

AICI

ASSOCIATION OF

IMAGE
CONSULTANTS

INTERNATIONAL

Inside Image

Spring 2005 Volume 4 Issue 3



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PRESIDENT'S MESSAGE

Spring is my favourite time of year; I love to watch things grow – the grass, the trees, and the flowers. This spring, I am thrilled to see how much AICI Toronto has grown: we now have 51 members – up from 38 in July 2004! Welcome to AICI.

While some of those new members are from the Toronto area, I am pleased that we have increased our membership in Western Canada. We now have 14 members in Alberta and BC. Fantastic!

By now, you will have received the AICI International Conference brochure. You will definitely not want to miss this event – apart from helping you grow personally and professionally, you have the chance to meet and network with image consultants from around the world.

These connections cannot be made anywhere else. For those of you new to AICI, do not be intimidated: image consultants are the most generous, supportive people you can hope to meet.

If you are thinking about certification, AICI international will be conducting a free certification teleclass on March 23. Details will be available soon in an AICI Member Minute.

I hope you will seriously consider going to the International Conference. Last year, a record 21 Toronto Chapter members attended. Let's see if we can beat that record in Atlanta.

I look forward to seeing you there!

*Anne Sowden, AICI, CIP
President AICI Toronto Chapter*



Joanne Blake

NEWS WEST

I asked Western Canadian members to reflect on accomplishments and challenges, lessons learned, and plans for 2005. The following responses came from members in Alberta:

*Caren Crisp, of Style Therapy Inc.
Calgary, Alberta*

I am expecting any day, and will not be at the Atlanta conference, but plan to pursue my first level AICI certification and write the exam in 2006.

Fall 2005 will see Style Therapy launch a public relations campaign, raising the profiles of Calgary image consultants. My focus for 2005 is on marketing and public relations to build my corporate clientele, including television media visits, newspaper contributions, and public speaking engagements.

I also plan to launch a web site and brand campaign, suitable for corporate training and workshops, and move from individual consulting to corporate group training.

*Katherine Hess of Enhanced Impressions
in Calgary, Alberta,*

2004 marked the first full year of my

image management business. My goal was to get a visual picture of my year financially, to review how I delivered my programs and services, and decide if any changes or improvements were necessary.

The major change I am making to my business plan is to carefully pursue my target market and limit the number of no-fee seminars that I deliver. Although excellent marketing vehicles, I will ensure that the no-fee seminars support my mission and objectives.

*Joanne Blake of Style for Success in
Edmonton, Alberta*

A recurring theme for me has been how to successfully market and sell the benefits of intangible services, so clients will pay professional fees for professional services.

I think I have finally nailed my target audience, or "dream clients" – I know this because I actually turned down "opportunities" last year that would have taken me on different paths. My mantra for this year is focus: "If you don't know where you are going – all roads lead there".

MAKE YOUR WARDROBE A WORKING ASSET WITH FASHION FIT FORMULA!

Image consultants understand the importance of proportion. When a garment is cut well and made of good quality fabric but does not hang properly, it is likely disproportionate to the body. Pivotal Impressions founder and CEO, Janet Wood, recognized the proportion problem and set about creating a mathematical formula to help women look their best through linear proportion. Janet tested her method on 3500 women, finding perfect proportionate hem lengths for skirts, dresses, Capris, shorts, and jackets for every woman, regardless of size or shape.

“The Fashion Fit Formula takes the guess work out of fit. It is the optimum linear look for each figure,” Ms. Wood explains. After receiving the Fashion Fit Formula results, many of Janet’s clients began to take more of an interest in fashion, and sought out image consultants. “The formula drives business. It also gives the image consultant a reason to contact inactive clientele.”

Pivotal Impressions President, *Kathy McFadden*, explains “Janet and I are committed to helping women develop a more polished style that will further their goals. Our formula empowers them to convert their clothing into a customized wardrobe that puts the ‘wow factor’ into their image!”

Application of the Fashion Fit Formula can help you make you and your clients look better put-together, more powerful, and 10 to 20 lbs thinner. Happily, the results of the formula are independent of weight gain or loss.

Before and after Fashion Fit Formula

Fashion Fit Formula is available to AICI members to add an additional value to our services, and help our clients understand how correct proportion can

work for them. *Kelly Kronsyn*, VP Sales & Marketing, Pivotal Impressions, will assist you in updating and rejuvenating your clients’ existing wardrobes, making the most of their closet investments. Contact Kelly at 416-693-5880, kronsyn@fashionfitformula.com, or call toll-free, 1-866-446-6390.

For more information, please visit www.fashionfitformula.com or www.pivotalimpressions.com



Before & After

CHANGE OF ADDRESS
Please contact
Daniela Mastragostino,
VP Membership
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Aimeriez-vous aider votre clientèle à mieux comprendre le rôle important que joue l'image personnelle ? Êtes-vous prêt à rehausser votre carrière ? Est-ce que l'exploration de la découverte de soi est importante pour votre clientèle ?

Would you like to help your clients recognize the powerful role that image plays? Are you ready to enhance your career? Is clients' self-discovery important to you?

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Angèle Desgagné

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Angèle Desgagné, AICI CIP est la seule des dix imagistes-conseils canadiens ayant obtenu leur accréditation et titre de membre professionnel (CIP) de l'Association of Image Consultants International à offrir des services et formations en français et en anglais au Canada.

Angèle Desgagné, AICI CIP is the only internationally Certified Image Professional member by the Association of Image Consultants International to provide services and image training programs in français and in English in Canada.

Pour de plus amples renseignements, veuillez contacter :
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SPRING TRENDS

DISCO IS OUT; SOCIALITES & OLD-WORLD MOVIE STARS WILL BE BACK IN FASHION.
 – New York Metro Trends, Spring, 2005

Colour

The **Mediterranean** stars in Pantone's Spring Report, highlighting **Blue Turquoise, Vibrant Green, Coral Reef, Begonia Pink, Kelp,** and **Slate Grey**. Other sources predict **lemon yellow, sunset oranges** and **strong blue and gold metallics**.

Hair

NYC stylist, Mark Garrison suggests working with the hair's natural texture for a **softer, natural, windswept look**, and adding a shine-enhancing product to finish.

Style

Rizzoli Bookstore in New York, reports classic **Hollywood Glamour** (Ultimate Style, Bettina Zilkha's tribute to Eleanor Lambert and her Best Dressed List) and **Etiquette** (Manners by the late socialite Elsie de Wolfe) top their best sellers.

Women's Trends

Strong 50s influence continues, 80s inspirations, femininity, & glamour are the keywords for Spring 2005.

Monarchy once ruled fashion, but today, media and celebrity influence call the trends. This season, *The Aviator* lands glamorous, feminine styles (see Vogue, December, 2004, featuring Cate Blanchett who plays Katherine Hepburn in the film).

Melanie Ward, creative director at Helmut Lang, and a senior fashion editor at Harper's Bazaar, says longer and "more uptight" skirts from the Fifties influence continue this spring, with a "big impulse to make things prettier."

- To accentuate the feminine form, look for **dresses and fuller skirts** in flowing chiffon, clingy jersey, and satin, and pair with flat **ballerina pumps**
- Add glamour by adding sparkling **brooches**, add a **neck scarf** or a **chunky neckpiece**, and carry a handbag with a **kiss-lock frame**



- Have fun with **glitz, embroidery, floating prints and florals**
- Continue to pin on **fabric flowers**, carry **hobo bags**, wear **belts in embossed leather** with **fancy buckles** to show off your feminine bits, keep warm with a **poncho**, and put the interest on leg wear with fun, **coloured fishnets**
- **Cropped trousers, shorts, blazers,** and **denim** are forecast for Casual dressing
- Western Canada is seeing **softly tailored, feminine suits** for women, worn with **bias-cut** shorter, and longer "**mermaid**" style skirts

Feminine & Glamorous

- **Joanne Blake** of Style for Success, Edmonton, attended the opening night of *Hosanna*, Quebec playwright Michel Tremblay's play revolving around a drag queen, and reports that much of the audience (drag queens included) were "dressed to the nines wearing exquisite gowns in sequins, chiffon and lace along with plenty of attitude." You got that right, Sister.

Men's Trends

This Spring, men's fashion flies toward luxury, tailoring, colour, and classic style, incorporating Preppy and Military influences.



- **Colour** and **prints** are everywhere! Men's **metallics** for belts and bags too.
- The **80s influence** continues with a re-introduction of the **Preppy** look: shrunken blazers, Bermuda shorts, polo shirts, and add a dash of **PINK!**
- Lighter weight **denim** for jackets and trousers
- Create texture by **layering**
- Knot a **slender necktie**, or relax by adding a silk pocket square and ditch the tie altogether
- Accessorize with thin-soled **driving shoes** and **Aviator-style sunglasses**

"...over the last few seasons, [people are] looking at clothes as a form of **Escapism**... This doesn't mean they're disengaged from politics, but it does indicate there's a desire for an escape [through] the clothes they're wearing."

Andrew Bolton
 Associate curator at the Costume Institute

SPRING MAKE-UP TRENDS

This Spring is all about clean faces, natural eye brows, turquoise and highlighters.

Fresh Face

Sticking to a basic cleanser, toner, and moisturizer, and adding a moisture treatment like Clinique's Moisture Surge, will give you the **clean, fresh, youthful face of spring**. Investing in a good exfoliator (such as Clinique or Lancome) will slough off dead skin cells and leave the skin glowing.

Big Brows

Fuller eyebrows are back: grow one or two rows of hair under the existing brow lines, and pluck strays beneath give you a groomed look.

Fill in 'bald' spots in the brows with matching powder or pencil.

For perfect brows, invest in an eyebrow kit including a comb, gel, scissors, tweezers and powder.

Turquoise

This Spring, **Turquoise** will be everywhere! Pair it with luscious oranges and golds on the eyes to create visions of the **Mediterranean**. Trendy divas everywhere will be wearing turquoise eye shadows and liners — have fun with this colour!

Highlighters

Highlighting the cheeks and eyes, necklines and collarbones is the thing for Spring, any time of day! Opt for a dry, powder highlighter that won't melt on your skin (I like 'Wet and Wild' Shimmer, at most Shoppers Drug Mart Stores across Canada). If your skin is oily, try highlighter on the eyes and collarbones, but staying away from the cheekbones, so as not to look "sweaty".

Have fun this Spring with your make-up and remember to keep everything light and dewy. You'll be the centre of attention at every function!

*Daniela Mastragostino,
VP Membership, Nove Image*



*Daniela Mastragostino,
VP Membership, Nove Image*



Frames are doing Flips! An edgy new look in eyewear is a rimless top with metal and plastic at the bottom – a great frame choice for the creative personality.

For the boardroom, take a look at the bold top bars with a lighter bottom wire or no wire. This style will give you a stronger presence with a high level of sophistication.

Why go totally rimless when you can add some cutting edge style with the new floating lens designs? Elegant metal frames with the lens open on the sides add interesting details to the outer edge and allow more diverse designs on the temples.

As in clothing choices this season, bright fun colours are making a statement in eyewear. Daring colour combi-

nations are available in eggplant and pink, red and tortoise, olive and orange.

Like you wouldn't wear the same pair of shoes to the office that you would for a golf game, your eyewear should be versatile, suit your personality and stand the test of time. With the vast array of style and colours, it is easy to create a wardrobe of eyewear that will last for years... and of course, match the shoes in your closet!





WINE, DINE AND ACT FINE!

Catherine Bell, AICI, CIP, and founder of Prime Impressions, led members to Wine, Dine, and Act Fine in January at the Wardrobe Workshop, Toronto.

As a fully interactive workshop, Catherine instructed us to set our own dinner settings, with help from our table members. Tables were set for soup, salad, main course, dessert and rolls. Here are some dining tips we learned during the event:

General

- inform staff/host of food allergies ahead of time
- napkins sit on your lap, not in your shirt collar
- dropped your napkin? ask the wait staff for another one

- wait for your host to begin eating
- lift your arm and bring the food to your mouth, not your mouth to the food
- eat with your mouth closed throughout the entire meal

The entire evening was fun and informative, and the meal was delicious. Thanks again to Catherine for the wonderful presentation!

Daniela Mastragostina
VP Membership

Stay tuned for the September Etiquette issue to learn more of Daniela's tips!



IVANA KNOW ADVICE COLUMN

Q. Dear Ivana, how do we prove our value in terms of return-on-investment, when we are pitching a corporation? Do most companies need numbers as proof – how do we do this? Has anyone had experience pitching to corporations without real numbers and if so, how? Sincerely, Amy Casson President, Polished Image

A. Dear Amy: I do not know of any hard numbers on the ROI for corporate hiring of image consultants in Canada, nor does AICI International. However, when working or speaking with a company, results are key. As a consultant, you must understand

or be aware of that company's challenges and how you can find solutions. If the corporation does not feel they having problems, I am not sure it is worth the energy to convince them they are. Work with the groups who know they have a problem and help them fix it.

Q. Dear Ivana, I have a client who is concerned that her voice is affecting her image as a lawyer. She feels that she is sending the wrong message when she speaks. Is this something she should be worried about, and if so, what advice can I give her?

A. Your client has a very valid concern. The voice doesn't lie; it speaks volumes about our state of mind and sense of self. It would be in your client's best interest to listen to audiotapes or read books on voice (I recommend *Talk to Win* by Lillian Glass. This book will help her learn to project her voice at the right pitch and establish rich and clear tones. It will also help her learn to project how to become more enthusiastic and emotionally connected when she communicates with individuals, socially & professionally). You could also suggest that she work with voice coach.

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MEMBER SPOTLIGHTS

Carol Robichaud, FACC, AICI, CIP recently featured in: "Closet Horrors: Taking the fear out of getting dressed" in the *Hamilton Spectator*, discussed "Media Savvy" in *The Lawyers Weekly and Urban Lawyer*, and "Personal Branding" in the *Globe & Mail Report on Business' Careers/Self-Promotion* section.

Donna Chevrier, AICI, CIP, of Donna Chevrier & Associates, has recently written an article for the *Mississauga Business Times* (December, 2004), examining the benefits of business party schmoozing.

Joanne Blake, AICI, Style for Success Inc., was recently interviewed by Andrea Sardinha, for the "Do's and Don't of Office Party Behaviour". The Fall 2004 issue of *THE PEG*, The Association of Professional Engineers, Geologists and Geophysicists of Alberta, highlighted Joanne's seminars as part of their professional development days.

Anne Sowden, AICI CIP, talked Telephone Etiquette on Definitely not the Opera, CBC Radio 1, and quoted in the *National Post's* "British PM gives Arafat mausoleum the 'long nod'". Anne and *Catherine Bell, AICI, CIP*, were recently featured in "Lose the linebacker shoulder pads", and in Virginia Galt's Career Coach Column, on January 1, 2005, in "Lose the dated look and dress up for 2005," in *The Globe and Mail*.

Amy Casson, Polished Image, London, discussed gift-giving etiquette in "A Friend Indeed", and was stylist for "What to Wear at Christmas", in the Holiday 2004 insert in the London Free Press. Amy's article, "Understanding your Body Shape", appeared in the December 2004 *Good Living Magazine* quarterly insert of the *London Free Press*.

Kimberly Law, Personal Impact Image Management, interviewed for the October 2004 issue of family magazine, *Nick Jr.*, offering shopping "tips from the pros" for their Insider Shopping Guide.

City TV's Breakfast Television fea-

Jacinthe has appeared regularly on Ottawa's Roger, s tured Kimberly discussing "Holiday Party Etiquette" on November 23, 2004.

Wendy Buchanan, Perceptions Eyewear, discussed new styles and the role of eyewear in the total image in the *Toronto Sun's* "Point of View", in December 2004. Wendy featured in *Metro News' Fashion Section*, for "Frames receive second look" in October, 2004, illustrating unique frames for varied lifestyles, including, business, evening, funky, powerful, creative, and feminine.

Jacinthe Malette of *À Votre Image*, was nominated by the Ottawa Regional Business Women's Association (Réseau des Femmes d'Affaires et Professionnelles de l'Outaouais www.refap.com) for Best Small Business of the Year, has frequented local TV channels (CHOT, TQS, VOX), and four regional newspapers (les Hebdomas Transcontinental) have published articles on her nomination. Jacinthe has appeared regularly on Ottawa's Roger's French television program, "Entre Nous", discussing the principles of design, image self-awareness, and simple clothing tips.

Rebecca Chu, AICI, CIP, interviewed with the *Globe and Mail's* Oliver Moore, investigating attitudes toward workplace attire extremes, specifically, the appropriateness of kilts.

Zayna Mosam appeared on the hit Canadian show, *Style by Jury*, on January 24th on the W network.



Martine Laforest, Angèle Desgagné, and Jacinthe Malette, at the second AICI Francophone meeting, January 14th 2005, at the Wild Vine Restaurant, Quality Inn, Royal Brock, in Brockville. Next AICI Franco meeting: Friday March 11th, 11AM to 3PM.

La prochaine rencontre AICI francophone aura lieu vendredi le 11 mars de 11 heures à 15 heures au Restaurant Wild Vine Hôtel Quality, Royal Brock 100 Stewart Boulevard, Brockville, Ontario 1-613-345-1400 www.qualityhotelbrockville.com/local.htm Veuillez SVP contacter Angèle au 905-469-1889 si vous aimez faire du co-voiturage à partir de Toronto.



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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.

MEMBERSHIP REPORT

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants, Toronto Chapter.

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CALLING ALL REPORTERS IN HIDING

We encourage all of our members – especially those of you outside of Toronto – to write and share articles relating to image.

Please send your stories to

Damon Allan at

damon@alexandersteel.com, or

Leah Morrigan at

leah@transformyourself.ca.

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INTERNATIONAL

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

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1/8 page	\$ 45	\$ 55
1/4 page	\$ 60	\$ 85
1/2 page	\$105	\$190
1/2 page (outside back cover)	\$160	\$235

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