

THE CERTIFIED IMAGE MASTER

Josephine LUI

AICI, CIM

Josephine Lui, the internationally acclaimed authority in Image Consulting, is the Principal and Image Director of First Image Training in Malaysia.

Recognized for her 25 years of experience in the corporate arena, she is celebrated for her impressive credentials as an international speaker and award-winning Image Educator. She has spearheaded successful projects and the transformation of countless world-renowned brands, such as Chanel (where she had acquired a strong sense of fashion and style) to Elizabeth Arden, Lancome of Loreal, SK-II of Procter & Gamble, and Sisley of Paris.

Given her illustrious success, she was awarded in Washington, the Association Image Consultants International (AICI) Global Excellence Award in 2015. Josephine Lui was featured on various international stages, including "The Power Of Two, Building & Sustaining Creative Collaborations" in Chicago 2019. Her other remarkable speaking engagements were, 2023 in the Dominican Republic Global Conference on "Critical Thinking" and "Why Didn't You Think about It". That winter in Beijing, she presented FASHION, FABRICS and PSYCHOLOGY OF STYLE (FFS). Subsequently, in 2024 for the AICI Malaysia Chapter, on "Smarten-Up Man!" and at the AICI Global Conference 2025 in Manila on "Mastery of Fabrics"

Irrefutably, Josephine Lui is a prolific brand in the world of Image Consulting that stands for the empowerment of individuals and corporations alike through the power of personal and professional image via Appearance, Behavior, and Communication skills.

At First Image Training, she trained and mentored hundreds of Qualified Image Consultants globally who have successfully graduated from the international certification of image studies, First Image Consultant Certification (FICC) with 6.4 CEUs. FICC is an approved CEU program by AICI, in the USA. Her list of signature courses includes Men Society of 2.4 CEUs and FFS (Fashion. Fabrics. Psychology of Style) of 1.6 CEUs.

Josephine's impressive list of qualifications attests to her continuous pursuit of excellence and self-improvement. In 2023, she attained the Certified Image Master (CIM) qualification of the AICI, USA, recognizing her highest professional standards and achievements in the image industry. She holds the esteemed distinction of being the first panel of Instructors globally of the International Soft Skills Standards and Testing (IITTI) and the International Soft Skills Training Accreditation (ISSTA), Canada. She is also a Professional Image Expert from the Academy Image Mastery and London Image Institute. These global certifications and outstanding laurels serve as a testament to her expertise in business image and etiquette, solidifying her position as a master in the realm of public relations and marketing.



Substantiating her expertise, her experience is also enriched by the coaching of world-acclaimed image masters, including Christina Ong, AICI CIM, Lynn Henderson Marks, AICI CIM, Carla Mathis, AICI CIM, Alyce Parsons, creator of The 7 Universal Styles and World Renown Etiquette Coach, Jacqueline Whitmore. Their mentorship has contributed to her distinctive approach to image education, making her a versatile and well-rounded Master in her field as an Educator. Josephine Lui mentors and coaches CIC (Certified Image Consultant) and CIP (Certified Image Professional) candidates for certification examination studies.

Beyond all questions, Josephine's leadership and influence extend beyond her consulting practices and have been nothing short of exceptional. She served as the President of AICI Malaysia from 2014 to 2016 and held key positions as VP Elect and VP Founding Education from 2010 to 2014. Her passion for fostering growth and development in the industry has led her to become an advisor to AICI Thailand in 2019. Over and above the latter, her reputation as an international image expert has also led her to speak at esteemed conferences and facilitate seminars worldwide. Amongst others, she was a Malaysian representative in the AIM Panel of International Speakers at the AICI 2010 Global Conference in Vancouver; she graced the Business Network International World Conference in Malaysia in 2010; she acted as an advisor and proctor of the Certified Image Consultant Examination at the AICI Asia 1st Conference held in Hong Kong in 2016; the proctor of the CIC in Guangzhou AICI Tri-Chapter Education Conference in 2019. Reviewing her exceptional credentials, it is no wonder her stories were covered by various leading mainstream magazines and newspapers in Malaysia over the years.

With a wealth of knowledge and experience, her legacy is also shared through her book "The Fabric Guidebook for Image Consulting," which serves as a timeless resource for image consultants and professionals throughout the industry. Co-authored with Dr. Hamidreza Rashidi of Iran, the book is a bestselling title to complement her Academy's highly demanded courses, seminars, and study groups, which stands as a beacon of excellence in Image Consulting.

Raising the bar of excellence, Josephine's expertise and experience are unparalleled, thus making her a highly sought-after Speaker and Trainer. Through her signature training programs and personalized coaching, Josephine commits to the lasting success of her clients, while uplifting the industry standards for the betterment of society. Beyond all questions, such dedication is applaudable to beget the prestigious honor that her legacy deserves in Image Consulting.



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