



LOOKLET



A new approach to fashion imagery

Traditional photoshoots are rife with uncontrollable variables that ultimately result in inconsistent outcomes. When coordinating between photographers, models, hair and makeup artists, stylists, digital techs, set designers (and the list goes on), crucial time is inevitably lost, and reshoots are often needed.

When creating the art of the editorial or campaign image, some uncertainty is almost essential to capturing magical moments – it's just a natural part of the process. But in shooting fashion product imagery for online, the process needs to be highly optimized in order for you to reach your targets.

Now imagine a fully streamlined, fast, intuitive, ultra-modern assembly line that seamlessly solves your production puzzle, saving you significant, vital capital that does not sacrifice on quality and even enables new forms of creativity.

Looklet was born out of a love of fashion, photography, and intelligent engineering.

We are relentless in our aim to uphold the highest of creative standards, and retailers trust us to deliver unmatched value.

Read on to find out how we can help your business flourish.





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Welcome to Looklet

The modern workflow

Looklet offers retailers and brands an intelligent and modern solution to e-commerce fashion image production.

Through small process changes, in-house studios and virtual styling, we reduce the complexity of image production, getting your images to market faster — all in a high-quality and cost-efficient manner.

1. Capturing

Garments are shot one by one, in all available angles, in a Looklet set installed at a location of your choosing. No need to wait for full jobs to arrive — just shoot individually as they come in.

2. Processing

Once your items have been shot, our intelligent software solution uses machine learning and special algorithms, plus a final human quality check, to prepare the garments for styling.

3. Styling

Use the Look Creator software to style out full looks by choosing models, body variations and backgrounds from our digital library. Ghost shots, detail images and styling variations shot in the same studio are all carried through here for you.

4. Monitoring

To help you stay on top of your production KPIs, we offer a thoroughly integrated Dashboard with all of your studio data. We can also help you set up bespoke integration packs to automate actions, ensuring you get the most out of our solution.





Shoot, style, sell

Looklet's robust, innovative studio sets are meticulously designed and optimized to meet the highest industry standards. No digital techs or photographers required – a true plug and play solution for retailers looking to harness the power of technology to optimize their image production. We offer mannequins for womenswear, menswear, childrenswear and plus size.

(Images 1. – 3.)

After your items are shot one by one in our studios, they are then ready for styling in the Look Creator software – where the magic happens. Choose from our available library of models, backgrounds, effects and both arm and leg pose variations. Need to swap out an out-of-stock item for another? No problem – in our software, all you need to do is recall and restyle.

(Image 4.)



Boost sales with new styling freedoms

Looklet is the only tool in the world that allows you the after-the-fact freedom to restyle or adjust looks without having to organize a reshoot. As all items you shoot in the Looklet system live in the Look Creator library, you can create new looks with them at any time.

Once a look has been styled and exported from the Look Creator software, your team may decide to try to boost sales by replacing a top with another, or by changing the model, or even their expression/hairstyle.

Then, take it a step further and personalize. With Looklet, you can show different styles to different customers, be it by geographical location, season, demographic, trend, you name it – the possibilities are endless, yet available for you today.

Any number of looks are possible using the same garment.

Just a few of Looklet’s unique benefits

Faster time to market

No need for models, hair styling, makeup or retouch. Export your images directly after digitally compositing.

Cost-effective

Allocate your budget wiser by scaling production costs. A Looklet set is fully operable by just 1 person, and we take care of all model-related fees.

Complexity reduction

Our fully digital process simplifies the many variables involved in coordinating production workflows.

Consistent high quality

With our automated solution, you can always predict and control the output.

Flexible restyling and merchandizing

Our easy-to-use styling software opens up new forms of creativity, where you can restyle looks and change models infinitely.

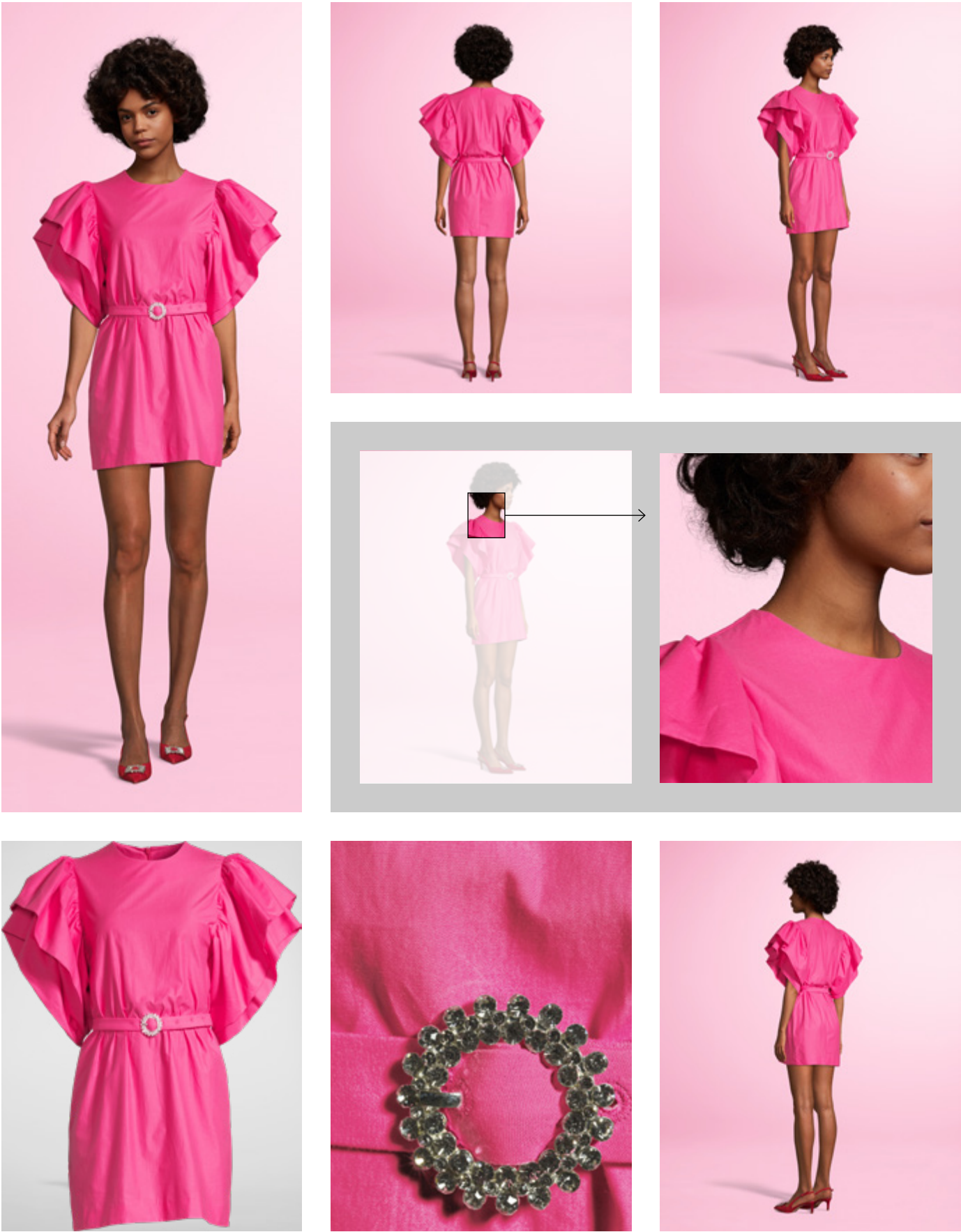


Your full suite of imagery, in one place

Tailor your image series to suit your e-commerce platform, while storing it all under one roof.

Looklet offers front, back and two side angles, with the addition of Ghost and fabric detail shots – all captured in the same studio, in high resolution.

Exact side angles differ between pose/
mannequin types.





The studio

The Studio is custom-designed by our specialized engineers in Sweden. Combining prestigious and reliable manufacturers such as Canon and Profoto, this state-of-the-art studio is the hub of the Looklet Solution. And, by capturing model, detail and Ghost shots all in the same set, your logistical planning is vastly simplified via one centralized source.

Optimally designed for use by just one or two studio operators, our studio allows you a scalable, industrial yet modern workflow to streamline your fashion e-commerce image production.

Canon 5DS for excellent, proven image quality and resolution.	Durable hardware including Looklet mannequins with lightweight magnetic fixtures.	Ergonomically considered, with custom-designed storage for efficient usage of space.
Software-operated with fixed settings for high productivity and ease of use.	Profoto flashes for consistent lighting, putting your garments in the spotlight.	See measurements and drawings of the studio in the Appendix, pg. 62–65.



Seven mannequins, and the range is steadily growing

At Looklet, we have a complete category offering including womenswear, menswear, kidswear, plus size, and maternity.

More mannequin types are in progress and may be requested through a co-financing partnership.



DAVID
MENSWEAR

ELLA
BENT LEG

ELENA
STRAIGHT LEG

MATERNITY
ADD-ON

FRIDA
PLUS SIZE

DENNIS

CHLOE

ANNA

BEN

AGE 6

AGE 3

WOMENSWEAR

CHILDRENSWEAR



1. Ella*

Size: 36 EU / 4 US
Height: 188 cm / 6'2" (with heels)
Models: 32

2. Elena*

Size: 36 EU / 4 US
Height: 188 cm / 6'2" (with heels)
Models: 23

*Elena and Ella are based on the same model body, Ella with one bent leg and Elena with straight legs, respectively.

Female mannequins

3. Frida

Size: 44 EU / 14 US
Height: 182.3 cm / 5'11" (with heels)
Models: 5

4. Maternity

Add-on belly for Ella / Elena Mannequin.

See measurements and drawings of the studio in the Appendix, pg. 70–75.

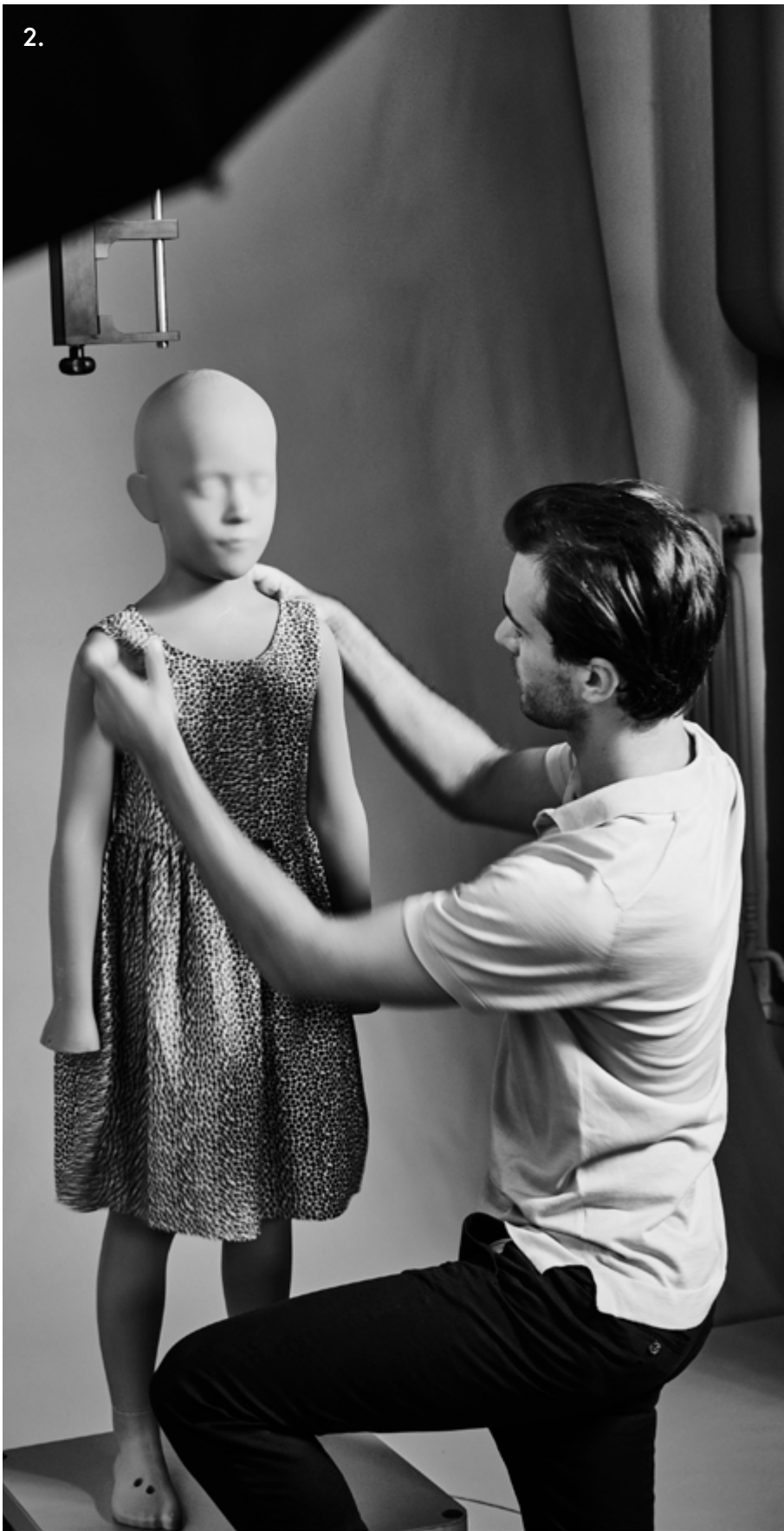
1. David

Size: M–L EU / US
Height: 185 cm / 6'1"
Models: 19

Male mannequin

See measurements and drawings of
the studio in the Appendix, pg. 70–75.





1. Anna and Ben, Age 3

Size: 98 EU / 4T US
Height: 101 cm / 3'4"
Anna models: 4
Ben models: 3

2. Chloe and Dennis, Age 6

Size: 122 EU / 11 US
Height: 126 cm / 4'0"
Chloe models: 4
Dennis models: 4

Kids mannequins

See measurements and drawings of
the studio in the Appendix, pg. 70–75.

Ghost



Shooting high-quality Ghost images for your items has never been easier. Forget the clunky, separate solutions you may be accustomed to – ours is built into the existing studio, with a set of hangers usable across pose categories.

The Ghost rig slides effortlessly into frame, allowing a second operator to begin styling the next look on the mannequin behind simultaneously.



Fabric detail

Whether it's an intricate print, ruffle, or simply a divine material, highlight attractive details in your products with the built-in fabric detail camera, stored in a handy spot at the right side of the main rig.





Shoes

Complete your looks by shooting shoes in the same Looklet studio, using the shoe plate and accompanying kit. They will then be available for styling on your model in the Look Creator software.



Item Creator — where the process begins

The Item Creator is our proprietary tool that orchestrates the image capture workflow in the studio. Beginning with a scan of the item barcode, our intelligent program guides you through the steps desired to get all of your required imagery. The Item Creator can also pull product information automatically via simple technical integration with your PIM. Items are shot one at a time on a chosen mannequin, which are then processed by us after uploading and returned to you for styling in the Look Creator.

Key features

- Automatic mannequin rotation between angles for seamless, quick shooting
- Manage and edit your garment details during or after production
- Shoot items in a Batch to collate the day’s job, or organize prop items
- Add items to a Group for instant styling together later in the Look Creator
- Intuitive, clean interface allows new users minimal onboarding
- Upload items to our cloud server once an item is complete



Look Creator — our flagship tool for modern styling

Our styling software, the Look Creator, is where your looks come to life.

This powerful tool helps you to combine your garments into looks with the finishing touches of models, body variations, backgrounds and additional effects.



Key features

Search and style by color, category, designer and more

Save time by styling with Templates that you can pre-set, edit and share with colleagues

High resolution image renderer allows sharp quality control over your looks

Click-and-go complete with pre-grouped item sets

Extensive library of models and body variations

Adjust tone, contrast, saturation, model positioning or any combo of these effects as desired to your full image

Designed for teamwork, users can assign or color-code looks to colleagues for peer review or co-styling

Add most-used or favorite styling items, models and more to your workspace for quick reference, or create groups of Bookmarks for easy access to brand-specific styling guidelines





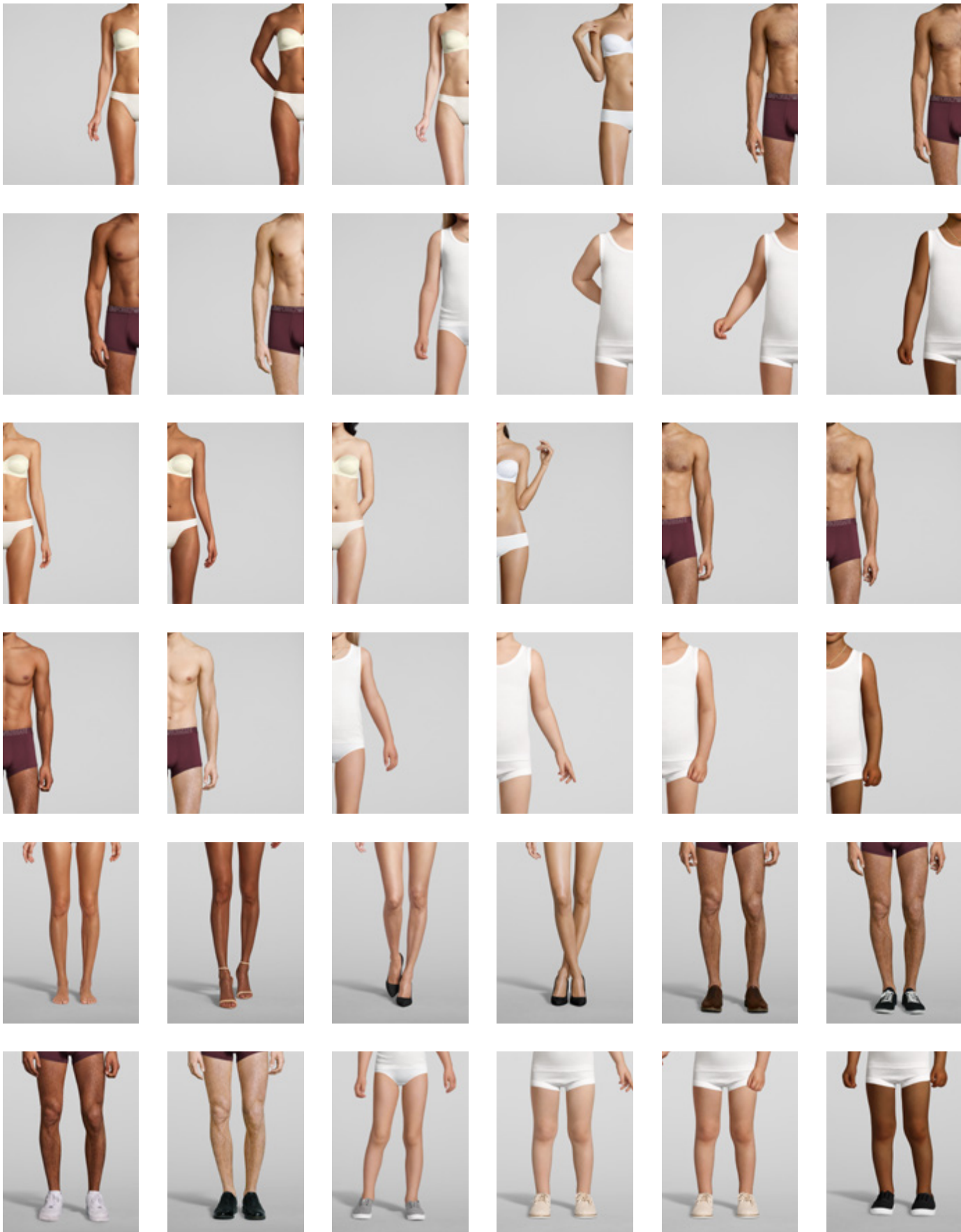


Access a high-caliber model library without the hassle of separate licensing

Our model library is an immensely high-value resource – available to you for look styling directly in the Look Creator. With over 80 models shot in hundreds of different hair and makeup looks and expressions, our offering has you covered across category and occasion needs, to best present your products.

We manage the licensing behind the scenes, working with established model agencies globally – so you can focus on optimizing sales and ensuring brand identity in styling. We can also shoot custom models for you upon request.

A small selection of the library across pose types; full portfolios can be provided upon request.



Bring your looks to life with over 500 body variations

While you may be shooting on a mannequin, there’s no reason to forego integral, dynamic movement with Looklet. Depending on the silhouettes of the garments you’re styling with, there are hundreds of body variations across pose types to add to your look – all selectable in the Look Creator. We continuously release new arm and leg options for different category and client needs – always natural, forever innovating.

A small selection of the arm and leg choices available across pose types.

Add subtle color and orientation refinements — directly in the styling software

Boost saturation, lower contrast, shift positioning – just a few of the available options that bring effortless vibrancy to your product pages.



Left aligned

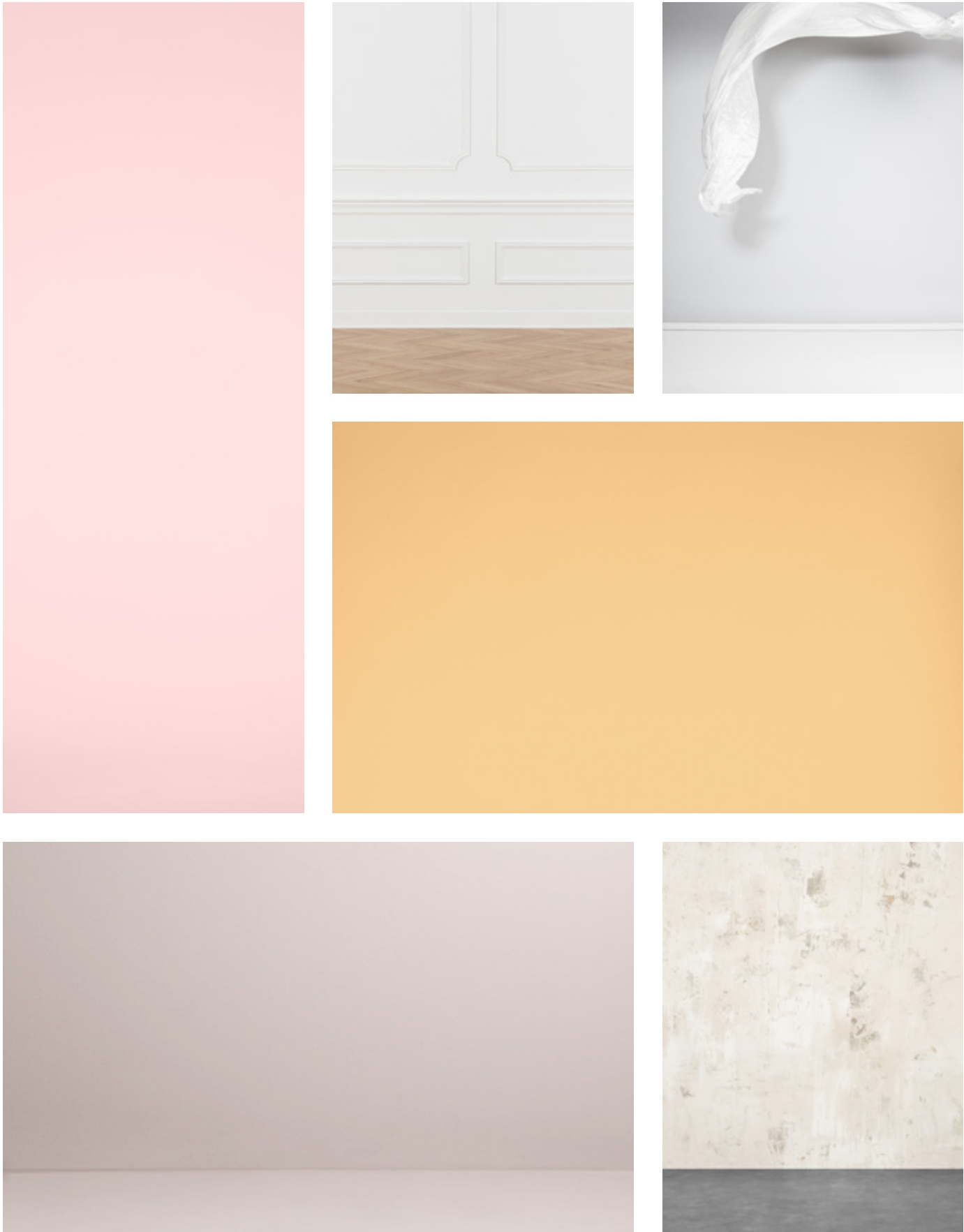


Less contrast

More contrast



Right aligned



Pick from over 50 backgrounds, or request your own that we can custom-create for your brand

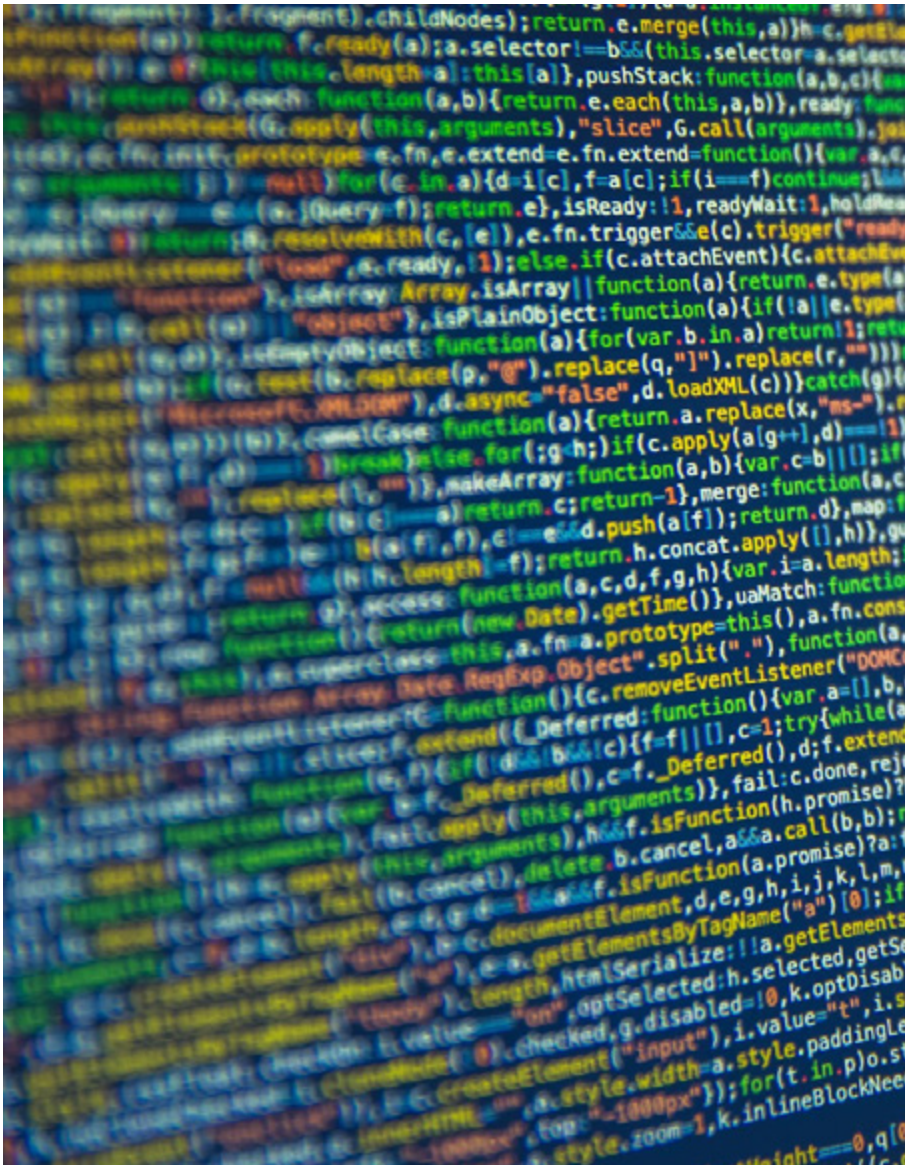
Backgrounds are yet another customization option available to you when completing your outfit images in the Look Creator. In setting up your Looklet account, we have a number of available standard backgrounds that we can add for you at no extra cost – both variations in standard whites as well as a number of bright colors and chic scenes.

Depending on your needs, we can also create tailored ones for you, as well as bespoke dynamic model shadows.

A few of our available standard backgrounds, showcasing the range of directional options.



Smarter, faster



Connect your data / image management tools to our system to automate studio steps and receive a number of useful data points to optimize your production.

Some of the integration options we offer include:

Data Import API

Link any properties specific to your system through your Looklet workflow automatically, from the scan of an item’s barcode.

Push API

Subscribe to notifications of events triggered in the Looklet system during image production, or review shot images in bulk.

Export Integration

Export completed images to any location you need.

Suite Integration

Group predetermined items together for automatic styling in the Look Creator.

Image Export Naming

Customize based on your existing export naming specifications.

Use cases and further information can be provided on request.

Excel in your operations with the Dashboard overview

Forecasting and production schedules are never straight forward, but Looklet can significantly help you when it comes to tracking production within your studios to ensure you hit your targets.

Our Client Data Dashboard gives you a complete overview of production, for both items shot in studios using the Item Creator and final images exported from the Look Creator software.

Divided into five sections, the Dashboard covers:

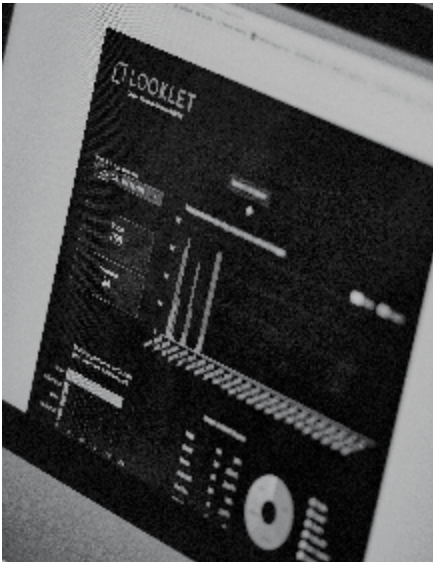
Studio overview:
Thorough studio and category overview

Studio details:
See production per studio by day with an hourly breakdown

Reshoot statistics:
Monitor quantity and category information for reshoot garments

Look Creator overview:
All the information you need regarding created looks

Raw data:
View and download your production data by day, week or month and item by item



Two ways to work with us

Whether you are a large-scale retailer, a brand with smaller collections, or just want to try us out – there are two ways to collaborate with Looklet.



In-House

For larger productions, Looklet would install studios on your premises. You'll have a dedicated account manager, full access to the styling software, including the model library.

Studio partners

Looklet works with two top-tier studios in New York and Berlin. Send your garments to our studios there for one-stop-shop services.

Additional services

Customer Service:

Our Support teams in the US and Europe are dedicated to helping you whenever needed and ensuring your production is uninterrupted. Our specialists have deep expertise in IT, photography and studio maintenance so you can rest assured you are in capable hands.

Client Login:

From improving your team's studio workflow to styling tips and tricks, our exclusive Client Login hosts all of our manuals and tutorials for quick and convenient reference.

Exclusive model shoots:

Looklet can shoot any model of your choosing for your exclusive use, in our specific digitalization process, for a set fee with a number of looks.

Deeper integration:

Per the information detailed on page 53, Looklet can build any kind of technical integration for automated actions, customized to your systems and needs.

Get in touch

If you think the Looklet Solution could be interesting for your business, do get in touch via the details below.

With offices in Stockholm, Paris and New York, our team is ready to further assist you with more information, to discuss potential partnerships or to schedule a visit to Looklet studios nearest you.

Thank you and we hope to hear from you soon!

business@looklet.com





Studio measurements

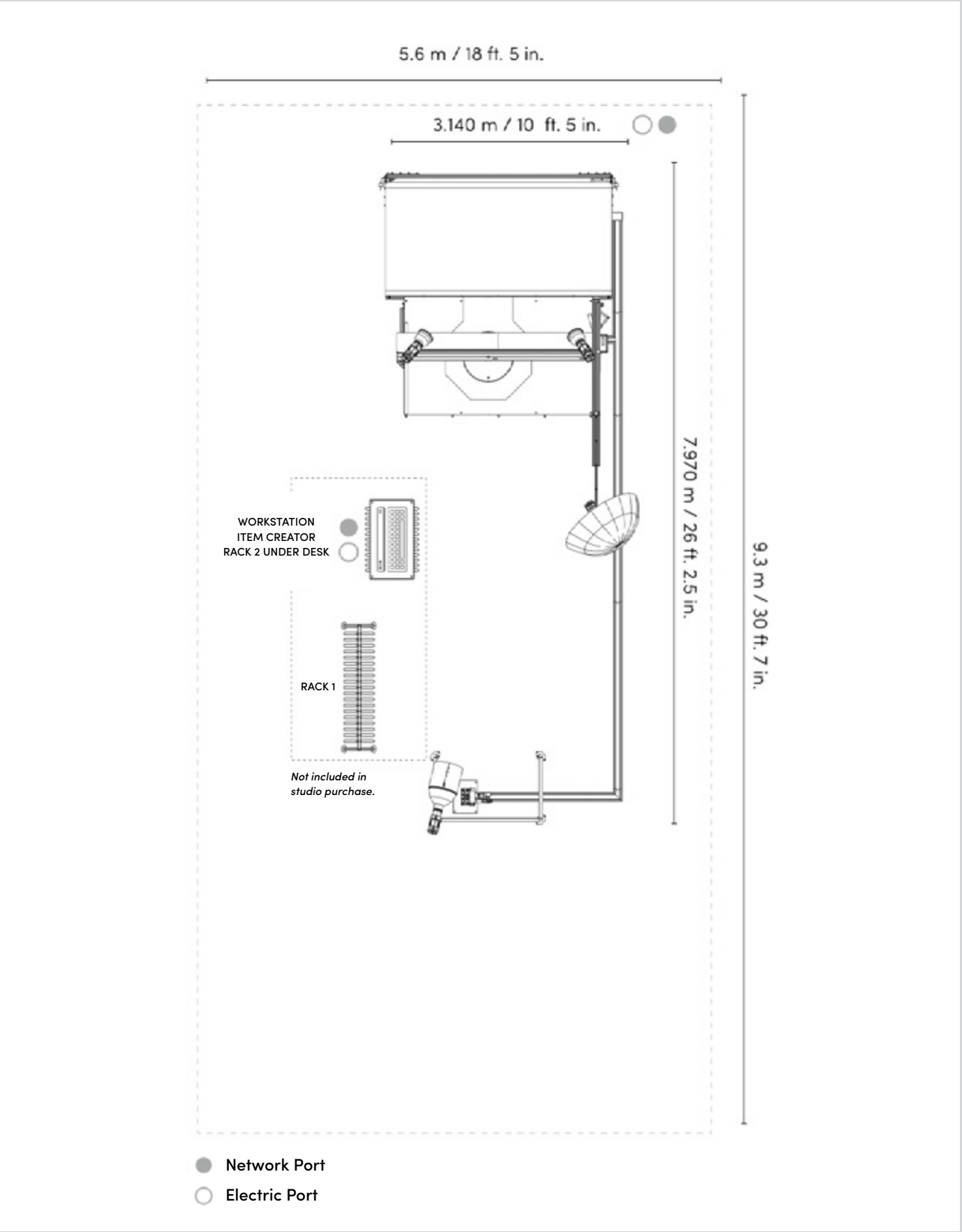
Please note space is required around the studio for clothing racks, workstation and prep area. Refer to the diagram at right for recommended placement of these items.

*The computer and operator workstation are not provided by Looklet.

Studio	Recommended full area
Length: 7.970 m / 26 ft. 2.5 in.	Length: 9.3 m / 30 ft. 7 in.
Width: 3.140 m / 10 ft. 5 in.	Width: 5.6 m / 18 ft. 5 in.
Height: 2.920 m / 9 ft. 6.96 in.	Height: 3.4 m / 11 ft. 2 in.

Please refer to the diagram for recommended placement of workstation, clothing racks, storage and prep area.

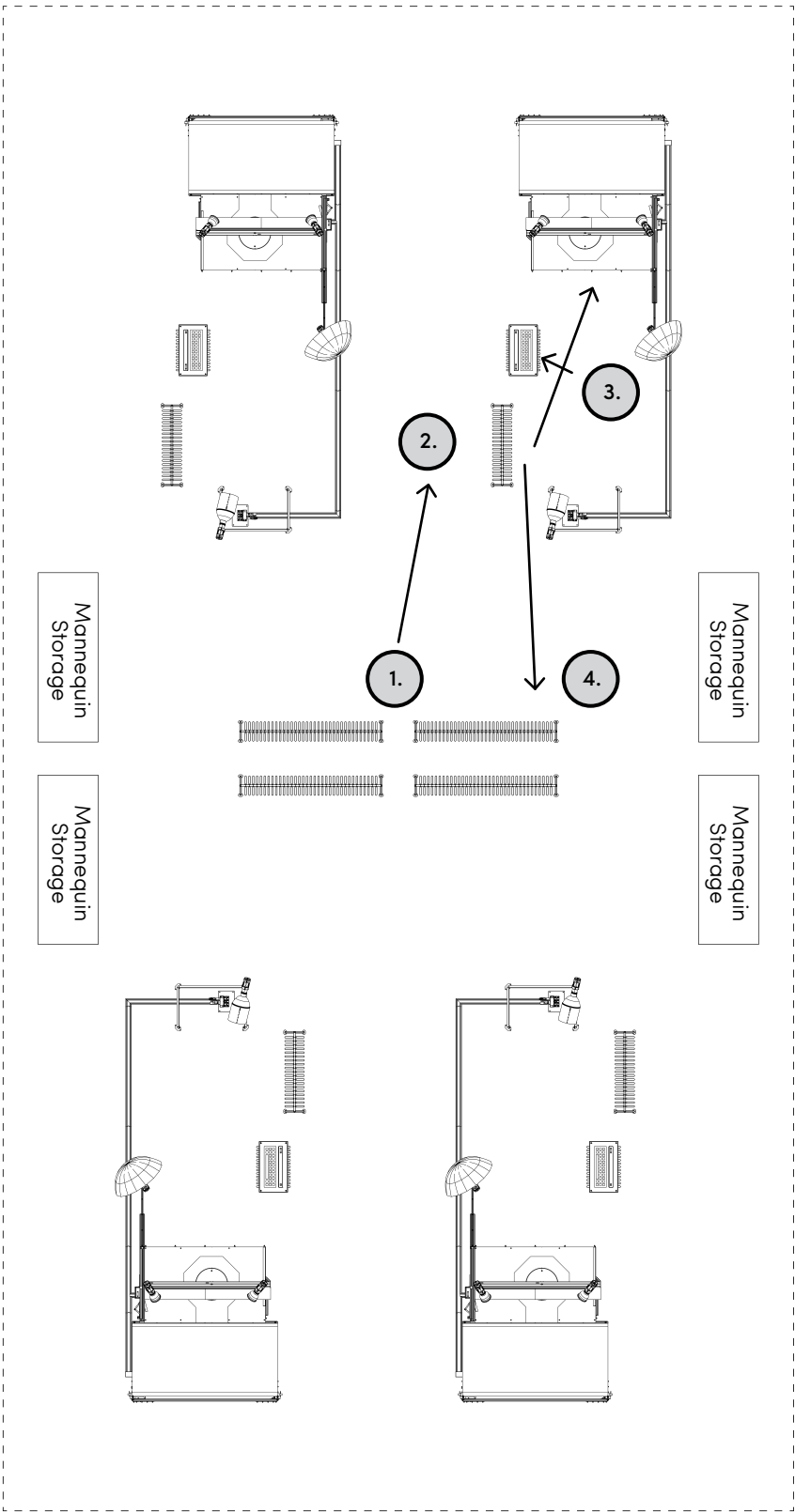
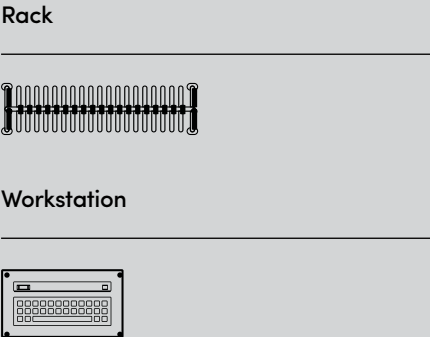
Studio Crate (for initial delivery only)	Power supply
Height: 2.6 m / 8.6 ft	Looklet Studio: 2 outlets. European 230V / 16A or US 120V / 30A.
Length: 1.6 m / 5.1 ft	Computer workstation*: 1 outlet
Width: 1.2 m / 4 ft	
Weight: ca 700 kg / ca 1 550 lbs	



Last updated 2019-08-07: Measurements and layout may be changed at Looklet's discretion.

Suggested Studio Layout and Workflow

- 1. Garments arrive to the studio (usually from Sample Management), and are then prepped to be shot (steamed).
- 2. Studio operators move ready racks to their designated sets.
- 3. Each garment is shot one at a time in the studio using the Item Creator.
- 4. Once garments have been shot, they can be sent on to their next destination (often Copy teams).





Ella

Female mannequin

Clothing sizes	Measurements and weight
General: EU: 36–38 / S US: 4–6 / S UK: 8 / S	Height: 188 cm / 6'2" 179 cm / 5'10" without feet
Shoes: EU: 39–40 US: 8.5–9.5 UK: 7	Thighs: 50 cm / 19.7 in
Jeans: W27, L32–34	Chest: 84 cm / 33 in
Bra: EU: 70 C US: 32 C UK: 32C	Hips: 92 cm / 36.2 in
Please note that clothing sizes may vary between brands.	Shoulders: 96.5 cm / 38 in
	Waist: 67 cm / 26.3 in
	Weight: Mannequin: 8 kg / 17 lbs (excl. disc, feet, and hands) Disc: 3.2 kg / 7 lbs Feet: 1 kg / 2 lbs



Elena

Female mannequin

Clothing sizes	Measurements and weight
General: EU: 36–38 / S US: 4–6 / S UK: 8 / S	Height: 188 cm / 6'2" 178 cm / 5'10" without feet
Shoes: EU: 39–40 US: 8.5–9.5 UK: 7	Thighs: 50 cm / 19.7 in
Jeans: W27, L32–34	Chest: 84 cm / 33 in
Bra: EU: 70 C US: 32 C UK: 32C	Hips: 92 cm / 36.2 in
Please note that clothing sizes may vary between brands.	Shoulders: 96.5 cm / 38 in
	Waist: 67 cm / 26.3 in
	Weight: Mannequin: 7 kg / 16 lbs (excl. disc, feet, and hands) Disc: 3.2 kg / 7 lbs Feet: 1 kg / 2 lbs





Frida

Female mannequin

Clothing sizes	Measurements and weight
General: EU: 44–46 / L–XL–1X US: 14–16 / L–XL–1X UK: 16–18 / L–XL	Height: 182.3 cm / 5’11” 175 cm / 5’9” without feet
Shoes: EU: 39–40 US: 8.5–9.5 UK: 6–7	Thighs: 66.3 cm / 26.1 in
Jeans: EU: W33, L32 US: 14–16 / L–XL–1X / W33 L32 UK: 18–20 / L–XL	Chest: 105.7 cm / 41.3 in
Bra: EU: 90D US: 40D UK: 40C	Hips: 115 cm / 45.2 in
Please note that clothing sizes may vary between brands.	Shoulders: 115 cm / 45.2 in
	Waist: 85.5 cm / 33.6 in
	Weight: Mannequin: 9 kg / 19 lbs (excl. disc, feet, and hands) Disc: 3.2 kg / 7 lbs Feet: 1 kg / 2 lbs



David

Male mannequin

Clothing sizes	Measurements and weight
General : EU: 48–50 / M–L US: 38–40 / M–L UK: 38–40 / M–L	Height: 185 cm / 6’1”
Shoes: EU: 43–44 US: 9–10 UK: 9.5–10	Thighs: 54.4 cm / 21.4 in
Jeans: W32, L32	Chest: 94 cm / 37 in
Please note that clothing sizes may vary between brands.	Hips: 95 cm / 37.4 in
	Shoulders: 115 cm / 45.2 in
	Waist: 77.5 cm / 30.5 in
	Weight: Mannequin: 8 kg / 17 lbs (excl. disc, feet, and hands) Disc: 3.2 kg / 7 lbs Feet: 1 kg / 2 lbs

Chloe and Dennis

Age 6

Kids mannequins



Clothing sizes
Clothing:
EU: 122
US: 6X-7
UK: 6-7
Shoes:
EU: 28
US: 11
UK: 10
Please note that clothing sizes may vary between brands.

Measurements and weight
Height:
126 cm / 4'1"
Thighs:
37 cm / 14.5 in
Chest:
61 cm / 24 in
Hips:
66 cm / 25.9 in
Shoulders:
72 cm / 28.3 in
Waist:
56 cm / 22 in
Weight:
Mannequin: 3.5 kg / 8 lbs (excl. disc, feet and hands)
Disc: 3.5 kg / 8 lbs
Feet: 0.5 kg / 1 lbs



Anna and Ben

Age 3

Kids mannequins



Clothing sizes
Clothing:
EU: 98
US: 4T
UK: 3-4
Shoes:
EU: 24
US: 8
UK: 7
Please note that clothing sizes may vary between brands.

Measurements and weight
Height:
101 cm / 3'3"
Thighs:
29 cm / 11.4 in
Chest:
54 cm / 21.2 in
Hips:
56 cm / 22 in
Shoulders:
62 cm / 24.4 in
Waist:
51 cm / 20 in
Weight:
Mannequin: 2.5 kg / 5 lbs (excl. disc, feet and hands)
Disc: 3.5 kg / 8 lbs
Feet: 0.5 kg / 1 lbs





LOOKLET

REIMAGINE FASHION IMAGERY