语进行国际商务活动自然需要懂得英语国家的礼仪。《国际商务礼仪英文教程》的实用价值显而易见。

礼仪有多种多样的表达方式,包括语言文字、着装、举止、摆设,等等。《国际商务礼仪英文教程》由九章构成,涵盖了国际商务活动礼仪的方方面面,内容丰富多彩,文字浅显易懂,是一本适于经贸类专业学生学习英语的好教材。相信此书的出版会使众多青年学生受益。



于东北师范大学外国语学院

2009年9月27日

前言

中国的俗语说“礼多人不怪”，意思是，在交往中以礼待人不会令人反感。事实上，以礼待人不止不会招致他人反感，而且能够帮助我们得到他人的欢迎和礼遇。

我们在交往中要接触形形色色的人，人们对于“礼”的理解又不尽相同，“失礼”也就在所难免，待人接物“彬彬有礼”也就成了一种挑战。尤其是在全球化程度日益加深的今天，在国际商务活动中，当交际的双方使用不同的语言、具有不同的文化背景时，加深双方在基本礼仪常识方面的了解和理解，消除礼仪差异造成的交际障碍，提高交际的有效性，是成功的跨文化交际的关键。

本书从服饰容貌、见面问候、拜访接待、西式宴请、面试礼仪、办公室礼仪、电话礼仪、书信礼仪等方面入手，介绍跨文化交际中的基本礼仪常识，旨在为全球化生活、学习和工作环境中的交际者提供基本的行为指引。

国际礼仪存在的意义在于它能够被交际者普遍接受，不问出处，不分国籍。不同的国家和文化固然赋予了礼仪不同的内涵，然而成功的跨文化交际往往不是各行其是的结果，而是遵循了共同的礼仪准则的成果。因此，本书所介绍的礼仪知识均以“通行”为准绳，而不是分国罗列。

本书不仅有助于读者了解我国与西方国家的礼仪文化差异，对于人们日常交际也有一定的指导作用。其适用于大专院校非英语专业学生的英语国际礼仪课程学习，也可作为希望提高自身英语应用能力及日常交际技巧的社会人士的业余读物，希望此书可以使不同层面的读者朋友受益。

全书的教学可设 54 学时，其中讲授 36 学时，实践 18 学时，不同的使用群体可以根据实际情况增加或减少实践学时。

对于本书的出版，诸多老师和同行都给予了大力的协助。大连外国语学院杨俊峰教授的国际礼仪及文化差异讲座对于此书的创作和编写有极大的启发，在此向杨俊峰教授致以衷心的感谢。编者有幸邀请到东北师范大学原副校长、博士生导师杨忠教授为本书作序，在此向杨忠教授致以诚挚的谢意。北京大学出版社编辑李颖女士对于此书的出版给予了中肯的建议和热心的督促，使本书得以尽早与读者见面。

本书是对国际礼仪知识的一次尝试性的总结和介绍，由于编者水平有限，定会有诸多不足之处，恳望专家学者和广大读者批评指正。

编者

2009 年 8 月

ACKNOWLEDGEMENTS

The aim of this text book is to introduce international business etiquettes and cross-cultural communication skills to Chinese readers and students. We are indebted to many sources for the passages and pictures selected for reading. With regard to the issue of copyright, we have made extensive efforts to contact the publishers and authors of these passages and pictures, but for various reasons we have been unable to establish communication in some cases. In these cases we apologize to the publishers and authors in advance and will be happy to make fuller acknowledgement in due course. For any questions concerning copyright and permissions, please contact.

Telephone: +86 43185098528

E-mail: zzyouweir@yahoo.cn

We will be happy to make any necessary arrangements for the appropriate settlement of any possible copyright issues.

Contents

Chapter I	Why Etiquette?	1
Chapter II	Dress the Part, Look the Part	7
Chapter III	Meeting and Greeting	35
Chapter IV	Visiting and Receiving	47
Chapter V	Table Manners	55
Chapter VI	Interview	90
Chapter VII	Workplace Etiquette	99
Chapter VIII	The Art of Making Phone Calls	110
Chapter IX	Correspondence Etiquette	118
Glossary	150
References	150

Chapter I

Why Etiquette?

Louis XIV's gardener at Versailles was faced with a serious problem: he could not stop members of the nobility from trampling about in the delicate areas of the King's garden. He finally attempted to dissuade their unwanted behavior by posting signs, called etiquets, which warned them to "keep off the grass." When this course of action failed, the King himself had to issue an official decree that no one could go beyond the bounds of the signs. Later, the name "etiquette" was given to a ticket for court functions that included rules regarding where to stand and what to do.



The word "etiquette" has evolved, and in many ways it still means "keep off the grass"—remaining within the flexible boundaries of civil behavior allows relationships and us to grow like flowers in Louis' garden. Moreover, it lets us present ourselves with confidence and authority in all areas of our professional and personal life.

Why is etiquette important in interpersonal communication?

The importance of etiquette is thousands of years old: Around 2500 B.C. the first etiquette manuscript gave this advice to young Egyptian men on the fast track, "When sitting with one's superior, laugh when he laughs (*The Instructions of Ptahhotep*);" and an old Chinese saying goes that you will offend no one by being as courteous as possible.

In our society, good manners are considered an important part of a cultured person's upbringing. Your inability to handle yourself as expected could be expensive. No one will tell you the real reason why you didn't get the job, the promotion, or the

social engagement. Fair or not, others equate bad manners with incompetence and a lack of breeding. On the contrary, by being polite, you will not just “offend no one,” but you can also please almost everyone.

But why do we more and more easily get confused about good manners or, say, etiquette? How does it happen that sometimes we try to impress others in a polite way but it turns out to be just the opposite of what we wished?

To find out the reasons, first we must know what etiquette is.

In the story at the beginning of this chapter, etiquette means “rules regarding where to stand and what to do” in the court and “remaining within the flexible boundaries of civil behavior,” which “allows relationships and us to grow like flowers in Louis’ garden.”

In most dictionaries, the word “etiquette” is defined as “the formal rules of proper (social) behavior” (Longman, 2005), “the customary code of polite behavior in society or among members of a particular profession or group” (Oxford, 2007), “the set of rules or customs which control accepted behavior in particular social groups or social groups” (Cambridge, 2004), and the like.

American etiquette expert Emily Post defined etiquette as, “Whenever two people come together and their behavior affects one another, you have etiquette. Etiquette is not some rigid code of manners; it’s simply how persons’ lives touch one another.” She believed that etiquette is not about rules, but about building relationships.

Based on Emily Post’s definition, her great-granddaughter-in-law Peggy Post explained that “Etiquette gives us clues as to how we should act and what we should do in any given situation, so that we can be as successful as possible in our interactions with the people around us.”

According to the common key words in the definitions listed above, we can therefore draw the conclusion that etiquette is about the acceptable standards of human behaviors when there is more than one person in given situations. All is relative. That is to say, etiquette can be different when there are different people and/or when people are in different situations; and moreover, what is polite to one person can be offensive to another.

In our life, especially in the current situation of globalization, the interacting people probably come from different countries, use different languages, have different social and cultural backgrounds, and therefore certainly have different understandings of etiquette. It is consequently inevitable for us to be occasionally in breach of the etiquette in others’ eyes, and it is challenging but essential for us to know about others’ understandings of etiquette, find similarities between theirs and our own, bridge the gap of communication caused by the differences in understanding “etiquette,” and set standards of behaviors that can be accepted and met by all people regardless of cultural, social, and national differences, so that we can succeed in cross-cultural

communication in the global workplace.

Learning international business etiquette suits well our purpose of successful communication.

I. ALL THAT IS ABOUT INTERNATIONAL BUSINESS ETIQUETTE

Every culture has its own time-honored protocols, and the way you first connect with someone from a different culture is critical to establishing a relationship that will be mutually beneficial.

International Business Etiquette refers to the behavior guidance applicable throughout the world for international business persons to establish harmonious relationships in the global working environment and to smooth the way to all business activities.

Though most of its specific rules are originated from European and American social etiquette, international business etiquette is based on the universality of etiquette of different countries all over the world and it embraces the various rules of proper behavior that are the most typical of different cultures. It is agreed upon through long-term cross-cultural blending—in communications and compromises, even in misunderstandings and conflicts.

In this book, everyday business etiquette in activities such as dress and grooming, visiting and receiving, meeting and greeting, dinning, and interview is introduced to the readers in great detail; basic rules of behavior in business situations such as negotiations and conferences are also introduced.

II. THE CHARACTERISTICS OF INTERNATIONAL BUSINESS ETIQUETTE

EQUALITY AND PRIORITY

For all the individuals in international business activities, they are supposed to be equal in taking the responsibility of observing the same business etiquette, regardless of their age, gender, race and nationality. For example, in traditional western etiquette, if a gentleman and a lady are to shake hands, the gentleman should not extend his hand until the lady does. While shaking the lady's hand, instead of holding her hand tightly, the gentleman should gently hold the front of her hand to pay his tribute. Likewise, if a senior and a junior are to shake hands, the latter should wait until the former extends his hand. However, in international business etiquette, it's advised that both sides extend their hands initiatively. (*For the exceptions, please check Chapter III.*)

On the other hand, in business activities, the individuals' roles vary according to aims of the business actions. In some cases, priority should be given to some people to show respect. For instance, in business receptions, when the guests are getting aboard the cars, the most distinguished guest should be arranged at

the right seat of the back. The receptionist should take the seat beside the driver.

● SPECIALTY AND UNIVERSALITY

Different countries have different cultures and customs, such as habits, preferences and taboos. This entails the various etiquettes in business receptions and other business actions. These etiquettes are the very core of international business etiquettes. To avoid the cultural barriers, more and more business persons have realized the importance of understanding and respecting the others' cultures and etiquettes. For example, normally, Chinese people use chopsticks, whereas the westerners use fork and knife. However, when a Chinese business person is invited to a dinner party of the western style by his foreign friends, he would use the fork and knife instead of the chopsticks, and vice versa. As the saying goes, "when in Rome, do as the Romans do," people's adaptation to different cultures promotes the cross-cultural communication of business.

However, today's globalization requires the business persons of various backgrounds to understand and observe the universal international business etiquettes in order to fulfill their plan in business activities. A simple example could make this point clear. When the representatives from different countries come to China to have an international conference, they could not communicate with each other in their own languages, nor could they use Chinese. They would routinely use English as the official language. The internalization and globalization of business activities makes it essential to understand the universality of international business etiquette. For this reason, this book would focus on the details of universal business etiquette while introducing the typical cultural differences of some countries at the same time.

● CULTURAL AND CROSS-CULTURAL FEATURES

Although international business etiquette is defined as guidance to the proper behaviors and harmonious communication in international business activities, it is not only the creature of the business activities themselves. International business etiquette is closely related to the humane and natural features, such as the histories of all the countries, their politics, regional characteristics, religions, ethnics and languages. It is greatly possessed of cultural characteristics. Simultaneously, while understanding and observing international business etiquette in the global working environment, the business persons of different cultural backgrounds enhance the development of multicultural communication and accelerate the cross-cultural blending.

III. THE PRINCIPLES THAT GOVERN ALL ETIQUETTES

● RESPECT AND SINCERITY

In interpersonal communication, what an individual does and how he does it will influence not only himself, but also the others who are in touch with him. To respect the others is the essential etiquette in interpersonal communication. Respect is often displayed in the trifles, such as listening to the others attentively, not interrupting the other's conversation, remembering the names of new acquaintances, replying promptly to the letters, phone calls and messages. Of course, being respectful does not mean betraying yourself, or compromising your integrity, which will make others feel that you are phony. Sincerity is the foundation of respect, and it wins you the respect from the others.

● CONSIDERATION AND FLEXIBILITY

Treating the others politely is to make the interpersonal relationship harmonious and to make all the people feel comfortable in communication. So sometimes, to achieve this goal, we have to abandon the doctrines and take humans as essentials. We need to look at the current situation and assess how it affects everyone who is involved in the stereotype of "good manners" but fail to make everyone comfortable. Well-intentioned as it is, this kind of behavior is improper. To bend the rules is also one important part of business etiquette. The story of the hostess and the fingerbowl might be known to you. The fingerbowl is used to wash one's fingers before he eats the food with his hand. *(For details, please check Chapter V.)* The hostess' guest of honor knew nothing about it and drank the water in the fingerbowl. Before other guests could react, the hostess followed the guest of honor without hesitation. She bent the rule to set the guest of honor free from embarrassment and made herself role model of all hostesses. On the other hand, from the thoughtless behavior of this guest of honor, we learned that when we are not sure about what to do and/or how to do it, wait and follow the others.

● GRATITUDE AND GENEROSITY

While the other people treat you courteously or do you a small favor, don't take it for granted. It should be noticed and remembered that your comfortable situation is made possible by the others' efforts and kindness. Please accept this courtesy with gratitude. In everyday life, please say "please" and "thank you" as many as possible (you will not say "please" and "thank you" for too many times); you might want to return the others' favor by offering a hand when it is in need. Please show your generosity and offer the most courtesy of yours.

After discussing over the definitions, characteristics and principles of international business etiquette, I would like to share with the readers a little humorous story: A French boy moved to Britain with his parents. On his first school-day in a foreign country, when he returned home, his parents asked whether he was happy at school. He answered, obviously upset, "Not at all, because all my classmates spoke English and I could not understand a word of theirs." After a pause, however, the French boy looked a little happier and said, "But they laughed in French." Besides humor, the naivety of the little boy also tells us that verbal language is not the only way of communication. On some occasions, non-verbal means such as facial expressions can be more effective than languages for conveying information. In this sense, international business etiquette is more like the laugh that can be understood and affect others even when different languages cause barriers to communication, as long as we respect others from the bottom of our hearts, always follow the universally acknowledged guidance, and be considerate and flexible enough to know when not to follow it.

To sum up, etiquette is the link between tradition and fashion, and the bridge between culture and culture. Etiquette greases the wheels of interaction in business, in society and in the whole world. Being comfortable in a variety of environments and cultures is one of the end results of etiquette training. People educated and trained with international business etiquette know better about the importance of harmony in work and in life.

Chapter II

Dress the Part, Look the Part

Although the reason for our primitive ancestors' getting dressed could be as simple as that they needed to shelter themselves from natural threats to their lives such as cold and heat, clothing is a sign of the development of human civilization. In the *Holy Bible*, the first proof that Adam and Eve came to know good and evil after eating the fruit to make them wise was that when they opened their eyes and found themselves both naked, they sewed fig leaves together to make themselves aprons. No matter what the reasons are, we human beings spend almost all our waking hours, and even sleeping time, whether when we are alone or with others, dressed; and we naturally hide ourselves from the presence of others without right clothes on us. Clothing is so indispensable to civilized human life that it is like our skin, special skin that can help tell one individual from another, and distinguish human beings from other creatures.

Admittedly it is not advisable to judge people by appearances, but, to a large extent, our dresses and appearances help us make good impressions on others; at the same time, dressing ourselves appropriately shows our respect to the people around. People communicate with one another by dress and grooming, and sometimes in the business world, dress and grooming can be more effective than languages as means of communication.

Section One Business Attire

In our life, styles of clothing vary from occasion to occasion. Social and business occasions roughly fall into three categories: formal, casual and informal, based on which what we wear can also be divided into formal wear, casual wear and informal wear. Since there are almost no informal occasions in the business world, we will discuss over business formal and business casual clothes.

I. FORMAL CLOTHES

Formal clothes are worn on certain formal occasions at work such as interviews, receiving customers, negotiations, reception banquets and anniversary ceremonies. At parties or on daily social occasions including concerts, weddings and funerals, formal clothes are also expected. Formal clothes can be divided into morning attire and evening attire.

1. Morning Attire

Morning attire is worn on most formal occasions in the day. It is so practical that it is suitable for almost all situations and can be worn every day. Black suits, the most formal among morning attire, are worn on solemn occasions such as funerals. Black suits are also called the morning dress.

MORNING ATTIRE FOR MEN

Morning attire for men refers to the outfit of men's suit, shirt, tie, socks, shoes and accessories. The attire will be discussed item by item in the respective categories of fabrics or material, design and color.

Suit

Suit is the formal clothes that can be worn to work every day and is an essential in a businessman's wardrobe, although nowadays business people are dressing themselves more and more casually. While you want to select a suit with care, think less of making a fashion statement than of finding something that fits well and feels comfortable, and that will stand the test of time.

There is only one ironclad rule in choosing a fabric for a suit: No matter what the color is, the surface should be matte—not shiny or iridescent. According to Peggy Post, the choice in fabrics mainly boils the choice in fabrics boils down to wool or cotton. With its many textures, wool is undoubtedly the suit fabric of choice because of its ability to stretch yet still keep its shape; its matte finish; its ability to breathe (keeping you warmer in winter and cooler in summer); and its long shelf life. In summer, cotton and linen are popular suit fabrics because they're so comfortable. But be especially careful with linen, because it is very easy to be wrinkled.

Men's suit can be divided into two-piece suit and three-piece suit. A two-piece suit refers to the outfit of the jacket and the pants, and a three-piece suit refers to the outfit of the jacket, the vest and the pants. Three-piece suits are more traditional and formal than two-piece ones. There are usually few buttons (single or double lines, two or three buttons per line) and one or two slits (along the middle line if one, along the two sides if two) on the open-necked jacket of the suit.

Dark colors have always been associated with authority, but tradition has also embraced suits in lighter shades of brown (tan and beige) and grey. Solids are always a safe choice, while pinstripes are a handsome alternative, with a very thin, light grey stripe preferred. Black suits are too solemn for daily occasions. Suits with check patterns

on them are not viewed as formal wear.

Dress Shirt

Non-sleeveless white cotton or woolen shirts are the dressiest choice at work. White shirts with white collars are the most popular attire for business people. This is probably why business men and women are called "the white collar".

Dress shirts have square collars, short collars or long collars. The sleeves of the dress shirt should be a bit longer than those of the jacket and the collar of the dress shirt should be a bit higher than that of the jacket.

More muted colors, preferably solid, work better than loud ones. Besides white shirts, blue, grey and dark brown ones are acceptable, too. The only caveat is to make sure that the jacket, the shirt and the tie complement one another. Pinstripe has already become the practical and popular pattern of dress shirts. But keep in mind that the color of the stripes and the base color of the shirt should not conflict each other; at the same time, be careful to coordinate pinstriped suits, because sometimes such coordination could be "noisy" to others' eyes. Check-patterned shirts are not acceptable on formal occasions.

Tie/Necktie

For the great majority of men who dress for business, the tie remains the most important of all accessories.

Ties are mainly made of silk fabrics. And the standard length of a necktie is 140 cm, allowing a margin of 10 cm longer or shorter than that. The widest part of the wide end is about 7—10 cm. The point of the wide end of a traditional necktie is the point of a right-angular arrow.

Regardless of the design, make sure your tie color coordinates with your shirt and jacket. Solid-colored neckties without patterns are the dressiest choice of formal coordination, and ties with geometrical patterns such as pinstripes, small spots and small checks are acceptable too. Do not wear a tie with more than three colors, or with loud patterns or cartoon patterns.

When the tying of the necktie is done, the point of the wide end should be right over the upper edge of the buckle of the belt. Then secure the tie with a tie clip. Coordinated with a three-piece suit, the lower part of the tie should be secured between the shirt and the vest, not between the vest and the jacket.

Shoes

Always wear smooth-surface leather shoes!

Rough-surface leather shoes or suede shoes can not be coordinated with formal suits.

Colors of the shoes should be coordinated to or darker than those of the suits. Among the choices, black ranks No. 1, with dark brown second to it.

Socks

Socks are mostly made from cotton or silk.

With the proper length of your socks, you will avoid exposing the skin of your legs to others while seated.

Colors of the socks are always dark and solid, preferably black, coordinated to the shoes.

The most common and embarrassing faux pas of Chinese business persons wearing western suits is that most of them wear white socks together with black shoes. The contrast is so obvious that it can hardly be neglected.

Accessories

Men wear **LEATHER BELTS** or **SUSPENDERS** coordinated respectively with their shoes and to their ties. The width of the belts is about 3 cm and the buckles can be either metal or leather. If metal, the buckle should be coordinated to other metal accessories such as the tie pin and the watchband. The alternative (attention: NOT a companion) to a belt is suspenders, which are not about function, but style. The quietness or wildness of the pattern of suspenders depends on the company culture in which the wearer operates.

The function of a **TIE CLIP/TIE PIN** is to secure the tie. Therefore, the wearer should wear it at a place so that it can be hidden from the spot of others, for example, the interval between the fourth and the fifth button of the shirt (from top to bottom). There can be only one accessory, namely only **ONE** tie clip, for the necktie.

The **JEWELRY** that men can wear with morning suits is limited to watches and rings. The maximum of rings worn by a businessman is one per hand, preferably just one—the wedding or engagement band.

Laptop computer cases are now challenging the traditional rectangular black leather **BRIEFCASE** in popularity. Whichever you use, it should be in excellent condition. For a simple sheaf of papers, another option is a leather envelope carried under the arm.

MORNING ATTIRE FOR WOMEN

Morning attire for women refers to the outfit consisting of suit, blouse, scarf, stocking/knee-highs, shoes and accessories. Like men's, the attire will be discussed item by item in the respective categories of fabrics or material, design and color.

Suit

Fabrics of women's suits are the same as those of men's suits (See Page 8).

There are both two-piece and three-piece suits for women. A two-piece suit refers to the outfit of jacket and pants or the outfit of jacket and skirt. A three-piece suit refers to the outfit of jacket, pants and skirt, but pants and skirt are certainly not to be worn together. A skirt suit is more traditional and formal than a pant suit. The jacket is usually open-necked, with a few buttons (single or double lines, one or two buttons per line) and no slit at the back (not like men's). The minimal length of the jacket is that its bottom rim reaches the waist. The ideal length of the skirt is that it reaches