



# YOUR COMPANY PROFILE

Understanding your profile and the inclusions.

**life**  
**in**style.

# YOUR COMPANY PROFILE

## What's included?

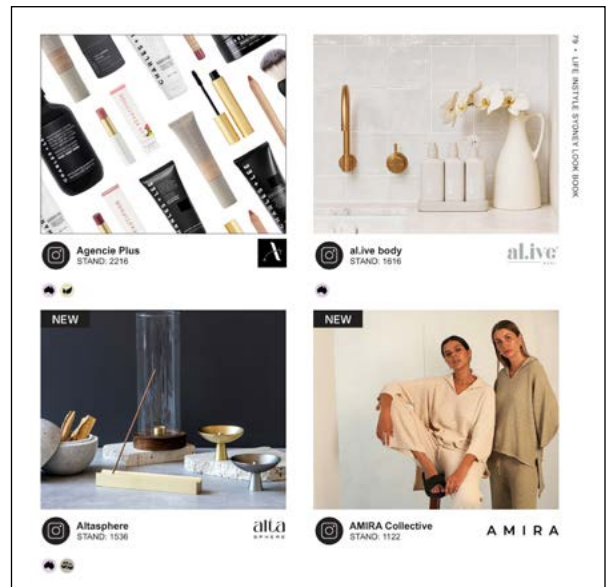
### DIGITAL LOOKBOOK

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

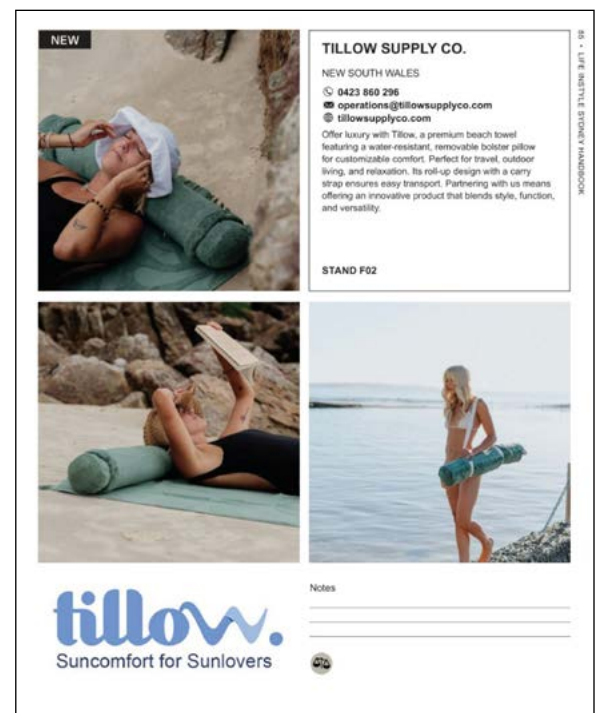
### PRINTED HANDBOOK

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 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 [lifestyle.com.au](http://lifestyle.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](#)

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**PRODUCTS (5)**



# 1. LOG INTO THE EXHIBITOR HUB

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

# 2. CLICK ON 'EDIT PROFILE PAGE'

**life in style.** 31 July - 3 August 2025

Company Name	Digital offering
RXA TEST ACCOUNT	BRONZE PACKAGE

Stand location	Stand size	Stand type
F01	1.5m <sup>2</sup>	-

**Edit Profile Page**  
This information will appear on the show website.

**Exhibitor Dashboard**  
Your product views: Total:  
[View more performance insights](#)

**Lead Manager App** (formerly Emperia)  
**Lead Capture Services**  
A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia).  
Total: New:

# 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 \***

  
LIFE IN STYLE MELBOURNE - JULY 2020 SPECIFIC

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

  
LIFE IN STYLE MELBOURNE - JULY 2020 SPECIFIC

**Description**  
Describe what your company does. Maximum 600 characters

  
LIFE IN STYLE MELBOURNE - JULY 2020 SPECIFIC

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

  
LIFE IN STYLE 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: 2205K

**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**

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**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.

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- 

Maximum size 5MB per file.

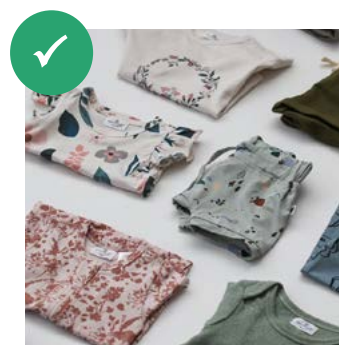
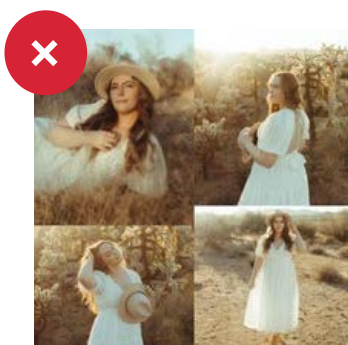
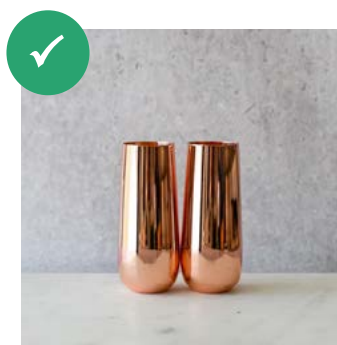
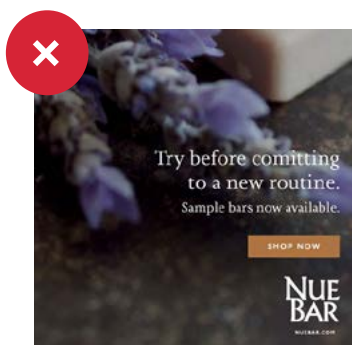
Upload documents like catalogues, look books or order forms etc

# 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

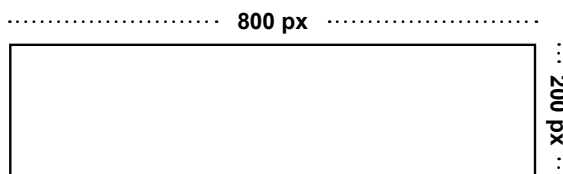
Collage images will not be accepted. If you wish to show multiple products these must be a single shot.

## 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



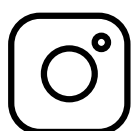
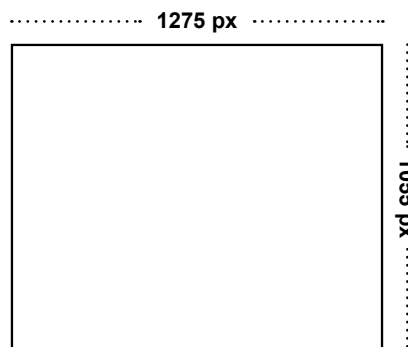
**NOTE:** Life Instyle has the right to decline images that do not meet the guidelines.

## 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



## STEP 4: ADDING YOUR SOCIAL MEDIA

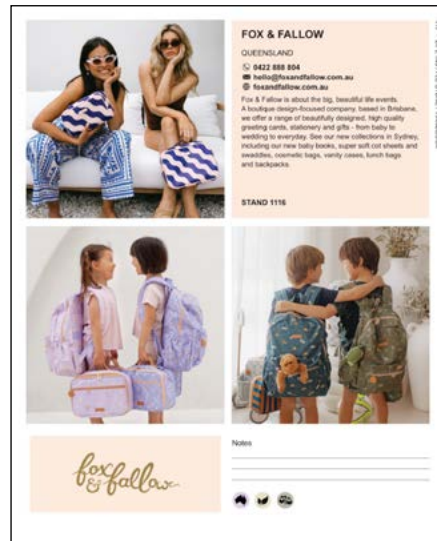
Submit your Instagram link for your profile to include a direct link to your Instagram.

# STYLING YOUR HANDBOOK PROFILE (TASK 2B)

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

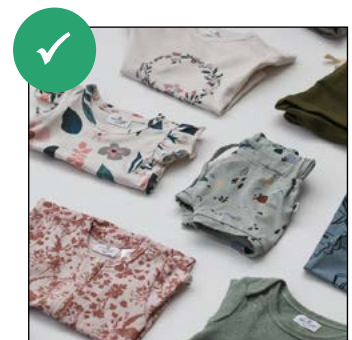
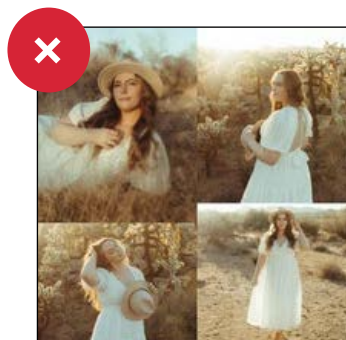
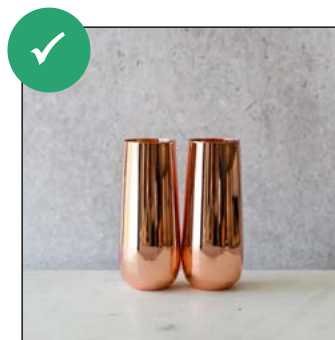
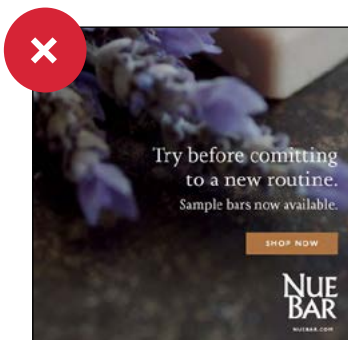
## STEP 1: SELECT YOUR PRODUCT IMAGES

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

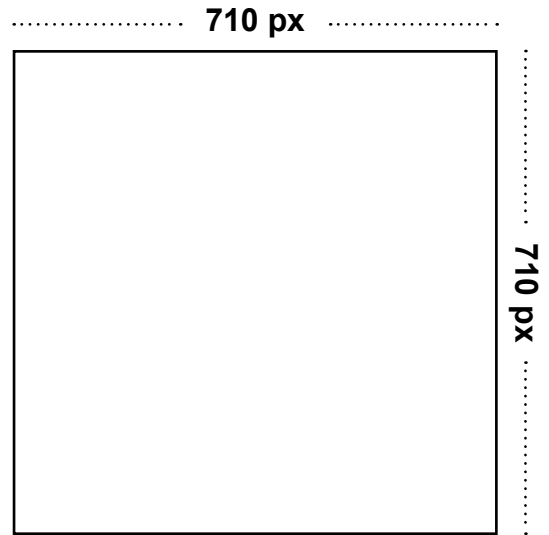
Collage images will not be accepted. If you wish to show multiple products these must be a single shot.

## 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

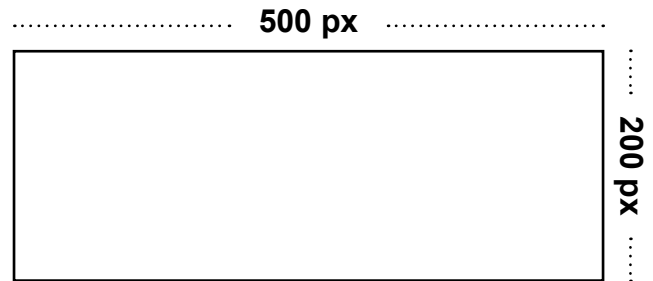


## STEP 3: MEASURING YOUR LOGO

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



**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.

<p><b>BRAND NAME</b>          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.</p>	<p><b>BRAND NAME</b>          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.</p>	<p><b>BRAND NAME</b>          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.</p>
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**NOTE:** The Life Instyle team may change the text colour where they feel necessary to ensure your text will be legible.

