



Job Description

Photographer

About the job:

We are seeking a talented and experienced Fashion and Apparel Photographer to join our creative team. The Fashion and Apparel Photographer will be responsible for capturing high-quality images of our products in a manner that highlights their unique features and appeals to our target audience. The ideal candidate will have a strong understanding of fashion photography techniques, excellent attention to detail, and a creative eye for composition and styling. This role requires the ability to collaborate with stylists, models, and other team members to create compelling visual content that aligns with brand aesthetics and standards.

Responsibilities:

1. Plan and execute photo shoots for fashion and apparel products, including clothing, accessories, and footwear.
2. Collaborate with the creative team to develop concepts and mood boards for each shoot.
3. Select and prepare appropriate equipment, props, and backgrounds to achieve desired aesthetics.
4. Direct and style models to ensure they showcase products in an appealing manner.
5. Capture high-quality images that meet brand standards for composition, lighting, and editing.
6. Retouch and edit photos as needed to enhance visual appeal and ensure consistency across all images.
7. Stay updated on industry trends, emerging techniques, and new technology in fashion photography.
8. Maintain a strong understanding of brand identity and target audience preferences.
9. Collaborate with the marketing team to ensure visual content aligns with campaign objectives and messaging.

Requirements:

1. Bachelor's degree in Photography, Visual Arts, or related field.
2. Proven experience as a fashion photographer, with a strong portfolio showcasing fashion and apparel photography work.
3. Proficiency in digital photography equipment and software, including DSLR cameras, lighting equipment, and Adobe Creative Suite (Photoshop, Lightroom, etc.).
4. Strong understanding of lighting techniques, composition, and color theory.
5. Detail-oriented with a keen eye for aesthetics and visual storytelling.
6. Knowledge of fashion trends, styles, and industry standards.
7. Experience working with models and stylists to achieve desired looks.