

THE ICONIC

VISUAL POSING, STYLING
AND MODEL SELECTION
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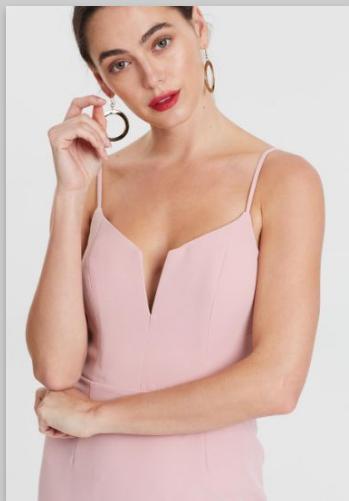
CONTEMPORARY/DESIGNER



- Lookbook feel
- Straight
- Effortless
- Minimal / Clean

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FASHION



- Fashion forward
- Soft movement
- Elegant
- Pretty, with a sexy edge

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MAINSTREAM



- Friendly
- Soft smiles
- Simple accessories
- Flattering poses

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TREND



- Fun
- Bit of 'tude, stronger posing
- Accessorize up
- Sexy, flattering poses

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SURF



- Relaxed
- Soft smiles
- Accessorize up
- Candid movement

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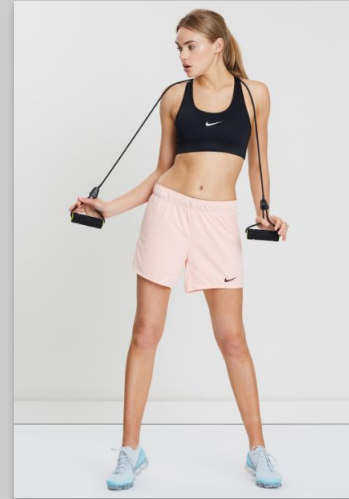
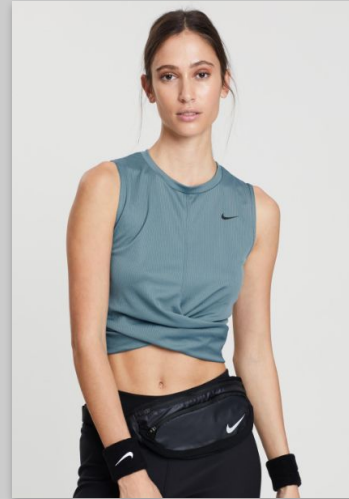
LIFESTYLE



- Cool
- Attitude
- Slouch / relaxed poses
- Chilled

THE ICONIC

PERFORMANCE



- Strong
- Add sport props
- Stretch poses
- High energy movement

THE ICONIC

CONTEMPORARY/DESIGNER



- Lookbook feel
- Straight
- Minimal / Clean

THE ICONIC

MAINSTREAM



- Friendly / Approachable
- Soft smiles
- Light effortless movement

THE ICONIC

STREET/LIFESTYLE/SURF



- Cool
- Attitude
- Slouch
- Effortless

THE ICONIC

PERFORMANCE



- Strong
- Add sport props
- Movement

THE ICONIC

'What Not to Do'



Not to do:

- Heavy make-up for sports
- Excessive forced movement (should appear more natural)
- Hair in face
- Unblended make-up
- Unfriendly facial poses, excessively tilted heads
- Eyes closed

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'What Not to Do'



Not to do:

- Hair down for sports; jewellery for sports
- Hands on hip, smile into the camera
- Overactive posing (no lunges, yoga poses, squats etc)
- Poor lighting (please ensure lighting is set up to best light your model)
- Too much movement in the images (model should be looking up and not be mid-step)

THE ICONIC

RETOUCHING GUIDELINES

At THE ICONIC we believe in showing a more realistic depiction of the body and individualism to our customers. We embrace natural beauty and individuality.

We don't over-retouch stretch marks, cellulite, scars, tattoos, pigmentation and natural skin texture. We don't clip clothing to appear smaller and we don't liquify to change the models size and body shape.

Please do not remove or retouch:

- Stretch marks and cellulite
- Pigmentation and natural skin texture
- Tattoos (unless required for brand reasons)

Please do not liquify:

- Models body shape
- Shape of product to change the natural fit

Please remove or retouch out:

- Eye bags
- Bruises, scars and skin abrasions
- Acne and blemishes
- Rashes and skin conditions
- Backgrounds should remain clean and free of dirt and dust



MODEL GUIDELINES

At THE ICONIC we like to use a diverse range of models of all ages, ethnicities, sizes and looks. We want our customers to feel considered and represented when shopping with us and one of the ways we do this is through our model imagery. Here are some things we take into consideration when looking at models for THE ICONIC:

Positive Body Image

We try to promote a healthy body image onsite, so models shouldn't be *too* skinny. While we do shoot size AU 8 and AU 18 samples (in most instances), it is important to our customers that we have a versatile range of body shapes fitting these sizes.

Diversity

At THE ICONIC we try to use a diverse range of models of all sorts of ethnicities, sizes and looks. We ask that our brands support our customers by doing this as well where possible. Using a diverse range of model looks means that you can appeal to a wider range of customers on THE ICONIC.

E-Comm Experience

It is important that the models appearing on THE ICONIC have some past e-comm experience. This helps with capturing the natural movement of garments and ensure we are showing each piece off as much as possible. Using models with some e-comm experience will also mean that your images will be more inline with the images THE ICONIC produces in-house, as the models we use in-house have quite a lot of e-comm experience.

If you would like the details of a model you see on THE ICONIC, please do reach out and our team will be happy to pass on agency details.

*Please do ensure you send in images of any new models you are looking to use to Quality Control via **Helpdesk** for pre-approval prior to shooting. Our team will endeavour to get back to ASAP within a 24-hour timeframe.*

