

Fashion / Lookbook Shoots

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds an approach for fashion/lookbook shoots — concept and moodboard, model/stylist/MUA coordination, location/studio and lighting, shot planning by outfit, and usage/licensing, so you deliver on-brand fashion content for apparel brands and designers. Use it for fashion work. For model release use the Client Contract & Model Release (via contracts).

Purpose of this tool & output

Produce fashion and brand lookbook shoots

How the output is used

Use it to produce fashion and brand lookbook shoots — a fashion and lookbook workflow across concept, crew and delivery.

Important cautions

Coordinate the model/stylist/MUA team and plan shots by look and deliverable type (editorial vs clean e-com vs reels); always get a signed model release and clarify usage/licensing. Fashion brands need on-brand, consistent content.

Companion documents

- Product / E-Commerce Photography SOP
- Food Photography Playbook
- Corporate & Headshot Sessions
- Real Estate / Architecture Photography
- Commercial Client & Retainer Management
- Commercial Usage & Licensing

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.