

The Style Edit.

Lovisa



Lovisa Dress Code

VOL. 2. 2023

Our Lovisa Dress Code.

You are our most important brand ambassadors! Our passion for our brand is shown through how we present ourselves and is important to welcome and inspire all who enter our stores.

Most importantly as a Lovisa Team Member we must stand out in a crowd of Customers! Our Team need to be clearly identifiable as a proud Lovisa Team Member in a store full of Customers.

At Lovisa, we dress up. We do not dress down and we do not dress casually. We are fashion-forward, we are trend setters, and we are always well put together with well-styled hair, makeup and of course proudly wearing multiple Lovisa pieces.

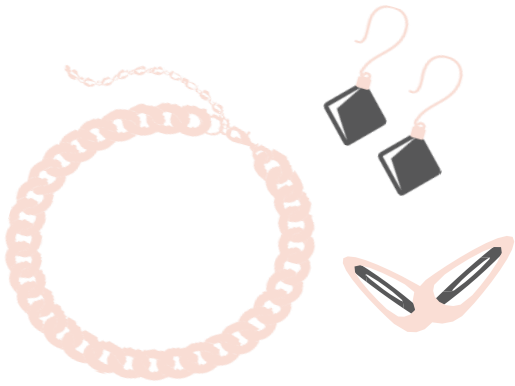
We do not wear name badges or lanyards at Lovisa. You can instead identify a Lovisa Team Member by their energy, enthusiasm, huge smile, fantastic style and complementing Lovisa jewellery.

To help you achieve this, all Team Members are provided with a generous Team discount on any jewellery you wish to purchase in store. Additionally, we provide Team Pieces in every store to add to your look. We love to see a great layered style!

As representatives of the business, all Team Members must always adhere to the Lovisa dress code while working in stores. We only get one chance to make a first impression with our Customers, so let's make sure it is a great impression by always presenting ourselves at our best!



What's In.



THE JEWELLERY.

It is important to showcase the many ways in which we can style Lovisa pieces together.

Layering and stacking our accessories gives us the opportunity to tell a story through our look. There is no limit to how many jewellery pieces you can wear at once. With so much to choose from, the combinations are endless!

Team are required to wear multiple pieces of Lovisa jewellery during every shift. You may wear any from your personal Lovisa collection and make use of the Team Pieces provided to every store.

Please have your ear, neck and wrist covered at an absolute minimum.

#ear



#neck



#wrist



#rings



#hair



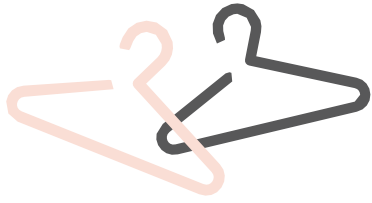
#anklets



*If loving jewellery is wrong,
I don't want to be right.*



What's In.



Always dress UP, not DOWN.

We love a tailored look, colour-blocking, beautiful blazer, gorgeous neutrals, bold prints or even metallics.

Keep your outfits chic and professional. We want you to look and feel your best on every shift. Presenting yourself as fashion-forward and professional is the easiest way to build trust with our Customers. We want to look aspirational for our Customers and fellow Team Members!

TOP TIP!

Studies have shown that the effort you put into your appearance is mirrored in your confidence for the day.

THE OUTFIT.

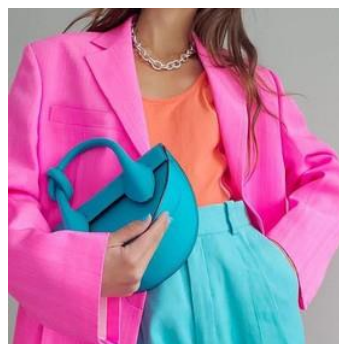
#neutrals



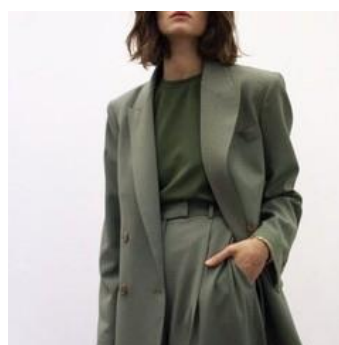
#prints



#colourblock



#monochrome



#wintervibes

Warmth is essential in the cooler months, but that doesn't mean we can't still put together a show stopping look! Dust off those winter dress boots and pull out your favourite blazer, it's time to layer up. Let's **avoid**: casual jackets, casual knitwear, loungewear and denim.

#modernchic



#monochrome



#pinstripes



#statementpiece



#colourblock



#plaid



#elegant



#parisian



#bold



#summervibes

Let's bring out some colour and experiment with florals, stripes and prints. If you're not a big fan of colour, neutrals and muted tones are a classic trend! Don't forget to accessorize and pay attention to those finishing touches.

Let's **avoid**: crop tops, clubbing wear, activewear, and denim.

#classic



#stripes



#floral



#neutrals



#prints



#pattern



#chic



#flirty



#vintag



What's In.

THE FOOTWEAR.

The right shoes can finish an outfit. We love short heels, polished boots, fashionable flats or some smart loafers.

Think of your footwear as another piece of your outfit, and ensure it is neat and polished to match the style you have chosen for the day.

Shoes must always be clean, scuff free, and have a back strap to ensure that your foot is secure while moving around the shop floor styling our Customers.



Give a girl the right shoes and she can conquer the world.



Appropriate...

#boots



#heels



#sandals



#flats



Not appropriate...



CASUAL TRAINERS/SNEAKERS



THONGS/FLIP FLOPS/JANDALS



SLIDES/OPEN BACK SHOES

What's In.

THE HAIR & MAKEUP.



The finishing touches are as important as your jewellery, outfit, and footwear.

Team Members must be well-groomed, with styled hair and a fresh face.

Experiment with different on trend makeup looks or hairstyles to match the pieces you have chosen for the day and elevate your style.

TOP TIP!

As we work closely with our Customers during styling and piercing, personal hygiene and good grooming habits are important.

What's trending?

#90s



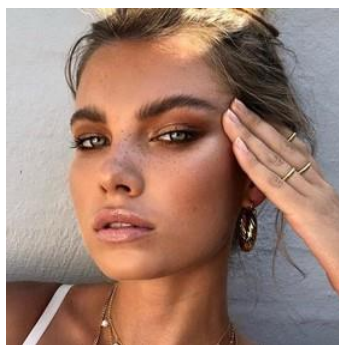
#natural



#glow



#bronzed



#relaxed



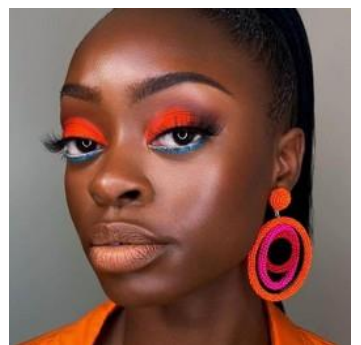
#sleek



#bold



#colourpop



What's Out.

We aim to not only inspire our Customers through our style but embody Lovisa's fashion-forward look and feel through how we present ourselves as Lovisa Team Members. For that reason, there are guidelines to what is considered unsuitable or inappropriate to wear in store.

Clothing that is not to be worn while working at Lovisa includes:

Clothes that do not maintain a standard of professionalism: casual knitwear, t-shirts, loungewear, denim, and activewear are not permitted.



LOUNGEWEAR/ACTIVWEAR



ALL DENIM



CASUAL KNITWEAR

Clothes that are revealing or inappropriate: exposed midriff, extremely low necklines and shorts/skirts with a hemline shorter than your fingertips are not permitted.



CROP TOPS



EXPOSED MIDRIFTS



MINI
SKIRTS/SHORTS/DRESSES

Clothes with text, imagery or logos: graphic language or offensive stamps are not permitted.



BRAND LOGOS



OFFENSIVE LANGUAGE



IMAGERY

What's Out.

Clothes in visibly poor condition: clothing that is dirty or marked, wrinkled, has holes, rips or tears are not permitted.



HOLES/ RIPS/TEARS



WRINKLED CLOTHES



DIRTY/MARKED CLOTHING

Outdoor accessories: outdoor rain or puffer jackets, sunglasses and hats/caps/beanies are not permitted, with the exception of headcovers that are required for religious or cultural purposes.



SUNGLASSES



HATS/CAPS/BEANIES



RAIN/PUFFER JACKETS

Footwear that is dirty or casual: sneakers/trainers and boots with laces are not permitted. Thongs/flip flops, slides, and open back shoes are also not permitted.



CASUAL TRAINERS/SNEAKERS



THONGS/FLIP FLOPS



SLIDES/OPEN BACK SHOES

! What happens if you are not adhering to the Lovisa dress code?

If you arrive at work dressed in attire or presented in a way that does not align with the Lovisa dress code, this will be addressed with a conversation, and you may be requested to change. Repeated offences in which you choose not to align with the Lovisa dress code will lead to performance management.