

BOUTIQUES AND SMALL SHOPS · PHOTO GUIDE

Take better product photos on your phone

Six habits that make your products look as good online as they do on the shelf.



Six habits, one minute each.

01

Use daylight

Shoot near a window and turn off the flash and the shop lights if they are yellow. Daylight shows true colours, so fewer people are surprised when the item arrives.

02

Use a plain background

A white wall, a wooden table or a sheet of card keeps the eye on the product. Move tags, bags and clutter out of frame.

03

Show the details

Take close ups of the fabric, stitching, label, texture or finish. People cannot touch it online, so the photo has to show it.

04

Show it in use

Show the bag on a shoulder, the mug in a hand, the dress on a person. It helps people picture the size and how it would fit their life.

05

Show the shop too

Shoot your shelves, window and counter when they look their best. Locals like to see what it feels like to walk in.

06

Keep a set look

Use the same spot, light and angle for your product shots. Your feed looks tidy and each item is easy to compare.

Or let Suara do it for you.

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