

KOHL'S[®]

Kohl's brand guidelines

MEN'S GROOMING & MODEL CASTING EXPECTATIONS

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objective

Kohl's Brand guidelines for on-model photography including Model Casting and Grooming standards for Men's and Young Men's.

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This casting and grooming style guide is organized by category.

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CONTEMPORARY MEN

Modern | Confident | Fashionable | Stylish | Bold



APT.9®

UPDATED MEN

Approachable | Natural | Versatile | Optimistic | Warm



SONOMA
GOODS FOR LIFE™

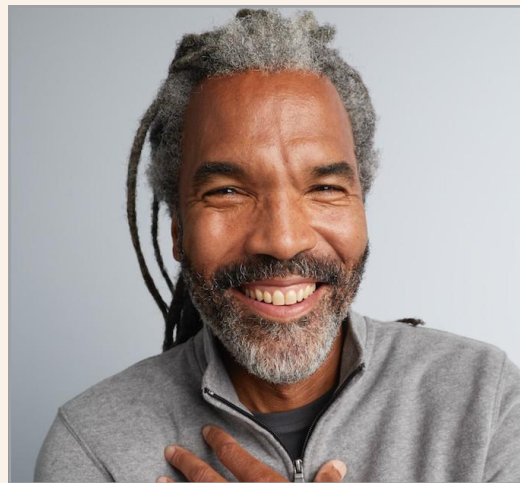
VAN HEUSEN



IZOD

TRADITIONAL MEN

Classic | Polished | Sophisticated | Mature



Croft&Barrow

HAGGAR®

ATHLETIC MEN

Toned | Healthy | Real



adidas

FLX

TEK GEAR™

YOUNG MEN

Youthful | Energetic | Relatable | Friendly | Age Range 19-24



VANS
"OFF THE WALL"