

# *Inside Image*

Fall 2004 Volume 4 Issue 1

## News



## West

*Celebrating the contributions  
and achievements of our  
Western Canada members.*

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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.

### **CHANGE OF ADDRESS**

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# PRESIDENT'S MESSAGE

*It's time for a new AICI season to begin and what a season it will be! Zayna Mosam, VP Programs, promises inspiring speakers and "fresh, fun, and informative" programs (see page 7).*



This fall is also time for changes to the Board. As you know, we are following the AICI International protocol and board members serve for two years. Our 2002 – 2004 members, *Morgan Atkinson*, *Heather Elrick*, *AICI*, *CIP*, *Michelle Horne*, *AICI*, *Carol Robichaud*, *AICI*, *CIP*, and *Johana Schneider* have decided to “retire”. Each member has made a tremendous contribution to AICI and I would like to thank them all for their commitment and support. Special thanks go to Heather and Michelle who, although not based in Toronto, were awesome as Communications Co-Chair (Website) and Membership Chair respectively.

Returning to the Board are *Damon Allen*, Newsletter Co-Editor and Website Chair; *Angèle Desgagné*, *AICI*, *CIP*, Past President; *Kim England*, Program Marketing Chair; *Daniela Mastragostino*, VP Membership, and *Zayna Mosam*, VP Programs. *Leah Morrigan* is new to AICI, currently serving on the board as Co-Editor, Newsletter. *Joanne Blake*, *AICI*, is taking on a new board position: Western Canada Liaison. I lived in Calgary for a couple of years and I know only too well that feeling of isolation. As our membership grows in the west, we may be adding other regional liaisons. My goal is to keep the communication flowing so that all members feel part of AICI no matter where they are.

As I start my term as President, I'd like to encourage you to get involved in AICI. You can contribute as much or as little as you like. And, with technology, you don't even have to be in Toronto! If you're interested in finding out more, please email me at [info@hereslookingatyou.ca](mailto:info@hereslookingatyou.ca) and let me know how you'd like to help. I look forward to hearing from you.

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

# FALL JEWELLERY TRENDS 2004

## ASSESS YOUR WARDROBE

*The autumn weather brings the semi-annual wardrobe assessment, and perhaps a wardrobe update.*

What colours and styles are hot this season? Are there any “must haves”? Does our existing wardrobe fit into the picture? And, of course, how are we going to accessorize our look? A simple new accessory will add freshness and style.

Here are some jewellery trends and tips for Fall to help you out this season:

### Jewellery Trends

This spring we saw a return to glamour and femininity. I am happy that this trend is continuing in full force into the fall. Enough with the understated, minimalistic look...let's have a little fun, be a little daring and celebrate our femininity! There's nothing to be afraid of ladies!

Necklaces continue to play an important role in fashion. Pendants (of all styles) are still very popular and chandelier and other “dangly” styled earrings are still the rage (including hoops with beads dangling from the bottom).

Also, look for jewellery that incorporates faceted semi-precious stones or crystals in unusual shapes...like rectangles. Teardrop shaped stones are very pretty and feminine. Look for them on dangly earrings or as pendants on necklaces.

Pearls are back in style (do they every really go out?)...and so are bows! Try tying a bow over the clasp of your princess or matinee length pearl necklace...and wear it with the bow showing at the front...off to the side. Or try wearing multiple strands of pearl bracelets, tied together with a sheer, tweed or checked patterned ribbon. And, if you don't like bows...just pull out those pearls and wear them again!

The vintage look is very “in”. Inspirations for fashion and jewellery this

season are coming from the 1920's – 1960's. Antique style broaches and flower broaches are in vogue.

Try going through your mother's or grandmother's jewellery box...you may find a lovely treasure there that will be perfect for this season! Wear it on a purse, at your waist, or on a jacket, coat or hat.

### Colours

Colour is playing a more important role in fashion of late. I think this is super, especially during the dark, dull days of fall and winter. If yellow suits you, try wearing something in pale or bright yellow this winter. It will feel a ray of sunshine!

Berry and gem tones are the popular tones for this fall season (including a variety of shades of purple, pink, burgundy, green, blue, teal, aqua, gold, yellow and orange).

Black, always a classic, is back for another season. However, black and white combinations are very popular for this fall and winter season.

### My Advice

Fashion trends inspire us and help us make good image choices. If we want to update our look without excessive expense, think about the trends that suit you, and pick up on a couple that work for you. If you tend to play it “safe”, I would like to encourage you to take a little risk. Try injecting colour that makes you feel really great into your look by wearing some coloured jewellery. And don't be afraid of a little drama...perhaps a dangly earring or two. Fashion should be fun! I hope you all have a great fall season filled with a lot of sparkle!!!

*Kimberly Perkins*  
Jewellery Designer/Owner  
Designs By Kimberly



*Kim is a home-based jewellery designer in Keswick, Ontario. She designs and constructs beaded and semi-precious jewellery, and is the official jewellery sponsor for Miss Canada International 2004 - 2005! For more information: [www.designsbykimberly.ca](http://www.designsbykimberly.ca). Contact Kimberly at 905.476.9490 or [designsbykimberly@sympatico.ca](mailto:designsbykimberly@sympatico.ca).*

# NEWS WEST

Welcome to the inaugural column of "News West" highlighting news, views, and activities from AICI Toronto Chapter members west of Ontario.



Katherine Hess  
with Alberta Premier  
Ralph Klein.

## **AICI International VP of Membership hails from British Columbia**

*Kimberly Law* founder of Personal Impact Management International in Vancouver, is a 20-year veteran of personal branding and professional marketing. Kimberly has acted as Area Liaison for AICI in Western Canada since 2001, and was recently appointed as the AICI International Vice President Membership for 2004-2006. She is responsible for overseeing the growth of AICI's membership, Chapter development, and the formation of new Chapters.

Kimberly works closely with all members of AICI to create a strong international organization. Her goal: a dynamic and visible association that

represents the diverse and growing needs of Image Professionals around the globe.

Kimberly can be contacted by telephone at 604-298-7228 or by email at [vpmembership@aici.org](mailto:vpmembership@aici.org) or [www.personalimpact.ca](http://www.personalimpact.ca).

## **Alberta Premier Ralph Klein honours AICI member**

### **Alberta's Promise: An Albertan initiative to benefit youth and children**

AICI member *Katherine Hess* of Enhanced Impressions, Calgary, was awarded the Alberta's Promise award by Premier Ralph Klein, to commemorate her proud partnership with Alberta's Promise. Katherine has been a partner since November, 2003.

For more information, please visit: [www.albertaspromise.org](http://www.albertaspromise.org).

## **AICI Builds cross-border Friendship and Opportunities in Calgary**

*Katherine Hess* of Enhanced Impressions, Calgary, and *Michelle Corey*, AICI, Image Solutions International, Boston, met in February 2004, while training at the International Image Institute in Toronto. They began a friendship and supported one another while preparing for their FLC exams. After the San Francisco convention, the two friends discussed their image talents – Michelle's specializing in the retail and cosmetics industries, and Katherine's in wardrobing, public speaking, and corporate training. The idea of a workshop formed quickly.

This October, Katherine and Michelle are excited to present their first seminar, Create Your Own Makeover Magic, held in Calgary.

For more information about the workshop and facilitators visit [www.imagesolutionsinternational.com](http://www.imagesolutionsinternational.com) and [www.enhancedimpressions.com](http://www.enhancedimpressions.com).

### Uniting Public Relations and Image Consulting

Specializing in Sales and Marketing, with an expertise in brand marketing, *Caren Crisp* of Style Therapy Inc., Calgary, has styled and orchestrated several public relations events and product launches throughout Western Canada since 1997. Recent projects include The Canadian Breast Cancer Foundation, Coca-Cola Bottling,

Labatt Breweries, and Avison Young Commercial Real Estate.

In addition to managing public perception and image, Style Therapy Inc. is excited to expand into one-on-one consultations, including personal shopping and appearance work for individual executives. Contact Caren at [caren@styletherapy.ca](mailto:caren@styletherapy.ca) or [www.styletherapy.ca](http://www.styletherapy.ca)

Please submit Western Canadian news, views, experiences or ideas to – Joanne Blake 780-472-0767 [joanneblake@styleforsuccess.com](mailto:joanneblake@styleforsuccess.com).

*Joanne Blake, AICI*  
Western Canadian Liaison

### Ivana Know Advice Column

*Ivana Know is away on an extended vacation in Maui. Ivana's column will return in the next issue of Inside Image. Questions for Ivana Know should be directed to [ivanaknow@hotmail.com](mailto:ivanaknow@hotmail.com).*

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## MEMBERSHIP REPORT

*It is my pleasure to welcome our newest Associate members to the Association of Image Consultants, Toronto Chapter.*

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Visit our website

Toronto chapter  
[www.aicicanada.com](http://www.aicicanada.com)

International  
[www.aici.org](http://www.aici.org)

## MEMBER SPOTLIGHT

*Joanne Blake, AICI of Style for Success*, Edmonton, was interviewed in Alberta's September, 2004 issue of *Venture* for "Social Skills for Business". Fourteen local CBC radio stations aired Joanne's opinions concerning the challenges of summer business wear. She discussed the image of one-time Conservative Party contender, Belinda Stronach, in the September issue of *Minx Magazine*

*Karen Brunger, AICI, CIP, International Image Institute*, Richmond Hill, also discussed Ms. Stronach's Image in the August issue of *Minx* magazine. Karen was recently featured on Toronto's Breakfast Television (BT) discussing office etiquette, and is to appear in an upcoming *Toronto Sun* issue examining celebrity image. Karen will appear in an upcoming issue of *Oxygen* magazine discussing body language, dress, and image.

*Wendy Buchanan of Perceptions Eyewear*, Mississauga, was featured in the *Toronto Star's* "Your workplace image deserves the right frame" August 21st, 2004.

*Amy Casson*, associate member of AICI, is now the style columnist for the quarterly *Good Living* magazine, distributed by the London Free Press. Amy recently appeared on *Today's Woman*, a new Rogers' television show, discussing how dress can positively influence a person's self-esteem.

*Donna Chevrier, AICI, CIP, of Donna Chevrier & Associates* was interviewed by a Toronto-based wire-service about revealing summer business casual. Due to the nationwide news service, her quotes were used by Toronto radio stations, she was on a local phone-in radio show in Calgary, and on CBC radio in Winnipeg. Donna used the Calgary show as an opportunity to provide the radio producer names and contact information of our Alberta AICI members.

*Angèle Desgagné, AICI, CIP, Imagélite International*, Oakville, was featured on the popular French language television program *Le Magazine Via* TVA on Saturday, July 17, 2004. *Le Magazine Via* TVA is nationally televised Saturdays at 12h30 on the TVA Network. Angèle was again nominated for the *Chambre Économique de l'Ontario (CEO) 2004 Phénix Awards* in two categories: *Women Entrepreneur of the Year* and *Small Enterprise of the Year*. The Phénix Award represents a symbol of will and perseverance, and highlights the strength and dynamics of the French-Ontario economy. Winning enterprises are celebrated for innovation, risk taking, and a capacity to develop highly competitive products and services.

*Michelle Horne, AICI, Putting it Together*, Ottawa, was featured in the *Toronto Star* on August 21, 2004, in the article, "Your workplace image deserves the right frame".

*Martine Laforest of Flair Image and Style*, Prevost, Québec, participated as a spokesperson for Gillette Canada in a June, 2004 press release in Montreal. She emphasized the importance of smiling as a part of a professional business image.

*Maria Smith, of Image Impact*, Thunder Bay, wrote, "Home, school frenzy over body image...We are focused on perfect unachievable bodies", featured in Thunder Bay's *Chronicle-Journal*, September 12th, 2004. Maria is also featured in the Fall, 2004 edition of *Bayview* magazine, in "Your Best Changes For Success Is To Manage Your Image".

*Anne Sowden, AICI, CIP, Here's Looking at You*, Toronto, was interviewed by the *National Post* to comment on Saddam Hussein's courtroom body language. She was also featured in "Business Event Fits" for *Metro*, discussing what to wear to social business events.

# AICI TORONTO CHAPTER EVENT SCHEDULE

2004 - 2005

| DATE & TIME                        | ACTIVITY                  | CONFERENCES & SPEAKERS   | LOCATION  |
|------------------------------------|---------------------------|--|---|
| Monday 6:30PM<br>November 15, 2004 | General Meeting           | Advanced Colour Analysis<br>Karen Brunger<br>International Image Institute | Wardrobe Workshop Inc.<br>5825 A Yonge St.<br>416.250.0079<br>www.wardrobeworkshop.ca |
| Monday 6:30PM<br>January 17, 2005  | Education Event           | Dining Etiquette<br>Catherine Bell<br>Prime Impressions                    | T.B.A.<br><br>613.634.1820  |
| Monday 6:30PM<br>February 21, 2005 | General Meeting           | Networking Night<br>Image Industry Professionals                           | T.B.A.  |
| Monday 6:30PM<br>April 18, 2005    | General Meeting           | Spring Fashion Trends<br>In-House Fashion Experts                          | Holt Renfrew (T.B.C.)<br>50 Bloor St. W<br>416.922.2333<br>www.holtrenfrew.com        |
| May 12-16, 2005                    | AICI Annual<br>Conference |  | Crowne Plaza Ravinia<br>Atlanta, GE   |

Please R.S.V.P. to *Zayna Mosam* at 416-919-5105 Email: [zayna@zmimage.com](mailto:zayna@zmimage.com).

## CALLING ALL REPORTERS IN HIDING

We encourage all of our members – especially those of you outside of Toronto - to write and share articles relating to image.

Please send your stories to

*Damon Allan* at

[damon@alexandersteel.com](mailto:damon@alexandersteel.com), or

*Leah Morrigan* at

[leah@transformyourself.ca](mailto:leah@transformyourself.ca).



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**AICI TORONTO  
EXECUTIVE BOARD  
FOR 2004 - 2005**

*This year's board features some new faces  
and some familiar ones in new roles.*

*Angèle Desgagné, AICI, CIP*, of Imagelite International, Oakville, will remain on the board as Past President, co-ordinating our philanthropic efforts with Dress Your Best. Angèle has passed her President's hat on to *Anne Sowden, AICI CIP*, Here's Looking At You, Toronto. Anne will take on the President's role for a two-year term.

*Damon Allan*, of Alexander Steel Image Consulting, Toronto, becomes Website chair, and shares the newsletter editing with *Leah Morrigan*, of Leah Morrigan Image Consulting for Men, Toronto. Please contact Damon or Leah with ideas for articles or articles for submission.

*Zayna Mosam*, of Zayna Mosam Image Consulting, Mississauga, continues as VP programs and plans fun, informative events at interesting venues around the city. *Kim England*, of Kim England Image Management, Richmond Hill, will be working closely with Zayna as Program Marketing Chair, keeping us informed of upcoming events. We will be hearing regularly from

*Daniela Mastragostino*, of NOVE Image Consulting, Oakville, in her role of VP Membership. Daniela will forward event flyers, and is your contact for everything you wanted to know about your AICI membership, but was afraid to ask. Please keep Daniela informed if any of your contact information changes.

*Joanne Blake*, AICI, of Style for Success, Edmonton, becomes our Western Canada Liaison. In this role, Joanne will be our "eyes and ears" in the West and will make sure that although we say we are AICI Toronto, what we really mean is AICI Canada.

*Anne Sowden, AICI, CIP*  
President AICI Toronto Chapter  
2004 - 2005

**AICI**

ASSOCIATION OF

**IMAGE**  
CONSULTANTS

INTERNATIONAL

AICI *Inside Image* is published four times a year 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.

**TORONTO CHAPTER**

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**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](http://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            |  |
| 1/2page<br>(outside back cover) | \$160        | \$235            |  |

For more information about advertising, please contact Damon A. Allan at 416-985-4624