

OBJECTIVE

Deliver a clean, confident **21-look** story that showcases bespoke fit and hand details across the full range.
Outcome: a cohesive set for social, website, and wholesale/e-com with optional extensions for paid media and print.

MOOD / VISUAL LANGUAGE

- **Light:** soft directional natural light; optional one-light pop for shape & separation
- **Palette:** neutral, timeless; skin-true colour; no heavy filters
- **Framing:** consistent **full length + 3/4 + key detail** (lapel, cuff, shoulder, vent, pick stitching)
- **Pace:** calm, assured; posture carries the brand

SHOT PLAN & DELIVERABLES

- **Per look:** Full length (stand), 3/4 (stand or seated), 1 tailoring detail
- **Coverage target: 2–3 finals per look** (curated), ≈ **45–60 retouched finals** total
- **Contact sheet** supplied for selection; we prioritise quality and consistency over volume

CREW & KIT

Photographer (solo) + **Optional assistant** for pace/BTS.
One battery strobe + soft modifier, reflector, stands.

LOCATIONS

- **Primary:** controlled architectural backdrops or simple indoor texture (e.g., arcade/market corridors, quiet bar interiors)
- **Rain / Backup:** covered arcade or off-peak studio hour; minimal footprint, fast resets

SCHEDULE

- **Standard Pace (Recommended):** 2 production days

Day 1: Looks 1–10 ·
Day 2: Looks 11–21

- **Compressed Pace (Budget):** 1 long day (10h cap)

One backdrop, assistant recommended

DELIVERABLES & USAGE

- ~45–60 finals (web + print JPGs)
- Included usage: Social, Web & Wholesale (organic), UK/EU, 12 months from delivery
- Options: Paid Ads +10–20%; Print/OOH/POS quoted; Exclusivity quoted; Extra finals £25–£35 each

POST / TIMELINE

- Contact sheet 48–72h → selects → finals 7–12 working days
- Rush +20–30% if required

INVESTMENT (GUIDE)

- Two-Day Lookbook: from £1,950–£2,400
 - One-Day Compressed: from £1,350–£1,600
- Add-ons: studio pass-through +10%; assistant £120–£180/day; BTS £60; extra finals £25–£35; paid-ads +10–20%

ASSUMPTIONS

Client supplies wardrobe/talent; locations permit-free or provided; travel within [city] included; overtime £60–£75/h (pre-approved).

Approval:

☐ Scope & Deliverables ☐ Usage
& Term ☐ Dates ☐ 25%
Deposit

Next Steps — Approve scope & usage → confirm dates → 25% deposit to hold.

