

The Feminine
PLATFORM



My Dear Feminine Lady,

It is a profound pleasure to accompany you on this decisive step of your image journey.

With our color analysis packages, we believe your appearance should not simply be "correct"—it should be Sovereign. My role as your principal consultant is to unveil the natural architecture of your beauty, revealing a clarity and authority you may not yet have realized.

Your Visual Identity Study is a rigorous scientific and artistic process. For me to accurately analyze your skin's pigmentation and the unique vibration of your gaze, the quality of the materials you provide is essential.

This guide was designed to help you capture your image in its purest state. View these instructions not as restrictions, but as the foundation of your future glow. A perfect photo is the first step toward a wardrobe that no longer just dresses you, but propels you.

I look forward to discovering your natural light and beginning this journey toward your Sovereign Alignment.

With elegance and dedication,

Martine Chery

Martine Chery
Founder & Lead Consultant

PHOTO SUBMISSION GUIDELINES

The Foundation of Your Visual Identity Study

Hello my Feminine Lady,

*To analyze your natural ‘**Hue, Value, and Chroma**’ we require a specific set of photographs. These images act as the "canvas" for our proprietary digital draping process.*

1. LIGHTING: The "Golden Rule"

Natural Daylight Only: Take your photos during the day, facing a window. Indirect sunlight is best (a slightly cloudy day provides the most even light).

No Artificial Light: Turn off all overhead lights, lamps, and flashes. Artificial yellow or "cool white" bulbs will compromise the analysis.

No Direct Sun: Avoid standing in direct, harsh sunlight which creates heavy shadows and "blows out" your natural skin tone.

2. APPEARANCE: The "Raw" State

Clean Face: You must be "100% makeup-free." Even a "natural" tinted moisturizer or mascara can mask your true undertones.

Hair Back: If your hair is dyed, please pull it back completely off your face and neck using a neutral-colored headband or tie.

Neutral Clothing: Wear a neutral top (white, grey, or black) or a scoop-neck that shows your collarbones and neck clearly.

3. COMPOSITION: The "Portrait" Frame

Distance: Hold the camera/phone about 3 feet (1 meter) away. Selfies taken too close can distort facial features.

Angle: Keep the camera at eye level. Look directly into the lens with a neutral expression.

Focus: Ensure the image is crisp and high-resolution. Avoid filters, "portrait mode" blurring, or skin-smoothing apps.

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4. THE THREE REQUIRED SHOTS

Photo Type	Description	Purpose
Full Portrait	Head and shoulders, facing the window directly.	To analyze the overall "Global Contrast."
The Iris Shot	A clear, close-up of one eye in bright light.	To identify "clues" in the eye pattern (starbursts, spokes).
Profile / Neck	A side view showing the jawline and neck.	To observe how light transitions across the skin.

5. CHECKLIST BEFORE UPLOADING

- Is my face completely free of makeup and SPF?
- Am I facing a window with the lights turned off?
- Is the photo clear (not blurry or pixelated)?
- Is my dyed hair pulled back?

Consultant Tip for the PDF Design:

For the most accurate results, I recommend taking your photos between 10:00 and 2:00. This is when daylight is at its most neutral and diffused. Avoid the 'Golden Hour' (late afternoon), as its orange warmth would distort the analysis of your cool undertones.

Remember: we are seeking the truth of your skin, not a styled look.

Should you require further clarification regarding these submission standards, please do not hesitate to reach out for personalized guidance **at:** info@thefeminineplatform.com.

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