

Soft Goods — 20 Prompts

Black, Cream, Tan. Gen Z Energy. Every Shot Branded.

STYLE LOCK

For all images: Clean minimal aesthetic, bright and airy. Soft natural light, minimal shadows. Low grain, clean tones, sharp focus. Vertical 4:5 frame. Soft Goods branding visible in every shot – logo on tags, labels, packaging, hang tags. Black, cream, tan brand colors. Gen Z cast – late teens to mid-20s, thrifted fits mixed with basics, experimental style.

PRODUCT SHOTS

1. THE TEE

Soft Goods cream t-shirt laid flat on white surface. Simple logo tag visible at collar. Shirt slightly wrinkled, natural. Clean, bright, minimal.

4:5 vertical – shirt fills frame, logo tag readable at top.

2. THE FOLD

Stack of Soft Goods t-shirts on white shelf – cream, black, tan. Edges clean, considered. Logo tags visible peeking from each collar. Bright, airy.

4:5 vertical – stack fills frame, tags visible, clean light.

3. THE TAG

Close-up of Soft Goods woven label inside collar. Logo and size visible. Crisp fabric texture. Bright, sharp focus.

4:5 vertical – macro on tag, clean and readable.

4. THE HANG

Soft Goods tan work jacket on white wooden hanger against white wall. Hang tag dangling – logo and price visible. Clean, simple, considered.

4:5 vertical – jacket and hang tag centered, minimal.

5. THE POCKET

Close-up of Soft Goods jacket pocket – cream canvas, clean stitching. Small logo patch sewn above pocket. Crisp detail, bright light.

4:5 vertical – pocket and patch centered, sharp focus.

6. THE FLAT LAY

Soft Goods outfit laid flat on white – black work pants, cream tee, tan jacket. Clean grid layout, considered spacing. Tags visible. Bright, editorial.

4:5 vertical – full outfit fills frame, minimal and sharp.

7. THE DENIM

Soft Goods raw denim jeans laid flat on white – logo patch on back waistband. Clean, new. Bright even lighting.

4:5 vertical – jeans fill frame, logo patch visible at top.

8. THE ROLL

Soft Goods sleeve being rolled up on model's arm – cream oxford shirt, small logo embroidered on cuff. Clean skin, simple jewelry. Bright, natural.

4:5 vertical – arm and sleeve fill frame, logo on cuff sharp.

9. THE BOOTS

Clean leather boots on white surface beside Soft Goods shopping bag – cream bag, black logo printed. New boots, minimal styling.

4:5 vertical – boots and bag together, branding visible, clean.

10. THE DETAIL

Close-up of Soft Goods button on tan jacket – brass, logo embossed. Clean thread, buttonhole precise. Bright macro detail.

4:5 vertical – macro on button, fabric clean around it.

11. THE RACK

Soft Goods retail rack – pieces on white wooden hangers. Tags visible on each. Clean, minimal, not overstocked. Bright, airy store.

4:5 vertical – rack fills frame, tags visible, clean light.

12. THE BAG

Soft Goods shopping bag on white floor – cream with black logo, rope handles. Clean, considered. Minimal context.

4:5 vertical – bag centered, logo prominent, clean.

PEOPLE SHOTS (Gen Z)

13. THE FIT

Gen Z person standing against white wall in full Soft Goods outfit – tan jacket, cream tee, black pants. Relaxed stance, not posed. Clean styling, simple jewelry. Bright, natural light.

4:5 vertical – full body, white backdrop, clean minimal.

14. THE TRY ON

Gen Z person in bright fitting room mirror, trying on Soft Goods jacket. Tags still on, checking fit. Clean mirror, white walls. Natural moment.

4:5 vertical – mirror reflection, tags with branding visible.

15. THE LAYER

Gen Z person pulling Soft Goods hoodie over head – mid-motion, arms up. Cream hoodie, logo visible on chest. Clean background, bright light.

4:5 vertical – pulling-on moment, logo visible, minimal.

16. THE SHOP

Two Gen Z friends in Soft Goods store – one holding jacket up, showing the other. Bright retail space, white walls, wooden fixtures. Real shopping moment.

4:5 vertical – friends and jacket centered, clean store context.

PACKAGING SHOTS

17. THE WRAP

Soft Goods item in tissue paper in branded box – cream box, black logo on lid. Tissue being pulled back, fabric visible. Clean, considered unboxing.

4:5 vertical – box and logo fills frame, clean unwrapping.

18. THE STICKER

Soft Goods round logo sticker sealing tissue wrap. Black on cream, edges precise. Clean macro.

4:5 vertical – macro on sticker, sharp and minimal.

19. THE RECEIPT

Soft Goods receipt on white counter – minimal design, logo at top. Items listed, clean typography. Simple, considered.

4:5 vertical – receipt fills frame, branding at top, clean.

20. THE HANG TAG

Soft Goods hang tag on string – black card, cream logo. Price and material info visible. Clean, sharp detail.

4:5 vertical – hang tag centered, crisp focus.

Soft Goods. 20 shots. Clean. Minimal. Every frame branded.