

About WAIC

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In the early 1980's the world was first introduced to the idea of "Image" with the publication of a very popular book called "Color Me Beautiful". At that time, nothing of its kind had ever been attempted. In this revolutionary book the idea of taking color as studied by artists and applying to human beings was suddenly accepted by the masses instantly elevating the authors to "guru" status. Organizations sprung up from the madness that ensued. Women calling themselves Image Consultants took these ideas and began peddling the idea to women worldwide.

Meanwhile, in the United Kingdom and Brussels Belgium, Sandy Dumont, a former fashion model and graduate of the Robert Powers School of Fashion had been sharing what she knew about Fashion with her friends and colleagues. While living in Europe she studied color and psychology. She was astounded by the information in this new trendy book that had been sweeping the globe. As a life-long art student it was obvious that not only did this book get the 4 seasons wrong (calling Summer Winter and Winter Summer) they also applied color to people through their superficial appearance, giving no thought to the final results in the mirror or to the complex psychological messages that these results would send. It was atrocious the damage that this trend was doing to its unsuspecting followers. People were either disappearing in their clothing, or conveying such an unharmonious image as to actually harm their image rather than to help them. How did such a well-intentioned book go so horribly wrong? Sandy Dumont put all of her skills to work and began through trial and error and by applying her knowledge about art, color, and psychology and developed what was to become "The Never Fail Image System". With a lifelong background in color through art studies, Sandy trusted her eyes over what she read in the early (and current) books on color and image. They were (and still are) on the wrong track, so they do not work consistently. Without consistency, credibility in the whole field of image consulting is undermined. You simply cannot have multiple (and, consequently, contradictory) systems for determining a person's color category. When it comes to color and image, results rule! And Sandy Dumont teaches her students to get results. Every time! That is why Sandy developed her system for Color Analysis that, through scientific method, gets results every time. This image system, when applied correctly, cannot fail. Nothing is left to chance. This course will challenge everything you currently believe or "know" about color and image consulting. It will also challenge everything currently in print and in use regarding color and image today. It reveals the basic truths about color with Sandy Dumont's documented research of more than 30 years. It is unthinkable that there is more than one standard for doing color analysis, as is currently accepted by this industry's association. You will be taught a method that produces consistent and unshakeable results in all four corners of the world and with all races and mentalities. That, and only that, will insure success as an image consultant - and as an industry. World Association of Image Consultants was founded by Image Consultant Sandy Dumont in 1995. Sandy's 30 years of experience makes her Image Consultant Training Diploma Course the finest possible. To join the World Association of Image Consultants you must first be fully accredited by completing the Image Consultant Certification Diploma Course offered at the Impression Strategies Institute. This training is the finest in the world, where students benefit by studying directly with veterans in the field.