

# MASTER YOUR IMAGE

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# What is image?

*Why is  
image  
important?*

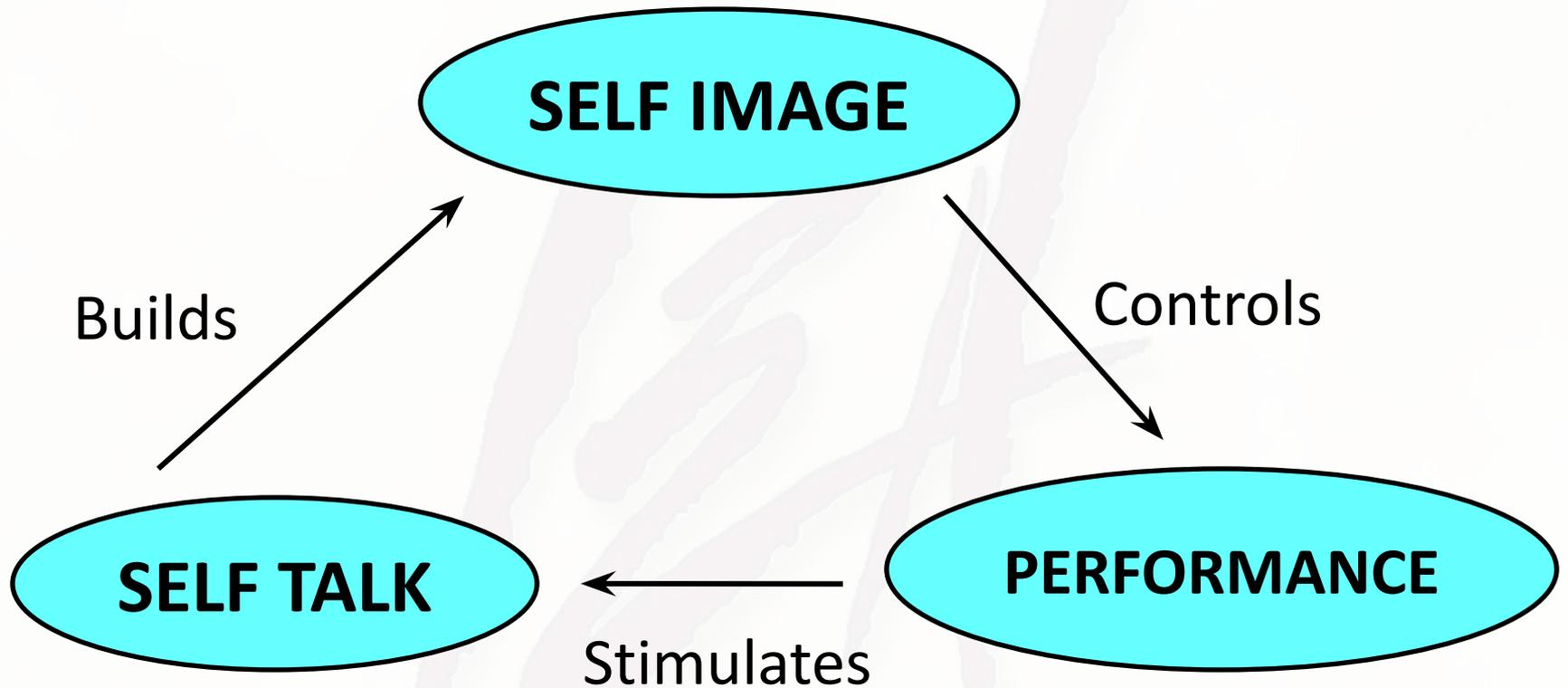
HOW CAN  
IT AFFECT  
OUR LIVES?

How to build and control our  
image?

A faint, light-colored watermark of a person's face is visible in the background, centered behind the text. The watermark is semi-transparent and appears to be a stylized or artistic representation of a face, possibly a historical figure or a specific character, rendered in a light pinkish-grey tone.

**Why is Image important?**

# Builds Self-esteem/Self Respect



# LOLO effect

**Lock On** what we believe is true

**Lock Out** anything to the contrary

Our image has a direct affect on how...

**WE...**

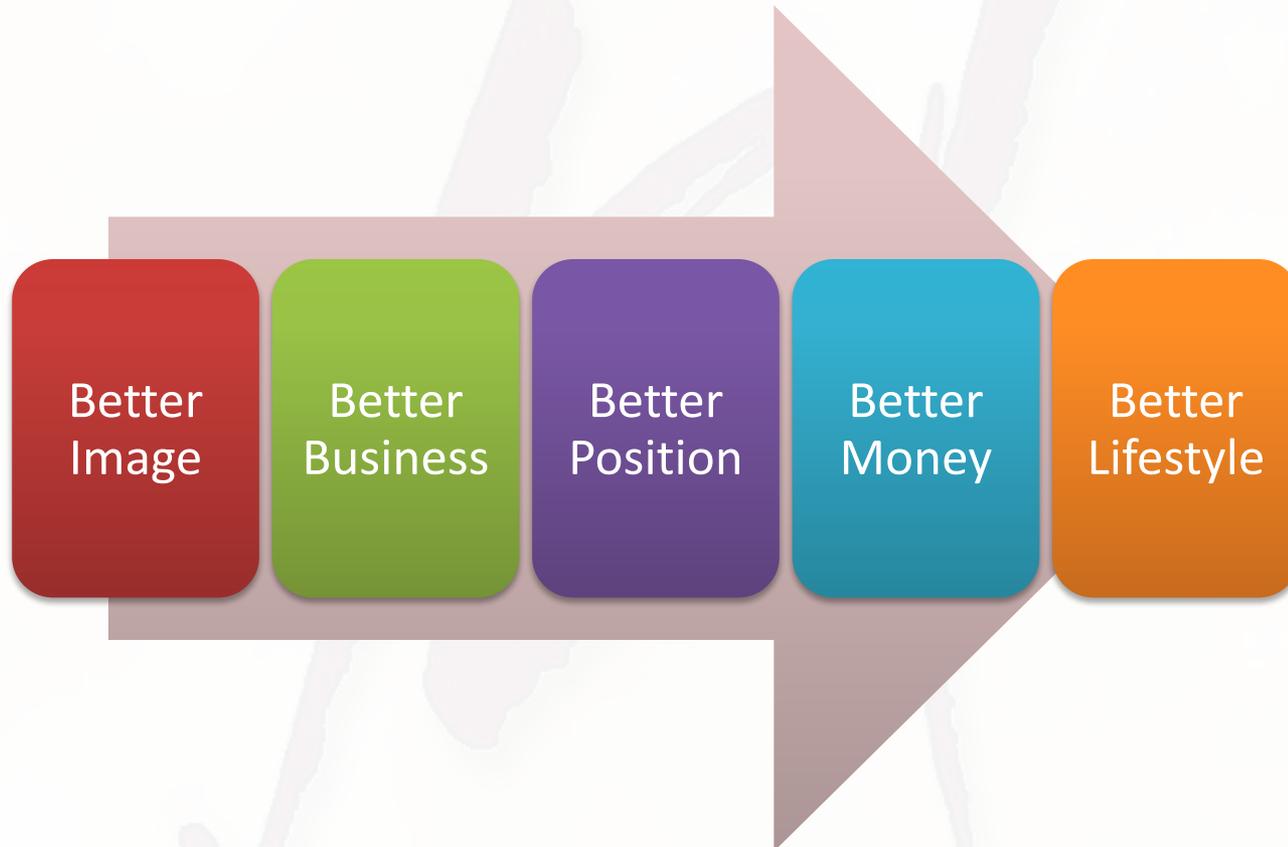
- Feel
- Think
- Act

And most **IMPORTANTLY** on how  
**OTHERS**

- Will feel
- Will think
- Will act

**... towards us.**

# How can image change our future?



# The shape of your face dictates the hair cut and style.



OVAL



HEART



SQUARE



ROUND



OBLONG  
OF  
RECTANGLE



DIAMOND



TRIANGULAR  
or  
PEAR SHAPE

## Geometric Facial Shape:

## Best Frame Shape:

## Frames to Avoid:

**Oblong**



Full frame with soft curves, or semi-rimless with soft curves

Narrow angular frames

**Oval**



All frame shapes are good, especially rounded

Any frame that is too small and breaks up the symmetry of your face

**Round**



Shallow with non-round shape, geometric shapes, semi-rimless

Small or round shape

**Heart**



Full frame that is narrow at the top and bottom

Frames that are wide at the top, rimless, or semi-rimless

**Square**



Round frame with soft curves, cat eyes, or oval shapes

Highly angular or square

**Triangular/Diamond**



Rounded or geometric

Highly angular or square

# Height

(For Women)

- under 1.62cm= **Short**
- between 1.62cm and 1.70cm= **Average**
- over 1.70cm = **Tall**

# Height

(For Men)

- under 1.72cm= **Short**
- between 1.72cm and 1.80cm= **Average**
- over 1.80cm = **Tall**

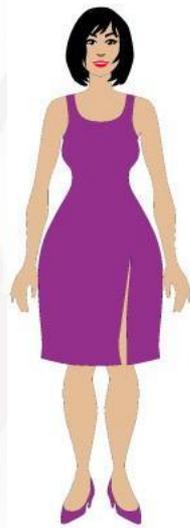
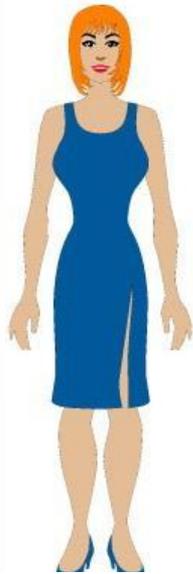
## Average Height in Lebanon

Women= 160.8 cm

Men= 174.2 cm

# BODY TYPE=

- VERTICAL BODY TYPES
- HORIZONTAL BODY TYPES



Trapezium

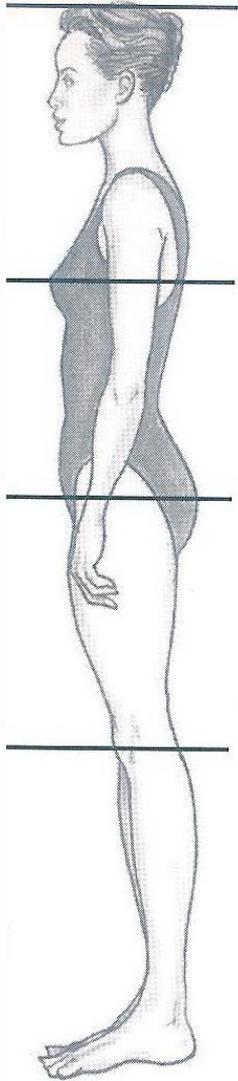
Inverted Triangle

Triangle

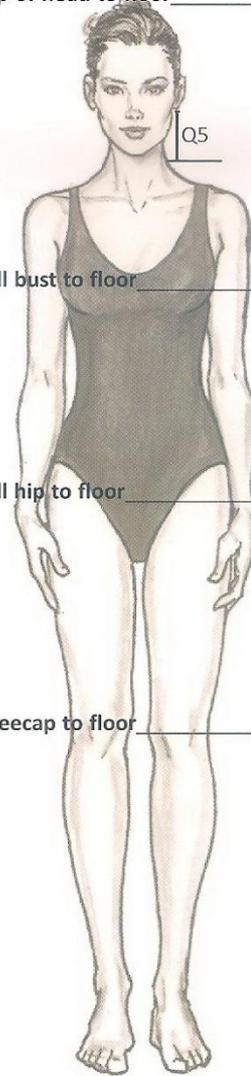
Rectangle

Oval

# Let us take some measurements...



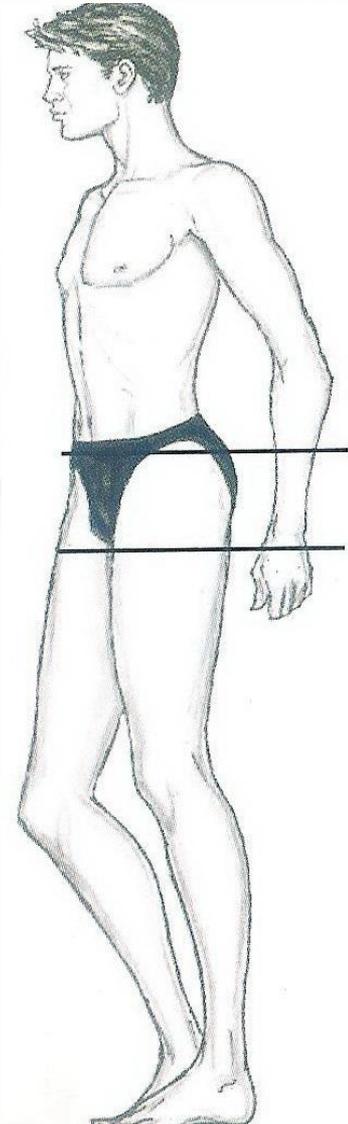
Q1) Top of head to floor \_\_\_\_\_ Cms



Q2) Full bust to floor \_\_\_\_\_ Cms

Q3) Full hip to floor \_\_\_\_\_ Cms

Q4) Kneecap to floor \_\_\_\_\_ Cms



# 2- Cloth (Fabric)

(please put the arrow on the right answer)

- Dark and Matt
- Bright and shiny
- Soft fabrics
- Thick fabrics
- Big patterns
- Small patterns
- Volume
- Slimmer
- For big figure
- Thinner
- For small figure
- Few more kilos

# For your info...

## These fibers in a fabric...

## Contribute...

Cotton or linen

Absorbency and comfort, minimum static buildup, better dye-ability

Wool

Bulk and warmth, absorbency, shape retention, wrinkle recovery

Silk

Luster, luxury, comfort

Mohair

Strength, luster, loopy texture

Cashmere/camel hair

Warmth, luxury, drapability, softness

Angora

Softness, fuzziness

Acrylic

Softness, wool-like qualities

Rayon

Absorbency, low static buildup, luster

Nylon

Strength, abrasion resistance, wrinkle resistance, lower cost

Acetate

Drapability, luster and shine, lower cost

Polyester

Wash-and-wear qualities, wrinkle resistance, shape retention, lower cost

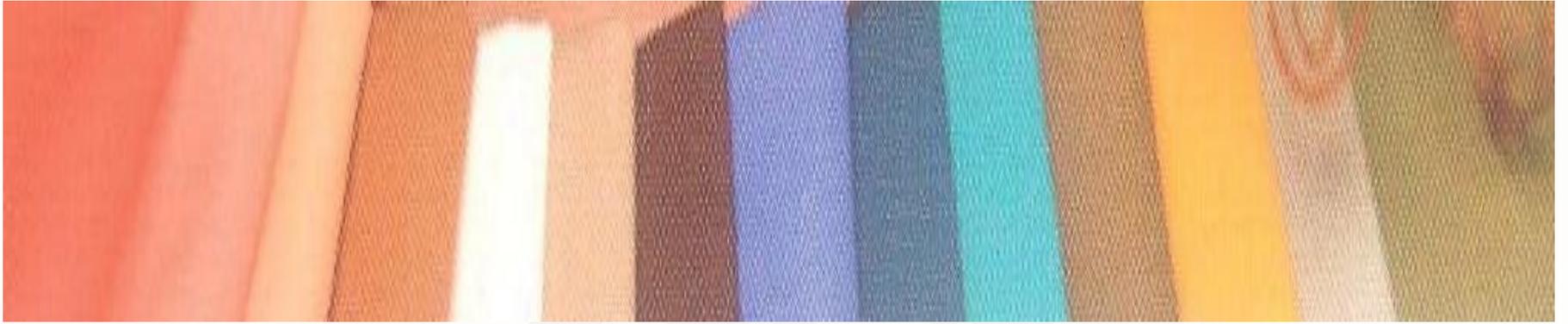
Spandex

Elasticity and comfort

If you are unsure about care instructions, care as you would for the most sensitive fiber in the blend.

Cool/Warm

# Cool and warm palette



Credibility: Medium Dark to Dark  
Likeability: Light colors, textured fabrics and mix of unmatched suits.



## Business Wardrobe for WOMEN

- 1- Jacket
- 2- Skirt (preferably lined)
- 3- 2 to 6 Suits (At least 2 dark color)
- 4- Blouses (start minimum 4)
- 5- Sweater (traditional classic)
- 6- Dress
- 7- Trouser (2)
- 8- Accessories (quality pen, scarf , watch and handbag)
- 9- Coat (winter)
- 10- Shoes matching lower garments



## Business Wardrobe for MEN

- 1- Jacket
- 2- Ties (minimum 5)
- 3- 3 to 6 Suits (At least one in a dark charcoal and one in navy)
- 4- Shirts (minimum 6)
- 5- Belts matching shoes
- 6- Trousers
- 7- Coat (winter)
- 8- Shoes matching belts and preferably trousers.
- 9- Scarves (winter)

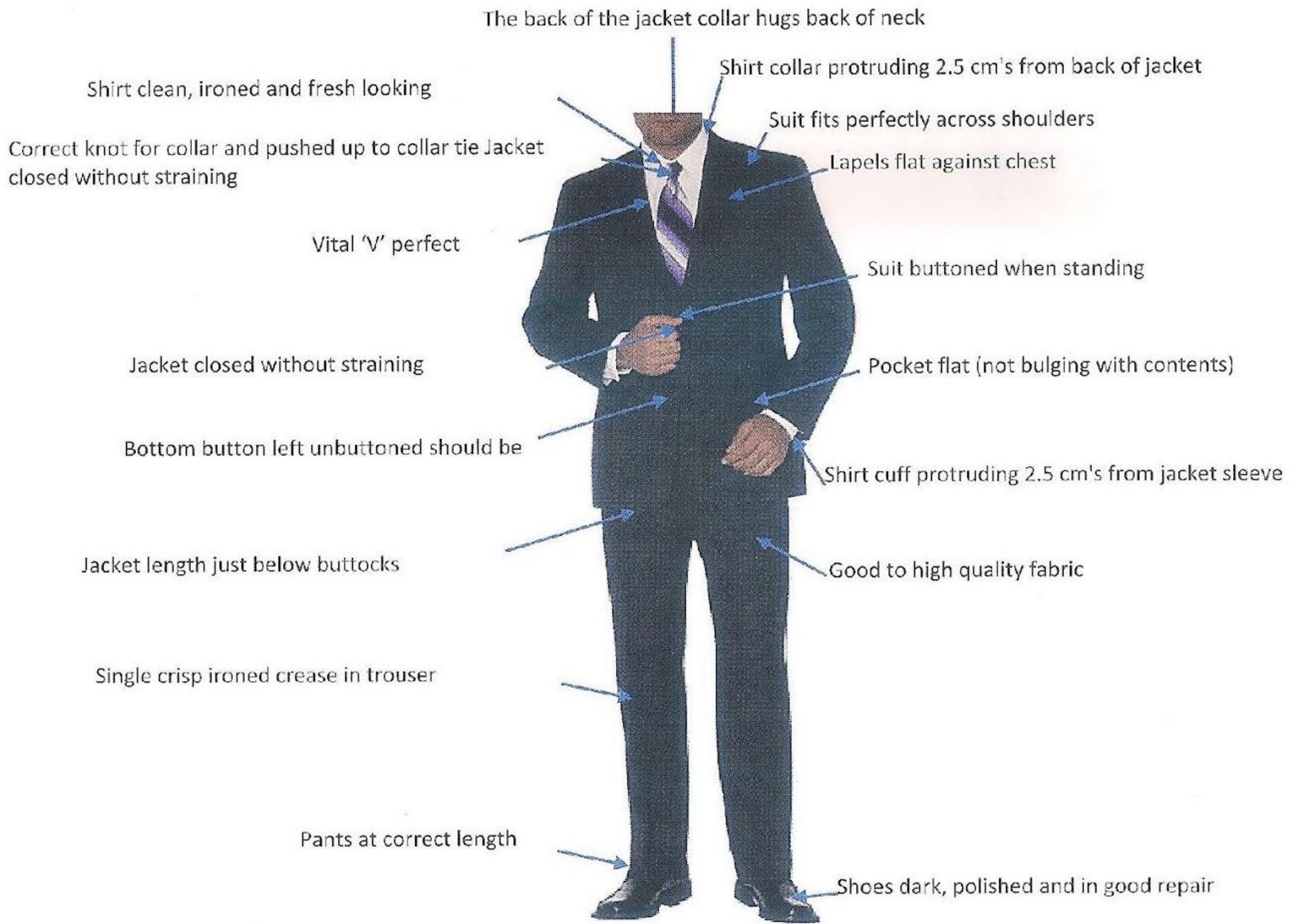


# Good Fit

Summary:

- 1-Waist and neckline: Enough room for 2 fingers
- 2- Straight waistlines and hemlines Horizontally
- 3- Able to lift arms.
- 4- No clinging or horizontal lines forming.
- 6- Length to top of shoes.
- 7- When sitting , skirts should not be too short.
- 8- Ties' length reaches top of the belt.

# Polished Professional Attire

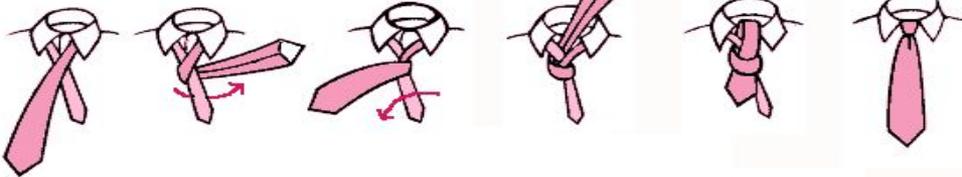




A faint, light-colored watermark of a person's face is visible in the background, centered behind the text. The watermark shows the outline of the face, including the eyes, nose, and mouth, but is very light and semi-transparent.

# The Accessories

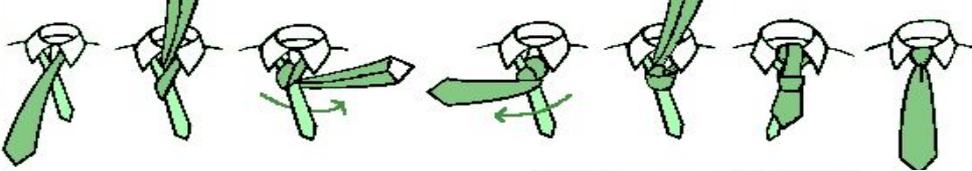
**Four in Hand**



**Half Windsor**



**Windsor**



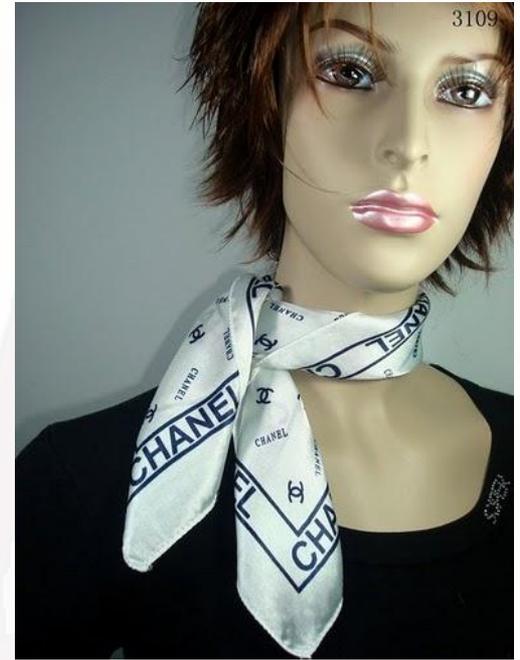
**Pratt Tie Knot**



Windsor Knot

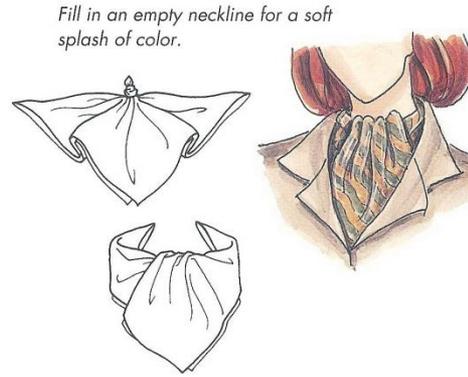
Half Windsor Knot

Four In Hand Knot





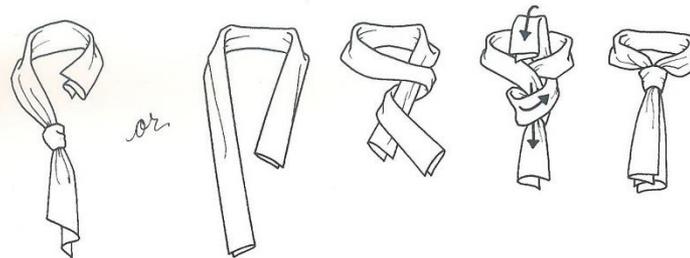
A new angle on the cowboy scarf—tie a square knot (remember Girl Scouts—right over left, left over right) and lift the knot to front, back or side.



Frame your face with a centered knot, then tie at the t



Turn a scarf into a "necktie"...



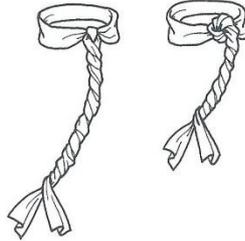
Add dash with the "flip"...



or loop the loop...



or make a pretty rosette...



or a soft stock tie.

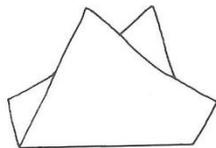
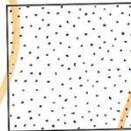


A large square scarf can even double as a mock blouse under a jacket.  
This can be done in two ways:

◆ Fold a large square diagonally and tie the two upper corners around your neck and the two lower corners around your waist.



◆ Or tie the ends of a large square around your neck and waist.



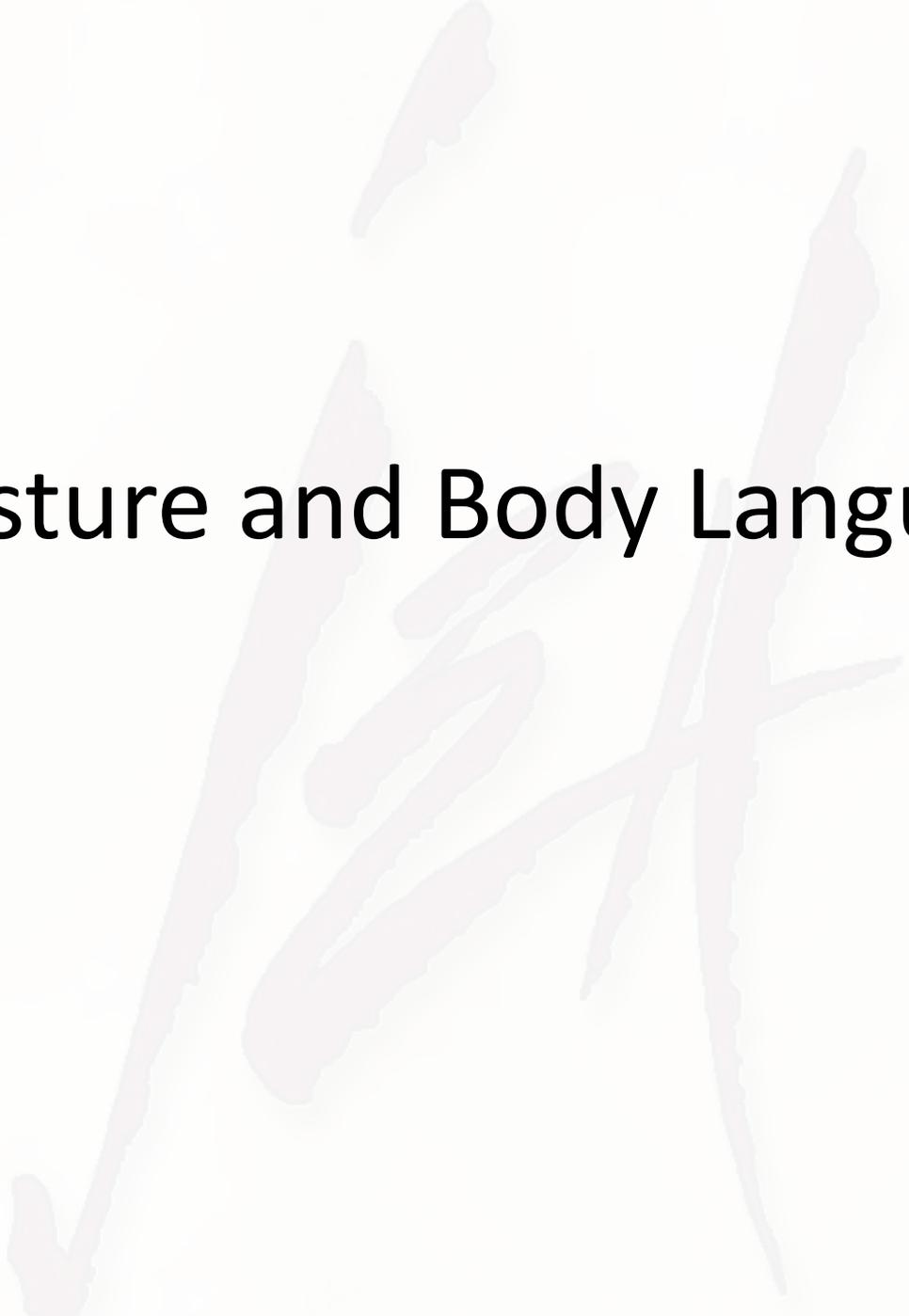
fold diagonally



Roll the bottom of scarf up and inward to your waist length and then tie ends behind back.



# Posture and Body Language





Sway  
Back



Lumbar  
Lordosis



Thoracic  
Kyphosis

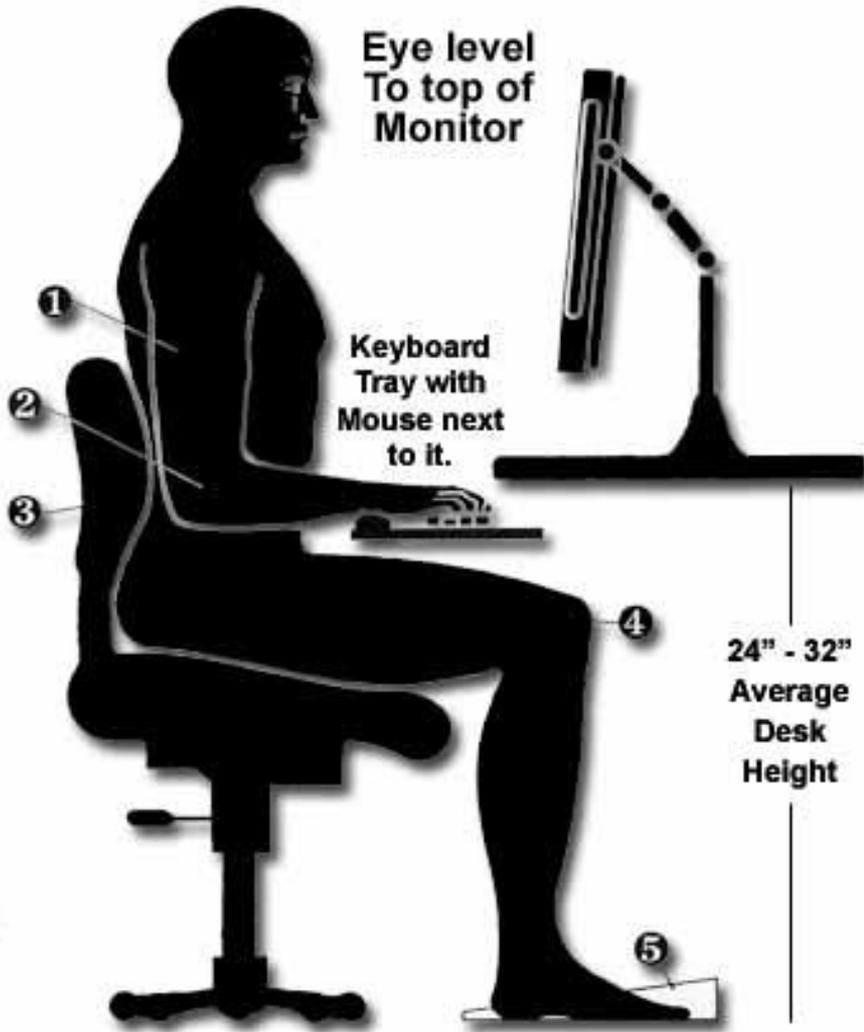


Forward  
Head



Good  
Posture

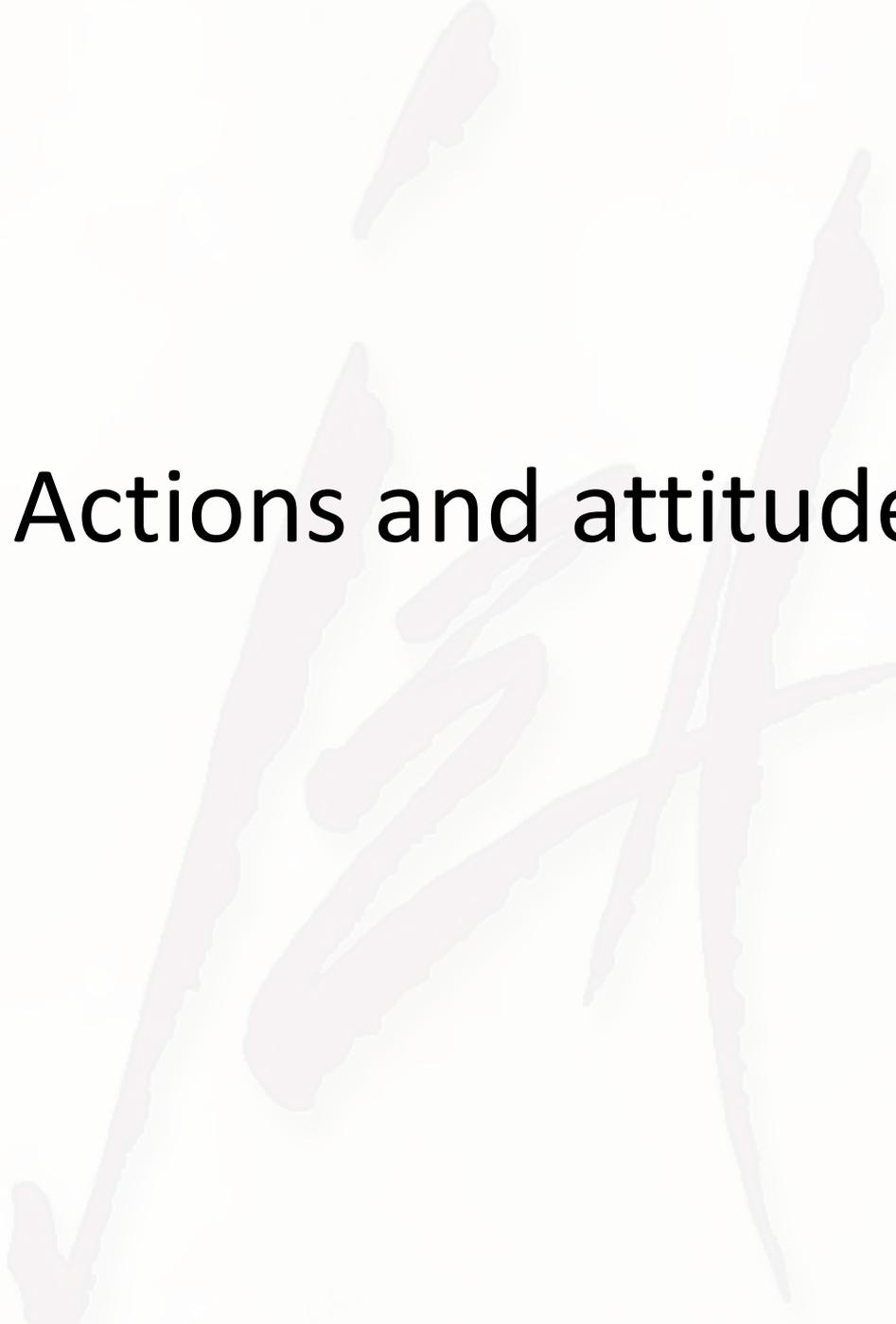
# Seated alignment



# **II- MASTER YOUR BEHAVIOR**

Frank Outlaw once said...

- Watch your thoughts; they become words.
- Watch your words; they become actions.
- Watch your actions; they become habits.
- Watch your habits; they become character.
- Watch your character; it becomes your destiny.



**Actions and attitudes**

# Handshakes talk...



# Proper Introductions



# Exchanging Business Cards



معالي الوزير

سعادة النائب

فخامة او دولة الرئيس/ رئيس الجمهورية

دولة الرئيس/رئيس الحكومة

استاذ او Me /محام

حضرة/المهندس

Dr /حكيم

رئيس / رئيس دائرة

رئيس/ رئيس البلدية

سعادة/ القائمقام

حضرة/DOYEN-عميد الجامعة

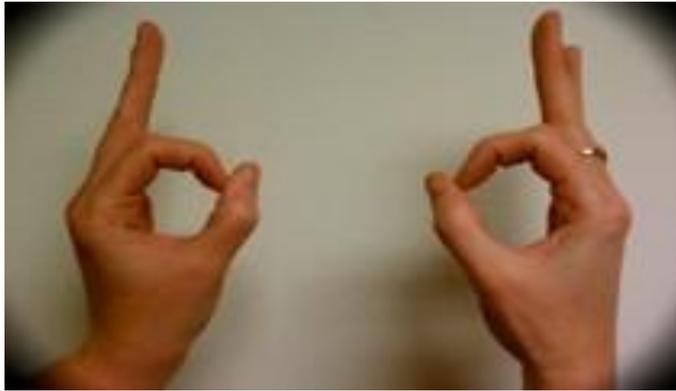
رئيس/PRESIDENT/قاضي

سعادة او حضرة/النقيب

Acknowledge your mistakes, correct them, learn from them, forgive yourself and move on.



# Did you know...?



Refined manners:  
We are Ladies and Gentlemen working  
with Ladies and Gentlemen.

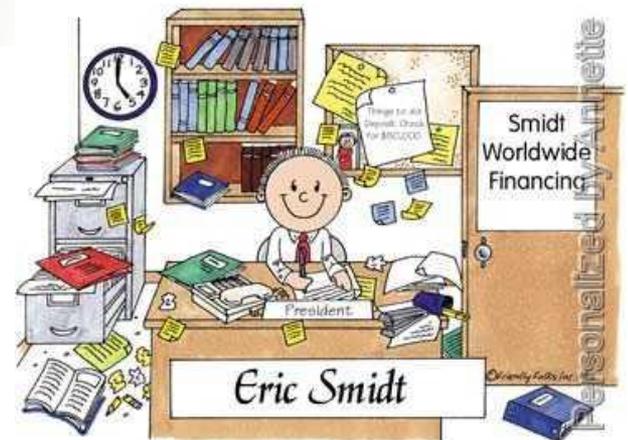


# **III- MASTER YOUR ENVIRONMENT**

# What you should do...



KEEP OUR ENVIRONMENT CLEAN!



# THANK YOU!



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