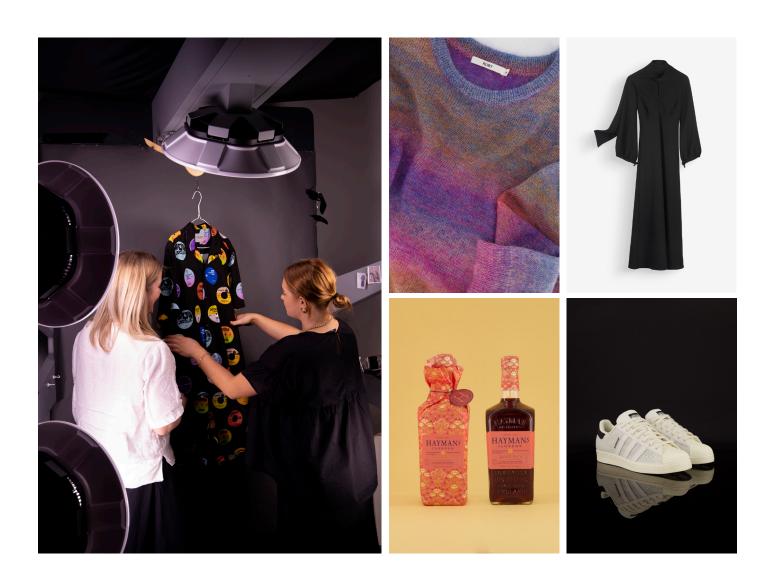# Product Photography

Create Stunning Product, Flat Lay
and Mannequin Content.

LookDepot

We help you with...

Styling

Our team will teach you how to style all types of products, from E-commerce to creative social campaigns.

- Flat-Lay
- Mannequin
- Product Photography and Video (includes 360 degree video)
- Creative Product and Set Design

Styling Techniques

- Garment and product preparation
- Working with detailed items such as laces, strings and belts
- Casual vs Formal guides and tips
- Styling tools (pinning, clipping, filling, tape, and plastics) that will help shape your products
- Creative tips for suspension and floating products

Equipment Recommendations

We will delve into your content inspiration and visual goals, making recommendations for the best equipment and support to help you do this.

- Styling kit
- Mannequin overview & selection
- Camera and lighting equipment advice

Lighting

Our team will show you how to utilise lighting and exposure to get the most out of your product.

- Shadows
- Directional lighting and diffusers
- Reflections and highlights
- Textures and colour

Creative Sets

We love getting creative and pushing the boundaries of creative content. We can help you with inspirational ideas so you can create stunning imagery for;

- Campaign
- Social
- Digital Signage
- Banners and EDM's

Photographic Techniques

We will explain and demonstrate how different techniques make your products stand out and showcase important details.

- Composition
- Deep of field
- Exposure
- ISO

Style Guide and Creative Direction

Creating your style guide is priority. We'll take you through every step of the way and pull together a comprehensive and leading guide.

- Style guides for different product categories
- Style guides for different digital platforms and audiences
- Framing and template set-up
- Lighting set-up

LookDepot®