

JO MALONE

VOLUME 1 • ISSUE NO.1 • FLAT LAY



QUESTIONS & ANSWERS



WHAT'S THE CONCEPT BEHIND THE PHOTO?

ENGAGING CONSUMERS

I wanted this image to engage consumers with the brand, that's why I kept the logo in detail and identity of the brand.

WHAT DO YOU LIKE ABOUT THE PHOTO?

BRAND IDENTITY

I like this image because I feel it doesn't need words to explain the brand, Jo Malone is iconic.

WHAT DID YOU SHOOT IT ON?

MY CAMERA

Camera - Sony AX9

Lens - FE 2.8/90 macro G OSS

WHAT PLATFORM DO YOU SEE THIS WORKING ON?

INSTAGRAM

I shot this image with Instagram in mind; however, this image is very sleek and goes with the brand's identity therefore I believe this could work well on many platforms.

JO MALONE

VOLUME 1 • ISSUE NO.2 • SYMMETRY



QUESTIONS & ANSWERS



WHAT'S THE CONCEPT BEHIND THE PHOTO?

SELLING THE PRODUCT

To sell the product, I wanted people to see this image on social media and want to click the link to purchase the item.

WHAT DO YOU LIKE ABOUT THE PHOTO?

FOCUS AND SYMMETRY

The sharpness of the image, the logo is really detailed and the way it is symmetrical really intrigues me.

WHAT DID YOU SHOOT IT ON?

MY CAMERA

Camera - sony ax9

Lens - fe 2.8/90 macro g oss

WHAT PLATFORM DO YOU SEE THIS WORKING ON?

INSTAGRAM

I shot this for social media platform Instagram in particular, Instagram is mainly for images more than anything. Also, Instagram has a newer feature where you can tag the item to purchase it straight away. However, I believe it would work on Facebook, Pinterest, Twitter and some others.

YSL

VOLUME 1 • ISSUE NO.3 • SYMMETRY



QUESTIONS & ANSWERS



WHAT'S THE CONCEPT BEHIND THE PHOTO?

SELLING THE PRODUCT

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IN MY BAG

VOLUME 1 • ISSUE NO.4 • FLAT LAY



QUESTIONS & ANSWERS



WHAT'S THE CONCEPT BEHIND THE PHOTO?

ENGAGING CONSUMERS

To gain followers, I was thinking about what content I like to see. Things like vogues "in my bag" sections. There were many outcomes for this, but I chose this outcome as I believe this was more 'casual' compared to others that might have been better for branding or selling products. However, I do believe a lot of these 'casual' posts do grab attention and become a touchpoint for some consumers.

WHAT DO YOU LIKE ABOUT THE PHOTO?

LIFESTYLE

I like the fact it has a personal level with it, it's not just a product laid out. It reflects a lifestyle. And shows what works well together.

WHAT DID YOU SHOOT IT ON?

MY CAMERA

Camera - sony ax9
Lens - fe 2.8/90 macro g oss

WHAT PLATFORM DO YOU SEE THIS WORKING ON?

INSTAGRAM

I think this would work best for Instagram. Especially because it does have a friendlier vibe.