



# STYLE *RECOMMEN- DATIONS* DACIA

GUIDE  
for Dacia  
network teams





# Editorial

To strengthen our brand and forge a dynamic community based on our values, Dacia showrooms were recently redesigned and reorganized; given this change, we have created this practical and smart dress code for you to refer to when shopping and choosing clothes to wear at work. Welcoming and efficient, reflecting our identity, the DACIA profile now just needs to be embodied... by you!

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This guide suggests an appropriate wardrobe for the positions of DACIA sales advisor and customer advisor

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YOU ARE



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Hospitality staff,  
Customer advisor



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Sales advisors

# The Project

Dacia, a Renault Group brand since 1999, tore up the rule book both in terms of the design and sale of its vehicles.

Offering a wide range of vehicles at unbeatable prices, DACIA embodies the values of simplicity and reliability, now recognized worldwide.

After benefiting from fifteen years of success thanks to the quality of its products and services and the excellence of its representatives, Dacia conducted substantive work on the look of its hospitality staff at the Paris Car Show. The challenge was to ensure staff embody values intrinsic to the brand. Mission accomplished!

Modernity, simplicity and quality are the key words for a new wardrobe to be rolled out to the essential players in dealerships.

Trade show outfits  
2014-2015



## A JOYFUL CORPORATE COLOUR SYSTEM

The deep and radiant signature blue of the brand is essential, reassuring and unifying. Neutral foundation of the look with the grey and navy blue, or similar shades such as sky blue or cyan, for an effective, modern and fresh appearance.



## Financements

1 Dacia Pack Malin

Financer votre Dacia avec un pack comprenant :  
- 3 ans de garantie constructeur  
- 3 ans de garantie Dacia  
- 3 ans de garantie Dacia  
- 3 ans de garantie Dacia

2 Dacia Crédit Classique

Financer votre Dacia avec un crédit classique  
- 3 ans de garantie constructeur  
- 3 ans de garantie Dacia  
- 3 ans de garantie Dacia  
- 3 ans de garantie Dacia

3 Dacia Assurances

Financer votre Dacia avec une assurance Dacia  
- 3 ans de garantie constructeur  
- 3 ans de garantie Dacia  
- 3 ans de garantie Dacia  
- 3 ans de garantie Dacia

## Services

FORFAIT ENTRETIEN 59€<sup>HT</sup>

5 ANS EXTENSION DE GARANTIE

3 ANS GARANTIE CONSTRUCTEUR

ASSISTANCE 24h/24 7j/7

# DACIA

## Accessoires

Bienvenue dans le monde Dacia



Généreux, simple

## LOOKING GOOD IN DEALERSHIPS

This guide provides examples of outfits and advice for you to create your own style in line with the DACIA identity





# 01

Reception: hospitality staff

## CUSTOMER ADVISOR

As the first point of contact of the Brand with the customer, the customer advisor's style and outfits should be in line with the identity of the Brand. If the position requires restraint and elegance, you can play around with the shades of blues and light patterns to lend a touch of dynamism to the look.





CUSTOMER ADVISOR

White  
shirt

Skirt suit



Straight-cut  
dress

Patterned  
blouse



pattern options





# 02

Sales

## SALES ADVISORS

With perfect opportunities to win over the customer, thanks to the suggested outfits customer advisors can feel good at work and throughout the showroom. A dynamic function *par excellence*, the wardrobe of sales advisors can be given a modern touch by materials such as denim and structured cuts.





SALES ADVISOR





SALES ADVISOR



Dark blue suit

Dark blue cardigan

Tie options



Denim shirt

Blazer jacket

Raw blue jeans

Smooth black leather shoes





## RECOMMENDATIONS

# STYLE /

## ADVISORS

> Invest in quality materials which ensure clothes hang on the wearer perfectly.

- The cut of trousers should be straight or cigarette
- Neither too short, nor too long, the jacket should fall to the hips.
- Shirts, classic and taken in at the waist with long sleeves, are to be tucked into trousers or skirts. They are either to be buttoned up completely or worn with just the top button undone.
- In cold weather a light cardigan or sweater can be worn under the jacket, but over the shirt.
- Matt black or skin-collared tights or stockings (not fishnets or patterned) are recommended under a blue skirt or dress.
- The dress can be worn with or without a suit jacket. The dress should be lightly taken in at the waist to enhance the wearer's silhouette.

• Boots or ankle boots may not be worn with a dress. Ballet pumps or heels must always be worn.

• Heels may be a maximum of 7 cm high to ensure they are comfortable throughout the day.

• Shoes should be plain, in smooth black leather or suede, with a rounded or slightly pointy toe, without embellishments.

## ADVISORS

> Invest in quality materials which ensure clothes hang on the wearer perfectly.

- Suits are worn straight and lightly fitted; double-breasted jackets are to be avoided.
- Shirts should be classic/straight or taken in at the waist/slim, with long sleeves and a narrow collar, long enough to be tucked into trousers. Denim shirts are allowed.
- A short length of shirt cuff should be visible for an elegant ensemble.
- Jeans can be worn under a suit jacket.

## ACCESSORIES

- Belts should be smooth black leather, with the buckle in classic metal with a silver finish.
- Socks are always coordinated with the colour of trousers.



# BEAUTY

### HAIR

- Particular attention should be paid to hair: hairstyles should keep hair away from the forehead for a more open gaze.
- For a smarter look and greater comfort, ponytails are the hairstyle of choice.
- A low chignon shows off the neck and head beautifully.

Make-up is light and discreet:

- Lipstick should be matt, natural pink or red by way of preference.
- Eyeliner should be applied with a light touch; if make-up is applied more heavily to the eye area, then tone-on-tone lip gloss should be chosen by way of preference. In general, it is better to apply make-up to the lips than to the eyes.
- Bright eye shadow colours are not recommended.
- Nail polish should be red lacquer, light pink or transparent: black and other colours are to be avoided.

# ACCESSORIES

- Jewellery should be simple and stylish: a simple metal necklace is enough to set off an outfit.

Care should be taken to ensure there are not too many accessories.

- Belts should be dark, narrow, in a single colour and without embellishments.
- A neckerchief can be used to complete your chosen look.



- Red or discreetly-patterned neckerchiefs could be used to add a touch of fun.



# BUYER'S GUIDE

**Massimo Dutti** [www.massimodutti.com](http://www.massimodutti.com)  
**Banana Republic** [www.bananarepublic.com](http://www.bananarepublic.com)  
**Hugo Boss** [www.hugoboss.com](http://www.hugoboss.com)  
**And other Stories** [www.stories.com](http://www.stories.com)  
**H&M** [www.2.hm.com](http://www.2.hm.com)  
**Mango** [shop.mango.com](http://shop.mango.com)  
**New Look** [www.newlook.com](http://www.newlook.com)  
**Aigle** [www.aigle.com](http://www.aigle.com)  
**Zara** [www.zara.com](http://www.zara.com)  
**Uniqlo** [www.uniqlo.com](http://www.uniqlo.com)

**Hugo Boss** [www.hugoboss.com](http://www.hugoboss.com)  
**Célio** [www.celio.com](http://www.celio.com)  
**De Fursac** [www.defursac.fr](http://www.defursac.fr)  
**Cyrillus** [www.cyrillus.fr](http://www.cyrillus.fr)  
**Aigle** [www.aigle.com](http://www.aigle.com)  
**Zara** [www.zara.com](http://www.zara.com)  
**H&M** [www.2.hm.com](http://www.2.hm.com)  
**Mango** [shop.mango.com](http://shop.mango.com)  
**Uniqlo** [www.uniqlo.com](http://www.uniqlo.com)  
**Massimo Dutti** [www.massimodutti.com](http://www.massimodutti.com)