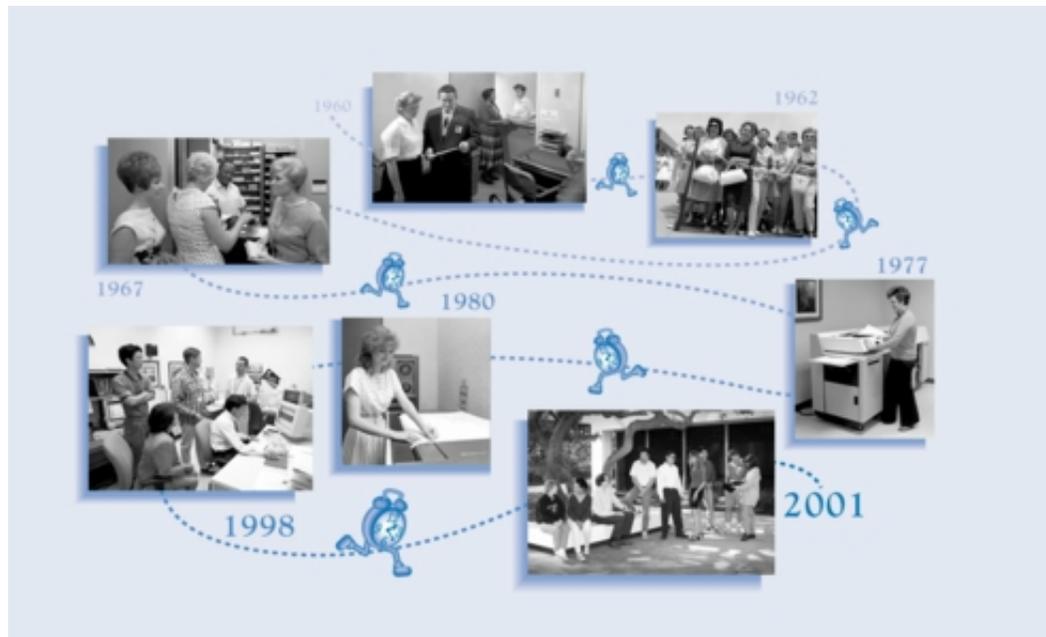


Dress Code

Dress for Success?? - by Jeanette Morrison



[Click here for a larger view of the pictures.](#)

When CEO **Dave Cote** announced that TRW is now officially “dress casual,” the residents of Space Park patted themselves on their flannel-covered backs for being on the cutting-edge of corporate fashion. Our buildings are already populated with jeans and shorts-clad employees, trotting around campus in sandals or unlaced Adidas. But life at TRW West hasn’t always been Dockers and Keds. Retirees, veterans, and new hires were interviewed for this article about the dress standards when they joined the company.

In **1958**, when **Jack Williams** started at TRW, he was ordered to wear a suit, a tie and cufflinks every day, and to have his hair trimmed every 2 weeks. Because Jack was on the management track, he had to attend special seminars where fashion experts evaluated his clothing choices and analyzed his coloring. Their verdict: “Never, never wear brown!” “I didn’t own a pair of jeans or a sport coat until after I retired in 1991,” he says, “and to this day there’s nothing brown in my closet.”

Dennis Hacker joined the company in **1966**, when white shirts and thin dark ties were standard. “Plaid jackets were okay, but no colored shirts, and definitely no jeans,” he remembers. In **1967**, **Cherrie Amasaki** and her female coworkers wouldn’t be caught dead in slacks; dresses were de rigueur. What kind of dresses? “Okay, we wore miniskirts,” Cherrie confesses, “I was younger then.”

Short dresses were still in vogue when **Linda Williams** started in **1973**, but pantsuits were finally catching on. “A few people wore jeans, but there was an unspoken dress code, and almost everyone still dressed up for work.” By the late 1970s, Linda says, a few daring women were coming to work in hot pants.

When teenager **Stephanie Hollins** joined TRW in **1985**, jeans and T-shirts were her daily uniform. Four years later she left the company, returning in **1995** as a seasoned professional. “During my first year back I wore tailored slacks and heels, a lot of Jones New York suits,” Stephanie recalls. “I was putting my best foot forward, but after awhile it was like having an old husband – I got comfortable.” Today Stephanie once again wears jeans and T-shirts, along with her famous bright orange tennis shoes.

After 10 years working as a customer service representative at a car dealership, **Richard Harris** was surprised by TRW’s laid-back style when he arrived in **2000**. Accustomed to wearing a dress shirt and tie to work, he still doesn’t quite fit in with the developers in his building. “There’s a lot of encouragement NOT to dress up,” he laughs. How will Richard adapt to our CEO’s new edict? “Well,” Richard says, “I WAS thinking of coming to work in my jammies...”