



Foundation Course

The course is aimed at those who wish to become proficient in image consultancy. It is designed for newcomers to the image industry and those in related fields such as personal shoppers, personal stylists, wardrobe planners etc. The duration of the course is 18 days. Training is geared to The Federation of Image Consultants standards for its joint award with the City and Guilds, and incorporates major elements of the Association of Image Consultants International First Level of Certification.

The course objectives are to provide students with the essential skills and knowledge for them to work expertly, confidently and successfully with their clients. It includes:

Female Styling and Body Analysis

- Defining Style
- Style Versus Fashion
- Key Elements to Consider When Styling
- Face Shape and Hairstyles
- Dressing the Female Figure
- Surface Design
- Accessorising
- The Business of Style Consulting

Men's Style and Physique Profiling

Includes some elements of above, plus specifics on:

- Male Physiques
- Menswear - Professional
- Business Casual Attire

Colour Analysis

- Colour Psychology
- Simple Colour Theory
- Colour Identity
- Essential Colour Characteristics
- Colour Analysing
- Colour and the Body Silhouette
- The Business of Colour Consulting

Wardrobe Management and Personal Shopping

- Wardrobe Analysis
- Garment Suitability Identification
- Wardrobe Organisation and Planning
- Essential Knowledge of Personal Shopping

Grooming and Etiquette

- Male Grooming
- Female Grooming
- Business and Social Etiquette

Skin Care and Cosmetics Application

- Facial Bone Structure Identity
- Importance of Hygiene
- Analysis of Skin Types
- Coloured Cosmetics Suitable for Client's Colouring and Preferences
- Practical Application