

Dress for Success • Parshat Tetzaveh

Fashion icon Ralph Lauren once said, “I don’t design clothes. I design dreams.” This week’s Torah reading, *Tetzaveh*, involves a detailed description of the High Priest’s garments. To understand the ‘dream’ behind them, we must understand more

distinctive fashion, we know little about how this salient daily practice of dress specifically affects perceptions of leaders in their daily business.” Their findings? “...leaders’ charisma and approval were higher when a person’s clothing style contrasted their organization’s culture.” Lastly, in their study of CEOs of Fortune 1000 companies, they discovered that, “leaders can manipulate their style of attire to actively shape their followers’ impressions of themselves.”

In “Dress for Success: How Clothes Influence Our Performance” (*Scientific American*, Jan. 1, 2016), Matthew Hutson and Tori Rodriguez cite multiple studies that correlate behavior with clothing. In the journal *Social, Psychological, and Personality Science* (Aug., 2015), researchers asked participants to wear either formal or informal clothes before taking cognitive tests. They discovered that, “Wearing formal business attire increased abstract thinking—an important aspect of creativity and long-term strategizing. The experiments suggest the effect is related to feelings of power.” A 2014 study in the *Journal of Experimental Psychology* concluded that informal clothing magvtakuty