

Fashion Stylist Certification

PRESENTER:

GILLIAN ARMOUR, AICI
407 Granite Av NW
Albuquerque, NM 87102

1 (505) 246-2457

1 (800) 591-2353

www.gillianarmour.com

About	pg 3
Course Curriculum	pg 4-6
Fee and Payments	pg 6
Schedule and Dates	pg 7
Expected Learning Outcomes	pg 8-9
Learner Demonstrations	pg 10
Gillian Armour Biography	pg 11-12

About

Welcome to *Fashion Stylist Certification*. This intensive and informative course is designed to prepare you for your career as a Fashion Stylist. The skills, techniques and knowledge you acquire during the 32+ hours of study will serve you in your professional endeavors.

The Image and Style Industry is an exciting one to be in. More attention is being paid to the professionals who create the public images of important and famous people. Celebrity stylists not only create important looks for their clients, they also influence and create trends for the fashion industry.

When you are a Certified Fashion Stylist the job opportunities are vast. From styling for photo shoots to producing fashion shows there are many opportunities. All you have to do is be prepared. Becoming certified through Gillian Armour and the Association of Image Consultants International (AICI) means you are getting your education from the top experts in the field.

The Fashion Stylist Certification Course takes place at our spacious image studio in Albuquerque, New Mexico. The course is 32+ hours over five days. Classes are kept small to ensure quality of learning. At the end of the course you will be required to pass a written exam. To qualify for certification you also need to complete the learning outcomes and evaluation forms (provided). You will receive 3.2 CEU's* along with your certification.

Once you are certified you can start a business of your own. You will be ready to complete makeovers, analyze body types, plan wardrobes for your clients and more. Here is our promise to you:

- Your success is definitely our success.
- You will be well trained.
- You will have fun learning.
- Our phones are always ON and our doors always open.
- We will facilitate your membership to AICI and The Fashion Group.
- Upon certification you will be offered the opportunity to license MY STYLE FIRM® and have your own Image Consultancy.

* ceu = (Continuing Education Unit) is an internationally recognized educational credit. The AICI is authorized by the International Association of Continuing Education and Training (IACET) to provide CEU's. Gillian Armour Consulting is authorized by the AICI to offer this course for 3.2 CEU's.

Course Curriculum

Module	Description—Brief
What is Image Consulting?	<p><i>Course covers:</i></p> <ul style="list-style-type: none"> • Image Industry (AICI) • Technical Image Consulting • Appearance Enhancement • Behavior Skills (Personality, Lifestyle, Etiquette) • Communication Knowledge (Presentation, Public Image)
Fashion 101	<p><i>Introduction to fashion:</i></p> <ul style="list-style-type: none"> • The origins and functions of apparel • Clothing and Accessory Styles • The Apparel Industry • Careers in Fashion
Fashion Design 101	<p><i>Detailed study of:</i></p> <ul style="list-style-type: none"> • Principles of Fashion Design • Fashion Trends and forecasting • Fashion Cycles • Fashion Designers • Fabrics and Textiles
Fashion Styling	<p><i>In depth look at styling:</i></p> <ul style="list-style-type: none"> • Lifestyle factors of the client • Personal Style • Wardrobe Planning • Selection and coordination of clothes • Dressing for events • Careers in styling
Color Basics	<p><i>Understanding Color in Fashion:</i></p> <ul style="list-style-type: none"> • Color Theory • History of Color Analysis • The Color Wheel • Color Charts • Warm or Cool?
Business Basics	<p><i>From front to back office:</i></p> <ul style="list-style-type: none"> • Administration • Operations • Marketing • Growing Your Business • Business Organization • Promotional Strategies
Figure Analysis and Measurement	<p><i>How to Measure a Client:</i></p> <ul style="list-style-type: none"> • Body Proportion Analysis • Figure Analysis • Camouflaging Problem Areas

Course Curriculum continued.....

Module	Description—Brief
Clothing Silhouettes and Collages for the Client	<p style="text-align: center;"><i>The Five Body Types:</i></p> <ul style="list-style-type: none"> • Choosing clothing silhouettes • Proportion and fit • Color picture collage
Preparing Color Charts	<ul style="list-style-type: none"> • Color choices for the client • Color Analysis Worksheet • The Color Analysis • Seasonal Color Ranges
Identifying Clients Style Personality	<p style="text-align: center;"><i>Style Personality Quiz</i></p> <ul style="list-style-type: none"> • Identify a Clients Style Personality • Translating to Their Wardrobe • Shopping for The Client
Makeup and Hairstyle Charts and Computer Programs	<p style="text-align: center;"><i>Create a Makeup Chart:</i></p> <ul style="list-style-type: none"> • Makeup basics • Makeup Application • Using Computer Programs to determine face shapes and hairstyles
Before and After Pictures	<p style="text-align: center;"><i>Taking Great Photos:</i></p> <ul style="list-style-type: none"> • The Digital Camera • Editing in Photoshop • Creating Before/ After's for Client
Accessories World	<p style="text-align: center;"><i>Determine Accessory Style:</i></p> <ul style="list-style-type: none"> • Jewelry and Facial Shape • Clothing personality • Edit the wardrobe • The Shopping Wish List
Customer Service	<p style="text-align: center;"><i>Additional Services to offer:</i></p> <ul style="list-style-type: none"> • Take Care of The Client • The Consultants Credo • Customer Service Skills • Your Client is Your Business

COURSE CURRICULUM continued.....

Consultation Bullet Points	<p style="text-align: center;"><i>Your first consultation:</i></p> <ul style="list-style-type: none"> • Scheduling • Planning and Preparation • Application and forms
Principles and Ethics	<p style="text-align: center;"><i>Guidelines for Image Consulting</i></p> <ul style="list-style-type: none"> • AICI Code of Ethics Review • Consulting Principles • Your Personal Standards
Evaluation and Learning Outcome Forms	<p style="text-align: center;"><i>For certification purposes:</i></p> <p style="text-align: center;">Describe in words what actions you have taken and what results you have achieved through this course.</p>
FINAL EXAM	<p style="text-align: right;">100 Questions</p> <ul style="list-style-type: none"> • 10 True or False • 20 Name or List • 30 Fill in the Blanks • 15 Multiple Choice • 10 Essay • 15 Make/ Plan or Draw

Five Day Fashion Stylist Certification Course:

\$3,000

This includes:

Materials

Textbooks and manuals

Certification

3.2 CEU's

All forms of payment accepted. Payment plans are available. Please enquire.

SATISFACTORY COMPLETION OF THIS COURSE REQUIRES PARTICIPANTS TO COMPLETE AN END OF COURSE EVALUATION AND TO PASS A WRITTEN EXAM BEFORE CERTIFICATION CAN BE AWARDED.

SCHEDULE

	Course Module	Times	CEU's
Day 1	<ol style="list-style-type: none"> 1. What is Image Consulting? 2. Fashion 101 3. Fashion Design 101 	9 am—11 11-1 2-4pm	.2 .2 .2
Day 2	<ol style="list-style-type: none"> 1. Fashion Styling 2. Color Basics 3. Business Basics 4. Figure Analysis & Measurement 	9 am—11 11-1 2-4pm 4-6pm	.2 .2 .2 .2
Day 3	<ol style="list-style-type: none"> 1. Clothing Silhouettes / Collages for the Client 2. Preparing Color Charts 3. Identifying Clients Style Personality 4. Makeup and Hairstyle 	9 am—11 11-1 2-4pm 4-6pm	.2 .2 .2 .2
Day 4	<ol style="list-style-type: none"> 1. Charts and Computer Programs 2. Before and After Pictures 3. Accessories World 4. Customer Service 	9 am—11 11-1 2-4pm 4-6pm	.2 .2 .2 .2
Day 5	<ol style="list-style-type: none"> 1. Consultation Bullet Points 2. Principles and Ethics 3. Evaluation and Learning Outcome Forms 4. FINAL EXAM 	9 am—10 10-11	.1 .1

Expected Learning Outcomes

1. Review of the image consulting industry.
2. Read the AICI Code of Ethics.
3. Discuss the role of a professional consultant.
4. Review the role a stylist plays within the realm of image consulting.
5. Oral discussion of the history of image consulting in America.
6. How image consulting fits into the hierarchy of the fashion industry.
7. Define the physical aspects of appearance.
8. List the personality qualities of a successful image.
9. Describe what non-verbal communication is.
10. Play act examples of postural signals in non-verbal communication.
11. Interpret the signals of status in a photo example.
12. Can name the aspects of technical image consulting.
13. Be able to identify the skills behavior needed to succeed.
14. Ability to determine the history of apparel by site.
15. List the function of clothing as it pertains to women.
16. Identify the eras with vintage clothing examples.
17. Name cultural styles of clothing (ie: Burqa, Turban, Tatoo's, Uniforms etc.)
18. Compare clothing silhouettes throughout history.
19. Identify clothing from different era's.
20. Practice how to measure a body.
21. Students will be able to identify silhouettes,
22. Analyze proportions of body types.
23. Identify horizontal figure type.
24. Determine vertical body type.
25. Gain knowledge of proper fit in clothing.
26. Illustrate an 8 part figure dimension.
27. Draw a basic fashion sketch.
28. Sketch a formal clothing design.
29. Explain what a fashion "trend" is.
30. Differentiate between fads and trends.
31. Define a fad, a trend and a classic.
32. Outline the aspects of a "season" in fashion.
33. Review trend forecasting services (Premiere Vision etc).
34. Write the trajectory of a clothing design from inception to completion.
35. Discuss "classic" wardrobing as compared to "trend" wardrobing.
36. Present how a stylist, working with research tools. can predict fashion trends .
37. Put into practice and demonstrate how to style an outfit for a "client".
38. Using planning skills can develop a working wardrobe plan.
39. Using an Excel spreadsheet illustrate a ten piece travel wardrobe for a "client".
40. Utilize the Style Pro Color Guide to determine color coordinates in fashion.
41. Learn how color applies to fashion.
42. Analyze skin tones and construct a color chart for a "client".
43. Will create a color chart from an analysis of a "client".
44. List how you will market your business.
45. Discuss the demographics of your business market.
46. Develop a personal career plan.
47. Graph a five year plan for your fashion styling career.
48. Create a one page business plan.

Continued on next page....

Expected Learning Outcomes

49. Graph the business organization chart.
50. Memorize your "elevator" speech.
51. Review the male body types.
52. Prepare a coordinated list of 5 matching shirts and ties for men.
53. Review the "Figure Analysis Questionnaire".
54. Distinguish problem areas and how to clothe to camouflage.
55. Review the five body shape measurement charts.
56. Prepare body analysis chart for a client.
57. Create a style portfolio for a fictional client.
58. Discussion of clothing "lines" - how they shape and angle the body.
59. Construct from scratch a color coordinated and body type appropriate collage.
60. Demonstrate knowledge of body types.
61. Produce a color chart for a fictional client.
62. Coordinate a color fan for one season (Winter, Spring, Summer or Autumn)
63. Complete a correct color analysis.
64. Compare and contrast hue's and tones in colored clothing.
65. Student will apply style markers to determine a clients style personality.
66. Develop a Wardrobe Plan on an Excel spreadsheet.
67. Develop a workable Shopping Plan with detailed lists of items needed.
68. Coordinate the shopping plan with an accessory shopping plan.
69. Determine face shape via computer programs.
70. Plan a makeup chart via computer program.
71. Using the makeup chart demonstrate makeup application techniques.
72. Graph five choices for a clients hairstyle.
73. Play act the client/consultant discussion regarding the hairstyle choices.
74. Develop makeup charts for fictional client.
75. Review Digital Camera options.
76. Test photograph using a Digital Camera.
77. Compose a "set" for a photograph using cut out pictures.
78. Plan an outfit for your client to wear on set.
79. Complete a Photoshop edit of a client photograph.
80. List how to edit a clients accessory and jewelry collection (keep, throw, fix, toss).
81. Students will produce a signature accessory theme for a client.
82. Construct a basic clothing plan. (2 jackets, 2 pants etc. etc.)
83. Play act the client/ consultant interchange during a closet analysis.
84. Categorize an unedited closet by style.
85. Create a Shopping Wish List for a business casual wardrobe.
86. Examine the role that customer service plays in the success of a business.
87. Discover the 5 rules for successful customer service.
88. Choose a logo for your business.
89. Summarize the top ten messages of a brand (choose a well known one ie: Pepsi)
90. Apply the principles of branding to your business.
91. Choose business forms to use.
92. Compare business structures from sole proprietorship to LLC.
93. Discussion of tax laws.
94. Gain knowledge of bookkeeping basics.
95. Students will write personal standards of conduct for their businesses.
96. Illustrate possible ethics conflicts.
97. Write a short essay: Where do I see myself in 5 years?

Learner Demonstrations

The following instructional strategies and methods are included in the Fashion Stylist Certification course to help the student learn the material being taught.

Oral discussion of:

The role of a professional consultant.
What is an Image Consultant?
What is a Fashion Stylist?
The history of image consulting in America.
Why I want to be a Fashion Stylist.

Written Reviews of:

What is Image?
What is Fashion?
What is Color?
What is a Stylist?

Daily Written Summarization of:

Each days material

Sketching and drawing projects:

Sketch an 8 part figure.
Draw a basic fashion sketch.
Sketch a formal clothing design.

Play Act:

Play act examples of postural signals in non-verbal communication.
Practice how to measure a body.
A Color Analysis
A Body Shape Analysis
Figure Type and Proportion Analysis
A Wardrobe Analysis

Homework:

Graph on an Excel Spreadsheet a travel wardrobe for yourself.
Design a logo for your business.

Learning Outcomes

After each module is taught the student will list three learning outcomes.

Exams—Given on the final day of the course

100 Questions

- 10 True or False
- 20 Name or List
- 30 Fill in the Blanks
- 15 Multiple Choice
- 10 Essay
- 15 Make/ Plan or Draw

Students achieving 75% or higher as a passing score on the final exam will be awarded certification. The certificate will be imprinted with their name and sent to their mailing address no later than two weeks after the exam.

Gillian Armour Bio

Gillian Armour understands the impact of image on self esteem and on career. She provides her clients with the tools they need to build an image that is appropriate to their physical attributes, personality, career and personal goals. In Gillian Armour Consulting, she uses tools that are licensed and used internationally in image work, avoids the cookie cutter approach to image, and seeks to provide clients with a unique personal style.

Gillian Armour has first level certification through the A.I.C.I. (Association of Image Consultants International), the only one in New Mexico with this distinction. She has been certified as an International Certified Image Consultant by Dr. Joyce Knudsen, *CIM, AICI*. Gillian is certified in Color Analysis through Donna Fujii, *CIPAICI*.

Born in Holland, raised in New Guinea, Australia, England and Hawai'i, Gillian has both the personal experience and the training to instruct others on importance of visual personal presentation through clothing, accessories, makeup, body language and etiquette. She knows first hand that you never get a second chance at a first impression.

Gillian's passion for fashion began at ten when she designed a complete new wardrobe collection for her dolls. She started her retail fashion career in her teens with Liberty House of Hawaii. Later she supported this passion with education and a degree in fashion merchandising from the Fashion Institute of Design and Merchandising Los Angeles (FIDM). Her career in fashion continued with promotions to Department Manager and then Buyer with I. Magnin, the high-fashion department store chain, in Los Angeles and San Francisco. Her work took her to London where for three years she was Fashions Manager at The House of Fraser (a large department store chain). She started the chain's first Personal Shopping Service, which continues today.

When she returned to the United States, Gillian moved to the manufacturing side of fashion and held executive and managerial positions in San Francisco with Jessica McClintock, Fritz and Byer California. Prior to full-time image consulting, Gillian's last corporate executive position was as Global Production Manager facilitating international trade and offshore production for Byer.

Gillian Armour Bio

Over the years, Gillian has shared her image and fashion knowledge with clients and colleagues and maintains a fashion consulting business from her image studio in Albuquerque, New Mexico. She has published numerous fashion articles and currently publishes "The Fashion Journal", a bimonthly newsletter. She is the founder of Hawaii's and New Mexico's Best Dressed List (www.bestdressed.org) and is known as The Style Pro. Currently she conducts corporate seminars and fashion workshops in New Mexico. Her success with image enhancement has led her to other image/fashion areas including jewelry design. Gillian owns and designs a successful line of jewelry under the name "Couture Jewels". She also produces a weekly podcast to broadcast style and image advice online at www.gillianarmour.com.

Gillian is the Official Image Consultant and Stylist for Dream Makeover Hawaii, a reality-based makeover show filmed in Hawaii that debuted in April 2005. The series is produced once a year and showcases the spectacular results.