

The \$20,000 photoshoot. It never had to happen.

A full catalogue refresh that was quoted at roughly \$20,000 and two months of studio time shipped inside a week.

100+

SKUS COVERED

1600+

SHOTS UNDER A MONTH

THE PROBLEM

100+ footwear SKUs needed fresh listing imagery.

A traditional shoot and approval cycle would cost about \$20,000.

The expected turnaround was two months.

THE BREAKTHROUGH

Gola pasted in its product URLs, explored moodboards and applied planned shoots across the catalogue. The website refresh was completed within a week, with minimal iteration and every product detail intact.

Photoshoot Moodboards

Explore different visual directions

Template Photoshoots

Create photoshoots with a planned visual direction

