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## **THE ASSOCIATION OF IMAGE CONSULTANTS INTERNATIONAL TORONTO CHAPTER CELEBRATES 10<sup>TH</sup> ANNIVERSARY**

The Toronto Chapter of the Association of Image Consultants International (AICI) is celebrating its 10<sup>th</sup> Anniversary with a Gala dinner dance on May 28<sup>th</sup>. The restaurant, Spoon 391 King Street West in the Toronto theatre district has been reserved for the special event, which starts with a cocktail reception at 7:00 P.M.

AICI is a professional image organization represented in 35 countries with headquarters in the United States. Donna Chevrier, AICI Canadian Liaison founded the Toronto Chapter in 1994. Chapter members hail from all GTA areas as well as Ottawa, Gatineau, Montreal, Kingston, London, Edmonton, Calgary, and Vancouver.

This Canadian group of skilled image consultants has been credited with implementing formal and casual wardrobe standards, and decoding the challenges of business etiquette and interpersonal skills for numerous multinational corporate employees in Canada and Internationally.

AICI membership encompasses various levels of expertise. Eleven years ago Donna Chevrier, AICI CIP was the only certified image professional in Canada. Now, ten AICI members have reached this level of expertise and Canada now boasts ten percent of the 100 internationally certified image professionals in the world.

The first qualifying level for professional status is achieved by passing a two hour written exam on the subjects of color theory, body typing, style assessment, wardrobe principles, proportion and scale, grooming, personal shopping, etiquette, body language, verbal communication, ethics, professional practises, business set-up, marketing and other issues unique to running an image business. Those passing the exam, earn the title, "AICI" used after their name and are eligible to prepare for Certified Image Professional, (CIP) status.

In Mexico, the AICI Area Liaison Victor Gordo has developed a curriculum approved by the Mexican Ministry of Education for an accredited Masters Degree in public image.

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