


# Inside Image

Summer 2008 Volume 7 Issue 4

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THE MEN'S ISSUE



Daniela Mastragostino

# PRESIDENT'S MESSAGE

*It's hard to believe my two-year presidential term is finished in July and that this is my last president's letter to you. I would like to thank all of those who have been a part of my board for their work and support throughout my term. I also thank the membership for standing behind me and lending your ideas and your wisdom – I will never forget this.*

It goes without saying that serving as chapter president has challenged me in many ways; I've learned that **leadership** constantly evolves and changes with people and situations, and is never

stagnant; I've learned to **focus** because focus and determination creates change – even if negativity or inaction is going on around me. I know that partnership can move mountains, and I've learned to position myself with those who share my vision not only to move forward but for spiritual growth as well.

I am blessed and honoured to have shared this time with all of you and I look forward to crossing paths again.

With much happiness and gratitude,

*Daniela Mastragostino*  
Chapter President  
AICI Canada/Toronto  
**Nové Image Consulting**



Leah Morrigan

# EDITOR'S MESSAGE

I have edited *Inside Image* since 2004 and what a great trip it's been - catering to the AICI Canada membership, managing our image through *Inside Image*, and attempting to constantly improve what I deliver to you all. All of this has been incredible for me as a writer and an editor and I would like to thank you, the membership, for sharing your stories and articles with me, the rest of the country, and the world!

Out of the last sixteen issues, my favourite editions have been **Philanthropy** (winter 2004) and **Compassion** (winter 2007) because we spotlighted how we reach out and make a difference to those less fortunate. The **Colour** issue (spring 2007) was not only fun for me to write for, but inspired the most membership submissions. **Body Image** (fall 2007) touched us all as women and the recent **Women's Issue** (spring 2008) introduced new writers and motivated so many of you to share your expertise and your stories to make a glorious edition.

I couldn't have done this work without the help of **Catherine Bell**, our wonderful resident etiquette columnist

– always a delight to read and edit. Hats off to past president, **Anne Sowden**, for extending a welcome to her board and encouraging editorial developments and improvements, thanks to our current president, **Daniela Mastragostino**, for allowing me to take control of *Inside Image's* creative direction, and **Angèle Desgagné** for coming through with interesting articles when newsletters were thin, submitting French items to include our French-speaking members, and for bringing **Lianne Côté** into the fold for newsletter layout and design.

I've taken it as far as I can, and I'm handing the reins over to our new national editor, **Porcia Blake** of Presence Image in Vancouver. Having a voice from B.C. will be a refreshing change of perspective for AICI Canada – best wishes to Porcia on her editorship!

It has been my pleasure to serve you. Enjoy my final edition, the Men's Issue!

*Leah Morrigan*  
Editor, *Inside Image*  
**Leah Morrigan Image Consulting for Men**

# CLEAR AS A BELL

## BUSINESS ETIQUETTE FOR MEN

*Over the past few years, many men have expressed confusion when it comes to interacting with women in business and social environments. Should a man pull out a chair for a woman to be seated at the boardroom table? What about at a business lunch where it can be considered a semi-social environment?*

Business settings are gender neutral. People of both genders at the same level within an organization should be considered equals and everyone, regardless of rank, should be treated with respect.

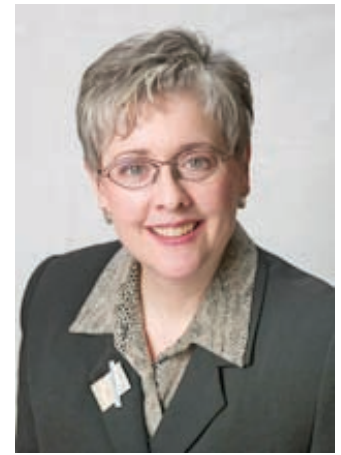
Another way to clarify situations is for a man to ask himself, "Would I pull out the chair to assist a man to be seated?" If the answer is negative, the rules of conduct become crystal clear. With the business lunch, even though sharing a meal is a social activity, if the purpose of the lunch is to further develop a business relationship, business etiquette applies. Of course if there is another agenda at play, this may turn the tables.

In business settings, men should not wait for a woman to initiate a handshake. Hands should meet web

to web with a firm, but not bone-crushing grip.

When a person enters your office for a meeting, regardless of gender, you should rise and come out from behind your desk to make the visitor feel welcome.

When performing introductions in a social context, a woman is considered more important than a man. In a business setting, the person's rank within the company is the key deciding factor. When a client is present, you should say the client's name first, because of course, a client always trumps a CEO!



*Catherine Bell, AICI, CIP  
Prime Impressions*



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# WHAT DO YOU DO WHEN YOU LIKE TO DRESS UP, BUT YOUR WORK ENVIRONMENT DOES NOT?

Angèle Desgagné,  
AICI CIP

A few weeks ago, a young male client started a new job for a major corporation. Focused on his new career and eager to make a good first impression, Sam dressed most days in suit and tie. He soon noticed his co-workers (and even the CEO) dressed more casually. Still preferring to wear a jacket, Sam asked me “How do I dress so I don’t look like I am trying too hard, or feel out of place and overdressed but still boost my confidence?”

Working in an office environment with a business casual dress code can be tricky. Corporate casualness is a sign of the changing times. In many companies, **business casual attire** is becoming the norm, replacing traditional business attire. According to *Women’s Wear Daily*, the bible of the apparel industry, “Business casual is the single most fundamental change in how people dress for the office since the 1970’s when women began wearing slacks to work.” Business casual offers more choices, but more choices create more confusion. And more confusion means a greater probability of making poor clothing choices.

## How is business casual defined?

Imagine a continuum of clothing styles with the traditional business suit on the left and jeans and t-shirt on the right. The look of the tailored and constructed suit provides formality, and projects **maximum credibility** and professionalism. Loose jeans and un-constructed T-shirt provides ease, allowing **maximum comfort** and personal creativity. Business casual is a blend of these two clothing styles, merging the professionalism of the traditional style with the comfort of the casual style.

For a professional yet comfortable look, always think business first, casual second. For example, choose a traditional style blazer made in a more casual fabric such as leather, denim or corduroy, or a looser style jacket made in a more traditional fabric such as wool gabardine.

**So what do you do when you like to dress up, but your work environment does not?** It is a well-known fact that we tend to dress up on Mondays, and dress down as the week goes on to finish with Casual Fridays. If you are the type of man like Sam, who enjoys wearing a suit, the following is a potential weekly scenario to help dress it down:

- **Monday:** Wear your suit with a medium coloured shirt and tie. Take off your jacket at the office for a more relaxed look ... you can always slip it on if needed.
- **Tuesday:** Leave the tie at home and wear the suit with a slightly darker or brighter shirt, but keep the shirt collar buttoned up for a more professional look.
- **Wednesday:** Get comfortable by wearing your suit with a mock neck or turtleneck sweater, in good quality cashmere, wool or wool and cotton blends. Try leather slip-on shoes instead of your usual brogues.
- **Thursday:** Wear your suit with a geometric print shirt left unbuttoned at the neck.
- **Casual Friday:** Wear a good quality golf shirt in a brighter colour, with a more casual pair of shoes.

**Business casual doesn’t mean looking sloppy.** Clean and press your clothes and be well-groomed at all times. Stains, rips and missing buttons, looking dishevelled or being unshaven will only erode your credibility. Business casual attire is not the same as the clothes you might wear lounging at home, the beach, exercising, or outdoor activities unless of course you happen to be a fitness instructor or a gardener by profession.

Your career is important, so do your homework and gather information, just like Sam, before making that important purchase decision. Hire an image professional to help you – the return on your investment is worth its weight in gold!

# A SHORT HISTORY OF THE SUIT

Menswear has scarcely changed since the mid-1800s, when the **sack suit** was introduced. This once baggy sack suit evolved into our contemporary tailored version, a wardrobe staple for business and formal wear. Though not subject to style changes as extreme as its forerunners, the modern suit is in eternal transition between changing lapel widths, jacket lengths, and two and four-button models.



The suit was born in the early 1500s, around the time of Henry VIII. The **doublet** was a padded garment with a front closure and tied-on sleeves made of stiff fabrics (velvets, brocades, silks), exaggerating the wearer's frame.

For a time, the doublet went by the name of **jerkin** (grrr-kin) and by 1635, changed into a more comfortable short, high-waisted coat made of lighter weight fabrics.

By 1720, the **coat**, now adorned with rows of decorative button holes, had grown to knee length and the sleeve cuffs had grown to enormity, but the basic cut remained the same: two fronts, two backs, two sleeves, and sometimes



a collar. By this time, the sleeve was now fitted into the garment, creating a smooth shoulder line.

During the 1740s, the **frock coat** took on fullness in the skirts, achieved by stiffened fabrics and shaping materials to hold the deep pleats in place.

With an elegant sweep, the **cut-away coat** with matching knee breeches (britchez) readily displayed a gent's fine waistcoat beneath by 1780. This style inspired the **tailcoats** of the 1800s.



During the 1850s, men's coats shortened for the first time in 200 years, and the **sack suit** was born. It was at first an unfitted Victorian ensemble that "a banker would wear to a picnic, and a cowboy or farmer would wear to church"\*, but grew into an everyday staple of men's wardrobes worldwide.

\*[www.lahacal.org/gentleman/sack.html](http://www.lahacal.org/gentleman/sack.html)

*Leah Morrison*

This article first appeared in *image inc.*, fall 2007.

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Angèle Desgagné, AICI CIP est la seule imagiste-conseil canadienne ayant obtenue son accréditation et titre de membre professionnel (CIP) de l'Association of Image Consultants International qui offre des services et formations en français et en anglais au Canada.

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# MEN, IF ONLY THEY KNEW

## MEN FASCINATE ME.

*I study them to understand what motivates them, sorting through their physiology, psychology, history, sociology, and anthropology. This way, I can advise them in a language they will understand and pay attention to.*

This article first appeared in the **Women's Post**, May 2008.

<http://www.womenspost.ca/news-commentary/men-if-only-they-knew>

Congratulations to *Shelley Brown*,  
VP Membership – our 2008  
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Congratulations to  
AICI Canada President,  
*Daniela Mastragostino*  
on her **CIP** designation!

Professionally, I consult men on their image; I help them step away from the crowd and realize their glorious potentials by showing unseen sides of themselves. I do this by tightening and polishing their appearance and bucking up their social and business graces so they can do things like get the promotion, get the girl, or get some respect. My work is *wonderful*.

But the longer I am in business, the more clearly do I see my biggest challenge: turning men onto the exciting possibility of a *different version of themselves*.

**Biology** is probably the biggest obstacle working against me in my quest to enlighten. In the womb, a foetus destined to be male is showered with testosterone, a hormone that to varying degrees enlarges the sex and aggression centres of the brain, while shrinking its communication, observation, and emotional processing centres.

Challenging nature was nearly impossible, so I decided instead to learn how to **communicate** with men. Abandoning my naturally expressive and descriptive feminine prose, I adopting a simple, efficient, logical Manspeak developed after years of research and hacking away with the editing machete.

*Fewer words. Facts. Figures. And make it compelling while you're at it.*

Through my **sociological** research, I have come to understand that men haven't been given the chance to explore who they *could* be, because society has told them all their lives who they *should* be. "Without our conscious knowledge or consent," says Sam Keen, a writer and philosopher specializing in male consciousness, "[men] have all been moulded by modern myths of war, work, and sex, and to be liberated, we must examine the myriad of informal ways our society tells men what is expected of them."

**Patriarchal intimidation** prevents modern man from feeling and expressing himself, and at the same time presses

him to perform the "manly" roles of Provider, Performer, and Protector. It saddens me to think that there is a good chance the guy taking on these roles was never asked who *he* really wanted to be.

A man recently revealed to me that ridicule follows the guy who strays from the uniform look of his peers. If the other guys like him, however, he'll be cautioned about his wardrobe gaffe "so he doesn't look like a jackass." But what if a guy really wants to put some stock in himself and wear something he looks and feels good in? Not only will the Boy's Club frown on this maverick behaviour, sectors of the garment industry will attempt to thwart his self-expression as well.

In *The Male Body*, feminist philosopher, Susan Bordo observes the "aggressively heterosexual" advertisements of clothing manufacturers like Dockers and Haggard that stress the utilitarian, conservative, no-brainer, non-fashion fashion of khakis for men. "In Haggard's world," she writes, "real guys don't choose clothing that will enhance the appearance of their bodies or display a sense of style; real guys just put on some 'stuff' to wear because they have to, it's socially required."

The final nail in the coffin of men's self-expression has been hammered in by media. Quoted in Bordo, ad agency maven David Altschiller explains: "In women's advertising, self-confidence is sexy. But if a man is self-confident – if he knows he is attractive and is beautifully dressed – then he's not a man anymore. He's a fop. He's effeminate."

With such a heavily oppressive lean on their freedom, it doesn't surprise me that men remain visually modest. However, I believe in the liberation of men's image and I continue my crusade because I believe that when men change their self-image, when they are free to be themselves, the more authentic and confident they will become, and the better we'll all be for it.

*Leah Morrigan*



## Architectural Form

Gentleman, boost your masculine appeal this season with new eyewear inspired by architectural form that blends sleek lines, textured patterns, and strong, contrasting titanium and plastic for a look of confidence and strength.

*Wendy Buchanan, Perceptions Eyewear*

## MEMBER SPOTLIGHTS SUMMER 2008

*Joanne Blake, AICI CIP* quoted in "Image Consultants are in Style" on April 4 for **Bridges Careers**, an online resource for young people and parents seeking career advice. April 15 saw Joanne on "Manners Revisited" on **Access Help TV**.

*Karen Brunger, AICI CIP* offered her opinions in "How to Choose the Right Tie for a Scandal" for **MR Magazine**, March 12. For **B Magazine**, she previewed spring 2008 in March and penned "Fashion Faux and Style No's" in April.

*Leah Morrison* interviewed on **PROUD FM**, the world's first GLBT commercial radio station March 11, discussing her men's image quarterly, **image inc.** From May 12 to June 18, Leah takes part in "Project Wigmore" on **PROUD FM**, transforming the image of station producer, Mark Wigmore, in time for Pride 2008. Her article, "Men, If They Only Knew" was published in the **Women's Post** online May 16.

*Christie Ressel* discussed preparation tips for job hunting in **Pulse Niagara**, Niagara's weekly alternative magazine, April 23, and appeared in "Big Money, Big Jobs", with the message of image equalling power in the workplace, plus interview etiquette on April 24 in **Echo Weekly**, the Tri-Cities' weekly alternative magazine, April 24.

*Anne Sowden, AICI CIP* appeared on **ET Canada**, March 19 to comment on Madonna and Guy Ritchie's body language. She was also quoted in the **Globe and Mail** on March 31 in "Power Players Pop White Collars".



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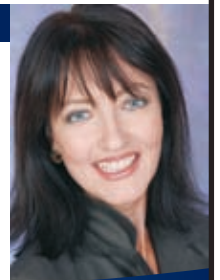
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### *Mission Statement*

*To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement. To set standards for the image industry that promote professionalism, credibility and recognition.*



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