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## Editor's Note

To shake hands or bow? To serve or not to serve? These are the burning questions that image consultants in Asia grapple with on a daily basis. But as they say, when in Rome do as the Romans do, and when in Asia, it's all about finding the perfect balance between traditional customs and modern etiquette.

Did you know that in Malaysia, we're home to not only the Malays, Chinese, and Indians, but also over 60 other ethnic groups? Talk about a fashion minefield! But fear not, my fellow image consultants, for we have the power to navigate these cultural waters with ease. Just remember, when it comes to recommending shades of red for a Chinese client, it's not just about skin tone, it's about luck too.

As the world becomes more connected, it's more important than ever for us to be aware of the cultural nuances of our clients. That's why this issue of AICI Global Magazine is all about embracing cultural diversity. We've got contributors from all over the world sharing their wealth of experience, from Sue Currie on "A Melting Pot of Multicultural Fashion in Australia" to Lenore Aguilar on "Ageism Inside the Fashion Industry."

We'll also be diving into the fascinating worlds of China and India, where you'll get a glimpse of their culture and clothing whilst Dr. María Pía Estebecorena, AICI CIP, and Alexandra Miranda will make us think hard about societal and cultural biases and how individuals are affected.



And of course, we've got interviews with some of our outstanding speakers for the upcoming AICI conference at Punta Cana! So grab a cup of tea, or maybe a traditional Malay drink like "Teh Tarik" and get ready for an enjoyable and eye-opening read.

At AICI, we believe that embracing cultural diversity is essential for providing the best possible service to our clients. By understanding and respecting different cultural norms and aesthetics, we can help our clients present themselves in a way that feels true to who they are and where they come from! So, let's raise our glasses (or teacups) to cultural diversity and the many challenges and rewards it brings to our industry.

Till the next time, have a fantastic 2023 ahead!



**Dr. Wendy Lee**  
**EDITOR-IN-CHIEF**

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WHY EVERYONE  
IS LOOKING FOR AN  
**IMAGE CONSULTANT**  
THESE DAYS?

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# PRESIDENT'S LETTER

LILIAN BUSTAMANTE, AICI CIM

## Intercultural Intelligence

**Our AICI Mission is: "AICI connects image professionals to a diverse global community that inspires creativity, builds knowledge, and expertise, creating a sustainable impact on individuals, businesses, and the world." Our association is the best example of the importance of Cultural Intelligence.**

For this letter, I have taken some very interesting ideas that I found in an article from the School of Administration of the Catholic University of Chile: <https://escueladeadministracion.uc.cl/desarrollo-de-la-inteligencia-cultural-habilidad-del-siglo-xxi/>

Companies and organizations increasingly work or negotiate with people from other cultures. As image consultants, it is very important that we are aware of cultural differences among countries to prepare our clients, who are leaders, managers, and natural persons, for their trips beyond their native borders.

### What is Cultural Intelligence?

Cultural intelligence is the ability to interact effectively and fluently in different contexts or intercultural challenges. This concept emerged 15 years ago and encompasses ideas such as communication, skills, and intercultural awareness.

No one is born culturally intelligent. It is a learning process that includes cognitive (understanding), emotional (attitude), and experiential (contact with what is different) factors.

Intercultural intelligence is made up of three pillars:

**Knowledge:** They are concepts, models, and tools that allow “reading and understanding” other cultures. It is the conceptual frame of reference. Developed, in the last 70 years, by sociologists, anthropologists, and linguists. It is used in the business world and academia.

**Cultural awareness:** It is the ability to pay attention to the signs of a certain intercultural situation reflectively and find the appropriate creative strategy to be used at that moment.

**Intercultural Competences:** They are necessary to adapt to intercultural challenges. General skills are adaptability, cultural awareness, global vision or thinking, openness and flexibility. However, characteristics such as curiosity, interest in what is different, empathy, good management of personal relationships, perseverance and resilience are key aspects for a professional to perform adequately in a globalized world.

In other words, having emotional intelligence is a necessary condition to develop cultural intelligence.

The development of specific competencies will depend on the situation and cultural context in which a person finds himself at that particular moment. For example, leading a multicultural team requires adapting ways of giving answers or feedback, reassessing the decision-making process, and adapting the leadership style. All these elements have a strong cultural component.

A good leader in a company in his/her country can be an absolute failure leading a work team made up of people in another country if that person continues to use the same style that made him successful in his home country. Being flexible, adapting to an indirect communication style, and learning to read between the lines are skills that this German leader will need to develop in order to be successful in this new cultural environment.

### **How to develop cultural intelligence?**

The first step is contact with diversity in general and with other cultures. We must have intercultural experiences. This way, we can analyze situations that create conflict and then learn from them.

Our AICI International Board is the perfect example of a multicultural team; I think during these 18 months, all of us have learned from each others’ cultures and respected the different ideas and points of view to make decisions and implement all the changes for the good of our Association.

In today's social media-driven age,  
everyone wants to create

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# A Melting Pot of Multicultural FASHION IN AUSTRALIA

BY SUE CURRIE

There was a famous advertising jingle – Football, Meat Pies, Kangaroos and Holden Cars – which epitomised the essence of the Australian “bloke” and “sheila” of the early 70s era. It was a forerunner to the Australiana wave that was soon to be world recognised and represented by the fictional character Crocodile Dundee.

You may think that is still representative of Australia with the image of the outback hero wearing Akubra hats, thongs and stabbies (very short shorts!). Things have changed.

Australia is a very multicultural society and according to the most recent Census, one in four of Australia's 22 million people were born overseas; 46 per cent have at least one parent who was born overseas; and nearly 20 per cent of Australians speak a language other than English at home.

Take a walk down any city street, and the people will look very much like most major cities worldwide with a mix of white, Indigenous, Chinese, Indian, Arab and more. And that is just appearances; the most recent poll indicated that people from more than 190 countries were approved to become Australian citizens.

As image consultants, we provide colour consultations and styling services to people of many ethnicities, where we are mindful and aware of different cultural norms.

Designers also cater to a diverse clientele, and they, too, come from varied backgrounds. Reflecting that cultural diversity, I'm sharing the stories of a few Australian designers who sum up perhaps what the current Australian style and culture are really like.

## Jenny Kee

Australian-born Jenny Kee, of Chinese descent, is a pioneering figure in fashion design, best known for her vibrant Australiana knits and her creative partnership with fellow designer Linda Jackson.

In 1982, Princess Diana famously wore her 'Koala' jumper to a polo game, and in the same year, Karl Lagerfeld used her Opal fabric design in sixty-five garments for his first collection with Chanel, bringing Kee's work to international attention.



Her formative experiences as a designer occurred in London, where she travelled at eighteen. As she explained in a recent television documentary, "When I got off the boat, I went straight to Biba, the hippest of the London boutiques in Abingdon Road, Kensington ... this was not a mere dress shop, this was a complete fashion environment and what I travelled all the way from Sydney to see".

After time working in sales at Biba in the late 1960s, Kee began working with antique clothes dealer Vern Lambert at the Chelsea Antique Market, where she was surrounded by an eclectic variety of traditional garments from around the world, retro clothing and vintage haute couture. In this environment, her personal style rapidly became more dramatic and idiosyncratic.

## Flamingo Park

Returning to Australia, Kee opened the fashion boutique The Flamingo Park Frock Salon. Soon after, she was introduced to Linda Jackson, a fellow fashion designer who had just returned from travelling throughout Southeast Asia and Europe for several years.



The pair became immediate friends and their meeting marked the beginning of an enduring partnership. They shared a mutual love for the Australian environment and vintage clothing, and soon developed a distinct voice in fashion through their inventive garments and bold prints. Their designs were entirely their own, independent of the conventional marketplace and fashion trends, and Flamingo Park became a hub for those possessing a creative and artistic point of view.

After Jenny and Linda went their separate ways, both found success in independent projects. Jenny developed an interest in quirky knits while in London, and later funnelled this interest into her own range of colourful Australian knits.

## Aheda Zanetti <https://ahiida.com/>

Inventor of the Burkini, Aheda and her family moved to Sydney from Lebanon when she was two years old.



Like many Muslim women in the west, Aheda wanted to adhere to Islamic clothing norms while also keeping up with Western fashion – especially when it came to activewear and modest swimwear. It was after watching her niece struggle to play netball with her sporting uniform on top of her religious clothing that an idea came to Aheda. She was going to create a garment that combined Islamic modesty with Australian beach and sporting culture.

## The burkini was born

After many months of perfecting her designs, Aheda unveiled the hijood and the burkini. Both garments, the hijood for sportswear and the burkini for swimwear, allowed Muslim girls to participate in activities at a much higher level than ever before.



The burkini has found an audience beyond the Muslim community, and while some people have controversial opinions about the garment, it can't be denied that it has given many girls and women access to sports and experiences they would have otherwise avoided due to health, religious or body image concerns.

"I wanted to change the Islamic symbol of a veil," said the pioneering designer in a Sydney Morning Herald article. "I wanted to make sure we blended in with the Australian lifestyle."

In 2007, Surf Life Saving Australia launched a campaign to find Muslim lifeguards to work on Sydney's beaches to help Muslim Australians integrate and show others that their Muslim peers were part of Australian culture.

Suddenly, Aheda's role became clear. Surf Life Saving reached out to her to ask whether she could make a burkini suitable for lifeguards. She tweaked her design to help it stand up better to work required of a lifeguard, making it a little tighter and a little shorter, and created a bold yellow-and-red design.

It was an immediate hit with young Muslims in Sydney. Mecca Laa Laa, a 20-year-old Muslim lifeguard in Sydney explained to the Associated Press, "The burkini allowed me to participate in activities at a level I had never previously expected."

## Carla Zampatti

<https://www.carlazampatti.com.au>

Simplicity. Strength. Elegance. These design principles underpin hundreds of garments made by the late Australian fashion designer Carla Zampatti over nearly six decades.



Known for their bold, clean lines and Italian sensibility, Zampatti's designs are unmistakable — and they're the subject of a major retrospective at Sydney's Powerhouse Museum. "Zampatti Powerhouse", featuring over 100 of the famed designer's outfits, is showing now through June 2023.

Carla Maria Zampatti was an Italian-born Australian fashion designer and businesswoman, and executive chair of the fashion label Carla Zampatti Limited. She first arrived in Australia at the age of 8 from Italy.

In 1965, Zampatti produced her first small collection for Zampatti Pty Limited, followed two years later by a national launch, and in 1970, by the establishment of Carla Zampatti Limited. From the beginning, her clothes were appreciated.

Zampatti opened her first boutique in 1972 in Surry Hills, Sydney. Over the next three years, boutiques were opened in other suburbs, growing the Carla Zampatti Pty Ltd company to create a chain of 30 Carla Zampatti boutiques and concept stores across Australia. With the label's growth, Zampatti moved into major Australian department stores.

"I design for a woman who is not afraid of something a little daring," Zampatti wrote in 1975.

Those women include Cate Blanchett, HRH Crown Princess Mary of Denmark, Nicole Kidman and former Australian prime minister Julia Gillard.

Carla's contribution to multicultural Australia and the fashion industry was honoured at a state funeral on April 15, 2021, at Sydney's St Mary's Cathedral. It was attended by more than 1,200 mourners, including former Prime Ministers, Governors and Premiers. Also in attendance were industry leaders in fashion, the arts, multicultural and business communities.

Under new directorship, the Carla Zampatti brand and legacy live on. Zampatti's daughter, Bianca Spender, having inherited her mother's Italian heritage and design flair is now producing her eponymous label, Bianca Spender.

## First Nations Designers

Pivotal to Australian culture are Australia's First Nation people, who are also proud designers and being recognised on the world stage.

Indigenous-owned fashion brands are on the rise, their founders hailing from all over the nation. Often emphasising sustainability, they give back to the artisans that inspire and collaborate on their designs.



Drawing inspiration from their home countries, the earth, and their own stories, Indigenous designers create fashion through a different lens. They honour their cultures, going far beyond the standards inspired by the runways from other parts of the world, and redefine what it means to be a home-grown label.

### **Kirrikin** <https://kirrikin.com/>

Featuring the artwork of contemporary Indigenous artists from around the country, luxury resort wear label Kirrikin stands out from the crowd.

The stunning artwork, carefully curated by the brand, is digitally printed onto sustainable fabrics to create unique, luxurious, and ethically made garments.

### Explore Australia's Multicultural Fashion Scene

Take a look at these brands online to learn more about Australian fashion and culture. Even better, come "down under" for a visit!

Photographs: Jenny Kee portrait – Credit The Australian, Princess Diana photograph – Blinky Bill Koala jumper – no credit found, Mecca Laa Laa wears a burkini on her first surf lifesaving patrol at North Cronulla in 2007. Credit: Getty Images, Aussie fashion icon: Princess Mary in the Carla Zampatti gown as she appeared in The Australian Women's Weekly in 2013. Photo: AWW, Designer Carla Zampatti portrait photograph – Credit Daily Telegraph, Kirrikin design: Copyright Kirrikin Australia



**Sue Currie** is a speaker, author and consultant recognised as an authority on personal branding. Sue is the founder and leading light behind Shine Academy a premier education and professional development company providing programs, workshops and consulting on personal branding, professional presence and public profile solutions to help businesses and independent professionals enhance their image, brand and business.

Sue is a regular media commentator on personal branding with many articles published and is the author of IMPRESSario – Present and Promote the Star Within You.

# AGEISM IS NEVER FASHIONABLE

BY LENORE AGUILAR

**“... one can be irresistible  
at any age.” --- Coco Chanel**

**M**ademoiselle Chanel should know. After closing her business during World War II, Coco Chanel re-launched her label in 1954. She was 71 years old.

Karl Lagerfeld took Chanel's creative director role in the early eighties, running the global brand for nearly four decades. He was still at the helm when he died in 2019 at age 83.

Anna Wintour, legendary Editor-in-Chief of Vogue and Global Chief Content Officer for Condé Nast, is 73. Her septuagenarian peer Vera Wang runs her fashion and lifestyle empire while clad in a mini and stilettos. And Tim Gunn was 51 years old when he co-created Project Runway; at 69, season three of his second successful TV series, Making the Cut, hit the airwaves.



## Ageism Inside the Fashion Industry

The [list](#) of other influential fashion industries 60 years and older is lengthy and impressive.

It's unlikely these icons ever experienced age discrimination (at least not overtly). However, for many fashion insiders, ageism remains rampant in an industry that thrives on youthful images.

The problem is compounded by the anti-ageing messages of the beauty industry. In recent years, there have been some high-profile age diversity efforts in content and on the runways, but critics say too many of these efforts are merely for optics, not authentic and sustained efforts.

Fashion industry writer [Luiza do Prado Lima](#) observes, **"If these women need to look younger to be featured in the fashion industry, is that actually an inclusion of this generation?"**

In an interview with [The Guardian](#), Debra Bourne, a fashion industry diversity advocate and co-founder of [All Walks Beyond the Catwalk](#), has a similar opinion, "I would still like to see advertising and marketing shift towards a proposition built on a wider set of values than purely appearance, particularly in that older market." However, she acknowledges that she is slowly seeing a shift in this direction.

## Sexagenarian-Plus Influencers

Senior social media influencers like 69-year-old Dr. Lyn Slater, PhD [@iconaccidental](#) (758K followers) have certainly begun to capture the attention of brands and retailers. About seven years ago, the stylish and then-professor of social work and law was mistaken for a fashion industry insider while standing outside an exhibit. Since then, Slater has travelled internationally for work in fashion magazines, commercials and music videos.

JoAni Johnson [@joanijohnson6000](#) (76K followers) was discovered as a model in 2016 when she was 63. Johnson has broken through both the racism and ageism barriers of the fashion industry, which most likely would have been more difficult to access in her youth. Her collaborations include Rihanna's Fenty campaign, Eileen Fischer, J.Crew, Saks, and Free People.



One of the most popular influencers of any age group is centenarian Iris Apfel [@iris.apfel](#) (2.4M followers), known for her large, round glasses and creative pairing of bold fabrics, strong silhouettes and layered, chunky jewellery. Her mantra is “More is more, and less is a bore.” The former high-profile decorator has a long list of acknowledgements and accomplishments, including countless media profiles; a documentary titled Iris; an exhibition about her at the Metropolitan Museum of Art; multiple books; and three Barbie dolls in her image. She also partnered with MAC cosmetics, HSN, and Macy’s. And, in her centennial year alone, Apfel collaborated with Lowe’s, Etsy and Zenni Optical.



## Age Discrimination Thrives

Behind the scenes, ageism is shockingly overt. The fashion industry magazine [Drapers](#) conducted a study on age discrimination, reporting that while age discrimination was experienced by all age groups, the most impacted workers ranged in age from 50 to 65. When broken down into individual sectors, respondents felt that ageism is more biased against designers, stylists, buyers, and communications/marketing staff.

**Unfortunately, I was not surprised to learn about the perceived bias against mature stylists, having witnessed—and experienced it—many times myself.**

As if the numbers aren’t compelling enough, I’m sharing several of the study’s many anecdotes humanising the problem:

A designer disclosed that a recruitment agency representative told him, “Forget it. You won’t get another big job in high-street fashion. They will not look at you and will not invest in you. In five years, you will be 65 (he was 50), and in 10, they will not want a 70-year-old head of design on the high-street.



Another respondent, who works in a “head of” role at a multichannel retailer, reported to Drapers that his employer told him he should retire because he was “over the hill.”

I doubt anyone has demanded that Anna Wintour, Vera Wang or Tim Gunn retire for that reason.

“There’s always ageism somewhere all the way along the way,” Wang observes. “But in many cases, I see people (as they become more senior in their careers) doing their very best work because they have the confidence.”

To that point, the American Association of Retired Persons ([AARP](#)) compiled research dispelling the myth that seniors are less productive than their younger counterparts, among other stereotypes.

## Ageism and the Consumer

There is also plenty of anecdotal evidence of older shoppers encountering rude salespeople and frumpy styles, complaining that the industry ignores them, and using words like “invisible” and “irrelevant.” However, in the past few years, studies have suggested that brands and retailers should no longer ignore this market because a latent demand is eagerly awaiting to be fulfilled.

In a [study](#) conducted by Top Design Firms, a directory of design, marketing, and development companies, 61% of consumers over age 55 consider making an immediate purchase after seeing diverse advertisements. Another [study](#) by the International Longevity Centre (ILC) reveals a

21% growth in spending on clothes and shoes by older consumers between 2011 and 2018, and a 60% increase is forecasted for 2019 to 2040. By 2040, people aged 50 and over are expected to be this sector’s key consumer base.

## Changing Attitudes

Ageism is the one form of discrimination everyone is likely to encounter. According to another AARP study, two in three American workers between 45 and 74 have experienced age discrimination, and job seekers as young as 35 cite age discrimination as an obstacle to getting hired. So, it seems that it would be in everyone’s best interest, regardless of age, to work to resolve this societal issue.

Jacynth Bassett is the founder of [The Bias Cut](#), an age-inclusive online shopping platform inspired by her mother’s frustrating shopping experience. In the Draper report, she framed the ageism problem this way: “Ultimately, ageism is an ‘ism’ that every single person can experience . . . So, it’s vital we uproot outdated stereotypes and attitudes, encourage intergenerational healing and relationships, and change the narrative around ageing as a whole.”

Changing the narrative can begin with personal communication. The World Health Organization has published a [guide](#) to avoiding ageism in communication, which I referenced myself when writing this article.

AARP advocates that businesses and other organisations develop policies and training to dispel misconceptions about different age groups and reduce prejudice and discrimination. Yet more than half of the 6,000 global employers surveyed by AARP revealed that they do not include age in diversity and inclusion policies. AARP says those who don't leverage age diversity are at a disadvantage in innovation, institutional knowledge, employee engagement and workforce stability.

They also published an organisational [guide](#) for age diversity and inclusion.

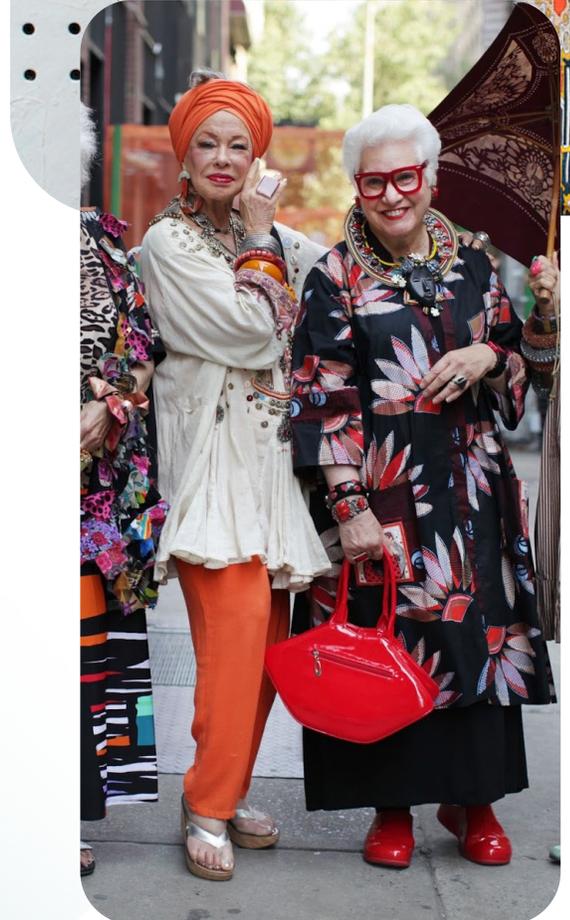
Other groups advocate partnering with educational institutions at all levels. For example, All Walks Beyond the Catwalk has made age-inclusive presentations to dozens of colleges and universities, prompting several to include diversity in its curriculum.

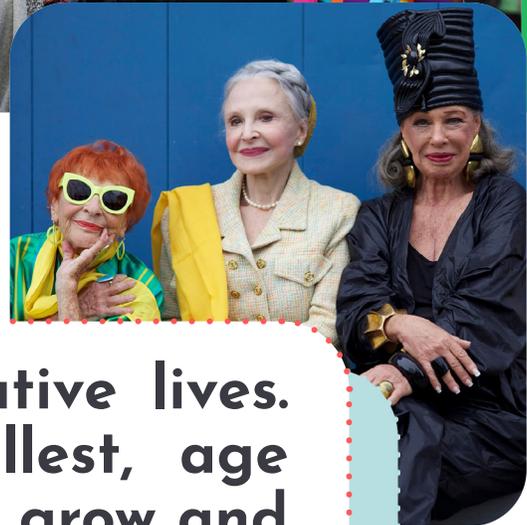
## Celebrating Age Inclusion in Style

Ari Seth Cohen [@advancedstyle](#) and his 410K followers celebrate age inclusion with high style. Inspired by his admiration for his beloved grandmother, the street-style photographer and author have compiled a collection of images “devoted to capturing the sartorial savvy of the senior set.”

Cohen's Advanced Style works include several stunning coffee table books, a coloring book, a documentary, and his latest book, “Advanced Love”, a collection of “affectionate portraits of subjects who prove that love is bound by neither the constraints of age or time.”

Cohen's efforts have been lauded by the New York Times fashion director, Vanessa Friedman. She credits Cohen with helping to create a movement towards the fashion industry embracing older models.





On his [blog](#), Cohen explains that he has devoted himself to celebrating

**“People who live full creative lives. They live life to the fullest, age gracefully and continue to grow and challenge themselves.”**

These are inspirational words to live by at any age.



Lenore Aguilar is the Fashion Editor for the AICI Global Magazine and a freelance fashion writer. The Las Vegas resident is the former lead personal stylist at Dress for Success of Southern Nevada, where she styled hundreds of women preparing for job interviews and trained nearly 100 volunteer stylists. Lenore is a graduate of the Fashion Institute of Technology’s Image Consulting Certificate Program. She also has an MBA with a marketing concentration from Golden Gate University. Lenore enjoys travel, hiking and photography. Contact her at [lenoreaguilar1@gmail.com](mailto:lenoreaguilar1@gmail.com)

# International Protocol & FASHION

BY NANCY NIX-RICE, AICI CIP

AICI member Edwards Buice was introduced to a multicultural viewpoint as a child, growing up in a family that valued travel throughout North America. Heading south to Mexico, he experienced a way of life more expressive and openly affectionate than in his American home. Venturing north to Canada, he encountered the expectation that everyone was bilingual (English/French). And on every excursion, his parents emphasized the importance of doing a bit of advance research, approaching people and situations with respect, and learning at least a few phrases in the local language (hello, thank you, and where is the bathroom?)



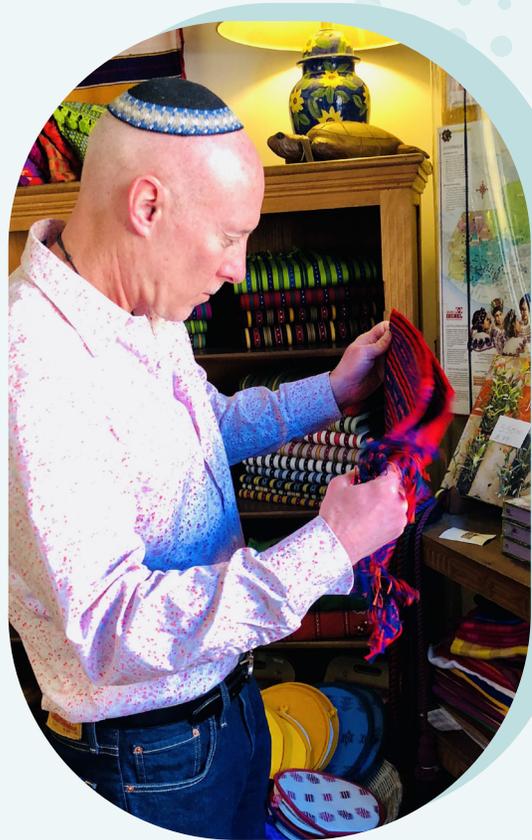
Little surprise that such a background would lead him to a career as an international flight attendant with American Airlines and the opportunity to travel the globe. Airline training programs supplemented his early learning about other parts of the world and their unique cultural norms and behavioral expectations. Those regional differences can fit into a few broad categories:

**ATTIRE:** In most parts of the world, it is best to dress conservatively, with arms and legs covered and no plunging necklines. Other than in resort settings, shorts may be frowned upon. Better to choose pants or modest-length skirts for women. Avoid knit shirts with printed slogans that might cause offense.

In some settings, head coverings are forbidden, while in others, they are strictly required.

**COLOR CHOICES:** Do your homework on this category because the cultural associations of any colour can vary significantly across the world. In Western cultures, white is often associated with purity and innocence. It is the traditional choice for bridal gowns. In the East, white is commonly associated with death.

In Western cultures, red symbolizes excitement, passion, and love. In China, red represents good fortune and prosperity and is often worn for big celebrations. South Africans, though, associate red with mourning and the bloodshed of their struggle for independence.





**DINING:** Not only food choices but also utensils vary around the world. Being open to trying unfamiliar regional dishes makes a favourable impression on hosts or business associates. But following one's own medical or religious dietary restrictions is widely understood.

Westernized cultures typically dine with knives and forks, although they are handled differently in Europe than in America. Asian countries are likely to offer chopsticks, and in Ethiopia, many foods are eaten with hands rather than utensils. Follow the lead of your dining companions whenever possible.

**GREETINGS:** A firm, confident handshake is the default business and social greeting in Westernized cultures. In Asian countries, a traditional bow from the waist is still often used, with the higher-status individual bowing less deeply. Latin countries tend to be more physical, with hugs and even cheek kisses widely accepted. And in most Middle Eastern cultures and Orthodox Jewish communities, any touching at all across gender lines is taboo.

For verbal greetings, the relevant honorific (Mrs., Dr., Señor) should be used until the other person invites you to use a first name or nickname instead. Many languages also have multiple versions of the word "you" to indicate various levels of familiarity. Best to use the more formal option until invited to do otherwise.

**GESTURES:** Casual hand gestures that have positive meanings in Western cultures can be very offensive in other parts of the world. The "thumbs up" that indicates approval and the circled thumb and forefinger signalling "OK" to Americans both have very sexualized, and likely offensive, connotations in some other countries.



**LANGUAGE:** Careless translations of common words can lead to confusion and worse. For example, in at least a few languages, the English word “hot” can be translated multiple ways, some of which refer to the ambient temperature while others indicate strong sexual attraction – possibly not what the speaker intended to convey.

Edwards Buice emphasizes that these broad guidelines are just baby steps to understanding cultural norms and behavioural expectations. Before travelling to or doing business in a culture different from one’s own, he recommends doing more extensive reading. Travel guidebooks like Fodor’s, Frommer’s, and Rick Steves are excellent resources, along with local embassy or consulate websites and UNESCO.org.



Interestingly, it was international travel that inspired Edwards’ image business. As he toured new countries with his husband Frank, they visited museum fashion exhibits and regional shopping venues. He developed friendships and business connections with local menswear designers and makers along the way, offering more creative styles and colours reflecting their local ethos and traditions. At the same time, the strict conservatism of American menswear was eroding, and Edwards was excited to bring new, more forward options into the US market.





In Mexico City he met designer Jaime Hemsani and is now the exclusive US representative of Hemsani's limited-edition pieces inspired by the vibrant urban landscape. In Assis, Italy, Edwards found Del Santo Cashmere, whose artisans use ancient spinning techniques to create fine cashmere-silk knitwear. From Casa de Artes in Antigua, Guatemala, he imports all-natural cotton scarves, hand-dyed and woven on Mayan backstrap looms. Modele de Prudence in Hong Kong introduced him to their sophisticated suiting designs that seamlessly blend Eastern and

Western influences for a cosmopolitan clientele. And in Zurich, Switzerland, he discovered Edo Popken, a fourth-generation fashion house specializing in men's shirts that feature creative colour pairings, contrast details, and individually numbered labels denoting each as a limited-edition work of wearable art.

You can follow Edwards' travels and see his newest menswear fashion discoveries at <https://davidedwardsclothier.com/>

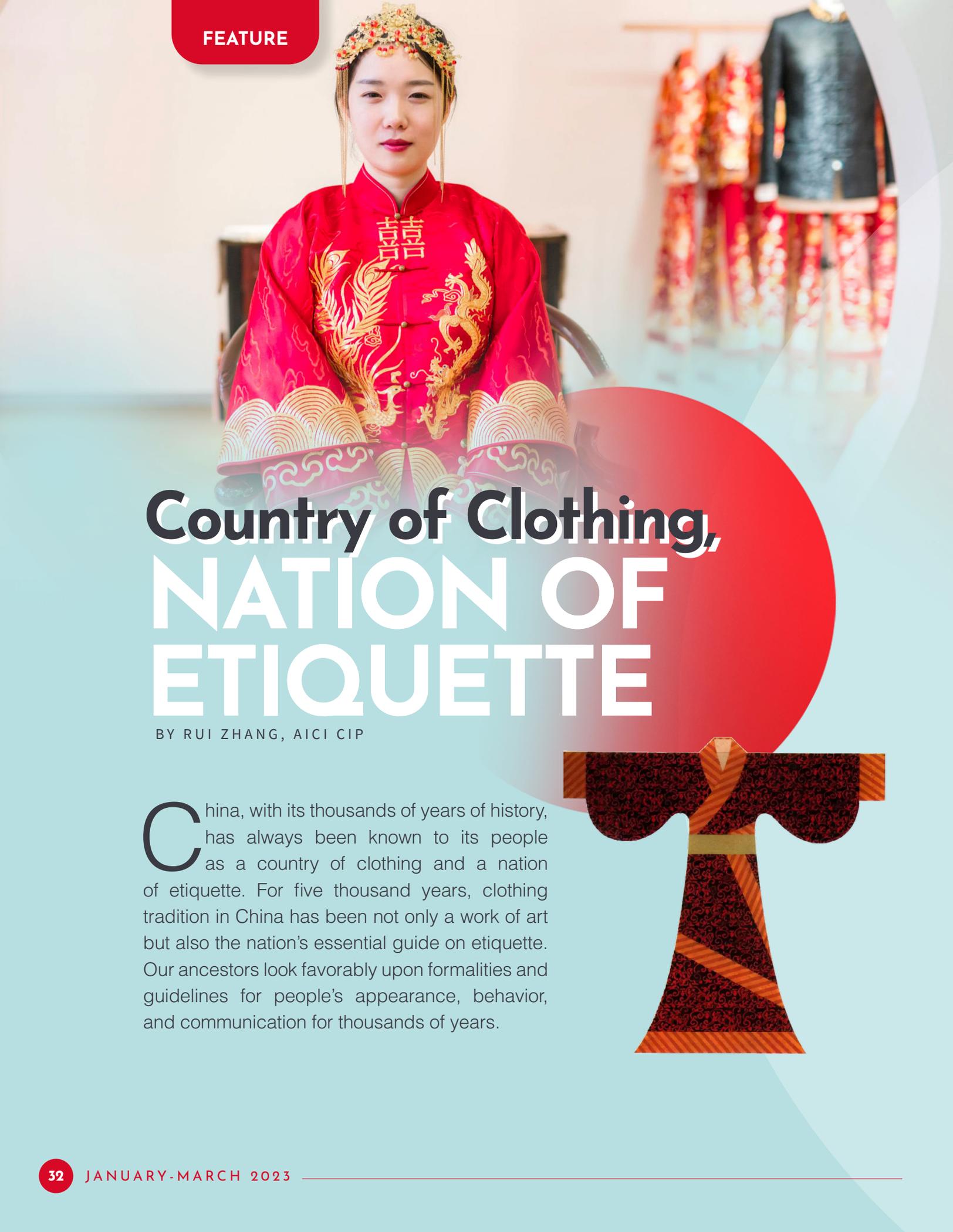


Nancy Nix-Rice is a veteran image and wardrobe consultant and author of the image classic and FIT textbook "LOOKING GOOD ... Every Day". Her business serves a niche market of women aged 50 and better, with a subspecialty of accomplished seamstresses who construct at least part of their own wardrobe. After moving most elements of her business into the virtual world during the pandemic, she launched a subscription online style community called LOOKING GOOD Together, where members can access Nancy's expertise as well as share ideas, resources and feedback with one another in a positive, supportive environment.

ARE YOU READY TO  
**BOOST**  
— YOUR —  
**CAREER**  
AS AN IMAGE  
CONSULTANT?

APPLY TO THE  
**AICI CIC**  
CERTIFICATION





# Country of Clothing, NATION OF ETIQUETTE

BY RUI ZHANG, AICI CIP

China, with its thousands of years of history, has always been known to its people as a country of clothing and a nation of etiquette. For five thousand years, clothing tradition in China has been not only a work of art but also the nation's essential guide on etiquette. Our ancestors look favorably upon formalities and guidelines for people's appearance, behavior, and communication for thousands of years.

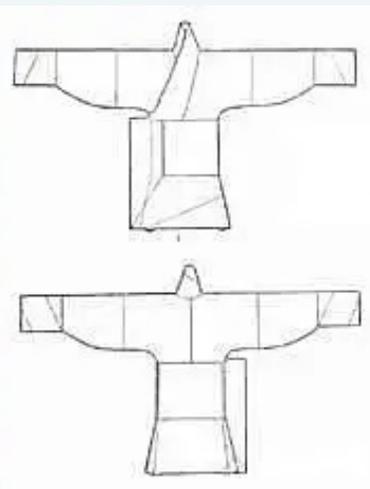




DIFFERENT STYLES OF TRADITIONAL HAN CLOTHING

From a tender age, children were all taught how to behave appropriately among themselves and in front of elders. There are many books and documents on various etiquette in the nation, dated as early as the Dongzhou Dynasty in BC770.

The resurgence of China's traditional culture also includes China's traditional clothing, the Han clothing, back to its former glory. More and more young people are enthusiastic about wearing traditional clothing and learning traditional Chinese etiquette.



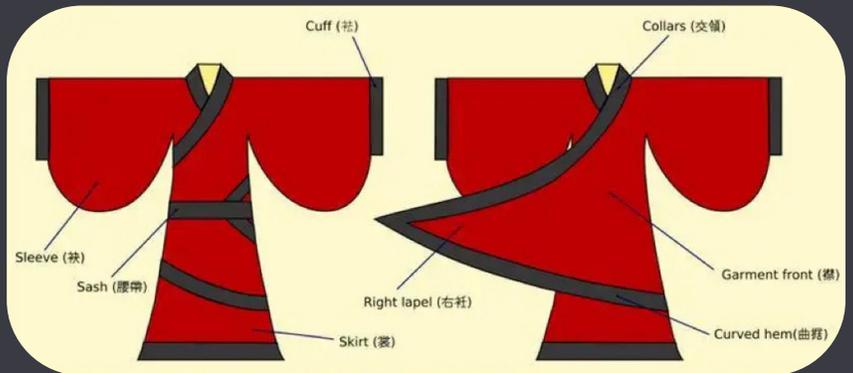
DIFFERENT STYLES OF TRADITIONAL HAN CLOTHING

In this article, I would like to share some interesting insights about China's traditional clothing with our AICI colleagues from around the world. I will focus on the tradition of Shenyi, the literal translation of "deep clothes", of which plays a very important part in Han clothing culture. It's a type of long outer clothing for both men and women in ancient China, in the form of a robe or gown that covers most of the body, hence its name. Shen " " in Mandarin means deep, which can refer to both colour and length. In this case, it refers to length. As mentioned in early literature, the garment "hides" the majority of the body, communicating elegance and grace.

This particular type of clothing originated in the early Yu Dynasty, approximately between 3700 BC and 2200 BC. Han clothing was recorded in the "Book of Rites" as the earliest form of traditional Chinese clothing and was worn in different dynasties throughout China's history. It is recognized as a very important traditional "dress code" in China. The word Han in Han clothing does not refer to the Han Dynasty, but rather, the ancient name for China.



YOUNG PEOPLE ACTIVELY PARTICIPATE IN HAN CLOTHING ACTIVITIES IN CHINA



Prestigious individuals and government officials normally wore Shenyi for work. We could even say it was the earliest "professional attire" in China. Civilians only wore Shenyi at festivals as gowns or as formal clothes. It is made by cutting out the same fabric into 2 pieces; the upper part is called Yi (clothes) and the bottom is called Shang (skirt). In traditional clothing, Shang is not female-exclusive; it merely refers to the bottom part of a gown. The top and bottom pieces would then be sewn together.

There are typically 2 more layers to dress underneath the Shenyi, called middle-layer and inner clothes. The collars of all three layers should be shown, the entire outfit is called triple-tiered clothing. Also, like suits, Shenyi was often tailor-made. It has to follow certain rules for color, length, width, and even the cuff width.

According to “Book of Rites-Shenyi” 《礼记-深衣》：

- There are strict rules for using certain colors per one’s social status. Besides that, one cannot wear Shenyi with a white trim if their parents are alive and are in good health;
- The length of the Shenyi cannot be too short that it shows skin, and cannot be too long that it touches the floor
- The upper and lower part of the clothes each takes 6 lengths for a sum of 12, to represent the 12 months in a year;
- The cuff is huge and round, to resemble a compass;
- The square collar represents one’s moral conduct is proper and upright;
- Together, the compass and square indicate that the person is impartial and objective, which is a very important quality in Chinese culture;
- The dorsal suture is straight, from the upper back to the heel, to show that one is upright and honest;
- The horizontal lower stitch at the bottom embodies fairness and justice;
- There are rules for proportions, including the waist and the lower stitch proportion, the extra length of sleeves, and so on.
- The overlapping part of the collar has to have the left covering the right, to indicate the excess of Yang over Yin, as the person is alive and healthy.



YOUNG PEOPLE ACTIVELY PARTICIPATE IN HAN CLOTHING

Quite a lot of rules to follow. The ancient Chinese were fond of semiology and knew how significant clothes and accessories were in representing social status and persona.

Comparing this tradition with today's dress codes, we can easily find similarities. Longer lengths, continuous colors, and multiple layers all indicate a higher degree of formality and a sense of authority. Isn't this amazing? People in the past had already paid so much attention to non-verbal communication and the power of attire.

As image consultants, we regularly discuss dress codes and dress for occasions in our work. I'm sure we've all seen the trend of a more casual and relaxed way of dressing in recent years. Research shows that while a more casual approach may boost employee morale and comfort, it can negatively affect performance. Presenting oneself professionally at the workplace promotes self-confidence and competence. As a visual expression of these factors, dress code policies carry immense significance for all business organizations.

In China, we have an old saying, "Take history as a mirror, as it guides rises and falls." Studying Chinese traditional clothing etiquette allows me to talk at length with my clients and trainees about the value of image management. It helps people understand why we have the impression of a certain way of dressing. These impressions and symbolism might have been planted in our cultural roots.



EXHIBITION OF HAN CLOTHING

Clothing is not just about external beauty, it also represents who we are and how we see ourselves. On professional and formal occasions, it is also par for the course to dress properly.

# 衣冠上国，礼仪之邦

由 张睿, AICI CIP

泱泱华夏，素有衣冠上国，礼仪之邦之美誉。中国古人先贤在“服饰符号学”上的建树造诣早已名声远播。可以说，自古以来，服饰在中国文化中就从来不仅止于各朝代美学和科技发展的象征，更代表着文化礼仪的传承。华夏子孙，自幼就要学习各种穿衣言行举止的礼仪。可以说，我们现在常说的形象ABC（外表、行为、语言三维度）对于一个人的家庭教育、社会地位的象征在中华民族上下五千年的文化中早已根深蒂固。

当今中华大地上兴起的文化复兴倡导，使汉服文化也开始回归人们的日常生活。越来越多的人，尤其是年轻人，喜欢在生活中或者重要仪式时穿着汉服来表达自己作为华夏子孙的自豪之情。

在这篇文章中，我将与AICI全球的会员朋友们浅聊“深衣”这个中华传统服饰形制，让全世界更多研究服饰礼仪的专业人士们走近中华传统文化。俗话说，民族的就是世界的。中华民族的服饰文化和礼仪也可为我们所有的形象管理专业人士予以借鉴。在这之中，您或许还将发现很多与当代服饰表达有相通之处的细节。可谓，大道相通。

## Citations:

《礼记--深衣》，Book of Rites,

《中国服饰史》，Chinese History of Clothing and Accessories, Congwen Shen and Xu Wang, 2004



Rui Zhang, AICI CIP, founder of Read Me Style Institute. Master's in economics, former International banking specialist.

Rui is the President of AICI Shanghai Chapter and VP Certification of AICI global. Rui is enthusiastic about her image career and has dedicated herself to cross-cultural communication among China's consultants and the world.

She has been an on-site course translator for more than 10 AICI CIMs and CIPs throughout her image consultant career. She is also a current moderator for AICI Webcasts and Teleclasses in multi-languages.

# AICI My Journey to AICI Certification



**EVELYN VERDUGO**

CERTIFICATION JOURNEY

Evelyn Verdugo, AICI CIP, is a branding and communication expert with years of experience coaching entrepreneurs and executives to use personal branding as an individual and professional growth tool.

Her book "Managing Your Personal Brand" - available in Spanish and English - proposes a work methodology that harnesses brand and personal image to achieve goals through self-knowledge.

Evelyn has served as vice president of communications and now as president of the AICI chapter in Chile.

## 1. Give us a glimpse of who Evelyn Verdugo was before she became an image consultant.

In 2012, when I started my venture Modern Temptations, my knowledge of financial administration supported me. It became the foundation for representing Jaime Ibiza, a Mexican brand of handbags and accessories, in Chile.

As the business grew, I noticed my clients searching for personal and image advice. So, I began to build a working model to deliver a more comprehensive service. Throughout my journey I incorporated new skills to strengthen my accompanying services, which led me to become certified as a coach, emotional intelligence trainer and image consultant.

## 2. How and why did you come up with the mantra "Be the protagonist of your own story"?

Life experience taught me you must believe in yourself and understand that your results depend on no one else. This leads to awareness of who you are and what you can deliver.

That in turn facilitates decision-making. By choosing your path and the life you want help you maintain the motivation to achieve your real purpose. Your life is built from moments;

**Those moments only make sense when you understand that you're a part of the story.**



### **3. Your core beliefs center around personal image and personal branding. Can you share some success stories of clients whom you have consulted?**

I have had experience with clients from different generations who seek empowerment, each in their personal and professional roles. It would be unfair to highlight only one. Each client succeeded by identifying the goals that were important to them. You cannot measure someone else's success. Everyone defines success differently.

### **4. Based on all the certifications you've acquired, you are definitely one to pursue excellence. What was your CIP certification journey like?**

Although the process requires a lot of time, the most important thing is the planning. Starting with my CIC certification, I realized the importance of recording of my client work and registering my company. Being organized with my documents and company information helped ease the process for my second certification, CIP.

I invested in some help with assembling my portfolios for both certifications, which allowed me to focus on preparing for my exams and completing all of the requirements.

### **5. Would you pursue AICI's CIM certification after this?**

Of course! Certification by an international entity such as AICI opens doors. It gives potential clients confidence that I have the knowledge and experience to deliver my services with high professional standards. It positions me and my business at a high competency level within the field, resulting in more professional growth opportunities.

I hope to achieve my CIM certification later, which will be my next challenge.





**6. Our theme for this issue is Embracing Cultural Diversity. Have you ever worked with individuals from different cultural backgrounds? How did you manage those differences?**

Many times! The differences are generally prejudices that we perceive from other cultures. The key is to value the identity of each person seeking my company and advice. This skill has allowed me to work with empathy towards others and to see those differences as strengths in their own right.

**7. Complete this sentence - If I were an animal, I would be --**

I would be a dolphin. I love water (my first profession was in aquaculture)! The freedom I see when they move in the water, their beauty, their magnanimity in saving lives, their sociability, courage and great empathy towards others make me feel the utmost admiration for them.



# AICI My Journey to AICI Certification



EVELYN VERDUGO

## CERTIFICATION JOURNEY

Es experta en marca personal y comunicación efectiva. Evelyn es autora del libro 'Modelo de Personal Branding' donde propone una metodología de trabajo para gestionar la marca y la imagen personal. Su libro, en español e inglés, permite abordar el cumplimiento de objetivos desde el autoconocimiento como herramienta de crecimiento personal.

Cuenta con años de experiencia en el desarrollo de personas, emprendedores y ejecutivos, utilizando la Marca Personal como herramienta de crecimiento personal y profesional.

Se ha desempeñado durante tres años en la junta directiva de la Asociación Internacional de Consultores de Imagen (AICI) en el capítulo de Chile, primero como vicepresidenta de Comunicaciones y luego como presidenta.

## 1. Danos un vistazo de quién era “Evelyn Verdugo” antes de convertirse en asesora de imagen.

En el año 2012 comencé mi emprendimiento bajo el nombre de Modernas Tentaciones, los conocimientos en administración financieras apoyaron y dieron base a la representación en Chile de la marca mexicana de carteras y accesorios, Jaime Ibiza. A medida que crecía el negocio fui detectando la necesidad de mis clientes en la búsqueda de un espacio donde recibieran un asesoramiento tanto personal como de imagen. Entonces comencé a construir un modelo de trabajo para entregar un servicio integral.

En este camino, fui incorporando nuevas capacidades para fortalecer el acompañamiento que realizaba, lo que me llevo a certificarme como Coach, inteligencia emocional y asesora de imagen.

## 2. Sé el protagonista de tu propia historia” - ¿Cómo se te ocurrió este mantra y por qué?

Mi experiencia de vida me enseñó que debes creer en ti y entender que de nadie más dependen tus resultados. Siendo muy importante generar consciencia de quién eres y tienes para entregar.

Porque este mantra porque debemos comprometernos y cumplir con lo que queremos. Eso facilita la toma de decisiones eligiendo tu camino y la vida que quieres, manteniendo tu motivación para lograr tu real propósito. La vida que tienes la construyes de momentos

**y esos momentos no tienen sentido si tu no sientes que eres parte de esa historia.**



### **3. Sus creencias fundamentales se centran en “Imagen personal y marca personal”. ¿Puede compartir con nosotros algunos casos de éxito de algunos clientes a los que ha consultado?**

He tenido experiencia con clientes de diferentes generaciones. Que buscan empoderamiento personal, cada uno en su propio rol tanto personal como profesional. Sería ingrato de mi parte destacar solo a uno de ellos. Cada uno en la búsqueda de sus objetivos a logrado tener éxito al elegir lo que para si es importante. El éxito es algo que no puedes medir con tu propia mirada, el éxito cada uno lo define de acuerdo a sí mismo.

### **4. Basado en todas las certificaciones y calificaciones que ha adquirido; definitivamente eres alguien que persigue la excelencia. ¿Cómo fue su proceso de certificación CIP?**

Si bien es un proceso que requiere de mucho tiempo, lo más importante es planificarlo. Cuando comencé mi primera certificación CIC me di cuenta de lo importante que fue tener un registro de mis clientes y de tener una empresa formal. Así que valoré mucho más el ser ordenada con mis documentos e información de mi empresa. Eso me ayudó a facilitar el proceso para mi segunda certificación, CIP.

Para hacer mi portafolio, en ambas certificaciones, invertí para que me ayudaran a realizarlo, eso me permitió primeramente enfocarme en preparar mi examen y en el CIP registrar cada uno de los requisitos que me solicitan.

### **5. Si el tiempo no es un obstáculo, ¿seguiría usted buscando AICI CIM después de esto? ¿Si es así por qué?**

Por supuesto, el estar certificada por entidades internacionales como AICI te abren las puertas al mundo, te acreditas como una profesional de la imagen que tiene los conocimientos y experiencia para entregar un servicio con altos estándares profesionales. Esto es un gran respaldo que posiciona a mí y a mi negocio en un nivel de altas competencias dentro del rubro, lo que da como resultados más oportunidades de crecimiento profesional.

Espero más adelante lograr realizar mi certificación CIM, ese será mi próximo desafío.





**6. Nuestro tema para este número es: Aceptar la diversidad cultural. ¿Alguna vez ha trabajado con personas de diferentes orígenes culturales? En caso afirmativo, ¿cómo dejó de lado sus diferencias?**

Muchas veces! Las diferencias generalmente son prejuicios que nos generamos de otras culturas. Para mí la clave es valorar la identidad de cada una de las personas que buscan mi acompañamiento y asesoría. Eso ha sido una habilidad que me ha permitido trabajar con una gran empatía hacia el otro. Realmente esas diferencias pasan a ser sus propias fortalezas.

**7. Completa esta oración: si fueras un animal, serías un \_\_ (Por favor explica por qué)**

Sería un delfín. ¡Me encanta el agua! (mi primera profesión es la acuicultura). La libertad que les veo cuando se mueven en el agua, su belleza, su generosidad al salvar vidas, su sociabilidad, coraje y esa gran sensibilidad hacia los demás me hacen sentir la mayor admiración por ellos.



# What's Your Fashion Personality Super Style?



Discover how your personality influences your approach to personal style so you can develop a more authentic style that makes you feel comfortable and confident daily. Your Super Style is related to your Psychological (Myers Briggs) Type and is key to your approach to style.

## 1. What drives you as a person?

**A.** I am guided in life by my beliefs, insights and passions, have a sixth-sense about people, and work to create necessary change in the world

**B.** I am practical and like to take action based on facts and logic. I like proven methods and work best when I have all the details and a clear path

**C.** I love helping people in practical ways and building relationships with others. I love beauty in all forms and am considerate, friendly, welcoming and understanding

**D.** I value my independent and big-picture vision, my ability to think about how something could be, and creating new things that effectively solve problems

## 2. You'd describe yourself as someone who...

**A.** Likes to approach life in a warm enthusiastic manner and focus on ideas and possibilities for people (never getting stuck in the small details)

**B.** Likes to follow a clear procedure and wants thorough, detailed information to be confident I'm taking the right action

**C.** Is a logical big picture thinker who gets easily bored with lots of details

**D.** Likes to help others and places a high emphasis on harmony in my environment and interactions with other



### 3. When shopping, you prefer

- A.** Value for money, not always the cheapest, but the best value for what I want to spend
- B.** Brands that have a clear vision and values that fit with my vision and values
- C.** To shop at the same places where the staff know my name and I know exactly what I'm getting
- D.** To be acknowledged but not have a salesperson be in my face, I'll ask them for help if or when I need it

### 4. Which is more you?

- A.** You take criticism very personally and struggle with logic without soul
- B.** You take a global perspective with a goal to understand, help and develop others
- C.** You focus on experience and discount hypothetical information or ungrounded ideas with no clear relationship to reality
- D.** You can sometimes overlook the impact of your decisions on others' emotions and may be seen as "direct" in your dealings with other people

### 5. What do you want from a sales person?

- A.** I like them to be knowledgeable about the products they are selling and able tell me all the details and features
- B.** I like them to be friendly and love it when they remember my name
- C.** I like them to listen to me and understand how my needs are different from others
- D.** I like them to be competent and to the point, and sometimes I'll test them by asking questions that I already know the answer to

### 6. To make a decision

- A.** You need to see the big picture and logical facts. You don't want to get bogged down in details or emotional reasoning
- B.** You need impersonal detailed facts and figures, to weigh up the pros and cons
- C.** You need to understand the overarching purpose and its relationship to people to make the best decisions
- D.** You need the details and specific examples related to people to make a decision

## 7. Which sounds most like you?

- A.** You like to know the rules and want there to be definitive answers to questions - it's either right or wrong
- B.** You like to know detailed expectations for completing tasks and will give detailed information to others
- C.** You find unexpected connections among ideas and often arrive at the heart of things quickly and gracefully
- D.** You enjoy having options, not feeling limited or boxed in, and see possibilities and patterns, creating new rules and systems

## 8. You MOST want people to...

- A.** Be Concise, Logical, 'Big Picture'
- B.** Be Precise, Realistic, Objective
- C.** Be Positive, Inspirational, Personal
- D.** Be Sensitive, Specific, Considerate

## 9. One of your common style mistakes is...

- A.** Dressing to please others (not yourself)
- B.** Never wanting to value the material over connection and contribution (you may struggle with the idea of style having substance)
- C.** Sticking to your comfort zone (and becoming dated)
- D.** Viewing an emphasis on style as being shallow or fluffy (cos you've got a big brain and want to be seen as competent)



## 10. I hate it when ...

- A.** People disagree or are insincere
- B.** Values are ignored or people try and crush my dreams
- C.** People pretend to know more than they do or try to make me feel stupid
- D.** Work is not done correctly because people make assumptions

## 11. You most value style advice that is....

- A.** Practical, hands-on, straightforward and honest. Give me a detailed set of guidelines I can follow easily
- B.** Collaborative and specific, not too many choices at once, and delivered in a friendly way
- C.** Logical, and based on facts and proven theories. I'm after my own style, not just following fashion
- D.** All about what is authentic to me and feels right to me (don't fence me in with arbitrary style rules)

## 12. What do you value?

- A.** I value the emotional well-being of others and being of service. I place value on having my input noticed and appreciated
- B.** I value consistency and efficiency. I place value on factual certainty
- C.** I value competence and rationality. I place value on enjoying creating effective systems that work with my long-range vision.
- D.** D. I value creativity and community. I place value on serving society's needs



## 13. What would convince you to buy something?

- A.** I don't get sold to, I choose to buy
- B.** I am more likely to buy spontaneously when I see something that really talks to me and makes me feel unique and special
- C.** I often have a spreadsheet of features and options with pros and cons when I'm making a decision to buy something big
- D.** I love to get personal recommendations for products and services from friends, family and colleagues



**Add up how many of each, NF, NT, ST or SF you chose. The highest score is your Super Style**

<p>Q1</p> <p>A. NF B. ST C. SF D. NT</p>	<p>Q5</p> <p>A. ST B. SF C. NF D. NT</p>	<p>Q8</p> <p>A. NT B. ST C. NF D. SF</p>	<p>Q11</p> <p>A. ST B. SF C. NT D. NF</p>
<p>Q2</p> <p>A. NF B. ST C. NT D. SF</p>	<p>Q6</p> <p>A. NT B. ST C. NF D. SF</p>	<p>Q9</p> <p>A. SF B. NF C. ST D. NT</p>	<p>Q12</p> <p>A. SF B. ST C. NT D. NF</p>
<p>Q3</p> <p>A. ST B. NF C. SF D. NT</p>	<p>Q7</p> <p>A. ST B. SF C. NF D. NT</p>	<p>Q10</p> <p>E. SF F. NF G. NT H. ST</p>	<p>Q13</p> <p>A. NT B. NF C. ST D. SF</p>
<p>Q4</p> <p>A. SF B. NF C. ST D. B</p>			

Look for your results at the back of the magazine.



From left to right: Jill Chivers, Dr. Jane Kise, Imogen Lamport - AICI CIP

**“So, who are the masterminds behind the 16 Style Types?” Let’s tell you more**

Hey there, and welcome – We’re Jill, Jane and Imogen. We are style and psychological type obsessed and spent three years researching and developing the 16 StyleTypes.

Style is not fashion, and we don’t want you following fashion trends for the sake of it, hoping that it will make you look stylish and feel confident. We know that’s a recipe for wasting money on clothes you never wear.

Instead, we want you to take a whole new approach because we know when you understand how your personality influences your approach to style, you can cut through the fashion fluff and really start developing your authentic style.

Image consultants offer the kind of advice and support that can **help individuals get promoted, land a new career, and become more self-confident and assured** in all areas of their lives.





# Meet our speakers

*Creativity in action!*





**Yuly Giraldo, AICI CIC**

Guide to experiential business training



**Jainee Gandhi, AICI CIP**

Future of Image Consulting and Sustainability



**Imogen Lamport, AICI CIP**

The Power of Content Repurposing



**Alyce Parsons, AICI CIP**

Transform, Balance, and Free Your Unique Style



**Rosario Diz, AICI CIC**

Nomad Consulting: Your Business Beyond Borders



**Sandy Cornejo, AICI CIC**

Neurocoaching. New Techniques for Successful Image Coaching

**Punta Cava**  
AICI CONFERENCE  
2023

**Meet our  
speakers**



**Ashwin Dewan**

Ace Your Marketing With A Superhero Story



**Valeria Didier**

How Much Does Your Image on Social Media Cost?



**Karen Brunger, AICI CIP**

Elevate the Accuracy of your Color Consultations



**Coca Sevilla, AICI CIM**

Women in Power: Political Image - The Strategy that is Here to Stay



**Josephine Lui, AICI CIP and Tum Khemakorn**

Why Didn't You Think About It? Recreate Unique Programs



**Liliana Sanchez, AICI CIC**

Styling Strategies in the Construction of Image Identity

JUNE 8TH TO 11TH



**Craig Nordstrom and Jeremy Penrod**  
Trust Me - Creating Client Confidence



**Lais Machado**  
From Customer Acquisition to Project Delivery:  
How to Work with the Retail Segment



**Natalia Pierri, AICI CIC**  
New Political Image. Integration and Sustainability



**Carla Mathis, AICI CIM, Erin Mathis, and  
Sarah Cohen**  
The 3 Pillars of a Scalable, Global Styling Business



**Ann Lindsay, AICI CIP**  
Personal Shopping for Men: Connect His Consultation  
to Your List



**Sophia Marins, AICI CIP**  
How to be an Online Personal Shopper in 8 Steps

JUNE 8TH TO 11TH



**Emma Willmann, AICI CIC**

Embody Your Brand: Shift from Performance to Presence

**Jay O'Neill**

Image Consultant: The CEO



**Cindy Ann Peterson, AICI CIP**

Hope and Resilience: The Science of Behavioral Activation

**Fernanda Luchesi, AICI CIC, and  
Natalia Morelo**

Metaverse, What's in Here for Me?



**Carolina Mojica**

Image Consultants as Agents of Change

**Danelia León, AICI CIP**

The How-To of Perfume Customer Assessment



JUNE 8TH TO 11TH



**Sarah Brummitt, AICI CIP**

Hybrid Communication: Essential Skills for Corporate Leaders Everywhere

**Karen Tsuo, AICI CIP, and Evelyn Ch'ng, AICI CIC**

Every Photo Tells a Story: Personal Branding



**Elaine Stoltz, AICI CIM**

Styling Strategies in the Construction of Image Identity

**Ceci Chalita, AICI CIP**

Strategies for change in protocol, levels and dress codes in the new normal



**Gissell Fulle Maza**

Makeup as Social Power

**Aileen Lane, AICI CIP**

From Stuck & Stalling to Business Breakthrough



JUNE 8TH TO 11TH



**Eva Koeck-Eripek, AICI CIM**

Work Creative with the 4 Elements of Style

**Josephine Lui, AICI CIP, and Dianne  
Tsen, AICI CIC**

Critical Thinking: The Art Of Answering Questions



**Danisa Bevcic**

Body Positivity - New Challenges in Image Consulting

**Charles Gregory**

"Your Style is Non-Fungible" Expanding your  
Thinking Forward to the Metaverse



**Cris Azevedo and Iza Lupetina**

Be Creative: Get More Clients Through Social Media

**Maria Pia Estebecorena, AICI CIP**

Image and Astrology



JUNE 8TH TO 11TH



**Lula Kiah, AICI CIP**

5 Innovative Corporate Programs for Elevating Your Image Consulting Business to the Next Level



**Doro Mendonca**

New Aesthetics for a New Reality



**Viviane Varga**

How to Measure Your Image Consulting Business Success



**Joana Carolina Lopez Velasco**

Make Your Followers Become Clients



**Judith Rasband, AICI CIM**

Public Awareness of Image: Purpose and Progress



**Ana Luisa Lopez Velasco**

Use Creativity to Code and Decode your Client

JUNE 8TH TO 11TH

## KEYNOTE SPEAKERS

# Photography as a Tool to Generate Empathy

In *Photography as a Tool to Generate Empathy*, Angélica uses her own personal experiences and creative process to amplify the social message of her photographic works. She is the author of *Humanæ*, a constantly evolving photographic work that proposes an unusually direct reflection on skin colour. She aims to document the true colours of humanity rather than the false labels “white”, “red”, “black” and “yellow” associated with race. Ultimately, she seeks to demonstrate that what defines human beings is their inescapable uniqueness and, therefore, their diversity.

**ANGÉLICA DASS**

## About Angélica Dass

Angélica Dass is an award-winning photographer born in Brazil and currently living in Madrid, Spain.

Angélica's practice combines photography with sociological research and public participation in the global defence of human rights. She is the creator of the internationally acclaimed Humanæ Project—a collection of portraits that reveal the diverse beauty of human colours. The initiative has travelled to more than 80 cities across six continents—from The World Economic Forum in Davos to the pages of National Geographic—to promote dialogue that challenges how we think about skin colour and ethnic identity.

### **What's something about you (a fun fact) that not many people know?**

I don't know how to swim, even though I was born in Rio de Janeiro. And I need to learn how to drive too, being someone who travels a lot around the world.

### **Your topic: Photography as a tool to generate empathy. Who or what inspired you to speak on this topic?**

I use my profession, photography, to generate dialogue in society. I believe in the artist's role as someone who can provoke reflections, thoughts, and feelings. The definition of empathy is the ability to identify with someone and share their feelings. I believe that this "mirror" exercise can awaken the need to build a more just society.



## Give us a brief description of what you would share with our audience.

I use photography as a tool to generate empathy through my own personal experiences and my creative process to amplify the social message of my photographic works. Humanæ, is a constantly evolving photographic work that proposes an unusually direct reflection of skin color. Her goal is to document the true colors of humanity rather than the false labels “white,” “red,” “black,” and “yellow” associated with race. Ultimately, it aims to demonstrate that what defines human beings is their inescapable uniqueness and, therefore, their diversity.

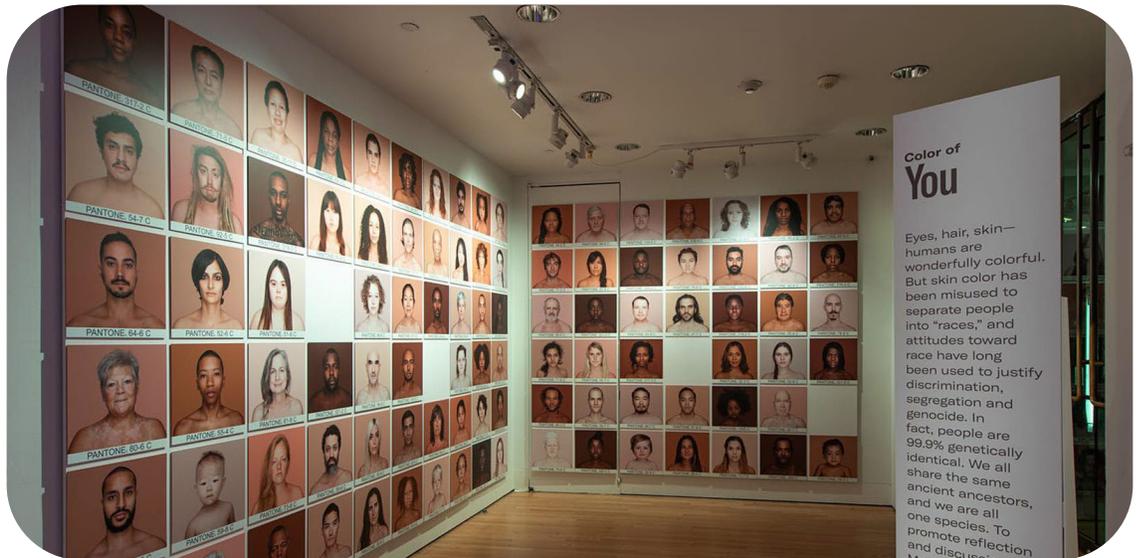
## What do you want the audience to remember from your presentation?

May they remember that we humans are wonderfully colorful, but skin color has been misused to separate people into “races,” and attitudes toward race have long been used to justify discrimination, segregation, and genocide. In reality, people are 99.9% genetically identical. We all share the same ancestors and are one species.

## You are the creator of the internationally acclaimed Humane Project –a collection of portraits that reveal the diverse beauty of human colors. How has that impacted your own life?

When you are being discriminated and dehumanized, you feel very lonely. I have felt lonely for a long time. Although I started making Humanæ as an adult, the thoughts behind this project have been with me since childhood. In this project, I feel accompanied, and I find many people on this planet taking a stand for a real change in our society, where no one is harmed for simply being who they are. I have discovered that this project that talked about my family talks about all of us... my family grew up.





## Color of You

Eyes, hair, skin—humans are wonderfully colorful. But skin color has been misused to separate people into “races,” and attitudes toward race have long been used to justify discrimination, segregation and genocide. In fact, people are 99.9% genetically identical. We all share the same ancient ancestors, and we are all one species. To promote reflection and discussion.

## KEYNOTE SPEAKERS

# Reinvention, The Art of Redesigning Your Life.

There is a turning point when change knocks on your door, and it is time to shift. This moment requires building new skills, the self-confidence to overcome uncertainty, leaving the comfort zone, asking many questions, finding new answers, and having the courage to look inwards. People always reinvent themselves; to take on a new challenge, a refreshed image, or shift into more meaningful work.

Developing a powerful personal brand that evolves with you will make the difference is all about the magic of creativity, consistency and commitment as essential elements. Successful rebranding doesn't involve inventing a new persona; it's reintroducing yourself to the world and being true to who you are.

A portrait of Eva Hughes, a woman with long blonde hair, wearing a white blazer with pearl buttons and a lace top. She is smiling and looking directly at the camera. The background is a dark blue gradient with silhouettes of birds in flight.

**EVA HUGHES**

Connecting what brings you joy, that which drives your passions and inspiration, and what you are best at will be the steps toward a more meaningful purpose. In this journey of personal rediscovery, I will share how you can innovate your life and create a new and improved version of yourself, define your dreams and take charge of your own story.

### **About Eva Hughes**

Eva is a business expert with 20 years of professional experience. As Founder and CEO of Adira Consulting, she advises brands looking to consolidate their business in established and emerging markets. She is considered one of the main business leaders in the fashion industry in Latin America.

She leads an Executive Coaching Program (ECP) designed so that companies and executives in various industries reach their maximum potential and offers personalized advice through executive coaching services to organizations that seek to increase the performance and productivity of their teams, identifying opportunities for growth and the priorities for improving the skills of each person, as well as programs for people on personal branding. She is an Advisory Board Member for Istituto Marangoni Miami, where she co-founded the first Fashion Business Entrepreneurship and Leadership Executive Program in Spanish.

She was CEO of Condé Nast Mexico and Latin America and Editor-in-Chief of Vogue Mexico and Latin America for a decade. Additionally, she is an international public speaker inspiring diverse audiences on empowerment, career goals, entrepreneurship, resilience, reinvention, and leadership skills. She has participated in person at summits held in 7 countries, and during 2020 she participated in international events held in virtual format and broadcast to more than 25 countries around the world. Eva is also a member of the boards of Sachamama and Latin American Fashion Summit. On her Podcast, Eva Talks, she interviews the most influential personalities in the worlds of art, education, fashion, leadership and philanthropy.

## **Who is Eva Hughes? How do you think your friends / your clients / your colleagues would describe you?**

Passionate, consistent, loyal, authentic, empathetic, highly intuitive, and analytical. Committed to her purpose with a deep sense of responsibility, with the mission of guiding others to discover their potential in life and be the best version of themselves. A caring person who enjoys meeting new people, listening to their stories, and learning from their experiences.

## **Your topic: Reinvention, the Art of Redesigning Your Life. Who or what inspired you to speak on this topic?**

The most important reinvention process that impacted my life came from the search for a balance between my personal and professional life. This moment happened to me six years ago, and it took me almost three years to find a new way of living. I was on a personal journey to find the real me and to feel comfortable in my own skin.

After 20 years of experience in the publishing world, I decided that I had to let go of the power and position that I had achieved to discover my true potential. It was then that I decided to launch Adira Consulting to offer personalized Executive Coaching. I also created a public speaking career based upon my lifetime of experiences.



At first, it was a challenge to position myself because I no longer did what I was “Good at.” Although we judge ourselves by what we feel capable of doing, others judge us by what we have already done. In my Executive Coaching Programs, I always say that reinventing yourself or creating a new personal brand is complicated, because it is about changing the perception that you and others have of you.

Sometimes you will feel that you must achieve your ultimate career goal to make a mark and build a true legacy. The reality is that success is something very personal and comes from within. For 20 years, I knew success and was always introduced by my titles, “Editor in Chief”, or “CEO”. I was proud of those accomplishments, but I asked myself: “Who am I beyond a job description of what I do?”

It is very likely that if you are thinking of reinventing yourself, you will have moments of intense fear and often feel great anguish. Don't worry; it is part of the process because you are changing the way you think about everything you do. It will take great doses of humility and courage to start over, but you will grow inside like you never imagined.

I have learned that you must be consistent and committed as you move forward. Commit to showing up for yourself and keep the promises you make to yourself. This is the path to reinvention, to a better version of you, and it might take one month, one year, or 10 years—no one knows--but with every step you take you will feel lighter in your step, and happier in your heart.

**Give us a brief description of what you would share with our audience.**

There is a turning point when change knocks on your door, and it is time to shift. This moment requires building new skills, the self-confidence to overcome uncertainty, leaving the comfort zone, asking many questions, finding new answers, and having the courage to look inwards.

Successful rebranding doesn't involve inventing a new persona; it's reintroducing yourself to the world and being true to who you are. In this journey of personal rediscovery, I will share how you can innovate your life and create a new and improved version of yourself by defining your dreams and taking charge of your own story.

**What do you want the audience to do differently after listening to your presentation?**

Reinvention is about the courage to look inward, to get up after the fall, to believe and dream, to fall in love again with yourself, and to believe in the power of you. Break the fears, and trust life!

**On a scale of 1-10, 1 being the least impactful, 10 being life-changing, how has Reinvention changed your life?**

A big, heartwarming 10!



# “Your Style is Non-Fungible”

Expanding your Thinking Forward to the Metaverse

NFT | METAVVERSE | WEB 3.0



**CHARLES  
GREGORY**

## Meet Charles Gregory

With over 20 years of fashion experience and the first Black male accredited Image leader in Philadelphia, Charles Gregory’s mission is to create a paradigm shift that will redefine interpretations of Glam, Chic, & Fabulous, essentially creating a new idea of sophistication!

As a Member of AICI With Certifications in Fashion and Wardrobe, Etiquette, Interior Design, Style Consulting, and International Image Excellence, Charles was honored to have studied under Dr. Joyce M. Knudsen, PhD, AICI CIM, and Image/Color specialist ByFERIAL. They afforded him an immersive background and the ability to help those with various fashionable needs.

## **What will you be sharing with our audience?**

I noticed that consultants and designers need help to stay in front to stay relevant. Watching the surge of NFTs and major fashion Brands jumping into the space, I found understanding this new digital ecosystem is an excellent way for Image consultants to stay ahead of the Curve.

As an NFT collector, working Fashion Stylist, and Image consultant with over 20 years in the industry, I have witnessed many innovations in fashion, style and a pivot to image professionals being more diverse, inclusive, and accepting.

To keep our businesses relevant, we embrace new generational paradigms. We continuously look for new ways of promoting business through our social media footprint, advocacy, and personal expression on platforms like Facebook, TikTok, and IG.

Ironically, a new digital ecosystem arises just as we thought we had the keys to web 2.0. Now, the trending conversation is surrounding web 3.0 and the metaverse. Understanding how to survive in this new digital environment, especially regarding fashion and Image brands, has now proven to be more necessary than we expected.

Join this innovative and exciting workshop as we discuss the rise of NFTs and why major fashion houses like Burberry, Gucci, and even Victoria's Secret have jumped into the metaverse. Even Dolce & Gabbana produced the first-ever Fashion week in the Meta! Find out how your image & brand can be amplified by NFTs & the Metaverse.

## **So Come Along & Meet Charles!**

Charles is the first black male in Philadelphia credentialed in Image Consulting. To date, Charles has collected over 100 Digital tokens (NFTs). Plus, he will be giving away freebies to his participants - which is an NFT via POAP. This will probably be everyone's first digital Token! So come and grab yours!

# Metaverse, What Is In Here For Me?

VR | TECH | METAVERSE



**FERNANDA  
LUCHESE**



**NATALIA  
MORELO**

## Meet Fernanda Luchesi, AICI CIC & Natalia Morelo

Fe Luchesi, AICI CIC, is President of AICI Brazil. She is certified in Digital Marketing and Social Media (MIT/USA), Coaching, Branding, Sales, and Training and is an International Speaker for the Image industry (USA, Hong Kong, Peru, Colombia, Argentina, México).

Fe has also worked for Coca-Cola, P&G, Visa, Ericsson, and Latam airlines and has written for Elle, Cosmopolitan, Marie Claire, Journals and Tv programs. She created the first Marketing Academy for Image Consultants master Instagram, Digital Marketing strategies and business counselling and co-authored two books.

Natalia Morelo is an AICI Brazil Member - Regional Leader in São Paulo. She worked at Santander Bank for 15 years, 11 of them integrating and coordinating business management teams and IT projects, developing websites and mobile applications.

She has also participated in banking system technology projects with Europe and North, and Latin America as a Certified Scrum Product Owner (Scrum Alliance). Natalia has been an Image Consultant since 2018, a Teacher at Dresscode by Silvana Bianchini, Cool Hunter and assists companies by guiding dress codes.

## **Who or what inspired you to speak on this topic?**

Fe: I am always looking into the next thing in marketing. I was not very excited to be a speaker this time, but an event called DigiTALKS in Brazil and Natalia inspired me, and I could not resist.

Natalia: I'm passionate about technology. I worked with IT for 11 years, and I believe there is a simple and accessible way to discuss this topic. I'd like to bring the world closer to solutions that may seem complicated but are deceptively simple. So, when I saw big brands entering the scene, I felt it was a way to combine my two passions.

## **What will you be sharing with our audience?**

Imagine a Whole New World of image consultancy services and clients. Imagine different perspectives and New possibilities of being integrated into the next generation's way of life! Is this real? Is this a business possibility for us or just buzz?

To remain relevant, we must be able to see what's going on in the market and decide where to join, change or simply acknowledge to make better decisions.

You will be updated with

- 1.What is in VR for you?
- 2.The Metaverse and visualise how to use it in your marketing and business strategy.
- 3.The possible services, basic concepts and proper vocabulary.

You will also

- 1.Feel inside the trend and better decide how to self-promote in the metaverse.
- 2.Identify the main service options an image consultant can offer
- 3.Experience the inside of the Metaverse.

## **So Come Along & Meet Fe and Natalia!**

Fernanda was named the best 2022 Beach Tennis player in her condo and is crazy about sunbathing! Whereas the multi-talented Natalia, other than being an IT expert, is a Classical, Jazz and Contemporary Dancer with a love for sports too. So come and say hello to them at Punta Cana! You will have fun with both of them and catch Fernanda at the beach!

# Future of Image Consulting and Sustainability

SUSTAINABILITY | TRANSFORMATION | CAREER



**JAINEE  
GANDHI**

## Meet Jainee Gandhi, AICI CIP

An Image consultant, a style curator and a sustainable style advocate! Jainee is passionate about helping all people who identify as women by curating a style that is personal and not just another borrowed concept from the retailer.

## **What will you be sharing with our audience?**

I have realised that Image consulting is an old industry, yet it is not well-known in most countries. I am a global citizen in its truest sense, and I have observed that we, as Image consultants, tend to sell ourselves short and, most often than not, sell the same old services. I firmly believe and would like to share how we, as Image Consultants, do not have to be restricted and can explore many other options to spread our skills and knowledge.

In this session, I will share my journey of creating and leading styling teams for two major fashion tech companies in India and Singapore, respectively, which were two of the most exciting and fulfilling projects I have undertaken!

There will also be pointers on how Image consultants can leverage their knowledge to:

- Create new offerings that will resonate with the post-pandemic world
- Transform their business from B2C to B2B,
- Help elevate fashion sustainability for their clients!

## **So Come Along & Meet Jaineel!**

Fun Fact: Jaineel eats a slice of chocolate cake every night after dinner! Perhaps one day you will join her too!

# 5 Innovative Corporate Programs for Elevating

Your Image Consulting  
Business to the Next Level

CORPORATE | PERSONAL BRANDING | STORYTELLING



**LULA  
KIAH**

## Meet Lula Kiah, AICI CIP

A Personal Branding Strategist, Certified Executive Presence Coach, and Image Consultant for 25+ years, she's the founder/president of Style Innovators (SI), an internationally respected consulting firm in New York, Chicago and Denver.

Lula's breakthrough came when she started working with corporate companies, leading to her quitting her job and working full-time as an Image Consultant. It is now Lula's biggest passion to inspire and coach aspiring image consultants to do the same!

## What will you be sharing with our audience?

Since I started working in the corporate sector, with offices worldwide, my client base has expanded by more than 80%. Corporate consulting requires different skills. I will share how to find, sell, and close company contracts and create innovative, interactive programs!

My session will cover the following:

**1.Digital Branding:** Nearly 80% of employers Google potential employees before hiring them. As image consultants, we need to be able to create magnetic, human, engaging brands for our clients.

**2.The 4 Pillars of Creating a Killer First Impression:** We have just 7 seconds to look credible, attractive, authoritative, and emphatic to others. We will find out strategies for achieving this.

**3.Decoding Dress Codes:** Many companies changed their dress codes post-pandemic. We surveyed ~300 companies, and we will be presenting the results.

**4.Neuroscience for Leaders:** Neuroscience can prepare our brains to deal with living in uncertain times, affecting our performance.

**5.Building Stories That Stick:** “The storytelling method” has the power to change how everyone in business thinks, feels, and behaves.

## So Come Along & Meet Lula!

Addicted to learning new cultures, Lula has made friends from over 32 countries to date. So perhaps the next friend of Lula's could be YOU!

# New Political Image

Integration and  
Sustainability

IMAGE IN POLITICS



**NATALIA  
PIERRI**

## Meet Natalia Pierri, AICI CIC

Lawyer - Image Consultant - Protocol Consultant. Natalia Pierri is the Director of NPCI Natalia Pierri Image Center, Director of ALEI - Master for Image Consultants, and Co-Director of CDKV Nordelta Director of Color Department CDKV. In addition, Natalia has served as Past President of AICI Argentina, Member and Advisor in the OICP Pedagogical Committee and VP of Education of AICI Argentina Buenos Aires. She is also an international speaker and Associate Professor at UCA.

## What will you be sharing with our audience?

The inspiration for this topic comes from my previous profession as a lawyer, where I interacted with judges and politicians on a daily basis. As a result, I am always intrigued and fascinated with the image aspects of politics, where everything matters and nothing is left to chance!

In this session, I'd like to invite you to take a new look at the current image of politics based on three concepts: integration, sustainability and the use of colours in the campaign.

- How constant change affects political image as a tool for communication?
- How does a political candidate with a disability carry out his non-verbal communication and get closer to the voter?
- How does a political candidate manage to carry out a sustainable campaign?
- How does the use of colour play a central role in this type of campaign?
- You will then be able to:
  - Integrate disability into political campaigns
  - Create a sustainable political event as a result of an image strategy.
  - Implement effective use of colours in a political campaign.

## So Come Along & Meet Natalia!

A loving mom to two beautiful children, Natalia Pierri is an avid reader, reading books ranging from fashion to universal history. A lady with a green thumb, Natalia is also a fan of gardening and spends her time in her garden taking care of her rose bushes.

# AICI MEMBER SPOTLIGHT:



**YULY GIRALDO**  
AICI CIC

Yuly Giraldo, a highly recognized image consultant and personal shopper in Colombia and Latin America, was president of AICI Colombia between 2018-2020. She then moved on to be VP of Education of the same chapter. Today, she is AICI CIC certified. She has worked for companies like Coca-Cola, Parmalat, AstraZeneca, Stealouder, Mtlife, amongst many others. She is a social media influencer with a community that exceeds 1.3 million followers between Instagram, TikTok, and Kwai. She is also a presenter of image capsules for the USA TV channel Telemundo. In addition, she has an agency of image consultants, "IMAGE TEAM YG", which has 38 consultants worldwide. They offer consulting services both online and in person, working on the self-esteem and empowerment of the client.

### **1. How did you get into Image Consulting? Did you always know it was what you wanted to do, or did you start somewhere else?**

Initially, I thought I only liked fashion, but later I realized that I could further expand my tastes after learning about image consulting. Years later, when I finally found my calling, I immediately understood that I am very passionate about image consulting because it is an instrument to transform and empower lives.

I think my passion for image consulting stems from my childhood. Like many other girls, I wore my mom's heels and clothes. For makeup, I did all kinds of creative things with my mom's lipstick, which I'd also applied as eyeshadow and blush. Can you imagine?

I'd only really stepped foot into the world of image consultancy in 2002 when I lived in New York and fell in love with international brands, garments and materials. Almost without noticing, I started as an image consultant on the spur of the moment, working as a personal shopper, buying clothes for different friends' stores in Colombia. Years later, when I returned to my country, I created my own clothing line with garments from Los Angeles, NY and Panama. That store is still open and is located in an exclusive section of my city, Bogotá. In addition, I studied and trained in different international schools with several mentors, to whom I am thankful for further promoting my passion. That's why I always say that if I die and am reborn, I would still choose the same job. I love it!

## 2. Our theme for Jan 2023 is Embracing Cultural Diversity! Tell us an experience where you worked with someone of a different culture. Was it difficult for both consultant and client?

My experience occurred during a business training I was giving for a multinational company. Although it was aimed at a local group (mostly Colombian), people from different parts of the world attended.

I had been hired to do the company's corporate wardrobe guide and training. The issue is delicate because there were considerable differences between Latin American business culture, which is very conservative, compared to other countries where it is more informal. These differences became evident during the presentation when some foreign participants (very respectfully), expressed their disagreement with the guidelines established by the company that hired me.

The solution was to listen, understand their positions and explain the cultural differences when addressing different audiences, even within the same company. Then, I adjusted the training, showing how we can dress according to each culture without neglecting the company's DNA.



In the end, everyone understood that respecting the collaborator's style and projecting the right image was possible.





Although getting out of bed was not always easy, I knew that staying in bed would have made me worse. So, with great effort and being motivated by doing things I liked, everything was a little easier.

**My cancer helped me to be a better professional.**

### **3. You have been through a lot in life - having battled cancer successfully. Where or how did you find the strength to overcome all the challenges thrown at you?**

I don't know if my answer will surprise you, but part of my breast cancer treatment success, in addition to the support and love of my husband, family and friends, was due to AICI. Why? I assumed the presidency of the Colombian Chapter a month after the diagnosis, and I am not going to lie to you, I thought about not accepting it and just focusing on my illness. However, thanks to accepting it, I found great motivation to get up every morning to be the best of me. I am enormously grateful to Gilda Fuentes, founder of the Colombian Chapter, who trusted me and my abilities at that critical moment.

If I am sure of something, it is that you must have incentives (reasons to get up and fight); if you don't have them, life will become sad and boring.

Before, I thought that I worked on image from the perspective of self-esteem and empowerment of the client, but it was not until I went through an intense period of low self-esteem that I understood the gravity of it and its impact on my work. Looking at myself naked in front of the mirror and not recognizing myself without hair, eyebrows or eyelashes had a powerful impact on me.



## Life puts you on paths you never thought of.

For example, I never thought of doing oncology image consulting; I simply did not think my experience would help hundreds of people to assimilate and understand similar diagnoses, even if it only encouraged them. However, today I understand that we can always get something positive out of what is apparently negative.

To finish, something essential that I want to leave with you is that we must receive with love all the experiences that come into our lives. If you receive chemotherapy with love and feel that what enters your body is healing you, indeed, your experience will be better. Thinking positively brings positive outcomes. So let's learn to be happy with what life gives us.



**4. You will be a speaker and influencer for the upcoming AICI Conference at Punta Cana. Obviously, you love AICI! What's your favourite part of being a member of AICI?**

Yes, I love AICI. It has only brought blessings to my life, and it is an honour to be a speaker at the largest personal image conference in the world. I'm so excited that I have butterflies when I think about it.

My favourite part of AICI is networking because I work with excellent professionals and colleagues who later become my friends and other family. Belonging to AICI leads me to constantly study, research and create my own theories, which I have verified from experience with clients and can then share with this incredible family.



# AICI MEMBER SPOTLIGHT:

# AICI MEMBER SPOTLIGHT:



**YULY GIRALDO**  
AICI CIC

Yuly Giraldo, consultora de imagen y personal shopper de alto reconocimiento en Colombia y Latinoamérica, fue presidente de AICI COLOMBIA en el periodo 2018-2020, luego VP de Educación del mismo capítulo. Hoy cuenta con su certificación AICI CIC. Ha trabajado para empresas como Coca Cola, Parmalat, AstraZeneca, stealouder, Mtlife entre muchas más. Es influenciadora en redes sociales con una comunidad que supera el 1.3 millones de seguidores entre Instagram, TikTok y Kwai. Es también presentadora de capsulas de imagen para el canal de TV en USA Telemundo. Tiene su agencia de consultores de imagen "IMAGE TEAM YG", que cuenta con 38 consultores a nivel mundial donde se ofrecen asesorías de imagen de manera online y presencial trabajando siempre desde la autoestima y el empoderamiento del cliente.

### **1. ¿Cómo llegaste a la Consultoría de Imagen? ¿Siempre supiste que era lo que querías hacer o empezaste en otro lugar?**

Inicialmente pensaba que me gustaba la moda porque no sabía que existía la asesoría de imagen. Años después, cuando la encontré, comprendí que la asesoría de imagen me apasiona porque es un instrumento de transformación de vidas y empoderamiento.

Pienso que mi pasión por la imagen viene desde niña. Como muchas otras chicas, usaba los tacones y la ropa de mi mamá. En maquillaje, hacía "maravillas" con su labial, que también aplicaba como sombras y rubor. ¡Ya se imaginarán! Pero realmente empecé en el mundo de la asesoría de imagen en el año 2002, cuando viví a Nueva York y me contagié de las marcas, prendas y materiales. Sin saberlo, trabajé como personal shopper comprando ropa para tiendas de diferentes amigas en Colombia. Años después, cuando regresé a mi país, cree mi propia marca de ropa con prendas de Los Ángeles, NY y Panamá; esa tienda aún funciona, está ubicada un sector exclusivo de mi ciudad, Bogotá. Además, estudié y me capacité en diferentes escuelas y con varias mentoras, a quienes agradezco por impulsar más mi pasión. Por eso siempre digo que si muero y vuelvo a nacer, escogería el mismo trabajo. ¡Lo amo!

**2. ¡Nuestro tema para enero de 2023 es Abrazar la diversidad cultural! Cuéntanos una experiencia en la que hayas trabajado con alguien de una cultura diferente. ¿Fue difícil tanto para el consultor como para el cliente?**

Mi experiencia ocurrió durante una capacitación empresarial que dictaba para una empresa multinacional. Aunque estaba dirigida para un grupo local (colombiano en su mayoría) asistían personas de diferentes partes del mundo.

Había sido contratada para hacer la guía de vestuario corporativo de la empresa y estábamos haciendo la capacitación. La temática es delicada pues existen grandes diferencias entre la cultura empresarial latinoamericana, que es muy conservadora, frente a otros países donde es más informal. Esas diferencias se hicieron evidentes durante la presentación cuando algunos participantes extranjeros, muy respetuosamente, me expresaron su inconformidad frente a los lineamientos que había establecido la misma empresa que me contrató.



La solución fue escuchar, entender las posiciones y explicar las diferencias culturales que se producen al dirigirse a públicos diferentes, aunque se trate de la misma compañía. Ajusté la capacitación mostrando cómo podemos vestir acordes a cada cultura sin dejar de lado el ADN de la empresa. Al final todos comprendieron que es posible respetar el estilo del colaborador y proyectar la imagen adecuada.





la cama no era siempre fácil, sé que quedarse en la cama enferma; así que, con esfuerzo pero motivada por hacer cosas que me gustaban, todo fue un poco más fácil.

## Mi cáncer me ayudó a ser mejor profesional.

Antes pensaba que trabajaba la imagen desde la autoestima y el empoderamiento del cliente, pero fue hasta que yo misma atravesé por un fuerte proceso de baja autoestima que logré dimensionarlo. Mirarme frente al espejo desnuda y no reconocirme sin cabello, sin cejas ni pestañas me produjo un impacto muy fuerte.

### 3. Has pasado por muchas cosas en la vida, habiendo luchado contra el cáncer con éxito ¿Dónde o cómo encontraste tu fuerza para superar todos los desafíos que se te presentaron?

No sé si les sorprenda mi respuesta, pero parte del éxito de mi tratamiento de cáncer de mama, además por supuesto del apoyo y amor de mi esposo, familiares y amigos, fue AICI. ¿Por qué? Asumí la presidencia del Capítulo Colombia un mes después del diagnóstico, y no les voy a mentir, pensé en no aceptar y concentrarme en mi enfermedad; sin embargo, gracias a aceptarla encontré una motivación para levantarme cada mañana, para mostrar lo mejor de mí. Agradezco enormemente a Gilda Fuentes, fundadora del Capítulo Colombia, quien confió en mí y en mis capacidades justo en ese momento crítico.

Si de algo estoy segura es que en la vida debes tener incentivos; si no los tienes, la vida se tornará triste y aburrida. Aunque levantarme de



## La vida te pone en caminos que nunca pensaste.

No pensé hacer asesorías de imagen oncológicas, no pensé que mi proceso sirviera a cientos de personas a asimilar y entender diagnósticos similares, aunque sólo sea dándoles ánimo. Hoy entiendo que siempre podemos sacar algo positivo de lo que es aparentemente negativo.

Para terminar, algo muy importante que quiero dejarles es que debemos recibir con amor todos los procesos que lleguen a nuestras vidas. Si tú recibes una quimioterapia con amor y sientes que lo que entra a tu cuerpo te está sanando, seguramente tu proceso será mejor. Pensar positivo trae cosas positivas. Así que aprendamos a ser felices con lo poco o mucho que nos dé la vida.



#### 4. Serás orador e influencer para la próxima Conferencia AICI en Punta Cana. ¡Obviamente, te encanta AICI! ¿Cuál es tu parte favorita de ser miembro de AICI?

Sí, amo AICI. Sólo me ha traído bendiciones a mi vida y es un honor ser conferencista del congreso más grande de imagen personal a nivel mundial. Estoy tan emocionada que hasta me dan cosquillitas en el estómago cuando lo pienso.

Mi parte preferida de AICI es el networking. Trabajar con colegas que hoy en día considero mis grandes amigos. Pertenecer a AICI me lleva a estudiar constantemente, a hacer trabajo de investigación y crear mis propias teorías, mismas que he comprobado desde mi experiencia con clientes y puedo compartir con este gran equipo de la asociación.



AICI  
MEMBER  
SPOTLIGHT:

# AICI MEMBER SPOTLIGHT:

**CHIU-PING LIN**  
AICI CIC



- Founder of WELL DRESSED Image & Personal color Consultant Studio
- Lecturer in Image and Aesthetics
- WELL DRESSED Image & Personal Color Consultant
- AICI (The Association of Image Consultants International)
- CIC (Certified Image Consultant)
- NPO 法人日本パーソナルカラー協会 (The Association of Japan Personal Color) / 海外認定講師 / 個人色彩分析師
- Overseas Certified Lecturer and Personal Colour Analyst
- Taste Scale Method / Certified Lecturer in Taiwan
- Accompanying Art to Elders Lecturer



**1. If I were to ask your friends, what three words would they use to describe you?**

Mellow, Positive, Artistic

**2. Tell us an interesting fact about you that most people do not know.**

I have been a Vegetarian for more than 20 years now. I love nature, and I'm on a diet that does not burden my body, mind and soul.

**3. What were you doing before entering the world of image consulting? Did you always love arts and fashion?**

I specialised in fashion design, but I was a Marketing and Communications Executive for two years, first for a jewellery company and then for another organisation specialising in cosmetics. After my marriage, as I wanted to focus on my family, I became General Manager and the Human Resource Manager for my family's architecture and construction firm.

I've always loved beautiful things. After working for ten years, things were pretty easy for me; hence I could spend more time enriching myself. So, for the past 17 years, I have studied oil painting, which profoundly improved my appreciation for art. I have always paid attention to trends, although I was not in the fashion circle. Incidentally, my husband was also a fashion designer, although he is now retired.

And we are still learners who instruct and educate the younger generation in fashion.



After seven years in the image industry, investing in the growth to be a holistic and professional image consultant is something I am and will constantly pursue. With this passion, my husband and I founded “Yizhuo Image Aesthetics Studio” (WELL DRESSED Image & Personal Color Consultant Studio), providing services and training.

In addition to professional colour theory, personal colour analysis and the use of design elements to make a person’s characteristics consistent with his or her external image will always be an area of research that I am interested in.

**4. Other than self-studying, what experiences have you gone through that helped shape your knowledge and skills to be a successful and competent Image Consultant now? (Ex: learning from other Image Gurus, attending conferences, etc.)**

In 2013, I started to return to the fields of art, aesthetics and design that I loved when I was young. I had planned to return to the clothing-related industry. During that time, “image consulting” was still in its infancy. I was inspired by an image consultant guru in Taiwan, Ms. Denise Wu, AICI CIM. From then onwards, I began to experience an incredible journey as an international image consultant.



I became a member of AICI Hong Kong Branch in 2015, and the following year, I participated in my first AICI Asia-Pacific Annual Conference. It was also during that time that I sat for my CIC exam. The conference saw a huge number of Mandarin Speakers from all over Asia. The 3-day conference was led by Miss Priscilla Chan, AICI CIM, and Ms. Chen Wei Hong, former chairman of the AICI Hong Kong branch.

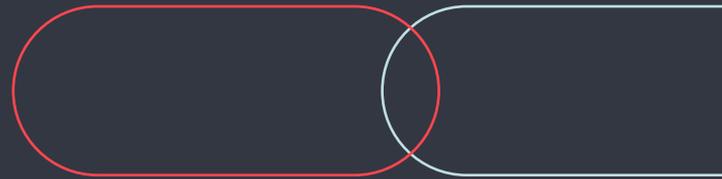


The AICI Asia-Pacific Annual Conference was a life-changing experience for me. For the first time in my life, I witnessed the grandeur of an international event, flanked by so many image consultants from all over the world. I had the chance to meet with Ms. Christina Ong AICI CIM of Singapore, Ms. Helena Chenn, AICI CIM of the United States, Ms. Jacqueline Whitmore, AICI CIP, Ms. Olen Juarez-Lim, AICI CIP of the Philippines and other leading image consultants in the industry.

In 2017, I successfully obtained my CIC certification, an internationally recognised qualification that adds recognition, trust and respect among peers, colleagues, friends and acquaintances. The process of obtaining the certification gave me a good perspective on how to start an image business. I also gained invaluable advice on what needs to be improved by a third-party examiner. All these allowed me to build a brand-new career holistically.



In recent years, I have learned from Japanese, European and American colour image professional masters, including Ms. Hitomi K. Ohmori, AICI CIM, Ms. Carla Mathis, AICI CIM, and Ms. Alyce Parsons, AICI CIM. I learned many different schools of thought from different systems, which was an eye-opener, allowing me to go into an in-depth study and experience in aesthetic enhancement.



## 5. As VP of Education, Hong Kong Chapter, would you mind sharing with us what education activities you have organised to encourage our members to take up CIC, CIP or CIM?

Since 2021, I have served as the Vice President of Education for the Hong Kong Chapter. Together with the other board of directors, we have been actively developing multiple cultural exchange and engaging sessions. In 2022, our AICI Hong Kong Chapter had our Education Day with the theme “Transcend”. We organised multiple CIC / CIP sharing sessions with invited Certified CIC/CIP/CIM members on their experience in the certification process.

The Hong Kong Chapter also had a “Members Chit Chat” session held once a month. These sessions are not restricted to specific themes but are free and easy-going sessions with unlimited themes. The idea is to stretch everyone’s mind, go beyond their image expertise and, of course, to know each member’s strengths and diversity. Until now, there have already been more than ten sessions!

I have also made friends with colleagues in the AICI international Fraternity, namely Ms. Ana Cheong, AICI CIP, Miss Rui Zhang, AICI CIP, Ms. Lucy Wang, AICI CIP Hong Kong Branch Chairman, Ms. May Chan, AICI CIP, Ms Karen Tso, AICI CIP, Ms. Jade Lim, AICI CIC, Ms. Irene Lee, AICI CIP and other certification panel experts, and of course our Hong Kong branch members from various places.



## 6. What are you actively pursuing now that you think would add value to your Image Consulting career?

Art appreciation is an exciting subject that I am attracted to, and it intrigues me to see if I have the opportunity to be the communicator or disseminator of this kind of artistic beauty. Especially after seeing so many art exhibitions and realising that all these can be presented and touch people’s hearts, I always wonder what kind of self-improvement I should look into, with the ultimate goal of applying what I have learned.

I have always been excited about the prospect of being able to share and promote cultural and artistic beauty. At this age, I feel that because of my dedication and devotion to aesthetics and charisma, if I could be more diverse, I would be able to serve others better and lead others to discover their own beauty and charisma.

**7. Our theme for this issue is: Embracing Cultural Diversity. Have you ever worked with individuals from different cultural backgrounds? If yes, how did you put aside your differences?**

Members of our Hong Kong Chapter are a collection of image consultants from various places and countries with various cultural diversities. There is not much difference, only mutual communication and respect, constant support and cooperation so that everyone can come to a consensus in serving the members.

**8. Complete this sentence - If I were an animal, I would be a/an -- (Please elaborate why)**

A Dolphin! The Dolphin is a highly intelligent, lively and gregarious animal! An example of an excellent all-rounder! I discovered that whatever I think in my heart, I can fulfil it!

These two words – are 'Learn & Practice'. Learning is only the beginning. We can learn anything. But by practice, only then can we become outstanding individuals.

# AICI MEMBER SPOTLIGHT:

# AICI MEMBER SPOTLIGHT:

**林秋萍**  
AICI CIC

- 衣卓形象美學Studio創辦人
- 形象美學講師
- 國際形象顧問協會
- CIC (Certified Image Consultant)  
認證形象顧問
- NPO 法人日本パーソナルカラー協会  
(The Association of Japan Personal Color) / 海外認定講師 / 個人色彩分析師
- 特質座標法 / 台灣認定講師
- 樂齡藝術陪伴師



1. 如果我問你的朋友，他們會用哪三個詞來形容你？

圓融，正向能量，藝術氣息

2. 告訴我們一個關於您的有趣事實，大多數人都不知道。

我是一位蔬食者Vegetarian，已經20多年了，崇善自然，是一個讓自己身心靈沒有負擔的飲食與生活狀態。

3. 在決定進入形象諮詢領域之前，您在做什麼？你一直熱愛藝術和時尚嗎？

我在學生時期是專研服裝設計，畢業後，2年的工作經驗在飾品公司，化妝品公司擔任行銷企劃，之後結婚，回歸家庭為重，在自己家族的建築設計行業擔任總管，人資等管理，因為已近十多年的工作，熟能生巧，很多業餘時間可以充實自己，我一直熱愛美的事物，一直保持不間斷的油畫學習已17年之久，從中提升了自己對藝術的鑑賞能力。



時尚的趨勢是一直關注的，雖然不在時尚圈，而我的先生是一位服裝設計師，現已退休。而我們依然是在時尚元素裡薰陶與化育年輕一代的學習者。踏入形象行業進7年，要成為一位專業感性的美學形象顧問，是一個我可以持續發展的投資。因此，我與先生創立「衣卓形象美學Studio」(WELL DRESSED Image & Personal color Consultant Studio)，服務與培訓。除了專業色彩理論，個人適合的色彩分析，運用設計元素讓個人的特質與外在形象一致，這些課題一直是我鑽研的議題。

4. 除了自學之外，您還有哪些其他經歷有助於塑造您的知識和技能，使您現在成為一名成功且稱職的形象顧問？（例如：向其他圖像大師學習、參加會議等）

2013年我開啟了在舒適的工作狀態外，回到自己年輕時熱愛的藝術、美學、設計領域。當時有一個計畫是回到與服裝相關的行業，那時，“形象顧問”還在起步中，我在台灣的形象啟蒙老師是吳孟潔女士 Denise Wu, AICI CIM，從此開始經歷國際形象顧問行業的美妙旅程。

我在2015年加入AICI香港分會會員，於2016年參加首屆AICI國際形象顧問協會亞太區年會時，同時參加CIC考試，當時由香港分會舉辦CIC筆試。來自亞洲各地華語的形象顧問們匯集的盛會，當時由香港分會前主席，AICI CIM 國際認證形象大師Priscilla Chan陳偉紅女士，帶領著形象顧問及美業同好們，進行維持3天的活動。當時的盛況，讓我第一次感受到加入國際性組織的協會可以與各國際的專業人士交流是一件人生很棒的經歷，記得第一次面對面接觸國際性的講師，如：新加坡Christina Ong 女士AICI CIM，美國Helena Chenn 女士AICI CIM，Jacqueline Whitmore 女士AICI CIP，菲律賓Olen Juarez-Lim女士 AICI CIP等等超級專業的帶領者。



我於2017年取得CIC認證，從刻起我的頭銜多了一個國際的專業認證，帶來了一些專業交流中的認可與信任度提升，是拿到AICI國際認證的一項優勢。從拿到認證的審理過程中，我如何開始在形象行業創業的角度思維，從審查員的第三方客觀的給予我已具備或需再精進的提點，讓我全面性的建立一份新創事業的開始。

這幾年取經日本、歐美的色彩形象專業大師，有大森瞳Hitomi K. Ohmori女士AICI CIM，Carla Mathis女士AICI CIM，Alyce Parsons女士AICI CIM，向他們學習許多不同以往學制下的思維，開啟了我再深入美感提升的學習與歷練。



**5. 作為香港分會教育副總裁，您是否介意與我們分享您組織了哪些教育活動來鼓勵我們的會員參加 CIC、CIP 或 CIM？**

我於2021年7月成為香港分會教育副主席至今，參與理事積極為會員們開拓更多元性的文化接觸，與創新思維，經歷了2022年香港分會的教育日，名為”超越”TRANSCEND，我們在香港分會的組織裡一同共創了許多分享主題：多場CIC/CIP分享會邀約各個認證的CIC/CIP/CIM會員們分享認證過程的經歷，香港分會更創建”把酒談心”每月一次會員們交流，不設限發揮的主題，讓大家開放思維與跨越形象行業之外的領域，好好認識彼此的多樣性展現，至今已十多場了。

在此更結交了AICI國際的同好們，Ana Cheong女士 AICI CIP，張睿 女士Rui Zhang AICI CIP，王曉峰女士Lucy Wang AICI CIP香港分會現任主席，May Chan女士 AICI CIP，左谷蘭女士Karen Tsuo AICI CIP，吳珊娜女士 Shanna Pecoraro, AICI CIP，馬來西亞Jade Lim女士AICI CIC，李昀女士Yun Irene Lee AICI CIP等等活耀的認證專家們，當然還有我們香港分會來自各地的會員朋友們。

**6. 您現在積極追求的是什麼，您認為這會為您的形象諮詢事業增加價值？**

藝術鑑賞這一個項目是有趣的領域吸引我，是否有機會作為一位藝術美感的傳播者。看了很多藝術展覽，當這些可以呈現，又能感動人心時，我應該投入怎樣的提升，達到學以致用的終極目標。心中一直圍繞著分享與推廣的實踐者角色，實現文化和藝術美感的傳遞，這是我感到興奮的。緣分輾轉來到這歲數，因為自己在工作之餘投入形象美學行業，深感自己透過「藝術陪伴」可以再豐富多元，這樣的我，會更能服務他人，同時帶領眾人去發掘自己可以的美感展現。



**7. 我們這一期的主題是：擁抱文化多樣性。你會與來自不同文化背景的人一起工作過嗎？如果是，你們是如何擱置分歧的？**

在香港分會的會員們，就是一個來自文化多樣性的各個地方與國度的形象顧問聚集，沒有任何分歧，只有相互溝通與尊重，彼此交流，達成共識，支持與協作完成服務會員的宗旨。

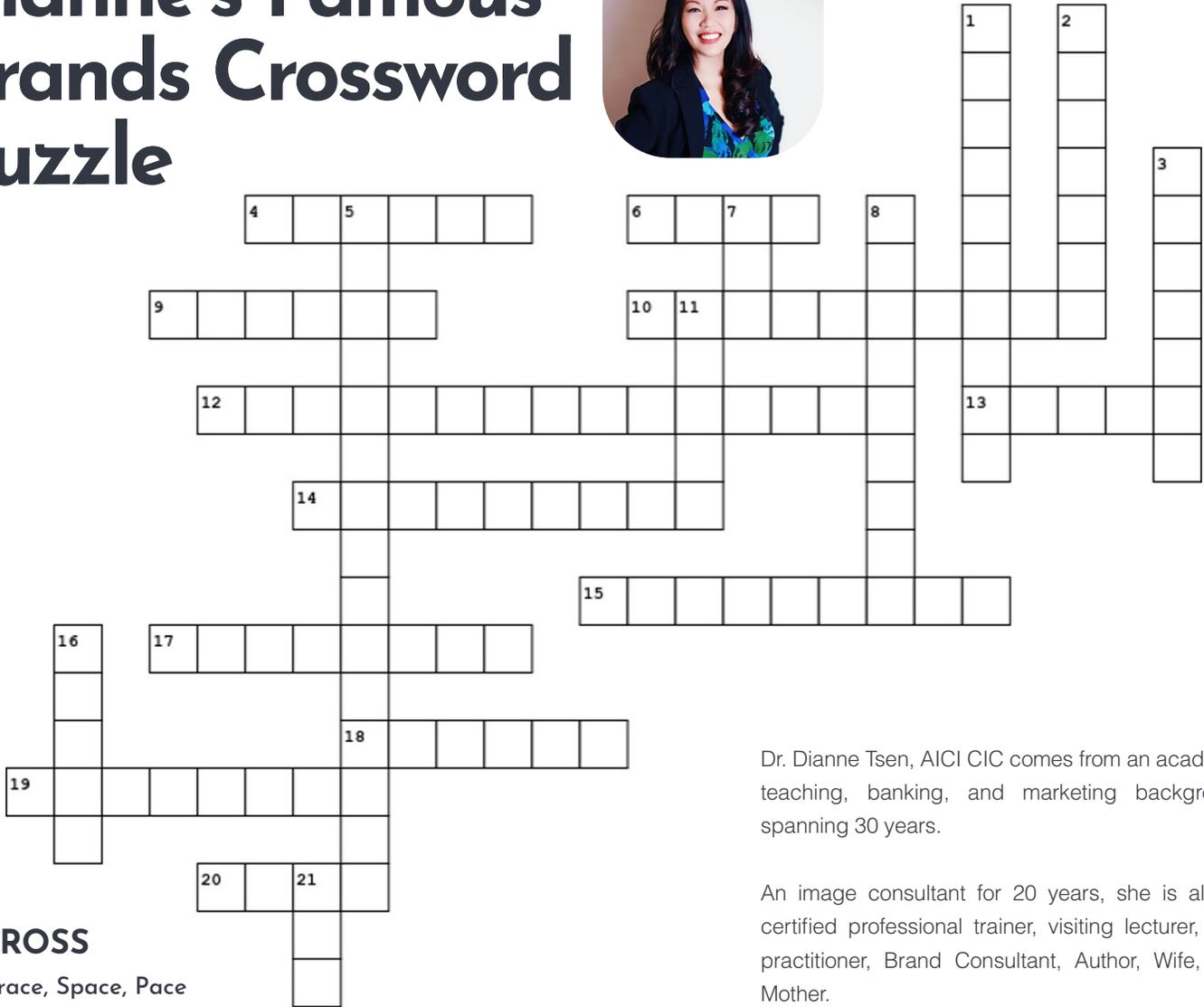
**8. 完成這句話——如果我是動物，我會是一個/一個\_\_（請詳細說明為什麼）**

「海豚Dolphin」，具有高度智慧，且活潑合群。.....符合全方位卓越之表率。我發掘自己心裡想的，進而可以做出來。學習二字，學只是開始開端，你學什麼都可以，重點是在「習」（練習），練習才是我們精進，可以成為一位優秀人才最重要的過程

Dr. Dianne Tsen, AICI CIC



# Dianne's Famous Brands Crossword Puzzle



## ACROSS

- 4. Grace, Space, Pace
- 6. Just Do It
- 9. Belong Anywhere
- 10. I'm Lovin' it
- 12. Don't Live Life Without It
- 13. At The Heart Of The Image
- 14. The Original. If Your Grandfather Hadn't Worn It, You Wouldn't Exist
- 15. Famous Coffee Brand
- 17. The Best A Man Can Get
- 18. Let's Go Places
- 19. Don't Crack Under Pressure
- 20. The World's Local Bank

## DOWN

- 1. The Happiest Place On Earth
- 2. A Diamond Is Forever
- 3. Do What You Can't
- 5. Imagination At Work
- 7. Finger Lickin' Good
- 8. Ideas For Life
- 11. Think Different
- 16. Share Moments, Share Life
- 21. The Ultimate Driving Machine

Dr. Dianne Tsen, AICI CIC comes from an academic teaching, banking, and marketing background spanning 30 years.

An image consultant for 20 years, she is also a certified professional trainer, visiting lecturer, NLP practitioner, Brand Consultant, Author, Wife, and Mother.

Dianne developed a personal branding blueprint from a grant awarded by the Malaysian Digital Economy Corporation; and is presently undertaking Data-Driven Research Studies on Corporate Brand Personality with an Australian University, funded by the Sarawak Foundation.

She is also an award-winning conference paper presenter on Personal Branding and Employee Brand Equity.

She works with Companies and their C-Suite on image and brand strategy training and planning whilst collaborating with international speakers such as Bob Proctor and John Kanary.

Image consultancy is a highly  
rewarding career for anyone  
passionate about changing lives.  
If you want to know more,

— VISIT —  
**WWW.AICI.ORG**





# UNCONSCIOUS BIASES A Threat To Cultural Diversity

BY DR. MARÍA PÍA ESTEBECORENA, AICI CIP

Unconscious biases are acquired attitudes, beliefs, or positions that we unconsciously take toward different issues and situations. Being unconscious, one of the variables that affect us the most arbitrarily is within the context of diversity. This element is universal since it will influence our way of seeing the world based on our culture, the beliefs within our family nucleus, and our personal lived experiences.

Recognising and overcoming unconscious biases is the most widespread form of advocacy for diversity. Within a multicultural organization like AICI, this issue is highly relevant, and I invite you to learn more about it and to take action within your Chapter. Change always happens when we start to change ourselves and take responsibility for it.

In 2015, the United Nations developed 17 commitment agreements – the 2030 Agenda – that countries must incorporate throughout their institutions and companies. These universal objectives are all to be developed from the perspective of cultural diversity.

According to a study by the World Bank, by using inclusive policies, organizations increase their levels of innovation the more they incorporate the entire spectrum of diversity, including culture, age, disability, and gender.

Bias is not a new issue. It dates back to the beginning of human brain development as a way of assimilating data from the environment and saving response time in the face of possible threats. The brain developed a series of mental shortcuts that allowed it to make quick judgments about certain things to avoid danger.

Our brain receives more than 11 million pieces of data per second, and we can only process 40 pieces of information simultaneously. This means that more than 99 per cent of our thought processes use the mental shortcuts (biases) we build. In addition to dealing with danger, these include our own expectations and ideas of what the world around us is like according to our cultural, social, and educational criteria.



When these biases are effectively unconscious, the risk is that we won't question the reason for our decisions and what we are basing them on.

A short time ago, an episode occurred at an official event at Buckingham Palace where the Queen consort, Camilla, warned of a “global pandemic of violence against women.” Among the 300 guests was Ms. Ngozi Fulani, representing the London-based charity Sistah Space, which supports women of African and Caribbean descent across the UK who have faced domestic and sexual abuse.



Ms. Fulani described on Twitter how royal attendant Lady Susan Hussey repeatedly asked her where she was “really from” despite being told several times that she was British. The Palace responded appropriately, describing the comments as “unacceptable and deeply regrettable.”

A spokesman for Prince William said, “Racism has no place in our society.” In its statement, Buckingham Palace said, “We take this incident extremely seriously and have investigated immediately to establish the full details.” This is an example of how unconscious biases can influence the idea of cultural diversity that each of us has. We often automatically tie certain qualities and behaviours to a person based on race or nationality.

Let’s see how we can incorporate an attitude of openness to diversity, reducing the automatic prejudices (in terms of previous judgments) that we apply through different types of biases.

These are not always negative. People also have an affinity bias, which we find mainly in decision-making within job searches and filling different company positions. We tend to hire those who are similar to our own social profile. We build a mental shortcut that facilitates a quick decision that we believe will ensure the greatest number of advantages against risks.

There are ways to guard against unconscious bias. In 1952 the Boston Symphony Orchestra made the decision to hold blind auditions and had the musicians audition behind a screen. They took extreme care with details, such as avoiding the sound of heels that could show that the candidate was a woman. After this methodology was extended as a selection process in other orchestras worldwide, it was later determined that more than 55 per cent of the new hiring of women was attributable to this “blind” practice.



Unconscious bias extends to printed information. Harvard conducted several studies proving that the name on a résumé often influenced the hiring process favourably or unfavourably. One imagines that this effect increases with the use of photographs, influenced by the biases of those who make the decisions.

This is how we find stereotype biases. Generally, this bias is cultural, and we often find it when defining a profile that we consider to be influenced by nationality. The tendency is to define, for example, someone of Slavic origin as orderly, methodical and mathematical. Regarding gender, role expectations appear within professions, e.g., doctors, engineers, etc.



We have many ways today to work on biases; no one should be left out of making this commitment. It is by itself an increasingly solid change of perspective in approaching image as perception. From the moment in which a person, from his conscience, perceives himself, he is undoubtedly exercising his right to express his vision of himself. He will shape it through his external image from his interior, his experience, and how he chooses to inhabit the world. We are all part of diversity. Recognising others as part of our world necessarily means inclusion. To the extent that we can commit and work on our biases, we will be better able to achieve the purpose of the 2030 Agenda – inclusivity for all.

## How to create change

The first step is personal introspection, committing to periodically reviewing our daily and acquired biases from the environment.

The role played by image covers 100 per cent of biases as it defines and reinforces the stereotype we have in our minds through our own perception. Based on this, we label and assign a role to people and situations, limiting our world to the idea we have of things and closing ourselves off to a dialogue or a context of greater possibilities than we imagine.



Dr. María Pía Estebecorena, AICI CIP, is a master trainer in image and business. She has a degree in Political Science, a PhD in Positive Psychology from the University of Philadelphia, USA, and an MBA in Business from the University of Salamanca, Spain. She is certified in Ontological Coaching and has a Diploma in Diversity and Circular Economy from the United Nations. Since 2019 she has been in charge of the 360° Image Research Line at the University of Palermo. She has developed her business career in companies such as Wal-Mart Argentina, Falabella, Tiendas Paris de Chile and Grupo Salinas de México as Business Director. She is president and the founder of two AICI Chapters: Argentina and AICI Argentina Interior.



# CURLY HAIR A Sign of Prejudice and Racism

BY ALEXANDRA MIRANDA

**W**e live in a time when society tries at all costs to impose standards of right or wrong based on our skin tone. With that, we stop being who we are to try to adapt to the standards a prejudiced society sets.

I've always had long, unruly hair - big thick curls, heavy and full, and I've always loved them, and people have always complimented me on them. However, they always asked my parents, and even me, if it was an implant or if it was all mine; but since the issues of racism and prejudice were not as openly discussed as they are today, I would simply smile and answer, "Yes, it's my hair."

However, when I got home, I noted that people thought that because I am Black, my hair couldn't have "good curls and good roots." I was racially profiled, but I didn't fight against it, at least not in the way we do these days.

In my teenage years, I suffered because a supposed friend called me a broom; I wore my hair tied back, leaving the part below the bulky fastener loose.

I often had people pulling my hair to see if it was an implant; this was part of my daily life, and because I was called a broom, I didn't want my hair to look dry anymore; I always wanted it wet.

Girls are taught that beauty means a ponytail or pigtail with long, soft, flowing hair. This, for most Black children, is unachievable. Girls were bullied at school and were told that their hair was terrible, pixaim (hair full of kinks) and even called Bombril (a household brand of scouring pad popular in Brazil). Combs made back then were not suitable, and there were no products in the market for our hair texture.

I've also heard from prejudiced people with racist opinions that wet hair doesn't convey elegance. So, I became hostage to the hairdryer and the flat iron -- I couldn't even leave the house without "brushing" my hair.

Most of the time, we align our image with beauty standards demanded by society, something imposed on us and which we must adapt to if we want to be accepted.



Psychologist Ângela Mathylde explains that for a long time, Black women had to mischaracterise themselves to be accepted in society. "They were victims of Caucasian standards. They felt they could not assume their nature and were forced to straighten their hair."



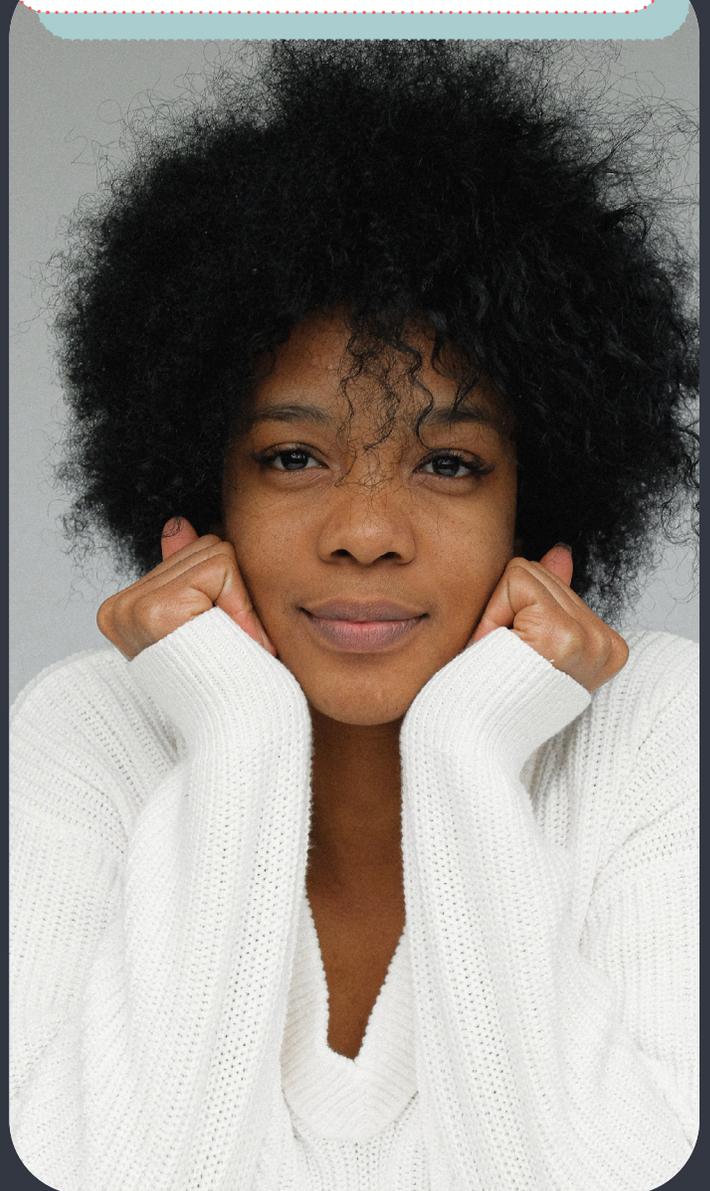
As an adult, she became more aware and left behind the chemical treatments, letting her natural hair shine through. “I am a Black woman, and society has fatally placed people like me on a lower level.

**Breaking those barriers has been my daily challenge because it’s not just about the hair, but also about identity.**

According to filmmaker and historian Cida Reis, this way of thinking stems from colonization. “The understanding that only long, straight hair is beautiful is historical. This failure arises from the misconception that some people feel that they are above others. Colonization had instituted absolute privilege to some and contributed to the detriment of the native communities, which were the Indigenous and the Black people.”

Cida adds that at a certain age, girls even began to have dreams of running and seeing their hair billowing in the wind, just to fit in.

Psychology student Ceres Bifano felt it firsthand. “I was the only Black person in school for a long time. Then, I noticed the difference in my appearance from that of other colleagues. Adolescence was also complicated. When I straightened my hair, I felt pretty, but I was hostage to that, and if, for some reason, I didn’t go to the salon, I wouldn’t even leave the house.”



Today we have different ways of wearing our hair, and nobody has the right to impose anything on us. We can be curly, Black, braided, wet, brushed, high-bunned, low-bunned or pony-tailed; any way we wear our hair is good and makes us unique, different and elegant. We fit and place ourselves within our own beauty standards instead of those imposed by a prejudiced society.

Elegance is not represented by dry or wet hair but by ourselves. Hair alone does not have the power to speak about who we are, as our image is portrayed through many different factors.

### Some reflections.

Could only a dark-skinned person not have wet hair?

Are these standards imposed only on curly hair?



Natalia Guerrero, hair specialist at Revitalash Cosmetics, explains, “In the same way that we don’t go out with wet clothes or faces, we shouldn’t do it with our hair. This is one of the main reasons for hair loss. Constant humidity leads to the deterioration of the cell membranes, which is responsible for the shine and strength of our hair. Furthermore, this habit will affect the hair follicle, which is responsible for keeping the hair on the scalp.”

That should be the only reason to dry your hair.

### Our Freedom

**We must fight against prejudice that hinders us or take us out of our element. We need to understand that we are perfect the way we are and that we have our place in a thriving society. We are free to be whomever we want.**



Alexandra Miranda is a married Brazilian mother born in Rio de Janeiro. She graduated in Human Resources Management and fashion from Escola de Moda, Esca -RJ, and Image and Colors Consulting from Escola de Estilo in Barra da Tijuca -RJ. Currently residing in Brazil and working as an image consultant, she focuses on the personal image of postpartum women and conducts online workshops, helping women with their image.

She’s also been a member of the Brazillian chapter of AICI since 2021 and the leader of Nucleo Regional Rio de Janeiro.



# CABELO MOLHADO OU NÃO

## Questão capilar e Racismo

BY ALEXANDRA MIRANDA

Vivemos em um tempo em que a sociedade tenta a todo custo impor padrões de certo ourrado, permitido ou não permitido, isso ou aquilo somente com base no nosso tom de pele. E com isso deixamos de sermos quem somos para tentarmos nos adequar aos padrões impostos pela sociedade preconceituosa.

Eu sempre tive cabelo cacheado e bem comprido, cachos largos e grossos, pesado e bem cheio, e sempre amei meus cachos e as pessoas sempre elogiavam. No entanto, sempre perguntavam aos meus pais, e até mesmo a mim, se era implante ou se era meu cabelo mesmo, porém como antes o racismo e preconceito não eram temas tão abordados como nos dias atuais, eu simplesmente dava aquele sorriso e respondia, “sim é meu cabelo mesmo”. Todavia, ao chegar em casa, comentava, que as pessoas achavam

que por eu ser negra meu cabelo não poderia ser da forma que era, como diziam “cachos bons e raiz boa”. Sem perceber, já sofria com a questão do racismo, mas não lutava contra, pelo menos não da forma que lutamos nos dias de hoje.

Na adolescência, passei a sofrer por conta do cabelo, o que antes era um cabelo que rotulavam como bom, passou a ser vassoura ou vassourita, termo que uma suposta amiga utilizava, simplesmente por eu usá-lo preso para trás deixando a parte solta abaixo do prendedor volumosa.

Por muitas vezes tive pessoas puxando meu cabelo para ver se era meu mesmo ou implante, ou seja, mais uma vez o preconceito racial fazendo parte do meu dia a dia. E por ser chamada de vassourita eu não queria mais que meu cabelo secasse, eu o queria sempre molhado.

“As meninas são ensinadas que o belo é ter cabelo longo, fazer rabo de cavalo e maria chiquinha e que os fios têm que ser esvoaçantes. Isso, para a maioria das crianças negras, é opressor. As meninas sofriam bullying na escola e tinham que ouvir que o cabelo era ruim, pixaim e até bombril. Os pentes não serviam para nos pentear e não existiam produtos no mercado que atendessem à textura dos nossos fios”. Cida acrescenta que quando isso acontecia, em determinada idade, a menina começava a ter o sonho de se encaixar e vinha o desejo de correr e ver seus cabelos balançarem.

Ouvia de pessoas preconceituosas e com opiniões racistas que cabelo molhado não transmitia elegância, e também passei a ter essa mentalidade preconceituosa e essa mesma



sensação, com isso fiquei refém do secador e da prancha sem nem mesmo conseguir sair de casa sem fazer “escova”.

Na maioria das vezes alinhamos nossa imagem ao padrão de beleza exigido pela sociedade, algo que impõem sobre a gente, e que nos adequamos para sermos aceitos por algum meio social, grupo ou ambiente.

A psicopedagoga Ângela Mathylde explica que para serem aceitas na sociedade, durante muito tempo, as mulheres negras tinham que se descaracterizar. “Elas eram vítimas de padrões brancos, sentiam que não podiam assumir sua natureza e se viam obrigadas a alisar o cabelo”. Tal percepção, segundo a cineasta e historiadora Cida Reis vem da colonização.



“É histórico o entendimento de que apenas o cabelo liso e grande é bonito. Essa falha surge do equívoco de algumas pessoas de se sentirem mais humanas do que as outras. Os membros colonizadores chegaram no país se colocando em um lugar de absoluto privilégio em detrimento das demais comunidades já existentes, que eram os indígenas e os negros”.

A estudante de psicologia Ceres Bifano sentiu isso na pele. “Fui a única negra na escola por um bom tempo. Percebia a diferença da minha aparência com a das outras colegas. Na adolescência também foi complicado. Quando alisava o cabelo me sentia bonita, mas era refém daquilo e se, por algum motivo, não fosse ao salão, deixava até de sair de casa”.

Na fase adulta, ela tomou consciência e deixou a química de lado, assumindo seu cabelo natural. “Sou uma mulher negra e a sociedade fatalmente tem colocado pessoas como eu em um patamar inferior. Romper essas barreiras tem sido meu desafio diário, porque não é só sobre o cabelo, mas também sobre identidade”.

Hoje temos diversas formas de usar o nosso cabelo e ninguém tem o direito de nos impor nada. Podemos ser cacheadas, crespas, blackBlack, de trança, de cabelo molhado, de cabelo escovado, de coque alto, de coque baixo, de rabo de cavalo, da forma que acharmos melhor e nos sentirmos bem, e isso nos torna únicas, diferentes e elegantes, dentro dos padrões de beleza em que nos enquadramos e nos colocamos, não nos que a sociedade preconceituosa, infelizmente, ainda tenta nos impor.



A elegância não está alinhada a um cabelo seco ou molhado, e sim ao que nós somos.

Um cabelo por si só não tem o poder de falar sobre quem somos, pois a imagem é traduzida através de um conjunto de elementos.

## Algumas reflexões.

Será que somente uma pessoa de pele negra não poderia usar o cabelo molhado?

Será que esses padrões não são impostos somente para o cabelo crespo?



“Da mesma forma que não saímos com a roupa ou rosto molhados, também não devemos fazê-lo com o nosso cabelo. Este é um dos principais motivos da queda de cabelo. Tal acontece porque a humidade constante leva à deterioração da membrana celular, responsável pelo brilho e força do cabelo. Além disto, este hábito afeta o próprio folículo capilar, responsável pelo mantimento dos fios de cabelo no couro cabeludo”, explica Natalia Guerrero, especialista capilar da Revitalash Cosmetics.

Esse deve ser o único motivo para se secar o cabelo, e não para transmitir elegância.

## Nossa Liberdade

**Precisamos lutar contra todos os tipos de preconceito que nos oprime ou nos tira do meio social de qual podemos fazer parte sem olhares atravessados. Precisamos fazer as pessoas entenderem que somos perfeitas do jeito que somos, que podemos ser inseridas em grandes posições independente da nossa cor de pele, raça ou cabelo. Somos livres para sermos quem quisermos ser.**



Alexandra Miranda is a married Brazilian mother born in Rio de Janeiro. She graduated in Human Resources Management and fashion from Escola de Moda, Esca -RJ, and Image and Colors Consulting from Escola de Estilo in Barra da Tijuca -RJ. Currently residing in Brazil and working as an image consultant, she focuses on the personal image of postpartum women and conducts online workshops, helping women with their image.

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## WHICH SIDE OF INDIA IS BETTER NORTH OR SOUTH?

# 8 Subtleties That Differentiate North And South India

BY NEHA MALHOTRA, AICI CIP

The debate between India's North and South counterparts never ends. Which is better? Truthfully, nobody knows. They are born of one mother, complimenting each other with their perks. India won't be complete if any one of them is missing. Think of India as Europe, where each state is a different country yet shares similar democratic values. Each state is unique in its regional languages, cuisine, attire, customs, artistic

**The differences between the two are sometimes subtle and sometimes stark. You might find them weird or awesome, depending on where you're from. Read on to find out.**

**Physique:** The first thing that gets noticed at first glance is undoubtedly a person's physique. Being poles apart, you are bound to find some differences in their builds. North Indians are taller, have lighter complexions, and focus a lot on outward appearances, so guys and girls who are lean, muscular, tattooed, etc., are a lot more common there.

In contrast, South Indians have medium statures and darker complexions. This difference is due to geographical location, genetics, race, and the weather conditions prevalent in these regions. South Indian guys and girls are beautiful, and their simplicity makes them more charming.

**Clothing:** North India was invaded more than the South; it has seen constant changes in fashion, language, and culture, influencing their clothing choices.

In cities, you will find western attire, and in the outskirts, suits, ghagra -choli, salwar- kameez, and saree for women and T-shirts, kurtas, pyjama, and pants, sometimes dhotis (a drape) for men are more commonplace.

Whereas in the Urban side of South India, there's not much difference in the clothing styles. Girls

in corporate companies prefer stylish corporate attire, and men are also substantially dressed. In South India, urban and rural differences are much more defined; in rural areas- women wear sarees, whilst unmarried girls wear half sarees or lehengas. Men prefer kurtas and lungis for daily wear.

**Language:** There is a stark contrast between the North and South regarding language. Hindi is the primary language of the North, with other languages such as Urdu, Punjabi, Haryanvi, and Gujarati. They are all similar to Hindi, though with a few minor differences.

In the South, Hindi is rarely used, and the dominant languages are Tamil, Telugu, Kannada, and Malayalam. English is spoken in both regions but more so in the South. These significant contrasts are again because more cultures have influenced the North than the South. Southerners still speak their native tongues, whilst language in the North has become more of a potpourri of dialects.

**The Matter of Marriage :** A marriage is a pivotal moment in a person's life, and North Indians take the celebration to a whole other level. A lot of music and dancing is involved, and a lavish party is thrown for the guests. It is a grand affair in the north where people spend millions of rupees to celebrate this special occasion.

However, in South India, marriage celebrations are much more straightforward. The celebration is quieter, and they wear Vestis and Sarees as opposed to Sherwanis and Lahengas in the north.

**Dancing:** The dance art form represents a region's culture, style, and folklore. Northern and Southern dances speak of rich histories and legends passed down from generation to generation. North Indian dances have been shown through history to amalgamate many cultures of the bygone eras. Kathak, Bhangra, Dumhal, Bachha Nagma, Dangi, and Rasleela are some of the dances of the North.

The South was always well-protected from external influences; thus, the dances here heavily represent the Dravidian culture. Kuchipudi, Bharatnatyam, and Kathakali are some of the more popular dances. They are decked with beautiful costumes and are full of movements with intricate gestures and expressions.

**Melodious Music:** North Indian music is known as Hindustani music, while the music of the south is known as Carnatic music. The latter is laden with complex compositions; the melody is sung using a medley of the violin, tambura, ghantam, kanjira and Sarawati veena. It is interesting to note that Hindustani music had actually evolved from Carnatic music through the influence of the Indo-Persian Empire. Hindustani Classical music then had further divided into different Gharanas.



**Food Culture:** It is well-known that in the North, people eat flatbreads made from wheat, also known as roti or chapati, at every meal. This is because the north is landlocked from all sides compared to the South.

In comparison, South India is surrounded by bodies of water that helps in rice cultivation, making it a staple here.



Another significant difference is that food in South India is served on banana leaves, while North Indians use plates on every occasion.

On the matter of taste, food in the South is markedly spicier than its Northern cousin.

**A Cup Of 'chai' Or Coffee:** Drinking tea was a cultural habit the Northern Indians had picked up from the British. To this day, in North Indian homes, tea or chai is always offered to a guest. Every culture in North India practices this custom. A sweetened tea doused with milk, a sampling of snacks, and idle chit-chat make for a lively atmosphere. People here discuss the day's events over a cup of tea and treat their guests with love and warmth.



However, in a typical South Indian household, coffee is the beverage of choice. Tea takes a back seat in South India. Very few people cherish an excellent cup of tea down south. With the urge to create a distinctive symbol of the community, Tamilians were the first to start the coffee trend. Gradually, it spread across all the other south Indian communities. The most crucial reason for heavy coffee consumption in the south lies in the fact that most of the nation's coffee plantations are in South India.

**North and South might have contrasting elements, but they complement each other beautifully. The debate will remain for some time, but in the meantime, we can always learn from each other. What do you think?**



Neha Malhotra, AICI CIP is the Founder of International Image Consulting Institute, India's First leading image Consulting Training School.

A Keynote Speaker, Internationally Published Author & Visionary leader who set for the Journey in Image Consulting back in 2011, with an objective to grow Image Consulting in India, Washington DC in 2015.

Neha is an internationally trained and certified Image Consultant & Master Trainer trained from The Image Maker Inc. © headed by Dr. Joyce Knudsen, AICI-CIM. With 17+ years of extensive and diverse experience in the aviation industry by her side.



# AICI

## CHICAGO-MIDWEST CHAPTER

BY NANCY NIX-RICE, AICI CIP

**Members come from 14  
states and the UK.**





Headquartered right in the middle of the sprawling American heartland, the Chicago-Midwest chapter members come from 14 states and the UK. Focus areas of those members are similarly diverse, from women's wardrobes to corporate presence, menswear, presentation skills, eyewear selection, feng shui, fashion event production, marketing, and social media. Thus, chapter programming is necessarily wide-ranging and focused on building member relationships as well as building stronger businesses.

Ties to the metropolitan Chicago area give the chapter access to special events in collaboration with the city's museums and unique fashion-related businesses.

- “Eyewear Extravaganza” paired a behind-the-scenes tour of the State Optical Factory with a program on eyewear selection by chapter member Jill Dellert Herbert, AICI CIP

- “Closet Connections” featured a tour of the premier custom-closet design firm Closet Factory, a joint program with the National Association of Professional Organizers (NAPO)
- A tour through the “Figures of Speech” exhibit at the Museum of Contemporary Art introduced members to the internationally renowned work of Chicago-born designer Virgil Abloh.

As early as 2015, the chapter's educational programming was balanced between live, in person events and more easily accessible webinars, all featuring prominent industry leaders. That mix of formats made it far easier for remote members to feel part of the chapter and more fully enjoy the benefits of membership. Topics have included:



- LIVE: Brand & Marketing Breakthroughs with Sarah Hathorn, AICI CIM
- LIVE: The Art of Authentic Dressing with Sue Donnelly, AICI CIP
- WEB: Creating Videos & Streaming with Janet Johnson
- WEB: The Happy Hour Effect with Kristin Brown
- LIVE: Executive Presence with Diane Craig
- WEB: 5 Simple Steps to Career Success with Brenda Kinsel, AICI CIP
- WEB: Online Tools to Grow Your Business with Ann Reinten, AICI CIP
- LIVE: Authentic Image – Going Beyond Style with Karen Brunger, AICI CIM
- WEB: Foundations of Style with Genelle Beyer



A second day of shorter workshops featured chapter members Jill Bremer, AICI CIP, teaching advanced PowerPoint and presentation skills, and Nancy Nix-Rice, AICI CIP, discussing the fine points of fit and alterations.

Guest Jane Hamill from Fashion Brain Academy concluded the conference with advice on taking “Imperfect Action” to get organized, get going, and get more business. A former designer and boutique owner, Jane now teaches fashion professionals of all kinds how to reach more prospects, sell more products and services, and make more money.

The success of the all-virtual conference inspired a wide range of virtual programming to keep the chapter lively, connected and moving forward despite the pandemic. Monthly ZOOM Business Builder discussions, each focused on a different aspect of the business, were facilitated by board members. Sharing best practices in pricing structures, social media, time management, marketing, self-publishing, and adding product lines served to strengthen the bonds within the chapter as well as building individual businesses.

With the onset of the COVID Pandemic in 2020, Chicago-Midwest was the first AICI chapter to pivot its planned education conference to an entirely virtual event. Featured presenter Elaine Stoltz, AICI CIM took the group through a deep dive into colour theory far beyond pre-set categories to find the unique optimal colour choices for each client.



Another virtual innovation – AICI Conversations – provided a format to hear chapter member Edwards Buice interview menswear innovators like Mexico City designer Jaime Hemsani and Philadelphia custom tailor Brian Lipstein, AICI CIC. Additional Conversations featured members Jessica Pfohl Paisley on cultivating community partnerships and producing fashion events and Kelly Duggan on business etiquette in the COVID environment.

Virtual CEU'd programs during COVID explored easy techniques for creating websites with guest educator Pauline Wiles and story-telling to build client connections with Megan McKinley.

Past-president Beth Divine, AICI CIP, initiated a training and support group to encourage chapter members to pursue AICI certification. The virtual sessions were supplemented by a two-day workshop with Elaine Stoltz, AICI CIM, where participants focused on body analysis and styling outfits. The chapter hopes to celebrate a new group of CIPs and CIMs at the 2023 International Conference in Punta Cana.



Nancy Nix-Rice is a veteran image and wardrobe consultant and author of the image classic and FIT textbook “LOOKING GOOD ... Every Day”. Her business serves a niche market of women aged 50 and better, with a subspecialty of accomplished seamstresses who construct at least part of their own wardrobe. After moving most elements of her business into the virtual world during the pandemic, she launched a subscription online style community called LOOKING GOOD Together, where members can access Nancy’s expertise as well as share ideas, resources and feedback with one another in a positive, supportive environment.

# AICI MEMBERS BOOK CLUB

## Msit No'kmaq - All My Relations: Growing Into The Greatness of You

Journaling is a great way to stay motivated and uplifted. It gives you the space to focus on your dreams and release all the thoughts that no longer serve you so that you can be in a positive bird's eye-view mindset for what it is you want to manifest in life. Journaling allows you to attract more of the energy that aligns with exactly what your goals are. Each day, take some time to open up and read one of the inspiring thoughts within your journal, then expand on it by writing your own. Your appearance, behaviour, and communication should reflect who you want to be to let the Universe know what kind of energy you're available for - dress authentically and ensure all aspects align with who you want to become.

Purchase your journal here at Amazon.

<https://a.co/d/evg99Ed>

### Msit No'kmaq All My Relations



GROWING INTO  
THE GREATNESS OF YOU



**Catherine Baxter**

Catherine went shopping in downtown Halifax at three years old for her first pair of black patent leather shoes and a matching handbag, and she hasn't stopped since.

As a life-long learner, Catherine was watching some YouTube videos on image consulting and said, "I can do that." A year later, she has her certified image consultant designation, AICI CIC, serves as Treasurer on 2 Boards of Directors and has won the international AICI Rising Star award for 2020-2021.

Catherine's passion for fashion and style has led to her creating her signature offering, Look The Part, to help menopausal women dress confidently and be comfortable. Catherine and her husband are living their dream on the eastern seaboard in Canada. Lots of fresh seafood, gardening, preserving and walking along the river.

# AICI MEMBERS BOOK CLUB

## Happy Life in the Wardrobe

“Happy Life in the Wardrobe” is a book about my stories as an image consultant. The original intention of creating this book is that I hope more people can understand the value of image management in our lives. I sincerely hope to show every reader that image management is not just about outfit coordination and stylish looks but is about knowing oneself and being confident about your “visual expression.” Through this book, I want to demonstrate how we can achieve positive emotions, relationships, and ultimately a happy life by strategically managing our image assets.

Pleasing to the eye is not about pleasing others but about pleasing ourselves.

I sincerely wish all of us can achieve a wise, beautiful, and fulfilling life!

<https://wx711265bb22055e7b.wx.ckjr001.com/kpv2p/rb7dkx/#/mall/shopDetail/shopDetail?ShopNo=108675>



衣橱里的悦活人生

《衣橱里的悦活人生》是一本介绍形象管理的书，也是我从事形象顾问以来的心路历程。写这本书的初衷是希望有更多的人可以通过这本书了解形象管理的价值和意义，希望所有的读者都能通过这本书懂得形象绝不仅止于“穿搭扮靓”，而是通过自知、自洽的“视觉表达”，收获更积极的情绪、更强的意义感、更融洽的关系、以及最终更幸福的人生！

赏心悦目，不仅仅是“悦人”，更是“悦己”。

祝福所有人都能通过管理自己的形象资产，收获审美悦活的人生。

Rui is a phenomenal woman. I say that not just because she is my best friend and I knew her all my life; but because she has impeccable professionalism, excels in motherhood, and is a pioneer Image Consultant who sets out to not only improve how people dress, but inspires positivity and efficiency whilst doing it. That is a massive task if you ask me! Because while the Asian market is ever-fast-evolving, that doesn't equate to appropriateness. In simple terms, people don't like to be told how to dress. People's obsession over labels and popularity drives more to imitate and follow instead of developing a taste and sense of their own. So it's challenging to do what Rui is doing. It's challenging because changing anything from its fundamental or conceptual level requires a monumental amount of work and takes a lot of patience and consistency. Though she makes it seem effortless, the reality certainly isn't.

People don't see the true value of expertise. Few are willing to pay for workshops or services that can benefit them in the long run. Knowledge comes at a cost. No quality work comes cheap.



Rui Zhang, AICI CIP, founder of Read Me Style Institute. Master's in economics, former International banking specialist. Author of the book "Happy Life in the Wardrobe." Only female awarded for Excellent Sichuan Pioneer Entrepreneur in 2021.

Rui is the President of the AICI Shanghai Chapter and VP of Certification of AICI global. Rui has always been enthusiastic about her image career and has dedicated herself to cross-cultural communication among China's consultants and the world. She has also developed her own theory of ACES Image as the ultimate image strategy for clients' daily wardrobe.

She has been an on-site course translator for over 10 AICI CIMs and CIPs throughout her image consultant career. She is also a current moderator for AICI Webcasts and Teleclasses in both English and Chinese.

This book will be a gift to many! It is an excellent tool to transform a person from within, develop personal awareness, and cultivate taste. It's ageless and timeless! It will make many realise the importance and impact of dressing well and dressing right too. That is a fine line that requires strategy and expertise. It is about retaining your identity but with an updated version.

—Betty Chang,

资深古董收藏家，鉴定师 Antique Collector and Surveyor  
钻研欧美艺术史和馆藏级Vintage饰品

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# AICI MEMBERS BOOK CLUB

## Cuaderno 169 Imagen y Diversidad

Image and Diversity is an academic publication that is part of the Research Line “Image 360 °” directed by Maria Pia Estebecorena AICI CIP, between the University of Palermo of Argentina and AICI.

Here, you will find main Image themes developed by various AICI member authors about different forms of diversity and how this influences personal Image in the 21st century.

Imagen y Diversidad es una publicación académica que forma parte de la línea de investigación “Imagen 360 °” dirigida por Maria Pia Estebecorena AICI CIP, entre la Universidad de Palermo de Argentina y AICI.

Aquí encontrarás principales temas de Imagen desarrollados por varios autores miembros de AICI sobre diferentes formas de diversidad y cómo esto influye en la Imagen personal en el siglo XXI.

### Cuaderno 169

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#### Imagen y Diversidad

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Instituto de Investigación en Diseño,  
Facultad de Diseño y Comunicación,  
Universidad de Palermo, Buenos Aires.



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Imagem e Diversidade é uma publicação acadêmica que é parte da Linha de Pesquisa “Imagem 360°” dirigida por Maria Pia Estebecorena AICI CIP, entre a Universidade de Palermo da Argentina e a AICI.

Aqui você encontrará os principais temas de Imagem desenvolvidos por vários autores membros da AICI sobre diferentes formas de diversidade e como isso influencia a Imagem pessoal no século XXI.



**María Pía  
Estebecorena**

Dr. María Pía Estebecorena, AICI CIP, is a master trainer in image and business. She has a degree in Political Science, a PhD in Positive Psychology from the University of Philadelphia, USA, and an MBA in Business from the University of Salamanca, Spain. She is certified in Ontological Coaching and has a Diploma in Diversity and Circular Economy from the United Nations. Since 2019 she has been in charge of the 360° Image Research Line at the University of Palermo. She has developed her business career in companies such Wal-Mart Argentina, Falabella, Tiendas Paris de Chile and Grupo Salinas de México as Business Director. She is president and the founder of two AICI Chapters: Argentina and AICI Argentina Interior.

# QUIZ ANSWERS

## Your style is... **NF - The Style Dreamer**

You take a values approach to style, creating a unique look congruent with principles

The four style types that prefer iNtuition and Feeling (NF) are:

- The Subtle Stylist, INFJ: The Style Enigma
- The Expressive Stylist, ENFJ: The Style Connector
- The Eclectic Stylist, INFP: The Style Original
- The Charismatic Stylist, ENFP: The Style Inspirer

## How the Style Dreamer Comes to Style

The four Style Dreamer style types come to style through an interest, however oblique, in art and the artistic and a desire to express their uniqueness. Their interest in style is natural in that it isn't externally prompted or driven by a need to achieve an outcome (although that may come into the picture later) or present a particular image to the world.

The Style Dreamers' interest in style may start as a completely self-oriented pursuit; it's inwardly prompted with an outward expression and is about nourishing one's inner core. Often accompanying this is subtle independence – not particularly caring what others think about their style (unlike most of the Style Aestheticians who do care).

The Style Dreamer style may be guided by a desire to connect more authentically with others, to balance the need for unique self-expression with the needs of others and/or the need to communicate more clearly what they are contributing.

This is where the Style Dreamer style journey can take a turn: realizing that their strikingly authentic and values-oriented approach may be getting in the way, that they are not coming across in the way they want to.

## **Your style is... NT - The Style Strategist**

You take a systems approach to style based on big ideas, creating an accomplished look

The four style types that prefer iNtuition and Thinking are:

- The Independent Stylist, INTJ: The Style Scientist
- The Standout Stylist, ENTJ: The Style Powerhouse
- The Complex Stylist, INTP: The Style Theorist
- The Enterprising Stylist, ENTP: The Style Chameleon

## **Common Catalysts for the Style Strategist to Become Interested in Style**

The four Style Strategist style types often come to style through a prompt, a shove, or a jolt—a mobilizing agent or force that pushes them into the style arena. Perhaps it's a comment from a boss that their style is letting them down and preventing them from getting ahead; perhaps it's the harsh feedback provided by a photograph that they don't look as good as they want to.

Style for Style Strategists is not often 'natural' in the way it is for some other Super Styles. Their interest has been prompted from elsewhere, from a quarter that impels them to take an interest in style, without which they may never have started on their style journey or gotten very far along it.

But once the Style Strategist is on board with the idea that style must be addressed, she will want to be competent at whatever level she chooses.

Her interest may run deep and wide, with her natural curiosity taking her deeper into style territory, wanting to know why style works the way it does, or it may be something she employs competently to support other more interesting pursuits and projects.

# QUIZ ANSWERS

## Your style is... **ST- The Style Pragmatist**

You take a pragmatic approach to style based on basics, creating a utilitarian look.

The four style types who prefer Sensing and Thinking are:

- The Appropriate Stylist, ISTJ: The Style Organizer
- The Effective Stylist, ESTJ: The Style Traditionalist
- The Individualist Stylist, ISTP: The Style Maverick
- The Resourceful Stylist, ESTP: The Style Explorer

## What Makes the Style Pragmatist Pay Attention to Style?

Style Pragmatists are often drawn to paying attention to their style when they realise it's a necessary factor to achieve goals or outcomes, especially in critical areas such as careers.

Style Pragmatists are on the move; they are going places (often at a quick pace – they can be hard to keep up with). Style can be identified as another vehicle in an armoury of vehicles to get where they need to go. Style is a necessity; it's a requirement, and it's a factor of some significance in their overall plan.

Style is rarely going to be a big interest in and of itself, it simply isn't as interesting to the Style Pragmatist as it is to some other Super Styles. But once they identify it as an essential tool, they will use style to advance their own priorities (goals, outcomes, success).

Underlying the Style Pragmatist efforts to be more stylish is a need to present a polished presence, perhaps to impress, persuade, or be appropriate. The Style Pragmatist approach is not necessarily showy, it's often too pragmatic for that, but it can be precise, smooth and convincing.

## **Your style is... SF - The Style Aesthetician**

You take an artistic, detailed approach to style, creating a welcoming, friendly look. The four style types that prefer Sensing and Feeling are:

- The Harmonious Stylist, ISFJ: The Style Friend
- The Charming Stylist, ESFJ: The Style Adviser
- The Whimsical Stylist, ISFP: The Style Artisan
- The Vivacious Stylist ESFP: The Style Celebrator

## **The Style Aesthetician SF Approach to Style**

The four Style Aesthetician style types come to style, often at a young age, with a natural interest in aesthetics. Note that this interest is often inspired by mothers, grandmothers, sisters, peers or social groups—there is always a “relationship” element to style for SFs.

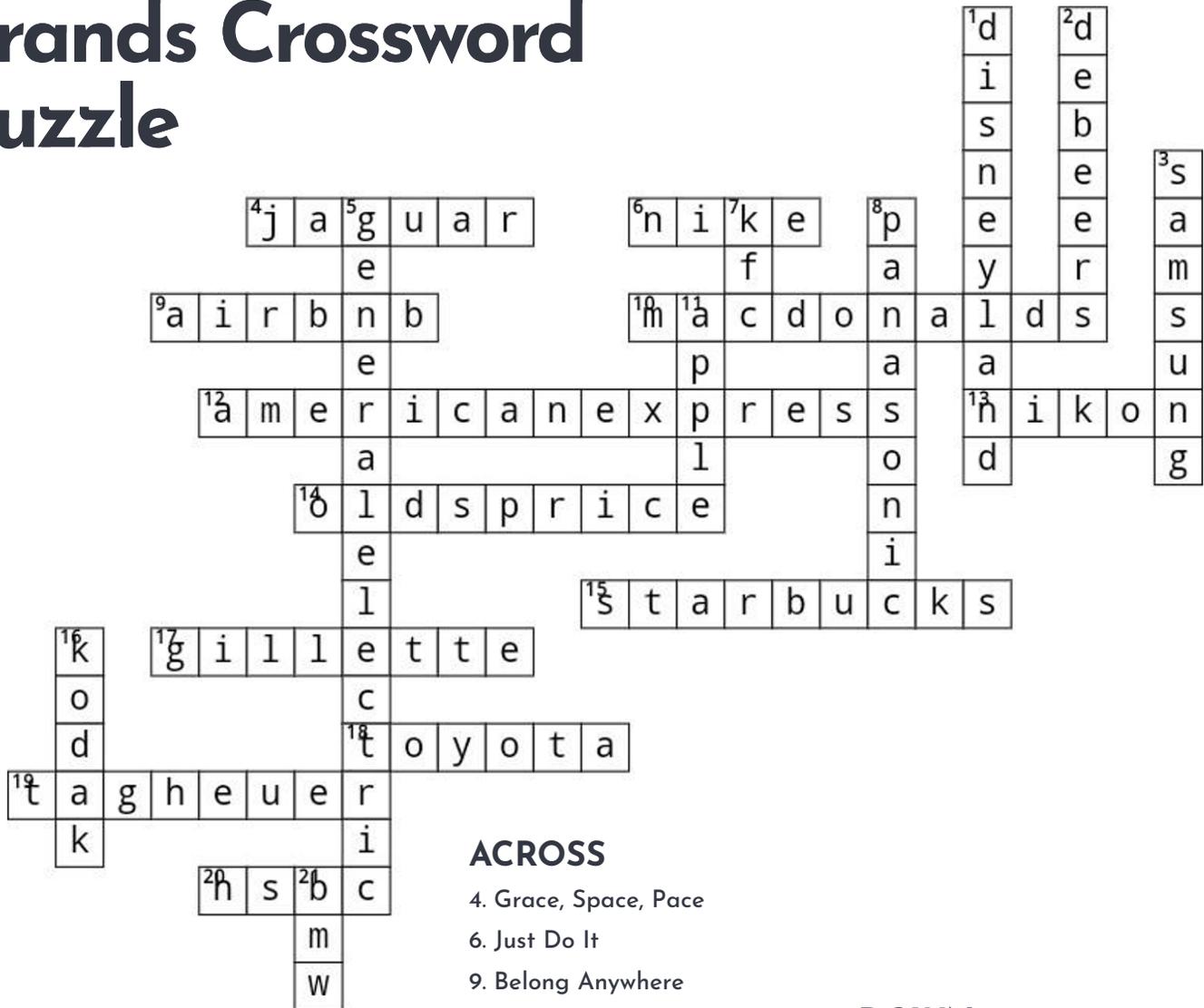
The Style Aesthetician’s interest in style is deeply personal. In some respects, this is the most ‘natural’ of the four Super Styles, being prompted internally rather than by an external drive for an outcome.

The Style Aesthetician’s interest in style often starts with no particular purpose; style is fun and interesting. There’s also some preening involved and an ‘outward focus’ (including for the two Introverted style types) here: how others view them and appreciate their style and their aesthetic expression is often part of the picture – not so much to impress, but from a relationship perspective, to relate to others and have them relate to the Style Aesthetician.

The Style Aesthetician’s style is defined by thorough and detailed attention to colour, textures, style trends and personal taste, presenting oneself as a welcoming woman of style.

It’s taking a playful yet artistic approach to style and the aesthetic, and often in many areas, not just personal style – home styling and décor, for example.

# Dianne's Famous Brands Crossword Puzzle



## ACROSS

4. Grace, Space, Pace
5. Just Do It
9. Belong Anywhere
10. I'm Lovin' it
12. Don't Live Life Without It
13. At The Heart Of The Image
14. The Original. If Your Grandfather Hadn't Worn It, You Wouldn't Exist
15. Famous Coffee Brand
17. The Best A Man Can Get
18. Let's Go Places
19. Don't Crack Under Pressure
20. The World's Local Bank

## DOWN

1. The Happiest Place On Earth
2. A Diamond Is Forever
3. Do What You Can't
5. Imagination At Work
7. Finger Lickin' Good
8. Ideas For Life
11. Think Different
16. Share Moments, Share Life
21. The Ultimate Driving Machine

# WAYS TO ELEVATE

YOUR  
PROFESIONAL  
IMAGE

Wear clothes and accessories that make you feel good.

Choose clothing in colors that are flattering to your season.

Good fit is crucial

Wear accessories thoughtfully and strategically

Good grooming is essential

Wear quality well made clothing.



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