



## Creative Brief

### Company Name

IGIGI

### Infographic Title

Shape Stylist – Beautiful in Every Shape

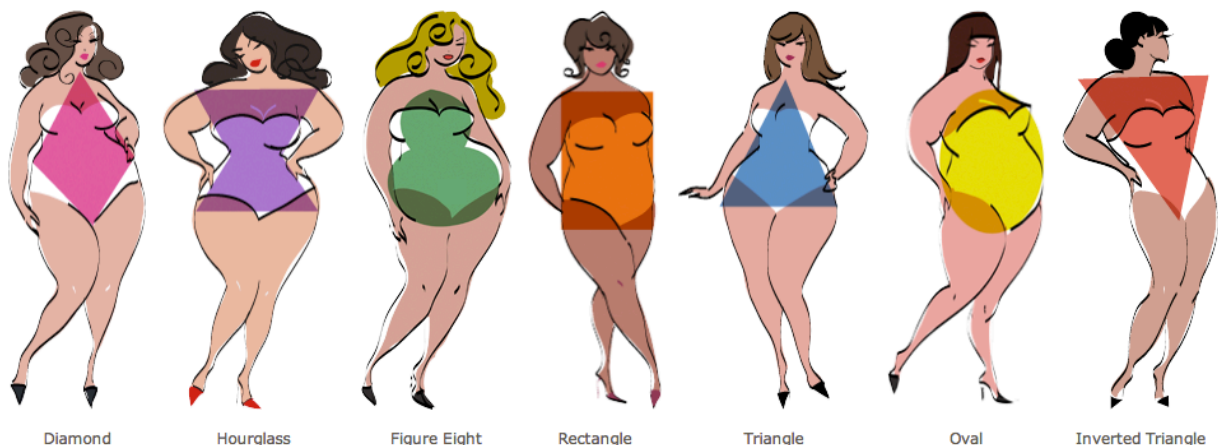
### Infographic Abstract

This Infographic highlights specific body types pointing out features as what compliments each feature the best for a beautiful you in all shapes.

### Visual Layout and Design Elements

Use these images as a basis for your design (they are approved through the client we are working with so they can be used) here is the webpage for these images

<http://www.igigi.com/igigiscustom/shape/choose/>



Use the colors within the design above to accent and highlight parts of the graphic.

Use a visually appealing divider between sections so the viewer knows specifically what body style they are looking at.

Each body type has a link – Grab one or two or so outfits from that body type to include in that section.

Height – no longer than 5000 pixels

Width – no wider than 1000 pixels

Resolution – 72

Include sources

Include logo for IGIGI (attached)

Include domain name – [www.igigi.com](http://www.igigi.com)

### Content

Diamond



Your stunning silhouette has very many beautiful assets. Your waist is fuller than your bust and hips and your impeccably proportionate face, neck, and bust, balanced lower legs and arms accentuate your gorgeous frame.

**Tips on What to Wear:**

- Show off your neckline with scoop, cowl, sweetheart and v-neck tops. Also, draw the eye upward by adding necklaces and scarves.
- Elongate your mid-section by wearing tops with faux-wrap draped silhouettes that are fitted around your bust and skim over your tummy.
- Wear flat-front pants that are narrow, bootleg or straight-leg, capris and leggings; show off your legs with high slits, straight, pencil, tiered, tulip and trumpet skirts.

(Example - <http://www.igigi.com/catalogsearch/result/?q=Diamond>)

**Hourglass**

Your voluminous curves are striking and proportionate! Your clearly defined waistline, harmonious bust and full hips create a beautiful, feminine curvature.

**Tips on What to Wear:**

- Flatter your neckline with ruffles or softly draped details, open collars, fun asymmetrical cuts that expose your neckline.
- Accentuate your defined waist with belts, ties, pencil skirts, wrap dresses, and detailed empire waistlines.
- Balance the hips with flared, wide and bootleg pants and flared skirts.

(example - <http://www.igigi.com/catalogsearch/result/?q=Hourglass>)

**Figure Eight**

Your gorgeous body silhouette is both curvaceous and voluptuous! Your shoulders and hips line up beautifully with your overall silhouette, and your voluptuous cleavage is one of your great assets. The definition in your waist is visible and creates a look of curvature.

**Tips on What to Wear:**

- Enhance your upper torso with open collars, asymmetrical cuts, v-necks, sweetheart neckline and details such as softly draped necklines.
- Accentuate your curvature with wide belts, empire waist silhouettes, and waist-cinching wrap-around or faux-wrap silhouettes.
- Balance your proportions with bottoms that are deeper and darker in color, A-line flared skirts and wider leg pants.

(<http://www.igigi.com/catalogsearch/result/?q=Figure+Eight>)

**Rectangle**





Your exquisite frame has an exceptional balance! You have proportionate hips, balanced thighs, shapely legs, slightly fuller arms, and a body frame that's perfectly in line with all the body parts.

**Tips on What to Wear:**

- Accentuate your femininity with following necklines: sweetheart, V-necks, crew, asymmetric, batteau, jewel and cowl neck.
- Wear curve-defining empire bodices, tops with bust frills, ruching, front panel details and pleating.
- Define your curvature with belts and cinchers, and wear fuller, bias, crystal pleated, or pencil skirts.
- Harmonize your silhouette by wearing narrow, straight or slightly flared leg pants. And don't be afraid to add some color to your bottoms.

(Example - <http://www.igigi.com/catalogsearch/result/?q=Rectangle>)

**Triangle**

You have a gorgeous, goddess-like frame! Your many great assets include your bust and upper body being relatively smaller than your hips and a defined waistline that creates a distinct curvature accented by your pronounced lower half.

**Tips on What to Wear:**

- Visually extend your neck and shoulders by wearing scoop, batteau, sweetheart, scoop, jewel and v-necklines.
- Accentuate the bust area with pleats, ruffles or extra details; fitted bodices and tops. Define your waist with belts, cinchers, & empire silhouettes.
- You will look amazing in a pencil skirt, so do not shy away from them; and you will always look great in wrap around dresses, A-line & flared skirts.
- Elongate the legs with wide leg trousers or flared jeans to balance your top and bottom proportions.

(example - <http://www.igigi.com/catalogsearch/result/?q=Triangle>)

**Oval**

You have an ample and voluptuous figure reminiscent of ancient goddesses! Your waist is fuller than your bust and hips. Your face, neck and bust are beautifully proportionate to each other; and your slender lower legs and amazing arms accent your voluptuous assets.

**Tips on What to Wear:**

- Elongate your shape by showing off your neckline with cowl, scoop, batteau, and v-necks.
- Elongate your waist with 'peak' empire waistlines, faux wrap dresses, blouson style tops and princess seams.
- Accentuate your lower half with lighter bottoms, flat-front pants, dropped waists and high slits.



(Example - <http://www.igigi.com/catalogsearch/result/?q=Oval>)

#### Inverted Triangle

You have a magnificent, statuesque and a very well proportioned figure! Your bust is fuller and shoulders broader than your defined waist, and your waist can be fuller than your narrower hips and longer legs. All these are fabulous assets as many styles looks great on you.

#### Tips on What to Wear:

- Elongate your neckline with a V-neck, deep scoop, shawl collar and a u-neck
- Flatter your ample bust with sweetheart bodices and faux and true wrap styles
- Balance your broad upper torso with darker tops and lighter bottoms.
- Show off your curves with form-fitting silhouettes, fitted tops, pencil skirts, wrap and belted dresses and A-line skirts.

(example - <http://www.igigi.com/catalogsearch/result/?q=Inverted+Triangle>)

#### Sources

<http://www.igigi.com/igigiscustom/shape/choose/>

