

PHOTOGRAPHY & VIDEO SHOOT CHECKLIST

HOUSE OF FABROSANZ

Shoot / collection

Shoot date

Location

Marketing Assistant / Stylist names

Marketing oversees completion by each owner. Flag blockers immediately.

01 BEFORE THE SHOOT

☐ **Confirm the brief and approvals | Both**

Agree the purpose, looks, required photos/videos and intended channels. Obtain Creative Director approval for creative direction and spending.

☐ **Finalise looks at least two days ahead | Stylist**

Check garment readiness and fit. For any unfinished look, confirm its completion time with production and alert the Marketing Assistant to any risk.

☐ **Prepare a look and packing list | Stylist**

List each garment, belt, shoes, jewellery and accessories for every look. Check the list before departure or the start of an in-house shoot.

☐ **Confirm models and appearance | Both**

Check hairstyle against the concept. Request neutral nails, especially for hand close-ups, unboxing and typing shots. Confirm shoe sizes in advance.

☐ **Brief models on underwear | Stylist**

Request nude or black seamless undergarments appropriate for the garments and model.

☐ **Book makeup and catering | Marketing**

Confirm the makeup artist several days ahead when needed. Arrange light snacks, fruit, juice and drinking water for models.

☐ **Prepare and share the treatment | Marketing**

With the Stylist, brief the Photographer and Videographer. They may prepare the treatment from the brief. Share the shot list, moodboard and references in the shoot group.

☐ **Issue the call sheet | Marketing**

Include location, contacts, arrival times, schedule, looks, team roles and venue instructions. Meet with the Stylist, Photographer and Videographer before the shoot to align.

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02 FINAL PREPARATION & SHOOT DAY

☐ **Confirm props and venue | Both**

Arrange props at least two days ahead. Notify the venue contact and arrange cleaning. For house shoots, confirm pool-area entry and outdoor-toilet instructions before adding them to the call sheet.

☐ **Set delivery deadlines | Marketing**

Agree photo and video delivery dates with the Photographer and Videographer, working backwards from the content calendar. Allow time for review, edits and approval.

☐ **Record borrowed garments and props | Stylist**

Notify the responsible department before removal. Record items, their condition and destination; take condition photos of Fabrostyling pieces and update availability in its existing system.

☐ **Check each look and shot | Both**

Stylist checks fit, creases, accessories, hair and nails. Marketing checks the brief and shot list with the Photographer and Videographer. Flag missed shots or changes before the team leaves.

03 PACK DOWN, DELIVERY & FOLLOW-UP

☐ **Restore the set | Photographer & Videographer**

The in-house Photographer and Videographer restore furniture and the set to their original positions and return borrowed set items. Marketing oversees completion.

☐ **Account for garments and organise laundry | Stylist**

Check the packing list and collect all garments and accessories. Record returns and damage. Track laundry sent-out and returned dates; update availability after inspection and care.

☐ **Review images and videos promptly | Marketing**

Review files as soon as received with styling input where needed. Send clear edit requests to the Photographer and Videographer promptly and confirm revised delivery dates.

☐ **Approve, hand over and close | Both**

Marketing obtains Creative Director content approval, logs the shoot and updates the content calendar. Stylist coordinates product imagery with the designated website uploader. Both update project status and outstanding tasks.

Outstanding items / owner / due date

Marketing = Marketing Assistant. Both = Marketing Assistant and Stylist.