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IMAGE

Confident Consulting in Style for Women

Confident Consulting in Personal Style for Women

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At the end of course, please complete the Participant Training Evaluation form. You will notice that included in this form are the learning outcomes for the session. Note that you will receive CEUs for this session, even if you indicate that a learning outcome was not successfully achieved.

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You will receive notification from your CEU Provider that you have earned CEUs and this information will be added to your permanent record. You may request a copy of your CEU record by contacting AICI Headquarters.

Welcome to confident consulting in Personal Style for Women your online training program for women's personality, style and line.

This course has been developed to build your knowledge and to enable you at the end of the 21 lessons to confidently start your own consulting business in personal style and body line for women.

Each lesson will contain exercises for you to complete and tips to assist you in your own business. There will be 8 assignments you are required to complete if you wish to receive your certificate of completion. Your assignments may be posted or emailed, whichever is easiest for you. Lessons which are posted will take longer to be assessed.

Good luck in your pursuit of Image Excellence and remember we are only an email away should you require any help. When phoning please remember to check your time zone and be understand that I may be with a client, so if I am unable to answer the phone please wait for me to return your call within 48 hours.

Enjoy and here's to your journey to become a confident consultant in personal style.

Cheers

*Clare Maxfield & Imogen Lamport
Principals - Academy of Professional Image*

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Lesson #1 Why Image Matters

Outline the uses of clothing
Distinguish safety from fashion concerns
Relay how quickly first impressions are formed

Image Matters:

It is nice to think that the minute that we enter a room of strangers they are going to make judgements based on our past achievements, where we have come from and who we really are. The truth of the matter is vastly different. Even before you open your mouth impressions have been made, valuations and decisions based solely in your visual appearance and impact upon your audience.

Image isn't something new for us to worry about. The effect of a person's image has been around for centuries. The chieftains of a village always wore the finest furs and most elaborate headdresses. The kings and queens always wore the finest clothing. How we dress has for eons distinguished us from our peers.

We are a very image based society. Since the conception of television global stereotypes for most people have emerged. It is widely believed that much of the appeal for John F Kennedy and his success were largely due to his good looks and media coverage. During his pre-election debate with Richard Nixon in 1960 Nixon refused to wear make-up for the television cameras. The result of this action is legendary. Nixon's lack of concern for his image led him to appear nervous and his lack of composure gave him an untrustworthy appearance. It is one of the closest election results of all time for America but it does make you wonder would the Kennedy dynasty be what it was if it was not for television.

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Maslow's Hierarchy of Needs



Clothing through life

As we develop from birth to death clothing takes on many different forms for us.

As a baby it starts off as necessary for survival

As a toddler it is survival as well as safety and security

As a teenager it gives us a place and a sense of belonging

Maturity will have our self worth reflected in our wardrobe

Finally a wardrobe should become a true reflection of our inner confidence. To reach the top level we must realise that the clothing we are wearing not only supports our need as a human being to survive but it will also keep us safe and secure. We no longer worry about the need to belong as our clothing supports our self esteem and allow us to truly reflect who we are; it is a sign that there are no demons in our wardrobe. It is possibly for this clarification that your clients will come to you. You will be able to give to your clients the gift of knowing that how they look and how they dress is a true reflection of who they are.

With this in mind the following exercise is to have you start thinking about the various elements of your wardrobe and how they relate to Maslow's hierarchy of needs as well as how they relate to your everyday living. See how many examples you can come up with. After your first assignment I will be sending you some solutions of my own.

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Exercise #1a Give examples of how clothing can assist survival

What can protect your feet? What can keep you dry?

What can keep you warm?

Give examples of how clothing can be useful in safety and security

What can make you more visible?

What can protect you from the elements?

Give examples of how clothing can assist us to belong

How can you feel you are part of a team or a group?

Is this just for school aged children - can we look like part of a group/team/organisation in adult years?

Give examples of how clothing can assist our self esteem

Your esteem is raised when you feel proud of yourself. What can clothing do to heighten your personal pride - this is not ego?

Give examples of how clothing can assist self actualisation

This is the level when people are most comfortable with whom they are. They do not require confirmation of their esteem through others. They are confident in their own person.

Albert Mehrabian, a famous behavioural scientist, identified the key components that influence people in communication. In his study from 1981 entitled 'Silent messages: Implicit communication of emotions and attitudes' his results for large groups or on one-to-one communication were the same.

Whilst his study looked at the communication styles we use the component which measured body language has been widely accepted as also relating to a person's physical appearance –hence their clothing.

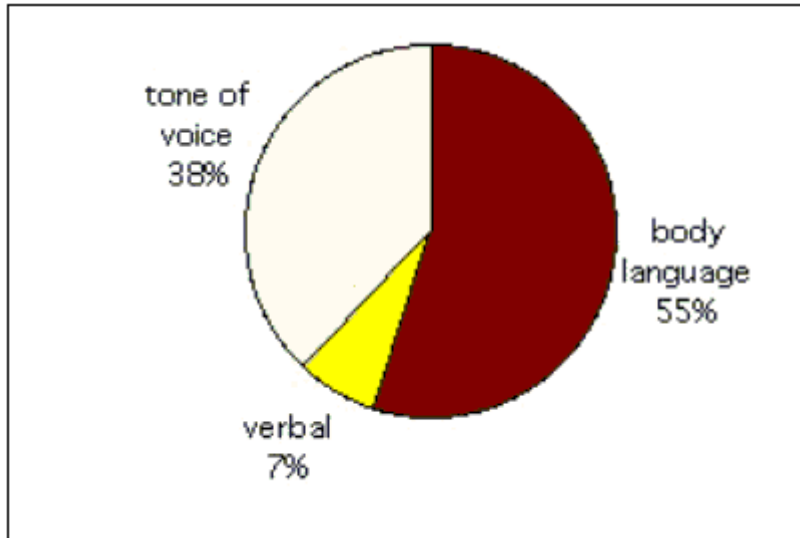
WHAT you say 7 % - the actual words you use

HOW you say it 38 % - the tone and sound of your voice

How you **LOOK** 55 % - the way you stand and the clothes you wear

From this we can see that before we open our mouths more than 50% of a person's perception of us has been made.

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**Once this assumption is made, if it is wrong,
It will be very difficult to alter**

As human beings we like to believe in ourselves and hold fast to our first impressions of any situation or person. Can you remember an instance when you have met someone for the first time and instantly liked or disliked that person? From that moment onwards you are looking for clues to back up your assessment. With this in mind both you as a consultant, and your clients who come to you, want to know that they are creating a great first impression every time.

Exercise #1.b – list as many items of clothing that you can think of that will assist a person with their esteem. This can include items of clothing that make you look and feel slimmer, younger, more confident, more successful and more gorgeous.

Slimmer

Younger

Confident

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Successful

Gorgeous

Your clients will come to you to assist them with their image. Understanding how your advice can not only give them more confidence in the way they present themselves your advice can also improve their self esteem, making you a very valuable aid to their life. This list you can add to as you gather more information throughout this course

Tip – you may wish to start a file of pictures which will support everything you write within these headings to show your clients when they come to you.

To those that have, shall be given

Weblink - http://www.economist.com/displaystory.cfm?story_id=10311266

Dec 19th 2007 from *The Economist* print edition

The ugly are one of the few groups against whom it is still legal to discriminate. Unfortunately for them, there are good reasons why beauty and success go hand in hand

Illustration by Brett Ryder

IMAGINE you have two candidates for a job. They are both of the same sex—and that sex is the one your own proclivities incline you to find attractive. Their CVs are equally good, and they both give good interview. You cannot help noticing, though, that one is pug-ugly and the other is handsome. Are you swayed by their appearance?

Perhaps not. But lesser, less-moral mortals might be. If appearance did not count, why would people dress up for such interviews—even if the job they are hoping to get is dressed down? And job interviews are turning points in life. If beauty sways interviewers, the beautiful will, by and large, have more successful careers than the ugly—even in careers for which beauty is not a necessary qualification.



If you were swayed by someone's looks, however, would that be wrong? In a society that eschews prejudice, favouring the beautiful seems about as shallow as you can get. But it was not always thus. In the past, people often equated beauty with virtue and ugliness with vice.

Even now, the expression "as ugly as sin" has not quite passed from the language. There is, of course, the equally famous expression "beauty is in the eye of the beholder", to counter it. But the subtext of that old saw, that beauty is arbitrary, is wrong. Most beholders agree what is beautiful—and modern biology suggests there is a good reason for that agreement. Biology also suggests that beauty may, indeed, be a good rule of thumb for assessing someone of either sex. Not an infallible one, and certainly no substitute for an in-depth investigation. But, nevertheless, an instinctive one, and one that is bound to redound to the advantage of the physically well endowed.

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Fearful symmetry

The godfather of scientific study of beauty is Randy Thornhill, of the University of New Mexico. It was Dr Thornhill who, a little over a decade ago, took an observation he originally made about insects and dared to apply it to people.

The insects in question were scorpion flies, and the observation was that those flies whose wings were most symmetrical were the ones that did best in the mating stakes. Dr Thornhill thought this preference for symmetry might turn out to be universal in the animal kingdom (and it does indeed seem to be). In particular, he showed it is true of people. He started with faces, manipulating pictures to make them more and less symmetrical, and having volunteers of the opposite sex rank them for attractiveness. But he has gone on to show that all aspects of bodily symmetry contribute, down to the lengths of corresponding fingers, and that the assessment applies to those of the same sex, as well.

The reason seems to be that perfect symmetry is hard for a developing embryo to maintain. The embryo that can maintain it obviously has good genes (and also a certain amount of luck). It is, therefore, more than just coincidence that the words "health and beauty" trip so easily off the tongue as a single phrase.

Other aspects of beauty, too, are indicators of health. Skin and hair condition, in particular, are sensitive to illness, malnutrition and so on (or, perhaps it would be better to say that people's perceptions are exquisitely tuned to detect perfection and flaws in such things). And more recent work has demonstrated another association. Contrary to the old jokes about dumb blondes, beautiful people seem to be cleverer, too.

One of the most detailed studies on the link between beauty and intelligence was done by Mark Prokosch, Ronald Yeo and Geoffrey Miller, who also work at the University of New Mexico. These three researchers correlated people's bodily symmetry with their performance on intelligence tests. Such tests come in many varieties, of course, and have a controversial background. But most workers in the field agree that there is a quality, normally referred to as "general intelligence", or "g", that such tests can measure objectively along with specific abilities in such areas as spatial awareness and language. Dr Miller and his colleagues found that the more a test was designed to measure g, the more the results were correlated with bodily symmetry—particularly in the bottom half of the beauty-ugliness spectrum.

Faces, too, seem to carry information on intelligence. A few years ago, two of the world's face experts, Leslie Zebrowitz, of Brandeis University in Massachusetts, and Gillian Rhodes, of the University of Western Australia, got together to review the literature and conduct some fresh experiments. They found nine past studies (seven of them conducted before the Second World War, an indication of how old interest in this subject is), and subjected them to what is known as a meta-analysis.

The studies in question had all used more or less the same methodology, namely photograph people and ask them to do IQ tests, then show the photographs to other people and ask the second lot to rank the intelligence of the first lot. The results suggested that people get such judgments right—by no means all the time, but often enough to be significant. The two researchers and their colleagues then carried out their own experiment, with the added twist of dividing their subjects up by age.

Bright blondes

The results of that were rather surprising. They found that the faces of children and adults of middling years did seem to give away intelligence, while those of teenagers and the elderly did not. That is surprising because face-reading of this sort must surely be important in mate selection, and the teenage years are the time when such selection is likely to be at its most intense—though, conversely, they are also the time when evolution will be working hardest to cover up any deficiencies, and the hormone-driven changes taking place during puberty might provide the material needed to do that.

Nevertheless, the accumulating evidence suggests that physical characteristics do give clues about intelligence, that such clues are picked up by other people, and that these clues are also associated with beauty. And other work also suggests that this really does matter.

One of the leading students of beauty and success is Daniel Hamermesh of the University of Texas. Dr Hamermesh is an economist rather than a biologist, and thus brings a somewhat different perspective to the field. He has collected evidence from more than one continent that beauty really is associated with success—at least, with financial success. He has also shown

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that, if all else is equal, it might be a perfectly legitimate business strategy to hire the more beautiful candidate.

Just over a decade ago Dr Hamermesh presided over a series of surveys in the United States and Canada which showed that when all other things are taken into account, ugly people earn less than average incomes, while beautiful people earn more than the average. The ugliness "penalty" for men was -9% while the beauty premium was +5%. For women, perhaps surprisingly considering popular prejudices about the sexes, the effect was less: the ugliness penalty was -6% while the beauty premium was +4%.

Since then, he has gone on to measure these effects in other places. In China, ugliness is penalised more in women, but beauty is more rewarded. The figures for men in Shanghai are -25% and +3%; for women they are -31% and +10%. In Britain, ugly men do worse than ugly women (-18% as against -11%) but the beauty premium is the same for both (and only +1%).

The difference also applies within professions. Dr Hamermesh looked at the careers of members of a particular (though discreetly anonymous) American law school. He found that those rated attractive on the basis of their graduation photographs went on to earn higher salaries than their less well-favoured colleagues. Moreover, lawyers in private practice tended to be better looking than those working in government departments



Illustration by Brett Ryder

Even more unfairly, Dr Hamermesh found evidence that beautiful people may bring more revenue to their employers than the less-favoured do. His study of Dutch advertising firms showed that those with the most beautiful executives had the largest size-adjusted revenues—a difference that exceeded the salary differentials of the firms in question. Finally, to add insult to injury, he found that even in his own cerebral and, one might have thought, beauty-blind profession, attractive candidates were more successful in elections for office in the American Economic Association.

That last distinction also applies to elections to public office, as was neatly demonstrated by Niclas Berggren, of the Ratio Institute in Stockholm, and his colleagues. Dr Berggren's team looked at almost 2,000 candidates in Finnish elections. They asked foreigners (mainly Americans and Swedes) to examine the candidates' campaign photographs and rank them for beauty. They then compared those rankings with the actual election results. They were able to eliminate the effects of party preference because Finland has a system of proportional representation that pits candidates of the same party against one another. Lo and behold, the more beautiful candidates, as ranked by people who knew nothing of Finland's internal politics, tended to have been the more successful—though in this case, unlike Dr Hamermesh's economic results, the effect was larger for women than for men.

If looks could kill

What these results suggest is a two-fold process, sadly reminiscent of the biblical quotation to which the title of this article refers. There is a feedback loop between biology and the social environment that gives to those who have, and takes from those who have not.

That happens because beauty is a real marker for other, underlying characteristics such as health, good genes and intelligence. It is what biologists call an unfakeable signal, like the deep roar of a big, rutting stag that smaller adolescents are physically incapable of producing. It therefore makes biological sense for people to prefer beautiful friends and lovers, since the first will make good allies, and the second, good mates.

That brings the beautiful opportunities denied to the ugly, which allows them to learn things and make connections that increase their value still further. If they are judged on that experience as well as their biological fitness, it makes them even more attractive. Even a small initial difference can thus be amplified into something that just ain't—viewed from the bottom—fair.

Given all this, it is hardly surprising that the cosmetics industry has global sales of \$280 billion. But can you really fake the unfakeable signal?

Dr Hamermesh's research suggests that you can but, sadly, that it is not cost-effective—at least, not if your purpose is career advancement. Working in Shanghai, where the

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difference between the ugliness penalty and the beauty bonus was greatest, he looked at how women's spending on their cosmetics and clothes affected their income.

The answer was that it did, but not enough to pay for itself in a strictly financial sense. He estimates that the beauty premium generated by such primping is worth only 15% of the money expended. Of course, beauty pays off in spheres of life other than the workplace. But that, best beloved, would be the subject of a rather different article.

Similar studies have been done around the globe with surprisingly similar results each time. Maybe it is the natural law of selection where we look after everything around us depending upon its value to us. Where we value beauty above ordinary appearance. A study called 'beautiful politicians' in 2006 by Dr Andrew Leigh from ANU(Australian National University) and a tutor, Amy King from University of SA(South Australia) measured vote share on the same scale from the previous election. While John Howard did not rate highly his cabinet did ranking them 57% higher than their political opponents. Maybe Kevin Rudd (Australian Prime Minister) had a better looking party the next time around?

Before you finish fill in what you have learned from this lesson

Outline the uses of clothing

Distinguish safety from fashion concerns

Relay how quickly first impressions are formed

You can refer back to these answers should you wish to receive your CEU's at the end of the course