

FACIAL AESTHETICS AND MODEL PHYSIQUE: CLASSIFICATIONS OF HUMAN FACIAL STRUCTURE IN FASHION PHOTOGRAPHY POSES

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Abstract. The aesthetic appeal of the subject in fashion photography is a significant part of the organisation of fashion photography. In this research, the objective is to examine the correlation between fashion photography and facial aesthetics, with a particular emphasis on the influence of certain human facial features on the formation of poses. This research seeks to detail the design methodologies used to convey physical appeal, imitation, and reinforcement in the context of fashion photography. Fashion photographers can take great photos of models with different face shapes by knowing these tricks and important aspects of physical appeal. This will lead to good-looking poses in fashion photography. Ultimately, fashion photographers can create visually appealing fashion photography poses by making smart decisions about how to capture and emphasise models with various facial structures, based on an understanding of this approach and the prominent physical beauty features, combined with studio photography equipment and techniques involving various technical photography tools. These choices will be very beneficial in the development of module guidelines and production for fashion photographers in the fashion photography industry. New perspectives and innovative ideas will be offered to emphasise the distinctive facial features documented in fashion photography.

Keywords: *fashion photography, facial beauty, facial structures, techniques integration*

Introduction

Comprehending the various face features in modelling is essential for devising compelling postures in fashion photography (Choi, 2016). Diverse facial features, including oval, square, heart-shaped, and round faces, significantly affect how models pose and portray themselves in fashion photography. By examining the distinctive characteristics and proportions of each face structure, fashion photographers may deliberately place models to emphasise their most favourable traits and produce visually attractive compositions in their images. Moreover, fashion photographers have to contemplate the correlation between face aesthetics and the model's physique. Models with harmonious facial characteristics and well-proportioned physiques often generate aesthetically pleasant positions in fashion photography. By doing meticulous research and analysis, fashion photographers may ascertain the most advantageous perspectives, lighting methods, and postures for each subject according to their face shape (Hall-Duncan, 1979). This expertise enables the creation of postures and compositions that highlight the model's attractiveness and provide visual harmony (Khaled et al., 2023). In conclusion, comprehending the many face shapes in modelling is crucial for fashion photographers to generate compelling fashion photography poses. By using the

distinctive characteristics and proportions of each face structure, fashion photographers may strategically arrange models to emphasise their most favourable aspects and produce visually attractive compositions in their fashion photography. By comprehending and accounting for the distinct characteristics and proportions of various face structures, fashion photographers may devise postures and compositions that accentuate the model's attractiveness and provide visual harmony.

Facial attractiveness is vital in fashion photography, since it is essential for producing intriguing and aesthetically pleasing photos. The model's visage often serves as the centrepiece of fashion photography, and an attractive face may elevate the overall visual allure of the shot. Fashion photographers may enhance the model's face characteristics and provide striking pictures via the application of cosmetics, lighting methods, and meticulous positioning. By examining the distinctive characteristics and proportions of each face structure, fashion photographers may deliberately arrange models to emphasise their most favourable aspects and produce visually attractive compositions. Comprehending and using the concepts of face aesthetics and model physique are crucial for creating visually captivating fashion photography poses. Fashion photographers must evaluate the correlation between face aesthetics and the model's physique while devising positions for fashion photography. By doing so, they can guarantee that the model's aesthetic is cohesive and visually appealing (Choi, 2016). Furthermore, by comprehending the various face shapes, fashion photographers may customise their postures and compositions to accommodate each specific model. This comprehension enables fashion photographers to highlight the model's distinctive attractiveness and produce visually striking compositions that appeal to the intended audience. In conclusion, comprehending various face shapes in modelling is essential for fashion photographers to generate compelling fashion photography poses. This comprehension enables them to properly highlight the model's finest qualities and produce compositions that are visually striking and aesthetically pleasant. In conclusion, fashion photographers depend on the concepts of face aesthetics and model physique to generate visually captivating positions in fashion photography. By comprehending the distinctive face shapes of models, fashion photographers may strategically arrange them to emphasise their most favourable features and produce visually striking compositions.

The optimisation of poses for different facial types is essential in the production of visually enticing images in the field of fashion photography. Fashion photographers must examine the distinctive characteristics and proportions of various face shapes while guiding models. This entails comprehending how certain stances and perspectives may accentuate or diminish particular face characteristics to achieve a balanced and harmonious composition. By comprehending the various face shapes, fashion photographers may customise their postures and compositions to accommodate each particular model. This comprehension enables fashion photographers to accentuate the model's finest qualities and produce visually striking compositions that appeal to the intended audience. Moreover, comprehending various face structures enables fashion photographers to cultivate variation and intrigue in their compositions. Comprehending various face shapes enables fashion photographers to devise postures that accentuate and improve the model's attributes. By comprehending various face shapes, fashion photographers may adeptly arrange models to highlight their distinctive attractiveness and produce visually striking photos. Fashion photographers can create compositions that are visually arresting by utilising angles, lighting, and expressions to accentuate the model's finest features, taking into account the specific facial structures. Fashion

photographers may enhance postures for different face types by taking into account the desired emotional expression and mood to be conveyed in their images. Diverse face shapes may elicit varying emotions, and comprehending this can assist photographers in directing models to convey the intended mood. Models with angular facial structures may convey power and edginess, whilst those with softer features may project a more delicate and romantic aura. By using this understanding, photographers may craft varied and compelling fashion photography positions that emotionally engage their viewers.

Effective fashion photography requires a holistic approach that combines technical proficiency, creative insight, and social awareness. Photographers must have a profound comprehension of composition and lighting, as well as an awareness of the cultural and societal conditions that shape fashion and its visual portrayal (Marcella-Hood, 2020; Marlena et al., 2018). The impact of fashion has become a significant force in business, using social media platforms to collect and disseminate personal styles in an accessible and aspirational manner (Tsarashafa and Qastharin, 2021; Marcella-Hood, 2020). This has resulted in alterations in fashion consumption and perception, as influencers use personal and informal communication strategies to engage a broad audience. As the fashion business evolves, the responsibilities of fashion photographers are getting more intricate. By comprehending the distinct characteristics and emotional reactions linked to different face forms, photographers may produce photographs that not only display apparel but also provide a captivating story that resonates with their viewers. Moreover, the cultural and historical importance of various face shapes must be considered while refining postures for fashion photography. Distinct face forms have traditionally been linked to varying conceptions of beauty throughout many civilisations. Comprehending these links enables photographers to devise postures that enhance the model's attributes while also conforming to the relevant cultural or historical context. This deliberate method enhances the depth and significance of the fashion photography poses, making them more resonant and compelling for spectators. In conclusion, optimising poses for diverse face types in fashion photography transcends mere emphasis on physical attributes; it requires comprehension of emotional expression, cultural relevance, and historical context. By integrating these components, fashion photographers may create compositions that are both engaging and significant, beyond simply visual allure.

Literature references

Fashion photography requires a thorough understanding of the anatomical structures of models' bodies (*Figure 1*). Facial structures are crucial for creating visually captivating images, since they may convey a diverse array of emotions and moods. Models with elongated and thin physiques are often preferred for their ability to showcase garments and create streamlined silhouettes, whilst models with more voluptuous figures may enhance sensuality and emphasise curves. Photographers may use strategic posing strategies to highlight the unique features of their models and create visually striking images, while also fostering body acceptance and diversity. The cultural and historical significance of certain face features may profoundly influence perceptions of beauty. Consequently, it is essential for photographers to devise positions that both accentuate the model's attributes and align with the cultural or historical context in which they are working. This method amplifies the intricacy and importance of fashion photography poses, hence augmenting their effect and connection with viewers. Ultimately, fashion photographers possess the capacity to create compelling and meaningful compositions that transcend mere visual appeal, leaving a lasting

impression on their audience. By embracing diverse body forms and challenging traditional beauty standards, they can produce dynamic and inclusive pictures that celebrate the beauty and individuality of each person.

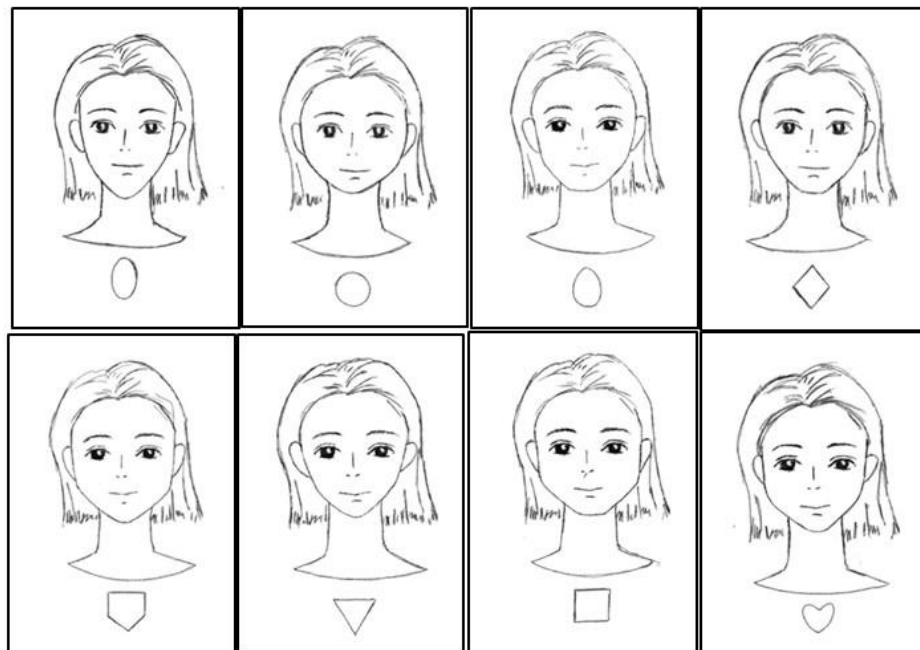


Figure 1. The Cover of Glam Magazine 2006, featuring famous local celebrities.

The facial structure of an individual affects their attractiveness in photographs

The structure of the face is crucial in the allure of fashion photography poses, as it influences the overall aesthetics and symmetry of the visage. Specific face characteristics, such as prominent cheekbones, symmetrical attributes, and well-defined jawlines, are often seen as more conventionally appealing in society. Facial features, such as jawbone and cheekbone prominence, eyebrow thickness, and eye size, significantly affect assessments of an individual's attractiveness, dominance, and other social attributes (Mogilski and Welling, 2018). Observers may readily assess these characteristics from facial pictures, which have been shown to influence essential aspects of social interaction, including occupational decisions, partner selection, and the formation of friendships (Marlena et al., 2018). Photographers may accentuate the attractiveness of models with these facial traits by using lighting methods that highlight the curves and shadows of the face (Hall-Duncan, 1979). The strategic use of lighting in portrait photography may greatly enhance the visual appeal and emotional impact of a subject's facial features. Photographers often use various lighting methods to accentuate the natural features and shadows of the face, hence boosting the subject's perceived attractiveness (Adamson et al., 2020). The current research reveals that the social environment and interactions between the photographer and subject are crucial to the effectiveness of a photo session. Researchers have examined the significant effects of lighting on emotional character recognition and audience engagement (Wisessing et al., 2020). Recent advancements in computational methods have enabled real-time evaluation of lighting conditions, facilitating the seamless integration of virtual elements into portrait photography (LeGendre et al., 2020; Freeland, 2007).

This may provide a perception of depth and structure, yielding visually impactful pictures. Conversely, face shapes that diverge from traditional beauty standards may be visually striking and distinctive. Photographers may use innovative perspectives, lighting, and posing methods to accentuate the unique characteristics of these faces, subverting conventional standards of beauty and fostering a more inclusive and varied portrayal in fashion photography. By comprehending the historical development of feminine physical allure and its connection to fashion, photographers may integrate design methodologies that accentuate physical beauty in their compositions. Techniques like as minimalism, replication, and exaggeration may increase the aesthetic attractiveness of fashion photography poses by highlighting and appreciating the different face shapes of people. By meticulously evaluating lighting, camera angles, and filtering processes in relation to various face structures, fashion photographers may produce photographs that highlight the distinctive beauty of each person and present a diverse array of facial forms in an aesthetically pleasing manner. Moreover, photographers must evaluate various lighting types based on the intended impact and the context of the images' application (Khaled et al., 2023). For instance, electrical lighting sometimes diminishes colour vibrancy, necessitating the use of more vivid and luminous pinks or reds for lipstick and blush. Candlelight is the most attractive illumination, and using gentle, subdued, blue-toned hues may provide a romantic radiance that highlights face characteristics. The face shape is essential in generating postures for fashion photography (Hall-Duncan, 1979). Photographers may use several approaches, including lighting, angles, and posing, to accentuate face structure and produce visually compelling fashion photography positions. By comprehending and valuing various face shapes, photographers may devise fashion photography poses that accentuate and showcase the distinct attractiveness of each person. Fashion photography positions are significantly shaped by face aesthetics and the model's physique. By comprehending and integrating design methodologies that highlight physical aesthetics, photographers may formulate fashion photography poses that exhibit the variety of face architectures and contest conventional beauty norms.

The skill of capturing facial emotions in fashion photography beyond mere display of garments and accessories; it also involves encapsulating the model's spirit and expression (*Figure 2*). Photographers may use high cheekbones, symmetrical features, and firm jawlines, often linked to traditional beauty standards, to produce photos that convey confidence, power, and elegance. The interplay of light and shadow may enhance these attributes, giving depth and form to the photos. By directing the models to position themselves in manners that accentuate certain face features, photographers may communicate an aura of elegance and refinement, enhancing the overall visual effect of the photos. Conversely, face shapes that deviate from conventional beauty standards provide a significant opportunity for photographers to contest conventions and honour variety. Innovative perspectives, atypical illumination, and unusual posing methods may highlight the particular characteristics of these faces, facilitating the depiction of vulnerability, resilience, or defiance (De Perthuis, 2019). By using deliberate arrangement and direction, photographers may reshape beauty standards and foster a more inclusive portrayal in fashion photography. Furthermore, understanding the historical background of female physical attractiveness and its correlation with fashion allows photographers to use design strategies that enhance physical beauty in their compositions. Photographers may use methods like bareness, replication, and exaggeration to highlight and enhance the unique face shapes of people, hence creating

visually striking and expressive positions in fashion photography (Lasithiotaki, 2023). Fashion photographers must consider lighting, perspectives, and the context of picture use. Various lighting configurations may significantly affect the ambiance and effect of the images. For example, electrical lighting may need certain cosmetic methods to mitigate the washed-out look, but candlelight may provide a romantic illumination that accentuates and softens face features, imparting intimacy and attractiveness to the photos (Zhang et al., 2020). In summary, the technique of capturing face expressions and using varied facial structures in fashion photography poses is a complex endeavour that requires a profound comprehension of emotions, history, and cultural context. By skilfully capturing the essence of each face shape, fashion photographers may create engaging compositions that highlight unique beauty and engage deeply with viewers emotionally.



Figure 2. Fashion showcases where photography focused on the aesthetic of face shape, embodying a theme of flowery delicacy.

Identifying fashion photography and mastering the capture of many face personality characteristics

In fashion photography, comprehending and collaborating with varied face characteristics is crucial. Photographers may contest beauty standards and honour variety by artistically capturing new perspectives, using uncommon lighting, and utilising posing methods that highlight the specific beauty and features of each individual's face. Examining the historical progression of female physical allure and its correlation with fashion enables photographers to acquire knowledge about design methods that augment physical beauty (De Perthuis, 2019). By using strategies like as minimalism, replication, and hyperbole, photographers may produce visually striking fashion photography poses that highlight the variety of face shapes and challenge conventional beauty norms. By comprehending the concepts and aspects of design, photographers may make educated choices about the capture and enhancement of the prevalent attributes of physical beauty in their photos. Fashion photographers may question conventional beauty standards and promote diversity by using photography to capture and express varied face characteristics. In fashion photography, comprehending

and collaborating with varied face characteristics is crucial. Fashion photographers must possess the ability to capture and emphasise the distinctive beauty of each individual's visage, irrespective of conventional beauty norms. By comprehending the model's distinct face shape, fashion photographers may devise postures and compositions that accentuate their inherent attractiveness and highlight their uniqueness (Khaled et al., 2023). Fashion photographers must consider lighting strategies that improve facial beauty and highlight its structural shape (Hall-Duncan, 1979). This involves using diffused lighting, manipulating shadows and highlights, and applying filters to achieve a gentle and attractive aesthetic. Furthermore, photographers must evaluate the effects of various lighting sources, including artificial light, fluorescent light, and candlelight, on face aesthetics and modify their approaches appropriately. In summary, comprehending and engaging with varied face characteristics is essential for fashion photographers (Khaled et al., 2023). They must have the expertise and abilities to artistically capture and display the distinctive beauty and structure of each person's face. Fashion photographers can generate visually astonishing poses that underscore the diversity of facial structures and challenge conventional beauty standards by employing a variety of design techniques, including exaggeration, reproduction, and bareness.

Materials and Methods

The research will use a mixed-method design in fashion photography, using a sequential explanatory approach including two distinct stages. The first step involves collecting quantitative data via internet research and doing discriminant function analysis, resulting in a comprehensive understanding of the research problem. The qualitative data collection will include semi-structured interviews, document analysis, initiative materials review, and the utilisation of video resources and field observation methods. The primary aim of the qualitative phase is to assess the predictive capacity of the chosen variable about the photographer's influence on the sequencing framework in fashion photography production. This phase also aims to optimise the intentional selection of informants.

Results and Discussion

Working among many professionals, including painters, choreographers, and art directors; fashion photography is a kind of creative work. This method involves the harmonic blending of materials like dress, props, backdrops, lighting, posture, and movement to produce a visually appealing story that captalls the audience and communicates the message meant for a business. The photographer needs to first grasp the special characteristics of every person in order to create fashion photography images stressing the facial structure of the model. This looks at their face bone structure, angles, dimensions, and symmetry. Beyond simple visual attractiveness, the intentional transmission of signals in fashion photography enables photographers to express their creative vision and engage the audience (Khaled and Sharif, 2024). Understanding these characteristics helps photographers to create visually appealing compositions and modify stances stressing the most beautiful features of the model. Photographers may try tilting the head slightly to one side to generate an unusual viewpoint, therefore stressing the face angles of people with strong jawlines. For models with softer and more delicate features, the photographer could therefore use postures that highlight the

subtle curves and contours of the model's face. By use of soft and frontal lighting among other lighting methods, photographers may accentuate face structure by generating subdued highlights and soft shadows. Emphasising the model's face attractiveness with suitable lighting, angles, and posing methods can help photographers create striking fashion photography photographs (Hall-Duncan, 1979). In fashion photography, photographers should take into account certain elements to capture the attractiveness of the face and improve the facial structure of the model (Khaled et al., 2023). These elements include an awareness of face bone structure, angles, proportions, and symmetry as well as the employment of many lighting approaches to highlight distinct characteristics (Hall-Duncan, 1979).

Moreover, the photographer has to establish rapport and interact with the subjects to catch real emotions and expressions that match the face characteristics of the model. Moreover, photographers have to give much thought to face expressions and eye contact as they greatly influence the whole effect of the images. By use of lighting, angles, and posing methods, photographers may create fashion photography poses that question accepted beauty standards and highlight the variety of face features. The goal is to create aesthetically beautiful pictures honouring the unique beauty of every person and show their face structure in the most pleasing manner. Thus, while producing a picture, photographers have the power to choose and arrange in line with the broad ideas of the attractiveness of the art form (Jia, 2022). Fashion photography poses by the photographer may highlight the inherent appeal and unique face structure of the model by means of precise lighting, angles, and posing methods (Hall-Duncan, 1979). In general, the capacity to capture the beauty of facial structure in fashion photography calls for a mix of several elements, including the capacity to understand individual features, the use of several lighting techniques, and the capacity to effectively contact the model to capture real emotions and expressions. Conducting a photo session in fashion photography calls for careful and exhaustive processing methods to provide high-quality images consistent with the goals and themes of the session. This entails the way certain styles, bodily gestures, and emotions fit the theme and idea under discussion. Relatively to the general topic of the photography session, body motions include the movement of all body parts, including hands, feet, head, and facial emotions. Every movement the subject makes generates a different viewpoint, so before beginning a photographic session, every photographer should carefully evaluate the facial expressions of the subject. Important is learning lighting methods and using lighting accessories appropriate for the face characteristics of the subject or model. Clear communication, developing excellent connections, and offering direction on posture, facial expressions, and movements that fit the intended mood and general creative vision are among the strategies for guiding models in fashion photography. This calls for employing vocal and nonverbal signals to communicate the required emotions and to build a coherent narrative in the pictures. The intended mood is much improved and the whole effect of the composition is strengthened by the employment of studio photographic equipment including lighting, backdrops, and objects.

Apart from technical knowledge, a competent fashion photographer must also possess a strong awareness of human emotions and the capacity to inspire and record them via their creative output. It entails deftly arranging visual components to properly transmit a coherent story in a form of visual communication that catches the basic features of style and beauty. The suitable lighting conditions depend much on the colour of the skin of people or models both before and after cosmetics application. In studio

fashion photography, dynamic poses are created by telling the model to investigate many moves and postures that accentuate the visual attractiveness and composition's vitality. Capturing the feelings of the model depends on developing a solid rapport and efficient communication with the subject. To really portray their feelings and provide the necessary story, the way models are guided during fashion sessions is very important. Effective communication, developing positive connections, and offering direction on posture, facial expressions, and movement are fundamental components in eliciting the intended emotional reaction. Whether from a low angle to indicate authority and dominance, or from a high angle to create feelings of vulnerability or fragility, the choice of camera angles is very vital in faithfully capturing the intended mood (Figure 3).

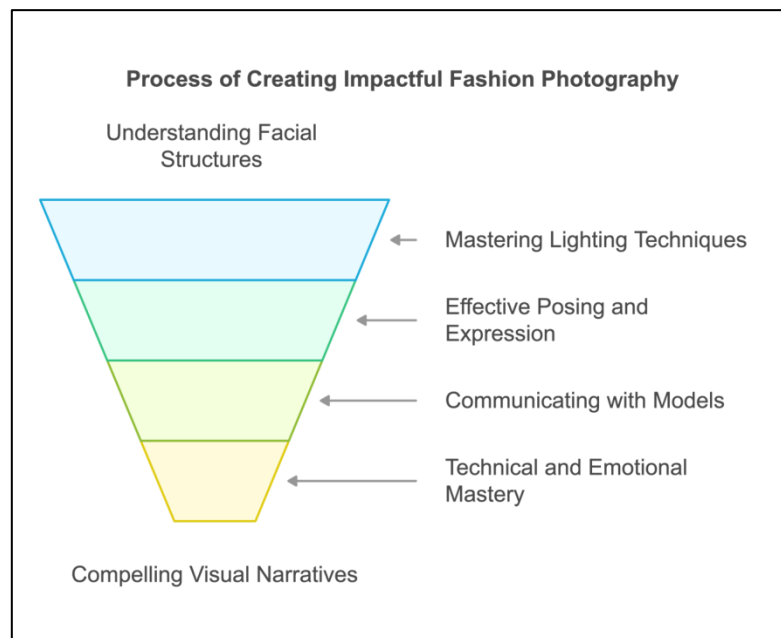


Figure 3. The art of fashion photography, capturing beauty and emotion framework.

Conclusion

The fashion photography module has been shaped by information gained from conversations with industry experts. This evaluation offers profound insights into the challenges and particular themes that impact the progression of photography throughout shooting sessions. Academics and professionals may contribute to a more equitable business by understanding the nuances of facial aesthetics and their impact on fashion photography. Fashion photographers use deliberate gestures, such as hand signals and body language, to convey emotions, attitudes, and messages that transcend the display of garments or accessories. Utilising Flusser (2013) theory to examine gesture movements in fashion photography facilitates a deep understanding of how these deliberate gestures enhance the overarching narrative and convey the intended message. Flusser (2013) asserts that the mobility of messages in fashion photography is neither incidental nor superficial; rather, it is a purposeful means of self-expression and communication. Photographers may deliberately alter signals to shape the audience's perception and interpretation of images, ultimately affecting society values and cultural narratives. The aim of this attempt is to enhance the comprehension of human beauty

variation and to refine the technical skills of photographers. Insights from industry experts will set the framework for a transformational technique in fashion photography, resulting in a more inclusive and varied visual culture. Directing models in fashion photography requires building rapport, conveying instructions properly, and guiding their posture, gaze, and movement to enhance the set design. The use of verbal and non-verbal cues, including particular styles, body language, and pertinent emotions, requires the articulation of desired feelings and the creation of a coherent story within the pictures. In studio fashion photography, the model is instructed to experiment with various movements and poses to enhance the composition's vibrancy and appeal. Establishing a strong rapport and effective communication is essential for eliciting the model's emotions. Body motions include the movements of all body parts, including hands, feet, head, and facial emotions, which complement the central theme of the photograph. Utilising studio photographic equipment such as lighting, backgrounds, and accessories significantly enhances the atmosphere and strengthens the entire composition. This discovery will direct the training to provide professionals with innovative concepts and perspectives that will enhance their ability to identify facial characteristics in fashion photography. This research will significantly contribute to the advancement and enhancement of fashion photography. Practitioners may strive to create a more equitable industry that respects the continuum of human diversity and diverse physical attributes by understanding the intricacies of facial aesthetics and their influence on fashion photography.

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Conflict of interest

The author is a researcher and freelance fashion photographer who collaborated with several personalities referenced in this study. Through interviews and observations, the study findings facilitate the collaboration between photographers and collaborators who effectively conduct each fashion photography session, as well as the documentation and development of techniques in the production process, thereby ensuring an efficient and organised process.

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