

Certified Image Consultant (CIC)

(4.5 Days)

BRANDIMAGE
INTERNATIONAL INSTITUTE,
SECTION 13, SHAH ALAM

WELCOME NOTES



Founder's Message

"The Certified Image Consultant (CIC) Programme is your first step into the world of professional image consulting.

In just five transformative days, you'll learn how to blend science, psychology, and style to empower others to look, feel, and live confidently."

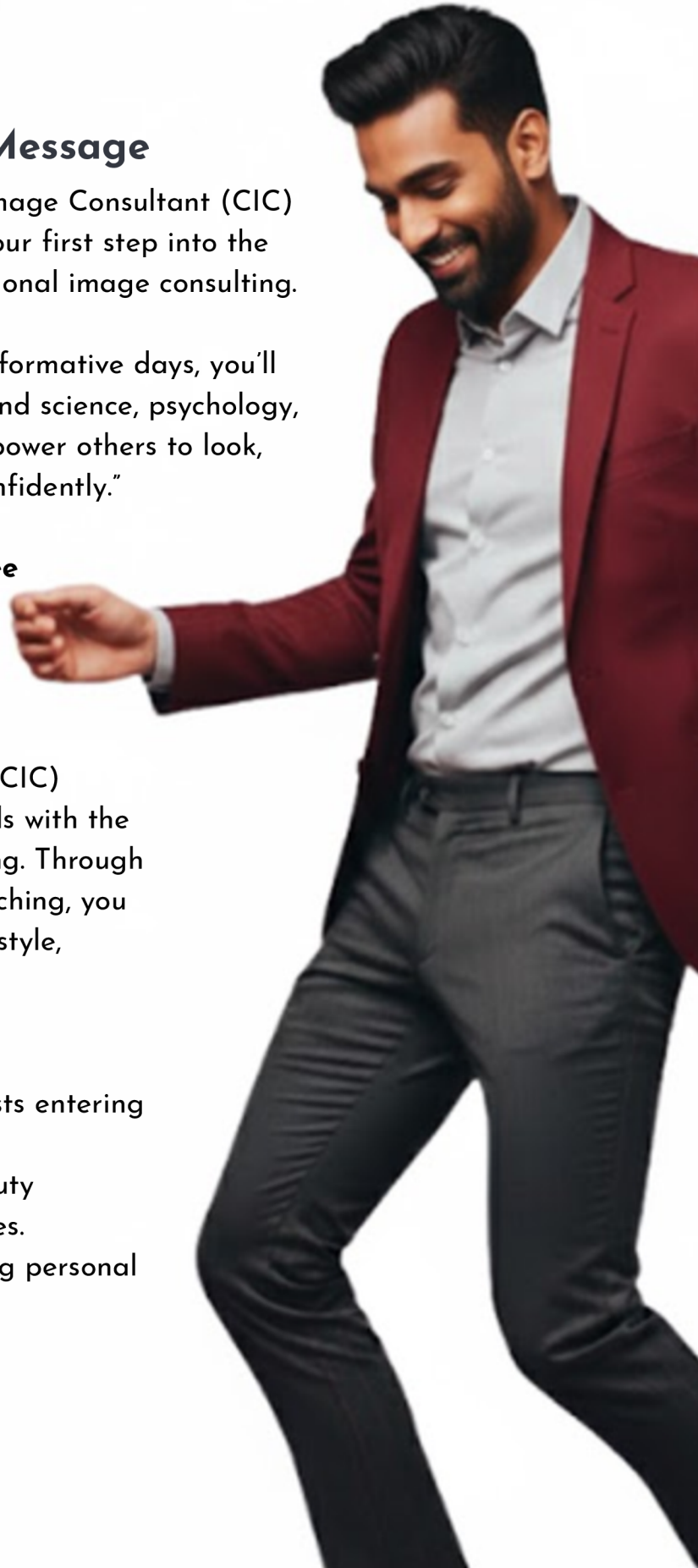
– Dr. Wendy Lee

Programme Overview

The 5-Day Certified Image Consultant (CIC) Programme equips aspiring professionals with the essential foundations of image consulting. Through interactive workshops and practical coaching, you will master the fundamentals of colour, style, bodyline, and design.

This programme is ideal for:

- Aspiring Image Consultants or Stylists entering the industry.
- Makeup Artists, Designers, and Beauty Professionals expanding their services.
- HR, Trainers, and Coaches enhancing personal transformation skills.



AGENDA

DAY 1 | 2025

FIRST IMPRESSIONS & IMAGE MANAGEMENT

The Psychology of Perception & Professional Image

9.00am - 1.00pm

● **Morning Module — The Power of First Impressions**

- The psychology of image, self-esteem, and credibility.
- The history and evolution of the image consulting industry.
- The ABCD of Image — Appearance, Behaviour, Communication & Digital Presence.
- How perception shapes professional trust and influence.
- Activity: First Impression Audit – analysing body language and wardrobe choices.

1.00pm - 2.00pm

● **LUNCH BREAK**

2.00pm - 5.00pm

● **Afternoon Module — Polishing the Professional Consultant**

- Total Image Management – the foundation of a consultant's brand.
- Professional poise and personal presentation.
- Grooming standards and wardrobe expectations for consultants.
- The ethics and responsibilities of the image consulting profession.
- Crafting your own professional brand statement.
- Assignment: Reflection Journal – “My Image, My Identity.”

AGENDA

DAY 2 | 2025

COLOUR THEORY & SEASONAL COLOUR ANALYSIS

Mastering the Language of Colour

9.00am - 1.00pm

● **Morning Module — Understanding Colour Harmony**

- The history and psychology of colour theory.
- Key colour terms: hue, temperature, intensity, and contrast.
- The influence of colour on emotions and perceptions.
- Exploring the colour wheel and universal colour schemes.
- Colour symbolism across cultures and contexts.
- Activity: Colour Story Exercise – express your personality through colour.

1.00pm - 2.00pm

● **LUNCH BREAK**

2.00pm - 5.00pm

● **Afternoon Module — The Art of Professional Colour Analysis**

- Seasonal Colour Systems: Spring, Summer, Autumn, Winter.
- Practical draping and undertone assessment techniques.
- Hair, eye, and skin tone coordination.
- Building a client's custom Colour Palette and Wardrobe Guide.
- Integrating colour psychology in client branding.
- Workshop: Hands-on Draping Practice & Personal Palette Discovery.

AGENDA

DAY 3 | 2025

FEMALE BODYLINE & FASHION STYLING

Empowering Through Body Confidence

9.00am - 1.00pm

● **Morning Module — Body Confidence and Self-Image**

- Building body confidence and positive self-perception.
- Understanding the relationship between body shape and self-esteem.
- Body measurement techniques for accurate styling.
- Identifying facial and body features for visual balance.
- Interactive: Body Mapping Exercise – “See Yourself Differently.”

1.00pm - 2.00pm

● **LUNCH BREAK**

2.00pm - 5.00pm

● **Afternoon Module — Styling for Shape & Proportion**

- Analysing body types and balancing proportions.
- Using design elements to highlight strengths and soften proportions.
- Styling by silhouette: hourglass, pear, apple, rectangle, and inverted triangle.
- Selecting silhouettes that express confidence and professionalism.
- Assignment: Body Harmony Worksheet – three client style case studies.



AGENDA

DAY 4 | 2025

FASHION STYLE PERSONALITIES

Defining Individual Expression Through Style

9.00am - 1.00pm

● **Morning Module —
Discovering Personality Through Style**

- Understanding the link between personality and clothing choices.
- The 7 Fashion Style Archetypes and their visual cues.
- Evaluating male and female style personalities.
- How values and lifestyle influence clothing preferences.
- Activity: "Style Mirror" Personality Profiling.

1.00pm - 2.00pm

● **LUNCH BREAK**

2.00pm - 5.00pm

● **Afternoon Module —
The Science of Lines, Shapes & Fit**

- Understanding vertical, horizontal, and diagonal lines in fashion.
- Identifying how lines influence body perception and balance.
- Principles of fit: shape, proportion, and movement.
- Selecting silhouettes that create visual harmony.
- Demonstration: Line & Design Visual Analysis.



AGENDA

DAY 5 | 2025

PRINCIPLES OF LINES & DESIGNS

Designing Proportion and Harmony in Style

9.00am - 1.00pm

● **Morning Module — Styling With Confidence**

- Choosing fabrics, patterns, and colours that flatter the body.
- Styling tips for tall, petite, and plus-size clients.
- Creating visually balanced and confident outfits.
- Professional styling presentation and feedback.
- Capstone Project: Final Client Consultation & Showcase Presentation.



FEE STRUCTURE

Description

Certified Image Consultant (4.5 Days)

MYR 7,850

**Price quoted above is per participant*

TERMS & CONDITIONS

- **SERVICES & TAXES:** Investment amount is inclusive of all the services stated to be delivered by Trainers Asia in the contract. Investment amount is excluding any government taxes, withholding taxes and bank charges.
- **PAYMENT TERMS:** Upon completion and receipt of the contract, payment is required within 5 working days of the issuance of invoice. For delegates claiming under their HRDC levy, kindly check that you have sufficient funds prior to registration. In the event that the grant amount is not fully paid by HRDC, the delegate/ company will have to bear the cost in full and make immediate payment in settlement.
- **CANCELLATION & REFUNDS:** All bookings are 100% non- refundable after a signed contract has been received by Trainers Asia. Cancellation must be received in writing at least 30 days before the event. It is therefore up to the delegate or organisation, in the event that they cannot attend, to find a replacement to attend in their place and the name notified to Trainers Asia by 15 November 2025.
- Trainers Asia will not refund the delegate/ organisation in full if the event is cancelled or postponed due to circumstances outside its control such as natural disaster, fire at the venue, terrorist attacks, national pandemic or the illness of the invited guest.
- Trainers Asia reserves the right to cancel or make changes to the content such as date and location of the event. In case of cancellation, Trainers Asia will provide full refund or credit voucher within 30 days from the event date.
- **COPYRIGHT:** All intellectual property rights of Trainers Asia and its invited consultants in all materials produced or distributed by Trainers Asia is expressively reserved and any unauthorized duplications, publications or distributions prohibited. Kindly notify your account holder if you wish your company logo not to be used on our social media platform, all materials, social media website to avoid conflict or misunderstanding

REGISTRATION

Company Name:

Full Address:

Post Code: **Country:**

GST/VAT/Tax Number:

Payment Method:

☐ HRDC LEVY ☐ SELF PAY

Participant Details:

Full Name:

IC / Passport:

Email:

Mobile: Office Tel:

Signature and Company Stamp:

Please return this section via email to:
jason@chap-one.com (Jason).

