



LADIES' LOOKS & LINKS

- HOW TO ORDER:**
- Click the links below to access The Limited/Eloquii virtual storefront.
 - Sales Associates: Fill out the Associate Order Form for an estimate of your total item cost to ensure you are within budget (use the original price to calculate.)
 - Business Managers: Fill out the Business Manager Order Form.



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ALLIANCE InStyle LAYERING CONTEST!

Layering is a great way to create many looks out of few pieces. Jewelry, belts, ties, jackets and accessories are the finishing touches that keep you looking sophisticated and perfectly put-together.

Submit photos of your best layered look to InStyle@allresco.com by **March 25th** for a chance to win a gift card to one of our retail providers and have a style named after you! (Note: This time around, we're looking for individual, not team, photos. Can't wait to see what you come up with!)



Runway

Stylish corporate apparel allows Alliance Residential associates to look both trendy and professional.

Ready

BY LAUREN BOSTON

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Tina Makssour-Mortera
Sr. VP of Performance
Alliance Residential

As an onsite associate, Tina Makssour-Mortera endured years of unhappiness with corporate apparel options. As she moved to the corporate side of operations, she vowed to never ask her associates to wear something she wouldn't put on herself.

Now, as Senior Vice President of Performance for Alliance Residential, she is keeping that promise.

Last year, Alliance partnered with The Limited to launch "InStyle," a line of corporate apparel intended to address its need for more stylish clothing and educate its associates (who modeled the clothing on opposite page) about portraying a professional image.

Makssour-Mortera says the partnership—and process—were near and dear to her.

"As we began evaluating partnership options for quality, professional-looking, fashion-forward and affordable apparel, we asked our associates about their favorite places to shop," she explains. "The Limited was one of the retailers mentioned most often and its 'Black Collection' was an excellent fit for our purposes."

She says the collection comprises Alliance's staple suit pieces, ensuring associates can buy clothing from the collection that will always be the same fabric and color.

Following Suit

Since the collection was introduced at the company's national meeting last May and rolled out in October, Makssour-Mortera says she is no longer receiving complaints that apparel options aren't "fashionable or trendy," particularly regarding the cut of the garments.

Although Alliance has certain apparel guidelines—such as the minimum length of a skirt and

the appropriate type of shoes—Makssour-Mortera says they prefer to accomplish their desired image through internal marketing, promotion and positive reinforcement, rather than a harsh dress code.

"Our InStyle contests ask associates to submit photos of their best outfits, so they become the promoters and spokespeople for InStyle—not corporate," she says.

So far, Makssour-Mortera says associate feedback has been nothing but positive, with one onsite employee saying, "Finally—happiness with the uniforms."

As part of the partnership with The Limited, Alliance uses a LookBook to introduce each season's "pop" of color, with tips for building a great professional wardrobe and accessorizing it appropriately. Associates at participating properties receive an allowance each season (every six months) for InStyle apparel. New hires also receive money toward clothing.

If associates have any questions, they can contact a dedicated "Alliance Stylist," who serves as the spokesperson and point of contact for InStyle.

"We set out to achieve consistency and found an unexpected side effect—unity," Makssour-Mortera says. "It is incredible to see everyone together as a group during meetings and events. We have happier associates who look great." ■■

Lauren Boston is NAA's Staff Writer. She can be reached at lauren@naahq.org or 703/797-0678.

For more on work attire, read "Apt Apparel," in the September 2010 issue of units. Email frank@naahq.org for a copy.