From Image Consultant to Image Master

Taking your consultations to the next level

With Imogen Lamport AICI CIP

The Style Puzzle

What are the elements of the style puzzle?

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Yin and Yang

Other descriptions for Yin and Yang

- Receding/Advancing
- Feminine/Masculine
- Soft/Strong

Line and Design Elements

Receding elements(Yin)		Advancing elements (Yang)
Line	Curved Broken Thin Horizontal	Straight Solid Thick Vertical
Shape	Curved Broken spaces Small Unstructured Loose	Straight/Angled Open spaces Large Structured Fitted
Texture	Soft Pliable Lightweight Thin Matt Smooth Sheer Gauzy Suede	Crisp Firm Heavyweight Thick Shiny Rough Opaque Solid Leather
Pattern	Natural Flowing Small scale All-over	Geometric Abstract Larger scale Scattered
Accessories	Delicate Fine Small pieces Matte	Bold Chunky Large Pieces Shiny

Charts Used and adapted From Wardrobe Strategies" by Judith Rasband, Fairchild Books, 2002

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Colour Elements

Receding elements(Yin)		Advancing elements (Yang)
Colour	Cool* Dark* Dull Low contrast	Warm* Light* Bright High contrast

*Depends on the context In business we see cool and dark as more Yang and light as more Yin

Personality Elements

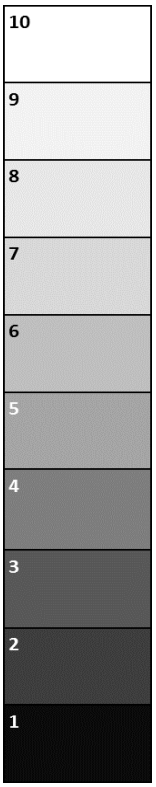
Receding elements(Yin)	Advancing elements (Yang)
Disordered	Ordered
Relaxed	Intense
Approachable	Distant
Informal	Formal
Casual	Organised
Down-to-earth	Pretentious
Uncomplicated	Complicated
Inefficient	Efficient
Easy-going	Demanding
Natural	Polished
Feminine	Masculine
Gentle	Assertive
Introvert	Extrovert
Indirect	Direct
Caring	Uncaring
Warm	Cool
Tolerant	Intolerant
Youthful	Mature
Creative	Dramatic
Spontaneous	Planned
Quirky	Conservative
Quiet	Bold
Passive	Impressive
Idealistic	Realistic
Reserved	Audacious
Open	Closed
Flexible	Decisive
Subtle	Direct
Dependent	Independent

Is your personality more Yin or Yang?

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Value Contrast

Pick a value for each



- Hair
- Eyes
- Skin
- Eyebrows/Teeth

My value contrast is: Low Medium High

I am overall more Light or Dark

Colour Contrast

- Hair Colour or Neutral
- Eyes – Colour or Neutral
- Skin – Colour or Neutral

My colour contrast is:

Monochromatic

Analogous

Neutral plus 1 colour

Neutral plus 2 colours

Triadic

Complementary

Undertone

- Warm or Cool

My colouring is overall more Yin / Yang / Balanced

Is value contrast or colour contrast more dominant or are you balanced?

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Body Language and Physical Presence

Receding elements(Yin)	Advancing elements (Yang)
Closed	Open
Relaxed	Tense
Leaning Back	Leaning Forwards
Little space used	Taking up space
Slouching	Straightness
Head tilted	Head Straight
Chin down	Chin Up
Arms folded	Arms Open
Still	Active
Little expression	Lots of expression
Short	Tall
Small Boned	Large Boned
Curved body	Angular Body
Curved features	Angular features
Fair	Dark
Curly hair	Straight hair
Low contrast	High contrast

Is your Body language and Physical Presence more Yin or Yang?

Vocal Presence

Receding elements(Yin)	Advancing elements (Yang)
Quiet	Loud
High pitch	Low pitch
Breathy	Clear
Soft/timid	Demanding
Childish	Adult
Hesitant/shaky	Confident
Upward inflection	Downward inflection
Monotone	Modulated
Head voice	Chest voice
Mumbles/slurs words/drops endings	Clear/distinct
Heavy accent	Light accent

Is your Vocal Presence more Yin or Yang?

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Movement and Presence

Receding elements(Yin)	Advancing elements (Yang)
Backwards	Forwards
Closed	Open
Hesitant	Assertive
Small movements	Large Movements
Graceful	Purposeful
Soft	Firm
Poker Face	Expressive
Indecisive	Decisive
Fidgety	Composed

Is your Movement and Presence more Yin or Yang?

Overall, are you naturally more Yin or Yang?

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3 Life Pillars – Personal, Social and Professional

Lifestyle Analysis Chart

	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Total
Business								
Paid work								
Networking								
Voluntary								
Dining								
Other								
Personal								
Children								
Chores								
Groceries								
Excursions								
Exercise								
Hobbies								
Relaxation								
Other								
Social								
Dining								
Entertaining								
Religious								
Going out								
Movies								
Sports								
Hobbies								
Other								
Total Waking hours (112) allowing for 8 hours sleep								

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Personal Life

List Yin and Yang elements that support

Line and Design including Scale/Print

Personality Styles

Body Language/Voice/Presence

Colour and Contrast

Social Life

List Yin and Yang elements that support:

Line and Design including Scale/Print

Personality Styles

Body Language/Voice/Presence

Colour and Contrast

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Professional Life

List Yin and Yang elements that support:

Level 1 – Formal Business

Line and Design including Scale/Print

Personality Styles

Body Language/Voice/Presence

Colour and Contrast

Level 2 – Smart Business

Line and Design including Scale/Print

Personality Styles

Body Language/Voice/Presence

Colour and Contrast

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Level 3 – Relaxed Business

Line and Design including Scale/Print

Personality Styles

Body Language/Voice/Presence

Colour and Contrast

Level 4 – Casual Business

Line and Design including Scale/Print

Personality Styles

Body Language/Voice/Presence

Colour and Contrast

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Capsule Wardrobe Chart

12 garments = 72 outfits

Lifestyle		**Season**		**Colour Palette**	
Work—relaxed business Level 3		Spring/Summer		Navy/beige/turquoise/green/white	
Jacket/Cardigan Navy Blazer			Jacket/Cardigan Beige soft jacket		
Pant/Skirt Navy pants	Pant/Skirt Navy and white print skirt		Pant/Skirt Beige skirt	Pant/Skirt Turquoise/green/white skirt	
Top Turquoise knit	Top White button down shirt	Top Green knit	Top Navy blouse	Top Navy and white stripe top	Top/Dress White knit top with embellished neckline
Shoes Black pumps		Shoes Beige kitten heels		Shoes Turquoise sling backs	
Accessory Turquoise long beads	Accessory Pink and white scarf	Accessory Purple and blue scarf	Accessory Silver necklace with red pendant	Accessory Purple drop sparkly earrings	Accessory Red belt

1 extra topper/jacket/cardigan = 96 outfits

Next Steps

How am I going to use this with my clients?

Personal Consulting Clients

_____

_____

Corporate Clients or Workshops?

_____

_____

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What tools do I need to work with?

Personal Consulting Clients

_____

_____

Corporate Clients or Workshops

_____

_____

About Your Presenter

Imogen Lamport AICI CIP along with Clare Maxfield AICI CIP created the Academy of Professional Image to provide comprehensive and modern image training for a global 21st Century audience. Each with over decade as image consultants in both the corporate and personal arenas, they have developed programs and interactive learning environments for people wanting to study image consulting. They are the creators of the 18 directional Absolute Colour System. Imogen writes the style blog **Inside Out Style** which has gained a large global following over the past 7 years and is the author of a number of ebooks on image related topics.

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