

*Announcing the*

# 2018 REALITY STYLE TRANSFORMATION AIM MASTERCLASS with Carla Mathis

AICI CERTIFIED IMAGE MASTER



## Ready to Recreate your style for a brand new 2018?

Register for all 3 Masterclasses now to join a 5-day 2018 Reality Style Transformation Facebook Group and be eligible to WIN A GRAND PRIZE: Total Style Transformation + Masterclass fees Paid...Yes, FREE for you!

the styleCORE

IN PARTNERSHIP WITH ACADEMY OF  
IMAGE MASTERY FACILITATED BY  
CHRISTINA ONG, AICI CIM



**JANUARY 23, 24, 25, 2018 / SINGAPORE**

We are pleased to present a very special AIM Masterclass opportunity to train with Carla Mathis, one of 19 Certified Image Masters (CIM) worldwide and be part of our Reality Style Transformation 2018. Carla's landmark book, *The Triumph of Individual Style*, used in design school in the US and abroad has become the 'bible' of the fashion and image industries. With a career spanning 40+ years and still going strong, Carla consults with individuals & groups in the USA and internationally, teaches courses, and has trained over 350 image consultants world-wide to offer the highest level of individualized consultation services available. Based in California, Carla is co-founder of The Style Core ([www.TheStyleCore.com](http://www.TheStyleCore.com)).

## THE IDENTITY MASTERCLASS

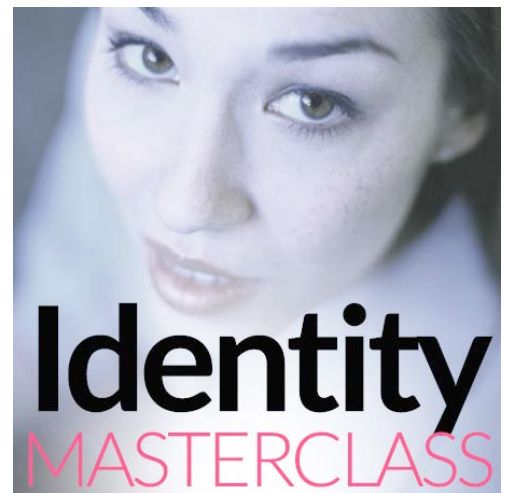
23 JAN. 2018

7 hours / .7 CEU's

Every individual has the potential for great beauty. We can each be unique and memorable. But before one can dress with authenticity and effectiveness, it is essential to be able to draw out and discover the true heart of a person.

Starting with a 5-day 2018 Reality Style Transformation Facebook Group exclusively for Masterclass participants, facilitator Christina Ong will invite you to explore Style through guided discussions. Group members will collaborate to recommend style looks as part of the learning process towards a total style transformation for our grand prize reality winner!

Then on the 23<sup>th</sup> of January, spend an illuminating day with Image Master Carla Mathis in person as she demonstrates client consultation techniques and a revolutionary process for creating authentic image — getting to the heart of the client's identity and personality using symbols, images and reflective questions. The holistic transformation continues as a seamless learning experience at the 25<sup>th</sup> January Style Masterclass. Get ready to discover how you can learn how to apply Carla's time-tested inside-out process as an essential foundation of personal image consulting. This Identity Masterclass will empower seasoned and new consultants to create effective style transformations for yourself and your clients.



## ESSENTIALS FOR STYLING MEN MASTERCLASS / 24 JAN. 2018

7 hours / .7 CEU's

Gain effective styling techniques for men that will increase your success as an image consultant. In partnership with a two-generation Singapore-grown custom tailor, gain an appreciation to the finer points of custom tailoring.

- How to Identify the **12 PERSONALITY STYLES for men**
- The **psychology of men's style** & nonverbal communication
- The **4 LEVELS** of Men's professional style
- How to **communicate effectively** with male clients
- Identify & enhance **body type, silhouette & proportion**
- How to turn **distinctive features** into assets
- The critical points & how-to's of **GOOD FIT** for Men
- How to teach good **grooming** to men

This Masterclass is designed not only for new and advanced image consultants, but also for people who work in a fashion industry, such as fashion consultants, stylists, tailors, designer of men's clothing etc.

## THE STYLE TRANSFORMATION MASTERCLASS

**25 JAN. 2018**

**7 hours / .7 CEU's** *\*Pending application approval*

Identity focuses on discovering the inner essence of beauty. Style transformation expresses this into design choices and combinations of clothes, accessories etc.

Starting with the 2018 Reality Style Transformation Facebook group followed by the 23<sup>rd</sup> January Identity Masterclass, the Style Transformation Masterclass culminates with spending an illuminating day with Image Master Carla Mathis as she shows you techniques for creating total style transformation as a holistic client experience.



Beginning with a live demonstration with our 2018 reality star, watch as Carla leads her through an advanced style consultation. You will then have an opportunity to ask questions and discuss the process with Carla & Christina. Next, input from the Reality Style Transformation Facebook group style look-book recommendations will be showcased as Carla teaches the application of advanced style principles. Selected participants from this Masterclass will then receive personalized style input from Carla as she demonstrates to bring to life, key concepts that will enhance your client consultant techniques.

- Master the art of visual impression through an understanding of line, shape, proportion, scale, texture and distinctive features in body and face.
- Observe how to guide your clients in reshaping their negative body concerns into positive clothing style choices.
- Learn the way you communicate with clients – being effective and at the same time affirming
- Get techniques to dress all body types and create finished, effective looks.

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**Don't miss this unique series of AIM Masterclasses with Carla Mathis where learning comes alive through reality casework, client consulting observations and facilitated Q & A opportunities.**

Before you even meet Carla Mathis live in Singapore at the 2018 AIM Masterclass, you will be inspired to recreate your style at our first ever 2018 Reality Style Transformation Facebook group with international masters Carla Mathis and Christina Ong.



AIM is honoured to bring you this special 2018 Reality Style Masterclass to learn from a gifted and foremost industry icon - Carla Mathis. Whether you are at the start of your image consulting career or seeking fresh insights, tools and techniques as a seasoned consultant, come to immerse yourself within an affirming and empowering Masterclass community. This will be a special opportunity to recreate your style as you study with true industry masters with 60+ years of combined image consulting expertise.



As one of Carla's student in 1995 with a rigor for excellence, **Christina Ong** establish Imageworks, a corporate training and consulting group practice sought after by MNCs regionally, educational institutions and local government. In 2004, the Academy of Image Mastery (AIM) was born to serve the training and mentoring needs of aspiring image consultants. Christina became Asia's first AICI Certified Image Consultant. As a passionate industry thought leader and life-long learner, she believes that every image consultant needs another image consultant in our quest for excellence. By being the change we want to see in our clients, our style and professionalism will inspire new opportunities for image consultants in Asia.

## MASTERCLASS ENROLLMENT

**Seats are limited to the first 20 participants on a first come basis.**

- 1 Masterclass: SGD 1,550  
2 Masterclasses: SGD 2,800 **Save SGD 300!**  
**3 Masterclasses: SGD 3,350 Save SGD 1,300!**

**By registering for all 3 AIM Masterclasses, with deposit paid before 7 December 2017, you will be eligible for the Grand Prize which includes:**

- ✓ Course fees fully covered for all 3 Masterclasses – yes, FREE for you!
- ✓ Winner gets to be our 2018 reality star for a total style transformation
- ✓ Private online style consultations with Image Masters Carla Mathis & Christina Ong leading up to the Masterclasses in January 2018.
- ✓ Identity and Style consultations at the live Masterclasses
- ✓ Hair and makeup restyled by Singapore's top stylists
- ✓ Style look-book ideas and recommendations from the private 2018 Style Transformation Facebook group
- ✓ The winner will be announced by 3 January 2018

**Plus, receive an exclusive invitation to the 5-day 2018 Reality Style Transformation Facebook group with international masters Carla Mathis and Christina Ong.**

The 2018 Reality Style Transformation AIM Masterclass with Carla Mathis is open to both professional image consultants and non-practitioners. So, spread the word and promote a mission to recreate personal styles for brand new possibilities in 2018. Invite your friends to join you for this unique style + education Masterclass experience!

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## REGISTRATION FORM

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**NAME:**

(This will be printed on your Masterclass certificate)

**ADDRESS:****PRIMARY PHONE:****EMAIL:**

Are you an AICI member?      **Yes**                      **No**                      Interested in more information

Select your registration options below and **submit with deposit before 7<sup>th</sup> December 2017.**

**YES! Register me for the following Masterclass (s):**

Identity Masterclass - Tues, 23rd Jan 2018 (9.00am ~ 5.30pm)

Essentials for Styling Men - Wed, 24th Jan 2018 (9.00am ~ 5.30pm)

The Style Transformation Masterclass - Thurs, 25th Jan 2018 (9.00am ~ 6.00pm)

**1 Masterclass = SGD 1,550 / 2 Masterclasses = SGD 2,800 / 3 Masterclasses = SGD 3,350.**

For registrations after 7<sup>th</sup> December 2017, a late registration fee of 10% on Masterclass fee is payable.

Fees include your personal Masterclass workbook and handouts. Fees do not include accommodation or meals.

Your registration will be confirmed upon a minimum Masterclass group size. Otherwise, your deposits paid by 7<sup>th</sup> December will be refunded.

**Payment:** An invoice with payment details (bank transfer) will be sent upon acceptance of your registration. To reserve your seat, a deposit of SGD1,000 is required by 7<sup>th</sup> December 2017. Deposits paid are not transferable and non-refundable. Your Masterclass balance fee is payable by 7<sup>th</sup> January 2018.

For those registering for all 3 Masterclasses, we will send you a personal Style Survey questionnaire so you can get started on recreating your style for 2018!

For overseas participants, we are happy to assist with local information and hotel recommendations upon request.

For questions and comments, email [info@academyofimagemastery.com](mailto:info@academyofimagemastery.com) in Singapore and/or [info@thestylecore.com](mailto:info@thestylecore.com) in USA.