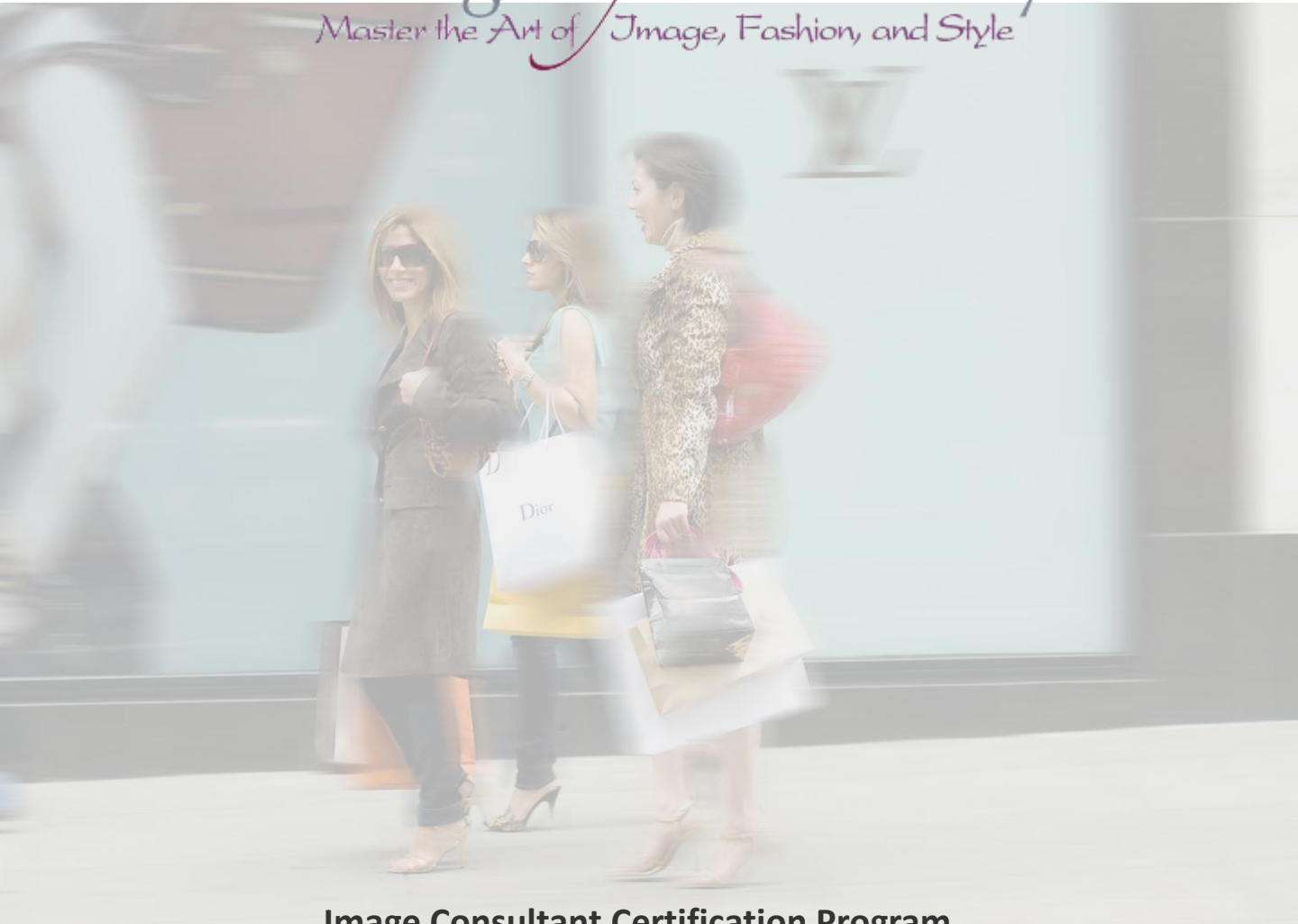


# Sterling *Style* Academy™

*Master the Art of Image, Fashion, and Style*



## **Image Consultant Certification Program**

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Sterling *Style* Academy  
*Master the Art of Image, Fashion, and Style*



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## About Sterling Style Academy

- ◆ **The Sterling Style Academy**, the image consultant training division of Global Image Group, is an internationally recognized leader in preparing men and women for success in the image, fashion and style industries. Upon completing the Sterling Style Academy image consultant training program, our graduates are certified and prepared to become successful fashion consultants, style consultants, image consultants, fashion stylists, personal stylists and personal shoppers.
- ◆ Our academy is committed to providing the most comprehensive image consultant training program worldwide. We have invested years in developing the highest caliber of universally accepted, contemporary quality curriculum - aligning the technical and practical aspects of style with your unique creative abilities.
- ◆ Join the elite group of Sterling Style Academy Certified Image Consultants from more than 40 different countries. If you are passionate about pursuing your dreams of becoming an image consultant, personal stylist or personal shopper, we encourage you to review our prospectus and take your next step toward achieving your goals.
- ◆ Apply to the Sterling Style Academy today and be on your way to becoming a top-notch, certified image consultant.





## About Michelle T. Sterling, AICI



Michelle T. Sterling, AICI  
Image Consultant

“Makeover Maven”

“Sensational Stylist”

“Etiquette Expert”

“World-Class  
Professional Shopper”

- ◆ Michelle T. Sterling, AICI is the Founder and Training Director of the Sterling Style Academy, the internationally recognized image consultant training and development division of Global Image Group. She is an award-winning entrepreneur equipped with over 15 years of experience in the finance, retail, fashion, and style industries. Ms. Sterling’s inside knowledge of the corporate world as an investment banker with Banc of America Securities and her affiliations with several fashion houses, such as Giorgio Armani and Cartier, give her unique insight and advantage in the fashion, luxury, and image management consulting profession. Over the years Ms. Sterling has been recognized as a top-notch, international image consultant, personal stylist and personal shopper by her prestigious network of clients and by luxury brand professionals who span the globe from New York, London, Dubai and Hong Kong.
- ◆ Ms. Sterling is a Certified Image Consultant through the Association of Image Consultants International (AICI). She was formally trained in image, color, style, etiquette, communication and relationship management by several recognized Certified Image Masters of AICI. Ms. Sterling received her Bachelor of Arts in French and Spanish from Wellesley College. She is also a graduate of the Dale Carnegie Performance Training program and the Protocol School of Washington. She is the author of eight educational training books, DVDs, and CDs as well as co-author of the book, *Success Simplified*, with Stephen Covey.
- ◆ Ms. Sterling is frequently quoted and asked to speak and write articles as an authority in the fashion and image industry. Newsweek, MSNBC, Fox News, Inside Edition, ABS CBN, Bravo TV, VH1 have called upon Ms. Sterling’s expertise as it relates to image, fashion, style, etiquette, dating, and communication. Ms. Sterling has been featured in many media worldwide such as: Associated Press, Men’s Health Magazine, Women’s Health Magazine, Details Magazine, The New York Post, Los Angeles Times, Chicago Tribune, Houston Chronicle, Friday Magazine – Gulf News Dubai, BBC London, Bloomberg, Business Week, Forbes, USA Today, The Wall Street Journal in the U.S. and Asia, CNN London, Marie Claire Magazine UK, and InStyle Magazine UK.



## Why The Sterling Style Academy

- ◆ At the Sterling Style Academy, our goals are to educate you on the technical aspects of style and give you the tools you need to become a successful image consultant while enabling you to incorporate your own creativity and personality into the consultation process. Every image consultant possesses unique attributes that contribute to their success. Let us reveal your assets and help you harness your skill sets to launch a profitable business.
- ◆ We offer 3 day, 2.5 week, 4 week, online, and advanced level 5-day corporate image certification programs to prepare students for successful careers in the image, fashion and style industries. With multiple certification opportunities, we encourage you to select the class that best fits your professional needs.



### ◆ What Are The Benefits?

- Our comprehensive, top-notch curriculum focuses on providing the highest level of training and tools you need to become a skilled industry professional.
- Our program addresses the emotional intelligence required to effectively manage the client's aesthetic and psychological needs as well as their expectations.
- The Academy's renowned faculty is among the most experienced in the industry and currently works with A-Level executives, celebrities and high-profile clients.
- Our international campuses are located in seven of the world's most exciting fashion and business capitals.
- Our culturally diversified students hone their skills in creative expression, critical analysis, effective decision-making and communication.
- Training with fellow students builds your confidence while developing your people and styling skills in an interactive environment that engages your learning style to ensure understanding and practical application.
- Graduates of the Sterling Style Academy immediately earn credentials and are authorized to use the Sterling Style Academy Certified Image Consultant logo in their business literature.
- Graduates gain access to the Sterling Style Academy Alumni Network giving you the opportunity to build professional relationships with peers worldwide.



## Who Should Attend

- **Individuals eager to launch a career in the image consultant, personal styling and personal shopping industries**
- Individuals, professionals and executives with no prior fashion experience
- Students enrolled in or recently graduated from fashion and cosmetology schools
- Men and women seeking career transition
- Recent college graduates
- Entry-level to middle-management career professionals
- Individuals seeking to pioneer the image consultant industries in their respective countries
- Public relations and media trainers
- Fashion industry professionals
- Celebrity and on-set wardrobe stylists
- Image consultants
- Career counselors, advisors, and life coaches
- Retail professionals and personal shoppers
- Makeup artists and hair stylists
- Etiquette and protocol consultants
- Corporate training facilitators
- Corporate, hospitality, and academic trainers
- International and cross-cultural business consultants
- Concierge and VIP service providers





## What Are The Benefits



- ◆ **Learn from experts with international on-the-job experience to gain an understanding of the image consulting business as it pertains to personal styling, wardrobe consulting and personal shopping.** Learn how to coach individuals and corporations on the importance of image management in order to gain a competitive advantage in the corporate and international worlds of business and fashion.
- ◆ You will be trained and certified as an Image Consultant, Personal Stylist and Personal Shopper and licensed to present The Sterling Style Academy's Certified Image Consultant materials to your clients.
- ◆ Authorization and permission to reprint the workbooks and support material is granted to each graduate.
- ◆ The Sterling Style Academy's CD-ROMs, DVDs and illustrative workbooks are developed to meet the needs of our certified image consultants and their clients.
- ◆ You will receive training videos on how to conduct one-on-one coaching sessions and effectively work with your clients from the closet to the dressing room.
- ◆ Our program also helps you to market your skills, develop your public relations expertise, and hone your dynamic coaching and presentation skills.



# Learning Tools

Students learn the skills for launching professional careers in the image, fashion and style industries by training with the highest level of curriculum to ensure consistent results.

Each student is provided with the following educational tools:



- The Sterling Style Academy Training Manual
  - Outlines the curriculum in an easy to follow format in which students may insert notes and important information.
- Digital Manuals, Audio CDs and DVDs
  - Designed for frequent access and review until you have fully grasped the key aspects of the program.
- Interactive Exercises and Case Studies
  - Our assignments are developed on a step incremental learning basis to provide you with valuable tools and the opportunity to build an impressive portfolio to use upon completion of the course.
- Mentoring
  - Our trainers are available to you by email or phone to help you achieve your fullest potential.
- 360 Feedback Reports
  - You will receive a detailed report highlighting your strengths and weaknesses - providing you with valuable advice on how to further develop and improve your skill sets.
- The Sterling Style Academy Alumni Network
  - Access your future worldwide peer network of Sterling Style Academy Alumni. Share best business practices, expand your global network, and increase your earnings potential.
- These learning tools are provided to our students to achieve standards of excellence that produce unparalleled results and consistently higher quality work.





## Career Opportunities

If you love fashion, are eager to help others, and are looking for career flexibility, this is the training program and career for you. Image consultants often launch their own businesses to work with individual or corporate clients. Others seek employment as personal shoppers within large department stores, fashion houses or high-end boutiques. Image consultants are often sought out by media and publishing houses.

### ◆ Training will also enhance career growth in the following industries:

- Advertising, Public Relations and Marketing
- Visual communications and Multi-media services
- Retail and Department Store Management
- Fashion Buying
- Concierge and VIP Services
- Boutique or Specialty Store Owners and Management
- Fashion Design and Visual Merchandising
- Human Resources
- Talent Recruiting and Executive Training
- Dating and Relationship Consulting





# Post Graduate Opportunities and Accreditation

## AICI First Level Certification (AICI FLC)



- ◆ Graduates of the Sterling Style Academy are fully equipped with the necessary knowledge and skills needed to pass the AICI First Level Certification Exam. At this level, AICI FLC certifies that you have achieved certain standards in the image consulting industry and that you keep abreast of current thinking and technical knowledge. A consultant whose AICI FLC Application is accepted may write “AICI FLC” after his/her name.

## Global Image Group



- ◆ Upon graduation, an invitation into the Sterling Style Academy Apprentice Program grants you access to work among a select group of globally diversified image consultants who are part of the internationally recognized brand, Global Image Group. Established by Michelle T. Sterling, Global Image Group has been providing individual and corporate image expertise for over 15 years to clients worldwide. They are a full-service consulting firm, specializing in helping clients develop a strong first impression and brand identity, through wardrobe and image development, communication, etiquette and protocol skills.

## ASTD



- ◆ As a member of the American Society for Training and Development, the Sterling Style Academy certification program applies the techniques and best business practices adopted by successful businesses to develop a unique set of systems for delivering our educational training program. Our time tested systems have proven to be effective and this is why our students consistently achieve the high standards required by the industry. Our courses are structured to meet the standards and requirements defined by educational organizations and professional associations worldwide.



## Image Consultant Certification Programs

The Sterling Style Academy's image consultant certification programs are developed with one goal in mind — to provide our students with the training and tools necessary to be successful, top-notch image consultants, personal stylists and personal shoppers. Our experienced trainers attract strong students and result in quality graduates.

◆ **The Sterling Style Academy offers seven different types of certification programs:**

- 3-Day Short Certification Program
- 2.5 Week Certification Program
- The World Traveler Program
- 4 Week Certification Program
- Online Certification Program
- Corporate Image Certification Program
- The Apprentice Program



◆ Students enrolled in the 2.5 Week, World Traveler, 4 Week, or Online Certification Programs receive and train with the same professionally-designed course curriculum. In these programs, you will learn:

- How to analyze fashion, incorporate trends, and develop style
- The elements and principles of design as it pertains to style
- How to assess facial features and body types to create suitable wardrobes for your clients
- How to incorporate these elements into analyzing an individual's personal style
- How to develop a look specific to your client's personal style
- The elements and importance of wardrobe evaluation
- The principles behind closet organization and clothing care
- Effective shopping strategies and protocol
- The essential elements of effective communication skills and its non-verbal impact
- How to utilize these elements to improve your presentation and interpersonal communication skills
- How to develop your client's image to improve their overall presence

**The 2.5 Week, World Traveler, 4 Week, and Online training programs differ only in the amount of in-class practical application time and can not be altered or combined with each other. Should you wish to pursue an advance level course or have a desire to train executives and provide workshops and seminars to corporations, we encourage you to enroll into the Corporate Image Certification Program.**



## Image Consultant Certification Programs

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- ◆ **The 3-Day Short Certification Programs** are designed to get you started in the personal styling and personal shopping industry as the basis for this career begins with color analysis and fashion style evaluation and implementation. This program is offered year round in various cities worldwide.
  - Program Schedule: 10:00 a.m. – 4:30 p.m. with assignments to be completed in the evenings.
- ◆ **The 2.5 Week and World Traveler Certification Programs** are an intensive and accelerated program designed to meet the learning needs of working professionals and individuals with scheduling constraints. This program is offered year round in Miami, New York, Dubai, London, and Hong Kong.
  - Program Schedule: Weekdays, 10:00 a.m. – 4:30 p.m. with assignments to be completed in the evenings and on the weekends.
- ◆ **The 4 Week Certification Program** is a fully comprehensive program designed to meet the learning needs of individuals who absorb information through repetition and would like to receive more in-the-field training to build their confidence. This program is offered twice a year during the summer in London and New York. You may enroll in this course on a weekly basis; however most opt to participate in the entire four week program.
  - Program Schedule: Monday - Thursday, 10:00 a.m. – 4:30 p.m., Clinic: Friday, TBA with assignments to be completed in the evenings.
- ◆ **Our Online Image Consultant Certification Program** is designed for individuals worldwide who are unable to attend the in-class certification programs, need the freedom and flexibility to complete the program on their own schedule, and are able to learn and absorb information with limited supervision and interaction. If you are highly inquisitive or prefer hands-on training, we strongly advise you to attend our in-class programs.
- ◆ **Our Corporate Image Certification Program** is a 5-day program designed to meet the needs of a fast learner and / or busy professional eager to penetrate the corporate image management consulting world. There are no pre-requisites to enroll into this class. This course can be taken alone or combined with the 3-Day, 2.5 Week, World Traveler, 4 Week, or Online course.
  - Program Schedule: Weekdays, 10:00 a.m. – 5:00 p.m.
- ◆ **The Apprentice Program** is a 5-day program offered by invitation only to Sterling Style Academy graduates of the 2.5 Week, World Traveler, and 4 Week certification programs who successfully demonstrate good interpersonal skills and sound theoretical and styling abilities. The goal of this program is to position you to become part of the elite team of globally diversified image consultants for the internationally recognized image consultancy, Global Image Group. **Those who complete the Online Certification Program and the Corporate Image Certification Program are eligible to attend this program.**



# Sterling Style Academy Course Curriculum

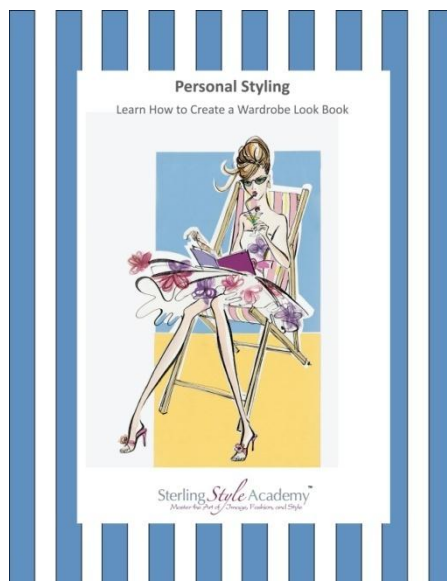
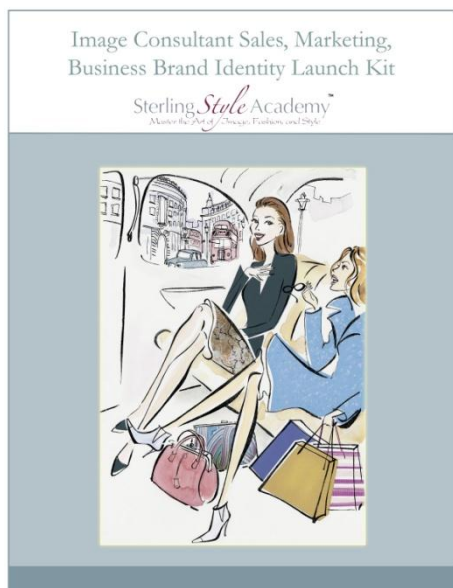
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- ◆ **The Sterling Style Academy's course curriculum for the 2.5 Week, World Traveler, or 4 Week Certification programs prepares you for success in the exciting, fast-growing, and profitable industries of image, fashion and style consulting.** In addition to receiving our top-notch curriculum, our training and certification program provides you with the Sterling Style Academy Personal Style Evaluation Assessment Tool and Client Consultation Book to ensure success when performing your consultations. The training is conducted by image and communication experts who provide you with interactive exercises, coaching instruction, and in-the-field training to increase your marketability within the industry.
  
- ◆ **The Sterling Style Academy Course Curriculum Will Teach You:**
  - **Style - How to Define and Refine It:** Through learning the elements and principles of design — line, shape, color, texture and pattern — as well as examining past, present, and future fashion trends, you will learn how to define and refine an individual's personal style. This section focuses on the theories behind personal style and how to properly execute a style and color consultation for men and women through specific case studies and scenarios.
  
  - **Image - How to Analyze and Enhance it:** This section focuses on analyzing male and female body types and facial features. You will discover how to make recommendations on hair, makeup, skin-care and nutrition – learning how to emphasize or counter certain body and facial features to look and feel your best from the inside out.
  
  - **Wardrobe - How to Evaluate and Regulate a Closet:** This section focuses on how to conduct a wardrobe evaluation, paying careful attention to the needs and concerns of the client and their relationship and values to clothing. You will learn how to assess, discard, and replenish your client's wardrobe – making it cohesive and manageable through proper organization and clothing care.
  
  - **Personal Shopping – How to Perform a Makeover:** You will also discover the tricks of the trade regarding personal shopping and how to maximize your earnings potential with every client. This section will give you an opportunity to makeover an individual by first assessing their personal style, examining their wardrobe and taking your client personal shopping. During the makeover process you will take photographs of the clothing you have selected for your client, incorporating the elements and principles of design.



# Sterling Style Academy Course Curriculum

- Marketing, Public Relations, and Promotion:** This segment helps you define your strengths as a consultant, identify your niche and target market, and create your personal brand identity. You will craft your professional bio, write a press release and deliver a 30-second introduction. We will also discuss how to develop a media kit and a business plan that personifies your abilities.
- Professional Etiquette and Communication Builds Credibility:** This segment discusses how to establish yourself as an expert through proper professional etiquette and protocol. You will learn how to present and deliver a corporate seminar. We will discuss key techniques for successful public speaking and how to develop your sales pitch.
- The Wardrobe Book and Final Presentation:** You will create your client's signature style portfolio comprised of looks developed during the makeover process. Each student will present their wardrobe book, professional bio, press release, sales pitch, and 30-second introduction to the class for final evaluation. These steps are required to become a Sterling Style Academy Certified Image Consultant and to be considered for The Apprentice Program.





## Online Certification Program

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- ◆ **Sterling Style Academy's Online Image Consultant Certification Program** is a self-paced and intensive educational experience that can be completed anytime, anyplace, and anywhere in the world with a personal computer and an Internet connection. Our online certification program provides the flexibility you need to complete the course, usually within a six to twelve month time frame or as your schedule permits.
- ◆ In order to receive Sterling Style Academy certification through the online program, you must complete all modules, the final project and conference call evaluation. Fashion industry professionals may choose to simply brush-up on their styling skills by enrolling in any number of modules that suit their professional needs.

### How It Works

- ◆ At the Sterling Style Academy, we provide a virtual classroom environment through our password-protected eLearning site where students are able to review the learning modules, watch video tutorials, complete interactive exercises, receive assignments, communicate with instructors and classmates, and access our tech support via email. Our online image consultant training program integrates the material taught during the in-class courses in the form of interactive learning modules and video.
- ◆ Upon registering for the online course, you will receive a welcome packet complete with an outline of the online course agenda and syllabus as well as access to your first learning module.
- ◆ At the end of each learning module, you will need to complete the review questions, interactive exercises, or an individual project and submit it via email to your instructor. Upon review and successful completion, you will be granted access to the next learning module.
- ◆ Students are recommended to post comments onto the discussion board to engage each other in the learning process, provide feedback, and post their candid opinions. Our course and message board are monitored by knowledgeable industry expert instructors who teach this course in the classroom. Instructors are virtually available via email and the message board throughout your eLearning experience to provide you with answers to your questions.



# Online Certification Program

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- ◆ Once you have completed all the learning modules, you will present your final project to your instructor via a 2.5-hour telephone conference call, in which you will need access to the Internet access and Microsoft Office programs. The final project encompasses your understanding of all the material and includes your wardrobe book, professional bio, press release, sales pitch, and 30-second introduction. During this conference call you will also be able to address any further questions regarding the material learned, the industry and launching your own business. Upon determination of successful completion by your instructor, you will become a Sterling Style Academy Certified Image Consultant.

## Technical Requirements

- Personal computer with a high-speed Internet connection
- Proficiency in Microsoft Word, PowerPoint and Adobe Acrobat
- Email address.
  - We recommend opening a GMAIL account to
    - ◆ transmit large files
    - ◆ check frequently for messages from your instructor and classmates
      - AOL accounts conflict with our servers
- Ability to navigate the World Wide Web, and download email and web attachments
- Digital camera and ability to upload photos to your computer and the Internet





## Corporate Image Certification Program

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- ◆ **The Sterling Style Academy Corporate Image Certification Program prepares graduates to work with top level executives, human resource directors, corporate trainers and various levels of corporate management to provide expertise and services in Executive Presence development, Business Etiquette and Corporate Communication skills.** Our graduates are educated to position themselves as industry experts. Graduates not only learn the theories behind image management for the corporate environment, but they also acquire invaluable business and marketing skills to strategically position themselves within their chosen markets. Sterling Style Academy Certified Image Consultants are licensed to utilize our industry-proven, copyrighted style evaluation tools, training manuals, and the Sterling Style Academy Certified Image Consultant Logo. Students of our online course who also complete the Corporate Image Certification Program may be eligible to enroll in the invitation-only Apprentice Program to become a member of the elite team of Global Image Group Consultants.
  
- ◆ **The 5 Day Corporate Image Certification Program** is a fully comprehensive program designed to meet the learning needs of working professionals in a rigorous training environment. In this program, you will learn the following:
  - **Professional Degrees of Dress for Men and Women.** Learn to identify the difference between corporate and business casual attire and how to appropriately dress your clients according to their career and environment.
  - **Color.** Learn the theories behind color and how to apply these theories to enhance your clients' personal colorings.
  - **Body Analysis for Men and Women.** Learn to identify various body types and facial features to determine the ideal wardrobe application to highlight or conceal those features.
  - **Fashion Styles for Men and Women.** Learn to identify the various fashion styles and how to incorporate these principles to your clients' wardrobe.
  - **Cluster and Capsule Concept.** Learn the art of clothing selection and coordination and how to apply it to your clients' roles, lifestyle and goals.
  - **Corporate Image Seminars.** Learn how to apply the theories discovered in class to effectively conduct an individual corporate consultation or seminar to develop your clients' image and improve their overall executive presence.
  - **Corporate Communication Style Development.** Perfect your verbal and non-verbal communication skills and learn how to apply these techniques toward training your clients. Learn how to devise and deliver the appropriate message through audience analysis.
  - **Business Building.** Learn to develop industry-proven tools and techniques to build your image consulting business.



## The Apprentice Program

The Apprentice Program is a one-on-one training program that further develops Sterling Style Academy Certified Image Consultants to join the international team of Global Image Group Consultants. Those invited to enroll are not only trained on the privileged information regarding Global Image Group's specific client services and corporate sales and marketing strategies, but each Apprentice also receives licensed consultation and marketing materials backed by the power of the Global Image Group brand.

The Apprentice Program provides you with a complete Consultant Launch Kit including:

- Company Letterhead and Stationary
- Business Cards
- Promotional Brochures and Post Cards
- Fully Developed, Multi-Page Media Kit
- Global Image Group Consultant Website Development

During this program you will also receive further training on specific areas of development as it pertains to you.

- Program Schedule: Monday - Friday, 10:00am – 6pm





# Training Dates, Locations & Tuition Fees

## 3 Day Short Certification Program—2012

- ◆ **Manila** :: February 1 – 3
- ◆ **Sydney** :: February 7 – 9
- ◆ **Jakarta** :: February 13 – 15
- ◆ **Hong Kong** :: February 23 - 25
  - Registration Deadline: December 21, 2011

- ◆ **Dubai** :: April 11 – 13
- ◆ **Mumbai** :: April 16 – 18
  - Registration Deadline: February 7, 2012

- ◆ **New York** :: May 10 - 12
  - Registration Deadline: March 21, 2012
- ◆ **London** :: June 21 – 23
  - Registration Deadline: May 2, 2012

- ◆ **Mexico City** :: September 12 - 14
- ◆ **São Paulo** :: September 17 – 19
- ◆ **New York** :: September 21 – 23
  - Registration Deadline: August 1, 2012

- ◆ **San Francisco** :: October 8 – 10
  - Registration Deadline: August 30, 2012
- ◆ **Dubai** :: October 31 - November 2
  - Registration Deadline: September 5, 2012



**New Delhi** :: November 25 - 27

**Johannesburg** :: December 1 - 3  
Registration Deadline: October 1

**Manila** :: December 19 - 21  
Registration Deadline: October 30

**Tuition Fee: USD \$2497**



## Training Dates, Locations & Tuition Fees

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When investing your time and money into your education, be sure to select a program that will give you the practical skills and the knowledge you need to be recognized professionally as well as technically.

### 2.5 Week Certification Program—2012

#### ◆ Miami :: January 4 – 20

- Registration Deadline: November 16, 2011
- Tuition Fee: USD \$7497

#### ◆Dubai :: March 20 – April 5

- Registration Deadline: February 7
- Tuition Fee: USD \$9947

#### ◆New York :: May 7 - 23

- Registration Deadline: March 21
- Tuition Fee: USD \$7497

#### ◆Miami :: October 3 – 19

- Registration Deadline: September 5, 2012
- Tuition Fee: USD \$7497

#### ◆Dubai :: October 28 – November 13

- Registration Deadline: September 5
- Tuition Fee: USD \$9947





# Training Dates, Locations & Tuition Fees

When investing your time and money into your education, be sure to select a program that will give you the practical skills and the knowledge you need to be recognized professionally as well as technically.

## 2.5 Week World Traveler Certification Program - 2012

### The World Traveler Program™ Session I

#### ◆ Hong Kong :: February 20 - 29, 2012

- Registration Deadline: December 21, 2011
- Tuition Fee: USD \$6247



#### ◆ Dubai :: October 28 – November 6, 2012

- Registration Deadline: September 5, 2012
- Tuition Fee: USD \$6247

### The World Traveler Program™ Session II

#### ◆ London :: July 5 - 11, 2012

- Registration Deadline: May 2, 2012
- Tuition Fee: USD \$4447



#### ◆ New York :: August 16 - 22, 2012

- Registration Deadline: June 13, 2012
- Tuition Fee: USD \$4447

◆ Save \$750 when you make a one-time investment and register for both Session I and II of The World Traveler Program for the all-inclusive value of \$9947.



## Training Dates, Locations & Tuition Fees

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### ◆ 4 Week Certification Program—2012

- London :: June 18 – July 13; Registration Deadline: May 2
  - Tuition Fee: USD \$9947
- New York :: July 30 – August 24; Registration Deadline: June 13
  - Tuition Fee: USD \$9947
- Enrollment per week: USD \$2747
  - Certification only granted upon completion of entire program

### ◆ Online Certification Program

- Students may enroll in the online certification program year round at their convenience. Registration for the online image consultant certification program is divided into two payment plans:
  - Pay-as-you-go enrollment for \$247 per module and \$847 for the final project, evaluation and Sterling Style Academy Certification.
  - Register for the complete online certification program in full for \$4247 for a savings of approximately \$1550 versus the pay-as-you-go method.

### ◆ Corporate Image Certification Program

- New York :: September 24 - 28
  - Registration Deadline: August 1
- Dubai :: November 18 - 22
  - Registration Deadline: September 5
- New Student Tuition Fee: USD \$5947
- Returning Student Tuition Fee: USD \$5247

### ◆ The Apprentice Program

- Enrollment dates for this program will be determined based on mutual availability
- San Francisco Tuition Fee: USD \$6457
- New York or Miami Tuition Fee: USD \$7957
- London, Sydney or Dubai Tuition Fee: USD \$9457



# Study In The World's Fashion & Business Capitals

Train to be a Certified Image Consultant with the Sterling Style Academy in the world's most exciting fashion and business capitals. Receive hands-on training in the most exclusive shopping destinations.

## ◆ Miami

### 2.5 Week Course in January and October



Can you think of a better location to train for a new career in January? Escape the gray winter chill and study to become a professional image consultant in one of the United States' most exotic cities!

Miami is home to thriving industries in entertainment, modeling and fashion. Trainees received in-class training at one of the most exclusive luxury hotels to open in Miami's South Beach in 2009, The Mondrian Hotel. Students train in the field of personal shopping at the upscale shopping areas of Bal Harbour, home to Neiman Marcus and Saks Fifth Avenue, and the Village of Merrick Park in Coral Gables, home to high-end designer boutiques. With tropical beaches, world class shopping and red carpet-worthy entertainment, graduates of Sterling Style Academy-Miami, are ready to work with the most discerning clients.

## ◆ New York

### 3 Day Short Course :: 2.5 Week Course in May :: 5 Day Corporate Course

### 2.5 Week World Traveler Course in August :: 4 Week Course in August



There is perhaps no location more perfect to study to become a top-notch image consultant than the international fashion capital of New York. Students train in Manhattan, the center of the fashion, modeling, finance, advertising and publication industries.

Bergdorf Goodman, Barneys NY, Saks Fifth Avenue, Bloomingdales and the best high-end boutiques are just steps away from the classroom. Students receive unparalleled hands-on and interactive training; and graduates from Sterling Style Academy- New York become recognized industry experts.



# Study In The World's Fashion & Business Capitals



## ◆ Sydney

### 3 Day Short Course in February

Sydney combines the best aspects of Australia into an internationally recognized city. From fashion to fine food, unparalleled natural beauty to world-famous architecture, Sydney is the ideal location for training. With a 14 billion dollar fashion industry and more than 2000 companies exporting fashion from Australia, uncover the hidden treasures that make Sydney one of the most popular travel destinations in the world.

Students of Sterling Style Academy-Sydney will study in the heart of the CBD - where fashion, business, and entertainment meet. They will graduate as Certified Image Consultants after experiencing hands-on training along famous shopping districts including George Street, Pitt Street, and Paddington.

## ◆ Hong Kong

### 3 Day Short Course in February

### 2.5 Week World Traveler Course in February

As one of the major fashion and cultural centers in all of Asia, Hong Kong is also the place where business gets done. It is home to A-level corporate executives and dedicated business professionals who all look the part.

Becoming a successful professional image consultant requires more than knowing the latest trends and shopping for different body types. Understanding what projects executive presence, an image of confidence and strong interpersonal skills are the key to closing trans-continental business transactions. Sterling Style Academy-Hong Kong merges corporate image consulting with personal styling on an international platform, preparing graduates to launch a career in the global business of style.







# Study In The World's Fashion & Business Capitals

## ◆ London

**3 Day Short Course in June**

**4 Week Course in June - July**

**2.5 Week World Traveler Course in July**

Along with New York, Paris and Milan, London is considered to be one of the major international centers for fashion, with an industry worth more than £40 billion. It has a long history in establishing new trends and turning out some of the world's hottest new designers. In 2009, London Fashion Week will celebrate its 25th year of runway excellence.

Students of Sterling Style Academy-London will study in the heart of the fashionable West End. They will graduate as Certified Image Consultants after experiencing hands-on training along famous shopping districts including Oxford Street, Bond Street, and Knightsbridge.



## ◆ Dubai

**2.5 Week World Traveler Course in March and November**

**3 Day Short Course :: 2.5 Week Course in April**

**3 Day Short Course :: 5 Day Corporate Image Course :: 2.5 Week Course in November**

Dubai is the global hotspot and Middle Eastern center for international tourism, entertainment, innovative real estate development, and yes, even fashion. Serving as the main crossroads between Asia, the Indian sub-continent, Africa and Europe, Dubai is arguably among the most rapidly expanding local economies on the globe.

The city celebrates wealth, luxury and abundance and even hosts a month-long yearly shopping festival. Students of Sterling Style Academy - Dubai will training at The Address Hotel Downtown adjacent to the magnificent Dubai Mall and Burj Khalifa. As Dubai is ideally positioned for attracting new and growing businesses, graduates from Sterling Style Academy- Dubai will launch their careers in image consulting with ease and confidence.





## Graduate Success Stories



### Yuuri Takano, Global Style

Japan's leading image consultant, Yuuri Takano, is an author, trainer and consultant to individuals and corporations in Tokyo and Japanese companies and expats in New York. Yuuri Takano has an English Literature degree from Meijigakuin University and received a certificate from Best College in image consulting in Tokyo. Her training with the Sterling Style Academy in New York combined with her solid styling skills make Yuuri sought out by celebrities, modeling agencies and corporations throughout Tokyo and Japan.



### Gabriela Garzon, G.G. Etiquette

Upon graduating from Sterling Style Academy Miami in January 2008, Ms. Garzon conducted her first corporate seminar within 2 weeks of graduation. She passed the AICI First Level Certification program in May 2008 and is now certified through both the Sterling Style Academy and the Association of Image Consultants International. She currently works with cross cultural executives and corporations in Miami and Venezuela.



### Linda Laymon, All Dolled Up

Formerly a CBS sales executive, Ms. Laymon provides fun shopping experiences in the New York area for the women of all ages. She passed the AICI First Level Certification program in May 2008 and is now certified through both the Sterling Style Academy and the Association of Image Consultants International.



### Helen M. MacGillivray, Miss Helen's Image Consulting

Helen MacGillivray, the founder of Miss Helen's Image Consulting, is a leading image consultant who works one-on-one with professionals, executives, entrepreneurs, authors, politicians and public speakers to help them refine their image and gain an understanding of the significant impact an effective image has in today's highly visual society. As an expert in advising individuals in personal style evaluations, wardrobe analysis and personal shopping she adds significant value to her clients lives by helping them save time, effort and money polishing their image. Along with her innate sense of style, Helen has her Bachelor in Business and Administration from Saint Francis Xavier University and went on to receive her professional accreditation from the Sterling Style Academy.



## Graduate Success Stories



### **Laura Rubeli, Laura Rubeli Image Consulting**

Graduate of New York 4 Week Course – August 2009, is an author, trainer, consultant, and public speaker. Laura has appeared nationally on radio and television, most notably Lifetime’s *The Balancing Act* and ABC’s *The Morning Blend*. She writes a quarterly column for *Las Vegas Woman Magazine* called “Fashion Fixations with Laura Rubeli”. Her tips and expertise have been featured in the *Las Vegas Review Journal*, *More Magazine*, *FitBeautiful Magazine*, and many more.



### **Ameriga Giannone, Ameriga Giannone Styling**

Since graduating from Sterling Style Academy’s 2.5 Week Miami Image Consultant Training Course in early 2010, Ameriga Giannone has established herself as the premiere image consultant, make up artist and hair stylist for South America with her own TV show. She is also a director for *Tu Closet*. Fluent in Italian, Spanish, English, Portuguese and Japanese, Ameriga has positioned herself as a worldwide image consultant with her Sterling Style Academy certification.



### **María Cristina Acquaroni, Style & Wardrobe Consulting**

A graduate of the January 2011 class in Miami, she was born in Guatemala from an Italian father and Spanish Mother. From a very young age Maria Cristina showed a strong interest for fashion and aesthetics thanks to the influence her grandmothers and her mother played in her life. Three very different women who always knew how to conduct themselves thru life with much style and grace. She’s passionate about arts, beauty and aesthetics, etiquette and good manners and of course the art of knowing how to dress in style. She studied fashion design at the *Istituto Marangoni* in Milan, Italy and also has a Bachelor in Business Administration. She has experience with make up, modeling and worked for 7 years as Creative Director of *Azahares*, a candle making company her mother started in the year 2000. Maria Cristina now works and lives in Guatemala, a country that has opened doors for her and to whom she owes a great part of her identity. Aside from working with private clients, she also has a weekly television segment called “*Style Sessions*” every Tuesday at 9:00am at Canal Antigua. She’s a personal shopper for two well-known Spanish franchises, *MANGO* and *Adolfo Dominguez*. She’s a guest columnist for *El Periódico*, a local newspaper. She’s a style consultant and personal shopper for *Oakland Mall*, one of Guatemala’s most prestigious shopping centers, and she’s been invited to teach at two of Guatemala’s fashion schools, *UNIS* and *LLatzer*.



## Frequently Asked Questions

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### ◆ Who should apply to the Academy?

The most successful Academy graduates have a passion for fashion, an eye for style, a need to express their creativity, and excellent people skills. They have a desire to be an image consultant, fashion consultant or personal shopper and help individuals be the best they can be. You do not need a portfolio to enroll.

### ◆ What type of certification do I receive from the Academy and how does it prepare me for a career in image consulting or personal shopping?

The Sterling Style Academy is a training program that prepares you to properly execute a makeover consultation as well as educates you on how to position yourself as an expert. As a graduate of the Sterling Style Academy, you will receive a certificate acknowledging successful completion of the program enabling you to begin your own consulting business or perhaps become a Global Image Group consultant. This program will also prepare you for AICI's first level certification program.

### ◆ Am I too young/too old to begin a career in image consulting?

Typically, our students have a college education and some corporate work experience, or are currently attending college. These men and women range in age from 18 – 55, with an average age of 25 – 40.

### ◆ What does my investment include?

You are enrolled in our training programs upon completing the registration form. Upon receipt of your registration form, we will send you a welcome package outlining the logistics of the training program, suggestions on where to stay, a detailed agenda, and much more. Your investment does not include air fare, transportation, personal expenses, school supplies or meals. Students should budget an additional US \$1000 per month.

### ◆ When and where will the courses be held?

You will receive a total of 27.5 credit hours per week, with full-day classes held Monday through Friday. Fridays are clinic days where you will be working independently with your classmates and the instructor may not be in session. Our training programs will be held at Global Image Group office locations worldwide unless otherwise noted in your welcome package. For detailed schedules, please view the courses page. We recommend individuals travel on Sunday, arrive by 5 p.m., and schedule their departure after 6 p.m. on the last day or for the following day.



## Frequently Asked Questions

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### ◆ Do we need to take the 4-Week Certification Program all at once?

No, as long as you take the weeks in order, you are welcome to attend our training programs to fit your schedule. However completion of all four weeks is necessary to receive certification.

### ◆ Do you offer Financial Aid, Loans, or Grants?

We do not offer financial aid, loans or grants. All tuition must be paid in full in prior to the commencement of all courses.

### ◆ What is the cancellation policy?

The Sterling Style Academy offers multiple training programs throughout the year. Therefore, if you are unable to attend due to illness, personal or professional commitments, or sudden obligations, you may transfer your enrollment to another date and location. We are unable to issue refunds for any reason.

The Sterling Style Academy reserves the right to cancel the course if the minimum number of participants is not met and will issue a full tuition refund or provide other training alternatives.

### ◆ Do I need a Visa?

Please check with your local embassy or passport agency. We generally recommend that you come into the United States on a tourist visa.

### ◆ What percentage of Sterling Style Academy graduates get invited into The Apprenticeship Program?

- ◆ There is no minimum or maximum number of students invited to take The Apprenticeship Program. As Global Image Group consultants represent the best in the industry, we typically extend invitations to approximately 15% of our graduates. The 4 week program in London and New York offers the most comprehensive and in-depth training and is ideal for international students. If you are unable to enroll in this course due to scheduling restrictions, we would suggest enrolling in the 2.5 week course. Both programs offer the same curriculum and certification and graduates are eligible for the by invitation only Apprenticeship Program.



# Program Registration Form

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## Sterling Style Academy Enrollment Form

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State Or Province: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Please enroll me into the following non-refundable training program:

#### On Location Certification Program

3-Day Short Certification Course \_\_\_\_\_ US\$2,497      2.5-Week Certification Miami \_\_\_\_\_ US\$7,497

2.5 Week Certification New York \_\_\_\_\_ US\$7,497      2.5-Week Certification Dubai \_\_\_\_\_ US\$9,947

World Traveler Program – Dubai \_\_\_\_\_ US\$6,247      World Traveler Program – London \_\_\_\_\_ US\$4,447

World Traveler Program – Hong Kong \_\_\_\_\_ US\$6,247      World Traveler Program – NY \_\_\_\_\_ US\$4,447

World Traveler Program – Session I and II \_\_\_\_\_ US\$9,947

4-Week Certification - New York \_\_\_\_\_ US\$9,947      4-Week Certification - London \_\_\_\_\_ US\$9,947

Corporate Image Certification \_\_\_\_\_ US\$5,947      Corporate (Returning Students) \_\_\_\_\_ US\$5,247

**Online Certification Program:** Pay-As-You-Go Per Module \_\_\_\_\_ US\$ 247

Final Exam & Project Call \_\_\_\_\_ US\$ 847      Complete Training Package \_\_\_\_\_ US\$4,247

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## Program Registration Form (continued)

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### Credit card information:

MC \_\_\_ Visa \_\_\_ AMEX \_\_\_ Discover \_\_\_ or Wire Transfer \_\_\_

Exact Name on  
Card: \_\_\_\_\_

Card No.: \_\_\_\_\_

VIN Code Number (3 or 4 digits): \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address:  
\_\_\_\_\_  
\_\_\_\_\_

Signature/Date:  
\_\_\_\_\_

I understand that the non-refundable tuition will secure my enrollment into the Sterling Style Academy training program of my choice.

Please complete both pages and fax to Sterling Style Academy at +1.888.616.4598.