

KOHL'S[®]

Kohl's brand guidelines

HAIR & MAKEUP AND MODEL CASTING EXPECTATIONS

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objective

Kohl's Brand guidelines for on-model photography including Model Casting and Hair & Makeup standards for Women's and Juniors.

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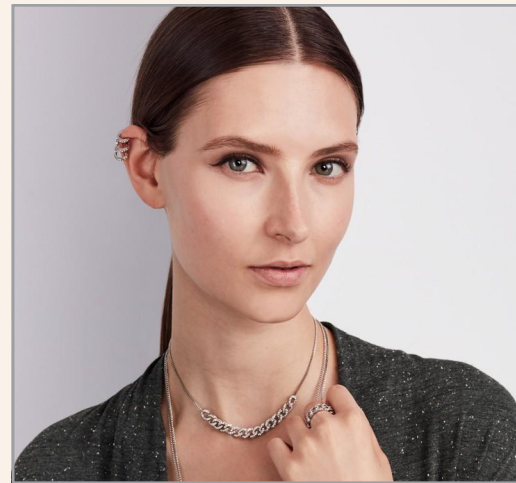
CONTEMPORARY WOMENS



Contemporary Women may be ones to follow a trend. Emphasis could be on the eyes whether it's more lash or color to make them stand out. A smokey eye works well with a nude or neutral lip. A defined but neutral eye could have a pop of color on the lip. Soft, bouncy curls or sleek hair with a bit of texture.

CONTEMPORARY WOMENS

Modern | Confident | Fashionable | Unique



SIMPLY VERA
VERAWANG

CONTEMPORARY WOMENS

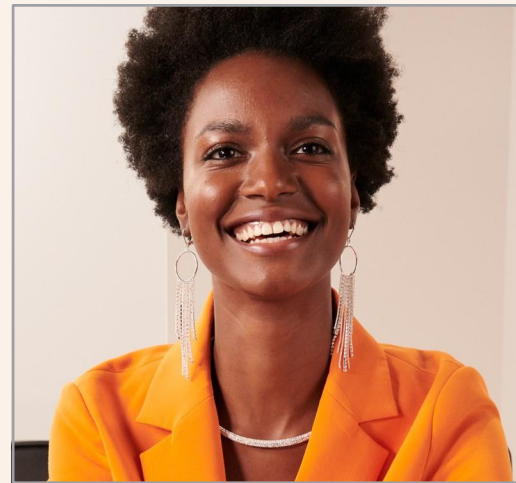
Fashionable | Stylish | Warm



LC LAUREN
CONRAD

CONTEMPORARY WOMENS

Trendy | Polished | Bold



NINE WEST

UPDATED WOMENS



Updated Women are natural, never fussy. Makeup should accentuate the natural beauty of the model's face with a touch of color on the eyes or lips. Slightest bit of mascara to bring out the eyes.

There is an ease to the hair. Naturally tousled or pulled up.

UPDATED WOMENS

Approachable | Natural | Versatile | Optimistic | Warm

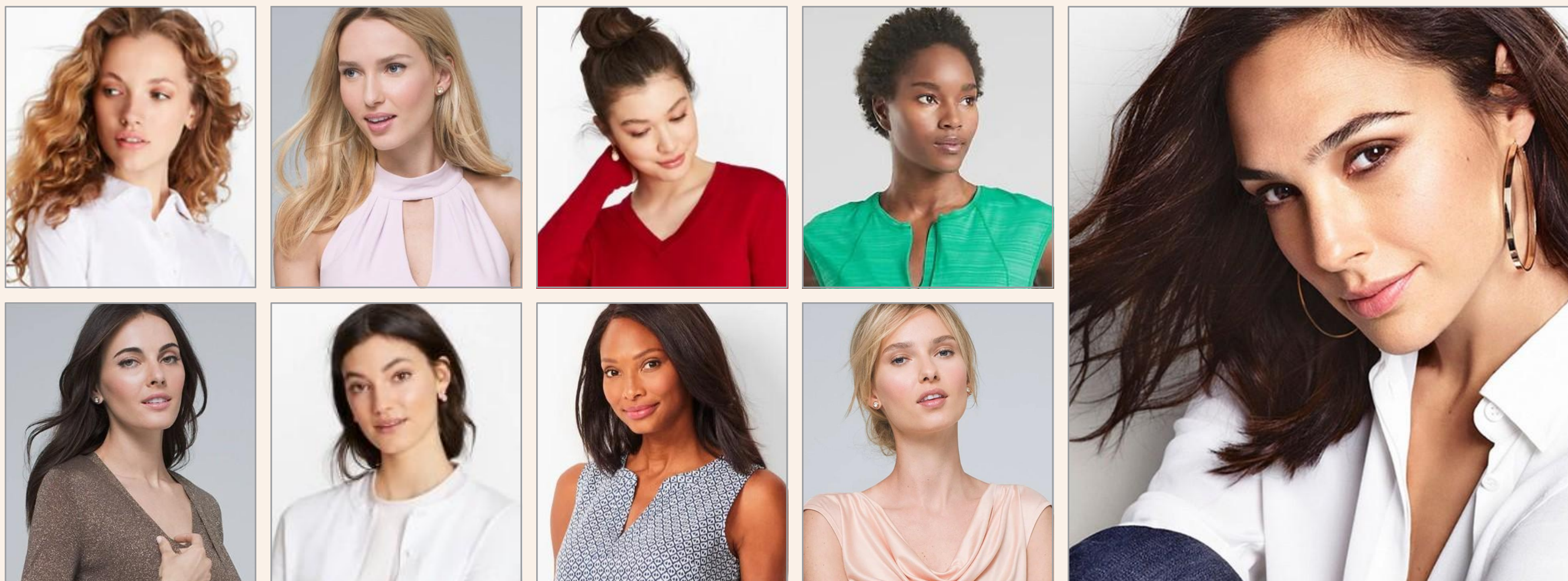


SONOMA
GOODS FOR LIFE™

Levi's®

Lee

TRADITIONAL WOMENS



Traditional Women are not overdone, but always “finished”. Makeup is clean and natural with a bit more emphasis on the eyes and lips. Hair is a bit more “put together” whether it’s down or pulled back in a low pony or chignon. Both makeup and hair should feel timeless.

TRADITIONAL WOMENS

Classic | Polished | Sophisticated | Mature



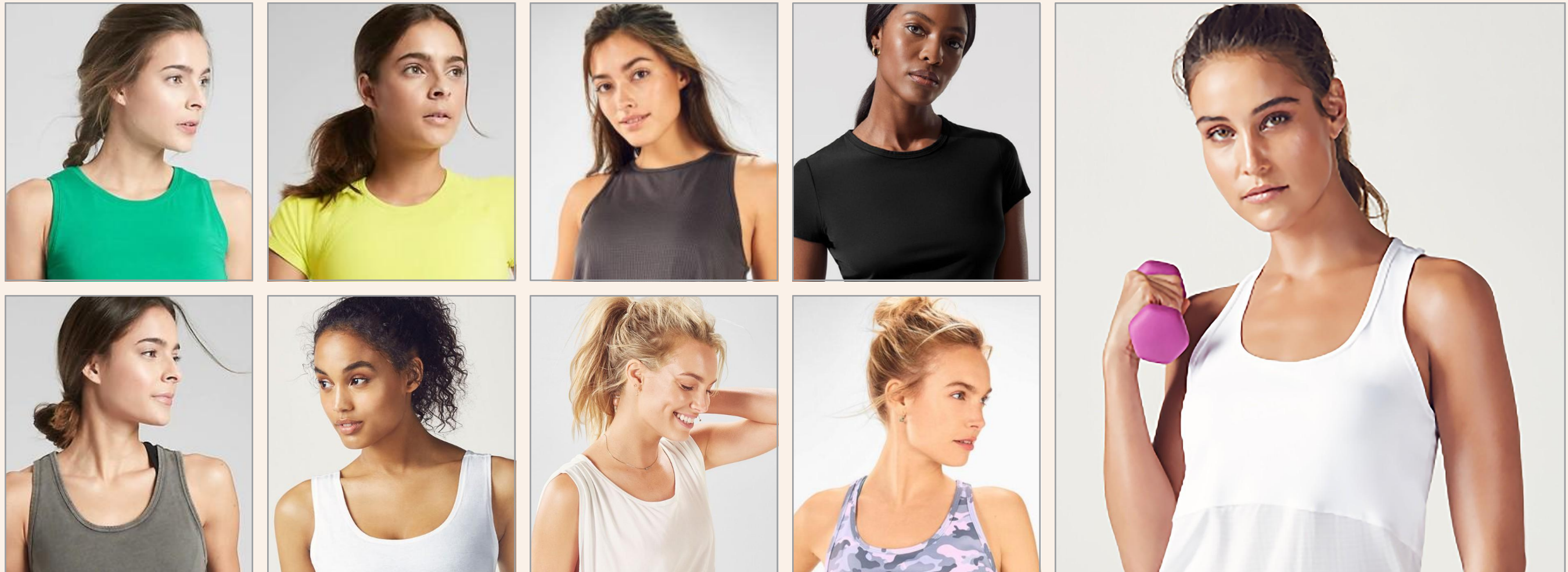
Gloria Vanderbilt

 **Columbia**

Croft & Barrow

alfred dunner

ATHLETIC WOMENS

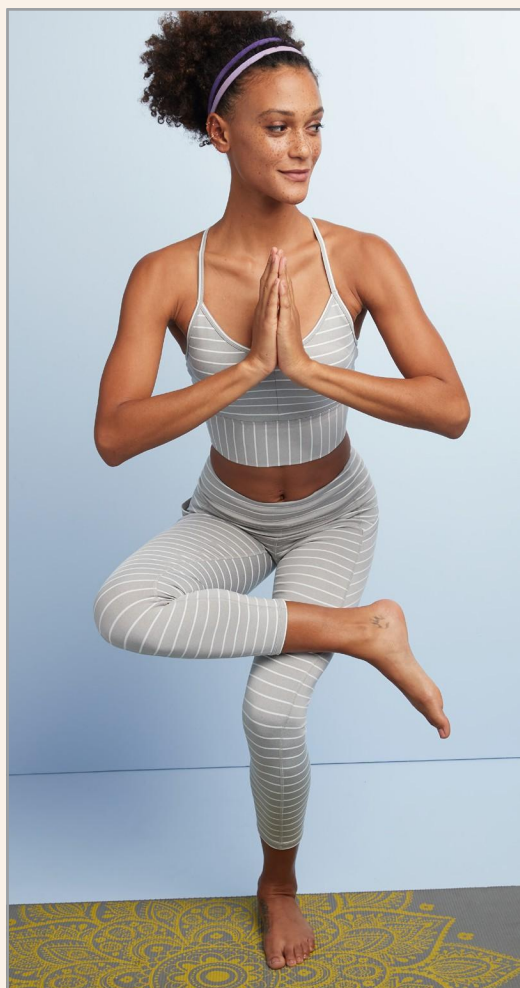


Athletic Women are gym ready. Makeup is minimal with an emphasis on glowing skin and strong eyebrows. Still definition to the eye through brows, lashes or a bit of line, but nude or neutral lip.

Hair is a sleek ponytail or loosely pulled up or back.

ATHLETIC WOMENS

Toned | Healthy | Real



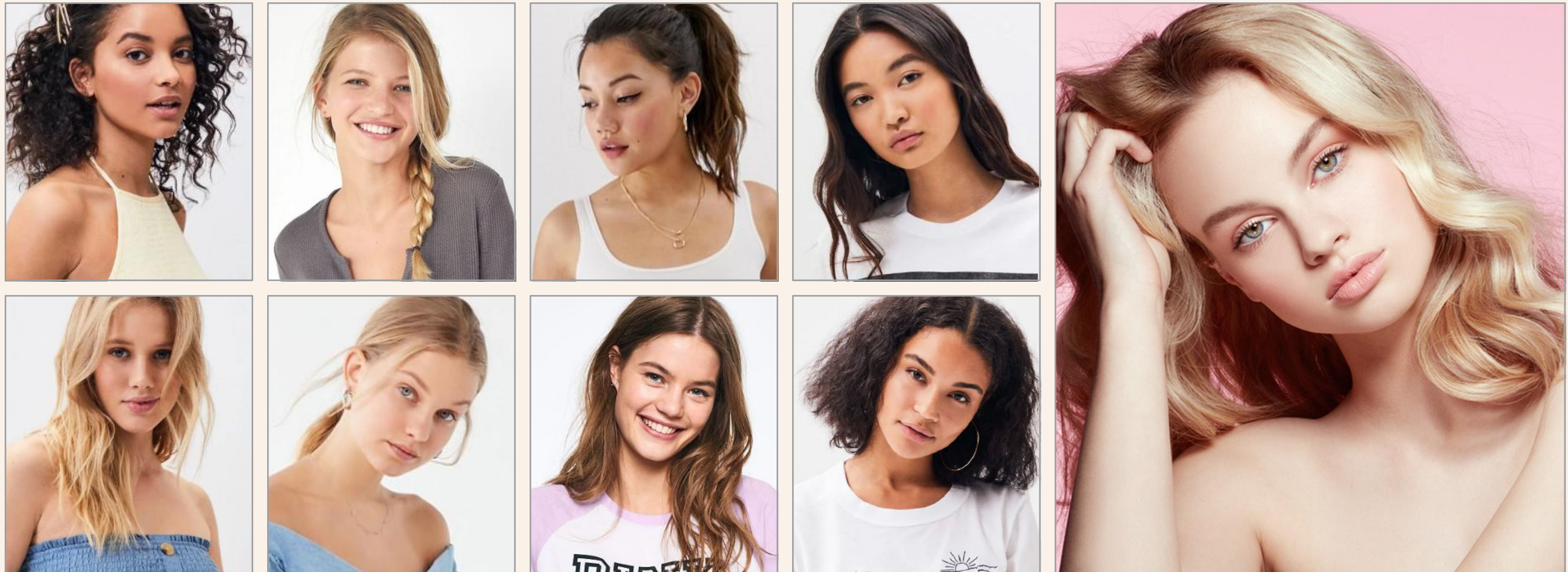
adidas



FLX

TEK GEAR™

JUNIORS



Juniors makeup should be light and dewy and let their natural beauty shine. Colors chosen should be youthful and fresh with a less is more approach. Lip color could be a pop of pink or lilac. Hair is down and tousled or pulled back in a loose braid or top knot. Never over styled.

JUNIORS

Youthful | Energetic | Relatable | Friendly | Age Range 16-34



So[®]

DENIZEN
Levi's

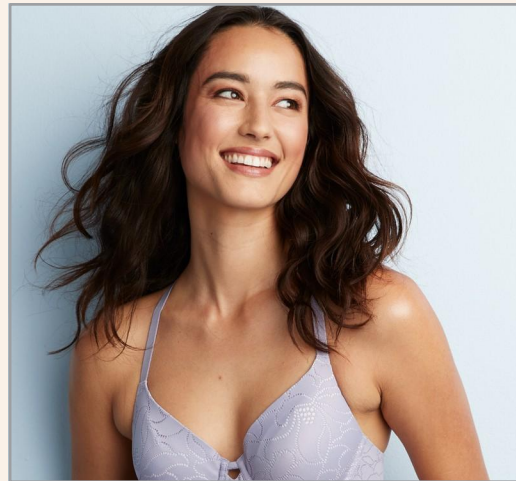
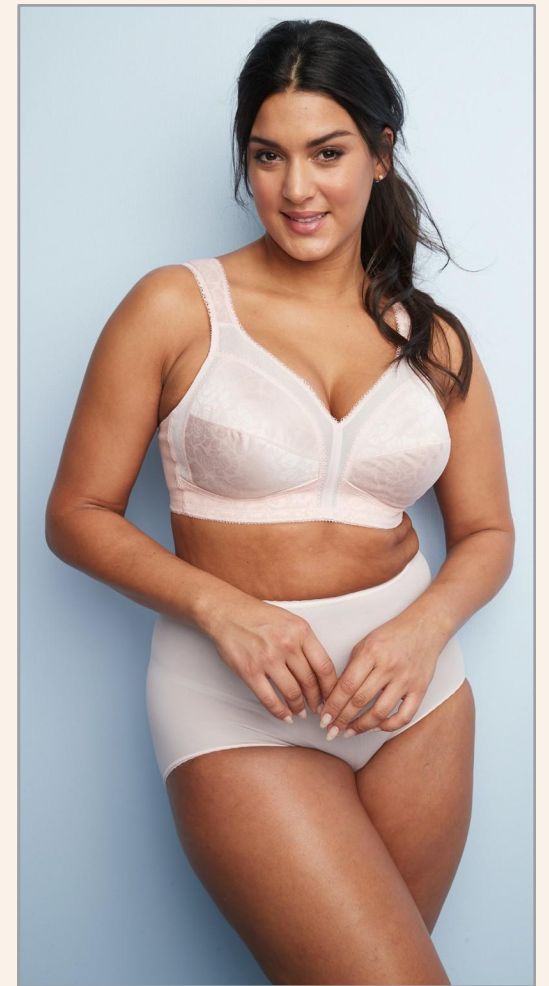
INTIMATES



Intimates makeup has a natural glow, with a bit more definition to bring out the eyes and lips. Eyes should be defined, but not overdone. Hair is full of volume and texture. A simple knot or soft braid can be added to bringing out the femininity.

INTIMATES

Feminine | Confident | Diverse | Natural



BALI

M
MAIDENFORM

VANITY FAIR.

warner's

Olga
by
warner's