

# Personal Styling and Image Consulting (11 Months)

## Curriculum

Join our comprehensive 11-month Personal styling and Image Consulting program and transform your passion for style into a rewarding career. Our curriculum covers everything from wardrobe assessment and style analysis to personal branding and corporate image consulting. You'll master techniques in facial feature analysis, hairstyling, makeup, and color theory. Learn the nuances of corporate grooming etiquette and discover how to enhance body shapes through tailored fashion solutions. Develop skills in selecting and coordinating apparel and accessories, explore personal shopping strategies, and refine your client communication. Plus, gain insights into marketing your styling business and establishing a strong brand identity. Enroll now and become a sought-after image consultant!

### Module 1

#### Corporate Grooming and Image Consulting Foundation

**Foundation** > Understanding corporate culture and norms.

##### Define Image Consulting:

- Role and significance of image consulting
- Overview of the services offered by image consultants.
  - Wardrobe assessment.
  - Style analysis.
  - Personal branding
- Various niches within the image consulting business
  - corporate image consulting
  - personal styling
  - special event styling

##### Diagnosing Facial Characteristics:

- Identification and analysis of facial features
  - Shape
  - Size
  - proportions.
- Understanding how facial features influence style choices and overall appearance.
- Introduction to techniques for assessing line direction, movement, and scale to enhance facial aesthetics.

##### Hairdressing and Makeup:

- Introduction to basic hair and makeup principles and their application.
- Hairdressing and makeup techniques.
- Importance of hairstyling and makeup in enhancing personal image.

##### Color Analysis:

- Properties of color and their relevance in styling.
- Color undertones.
- Seasonal color theory
- Analysis of contrast levels
- Warm-cool color distinctions

##### Corporate Grooming Etiquette:

- Introduction to corporate grooming standards
- Etiquette in professional settings.
- Appropriate attire
- Grooming practices
- Behavioral norms for different workplace environments.
- Maintaining a polished and professional appearance

### Module 2

#### Body Shape Analysis and Dressing Solutions

**Foundation** > Technology and Image Consulting: Leveraging Digital Tools for Personalized Styling Experiences

##### Body Shape Analysis:

- Recognition of different body shapes
- understanding dressing solutions for various body types
- Examination of fabric properties such as texture, drape, color, weave etc.
- Garment details and silhouettes and their impact on body proportions
- Body image perception.

##### Selecting Apparel and Accessories

- Exploration of techniques for selecting necklines, accessories, eyewear, prints, etc. based on individual preferences and body types.
- Emphasis on coordinating apparel and accessories to create cohesive looks.
- Practical exercises and demonstrations to develop proficiency in selecting and coordinating fashion elements

##### Styling Techniques and Garment Details

- Exploration of styling techniques for different body types and fashion preferences.
- Analysis of garment details and silhouettes to enhance personal style and express individuality.
- Practical exercises to develop skills in garment selection, styling, and presentation.

### Module 3

#### Personal Shopping & Promoting Your Business

**Foundation** > Technology and Image Consulting: Leveraging Digital Tools for Personalized Styling Experiences

##### Personal Shopping Techniques

- Principles of Effective Purchases as a Personal Shopper
- Organizing and Executing Shopping Tours
- Exploring Fashion Trends
- Navigating Shopping Protocols and Etiquette

##### Wardrobe Analysis and Client Communication

- Identifying Steps of Wardrobe/Closet Analysis
- Benefits of Capsule Dressing
- Clothing Personalities
- Communicating with Clients: Do's and Don'ts
- Adapting Consultation Process to Different Client Needs
- Questionnaire Development for Client Assessment

##### Marketing and Promoting Your Styling Business:

- Establishing Your Brand Identity
- Building an Online Presence
- Content Marketing
- Networking and Collaboration
- Client Referral Programs
- Personal Branding
- Offline Marketing Strategies
- Continuous Learning and Improvement