

INSIDE *Image*

With the Image Investment Institute

Fashion in the Workplace

August, 2009

Dear Bonnie,



Welcome to the premier issue of Inside **Image**, my newsletter devoted to usable image tips for the corporate professional.

Each month I will feature an article that examines one principle of a successful image, an advice column where your specific image questions are answered, and any special events and news.

I'm so excited to announce that I received my FLC certification with the Association of Image Consultants International in July. This certification was the result of months of hard work and study and I'm honored to have received it.

Keep Reading! You will learn something new in every newsletter. Please forward it to anyone you know who might find the information useful.

Sincerely,

Bonnie Rogers
Image Investment Institute

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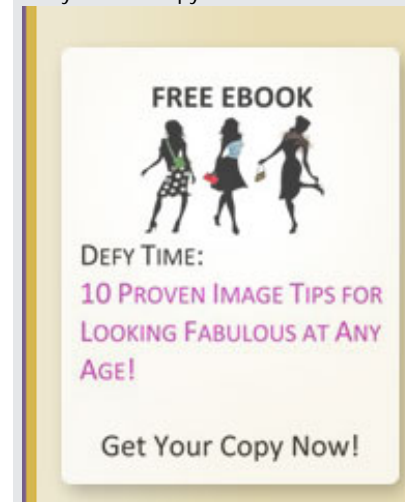
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FASHION IN THE WORKPLACE

It can be confusing when it comes to image and the workplace. There are so many conflicting views about what is and is not appropriate for business. With casual attire on the rise, more companies are finding it a challenge to encourage employees to return to more professional attire.

Another concern when it comes to creating a good image in the workplace, is the rising trend to wear styles that are increasingly "fashion" styles. It's natural to look to Hollywood Glamour when it comes to fashion. We all want to live the lives that movie stars live, and we all want to look the way movie stars look.

But is that look appropriate for the workplace?

Let's look at women first. The Hollywood Glamour looks tend to sport longer hair, flashier makeup, and more revealing clothing. This is a look that may be fashionable for a night out, but not for the workplace. In order to be taken seriously by coworkers, and more importantly the boss, a more professional image is one that is not overstated or flashy, but is not necessarily muted or conservative. You can consider a professional wardrobe classy and sophisticated. There is nothing wrong with bold classy colors, but leave the sequins and sparkle for teenagers.

Now let's take a look at men. There is a rising trend in menswear to have a shirt, tie combination that is very "matchy", especially in pastels. These are more fashionable looks, and don't suggest power, confidence, or credibility. Save the matching shirts and ties for weddings or the country club, and instead look for shirts and ties that contrast with the suit. The tie is the one opportunity a man has to add color and personality to his wardrobe. Make it a good color and make sure the tie sends the right message.



The photo on the left is representative of most workplaces today, but as you can see the people pictured are more "fashionable" than the people in the photo on the right. As you can see in the photo on the right, the professionals featured here have created contrast with their suits and complexions. Although the women could use better lipstick and accessories, they have created contrast with their clothing choices. You can see a

red camisole under a black suit jacket and a beautiful black and white combination. I suspect these women are also wearing either black pants or a straight skirt that ends at or just above the knee, which is a far more professional look. Although the man in a blue shirt is wearing a blue tie, you can see that he has at least attempted to stand out from his suit. A much better color tie would be a bright yellow, which is beautiful with blue. The other two men are wearing red "power" ties. They would appear a bit less severe in two button suits versus three button suits, but colorwise they have created a professional look for business.

Which firm would you trust with your business?

YOUR IMAGE TIP OF THE MONTH: WOMEN



Maintain, protect and nourish your skin daily. Use skin care products that are appropriate for your skin type (dry, normal, combination or oily). The five daily skin care musts are: 1) cleanse with a facial cleanser morning and evening, 2) use a toner after cleansing twice a way, 3) use a moisturizer after steps 1 and 2 in morning and evening, 4) protect your facial skin with a facial sunscreen of 25 SPF in the morning. Twice a week, exfoliate dead skin cells by using a facial mask or at-home microdermabrasion product. Don't forget the delicate tissue around your eyes. It is recommended to begin the use of an ophthalmologist-tested eye moisturizer twice a day starting in the twenties. The time spent on your daily skin care routine is also a wonderful time to dedicate to yourself and regeneration. Also, don't forget to drink plenty of water to hydrate it.

YOUR IMAGE TIP OF THE MONTH: MEN



More men than ever are interested in taking better care of their skin & a simple daily ritual of cleansing & moisturizing will keep skin & hair looking healthy. Today's men are increasingly aware and concerned about the health and appearance of their skin. Although men may be increasingly aware of how to care for their skin, some factors may be preventing them from doing so. For many men, skin care is a mere afterthought. Beyond the world of shaving their faces, it is rare for a man to devote time to his skin, especially the skin on his face.

However, proper skin care is essential for the present and the future. Skin is the body's first line of defense against sickness, germs and disease. Men should practice a skin-care regimen twice a day, just as many women do.

Men's suggested morning skin-care routine:

Step 1) Cleanse your face twice a day to remove oil and pollutants that collect on the surface layer of the skin. Also by cleansing with a men's facial cleanser, you are softening the beard and making it easier to shave. Daily facial cleansing will keep pores unclogged, can prevent a variety of skin conditions, from pimples to ingrown hairs that can become infected and leave discolored marks on the skin's surface.

Step 2) Shaving is man's tool for exfoliation of dead skin cells on the sides of the face and under the chin. However, men should consider using an appropriate facial mask or microdermabrasion product on the other areas of the face.....forehead and nose. Always select a shaving cream or gel that have extra emollients to keep the skin from drying out.

Many men tend to produce more facial oil and have larger pores than women. Exfoliation of the dead skin cells can help to keep pores clean and create an environment conducive to blemish (pimples, blackheads and whiteheads) formation.

Step 3) After shaving, it is suggested that men apply a cooling after-shave gel to protect against razor irritation and soothe, cool, and refresh facial skin.

Step 4) Finish your skin care routine by applying a men's facial moisturizer with at least an SPF 25 for your skin type (many are not designed for all skin types) that will add much needed hydration back into the skin. The SPF is needed to protect your facial from UVA/UVB damaging daily sun exposure.

Men should realize that proper skin care need not take copious amounts of time. A few minutes a day is all that is necessary. Skin is a largest living organ of the human body. It is important to take a few minutes a day to protect it.

HELP ME BONNIE!

Here is your chance for a complimentary mini-makeover. [Visit my blog](#) and complete this sentence: "My image is effecting my..." and tell me what your major challenge is. I'll answer your particular image challenge with a tip that you can really use. See how even simple changes can improve your life. Your image is the best investment you will ever make!

INSIDE IMAGE NEWS AND EVENTS

July has been a busy month.

I celebrated the Grand Opening of my Sycamore Image Studio. [You can get more details here](#). And for my newsletter subscribers only, I am extending the special pricing through September, 2009.

OR- Through September 21, take advantage of my Summer Studio Special. [Info here](#).

I was also honored to receive my FLC Certification from the Association of Image Consultants International. The hard work and effort that went into this certification has finally paid off.

Image Consultants, please [visit my website](#) to find out more about online Image Courses offered through The ImageMaker Inc. ®