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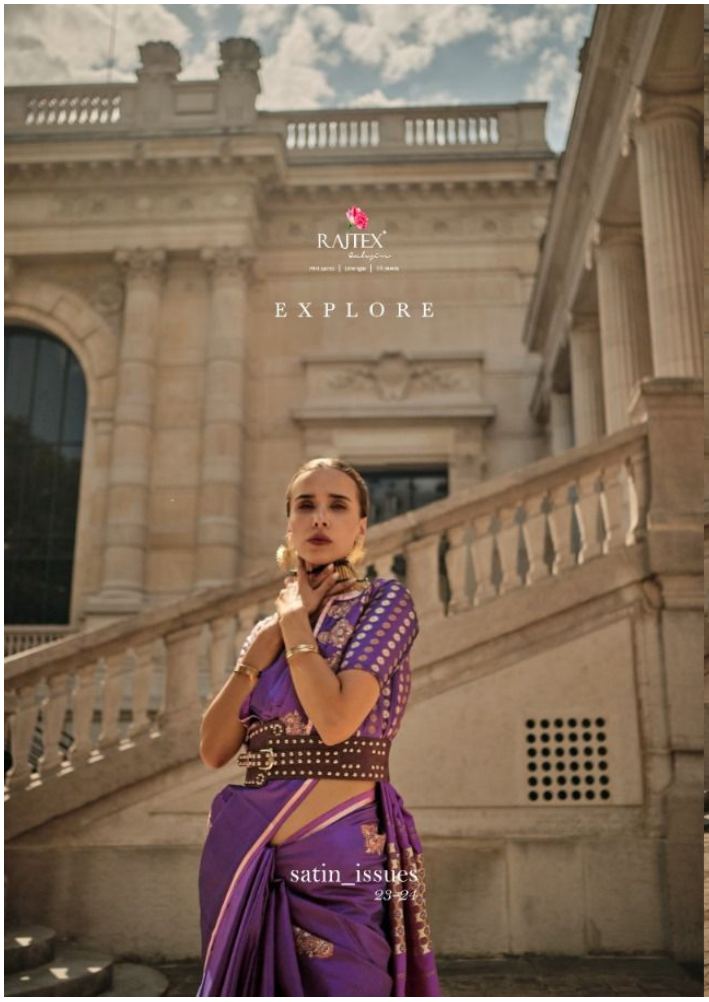
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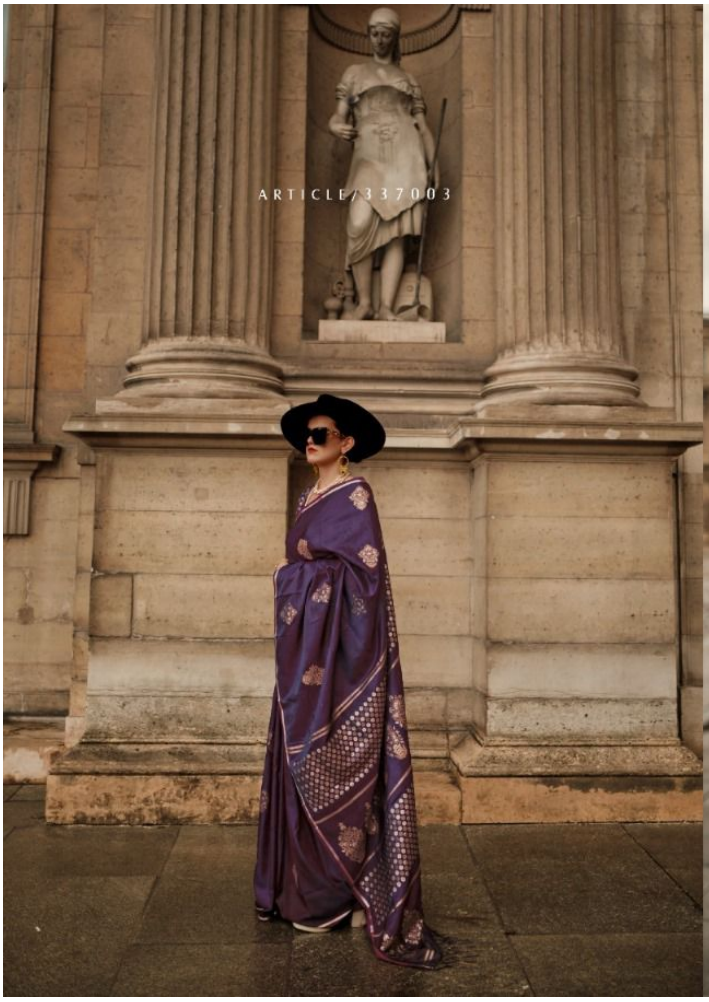
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EXPLORE

The design and style of a lookbook is a lot like a traditional portfolio. Much of the design of the project is related to elements that the lookbook features and the personal style of the owner.

But there are a few common design themes to consider when it comes to lookbooks. Primarily, you want to create an aesthetic that gives room to the content. Design elements are not the primary visual here, individual content elements are. Therefore, a lookbook design probably has a simple feel so that projects are better featured.

A simple feel and style can also help create a consistent lookbook design even when unique projects have varying and unique designs. It's a lot easier to mix a retro-styled project against a clean and modern style if the overall framework of the design doesn't get in the way.

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