

# Eyewear photo brief

The checklist to hand your studio — to frame your expectations before the shoot.

PARISEE.COM

Number of references to photograph: \_\_\_\_\_

## 1 · VIEWS TO REQUEST PER MODEL

3 packshots minimum; for hero products, add — budget permitting — a packshot or a worn shot.

- Front
- Three-quarter
- Profile (temple open)
- Front, temples folded
- Top view (useful for sun)
- Macro of a signature detail (hinge, engraving, tip)
- Levitation (floating product)
- Other: \_\_\_\_\_

## 2 · SPECS BY USE

USE	BACKGROUND	FORMAT & DIMENSIONS
<b>E-commerce page</b>	To match your site (not necessarily white)	~2000 px, 1:1 (often), JPEG sRGB, < 1 MB
<b>Marketplaces</b>	Pure white #FFFFFF	≥ 1000 px (2000+ recommended), product ≥ 85% of the frame, no text/logo
<b>POS &amp; print</b>	Styled / hero	300 dpi at final size, <b>RGB</b> (printer converts to CMYK), 3 mm bleed
<b>Social &amp; video</b>	Variable	4:5 (1080×1350), 9:16 (1080×1920), 1:1

Specs verified June 2026 — cross-check against each platform's official guidelines.

## 3 · DELIVERABLES

- .PNG** — transparent background, for cut-out visuals.
- .JPG** — for web (reconvert to WebP or AVIF on upload).
- .TIF** — for print, delivered in **RGB** (the printer converts to CMYK).
- File naming by product reference.
- Retouching faithful to the final product: clean defects, never mislead.

## 4 · QUESTIONS TO ASK THE STUDIO

- Do you work bespoke, to our constraints (formats, lead times, identity)?
- How do you ensure consistency across a full catalogue?
- Lead times by volume? Coverage area (where do you operate)?
- What image advice do you offer beyond execution?