YOUR

UNDERSTANDING YOUR PROFILE AND THE INCLUSIONS.

COMPANY

31 JULY - 3 AUGUST 2025, ROYAL EXHIBITION BUILDING

PROFILE

life in style.

# YOUR COMPANY PROFILE

What's included?

DIGITAL LOOKBOOK

The Lookbook is the first of our two books and is a rich and inspiring sneak peek at what to expect at the show.
The digital format will go live on our website and distributed to our entire database through our email and social channels.
As an important tool for retailers to pre-plan their attendance as well as get a head start on their sourcing.
Every exhibitor will receive a listing.

Profiles are listed in alphabetical order by display name.

Your Lookbook profile includes:

- 1x Image
- Logo
- Display Name
- Stand Number
- Link to your Instagram
- Link to your Web Profile Listing in the Web Directory *(please ensure you complete all information in your Task 1 - Exhibitor Web Profile)*
- Production type Icon
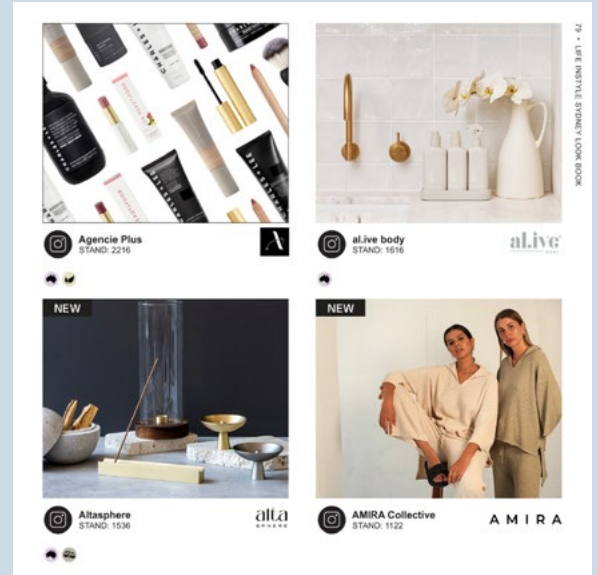
**PLEASE NOTE:** this is a sample and may not be the final product

PRINTED HANDBOOK

The Handbook is our more comprehensive book featuring show content, schedules and most importantly our exhibitors. The Handbook will be available upon entry to Life Instyle Melbourne 2025 and online for those who cannot attend the physical event. Each exhibitor will receive 1 full page colour profile.

Profiles are listed in alphabetical order by Display Name.

Your Handbook profile includes:

- 3 x Product Images
- Display Name
- Logo
- Company Description
- Stand Number
- State
- Email Address
- Production type Icon
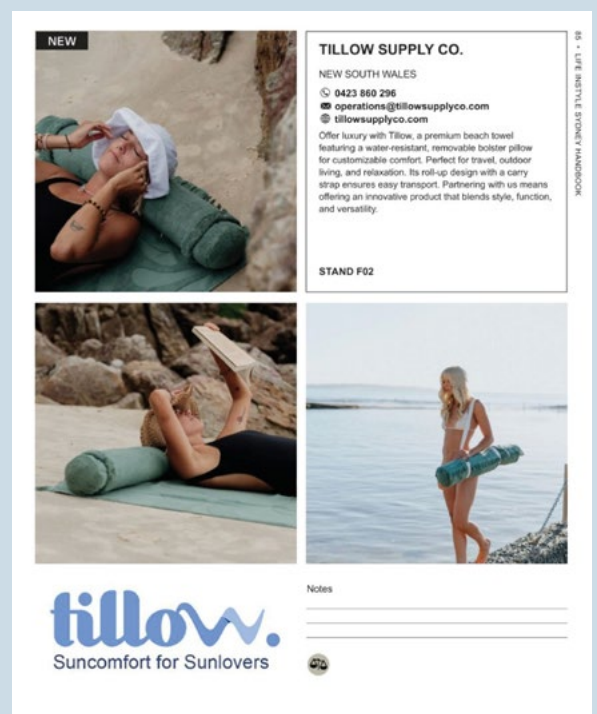
WEB LISTING

Your web listing will be shown on the online Exhibitor Directory, this is our digital listing of all exhibitors at the show. Your listing will be available to view at lifeinstyle.com.au in the weeks leading up to the show.

Each exhibitor will receive 1 standard web listing.

Profiles are listed in alphabetical order by Display Name.

Your web listing includes:

- Header Image
- Company Logo
- Display Name
- 200 Character why visit our stand
- 800 Character Description
- Social Media Links
- Website Link

- Address, Email & Phone Number
- Production Type
- Product Offering
- Product Categories
- Up to 600 Product Images
- Documents

Atelier Akina Jewellery

Why visit our stand

Come meet Akina, the founder of Atelier Akina! Discover the inspiration and stories behind her exquisite pieces and explore the artistry and craftsmanship of each handcrafted design.

Description

Atelier Akina is a Sydney-based online boutique specialising in crafting high quality artisan jewellery pieces that bridge the gap between casual and elegant. Our jewellery stands out in a world of mass-produced designs, offering limited pieces of sophisticated yet versatile designs that are perfect for all occasions. Each piece reflects individuality and creativity, created with Akina's passion and a commitment to quality in the craft. At Atelier Akina, we are on a mission to bringing more beauty and joy into the world with unique artisan jewellery.

CATEGORIES (10)

Features

New Exhibitor   First Instyle

Production Type

Australian Made   Ethically Made   Handmade

Product Offering

Mid-range quality product at affordable price point   Artisan/bespoke product unique to the market

Categories

Jewellery   Fashion & Accessories - Women's   Art

⌃ Show fewer categories

PRODUCTS (5)

♡ Add to Plan

📍 Stand(s):   F06

FOLLOW US

COMPANY CONTACTS

🌐 https://atelierakina.com/

✉ hello@atelierakina.com

COMPANY ADDRESS

211A/250 Liverpool Road
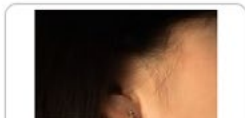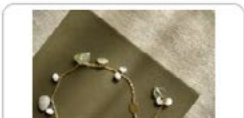Ashfield
New South Wales
2131
Australia

1. LOG INTO THE EXHIBITOR HUB

LOG IN HERE

using your allocated username and password. If you've lost your login details, please contact us at **info@lifeinstyle.com.au** and we will resend it to you.

2. CLICK ON 'EDIT PROFILE PAGE'

3. ADD YOUR COVER IMAGE AND LOGO

Cover Image Specs: 1400 x 350px, must be 4:1 ratio, less than 1MB and in jpg format
Logo Specs: 180 x 180px, must be less than 1MB and in jpg format
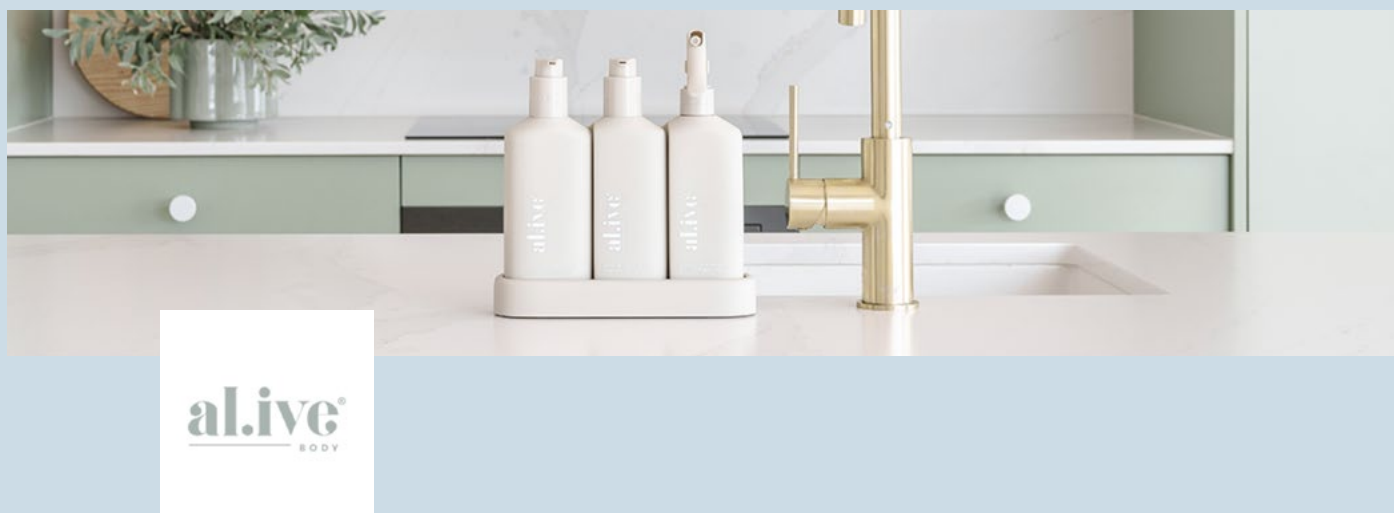
4. FILL OUT YOUR COMPANY INFORMATION

When completing your listing please keep in mind this information will be published on our website which is viewable by visitors and the public. Please ensure your contact information is up to date and phone numbers are in service. Follow the form through, complete all fields applicable and click save when you are finished.

Display Name *

Reed Exhibitions

LIFE INSTYLE MELBOURNE - JULY 2020 SPECIFIC

Why visit our stand

Tell visitors why they should visit your stand. Maximum 200 characters

Description

Describe what your company does. Maximum 600 characters

Cancel   Save

Brands we represent

Tell visitors all the brands that your company will represent at the show

LIFE INSTYLE MELBOURNE - JULY 2020 SPECIFIC

Filters

Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

Product Categories

Fashion & Accessories - Men's   Homewares

Production Type

Proudly Australian   Ethically Made

Which of the below best describes your product offering / the brands you represent?
Select only 1

A combination of the above

Stand: 2206K

Social Media Links

FOLLOW US

Facebook   Twitter   YouTube

LinkedIn   WeChat   Instagram

WEBSITE

EMAIL

PHONE

ADDRESS

Very important
This is how retailers will contact you

Only click categories that apply to your brand

Do not click 'kids' if you do not stock kids products

5. UPLOAD PRODUCTS TO SHOW RETAILERS WHAT YOU HAVE TO OFFER

Upload products to show retailers what you have to offer retailers are now able to search for specific products through
our New Product Directory. Add as many products to your profile to show what you have to offer. Upload an image,
a title and brief description for each product.

Gallery of products and services

Add Products

Upload product image *

Formats: jpg, png
Max file size: 25MB
Minimum: 250x250px

Please ensure you own or have the
owner's consent to use this image

Upload your product image

Product name *

Enter the name of the product. Maximum **50** characters

Product name

Description

Describe the product. Maximum **500** characters

Max 500 characters

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

(1) Select a category...

(2) **Upload PDF file**

Upload documents like
catalogues, look books
or order forms etc

Maximum size 5MB per file.

STYLING YOUR DIGITAL LOOKBOOK PROFILE (TASK 2A)

Images that do not meet the below guidelines will not be accepted and will need to be resupplied.

STEP 1: SELECT YOUR HERO IMAGE

When selecting your image, you must submit a styled product image. Product images should be kept clean and tidy, no text or additional logos should be placed on images. Do not clutter your image with lots of products as they will get lost in the small space.
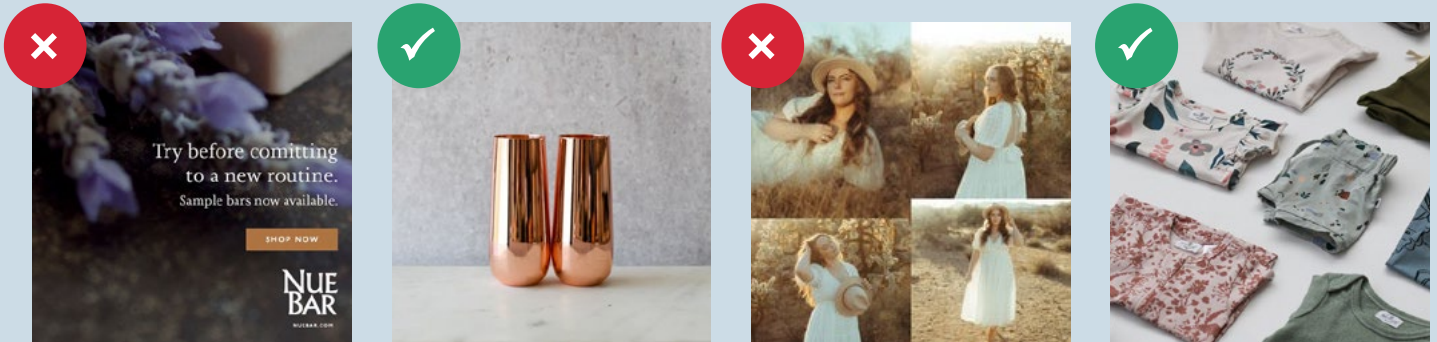
TEXT OR LOGOS
Logos or text will not be accepted over images. Branding as part of product packaging is acceptable.

MULTIPLE IMAGES
Collage images will not be accepted. If you wish to show multiple products these must be a single shot.

STEP 2:
MEASURING YOUR LOGO

When submitting your logo please ensure the file is the correct size and meets the below specifications.

IMAGE SPECIFICATIONS:

Size: 800px wide x 200px high
Resolution: 300dpi
File: JPEG
Orientation: Portrait (rectangle)
**Colour:** RGB - digital

800 px

200 px
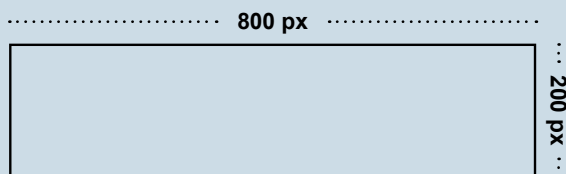
NOTE: Life Instyle has the right to decline images that do not meet the guidelines.

STEP 3:
MEASURING YOUR HERO IMAGE

When submitting your image please ensure the file is the correct size and meets the below specifications.

IMAGE SPECIFICATIONS:

Size: 1275px wide x 1055px high
Resolution: 300dpi
File: JPEG
Orientation: Portrait
Colour: RGB - digital

1275 px

1055 px
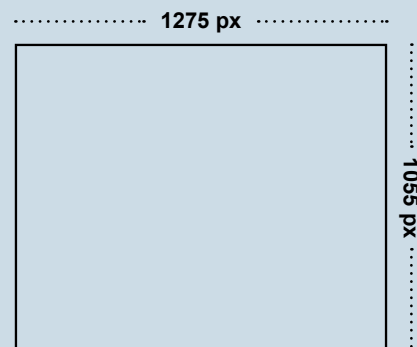
## STEP 4: ADDING YOUR SOCIAL MEDIA
Submit your Instagram link for your profile to include a direct link to your Instagram.

STYLING YOUR HANDBOOK PROFILE (TASK 2B)

Images that do not meet the below guidelines will not be accepted and will need to be resupplied.
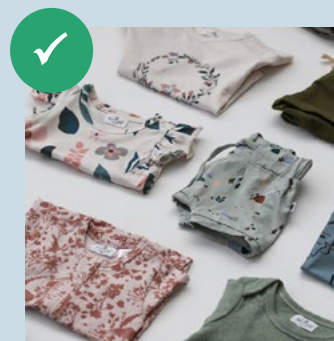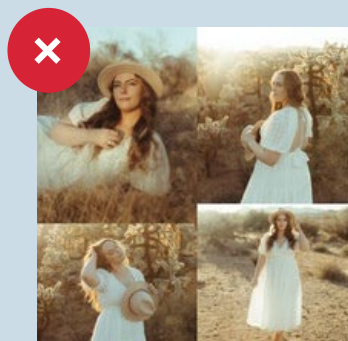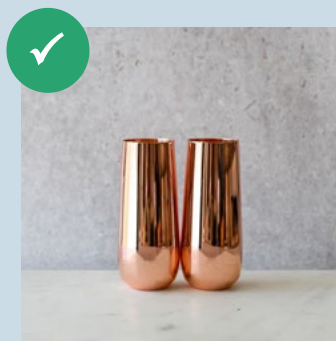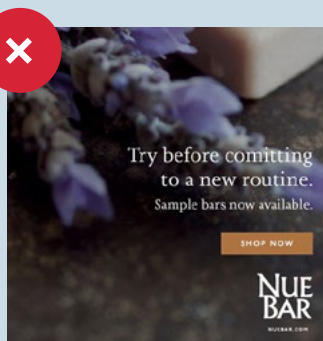
STEP 1: SELECT YOUR PRODUCT IMAGES

When selecting your 3 Handbook images, you must submit product shots only. Think about images that compliment each other and flow through the page. Below are some example profiles previously submitted.
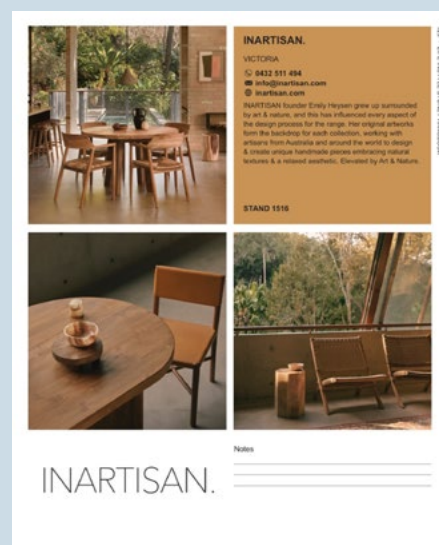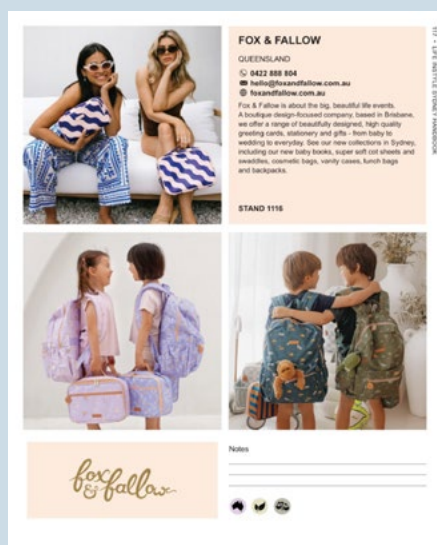
CHECK YOUR IMAGE CONTENT

See the do's and don'ts of what images should contain.

TEXT OR LOGOS

Logos or text will not be accepted over images. Branding as part of product packaging is acceptable.

MULTIPLE IMAGES

Collage images will not be accepted. If you wish to show multiple products these must be a single shot.

STEP 2:
MEASURING YOUR PRODUCT IMAGES

Please see below image specifications for your
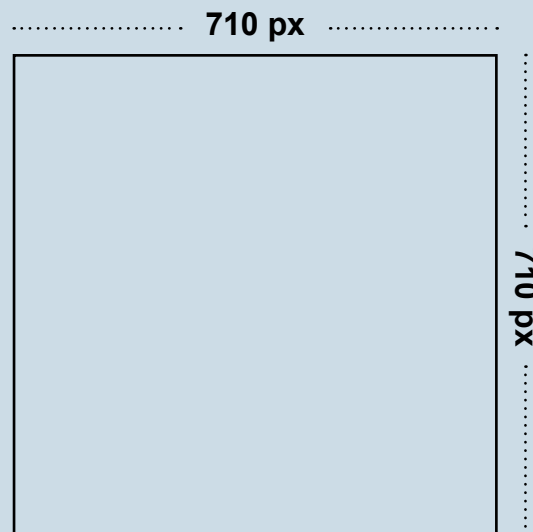3 product images. Images must be square.

PRODUCT IMAGE SPECIFICATIONS:

Size: 710 px wide x 710 px high
Resolution: 300dpi
File: JPEG
Orientation: Portrait
Colour: CMYK

710 px

710 px

STEP 3:
MEASURING YOUR LOGO

Logo's must fit within these dimensions,
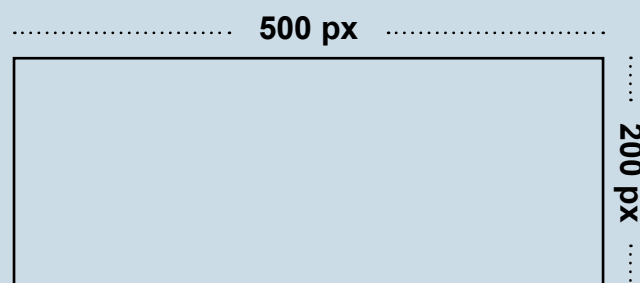but do not need to fill the entire space.

LOGO SPECIFICATIONS:

Size: 500 px wide x 200 px high
Resolution: 300dpi
File: JPEG
Orientation: Landscape (rectangle)
Colour: CMYK

500 px

200 px

NOTE: Logos that do not fill the full space
(ie. square or circular logos) will be centered
to fit within the frame.

CUSTOM COLOURS

When completing your profile you have the option to change
the background colour and text of your company details section
in the Handbook.

To nominate a custom background colour for your Handbook
listing you will need to provide the RGB colour code in the form
of Task 2b. A link to a colour picker website is available in the
form if you need assistance. The default option if nothing
is selected is a white background with black text and
a black keyline.

BRAND NAME
Address

Mobile
Email Address
Website
description of brand and products
description of brand and products
description of brand and products
description of brand and products
description of brand and products
description of brand and products

STAND NO.

BRAND NAME
Address

Mobile
Email Address
Website
description of brand and products
description of brand and products
description of brand and products
description of brand and products
description of brand and products
description of brand and products

STAND NO.

BRAND NAME
Address

Mobile
Email Address
Website
description of brand and products
description of brand and products
description of brand and products
description of brand and products
description of brand and products
description of brand and products

STAND NO.

NOTE: The Life Instyle team may change the text
colour where they feel necessary to ensure your text
will be legible.