

Mastering the advanced concepts of image consulting

STYLE & IMAGE

MANAGEMENT



Module 1

ONLINE CERTIFICATION PROGRAM

Chicago - Denver - New York

LESSON

1

- What is Image?
- How quickly are first impressions formed?
- More than Clothes
- What Type of Chocolate are You?
- What is an Image Consultant?
- The Function and Message of Appearance
- Halos and Horns
- Impression Clusters that Make up First Impressions

EXERCISES

LESSON

2

- The Female Fashion in History
- What Influences Fashion 5
- Brief Timeline of Modern Fashion

EXERCISES

LESSON

3

- The Female Figure in History

EXERCISES

LESSON

4

- Horizontal Body Types
- Hourglass
- Rectangle
- Inverted Triangle
- Triangle
- Diamond
- Oval
- Real and Apparent Horizontal Body Types

EXERCISES

LESSON

5

- Female Figure Analysis
- Female Body Proportion
- Long Legs / Short Body
- Short Legs / Long Body
- Balanced Body
- Assessing the Client's Vertical Proportions
- How to measure and assess your client's vertical proportions
- How to fill in the clients' Style sheet

EXERCISES

LESSON

6

- Other Considerations
- Height
- Age
- Weight
- Bone Structure
- Scale
- Neck Length and Circumference
- Bust Size
- Shoulder Slope and Width
- Prominent Features
- Heavy Upper Arms
- Aged Upper Arms
- Very Thin Arms
- Dowager's Hump
- Large Midriff
- Flat Bottom
- Large Stomach
- Thin Legs
- Bow Legs
- Heavy Lower Legs
- Saddle Bag and Large Thighs
- Sway Back
- Large Bottom

EXERCISES



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LESSON

7

- Face Shapes
- Oval
- Diamond
- Oblong
- Rectangle
- Triangle/Pear
- Heart and Inverted Triangle
- Round
- Square
- Recognising Face Shapes in 2 Easy Steps
- A Perfect Face Shape
- Ear Placement and Short Hair
- Face Shape Exercises

EXERCISES

LESSON

8

- Measuring Females
- How to measure and assess females for the Program
- What to say when taking measurements

EXERCISES

LESSON

9

- Technical aspects of My Private Stylist program
- Creating a portfolio for a client.

EXERCISES

LESSON

10

- Personalising your Client's My Private Stylist program
- The Components of the program
- Consultant ONLY Actions

EXERCISES

LESSON

11

- Line & Design
- Elements of Design
- Silhouette
- Line
- Internal Line and Design
- Design Lines
- Vertical Influence

EXERCISES

LESSON

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- Horizontal Influence

EXERCISES

LESSON

13

- Diagonal Influence

EXERCISES

LESSON

14

- Circular Influence
- Design Line Comparisons

EXERCISES

LESSON

15

- Line & Design - Texture
- Texture
- Surface
- Scale

EXERCISES



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LESSON

16

- Line & Design Color and Design
- Color
- Contrast
- Pattern

EXERCISES

LESSON

17

- Pattern

EXERCISES

LESSON

18

- Garment Glossary
- Wardrobe Capsules
- Principles of Design
- Focal Points
- Proportion
- Harmony
- Emphasis
- Directional Movement
- Rhythm
- Contrast

EXERCISES

LESSON

19

- Capsules and Classics
- Wardrobe Capsules
- Classic Garments

EXERCISES

LESSON

20

- Jackets

EXERCISES

LESSON

21

- Pants

EXERCISES

LESSON

22

- Skirts

EXERCISES

LESSON

23

- Dresses

EXERCISES

LESSON

24

- Shirts, Blouses, and Tops

EXERCISES

LESSON

25

- Accessorizing

EXERCISES

LESSON

26

- Personal Style Expression
- How to Help a Client Discover their Style

EXERCISES



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LESSON

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- Classic
EXERCISES

LESSON

28

- Creative
EXERCISES

LESSON

29

- Dramatic
EXERCISES

LESSON

30

- Elegant
EXERCISES

LESSON

31

- Feminine
EXERCISES

LESSON

32

- Natural
EXERCISES

LESSON

33

- Sexy
- Style Personality Questionnaire
EXERCISES

LESSON

34

- 1:1 Style Consultations
- 1:1 (One-on-One)
- Procedure for in your own studio:
- Body Type abbreviations
- How to use the My Private Stylist Program and explain it to your client.
- What to Say When You Begin Your Consultation
- Procedure for away from your own studio:
EXERCISES

LESSON

35

- Group Style Consultations
EXERCISES

LESSON

36

- Men Of Style (MOS)
- What Clients Gain from an Image Innovators Style Program and Your Advice
- Assessing and Measuring Men
- Male Vertical Body Types
- Horizontal Body Types
EXERCISES

LESSON

37

- Male Garments
- The Suit
- Events that Heralded in the Male Suit We Know Today
- Types of Suits
- Single-Breasted and Double-Breasted Suits
- Correct Buttoning
- Suit Color
- Suit Fabric
EXERCISES



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LESSON

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- Jackets
- Other Important Jacket Considerations

EXERCISES

LESSON

39

- Dress Shirts

EXERCISES

LESSON

40

- Shirt Color and Pattern

EXERCISES

LESSON

41

- Trousers and Pants
- History
- Waist
- Signs of a Polished Professional Attire
- Trademarks of Quality Suit Construction

EXERCISES

LESSON

42

- Male Personal Style Expression
- Classic

EXERCISES

LESSON

43

- Male Personal Style Expression
- Creative

EXERCISES

LESSON

44

- Male Personal Style Expression
- Dramatic

EXERCISES

LESSON

45

- Male Personal Style Expression
- Elegant

EXERCISES

LESSON

46

- Male Personal Style Expression
- Natural

EXERCISES



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LESSON

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- Male Personal Style Expression
- Romantic

EXERCISES

LESSON

48

- Male Personal Style Expression
- Revolutionary/defiant

EXERCISES

LESSON

49

- Male Personal Style Expression
- Sexy/Sharp

EXERCISES

LESSON

50

- Accessories
- Shoes
- Socks
- Ties
- Tie Knots
- Belts and Suspenders
- Jewelry
- Casual Wear

EXERCISES

LESSON

51

- Coordination
- Prints, Patterns, and Solids
- Sock Coordination
- Shoe Coordination
- The Role of Color Contrast in a Business Wardrobe
- Male Capsules and coordination
- 12 Casual Essentials
- Sports Jackets
- Sports Pants and Trousers
- T-Shirts
- Casual Clothing Coordination

EXERCISES

LESSON

52

- Professional Image
- Toxic Traits
- Impression Formation
- First Impressions
- The Power of Stereotypes
- Appearance and Success*
- Dress and the Workplace
- Risks of Poor Professional Dress Choices
- The Polished Professional
- Women
- Men

EXERCISES

LESSON

53

- Professional Grooming
- Male Grooming Standards
- Female Grooming Standards
- Image Breakers
- A Word for the Over 50's

EXERCISES



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LESSON

54

- Professional Dress Codes
- 1st Level: Traditional Business
- 2nd Level: Smart Business
- 3rd Level: Business Casual
- 4th Level: Relaxed
- Which Level and Why
- Modern Professional Dress
- The Impact and Perception of Business
- Casual Dress
- Key Elements of Casual Dress
- The Casual Continuum

EXERCISES

LESSON

55

- Professional Etiquette 1
- The Golden and Global Rules of Etiquette 3
- Introductions 5
- Telephone Etiquette 6

EXERCISES

LESSON

56

- Body Language
- Key Elements
- Positive Body Language

EXERCISES

LESSON

57

- Wardrobe Audits
- Pre-Audit Instruction
- On the Day
- Fashion Fixes

EXERCISES

LESSON

58

- Personal Shopping
- Pre-Shopping Questions
- Pre-Shopping Instructions
- On the Day

EXERCISES

LESSON

59

- Presentations to Groups/workshops
- Presentations, Seminars and Workshops
- Public versus Corporate
- Fee or Free
- Learning to Speak Well
- Coping with Nerves
- 9 Reasons Why Presenters Do Not Get Asked
- Back Again or Gain Referrals
- Promoting Seminars
- Seminar Confirmation Letter or Email
- Sample Seminar Flier
- Before You Start
- Example introduction
- Your Opening
- Delivering the Seminar
- Building your Presentation
- Presenting Tips
- The "Sell": Your "Call To Action" Your closing remarks or 'outroduction'
- The Working End of Your Seminar
- Things to Remember to Take with you to a Seminar

EXERCISES

FINAL ASSIGNMENTS



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