

Inside Image

December 2003 Volume 3 Issue 2

POLITICS & IMAGE

ARE YOU READY TO STEP UP TO THE PLATE TO HELP GET SOMEONE ELECTED?

An election is called and your phone is ringing off the hook. They, the political candidates, are looking to employ your expertise before they hit the campaign trail. Clearly the political candidates have views on most if not all of the issues of the day. What he or she needs is that edge that an image consultant can provide. (see page 3)

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PRESIDENT'S MESSAGE

Wow! AICI Toronto Chapter has done it again. It is my great pleasure to congratulate AICI Toronto Chapter's newest CIP member, Anne Sowden of Here's Looking At You, Toronto. Anne has just recently received her Professional Status and is the 8th Toronto Chapter member to become an AICI Certified Image Professional. Bravo Anne!

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.

This wonderful news is most timely as Anne will be our President next year. Having a President with a professional status definitely enhances our Chapter's image. After all, we look more professional as a Chapter each time one of our members achieves a first level, professional or master status. Let's go Toronto!

We will be almost halfway through our program as you read this new issue of "Inside Image". You will have noticed that our newsletter is going through some changes. The team at work is trying very hard to provide our members with a newsletter that offers great value with informative, interesting and educational articles. Any member wishing to contribute an article can contact Damon A. Allan, Newsletter Co-Chair at damon@alexandersteel.com.

This year's board is working diligently to implement strategies developed by last year's board. We are in the process of revamping the membership page of our Website using the data we collected from the survey. We ask for your patience and cooperation during this time consuming process. If you have any questions, please contact Heather Elrick, Website Co-Chair at helrick@infoserve.net.

If you have not had a chance to attend one of our events yet, we hope that you will join us for the remaining meetings. Conveniently located right downtown Toronto in the heart of Yorkville, our new location, Sassafras, offers a culinary delight. The program team has secured top-notch speakers that are providing members and guests with insightful and valuable information. To make sure you don't miss the next event, check the calendar in this issue and mark the date on your calendar

I wish all of you and your loved ones a Merry Christmas and a most prosperous New Year. Joyeux Noël et Bonne Année à nos membres francophones et leurs familles.

*Angèle Desgagné, AICI CIP
AICI Toronto Chapter President
2002-04*

AICI Toronto Board
2003-04
From left to right,
Damon A. Allan,
Kim England,
Daniela Mastragostino,
Michelle Horne,
Anne Sowden,
Lucille Hume,
Zayna Mosam,
Morgan Atkinson,
Angèle Desgagné.



IMAGE IS SUBSTANCE IN POLITICS

An election is called and your phone is ringing off the hook. They, the political candidates, are looking to employ your expertise before they hit the campaign trail. Clearly the political candidates have views on most if not all of the issues of the day. What he or she needs is that edge that an image consultant can provide.

High profile candidates seek out image consultants to ensure that their communication skills; consisting of physical appearance and behaviour are optimal.

The appearance of the candidate you represent should not only be tidy and well-groomed, but superior and flattering to both the naked eye and camera lens. Earl Mazo covered the 1960 US Presidential campaign for the New York Herald Tribune, and later wrote of the debates between John K. Kennedy and Richard Nixon. "The Kennedy image on television that first night sparkled, while Nixon's was a disaster. The next day, and for days afterward, crowds turned out to see the handsome figure of the Democratic candidate in the flesh, while Republican officials descended on Nixon to see for themselves if he was as sick as he appeared on the television". The moment there's something that distracts the viewer such as a crooked tie, a bunched up jacket, a hair sticking out, or the make-up's not right – then there's a risk that the viewer will stop listening and be distracted.

Communication or behaviour blunders along the campaign trail must be avoided at all costs. Your client needs to come across as being sincere and focused on the issues at hand. Too

many times in political campaigns we see candidates talking above one another or making personal attacks in ads. Personal attacks can cause the candidate to seem desperate in some situations and ultimately lead to electorate discontent.

Restless hands or repetitive speech will only distract viewers and open the way for cartoonists to illustrate their perceived image of your client in the local paper.

Donna Chevrier, AICI CIP says, "Very often the most powerful messages communicated are not verbal. They are the sub-text messages of body language and facial expressions. Most people don't truly understand that level of power. That's because our intuitive side or emotional intelligence immediately grasps the physical message but we don't give it credit because we are just learning about the power of intuition and emotional intelligence. When the body language message and the verbal message are incongruent, we intuitively believe the body language. For all but the most practised liar, body language is honest and very often will expose a lie. This exposure may be evident through excessive hand gestures or facial expressions or by becoming flustered or overacting in some way."

"We often hear people refer to their negative gut reaction about someone. Their subconscious has picked up that what the politician has said isn't how they truly feel. For example, many people felt that during the recent provincial election, Ernie Eves was not speaking his own beliefs and values but those of his 'political managers'. Many experts also felt that his image and power were undermined by this inner

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Textile Report: Bamboo/cashmere blends

Bamboo/cashmere blends might be the next big thing. Bamboo looks like silk and behaves like linen since it is hollow yarn and therefore cooling. It is stronger than viscose and retains all those virtues common to cellulosic fibers such as being naturally antimicrobial (ie odour resistant) and easy to dye.

Top Ten Spring 2004 Collections

- 1 Prada
- 2 Michael Kors
- 3 Tom Ford
- 4 Helmut Lang
- 5 Jil Sander
- 6 Giorgio Armani
- 7 Louis Vuitton
- 8 Missoni
- 9 Dsquared
- 10 Paul Smith



MEN'S FASHION TRENDS AND FORECASTS...

ARE YOU READY?

Men's fashion is picking up and we should be excited! As image consultants, we not only have to offer our male clients that defining business look but also be able to suggest a variety of casual and formal wear.

SPRING/SUMMER 2004 Hot Trends

1 Western: It's an updated western look that is more fitted that focuses on shirt and pant detailing.

2 V-Neck: We can thank David Beckham for this look. Look for deep V-necks that show more male cleavage.

3 Colour Mixing: Technicolour is the new black. Look for more clash and less matching in casual wear. Colours will be more vivid.

4 Summer Trench Coat: Yes a trench coat in the summer. But this trench coat is more casual, light in weight and comes in various styles.

5 Mega Prints: Look for large and bold prints, swollen with colour

and inflated beyond believability. We saw big surf patterns this year. Colossal flowers, monstrous looped spot and letters bulked into illegibility dominate here.

6 Sheen: Suits, jeans, shirts...you name it. Sheen is everywhere and any wear.

7 New Denim: Now that it has been dirtied, distressed and destroyed, what's left? Look for knitted, striated, stretch and sheen denim. The stretch denim will be done more like a corduroy and the "dressed up" denim will have some lycra. Look for the new denim in different colours and with a front crease.

Damon A. Allan
Alexander Steel Image Consulting

INDIVIDUALITY IS THE KEY TO TODAY'S FASHIONS

"Today's fashion is a really good expression of your individuality," said Johana Schneider, President Dresscode image consulting in her September presentation of Fall Fashion Trends 2003. If you look at the trends, from '60s mod and menswear tailoring to furs and colours, it is all about choice and the consumer is very much in charge. These different looks also give us a way to help clients update their wardrobes easily and inexpensively.

Some of the key trends include:

- Light bright colours—olive, tobacco, wine and charcoal
- Tweed, paisley, plaid and pinstripe fabrics
- Female influences such as Katherine Hepburn, Mia Farrow, Audrey Hepburn and Madonna
- Suits, suits and more suits
- Mini skirts (for the young, the brave and the young at heart)
- Feminine touches in blouses with ruffles
- Dramatic colours with "punch colours" e.g. lime green bag worn with a black outfit

- Coats are a statement—not just for keeping warm
- Cream is the new black
- Highwaisted pants—this is the first move up and is definitely in for Spring 2004.

As image consultants, the trend towards individuality is a dream come true. It is a true reflection of what we do and what we strive for with our clients.

Anne Sowden, AICI CIP
Here's Looking at You

WINE, FOOD & A WHOLE LOT OF FUN!

Our "Wine, Dine and Refine" education event with David Hulley on Oct 17 was...well...tantalizing. Mr. Hulley, a wine expert, educator and Niagara wine region pioneer captivated members in attendance with his knowledge and comical satire in presenting a fun evening of wine etiquette and food pairings.



Our dinner commenced with a New Zealand Sauvignon Blanc paired with appetizers, which included smoked salmon and mixed green salad with mustard dressing. This pairing prepared our taste buds for what was to come. The honey glazed supreme chicken and asparagus entrée was paired with a Sylvaner from Alsace. The fruitiness of the wine brought out the brilliant sweetness in the chicken dish. According to some members, the pairing placed the chicken on a "pedestal". An excellent match indeed. The surprise of the evening was the pairing of a delicious Palais Royale, Belgian chocolate mousse sprinkled with cocoa. The wine chosen to complement and enhance the dessert, believe it or not, was an Australian Shiraz. Many were amazed that a sweet chocolate dessert could be successfully paired with a robust red wine. This pairing even inspired the often-reluctant red wine drinkers to reconsider their preference.

David also emphasized the importance of wine etiquette at the dinner table and how powerful a tool it can be when conducting business dinners. He emphasized that the host should be responsible for tasting the wine and that deferring tasting duties is like transferring or giving up power.

"Please don't make me choose the wine will never pass my lips again. I will no longer feel perplexed or uncomfortable when entertaining my clients and guests."

*Carol Robichaud,
KCR Image Consulting*

*"Forget sweet wines with chocolate!
Red wine with chocolate is amazing"*

David Hulley

After choosing a wine, David outlined what should take place:

- The server will present the chosen bottle and if it is the correct wine, a simple nod is sufficient
- The cork will be presented on the table for inspection. The cork is not meant to be handled in any way. The purpose of its presentation is to reassure that the cork had not molded or rotted while in the bottle.
- A mouthful of wine is poured into the taster's glass.
- While grasping the glass stem, swirl the wine in a circular motion. This is done to release the wine's aromas.
- Nose the wine paying particular attention to off odours such as a "wet moldy dog".
- Take a small amount of wine into your mouth and while opening the mouth slightly, breathe in through the mouth. This helps to release aromas retro-nasally.
- If the wine is free of off odours, thank your server.

In summary when tasting the wine remember to Swirl, Nose, Sip and Thank.

*Daniela Mastragostino
Nové Image Consulting*

AICI TORONTO CHAPTER DINNER & CONFERENCE SCHEDULE

2004

DATE & TIME	ACTIVITY	CONFERENCES & SPEAKERS	LOCATION
Monday 6:30PM January 19, 2004	Education Event	Shortcuts for Speaking with Authority Kathleen Conway	Sassafras Restaurant 100 Cumberland Ave
Monday 6:30PM February 16, 2004	Education Event	Successful Networking: Building Your Business Through Referrals Catherine Bell	Sassafras Restaurant 100 Cumberland Ave

Please R.S.V.P. to *Morgan Atkinson* at 905-474-1671 Email: morgan@atkinsonconsultingservices.com

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www.aicicanada.com

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Catherine Bell, AICI CIP was interviewed on FLYFM 680 radio regarding the importance of image for women in business on October 6. She was quoted in The Kingston Whig-Standard after the televised provincial debate on September 23. Catherine was also involved in two features about business wardrobe development on Ottawa's The New RO television show "News That You Can Use" that aired on October 21 and November 3. Canadian Business magazine interviewed her for their MBA October 27th issue. The article was titled: "Suit Yourself If You're Going to Climb the Corporate Ladder, You'll Need Some Nice Duds."

Karen Brunger, AICI CIP was a guest on Global Television News talking about the images of the provincial politicians. She is featured in the next issue of "East of the City" talking about holiday and party etiquette. Karen was also in the October issue of "Your Family" discussing "How to Not Dress Your Age" and was quoted in the National Post about the image of the Rolling Stones concert and its impact on Toronto.

Angèle Desgagné, AICI CIP was featured in a full page article titled "Angèle Desgagné's achieving success" in the Today's Women Section of the September 11, 2003 Oakville Today Newspaper. She was also featured in a full article titled "Imagiste-conseil, conseiller en mode, styliste: quelle est la différence?" in the July 30th 2003 issue of the French Newspaper "Le Métropolitain".

Kimberly Law, AICI CIP appeared as a guest on Global Television's noon News Hour on October 29. Randene Neill also interviewed Kimberly concerning party etiquette tips for the office holiday party.

Anne Sowden, AICI CIP was interviewed by Tom Hayes at CFTO about how the provincial leaders looked when the election was called. She did a similar interview with John Donabie at CFRB and was interviewed by Joe Brean at the National Post.

Got your name in the public eye? Don't forget to let us know so we can add you to our member spotlight. E-mail the information to *Damon A. Allan* at damon@alexandersteel.com.



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conflict. People who are 'managed' by others rather than being who they really are, fall victim to an image of untrustworthiness."

Donna says, "That old expression, 'you can dress him up but you can't take him anywhere' relates to the fact that to be taken seriously, image and behaviour must be congruent. The goal of image consultants is to learn the values and goals of clients so we can help them to present themselves accurately and honestly."

Each political candidate has his/her own personality and it is important for the trained image consultant to not only recognize this but also work with it when addressing image enhancements. Carol Robichaud, FACC AICI states that politicians should "...adapt their image to related to their voters and must project the identity of the party he/she represents." But when a candidate outright changes their image in an attempt to appeal to a specific voter class he/she maybe compromising his/her personality by

changing their image. Much can be lost. Karen Brunger, AICI CIP confirms, "...when people dress to fit into others' expectations or for their role, then it becomes less authentic; trust then becomes an issue." Image consultants are in the business of enhancing a client's image and not changing it. This statement must remain ingrained in the minds of image consultants so that only the best work is done.

When all image particulars have been addressed, and they include appropriate grooming, wardrobe development with style, color, fabric and fit considerations, awareness of the politicians congruency level with various groups, body language and etiquette coaching, the candidate's knowledge of the issues will become the focal point. If you have done a superb job, watchdogs and voters alike will pay attention because the politician will be more believable.

Damon A. Allan
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MEMBERSHIP REPORT

Michelle Horne

Putting It Together Image Consulting

It is my pleasure to welcome our newest Associate members to the AICI, Toronto Chapter. We are now 32 strong!

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MAKE-UP'S WINTER TRANSFORMATION

With Halloween's passing, our sights, sounds and smells cue us to winter's inevitable coming. Our seasonal airborne friends have already left for warmer climes in the Southern United States and the spicy, rustic tones of nature's autumnal tapestries are starting to fade and ashen – soon to be covered in a chilly blanket of blue-white snow. I wax poetic perhaps, but because I am a makeup artist, I can't help but appreciate the beauty that surrounds me every day. I take inspiration from it.

Mother Nature is a continual source for reinvention and renewal. If she evolves throughout the season, than surely, so do we. And makeup can reflect that!

If pink was the biggest colour trend of summer, than it looks like she's staying for the winter, but disguised in much deeper hues of magenta, purple and eggplant. If you're not into pink, remember that coral is pink's cousin and coral can deepen into peachy-browns and russets for those with 'warm' complexions.

Jewel tones as well, on lips and eyes, can boldly signify the special holiday season. If you've ever wanted to try a red or berry shade of lipstick, now's the time. If you want to determine how deep in hue you can go with your eye shadow or lipstick, always

Make-up Tip: If your eye shadow or bronzer becomes cracked or is smashed in its compact container, don't fret. The next best thing to replacing the damaged product is to add isopropyl alcohol (70% solution) and with a brush, reform the powder in the container. The alcohol will evaporate overnight and your powder product will not have been wasted. Take note, the powder will not look exactly the same as it once did, but any good quality makeup will be fine to re-use!

Stephan Beckon is a free-lance Make-up Artist. He works in the television industry and works part-time for a major cosmetic company. For comments or inquiries, he can be reached at hanstep@sprint.ca.

refer to the deepest tones in your hair and eye colour and take your cue from there.

As well, lashes are making a great comeback—either coated with thick mascara or dramatically enhanced with a set of 'falsies'. This is a great look for the younger set, especially at parties—think mod 60's, but remember, dramatic lashes don't mean clumpy results. Always blot your mascara wand before applying and comb out your lashes if it's needed between coats.

Sparkling and glowing skin textures remain a strong trend from recent seasons, but whereas summer's light is strong, warm and golden, the light of winter is softer, flickering and even silver at times – think of candlelight and distant night stars for inspiration. For those of you with great complexions, explore the many iridescent products on the market. My personal favourites are iridescent powders (either loose or compact) applied on the cheekbone or above the brow and for those with dry skin, I recommend cream and gel-based products. For those with mature and/or less-than-perfect skin, keep shiny textures focused on your lips and/or eyes. Remember, a little goes a long way.

Happy Holidays,

Stephan Beckon

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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.

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Business Card	\$ 30	\$ 40
1/8 page	\$ 35	\$ 45
1/4 page	\$ 50	\$ 75
1/2 page	\$ 95	\$180
1/2page (outside back cover)	\$150	\$225

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