Is there a need for a defined dress code for women working in the banking sector of Pakistan?

ABSTRACT

The modern world has become very cut-throat professionally and everything about an employee matters to the employers, from their educational background to their career track record. In this era of extreme competitiveness an employee’s presentation is not at all frivolous.

Considering this particular study which is focused on Pakistani female bank employees, professional women today claim to be no less than their male counterparts. When it comes to the case of formal office wear, traditional and cultural restrictions are usually the refuge which should not be the case if one is claiming to be equal.

The study in this research will include views from the bank employees and employers themselves along with all the role-players which in this case would be the fashion designers in the scene and more importantly the teachers who tend to play a vital role in nurturing the upcoming breed of professionals in the field. I will try to bring in enough arguments which will help to conclude if there is a need for a defined dress code for women working in the banking sector of Pakistan?