

Inside Image

Spring 2006 Rebirth Volume 5 Issue 2



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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 Morrigan

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 Morrigan
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, jewellery, 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*

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 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
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of Managing Your Image
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- 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 ?
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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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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



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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.

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