



Personal Image Profile

confidential

1930 N. Main St.
Los Angeles, CA 90031
Tel. (323) 224-6820 - Fax (323) 224-6758

www.mcclariegroup.com



PERSONAL IMAGE PROFILE

(All information is confidential)

Section I: Personal Information

Name		
Home Address		
Street		
City	State	Zip
Business Address		
Street		
City	State	Zip
Contact Details		
Work Phone	Home/Cell Phone	
Best Time to Call	Referred by	
Special Dates		
Birthday	Anniversary	
Mate Information		
Name	Occupation	
Birthday		

Section II: Vital Statistics

Age	Season	Hair	Complexion
Eyes	Height	Weight	
Sizes			
Coat	Jacket	Pants	Skirt
Blouse/Shirt	Dress	Shoe	Other

Section III: Ideal Image

Please list the adjectives that best describe your ideal image:

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Are there any public figures' style and image you admire? Who? Why?

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Are there any public figures' style and image you dislike? Who? Why?

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Section IV: Profession

In order to help you create your ideal image, we must consider your industry, your position, and the level of the people you work with.

Industry	Current Position
Desired Position in three years	
Level of client and staff (i.e. CEO, administration)	
How do your clients and staff dress?	

Describe the image you have of yourself in the workplace.	What image do others have of you in the workplace?
What gaps exist between how you see yourself and how you would like to be perceived by your manager, peers, direct report or clients?	

Section V: Lifestyle

How much time do you have to dress in the morning?			
How do you spend your free time?			
Are you active in sports?	Yes	No	If yes, which ones?
Do you travel often?	Yes	No	If yes, to what climates?
Other significant factors?			

Section VI: Image Development

Rank the look you want to develop in order of importance from 1-7 (1 = most important)

	Business		Special Occasion		Casual-dressy		Other:
	Evening-Social		Active Sports		Casual-sporty		

Section VII: Dressing for Occasions

Do you feel you have clothes for any occasion? If not what types of events do you lack the right attire?

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What type of formal events do you attend (black tie, cocktail parties)?

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Do you attend business related casual events or weekend conferences? If so, what are they?

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Section VIII: Current Fashion

How do you describe your current fashion style? *Check the most appropriate response*

Women

<input type="checkbox"/>	Dramatic	<input type="checkbox"/>	Classic Tailored	<input type="checkbox"/>	Sporty/Casual	<input type="checkbox"/>	Dramatic	<input type="checkbox"/>	Sexy
<input type="checkbox"/>	Romantic	<input type="checkbox"/>	Classic Elegant	<input type="checkbox"/>	Arty	<input type="checkbox"/>	Romantic	<input type="checkbox"/>	

Men

<input type="checkbox"/>	Dramatic	<input type="checkbox"/>	Classic	<input type="checkbox"/>	Sporty/Casual	<input type="checkbox"/>	Gamin
<input type="checkbox"/>	European	<input type="checkbox"/>	Collegiate	<input type="checkbox"/>	Arty	<input type="checkbox"/>	

Are your accessories dramatic, classic, arty, small & simple or non-existent? (i.e. neckwear, belts, jewelry)

How would you describe your personality?

Section IX: Fashion Influences

Who are your favorite designers?

What are your favorite colors?

What fabrics do you like to wear (cotton, wool, silk, rayon or knits, etc.)?

Do you like textured fabrics? If yes, which (e.g. tweed, velvet, boucle)?

Do you like patterned fabrics? If yes, which (e.g. stripes, plaid, paisley, abstract, floral)?

Are you allergic to any fabrics? If yes, which ones?

Is the care of your garments (dry-cleaning, wash and wear, etc.) a determining factor in your purchase?

Section X: Fashion Influences

Review magazines and catalogs and pull pictures of styles, colors and textures that you like and would like to wear. Also include photos of hairstyles, eyewear and make-up. Pull pictures of the image you would like to project. Now take a sheet of construction paper, a stapler, or some type or glue, and make a collage any way that pleases you.

Thank you!

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