



**TRAINING**

**IN**

**PERSONAL STYLE ANALYSIS**

**2017**



## **TRAINING IN PERSONAL STYLE ANALYSIS**

### **1. CLOTHING AND BODY LINES & SHAPES**

Body lines  
Clothing Lines  
    Outlines – silhouettes  
    In-lines – design details  
The different body shapes and what they mean  
Scale  
Proportion  
Determining face shape

### **2. WARDROBE ASSESSMENT**

How to conduct a wardrobe assessment  
The big dos and don'ts  
Wardrobe planning: clusters, bundles etc

### **3. CLOTHING TO RESONATE WITH YOUR CLIENT**

The importance of individuality in image consultation  
Lifestyle  
Style Personality  
Guidelines for combining colour, size, shape and personality  
Matching the wardrobe to budget

### **4. RINGING THE CHANGES**

Accessories  
Clothes for formal and informal occasions  
Creating the overall look  
How to set up a whole new look for your client  
Creating a wardrobe to work the year round

### **5. CONFIDENCE BUILDING FOR YOUR CLIENT**

Highlighting the client's promising features  
Posture  
Communication skills  
How to deal with extra weight  
Tips and guidelines for maintaining their new image

### **6. CONDUCTING A STYLE & IMAGE CONSULTATION FOR A FEMALE CLIENT**

Analysing and explaining about your client's physical characteristics  
Preparing a set of guidelines for your client  
What to buy and what to avoid  
Giving the client general advice



### 13. **CONDUCTING A COMPLETE IMAGE CONSULTATION FOR A MALE CLIENT**

Analysing and explaining about your client's colouring  
Advice on how to use the colour swatch  
Clothing Lines for men  
The different body shapes and what they mean for men  
Scale  
Proportion  
All about lifestyle  
Personality types  
Guidelines for combining physical attributes, lifestyle and personality  
What to wear where and when  
Proper fit and quality construction  
Preparing a set of guidelines for your client  
What to buy and what to avoid  
Giving the client general advice

#### **GENERAL:**

##### **a. THE INITIAL CONTACT WITH YOUR CLIENT**

Identify the client's area of concern  
Understand how to provide the solution

##### **b. MARKETING YOUR SERVICES**

Marketing your colour consulting business  
Materials you will need  
How to increase your client base  
Creating a website  
Networking

##### **c. SETTING UP YOUR BUSINESS**

Setting up your business on a small budget  
Types of businesses  
Your business niche  
How to write a business plan  
Pricing your services  
Business operations and accounting

##### **d. EXPANDING YOUR SERVICES**

Becoming a personal shopper  
Client get-togethers  
Keeping your client up to date with latest fashions  
Conducting presentations and workshops  
Other services a colour consultant can offer



## **TERMS OF BUSINESS**

### **Investment**

The cost of the training used to cover all you would need to set up in business including comprehensive Style Training manual for future reference, Client Style Assessment Charts, Clients Record Charts, Client Workbooks and a personal style analysis valued at \$400 along with your personal Style Workbook, and sundry other materials. This amounted to \$5215. Nowadays we spread the cost out a little to make it easier for you.

Therefore cost of the training for **2017 will be \$2500** (incl GST) and will cover the comprehensive Style Training manual for future reference, Client Style Assessment Charts, Clients Record Charts, Client Workbooks and a personal style analysis valued at \$400 along with your personal Style Workbook.

A non-refundable deposit of \$500 is due upon registration to reserve your place on the course, and the balance to be paid one month before the course commences.

### **Cancellation terms**

Refunds (apart from non-refundable deposits) will only be given where notice is received 21 days before the course commences. 50% of the refundable element will be given for cancellations received 15 - 30 days before the event. No refunds will be given for cancellations received 14 days or less before the event.

The above prices are guaranteed until 31 December 2017.

## **GENERAL INFORMATION**

**Times:** 9.30am to 4.30pm each day for 4 days.

**Venue:** To be confirmed

Training will be in small groups of no more than 4 people, to ensure you get lots of personal attention at the same time as benefiting from the group dynamics.

At the end of the course, students are expected to complete a series of four post course assignments to ensure they are confident and competent to work independently. After this time each student receives a beautiful Certificate of Attainment certifying ability to conduct business as a Style Consultant or Image Consultant, depending on whether or not the colour training has also been completed.

Students will be provided with on-going mentoring as required for a minimum of six months after they receive their certificate.

Christine Fromont Dip IC  
Owner, Exclusively You