

LOFT

Creator Club Style Guide

OPTIMISTIC FEEL

LOFT is optimistic! We love when your photography and videos feels fun-loving, inspiring and cool—yet still approachable.

LOOK & LOCATION

Choose locations that are simple and bring focus to the product.

We encourage natural lighting and avoiding background distractions.

Outdoor—Clean background. Bright. Avoid background that is cluttered and messy.

Indoor—Simple and clean spaces. Use daylight from a window. Avoid hard flash.

Avoid—shooting in front of props, shops, or businesses where their name or logo is visible.

Be mindful of art in the background. Unfortunately, we are not able to use images with other artist's works.

OUR STYLING

Please keep poses natural and explore a variety of pose options.

Be mindful of fit with minimal wrinkles, creasing, and bunching (especially with pants).

CLASSIC LOFT STYLING TIPS:

Shoes: We would love for you to style your looks with our wide assortment of LOFT shoes, but if you're using your own, please pair outfits with simple flats, clean sneakers or plain boots/booties. Try to avoid styling with high-heeled pumps or over-the-knee/combat boots.

Versatility: Focus on easy outfitting. When wearing jackets/outwear with looks, try to capture with and without.

Avoid—wearing any shoes, bags, or accessories with other logos or distinguishing features (for example, a pair of Nike sneakers with the swoosh logo visible). Please also avoid notable logos from non-apparel brands (for example, Apple).

FINAL CONTENT

We would love at least one full-length shot and one half shot of your look.

Avoid—any filters or effects that dramatically darken or contrast colors in the photo.

Video transitions should be eye catching and relatively quick. 30 seconds or less is the sweet spot.

If adding text to videos – please provide a version with and without text.

Please be mindful of the video crops delivered – they should mainly be a full length view of the look head to toe.

Image Inspiration



Image Inspiration

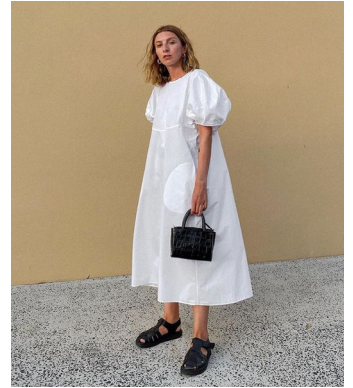


Image Inspiration



Video Inspiration



Inspiration Links:

[Example 1](#)

[Example 5](#)

[Example 2](#)

[Example 6](#)

[Example 3](#)

[Example 7](#)

[Example 4](#)

[Example 8](#)