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VOL. 05

AICI USA

Style Tech Immersion
Miami:
An Event That Brought Our
Community Together

— EDITION



Revisiting the AICI
Code of Ethics:
Bringing Its Principles Into
Our Daily Practice

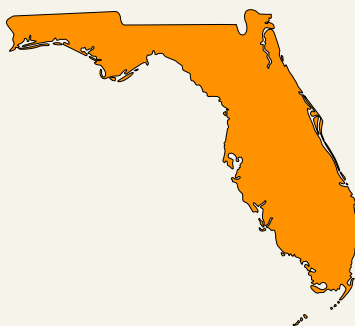
Know a little bit
more about USA
AICI Board.

Style Tech Immersion

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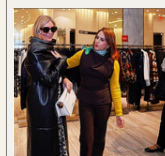
Miami recently hosted a vibrant gathering of image consultants from around the world during the Style Tech Immersion Miami, an event designed to explore the evolving relationship between style, technology, and the future of our profession.



It was a day filled with ideas, conversations, and connections—exactly the kind of experience that reminds us why being part of a professional community like AICI is so valuable.

For those who attended, the event truly lived up to its name. It offered an opportunity to step away from daily client work and immerse ourselves in conversations about how technology is shaping the way we approach image consulting today.

Miami 2026



Inspiring Conversations About the Future

One of the highlights of the event was the keynote presentation by

Thiago E. Ferreira,

who shared insights on how artificial intelligence is beginning to influence the fashion and style industries. His talk explored how tools powered by AI are already transforming areas such as trend forecasting, digital styling, and personalized experiences for clients.

Inspiring Conversations About the Future

What made the conversation especially meaningful was the perspective he offered: technology does not replace the role of the image consultant—it enhances it. While digital tools can help with research, analysis, and efficiency, the real value we bring as consultants continues to lie in our judgment, our sensitivity to each client's context, and our ability to translate style into authentic personal expression.

Throughout the day, additional speakers and conversations expanded on this theme, offering new perspectives on how consultants can thoughtfully integrate technology into their practices while keeping the human element at the center of what we do.

Learning From *Each Other*

As often happens at AICI events, some of the most valuable moments happened outside the formal presentations. Between sessions, members exchanged experiences, shared ideas about tools and strategies they are experimenting with, and discussed the evolving needs of clients in today's fast-changing professional environment.



These peer conversations are one of the greatest strengths of our association. Hearing how colleagues from different countries and markets approach their work often sparks new ideas and fresh inspiration.

The Networking *We All* Appreciate

Of course, networking was a big part of the experience. From coffee breaks to casual conversations throughout the day, members had the chance to reconnect with familiar faces and meet new colleagues.

These connections are often where lasting professional relationships begin.

Whether sharing business insights, discussing client experiences, or simply enjoying time together, the sense of community was present throughout the event.



A Little *Miami* Magic

And naturally, being in Miami added a special energy to the gathering. The relaxed atmosphere of the city made it easy to transition from learning sessions to social moments filled with conversation, laughter, and the joy of reconnecting with fellow consultants.



Professional growth and genuine camaraderie blended seamlessly, creating the kind of environment that makes events like this memorable long after they end.



A Reminder *Not to Miss* the Next One

Style Tech Immersion Miami was a wonderful reminder of how energizing it can be to step outside our routine and spend time learning and connecting with peers who share our passion for this profession.

For those who attended, the event offered fresh ideas, meaningful conversations, and new connections. And for those who couldn't make it this time, **consider this a gentle reminder: *the next AICI gathering may be one you won't want to miss.***

Because beyond the speakers, the insights, and the beautiful locations, these events remind us of something essential—we are part of a global community that continues to learn, grow, and shape the future of image consulting together.



Miami 2026

Revisiting the **AICI Code of Ethics:** Bringing Its Principles Into Our Daily Practice

Most members of *AICI* know the *Code of Ethics*.

It is part of the professional framework that unites our community and sets the standard for how image consultants work around the world.

Yet, like many important professional references, it is easy to move forward with our work without revisiting it regularly. Taking a moment to reconnect with its principles can be a powerful reminder of what distinguishes our profession.

At the center of the AICI Code of Ethics are several core pillars that guide how we practice image consulting.

Integrity is the first and perhaps most visible pillar. It means presenting our qualifications, services, and results honestly. It also means recommending what genuinely serves the client's goals, even when the most ethical recommendation may not be the most commercially advantageous in the short term.

Respect for the client is another essential principle. Our clients come from different cultures, professions, and life stages. The Code reminds us to approach each client with dignity, sensitivity, and openness, recognizing that image consulting often touches deeply personal aspects of identity, confidence, and professional aspirations.

Confidentiality is fundamental to the trust our clients place in us. Many clients share information about career transitions, leadership challenges, or personal concerns that they would not openly discuss elsewhere. Protecting that trust is not only an ethical obligation—it is one of the cornerstones of a meaningful consulting relationship.

Professional competence and continuous development

are also central pillars of the Code. The fields connected to image consulting—leadership presence, communication, personal branding, and professional identity—continue to evolve. Staying committed to learning and professional growth ensures that the advice we offer remains thoughtful, current, and relevant.

Finally, the Code reminds us of the importance of **responsible professional representation**.

The way we communicate about our work, collaborate with colleagues, and contribute to the broader image consulting community reflects not only on us individually but on the profession as a whole.



One of the most valuable aspects of the **AICI Code of Ethics** is that it is not meant to be consulted only when facing a major dilemma. ***Its true value appears in the small decisions we make every day.***

For example, when preparing a proposal or describing our services, the principle of integrity encourages us to communicate clearly about what we can realistically deliver. ***When working with a client who feels vulnerable about their professional image,*** the principle of **respect** reminds us to guide them thoughtfully rather than impose our own aesthetic preferences. ***When discussing case examples in presentations or training programs,*** the principle of **confidentiality** helps us remain mindful of how we protect client information.

In this sense, the Code of Ethics can serve as a quiet compass in our daily practice. Revisiting it periodically—perhaps when designing a new workshop, launching a consulting service, or reviewing how we communicate our work—can help ensure that our professional decisions remain aligned with the standards we share as members of AICI.

Ultimately, the Code of Ethics is more than a professional guideline. It is a shared commitment to excellence, responsibility, and respect in the way we serve others. When we bring its principles consciously into our daily work, we strengthen not only our individual practice but also the credibility of image consulting as a profession.

The Code of Ethics reminds us that professionalism is not only defined by what we know, but by the principles we choose to practice every day.

Know a little bit more about USA AICI Board.

Edwards Buice –
Vice President, AICI USA



Edwards Buice currently serves as **Vice President** of the **AICI USA Board**, where he brings energy, creativity, and a genuine passion for style to the leadership of the association.

Known within the AICI community for his distinctive perspective on menswear and personal expression through clothing, Edwards contributes both entrepreneurial experience and a strong commitment to the growth of the image consulting profession.

He is the Founder and *Creative Director* of **David Edwards Clothier**, an online menswear boutique that curates distinctive, globally sourced garments for the modern man. His work focuses on helping clients build wardrobes that combine elegance, individuality, and practicality—pieces that allow professionals to express their personality while maintaining a refined and confident presence.

Those who have met Edwards in person will quickly recognize that creativity is not only something he talks about—it is something he lives. He is known for his imaginative and thoughtfully styled outfits, often blending color, texture, and pattern in ways that reflect his personal philosophy: style should be expressive, confident, and authentic.

Beyond his work in fashion, Edwards is deeply engaged with the AICI community.

As part of the **AICI USA leadership team**, he actively supports the organization's mission to strengthen and elevate the image consulting profession. His enthusiasm for collaboration, conversation, and creative thinking makes him a valued voice among fellow consultants.

Through his entrepreneurial work and his leadership within AICI, Edwards Buice continues to inspire others to approach style not simply as clothing, but as a powerful form of personal expression and professional presence.