



# REI PRODUCT PHOTOGRAPHY VENDOR STYLE GUIDE **FOOTWEAR**

09/12/2019

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# IMAGE: STYLING

- Tuck laces. Be sure that laces are flat, not twisted, all crossing each other in the center, and equidistant apart.
- Footwear should be clean of any scuffs, debris, lint and dust.
- The tongue should be flush with the sides of the shoe.
- If suede, brush the suede so it's going in the same direction, creating a smooth look.



# IMAGE: SHOT LIST

1. **Feature shot:** Right-facing profile. Place the right shoe so the toe points camera right.
2. **Instep shot:** Place the right shoe so the toe points camera left.
3. **¾ view:** Place the right shoe in a ¾ angle with toe pointing camera right.
4. **Back shot:** Place the right shoe with heel facing camera. Shoot the shoe straight down the center (heel to toe).
5. **Sole shot:** Using right shoe, rest the outside of the shoe on the table with the toe pointing camera left.
6. **Detail shots should include:**
  - Close-ups of technical features (i.e.: gator trap, drainage gills, ski/hike mechanism, etc.)
  - Included accessories (i.e.: extra laces, extra tongues, etc.)





# IMAGES: SHOES

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Feature



Instep



3/4 View



Back



Sole



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# IMAGES: BOOTS

Feature



Instep



[Return to Quick Links](#)

3/4 View



Back



Sole



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# IMAGES: SANDALS

Instep



¾ View



Feature



Back



Sole



Top



# IMAGES: SPECIAL FEATURES

PLEASE MAKE SURE TO SHOW TECHNICAL FEATURES/ADDITIONAL ACCESSORIES.



Gator traps



Drainage ports



Extra laces



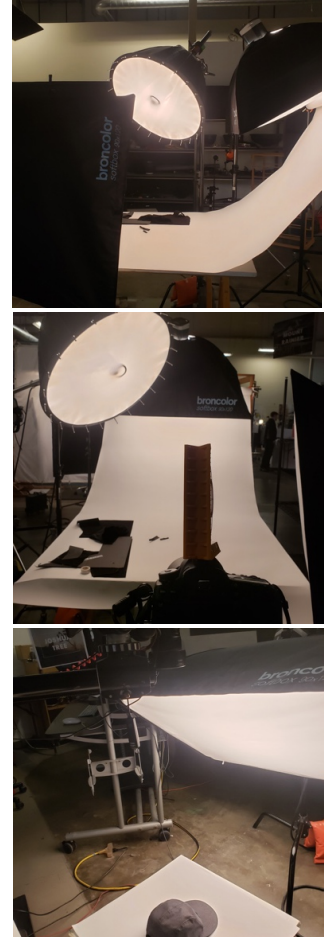
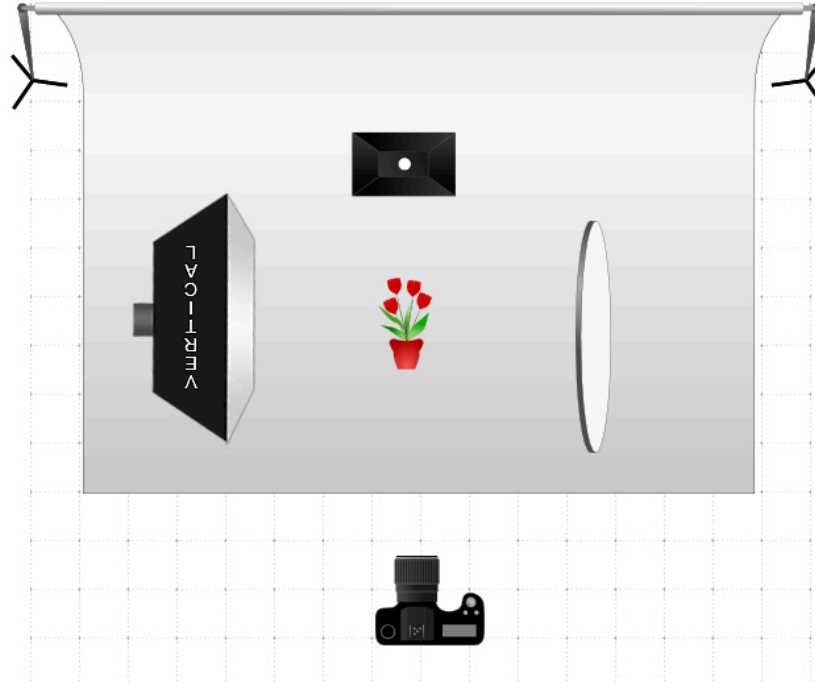
# IMAGES: LIFESTYLE

Please include lifestyle images.



# IMAGES: STUDIO SETUP

- Camera angle between 9 & 12°
- PARA 88 LIGHT
- Softbox fill as needed
- Softbox for 255 white Background
- Black cards around the product
- F 22 –16 .1/160 speed
- Use overlay template for spacing
- Shoot horizontal



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