



# THE OP BOOK STOP



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## Rochester Hills businesswoman helps form images

How did Rochester Hills businesswoman Patty Buccellato get on the cover of a book with Deepak Chopra?

Buccellato is a certified image professional and founder of Refined Images.

A former advertising professional, she blended her business savvy with her eye for detail and great fashion sense in 1993, becoming a go-to source for the professionals who were trying to figure out exactly what "business casual" meant to their brand image.

A member of the Association of Image Consultants International and the only certified image professional in Michigan, Buccellato advises clients on appearance, non-verbal behavior, and professional presence skills, so she's uniquely qualified to talk about driving success with a goal-focused image, which is her chapter in said book, "Stepping Stones to Success."

Buccellato weathered the economic downturn by focusing on private clients, so she has experience in everything from large group seminars (including two of the nation's "Big 4" accounting firms and [Walsh College](#) students and alumni); to Image on a Dime, her intimate, small-group settings; to one-on-one image coaching. Her specialty is providing personally tailored [color analysis](#).

"The public perception of image consulting is from reality television, such as 'What Not to Wear'," Buccellato said. "The 'real' reality is that the human eye draws conclusions and sends messages to the brain in one-twelfth of a second. First impressions are formed in a split second, whether accurate or not, so your image is a significant part in your business and personal relationships. "I talk about this in detail in Stepping Stones," she added.

"Properly fitted clothing, and colors and accessories that create a positive first impression, and it boosts your confidence. That confidence is so critical to your success. This book has a number of thoughtful, easy-to-apply tips to help you be more conscious of your strengths. I'm so grateful and honored to be a part of this project, next to such prestigious consultants and coaches."

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### About Me

Julie Jacobson Hines

Julie Jacobson Hines, Local News Editor for The Oakland Press, has covered everything from local government, courts and crime to business and lifestyles. She's been an editor in various capacities for 14 years. More importantly for books fans, she is a member in good standing of a local book club! Please send your announcements, releases and reviews to [julie.jacobson@oakpress.com](mailto:julie.jacobson@oakpress.com)