

# Putting the “Business” back in Business Casual



Mimi Dorsey, AICI CIP

## Biography:

Mimi Dorsey is an Image Consultant based in Southern California. Her company Unique Image Design Consulting provides complete appearance, style, and wardrobe services to individuals and businesses. A specialist in style for both women and men, Mimi has contributed articles to publications on image, and was a consultant and writer for the book **StyleSource** released in May of 2008. She currently assists in Universal Style Training programs for Image Consultants around the globe.

Mimi has been awarded the Certified Image Professional (CIP) designation by the Association of Image Consultants International (AICI), a title attained by less than 120 Image Consultants worldwide.

She holds a Masters of Business Administration Degree, as well as an undergraduate degree in English Literature and Theater Performance from Cal State University Bakersfield.

Do your employees need a refresher course in work appropriate attire and grooming? Call Mimi Dorsey for a lively yet educational program to get your employees back on track!

## Programs:

“Unspoken Messages: *What Your Appearance is Saying About You*”

Audience Learning Outcomes:

- Understand the importance of a polished outward appearance
- Differentiate between casual, business casual, and professional dress
- Define the messages that different styles communicate
- Identify a professional style goal for the year
- Name the style(s) that will support their intended message

“Building a Business Wardrobe that Works for You and Your Budget”

Audience Learning Outcomes:

- Illustrate the wardrobe capsule concept
- Name the pieces in a capsule
- Determine which colors and color combinations to use
- Name ways to add accessories and change the look
- Prepare a budget and shopping plan

“Introduction to the Universal Style System: *Dressing for Who You Are and What You Want*”

Audience Learning Outcomes:

- Name the Seven Universal Styles
- Compare classic and non-classic styles
- Discover your Universal Style Personality Type(s)
- Identify the messages of your type
- Name the garment components for your style

**Call today to schedule Mimi Dorsey!**

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unique  
imagedesign



## Prior Clients:

### Industries:

Accounting  
Auto  
Education  
Insurance  
Medical  
Oil and Gas  
Real Estate

### Organizations:

Association of Image Consultants  
International  
  
Bakersfield Chamber of Commerce  
  
Bakersfield Women's Business  
Conference  
  
National Association of Professional  
Mortgage Women  
  
United Way of Kern County  
  
Western Claims Conference  
  
Women Sage

## Testimonials:

"You provided us with a lot of alternatives in a relaxed setting rather than calling attention to any single inappropriate dress and also presented an opportunity to re-emphasize our dress code. Thank you again for coming and doing such an excellent job!"

Mary K.

"Mimi, I just wanted to thank you for two great presentations yesterday. The staff were so pleased with your workshops. The e-mails keep rolling in on how wonderful your workshops were. Thank you again!"

Robyn F.

## Other Services:

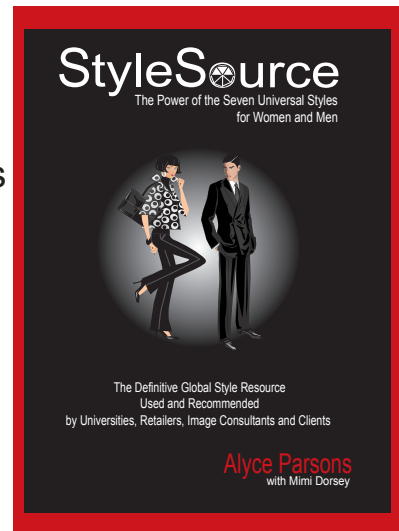
### Business Services:

Dress Code Guidelines  
Dress Code Illustrations  
Individual Employee Consultations  
Branding Consistency Evaluations  
Executive Development Programs

### Individual Services:

Color Analysis  
Body Analysis  
Universal Style Analysis  
Closet Audits  
Wardrobe Styling  
Personal Shopping  
Travel Packing  
Shopping Tours

StyleSource is available  
at [www.universalstyleintl.com](http://www.universalstyleintl.com)



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