



**TRAINING**

**IN**

**PERSONAL STYLE ANALYSIS**

**2018**



## **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**

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



**GENERAL:** **OPTIONAL** – This additional training may already have been undertaken following colour analysis training.

**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 style 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 covers all you need to start offering a Style Analysis service including the comprehensive Style Training manual, Client Style Assessment Charts, Clients Record Charts, Client Workbooks and your own personal style analysis valued at \$400 along with your personal Style Workbook, and sundry other materials. This works out to be \$2500.

A non-refundable deposit of 10% (\$250) is due upon registration to reserve your place on the course, and the balance to be paid one month before the course commences.

### **Training out of personal interest, not with a view to starting your own business:**

Instead of 4 days, you would only need to attend the first three days. You would still receive your own personal style analysis valued at \$300 along with your personal Style Workbook. For this shorter training, the cost is \$1750 and similarly, registration incurs a deposit of 10% (\$175).

### **Cancellation terms**

Refunds (apart from non-refundable deposits) will only be given where notice is received 30 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.

If, due to unavoidable circumstances, the course needs to be cancelled by *Exclusively You*, a full refund will be given.

The above prices are guaranteed until 31 December 2018.

## **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 dynamics of working together.

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