

@VANFASHIONMARKETING

FREE



SHOTLIST

CAPTURE THE ASSETS YOU NEED
FOR LOOKBOOKS AND LINESHEETS

HEY, FASHION DESIGNERS

Imagine never
having to reshoot
your collection
because you
know you got the
shots you need
every single time.

I'VE GOT YOU. →

Asset Capture Shot List

After reviewing current wholesale and fashion industry guidance, there is a strong consensus:

- **A line sheet sells products.**
- **A lookbook sells the collection and the brand story.**

They often use images from the same photoshoot, but the images serve different purposes.

LOOKBOOK IMAGERY



**PURPOSE: SELL THE VISION,
AESTHETIC AND COLLECTION STORY.**

Industry guidance consistently recommends editorial, styled imagery that communicates the mood and identity of the collection rather than simply documenting products.

Every collection should ideally include:

STORYTELLING IMAGES:

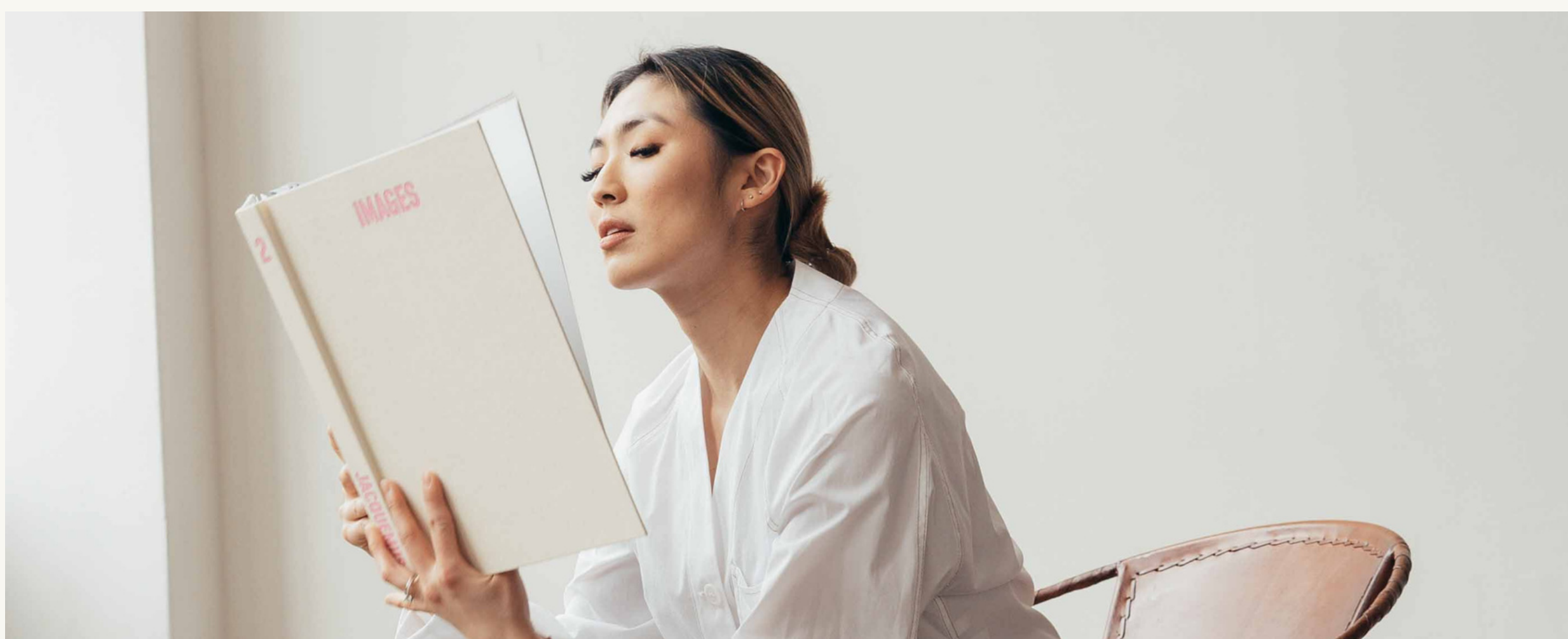
- Close-up fabric details, texture
- Construction details
- Lifestyle/environmental images
- Styling details, layering
- Cropped compositions
- Accessories, hands/details
- Mood images

HERO IMAGES:

- Landscape hero image
- Portrait hero image
- Walking/movement shot
- Static pose
- Full-body editorial image of every look

BRAND IMAGES:

- Designer portrait
- Behind-the-scenes
- Studio moments (optional)



LINESHEET IMAGERY



**PURPOSE: HELP BUYERS EVALUATE
PRODUCTS QUICKLY.**

Every industry source emphasized the same thing: Keep it simple.

The editorial belongs in the lookbook.

Line sheets should clearly show the product.

Minimum Images Per Style

- Side view
- Front view
- Back view
- Detail shot(s)



Detail shot(s)

This isn't listed as mandatory in every guide, but many buyers appreciate it because it **communicates silhouette, proportion, and garment shape much more clearly.**

Recommended for garments with:

- fabric texture
- embroidery
- unique stitching
- closures, hardware
- pockets
- prints
- trims

Several industry guides specifically recommend detailed shots for special features.

Colorways

- Every available color.
- Preferably photographed.
- Otherwise: colour swatches.

Most wholesale guides mention showing all available colorways.

Fabric Swatch

- Optional
- Helpful for luxury or textile-driven brands.

Mentioned in several wholesale resources.

Technical Flats / Croquis / Fashion Illustrations

- Not required.
But highly appreciated.

Startup Fashion specifically notes that line sheets may include either:

- product photography
- silhouette sketches
- fashion flats alongside product information.

Personally, I love when designers include technical flats in line sheets as well as photography because they communicate construction so clearly, but I teach them as a professional enhancement, not an industry requirement.

BONUS WEBSITE IMAGERY



**IF YOU'RE ALREADY PAYING
FOR PHOTOGRAPHY...**

Every industry source emphasizes the same thing: **Keep it simple.**

The editorial belongs in the lookbook.

Line sheets should clearly show the product.

Capture these too.

- Front
- Back
- Side
- Detail
- Zoom
- Lifestyle
- White background
- Vertical crop
- Square crop
- Horizontal crop

One shoot.

Maximum flexibility.

Hey, designers!

Do you want to turn “*What do I do now?*” into a clear next step.

DM “READY” to learn more about the Buyer-Ready Designer.



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