

13th October 2008

**The Federation of Image Consultants Announces
Spirit of Inspiration Award Winners**

The Federation of Image Consultants (TFIC) is delighted to announce the winners of the inaugural Spirit of Inspiration Awards. Launched this year, to allow TFIC to acknowledge, celebrate and reward the achievement of those who have shown an enterprising and entrepreneurial spirit.

TFIC understands the importance of supporting those who are considering joining the image industry by starting a new business, as well as nurturing those who are developing an existing consultancy. The Awards have been the perfect opportunity for members to share their successes and achievements, and be recognised for inspiration, innovation and creativity.

The Spirit of Inspiration Awards showcased the achievement of image related entrepreneurs throughout different stages of their careers.

TINA – a lifetime achievement award

Awarded to Frances Bodington, for her outstanding contribution and commitment to the professional development of the image industry. Frances has been instrumental in the development of the Masters Award which is run in partnership with City and Guilds. As well as being a past president of TFIC, Frances also runs her own successful image consultancy Frances Bodington Associates.

Won by Frances Bodington, Haselmere, Surrey.

Most Inspiring Newcomer

Awarded to Chantelle Znideric, who has joined TFIC within the past 12 months and who has not only formally completed her foundation training, but actively participated in TFIC events and demonstrated real growth for her business at the start of her new image consultancy career. Chantelle is an excellent role model and ambassador to other prospective members.

Won by Chantelle Znideric, Hindhead, Surrey.

Most Successful New Business

Awarded to Fiona McClurg-Welland, who demonstrated that she is now running one of the most successful new image consultancy businesses, that is between 12 months – 3yrs old. She presented a good, strong business plan with future strategies and the ability to grow financially in the future.

Won by Fiona McClurg-Welland, Aston Clinton, Buckinghamshire.

Image Scholar of the Year

Awarded to Debbie Gray for her keen interest in learning and on going development, through training providers, both in the UK and abroad. Debbie has a huge appetite for becoming one of the most highly qualified image consultants in the UK and is fully deserving of this award.

Won by Debbie Gray, Rickmansworth, Hertfordshire.

Most Inspirational Consultant Running an Image Related Business

Awarded to a member who is running a successful image related business with an annual turnover of £50k plus. Businesses must have been operating for more than 3 years and nominees must be able to demonstrate a sound business strategy, continual growth and entrepreneurial plans for the future of the company.

Won by Cliff Bashforth, Preston, Lancashire.

Most Dynamic Person in the Image Industry

This award will be given to a person who is NOT a member of TFIC, but who the judges feel have contributed to the success of the image / fashion industry on a more holistic / global scale. They may have raised the profile of one specific area of the profession (eg make up, retail, fashion, media); made a dramatic impact in their own specific company / business area or brought a great 'personality' into the image industry as a whole.

Awarded to Mary Portas, (BBC's Mary Queen of Shops).