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## TODAY'S **WOMEN** WORK, FAMILY, & WELL-BEING

# Angèle Desgagné's Achieving Success



**ANGELE DESGAGNE:**  
Her job is to help people  
put their best foot forward.  
Photo by Christine Kaitola

By Christine Kaitola  
Oakville Today

Angèle Desgagné's career is all about helping others project the very best image of themselves.

As a professional image consultant, and the owner of the Oakville-based Imagelite International, Desgagné has the training to help her clients look, act and dress the way they should to achieve success. For years, the rich and the famous, the politicians and the celebrities have used the services of image consultants to polish themselves up for the public. Today, image consultants are ready to aid a broader spectrum of people; in fact, Desgagné is able to help everyone from the entrepreneur to those who are just entering the job market, so they can reach their goals.

Desgagné says a person's appearance is highly valued in today's image-conscious society. The way you look, dress and carry yourself can speak volumes without actually saying a word. She says that having a professional image may not only help you feel more confident and secure, but can also aid you in attaining your desired career.

As an image consultant in this fairly new profession, Desgagné can help anyone trying to get this sought-after look.

Desgagné came to this profession through a genuine desire to help people reach their goals and through her interest in fashion. Before becoming an image consultant, Desgagné worked in a variety of fields including fashion, merchandising and interior design. After taking the time to raise her family, Desgagné decided to pursue her passion for fashion, and

decided that image consulting was the way to go. In 2002, she received her Certificate Image Professional status from the Association of Image Consultants International.

As a CIP, she says, "I help others reach their full potential. When people look and feel good about themselves, they reach self-excellence. I love my job."

Desgagné feels that when someone looks and acts professional she will be taken more seriously and will more likely be promoted. She says that when you do not dress professionally, you are not giving your workplace the proper image, and in some cases, you may create self sabotage, in which your appearance may suit you, but not the image of a respected professional.

Recently, the corporate trend is moving away from business casual wear and going towards dressier clothing, says Desgagné. She says, "The problem with business casual was that it created a relaxed atmosphere in which employees became so comfortable, that productivity was down."

She also feels that people should look fresh and up-to-date. Desgagné feels this is intrinsically important for entrepreneurs, who not only represent themselves, but are the company. She says, "Don't be stuck in the 1980's - appearance means a lot. If you're behind in your wardrobe how else is your thinking?" She says that three things in particular can date a person: hairdo, glasses and shoes. By keeping up with styles, your brand will be considered fresh and competitive as well.

To help clients achieve the look they desire, Desgagné offers a variety of services to choose from including:

### Personalized Colour Analysis

This step identifies the individual's colouring. Desgagné says that she can find the best basic and accent colours to make people look wonderful. Because everyone's neutrals, basic and accent colours are different, Desgagné teaches her clients how to pick the colours for their complexion.

### Body and Style Evaluation

This step focuses on physical features and challenges. Desgagné identifies her client's body type using observational and measurement techniques. She takes into consideration a person's height and bone structure as well to choose appropriate fabrics that make her clients look younger, slimmer and updated. Desgagné wants her clients to feel good about themselves by having a positive body image.

### Personality Assessment

This determines if a client is introverted, extroverted, is more natural, romantic or dramatic. By understanding a person's personality, likes and dislikes, Desgagné can pull together clothes that bring her client's inner personality out while projecting the appropriate image.

### Comprehensive Closet Audit

Desgagné helps her clients evaluate their wardrobes by getting rid of clothes that are old, worn-out, inappropriate, outdated, too small or too big. She believes that all clothes in a

closet should be worn at present, not when her client loses or gains weight.

Desgagné shows her clients how to mix and match their wardrobe to get the most use from their clothes. She teaches her clients to get that "put-together look" at all times. She says, "If an orange shirt is in your closet and it's not your colour, throw it out and don't feel guilty. Keeping old clothes that do not work for you will only stress you out."

### Personal Shopping Excursion

During this hands-on session, Desgagné helps her clients choose the most flattering clothing style for their body and personality type. She advises clients to buy the best fit possible for their budget. She advises clients to master the art of shopping and to take the time to look their best.

Desgagné believes projecting a good image can work for anyone at any time in their life. She says, "People should feel good at any age. Whether you are a teen and need to work on self esteem and proper etiquette or a senior that needs an update, I will help you."

Angèle Desgagné is a graduate of the Fashion Merchandising Program at Ryerson University in Toronto. She has a certificate in both Advanced Image Management and Advanced Colour Analysis from the International Image Institute in Toronto, and in 2002, she received her Certificate Image Professional status from the Association of Image Consultants International. She can be reached at 905-469-1889.