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sstkFashion

A Shutterstock Content Brief





Overview

Culturally specific fashion

Fashion and apparel is a top-performing content category, but many countries are not fully represented when it comes to showcasing local style. This creates a need for culturally specific fashion content that reflects real-life. Make sure to include the keyword **sstkFashion** in your content submissions for this brief!

From May 28 – June 24, 2026, Shutterstock ran a contest, inspired by this sstkFashion brief. View and read about the winning work in the [Fashion Stories: Contributor Contest Winners](#) article.



Scenarios

Local street style

- Capture everyday life as people travel through transit stations, crosswalks, and busy city streets. Show them **dressed in workwear and ordinary clothing that reflects their local culture**.
- Show how **street style** that feels connected to each place. Include settings like neighborhood markets, alleyways, shops, and city streets. **Show clothing details, shapes, fabrics**, and styling that feel unique to each city.
- Focus on people showing their **personal style** in natural ways. Their clothing may be simple, formal, modern, or trend-focused. Show them doing general actions like shopping, talking, or walking.
- Include both wide and close shots. **Wide shots should show the location clearly**. Closer shots should show movement, clothing details, and personality.
- **Use natural light**, real locations, and honest expressions. Show what makes each place's street style feel real, lived-in, and different from other places around the world.



Scenarios

Dressing and styling as part of daily routine

- Capture people quietly getting dressed at home, from **buttoning shirts and adjusting sleeves** to **putting on shoes**. Focus on small, natural gestures that feel personal and unguarded.
- Show mirror moments as **people get ready** to leave, using partial reflections and slightly off-center framing to add depth and a sense of real-life imperfection.
- Use soft natural light near windows or doorways to **bring out color, texture, and depth of clothing**.
- Present **loungewear and casual outfits** as they are truly worn, during everyday moments like reading, working, or relaxing, to highlight comfort and authenticity.
- Zoom in on **fabric texture**, natural movement, and how clothing falls on the body, focusing on touch and flow rather than stiff, posed scenes.



Scenarios

Modern professional environments

- Show professionals, **preferably aged 50 and older**, actively working, leading, collaborating, or moving through real office spaces. Highlight how local tailoring, shapes, and styling reflect both experience and the professional culture of their country.
- Capture healthcare, retail, and service workers in the middle of their tasks, wearing **uniforms or workwear** that feel true to their region. Focus on practical design, fabric choices, and small details shaped by local habits.
- Portray people working in flexible settings like cafés, shared offices, or outdoor spaces. Style them in **casual or smart-casual looks** that match the city's pace, climate, and cultural style.
- Show subtle moments where work and personal life overlap, with personal items and lived-in spaces alongside regionally influenced clothing, adding depth and a strong sense of place.
- Avoid staged meetings or formal poses. Focus on natural movement and real interaction, **letting clothing move with the body and reflect everyday, local work style.**

Scenarios

Men, family, and children's fashion

- Show **men moving through city environments** in layered outfits, where local style influences **fabric, fit, and proportion**. Capture natural gestures like adjusting cuffs, jackets, or accessories while in motion.
- Portray **men in casual and professional looks** during real activities such as walking, commuting, or sitting, showing how climate and local dress norms shape their style.
- Close-up **details** like shoes, watches, outerwear, and accessories, **highlighting texture, craftsmanship, and regional design**.
- Capture children playing and interacting freely in everyday clothing that reflects their surroundings, with natural color, fabric, and fit.
- Show parents **helping children get dressed** for daily routines or special occasions, revealing practical, culturally influenced styling through real interaction.
- Portray family moments in public or home settings, with **clothing in motion**, slightly imperfect, and worn in a way that feels natural and true to the location.



Scenarios

Accessories and styling details in use

- Show **bags, shoes, and eyewear in natural use**, as people walk, commute, or interact. Let styling reflect local trends and regional taste, rather than isolating the product.
- Capture close-up moments of hands holding, adjusting, or using accessories, focusing on **texture, wear, and how they are used in real-life**. Consider showing **luxury accessories** as well.
- Show **footwear in motion** across different surfaces like streets, indoor spaces, or public transport, highlighting movement, durability, and how design fits each environment.
- Portray **jewelry as personal and meaningful**, such as a mother passing down a family piece, showing both emotional value and cultural design.
- Highlight how accessories are layered into full outfits, showing how they complete looks shaped by local style and individual expression.
- Focus on how **accessories function in real settings** reinforcing authenticity, practicality, and a strong sense of place.

Models and Styling



People

Prioritize casting Asian, Middle Eastern, North African, Latin American, and Black people. It's also very important to include people with diverse body shapes, identities, physical or intellectual disabilities, and age (especially models 40+).



Cultural Relevance

Ensure environments, styling, and casting reflect the actual location not generic interpretations. Include visual cues that reveal the country or city you're creating in.



Documentary Style

Create a documentary feel by capturing candid moments that show spontaneous expressions and unscripted interaction. 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 we are looking for in the **sstkFashion** brief. [For more examples, view this content collection.](#) We encourage you to use these examples as references while creating content that is also sincere to your unique style and 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.

Important! Logos, marks on clothing, and distinctive designs (e.g., the three-stripe design on shoes) are trademarked. Remove these trademarks from your images and videos before submitting to Shutterstock.



Make sure customers find your content.

Metadata

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

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer. The more descriptive metadata you provide, the more likely a customer can find and license your content.

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

Top sstkFashion keywords



Add any of these relevant themes, feelings, ideas, people, places, or things shown in your content to your keywords.

accessories, authenticity, authentic fashion, authentic representation, candid interaction, candid moments, candid portrait, casual fashion, children's fashion, city fashion, commercial fashion imagery, commuting lifestyle, contemporary culture, contemporary style, cultural identity, culturally relevant styling, diversity, diverse models, documentary style photography, emotional storytelling, everyday fashion, everyday luxury, everyday moments, fabric detail, family fashion, fashion accessories, fashion details, fashion lifestyle, fashion photography, global fashion, human connection, inclusivity, inclusive fashion, layered outfits, lifestyle realism, lifestyle fashion, local culture, local identity, loungewear, menswear, modern living, modern workwear, movement photography, multicultural fashion, natural expressions, natural light, personal style, professional style, real-life fashion, real people, regional fashion, relaxed fashion, smart casual, street style, streetwear, sustainable fashion aesthetic, textile texture, urban fashion, urban lifestyle, workwear fashion



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Thanks!

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

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