

bernas.lab
by studio.bernas

A COMPLETE PRODUCT GALLERY TRANSFORMATION

From packshots *to a cohesive catalogue*

We transform your existing packshot gallery into a cohesive catalogue on an AI model, with your brand's products precisely composited into every image.

Exceptionally realistic imagery.
Every frame hand-retouched in Photoshop.

LET'S DISCUSS YOUR CATALOGUE →

YOUR NEW PRODUCT GALLERY

One gallery.
One visual identity.

We replace your entire packshot catalogue with a cohesive on-model gallery, using an AI model created for your brand. Lookbook imagery is included in the scope. Each product receives an agreed set of images ready for your store.



NECKLACES



EARRINGS



HANDS AND WRISTS

A complete catalogue transformation
Consistent product pages, collections and lookbooks.

Realism and manual post-production
Every image individually refined in Photoshop.

Remarkable realism.
Expert hand retouching.

We refine every image individually in Photoshop. AI creates the model and setting; your actual jewellery is cut out from source photographs and precisely composited into the final image.



PRODUCT COMPOSITING

Geometry

Shape, stones, settings and structural details.

Scale

Dimensions and proportions relative to the ear, neck, hand or wrist.

Integration

Natural skin, perspective, contact, lighting, shadows and reflections.

Photographic lighting, natural skin texture and precise integration of jewellery and model create an exceptionally realistic result. We manually harmonise colour, detail and finish across the entire series.

PRODUCT ACCURACY GUARANTEE

100%

Your jewellery.
True to the original.

We guarantee that the jewellery shown matches the approved source photographs and product dimensions. Size, proportions and details form part of the agreed acceptance criteria.

Size and proportions

Product scale matched to the body using supplied dimensions.

Details and construction

Stones, settings, links, clasps and metal finish.

Revision rounds included

We refine the images until you approve them, within the agreed brief.

The reference is the complete product imagery and dimensions supplied by your brand.

An AI model. *Exclusively yours.*

We develop and approve a dedicated model for your brand. The same visual identity carries through collections, new products and future communications.





ONE VISUAL IDENTITY

The model's appearance, skin details, hairstyle and photographic direction are documented in your catalogue standards.

EXCLUSIVE TO YOUR BRAND

We do not use your approved model for other clients. The scope and duration of exclusivity are set out in the agreement.

Catalogue and lookbook. *A consistent series.*

We establish reference compositions and lighting for each jewellery category. Every image is hand-retouched and checked for realism. The whole collection shares consistent colour, detail and finish.



CLEAN CATALOGUE



SOFT-LIT LOOKBOOK



CLOSE-UP DETAIL

Necklaces, earrings, rings and bracelets - in agreed compositions, proportions and formats.

From existing images *to your new gallery.*

01 Full catalogue audit

Product and variant list, current packshots, lookbook, dimensions and intended uses.

02 Model and visual standard

Model appearance, lighting, background and compositions for each product category.

03 First batch and revisions

Product verification, scale adjustment and revision rounds until the reference images are approved.

04 Gallery rollout in batches

Production across the full product list, consistency checks, approvals and replacement-ready files.

READY TO PUBLISH

Files named by product and variant codes. Agreed compositions, formats and a complete image set for each product page.

MORE WAYS TO WORK TOGETHER

From catalogue *to campaign.*

Building on your established visual identity, we create fashion imagery, portraits and collection launch assets. A shared model and direction connect your store with your brand communications.



FORM / DETAIL



PORTRAIT / LIGHT

Creative direction, styling and deliverables are tailored to the campaign's objectives.

Colour and emotion. *Collection character.*

Beauty imagery and jewellery portraits turn your catalogue into a complete visual story. From a bold concept to a classic campaign image.



BEAUTY / COLOUR



JEWELLERY / PORTRAIT

Selected work and aesthetic directions. Each final shoot is developed individually for your brand.

Your product.
In a new light.

Styled product imagery for collection communications: stone, texture, soft light or stronger contrast. A complement to your cohesive on-model gallery.



LIGHT / TEXTURE



FORM / CONTRAST

New sets and product concepts are quoted as extensions to the main catalogue project.

New launches.
Ongoing production.

Once your new gallery is live, we can regularly expand the catalogue and create campaign assets. Choose a standalone project or an ongoing collaboration.

VISUAL SPRINT

Remote AI shoot

A focused shoot for a new product, a small launch or a specific set of images.

CAMPAIGN EXTENSION

Campaign extension

New images and scenes developed from an existing shoot and your approved visual language.

VISUAL LAUNCH

New campaign or lookbook

An original concept and complete image series built around a new collection.

ONGOING VISUAL PRODUCTION

Production subscription

An agreed monthly allocation of assets and reserved production slots. New releases in a consistent style.

Scope and pricing are agreed individually. The complete catalogue is a separate project.

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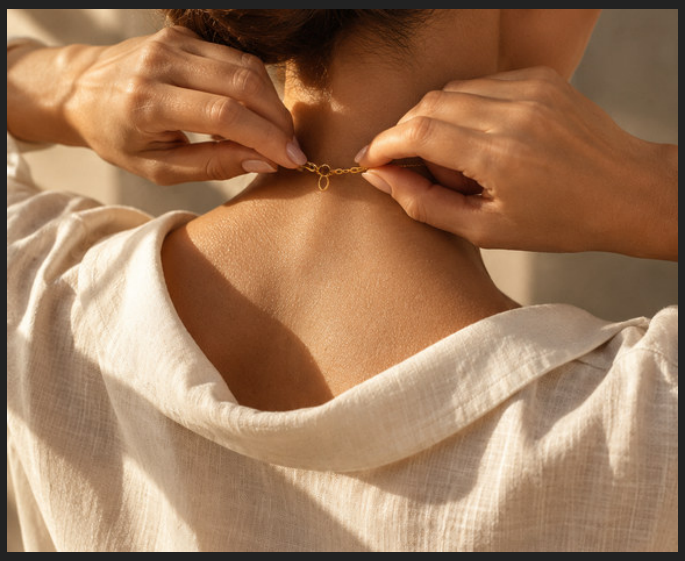
Let's start with *your gallery.*

Send us your store link, product count and sample packshots. We will prepare a gallery transformation plan: AI model, image scope, schedule and quote.





contact@maciejbernas.com

Maciej Bernas / Studio Bernas

This portfolio illustrates aesthetic directions. Product accuracy and acceptance criteria are confirmed using your brand's source materials.