



### **ABOUT CAROL DAVIDSON, AICI, CIP**

When Carol Davidson rose up the corporate ladder to become a Corporate Sales Director, there was no room for her cuddly persona. Unable to do anything about her petite stature – she stands less than five-foot-two – and unwilling to alter her soft-spoken demeanor, she turned her marketing expertise on herself and went to work on the one thing she could change: the image she projected.

Using wardrobe as a tool for communication, Carol learned to highlight her best qualities: her business acumen, quick mind and keen sense of people. She got results - and got noticed. After working to enhance her own image, she wanted to help others to do the same. And so a business was born.

StyleWorks of Union Square Inc. is the image consulting company Carol started in 1999. As one of only 25 Certified Image Professionals (AICI, CIP) in the NY area, Carol teaches individuals, groups and corporations how to use their visual identity to influence the image they project. Her advice has helped thousands of men and women tackle their careers and personal life with confidence and enthusiasm.

Clients have told Carol they look better and feel better about how they look, have become savvy about making clothing choices and have saved time and money in the process.

"I would never go to a big interview without something from Carol," says professional journalist Michele Kayal. "She always chooses just the right colors and accents that get me noticed. Plus, she was born with an uncanny ability to spot the word 'SALE' at 500 paces."

For several years, Carol managed a Personal Shopping team at Macy's By Appointment in New York City. Through her talented and nurturing consulting, she became one of the most successful shoppers in the department, with well over \$1 M in annual sales. She conducted on-site corporate seminars as part of the Macy's By Appointment Business Smart Program, a program educating corporate clients about appropriate business casual wear. She also worked on store events, fashion shows and TV makeovers.

Carol is recognized as "The Consultant to Image Consultants." A respected educator, Carol is a lead instructor in the Image Consulting Certificate Program at the Fashion Institute of Technology (FIT) where she co-developed their first on-line image course. She is a Past President of the New York Tri-State chapter of the Association of Image Consultants International (AICI), where she has also served as the chapter's Vice President and VP of Membership. Carol has also contributed her time and talents as a volunteer for Dress for Success, a non-profit organization that helps low income women make tailored transitions into the workforce.

Carol lives in New York City, but consults private and corporate clients throughout the U.S. and abroad.