



Styl. Inc  
IMAGE CONSULTANTS

CREATING A 'BRAND' NEW YOU



## WHAT IS IMAGE :

Image is the physical representation of who we are, and what are we all about – ones personality, uniqueness, attitude, appearance, action and roles or goals in life speaks volumes of their Image consciously or unconsciously.

## WHAT IS IMAGE MANAGEMENT :

Image management is the on going process of evaluating and controlling the impact of Image i.e. Dressing, grooming and body language its resulting responses on self and others. It is about creating an authentic, appropriate and affordable personal or professional appearance, which in turn shall increase or boost your confidence, capability and contribute in your continuing success.

## WHO IS AN IMAGE CONSULTANTS :

Image consultant is a person who shall advice you on what works, what doesn't and why and how must you change or alter it to reflect effectively on your Image. With the tools like that of Colour Management, Wardrobe Management and Figure Analysis along with Communication skills, etc. The consultant is able to understand you as a person and guide you justly in the right direction in achieving your goals and aspirations.

## HOW CAN YOU BENEFIT :

We often receive a similitude from Personality Development specialists or grooming or fashion consultants. These might be true but be assured that they only a few elements in this large framework of Image. Image Management apart from these categories focuses on your personality, your roles and goals relating to that personality, in turn examines your wardrobe; figure and body type, colour analysis, and digs deeper into the nitty-gritty's of planning a new improved you. Honing your skills in body language, grooming, soft skills etc. These relations to each of the elements within Image management help us in "Creating a Brand New You".

# STYL.INC IMAGE CONSULTANTS



**S**tyl.Inc Image Management Consultants recognizes infinite variety of art and science within the aspect of dress and image. We give people advice that will help them achieve their goals and aspirations. Whether it is to get a new job, or to make a good first impression, or to simply feel good, we tell you all and that and much more.

A one stops shop for finding a newer and improved self, to help you look better. You might choose to pick from our many services with the sole aim of making a difference in your life.

We at Styl.Inc constantly try to teach you to be self-dependent to know what works, what doesn't, when it works and why it works. You realize that there is virtually everything that you can wear. We believe in relying on clothes as a resource, a tool that can help you achieve your goals.

Improve your image, and in return increase your self-esteem, self-confidence and self credibility. Equipped with good communication and presentation skills would definitely assure you personal and professional success.

At Styl.Inc we cater to working with Men, Women, Working Professionals, Home Makers, and even Teenagers, people from all walks of life. We consult individually; hold seminars, workshops and luncheon meetings, tailored to meet specific needs and goals, using the best available technology and take home materials.

# ABOUT THE CONSULTANT



**Meha Bhargava**  
Founder & CEO



Styl.Inc -The Image Consultants

**M**eha Bhargava, is an Image Management professional in this budding field of Image Consultancy in India. She is one of the first, India based Consultants to have received training and experience directly under, veterans like Judith Rasband, a Certified Image Master (CIM) at the Association of Image Consultants and AICI,U.S.A. and the former Singapore Chapter President Pang Li Kin(CIP).

Her education is wholesome when we add her Fashion communication degree from the prestigious National Institute of Fashion Technology, New Delhi and her diploma certificate in Image Consulting from the glorified Istituto Marangoni, Milan.

With excellent work experience as a Fashion Stylist with professional like that of Priyanka Misra (Fashion Director at Harper's Bazaar), NDTV GoodTimes (Fashion Stylist to their Popular Fashion Show) , and working with Judith Rasband, Styling has been her forte ever since.

As Image Management professional, she excels in the ability of striking a cord with her clients in order to positively approach individual needs. She advices you on what works, what doesn't, when and why!. With the dynamism and enthusiasm towards this new field that offers more than self realization, we are is out there to help make a difference!.

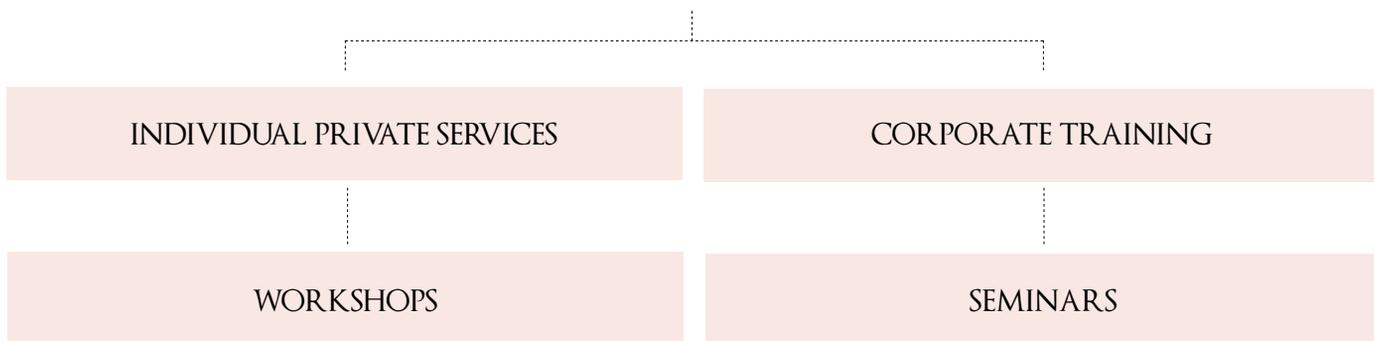


*“RIGHT OR WRONG, THE WAY A PERSON LOOKS IS THE YARDSTICK YOU HAVE FOR MEASURING PEOPLE WHO WANT YOUR TRUST EVEN THOUGH YOU DON'T KNOW THEM VERY WELL”*

*- ERMA BOMBECK*



## MODES OF CONSULTING



# INDIVIDUAL PRIVATE SERVICES



**S**tyl.Inc offers a wide range of Clinics to deal with all your Image related queries, ranging from your Personal Style to your Grooming and Etiquettes. Individual services are offered to those who seek a one-on-one consultation with their consultant to help them deal with the following clinics. One-on-One Consultation works best for people who need individual attention, and who are more comfortable taking private sessions than being in a group. Each service is worth 2-3 hours with handout materials and take home goodies.

Choose from our extensive range of services or customize them according to your needs.

## A. PERSONAL IMAGE EVALUATION

Discovering personal and lifestyle preferences of a client, aids us as the consultant to chalk out a road map for any future activity. In order to understand the client's physical, social and hence their clothing needs using a variety of evaluation tools designed to get the best out in the client, helps the consultant to advice him/her better and more accurately. Knowing more about your lifestyle roles and goals a consultant is best equipped with advices that shall benefit you personally and professionally in the Image framework.

# INDIVIDUAL PRIVATE SERVICES

## B. LIFESTYLE EVALUATION

A more specific and detailed idea of the client's lifestyle, be it a job transition or a fresher trying to find a hold in the corporate world, or a home maker trying to get a fresh start. We thus, understand your goals and help you accelerate the process of achieving it. With this clinic we form a basic idea of your personality and lifestyle choices that in the end help us make decisions on your clothing needs (professional/casual) and your suitable Image type.

## C. WARDROBE AUDIT CLINIC

Wardrobe's a mess? Don't know what works with what, why and how?

Many closets are filled with things that make no sense; clothes waiting to be sorted out or discard, alter or dry-clean. We look at your wardrobe with a keen sense of identifying your personal style, following which we create new outfits using your own garments or even make a shopping list, or item we find missing as per your daily requirements!

## D. PERSONAL STYLE CLINIC

Every individual possess a unique style, something you call your own. Most of us, mould ourselves with the society and work atmosphere we live in. However, if we aren't in our personal style we tend to feel awkward and out of our zones.

We advice you, on how to keep your work and society as a backdrop and work your way through with your own personal unique style. We understand this concept with the brief on the elements of design followed by your personal grid and a personal value evaluation!.

## E. FIT AND FASHION CLINIC - FIGURE AND BODY ANALYSIS

A wardrobe may be with the best style and trends, but how does it benefit you, if it doesn't fit right?. We've recognized about 8 figure types and about 108 figure variations! We don't just categorize you into a for example, a diamond shape and make you stick to that particular style, we help you carve out your own niche and make you self-reliant to pick your own designs! We use the best of reliable tools to help you understand your body and figure variation, and strategies on how to dress to flatter your figure so that you can love the skin you're in.



*...BECAUSE IT'S NOT WHAT YOU WEAR, IT'S "HOW" YOU WEAR IT.*

## F. COLOUR SENSE CLINIC

Your wife compliments you on that particular colour, you feel delighted to wear the wear the same. How come?

We at Styl.Inc, differ from other Image Consultants across the globe and give you, your personal as well seasonal colour fans that are specific to you and only you. We recommend that you become a part of your colour scheme with your clothes and cosmetics, and we tell you how! Take your portable colour fans with you next time, and you will realize once you understand your body and your personal colours, shopping, takes a much delightful turn.

## G. PERSONAL SHOPPING

Too busy to shop, or just don't know what to pick up?

In today's day and age with booming shopping malls and a variety of brands and trends to follow, shopping can be a bit of an overwhelming experience! We help take the stress of shopping away from you, where in we either shop for you, or call in to shop with you. Refer to the shopping list we shall charter during your wardrobe evaluation, and it would simpler than taking a walk in the park.

## H. GROOMING & PERSONAL CARE

With the bustling city life, have you ever stopped to think, maybe its time to look and concentrate on your own self?

We at Styl.Inc help you do just that, with the grooming and personal care clinic we touch on topics such as : Basic skin care, body care, make up application, hair styles etc, basically just caring about your self. This clinic is open for discussions with young, and teenagers to instil a sense of personal care in their formative years and also for men and women.

## I. MAKEOVER CLINIC

We've heard that phrase over and over in newspapers, salons, etc., but does that makeover last for more than day?

Styl.Inc prides at its makeover sessions, and we believe we give you a makeover that lasts you a lifetime. With professionals in the field such as 'Mona Lall' owner of Clippings Salon as our panellists, we are delighted to offer makeover sessions that are fun and easy to learn. For the would be brides and teenagers or the mother's who'd want to look and feel younger, this is a perfect deal!



# BUSINESS PRIVATE SERVICES

Our business services extend to individuals in need of a 'Corporate Image' adjustment. An employees image reflect a company's image and vice versa. All employees must reflect the same message, dressing as they mean business! While Dress Codes in the workplace may have relaxed, but the need to look Professional has Not! Its all about options for dressing up and down our Personal/Professional Style Scale© that helps you do just that.

## WHO IN THE COMPANY NEED IMAGE TRAINING

1. Senior Officials who need to dress the part to command respect, a thus lead efficiently.
2. A newly appointed employee, on his first job interview, or first day to the organisation
3. Newly promoted officials who are in need of a wardrobe change to fit the bill.
4. Sales and Marketing professionals who are in constant touch with clients to sell their products.

## FOLLOW THE WORLD'S FIRST REAL DRESS CODE!

In addition to our Individual Services we offer the following to enhance an all round image that it authentic, appropriate and suitable for your given work environment.

You may choose any of the following or customize each service along with Individual Private Services or see Seminars and Workshops for a larger audience.

*“KEYWORD TAILORED . IT'S THE LOOK OF A LEADER”*

*WHEN YOUR IMAGE IS WORKING FOR YOU, YOUR CLOTHES ARE  
AUTHENTIC & APPROPRIATE TO YOUR GOALS AND ROLES, THEY  
REFLECT YOUR VALUES, AND PERSONALITY,  
COMPLEMENT YOUR BODY FIGURE,  
AND PERSONAL COLOURING.*

### A. CORPORATE & BUSINESS ETIQUETTES

The world of business and professionals is very image oriented.

A good first impression could be a deal breaker or a maker. Good business etiquettes can help you boost your self-confidence, competence and like- ability by your colleagues as well as by clients.

We as Image consultants go beyond the shaking hands concept and improve upon the larger picture of your dressing and body language. From making telephonic conversation to dining etiquettes we tell you all that is needed to enhance your business image

### B. CORPORATE DRESSING

When you appear attractively dressed and well groomed, personally authentic and appropriate for the occasion, you create a positive impression and others are more able to perceive your positive traits.

Be it a job interview, a meeting with a colleague or the CEO, we guide you on what looks best, and is successful in conveying your work ethics, attitude and dedication to work, because believe it or not, first impressions are formed at a quick 30 second, way before you even start to communicate.

We help you with subject matters like the importance of Image in Business, How to determine the best style for you at work, what colours would best suit you and many more such subjects.

*“YOUR APPEARANCE, GOOD OR BAD,  
CAN AFFECT THE SIZE OF YOUR  
PAYCHECK”  
-STEPHANIE ARMOUR*

## C. ORATORY SKILLS

A well-versed person is the one that would look impressive as well as articulate well; you may be well read in your field, but if something is not communicated well, it may not be very effective.

This module talks about professionalism in an interactive environment

For this module we at Styl.Inc work with your oratory, diction and elocution skills that would help you in the competitive business arena you are in.

## D. PRESENTATION SKILLS

Leaders in business are expected to have highest standards of presentation skills.

With the oratory skills come the presentation skills. Pitching right and modulating voices, adheres and guarantees attention of your audience. Fielding questions, using gestures, postures and effective eye contact are some of the various presentation skills. Projecting an effective command over voice and over coming nervousness shall be worked upon in this module.

## E. DINING LIKE A PRO

Have you ever been unsure of which fork to use at a formal business dinner? Table manners are the foremost visible sign of good manners and make a definitive favourable impression. There are observable signs of table manners and code of conduct that is deemed upon in a professional or casual environment. The need for Dining/Table etiquette arises from basic difference in dining practices followed not only in different parts of the world but India as well. This clinic helps you solve all those inhibitions about dining!

# WORKSHOPS AND SEMINARS



With a sole aim of providing our Individual private services to more than two people at a time, we can package each service into workshops worth 4-5 hours.

Workshops is a fun medium to learn and engage in activities related to image. Each of the private services can be clubbed with each other to form a workshop or seminar. Workshops involves the consultant to use mediums of presentation and demonstration.

Following are topics that we can cover with our workshops.

## A. INTRODUCTION TO IMAGE MANAGEMENT :

This workshop talks about What Image Management is all about!. Your question related to your Image and how much can you alter or enhance your Image to the job at hand. We cover following important topics.

1. Universal Effects of Image
2. Communicating best with Image
3. Benefits of a Professional Image

## B. POWER OF PERSONAL APPEARANCE :

Various signals and messages are unwillingly given to others based on your clothing preferences. A powerful personal appearance, not only assures a good first impression but also, is a formative step in any given field. In the workshop we talk about

1. How Clothing Matters
2. Clothing used as a resource
3. Image Cycle.

## C. DRESSING APPROPRIATE – BODY SHAPE & TYPE :

Dressing Appropriately is a fundamental for your Image and your attractiveness. One must understand the various dynamics related to one's Body Shape and how to dress it accordingly. In this workshop we talk about

1. Your personal Body Shape
2. Art of dressing as per Body Shapes
3. Understanding your Body Type and its variations

## D. PERSONAL STYLE (WOMAN) – BODY SHAPE AND TYPE

Every Body Shape comes with its variations. One needs to understand the agenda of countering and repeating their respective body shapes to enhance their personal appearance. In this module you shall gain knowledge on.

1. Understanding various Body Shapes
2. Determine the art of countering or repeating techniques
3. Deciding what shape suits you

## E. PERSONAL STYLE (MEN) – BODY SHAPE AND TYPE :

The clothes he wears and how well they fit him defines a gentleman. We go into the details of how well you can work with your body frame, and how well can you enhance or alter it.

1. Best Suit fittings- design details
2. Understanding your Body Frame and working with it
3. Power Scale

## F. DECODING COLOUR HARMONY :

You can wear virtually any colour under the sun. The question is how and what colour to choose from and why. As you start experimenting with colours, you shall learn that it's not only the colour that you wear, but the colour in combination that makes the difference. In this workshop you shall gain awareness on.

1. The concept of colour and harmony
2. Concept of Neutrals and accent colours
3. Individual Colour appropriateness

## G. WARDROBE EVALUATION – CLUSTER CONCEPT :

Ever had that moment where you stood in front of the wardrobe and felt you have nothing new to wear or fail to understand what colour goes with what.

Well, after decoding the colour harmony workshop this should be like a cake walk. All you have to understand is the concept of clustering ( a series of 5-8 pieces that you can combine well with each other).

## H. DINING LIKE A PRO :

When all four elements like the cutlery, the table layout, the wine and the service happen in equal measures, it makes for a Pro Diner. People often judge you by your ease at the dining table in a restaurant. In this workshop you will learn how an appropriate image can extend to dining as well. You shall gain understanding on.

1. Appropriate Table Layout (American/ Continental)
2. Appropriate use of cutlery, and chopsticks
3. Dining Etiquettes for Business Dinners

## I. MAKE UP FOR WORKING WOMAN :

An important aspect to dressing sharp is efficient application of makeup. In this module we will teach you grooming and the art of using corrective makeup, to look sharp and at ease in your organization and its professional environment. This combined with Hair care with our in-house Hair and Makeup Professional Mona Lall of Clipping's shall enrich you with subtle style and natural prospects of Makeup and Hair Care.

*“PRESENTING YOURSELF IN THE BEST POSSIBLE LIGHT WHETHER YOU’RE DRESSED FOR A RELAXED OR FORMAL ENVIRONMENT, CAN HELP BOOST YOUR CONFIDENCE” - MARC CENEDELLA, CEO LADDER.COM*



*“ITS TIME TO HIRE AN IMAGE CONSULTANT WHEN YOU WANT YOUR COLLEAGUES AND ASSOCIATES TO REFLECT A PROFESSIONAL IMAGE , ONE THAT WILL GIVE THEM A COMPLETIVE EDGE.”*

We at Styl.Inc customize our seminar programmes according to your Business environment, and Professional needs and requirements. We have a full range of topics based on Image related educational training and services that would be essential and fit the bill for your organization, or association for small groups or large gatherings.

As Styl.Inc Image Consultants we emphasize on the importance of Image in the workplace and how authentic, appropriate and attractive image is the key to success. We can guide you in the direction of building a successful platform that is Image and Company specific as per dress codes and image improvement.

You can choose from the following topics, or customize your needs suiting you or your company.

## Featured Program/Seminar Topic:

*“Image Advantage”*, a most timely program for professionals at all levels, describing business casual dress code in detail.

### 1. Introduction to Image Management

- a. What is Image Management? How can it help me!
- b. Power of Personal Appearance
- c. Impact of Image
- d. The Low down on Dressing Down

### 2. Cashing in on Dressing Up

- a. Universal effects of Image
- b. Identifying needs for a Professional Image
- c. Benefits of a Professional Image
- d. Image Stereotypes

### 3. Introduction to the International Style Scale

- a. International Style Scale<sup>©</sup>
- b. Style Scale adaptation to Company
- c. Solutions to Casual Image Issues

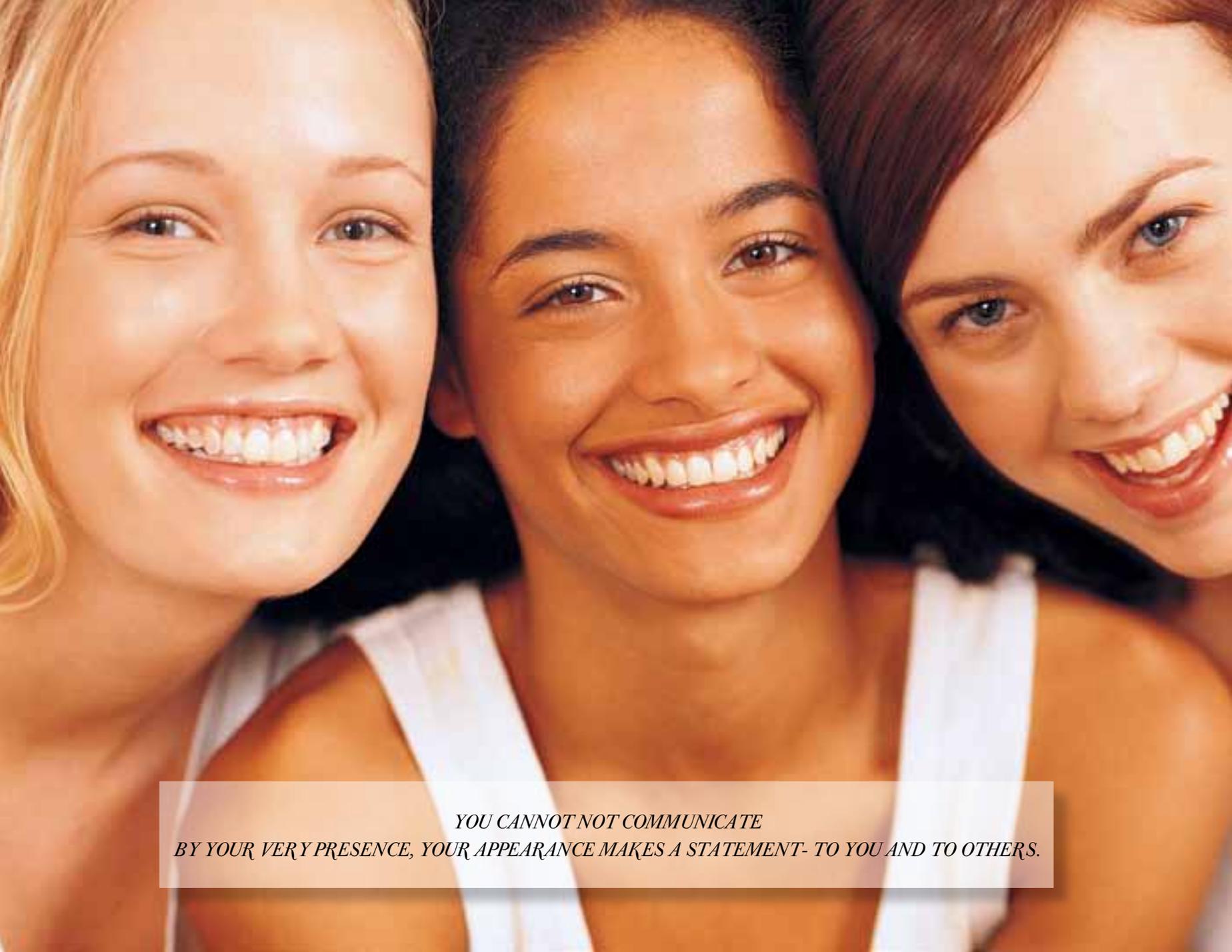
### 4. Concepts of Dressing Sharp – Body Types and Variations

### 5. Corporate Etiquettes

Professionals are often judged by their manners and behavioural skills. This Seminar offers more than just the general etiquettes, like protocols for certain situations and most importantly, net-etiquettes.

### 6. Business Dining

Often wondered if the fork you picked is appropriate for the particular food, or what not to order at a Business Dinner, that will end up diverting you from the more serious issue at hand! All this and many more topics including seating arrangements etc. are taken into account in this seminar.



*YOU CANNOT NOT COMMUNICATE  
BY YOUR VERY PRESENCE, YOUR APPEARANCE MAKES A STATEMENT- TO YOU AND TO OTHERS.*

## ADDITIONAL SERVICES OFFERED BY STYLINC IMAGE CONSULTANTS

1. Image Consulting for Teachers and Students
2. Image Consulting for All Age Groups inclusive of children aged 10-18yrs
3. Image Management for Students in Business and Management Colleges before placements

We also offer,

1. Fashion Styling : Print and Visual Merchandising
2. Fashion Buying : For Stores and Online Marketing
3. Graphic Designing : Brand Identity Development, Print Collateral and Web Designing
4. Soft Skill Development : Diction, Elocution, and Voice modulation.
5. Cooking Skills for Bridal Clients



*Education Affiliation*



*Sponsors/ Parent Company*

STYLINC IMAGE MANAGEMENT CONSULTANTS

STUDIO & WORKPLACE : 10/43 West Punjabi Bagh. New Delhi- 110026.

E : [info@styl-inc.com](mailto:info@styl-inc.com), W : [www.styl-inc.com](http://www.styl-inc.com), T : 011 46462260, M : 9871475340