



We Bring Your Fashion Dreams To Life

## Lookbook Tips and Tricks

### So What Exactly is a Lookbook?

Think of it as your own 'mini magazine' – a tool to inspire customers and show how your products could fit in their lives. Lookbooks can often be confused with catalogues. The main difference is that a catalogue will most likely have direct product shots, prices and product information for people to order from. A lookbook is about creating an atmosphere or showing a 'look' of the item in its natural setting. The aim is to create aspirational lifestyle images that your target market can relate to.

### What is the Purpose of a Lookbook?

Lookbooks allow you to show off your products styled in different ways, give a behind-the-scenes look at your creative process, and pass on hints and tips. In a nutshell, they're a great way to market your products and build awareness of your brand.

### What Should it Look Like?

Who do you want to buy your products? What do they look like, what images do they respond to? If using a model, make it someone that your target market can relate whilst still being aspirational. When deciding on location options consider places that your target market might visit or an apartment/home/garden they can see themselves living in.

- Plan your content. Why are you creating a lookbook? Tailor the content to suit that purpose. It could be for a specific season or event such as a summer festival or wedding fair.
- Prepare your content – have your text written, photos taken, and an idea as to how you'll present it.
- Design. Once you have the images, the lookbook can be put together in a design program like Photoshop, Indesign, Illustrator or a free program like Gimp. You need to be able to save the pages as a pdf booklet which you can then turn into an online book for visitors to your website to browse through. Issuu is great for this. Remember a lookbook is like a supporting document. You will still need clear product photos in your online shop to work in tandem.
- Take inspiration from the big guns. Topshop, River Island, ASOS.com – they all use lookbooks.
- Minimizing costs. The majority of us need to limit our business costs especially if we are just starting out. When creating a lookbook start by asking friends and family to get involved. If you need props, look around your home, ask your friends or local businesses to borrow something. Offer them a credit and the use of the photos for their own promotion.

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### Where Can I Find an Example of a Lookbook?

Check out big names like Anthropologie, Ted Baker, as well as some smaller designers like V.Mora's own Pourquoi Pas.

- <http://www.anthropologie.com/anthro/category/shop+the+lookbook/may-catalog.jsp#look1>
- <http://www.lazyoaf.com/lazy-oaf-womens-summer-2014>
- [http://www.tedbakerpromotions.co.uk/lookbooks/uk/ss14\\_web/](http://www.tedbakerpromotions.co.uk/lookbooks/uk/ss14_web/)
- <http://pourquoiPASSf.myshopify.com/pages/lookbook>

### Ok, So Now What?

Lookbooks can be presented in hardcopy or digital format. Many people are choosing digital over print as it is more cost-effective and easier to send to potential customers.

If you choose to publish online, there are several options available!

*Check out:*

<http://threadvine.com/> -- The number one online resource for lookbooks.  
-<http://issuu.com/>  
<http://themes.shopify.com/themes/lookbook/styles/classic>

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