



Certified Grey Matter Stylist & Personal Shopper

with Celebrity & Award-Winning Stylist **Ozlem Cakir**

25+ years of training and consulting experience, Ozlem Cakir is the first recognized image consultant in Turkey, Istanbul. She has been a member of the A.I.C.I, CIP (Association of Image Consultants International) since 1998 and she is the Area Liaison of Turkey since then.

Ozlem has done training with the London Image Institute and Fashion Institute of Technology in New York. Besides conducting seminars in the corporate world, she has shared her experience and knowledge with lots of organizations and universities.

Ozlem trains luxury industry professionals on how to be different through service and become brand butlers, as well as does in-store activities, presentations with fashion shows to high-end department stores and malls as well as giving a personal shopper training course to the personal shoppers and stylists of high-end stores.

Some of her clients are Beymen, Louis Vuitton, Gilan Jewellery, IWC, Citibank, P&G, Unilever, KPMG, Peppers&Rogers, Price Waterhouse Coopers, Merck Sharp&Dohme, Vodafone, Swarovski, Prada and many more.

Ozlem Started collaborating with Grey Matter since 2014 and has always received a satisfaction rate of 97+ on happy sheets.

Program

- Building Confidence
- Personal skills for Styling Success
- The History of Styling
- Fashion Today
- Fashion Styling Consultation Process
- Getting Work + Career Options
- Facilitating Body Shape Analysis
- Dress & Style Basics
- The 5 Figure Shapes
- Style Personality Consulting
- Color Theory
- Color Basics
- Hairstyle and Makeup Training
- Shopping Preferences and Plans
- Wardrobe Styling
- Personal Shopping
- Inspiring with accessories
- Empowering women through style
- Dealing with difficult situations
- How to Style – Interactive Styling Exercises
- Proportion and Balance – how to proportion clothing combinations Video Tutorial
- Five Assignments
- Assessment and Assignments