

# Table of Contents

## SECTION 1

### THE CURVE BRAND

Curve Brand Story	4
Brand Truths	12
Brand Tone	16
Curve Manifesto	20

## SECTION 2

### THE CURVE BRAND IMAGE


Photography Guidelines	23
Graphic System	27
Torrid Curve Mailer	37
Applications	42
Swimwear / Activewear	
Sleepwear & Lounge	
Athleisure	46



Curve is where  
the perfect fit begins.

We embrace, celebrate and enhance your curves,  
from every angle.

Because the first thing  
you put on every day  
should be the last thing  
you want to take off.



“Our vision is always to make great bras that are comfortable but also really sexy. And we never stop obsessing over the fit, because one size does not fit all...this is Torrid Curve and we made it all just for you.”

LIZ MUÑOZ, CEO

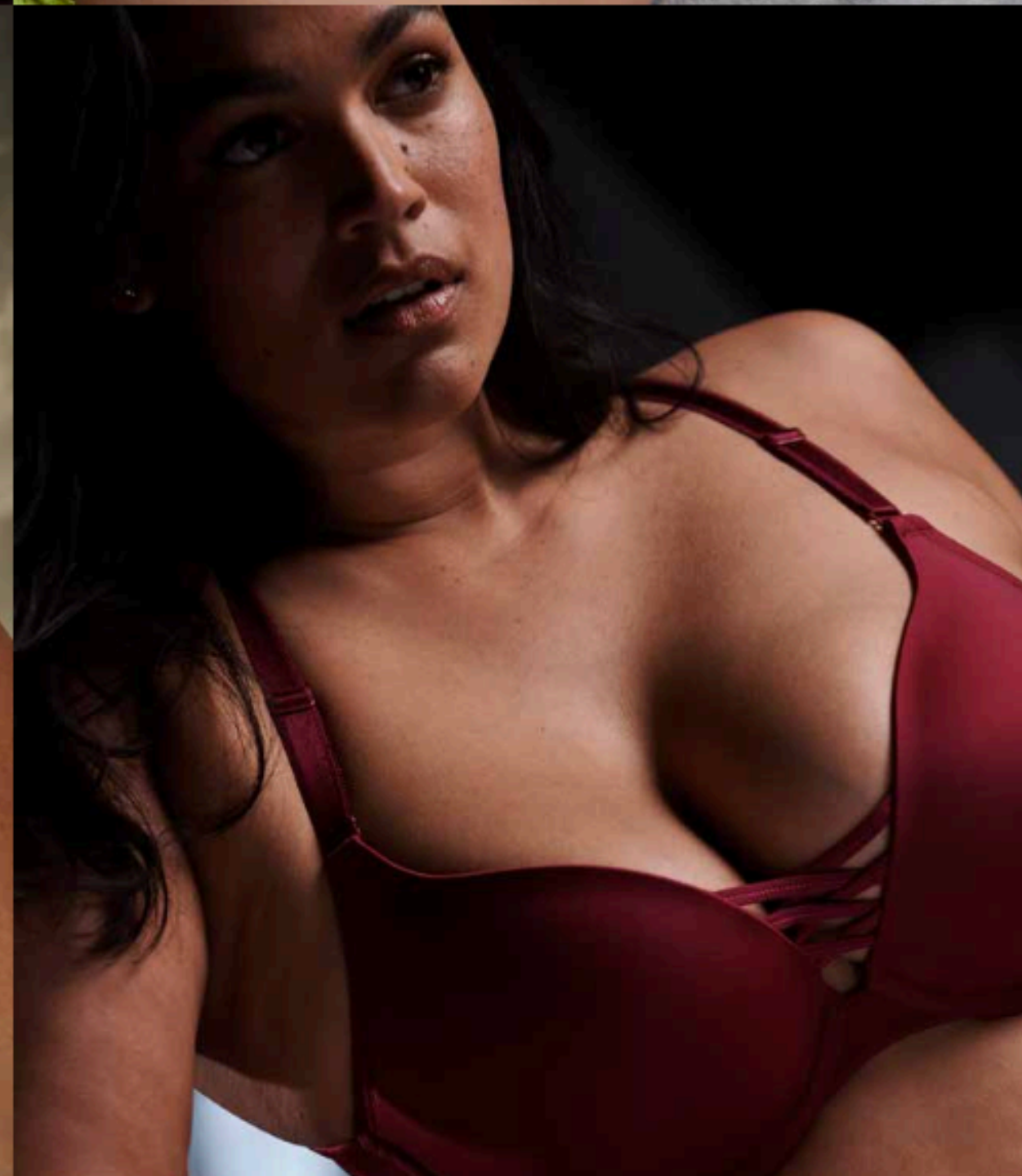
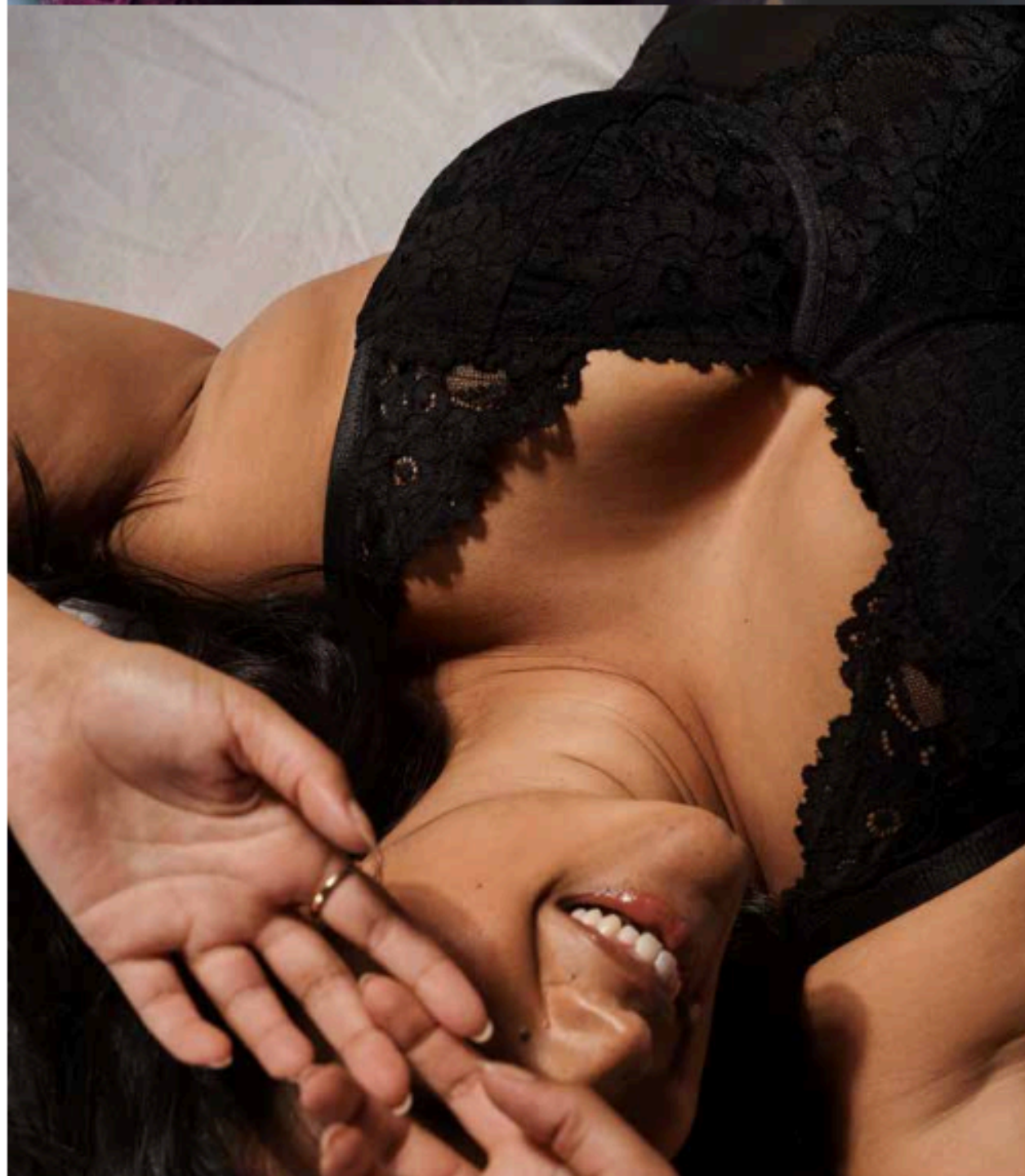
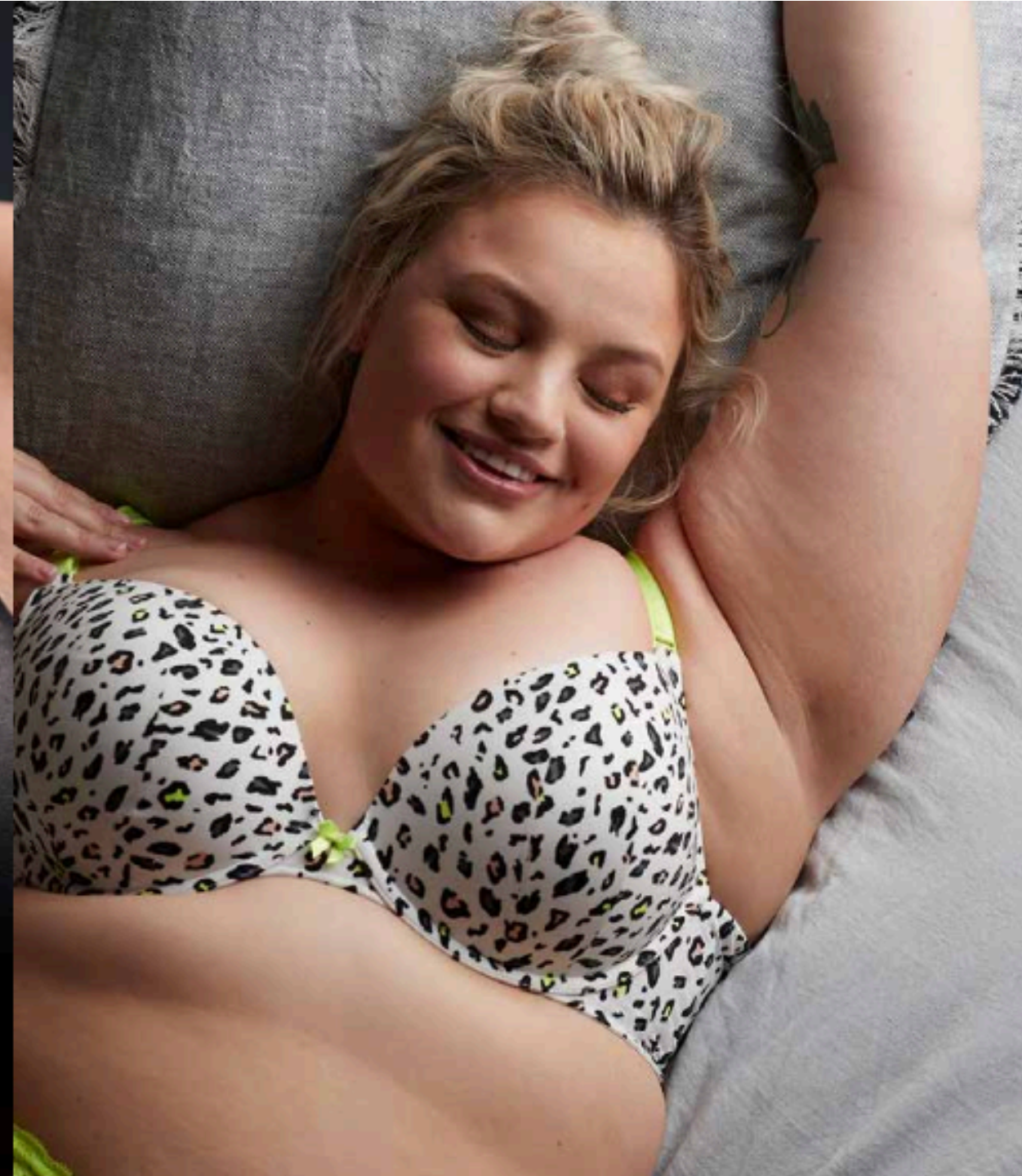
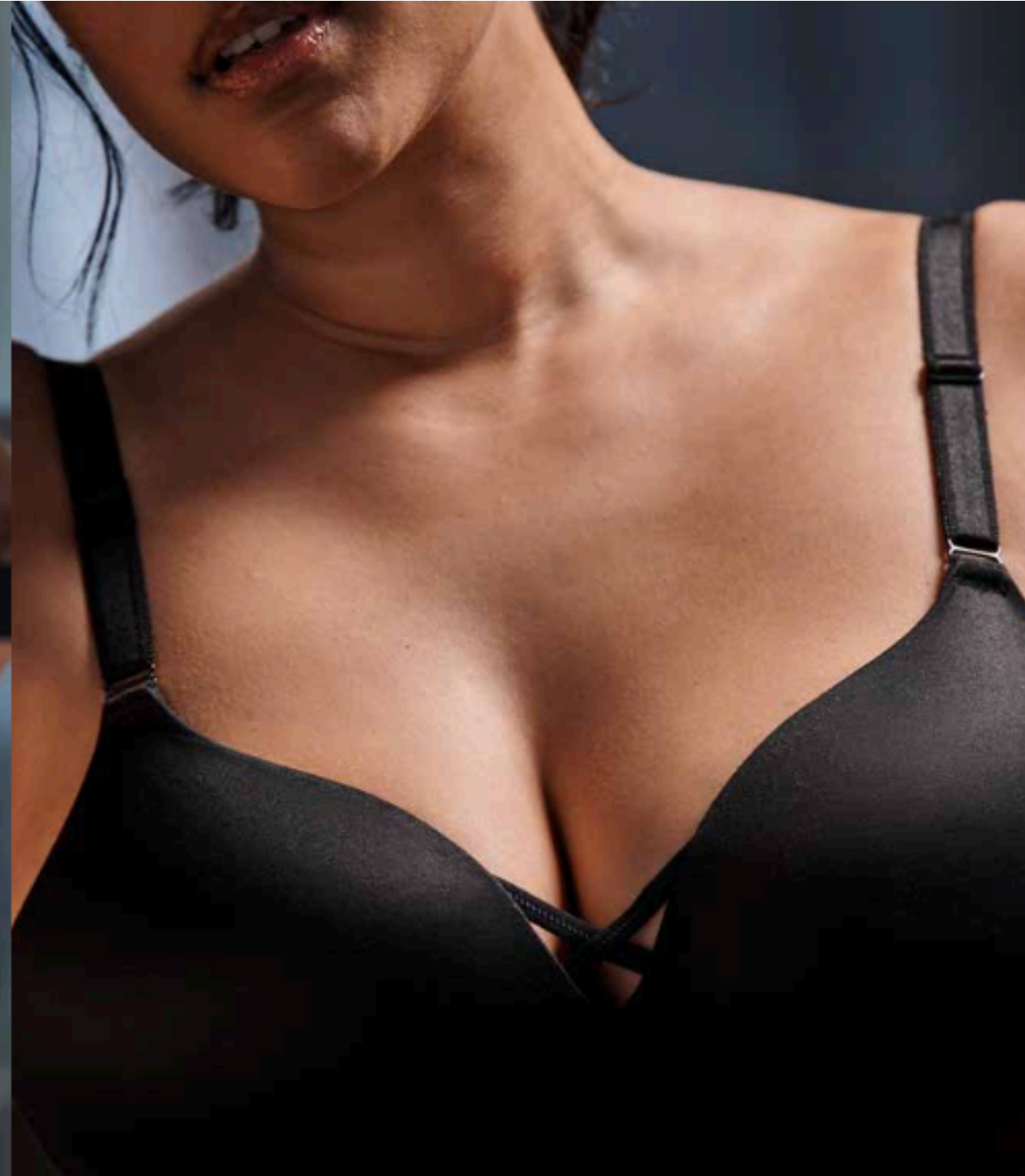
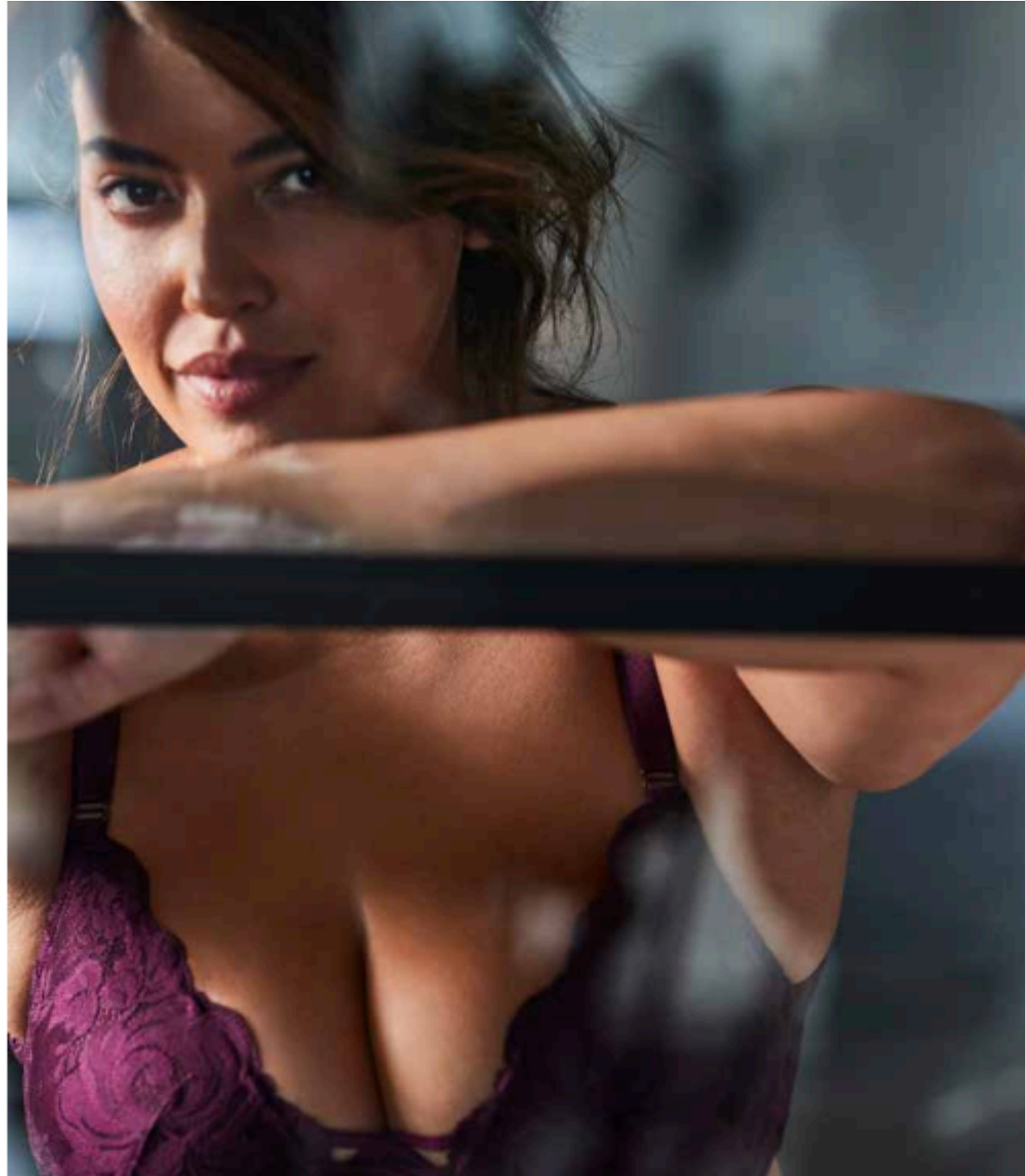
# Mood Photography

## Lighting is everything

Curve imagery is always a celebration of the woman as she is. We don't hide or airbrush. Inspired by boudoir-style photography, our images should feel warm, effortless and confidently sexy, all while showcasing the product in the most amazing way possible. We want to show off all of the vibrant personalities that shine when our women wear Curve.

It's important to capture the emotion and intimacy of our customer as she lives her best life—we want her to feel like she can be that girl.

Photography should feel comfortable and at ease, and never overly-posed, contrived or retouched. Be sure to capture a range of environments, depending on the collection or season.



# Still-Life Photography

It is important to convey the breadth of our full product range, from styles and fits to colors and patterns.

Close crops of detailing are essential in highlighting our craftsmanship.

