

PRODUCT PHOTOGRAPHY CONCEPTS & DIRECTION
SOFTLINES RE-BRAND TEAM

DENIM

Concept 1: Denim hung on plain simple matte silver or white hooks.



Slight angle on shot for added depth.



Wide shot for promo/hero placement

Concept 2: Messy stylized denim laydown on white background with harder shadows.



DETAILS:

Concept 1: 3 pairs of jeans or pants in one shot for the vertical rectangle placement. Heros may have more across depending on the styling of the shot.

The hooks should be very simple white or a matte silver. On a white background. The angle of the shot will need to be adjusted and brought on as our own style along with hooks and the type of hanger.

Concept 2: 3 pairs of jeans styled in a relaxed way like photos. Folded jeans or pants will have a closer crop to fill the vertical space and may only be 2 pairs of jeans or pants.

*When styling the hanging and folded jeans. Please make sure they are all in the same size. Be conscious of branding on the denim and to follow brand guidelines.

DENIM - on model

3 different styles that may fit best into different areas of our site or other channels.



Studio shot, on model, soft lighting, fan, soft white backdrop. Consistent set so we can easily swap out photos as the merchandise changes throughout the year. Model poses not looking at the camera. Full body and close crop of thigh up. This shot would work great in our vertical rectangle box.



Model sitting and elongating legs for Promo or horizontal hero areas.



Same model, set, and multiple outfits can create a beautiful story across any channel.

DETAILS:

The pose of the model is very important when selecting shots. We must have an assortment of shots that include the model looking away from the camera. Consistent backgrounds and lighting can help pull the creative together as well. Darker backgrounds or patterns can be added in post if the tone is similar. Adding colored backgrounds in post take more time adding that color to the clothing and skin.

Winter Hats & Scarves



Hat 1 is shot on a slight angle, showing some height. I would not cut off the sides of this hat.



Hat 2 is shot top down and has some height with the fabric.



DETAILS:

Scarves can be shot in 3 ways but should be consistent. Concept 1: Hung from bar onto reflective white floor and white background. Concept 2 multiple scarves styled (3) shot top down with soft lighting. Concept 3: 1 scarf hanging from hooks similar style to tops and or jeans. Same hook, and set for denim.

Blouses & Shirts



DETAILS:

Top's and blouses:

Concept 1: Top hung on hanger/hook on white wall with soft lighting. Shot straight on. This concept can be used to place in the 9-grid representing a subcategory or trend.

Concept 1 Promo: Same concept as above but multiple tops would be hung on pole with product at a slight angle or the camera at a slight angle. We would have a consistent Sears style for this.

Concept 2: Shirts hung on wall with hooks close together. Shirts could represent a trend or subcategory.

When shooting for a grid placement only shoot 3 items at a time. When shooting for a promo spot we can allow for double the amount of product. These shots can be used for women's, petite and women's plus to represent the same sub categories as long as they have the same brands and assortment.

Sweaters - on model



DETAILS:

Model pose and set are very important in all of these shots. Model is not looking at camera and has a natural pose. The natural lighting and unique photo crops add more of an editorial feel to these concepts.

Sweaters



DETAILS:

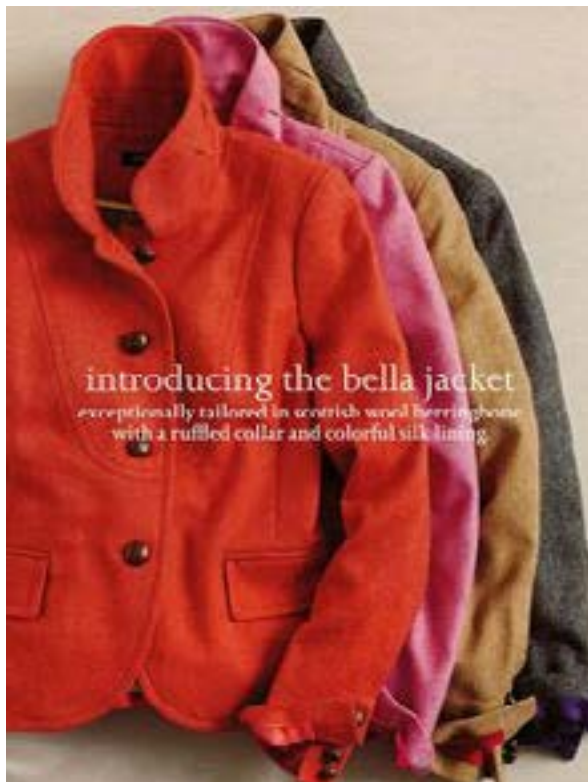
Sweaters:

Concept 1: sweater hung on hanger/hook on white wall with soft lighting. Shot straight on. This concept can be used to place in the 9-grid representing a subcategory or trend.

Concept 1 Promo: Same concept as above but multiple tops would be hung on pole with product at a slight angle or the camera at a slight angle. We would have a consistent Sears style for this.

Concept 2: Folded in half or horizontal laydown. 1 sweater folded in half would be clean and an easy representation of sweaters. Or if we need to feature 3 sweaters in a laydown the other option would work allowing extra space on all sides (top, bottom, left and right) to showcase the merchandise.

Coats & Vests



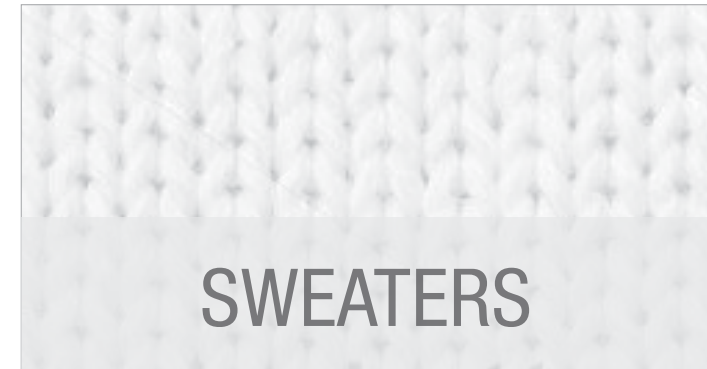
DETAILS:

Coats & Vests:

Concept 1: vest or coat hung on hanger/hook on white wall with soft lighting. Shot straight on. This concept can be used to place in the 9-grid representing a subcategory or trend.

Concept 2: Folded in half or full laydown, styled with color assortment (3) or styled with depth. The laydown could be styled with more accessories for a promo horizontal hero area.

Plus Size Laydown Concepts



DETAILS:

Concept 1 Tops: fold sweaters and top's in half in order to showcase the item yet keeping the top smaller in width compared to a full layout of the product.

Concept 1 Pants: fold pants and jeans in a small stack of styles or color assortment photographing the product in a tighter crop.

Concept 1 can also be done in more of a macro fabric texture to capture the sub category or trend and utilizing the shot in all of women's and juniors.

Concept 2 Tops and jeans or pants hung on hooks: When shooting for a grid placement only shoot 3 items at a time. When shooting for a promo spot we can allow for double the amount of product. The hooks for jeans or pants will need to be placed further apart then the tops. These shots can be used for women's and women's plus to represent the same sub categories as long as they have the same brands and assortment.

Leggings & Hosiery



Grouping of socks, tights or leggings styled in this manner would work for our 9 grid layout.



Folded leggings 1 or 3 across to represent trend. Product would be centered in shot. No unusual crop on this image.



Tight crop on model sitting in hosiery.



An alternate to our waist down shot. Capturing the entire model and not cropping off her leg in any way.

DETAILS:

Leggings and hosiery can be styled or shot on model in a more editorial way than just waist down. Waist down can be saved for our PDP pages if needed.

Intimates



Grouping of panties shot as a laydown. color planning will need to be done for this shot.



Bra laydown shot on a soft white sweep with soft lighting. Styled similar to the above.



Pajama shorts folded and layered like the above but only showing 3 to 5.



Intimates Bra and Panty Set shot on a soft white sweep with soft lighting and styled in the same way.

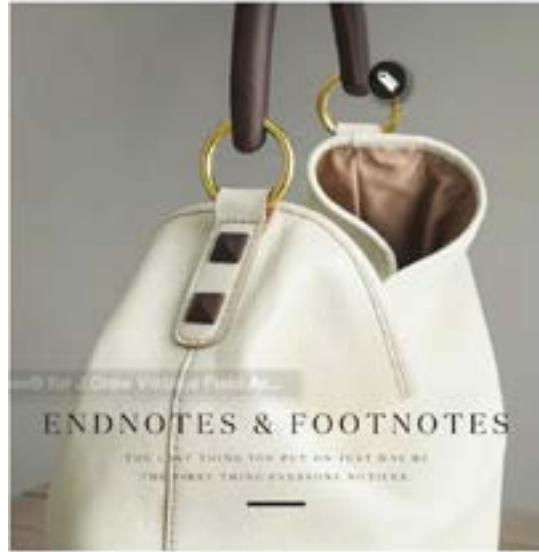


Bra on hanger. Concept 1: 1 Bra shot in same style as top and sweater. Concept 2: Multiple bras can be shot at an angle to showcase multiple bra styles or colors but can only be used in a horizontal promo hero place.



Model shots on right are showcasing the product while telling a story. Model poses should be replicated for horizontal heroes and the 9-grid. On model and laydown mix can tell a story down the page. This style can be utilized in our 9 grid and promo areas.

Handbags



Closer crop on handbag showcasing product details.



Product stacked to utilize the vertical space in the 9 grid layout.



Model needs to showcase handbag from the waist up rather than the waist down.



Clutch bag styled with 3 products utilizing vertical space.



4 handbags hanging, utilizing horizontal hero space.