



**WENDY LEE**  
**Professional Image Consultant**  
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Wendy Lee founded Chapter One - Colour, Style and Image Consultancy in 2003 to help men and women define and refine their image and style through wardrobe, communication, and etiquette and protocol skills. Under the mentorship of Ann Reinten of 'The Australian Image Company' and Pat Vincent Scott of 'The Colourflair Studios, UK', Wendy subsequently became one of the few internationally trained and qualified image consultants in Malaysia.

Prior to her transition into the image consultancy industry, Wendy was instrumental in developing and promoting the pharmaceutical markets for Malaysia, Singapore, Thailand and The Philippines. Having majored in Chemistry along with her wealth of experience in strategic marketing, Wendy has achieved various successes in establishing a niche edge in the biotechnology industry.

With constant promotional travel throughout the Asia-Pacific, Wendy's accumulated know-how in business development; marketing and customer relations resulted in her clinching the prestigious Salesperson of the Year Award, marking her stamp as the top 10 marketing person worldwide.

Through her affiliation with The Association of Image Consultants (AICI), The Federation of Image Consultants (TFIC) and The Association of Colourflair Consultants (MACC) Wendy has also successfully completed her Train-The-Trainer Certification with HRD Berhad (Pembangunan Sumber Manusia Berhad), hence being the exclusive qualified Image Consultant in Malaysia. Subsequently in 2004, Wendy was awarded the Asian Image Consultant of the Year by The Australian Image Company.

Her list of corporate clients include CIMB, RHB, Bank Negara, Citibank, Muda Holdings, Genting World Resorts, Peremba Berhad, UMW, DHL, Plus Expressways, Nationwide Express, Percetakan Nasional Berhad, Val-Asia Technologies Berhad, Kontena Nasional, Le Meridien Hotel, The Grand Millennium, Mandarin Oriental Hotel, Westin KL, Amcorp Group, Malaysian British Institute, Pan Pacific KLIA, Palace of The Golden Horses and many more.

As a fashion style critique as well as a reputable professional speaker, Wendy was invited to be one of the panel judges for The Miss Astro Chinese International Pageant 2005 and 2006 as well as for The Subsidiary Titles Award. She was also a guest speaker for the 11th Malaysia International Jewellery Fair, which was hailed as a record breaker of the Malaysia Book of Records as the "Biggest Jewellery Fair" since 1994.

Until recently Wendy was appointed the style advisor for Astro's AEC new programme - Evening Edition. She has since garnered considerable media recognition for her expertise in the image field with TV appearances in Astro's Magazine TV Programme - Charming Rendezvous, 8TV's Eve's Diary, RTM 2's Hello on 2, RTM1's Selamat Pagi Malaysia, RTM 2's Hello on 2 and NTV7 together with exclusive commendation in The Star, The News Straits Times, CLEO, Her World, Malaysian Women's Weekly, CittaBella, Rias and Jelita. She has also been featured on air with Redfm 104.9 and will soon be interviewed by Capital FM – 88.9. Wendy is also a regular columnist with CloveTwo - [www.clovetwo.com](http://www.clovetwo.com), an online portal for women by The Star.

Wendy has also been invited to chair and speak at conferences in Singapore, Indonesia and Thailand. She received rave reviews and was voted as one of the most inspiring speakers! With her recent appointment as Media Prima Berhad (TV3, NTV7, 8TV, TV9)'s image consultant as well as an external tutor at the Carven Ong's Fashion Academy, Wendy has again effectively enhanced the status and reach of Chapter One!