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COLLECTORS VENDORS: Shot at NY studio

AKRIS
AKRIS PUNTO
ALEXANDER MCQUEEN
ALEXANDER WANG
ANN DEMEULEMEESTER
ALTUZARRA
ARMANI COLLEZIONI
ASHISH
BAND OF OUTSIDERS
BELSTAFF
BURBERRY PRORSUM
BURBERRY LONDON
BURBERRY BRIT
CEDRIC CHARLIER
CHRISTOPHER KANE
DOLCE & GABBANA
DONNA KARAN
EMILIO PUCCI
ERDEM
ESACA
ESKANDAR
ETRO
FABIANA FILIPPI
HAIDER ACKERMANN
HERVE LEGER
JASON WU
JEAN PAUL GAULTIER FUZZI
JULIEN DAVID
JUNYA WATANABE
JW ANDERSON
LANVIN
LANVIN JEWELRY
LELA ROSE
MARC JACOBS
MARNI
MARY KATRANTZOU
MISSONI
MAX MARA
MICHAEL KORS
MONCLER
NAEEM KHAN
NARCISO RODRIGUEZ
NINA RICCI
NORDSTROM SIGNATURE
NORDSTROM SIGNATURE CAROLINE ISSA
OSCAR DE LA RENTA
PETER PILOTTO
PRABAL GURUNG
PROENZA SCHULER
RICK OWENS
ROBERTO CAVALLI
RODARTE
SAINT LAURENT
ST JOHN
STELLA C STELLA MCARTNEY
THAKOON ADDITION
VALENTINO
VERSACE COLLECTION
YIGAL AZROUEL

SPACE VENDORS: Shot at NY studio

ACNE STUDIOS
ANDRE WALKER
ANTHONY VACCARELLO
ARIES
ASHLEY WILLIAMS
CAITLIN PRICE
CREATURES OF THE WIND
FAUSTINE STEINMETZ
ISA ARFEN
JACQUEMUS
JULIEN DAVID
MARQUES ALMEIDA
MIRA MIKATI
NOIR
PASKAL
ROKSANDA ILINCIC
ROSETTA GETTY
SIMONE ROCHA
TRICOT
VETEMENTS
VIKA GAZINSKAYA
Y’S - YOHJI YAMAMOTO

JEWELRY

ANA SHEFFIELD
BETONY VERNON
DANIELA VILLEGAS
MOCIUN
NEKTAR de STAGNI
SARA LASRY
SARAH & SEBASTIAN
URIBE
WWAKE

BAGS

KARA HANDBAGS

ACCESSORIES / SHOES

ADIEU
MARIA LA ROSA
ONLINE PHOTOGRAPHY GUIDE - Designer_ Looks
Silver Look - Women

MAIN AND ALT PRESENTATION

Front Upper
IPT CROP  Front view from HTT.
Crop mid-thigh and below hands, or per Art Director’s crop on AD notes (can leave head-to-toe when indicated for special collections)
AT LEAST ONE VIEW SHOULD SHOW SLEEVE SHAPE WELL.

Back Upper
Back view. Crop mid-thigh and below hands.

Zoom Upper
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Full
Product shot of each item

Side Upper
Side view. Crop mid-thigh and below hands
Left or right depending on the details.

Detail Upper
Detail view determined on set.

Front Full (Look)
Front view. Photograph head-to-toe.
IPT crops into front, for Front Upper shot. Pant waistdown is a separate project.

ADDITIONAL INFO

Front Lower
Separate sell shots (all views)
of bottom need to be set up
in SAM.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Dress, Jumpsuit, Suit (HTT)

MAIN AND ALT PRESENTATION

Front Full
Photograph full length front, crop below nose.
Do not crop feet.

Back Full
Photograph full length. Do not crop feet.

Zoom Full
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Full
Product shot on hanger or form depending on item.

Side Full
Photograph full length. Do not crop feet.

Detail Full
Detail determined on set.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Always refer to the on figure shot for fit, drape of hem and how the garment is worn. Some Space items are very unconventional.

Styling Example:
Jumpsuit
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Couture Gown (no product shot, added video)

MAIN AND ALT PRESENTATION

Front Full
Photograph full length front, crop below nose.
Do not crop feet

Back Full
Photograph full length. Do not crop feet.

Zoom Full
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Side Full
Photograph full length. Do not crop feet.

Detail Full
Detail determined on set.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Coat, Jacket

MAIN AND ALT PRESENTATION

Front Upper
Crop mid-thigh, or a few inches below coat hem and hands.
If hem hits below knee, shoot head-to-toe.
AT LEAST ONE VIEW SHOULD SHOW SLEEVE SHAPE WELL.

Back Full
Crop mid-thigh and below hands.
Shorter coats still crop below hands.
Longer coats crop below hem.

Zoom Full
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Full
Product shot on hanger or form depending on item.

Side Full
Crop mid-thigh and below hands
Left or right depending on the details.

Detail Full
Detail view determined on set.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Front Full Exception:
When Hem hits at or below knee, shoot Head-to-toe front, back, side,
MAIN AND ALT PRESENTATION

Front Upper
Crop mid-thigh and below hands, or per Art Director’s crop on AD notes (can leave head-to-toe when indicated for special collections)
AT LEAST ONE VIEW SHOULD SHOW SLEEVE SHAPE WELL.

Back Upper
Crop mid-thigh and below hands.

Zoom Upper
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Upper
Product shot on hanger or form depending on item.

Side Upper
Crop mid-thigh and below hands
Left or right depending on the details.

Detail Upper
Detail view determined on set.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Shirt sleeves should be filled out a bit and allow separation from body to see shape of shirt.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Bodysuit

MAIN AND ALT PRESENTATION

Front Upper
- Front view with pant/skirt styling.
- Cropped below hands.

Detail Upper
- Detail view without pant/skirt styling.

Zoom Upper
- Zoom detail - for closeup of fabric, textures and prints.
- Avoid seams, wrinkles and graphics on tees.
- (Vendor images exempt)

Front Upper
- Product shot on hanger or form depending on item.

Back Upper
- Back view without pant/skirt styling.
- Cropped mid-thigh and below hands.

Side Upper
- Side view without pant/skirt styling.
- Cropped mid-thigh and below hands
- Left or right depending on the details.

Front Full (look)
- Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

- swatch presentation
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Pant / Short

MAIN AND ALT PRESENTATION

Front Lower
Front view. Crop above waist.

Back Lower
Crop above waist.

Zoom Lower
Zoom detail - for closeup of fabric, textures and prints. Avoid seams, wrinkles and graphics on tees. (Vendor images exempt)

Front Lower
Product shot on hanger or form depending on item.

Side Lower
Crop above waist. NO HANDS
Left or right depending on the details.

Detail Lower
Detail view determined on set. For Denim shoot rear pocket unless there is a better detail.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Skirt

MAIN AND ALT PRESENTATION

Front Lower
Crop above waist.

Back Lower
Crop above waist.

Zoom Lower
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Lower
Product shot on hanger or form depending on item.

Side Lower
Crop above waist.

Detail Lower
Detail view determined on set.
For Denim shoot rear pocket unless there is a better detail.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

[Blank Spaces]
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Lingerie

MAIN AND ALT PRESENTATION

Front Upper/ Lower

**IPT CROP** Front view of Top / Bottom

Back Upper/ Lower

**IPT CROP** Back view of Top / Bottom

Side Upper/ Lower or Detail Lower

**IPT CROP** Side view of Top / Bottom

Open gusset panties - shoot Flat shot to replace the side view.

SM team: Select product shot as Main for site placement.

Detail Inside/ Front Full

Product Detail view for Top

Outfit view. Head-to-Toe for Bottom

Front Full / Back Full

Outfit view. Head-to-Toe

Zoom Upper/ Lower

**IPT CROP** Zoom detail - for closeup of fabric, textures and prints.

Avoid seams, wrinkles and graphics on tees.

(Vendor images exempt)

Front Full (look)

Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO: What to shoot...

Front Full - crop mid-thigh, below hands. IPT to retouch before creating alts.

PHOTOGRAPHER: shoot mid-calf for IPT to crop

Back Full - crop mid-thigh, below hands. IPT to retouch before creating alts.

PHOTOGRAPHER: shoot mid-calf for IPT to crop

Side Full - crop mid-thigh, below hands. IPT to retouch before creating alts.

Left or Right facing.

PHOTOGRAPHER: shoot mid-calf for IPT to crop

Shoot PRODUCT Detail Inside Bra Interior Product shot if requested.
MAIN AND ALT PRESENTATION

Front Full
Crop mid-thigh, below hands.

Back Full
Crop mid-thigh, below hands.

Zoom Upper/ Lower
Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Full
Product shot on hanger or form depending on item.

Side Full
Crop mid-thigh, below hands.

Detail Full
Detail shot

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Hosiery

MAIN AND ALT PRESENTATION

Front Lower
Photograph on-figure as shown.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Lower
IPT CROP Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt

ADDITIONAL INFO

swatch presentation
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Styling reference - product shots on hanger or form
(Refer to the On figure shot to match fit, drape, styling and general appearance)

SHEER TOP ON WIREHANGER OR FORM, WHICHEVER WORKS BEST.
SHEER DRESS ON WIRE HANGER OR FORM, WHICHEVER WORKS BEST.
SHEER SKIRT HELD BY MAGNETS ON BOARD
PANT ON FORM
SHORT SKIRT ON FORM
LONG SKIRT ON FORM

COAT ON FORM - MOST WILL WORK ON FORM.
FITTED JACKET ON FORM
ADDED A LITTLE ROLL OF BUBBLE WRAP IN SLEEVES FOR SHAPE
THIS ONE LOOKED BAD ON FORM
TOO HEAVY FOR MAGNETS, SO WE ADDED THE WIRE HANGER WITH THE SHOULDIER HANGERS FOR SUPPORT
CAPE ON FORM FOR SHOULDER AND SHAPE
LIGHT JACKET ON MAG-BOARD
SWEATSHIRT WITH HOOD ON FORM - SHOOT REGULAR SWEATSHIRTS ON MAG-BOARD FLAT (LOOK BETTER)

SWEATER OR SWEATSHIRT ON HANGER.
SHIRTS AND BLOUSES - GIVE SLEEVE A BIT OF FULLNESS (NOT STUFFED, JUST NOT TOO SKINNY)
TEES SHOT ON HANGER UNLESS SHAPE IS NOT WELL REPRESENTED
FITTED ITEMS ON FORM
SOMETIMES THE FORM WILL SHOW. WE WILL NEED TO SHOOT AN INSIDE SHOT FOR IPT TO ADD IN POST. HOLDING UP BY HAND HAS BEEN THE FASTEST METHOD.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Hat

MAIN AND ALT PRESENTATION

Front 3/4 Full
Photograph on table top as shown. If the hat has a floppy brim, raise up to allow it to drape as it would on a head.

Optional Slot for detail not seen in Front 3/4 shot.

Zoom Full
IPT CROP Zoom detail - for closeup of fabric, textures and prints. Avoid seams, wrinkles and graphics on tees. (Vendor images exempt)

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Exception:
Knit hat shot on form head and IPT crops out form.

Styling Example:
Floppy Hat propped up to let brim drape softly as it would look on fig.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Gloves

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Full
**IPT CROP** Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

ADDITIONAL INFO

swatch presentation
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Scarf

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Full
IPT CROP Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

ADDITIONAL INFO

Long scarves can be folded over as shown with a little return on right

swatch presentation
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Shawl / Wrap

MAIN AND ALT PRESENTATION

Front Full
Photograph open as shown
If too long, may need to fold over with return to see length.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Full
IPT CROP Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

ADDITIONAL INFO

Styling Example:
Show on form if shape of wrap is best illustrated this way.

swatch presentation
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Hair Accessories

MAIN AND ALT PRESENTATION

**Front Full**
Photograph on table top. **IPT** will outline and place at correct angle.

**Zoom Full**
**IPT CROP** Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

**Front Full (look)**
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Soft headband

Styling Example:
Wide band.

Styling Example:
Hair clips

swatch presentation
MAIN AND ALT PRESENTATION

Front Full
Photograph on table top.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Full
IPT CROP Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

ADDITIONAL INFO

Styling Example:
Chain Belt with drop tassel
Styling Example:
Leather belt with chain drop.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Miscellaneous Accessories (pin, broche or other item that doesn’t fit into the other categories - check with AD for direction)

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead, table top or hanging on mag board to best feature item.
FYT-this is a pin.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Full
IPT CROP - Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
(Vendor images exempt)

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Lighter Holder: Shot with and without lighter

Styling Example:
Hoodie Dickie shot on form.

Styling Example:
Large fur pin.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Necklace - Choker & 4-Way Choker

MAIN AND ALT PRESENTATION

Front Full
Front view. Photograph on form.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Back Full
Back view. Photograph on form.

ADDITIONAL INFO

Front Full Exception:
Showroom shot on figure when samples are not available for product shot.

Styling Example:
4-Way Choker styling...

As belt
As headband
As bracelet

swatch presentation

MISSING IMAGE
MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown. Styling is symmetrical and should reflect how the item looks on the body.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Front Scale
Photograph on form for scale.

ADDITIONAL INFO

Front Full Exception:
Showroom shot on figure when samples are not available for product shot.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Necklace - Pendants on Chains

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown. Styling is symmetrical and should reflect how the item looks on the body.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Front Scale
Photograph on form for scale.

ADDITIONAL INFO

Front Full Exception:
Showroom shot on figure when samples are not available for product shot.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Necklace - Chains, all lengths

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown. Styling is symmetrical and should reflect how the item looks on the body.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Front Scale
Photograph on form for scale.

ADDITIONAL INFO

Front Full Exception:
Showroom shot on figure when samples are not available for product shot.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Bracelet

MAIN AND ALT PRESENTATION

Front Full
Photograph on table top as shown in less the items are better represented overhead as shown below.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Thin bracelet with detail on the outer side. Overhead would not work to see detail.

Styling Example:
Beaded bracelet

Styling Example:
Charm Bracelet

Styling Example:
Cuff Set

Styling Example:
Multiple bracelet set.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Earrings

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Detail Scale
IPT CREATE  Scale shot

ADDITIONAL INFO
MAIN AND ALT PRESENTATION

Front Full
Photograph on tabletop as shown. Angle slightly to right as shown, unless details need left presentation.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Caged ring

Styling Example:
multi-band

Styling Example:
Square or unusual band might need higher angle to show shape.
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Socks

MAIN AND ALT PRESENTATION

Front Full
Photograph overhead as shown.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

Zoom Full
IPT CROP Zoom detail - for closeup of fabric, textures and prints.
Avoid seams, wrinkles and graphics on tees.
Vendor images exempt

ADDITIONAL INFO
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space
Handbag

MAIN AND ALT PRESENTATION

Front Full
Photograph bag straight to camera as shown.
Style straps as close to bag as possible for tight crop.

Front Scale
Scale / on-figure view (womens)

Back Full
Photograph bag straight to camera as shown

Top Inside
Handles and straps to lay close to bag or straight up.
Include ruler in shot for Alt 6 scale.

Side Full

Bottom Full

Top Scale
IPT CREATE using alt 3 and appropriate What’s in the Bag image, or
Gold Look / Editorial / book shot / video if available

ADDITIONAL INFO

swatch presentation
ONLINE PHOTOGRAPHY GUIDE - Collectors / Space

Shoes

MAIN AND ALT PRESENTATION

Front 3/4 Full
Front view. Photograph at angle with toe facing right.

Back 3/4 Full
3/4 Side view instep. Toe always pointed left.
IPT will flop if left single is photographed.
Do not center shoes in Alts - keep shoe position the same as in the Main.

Top Full
Top view. Right facing unless logo is upside down, then left facing OK.
If there is an ankle cuff with detail on the front, shoot front shot instead of overhead.

Side Full
DESIGNER EXCEPTION: All Womens Designer, Dept 238 and Progressive Dept 251 to receive alt 3 profile shot instead of sole view. See example below.

Front Full (look)
Gold Look / Editorial / Catalog / video, if available

ADDITIONAL INFO

Styling Example:
Support ankle strap with clear tube.
IPT removes tube.

swatch presentation