



Tip list - Apparel Photo Shoot



1

Arrange the order of the photos you take

For example, when legs that were previously covered become exposed, either due to being squeezed with rubber bands or wearing tight pants, they do not look very good.

2

Proper sizing

When choosing clothes, try to select the size that best matches the model's measurements. If we are provided with clothes in specific sizes and cannot exchange them, then let's find models who fit the clothes instead.

3

Everyone does their job all day

- The floor is being swept every few minutes.
- Makeup artists and stylists work on set all day, ensuring that everything is perfect for the photo shoot.

4

Iron the garments

Take care of more thorough ironing with an iron/steamer. Removing certain creases using retouching techniques can take up to an hour, whereas ironing would only require 30 seconds.

5

Models duties

- Models should ensure they get enough sleep before the session to avoid having prominent dark circles under their eyes.
- When models participate in a photo session featuring a specific type of clothing, they must ensure that the corresponding body parts are well-groomed. This includes having clean hair, trimmed nail cuticles, and so on.
- Models arrive early for the session. They are not photographed immediately upon entering from the cold outside. Red hands become very noticeable.

6

Photographer duties

The photographer not only takes pictures but also oversees the entire photoshoot. When the photographer sees the results in their camera, they may give instructions to sweep the floor, adjust makeup, fine-tune clothing, adjust lights, and perform other necessary tasks.

7

Gear and lighting

- The photoshoot begins with a passport checker/white balance card. This is done every shooting day, every shift in lighting, and with each camera and lens change. It helps improve the color matching and reduces the time required for related work.
- Whenever possible, the same lighting setup is used throughout the entire campaign. This includes consistent lamp power, lamp distance on the plan, and reflector angles.