

## *The Changing Face of Fashion*

SATURDAY 21ST SEPTEMBER  
10AM - 5PM

### Conference Agenda

#### **The Changing Face of Fashion Challenges and Opportunities for Image Professionals**

- 1000-1030 Registration, Coffee, view exhibitor stands
- 1030-1045 Welcome by Jo Allen and Katy Dyer, FIPI Events Directors
- 1045-1145 Keynote Speaker: Professor Carolyn Mair PhD, Fashion Psychologist & Founder of psychology.fashion  
**The Future of Fashion: changes and challenges**
- 1145-1200 **Coffee Break**
- 1200-1255 Tara Button, founder & CEO of BuyMeOnce  
**A Life Less Throwaway**
- 1255-1300 **Meet our Exhibitors**
- 1300-1415 Lunch, Networking, Exhibitors
- 1415-1510 Polly Holman, London College of Fashion & Past President of FIPI  
**Are Algorithms, Ai and Avatars the Future of Styling?**
- 1510-1530 Eva May Pearson, of Healing Image HI  
**How Image Professionals can help survivors of abuse**
- 1530-1545 **Tea Break**
- 1545-1630 Azrene Ahmed, Director and Master Trainer of Imago, Malaysia  
**The Rise of Modest Dressing**
- 1630-1645 Close by FIPI President, Elisabeth Kaempffer

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### Sponsors and Exhibitors

	<p><b>Bra Sense (Sponsor &amp; Exhibitor)</b>  <a href="http://www.facebook.com/BraSenseLtd/">www.facebook.com/BraSenseLtd/</a>          Helping you to make a difference that matters to your clients.</p> <p>Sara O'Regan, Bra Sense founder, explains "We help you to make clients feel good about themselves through our specialist Bra Sense Personal Fit Experience, delivered face to face as part of their experience at your events. Most ladies know they're wearing the wrong bra, because they can see it and feel it. They're also paying too much to cover up their problems. In tight times like today, offering a professional image update, from clothes foundation to fashion finish, is what will make a difference for you and your clients. Let us help you to become the go-to person for fashion and Image consultancy for your clients."</p>
 <p>L A F A S H I O N E X P E R I E N C E</p>	<p><b>Captain Tortue (exhibitor)</b>  <a href="http://www.facebook.com/BecGreenfield/">www.facebook.com/BecGreenfield/</a>          Captain Tortue is a French lifestyle fashion brand that sells clothes for women and girls exclusively through its own independent consultants.</p>
	<p><b>Park Lane Jewelry (exhibitor)</b>  <a href="https://parklanejewellery.co.uk/rep/Suecarroll">https://parklanejewellery.co.uk/rep/Suecarroll</a>          Park Lane proudly offers exceptional quality jewellery is backed by an unconditional guarantee, which it sells through its network of stylists.</p>

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### Sponsors and Exhibitors (continued)



#### Suit the City (exhibitor)

[www.suiththecity.com](http://www.suiththecity.com)

Suit the City have been providing bespoke tailoring to women and men for over 13 years. Everything is made to order and made-to-measure for the individual client. The company has a choice of over 3000 cloths– everything from pinstripes to tweed – for business, weekend wear and smart occasions. There are hundreds of bespoke details to make every garment unique. FIPI members have the opportunity to become agents – please register your interest at the event and come to a discovery meeting.

Colours by Ell  
&  
noë  
antwerp

Leather sneakers Handmade in Italy  
Fit Sizes EU 35-43

*Exclusive to Colours by Ell in the UK & Ireland*

#### Colours by Ell (Sponsor)

[www.coloursbyell.com](http://www.coloursbyell.com)

Colours by Ell, owned by Helen Allen who is also the Principal Colour and Style Consultant, is a unique 'pop-up shop' offering a wide range of colours and styles in top quality hand made Italian leather shoes - coloured sneakers are currently a best seller. Helen commissions the production of the handmade shoes from the 88 colours of leather available from the Belgium based brand Noë and offers a unique 'made to order' service to suit clients' requests. Helen believes in having a top quality product with 1st class customer service, care and satisfaction - a return to the values of a more personal shopping experience.



Direct Colour  
International

#### Direct Colour International (sponsor)

[www.styleandimage.co.uk](http://www.styleandimage.co.uk)

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### Our Speakers



#### **Professor Carolyn Mair PhD**

<https://psychology.fashion/>

Professor Carolyn Mair PhD, founder of [psychology.fashion](https://psychology.fashion/), is a consultant working with the fashion industry, retail, NGOs and educators. She is a Chartered Fellow of the British Psychological Society and holder of the British Psychological Society's Distinguished Contributions to Psychology Education Award. Her book, *The Psychology of Fashion*, was one of Routledge's top 10 Psychology books of 2018. Carolyn has published broadly in academic and popular media and is frequently interviewed for national and international TV and radio. She has a PhD in Cognitive Neuroscience, MSc in Research Methods Psychology and BSc (Hons) in Applied Psychology and Computing. Prior to establishing her consultancy, she was full Professor of Psychology for Fashion at London College of Fashion, University of the Arts London (UAL), where she created and led the world's first Masters and Bachelors programmes to apply psychology within the broad context of fashion.

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### Our Speakers (continued)



#### Tara Button

[uk.buymeonce.com](http://uk.buymeonce.com)

Tara Button is the CEO of BuyMeOnce. A former ad executive who, fed up with promoting badly made products, many with built-in 'planned obsolescence', had a light bulb moment when she received a Le Creuset cooking pot from her sister for her 30th birthday in 2013. The brand – known for its commitment to crafting heirloom cookware – planted the seed that launched a movement. "Buying for life" became her new mantra, and she dedicated the next three years to building a website that would stock the longest-lasting products in the world and in January 2016 BuyMeOnce was launched. She has also written a book "A Life Less Throwaway" about how buying once and buying well is the secret to a calm mind clean planet and a permanently uncluttered home and wardrobe.



#### Polly Holman

For the last 20 years Polly Holman has combined working in the Private client market with lecturing at the London College of Fashion in London and Dubai. This has given her a unique insight into the global styling market. She has trained personal and commercial stylists from 145 countries. Her trainees have come from across the Fashion world from Designers, Top Brand Managers, Trainers and Private Client Stylists for Luxury Brands to Personal Shoppers for International Fashion brands. She has spent the last 3 years working with an Internet Platform creating Algorithms for Machine Learning for Retail.

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### Our Speakers (continued)



#### Eva May Pearson

Eva May Pearson is a 53 year old wife and mother and founder of Healing Image HI. A survivor of historic abuse from an early age, Eva May tells her story of how working with Image Professionals has impacted so positively on her life, following a complete break-down in the aftermath of a Police investigation left her unable to touch her skin, look at herself or leave her home for 4 years. Through Healing Image HI, Eva May provides an open and honest account through her journey as she sought help with her image. The negative and positive impacts on her life today; five years on.



#### Azrene Ahmad

[www.imagomy.com](http://www.imagomy.com)

Azrene Ahmad has over 13 years experience in training and education services and runs one of the most successful Image and Brand Awareness Consultancy in South East Asia with clients spanning a diaspora of backgrounds from private clients, schools, NGOs, Government Agencies, GLCs and MNCs globally. She and her team are much sought after for their expertise in the areas of Image Consulting, Branding and Product Placement, Social Media, Etiquette & Protocol, Public Relations Crisis Management, Dignity at Work Policies and Leadership Hyperdrive. She is the first Image Consultant to be recognised on the Register of Country Experts by the Ministry of Human Resources, Malaysia and one of two FIPI Masters in Image Consultancy in Malaysia.

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### Sessions Description

**Professor Carolyn Mair PhD**, Fashion Psychologist & Founder of psychology.fashion

**SESSION TITLE:** *The Psychology of Fashion (60 minutes)*

The fashion industry is an important global economy. It touches everyone; as global employer of millions and as designer, producer and retailer of the clothes everyone wears. The fashion industry is becoming increasingly aware of the value of understanding the behaviour of its employees, customers and additional stakeholders. In addition, the industry is under increasing pressure to meet its social responsibilities. There has never been a more important time to bring these two disciplines together. While psychologists can contribute to solving many of the fashion industry's pressing problems, in this talk, Professor Mair will discuss the relationship between what we wear and our well-being.

- Describe the relationship between psychology and fashion
- Understand the value of fashion in relation to self and identity
- Recognise how fashion influences body satisfaction
- Explore new ways to make fashion work for you

**Tara Button**, Founder & CEO of BuyMeOnce

**SESSION TITLE:** *A Life Less Throwaway (55 minutes)*

Tara Button describes herself as someone who was an impulse shopper drowning in clutter and fast fashion. In 2013 Tara went from depressed spendthrift to fulfilled and calm entrepreneur using a technique she calls 'mindful curation' and now lives a "life less throwaway". She will be talking to us about how this can save money, sanity and the planet, and how empowering people to find their own style can help.

- Detect the tricks that get us overspending and how to dodge them
- Discover why they really don't make stuff like they used to and what can be done about it
- Jump off the trend treadmill, declutter and build a wardrobe to your true taste
- Rediscover the art of keeping and caring for things
- Find happiness, success and self-worth beyond buying

**Polly Holman**, Lecturer at the London College of Fashion & Past President of FIPI

**SESSION TITLE:** *Are Algorithms, Ai and Avatars the Future of Styling? (55 minutes)*

30 years ago Image Consultants and Fashion Magazines were the prime sources for people wanting style advice. Since then the global spread of the Internet and the rise of Social Media has given us new style advisors; the blogger, vlogger and influencer. Today an even more powerful new source is entering the styling market. The session will look at how Algorithms, AI and Avatars are being integrated by retail in order to supply styling solutions to their customers. It will also look at the way AI is being used by the founders of new internet platforms to provide services from UHNW clients to teenagers on a budget. The session will conclude with the opportunities new technology has for members.

- Look at how Algorithms, AI and Avatars are being integrated by retail in order to supply styling solutions to their customers
- Look at the way AI is being used by the founders of new internet platforms to provide services from UHNW clients to teenagers on a budget
- Discover the opportunities new technology has for members

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### Sessions Description (continued)

**Eva May Pearson, Healing Image HI**

**SESSION TITLE:** *How Image Professionals can help survivors of abuse (20 minutes)*

Eva May Pearson is a 53 year old wife and mother and founder of "Healing Image HI". A survivor of historic abuse from an early age, Eva May tells her story of how working with Image Professionals has impacted so positively on her life and recovery. Through Healing Image HI, she aims to raise awareness within the industry of how we can help people living with trauma and mental health issues. This is Eva May's first speech since developing her website "Healing Image HI" and she is looking forward to the sharing of questions and ideas.

**Azrene Ahmad, Director and Master Trainer of Imago, Malaysia**

**SESSION TITLE:** *The Rise of Modest Dressing (45 minutes)*

With the fast evolution of the fashion industry comes a whole new niche, that of modest dressing. This session will explore the driving force behind the evolution since it is not only the religious who are gravitating towards the need but also people from all walks of life, faiths, cultures and paths. Find out what this means for image consultants and how they can make the relevant changes to include addressing this need in their current fashion and style services, especially in the area of the hijab which is an opportunity that is infrequently tapped into.

- Understanding the fast growth and market demands of the modest fashion industry and the opportunities it presents
- Explore the driving force behind the rise of modest fashion re: multi- faith requirements and teachings, cultural perspectives and demands, psychological motivations
- The hijab: what is it and what are the fashion and style basics that will be required to perform a fashion & style service for this need
- Considering the changes that an image consultant can make with regards to including modest dressing considerations into their services