

EDG Brand Edit

Exclusive single-brand coverage · Full day prep through finale · Tiered delivery

TIMEFRAME Full Day Prep through finale	TURNAROUND 24 Hours Next-day delivery	DELIVERY 60+ Images Tiered by category	CONSULTATION 45-min call Strategy + day planning
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EQUIPMENT

Camera Bodies

- Canon EOS R3 — Primary, sports AF, 30fps
- Canon EOS R5 — 45MP high resolution

Lenses

- RF 85mm f/1.4 — Portrait, runway close-ups
- RF 24–70mm f/2.8 L IS — Versatile workhorse zoom
- RF 70–200mm f/2.8 L IS — Telephoto runway compression
- RF 15–35mm f/2.8 L IS — Environmental & venue wide-angle
- RF 10–20mm f/4 L IS — Ultra-wide, spatial context & BTS
- XF 35mm f/1.4 — Candid & backstage

Lighting

- Godox AD600Pro — 600Ws HSS portable
- Profoto A2 — Compact on/off-camera TTL

TRANSFER & DELIVERY

- Google Drive or password-protected WeTransfer
- Organised by category: runway / backstage / detail
- High-res + web-optimised sets included

OPTIONAL ADD-ONS

- Priority 12-hour turnaround +\$200
- Additional retouched images +\$25/image
- Second camera operator POA
- Upgrade to EDG Show Edit price difference

COVERAGE SCOPE

- **Pre-show preparation**
Hair, makeup, styling & dressing room
- **Runway walk documentation**
Full look-by-look capture
- **Backstage access**
Candid moments between looks
- **Designer & team portraits**
Post-show editorial stills
- **Detail & texture shots**
Garment close-ups, accessories
- **Finale & bow coverage**
Designer acknowledgement moment

TIERED IMAGE DELIVERY

40 runway images

Look-by-look, fully retouched

15 backstage images

Candid prep & behind-the-scenes

10 detail images

Garment, accessory & texture close-ups

EXPORT FORMATS

- Original ratio as shot (uncropped masters)
- 1080 × 1350 px (4:5 — Instagram feed)
- 1080 × 1920 px (9:16 — Stories / Reels)
- JPEG sRGB · high-res & web-res
- WebP · optimised for web delivery
- Optional: TIFF masters on request

PROFESSIONALISM STANDARDS

- Exclusive to one brand per show date
- Usage licensing notes included
- NDA / confidentiality available on request
- Professional indemnity insurance held

AUD \$2,800

FROM · FULL DAY · 65+ IMAGES