



# Target Optical style guide

A unified, consistent look goes a long way to help guests know that you are a part of Target Optical.

**Be a part of the team and look like the team!**

## At the heart of it

A seamless experience from host to Target Optical starts with a look that mirrors the host. Our dress code is simple at its core: **ALL BLACK**... with a twist!

Keep it classy, Target Optical. Attire should always be business professional. That means:

- Men: Long sleeve collared shirts; polo shirts; ties optional; rolled sleeves permissible
- Women: Contemporary dresses and skirts of appropriate length; blouses, blazers, sweaters and tops; sleeveless tops must be covered with a jacket, blazer or sweater.



## Twist and shout

Show your own style! Wear a dress with a scarf; a skirt with a stylish cardigan; pants with a collared shirt and tie.



## Accent it!

Think of all black as your canvas. Enhance your outfit with a classy accessory! A little bit goes a long way!

**Don't forget to wear your name badge so guests know who you are!**



## Add some flavor!

Spice it up! Take your ensemble to the next level with accent pieces, such as belts, scarves, and jewelry.

**Add a great pair of eyewear to show guests that you're style's boss!**



## Put your best foot forward

Always professional, close toed shoes with dress socks.

### Best left at home

- No sneakers, flip flops or sandals
- Keep those white socks for when you're off the clock
- Cargo pants, leggings and t-shirts are never ok!



Refer to the Luxottica Retail Associate Guide for guidelines around hair, earrings and other general guidelines

