

At Øl Telecom, our corporate identity is expressed not only through the quality of our service as a leading multinational Internet Service Provider but also through the manner in which we present ourselves. The appearance of our personnel, from entry-level staff to C-level executives, shall reflect the innovation, dedication, and professionalism that define our company.

1. General Expectations

All employees are expected to maintain a neat and appropriate appearance during working hours and at all official company functions. Clothing should be clean, presentable, and conducive to an efficient working environment. Personal grooming shall be consistent with the standards of a professional telecommunications firm active across Europe.

2. Executive Attire – “The Hacker Aesthetic”

As Øl Telecom’s leadership embodies both technological excellence and creative independence, our C-level executives are required to visibly display the attire befitting a true hacker spirit. Acceptable garments and accessories include, but are not limited to, the following:

- Engelberd Strauss ES Motion 2020, Werckmann, or Parkside trousers or shorts
- WHY2025 hoodies, shirts, or bucket hats
- Official merchandise from reputable hacker gatherings such as Goulashprogrammernacht, Easter Hegg, MRMCD, and similar events
- A roll of duct tape or stage tape (also known as gaffer tape) affixed to the trousers as a practical and symbolic accessory

Executives are reminded that such attire is not a matter of whim but a visible statement of the company’s alignment with the values of technical ingenuity and hands-on problem-solving.

3. Special Provision for the Chief Marketing Officer

In recognition of the unique responsibilities associated with the marketing function, an exception shall be granted to the Chief Marketing Officer. The CMO is authorized and encouraged to adopt gothic-style dresses as standard formal wear. This exception acknowledges the aesthetic and persuasive elements essential to the effective presentation and promotion of Øl Telecom’s products and services.

4. Compliance and Representation

All staff members, regardless of department or rank, are reminded that their personal appearance contributes directly to the company’s public image. Employees should exercise discretion and good judgment in interpreting this dress code, ensuring that their presentation aligns with both corporate decorum and the distinctive spirit that defines Øl Telecom.

At Øl Telecom, we take pride not only in connecting Europe through technology but also in expressing, through our attire, the professionalism and personality that set us apart. Let us all dress our best to correctly portray how professional a company we truly are.