How to Look Your Best on a Video Work Call

■ **Use Jewel Tones:** Anne D. Stills, president of the Association of Image Consultants International's New York tri-state chapter, recommends blouses, button-downs or pullover sweaters. Search your closet for jewel tones, which "can make your skin glow." Meanwhile, colors that flatter all skin and hair colors include teal, turquoise, true red, navy, periwinkle and blush. Patterns "can be distracting and make the viewer dizzy."

■ **Ditch the Tie:** "It would look odd for someone to show up to a Zoom meeting in a full suit and tie," said Julie Rath, founder and president of Rath & Co. Men's Style Consulting.

"A neat button-up shirt would be an apt replacement."

■ **Don't Be Extra:** Now might not be the time to join calls in flashy designer clothing or something over the top. "It's the fashion equivalent of tone deaf," said Aliza Licht, a marketing consultant and author of career-advice book, "Leave Your Mark."

■ **Keep It Professional:** "I would say 'neat casual' is the WFH dress code right now," said Ms. Rath. "One thing to be mindful of however is wrinkles, as they can be amplified over video."

She's not a fan of being dressed on top, but not on bottom. "What if you have to jump up from your laptop to let your dog out of the room while on a video call? Your underdressed bottom half may have an unintended reveal."

■ **Grooming:** "If you're typically clean-shaven, a little scruff is fine," Ms. Rath said. "Overall, use common sense and good judgment based on whom you're meeting with and what you want to convey. And make sure to take a look in the mirror before you go online."

■ **Hair and Makeup:** With salons closed, Ms. Stills suggests women brush their hair into a ponytail. For women with short hair, "just comb it back and put a lovely headband on it." Makeup is a must, she said. "The camera will definitely make you look washed out."

■ **Setting:** "If they don't want people to necessarily see their homes, Zoom has a background feature," said Ms.

Stills. Zoom says the feature works best with a green screen and uniform lighting. Ms. Stills recommends women "wear a color that contrasts well with the background." Adds Ms.

Rath, "It's also good to avoid wearing the same color as your background.

Otherwise, you can blend in and look like a floating head."

■ **Lighting:** "You have to have good lighting, and that light is not behind you, the light is in front of you," said Ms. Stills.