

# Inside Image

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Aurelie Duhaime

# PRESIDENT'S MESSAGE

*AICI offers support through communication, newsletters and monthly events where you will get the chance to network learn and grow. These events offer us the opportunity to associate with other image professionals and gain new perspectives on business and the industry. AICI also offers three certification levels for members who are interested in advancing their education and meet the necessary criteria: First Level Certification, Certified Image Professional, and Certified Image Master.*

As a member, you will be around people who will encourage you, support you and help you grow your dream. Not to mention the honor of being associated with the leaders and the elite of our industry! The closer to a fire you are, the warmer you become...

Bonjour à mes collègues francophones! Je suis membre d'AICI

et du Chapitre Canada /Toronto depuis 2003. Parmi les raisons pour lesquelles j'assiste aux conférences internationales d'AICI et aux nombreuses activités de mon Chapitre sont celles de pouvoir continuer mon éducation et bénéficier d'un prodigieux réseau de professionnels en image qui me permet de recevoir l'appui et l'encouragement de mes pairs. AICI est la ressource par excellence pour les Professionnels en Image ... Éducation, Expérience, Excellence.

So I thank all of you for entrusting me with this leadership role and my hope and prayer is to do the very best I can for all of you to share the amazing experience of being 'associated' with each other! I also encourage anyone who is considering joining our association, do not hesitate, here you will find warm, sociable and engaging business partners who will support you all the way!

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

*"Alone we can do so little; together we can do so much."*

*– Helen Keller*

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## HELLO AICI MEMBERSHIP!

*My name is Porcia Blake, I am AICI's incoming national newsletter editor, taking over from the talented Leah Morigan and I would like to introduce myself! My job on the Canada chapter board will be assembling our quarterly Inside Image newsletter in an effort to represent the whole Canadian chapter - somewhat of a challenge since our membership is from coast to coast!*

I endeavor to represent our entire membership body via our newsletter communication and I invite all of you to view the past newsletters to get a feel for our newsletter at [aicicanada.com/press.php](http://aicicanada.com/press.php). Our newsletters are fun and have fabulous content (of course due to our fantastic members!), and I welcome you to be a part of *Inside Image* by sending me ideas and articles (under 300 words would be appreciated), and always send your media mentions (any press you receive: print, television, web or radio) to go in the Member Spotlights portion of the newsletter. You will receive periodic emails from me, letting you know what the new newsletter theme is (I change these with each edition) and deadlines for submissions.

Thank you,  
*Looking forward to hearing from you!*

*Porcia Blake  
Editor, Inside Image*

# CLOSET ORGANIZING: THE BASICS

*As the seasons change so does our style of dress. We need to prepare ourselves, with regards to what we wear each season, or if we have had a lifestyle change. It is at these times that we take the opportunity to organize our closets. Regardless of our closet size there always comes a time when they are in need of organizing. We will look at the basic steps to organizing closets.*

When we organize our closets we are looking at several things, (a) getting rid of unused or unwanted articles, (b) packing up seasonal articles, and (c) organizing those items we keep so they are more accessible, etc.

At first when you open your closet to start your task it will look daunting. However, don't despair it can be done. If spending a day on doing all 3 components is too much for you then do it one day at a time. Divide the task at hand into the amount of days you will need for each process. Remember, the longer you wait you may end up not completing the task. You may choose professional assistance by contacting a Professional Organizer, or Wardrobe Consultant.

Before you begin your task assess your current lifestyle. What type of clothing is necessary for your lifestyle? Do you possess the type of clothing for the lifestyle you lead? By doing this you would have determined what you need for your current lifestyle.

Next you begin the process of sorting your articles into piles. You may want to begin with your clothes first then move on to shoes, accessories, and any other items that you have or want in your closet. Start with 2 piles those you wish to keep and those that you will give away. Generally the giveaway pile will consist of clothing that no longer fit, are out of style, or beyond repair, and will

either go to charity or be used for rags. Your keep pile can further be sorted into piles for "work", "play", and "special occasions". From each of the last 3 piles take out anything that needs repairing or mending. Make a note of what needs to be done and put a timeline for getting it done.

Once you have established what needs to be kept make sure to take out those items that are not in season and store them right away. Make sure that the articles of clothing you are keeping are clean. Wash and iron them or have them dry cleaned. Hang them according to their use, i.e., by "work", or by "play", etc. This makes it easier to find what you need and also keeps like articles together so you can mix and match as needed.

What I have presented is basic closet organizing hints. Depending on the complexities of your closet, your ability to fulfill the task, or your desire to develop more detailed closet organization, it would be best to have a professional assist you in this matter.

*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](mailto:chbinteriors@gmail.com)





Angèle Desgagné

# L'ÉTIQUETTE DU MAGASINAGE

*Assurez le succès de votre prochaine session de magasinage tout en projetant une image professionnelle pour vous-même et tous les imagistes-conseils.*

## 1. CONFIDENTIALITÉ

Vos clients se sentent-ils à l'aise de demander de l'aide pour s'habiller ? S'ils préfèrent garder cette information privée, dites simplement aux employés que vous magasinez avec un ami afin de respecter leur confidentialité. Si les employés du magasin sont au courant des services que vous offrez, avertissez vos clients d'avance pour qu'ils soient préparés.

## 2. PERSONNEL DE VENTE

Soyez courtois et respectueux envers le personnel et faites-en des alliés indispensables. Présentez-vous et conversez amicalement. Acceptez poliment les articles choisis par les employés et décidez discrètement par vous-même si cela vaut la peine que vos clients les essaient. Pendant que votre client enfle le prochain ensemble, demandez-leur de chercher une autre grandeur ou couleur puisqu'ils connaissent leur marchandise. Vous pourrez ainsi continuer votre recherche pour d'autres articles potentiels. Remerciez le personnel en sortant du magasin.

## 3. L'ART DE LA CRITIQUE

Critiquez de façon positive les vêtements que vos clients essaient. Aidez-les à voir leur propre beauté et à augmenter leur confiance en soi. Aussi, complimentez le personnel pour leur bon goût. Permettez aux employés de voir sur vos clients les morceaux qu'ils ont apportés. S'ils ont bien choisi, ils seront enchantés et davantage prêts à vous aider. Si l'article ne convient pas, faites un commentaire positif tout en expliquant au client (et non à l'employé) pourquoi cela ne fonctionne pas.

## 4. SALLES D'ESSAYAGE

Invitez vos clients à sortir du cabinet d'essayage une fois le vêtement enfilé, même si celui-ci ne fait pas bien. Il est aussi important pour eux de voir les vêtements qui ne leur vont pas que ceux qui les avantagent. Montrez-leur à comparer les vêtements qu'ils essaient pour qu'ils apprennent à faire de meilleurs choix. Évitez la confusion en rangeant les vêtements au fur et à mesure qu'ils sont éliminés.

## 5. TÉLÉPHONE CELLULAIRE

Fermez votre cellulaire avant de commencer votre magasinage. Vos clients payent pour votre temps et expertise, et non pour que vous bavardiez. Si vous devez garder votre téléphone ouvert, mettez-le sur le mode de vibration. Vérifiez discrètement qui appelle et surtout, ne répondez qu'en cas d'urgence.

## 6. REFAIRE LE PLEIN

Des pauses régulières aux 2-2 ½ heures pour rafraîchissements et toilettes rendra l'expérience plus agréable. Profitez-en pour faire le bilan et encouragez-les à commenter sur les vêtements qu'ils ont déjà essayés.

## 7. GARDER LES MAINS LIBRES

Faites « mettre de côté » les articles qu'ils considèrent. Vous aurez ainsi les mains libres pour examiner les étalages des autres magasins. Les premiers vêtements serviront de plate-forme pour comparer les autres possibilités. Terminez votre magasinage et récupérez les articles « mis de côté » adéquats à la fin de l'excursion.

*Angèle Desgagné, AICI CIP  
Imagélite International*

# SOME OF MY FAVORITE ELEMENTS OF PERSONAL STYLE

## SHAWLS/SCARVES:

I can say that I am usually never without one! They make it so easy to kick up an outfit, either with a punch of colour or an air of sophistication

## BOLD JEWELLERY:

Personally, my earrings are usually the eye-catchers, but if I choose to be a little more subtle, I switch my focal point to a fabulous cuff or a glam necklace with a cocktail ring that can infuse even my cocktail drink with glamour!

## INVESTMENT PIECES:

Although we as image consultants know this, the value of investment dressing is really being brought to the attention of the general public. A perception that investing in high-quality pieces that will last is a luxury only for the wealthy or high-powered professionals is slowly being cast aside. In the past, before the advent of disposable, fast fashion, carefully selecting pieces that would last was what everyone did! With that said...

## TRENDS:

They're fantastic and keep things fresh when paired with those investment pieces. I'd like to think that as image professionals we waded through the trends fearlessly because we know what works for us and what doesn't! But even if we don't, we have a secret weapon – we do this for a living! Swap your services with another consultant, get a fresh perspective on how a trend works on you...if it does and you love it - be sure to get the top-quality version.

## COLOUR & TEXTURE:

There is such an array of choices for the Fall/Winter 2008 season that one can no doubt find something that works with their own personal style. These elements speak to not only clothing, but are demonstrated with shoes, accessories, eyewear, makeup, hair and nail polish.

## CONFIDENCE:

Know who you are, explore the different facets of yourself and embrace them. Give yourself the gift of expressing who you are through the way that you present yourself to the world.

## INSPIRATION:

Take inspiration from all the resources available to you: books, movies, art, travels, nature – investigate, indulge your curiosity and experiment!

## CREATE YOUR LOOK:

To convey that great first impression of the image you want others to see – a positive reflection of your authentic self – it is important to spend time to plan your presentation. We counsel our clients to plan their wardrobes weekly and create capsules for them; however we as the professionals can get lost in the shuffle of managing our own businesses, families and extra-curricular commitments. Take the time to work with yourself; you are your best example!

*Porcia Blake*, AICI FLC, is President of *Présence Image* in Vancouver, BC. She can be reached at 604.725.6612 or at [porcia@presenceimage.net](mailto:porcia@presenceimage.net)

## MEMBERSHIP REPORT

*Tracie Brown*

**Ultimate Image Consulting**  
Milton, ON

*Irene Chilakos*

Ottawa, ON

*Kristina Dewild*

**Style By Kristina Inc.**  
Hamilton, ON

*Maryanne Fong*

**HSH Co. Ltd**  
Richmond Hill, ON

*Regina Gershman*

**RVG Enterprises Ltd**  
Richmond Hill, ON

*Emmy Ha*

Toronto, ON

*Jamara Hamilton*

Vancouver, BC

*Mojca Kastelic*

North York, ON

*Jeanie Kimber*

**Dress Me!**  
Halifax, NS

*Agnieszka Konca*

Toronto, ON

*Randa Muffarij*

Rosemere, QC

*Cheri Petch*

**Chers Hair Trends**  
Wellesley, ON

*Joanne Picavet*

Geely, ON

*Dipa Raja Pithwa*

**Mirobella Image Consulting**  
Thornhill, ON

*Andrea Richeloff*

**Enriched Image Consulting**  
Calgary, AB

*Cheryl Taylor*

**Great Global Minds**  
Montreal, QC

*Shelley Brown,*  
VP Membership

# LAURA BENEFITS FOR IMAGE CONSULTANTS

*September marks a major seasonal change. Light colours and summer fabrics don't work when temperatures dip. Making that 'change' is multifaceted. New experiences, new clients, a new school year for the kids, new fashions and accessories, perhaps even a new way of presenting our business skills or materials. It's a very busy time of year.*

Even as professionals it's a task to turn our own closets over from summer to autumn and perform the required inventory. Do our fall garments need cleaning or repairs? Are they looking tired and need to be replaced or updated? Then there's that question that all women ask, do they still fit me or has a weight loss or gain rendered them unwearable?

for a special autumn presentation and thought about how fitting it would be for AICI and Laura Canada to reinforce the mutual benefits of our relationship. I'm sure that many of you have found the diversity of styles, colours, fabrics and sizing in the Laura group a real benefit and of course Laura also benefits when we take our client's in to purchase complete seasonal wardrobes.

Many of you know that Laura Canada is a national leader in women's clothing with 140 stores across Canada. They offer a wide range of fashion selections in career wear, sportswear, evening, outerwear as well as accessories that add spice, individuality, versatility and excitement to a wardrobe. Laura Canada also recognizes and honours women of all shapes and sizes in three distinct stores with an impressive range of sizes, **Laura** – sizes 4-18, **Laura Petites** proportioned sizes 2 -16 and **Laura Plus**, plus and petite proportions – sizes 14+.

To enhance the special relationship that image consultants have with retailers I requested that our AICI members across Canada, be given a free corporate card. It offers a 10% discount on all merchandise for six months even if the regular price is already reduced by 70%. Genny referred me to Laura Canada Marketing Coordinator, Karelle Rémillard and she agreed that AICI members could qualify as corporate clients. Details on how to apply for your card are on the facing page.

*Donna Chevrier*, AICI, CIP has held the positions of Canadian Liaison, Chapter President, Chapter Communications Chair, Newsletter Editor, International Regional Advisor, Int'l Chapter Development Chair and more recently, Int'l Ethics Chair and has served on various committees. Her email address is donna@donnachevrier.com.

## Their labels include:

Conrad	Louben
Vex	Proportion Petites
Simon Chang	Puli
Jones New York	

One of the pleasures of the autumn change-over is checking out the new fashion looks and accessories. I enjoy the pleasant anticipation of creating new looks with updates and learning what's available to help my clients update their look too.

As an image consultant for the past twenty-five years I've developed relationships with various retailers. I have worked with Genny Iannucci, PR and Special Events Director of Laura for a few years and she has attended AICI meetings so some of you may have met her too. Recently I was arranging with Genny to borrow some clothing

### *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.*

## HOW TO APPLY FOR YOUR LAURA CORPORATE VOUCHER TO RECEIVE THE CARD

Our applications for Laura Corporate Member cards must be sent in one mailing to the Head Office and the card vouchers sent to one address. I will take the responsibility of receiving your applications, sending them to Laura Head Office and then sending your individual vouchers to you if you follow this process.

- 1 Indicate your interest in saving 10% on everything in your local Laura stores by emailing your name to me at [donna@donnachevrier.com](mailto:donna@donnachevrier.com) and I will email the Laura Corporate Card application to you.
- 2 You will mail your application back to me and include a stamped, self-addressed envelope. I will mail your vouchers for the Corporate Card to you when I receive them.
- 3 When I have received your applications deadline October 30, I will send them in one mailing to the Head Office.
- 4 The card voucher will be filled within a 4-week period of time, after application receipt.
- 5 The vouchers must be sent as a group to one address. I will receive all of them so do not forget to send me your self-addressed and stamped envelope so I can send your voucher.
- 6 Simply take your voucher to your Laura store and they will give you your card.
- 7 The six-month period will not begin until you make your first purchase.

### BENEFITS:

- ◆ The card is free
- ◆ You will receive 10% off all purchases at any of the Laura stores for a period of six months
- ◆ The six months begins from the time of your first purchases, not from the time of card receipt
- ◆ No matter how much the price has been reduced, the 10% reduction still applies

## Board of Directors 2008–2010



**President** – *Aurelie Duhaime*, BBA, is CEO of Image4LIFE in Toronto, ON. Her responsibilities include chairing one Strategic Planning Meeting each year and monthly board teleconference calls. She also serves as the spokesperson for AICI Toronto/Canada Chapter and works closely with the International Board of Directors. She can be reached at 416.690.0223 or at [image4life@bellnet.ca](mailto:image4life@bellnet.ca).

**Immediate Past President** – *Daniela Mastragostino*, AICI CIP, is President of Nové Image Consulting and has completed serving her term as Chapter President for the past two years. Immediate Past President's role is from 2008-2009 and her duties include offering support, ideas, history, and input to the new board. She can be reached at 416.833.7061 or at [daniela@noveimage.com](mailto:daniela@noveimage.com).



**Treasurer** – *Victoria Daji*, AICI FLC 416-845-8700 or [victoria@vdimage.com](mailto:victoria@vdimage.com)



**VP Education** – *Joan Bachmeier* AICI FLC, is President of Joan Bachmeier Consultations in Windsor, ON, established since 1991. Joan has served as VP of Education for the Toronto Canada Chapter since July 2007. Her responsibilities include providing 2 CEU Educational Events a year and providing information to the membership regarding earning CEU's. She also serves as AICI Ambassador for Ontario, Canada. She can be reached at 519. 966.8716 or at [joanbach-meier@bellnet.ca](mailto:joanbach-meier@bellnet.ca).

**VP Programs** – *Christie Ressel* is President of Personal Power Image Consulting in ON. Her responsibilities include planning monthly events and teleclasses, research venue locations, attending monthly board meetings, and working closely with other board members to ensure the proper promotion of all events. She can be reached at 905.988.9017 or at [christie@personalpowerimage.com](mailto:christie@personalpowerimage.com).



**VP Marketing** – *Jeca Cameron* is the Owner and Lead Image Consultant of Teca Cameron Image Management Agency, Greater Toronto Area, ON. Her responsibilities include chairing the marketing committee and implementing the strategic marketing plan for the chapter. Her primary responsibility is to promote the chapter and our events to the broader public and also to be the key liaison between the chapter and the media. She can be contacted at 416. 999.4623 or at [info@tecacameron.com](mailto:info@tecacameron.com).



**VP Communications** – *Mihaela Ciocan*, BA, AICI FLC, is President of ImagePro Image Consulting in Vancouver, BC. Her main responsibilities are editing and approving the content of all communications going out to membership and media - including flyers advertising chapter events - and overseeing newsletter production. Mihaela can be reached at 778.861.5776 or at [mihaela.ciocan@image-pro.ca](mailto:mihaela.ciocan@image-pro.ca).

**VP Memberships** – *Shelley Brown*, AICI FLC, is Founder of The Style File™ Image Consulting System Inc in Victoria, BC. Shelley begins her 3rd year as VP Memberships and was voted Chapter Member of the Year for 2008. She updates the Board with membership lists, provides changes to our Canadian website and welcomes new members with AICI protocols, ethics and information. Shelley can be reached at 250.388.4320 or at [shelley@stylefilesystem.com](mailto:shelley@stylefilesystem.com).



## Board of Directors 2008-2010

### EXTENDED POSITIONS

**Newsletter Editor** – *Porcia Blake*, AICI FLC, is President



of Présence Image in Vancouver, BC. Her responsibilities are coordinating newsletter

submissions from chapter membership and officers and formatting the newsletter, providing information about issues relevant to the image profession. Porcia can be reached at 604.725.6612 or at [porcia@presenceimage.net](mailto:porcia@presenceimage.net).

**Western Canada Ambassador** – *Joanne Blake*, AICI CIP, is President of Style for Success Inc. in Edmonton ,



AB. She served as the Area Ambassador for Alberta from 2006 to the present. Joanne acts as a “bridge” in servicing enquiries and offering information about AICI, image consulting etc. She participates in AICI Area Ambassador quarterly meetings with representatives world-wide. Joanne can be reached at 780.472.0767 or at [joanneblake@styleforsuccess.com](mailto:joanneblake@styleforsuccess.com).

## MEMBER SPOTLIGHTS FALL 2008

*Anne Sowden*, AICI, CIP was Woman of the Day, on July 14 on the **Women’s Post** website. Her tips on appearance, behaviour and communication appear regularly on the same website. On June 30, she was quoted in a **Globe and Mail** article “Uniform Behaviour” about wearing uniforms.

*Leah Morigan* discussed overdressing at work, and its consequences in the July 14, 2008 **Globe and Mail** article, “Overdressers, Beware of Suspicious Minds”. On August 1, Leah was recognized as the **Women’s Post** Woman of the Day. Her business was also spotlighted in the series “Work from home” in the **Toronto Sun** August 29<sup>th</sup>; the article also appeared in **24 Hours**.

*Mihaela Ciocan*, AICI was quoted in the **Vancouver Courier** and **North Shore News** on July 9, 2008 on defining business casual and recommended key pieces for men and women. On September 10<sup>th</sup>, Mihaela was by interviewed by 1130 News’ Mike Lloyd on branding and re-branding of our top Canadian politicians ahead of the federal election. She also participated as part of a panel of experts, quoted on dos and don’ts of dressing for the office in the September inaugural fashion issue of **BC Business Magazine**.

*Donna Chevrier*, AICI, CIP was featured in two articles in the **Toronto Star** Life Section by Nancy White. The first article was about her personal and professional experiences with people who displayed poor etiquette skills and the kinds of errors made. The second article quoted Donna on her thoughts about an old custom that is resurfacing, that of a young man asking permission or the blessing of the father before proposing to his daughter.



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

### NEWSLETTER ADVERTISING RATES

*Inside Image* is distributed to all Canadian AICI members and AICI chapters around the world... It is also available through our website [www.aicicanada.com](http://www.aicicanada.com)

SIZE	MEMBER RATES	NON MEMBER RATES
1/8 page	\$ 70	\$ 170
1/4 page	\$ 95	\$ 195
1/2 page	\$ 165	\$ 265
1/2 page	\$ 250	\$ 350

(outside back cover)

For more information about advertising, please contact Porcia Blake at 604-725-6612

### CHANGE OF ADDRESS

Please contact  
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