

HOLIDAY 2023 SHOT LIST

12 FINAL IMAGES TOTAL
ALL MULTI-BRAND, MULTI-PRODUCT IMAGES

1. GONDOLA POSTER – **INTO** - HAIRCARE (BUMBLE & BUMBLE + AVEDA)
2. GONDOLA POSTER – **INTO** - FRAGRANCE (ESTÉE LAUDER + CLINIQUE)
3. GONDOLA POSTER – **OVERHEAD** - MAKEUP (MAC, SMASHBOX, TOO FACED, BOBBI BROWN)
4. GONDOLA POSTER – **OVERHEAD** - SKINCARE (THE ORDINARY, DR. JART, CLINIQUE, ORIGINS)
5. GONDOLA POSTER – **OVERHEAD** - SKINCARE + MAKEUP (DR. JART, CLINIQUE)
6. WALL POSTER BOX – **OVERHEAD** - MEN'S (CLINIQUE FOR MEN, LAB SERIES)
7. WALL POSTER BOX – **OVERHEAD** - MAKEUP + SKINCARE (MAC, BOBBI BROWN, ESTÉE LAUDER, CLINIQUE)
8. GONDOLA POSTER – **INTO** - MAKEUP + SKINCARE (ESTÉE LAUDER + CLINIQUE)
9. WALL POSTER BOX – **INTO** - SKINCARE (DR. JART, ESTÉE LAUDER, CLINIQUE, ORIGINS)
10. WALL POSTER BOX – **OVERHEAD** - MAKEUP (TOO FACED, CLINIQUE, MAC)
11. WALL POSTER BOX – **INTO** – MAKEUP (SMASHBOX & TOO FACED)
12. WALL POSTER BOX – **INTO** - LUXURY (JO MALONE LONDON, TOM FORD, DARPHIN)

beautihaul is a cosmetics bag with samples that we have in-store. we need professional shots w a plain background to use for socials and ads

13. BEAUTIHAUL (COSMETICS BAG W/ SAMPLES) – ¼ - HOLIDAY POUCH
14. BEAUTIHAUL (COSMETICS BAG W/ SAMPLES) – ¼ - SPRING POUCH
15. BEAUTIHAUL (COSMETICS BAG W/ SAMPLES) – ¼ - PATRIOTIC POUCH
16. BEAUTIHAUL (COSMETICS BAG W/ SAMPLES) – ¼ - SUMMER POUCH

Estée team + prop stylist will make final product choices at shoot similar to last year

ASPECT RATIOS-

Aspect Ratio:
88:217
Dimensions: 81.375"
x 33"
Medium: Print
Use: Wall Poster Box

Aspect Ratio:
300:359
Dimensions: 37.5" x
44.875"
Medium: Print
Use: Gondola Poster
Box

