

EDG Lookbook Edit

Seasonal lookbooks · Collection reveals · Brand storytelling · Studio & location

TIMEFRAME 5–6 Hours Studio or location	TURNAROUND 14 Days Standard delivery	DELIVERY 40+ Images Retouched selects	CONSULTATION 45-min call Creative direction
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EQUIPMENT

Camera Bodies

- Canon EOS R5 — 45MP, hero lookbook stills
- Canon EOS R3 — Movement & candid capture

Lenses

- RF 85mm f/1.4 — Hero portrait & lookbook stills
- RF 24–70mm f/2.8 L IS — Versatile collection zoom
- RF 15–35mm f/2.8 L IS — Environmental & wide looks
- RF 70–200mm f/2.8 L IS — Compressed editorial frames
- RF 10–20mm f/4 L IS — Ultra-wide lifestyle context

Studio Setup

- Godox AD600Pro — 600Ws strobe lighting
- Profoto A2 — On/off-camera TTL fill
- Backdrop Kit + C-Stands — Multiple colourways
- X-Rite ColorChecker — Colour-accurate masters

PRODUCTION INCLUSIONS

- Pre-shoot creative direction & mood board
- Shot list aligned to collection or brief
- On-set art direction throughout shoot
- Colour-graded post-production edit
- Selects gallery for client approval

OPTIONAL ADD-ONS

- Priority 7-day turnaround +\$300
- Additional retouched images +\$25/image
- Location scouting & permits POA
- Model casting & coordination POA
- Stylist / MUA coordination POA

LOOKBOOK COVERAGE

- **Full-look hero stills**
Head-to-toe styled look for each collection piece
- **Lifestyle & contextual frames**
Garments in setting — studio or location
- **Detail & accessory shots**
Close-up texture, stitch, hardware & finish
- **Movement & candid frames**
Natural gesture and model direction
- **Collection flat lay overview**
Styled product layout for editorial spread use

IMAGE DELIVERY FORMATS

- 40+ fully retouched selects
- 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

IDEAL FOR

- Seasonal & capsule collection lookbooks
- New label launch & brand introduction
- Fashion week pre-show collection preview
- Wholesale & buyer presentation imagery
- Press kit & media release photography

AUD \$3,500

FROM · 5–6 HOURS · 40+ IMAGES