

Inside Image

Winter 2009 Volume 9 Issue 2

TOOLS FOR SUCCESS



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Aurelie Duhaime

TOOLS OF THE TRADE

PRESIDENT'S MESSAGE

Welcome to the Winter Newsletter and Happy New Year to all! I hope this year brings you health, wealth and dreams come true!

Coming from a business background, I have always understood the importance of investing and reinvesting into my professional endeavours. The tools used will always play an important role in the continued growth of a business.

Tools come in a variety of forms and we are blessed to have access to these tools through our experienced members who offer them for sale. We have the opportunity to grow our businesses with proven methods. I prefer to use a proven system for growth than attempt to reinvent the wheel, as it costs time and money to do so.

As we move into a challenging economic era, I see this as the time to ensure that I have the tools to grow my business, as well as make the income that is needed. We are truly fortunate to be self-employed in this economic landscape and have the power to produce the added income that we want and deserve.

I wish you a New Year filled with prosperity in your businesses and know that the tools you use will help you achieve this!

*Aurelie Duhaime
Chapter President
AICI Canada/Toronto 2008-2010*

image products

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- colour analysis tools
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"Karen, your training program is phenomenal and very deep. It was WAY beyond my expectation ... I would highly recommend the entire program." - Nyla Ibrahim, Pakistan & Canada

"I've run out of superlatives. The courses that I attended were the most complete and life changing that I have ever experienced... Your training has taken me to a whole new level of aspiration and expectation." - Jan Fisher, New Zealand

THE STEPS TO SUCCESS START WITH YOU

Success can be very subjective: everyone measures their successes differently from others. Frequently our success is determined by the material possessions we have. Some people rate their success by their accomplishments, no matter how great or small. However, many people feel that they do not have what it takes to be successful. At that point, they do not attempt to follow their dreams.

Successful people have a few things in common: making plans, setting goals, and possessing an innate belief that they can achieve their goals; these are the first and foremost things that they do to succeed.

MAKE PLANS

By planning your days, weeks, months and years, you are starting the process by which you will become successful. Planning is important as it helps you determine what it is you wish to do or have the most in life.

SET GOALS

Once you have defined what you want in life, then you can set your goals. Ensure to write goals that are: *Specific, Measurable, Attainable, Realistic, and Timely* (S.M.A.R.T). Be as specific as you can when writing your goals. The more specific you are about what you want, the easier it will be to assess if and when you achieve it or not.

Your goal should also be attainable. You want to be able to reach the heights you have set for yourself. Try not to set a goal that you may never realize, as this can only set you up for failure.



The last thing to consider is how long you will take to achieve this goal. You want to be able to achieve this goal within a reasonable timeframe.

BELIEVE IN YOU

Most important of all is to believe in you. You can do whatever you set out to do, as long as you believe in what you are doing. If you don't buy into your plans and goals, then no one else will either.

Each individual will gauge success in their own way. However, those who are successful did so by first planning, setting goals, and believing in their ability to achieve what they set out to be or do. By beginning with these three steps, we are well on our way to realizing our own success.

Cheryl Hopson-Blake
Cheryl Hopson-Blake
Interior Solutions

Cheryl Hopson-Blake is the Interior Solutions Specialist at Cheryl Hopson-Blake Interior Solutions. Her company provides solutions for your *Organizing Decorating Designing Staging* needs. Cheryl can be reached by e-mail at chbinteriors@gmail.com

TIPS, TOOLS AND... TWITTER?

So, you'd like to be more efficient in your business? Are you raring to be a lean, mean fashionable machine? From one chic colleague to another, consider these suggestions as an opportunity to upgrade your business from ready-to-wear to haute-couture!

GET IN WHERE YOU FIT IN

Join professional associations – not only AICI – but any other organizations that may highlight the other skills and talents that you possess. You'll meet and mingle with new people. Let's do the math: Large Numbers + Networking = More Bang for Your Business Cards!

WHO'S THE BOSS?

Take advantage of your entrepreneur/business status. There are many programs and incentives for business owners. Many can be found through your local Board of Trade or online, as well as contacting companies directly to discuss any potential opportunities.

WE KNOW "RECESSIONISTA" CHIC... TRY "RESEARCH-ISTA" CHIC

Be voracious about keeping up-to-date and researching all aspects of your business/specialty. Education events, books, courses, magazines, workshops and conferences are a wealth of information and resources.

BE LADIES AND GENTS WHO LUNCH – OR AT LEAST DO BRUNCH

And afterwards take a nice leisurely stroll; enjoy a shopping expedition (research!). Browsing/shopping trips are essential in our profession, to keep current and explore different shopping areas in your city. Some of the benefits are: introducing yourself and your business to retailers, salon/spa owners and even restaurateurs, as well as having the firsthand knowledge to take your clients to the best shopping spots in town!

HERE A TWIT, THERE A TWIT, EVERYWHERE A TWIT-TWIT

Disseminate pertinent info – thus you enhance your reputation as a professional. Be sure to use all avenues of communication available to you – Twitter, MySpace, Facebook, YouTube, blogs, vlogs (video blogs), and podcasts

– for the technologically inclined. Good old-fashioned writing (my personal favorite) works as well, since the content is what is crucial for all of these options.

ME...FREEBIE?

Volunteer. A good cause always needs passionate people. And the exposure for the cause (and your business) can reap rewards greater than immediate financial gain.

DO DEMO

Arrange with local groups or events to come in so you can demonstrate what it is that you do. Or create an event to showcase your expertise. Have promotional packets to hand out afterwards. Depending on your audience, this can range from basic to elaborate.

DEAR DIARY

Carry a notebook (fabulous, stylish and befitting your personality, of course!) with you at all times. If you choose not to express your innermost thoughts, at the very least unleash your creativity, ideas and inspirations. Some ideas and observations are so brilliant, yet fleeting; this can help you work every angle you've got.

PERFECT YOUR PORTFOLIO

As you work with clients, ask if they may be interested in being photographed for your promotional materials (using your model release forms, of course) Uses include: "before and after", testimonials, live models for appearances and more. Use a photographer, or at least a camera that can take good quality photos. Document everything you possibly can to build your body of work.

Porcia Blake
Editor, *Inside Image*

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SPRING/SUMMER TRENDS 2009

It is time to forget winter's below freezing temperatures, ladies. Get ready for spring and summer's warmer weather with plenty of colour, bold prints and powerful accessories. This season's signature direction is easy and flowing, featuring a feminine silhouette with figure-hugging styles.

This season, it seems designers have chosen to brush off the economic doldrums and have taken us to far away lands, as a wide array of mixed prints, combinations of contrasting fabrics, and shots of colour abound. Far away desert locales, such as the Middle East and Egypt, juxtaposed with tropical paradises, such as the Balearic Islands and the Caribbean, gave this season's line-up a dynamic feel. Think bohemian gypsy meets classic and modern femininity.

What is spring and summer without splashes of colour? This season's colour palette will consist of organic coppers, saffron and caramel, to invigorating ocean blues and jungle greens, to something out of a modern art painting made particularly for those with a 3D personality.

Lightweight fabrics, such as organza and silk tulle, are accompanied by plenty of volume with fringes, ruffles and bow belts, while ribbons at the bust, romantic pleats, and lace and crocheted shawls all combine to create sensual styling.

Suits will feature both cigarette and wide-trouser style, and shiny, iridescent materials will provide a silky sheen and brilliant lustre. These glossy fabrics will be sure to capture the imagination. Dresses and skirts will be both mini-length and long, but consistently soft, voluminous and symmetrical.

As for accessories, hats are definitely making a comeback. Both Panama and Cabana hats make great fashion



statements, meanwhile providing effective sun protection. Luxurious ornamentation, as in the example of voluminous and long statement necklaces, are repeated from seasons' past, but revived with floral motifs. And what woman doesn't want a new pair of shoes? This season's hottest hue is pink, in shades ranging from blush to full-on fuchsia. Again, taking their cue from the statement necklace, flower appliqués and embellishments will be as subtle or as extreme as you prefer.

This season is all about punches of colour, mix on mix prints, and soft, voluminous romantic dressing; everything you need to feel ultra feminine in these months ahead.

Kristi Carignan

Kristi Carignan is a freelance fashion writer and founder of Malepolish Style Inc., an image consulting and personal styling agency specializing in men. She lives in Vancouver, BC and can be contacted at info@malepolish.ca.



LET'S "SHOW THEM THE MONEY"

As entrepreneurs, image consultants must consistently look for ways to increase the bottom line. The economic turmoil can be a curse or a blessing depending on our perceptions and willingness to tap into new sources to enhance our income potential.

What if there were new markets to explore that could not only increase our financial bottom line but would provide press coverage, educate the public, impress compatible industries and enhance our credibility value.

In 1993, as AICI's Canadian Liaison I had many dreams and goals for the Image Industry, but in 1994 many of them went on the back burner in favour of developing our new Canadian Chapter, recruiting new members to help it grow and presenting AICI to the press and public. Thankfully, our chapter – now in its fifteenth year – has had many dedicated leaders and has grown to be the third largest chapter in AICI.

Over the next months, with support and input from our President, Aurelie Duhaime, I will introduce some of my ideas through our Newsletter. Hope these ideas will excite you and you will help us make them happen.

In the first year of our chapter, I was delighted to sign up our first corporate client, **Jaeger Canada**. At that time, our membership was limited to the Toronto area and to hold this corporate client, we needed members across Canada.

Our chapter benefits from corporate membership dues we receive and also from opportunities to explore joint promotions, workshops and more. In the previous newsletter, I wrote about forging an informal relationship across Canada with Laura Women's Wear stores in which our Canadian AICI members, who responded to my invitation, were offered a Laura Corporate Card with 10% off their purchases for six months.

As our membership grows, so do opportunities. The time has never been better for us to capture the attention of the media and through them, to create prospective corporate clients from retailers, salon owners and self-improvement industries who receive financial benefits through our work as image consultants.

The most dramatic and persuasive way to do that I borrowed from an article in a Canadian newspaper from the early 90s that I wish I had saved. It was a story showing the combined total of sales generated through their clients by a relatively small group (around ten or twelve) of image consultants in the United States. For me it was a significant moment. The numbers published were astonishing, compelling, and the education value was worth pure gold.

Our industry is still in the business of education because many people don't know what we do or the short and long term benefits of our work. Even less is known about our economic impact on related industries: cosmetic companies, clothing/jewellery/accessories stores, hair salons, spas, dressmaking/alterations, dentists, speech therapists and many more.

To educate and impress the media, the public and especially the industries across Canada that reap financial benefits through our skills, we need to demonstrate our monetary muscle. Remember the movie **Jerry Maguire** in which the football player, portrayed by Cuba Gooding Jr. shouted to his agent, played by Tom Cruise: **"Show me the money!"** We need to show them the money!

Think about the purchases associated with just one client. It is rare to conduct only one session. Following the Colour Analysis, which impacts powerfully on cosmetics and hair, we teach our client how to apply day and evening makeup. New cosmetics, brushes and other supplies are needed. A conservative cost for cosmetics, not including skin care, would be \$300 even if the client already had some of her best colours; then color highlights and a haircut in a quality salon start at \$225. Unless they want to incorporate some of their existing clothing in which case we do a Closet Audit, the next session is shopping.

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MEMBER SPOTLIGHTS

WINTER 2009

Karen Brunger, AICI CIP, “Accessories for Spring & For You,” **B Magazine**, May 2008; “Dressing for the Ages,” **B Magazine**, June 2008; “Dressing for Business,” **Northern Ontario Business**, June 11, 2008; “Karen Brunger, President of AICI visits Korea,” **Korea Women News**, June 17, 2008; “Packing to Travel,” **B Magazine**, July 2008; “The Business of Image Consulting,” **Korea Women News**, July 4, 2008; “Test Your Etiquette Edge,” **B Magazine**, August 2008; “Groton woman helps her clients put their best image forward,” **Lowell Sun**, August 27, 2008; “Fall 2008 Preview,” **B Magazine**, September 2008; “Kids as Work Accessories,” **The Globe & Mail**, September 8, 2008; “The Image of the Canadian Federal Leaders,” **CBC Newsworld**, September 29, 2008; “Colour Pick–Me–Up,” **B Magazine**, October 2008; “Accessorizing for Fall & Winter 2008,” **B Magazine**, November 2008; “U Scientist: Hourglass Shape May Not Be Ideal,” **The Salt Lake Tribune**, December 3, 2008.

Lynda E. Jean, AICI, “Colour Analysis”, **Living in Toronto**, CBC Television, November 26, 2008; “Tips for Improving Your Image in 2009,” **Yummy Mummy Club TV**, January 2009; “Healthy Coping Strategies to Beat the Winter Blues,” **Zoomer Magazine**, Winter Edition; “Four Steps to Help You Keep Your New Years Resolutions,” CKWS, TV Kingston, January 14, 2009; “Colour Analysis & Ways to

Keep Your New Years Resolutions,” **A Channel Morning – Barrie**, January 15, 2009; “What to Wear on a Date,” **Suhaag Magazine**, February 2009; “Image Q & A,” **Life Peak Magazine**, February 2009.

Leah Morrigan, “Image is Everything,” **The Toronto Sun & 24 Hours**, August 29, 2008; Interview discussing political image, **CBC Newsworld**, September 2, 2008; Discussed the Prime Minister’s sweater vest, **The Hill Times**, September 18, 2008; Commented on the image and body language of political leaders, **CFRB**, September 9 and October 3, 2008; Discussed men and visual expression, **Guy Talk – CFRB**, October 5, 2008; Provided image services for the winner of the “Get Suitable” contest, **The Globe & Mail**, October 2008; Discussed wool care, **The Steven & Chris Show – CBC**, January 30, 2009.



DRESSING IN DUBAI



The traditional head scarf, called "shemagh"

In Dubai there is a broad spectrum of fashion which makes it hard to guess where people are from. Non-Arabs dress up like Arabs and Arabs, on the other hand, dress in a more Western style. The good thing is people dress to stay true to their personalities. Generally, people in Dubai have good taste and style, but there is a mixture of everything. Dubai is famous for brands, so basically everyone wears brands. People shop a lot, because they can afford it and they also buy expensive jewellery, mostly gold. Colours most likely to be found are white, grey or earth tones. Some people are more daring and wear brighter colours like red or burgundy, trying out something new.

Men like spicing up their outfits by wearing bold accessories, like chunky watches. As for local wear, the "dishdasha", the traditional Arabic dress, is made of a cool fabric, mostly cotton and it is really easy to wear. It either has a zipper or small buttons in front, just open these, put it on and voila! It was confirmed last year in a press conference that Tom Ford will make a signature line of "dishdashas" for fashion-conscious



Dubai's Annual Fashion Week

Arab men. When not wearing the traditional dress, men go for dress shirts combined with designer jeans and good quality fashionable shoes.

The traditional head scarf, called "shemagh", is worn by both males and females. It can be worn with either both side pieces to the back or just hanging on one side.

Women go bolder by wearing skinny jeans and it is accepted by the Arabic culture, if they cover up. No short skirts are accepted and women must cover their heads.

One of the most popular labels amongst women is Cavalli, primarily because of the beautiful colours and its high price. The Cavalli tunics are usually made of silk and this is probably one of the reasons Arabic women love this designer's garments. As we all know, the weather in Dubai gets very hot. Silk is light-weight and flexible. It can absorb a lot of moisture and it keeps you warm in winter and cool in summer.

With regards to accessories, Arabic women love pretty bags (don't we all?) Louis Vuitton, Gucci and Escada are among their favourite brands. Women also like to accessorize their dresses with pretty, long chains, usually the real deal. Hot accessories in Dubai are huge sunglasses, saris, shawls, colourful "dishdashas" and lots of bling!

From my experience, Arabic women love spending money, but they also know how to value it. They enjoy shopping in groups and usually consult with each other.

Dubai has an annual fashion week which has the city booming with designers and new talents. There is also the Dubai/American fashion week, this year taking place March 21-24. These events are usually hosted in luxurious locations.

Ronelle A. Bertschinger-Blomerus

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Joshua Zuchter is an International Life and Business Coach as well as Inspirational Speaker. Known for his leading edge holistic approach and engaging presence, Joshua is regularly featured as a guest expert with the media. Having worked with over 600 entrepreneurs and individuals and delivered over 700 presentations for thousands of people internationally, Joshua runs one of the most successful life coaching businesses in Canada.

*AICI: The Source for Image Professionals
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Cancellations will be accepted until noon on March 16.
No-shows will be invoiced.

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7:00 pm – 10:00 pm

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Even the most basic wardrobe, ten to twelve garments, plus accessories in a moderately priced women's apparel store will cost at least \$1,800.

Simply adding up these products and services for one client equals \$2,325. If ten consultants' clients were involved, the total would be \$23,250. If forty of our members had only one client who invested in these four sessions, the total would be nine hundred and thirty thousand (\$930,000). If outerwear, shoes, bags and/or computer bags were included, another seven or eight hundred dollars would be spent.

In a good economy this could be compelling news, but in our down economy it could be BIG news. Thanks to the training and coaching we provide, our clients invest in themselves. Numerous, compatible industries experience immediate monetary benefits through our work that they would not have received without our intervention.

Do you see the immense possibilities in tracking the total that your client spends through your influence and support and combining it with the totals of other Canadian members? This is the beginning stage of this project and we need to determine whether it is best to use one client's investment or multiple clients' investments or a time frame (one season/six-month period). If this idea interests you, please email your wish to be involved and any questions or comments to: donna@donnachevrier.com.

Mission Statement

To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement. To set standards for the image industry that promote professionalism, credibility and recognition.



AICI *Inside Image* is published quarterly as a forum for the exchange of ideas and information by its members and guests.

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All submissions are considered to be the views of the author and do not necessarily reflect the policies or views of AICI.

AICI CANADA/TORONTO

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