

*In association with M2 Image Consulting,*

# FIRST IMPRESSIONS CHINA

Training, equipping and supporting  
successful image consultants in China.

LAUNCHING IN  
NOVEMBER

  
**first**  
IMPRESSIONS

For more information, email [info@m2-image.com](mailto:info@m2-image.com)  
or visit [www.firstimpressions.uk.com](http://www.firstimpressions.uk.com)  
Telephone: 8100 - 1177

## *Is image consulting right for you?*

With the right professional training and support, you can start a new career as an image consultant – helping people feel good and confident about their image and clothing choices. Image consultants come from diverse backgrounds, however they typically have a passion to work with people, natural aptitude and creativity and self-motivation. People choose to move into image consulting because they want to build a business to suit their objectives and lifestyle. They may include a desire to:

- Start a new exciting and portable career
- Change from a current career
- Achieve greater work life balance
- Pick up a new skill and hobby
- Have a career where you can control what you do, how much and when – great for working mothers
- Provide professional personal stylist services for fashion retail sectors
- Provide corporate in-house training on professional image
- Be an entrepreneur
- Add new complimentary skills to existing portfolio (coaching, fashion advisors, dress-making, etc).

*“Our innovative approach to image consulting means we have constantly evolved our training and all our activities, especially the forms of support available to consultants. These, together with a supportive and sharing culture, mean First Impressions is a unique organisation with a reputation of which I am very proud. The combination of freedom with support strikes the perfect balance for independent-minded consultants.”*

*Lyn Bromley  
Managing Director of First Impressions UK*

Register Here!

# Core Module Information

Early bird fees: Register before 15th October 2011

## Colour Analysis 3 days

*dates* 22nd – 24th November 2011

*early bird fee* HKD \$26,000

*standard fee* HKD \$27,500

*Teaches how to conduct Colour Analysis consultations for both men and women in the private or corporate market.*

*course* • Background to Colour Analysis

*content* • 'Colour Personality'

- Colour Theory
- An understanding of different colour analysis methods and tools
- Colour Analysis process – including checklist
- The Colour Consultation format
- Selection and assembly of personalised Colour Swatch for client
- Selection and completion of Total Image Profile workbook for client
- Skills practice
- Supervised role-play

During the course, you will have your own personal colour analysis supervised by the trainer.



*All training fees include course materials, walk-in model fees for demos/hands-on practice, formal mentoring in first 3 months, ongoing support, use of First Impressions name and logo, business cards, a professional kit with your working equipment and start up pack. Your start up costs are extremely low, as you'll receive almost everything you need. The only other potential investment is working stock and items for a studio area, if you plan to set one up.*

## Women's Style 3 days

*dates* 28th – 30th November 2011

*early bird fee* HKD \$20,000

*standard fee* HKD \$21,000

*Teaches how to give expert advice on style issues and clothing choices, relevant in both the private and corporate markets.*

*course* • Foundation training in women's bodyline and style analysis

- content*
- The style consultation process
  - Understanding women's body and face shapes
  - Scale and proportion
  - Clothing choices for women
  - Accessories and finishing touches
  - Special topics, e.g. hair, hats, swimwear, underwear
  - Fabric knowledge
  - How personal style is influenced by Wardrobe Personality

## Cosmetics Module 1 day

*date* 25th November 2011

*early bird fee* HKD \$8,000

*standard fee* HKD \$8,500

*Provides knowledge on how to conduct cosmetics consultations and complete a smart day-time make up.*

*course* • Foundation training in cosmetic application

- content*
- Shade choices for different colourings
  - Effective techniques
  - Hygiene rules
  - How to apply a natural daytime make-up
  - How to conduct a make-up lesson for a client
  - Skills practice and supervised role-play

Cosmetics used are from First Impressions' own high quality and ethical FI Cosmetics Direct range. You will also do your own make-up, supervised by the trainer.

# Why First Impressions China

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With the image consulting industry being relatively new in China, now is an opportune time to start a career in this exciting and rewarding field. Our dedicated trainers will equip you with the skills to start your own business and take advantage of this growing market. Now you can attend training in China and become a certified image consultant of First Impressions, a leading international image consultancy established in 1984 in the UK. The benefits of training in China are also economical and convenient. You do not need to fly out to First Impressions UK. Thus, you save on airfare, hotel and other associated costs like meals and daily transportation.



By training with First Impressions China, you receive the same high quality training and certification, as in the UK, at your doorstep – saving precious time and money. Why not consider a new career as a professional image consultant or add to your existing portfolio of skills. If you would like advice or explanation on any aspect of training with FI China, please contact us at:

info@m2-image.com or visit website: [www.firstimpressions.uk.com](http://www.firstimpressions.uk.com)

## Our Trainers for HK Program

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As well as being managing director of FI UK, *Lyn Bromley* has been a trainer to the image profession for the last two years. She is a Master of The Federation of Image Professionals International, having passed her Masters Award by assessment, and a First Impressions Corporate Associate. Lyn is also an NLP Master Practitioner and a Member of the Chartered Institute of Management Accountants.



*Agnès Brown* trained as an image consultant and joined The Federation of Image Professionals International in 2000. She completed her FPI/City & Guilds Joint Award in 2003. Agnès has inspired countless new consultants as a Trainer with her dedication, creativity and total belief in what she does. Agnès is a First Impressions Corporate Associate and a Master with the Federation of Image Professionals International. She has run core image skills training since 2003.

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