

Photographer base manual

You already know most of this. It is a visual reminder to keep at hand in the store.
We will keep adding to it with what we learn at each opening.

01 Equipment

Equipment

- SLR camera
- Wide-angle lens: 14 mm minimum
- Zoom lens 24–70 mm
- Tripod

Camera settings

Aperture	f/8 – f/11
Shutter speed	1/15 – 1/2000
ISO	100 – 800
Mode	Manual
Format	RAW
White balance	Auto
Before moving on	Check the histogram

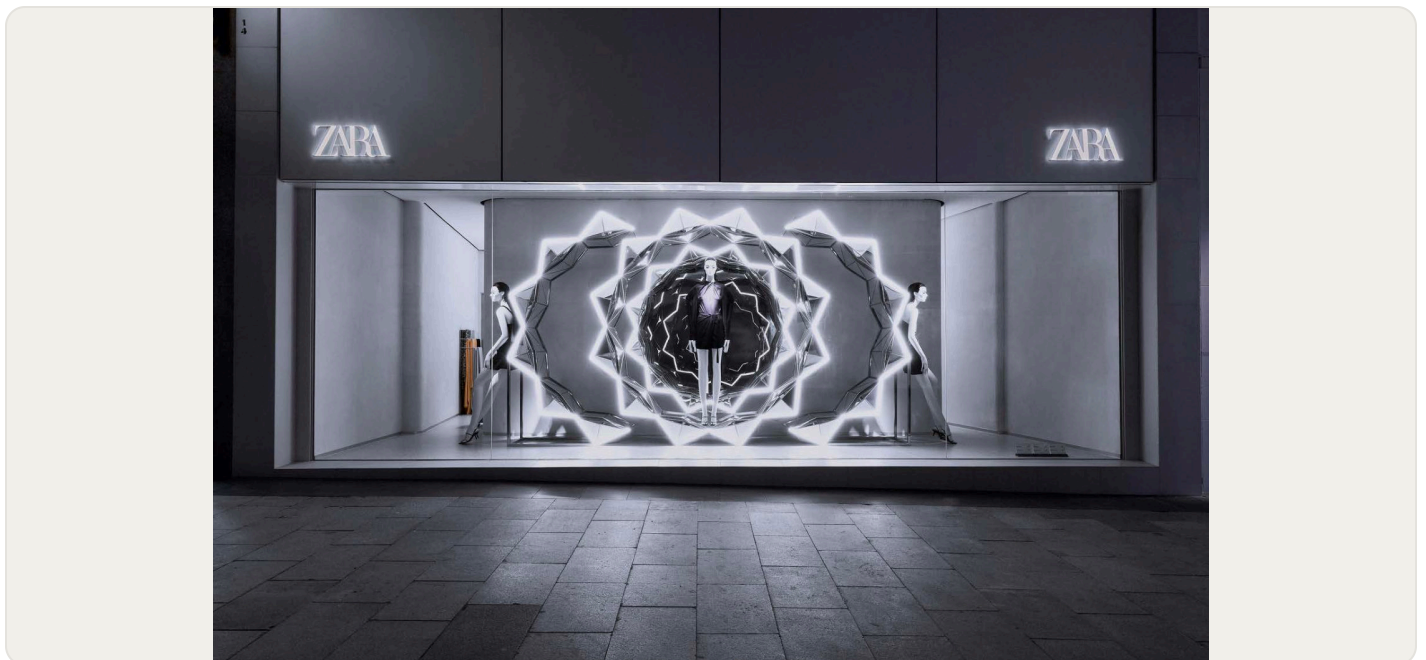
02 Facade

- Stand in front of the facade, at its middle point
- Camera at the height of your face
- Stay as far away as possible
- Tripod
- Shoot at dawn



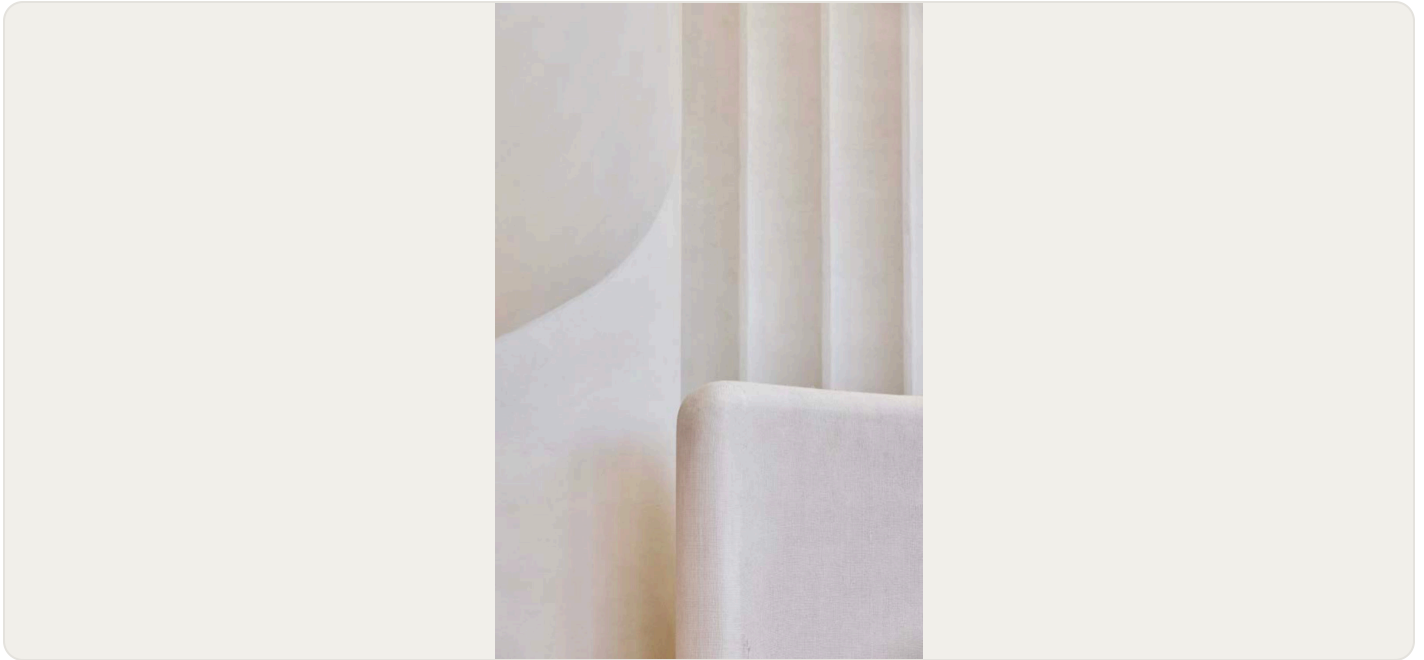
03 Shop window

- Stand in front of the shop window, at its middle point
- Camera at the height of your face
- Stay as far away as possible
- Tripod
- Shoot at night



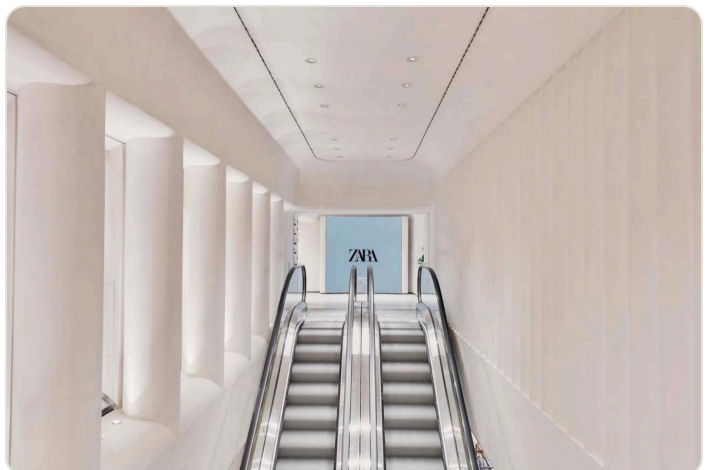
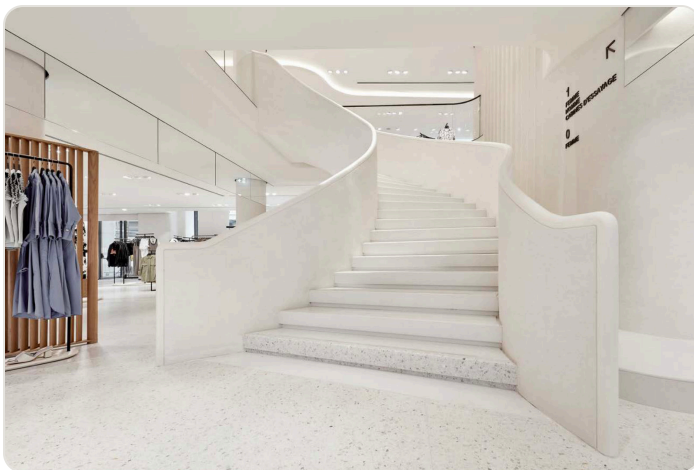
04 Details

- Details matter, inside and outside
- Architectural elements are relevant



05 Composition

- Compose following the lines of the building

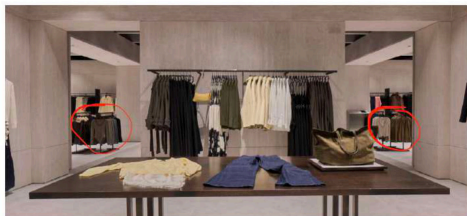
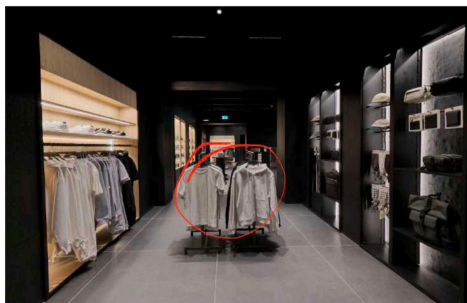
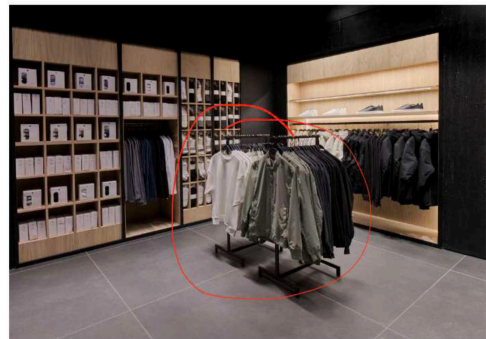
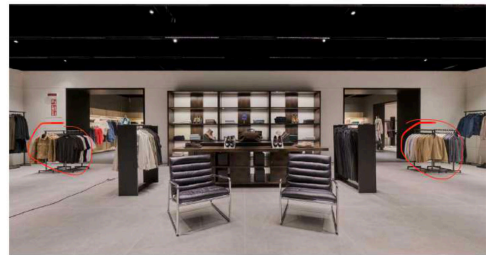
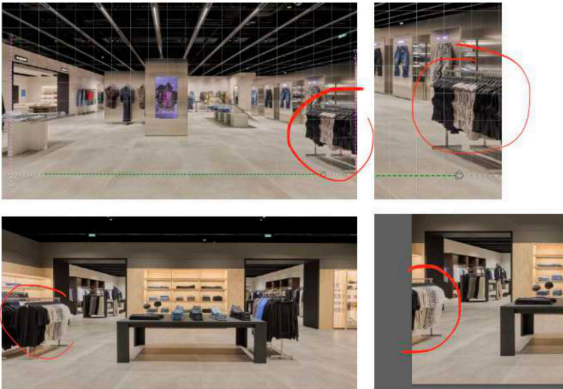


06 What to remove before shooting

They must not appear in the photo. When you finish, put everything back in place.

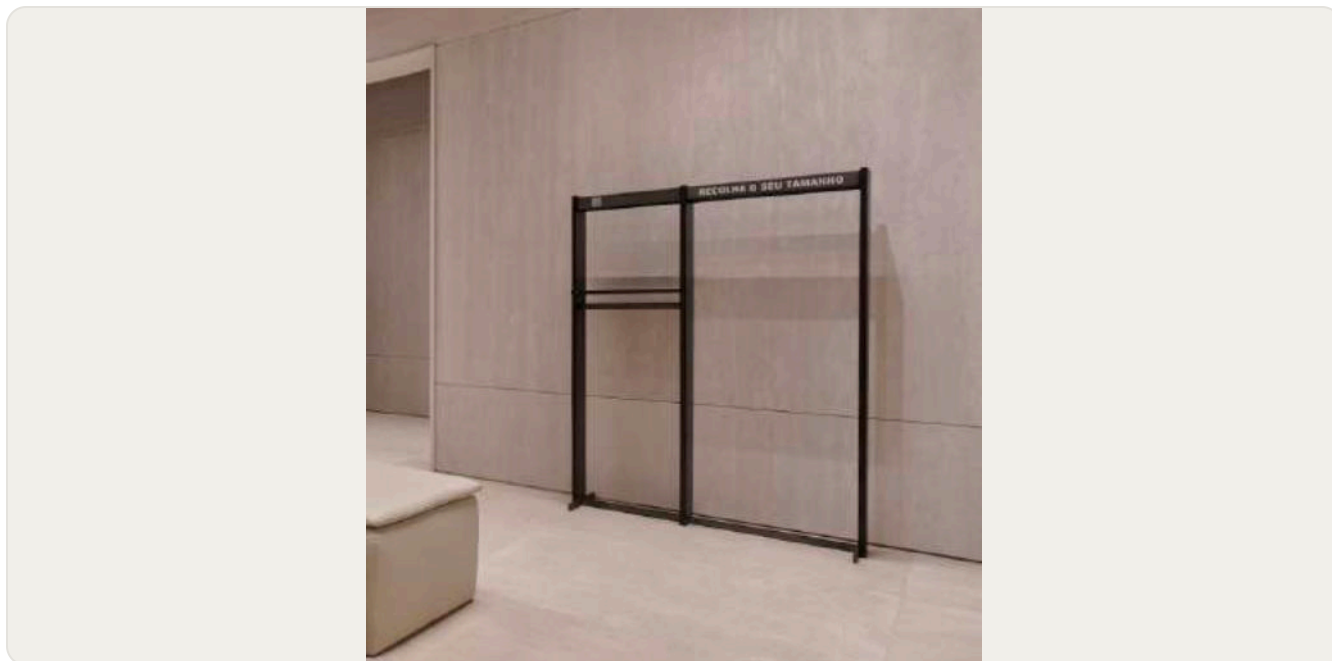
IF VISIBLE Hanging racks 110 / 120

Central hanging racks, 110/120 cm high. If they appear in the frame (cropped edges, side views) or clutter the composition, remove them. In wide shots they are usually in the central aisles.



ALWAYS **Garment return rack**

The rack where returned garments are left. Keep it out of the frame.



ALWAYS **Scarf and accessory stands**

Where scarves, shawls, etc. are hung. They must never appear: always remove them.



IF VISIBLE

Queue guides and crowd-control posts

Operational area. Remove them if visible.



ALWAYS

Self-checkout bags

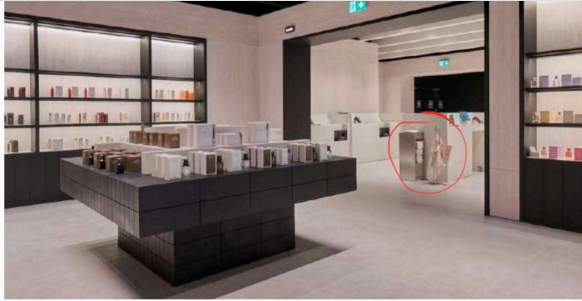
Remove them before you get to shoot that area.



IF VISIBLE

Loose handbag stands

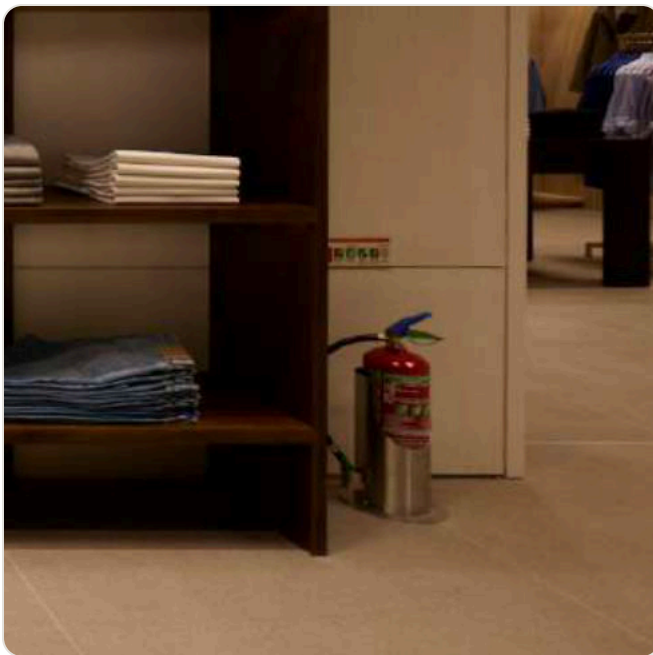
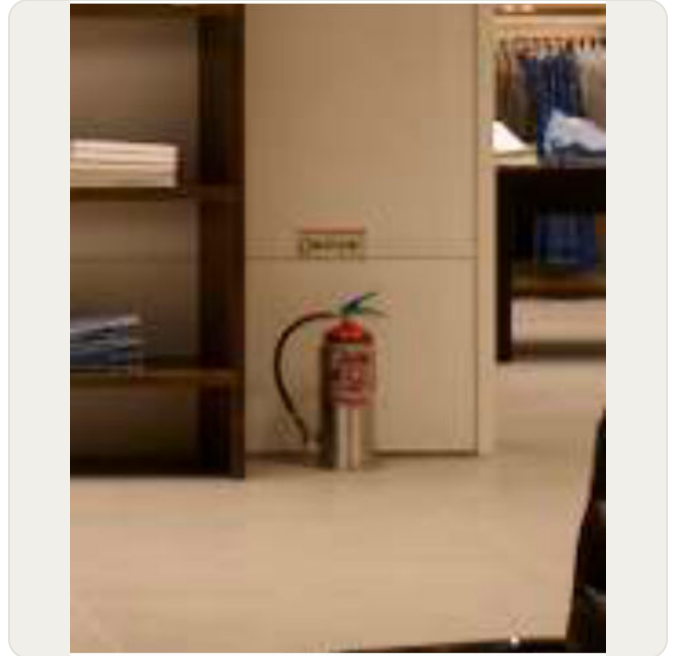
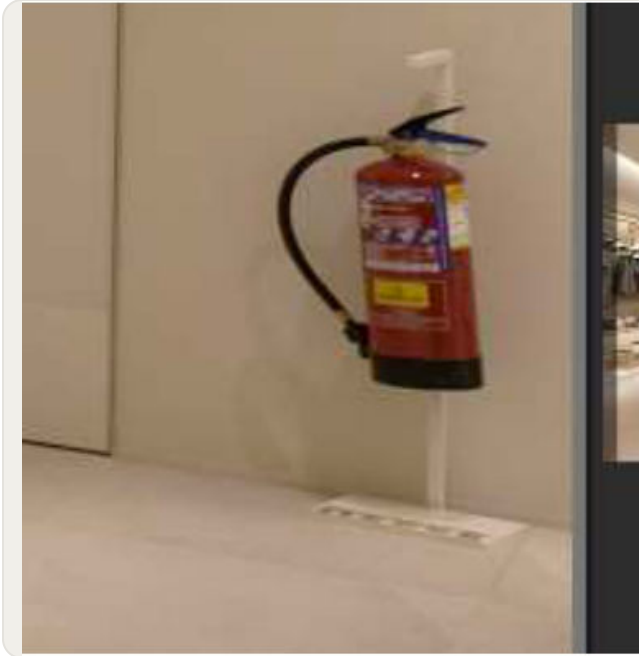
They are now being integrated into the furniture. If they appear loose or standalone, remove them.



IF VISIBLE

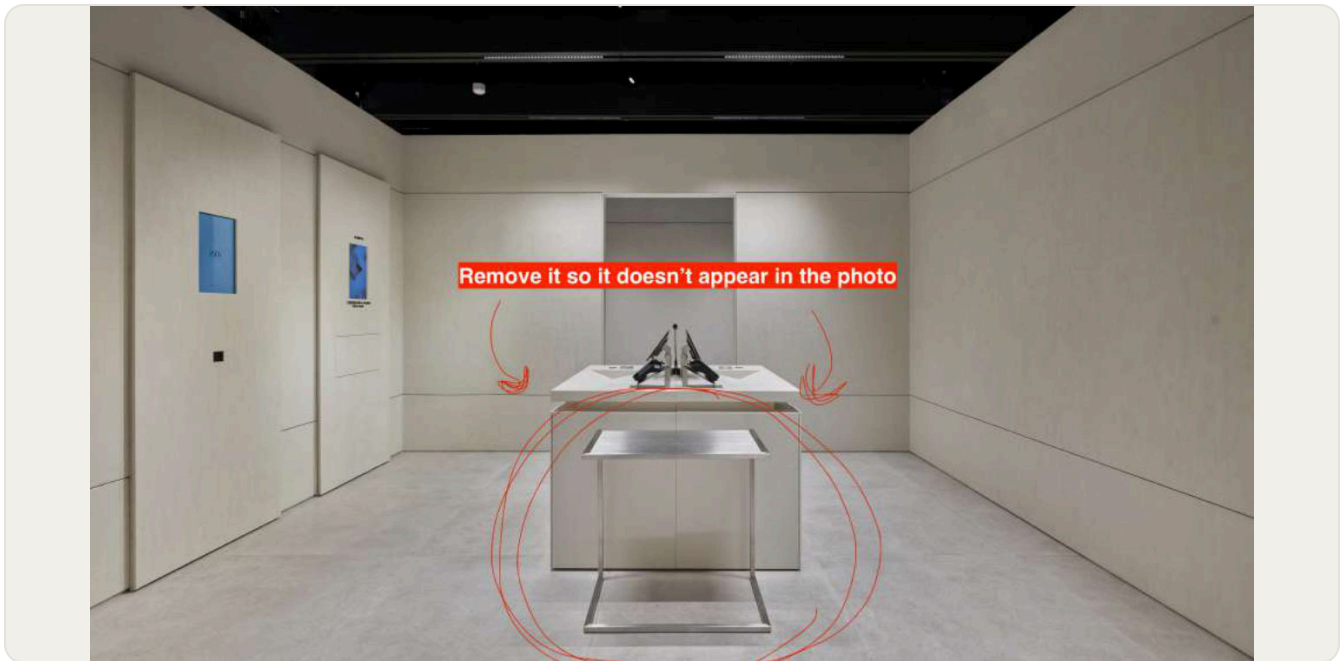
Fire extinguishers

Out of the frame during the shot, and back in place when you finish.



IF VISIBLE Loose plinths and side tables

Remove them so they do not appear in the photo (also the side table attached to the checkout).



IF VISIBLE Umbrella stands and other loose objects

Umbrella stands, tripods, screens or any loose object that is not part of the store.



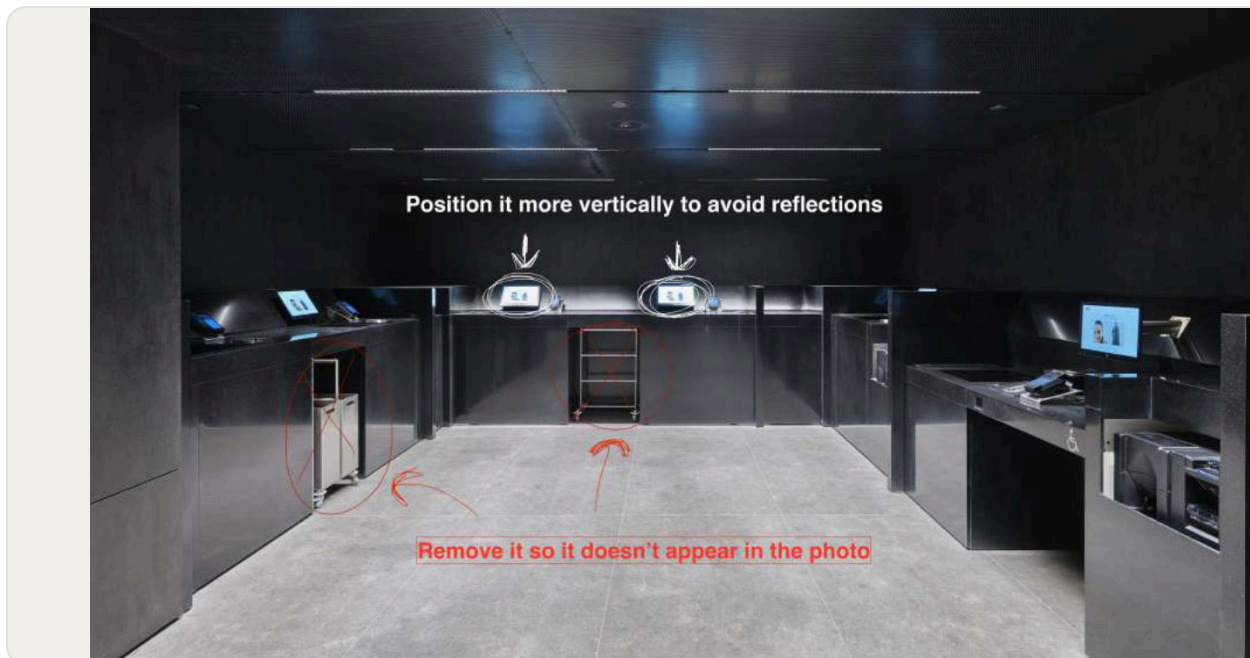
ALWAYS Waste bins

For example in TEMPE. Remove them from every photo before shooting.



NOTE Checkout area: screens and floor

Tilt the screens more vertically to avoid reflections, and clear anything on the floor.



07 Keep in mind when shooting

The furniture behind the TABLE blocks the view into the next room. The RIGHT armchair gets distorted so close to the frame edge: change position or step back.



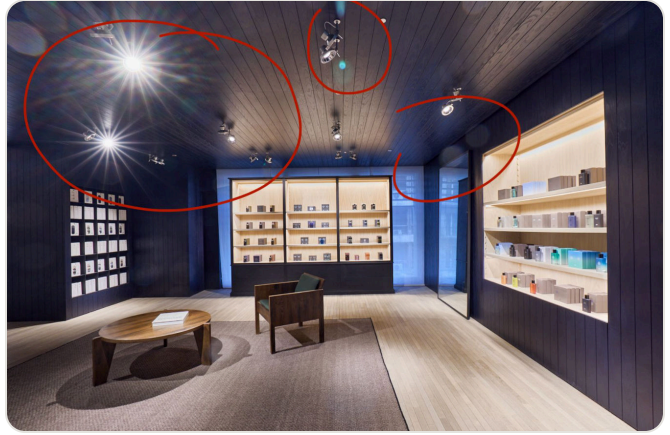
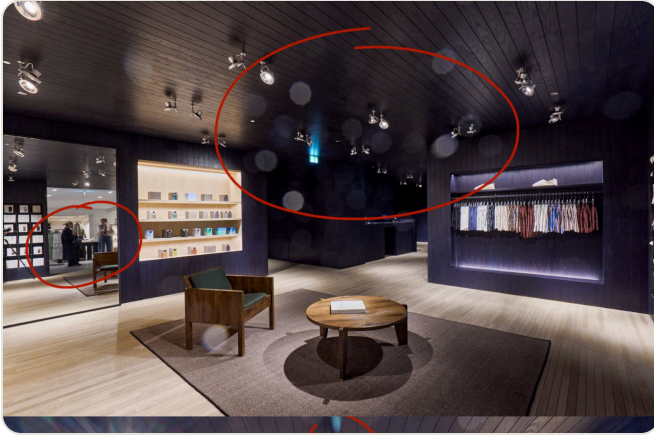
The 110 rack at the back adds visual noise and no value, but in this photo **it must stay in place**: do not remove it. A rare case, shown as an example. **No overlapping garments** if it can be avoided.



08 Light, reflections and lines

Avoid stray light and lens flare

Use a lens hood and position yourself to minimise unwanted light entering the lens.



Watch out for mirror reflections and distracting lines

Check for unintended reflections (mirrors, people) or elements that draw attention away.



Keep lines straight

Tripod and level: straight verticals and horizontals.



09 Checklist before every shot

- ☐ Tripod levelled: straight verticals and horizontals
- ☐ Nothing from «What to remove» in the frame
- ☐ No flare or stray light (lens hood on)
- ☐ No mirror reflections or people in the frame
- ☐ No overlapping garments that can be separated
- ☐ Histogram checked, RAW

10 Latest updates

The latest feedback from the studio and from each opening. Check it before every trip.

15/10/2026

Waste bins: remove them from every photo before shooting (for example in TEMPE).

