

Standard Operating Procedure (SOP)

Staff Dress Code and Behavior Guidelines in Fitting Area

This SOP details the **staff dress code and behavior guidelines in the fitting area**, emphasizing appropriate attire standards, professional conduct, hygiene practices, customer interaction etiquette, and maintaining a welcoming environment. The aim is to ensure staff present a unified, professional image while providing excellent customer service and maintaining a respectful and orderly fitting area.

1. Purpose

To establish clear dress code and behavior guidelines for staff working in and around the fitting area, ensuring consistent professional image and optimal customer service.

2. Scope

This SOP applies to all staff members assigned to the fitting area during operational hours.

3. Responsibilities

- **Staff:** Comply with dress code and behavioral standards at all times.
- **Supervisors/Managers:** Ensure adherence and provide guidance as needed.

4. Dress Code Guidelines

- Wear clean and pressed company-approved uniforms or clothing as specified.
- Closed-toe shoes required; no sandals or flip-flops.
- Minimal and appropriate accessories; company ID badges must be visible.
- Hair should be clean and neatly styled. Long hair must be tied back.
- No excessive perfume/cologne or visible tattoos and piercings (unless permitted by company policy).
- Fingernails should be clean and neatly trimmed.

5. Hygiene and Personal Appearance

- Maintain high standards of personal hygiene (bathe daily, use deodorant, maintain oral hygiene).
- Uniforms must be laundered frequently and kept in good condition (no rips, stains, or fading).
- Hands must be washed regularly, especially after handling merchandise.

6. Behavior Guidelines

- Be courteous, respectful, and attentive to customers at all times.
- Use professional language; refrain from personal conversations while on duty.
- Maintain a positive, welcoming demeanor; offer assistance proactively.
- Respect customer privacy in fitting rooms; only enter upon explicit request and with permission.
- Avoid eating, drinking, or using mobile phones in the fitting area.

7. Customer Interaction Etiquette

- Greet customers as they enter the fitting area.
- Offer fitting assistance and product recommendations as appropriate.
- Respond promptly and politely to questions or concerns.
- Maintain confidentiality and discretion at all times.

8. Maintaining a Welcoming Environment

- Keep the fitting area tidy and free of clutter.

- Ensure fitting rooms are clean and ready for use.
- Report maintenance or safety issues promptly to management.

9. Non-Compliance

Failure to follow these guidelines may result in disciplinary action as per company policy.

10. Review

This SOP should be reviewed annually or as needed to ensure ongoing relevance and compliance.