

Why Attire Matters

Christopher McLeod

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The world has begun to rapidly shift in its outlook. The post-industrial and information age zeitgeist ushered in by the emergence of Artificial intelligence has borne witness to the enormous shift in culture, customs, and the means of work for the modern digital citizen. New horizons have created a stronger sense of urgency in how we process both the digital and analogue worlds. Increasingly, the balance has moved more towards digital horizons.

Clothes maketh the individual

How we approach attire and fashion in general has a bearing on the larger cultural narratives of the society we inhabit. Do we make the decision to follow haute couture? Or perhaps the finer tailored suits of Saville Row? Or perhaps we follow the fashions of the hood or proletariat? Embodying everything that the larger cultural narrative and stereotypical posturing of our modern era postulates that we must adhere to in order to be good law-abiding citizens. The more important question though is why all this matters in the scheme of things?

The short answer is that *context matters*. Our environments become the underpinning of our approach to how we work and measure success. We create our own valleys of illusions. A shadowy discourse that begins to unfold upon the work that we undertake daily as academics in the tertiary spaces. Our government ministers dressed in suits and ties or other appropriate attire seek to create the illusion of authority. This not only plays out in attire but also policy and framework that governs the sector.

Policies and frameworks

Attire is therefore the *policies and frameworks* that dictate how we seek to work in our daily undertakes in both the corporate governance of the tertiary world and within the classroom where the instruction of the future generations of Australian workers abides. Therefore, the presentation of academics in professional attire that seeks to imbue our students with knowledge and authority becomes important. A suit or smart business casual will convey this message more clearly than a pair of jeans and an Oasis band t-shirt. One is clear cut and steeped in the traditions of academia. The other seeks to remove the pedestal and become friends with students, removing all authority of the expert status of the academic.

As previously mentioned, *overall context matters*. The contextual lens in which we explore and implement attire becomes paramount. This is equally so when we look to the federal government for the guidance and frameworks that govern our sector. A free for all in regard to policies and frameworks becoming a walking disaster for the sector. It creates a sense that management is clueless in how it implements advice from the government. Good governance in this regard creates a sense of order and organisation for tertiary providers across the wider sector.

Associate Professor Christopher McLeod is currently Course Coordinator (Music) at the *Australian Guild of Education* (Melbourne)