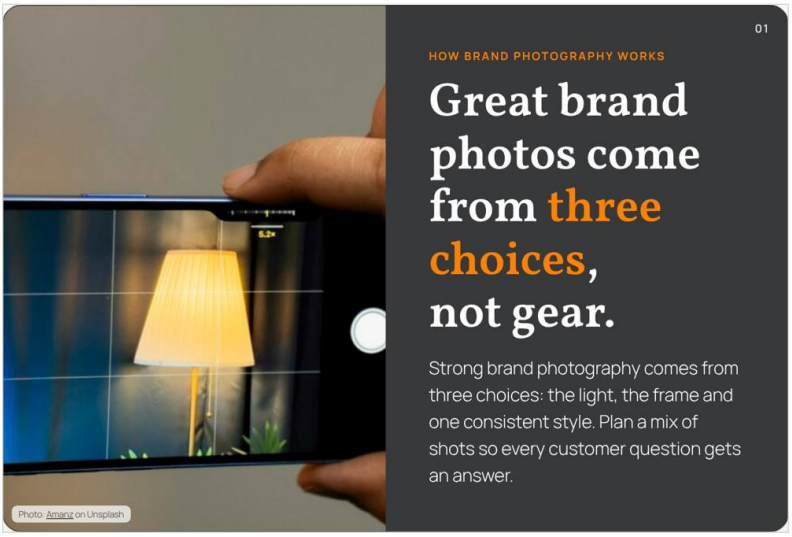
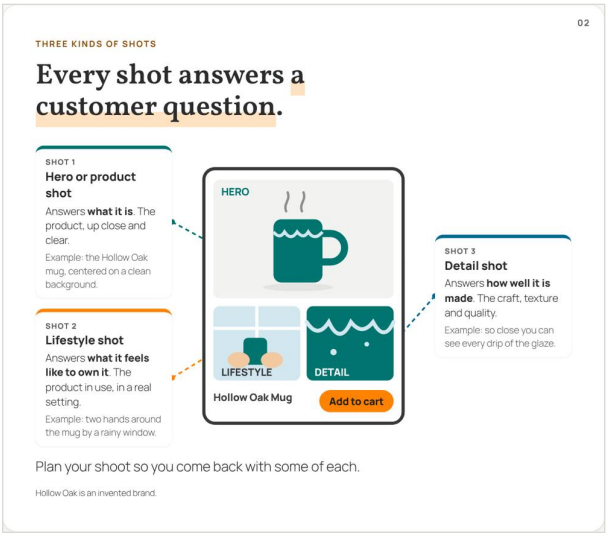
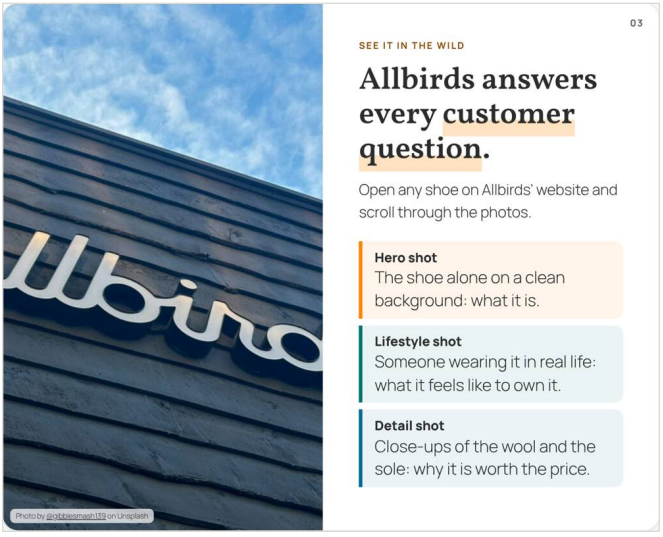


Slide 1



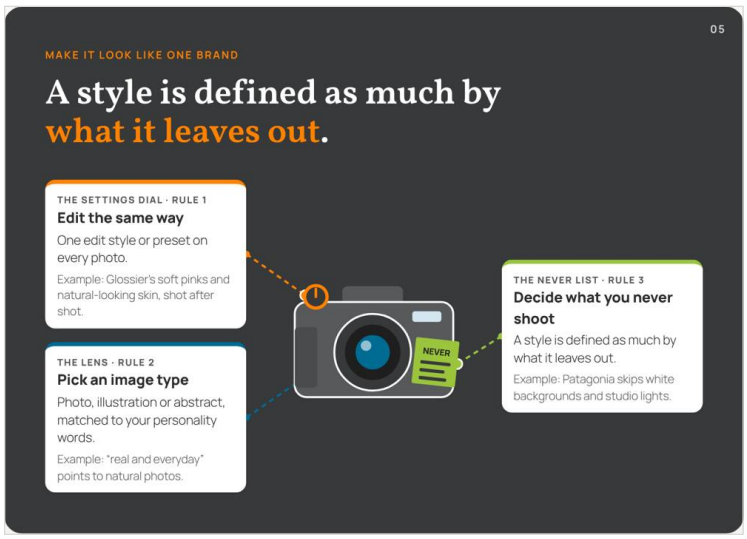
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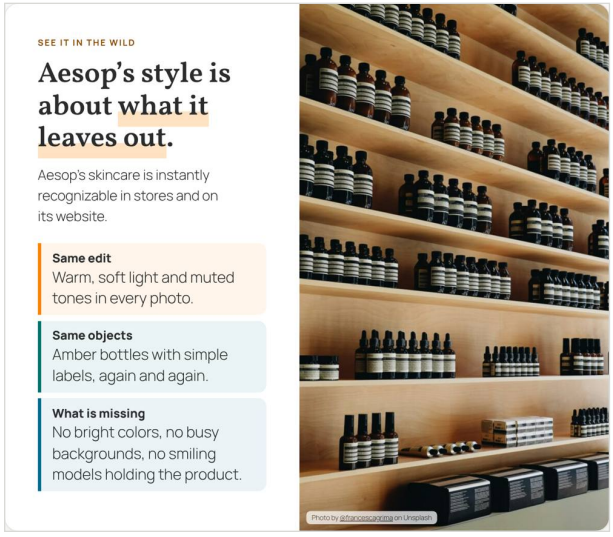
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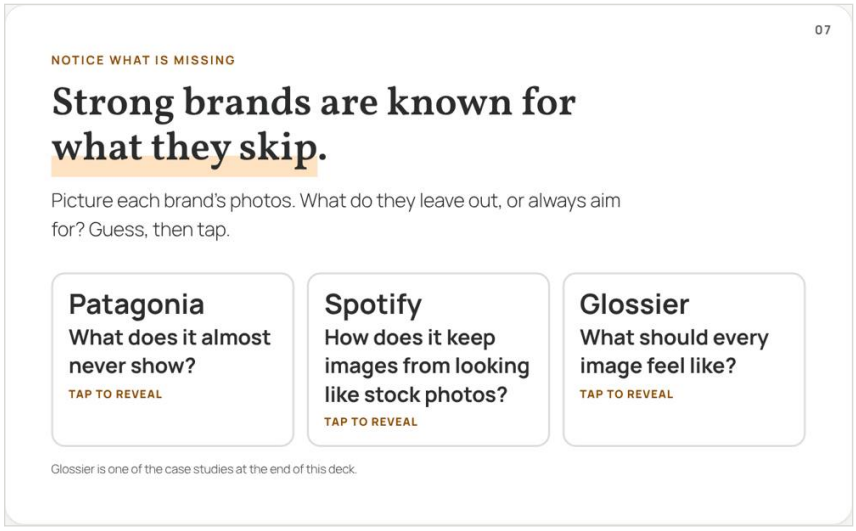
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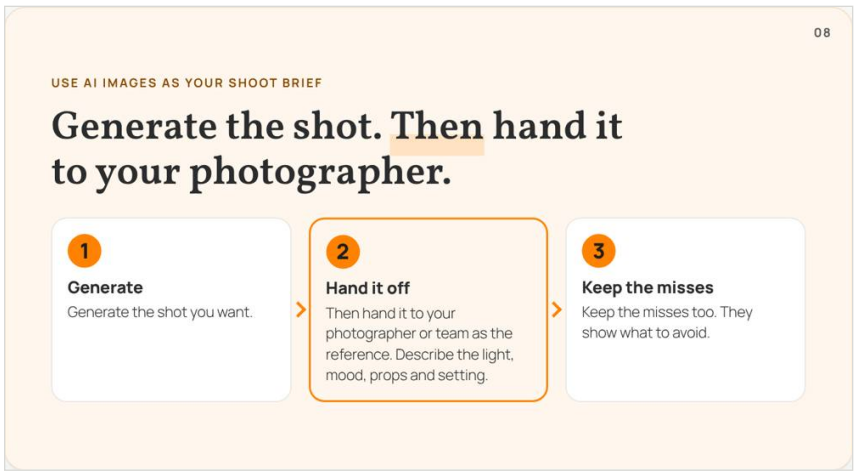
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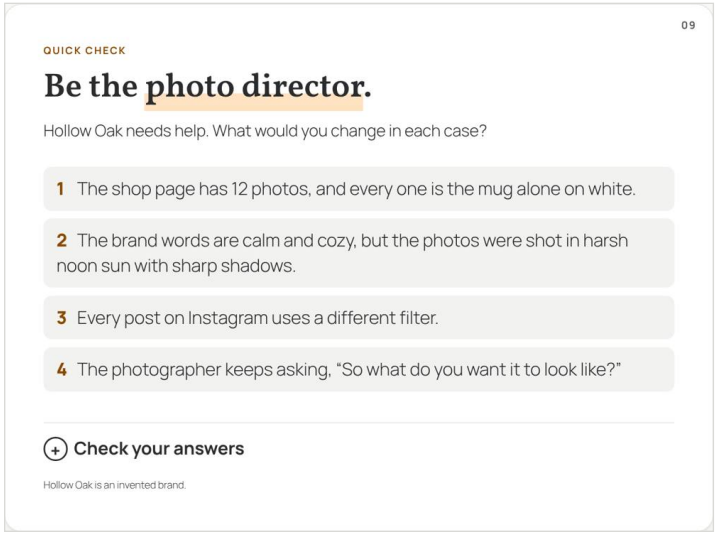
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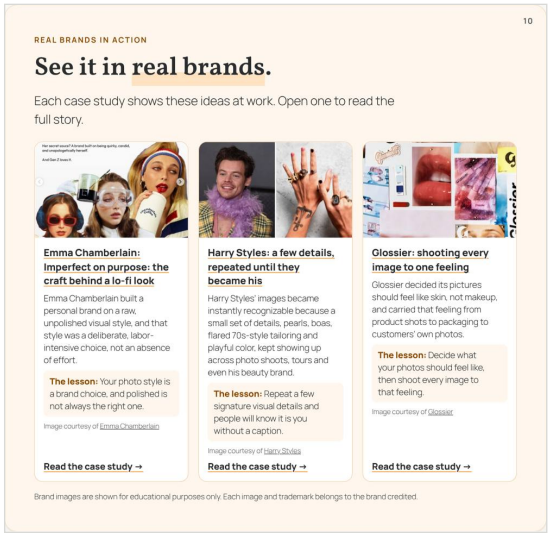
Slide 7



Slide 8



Slide 9


10
REAL BRANDS IN ACTION
See it in real brands.
Each case study shows these ideas at work. Open one to read the full story.
Emma Chamberlain: Imperfect on purpose: the craft behind a lo-fi look
Emma Chamberlain built a personal brand on a raw, unpolished visual style, and that style was a deliberate, labor-intensive choice, not an absence of effort.
The lesson: Your photo style is a brand choice, and polished is not always the right one.
Image courtesy of Emma Chamberlain
Read the case study →
Harry Styles: a few details, repeated until they became his
Harry Styles' images became instantly recognizable because a small set of details, pearls, boas, flared 70s-style tailoring and playful color, kept showing up across photo shoots, tours and even his beauty brand.
The lesson: Repeat a few signature visual details and people will know it is you without a caption.
Image courtesy of Harry Styles
Read the case study →
Glossier: shooting every image to one feeling
Glossier decided its pictures should feel like skin, not makeup, and carried that feeling from product shots to packaging to customers' own photos.
The lesson: Decide what your photos should feel like, then shoot every image to that feeling.
Image courtesy of Glossier
Read the case study →
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