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sstkDiverseBeauty: Pride

A Shutterstock Content Brief





Overview

Diversity in Beauty for Pride Month

Now more than ever, customers are seeking content that truly reflects their lives and experiences. Pride is about more than just one month. It is a movement to show and amplify the full diversity of the LGBTQ+ community across every aspect of life.

Customers are increasingly focused on how these LGBTQ+ stories are expressed within the beauty industry. From skincare and haircare to makeup and fashion, there is a strong demand for authentic, inclusive visuals that celebrate all identities. Customers are particularly searching for Black, Japanese, Southeast Asian & Hispanic models within the beauty category.

This brief highlights the key beauty categories where authentic representation is needed most. When submitting your content, use the keyword **sstkDiverseBeauty** to align with this brief and help your content get discovered.



Scenarios

Skincare as Self-Care: Daily Rituals Beyond Gender

Gender-Inclusive Skincare Rituals: Highlight skincare as a daily act of wellness, healing, and self-expression that transcends gender norms. Capture trans, nonbinary, and gender-expansive individuals engaging in morning routines at home, such as applying facial creams in the mirror, using foaming cleansers, or massaging in serums.

LGBTQ+ Skincare Experts at Work: Celebrate LGBTQ+ professionals shaping the skincare industry. From estheticians and dermatologists to product creators and influencers, focus on craft, expertise, and representation.

Celebrating Real Skin: Capture close-ups of diverse individuals proudly showing natural skin with acne, freckles, moles, vitiligo, and scars. Include all skin tones, body types, genders, and ages. Highlight authentic confidence and self-acceptance. Many LGBTQ+ people choose not to wear makeup, so show both makeup as self-expression and natural skin as identity.



Scenarios

Fashion: Authentic Style and Self-Expression

Streetwear in the City: Show LGBTQ+ individuals rocking vibrant, edgy streetwear in dynamic cityscapes. Focus on authentic, unposed interactions that highlight community and self-expression.

Fashion Beyond the City: Celebrate LGBTQ+ individuals in small towns and rural areas, showcasing vibrant, edgy fashion that reflects their unique stories and community.

Gender-Fluid Style Sessions: Document non-binary and gender-fluid people mixing traditionally masculine and feminine styles. Capture the styling process and show how clothing reflects identity and challenges fashion norms.

Festival and Pride Parade Fashion: Capture vibrant, colorful, and expressive streetwear worn by LGBTQ+ individuals attending pride festivals or parades.

Creative DIY and Upcycled Fashion: Feature LGBTQ+ models expressing themselves through DIY or upcycled streetwear. Capture the creative process at home or in community workshops, emphasizing craftsmanship and personal expression.



Scenarios

Hair Care and Self-Expression

Expressive Hair as Identity: LGBTQ+ models confidently showcasing colorful, textured, or creative hairstyles. Capture both in-salon styling and natural, in-the-world expressions. Include transition-related hair rituals such as first haircuts after gender-affirming surgery, and gender-affirming styles.

Inclusive and Queer-Affirming Hair Salons: Document LGBTQ+ inclusive salons and barbershops, especially those that break gender norms. Feature queer-owned businesses, women or nonbinary people working in barbering, or gender-diverse clients receiving services.

Hair Rituals in Community Settings: Capture moments of people braiding, styling, or brushing each other's hair in casual group settings or before events like Pride.

At-Home Hair Care: Show individuals experimenting with playful, creative hairstyles at home using accessories, colorful clips, ponytails, or textured brushing. Capture the fun and freedom of self-expression in a relaxed, personal setting.



Scenarios

Makeup as Identity, Art, and Affirmation

Bold and Creative Makeup as Self-Expression: LGBTQ+ individuals wearing bold and creative makeup, including vibrant eyeliner, graphic eyeshadow, and drag-inspired looks. Show both the application process and the final result.

Everyday Makeup Routines: Create how-to tutorials featuring trans, nonbinary, and gender-expansive models demonstrating simple, natural makeup looks. Focus on applying foundation, light eyeshadow, subtle eyeliner, and other low-key products suited for daily wear.

LGBTQ+ Makeup Artists at Work: Document makeup artists applying makeup to diverse clients for events. Focus on the connection between artist and client, the creative process, and the artistry itself.

Drag and Performance Makeup Prep: Show drag artists preparing for a show or removing makeup afterward. Focus on realistic behind-the-scenes moments like shaving, moisturizing, and blocking brows. Capture the full process, from basic personal care to makeup removal. Show both preparation and cleanup as well as the final product.

Models and Styling



Casting

Show LGBTQ+ people across a wide range of races, genders, ages, body types, and abilities. Customers are especially seeking representation of Black, Japanese, Southeast Asian, and Hispanic models.



Styling

Style models in casual, expressive outfits that complement their unique beauty and personal style to create authentic and relatable beauty content. Focus on looks that feel confident, individual, and true to their identity.



Aesthetics

Create a documentary feel by capturing candid moments that show real interactions. Avoid posed shots. Focus on authentic expressions, imperfect details, and spontaneous gestures that tell a true story.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkDiverseBeauty** content. For more examples, view this content collection. We encourage you to use these examples as references while creating content that reflects your unique style and showcases your part of the world.



Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description. Include information about location, actions, people, and concepts to your metadata.

Using inclusive language in LGBTQ+ content matters! Photographers should always confirm descriptions and keywords with their models to ensure accuracy and consent. Allowing models to self-identify not only respects their identities but also improves metadata quality and discoverability.

Include the keyword **sstkDiverseBeauty** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkDiverseBeauty keywords

Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

body scrubs, bold makeup, clean beauty products, concealer, contour makeup, creative makeup styles, daily skincare routines, diverse beauty models, drag makeup, eyeliner, eyeshadow, facial creams, fashion, foundation, foundation makeup, gender-neutral beauty products, hair accessories, hair brushes and styling tools, hair care routines, hair salons, hair styling techniques, inclusive beauty brands, japanese makeup styles, LGBTQ+, LGBTQ+ fashion, LGBTQ+ makeup, lipstick, mascara, makeup tutorial, salon, serum, skin, skincare, skincare-routine, streetwear

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

body positivity, clean beauty, creative self-expression, drag artistry, gender-fluid beauty, gender-inclusive skincare, gender-neutral beauty products, gender-neutral haircare, inclusive beauty brands, inclusive makeup, inclusive skincare, LGBTQ+ beauty, non-binary beauty, non-binary makeup, non-binary skincare, pride, pride beauty, queer beauty, self-expression through beauty, sustainable beauty



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Thanks!

**We can't wait to see
what you create.**

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