

Inside Image

Fall 2007 Volume 7 Issue 1

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Body
Image



Daniela Mastragostino

PRESIDENT'S MESSAGE

Body image brings up a whole slew of questions when working with both male and female clients; what are the signs of a client with a distorted body image? Am I capable of helping in this area? What should I say or refrain from mentioning? Is it severe or are they just venting?

Some scenarios I've encountered when dealing with clients that have negative body attitudes including them telling me right off the bat that they are currently dealing with or have dealt with body image issues in the past, they continuously mention areas of their body that they're not happy with, and their weight or height seems to find its way into our conversations. These issues hold people back psychologically and they feel a need to "make up" for their shortcomings elsewhere.

It's always best to find out at the beginning what you're dealing with, but sometimes it may not

be alluded to over the phone or in your client assessment forms. When these situations occur with clients, I tell them that I am not there to judge their bodies, but rather to celebrate them! I use appropriate clothing styles in the client's seasonal palette to enhance their body shape and try to bring out their unique best.

That's one of the greatest things about being an image consultant – we put the final touches on an already amazing piece of art!

Daniela Mastragostino
Chapter President
AICI Canada/Toronto
Nové Image Consulting



Leah Morigan

EDITOR'S MESSAGE

I am happy to address the body image issue with this edition of *Inside Image*.

We have several inspiring and candidly-written articles from AICI Canada members who have learned to accept themselves and their bodies for who and what they are. Also included in this edition is an excellent article written especially for us by Bruce Harrott, the professional coach who led our well-attended September event in Toronto. And as a special treat, I have dipped into my costume history vaults to bring you some very interesting facts and visuals about women's historical fashions and the painful and sometimes gruesome lengths we have gone to reach historical "ideals" of womanhood.

Let go of what you know and enjoy the body image issue!

Leah Morigan
Editor, *Inside Image*
Leah Morigan Image Consulting for Men

CLEAR AS A BELL

BODY IMAGE AND ETIQUETTE?

At first glance, body image and etiquette don't seem to be closely connected. But consider the way our language skirts around body image issues – the concepts linked at the hip!

The size of an “average” woman varies with each historical age. Take Marilyn Monroe, wearing her vintage dress size 12/14 (a size 6/8 today). She was much larger than modern fashion models are, but Marilyn is considered “voluptuous” rather than “overweight”.

We term obese women as “full-figured” or “bold and beautiful”, and “portly” or “stout” to describe a heavy man. It's impolite to ask about someone's weight gain or loss – imagine making the mistake of asking when the baby is due, and she's not pregnant! (Patting a woman's belly when she is with child is also a faux pas... *since when did her tummy become public property?*)

When shopping with a gentleman, instead of referring to the garment as “short” or “small,” try phrases such as: “That jacket could be longer,” or “Let's try this size.” Use extreme caution when discussing his waist size – men are slow to move up the size range as their middles thicken. A 1995 study showed 90% of men suffer from **Tight Pants Syndrome**, causing symptoms such as a vague abdominal discomfort, distention radiating into the chest, heartburn, and frequent belching. So instead of telling the gentleman he needs a larger pant, simply cut

the size tag out of the garment and ask him to try it on – good men's clothiers have been doing it for years!

Catherine Bell AICI, CIP
Prime Impressions



Catherine Bell, AICI, CIP

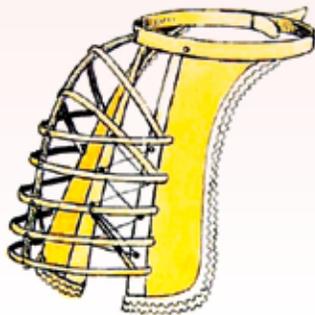


According to *Allure* magazine, *Marilyn Monroe* would grow to a size 18 when she had a lull in her filming schedule, and would crash diet her way back to a modern-day size between 8 to 12.

Bustle



When fullness moved to women's posteriors during the 1870 – 1880s, women adopted the bustle, a contraption belted to the waist that exaggerated a woman's behind and made her look something of a show horse.



STYLE KNOWS NO SIZE

As a CURVY image consultant, finding the perfect fit, the perfect size, the perfect style is not only challenging for my clients, but also for me.

Finding the perfect outfit is all about balancing your body shape. Try balancing an inverted triangle, oval and rectangle, now that's a challenge! Remembering to de-emphasize my bust and accentuate my bottom, show my legs but not too much, wear curved hems, v-necks and not turtle necks, boot cut not straight and finally, I create a waist where no waist was. Now, I have to find a store! I want what the "regular" designer world has, just in a bigger size.

As a size 16 image consultant, my goal is to revolutionize how curvy women dress and view their bodies; I want women to know that **personal style is power no matter the size**. We need to embrace our bodies, not our bodies 10lbs from now, but right now, and with compassion, understanding, and a little humour. Our bodies... embrace them, love them, and respect them! And remember, **style knows no size**.

Krista Dudney

MAKING THE MOST OF YOUR SHAPE

There is no reason why we can't all look great in our clothes!

Dressing well does not have to mean a perfect figure or a lot of money. Understanding body types and the formulas to dress them creates beautifully proportioned shapes.

Looking wonderful starts with learning how to dress yourself. Once you know the basics and can apply them to yourself, the next step is knowing how to dress your clients' bodies, remembering that one size does NOT fit all.

When I look at everyday people and see how they present themselves, it is clear to me that many have not learned how to see their best features. Knowing how to dress their body is the main ingredient to their dress success:

- ✓ a **Rectangle figure** should add some curves by playing up their hips
- ✓ the **Hourglass figure** is naturally well proportioned, enjoy your curves and keep in mind that you may want to stick to a more tailored look for business
- ✓ balance a **Triangle figure** by widening the shoulders and highlighting the waist
- ✓ play down the width of the shoulder for an **Inverted Triangle** and add a bit of contour to the bottom half and balance their proportions

Learn your body shape and look for clothing styles that accentuate YOU – you'll be well on your way to dressing success!

Joan Bachmeier, AICI

CEUs – WHO NEEDS THEM, AND HOW TO EARN THEM!

AICI is committed to promoting the highest levels of professionalism in the image industry through ongoing CEU standard certifiable professional development.

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HOW CAN I EARN CEUs?

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- ◆ You must submit the pre-approval application found on the AICI website 6 weeks prior to program dates. www.aici.org/education/documents/GuidelinesandPre-provalApplicationforIndividualstoreceiveCEUs.pdf

Please visit the AICI website under “Education and Certification” for more information, or contact our VP Education, Bev Dwane at bev@bevdwane.com



JOAN BACHMEIER, AICI
VP of Education Toronto Canada
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BEAUTY CONCEALED – BEAUTY REVEALED

BODY IMAGE – AN ILLUSION?

More than ever before, people are seeking perfection in the way they look and feel. They turn to the media for fashion trends and health and fitness information, but end up being brainwashed by a magnitude of false advertising that creates an illusion of what is normal and acceptable. People begin to adopt these falsehoods, leading to a state where they cannot accept simple truth, and with the potential to develop a variety of illnesses such as depression, anorexia nervosa, bulimia nervosa, and life-long anxieties.

The reality is that people have unique bodies – no two are alike, their composition being genetic. Indeed, body image is a life process of learning about inner and outer beauty and how people can achieve their ultimate happiness and success by optimizing their potential in life.

IS EDUCATION THE SOLUTION TO A BEAUTIFUL AND HEALTHY BODY?

Media psychology glorifies beauty through advertising and leaves little space for body image education. Learning about the self is the most rewarding experience in life – a sure way to success. Indeed, achieving a total balance in life calls for the espousal of mind, body, and spirit, and when body harmony is achieved, one can reach self-fulfillment in life.

Image consultants are no different from social workers or psychologists, striving to educate and elevate people’s confidence and self-esteem by teaching body image strategies in appearance, behaviour, and communication.

BODY IMAGE – YOUR PERSONAL WEBSITE

In today’s integrated consumerist world, people are looked upon as commodities. Since our image communicates our personality, education, social and economic status, our image is the most powerful message of all, and because of this, we are our best marketing tool! To reach ultimate success in life, we must prepare and market ourselves the best way we can.

In all things, success depends upon preparation, and without such preparation, there is sure to be failure. – Confucius

Cristina Di Vincenzo

MEMBER SPOTLIGHT

Catherine Bell AICI CIP featured in a two-page **Globe & Mail** article about recent university graduates using image consultants for a competitive edge in Trading Blue Jeans for Pencil Skirts, July 11, and the same day in **The Globe's** RCMP Appointment Signals 'big changes': PM says, commenting on whether William Elliott – not a member of the force - should wear the red serge dress uniform when sworn in as the new RCMP commissioner. Catherine interviewed about bachelor makeovers in **The Globe & Mail's** So You Think You Can Date? on July 19, 2007, and was asked to write an Image Q & A column for Esteem, Canada's No# 1 Magazine for Professional Women, where the importance of image for entrepreneurs was addressed in the Fall 2007 issue.

Joanne Blake AICI CIP appeared on **City TV** on August 1, discussing building business relationships over lunch. Joanne featured in Making Your Mark in the First 30 Days, Aug. 22nd, in **The Edmonton Journal's** Career section, and interviewed on ACCESS Television's Help TV: "Creating Positive Impressions", discussing image strategies for starting and building your career, Sept. 17, 2007.

Karen Brunger AICI CIP interviewed for **B Magazine** in Surviving the Swimwear Dilemma, July 1, and discussed the image of the RCMP Commissioner July 11, 2007 in **The Globe & Mail**. She featured in From Casual to Glamour in **B Magazine** August 1, quoted in How to Handle People at the Office August 15 in **The Globe & Mail**, and discussed how to shop for fall 2007 on **Newstalk Radio Saskatchewan** August 21, 2007. Finally, Karen featured in **B Magazine's** fall-winter 2007 preview edition, September 1, 2007.

Leah Murrigan discussed BLOC MP Monique Guay's image (a woman for a change) in **The Hill Times** Sept. 3, 2007. The same day, she quoted in **The Globe & Mail** about dressing well at work in Follow the Style Leader. Leah interviewed about Utilikilts with the **Ottawa Sun**, Sept. 4 and discussed custom suits with **Profit Magazine**, September 18, 2007. September 24, 2007, Leah talked pockets in **The Globe & Mail's** Gents, it's Time to go on Pocket Watch. October 16, Leah went live at noon on CFRB to comment on our political leaders' images.

Anne Sowden AICI CIP was an in-studio guest discussing back to school/work fashions on the Christina Cherneskey Show, CFRB Newstalk 1010, August 19, and quoted in **The Globe and Mail** about tattoos August 27. Over September 20 and 21st, 2007, Anne interviewed about provincial political leaders' images on CFRB Newstalk 1010, CFTO News at Noon, CFTO News, and appeared with Ann Rohmer on City Online.

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Amy Casson ~ Polished Image, London, Ontario

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Angèle Desgagné, AICI CIP est la seule imagiste-conseil canadienne ayant obtenue son accréditation et titre de membre professionnel (CIP) de l'Association of Image Consultants International à offrir des formations d'imagiste-conseil en français et en anglais au Canada.

“Angèle a su me montrer tout ce que j'avais besoin de savoir pour démarrer avec succès mon entreprise en gestion de l'image.”

Amy Casson ~ Polished Image, London, Ontario

For program & registration information, please contact Angèle:

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Body Image

It's all perception. At just over 5', I don't think of myself as short. I prefer to think of myself as "not tall". I'm also small-boned, so I'm told I'm really tiny but again, I don't think of myself that way. I grew up in a short family so I was considered average height, and that's how I think of myself. It's only when I buy clothes or have to stand on a stool to reach the top shelf, that I am reminded that I am short... or is everyone else tall?

Since I usually wear high heels, most people assume I'm taller than I am. I once worked in a small architectural firm. We had a co-op student with us for a few months. Very often he and I were the only ones in the office and we became friends.

I remember saying to him one day, "I'd love to be 4 inches taller." He looked at me completely puzzled and asked, "Why would you want to be 5'8?" I was equally puzzled and asked him how tall he thought I was. "About 5'4." I stood next to him, took off my shoes and heard him ask, "how long have you been that short?"

It's a good thing we had made friends by then.

Anne Sowden AICI CIP

DOWN IN THE VALLEY OF THE JOLLY GREEN GIANT

Had my mother stayed in Ireland and bore me there, my 5'2" stature would have been average, but I was born in Canada and sometimes my height – or lack thereof, was something of an issue.

During high school for example, my best friend stood long and lanky at 6'1. People referred to us as the Jolly Green Giant and the Little Green Sprout. We were an ill-matched pair: she, the beauty, a statuesque young woman who would later become a model, and me, her "cute", little, short-waisted, assertive, brains-of-the-operation sidekick. I knew I had personality, people liked me; I made them laugh. But a secret bitterness lurked beneath my character for being "cheated" out of beauty and a taller frame. Though I liked myself, I felt overlooked and insignificant, and with the fellas, I sometimes I felt like the consolation prize.

Around 1984, accusations flew that I was affected by the Napoleonic Complex, a term coined by neo-Freudian psychologist, Alfred Adler, who theorized that Napoleon Bonaparte's small stature resulted in an inferiority complex that was compensated for by European domination. Napoleonic or not, I was smaller than most, and I did demand attention.

I started my menswear career immediately after high school, earning my own money and buying a lot of clothes. At the time, I could not figure out why

women's off-the-rack clothing didn't fit me properly. Hems dragged on the floor, waistbands sat half-way up my back, shirts and sleeves far too long, and although easy enough to fix in the 80s with Velcro shoulder pads, bodice bust points were too low because the shoulder was too high; I looked like I was dressing up in play clothes. With a little experimentation, I found that men's clothes fit me

better, so I wore those instead: trousers, for example, fit me better in the rise, even if I had to take the waist taken in several inches – at least they sat on my waist.

Perhaps denial kept me from admitting that I was petite (and therefore *special or bona fide different*), and the obvious solution to my clothing woes was petite clothing. But petite clothing was conservative and I wasn't, and I found it ironic that petite clothes cost more, even though less material is used. I grumbled about it, stuck to menswear or made my own clothes, and held out for a growth spurt that never came.

I was well into my 20s before a stranger responded positively to my complaint about being short. "Be proud of who you are," he said, "there is no one else like you." It sunk in. It's still there. I spread this gospel to my image clients and during my workshops, in my efforts to bring a positive perspective to those who can't see past what other people see and expect of them. Personally, I see what I want to see, and I see that my 62 inches stands 10 feet tall!

Leah Morigan



THE TALL REDHEAD

“She’s the tall redhead, you can’t miss her!” My identity began and ended with my physical presence – ugh! How I hated being known as “the tall redhead”.

I was always in the back row with the boys on picture day, and I was the kid that had to live up to higher expectations, because being tall meant that I looked older than I was and people expected me to behave the age I presented. I hated being tall, continuously overcompensating for what I felt were my shortcomings (no pun intended). I was the poster child for low self esteem, filled with feelings of embarrassment or inadequacy.

During high school, I have mostly fond memories of dating, but my boyfriends were always shorter or the same height as me and I was a girl who loved her heels! So what was I to do? Find a really cute tall guy and that’s exactly what I did. When my gorgeous 6’4 husband entered my life in grade 11, I was free to focus on the really important stuff, like why I could never find clothes to fit my body: pants were never long enough, I had to roll up the sleeves of every blouse or jacket I wore so the sleeves that were 2” too short wouldn’t be so obvious. Shoe shopping was equally problematic because most stores only carried up to size 10 and wouldn’t you know it, I wore a 10 1/2 I have spent so much time walking around with aching feet from ill-fitting shoes, that now whenever I see shoes in my size I almost have a breakdown!

With so much trouble shopping for clothes over the years, I’ve spent a lot of time trying to figure out who the heck the designers have in mind when making clothes, then one day it dawned on me: they are making these clothes for normal people! And my goodness, I’m not “normal”, so why was I looking in shops that carried clothing for average sized-people?

I realized that there were stores out there that cater to people just like me, but alas, this is not the happy ending you were expecting – up pop a new crop of problems with “Tall Girl” shops. Although their clothes fit better than “average” stores, I find that pants and sleeve lengths are now too long, and shoes do not always come in half sizes. Oh poor me, will I ever be saved? One day my mother gave me a suggestion: “just bring your pants to the tailor and he can shorten them for you”. Whoaaaaaa! What did she say? A magical tailor can do this?

My clothing problems were solved!

Now for the happy ending: there isn’t a clothing challenge in the world that an alterationist or shoe repair shop can’t resolve, I am comfortable not living in an off-the-rack kind of world, I no longer lament my height because that would change who I am, and the best part of all, I’ve grown quite fond of being the “tall redhead”.

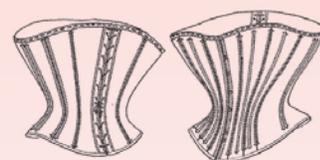
Linda Irwin—Black AICI

On the hunt for hard-to-find women’s shoe sizes? Divna caters to confident, fashionable women who fit sizes 9 – 13. Check it out: www.divna.com

Corset



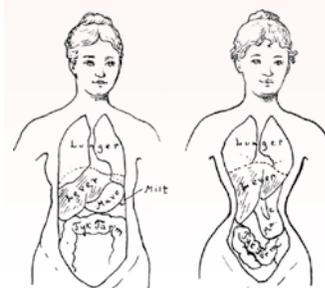
To achieve the look of a **Gibson girl**, created by magazine illustrator, Dana Gibson, women wore **corsets** to create the dramatic hourglass figure.



Unfortunately, **corsets** crushed the inner organs and left a lady short of breath. Women were constantly in corsets, wearing day corsets, sleeping corsets, and special pregnancy corsets!



The Victorian illustration below shows the physical results of a corset:



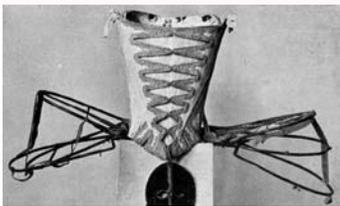
COACHING TIPS FOR IMAGE CONSULTANTS

If you want to help your clients move forward in their learning and their success, try being more “coach-like”. Here are three key skills I use with my clients in my executive coaching practise that you might find helpful.



Pannier

Fashions of the 18th century demanded courtly women to have strong backs and constitutions. Not only did they dress in several layers of petticoats, underskirts, and overskirts in heavy velvets, brocades, silks, and lace, plus gobs of ribbon and fancy trim, they wore a pannier (pan-yay), a metal rack worn on the waist that blew their skirts out several feet to either side. Marie Antoinette was rather fond of the pannier silhouette, and interestingly, all doors in Versailles are French Doors, perhaps to accommodate Marie’s skirts...



REALLY LISTEN

When you really listen to another person, without interruption, without judgment and with a sincere interest in what they have to say, you are offering a rare gift. Think about it. How often are you really listened to? How good does it feel when it happens? By listening, you allow your client to articulate their thoughts and feelings, often bringing clarity to whatever issue is on the table.

Deep listening occurs when you listen for more than just the words or content. Try to notice the tone of voice, the facial expression, the body language and the energy level of the speaker. All of these aspects can give you valuable information. How can you let your clients know you’re really listening? Make and sustain eye contact. Repeat back something they’ve said using their exact words. (“So what you’re saying is you want to appear more successful. Is that right?”) Apologize if you’re distracted and miss something. (“Sorry Jan, I missed that last part about grooming.”) Allow silences to occur after they’ve finished a thought.

ASK POWERFUL QUESTIONS

Asking a powerful question can be a lot more effective than telling a client what to do. When you ask your clients powerful questions, you’re inviting them to think for themselves, to tap into the resourceful and creative parts of themselves. You allow them to come up with their own solutions and to make more meaningful contributions to their own learning and their goals. People are more likely to support what they create.

So what is a powerful question? After I’ve heard a client briefly describe an issue, one of the most effective questions

is, “What are you wanting here?” Once you’ve helped them gain more clarity about what they want, another powerful question is, “What are some ways you could you go about making that happen?”

If a client is not accustomed to thinking for him or herself, you might get the response, “I don’t know.” Resist giving them an answer. Invite them to think about it. Or offer to work with them on some answers. (“Would you like to brainstorm this together? I’ll throw out an idea, and then you can suggest one.”)

The most powerful questions are open-ended, meaning that they can’t be answered with a “yes” or “no”. These questions usually start with “who” (“Who would you need to support you in taking that step?”), “what” (“What would you have if you reached that goal?”), “where” (“Where would you look for an answer?”) or “how” (“How will it serve you to do things differently?”). It’s best to avoid “why” questions as they tend to have a tone of judgment to them (“Why did you do it that way?”). Instead, you could ask, “Could you tell me more about your approach on this?”

ACKNOWLEDGE OFTEN

In order to understand what it means to truly acknowledge another person, it’s important to understand how an acknowledgement is different from a compliment. For example, a typical compliment might be, “You look great.” Or “You’ve really enhanced your wardrobe over the past few weeks.” This puts the focus on what the person did – their actual accomplishments. On the other hand, an acknowledgement speaks directly to who they are. It communicates heart to heart. For example, “Jason, I

want to acknowledge your hard work and the commitment you made to changing your image.” Or in another situation you might say, “Sarah, I was really impressed when you told me that one of my ideas doesn’t work for you. That took a lot of confidence.” It’s good to compliment a client for their accomplishments and it’s even better to acknowledge their character strengths. When you do, they feel noticed and appreciated in a deeper more lasting way. It takes courage and generosity to acknowledge people, and when you do you’ll experience that wonderful feeling of having given someone a priceless gift.

By being more coach-like you can bring out the best in your clients. The coach approach includes listening without interrupting, asking powerful questions, and acknowledging people for their strengths. The result? You’ll have clients who are even more strongly motivated to make meaningful improvements in their images and in their lives.

Bruce Harrott, Executive Coach

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AICI TORONTO CHAPTER EVENT SCHEDULE 2007-2008

DATE & TIME	ACTIVITY	TOPICS & SPEAKERS	COST	LOCATION
Monday November 19, 2007 6 – 9 PM	Education Event Networking at 6 PM, event at 7 PM	Social Skills or Spills Joan Bachmeier <i>What message are you sending with your manners?</i>	M -\$50 IS -\$55 NM -\$60 D -\$65	George Brown College Casa Loma Campus 160 Kendal Avenue, Toronto Kendal and Davenport Bell Center Room # C426
Saturday December 8, 2007 Mark it off in your calendars!	Holiday Event 6:30 PM-Mingle 7:00 PM-Dinner	Mingle to the holiday jingle! Dinner & Dancing! <i>Invite your friends and family to meet your AICI Family</i>	\$45 each \$80 for 2	Remy's 115 Yorkville Avenue 416-968-9429
Monday January 21, 2008 6 – 8 PM	General Event Networking at 6 PM, event at 6:30 PM	Topic title TBA Paul Walker Personal Trainer <i>Give you clients the simple basics to start!</i>	M -\$35 IS -\$40 NM -\$45 D -\$50	The Rosewater Supper Club 19 Toronto Street 416-214-5888

To RSVP and/or directions: savka@sympatico.ca **M** = Member, **NM** = Non-Member, **IS** = Image Student, **D** = At the Door

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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.



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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Editor

Leah Morrigan 416-960-8234

Creative Direction & Layout

Côté Design 416-703-7936

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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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

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1/4 page	\$ 95	\$ 195
1/2 page	\$ 165	\$ 265
1/2 page	\$ 250	\$ 350

(outside back cover)

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CHANGE OF ADDRESS

Please contact
Shelley Brown,
VP Memberships
Phone: 250-388-4320
info@stylefilesystem.com