

September 2003 **Volume 3 Issue 1**



WHERE THE STARS HANG OUT

The AICI Toronto board is pleased to announce we have moved our meeting location from the Toronto airport strip to the village of Yorkville. The decision to move came on the heels of increased member concern that our visibility in the greater Toronto community had become limited.

The relocation to Yorkville is yet another step in the evolution of AICI Toronto. Located in the heart of downtown Toronto, Yorkville offers some of the best shopping, restaurants and boutiques, as well as world-class galleries to explore. The area has been compared to equally famous districts as Newberry Street in Boston and Madison Avenue in New York.

Enter Sassafras. It has a reputation and image like no other in the area—a four star restaurant where the stars hang out. And now it will be home to AICI Toronto stars! Sassafras is a complete fine dining and

entertainment experience that includes the newly inaugurated Jitterbug Perfume Lounge. This is where our meetings will take place. The Jitterbug Lounge is fabulously designed and ready to accommodate all of our needs. Members and guests will be able to access the lounge via private entrance on Bellair St. Look for the AICI sign outside the door.

Thanks to all of our members for making this relocation possible. See you September 15!



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PRESIDENT'S MESSAGE

Angèle Desgagné, AICI CIP

Welcome Back and Get Ready!

Our Year-End Gala Celebration planning is already under way in order for us to celebrate in style. We invite all of our members to share their ideas and suggestions and get involved ~ we need each and every one of you to volunteer to help us make it a success. If you are interested to join the Gala Committee, please contact me at angele@imageliteinternational.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.

In mid-August, all of our members received via email a Membership Survey. We would like to thank all of our members for their effort, suggestions and comments. This information will be very helpful to finalize our planning strategy. Your feedback will guide us to make sure we provide our membership with the right events, speakers and memberships benefits. Watch for a short summary of the collected information in the next issue of Inside Image.

Join us on Monday September 15th for our first General Meeting as we discover the Jitterbug Perfume Lounge, located upstairs at Sassafraz, an elegant and sophisticated restaurant situated in the heart of fashionable Yorkville in Toronto. Our speaker, Johana Schneider of Dress Code Image Consulting will be enlightening us on Fall Fashion Trends, a must for anyone dealing in the fashion, beauty or image industries.

Mark your calendar and join me at our next Annual Conference in San Francisco. AICI Connecting You To Credibility, Commitment & Creativity from April 29 to May 4, 2004 at the Grand Hyatt Hotel, Union Square, San Francisco, California. San Francisco is one of America's most beautiful and unique cities. AICI Conference is the very best method and quickest way to increase your earnings, stay healthy and profitable, and connect with those who understand you best.

PERSONAL STYLE- FOR YOUR EYES ONLY

Classic: It is best to stay with recognizable frame shapes that have clean refined lines. Thin plastics and metals with flattering angles will keep your look current.

Natural: The weight and texture of the eyeglass frames should match the fabric of your garments. The currently popular multi-coloured laminations in plastic and the "chunky" metal frames will compliment your comfortable clothing style.

Dramatic: You can easily wear the modern, geometric frame shapes with unusual color combinations. Strong top bar designs in both the chunky metal and plastic will keep you on the cutting edge.

Romantic: Look for your "wow" with intricate, ornate design on the sides and edge of the eyeglass frame. The new "floating" semi rimless design will accentuate your eyes and create an interesting look.

CHANGE OF ADDRESS

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Wendy Buchanan

Perceptions thru Eyewear Inc.

...your traveling optical boutique

Nominee: Rotman Canadian Woman Entrepreneur of the Year Award

YOUR 2003-2004 BOARD

The new board has been busy all summer long planning and strategizing to provide our members with the best program ever.

Angèle Desgagné, AICI CIP Imagélite International, Oakville is looking forward to another year as President so she can guide the implementation of strategies developed by the board in the past year.

Anne Sowden, Here's Looking At You, Toronto will be transitioning from VP Communications to fulltime VP/President Elect in the next few months. Anne is delighted to pass on her duties to two new Communications Co-Chairs ~ *Damon Allan*, Alexander Steel Image Consulting, Hamilton will be taking over the Newsletter while *Heather Helrick*, AICI, StyleMakers Inc., Coquitlam, B.C., will supervise the Website.

Our Programs Chair, *Zayna Mosam*, Zayna Mosam Image Consulting, Mississauga along with our new Programs Co-Chair, *Lucille Hume*, Enhance Your Style, Toronto have not only secured an exciting new location for our general meetings and education events, but have also lined up an amazing list of speakers worth waiting for.

Morgan Atkinson, Atkinson Consulting Services, Brampton will still be greeting us at the door as our Treasurer along with our VP Membership, *Michelle Horne*, Putting It Together Image Consulting, Ottawa who is also thrilled to have *Daniela Mastragostino*, NOVE Image Consulting, Brampton as Membership Co-Chair. *Johana Schneider*, Dresscode Image Consulting, Unionville as Secretary will continue to keep the board on track by taking minutes at meetings and provide Speakers' reports in our Newsletter.

Finally but not the least, our veteran VP Marketing, *Carol Robichaud*, KCR Image Consulting, Mississauga along with her new Marketing Co-Chair, *Kim England*, Kim England Image and Lifestyle Management, will make sure that our events are well advertised and attended.

Visit our website

Toronto chapter
www.aicicanada.com

International
www.aici.org

AICI TORONTO CHAPTER DINNER & CONFERENCE SCHEDULE

2003

DATE & TIME	ACTIVITY	CONFERENCES & SPEAKERS	LOCATION
Monday 6PM September 15	General Meeting	Fall Trend Report Johana Schneider	Sassafras Restaurant 100 Cumberland Ave
Monday 6PM October 20	Education Event	Wine Tasting & Etiquette David Hulley	Sassafras Restaurant 100 Cumberland Ave
Monday 6PM-9PM November 17	General Meeting	The Art of Rapport Deborah Shannon	Sassafras Restaurant 100 Cumberland Ave

Please R.S.V.P. to *Morgan Atkinson* at 905-474-1671 Email: matkinson132@rogers.com

IMAGE CONSULTANT...WARDROBE CONSULTANT...STYLIST...

What's The Difference?

"Oh – you're a stylist!" ... is just one of the comments I often hear when I introduce myself as a Professional Image Consultant. Other responses range from "image what?" or "you mean wardrobe consultant?" Allow me to explain...

Image consultant is a new profession in the image industry. The concept of "image" has existed for many years in other businesses – cosmetics, hair, esthetics, and more recently marketing and communications. While image consulting remains relatively unknown in Canada, it is a growing industry in the United States. A burst of energy and popularity has consequently given life to this new profession known as "image consultant". Why?

Creating the right first impression is critical in today's fiercely competitive fast-paced world. Promoting oneself effectively, both as an individual and company is vital. Technology including the Internet allows us to conduct business locally, nationally and internationally.

When reflected appropriately, our personal brand – how we visually present ourselves - is an effective marketing tool that will create a distinctive edge in business. Actively promoting our businesses and ourselves using personal image and professional brand management gives us the opportunity of distinguishing ourselves from others.

Visually, image consultants see all the possibilities while remaining objective. Focusing on untapped potential, image consultants work to gently advance the client towards opportunities and objectives by developing their full potential. On a personal level, image consultants help real people identify and express their individuality through personal image by using visual presentation (clothing and grooming) as one of the tools.

At a corporate level, image consultants help companies of all sizes, in all industries, identify and express

excellence through professional brand management by working with their most valuable asset, their team.

An image consultant can enhance a company's image by:

- Reviewing and reinforcing an existing dress code with staff
- Creating and implementing a new dress code that will work for everyone
- Educating staff to handle sensitive image issues
- Conducting group workshops on topics that directly affect the bottom line
- Facilitating training in groups or individually

Image consulting is often regarded as the love affair between human resources and public relations. What a productive partnership!

When shopping for an image consultant, ask about experience, credentials, training and references. Professional image consultants understand and respect these requests. Although other professionals are part of the image industry, they are not image consultants unless they trained in image consulting.

During a personal consultation, a seasoned image consultant will:

- Recommend, as would a colour consultant, the best colours for your eyes, hair and skin tone. Mixing and matching your wardrobe becomes easier and simpler while eliminating costly mistakes, thus saving you money.
- Recommend, as would a body & style consultant, the most becoming styles for your body shape, height and personality. Choosing the appropriate styles, fabrics and prints most suited to your body type, height and personality that will help you look and feel fabulous.
- Audit your wardrobe, as would a wardrobe consultant, in order to eliminate old and outdated items

that may be hindering your personal or professional success. As well, create practical and effective wardrobe modules to simplify the process of getting dressed.

- Incorporate, as would a fashion consultant, current fashions to your wardrobe while keeping in mind your personality, lifestyle and budget in order to help you promote a confident and updated image!
- Recommend, as would a stylist, the most appropriate styles for your needs and lifestyle so you can be sure to have the perfect outfit for any occasion, activity or event all the time!
- Take you on a shopping excursion, as would a personal shopper, to help you master the "art of shopping" effectively and efficiently so you gain the confidence to do it on your own.

Professional image consultants often join organizations or associations such as AICI (Association of Image Consultants International) to enhance their reputation, credibility and working relationships with others. AICI is a worldwide non-profit association of men and women specializing in visual appearance, as well as verbal and non-verbal communications. AICI promotes and supports image consultants while enhancing and furthering the profession of image consulting. (www.aicicanada.com)

Whether you're looking for personal or professional advancement or to enrich and empower your life, seriously consider partnering with an image consultant to achieve your goals. It is a wise investment for men, women, and children! There is a perfect image consultant out there ~ just right for you!

*Angèle Desgagné AICI CIP
Imagélite International*

FALL 2003—THE CONSUMER RULES

In the past, the designer was God and told women what to wear regardless of their style, body type, colouring or lifestyle. Fall 2003 shows that the consumer is the boss and dictates fashion now more than ever. A clear example of this is "leisure wear" The popularity of Juicy Couture and comfortable chic clothing is very consumer driven. Women want to be comfortable. This also permeates into professional dress, where stretch fabrics give a woman comfort and movement.

Fall trends are merely a candy store where women can choose their favorite flavor according to their own style and needs. This is refreshing to see since individuality now dictates skirt lengths, jacket styles and pant rises. Also, the age barrier in fashion has been broken by celebrities in their 50's with fit bodies and young attitudes toward dressing.

Fall 2003 Trends:

Color:

Head to toe cream is the new black for those willing to sacrifice practicality and extra \$\$ for dry cleaning bills. It's fresh, pretty and optimistic. Other Flavors: Brown, Caramel, Tobacco, Raisin, Charcoal, Pink and Olive Green.

Fabrics:

Stretch corduroy is hot! Worn on weekends or as a casual business suit. For the business woman, English Country is a strong look with Chanel tweeds, paisleys, plaids and pinstripes. Other Flavors: Denim, distressed leather, fur and unfinished styles like raw edges and visible seams.

Skirts:

The mini is strong in business suits and kilt styles for the young and "wannabe famous". Other Flavors: Pencil thin or soft, romantic and flowing.

Pants:

Pants are more streamlined with stove pipes being #1. Other Flavors: Straight leg, low rise and a trend to high rise. Also popular is the menswear pant in a more classic style.

Jackets and Coats:

Sophisticated double-breasted trench coats and classic motorcycle jackets rule the runways. Other Flavors: Sporty 3/4 length casual coats with a defined waist, lots of zippers, fur, crocodile, animal prints and herring bone fabrics.

Accessories:

Crocodile prints in bags and shoes are huge. Tall over the knee boots for mini skirts are also one of the biggest trends. Also strong are hardware details, fur trim, animal and optical prints. The sophisticated theme for this season is polished with gloves and hats. Jewellery is colourful, organic and textured. Also popular are graphic design shapes in squares and circles. Finally chandelier earrings will be the "flash in the pan" for the season and will inundate us in retail stores.

Johana Schneider
dresscode
image consulting
+ retail therapy clothing studio

A BIT OF HISTORY...

Imagine...it has already been 10 years since Donna Chevrier AICI CIP, who was then AICI Canadian Liaison, had the initial vision for the Toronto Chapter. "I was hungry for the sharing and support that I could see the U.S. chapters enjoyed. Basically, I felt that if the image industry was going to grow, we had to be proactive in creating an impression of professionalism and value for our services. I couldn't do it alone".

Donna "put out the word", and on November 29, 1993, the first informal meeting was held with approximately 25 consultants. "I shared with the group the positive and rejuvenating energy I experienced at AICI Conference. I told them of the camaraderie, connection, sharing of ideas, and the support I continue to feel as an entrepreneur." The official installation ceremony was held on Monday, May 16, 1994, and was performed by Lisa Cunningham, V.P. of Membership International Board, who flew up from New York.

Board of Directors 2003 - 2004

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SKIN DEEP

The saying, "Make-up only looks as good as the skin underneath" is true and should be taken very seriously. As we approach a new season, new changes should be embraced. If the only change you make (and stick to) is promising to take better care of your skin, then you've taken an important step.

When your skin's surface is dull and neglected, your make-up will sit on the dirt and oil giving it a "cakie" effect. Your makeup will be very obvious and it should never be. Make-up should only enhance what you already have.

Here are some steps and types of products to use that will ensure clean, glowing skin:

Exfoliate, Exfoliate, Exfoliate!

When choosing an exfoliator, consider going to a cosmetic counter and spending more money, it is worth it. The granules that do the exfoliating should be perfectly circular, e.g. Clinique. Sometimes with the less expensive brands, the granules are cut poorly and have sharp square edges that will scratch/scar the skin permanently.

Make-up Remover

They should be used to remove make-up anywhere on the skin such as the face, eyes and neck. Soap won't do the job properly and it will age your skin faster.

Cleanser

A cleanser should never be mistaken for a make-up remover. It does not contain the same oil ingredients and it will not thoroughly remove make-up. Pick a cleanser suited to your skin type. Gel cleansers are good for oily skin and cream cleansers are better for dry skin. However, depending on your skin type, see a dermatologist for a recommendation that will best suit your needs.

Toner

Using a toner replaces the pH balance to your skin after you have washed it. It also closes off any open pores allowing for less dirt to get in during the day.

Moisturizer

The kind of moisturizer you use will depend on your skin type, age and the time of year. It's also a good idea to use a moisturizer containing sunscreen because the sun causes 90% of wrinkles and aging. Night creams are essential and you can find one depending on your age, skin's elasticity and needs.

Having a good skin care regime pays off for years to come. It is worth it to spend time and invest some money to find a line that works for you. Many cosmetic counters offer samples so you can try before you buy and many will also give you a full refund if the product gave you visible problems. Clean your skin twice a day and you'll be on your way to wearing even less make-up.

Daniela Mastragostino
NOVE Image Consulting

AICI

ASSOCIATION OF

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

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1/2 page	\$ 95	\$180
1/2page <i>(outside back cover)</i>	\$150	\$225
Link to website	\$ 35	\$ 45

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