

RéanArt® Lookbook Photography Rates

At RéanArt, we act as consultants to support your fashion brand ambitions. Our projects vary in size, budget and scope. RéanArt’s strengths lie in fashion and clothing photography for e-commerce sites, commercial, print magazine work, promotional materials and lookbook/product catalogues. Shoots take place at our in-house studio and on location.

We offer **an all-in-one management package of Photographer plus Art Director** for the price of one expert! From idea generation through to final sign-off, our full-service, expert approach results in a stress-free process for all of our clients.

Number Of Products Images	Lookbook Fees Post Production
1 – 20	£1000.00
21 – 35	£1200.00
36 – 50	£1400.00
51 – 65	£1600.00
66 – 80	£1800.00
81 +	POA

*Please note above prices do not include VAT which is charged at the standard rate of 20%.

Please note that our minimum rate for any Editorial/Lookbook shoot is £1000.00 + VAT. Additional images (and images after the count of 50) of the same product with different angles or close ups and additional selected images in Editorials & Lookbooks are charged at image rate of £30.00 per image. (See Next Page)

Colour balancing, digital clean-up and post production is included. Additional bespoke retouching is available by request. Please feel free to contact us for extras and its fees. Turnaround is dependent upon imagery quantity.

The copyright in all photos remains the property of the RéanArt Ltd.

*NB: The specified photography fees are for lookbook shoots that take place in one location with a single lighting set-up. Shooting at multiple locations or with two or more different lighting set-ups is more involved (requiring additional time, equipment, expertise and manpower) and therefore, more expensive.

The supplied images are licensed for the following purposes: lookbook/catalogue, website and blog, social media, public relations material and press releases. A licence for advertising use (i.e. any paid placement, including advertorial) can be purchased at any time for a fee of 10% of the media spend. For example, the licence fee to use an image for a full-page magazine advert valued at £3,000.00 would be £300.00.