

Rate guide

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A flexible starting point. All rates are a guide and should be confirmed before the shoot. Packages can be adjusted to suit the brief, and volume discounts are available.

E-commerce packages

Optimised for Shopify, Amazon and Etsy. Rates are per product listing for 1-5 items.

BASIC	ADVANCED
£150 per listing	£250 per listing
• 2 hero-style variations for A/B testing, white background • 7 angles / details, white background • 360 video +£40, white background • Additional images +£25 • Discounts for larger volumes EDIT 2 revisions	• 2 hero-style variations for A/B testing, white background • 7 angles / details, white background • 1 x 30-second video, white background • 1 x A+ Content page • 2 x lifestyle images EDIT 3 revisions

SERVICES AND DELIVERABLES

Product & content

Per-image pricing and launch-ready content for products, garments and accessories. Volume discount may apply.

PER-IMAGE PRODUCT RATES

CATEGORY	TREATMENT	RATE
Garments	Tweed / tailoring, flat styled	£14 / image
Garments	Sportswear, on mannequin	£18 / image
Garments	Footwear, off-foot, white background	£14 / image
Garments	Kids, mannequin or flat	£14 / image
Accessories	Handbags, scarves and sunglasses	£14 / image
Accessories	Jewellery focus stacks packshot or lifestyle	£18/ image
Watches / beverage	Packshot or creative lifestyle, per product	£80 / image
Watches	Macro focus stack; packshot or creative lifestyle	£80 / image

GARMENTS Minimum 5 pieces / 2 revisions **WATCHES & BEVERAGE** 2 revisions

PRODUCT LAUNCH PACKAGE

£960	4	4	4	+
PACKAGE	HERO	BRANDING	DETAIL	BTS SHOTS

12 images + behind-the-scenes shots / Edit includes 3 revisions

MACRO PRODUCT VIDEO

DELIVERABLE	CAPTURE	RATE
60-second edit	Shot in 6K	£650
30-second edit	Shot in 6K	£450

EDIT 3 revisions

PRODUCTION

Day rates & usage

Clear production rates for location and studio commissions.

LOCATION WORK

BOOKING	RATE	WHAT IT COVERS
Day	£850	Post-production and general equipment included; travel and expenses excluded. 8 hours, 9am-6pm, with 1 hour for lunch.
Week	£3,500	Weekly location rate.
Travel day	£250 / day	Travel-day rate.

FASHION - E-COMMERCE / STUDIO

BOOKING	RATE	NOTES
Full day	£850	Post-production and skin work included.
Half day	£550	Studio e-commerce shoot.
Casting	£200 / day	Casting day rate.

Equipment is included. Shoot team costs are excluded, including stylist, MUA, assistant and studio (Studio is included for still life shoots, however for models a third party space will be required)

FASHION EDITORIAL

BOOKING	RATE	INCLUDED
Studio or location day	£450 / day	Equipment and post-production

SOCIAL MEDIA RETAINER

BOOKING	RATE	INCLUDED
Monthly fee	£280	8 product images for social campaigns

CREATIVE DIRECTION & IMAGE RIGHTS

Creative direction Included with shoots.

Image rights Unlimited for e-commerce. See contract for campaign work.

Invoices are generally due on receipt, raised after the completed work has been signed off. Please inquire for other payment terms.