



AZURE BELLE

Discreet Period Swimwear

A comfortable, stylish, and leak-proof alternative to traditional period care options.

DO'S FOR TAKING AZURE BELLE SWIMWEAR CONTENT

- ✓ **Lighting:** Do choose a location with natural lighting: Natural light brings out the best colours and details in the swimwear. Look for outdoor spots with ample sunlight or well-lit indoor areas near windows.
- ✓ **Natural, fun, happy style:** Do keep it relaxed and fun-filled: The focus should be on enjoying the moment and showcasing the swimwear in a natural way.
- ✓ **Swimwear features:** Do emphasize the swimwear's features: Highlight the unique design elements such as the discreet absorbency liner.
- ✓ **Different angles:** Do experiment with different angles: Capture the swimwear from various angles to showcase its versatility. Try overhead shots, close-ups, and full-body images to provide a comprehensive view of the swimwear.
- ✓ **Product-focused shots:** Capture close-up shots that highlight the details, patterns, and textures of the swimwear. This could include capturing the front, back, or side views to showcase the design elements.
- ✓ **Full-body shots:** Take video/photos that showcase the entire swimwear ensemble, from head to toe. These shots can be taken from different angles and distances to capture the overall look and fit of the swimwear.
- ✓ **Lifestyle shots:** Show the swimwear in action by capturing video/photos of people wearing it in real-life scenarios. This could include walking on the beach, lounging by the pool, or engaging in water activities, showcase the swimwear in a relaxed and real-life setting.
- ✓ **Styled flat lays:** Arrange the swimwear and complementary accessories (such as sunglasses, sandals, or hats) in an appealing flat lay composition. This allows viewers to see the swimwear alongside other elements that complete the beach or poolside look.



Owned &
Designed in
Australia



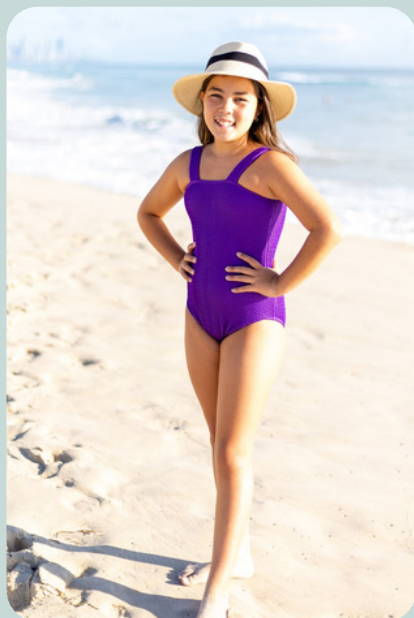
Lab tested
for
absorbency



Sustainable &
eco-friendly
option

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DO'S FOR TAKING SWIMWEAR CONTENT

✓ **Matching props:** Do carefully select and match props that complement the style, colours, and theme of the swimwear, eg;

Beach accessories: Sunglasses, sun hats, beach towels, or straw hats can add a touch of summer vibes and complement the beach or poolside theme.

Tropical fruits: Pineapples, coconuts, or colourful tropical fruits can create a fun and vibrant atmosphere

Beach toys: Inflatable floats, beach balls, or even a beach umbrella can create a playful and lively setting, perfect for showcasing swimwear meant for beach or pool activities.

Natural elements: Shells, palm leaves, or flowers can be used as decorative elements to add a touch of nature and enhance the aesthetic of the swimwear.

Refreshing beverages: Adding a refreshing drink like a tropical smoothie or a colourful cocktail can enhance the summer ambiance and make the scene more enticing.

DONT'S FOR TAKING SWIMWEAR CONTENT

✗ **Don't focus on overly sexy poses:** While swimwear video/photos are meant to highlight the product, it's important to maintain a tasteful, natural, relaxed, happy demeanour. Avoid overly suggestive poses or sultry content that may be seen as objectifying.

✗ **Don't use excessive editing or filters:** Keep the editing minimal to maintain the natural appearance of the swimwear. Avoid heavy filters or excessive editing that alters the colours and textures of the product.

✗ **Don't neglect the swimwear in the composition:** Ensure that the swimwear remains the main focus of the video/photo. Avoid cluttered backgrounds or other elements that may distract from the swimwear itself.

✗ **Don't misrepresent the fit or functionality:** Be honest and transparent about the swimwear's fit and features. Avoid stretching or manipulating the fabric to make it appear different from its actual form or size.