



“Image Success’s pedagogy is unique in that the business and training solution presented to us was grounded in Joanne’s professional training in Colour Analysis as well as her background in branding and consulting.

It has been a cohesive partnership with Image Success and they have certainly met our business need.”

- Dylan Choong,
Training Manager,
The Fullerton Hotel
Singapore

Case Study—Fullerton

Discover: Image Profile

- Corporate Profile: An international award-winning Five-Star Hotel, steeped in heritage and luxury.
- Trainees’ Profile: Frontliners to top management
- Image Objective: Staff image to be consistent with the hotel’s brand and image.

Define: Image Design

- Custom-Designed Image Programmes:
 1. “The Fullerton Image” custom-designed staff image and grooming course with monthly follow-up review (1-year contract).
 2. “Luminaries” custom-designed management development image course for Management Associates.

Differentiate: Image Strategies

The Fullerton Image (All Staff)

Colour

- Colours in Line with Natural Colour Pattern

Style

- Dress Codes
- Proper Fit in Clothing and Uniform
- Coordination of Shirts and Ties
- Individual Analysis of Ideal Collar Type
- Individual Analysis of Ideal Tie Knots
- Ideal Spectacle Frames

Grooming

- Corporate Grooming Guidelines
- Custom-picked Makeup Colours
- Hairbun and Hairstyling Training

Luminaries (Management Associates)

Colour

- Colours in Line with Natural Colour Pattern

Style

- Dress Codes
- Individual Analysis of Ideal Skirt Lengths
- Individual Analysis of Clothing Styles
- Individual Analysis of Personal Style
- Ideal Necklines for Clothes and Accessories
- Ideal Spectacle Frames