

the 5 elements of strong

CONTENT CREATION

(photo and video)



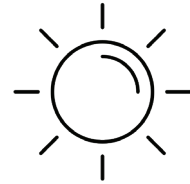
BACKGROUND

Is the background simple, clean and distraction-free?



LIGHTING

Is the shot well-lit and the dress in focus? Avoid using flash or LED lighting. This makes images look unnatural and harsh. Natural daylight is always best!



EDITING

Free tools and apps like Unfold, VSCO, Canva, Snapseed and Stories Edit are great for filters, interesting text, and designs. But be careful not to over-edit. (Please use 2 GIFs or stickers max for Stories!)



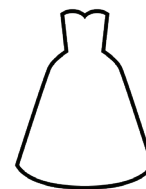
HDR MODE (PHOTOS ONLY)

Use this feature in your smartphone camera. It takes 3 photos, at varying exposure levels, and combines them for the perfectly exposed shot. Not available for videos.



STYLING

Is the shape and fit of the gown accurately communicated? The best way to showcase a gown's shape and natural draping is to do so on a live model.



VIDEO

Videos should grab users' attention within 2-3 seconds. Use the above tips, add some music, and voilà!

