

7 December 2012

To whom it may concern

TESTIMONIAL – Josephine LUI

Our mission at the Academy of Image Mastery is to inspire the joy of transformed lives. We do so by providing a high standard of AICI CEU approved training programmes that equip aspiring image consultants with the mastery of best practices in the business of image consulting.

AIM was established a decade ago in Singapore with an Asian focus forged together by global thought-leaders. Over the years, one constant remains; at the heart of everything we do, we seek to empower our diverse alumni to raise our industry's standards and public awareness of the profession of image consulting.

Josephine LUI is one of our very promising graduates. She completed the Foundation and Advance levels of ImageAsiaTM Programme by AIM in alliance with London Image Institute in 2008 (Hong Kong). She was an enthusiastic student with an enquiring mind and showed respect and considerate for others.

Josephine came with rich experience from the luxury fashion and make-up industries as a Training Manager and sought to pursue her new career as an independent image consultant. Her business exposure and training experience offered a distinct head-start to being an image consultant. She is an engaging, confident and personable presenter.

Since completing ImageAsiaTM, Josephine has proven to be a self-motivated entrepreneur who is passionate about image consulting and committed to personal and professional growth. Since 2008, I have had the pleasure of witnessing how Josephine has grown her business professionally in a steady, organised and consistent manner.

She is certainly an industry peer who is poised for success and someone I am confident will continue to support the growth and good reputation of our profession.

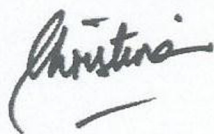
Her leadership with AICI has made a significant contribution to the public awareness of image consulting in Malaysia. As the first VP of Education (2010-2012) with AICI Malaysia Chapter, Josephine pioneered several initiatives. She proved her resourcefulness by spear heading a Color Advance Training with Karen Brunger in Kuala Lumpur. This was attended by many Asian image consultants who would otherwise not have gained such an international educational experience due to travel difficulties to the US and Canada. This event was Malaysia's first AICI Education Fair in 2012 and one of many other successful Chapter Events that earned her the Chapter Member Award, AICI MALAYSIA in 2012.



Josephine currently serves as the President Elect AICI Malaysia Chapter (2012-2014). It will be exciting to see the developments Josephine will make for the continued growth of AICI and image consulting in Malaysia.

I wish her every success in her professional development as she takes this significant step forward with her AICI CIP application.

Sincerely,



Christina Ong AICI CIM
Founding Director, Academy of Image Mastery
VP Education, AICI Board of Directors
Founding President of AICI Singapore Chapter