

DYNAMITE BRAND GUIDELINES

At Dynamite, we're all about giving Rachel the tools to achieve the life she *dreams* of.
We project an image of **success** while remaining accessible, and our styles are tasteful and *effortlessly sexy*.



RACHEL

HER PERSONALITY

- Confident, sexy and feminine
- Smart, cheeky and flirty

HER LOOK

- Effortless and put together
- Fashion: Day to night



PHOTOGRAPHY

Dynamite photography is all about presenting Rachel within an elevated vision of her life, while allowing our customers to picture themselves in her world.

CAMPAIGN

Brand lifestyle

EDITORIAL

Mix of product and lifestyle models

THUMBNAILS

Product, fits and features



STORE ASSOCIATES

Associates act as brand ambassadors with an acute awareness of fashion trends.

They are responsible for leaving a lasting impression on Rachel as she leaves the store.

GENERAL GUIDELINES

- Fully outfitted in Dynamite clothes
- Clean hair, makeup and nails
- Clean and trendy footwear
- Preferably have fashion retail experience



THE STORE

The Dynamite store is a reflection of Rachel's lifestyle and loft-like living space. It features modern accents with a touch of glam and music that she loves.



MUSIC

The sun is setting; it's the magic hour right before Rachel hits the town. High energy, on-trend and fun music that gets her in the mood for an epic night out is playing in the background. She picks out an outfit that makes her feel confident and sexy. She does her final makeup touch-ups, takes a last sip of her cocktail and sets out on an adventure.

