

Image Training

Sharp Dressed Man Program

Day 1

- Part I: Why Men?
- Part II: Client Assessment
- Part III: Closet

Day 2

- Part IV: Psychology
- Part V: Grooming

Day 3

- Part VI: Menswear Primer
- Part VII: Tailored Clothing
- Part VIII: Shirts/Neckwear

Day 4

- Part IX: Sportswear
- Part X: Footwear
- Part XI: Wardrobe Development

***Upon completion of the program, and completing an end-of-course evaluation of what was learned as a result of the course, qualifying participants will earn**

2.4 CEUs

***Earn 2.4 CEUs**

Gain Top Knowledge and Insights

Expand Your Business

Network with Other Professionals

**Experience Shopping in
San Francisco and San Jose**



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***Training to Polish the
Appearance of
Professional Men and
Businesses***



Joseph Rosenfeld, AICI, CIP

Why Men's Image Training?

Far too many image professionals falsely believe that working with male client can be easier and simpler compared to working with their women clients. Not true!

Just like women, men have their own set of special needs and issues relating to their appearance and image.

Learn from a pro who is a recognized men's image mentor – AICI's only male Certified Image Professional in North America – to sharpen your understanding of the male client and the unique world of menswear.

Build Your Business

Are you an image consultant who wants to expand your business? Are you exclusively working with female corporate clients?

Consider these factors for increasing your revenues: (1) Males continue to comprise the majority of workers in the U.S. (2) Over half a million new jobs –taken mostly by males-- were added to the professional and business services market in 2005 (according to the U.S. Bureau of Labor Statistics) and (3) In general, men still earn more than women.

And, at the same time, men traditionally need more help than women when it comes to grooming and dressing.

So, why not target the male market?



There is no substitute for a
"Sharp Dressed Man"

Why train with Joseph Rosenfeld?

- ✓ *You will learn from one of the only recognized and certified men's image experts*
- ✓ *You will vastly increase your knowledge, expertise and ultimately confidence in serving male clients*
- ✓ *You will gain greater insights into menswear and the menswear industry*

Learn more about Joseph Rosenfeld at www.jrimagementor.com

Training in San Jose, CA

The training studio is located in downtown San Jose, CA., the heart of the Silicon Valley. Located just 45 miles south of San Francisco, San Jose is the tenth largest city in the United States, boasts great weather and offers great dining and sightseeing.

Ample accommodations to fit every budget are available in San Jose, near the training facility.

San Jose Mineta Airport (SJC) – just five minutes from the studio – is served by Alaska, American, America West, Delta, Frontier, JetBlue, Northwest, Southwest and United.

Ground transportation is provided throughout the program, including transfer from the airport to your hotel on the day of arrival.

Lunch will be provided daily.