

# PROFESSIONAL MAKEOVER FOR MEN

**Do you leave your clothing purchases to your partner or wife?**

**Do you feel your existing image suits your professional responsibilities and lifestyle?**

**Are you facing a career change and need more knowledge on professional attire?**

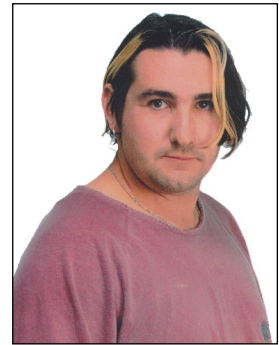
**Do you want to create a professional image for yourself but don't know where to start?**

This individual personal life enhancement programme is similar to the Colour & Style Solutions for Men, but structured specifically for those in the corporate workforce. We will guide you through each step needed to create a corporate image that will gain you self-confidence, self-awareness, attention and respect. The main focus of this programme is on business attire and accessories, planning a professional wardrobe, and choosing the correct eyewear and hairstyles to enhance your corporate image.

The Professional Makeover is conducted over 1.5 full days with an F3 Image Consultant. On hand are many visual aids and examples of colour swatches, suit fabrics and clothing cuts to teach you how to mix and match and design a professional wardrobe that suits you the best. Throughout the programme you will receive all the information required to develop and maintain your new professional image.

## Professional Makeover for Men includes:

- The importance of your visual appearance and image
- The ensuring circle of image success
- Your skin tone evaluation
- Seasonal Colour Flow Analysis
- A guide to colour and the business world
- How to create influence and mood through the use of colour
- Selection of garment colours to command attention
- How to mix and match prints and patterns, shirts and neckties
- Increasing your style confidence
- Body shape analysis
- The art of illusion dressing and camouflaging figure challenges
- Development, planning and structure of a professional wardrobe
- The 10 elements of a successful garment/outfit
- Essentials for buying a new suit
- The risks of poor professional dress choices
- Business casual or business casualty
- Appropriate and inappropriate work attire
- The casual to formal range of clothing
- The importance of accessories and proper selection
- How to accessorise for various work and social occasions
- Personal skin type assessment, evaluation and regime
- Face shape analysis including hairstyle and eyewear recommendations
- Personal grooming for success
- Tips on how to shop effectively
- How to use men's fashion magazines to keep current without looking too trendy
- Which men's magazines to read that reflect styles at certain points in the trend cycle
- A Personal Shopping expedition



**BEFORE**



**AFTER**

## The products and services you will receive are:

- [Personal Colour Solutions Profile & Colour Swatch](#) and [Personal Style Solutions Portfolio](#)
- The Polished Professional for Men manual (57 pages) written by Ann Reinten AICI CIP, President of the Australian Image Company
- A personal notes file containing all information so you can recreate your look
- Hair cut (optional) with Warren Teng, Director at Essentials Toni & Guy