

Luggage and Backpacks

Style Guide



The basics of the shot order

- T-shot: Camera Angle: 10 degrees, Product Angle: 30 Degrees. Handle raised 6 inches
- 1-shot: Camera Angle: 10 Degrees, Product Angle: 50 Degrees, Handle fully extended
- 2-shot: Camera Angle: 10 Degrees, Product Angle: Front facing camera right, Handle fully collapsed
- 3-shot: Camera Angle: 10 Degrees, Product Angle: 50 Degrees
- 4-shot: Camera Angle 30 Degrees (raise camera height), Product Angle: 30 Degrees, Luggage opened creating a 90 degree angle
- 6-shot scale shot

Single Piece Luggage

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Vertical Interior Luggage

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Duffle Style Luggage

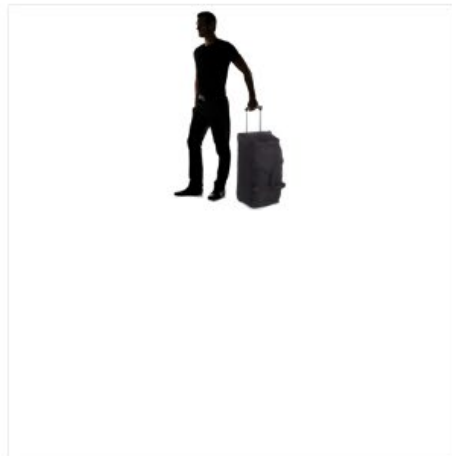
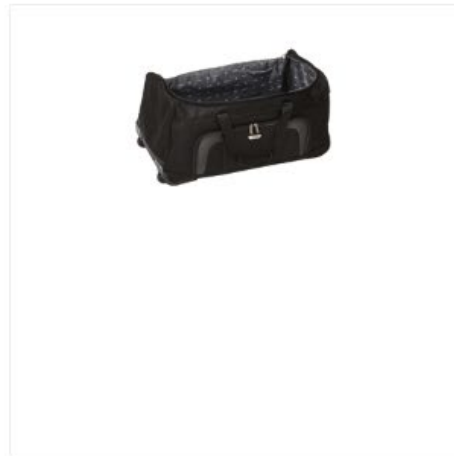
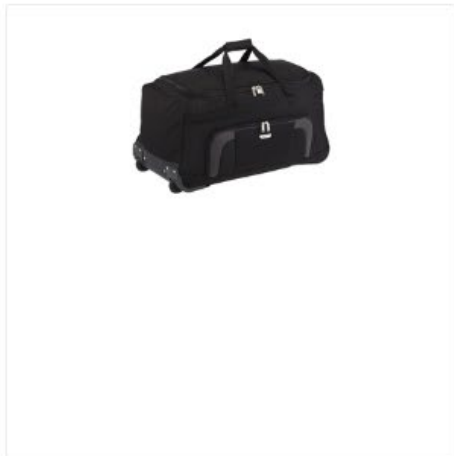
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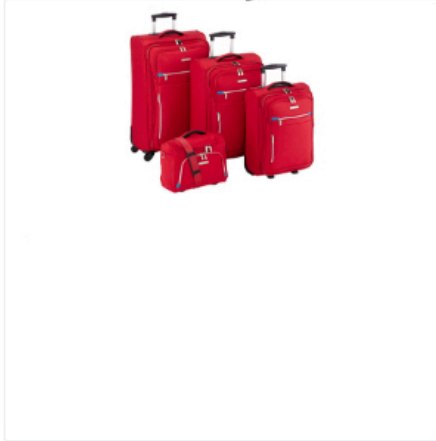
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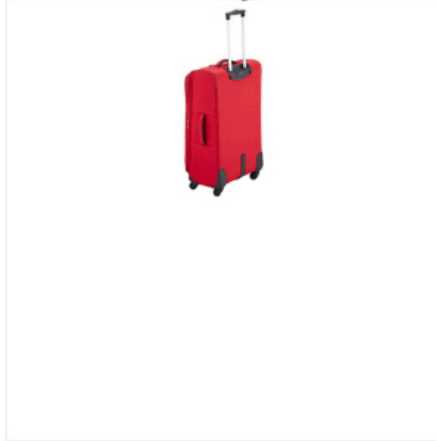
- Front handles stay naturally draped in the t-shot
- The 2 shot should have the bag sit straight up if it can
- 3 shot string handles up with monofilament and place down.
- 4 shot the flap is tucked opened away from the camera and handles lay naturally.
- 6 shot is the scale

Luggage Sets

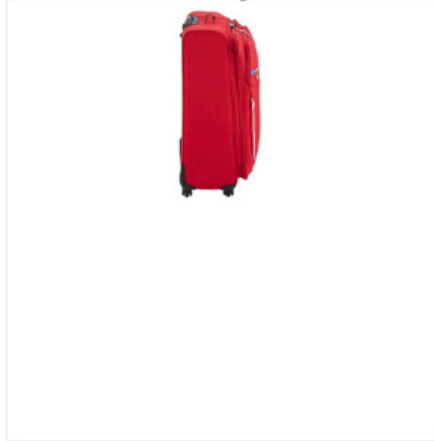
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- T-shot sets of 2 or more luggage are placed halfway over for main and the largest piece is imaged in the remaining images.
- For the scale shot place each piece of the set halfway over from the largest.

Luggage with Detachable Backpack

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- T-shot, 1-shot, 2-shot and 3-shot leave the backpack attached
- 4-shot has the backpack detached with main luggage opened, open flap opened away from camera.
- 5 shot has the backpack detached and shot 2.5 inches away from the main luggage, follow the backpack straps guidelines for the backpack, if you need to tie up with monofilament.

Boys Luggage

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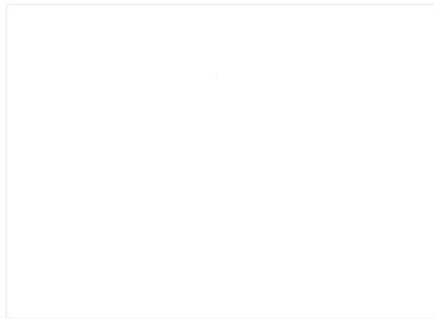
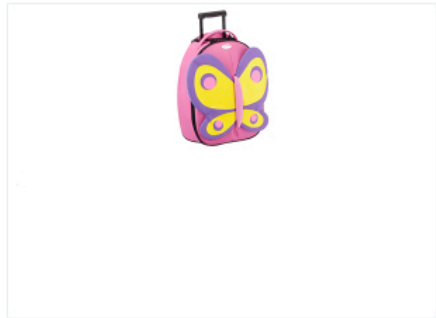
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Girls Luggage

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Tumi Luggage Barcode



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This shot is only necessary if the I.D. barcode is not visible in any other variant. If that is the case, the luggage will get an additional 5 shotcropped into the bag (using a square crop). Studios will be responsible for producing a cropped image.

Backpacks- styling Jist

- Using Monofilament to prop straps up above the backpack
- There should be around 4 shots per back unless the backpack is technical, reversible, or a hydration pack.
- Kids backpacks receive an adult scale shot as Girls and Boys is not a gender field within site manager.
- If the backpack is clearly a female backpack the female silhouette will be used. And so forth with male backpacks.

Backpacks

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Fashion Backpacks

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Convertible Backpack

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Kids Lunchbox

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Duffel Style Backpack

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- T-shot lay the bag down
- 1-shot shoot the back shot as a backpack
- 4 shot open bag

Hydration Packs

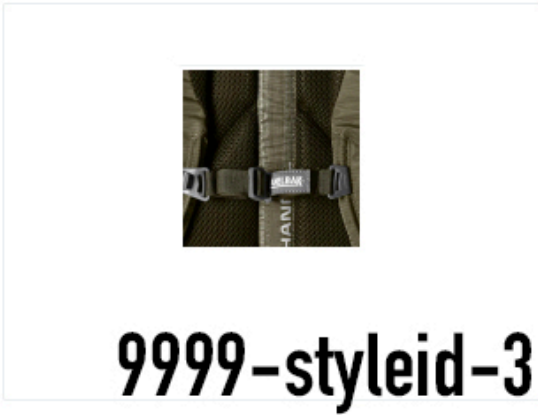
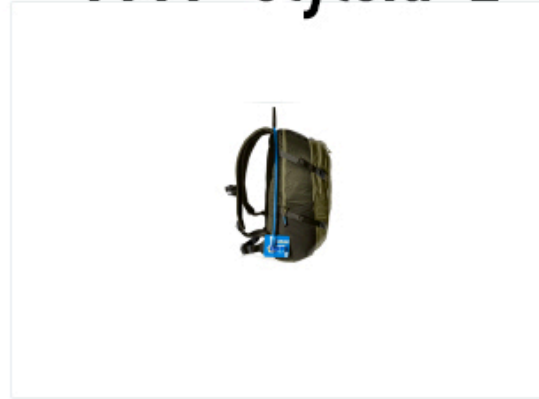
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- T-shot bring the bite valve to front if possible
- 2 shot bite valve hangs naturally to the side if possible
- 3 Shot detail shot cropped as a square of the backpack mid-chest straps clipped in
- 4-shot overhead shot of the bag open
- 6-shot scale shot

Technical Hiking Backpacks

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- T-shot should have the straps styled as they would appear on the body if the bag sits above the shoulder do not force the backpack straps up with monofilament .
- 1-shot is the bag angled with the waist strap naturally propped up.
- 3-shot is a square crop of back material of the backpack. This area usually showcases a ventilating type of fabric which is a big selling point of technical bags.
- 5-shot should showcase any rain-fly attachment or any other attachable accessory provided.
- 6 shot is scale shot

Waist Packs

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Due to the various stylings of waist packs there is no scale shot

Passport holders



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Card Holders



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Umbrella

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Backpack with the Packable Hood

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Picnic Backpack

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Travel Pillow

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Luggage Tags

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Luggage Tags



If a set of luggage tags image both tags an inch apart from each front and back as a set