

Inside Image

Spring 2006 **Rebirth** Volume 5 Issue 2



Table of Contents

President's Message	
Editor's Message	2
Communicating Success	3
AICI Members Spotlight	4
Clear as a Bell	5
Code of Ethics and Ethics Procedures	6
Spring Make-Up Trends	7

Rebirth



Anne Sowden

PRESIDENT'S MESSAGE

Spring is my favourite time of year. I love to watch things sprout and turn green; everything is new and fresh! As everything is reborn in the spring, we help our clients with their renewal process: we purge their closets, help them with new clothing, hair, makeup, and shoes; we help them communicate more effectively; we help them present themselves better; we do it all!

As image consultants are always working for other people, why don't we take a turn this season: try wearing a new hairstyle, sport new glasses, develop a new business idea, take a course, learn a new way of communicating, or maybe do a complete transformation! Do something for

yourself and hire an image consultant – you'll look great, you'll feel great, and you'll feel reborn – I know I will.

By now, you should have received the brochure for the conference in Las Vegas. It is a major expense – especially when you are starting out – but it is worth every (American) penny. You'll have the chance to learn from industry leaders and network with image consultants from around the world. It really is the one event each year you don't want to miss. See you all in Las Vegas, May 4 – 8!

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



Leah Morigan

EDITOR'S MESSAGE

As a costume designer, I interpret characters through dramatic text. As an image consultant, I consider my client's lives as plays, ripe for reading and sweet with detail. Our plays have changed over the recent seasons, and everyone has had a whole year of new experiences and reactions: it is spring and the time for reinvention.

I do hope you all find the time to reinterpret yourself this season, realizing the new depth of your character. Don't forget to treat yourself to fresh flowers and fruits.

Here's to spring's longer days.

*Leah Morigan
Inside Image Editor*

MEMBERSHIP REPORT

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants International, Toronto / Canada chapter:

*Dawn Bolduc
Perceptions Image Consultants*

*Katherine Chandler
Margaret Fothergill*

*Marjorie Kelly
Changing Moods*

*David Martin
Perceptions Image Consultants*

Hiromi Mikawa

*Daniela Mastragostino
Nové Image Consulting
Toronto, ON*

COMMUNICATING SUCCESS: POWER IN THE BLINK OF AN EYE

Imagine attending a business function and seeing two executives in almost identical suits: one creates the impression of success, credibility, and power, while the other somehow misses the mark... what causes these opposing impressions?

Blink

Malcolm Gladstone's *Blink* explores rapid cognition and the validity of judgements and first impressions in the blink of an eye. We perceive the executives and in nanoseconds, our subconscious tallies up the details to either the successful or unsuccessful side of a mental ledger. To be perceived as savvy, successful businesspeople, we should consider the elements shaping this phenomenon.

Fit for a king or queen

The differences are subtle: one executive suit has been altered for a better fit. Well-fitting garments that fit with ease look richer and make the wearer appear more successful than those that are too snug. Clothing should just skim the body and not create any horizontal crease lines. Although sleeve length is determined in part by personal taste, the sleeve should end just below where the fleshy part of the thumb meets the wrist.

Out of proportion

Our subconscious notes and evaluates proportion: a polished executive wears a jacket in correct proportion. Women, 5'4" and under, should select petite-proportioned clothing. Men should generally wear their jacket long enough to cover the curvature of the buttocks. This is especially important for people that have short legs in relation to their torso.

White collar

The successful executive shows some shirt cuff at the wrist and the collar balances the face. The face is the focal point, the centre of communication, and the collar leads the eye to the face. The collar should balance the length and width of the face. A longer, pointed collar for men or a V-neck collar for women will lengthen a face, whereas a spread collar or a square neckline will counterbalance a narrow face. If the collar is out of balance it will throw off the overall impression.

Polish adds polish

Successful details pay off: polished shoes and a well-pressed and well-maintained outfit always scores high marks.

Accessories complete the look

If accessories subconsciously fit in with the look of the garment, the enhancement is on the success side of the ledger. Rich-looking and current leather goods, shoes, bags, belts, jewelry, ties, eyewear, even makeup and hairstyle are part of accessorising. Here less is more, quality versus quantity with not too much bling.

ROI

Think of your clothing as your investment portfolio. Your suiting should be as classic as your blue chip picks. Think of your accessories as growth stocks. Your clothing is an investment in your success, which can payoff in the blink of an eye.



*Joanne Blake,
Western Canada*

Joanne Blake and Terry Pithers

AICI MEMBERS SPOTLIGHT

1. *Angèle Desgagné, AICI CIP*, was nominated for the prestigious “Entrepreneur of the Year” for the 2005 Oakville Awards for Business Excellence, presented jointly by the Rotary Club of Oakville West and the Oakville Chamber of Commerce.
2. *Anne Sowden, AICI CIP*, featured in the *Ottawa Citizen*, twice in *The National Post*, appeared on CTV News, CTV Newsnet, City TV/CP 24, Global News, Radio Canada International, CJAD Montreal, 940 Newstalk Radio, Montreal, and twice on Newstalk 1010 CFRB regarding party leaders’ images during the election. She commented on the body language of the stars for ET Canada and the Weekly Scoop. Most recently, Anne discussed Avril Lavigne’s new look in the *Ottawa Citizen*.
3. *Carol Robichaud, FACC, AICI, CIP*, featured in “Political Image Crippling Moments” for the Canadian Press and the *Ottawa Citizen* in January, “Canadians Anticipate a Close Shave / Some Voters look at the face instead of the facts” on Canwest Global in Edmonton, Kingston, and Kamloops, also in January. Carol discussed the reinvention of Santa’s image in the *Hamilton Spectator* in December, and *Michelle Jean*’s regal image in the *Ottawa Citizen* in October. On February 23, Carol appeared with the client she prepared for TV Omni / Hong Kong connection, and the same day featured in *Red Tag Special’s Magazine* in “Great Services to cater to you at your home”, discussing image consulting and AICI designations.
4. *Mihaela Ciocan, ImagePro* Image Consulting Inc. interviewed before the first federal debate for Vancouver’s CKWX 1130 News, and discussed how party leaders could build credibility and a professional image through appearance and non-verbal communication, and featured in Vancouver’s *24 Hours* newspaper, December 15, commenting on what party leaders’ presence communicates before they speak.
5. *Rebecca Chu-Rapovski, AICI, CIP*, featured in her own hour-long, nationally broadcast program highlighting her image business, February 9, 2006, in a Fairchild Television Broadcast in Toronto. During this Chinese program, Rebecca promoted AICI by mentioning her certification and membership to the association.
6. *Sarah Collins* of Sarah Collins Image Consulting, appeared in *MacLean’s* 2005 wrap-up edition featuring her make-over work on five lucky employees for the Mac’s annual holiday party in “Christmas Miracle at Mac’s”.
7. *Teresa McCarthy, AICI*, appeared in the *Ottawa Citizen*’s IN STYLE section on December 3, 2005, discussing Fashion Fit Formula. The piece has increased Teresa’s business and her excitement for the **REBIRTH** for many clients’ wardrobes.
8. *Wendy Buchanan, Perceptions* Eyewear Inc., appeared in “‘Eyeglass Lady’ offers the right look from mobile boutique” in The Mississauga News, Nov. 12, 2005.

CLEAR AS A BELL

TIP THE SCALES IN YOUR FAVOUR

A woman worked out at her local gym regularly during her pregnancy. One day, someone beside her said: "You look like you're fighting a losing battle." The woman retaliated, "At least when I'm finished, I'll have something to show for it!"

Something happens at the gym that robs us of our civility. As the layers of camouflaging clothing are removed and we expose more than what may be comfortable, we also seem to lose our concern for others. Maybe we see gym time as *our* time; thoughts of politeness far from our minds. As image professionals, we are always "on", so when working out, keep these pointers in mind:

- Don't save a machine by draping your towel over it or sit daydreaming on one. Others could be on and off the machine by the time it takes you to come back to earth, or finish your warm up.
- Don't monopolize the stretch-out area in front of the full-length mirror, admiring your workout results.
- Grunting and groaning may make you feel better, but these pre-historic sounds invade other people's tranquil space. Minimize it.
- If your favourite soap or sport is on the TV above your machine, don't become so captivated that you grind to a halt. Reading, daydreaming, or talking on your cell phone can also result in similar inactivity, increasing the blood pressure in those waiting for the machines!

- Don't move the free weights to another part of the gym where another patron is unlikely to find them.
- Wipe your machine when you're finished. L'eau du corps is not a scent that appeals to everyone, and wearing other people's perspiration before you've worked up your own is never comfortable.

You never know when civility in the gym will tip the scales in your favour!

Catherine Bell, AICI, CIP



Catherine Bell, AICI, CIP, owner of Prime Impressions and author of Managing Your Image Potential: Creating Good Impressions in Business.
www.prime-impressions.com

imagélite internationale

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?

French, English or Bilingual Certification Training Programs

- ❖ Image Management
- ❖ Colour Analysis
- ❖ Etiquette and Civilities for Today
- ❖ Outfitting your image consulting business for success
- ❖ Personal grooming

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 **French, English or Bilingual in Canada.**

For program and registration information, please contact Angèle



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?

Programmes de formations professionnelles en français, en anglais ou bilingues

- ❖ Gestion de l'image
- ❖ Analyse des Couleurs
- ❖ Étiquette : conventions et bonnes manières actuelles
- ❖ Comment outiller votre entreprise pour un bon démarrage
- ❖ Soins personnels

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.**

Pour de plus amples renseignements, veuillez contacter :

t. 905-469-1889 c. 905-601-5929
angele@imageliteinternational.com

Visit our website

Toronto chapter
www.aicicanada.com

International
www.aici.org

www.imageliteinternational.com

Board of Directors 2005 – 2006

President

Anne Sowden AICI, CIP
Here's Looking at You
info@hereslookingatyou.ca

Secretary/Treasurer

Nyla Ibrahim
Professional Edge Image
Consulting
nyla@professionaledge-
image.com

VP Programs

Zayna Mosam
Zayna Mosam Image
Consulting
zayna@zmimage.com

VP Membership

Daniela Mastragostino
NOVÉ Image Consulting
daniela@noveimage.
com

VP Marketing

Katherine Hess, AICIn
Enhanced Impressions
katherine@enhancedim-
pressions.com

Editor, Newsletter

Leah Murrigan
Leah Murrigan Image
Consulting for Men
leah@transformyourself.ca

Western Canada Liaison

Joanne Blake, AICI
Style for Success
joanneblake@stylefor-
success.com

Past President

Angèle Desgagné
AICI, CIP
Imagélite International
angele@imageliteinter-
national.com



CODE OF ETHICS AND ETHICS PROCEDURES

Ethics Chair, Donna Chevrier, AICI, CIP led an informal discussion regarding the updated AICI Code of Ethics and Ethics Procedures at the Toronto chapter meeting, January 16, 2006.

To create a better understanding of professional ethics, members were invited to ask questions regarding potential breaches of the AICI code. One member asked about **plagiarism**: *in order to qualify as image consultants, we acquire the same knowledge from a common knowledge base, but where is the line of infringement of another consultant's idea?* "Without trademarks and copyrights, these claims can be challenging: it would be a serious breach of ethics to *knowingly* copy another consultant's concept or materials," Donna explains, "If a concept or name, legally protected by a copyright or registered trademark is used *unknowingly*, the consultant would be informed and required to remove the trademark violation from his/her materials."

Donna discussed updates to the Code of Ethics, stating that AICI has initiated the **trademark** process

through a trademark attorney. The service mark "sm" will be used on AICI's new logo and the three-certification levels *AICI*, *CIP* and *CIM*, giving notice that AICI is claiming these designations as trademarks. The service mark gives notice that AICI is claiming these designations as trademarks, which will assist with complaints of non-member use of AICI affiliations.

Further amendments to the code of ethics satisfy legal requirements and

- clearly identify and describe ethical behaviours in the code
- clarify the procedures required for lodging formal complaints
- demonstrate how formal complaints are administered, enforced and recorded
- establish the rules and procedures for Ethics Committees to carry out their duties

As a condition of membership all members must swear an oath to honour the AICI Code of Ethics and Standards of Professional Conduct, available at www.aici.org/about/code.htm, where members are invited to become familiar with the changes and amendments.



SPRING MAKE-UP TRENDS

Spring 2006 is all about **looking natural**. Create an innocent glow with blush and sheer foundation and you are well on your way to Spring chic! Keep **foundation** light and try a mousse or a light-tinted texture: Christian

Dior's new light spray-on foundation will be available shortly. Lighten up your **concealer** by mixing in moisturizer. Since the overall look for spring is a light, fresh, glow, try not to over-**powder** – rather, lightly cover the oily areas and let the rest of your face breathe. Apply a cream blush for fresh, pink **cheeks**. MAC has great new colours this season to achieve this dewy look. The overall look for the eyes is a barely-there appearance. For the daytime, apply a flesh-toned **eye**

shadow, minimal eyeliner, and mascara. **Lipstick** should be a light matte texture, or if a **gloss** is preferred, opt for one with a tint of colour. To crown this spring look, lightly tousled, natural-looking **hair** is the way to go. Have fun with this season's trends!

Daniela Mastragostino



maximize your success!
ask us for our curriculum & product list



certification training

image management	human relations
colour analysis	image practical
image for men	personal change
presentations	make-up
etiquette	business

**22 day program - a choice of 10 courses
authorized for Continuing Education Units**

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

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

image products

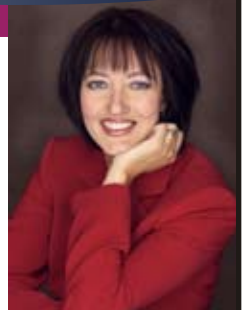
colour swatch wallets	visual aids
colour analysis drapes	power point slides
colour flags	fabric samples
workbooks	audio-tapes
booklets	business forms

karen brunger, BHEc, AICI, CIP

award of excellence recipient
4 years as AICI's vp education
20+ years experience

ph 905.773.6599 fx 905.773.6715
karenbrunger@imageinstitute.com
toronto . canada

www.imageinstitute.com



Mission Statement

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

CHANGE OF ADDRESS

Please contact
Daniela Mastragostino,
VP Membership
Phone: 416-833-7061
daniela@noveimage.com

NEWSLETTER ADVERTISING RATES

Inside Image is distributed to all AICI Toronto Chapter members and AICI chapters around the world. It is also available through our website www.aicicanada.com

SIZE	MEMBER RATES	NON MEMBER RATES
Business Card	\$ 40	\$ 50
1/8 page	\$ 45	\$ 55
1/4 page	\$ 60	\$ 85
1/2 page	\$105	\$190
1/2 page (outside back cover)	\$160	\$235

For more information about advertising, please contact Leah Morrigan at 416-960-8234



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

All rights reserved.

Editor

Leah Morrigan 416-960-8234
Creative Direction – *Côté Design*
Newsletter Layout – *Elisabeth Prosper*
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

Our System Is Totally Unique!

Train to Become a Style File™ Consultant



Shelley Williams is a professional author, speaker & founder of The Style File™ Image Consulting System Inc.

- ✓ Start building your business immediately
- ✓ All initial materials are provided; additional supplies can be purchased
- ✓ Step outside the box with the advanced Current Colours™ system
- ✓ Be a part of a nationally recognized system for personal style and colour
- ✓ Join a team of motivated women who are pursuing their passion for style & having fun!
- ✓ Visit us in Las Vegas in '06!

www.stylefilesystem.com
info@stylefilesystem.com
1-866-EZ-STYLE



Style File™ Know-How
By Shelley Williams

The Style File™ System...Don't Get Dressed Without It!