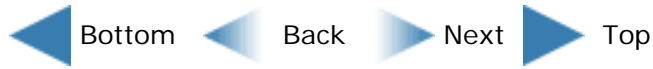




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## 'The Image Architect' Nominated As One Of Virginia's Fantastic 50



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Sandy Dumont -- The Image Architect

<http://www.theimagearchitect.com>

  : 'The Image Architect' Nominated As One Of Virginia's Fantastic 50

Norfolk, VA 23507

November 19 2005



Sandy Dumont, Executive Director, Impression Strategies Institute

Sandy Dumont, one of the nation's premier image consultants, has been nominated for one of Virginia's most prestigious business awards - the Fantastic 50.

The Fantastic 50 recognizes 50 of the fastest-growing companies across the Commonwealth. Now in its eighth year, the program is sponsored by the Virginia Chamber of Commerce, Goodman & Company, Virginia Business Magazine, SunTrust Bank, and others.

Dumont is executive director of the Impression Strategies Institute, and is also known as The Image Architect ([www.theimagearchitect.com](http://www.theimagearchitect.com)). She is considered one of the nation's leading image consultants, and has been quoted extensively in the national and international media for 25 years on everything from the First Lady's clothes, to image in the workplace, to Christmas sweaters, to job interview attire, to dressing wealth managers more professionally.

A former high fashion runway model from Virginia, Dumont retired from modeling in Europe in the early 1980's and formed a branding and image consulting business that challenged "the experts" and their paint by numbers methods. Armed with her in-depth fashion knowledge, Dumont educated herself in art and psychology and eventually developed a

reliable system of powerful tools for image enhancement as well as personal leadership presence.

She returned to the United States in 2000 where she continued her business.

For 25 years Dumont has advised Fortune 500 companies and thousands of professionals in the U.S. and Europe on how to achieve a polished, professional and classy image that evokes credibility and a more commanding presence. She is the author of seven books, including the e-books "Power Dressing for Men" and "Image Pays" (for women). She recently produced two tell-all DVDs as part of her Impression Strategies Series.

- # # # -

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