FASHION BRAND PROMPT PACK

25 Ready-to-Use Fashion/Apparel Prompts

LOOKBOOK SHOTS

1. Editorial Full Length

```
High fashion editorial. Dramatic side lighting with deep shadows. Model in [GARMENT]
standing against [neutral/textured] backdrop. Confident, angular pose. Visible fabric
texture and movement. Shot on 85mm lens, 3:4 ratio, fashion magazine quality.
```

2. Movement Shot

```
Fashion in motion. Model mid-stride wearing [GARMENT], fabric catching air. Flash
photography, slight motion blur in extremities. Dynamic energy, urban backdrop soft in
background. 35mm lens, 4:5 ratio, raw editorial energy.
```

3. Cropped Detail

```
Garment detail crop. Extreme close-up of [specific detail: seam, button, texture,
embroidery]. Soft directional light revealing material quality. Shallow depth of
field, 100mm macro, 1:1 ratio.
```

4. Layered Look

```
Layered styling editorial. Model wearing [layered pieces], partially visible garments
creating depth. Soft diffused lighting, neutral studio backdrop. Emphasis on
silhouette and proportion. 50mm lens, 3:4 ratio.
```

5. Back Detail

```
Garment from behind. Model facing away showing [back detail: zipper, cut, silhouette].
Dramatic lighting creating rim highlight on shoulders. Clean backdrop, fashion
editorial quality. 85mm lens, 4:5 ratio.
```

E-COMMERCE / PRODUCT

6. Clean Product Flat Lay

```
E-commerce flat lay. [GARMENT] laid flat on [white/cream] surface. Subtle shadows,
clean styling. Every detail visible — stitching, hardware, label. Overhead shot, soft
diffused light, 4:5 ratio.
```

7. Ghost Mannequin

```
Invisible mannequin product shot. [GARMENT] displayed as if worn but no body visible.
Clean white background, soft studio lighting, crisp detail. Professional e-commerce
quality. Front view, 4:5 ratio.
```

8. Styled on Hanger

```
Premium hanger shot. [GARMENT] on wooden/velvet hanger against [background]. Natural
fabric drape visible. Soft side lighting, lifestyle quality. 50mm lens, 4:5 ratio.
```

9. Folded Product

```
Folded garment product shot. [GARMENT] neatly folded on [surface], texture visible.
Clean, minimal styling. Soft overhead light, slight shadow. Catalog quality, 1:1
ratio.
```

10. Material Close-Up

```
Fabric detail shot. Extreme close-up of [fabric: denim, cotton, wool, silk] weave.
Visible texture, thread detail. Side lighting revealing surface. Macro lens, 1:1
ratio.
```

LIFESTYLE / CAMPAIGN

11. Urban Street Style

```
Street style campaign shot. Model wearing [GARMENT] walking through [urban setting].
Candid energy, authentic movement. Natural daylight, slight film grain. Documentary
fashion photography, 35mm lens, 4:5 ratio.
```

12. Interior Moment

```
Lifestyle interior. Model in [GARMENT] in [setting: apartment, café, studio]. Relaxed
pose, natural interaction with space. Soft window light, editorial but approachable.
50mm lens, 4:5 ratio.
```

13. Golden Hour Outdoor

```
Golden hour campaign. Model wearing [GARMENT] in [outdoor setting]. Warm backlight
creating glow, soft shadows on face. Magazine editorial quality, dreamy atmosphere.
85mm lens, 3:4 ratio.
```

14. Group/Friends

```
Friend group campaign shot. [2-3] models wearing [collection pieces]. Natural
interaction, authentic moment. Lifestyle photography, warm lighting, urban or outdoor
setting. Wide shot, 35mm lens, 16:9 ratio.
```

15. Morning Routine

```
Morning lifestyle shot. Model in [GARMENT] in bedroom/bathroom setting. Intimate,
personal moment. Soft morning light through window. Authentic, not staged feeling.
50mm lens, 4:5 ratio.
```

DETAIL & ACCESSORY

16. Jewelry/Accessories on Body

```
Accessory detail on model. Close-up of [jewelry/accessory] being worn. Skin visible
for context. Soft lighting, shallow depth of field. Focus on product, background soft.
100mm lens, 1:1 ratio.
```

17. Bag/Shoes Lifestyle

```
Accessory in context. [Bag/shoes] captured in use — walking, carrying, in motion.
Environmental context visible. Natural lighting, street style energy. 50mm lens, 4:5
ratio.
```

18. Texture Comparison

```
Material study. Two or three fabric swatches/pieces side by side. Different textures
visible. Soft overhead light, styled minimal. Educational product photography, 4:5
ratio.
```

CAMPAIGN CONCEPTS

19. Studio Dramatic

```
High-contrast studio campaign. Model in [GARMENT] with dramatic single-source
lighting. Deep shadows, strong highlights. Bold, editorial, fashion magazine cover
quality. 85mm lens, 3:4 ratio.
```

20. Surreal/Artistic

```
Artistic fashion shot. Model wearing [GARMENT] in [surreal setting or pose]. Creative
concept, unexpected composition. Editorial art direction, high production value.
Unique perspective, 3:4 ratio.
```

21. Minimal Clean

```
Minimal fashion campaign. Model in [GARMENT] against pure [white/cream] backdrop.
Clean, no distractions. Focus entirely on garment and silhouette. Soft, even lighting.
4:5 ratio.
```

22. Vintage Film

```
Vintage film fashion. Model in [GARMENT] with 1970s photography aesthetic. Kodachrome
colors, visible grain, nostalgic mood. Authentic film camera feel. 50mm lens, 4:5
ratio.
```

23. Night/Low Light

```
Night fashion shoot. Model in [GARMENT] in evening urban setting. Neon reflections,
ambient city light. Moody, atmospheric, editorial. 35mm lens, cinematic quality, 16:9
ratio.
```

24. Beach/Resort

```
Resort campaign shot. Model in [GARMENT] on beach at golden hour. Relaxed pose,
vacation energy. Warm tones, soft natural light. Aspirational lifestyle, 50mm lens,
4:5 ratio.
```

25. Behind the Scenes

```
BTS fashion moment. Model between takes, candid styling adjustment. Authentic,
documentary quality. Natural light, slight motion possible. Real, unguarded energy.
35mm lens, 4:5 ratio.
```

PROMPT CUSTOMIZATION

Replace brackets with:

[GARMENT]: oversized blazer, silk dress, leather jacket, denim jeans, knit sweater, etc.

[BACKDROP]: seamless paper, textured concrete, gradient, raw studio, urban exterior

[SETTING]: minimalist apartment, coffee shop, city street, beach, desert, studio

[DETAIL]: buttons, zipper, hem, collar, sleeve, pocket

STYLE MODIFIERS

Add these to adjust aesthetic:

For Editorial: "fashion magazine quality, Vogue aesthetic"

For Commercial: "e-commerce ready, clean product photography"

For Streetwear: "urban energy, flash photography, raw edge"

For Luxury: "refined, elevated, premium materials, sophisticated"

For Vintage: "70s film quality, Kodachrome, nostalgic grain"

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