




# Image and colour consultant

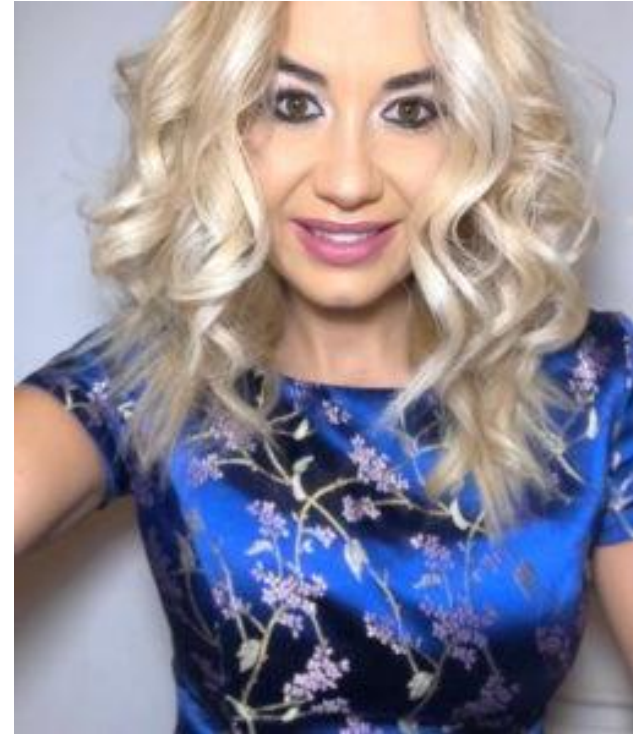
- About me
- Briefly description of the concept
- Workshop packages options
- Reason for choosing it




After a 12 years career in advertising, in an extremely creative and competitive environment, surrounded by challenges all the way, but also by the most ambitious team, I decided to take the step further to my greatest passion – **fashion, colour and style.**

I have graduated the Colour Me Beautiful Academy in London, UK in 2017 (the academy is recognized as leader in the image industry) and since then I am constantly building in this direction.

I am organizing workshops for ladies who want to define their style and personality, who understand that trust is influenced by the way we present ourselves, **because I want to contribute to defining a strong, confident, independent woman.**






Out of the many ways in which we choose to express ourselves, **the colour and style** of our clothes probably **makes the most immediate and powerful impact.**

**Clothes** do not simply cover the body and protect us - they make a visual statement about how we see ourselves, about how we present ourselves to the others.

**Make-up** reinforce our self image and help to define who we are.

**Clothes & make-up** boost our confidence when we know we look good.




**Image and colour consultant** is a **NEW concept** that teaches women to redefine their look for the rest of their life, without applying for a specialist/personal stylist, they will become their **OWN STYLIST.**

Once a woman knows she looks good, she is ready to **face the world or any situation that calls for poise and control.**

Once a woman knows she looks good, automatically **she feels good, she is more confident, stands straighter, smiles more and even speaks with more conviction.**





We'd all like to believe that career success is strictly a result of talent, drive, and skill set.

Have you ever wondered whether factors unrelated to your work performance, such as **personal appearance**, influence your perception in your team/your company?

Researchers at Harvard University, Boston University found that a **woman's personal appearance influences decisions around hiring, promotions, financial success, authority, trustworthiness and intelligence.**





## Does your **clothes & make-up** affect your work **productivity**?

Of course, there have been proved that how we **look at work can actually affect how productive we are.**

The more we feel like we look appropriately for a context and a particular audience (outfit, make-up, accessories), the more we're mentally at ease. One way to achieve mental comfort is to define what we wear in alignment with what's optimal in our workplace — and then stick with it. Less fidgeting and mental preoccupation about whether we are measuring up aesthetically clears the mind and allows us to focus on the task at hand and to reach peak performance.

# Workshop options

## STYLE WORKSHOPS

- Finding your style personality
- Understanding colours and your colour type
- Size doesn't matter, shape does
- Who can wear what/ Your working wardrobe
- Creating a capsule wardrobe
- Your everyday wardrobe (detox wardrobe - theoretical course)
- How to shop efficient
- Perfect packing for business travel & holiday

## SKIN CARE AND MAKE-UP WORKSHOP

- Skin care & Self make-up  
(practical course using Loreal and Make-up Forever products)
- daily skin care routine - what skin products to use, how to apply them, which ingredients we need for every skin type
  - Learn to do a day/ office make-up, that will last all day long (practical

*Other topics can be added according to company/ coursan's objectives*

*Courses duration and number of participants will be decided according to the final plan*

*Costs will be estimated and negotiated according to the final plan, number of sessions and participants*





# Pilot workshop

For the pilot workshop, I am recommending to choose one of the 2 topics:

## OPTION 1: Creating a capsule wardrobe

The compact closet that only held a bare minimum of pieces that all perfectly matched each other with great ease and much time saved in the morning.

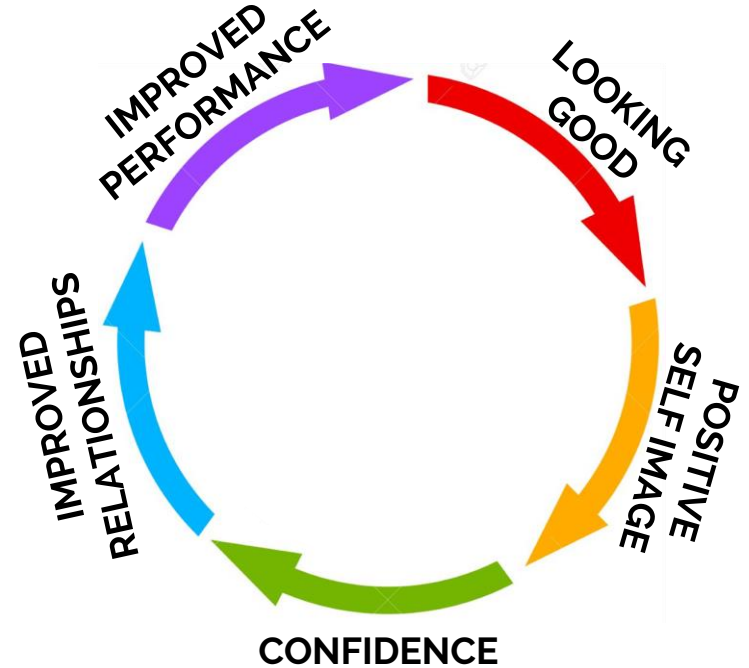
## OPTION 2: Skin care & self make-up course

It may seem difficult and time-consuming to apply make-up every day, but when you know how/when/what make-up products to use, the difference will be WOW and it will become the daily routine in a blink of an eye. Let's exercise together a a correct and complete day/ office make-up.

Image and colour consultant course will help woman at all levels of their careers to develop their personal image in a way that is appropriate for their professional live, age and the industry they are working in.

It is known that if someone feels confident about their look, their body language will become more positive, more open and they will sound in control.

Your image will undoubtedly affect your performance. If you look good and feel good and in control you will attract recognition from others.





After this course, women will be able to identify the **colours that fit them best** and to acknowledge their **body lines, scale** and **proportions**.

Armed with this knowledge, along with a sense of **style personality and lifestyle**, they will have the confidence to **build a wardrobe** that is practical, professional & glamorous and to **adapt their look** to different occasions, making them conscious of the fact that they look good and increasing **their self esteem**.





Looking forward to a  
productive collaboration



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