



# Clothes make the man interested?

Why do women dress up to go out, wonders TANYA PAOLUCCI. To be hip or to attract men?

There is nothing better than a night out with the girls.

Dressing up in your favourite clothes, putting on your best make-up and finally getting the chance to wear those new killer heels and hit the dance floor is something many women get excited about.

But do women wear the short dresses, red lipstick and high heels to appear hip and fashionable or do they wear them to impress the opposite sex?

Renowned public speaker and author Allan Pease says women, no matter their relationship status, dress up to attract men.

In his new book *The Body Language of Love*, Pease lists the many different ways women dress to get a man's attention.

These suggestions include wearing make-up and contact lenses to recreate an "infantile look", wearing heels so a woman's behind protrudes and legs look longer and more athletic and painting on red lipstick to mimic the look of sexual arousal.

Pease says even if a night is touted as "girls only", women will dress to appear sexually attractive to men.

"I'm thinking of my Gen Y daughter and when she goes out at night with her girlfriends," he says.

"They all dress up, but say they are not dressing up to meet guys because they've all got guys, they say they are dressing up to go out with the girls to have a good night.

"They wear the short dresses, the high heels and put the make-up on so they all look swish and even tarty, but they all swear they are dressing to go out with their girlfriends.

"The reality is, they are dressing that way to attract men, but not trying to attract them that night."

Pease says the way women dress out on the town is also the reason they attract unwanted attention.

"Guys will look around and think women dressed liked that must be on the prowl, so will make a move based on that," he says.

"Women certainly are (giving off signs), sometimes without even knowing it.

"If you went out wearing a potato sack there isn't much chance that would happen. Sometimes it can be quite confusing to men."

While Pease says the way women dress is confusing single men in bars, he says it is important for women in relationships to maintain their image.

"What happens when a woman gets into a long-term relationship or marriage is they will let themselves go," he says.

"When he first met you, he didn't go for your personality, he went for your boobs, or whatever else, that's the harsh reality of it.

"Women begin to think that they don't need to wear the lipstick or make-up to make them look attractive because they needed that to catch the guy, because now they've got him.

"A man perceives that situation as you not thinking it was worthwhile to keep up your appearance for him.

"Women find that very difficult to take."

One of those women who finds Pease's comments hard to swallow is recently retired University of Wollongong Associate Professor and long-time feminist Rebecca Albury.

Albury says she has no doubt that women of all ages dress up for reasons other than attracting men's attention.

"Obviously, sometimes girls do dress to attract men, but there are obviously times when it's about fashion and showing that you are fashionable or 'with it'," she says.

"Particularly when you think of young women ... they really are out with their girlfriends and have agreed ahead of time.

"The activity of the girls' night out might mean they want to go to a club or a place where the implicit dress code for the venue is one thing or another, so they will dress accordingly.

"It's about having the clothes and wanting to wear them and wanting to

be fashionable.

"Sure they might have a dance, but they are going to go home with their girlfriends."

Albury says that Pease's suggestions about how women should dress and look may say more about him than men in general.

"What strikes me is that some of (Pease's) advice may be about him rather than the women," she says.

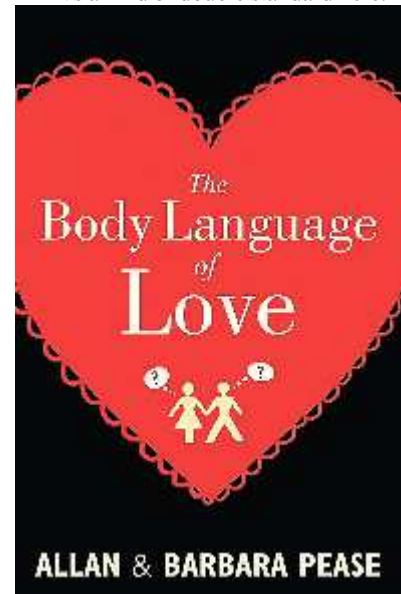
"It could be that his eye is drawn to the bright red lips, so he doesn't notice the women who have paid careful attention and have tried another thing."

Albury also says that she doesn't agree that an unavailable but fashionably dressed women in a social setting is "confusing" to men.

"The thing I most dislike about the analysis (Pease) has described is the assumption that it is the job of women, wherever they are, to be pleasing to the eye of men, whether they are looking or not," she says.

"It's that assumption that somehow women have to be ready all of the time, and I don't think men are ready all the time.

"It's a kind of double standard here."



*The Body Language of Love*  
by Allan and Barbara Pease,  
HarperCollins, \$19.99





According to Allan Pease, women dress up when they go out to make themselves look appealing to men.



Allan and Barbara Pease, co-authors of *The Body Language of Love*



University of Wollongong Associate  
Professor Rebecca Albury.