

Image Consultant

Image consultants advise individuals and companies on all aspects of personal appearance, presentation and public speaking. They may also work within companies, helping individual employees and advising the company on issues such as its image and public relations.

The Work

You could be:

- meeting clients individually or in small groups to advise on the choice of clothes to suit their colouring, body shape and personality
- analysing clients' skin tone, hair and eye colour to decide which colours are best
- analysing body size and shape to decide on the most suitable patterns and textures of fabrics and style of clothes
- taking clients shopping and giving advice on the right clothes for particular occasions, both formal and casual
- advising clients on issues such as body language, social etiquette and cultural awareness
- helping clients to deliver presentations and speak in public
- writing feature articles in style magazines and company house journals
- advising companies on keeping their image up to date, company dress or uniform policy, presentations and business etiquette, contact with the press and media.

Pay

The figures below are only a guide. Income for image consultants depends on success in building up a client base and on whether you are working for individual or corporate clients. Session rates for image consultants can range from £30 to £420 or more, depending on the package.

- An image consultant might start at £14,000 a year.
- An instore fashion stylist can earn £19,500 upwards a year.
- Some who are successful working in the corporate sector can earn more than £45,000 a year.

Conditions

- You may work with individuals; at other times you might attend conferences or run training sessions.
- You would work in a variety of locations, including hotels, conference centres, salons, companies' own offices or training centres, clients' homes and perhaps your own premises.
- You may travel to visit clients and perhaps spend time away from home.
- You may have to work some Saturdays and evenings.
- You often work alone and sometimes as part of a team.

Getting In

- There are no formal entry requirements. People enter this job with a wide range of qualifications and

previous experience.

- Relevant subjects and experience include beauty consultancy or therapy, cosmetics, hairdressing, fashion retailing, marketing, public relations, design and business studies. Entry requirements for these initial careers vary greatly according to the length and level of initial training.
- Most image consultants are self-employed.

What Does It Take

You need to have:

- a good eye for colour and shape
- imagination
- common sense
- an interest in helping people to change their lives
- good judgement
- business skills if you are self-employed
- tact and patience
- a smart, well presented appearance.

You need to be:

- persuasive
- self-motivated
- a good listener
- able to relate to a wide range of clients
- interested in clothes, fashion and style
- knowledgeable about current fashion trends
- self-confident, outgoing and a good presenter
- able to make decisions.

Training

- You can train by following the Foundation Training in Image Consultancy. This is available from a variety of private training companies. The Federation of Image Professionals International (FIPI) can provide a list of approved training centres.
- In addition, for those who need to extend their knowledge in specific areas, there is a range of qualifications available part time, including National Certificates (NCs), Scottish Vocational Qualifications (SVQs) at various levels, Higher National Certificates (HNCs) and degrees. Relevant subjects include beauty therapy, make-up, hairdressing, design, fashion, marketing and public relations.

Getting On

- Once you have completed Foundation training, you can apply to take the Masters Award in Image Consultancy which is accredited by City and Guilds. It is available at a range of private training centres, and the FIPI can provide further details.
- Most image consultants are self-employed, working either alone or with a partner or a small team.

- If you work for a big agency you might specialise in particular areas.
- As a self-employed image consultant you improve your prospects by building up your reputation and adding to your list of clients.
- The FIPI runs seminars aimed at career development, covering areas such as marketing, networking, and how to run a business.

Contacts

Federation of Image Professionals International (FIPI)

Email: admin@fipigroup.com

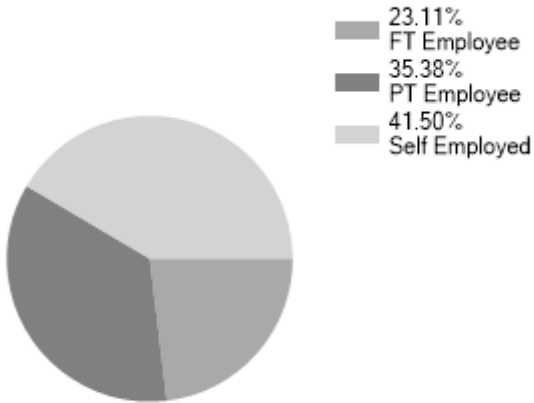
Website: www.fipigroup.com

X: [@fipigroup](https://twitter.com/fipigroup)

Facebook: www.facebook.com/fipigroup

Statistics

Employment Status UK %

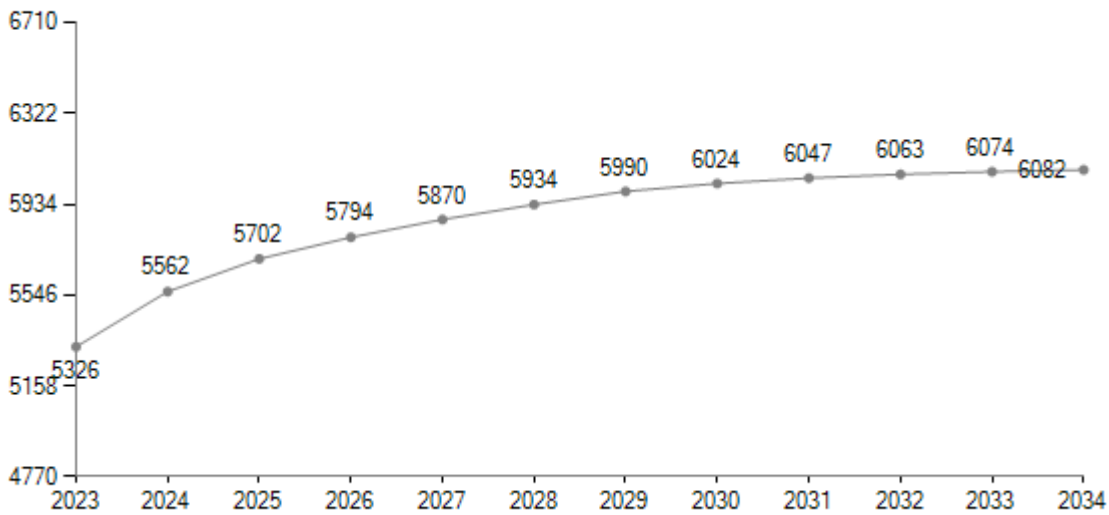


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)