



## PHOTO SHOOT PREP CHECKLIST

### Images/Photos

- Talk with photographer and model about signing a contract about publishing photos (usually photographers has one).
- Plan with the photographer beforehand as to the "look" you're trying to capture for your brand. Create a story for the photo shoot.
- Prepare and print out a "look book" of make-up, hairstyles, and styling you want to see and send inspiration images to the MUA before the shoot so they understand what you're looking for.
- Bring modeling inspiration poses printed out that I can show the model and have her do those poses.
- Mood board - each product tells a story and you might have an image of how you want to project your products. From woman of substance to goth to classic to fun or a mixture of a few. Put together a few references and discuss it with your photographer.
- Take behind the scenes shots! It's easy to forget when you're so busy making sure the shoot is put together, but make this a priority so you have content for current and future posts!
- Start with a simple/natural look and then move to dramatic (if that's something you want) because applying makeup is easier than taking it off.
- Lighting is EVERYTHING. Be sure to speak with the photographer beforehand to see what type of lighting equipment they need to rent and what those costs are.

### Food

- Provide lunch and light breakfast and snacks if it's an all day shoot. You can get inexpensive snacks at the grocery store and a veggie platter with dip.
- Snacks: something simple like fruits and maybe hummus and veggies, many models are on strict diets and may even be vegan, you can always ask directly.
- Meals: bagels and cream cheese and muffins for breakfast (easy to bring) and sandwiches for lunch.
- Make sure to check about the dietary needs or any other do's and don'ts.

### Beverages

- Freeze your water bottles. Few people complain their water is too cold and if they do, all they have to do is let it sit.
- Coconut water for models really helps and often is non-plastic, which is more eco-friendly.

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## Things to Have on Hand

- Location specific aids (ice packs, gloves, heat packs)
- Scissors
- Accessories so you can try them on the model and take a few pics with your phone to see how they read when photographed (jewelry, handbags, shoes, hats, sunglasses).
- Get help from friends and ask them to bring some of the accessories too!
- Ask for the model's shoe size and pick out shoes that will be versatile for your garments. (Many models will have basic heels in white black and nude and you can ask her to bring those but also choose something that will really complete your look.)
- Small bag for collecting any tags which helps inventory what was used during the shoot outside of my clothing
- Lint brush
- Spanx or other extra undergarments
- Hand sanitizer and baby wipes
- A garbage bag is helpful at the end for cleanup
- Steamer if your garments can get wrinkled (Get a good quality one in an unconventional color... everybody has black- you want to always know where it is [in the case of multiple stylists])
- Scarf to cover models head when she puts on garments to avoid makeup stains
- Art work - this will go according to your theme/mood. You might just need a plain white backdrop or numerous props. You can check with the photographer, models and the studio for what they've and probably work around that to accommodate your theme.
- Clothes rack - keep all the clothes ironed and ready to go.

## For Malfunctions

- Double stick tape- You don't need to pay \$20 to get "fashion" tape... regular double sided tape works as well and you get more of it.
- Fully equipped sewing kit (seam ripper, needle, thread, pins,etc.)
- Paper clips (in case your model is smaller than your garments)
- Safety pins of all sizes and colors. Works well if/when jewelry breaks.
- Strong coated metal clamps. For holding thicker fabrics etc when pins are insufficient. You can move and reposition them more quickly for different shots.

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- Stapler (handy sewing machine)
- Tide Pen
- Nail polish remover & cotton balls
- First aid kit
- Individual alcohol pads in case of cuts

## Electronics

- External drive to download the images from the photographer if you need the images right away
- Cell phone charger and an extra battery pack in case there are no convenient outlet
- Speaker for music

## For You

- Crossbody bag you can toss in the wash - That way you're not running back and forth to a table to get everything.
- Sneakers for your feet

## Hiring Help

- Ask models to bring books or something to do while they wait.
- Have models hydrate in lotion well for the 3 days before your shoot.
- Have models bring multiple convertible bras(black n nude), shoe types and colors (open toe, closed toes, booties).
- Specify manicure color or length as necessary. If she shows with talons in bright red and you didn't specify, you can't be mad. Most models know better but if she is new or one of your friends, it needs to be said.
- A great hair and makeup stylist is a mandatory, and you probably want one your photographer has worked with before.
- Consider hiring a stylist- the most crucial thing about having a stylist is that they can keep an eye on wrinkles or other imperfections in the models clothes while you was working on creative direction.
- Have an assistant that can help run errands or do random tasks. Consider a student at a local fashion school - so it was a great learning opportunity.
- Bring a friend to be your assistant. The photographer's assistant will be busy enough, you'll need your own.
- Wardrobe assistant who can take care of ironing, any repairs (even sewing at times) and any last minute running around.

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## Environment

- Be prepared for inclement weather if shooting outside.
- Ask the venue about heating, as extreme temperatures can ruin the shoot.
- Have a playlist handy or any music to set the mood
- Check with your photographer and models both for the kind of music they would prefer for the shoot.

## Time Management

- Be prepared for people to be late, and for things to take longer than expected.
- Bring a shot list, all inspo photos and a schedule for the day.
- Make a spreadsheet listing every single final image you need, quantity, type of shot, etc.
- The first piece can take a lot longer than the other pieces as everyone gets warmed up, so don't stress about that.
- Fittings - it's usually a good idea to do fittings ahead of time. Saves a lot of time and breath while the shooting.
- Showtime - plan the order in which the theme, clothes, and the models will go. If you are working with multiple models then planning each look and the order is important for combination shots.