

Neha Malhotra — Pioneering Image Consultant in India

Published on 08 Dec 2025 | By IFI Correspondent



Neha Malhotra’s journey into image consulting began not in fashion schools — but 30,000 feet above the ground. In 2009 she was working as a flight attendant with Air India, where grooming, composure and cross-culture sensitivity were part of daily life. It was during a lay-over in London that she encountered a professional image consultant working with corporate leaders — a moment that would reshape her life trajectory.

Back in India, the concept of “image consulting” was almost non-existent. Undeterred, Neha pursued international certification, and in 2010 became the country’s **first certified image consultant**. She viewed it not just as a career move, but a chance to pioneer a new profession in India — one focused on confidence, authenticity and personal branding.

Building a Foundation

Understanding how difficult her own journey was — without local training or awareness — Neha founded International Image Consulting Institute (IICI) in 2013. Its mission: to make world-class image-consulting education accessible and affordable in India.

IICI offers a range of certified courses — from image consulting and personal styling to personal branding and soft skills training. Its methodology blends live masterclasses, hands-on workshops, real-world exposure, and mentorship to create industry-ready professionals.

Recognizing the broader need for formal structure in the field, Neha also co-founded Image & Lifeskills Council of India (ILCI), aiming to standardize ethics and education for image consultants nationwide.

Redefining Image Consulting for Real People — Not Just Celebrities

Neha emphasises that image consulting isn’t about flashy outfits — it’s about helping people present their best, authentic selves. Her clients span corporate professionals, entrepreneurs, homemakers, seniors — not just actors or public figures.

Her approach is deeply personal. Every engagement begins with understanding the client’s personality, lifestyle, aspirations — then building a style and behaviour blueprint tailored to them (colour analysis, dressing style, grooming, body language, communication). The goal: build confidence, clarity and credibility, not trend-based fashion.

Changing India’s Perception of Image Consulting

When Neha began, the idea of consulting for one’s image was unfamiliar — often dismissed as “just fashion styling.” But by combining training, standards, education and empathy, she helped elevate the profession. Over the last 15+ years, interest in personal styling, grooming, and image has grown across Tier-1 to Tier-3 Indian cities.

Through IICI and ILCI, Neha continues to mentor and train new generations of image professionals — equipping them not only with technical knowledge (colour theory, style, grooming), but also with communication, ethics and business acumen. Her mantra for success: **Consistency • Proactivity • Ethics.**

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.