

# Bob up in style to make impact

**Melissa Matheson**

PONYTAILS are out, bob cuts are in, and if you really want to cut it in the hairy world of corporate life, think retro.

With firms feeling the squeeze of the GFC and ordering their staff to present a more professional appearance in an effort to win dwindling business, a good haircut is just as important as a slick suit or knockout outfit.

Founder and managing director of business networking organisation Women's Network Australia, Lynette Palmen, said first impressions do count and it takes just seconds to make the wrong impression.

"It stands to measure that if someone cares about themselves, they're going to care about their work," she said.

"As sad as it is, people have eight seconds to make a decision when they first meet someone.

"How your staff look is a branding of an organisation."

And hair is all part of the

image. Daniel Mostyn, the owner and director of Dirty Girl salon in Newtown, reckons a really good cut should emphasise the jaw and convey power.

Mr Mostyn, who toured London, Paris, New York and LA styling Alicia Keys' locks, has seen plenty of hits and misses from young corporates.

"I just wish women would put more effort into styling their hair when it comes to the office," he said. "With any good haircut there's at least three different looks to it — at least one of those looks should be showed off in the office. I don't want to see any more ponytails."

Mr Mostyn favours the revival of retro haircuts for the office and recommends the neat 1950s look for men, and a fringed "power bob" for women.

But not Prime Minister Julia Gillard's bob cut.

"I think that style goes into what a lot of my young female

clients and young mothers still in the corporate world are trying to get away from — that Mosman mum bob," Mr Mostyn said.

"There's a lot of depth under the cheekbones with the fringe. Short haircuts are beautiful because they give women a lot of strength in the shape of their face."

When Kristina Keneally lost her job as premier, she turned to the hairdresser and added length with hair extensions. But Mr Mostyn said the look needed to be more balanced to work.

Retail worker Lisa Petancevski, 18, said she wouldn't change her hair to fit in at work.

But it's a different story for Farrah Mourad, 19, who works for the Australian Rugby League.

"I don't think my colleagues care, but I personally do," she said. "I want to make a good impression on others."