



A Chat with Audrey Quek

She's young, pretty and talented. At only 35, Audrey Quek has her own Image Consultancy.

You're more likely to get that top job or that promotion or clinch that deal if you are more marketable. And you are more marketable if you have a positive image, have more poise, are well-groomed and have decent communication skills. This is what image consultancy is all about. At Audrey Quek Image Consultancy, Audrey Quek grooms the likes of corporate clients from Singtel, Ministry of Trade & Industry, CIAS, UOB, MediaCorp, Singapore Press Holdings, Hewlett-Packard Singapore to Marina Mandarin. She also works with many education institutions, such as National University of Singapore.

A qualified image consultant who trained with First Impressions, UK, a leading image consultancy firm founded in 1984, Ms. Quek established Audrey Quek Image Consultancy in 2004.

Taking advantage of her good looks, Quek won the title of Miss Singapore World 1999, representing Singapore at the Miss World finals in London that same year. But as an image consultant she knows it is not only good looks alone that consist of image. Within the first five seconds of meeting a person, even before he or she has had a chance to speak, we have already formed in our minds a certain impression about them that is hard to shake. People judge one another based upon their appearances – what they wear, how they carry themselves, how they look ...

What is your visual message saying about you?

1. What does an image consultant do?

An image consultant is often perceived as one who helps clients look good through dressing only. In fact, we do more than that, we ensure that clients are styled according to their most flattering colours, select styles that best camouflage figure flaws and accentuate best assets as well as match their wardrobe personality. At the same time, we ensure that they are able to carry themselves with poise and presence. This is followed by their mannerisms and the art of communication which encompasses one's overall image. Similarly, we help corporate companies train their staff in areas of professional grooming and well-being, the art of positive body language and communication so that they are equipped with both image and etiquette management skills to enhance their image and etiquette quotient.



"What is your visual message saying about you?"

"Overall, we ensure clients learn to improve their overall professional and personal well-being which expresses both their inner and outer beauty."

2. How do you project a positive image of yourself?

It's all about the how you dress to look the part that is appearance, to your demeanour and mannerism, Positive Body Language that is, Body Language to the way you express yourself through the way you speak that is, Communication. I believe that making a positive first impression can be as easy as ABC as long as your Appearance,

Behaviour and Communication are consistent with one another. In fact, this was mentioned in my book 'ABC to your Dream Job!'

3. It's a fact that good looks are more marketable in terms of jobs, promotions, relationships and more. What happens if you're not so good-looking?

I think no one is exactly not good looking. It's probably the lack of knowledge of being well-groomed or just not being bothered... Most importantly, you may be a good-looker however if you lack confidence or cannot carry yourself in a positive manner, you will lack credibility.

4. You cannot be without your ...