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The Style and Fashion Forum 2016

The Style Tribe is an initiative aimed at strengthening knowledge and skills in fashion in Kenya. They have organised The Style and Fashion Forum 2016 that will run from the 12th – 15th of October 2016. The Fashion Forum aims at creating awareness and developing skills in fashion, relevant to today's woman and is offering four different seminars.

10/13/2016

FREQUENTLY ASKED QUESTIONS

What is the Style Tribe?

The Style Tribe is an initiative aimed at strengthening knowledge and skills in fashion in Kenya.

We seek to enhance the identity and image of the African woman and those in her circle of influence, by organizing learning events for suppliers and consumers of fashion. The initiative is run by a group of ladies who, having been inspired by the ethos of Kianda Foundation, want to give to society the richness of what they themselves have received.

What is Kianda Foundation?

Kianda Foundation is a well established non-profit making organisation committed to promoting the education and the welfare of women in Kenya through

educational and cultural programs. It was established in 1961.

What is the Fashion Forum 2016?

This is an event organised by the Style Tribe that will run from the 12th – 15th of October 2016. The Fashion Forum aims at creating awareness and developing skills in fashion, relevant to today's woman and is offering four different seminars:

Seminar 1: Fashion Experts, in two sessions – Wednesday October 12, 8.30a.m. - 12p.m & 2 - 5p.m.

Seminar 2: Corporate Executives, Thursday October 13, 9a.m. – 12p.m. and if there is an overflow, Friday October 14th 9a.m. - 12p.m.

Seminar 3: For Students transitioning to the work place – Saturday October 15, 10a.m. – 12p.m.

Seminar 4: Everyday fashion for Interested Ladies – Saturday October 15, 2p.m. – 5p.m.

The guest speaker for this event is Lula Kiah

Who is Lula Kiah?

- An established leader within the global corporate coaching community with 15 years of professional image consulting in New York, Chicago and Denver and a successful career in international banking.
- Brand strategist, celebrity stylist, etiquette expert, international public speaker and author. She has a passion for human potential, enthusiasm for new projects and a far reaching reputation for innovation.
- Hosts a monthly segment on Style and Fashion that appears on Univision networks.

- A regular contributor to publications and radio and television programs like ABC channel
- Over 2,000 individual and corporate global clients.
- For further details see www.styleinnovators.com

What will the different groups attending the fashion forum gain from it?

1. The Fashion Experts Seminar; for ladies and gentlemen

(Cost KShs 8,000 per session; Kshs 15,000 for both sessions

These will be practical hands-on sessions.

The 1st session will deal with Style and Image Development. They will cover sessions like:

- History of the image industry;
Function and message of appearance:
- Face shape
- The female body: Proportion and Assessment Line and Design
- The personal style solutions
online style program
Makeovers
- Men's style
- Personal style expression
- Style consultation
- Wardrobe audits
- Personal shopping

The 2nd Session will deal with
Advanced Colour Analysis

- Color Theory
- Color Analysis Temperature-
Value – Intensity
- Color Directions

- Color Personality
- Directional Color Flow
- Creating mood with color
- Clothing color strategies
- How color changes with age
- The right colors for cosmetics, jewelry and eyewear swatch personalization
- Hands on color coding

b) Executive Presence. For corporates; ladies and gentlemen

Cost Kshs 12,500 per person

- What it is and what it is not
- The EP4 Fundamentals
- The 4 variables that influence first impressions
- The 10 C's of body language
- Micro-facial expressions for business
- How to command and work any room
- Online image
- The language of clothes

- The importance of image
- What is Image and Why is it Important?
- Presentation skills: On stage presence
- Ways to enhance Executive Presence

1. *Stylewise Shop Smart: Students and recent graduates seminar; ladies only*

Cost Kshs 500

In business your appearance is your “Visual Resume”. It is one of your most powerful forms of communication and once mastered can be relied on as an effective strategic tool to inspire others to recognize your potential, believe in your talents and listen to your ideas. The creation of a great visual image need not be difficult or prohibitively expensive, whether you are a male or female, a long-term employee or

just staring out. This seminar will show you how to create an effective business wardrobe and the right dress for every corporate occasion.

- What is Image and Why is it Important - Perception verses Reality
- How to Manage the Transition into the Corporate World
- The Five Vital Image Areas Essential to Long Term Success (Hidden image e.g., attitude, Assumed image - reputation, Seen Image – e.g. visual appearance, Experienced image – e.g. people skills and Proven image - living up to your promises/you over a period of time)
- Discovering and Correcting any Image Blind spots
- How to Build and Manage a Career Wardrobe

- Understanding the Nuances of Business Casual Days • Personal Grooming for Success
- Avoiding Toxic Traits and Credibility Robbers

d) Everyday Woman Session. For working ladies and mothers.

Cost, Kshs 1000, Kshs 1200 after September 25th.

- Style Wise & shop smart
- The history of fashion and ideologies
- The basic values and clothing
- Life project
- Critical thinking
- Through and style
- How to become a Fashion influencer

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