

dress code 3.0

spring - summer / fall - winter 2023





a short note...


We chose a universal dress code to help our customers feel more welcomed and to lower the costs of entry and upkeep for our employees. Suits ain't cheap! At today's prices, the average low end, acceptable suit costs around \$450 (including shirt and tie). However, having a universal dress code is tricky... On one hand, when everyone is following the standard, it creates a warm and inviting environment for our customers. It can also foster a greater sense of team work and company pride. On the other hand, when people don't follow dress code, it instantly makes us look sloppy and undisciplined. Even the most expensive clothes look cheap when they aren't pressed. When team members wear non-approved articles, it confuses our customers and lowers the standard for everyone.

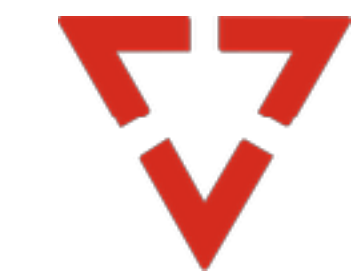
Our vision is to differentiate ourselves & our experience from everyone else in the market. That takes consistency, commitment, discipline and passion. Going forward, we will be **much more committed** to upholding our standards & expectations.

We hope you **love** the new selections and that you will challenge yourself to look your professional best each and every day!



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standards & expectations

Cellular Sales' dress code policy is designed to help us all provide a consistent professional appearance to our customers and colleagues. Our appearance reflects ourselves and the company. The goal is to be sure that we maintain a positive, welcoming appearance and not to offend customers, clients, or colleagues.

- Employees are expected to dress in full compliance with the standards outlined in “Dress Code 3.0”.
- Employees must always present a clean, professional appearance. Everyone is expected to be well-groomed and wear clean clothing, free of holes, tears, excessive wrinkles or other signs of wear.
- Clothing should not be too revealing.
- Non-approved garments (including jackets, vests, pants, shirts) are **strictly prohibited**.
- Grooming styles dictated by religion or ethnicity are exempt with RD approval only.
- Employees must wear company issued lanyard and badge while working in the stores.

Dress Code Violations:

- Employees found to be in violation of dress code are expected to immediately correct the issue. This may include having to leave work to change clothes.
- Repeated violations or violations that have major repercussions may result in disciplinary action being take up to and including termination.



Grooming Policy:



- **Hygiene:** Every employee is expected to practice daily hygiene and good grooming habits as set for the in further detail below.
- **Hair:** Hair should be clean, combed and neatly trimmed or arranged. Unkempt hair is not permitted. Hair color & style must look natural and professionally conservative. Unnatural hair colors are not permitted. Men must keep hair trimmed above the shoulders.
- **Facial Hair:** Only full beards are permitted. Mustaches, goatees, etc are not allowed. Beards should be trimmed with a clear and neat neck line. Facial hair may not exceed 1/4 inch in length. Any employee found to be in violation of this standard will be immediately asked to shave. Repeated violations of this policy could result in disciplinary action, including termination.
- **Fragrance:** Recognizing that employees and visitors to the workplace may have sensitivities or allergies to fragrant products, including but not limited to perfumes, colognes, fragrant body lotions or hair products, Cellular Sales is a fragrance free workplace. Fragrant products that may be offensive to others hold be used in moderation out of concern for others in the workplace.
- **Nails:** Hands and nails should be clean and conservatively manicured.
- **Jewelry:** Employees may wear tasteful jewelry in moderation. The size and /or number of earrings, rings, necklaces must reflect a “business professional” standard. No other visible body jewelry/ body piercings (including nose piercings) may be worn while an employee is in the workplace. Men are not permitted to wear visible piercings (including earrings).
- **Tattoos:** No visible tattoos or other body art are permitted in the workplace. Exceptions may be made for employees who have small, non-offensive tattoos that cannot easily be covered by standard clothing or makeup. All exceptions require RD approval.
- **Exceptions:** Employees seeking an exceptions from any of the above standards should speak with the Regional Directors.



Dress Code 3.0 Policy:

standards & expectations

Clothing:

- Dress code 3.0 begins February 1st.
- You may purchase your clothes wherever you like. However, if the color and style is not identical to what has been provided in this deck, you will be purchasing at your own risk. Please do not purchase any article outside of the recommended selections without prior RD approval.
- Effective March 1st, we will be sunsetting grandfathered approval on any garment that has an outdated logo: 
- Any prior approved garments with correct logo are grandfathered: 
- All garments must be free of excessive wrinkles. Non-iron and performance fabrics are preferred. Undergarments must not be visible. Nude colored or grey colored undergarments are preferred.
- Dress shirts, pullovers and vests **must have the logo screen printed or embroidered with correct size and placement.**
- Non-approved garments (including jackets, vests, pants, shirts, shoes) are **strictly prohibited**. Any employee found to be in violation of dress code will be suspended for a minimum of 1 week (no exceptions unless prior RD approval).

Shoes:

- Any prior approved shoes are grandfathered.
- You may purchase your shoes wherever you like. However, if the color and style is not identical to what has been provided in this deck, you will be purchasing at your own risk. Please do not purchase any shoes outside of the recommended selections without prior RD approval.
- All shoes must be clean and polished at all times.



verizon

cellularsales

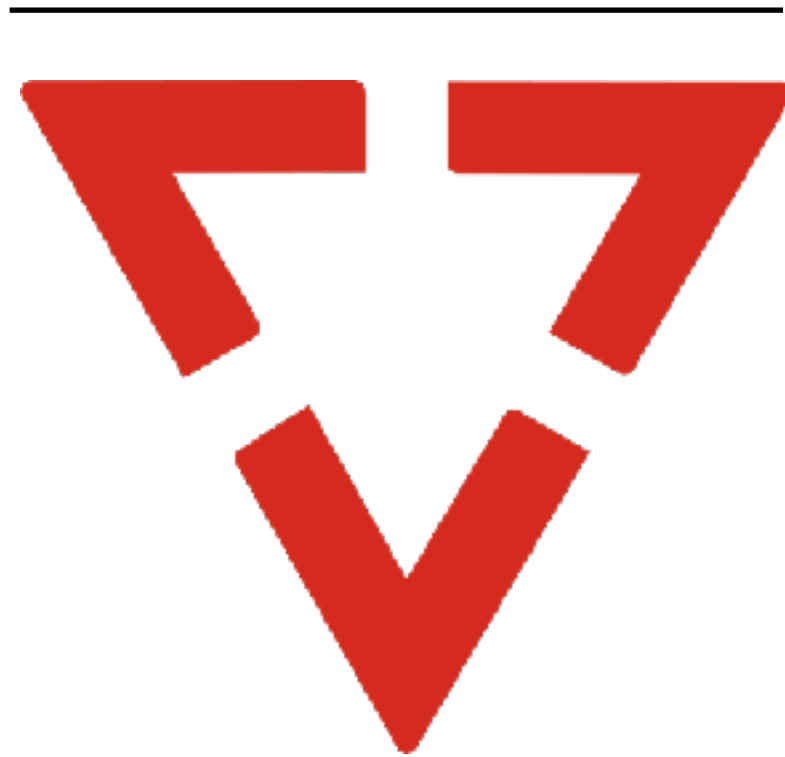
Special offer
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and save
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Our best pricing for
teachers, nurses, military
and first responders.

standard
edition
spring - summer



brand mark

Width = 1.5 inches MEN
Width = 1.25 inches WOMEN



All shirts, blouses, pullovers and sweaters must have the brand mark **screen printed** on the left chest.

standard
edition



charcoal

light gray

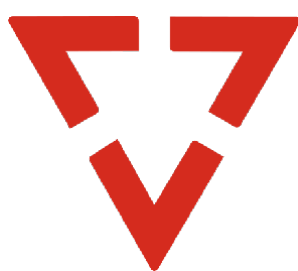
tan

khaki

stone (new color!)

men's dress code: spring - summer

standard
edition



charcoal

light gray

tan

khaki

stone (new color!)

women's dress code: spring - summer

Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.



verizon✓

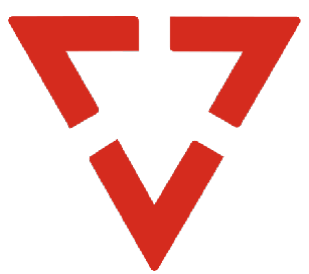
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and first responders.

You're covered
with Verizon
Protect.

standard
edition
fall - winter

standard
edition



charcoal



light gray



tan



khaki



men's dress code: fall - winter

standard
edition



women's dress code: fall - winter

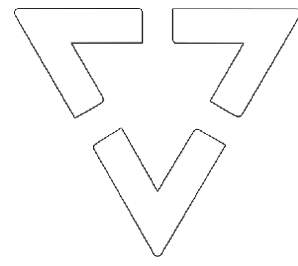
Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.

verizon

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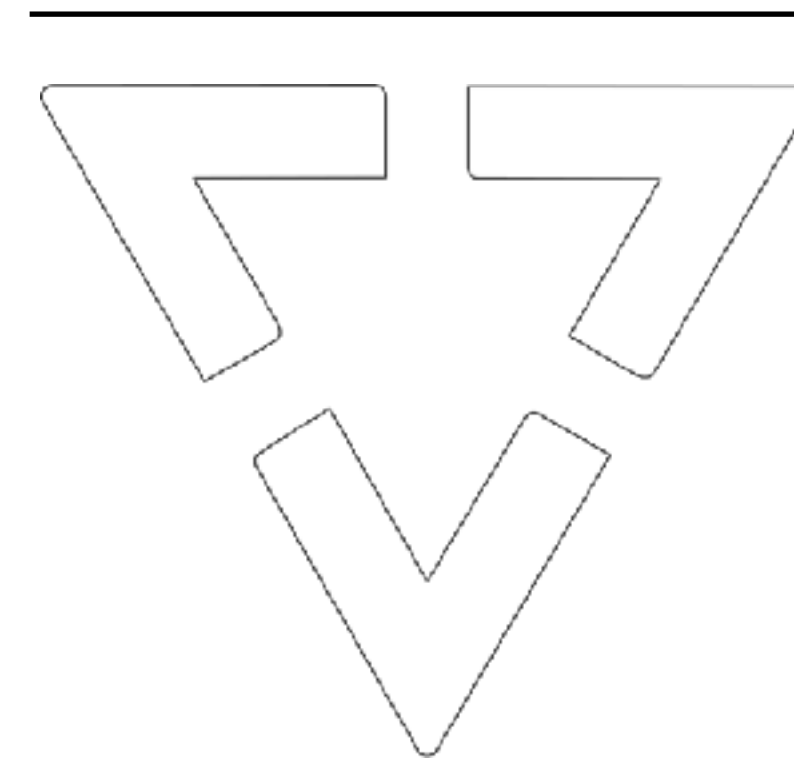
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level 5
exclusive
spring - summer

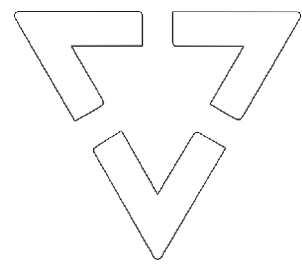


brand mark

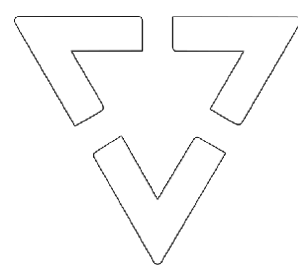
Width = 1.5 inches MEN
Width = 1.25 inches WOMEN



All shirts, blouses, pullovers and sweaters must have the brand mark **screen printed** on the left chest.



men's dress code: spring - summer



women's dress code: spring - summer

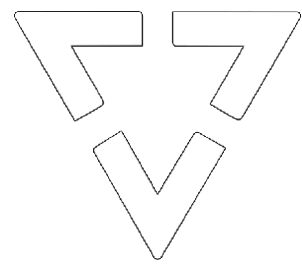
Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.

verizon

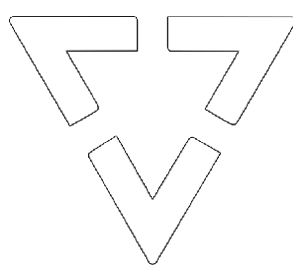
cellularsales

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level 5
exclusive
fall - winter



men's dress code: fall - winter



women's dress code: fall - winter

Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.

verizon

cellularsales

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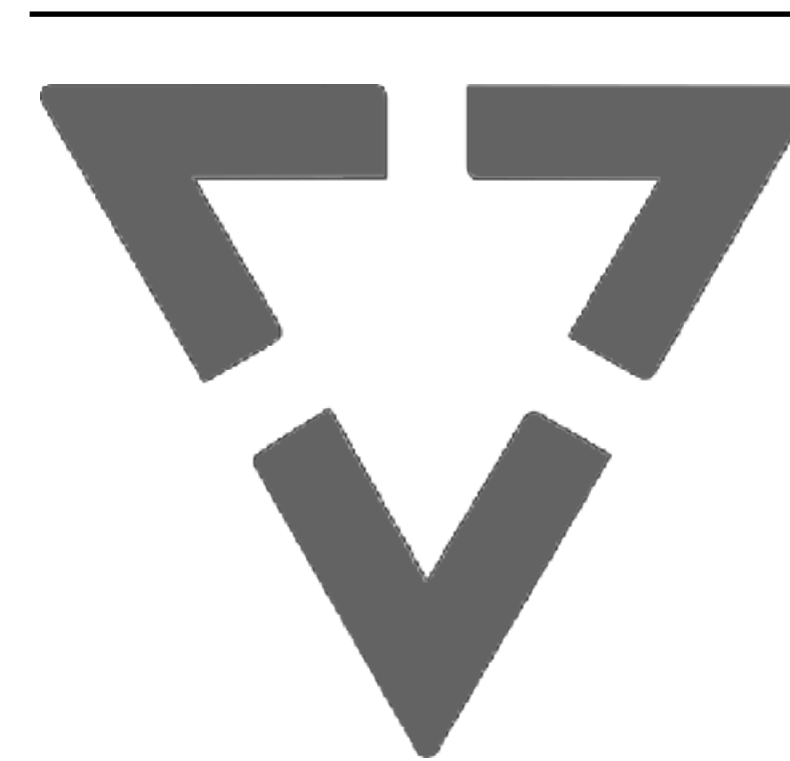
president's club
edition

spring - summer



brand mark

Width = 1.5 inches MEN
Width = 1.25 inches WOMEN



All shirts, blouses, pullovers and sweaters must have the brand mark **screen printed** on the left chest.



men's dress code: spring - summer





women's dress code: spring - summer

Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.

verizon

cellularsales

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president's club
edition
fall - winter



men's dress code: fall - winter





men's dress code: fall - winter

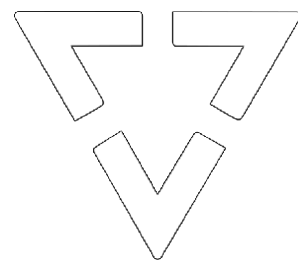
Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.

verizon

cellularsales

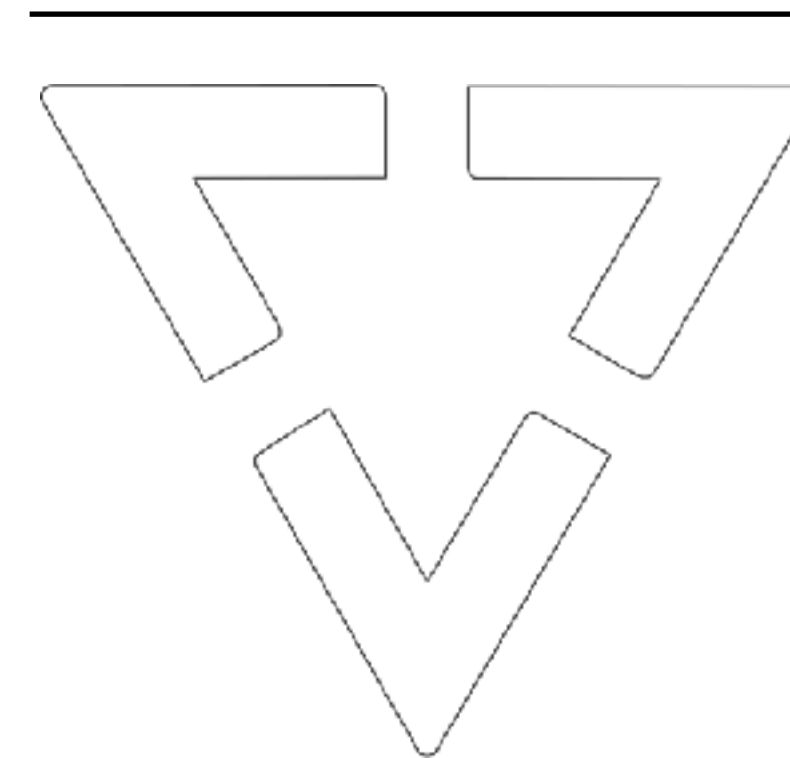
Special offer
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leadership
edition
spring - summer



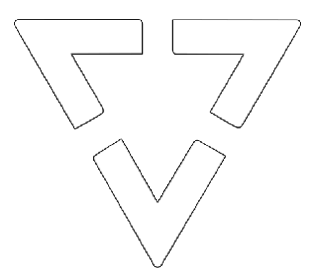
brand mark

Width = 1.5 inches MEN
Width = 1.25 inches WOMEN



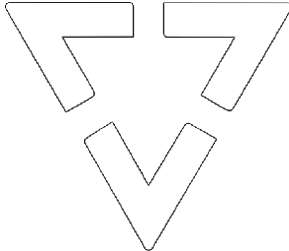
All shirts, blouses, pullovers and sweaters must have the brand mark **screen printed** on the left chest.

leadership
edition



men's dress code: spring - summer

leadership
edition



women's dress code: spring - summer

Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.



verizon

cellularsales

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Verizon logo on dark blue cardigan

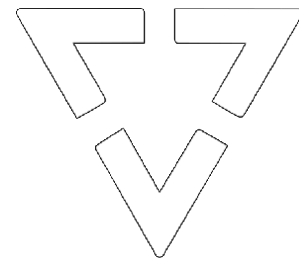
Verizon logo on dark blue button-down shirt

Verizon logo on grey button-down shirt

Verizon logo on grey button-down shirt

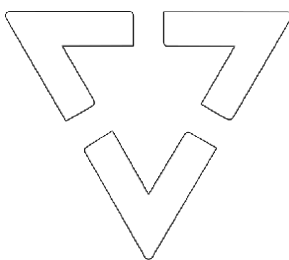
leadership
edition
fall - winter

leadership
edition



men's dress code: fall - winter

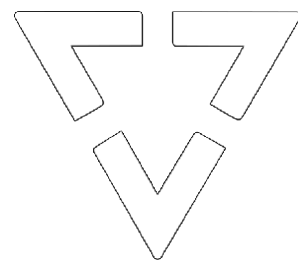
leadership
edition



women's dress code: fall - winter

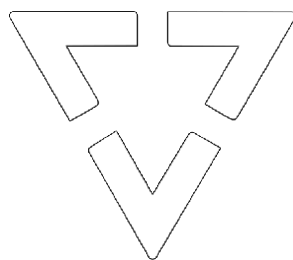
Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.

leadership
edition



men's dress code: fall - winter 2023 (option 2)

leadership
edition



women's dress code: fall - winter 2023 (option 2)

Women are permitted to wear skirts in the same colors. Must be pencil style and no shorter than one hand above the knee.









recommended selections

men's dress code

recommended selections









						
best	Mizzen + Main Leeward Dress Shirt \$138	Mizzen + Main Helmsman Chino Pant \$138	Magnanni Griffith LO \$375	Mizzen + Main ProFlex Quarter Zip \$138	Peter Millar Stealth Performance Vest \$115	Bugatchi Full-Zip Vest \$179
better	Charles Tyrwhitt Non-iron shirt \$99	Charles Tyrwhitt Non-iron Chinos \$99	Cole Haan GrandPrø Tennis Sneaker \$150	Charles Tyrwhitt Merino Zip Neck \$99	Peter Millar Flex Adapt Half - Zip Vest \$84	Amazon Port Authority Core Soft Shell Vest \$33
good	Jos A Bank Traveler Collection \$49	Jos A Bank Traveler Collection \$59	Bruno Marc Casual Dress Sneakers \$46	Jos A Bank Traveler Collection \$30 (clearance)	Amazon Baleaf men's vest \$37.99	Amazon Fist space soft-shell windproof \$29.45

men's dress code

recommended selections



						
best	Lululemon New Venture Shirt Blue Linen \$118	Lululemon New Venture Shirt White \$118	Lululemon New Venture Shirt Black \$118	Amazon Mizzen & Main Hampton Light Blue Gingham \$125	Lululemon New Venture Shirt True Navy \$118	
better	twillory.com Performance Button Down Polo Powder Blue \$74	twillory.com Performance Button Down Polo White \$74	twillory.com Performance Button Down Polo Black \$74	propercloth.com Light Blue Medium Gingham \$90	twillory.com Performance Button Down Polo Navy \$74	twillory.com Performance Button Down Polo Melangegrey \$74
good	Amazon HUUTOE Wrinkle Free Light Blue \$36	Amazon HUUTOE Wrinkle Free White \$36	Amazon HUUTOE Wrinkle Free Black \$36		Amazon HUUTOE Wrinkle Free Dark Blue \$36	Amazon HUUTOE Wrinkle Free Grey \$36

men's
shoes

COLE HAAN

Men's GrandPrø Tennis Sneaker

\$150



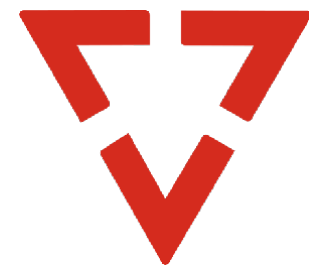
standard
edition

↑
level 5
exclusive

↑
leadership
edition










president's club
edition



women's dress code



						
best	Brooks Brothers Fitted Non-Iron Stretch Supima Dress Shirt \$118	Brooks Brothers Stretch Cotton Advantage Chino \$118	Cole Haan GrandPrø Tennis Sneaker \$140	Brooks Brothers Supima Cotton Cardigan \$128	Peter Millar Raglan-Sleeve Perth Layer \$130	Peter Millar Fuse Hybrid Vest \$200
better	Ann Taylor Perfect Shirt \$69.50	Peter Millar Dynamite Technical Pant \$65	Cole Haan GrandPrø Tennis Sneaker \$89.95	Ann Taylor Modern Ann Cardigan \$79.50	Amazon Clothe Co Womens Lightweight Athletic 1/4 Zip Pullover \$26.99	Amazon Port Authority Ladies Core Soft Shell Vest \$31
good	Amazon Como Blu Wrinkle- Resistant Shirt \$25	Amazon Lee Women's Wrinkle Free Relaxed Fit Straight Leg pant \$35	Amazon Women's Grand Crosscourt Sneaker \$46	Brooks Brothers Merino Wool Cardigan \$49.99	Amazon Sport-Tek Womens Pullover \$18	Amazon Port Authority Value Fleece Vest \$23

women's dress code

recommended selections



						
best	the-shirt.com The Icon Shirt Blue Dawn \$98.00	the-shirt.com The Icon Shirt White \$98.00	the-shirt.com The Icon Shirt Black \$98.00	the-shirt.com The Icon Shirt in Large Check Sky Blue \$98.00	the-shirt.com The Icon Shirt Dark Navy \$98.00	the-shirt.com The Icon Shirt Slate \$98.00
better	Lands End Long Sleeve Broadcloth Shirt Light Sea Blue \$25.16	Lands End Long Sleeve Broadcloth Shirt White \$25.16	Lands End Long Sleeve Crepe Blouse Black \$37.06		Lands End Long Sleeve Crepe Blouse True Navy \$37.06	Lands End Long Sleeve Crepe Blouse Harbor Gray \$37.06
good	Amazon J.Ver Wrinkle Free Solid Work Blouse Light Blue \$22	Amazon J.Ver Wrinkle Free Solid Work Blouse White \$22	Amazon J.Ver Wrinkle Free Solid Work Blouse Black \$22		Amazon J.Ver Wrinkle Free Solid Work Blouse Navy Blue \$22	Amazon J.Ver Wrinkle Free Solid Work Blouse Gray \$22

women's dress code
shoes

COLE HAAN

Women's GrandPrø Tennis Sneaker

\$140



standard
edition

↑
level 5
exclusive

↑
president's club
edition

