

THE PSYCHOLOGY OF STYLE WITH IMAGE MASTER CARLA MATHIS

*February 2010 CEU Educational Event**

- worth 0.6 CEUs -

The Psychology of Style Course is packed with practical tools for understanding and choosing the messages that style can communicate. Recently featured as a workshop at the AICI 2009 Conference, this standing room only event generated a buzz amongst Image Consultants and Stylists in attendance who expressed interest in learning more.

Presenter



**Carla Mathis,
AICI CIM**

Carla Mathis, has been changing lives one body at a time for 30 years. Her ground breaking book, *The Triumph of Individual Style*, is taught at leading design schools around the country including FIT, FIDM, and Cornell, and her training courses are widely attended throughout the world. By pioneering and teaching the use of design as a powerful therapeutic tool over the last 30 years, Carla has helped thousands of people worldwide learn to appreciate their bodies, achieve new levels of self-acceptance, and look fabulous!

At the end of the session, participants will be able to:

Effectively communicate psychological effects in dress

Determine when, where, why and how to use different effects

Choose garments that communicate various psychological effects

Practice speaking language of encouragement for self and others

Practice speaking using art terms

Identify positive aspects of self from a new perspective

Practice client personality evaluation strategies

Discuss the value of color and style identification as a therapeutic tool for affirmation, one's sense of being, as well as for a healthy body and self-acceptance

Demonstrate the identification of clothing that communicates the particular quality of personality

**This educational event will be worth 0.6 CEUs. Attendees will create a list of what they have learned as a result of this course and complete an evaluation.*

Sat. Feb. 6, 2010
8:30 am – 5:00 pm

Hilton Markham
Suites

Toronto, Ontario
8500 Warden
Avenue, Markham,
L6G 1A5

Fee (lunch included)
\$195 Early Bird
(until Jan. 1, 2010)

\$235
(registration ends Feb.1)

RSVP by Feb. 1 to
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