

# Inside Image

Summer 2007 Volume 6 Issue 4

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**Daniela Mastragostino**

*Conference was such a breath of fresh air for me – it was a pleasure to connect with so many members from all over Canada and members of our global industry. I met members from India, Australia, England, and China, and learned that international members face similar issues as Canadian members, i.e. what do you do if you cannot locate garments needed for clients, how to market ourselves as image consultants, NOT stylists, and dos and taboos of international etiquette when working abroad.*

Minneapolis is a quiet and friendly town that houses the statue of Mary Tyler Moore throwing her hat into the air – from her sitcom with the theme song proclaiming, “you’re gonna make it after all”. This theme song inspires me as I reflect on conference thanks to the hard work of the international board. They organized meetings to clarify each



**Leah Morrigan**

*Inside Image*

# PRESIDENT'S MESSAGE

## WELCOME BACK FROM CONFERENCE!

board position within a chapter and it answered so many questions. I was excited to come back and share this information with my exceptional board that always grows along with me.

Next year's conference is May 15-19<sup>th</sup> in Tampa Bay, Florida. Our very own Carol Robichaud is VP Conference and welcomes your thoughts and comments for 2008. Attend as many conference meetings as you can and get involved on the volunteer committees – you'll meet so many wonderful people and gain some points for CIP as well!

I wish all of you a wonderful summer until we meet again,

*Daniela Mastragostino*  
*Chapter President AICI Canada/  
Toronto*

**Nové Image Consulting**

*PS – We now have close to 1000 members worldwide!*

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## EDITOR'S MESSAGE

Hello all and welcome to another great *Inside Image* edition – from etiquette to eyelashes, AICI Canada can't lose with so many expert articles to educate the masses! We have recently changed our advertising policy to reach out to national and international audiences to take out ads in our far-reaching periodical, available in print and forevermore on the AICI Canada website. Please note our new advertising pricing table on page 8 and consider advertising your business in *Inside Image*.

***Best wishes for a great summer!***

*Leah Morrigan*  
*Editor, Inside Image*

***Leah Morrigan Image Consulting for Men***



## CLEAR AS A BELL PRINCESS PROTOCOL

In June, I was thrilled to host a table at a special High Tea honoring Britain's Princess Royal. Unlike President Bush who winked at Her Royal Majesty Queen Elizabeth, and Mickey Rooney who kissed her hand during a recent visit to the USA, I didn't want to encounter icy looks from the Princess Royal for any faux pas on my part.

Being late for tea would not be tolerated. Guests were seated 30 minutes before the Princess Royal's arrival and once she entered, no one was allowed to leave. We stood for the announcement of her arrival and her introduction.

The Princess went from table to table, and when she approached ours, all able-bodied people rose, and we curtsayed or bowed. If gentleman chose to bow, he was to use a neck bow (a nod of the head only) so that his head did not go lower than the shoulders of the Princess Royal. Introductions at the table were made and then we offered her a seat – some attendees were people with disabilities who couldn't stand and we wanted HRH to be at their level. She accepted the seat and we all sat down; had she refused the seat, we would still have sat down.

I began the table introductions: "Your Royal Highness (not Princess Anne), I am Catherine Bell," and explained how I got to be there before introducing the others in the same manner. As our conversations progressed, we were to address her as "Ma'am" and as she departed, once again as "Your Royal Highness."

We were not to extend our hand in greeting to the Princess, but wait for her to initiate such physical contact. To our delight, a gloved hand was readily extended as a sign that we could lightly shake hands. If the handshake was too firm or long, the Princess Royal would quickly pull her hand back. Her Royal Highness asked questions of each person at our table, bringing up the information given to her during the introductions, and concentrating fully on the person with whom she was speaking.

The Princess Royal is reputed to be the hardest working member of the British Royal family. Attending over 600 events last year alone, she has a wonderful ability to put people completely at ease, something we should all strive for when meeting people for the first time.

*Catherine Bell AICI, CIP*  
**Prime Impressions**



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# 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.

par Angèle Desgagné, AICI CIP  
**Imagélite International**

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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 services et formations en **français, en anglais ou bilingues au Canada.**

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# LASH KNOW-HOW

*False eye lashes are a fun and exciting way to enhance your nighttime look. Three types of false lashes on the market create different looks: full strip, half strip, and singles. Full strips look best on a large lid as they create a very dramatic look, caution: if there is no drama in your personality, opt for half strips. Half strips create a strong wing-effect like Marilyn Monroe's eyes: not too dramatic and in-your-face, but makes eyes appear wider. Single lashes are used to fill in little gaps where no or very few lashes can be seen, but these can be tedious to work with. Note – make-up should balance with the length and dramatic effect of the false lashes, otherwise they look too heavy for the eye.*



## **FOLLOW THE STEPS BELOW AND YOU'LL BE ON YOUR WAY TO EXPERT EYES:**

### **PREPARATION:**

- eye lash-specific glue from MAC, QUO or Ardene
- a pair of tweezers
- steady hand

### **PROCEDURE:**

- with a closed eye, measure the eyelashes to make sure that the strip fits the full length of your eye; trim excess length
- dab a dime-sized amount of glue onto the back of your hand

- using the tweezers, pick up the eye lashes very carefully
- dip the strip into the glue
- using both hands, grab the lashes and place them as close to your lash line as possible – there should be no obvious difference between your lash line and the strip of the fake lashes
- Leave your eyes closed for a couple of seconds to allow the glue to settle in
- Make adjustments as needed

Voila, a new set of lashes in minutes!

*Daniela Mastragostino, AICI*  
**Nové Image Consulting**

## **PERSONAL STYLE**

Style, the expression our inner personalities and physical attributes. Personal style is as unique as our signature and is the magic that sets us apart from the crowd. Style is different from the image we choose to present to the world and it is hard to pin down – so much so that many never visually express their full potential.

Can it be labeled? Is style exclusively sporty or classic, romantic or dramatic? Not necessarily – we all have occasion to be sporty, classic, romantic or dramatic. For some, sporty will be jeans and a crisp white shirt, for others, khakis and a cozy sweater; romantic can be flowing and flowery, and could also be sleek and sexy.

Personal style is a total package – clothing that reflects lifestyle, uncompromised fit, fabric, flattering proportions, up-to-date colours, make-up, and hair-styles. Personal style should capture the mood of fashion, revealing an attitude of confidence, poise, and in our profession – expertise. As the saying goes, “don’t leave home without it!”

*Shelley Brown, AICI*  
**The Style File™**  
**Image Consulting System**

# WHAT'S HOT IN THE FIRE!

*Have you ever wanted to fire a client but were afraid to do so out of fear for your reputation, fear of making an enemy, and most of all, fear of doing the deed? I recently had this experience and would like to share how I maneuvered through **the fire!***

The work with this particular client started out well enough, but things took a bad turn when she began to resist my working process. I hoped things would get better and continued to persevere despite more red flags, but one day she gave me an ultimatum: she told me she absolutely would not make certain changes, but insisted that I continue to work with her. I had a decision to make and lost sleep over it.

I often ask clients to do things that may be difficult or uncomfortable for them, and I wondered if I could do the same thing for myself. It was my responsibility to take care of me, my brand, my business, and the integrity of our profession. In standing up for

myself and my process, I was empowered and created the movement to act and finally fire the client. The most difficult part was finding the words to say so and to let go of my fears, albeit what she might say about me professionally.

Through this experience and many consultations with some friends and AICI colleagues, I have gained new experience and re-gained a sense of strength and commitment in my process and my business. Taking care of our clients has a lot to do with taking care of ourselves first!

*Michelle Horne, AICI*  
**Putting It Together Image Consulting**



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- Nyla Ibrahim, Pakistan & Canada

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# THE BUSINESS OF ETIQUETTE

*Mastering business etiquette gives us the means and confidence to build successful business relationships. In the past, social etiquette has always deferred to women, but the workplace has undergone a quiet revolution.*

## THE NEW ETIQUETTE

Now business etiquette is based on the understanding that men and women are treated as equal colleagues in the workplace. Here are some things that women need to be aware of to come across as polished professionals when hosting clients:

## RISING TO THE OCCASION

Historically, a man would rise to greet while a woman remained seated when hosting visitors. Today, proper business etiquette advises both men and women to rise as a sign of respect. Visitors should be escorted through the office both to and from their appointments. Escorting means lead them and allow them to follow.

## AFTER YOU

When going through doors, business etiquette dictates that whoever reaches the door first opens it for others. However some men are more comfortable using social manners in business situations. A smart businesswoman graciously accepts either type of etiquette.

## BUSINESS DINING – WHO ORDERS FIRST?

Restaurant servers tend to use social etiquette. As a female host, if a server asks for your order first, simply defer to your guest and say, ‘what will you have?’

## INTRODUCING CLIENTS

When hosting clients and introducing them to members of your organization, remember the client is highest in the business hierarchy (without him/her there is no business). As such, the client, regardless of gender, is always addressed first and your colleagues are introduced to them.

## THE BENEFITS

Remember that all successful business is about relationships – treating everyone with equal respect. A positive corporate culture and brand emerges when everyone within an organization exhibits these skills consistently.

*Joanne Blake, AICI, CIP*  
**Style For Success**



# CANADA'S MOST PROFESSIONAL MPs

**You have all the characteristics of a popular politician:  
a horrible voice, bad breeding, and a vulgar manner.**

**Aristophanes** – Greek comic dramatist, 424 B.C.

*Times have changed. Modern politicians must be aware of their professional image to portray confidence and approachability through body language, appropriate, current, and consistent appearance, web and media presence and accessibility, and constituency representation. Anne Sowden, AICI's immediate Past President and body language expert considers the women, and Canada's men's specialist and AICI colleague, Leah Morrigan contemplates the men of the House of Commons to reveal Canada's Most Professional MPs!*

**Anne Sowden** bestows the “good grooming” award to **Bloc MP, Paul Brunelle** (*Trois Rivières, PQ*). “She always looks impeccable – perfectly coiffed hair, subtle makeup, and beautifully manicured nails all say this is one classy lady.” **Conservative MP, Betty Hinton** is committed to her Kamloops, Thompson, Cariboo, B.C. constituents: in each photo of her extensive website, she is genuinely engaged and interested visiting the local county fair or dressed in full body armour for a Canadian forces training exercise! Sowden sums up **Liberal MP, Maria Minna** (*Beaches – East York, ON*) as “friendly and approachable: her natural smile, coupled with soft clothing lines says she is a warm, caring person who is genuinely interested in her constituents. When Maria smiles, you can't help but be drawn to her.” **NDP MP, Peggy Nash** (*Parkdale – High Park, ON*) is always in clothing suitable to her colouring and appropriate for the occasion, making her appear more approachable and professional. “Peggy can pull off the orange and lime green of her party because she has the flair to look like she belongs.”

**Leah Morrigan** calls **Bloc MP, Yves Lessard** a well-dressed gent, sporting a neat, well-groomed beard, and choosing soft neutral colours. “Yves’ body language gives an authentic presence; he smiles genuinely and takes true interest in his constituents of Chambly-Borduas.” Rural and urban Ontario is beautifully represented by **Conservative MP Harold Albrecht** (*Kitchener – Conestoga*). As seen on his website, diastema-blessed Harold is unshakably relaxed in both a business suit and in coveralls on the farm.

**Liberal MP, Derek Lee** (*Scarborough – Rouge River, ON*), edges out **Scott Brison**, already named best-dressed MP for the second year running in *The Hill Times* annual best-dressed poll. Derek's website contains dozens of photo collections from constituency events, making him appear warmer and more available to voters. “Familiarity, in this case, does not breed contempt, but the mere exposure effect,” Morrigan explains, “the more we are exposed to a person, the more we tend to like them.” **NDP MP, Peter Julian** (*Burnaby – New Westminster, B.C.*) “consistently appears comfortable and quietly confident, using low-key hand movements to illustrate his points, and has an answer to every question,” says Morrigan, “Peter experiments with colour in his wardrobe, and his choices balance his light colouring.”

Image professionals understand that in politics, image is everything. Political economist, **Harold Chorney** concurs, recognizing its impact on voters: “Image is very powerful. At least 25 per cent [of the electorate] judges on this basis. It makes a huge difference.”

## MEMBER SPOTLIGHT

*Leah Morrigan* colour analyzed Ken Kostick and discussed it with her and Mary-Jo Eustache (of *What's For Dinner?* fame) on **PROUD FM**, the world's only commercial Lesbian, Gay, Bi-sexual and Transgender radio station, June 5, 2007. She also commented on Canadian MPs wearing pink in support of the *30 Hours of Tough* campaign for breast cancer research in Parliament Hill's *The Hill Times*, July 16, 2007.

*Neil Pedder* discussed menswear, men's trends, branding, and etiquette on **CKDO AM** radio's Small Business Big Ideas Show with David Cohen on Father's Day, June 17, 2007.

*Anne Sowden*, AICI CIP was quoted in the **Globe and Mail**, Report on Business Weekend, May 19, 2007 in *You're at work, not the beach. Dress accordingly*. Anne was a studio guest on The Christina Cherneskey Show, **CFRB Newstalk 1010** on May 6, 2007, discussing the importance of dress and answered listeners' questions about appropriate attire in the workplace.

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*Shelley Brown,*  
VP Membership

### 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

### 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 Leah Morrigan at 416-960-8234

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