

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Image Consulting & Personal Branding

Leadership Level



LAPT — London Academy of Professional Training

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Reference FS-FSI-L • Fashion Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FS-FSI-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Fashion Styling Techniques

5 chapters · 30 classes105 marks

• 1 Analyzing Fashion Trends and their Impact on Styling — 6 classes

› 1.1 Understanding the Basics of Fashion Trend Analysis

› 1.2 Identifying Key Influencers in Fashion Trends

› 1.3 Analyzing the Evolution of Fashion Trends Over Time

› 1.4 Interpreting the Cultural and Social Impact of Fashion Trends

› 1.5 Forecasting Future Fashion Trends

› 1.6 Applying Fashion Trend Analysis to Personal Styling

• 2 Mastering Color Theory for Fashion Styling — 6 classes

› 2.1 Understanding the Basics of Color Theory

› 2.2 Analyzing the Psychological Impact of Colors in Fashion

› 2.3 Exploring Color Harmony and Its Application in Styling

› 2.4 Identifying Seasonal Color Palettes for Fashion

› 2.5 Applying Color Blocking Techniques to Enhance Outfits

› 2.6 Customizing Color Choices for Client Personal Branding

• 3 Proportion and Fit: Creating Flattering Silhouettes — 6 classes

› 3.1 Understanding Body Shapes and Silhouettes

› 3.2 Analyzing the Impact of Proportion in Fashion

› 3.3 Exploring Fit Techniques for Personalized Style

› 3.4 Mastering the Art of Balancing and Enhancing Features

› 3.5 Selecting Fabrics to Achieve Desired Silhouettes

› 3.6 Applying Proportion and Fit Principles in Wardrobe Revamp

• 4 Advanced Fabric and Material Selection — 6 classes

› 4.1 Understanding Fabric Properties and Their Impact on Style

› 4.2 Identifying and Comparing Natural vs. Synthetic Materials

› 4.3 Mastering the Art of Texture and Drapability in Fashion

› 4.4 Analyzing Fabric Color and Pattern Choices for Different Occasions

› 4.5 Evaluating Material Durability and Sustainability in Styling

› 4.6 Applying Advanced Fabric Choices to Create Cohesive Looks

• 5 Developing a Signature Style for Clients — 6 classes

› 5.1 Understanding the Elements of Personal Style

› 5.2 Assessing Client Preferences and Lifestyles

› 5.3 Analyzing Trends and Timeless Fashion

› 5.4 Integrating Personal Branding into Style Choices

› 5.5 Curating a Cohesive Wardrobe for a Signature Look

› 5.6 Presenting Style Proposals to Clients

• 1 Understanding Client Needs and Expectations — 6 classes

- › 1.1 Identifying Your Client's Core Needs
- › 1.2 Analyzing Client Feedback Effectively
- › 1.3 Establishing Clear Client Communication Channels
- › 1.4 Articulating Client Expectations Precisely
- › 1.5 Tailoring Solutions to Meet Client Objectives
- › 1.6 Evaluating Satisfaction and Building Long-Term Relationships

• 2 Building Rapport and Trust with Clients — 6 classes

- › 2.1 Understanding the Importance of Rapport
- › 2.2 Identifying Key Elements of Trust in Client Interactions
- › 2.3 Mastering Active Listening Techniques
- › 2.4 Developing Empathy in Client Communication
- › 2.5 Personalizing Client Engagement Strategies
- › 2.6 Applying Rapport-Building Strategies in Real Scenarios

• 3 Effective Listening and Feedback Techniques — 6 classes

- › 3.1 Understanding the Role of Active Listening in Client Communication
- › 3.2 Identifying Barriers to Effective Listening and Overcoming Them
- › 3.3 Practicing Empathetic Listening for Better Client Relations
- › 3.4 Developing Skills for Constructive Feedback in Client Interactions
- › 3.5 Strategies for Receiving and Integrating Client Feedback
- › 3.6 Applying Listening and Feedback Techniques in Real-World Scenarios

• 4 Managing Challenging Client Interactions — 6 classes

- › 4.1 Understanding Client Expectations
- › 4.2 Building Empathy in Communication
- › 4.3 Identifying Sources of Conflict
- › 4.4 Developing Effective Listening Skills
- › 4.5 Implementing Conflict Resolution Strategies
- › 4.6 Practicing Assertive Communication Techniques

• 5 Crafting a Persuasive Personal Brand Message — 6 classes

- › 5.1 Understanding the Elements of a Personal Brand Message
- › 5.2 Analyzing Your Audience for Effective Communication
- › 5.3 Crafting Clarity: How to Develop Your Core Message
- › 5.4 Incorporating Emotional Appeal to Strengthen Persuasion
- › 5.5 Utilizing Storytelling Techniques to Enhance Your Brand
- › 5.6 Applying Feedback to Refine and Perfect Your Message

• 1 Understanding Historical Fashion Trends and Cycles — 6 classes

- › 1.1 Explore Key Historical Fashion Eras
- › 1.2 Analyze Cultural Influences on Fashion
- › 1.3 Identify Recurrent Fashion Cycles
- › 1.4 Examine the Impact of Technological Advances on Fashion
- › 1.5 Interpret the Evolution of Fashion Icons
- › 1.6 Apply Historical Insights to Current Trends

• 2 Analyzing Contemporary Fashion Trends — 6 classes

- › 2.1 Understanding Fashion Trend Cycles
- › 2.2 Identifying Key Influences on Modern Fashion
- › 2.3 Analyzing the Impact of Technology on Fashion Trends
- › 2.4 Exploring the Role of Sustainability in Current Fashion
- › 2.5 Evaluating Cultural and Global Inspirations in Fashion
- › 2.6 Applying Trend Analysis to Personal Branding Strategies

• 3 Global Influences on Fashion Trends — 6 classes

- › 3.1 Exploring Historical Global Fashion Influences
- › 3.2 Understanding Cultural Impact on Fashion Trends
- › 3.3 Analyzing Economic Factors Shaping Global Fashion
- › 3.4 Investigating Technological Advancements in Fashion
- › 3.5 Evaluating Environmental Considerations in Fashion Trends
- › 3.6 Applying Global Trends to Personal Branding Strategies

• 4 Trend Forecasting Methodologies — 6 classes

- › 4.1 Understanding the Foundations of Trend Forecasting
- › 4.2 Identifying Key Drivers of Global Fashion Trends
- › 4.3 Analyzing Historical Data to Predict Fashion Shifts
- › 4.4 Utilizing Technology and Tools in Trend Forecasting
- › 4.5 Applying Sociocultural Insights in Fashion Predictions
- › 4.6 Developing a Comprehensive Trend Forecasting Report

• 5 Integrating Trend Analysis into Image Consulting and Personal Branding — 6 classes

- › 5.1 Understanding the Foundations of Global Fashion Trends
- › 5.2 Analyzing Current Fashion Trends and Their Impacts
- › 5.3 Identifying Trend Relevance for Diverse Client Profiles
- › 5.4 Integrating Trend Analysis into Personal Branding Strategies
- › 5.5 Customizing Image Consulting Services with Trend Insights
- › 5.6 Evaluating Case Studies in Trend-Driven Image Consulting

• 1 Understanding the Role of Leadership in Image Consulting — 6 classes

- › 1.1 Exploring Leadership Principles in Image Consulting
- › 1.2 Analyzing the Impact of Personal Branding on Leadership
- › 1.3 Distinguishing Leadership Styles in Image Consulting
- › 1.4 Developing Effective Communication Skills for Leaders
- › 1.5 Integrating Emotional Intelligence in Leadership Practices
- › 1.6 Applying Leadership Techniques to Enhance Client Perception

• 2 Developing Personal Brand as a Leader — 6 classes

- › 2.1 Understanding the Core Elements of Personal Branding
- › 2.2 Identifying and Articulating Your Leadership Values
- › 2.3 Crafting a Leadership Brand Statement
- › 2.4 Aligning Personal Image with Leadership Goals
- › 2.5 Communicating Your Brand Through Digital and Physical Presence
- › 2.6 Evaluating and Evolving Your Brand as a Leader

• 3 Building and Leading Creative Teams in Fashion — 6 classes

- › 3.1 Exploring the Dynamics of Creative Teams
- › 3.2 Identifying Individual Skills and Strengths
- › 3.3 Cultivating Effective Communication Strategies
- › 3.4 Fostering Innovation and Collaboration
- › 3.5 Navigating Challenges in Creative Leadership
- › 3.6 Implementing Leadership Techniques in Fashion Projects

• 4 Client Relationship Management and Influencing Skills — 6 classes

- › 4.1 Understanding Client Needs and Preferences
- › 4.2 Building Rapport and Trust with Clients
- › 4.3 Communicating Effectively for Influential Consulting
- › 4.4 Managing Expectations and Delivering Value
- › 4.5 Addressing and Resolving Client Conflicts
- › 4.6 Fostering Long-term Client Relationships

• 5 Strategic Decision-Making and Problem Solving — 6 classes

- › 5.1 Understanding Strategic Decision-Making Frameworks
- › 5.2 Identifying and Analyzing Problems Effectively
- › 5.3 Applying Critical Thinking in Decision-Making
- › 5.4 Developing Solutions through Creative Problem-Solving
- › 5.5 Evaluating Options and Making Informed Decisions
- › 5.6 Implementing Solutions and Monitoring Outcomes

• 1 Understanding Project Management in Fashion — 6 classes

- › 1.1 Exploring the Fundamentals of Project Management in Fashion
- › 1.2 Analyzing Key Phases of Fashion Project Lifecycles
- › 1.3 Identifying Stakeholders and Roles in Fashion Projects
- › 1.4 Mapping Out Effective Fashion Project Plans
- › 1.5 Implementing Risk Management Strategies in Fashion
- › 1.6 Evaluating Success and Deliverables in Fashion Projects

• 2 Strategic Planning for Fashion Projects — 6 classes

- › 2.1 Understanding Fashion Project Lifecycles
- › 2.2 Identifying Market Trends and Opportunities
- › 2.3 Setting Clear Objectives and Goals
- › 2.4 Conducting SWOT Analysis for Fashion Initiatives
- › 2.5 Developing Strategic Plans in a Fashion Context
- › 2.6 Evaluating and Adjusting Plans for Fashion Success

• 3 Resource Management and Sustainability in Fashion — 6 classes

- › 3.1 Understanding Resource Management in Fashion
- › 3.2 Identifying Sustainable Materials and Practices
- › 3.3 Analyzing the Impact of Resource Decisions
- › 3.4 Implementing Sustainable Supply Chain Strategies
- › 3.5 Balancing Cost and Sustainability in Fashion Projects
- › 3.6 Evaluating and Improving Resource Efficiency

• 4 Leadership and Team Dynamics in Fashion Initiatives — 6 classes

- › 4.1 Understanding Leadership Roles in Fashion Projects
- › 4.2 Analyzing Team Dynamics and Communication Styles
- › 4.3 Identifying Key Challenges in Fashion Leadership
- › 4.4 Developing Strategies for Effective Team Collaboration
- › 4.5 Enhancing Decision-Making Skills in Fashion Projects
- › 4.6 Applying Leadership Techniques in Real-World Fashion Scenarios

• 5 Evaluating and Presenting Fashion Project Outcomes — 6 classes

- › 5.1 Understanding Project Evaluation Criteria
- › 5.2 Analyzing Fashion Project Outcomes
- › 5.3 Interpreting Data-Driven Insights for Fashion Leaders
- › 5.4 Crafting Compelling Project Outcome Narratives
- › 5.5 Designing Visual Presentations for Fashion Projects
- › 5.6 Delivering Persuasive Presentations and Feedback in Fashion

• 1 Understanding the Fundamentals of Personal Branding — 6 classes

- › 1.1 Define Personal Branding: Concepts and Importance
- › 1.2 Explore Core Elements of a Personal Brand
- › 1.3 Analyze Successful Personal Branding Examples
- › 1.4 Develop Your Personal Brand Vision
- › 1.5 Identify and Align Personal Values with Brand
- › 1.6 Craft a Compelling Personal Branding Statement

• 2 Developing a Personal Brand Strategy — 6 classes

- › 2.1 Understanding Personal Brand Essentials
- › 2.2 Identifying Your Unique Value Proposition
- › 2.3 Crafting a Compelling Personal Brand Vision
- › 2.4 Defining Your Target Audience and Market Positioning
- › 2.5 Developing a Consistent Brand Message and Story
- › 2.6 Implementing and Evaluating Your Personal Brand Strategy

• 3 Mastering Personal Brand Communication — 6 classes

- › 3.1 Understanding Personal Brand Communication
- › 3.2 Identifying Your Unique Brand Voice
- › 3.3 Crafting Impactful Brand Messages
- › 3.4 Tailoring Communication for Different Audiences
- › 3.5 Leveraging Visuals in Brand Communication
- › 3.6 Evaluating and Enhancing Your Brand Messaging

• 4 Leveraging Fashion Styling in Personal Branding — 6 classes

- › 4.1 Understanding the Impact of Fashion Styling on Personal Branding
- › 4.2 Identifying Key Fashion Elements to Enhance Personal Image
- › 4.3 Analyzing Style Icons and Their Personal Branding Strategies
- › 4.4 Developing a Fashion Style Guide Aligned with Personal Brand
- › 4.5 Experimenting with Fashion Choices to Communicate Brand Values
- › 4.6 Creating a Consistent and Authentic Fashion Narrative

• 5 Assessing and Evolving Personal Brands — 6 classes

- › 5.1 Understanding the Foundations of Personal Branding
- › 5.2 Conducting a Personal Brand Audit
- › 5.3 Identifying Core Values and Unique Selling Points
- › 5.4 Analyzing Market Position and Audience Perception
- › 5.5 Developing Strategies for Brand Growth and Adaptation
- › 5.6 Implementing Feedback to Enhance Personal Brand