

ISIM INDIAN SCHOOL OF IMAGE MANAGEMENT

CEU APPROVED AICI PROGRAM™

International Certification Image Consultant Program (ICICP)

Become a Certified Image Consultant

Four to six months. Live online classes. Four full days in person with India's first AICI Certified Image Master.

4 to 6 Month Hybrid Program	4 In-Person Days with Sonia Dubey Dewan	ISIM Certificate + AICI CEU Certificate

Weekday and Saturday batches. In-person days in Mumbai, Delhi, Bengaluru and Chennai.

Welcome to ISIM

Dear future Image Consultant,



When I began working in image management in 2011, very few people in India knew this profession existed. Fewer still could learn it to an international standard without leaving the country. ISIM was built to change that.

Image consulting is the work of helping people show up as their best selves. It is part science, part art and part empathy. It changes how people are seen, and how they see themselves. I have watched it transform careers, businesses and lives, including those of my own students.

In this program, you will learn live with our faculty and practise on real people. You will spend four full days with me in the classroom. You will complete your first client project before you graduate. And you will learn how to turn your skills into a business.

Certification is where your journey with us begins. Every ISIM graduate receives lifetime mentorship, and a place in a community that grows with you.

I look forward to welcoming you.

Warm regards,

Sonia Dewan

Sonia Dubey Dewan, AICI CIM

Founder & Head Faculty, Indian School of Image Management

15	700+	22,000+	3,80,000+	30+
years in image education	image consultants and soft skills trainers mentored	training hours	training participants	countries

Every Impression Tells a Story

People decide within moments whether to trust you, hire you, buy from you or listen to you. Those first impressions shape careers, relationships and businesses. Image management gives people control over that story.



The ABCs of Image

A — Appearance
How you look. Colour, body shape, style, wardrobe and grooming.

B — Behaviour
How you conduct yourself. Etiquette, body language and presence.

C — Communication
How you speak and connect. Voice, words and presentation.

An image consultant helps clients bring all three into line with who they are and where they want to go. The result is confidence that others can see and feel.

Is This Program Right for You?

This program is designed for people who want to build a career helping others transform.

Aspiring Image Consultants
who want to start their own practice with international-standard training.

HR Professionals and Corporate Trainers
who want to deliver image, etiquette and executive presence training.

Professionals Seeking a Career Change
who want a respected new profession with real earning potential.

Stylists and Fashion Professionals
who want to add colour, body analysis and wardrobe expertise to their services.

Women Returning to Work
who want a flexible, meaningful career they can build on their own terms.

Entrepreneurs and Business Owners
who want to strengthen their own image and personal brand.



The Program at a Glance

Your Learning Journey

1
Learn

Live online classes with ISIM faculty on Microsoft Teams. 120+ hours of learning, with a recording of every class.

2
Master

Four full days in person, taught personally by Sonia Dubey Dewan. Hands-on practicals in Mumbai, Delhi, Bengaluru and Chennai.

3
Prove

Your Live Client Project. Apply everything you learn to a real person, guided by your academic mentor, then present your work to Sonia.

4
Launch

12 hours of Business Smart training, followed by one-on-one business and career coaching, and lifetime mentorship.

Program Details

Duration	4 to 6 months
Format	Hybrid: live online and in person
Live online learning	120+ hours
In-person practicals	4 full days, 8 hours each
Batch options	Mon, Wed, Fri (2 hours) or Tue, Thu (3 hours) or Saturday (4 hours)
Cohort size	Maximum 9 students
New cohorts	Every month
Language	English
Certificates	ISIM Certificate + AICI Certificate of Continuing Education (12.9 CEUs)

> Can't make your in-person dates? You get two chances to attend within 12 months, and you can complete your certification in the meantime.

What You Will Learn

The ISIM Certified Image Consultant Program takes you from the foundations of image to running your own practice. Every module combines theory with hands-on practice.



1

Foundations of Image Consulting

Introduction to image management, body image, the psychology of image, careers in image consulting and client discovery.

2

Fashion and Design

Fashion fundamentals and the principles and elements of design: line, shape, pattern and fabric.

3

Colour

Colour theory and colour analysis. Learn to identify the shades that bring out the best in every client.

4

Body and Face

Body analysis, face shape analysis and choosing styles that flatter every body type.

5

Personality and Styling

Yin and Yang personality styles, and how to put a complete look together.

6

Wardrobe and Shopping

Wardrobe audits, wardrobe strategy and personal shopping, both in store and virtual.

7

Grooming and Image for Men

Grooming and makeup, holistic health, wellness and nutrition, and image management for men.

8

Etiquette and Protocol

Business and social etiquette, and dining etiquette.

9

Communication and Presence

Body language, vocal and verbal communication, and power presentations.

10

Business Smart

12 hours on building, marketing and growing your image consulting business, including executive presence and personal branding.

Practice from Day One

Image consulting is a hands-on profession. That's why practice runs through the whole program.







10 Online Practicals

- Client Discovery
- Colour Theory
- Colour Analysis
- Face Shape Analysis
- Body Analysis
- Wardrobing
- Personal Shopping
- Virtual Personal Shopping
- Makeup
- Dining Etiquette

6 In-Person Practicals with Sonia

- Colour Analysis
- Body Analysis
- Wardrobing
- Personal Shopping
- Makeup
- Dining Etiquette

Mock Consultations. Practise full client consultations during your in-person days, plus a dedicated online mock session. By the time you meet your first paying client, you will have done it before.

Your First Client, Before You Graduate

The Live Client Project is the heart of your certification. You choose one person, a friend or family member, and apply everything you learn to transform their image. You document the full process and outcomes, just as you would for a paying client. An academic mentor guides you with feedback at every stage. At the end, you present your complete project to Sonia.

Your Study Resources

41
pre-recorded lessons covering every subject, all taught by Sonia

20
tools, templates and quizzes you can customise, brand and use with clients

18
ebooks and reading materials to download and keep

Every
live class recorded, so you never miss a lesson

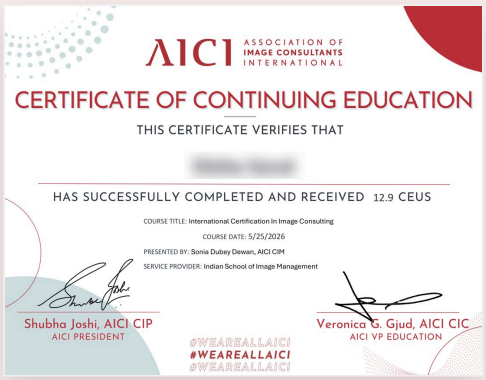
Two Certificates. One Strong Foundation.

On successful completion, you receive:



ISIM Certified Image Consultant Certificate

Awarded by the Indian School of Image Management.



AICI Certificate of Continuing Education (12.9 CEUs)

Awarded through the Association of Image Consultants International (AICI), a global non-profit professional association for image consultants, founded in 1990.

Sample certificates shown. Names have been hidden for privacy.

How You Get Certified

1 Submit all your gradable assignments

2 Complete your Live Client Project

Both must be completed within 12 months of your classes ending.

Understanding Your Certification

ISIM Certificate	Confirms you have completed the ISIM Certified Image Consultant Program and met its assessment standards.
AICI CEU Certificate	Confirms the continuing education units you have earned through an AICI CEU Approved Program.

> **Please note:** AICI CIC (Certified Image Consultant) is a separate professional credential awarded independently by AICI. It is not part of the ISIM certification. Graduates who wish to apply receive guidance and mentorship from ISIM and Sonia, free of charge, as part of alumni support.

Join the Global Image Community

Students are eligible for AICI Novice Membership at a discounted fee.

USD 150
AICI Novice Membership

Learn from India's First AICI Certified Image Master



Sonia Dubey Dewan, AICI CIM

Founder & Head Faculty, Indian School of Image Management

Sonia is an image consultant, entrepreneur, international keynote speaker and the author of *Talent Is Not a Business Plan*. With over 16 years of experience in personal branding, image management and executive coaching, she has coached business leaders, entrepreneurs, politicians and celebrities. A leading news publication named her the "Fairy Godmother of Transformation."

Recognition and Leadership

- India's first AICI Certified Image Master (CIM)
- India's first recipient of the AICI IMMIE Award in Philanthropy (2021)
- Past President, AICI India Chapter
- Editor-in-Chief, AICI Global Magazine (2017 to 2020)
- Founder, OMP: World Forum of Protocol, Image and Communication
- National President, WICCI Image Consulting Council
- Alumna, Goldman Sachs 10,000 Women Entrepreneurs Program, IIM Bangalore

Taught by the Best

Sonia built the course you learn from, and teaches every in-person day herself.

4 of 4
in-person days taught personally by Sonia herself

41
pre-recorded lessons, every one taught by Sonia

Every
senior faculty member trained, mentored and personally approved by Sonia

Featured in

Times of India · Hindustan Times · The Indian Express · NDTV · Economic Times · Entrepreneur · News24

Where This Can Take You

Image consultants work across fashion, corporate, education and media. Graduates of the ISIM Certified Image Consultant Program build careers as:

- Founders of their own image consulting practice
- Personal stylists and wardrobe consultants
- Bridal and wedding stylists
- Corporate image and etiquette trainers
- Soft skills and communication trainers
- Image management educators
- Celebrity and fashion stylists
- Fashion and lifestyle content creators

What Our Alumni Charge

Service	Typical Fee
Colour analysis session	**₹3,000 to ₹8,000**
Wardrobe audit	**₹3,000 to ₹10,000**
Personal shopping session	**₹5,000 to ₹20,000**
Monthly styling retainer	**₹3,000 to ₹10,000 per month**
Corporate workshop (per day)	**₹20,000 to ₹1,00,000**

What a Practice Can Look Like

Starting Out (Part-Time)

3 colour analyses, 1 wardrobe audit and 1 personal shopping session a month

About ₹30,000

a month, or ₹3.5 lakh a year

Growing Practice

6 colour analyses, 3 wardrobe audits, 2 personal shopping sessions and 1 corporate workshop a month

About ₹1 lakh

a month, or ₹12 lakh a year

An illustration based on typical fees charged by ISIM alumni in India. It is not a promise of earnings. Actual income depends on the clients you build, your city, your niche and the time you invest. Figures are before business expenses.

We Help You Launch

Business Smart

12 hours of group training on building, marketing and growing your business.

One-on-One Coaching

After certification, 3 to 4 personal sessions on your career path and business plan.

Lifetime Mentorship

Once you are an ISIM graduate, you can come back to us whenever you need guidance.

You're Never on Your Own



Your Graduation Day

Celebrate your certification at the ISIM Graduation Ceremony, held at the India Presence Summit. As a member of the ISIM Tribe, you receive an invitation to the Summit every year.



The ISIM Tribe

Our alumni community offers monthly learning sessions, peer learning and collaboration, and access to work opportunities.

The Image Products

Graduates get special prices on the professional tools they need to practise, from colour swatches to consulting kits.

In Their Words

4.9 ★★★★★ Rated on Google

> *Joining ISIM was a fantastic decision. The course material is valuable, and with the assignments, I knew what I was learning was the real deal. I've used these skills on myself and have helped clients overcome their image concerns. The face-to-face practicals with Sonia were my favourite. Being mentored by India's first AICI CIM was a plus I didn't see coming.*

GJ **Gunmeher Juneja**
Practising Image Consultant, ISIM Graduate

> *The faculty gave personalised attention and guidance. The curriculum was comprehensive, with hands-on exercises and real-world projects. The career support, both during and after the course, was exceptional.*

JP **Jill Pujara**
Practising Image Consultant
ISIM Graduate

> *My journey with ISIM has been transformational, both personally and professionally. What started as a certification became a journey of self-discovery, confidence and growth. ISIM gave me a strong foundation and inspiring mentorship that will stay with me throughout my career.*

VT **Vibhuti Tawde**
Practising Image Consultant
ISIM Graduate

> *A transformative learning experience. I loved the way Sonia Ma'am took us through this journey, and I'm grateful to all the ISIM faculty.*

KS **Kavisha Shah**
Practising Image Consultant
ISIM Graduate

> *A well-structured course with a strong focus on practical learning and personal development. The training builds real confidence and relevant skills.*

KM **Khushboo Masih**
Practising Image Consultant
ISIM Graduate

Begin Your Journey

Who Can Apply: graduates, or those currently pursuing graduation. There is no age limit. Classes are taught in English, so you should be comfortable learning in English.

1

Enquire

Call, WhatsApp or email us.

2

Counselling Session

Speak with our admissions team on phone or Zoom.

3

Admission Form

Complete your application.

4

Secure Your Seat

Pay the ₹10,000 enrolment fee, adjusted against your total fee.

Program Fee

₹2,40,000

inclusive of GST and all taxes

Interest-Free
Instalments over 4 to 5 months

Credit Card EMI
6 to 12 month EMI via credit card

Every Month
New cohorts start monthly

9 Students
Maximum per cohort

ISIM Indian School of Image Management

WhatsApp us
+91 74000 62923

Call
+91 91366 09898

Email
info@indianschoolofimage.com

Website
indianschoolofimage.com

Instagram
@isimindia

Watch Sonia on YouTube
@SchoolofImage

Scan to explore the program

About ISIM. The Indian School of Image Management has been shaping image professionals since 2011. Founded by Sonia Dubey Dewan, India's first AICI Certified Image Master, ISIM brings international standards of image consulting and soft skills education to India. Awarded "Excellent Vocational Training Institute" at the 6th International Education Excellence Awards, 2020.

Head Office: 601, Chandak Chambers, Western Express Highway Metro Station, Andheri East, Mumbai 400069. In-person classes in Mumbai, Delhi, Bengaluru and Chennai.

Program details are correct at the time of publishing and may change.