

國際禮儀

Etiquette & Manners

陳舜仁

Ben Chen



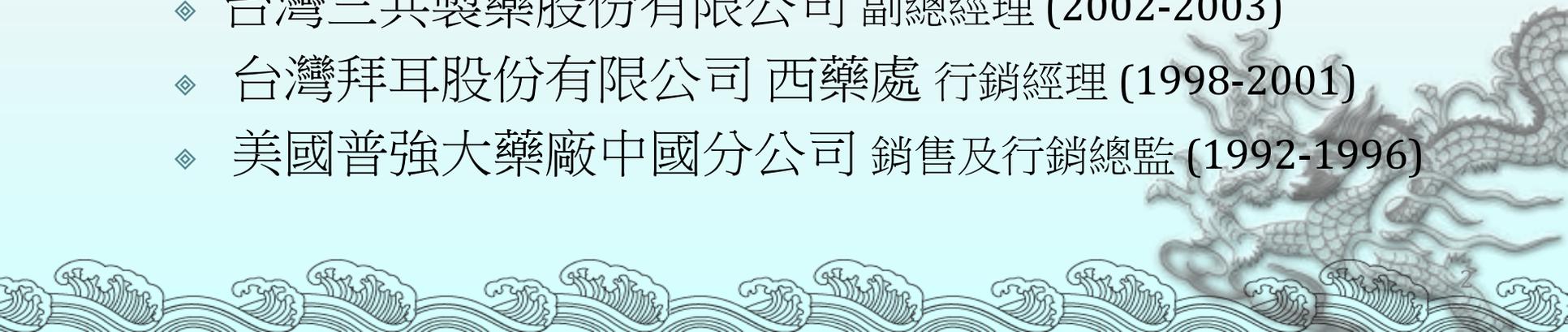
Ben Chen 陳舜仁

◆ 學歷

- ◆ 台北醫學院藥學系 1976年畢業
- ◆ 國立政治大學企業經理人班 1985年結業

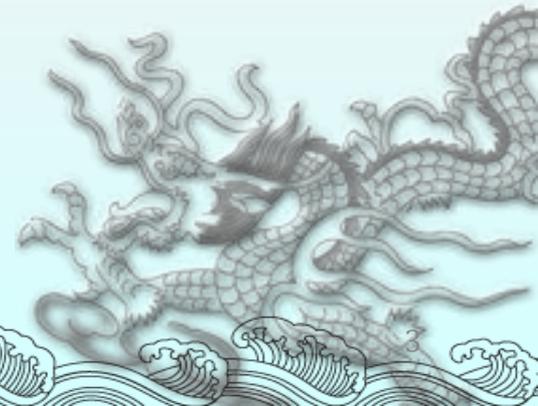
◆ 經歷

- ◆ 台灣百靈佳股格翰股份有限公司 藥事政策事務經理 (2010~2014)
- ◆ 台灣蘇威股份有限公司 總經理 (2007-2010)
- ◆ 台灣三共製藥股份有限公司 副總經理 (2002-2003)
- ◆ 台灣拜耳股份有限公司 西藥處 行銷經理 (1998-2001)
- ◆ 美國普強大藥廠中國分公司 銷售及行銷總監 (1992-1996)



禮儀(Etiquette)的源由

- ◆ 原意為法文的「標籤」，主要是英國宮廷中的產物，根據西方文明國家的傳統禮俗、習尚與經驗逐漸演化而成
- ◆ 國際禮儀重要性-現代人必備條件
- ◆ 入境隨俗
- ◆ 有「禮」走遍天下
 - ◆ 通行於現代文明社會的社交規範
 - ◆ 禮儀應融於生活

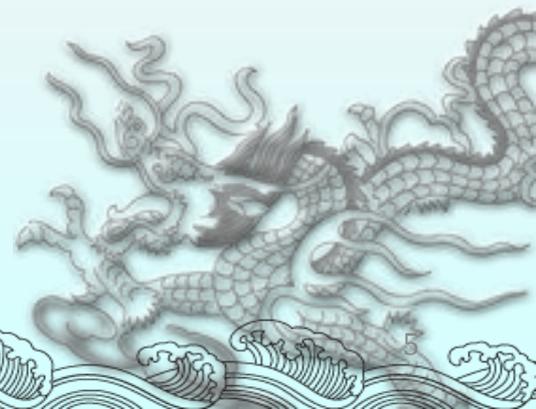


Dress Code
衣的禮節



穿的禮節

- ◆ 整潔、合時、合宜
 - ◆ Dress up?
 - ◆ Dress down?
 - ◆ Dress right!
- ◆ 服飾的威力
 - ◆ 輪廓、比例、線條、合身、組合
 - ◆ 布料、剪裁、作工



Dress Code

◆ Formal

- ◆ Typical events: **Weddings, state dinners**, etc. Note that the use of white tie and morning dress has become fairly rare in some countries (such as the U.S. and Australia), where black tie or a lounge suit (as appropriate) is often worn to the above events.

◆ Semi-formal

- ◆ Typical events: **Theatre opening nights, charity balls**, etc.
- ◆ There is some variation in style depending on whether it is summer or winter. See black tie for more details.

◆ Informal

- ◆ Typical events: **Diplomatic and business meetings, many social occasions, everyday wear**
- ◆ **Business wear** is included in the informal category, generally consisting of a business suit and tie. Informal dress code encompasses all suits, but not all suits are considered business appropriate in fabric, cut, or color.



Informal (Business)



Business casual

- ◆ Business casual dress, also "**smart casual**", is a popular work place dress code that emerged in white-collar workplaces in Western countries in the 1990s, especially in the **United States and Canada**. Many **information technology businesses** in Silicon Valley were early adopters of this dress code. In contrast to formal business wear such as suits and neckties (the international standard business attire), the business casual dress code has no generally-accepted definition; its interpretation differs widely among organizations and is often a cause of sartorial confusion among workers.



Smart Casual

SMART CASUAL men



pullover



blazer & basic tee



bare ankles

pullover: USD\$58 from www.asos.com; blazer & bare ankles outfits from thesartorialist.com

SMART CASUAL women



dress

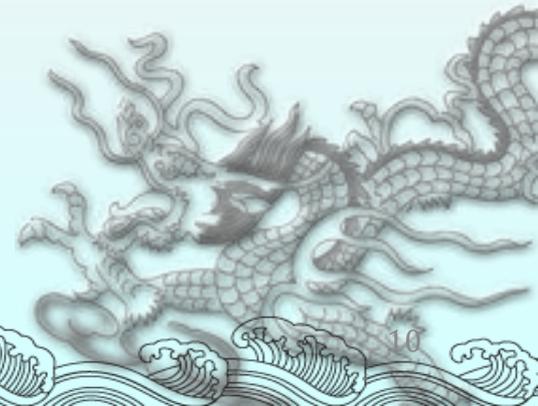


separates

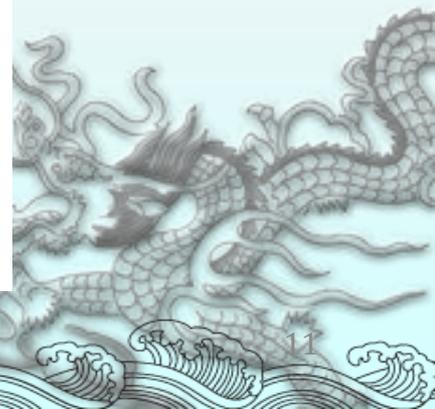
dress: GBP38 at www.topshop.com; separates by GAP at www.asos.com

男士正式服裝

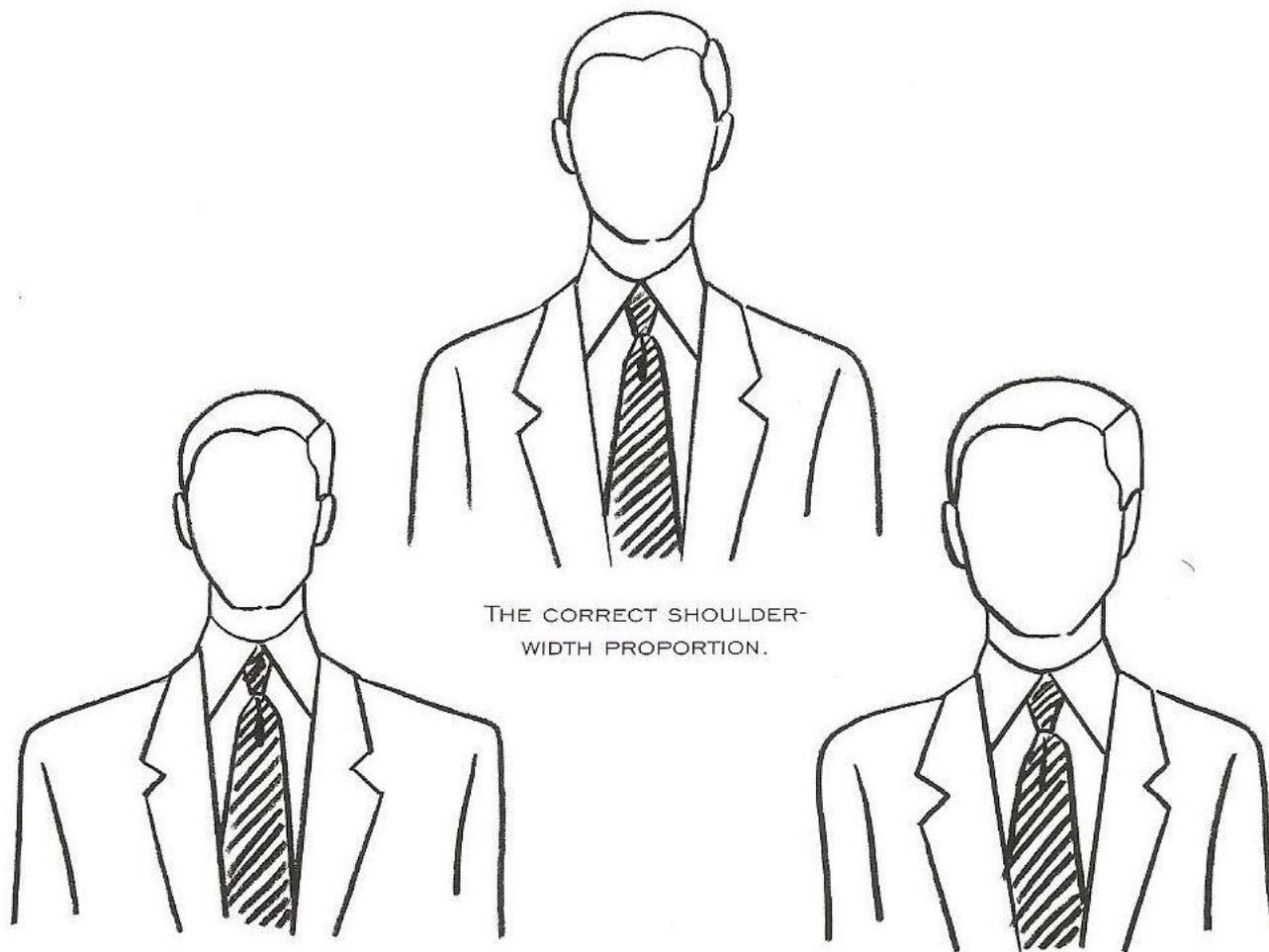
- ◆ 西裝上衣(套裝或獵裝)：毛絨質料、不易起皺、暗色(黑藍、墨綠、深褐、深棕)
- ◆ 襯衫：淺色或與西裝同色系，燙得平整，袖口略長西裝袖口兩公分，不可是短袖
- ◆ 領帶：可展現個人風格但樣式不可太花俏，領帶的長度以蓋住皮帶頭為限
- ◆ 鞋子：黑色或與搭配西裝顏色
- ◆ 襪子：與皮鞋相同，以黑色為主
- ◆ 皮帶：以深色為原則



西裝



選擇符合自己尺寸的西裝

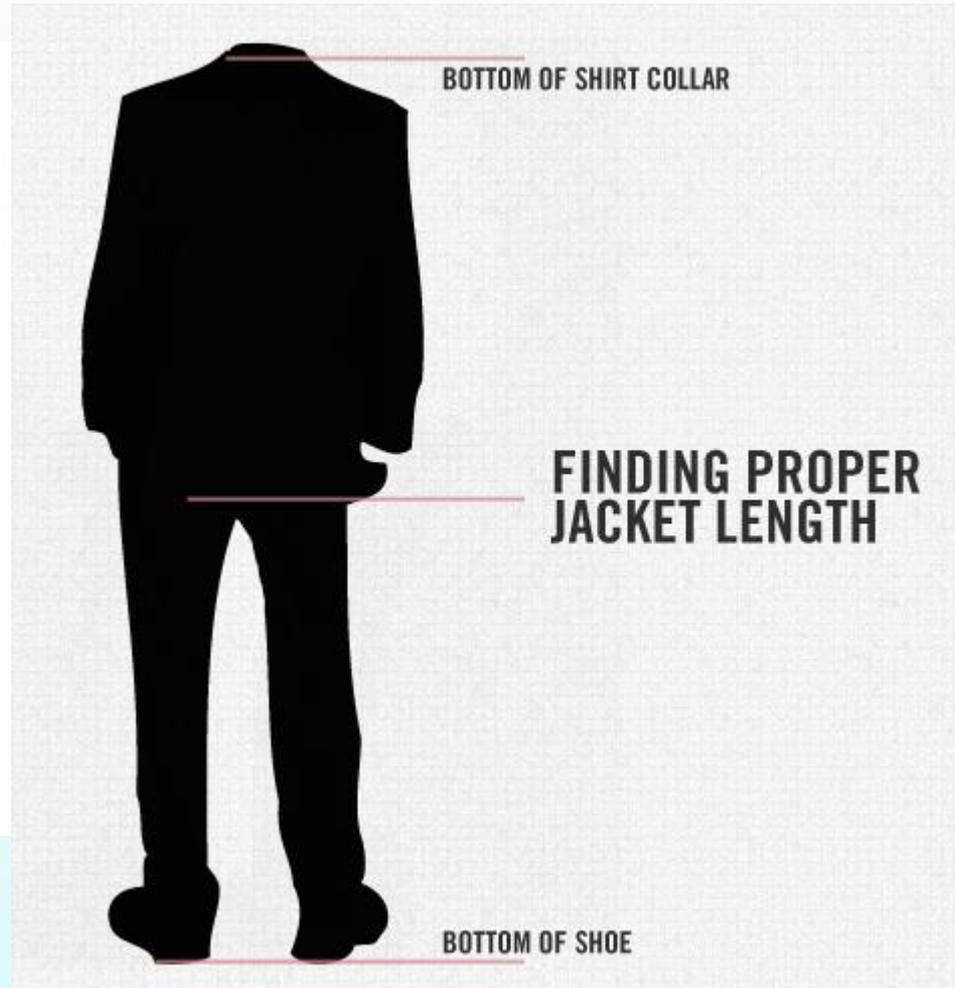
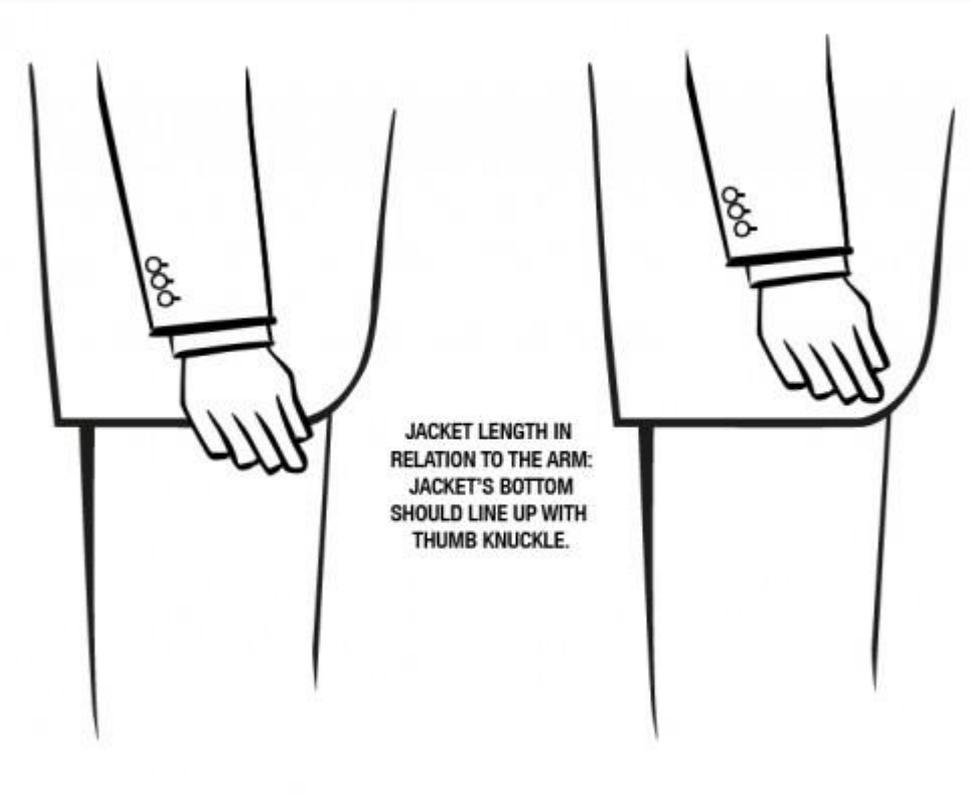


THE CORRECT SHOULDER-
WIDTH PROPORTION.

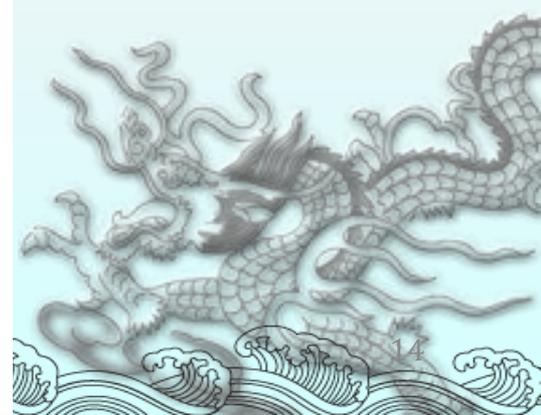
SHOULDERS CUT TOO WIDE
DIMINISH THE HEAD.

SHOULDERS CUT TOO NARROW
MAKE THE HEAD APPEAR
LARGER THAN IT IS.

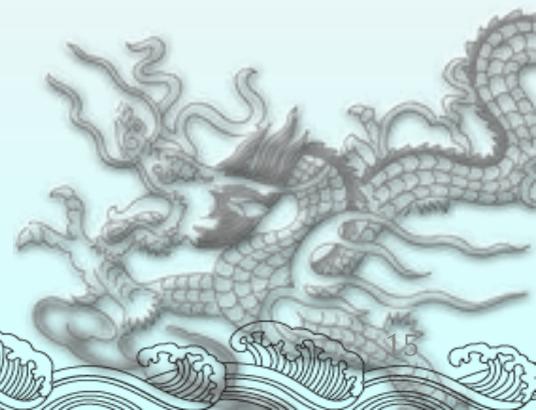
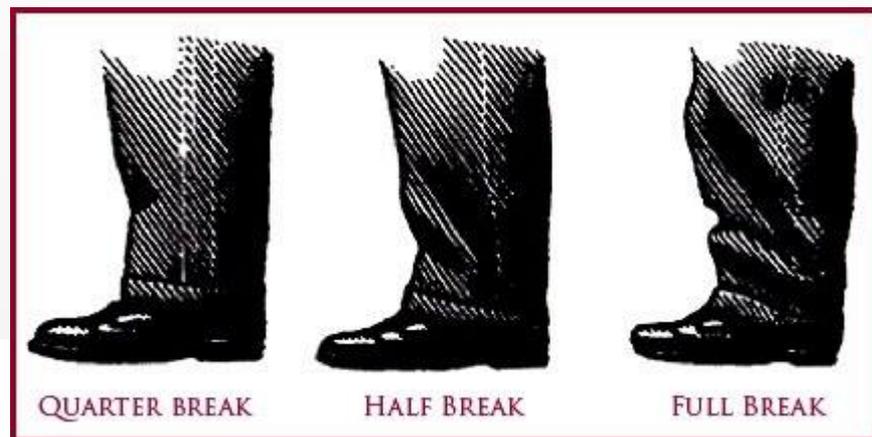
西裝的正確長度



襯衫、領帶搭配



褲長



男士正式鞋款

RENALAN'S VISUAL GUIDE TO DRESS SHOES

SHOES

Saddle/Spectator Longwing Blucher Shortwing Blucher Split Toe Blucher Plain Toe Blucher Medallion Cap Toe Balmoral Perf Toe Balmoral Cap Toe Balmoral Medallion Toe Wholecut Wholecut Opera Pump

BOOTS

Jodhpur Boot Chelsea Boot Chukka Boot Wingtip Boot Split Toe Boot Plain Toe Boot Cap Toe Boot Balmoral Boot

LOAFERS

Moc Toe Penny Loafer Horsebit Loafer Tassel Loafer Fullstrap Loafer Double Monkstrap Single Monkstrap

LEATHERS

Suede Chromexcel Pebble/Scotch Grain Shell Cordovan Calfskin Patent Leather

SOLES

Wedge Commando Dainite Leather Dress

FORMALITY →



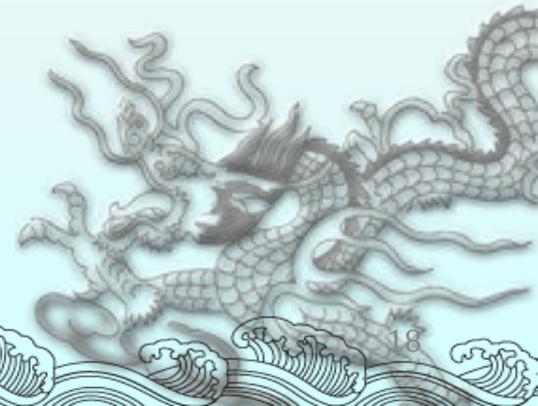
女士正式鞋款



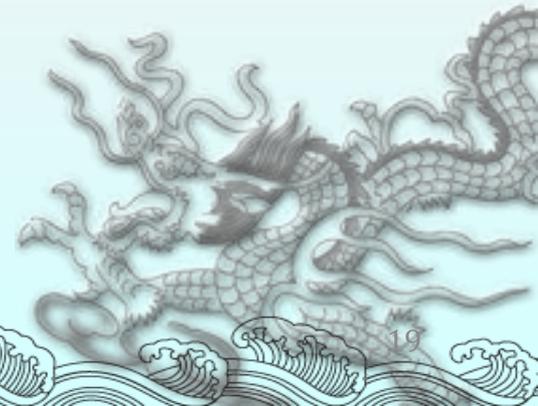
女士正式服裝



- ◆ 日間正式場合以**西式套裝**為主
 - ◆ 首飾以小巧精緻為原則，避免太過或太多
 - ◆ 化妝以**淡妝**、整潔乾淨為主
 - ◆ 皮包以肩背式方形為佳，東西多時，另加手提箱
- ◆ 夜間正式場合
- ◆ 休閒場合：搭配年齡、身材、在精不在多、注意姿勢、髮型

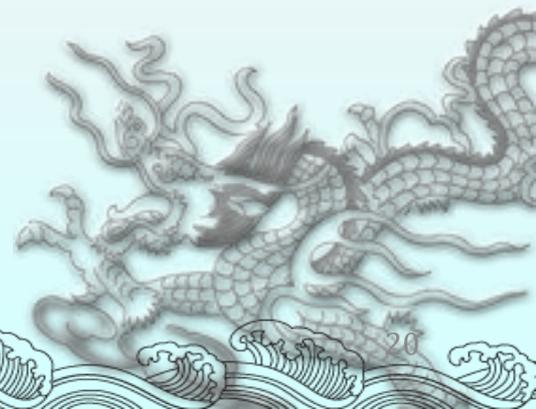


女士襯衫



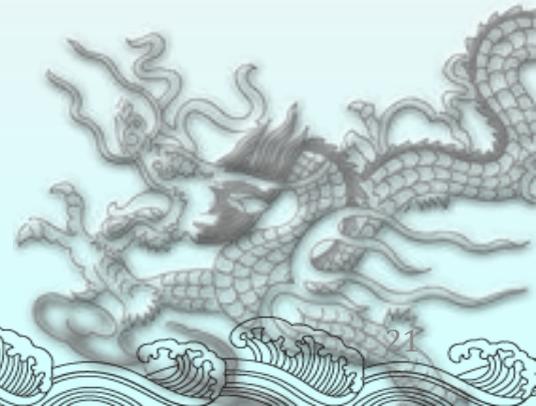
女士服裝注意事項

- ◆ 鞋子選擇易搭配服裝的色彩，**中低跟**〈高度1~2吋〉
- ◆ 球鞋及涼鞋均不適合上班
- ◆ 必須記得穿**絲襪**
- ◆ 三點不露：**肩膀、膝蓋、腳指頭**
- ◆ 不正式的穿著：細肩帶小可愛、背心式上衣、迷你裙、短褲、涼鞋...等



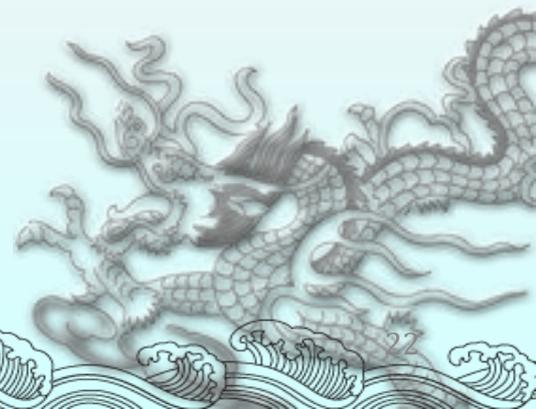
男性服裝儀容自我檢視

- ◆ 頭髮是否梳理整齊？
- ◆ 鬍子是否刮乾淨？
- ◆ 注意口腔衛生以防止口臭
- ◆ 襯衫是否乾淨？是否有縐折？
- ◆ 古龍水之味道是否太濃或太刺鼻？
- ◆ 不可穿白色之運動襪或樣式太花俏
- ◆ 指甲是否太長？
- ◆ 眼鏡是否清潔？



女性服裝儀容自我檢視

- ◆ 頭髮是否梳理整齊？
- ◆ 長髮是否往後梳好、綁好？
- ◆ 口紅顏色是否合適？
- ◆ 指甲油的顏色是否太濃或太紅？
- ◆ 釦子是否都扣好？
- ◆ 絲襪是否有破損？
- ◆ 是否飾物過多？



Questions?

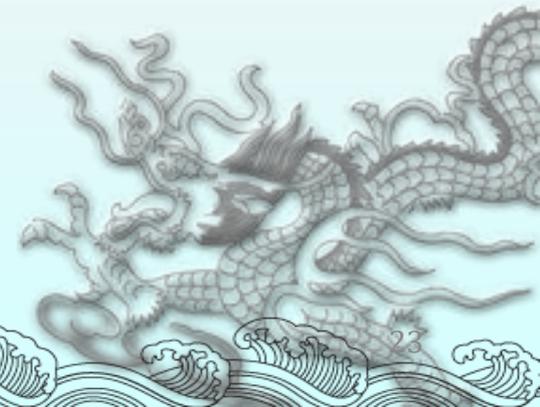


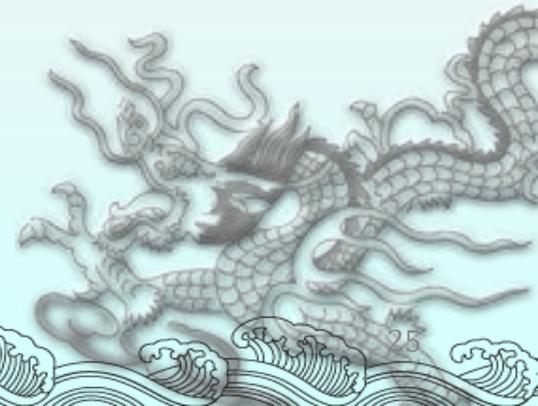
Table Manners

食的禮節

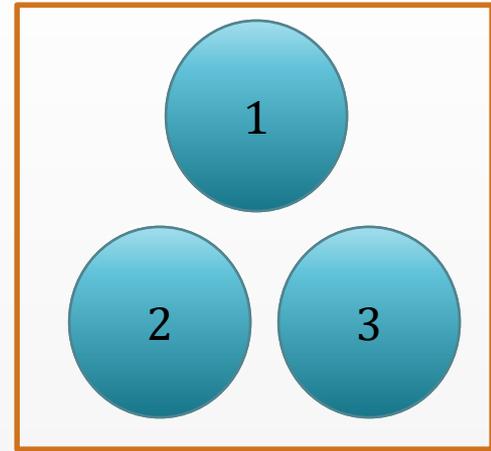
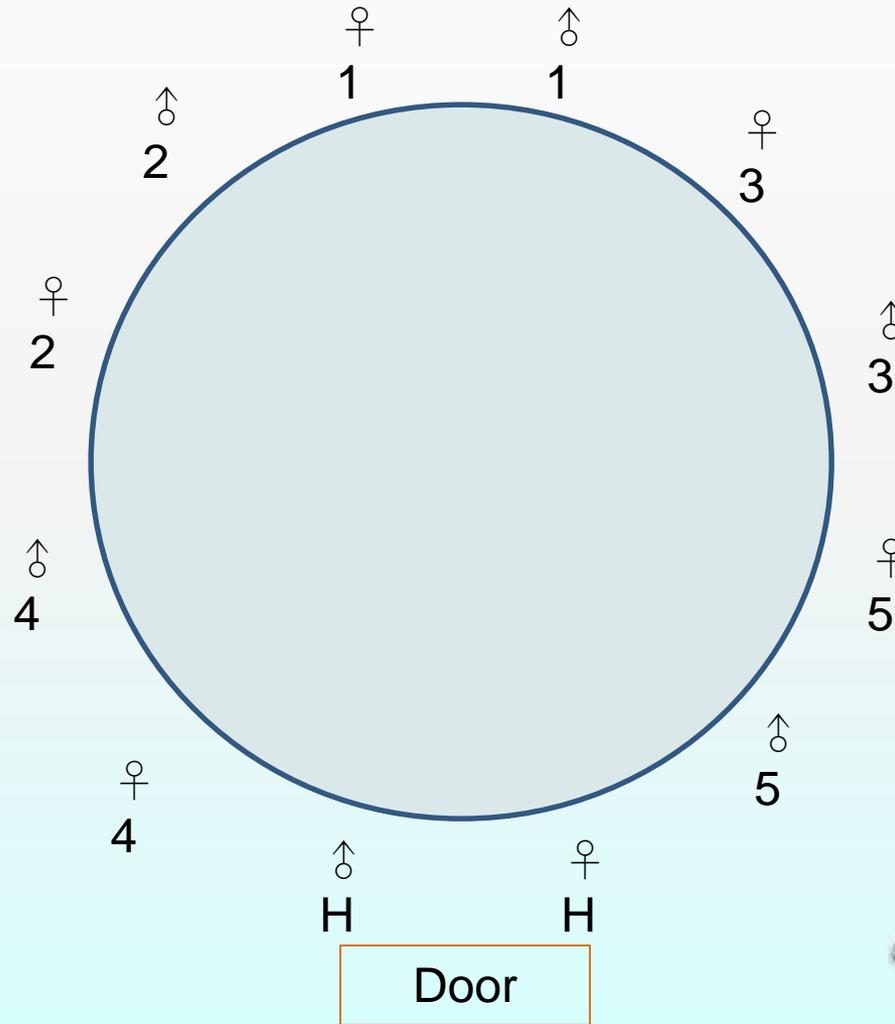


Invitation

- ◆ Date / Time / Place
- ◆ Styles
 - ◆ Reception / Cocktail
 - ◆ Lunch / Supper / Dinner
- ◆ RSVP, request for responses
(French: répondez s'il vous plaît)
- ◆ Dress code

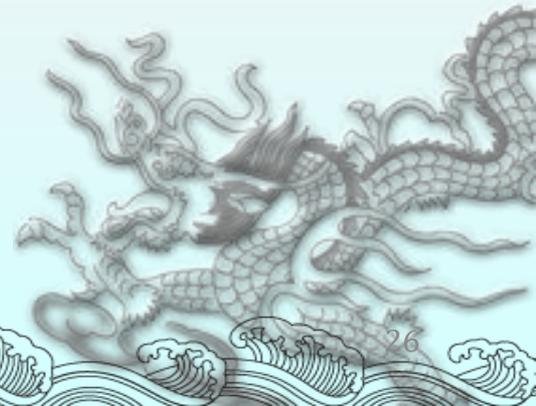


中式座位安排

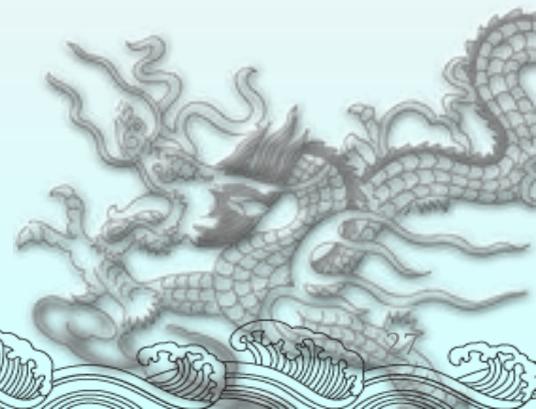
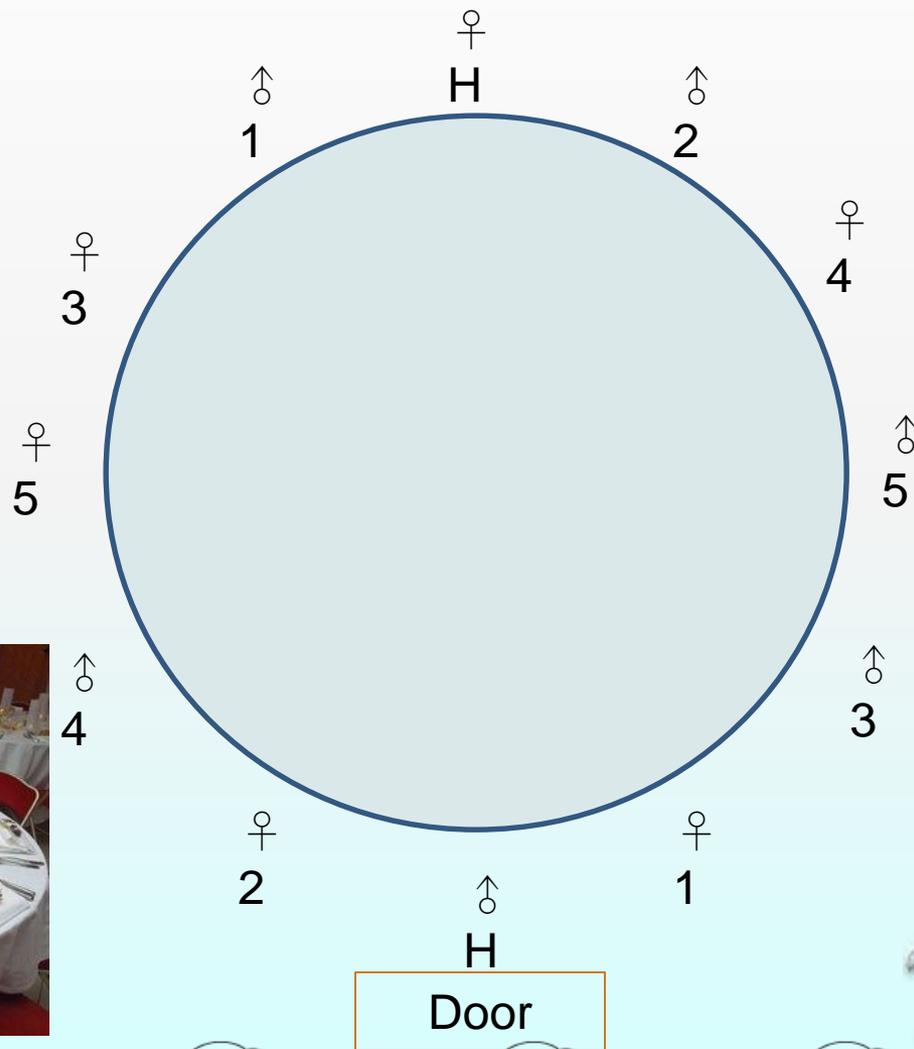
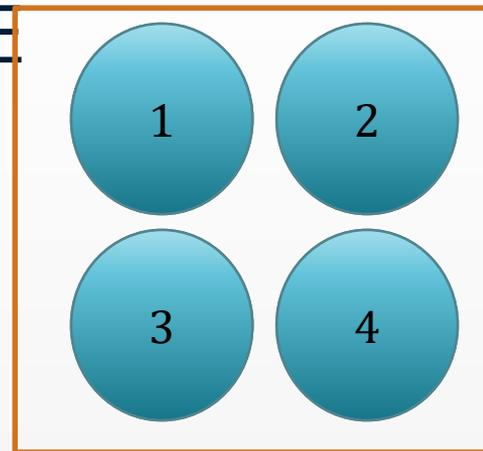


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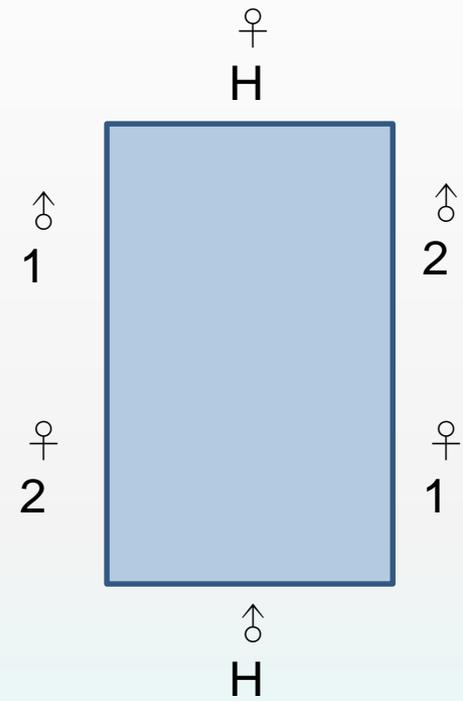
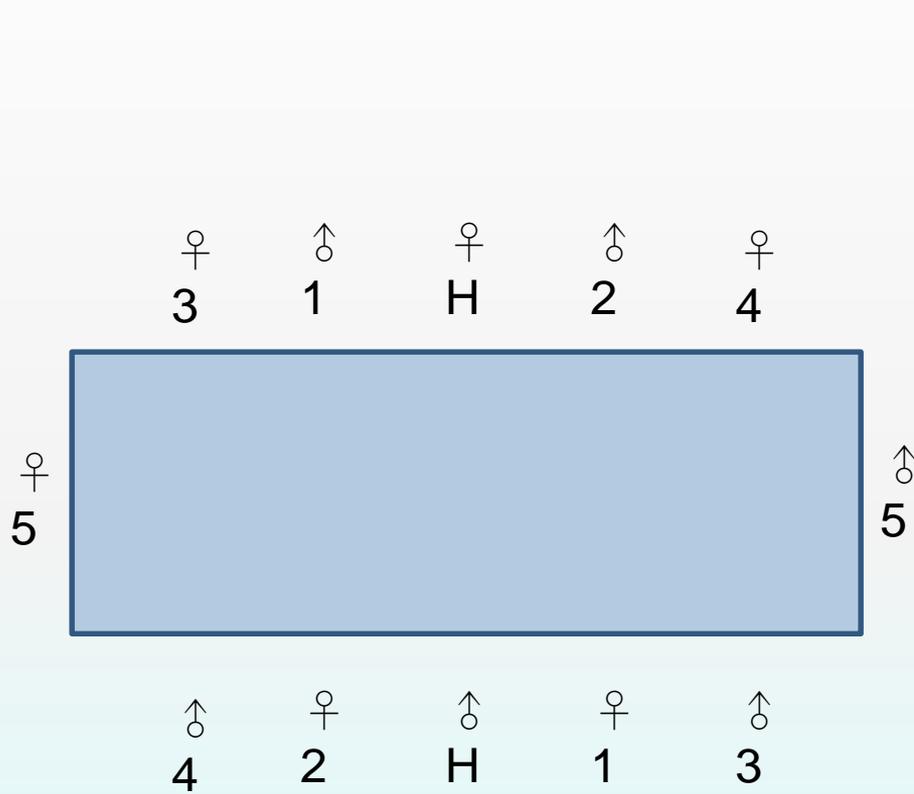
♀ 5



西式圓桌座位安排



西式方桌座位安排



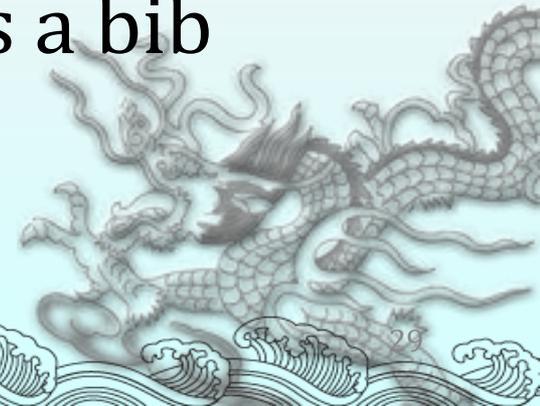
Door



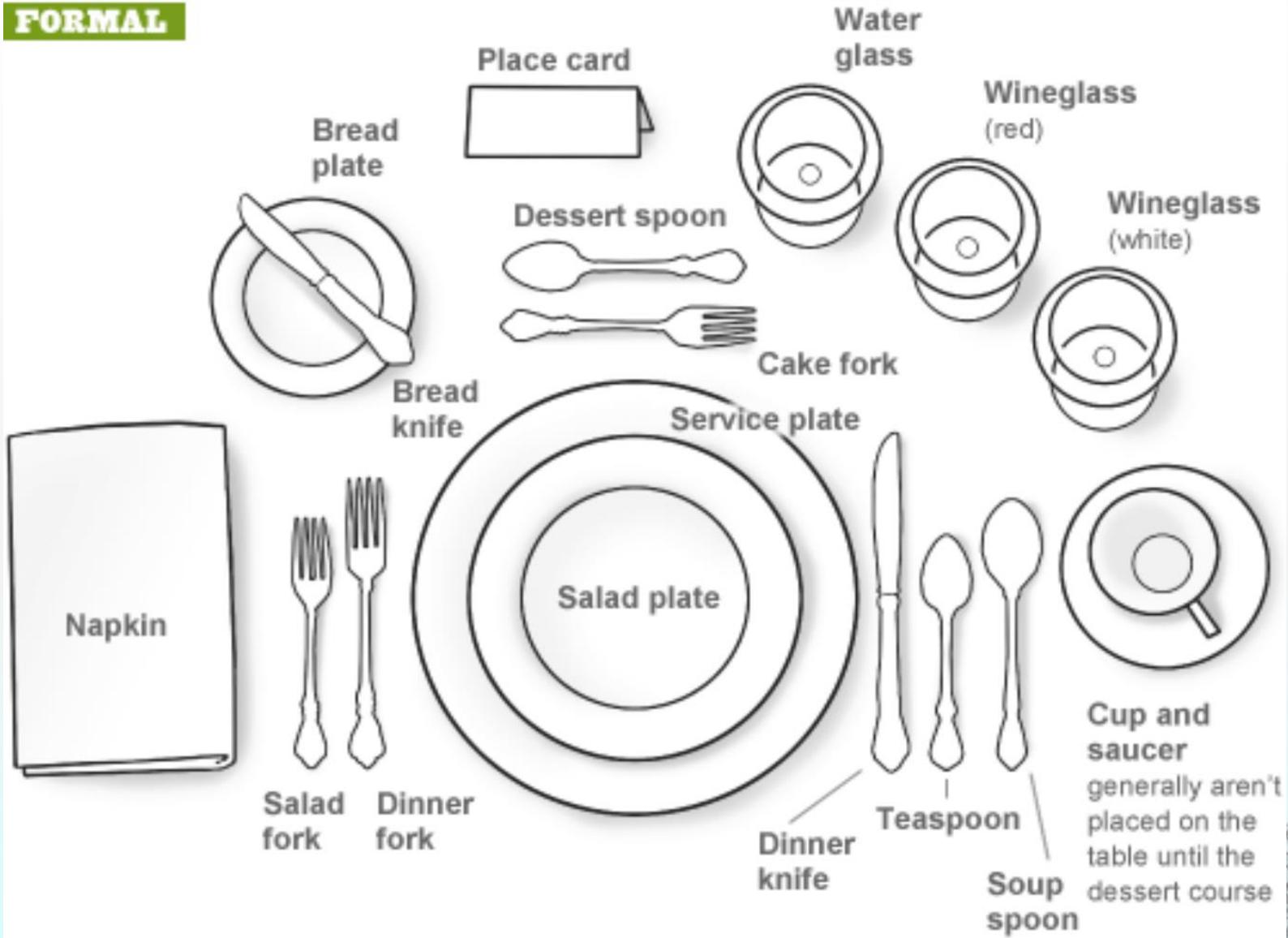
Table Settings



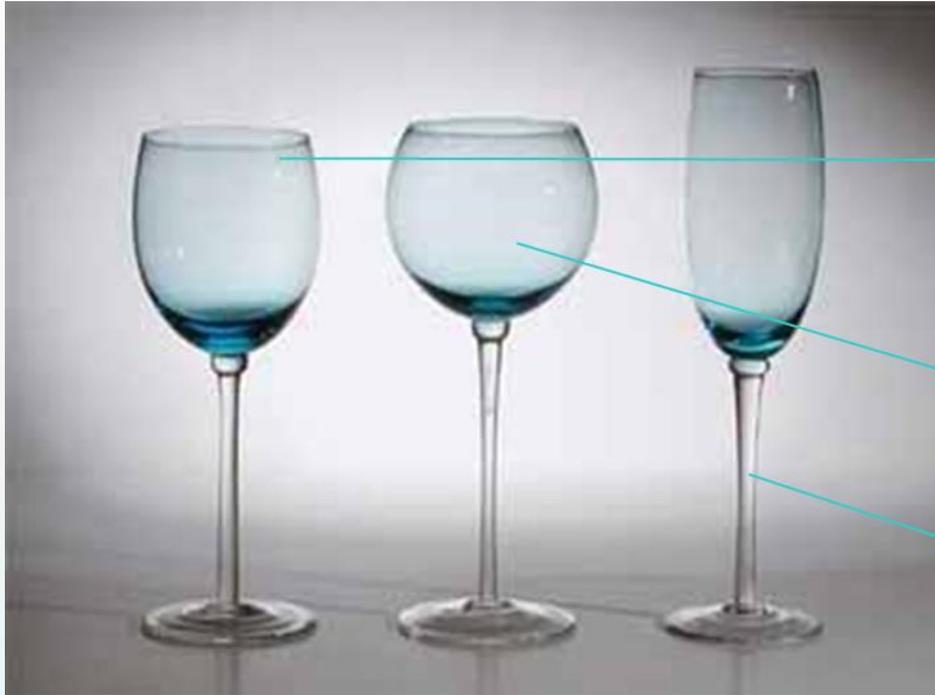
- ◆ **Solids** to the left – **Liquids** to the right
“b”read and “d”rink
- ◆ Pick up silverware from the **outside in** –
toward your plate
- ◆ Put **napkin** on lap as soon as host does.
Napkins remain on your lap until
completion of meal. Never use as a bib



FORMAL



Wine Glasses



White Wine Glass

Red Wine Glass

Champagne
Glass



Courses

- ◆ Appetizer
- ◆ Soup
- ◆ Salad
- ◆ Entrée (Main course)
 - ◆ Fish
 - ◆ Meat
 - ◆ Side dishes
- ◆ Dessert

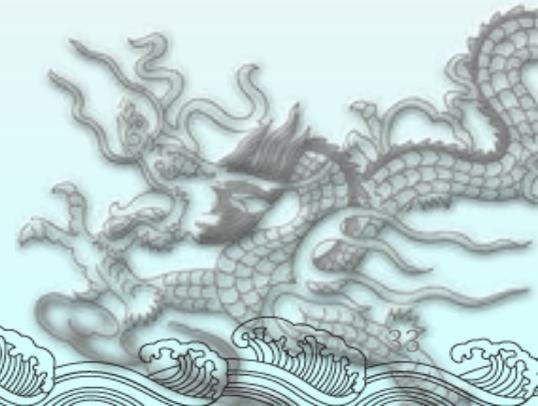




Utensils

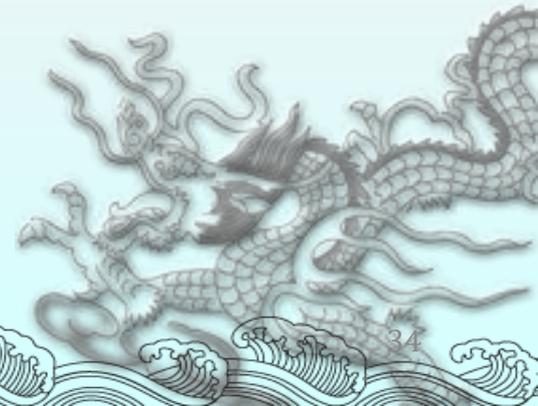


- ◆ Do not make a fist around the handle of the utensil
- ◆ **Continental style:** cut food one bite at a time, use the fork in left hand, tines down, to spear the food and bring to mouth
- ◆ **American Standard style:** cut food a few bites at a time, lay the knife across the plate (sharp edges toward you), and switch fork to right hand to eat



Bread and Butter Etiquette

- ◆ If the **loaf** is not cut, cut a few pieces, offer them to the person to your left, and then pass the basket to your right
- ◆ Do not touch the loaf with your fingers, instead use the clothe in the bread basket as a buffer to steady the bread as you slice it
- ◆ Place the bread and butter on your **butter plate**, then break off **a bite sized piece** of bread, put a little butter on it, and eat it



Manners



- ◆ Wait for your host/hostess to pick up his/her fork to eat first
- ◆ Wait until everyone at the table has been served before beginning to eat
- ◆ Start with “bon appétit”
- ◆ Do not talk with food in your mouth
- ◆ Chew with your mouth closed
- ◆ Do not blow on your soup to cool it; stir it gently to cool off



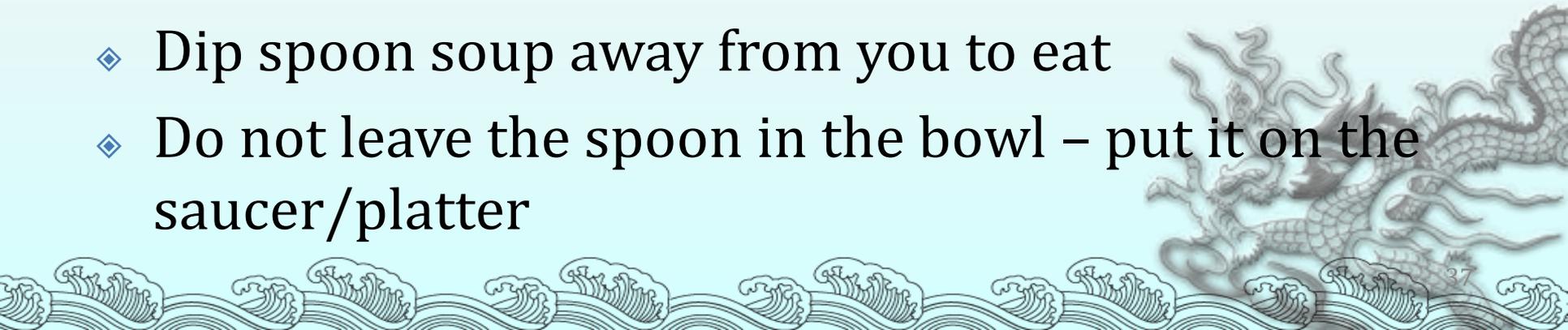
Buffet style



Table Manners

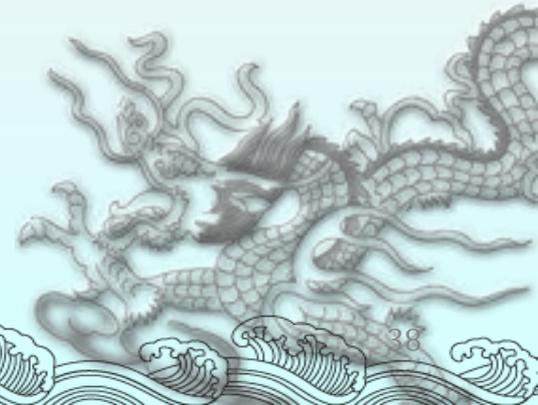


- ◆ Salt and pepper are **always passed together**
- ◆ Taste your food before seasoning it
- ◆ Food is served from the **left** and dishes are cleared from the **right**
- ◆ If you are first to take the bread basket, offer to your left first, take your piece, then pass to the right
- ◆ Dip spoon soup away from you to eat
- ◆ Do not leave the spoon in the bowl – put it on the saucer/platter



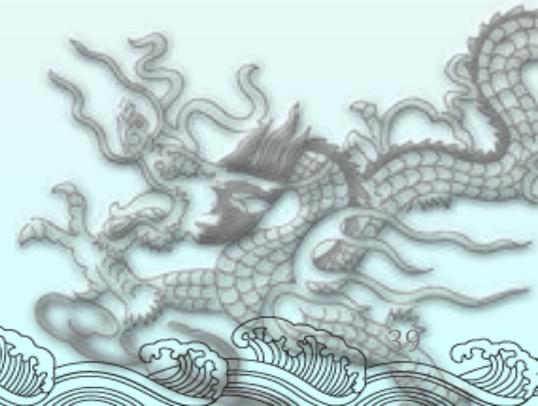
When You Are Finished

- ◆ Lay your fork and knife (sharp side of knife inward), at the 4:00/10:00 position
- ◆ Leave plate where it is – don't push it away
- ◆ Used napkin goes next to your plate, not on top of the plate
- ◆ Do not ask for a toothpick



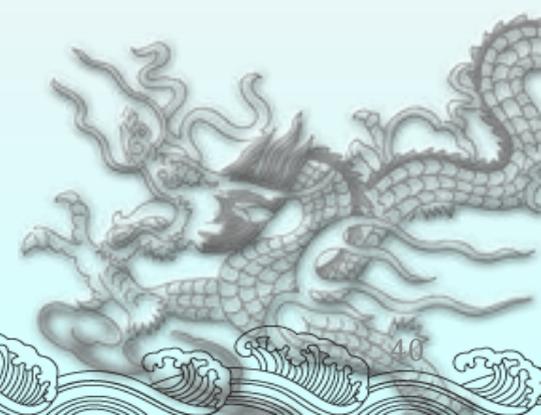
Common Sense Etiquette

- ◆ **Turn off phone** before any meal or interview
- ◆ Men should never wear a **hat** at the table
- ◆ Excuse yourself to go to the restroom to blow your nose – don't blow your nose into your napkin



Drinks

- ◆ Aperitif / Cocktail
- ◆ Beer
- ◆ Champagne
- ◆ White Wine
- ◆ Red Wine
- ◆ Liqueur
- ◆ Soft drink



Wine tasting process



◆ Look



◆ Swirl

◆ Smell



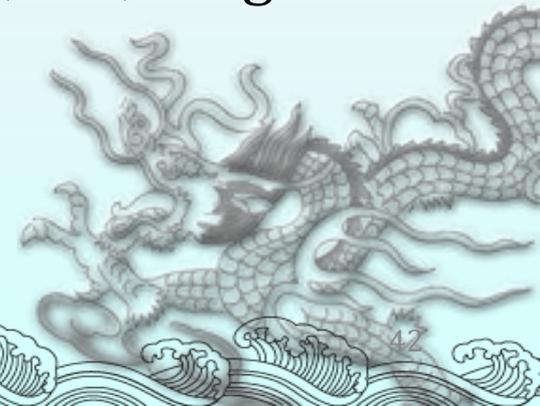
◆ Taste



Small Talk Tips



- ◆ Know about your **host**
- ◆ Become knowledgeable about world and national **events**
- ◆ Become familiar with various topics: current best-selling books, news events, famous people, fitness crazes, medical and technological advances, travel, and sports
- ◆ Ask others **about themselves**, their family, work, or hobby
- ◆ Ask people **their opinions**
- ◆ Stay away from **controversial topics**: politics, sex, religion
- ◆ Listen, Listen, Listen
- ◆ Practice, Practice, Practice



THANK
YOU

