

E -Commerce photography trends



ACTIVEWEAR - 2021



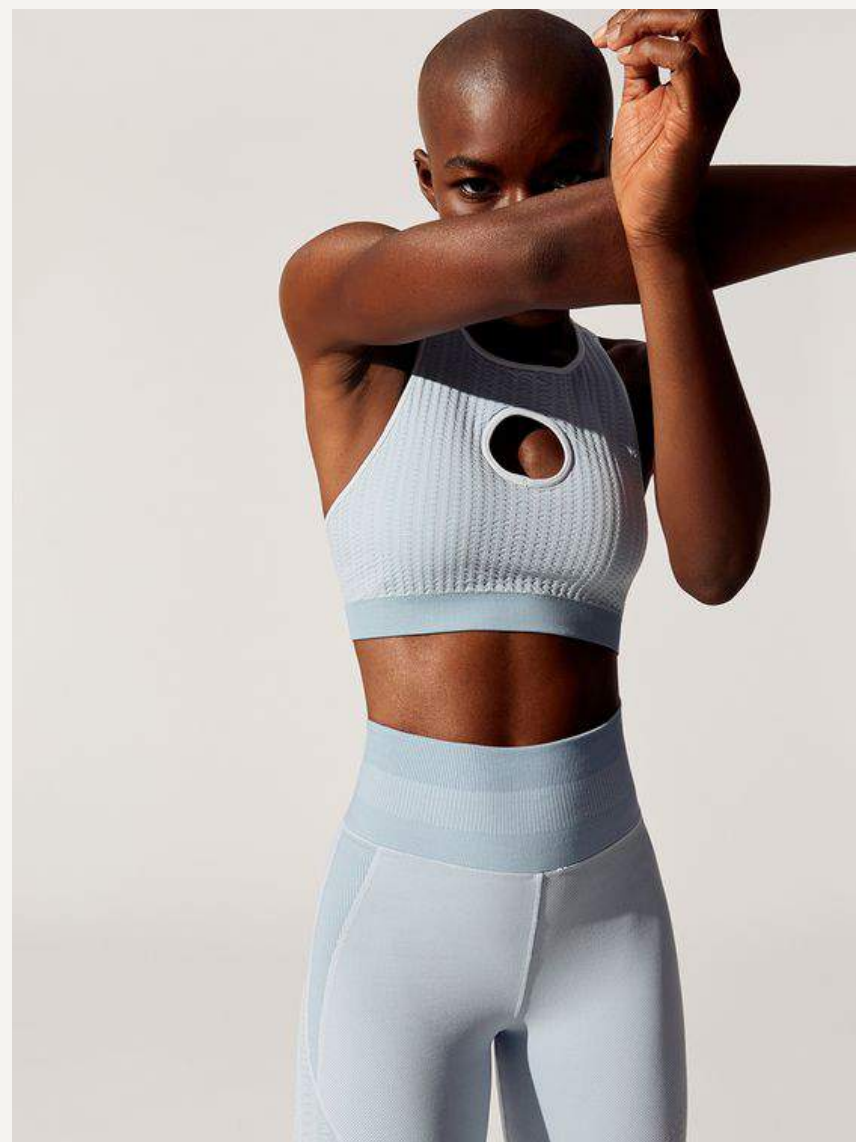
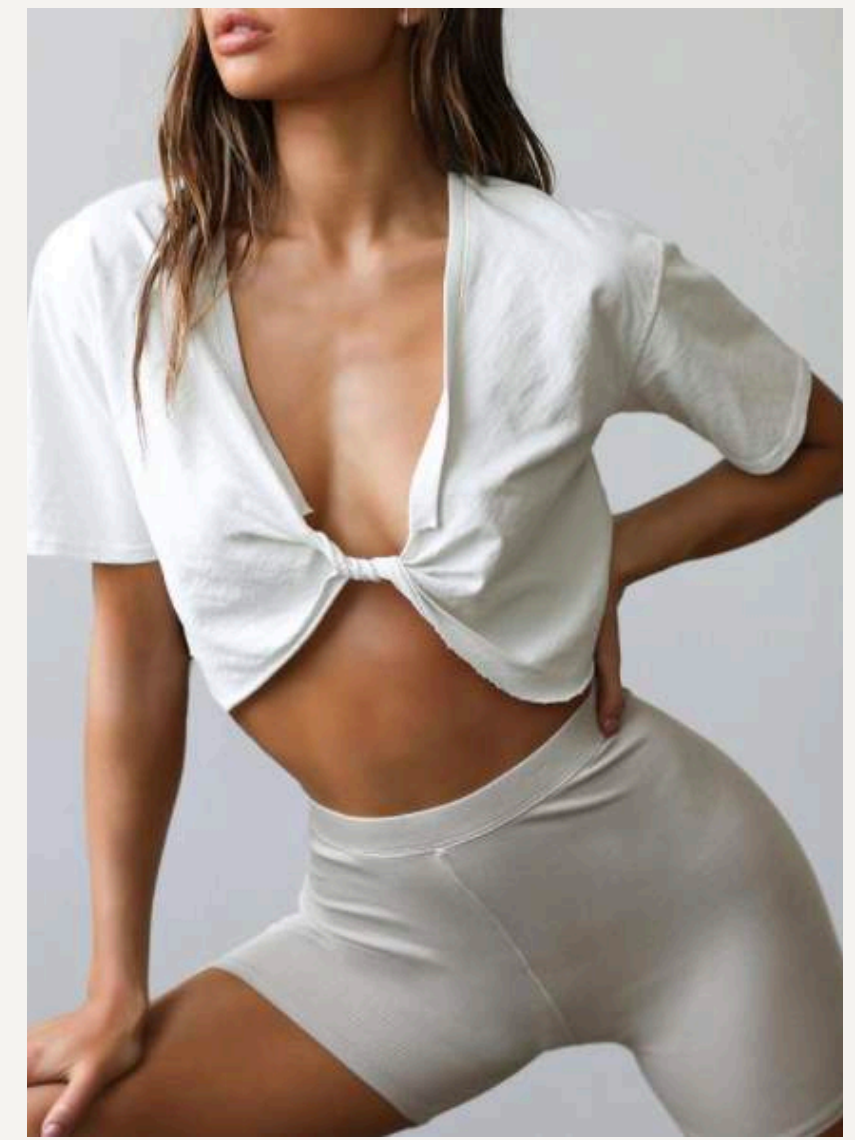
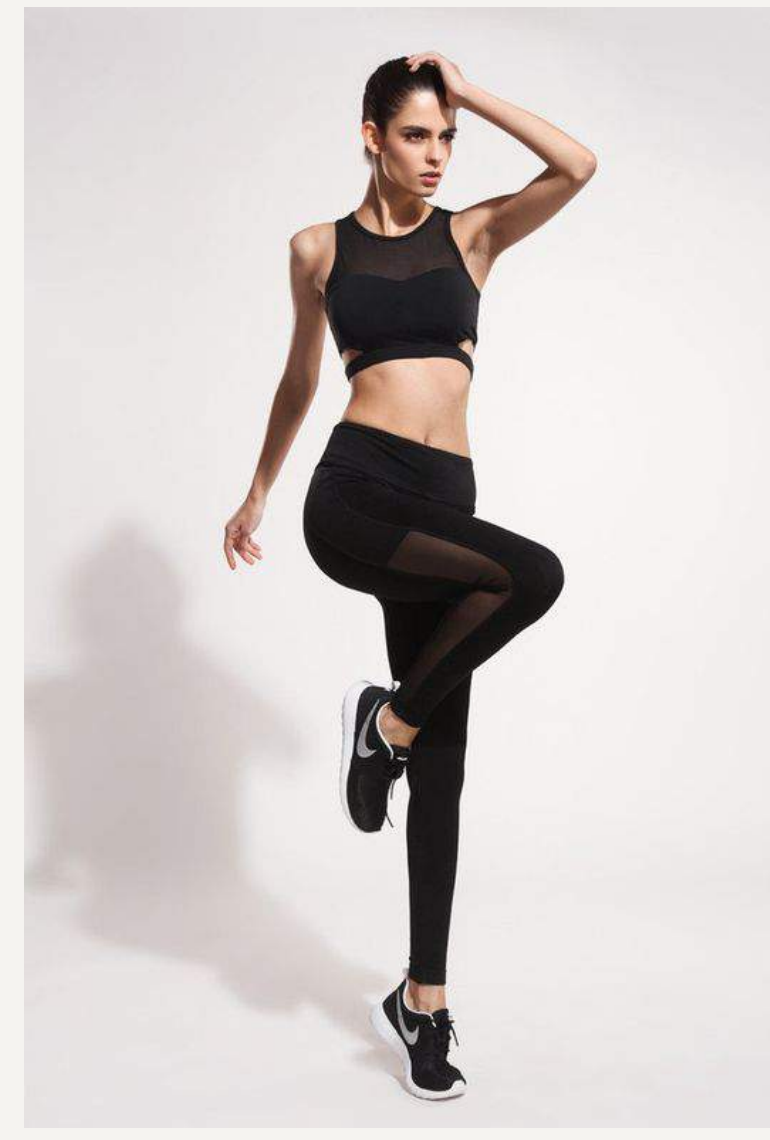
2021 Colour Trends

Colour trends have been some of the fastest-changing trends and as quick as the bold bright colours came in we are now seeing them head out.

So what's next? Well, we have seen an increase in more neutral coloured colourama's and almost skin tones been used.

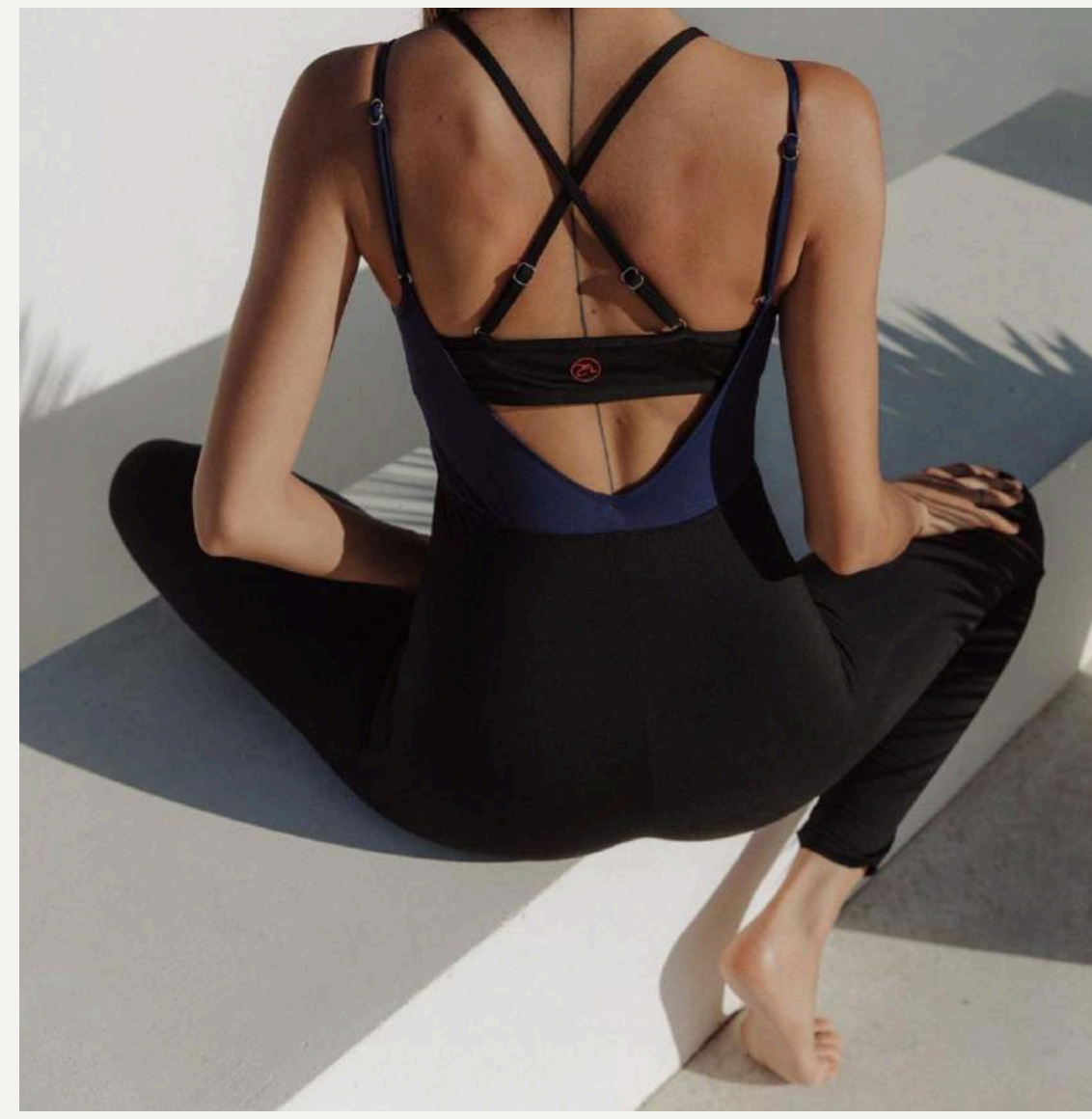
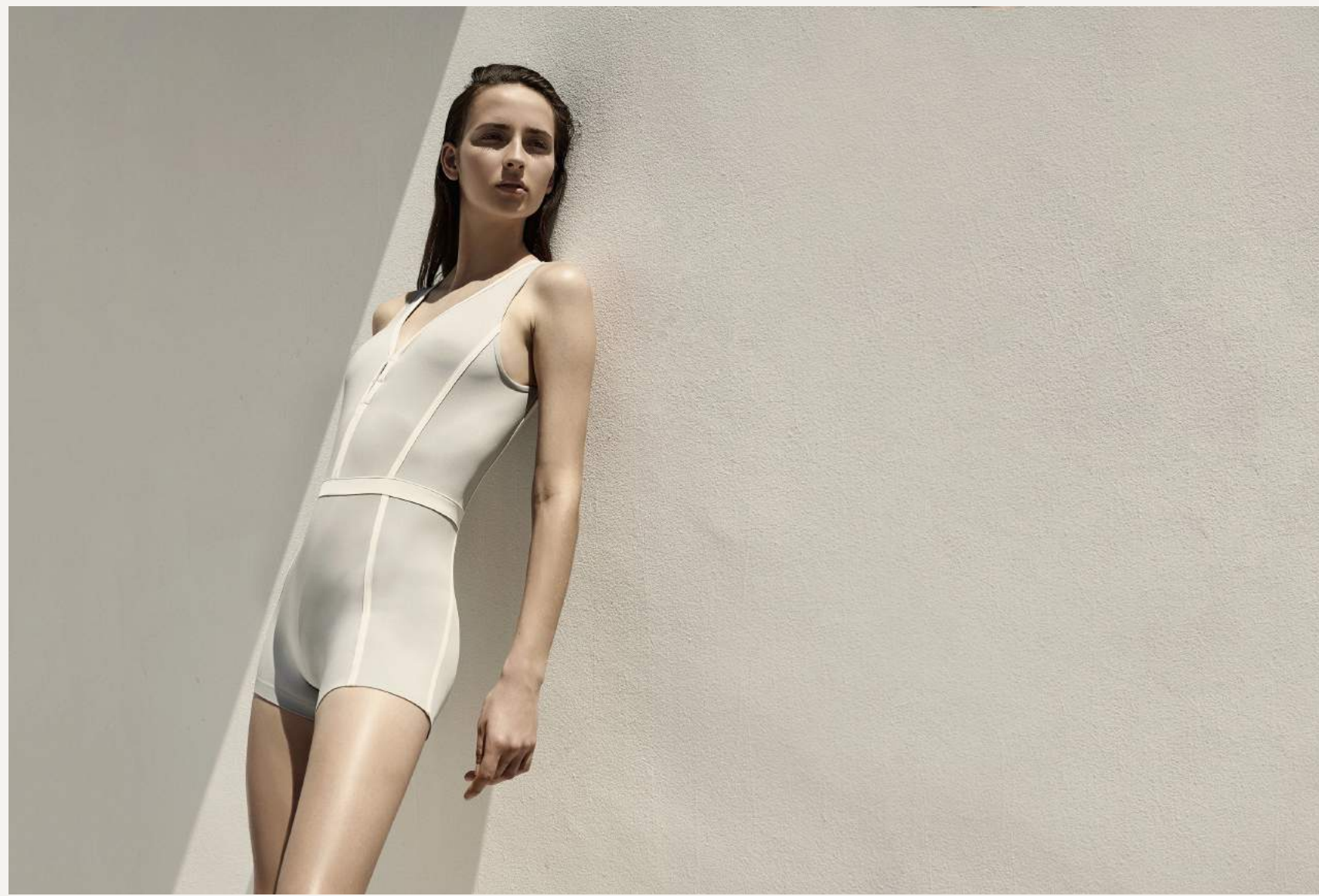
As more brands are wanting to express their views on sustainability we have seen a shift in their style of E commerce photography. This more natural and organic style uses warmer tints, textures and natural style light.

At XO studio we provide an extensive range colourama backdrops to help you discover the perfect colour tone for your brand.



2021 Shape and Shadow

XO



2021 Shape and Shadow

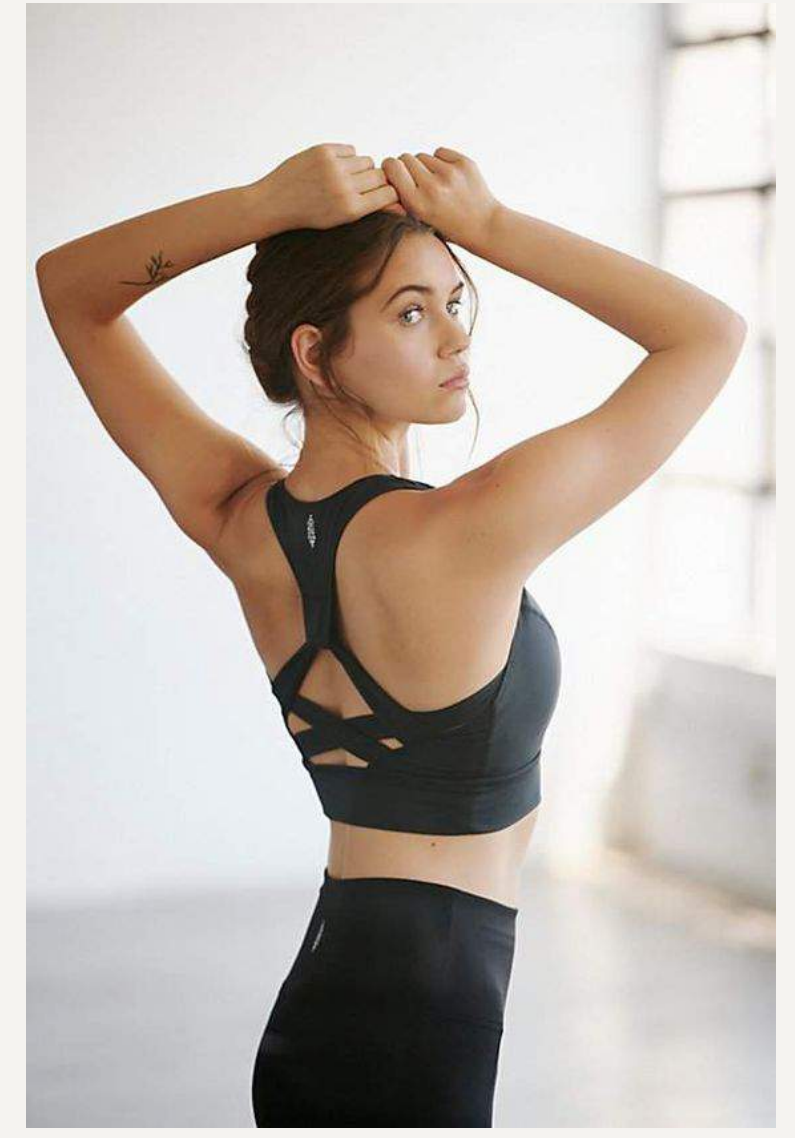
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2021 Shape and Shadow

This year we have seen a big trend with brands experimenting with hard light to create much crisper and stronger shadows with their Ecommerce Photography.

This has brought a whole new dimension to their imagery with crisp shadows and enhanced detail. We believe that this style will really help brands stand out and is guaranteed to turn heads.

At XO studio we are never afraid of developing a visual identity that makes you stand out and get noticed.



2021 Warehouse Location

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2021 Warehouse Location

We all know that a warehouse location oozes cool for any brand but the reality of any warehouse shoot can involve lots of time sourcing, renting lighting, cleaning, and of course moving huge amount of equipment.

At XO we have designed the studio to be the perfect balance of a New York warehouse and a state of the art photography studio. Space and natural light are in abundance with six giant defused windows spread over 360 square meters.

This unique space comes with all the luxury amenities and technology for you and your team to make yourself at home.



2021 Celebrating Diversity

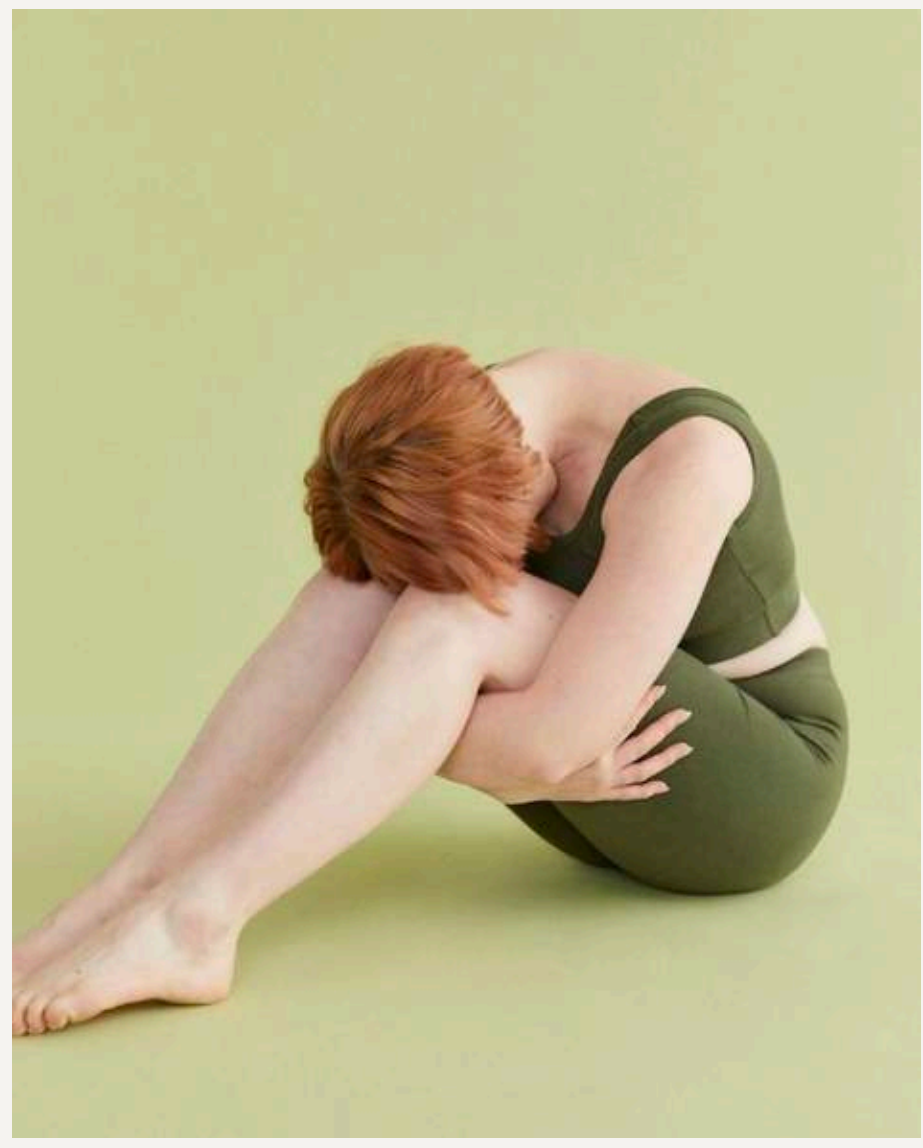
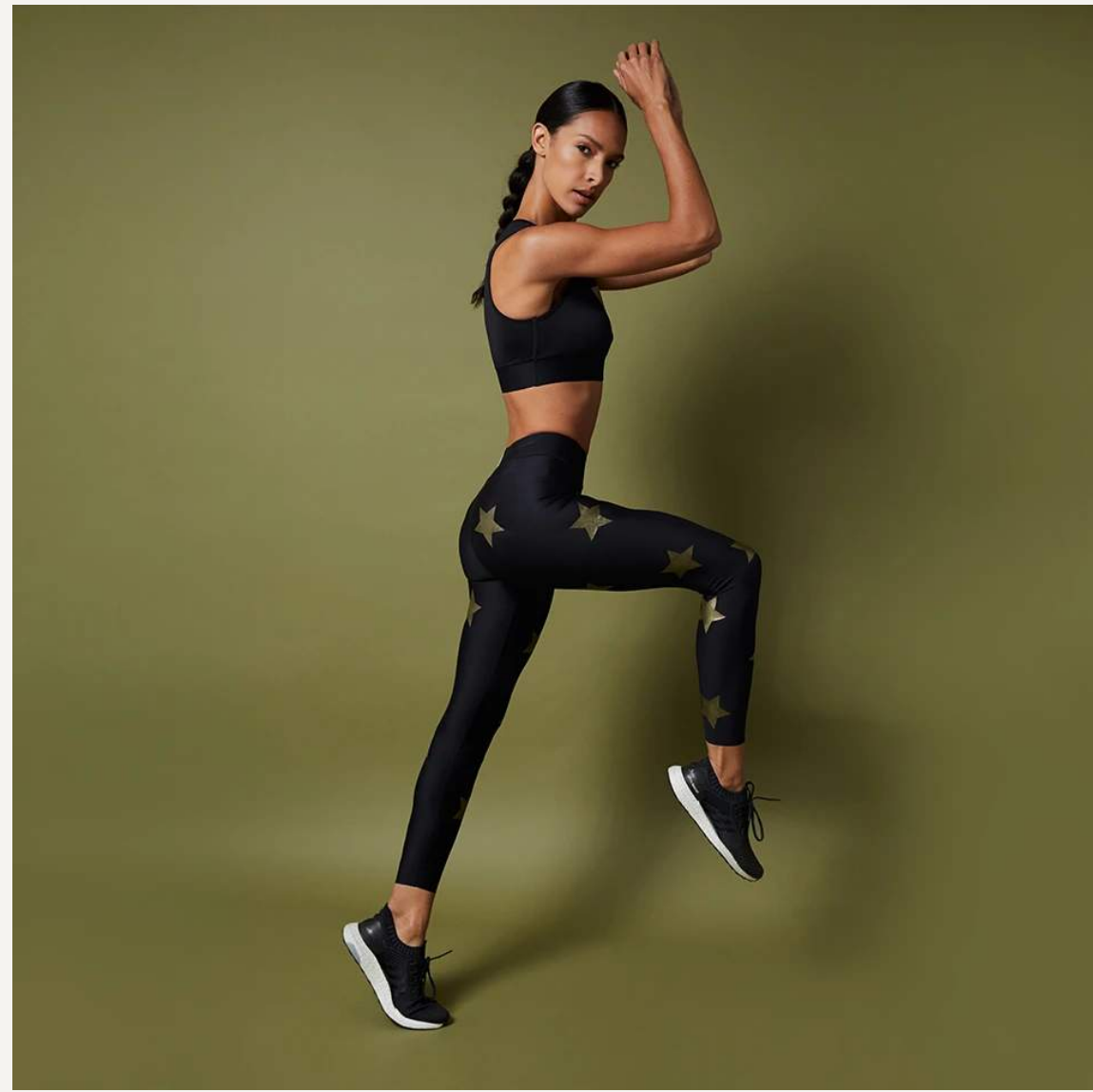
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2021 Celebrating Diversity

We believe that this just might be the most important step forward for any brand in 2021. This is your chance to celebrate diversity and express your brand's values in your photography and video content.

With so many brands making their mark with creative and diverse content we hope that this isn't a trend but a step forward for everyone.

We have seen a big increase in homepage videos that celebrate diversity alongside the brand. Not only do these videos captivate any new visitor but they showcase the brand products in a much more creative and diverse way.



2021 Nature Inspired

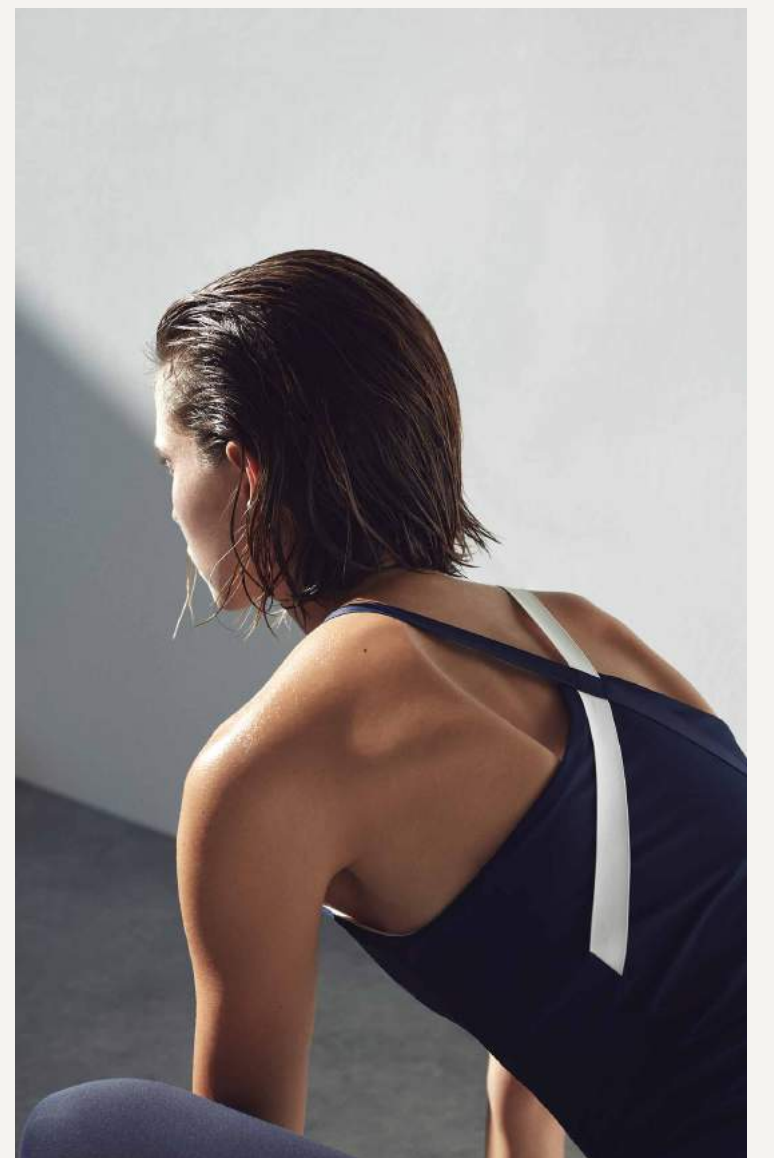
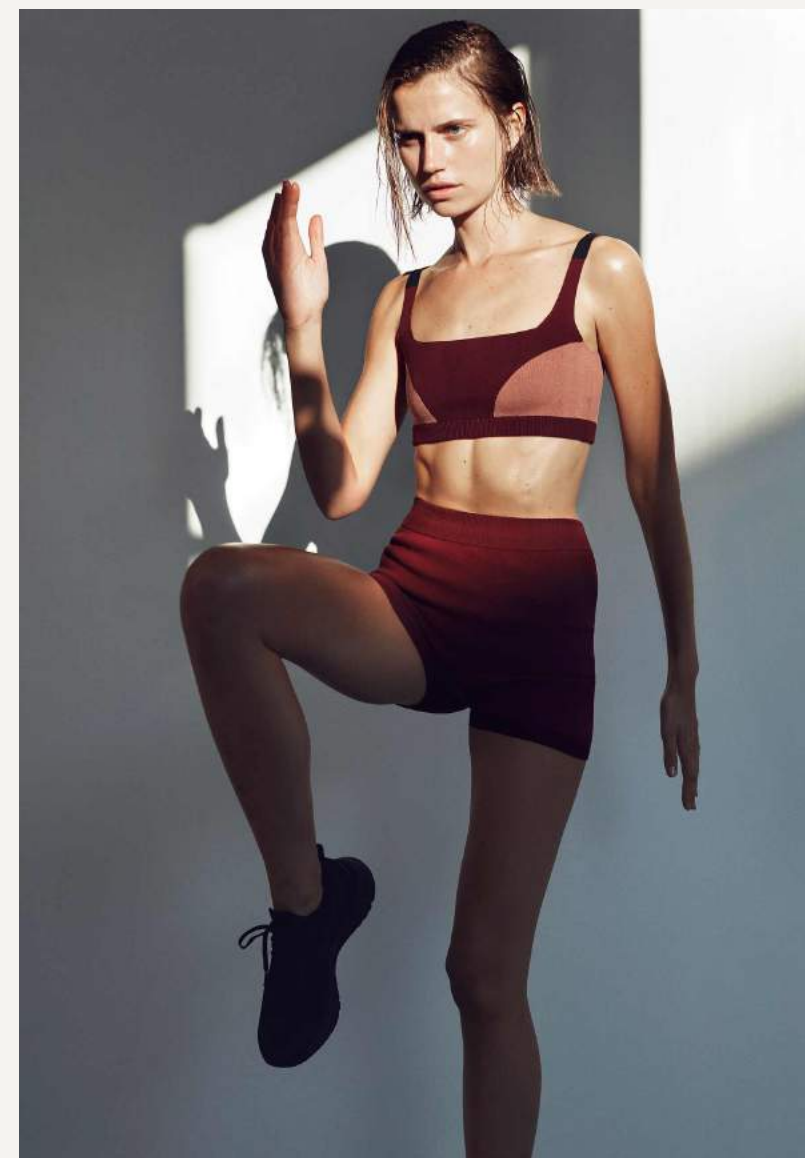
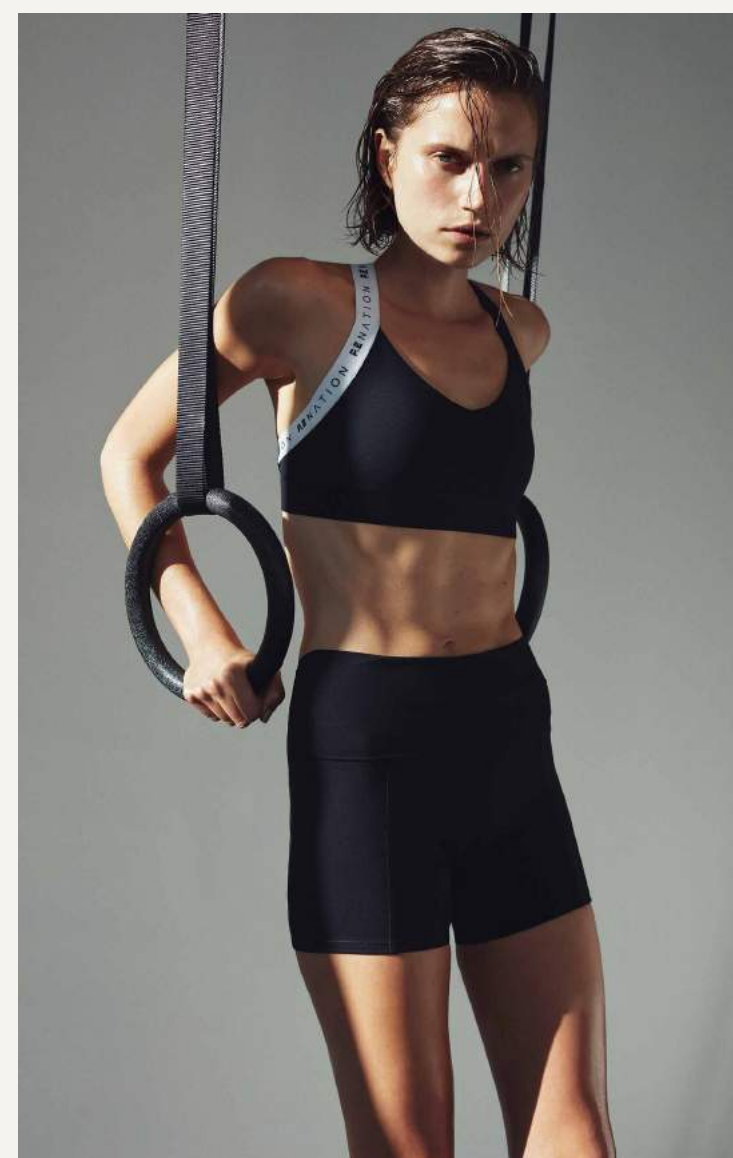
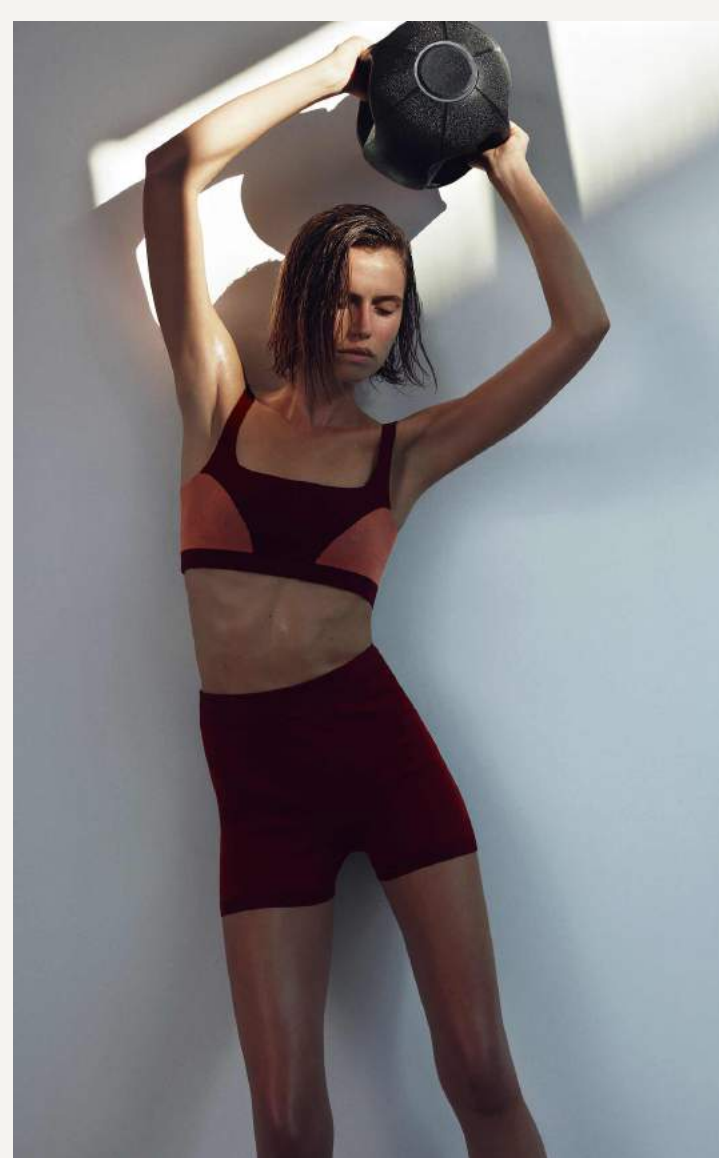
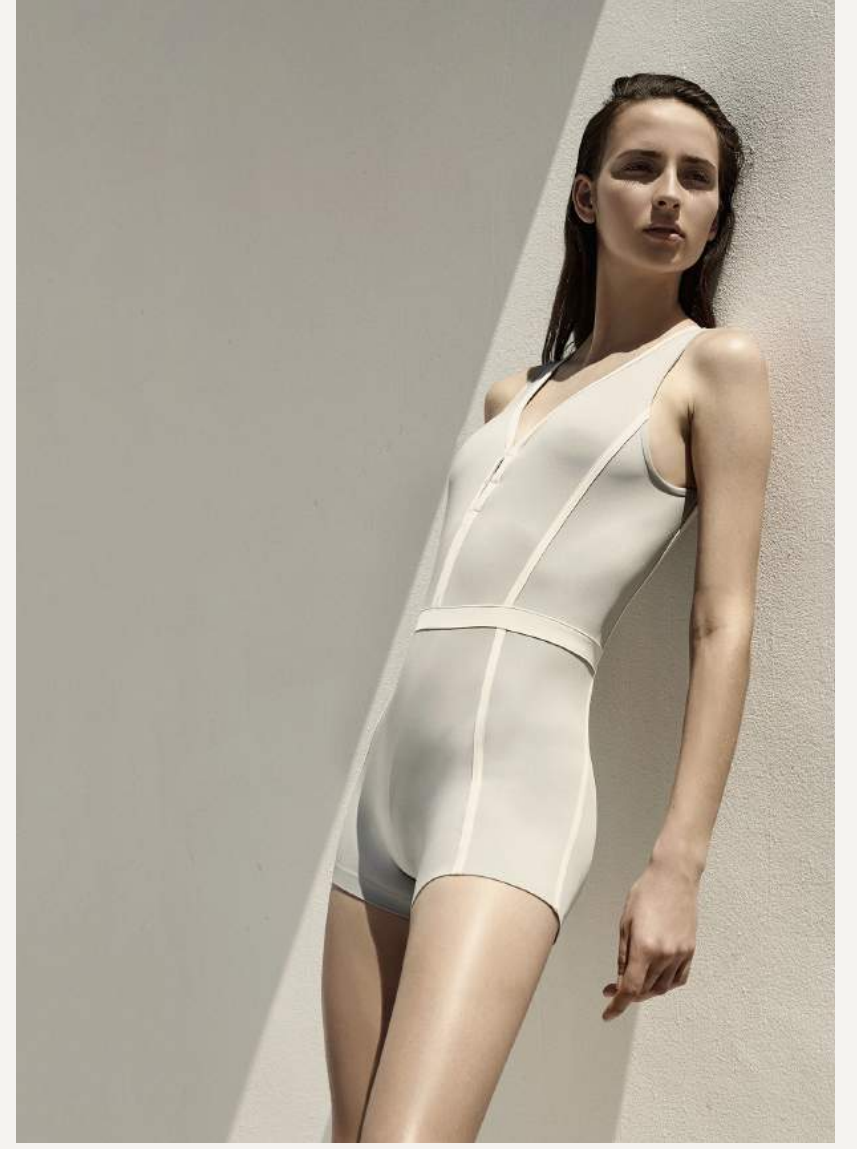
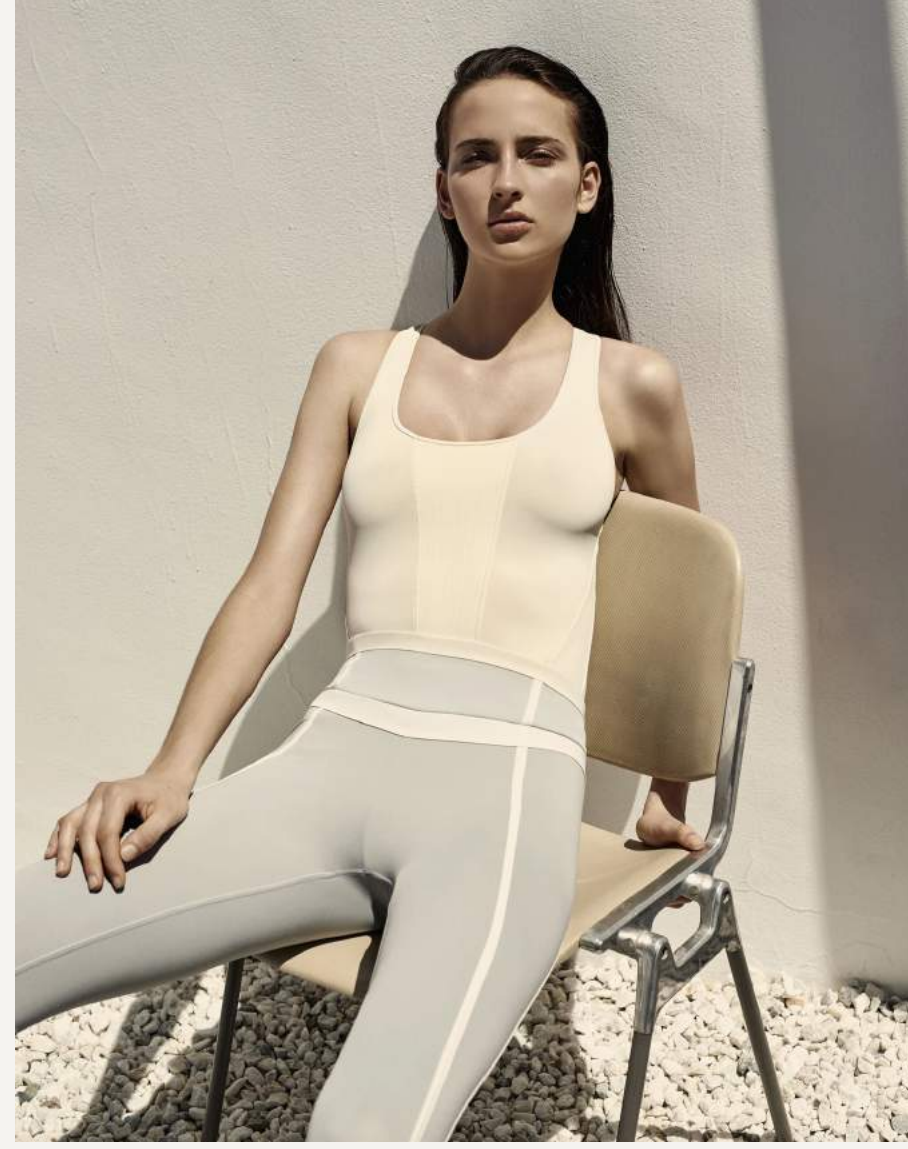
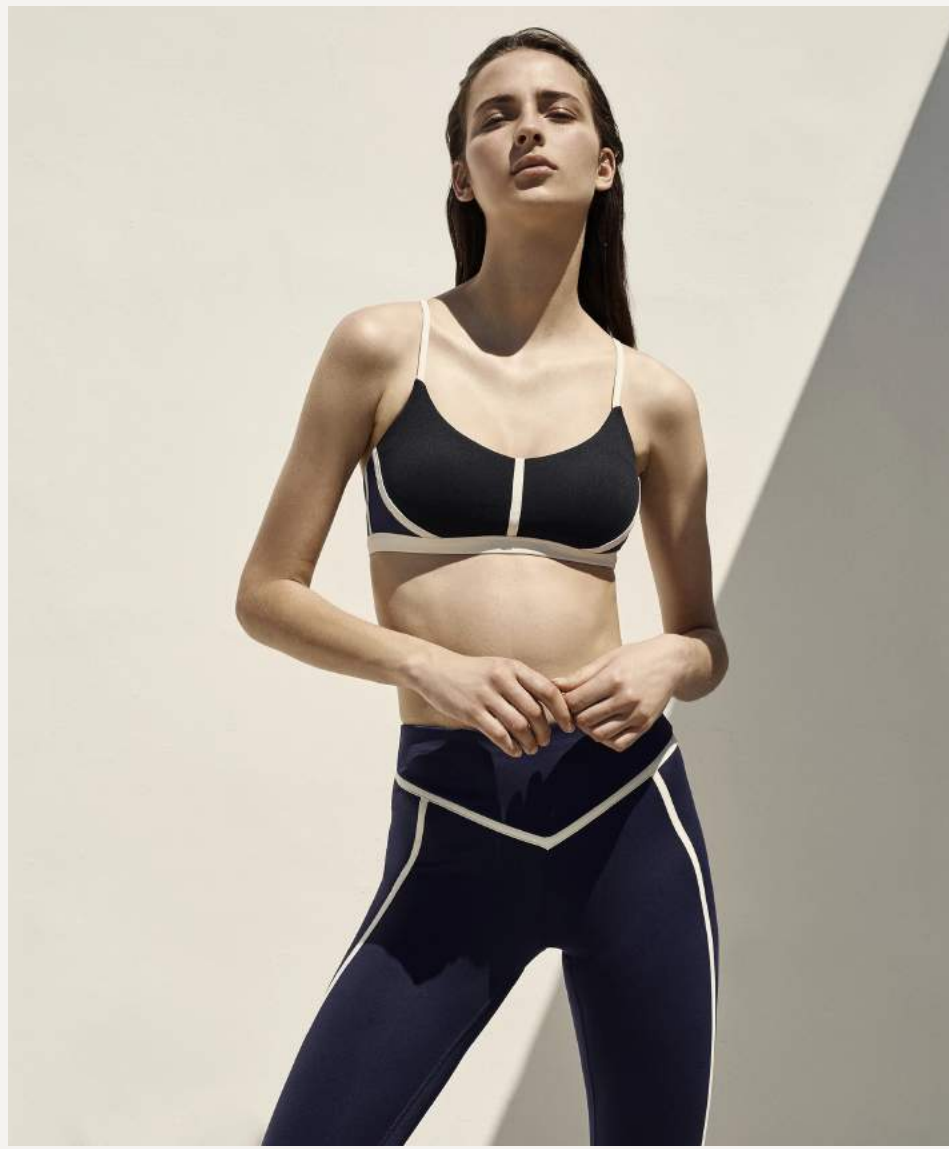
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2021 Nature Inspired

As we have seen the trend in natural skin tone backdrops, we have also seen a trend in nature-inspired props and lighting.

Some brands are using botanics and natural textures to help tell their brand's story and reflect their values through the photography style. We have also seen an increase in creative shadowing that gives the effect of natural sunlight shining through the leaves of a tree. Authenticity and honesty is the overriding message.

If you are wanting to experiment with your product styling we are very lucky to have some of Melbourne's finest stylists on our team and available for all E-commerce shoots. Not only this but we also have a breathtaking studio that provides natural diffused light in the studio all year round.



2021 Mini Campaign

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2021 Mini Campaign

We have seen a large increase in our clients wanting to combine a campaign styled shoot with their E commerce shoot day. It's an easy way for our clients to save time, energy and money by utilising the time with our XO Photography team.

At XO Studios we have recently updated our services and now offer a half day 'Mini-Campaign' shoot. This session includes:

XO Creative Strategy Consultation

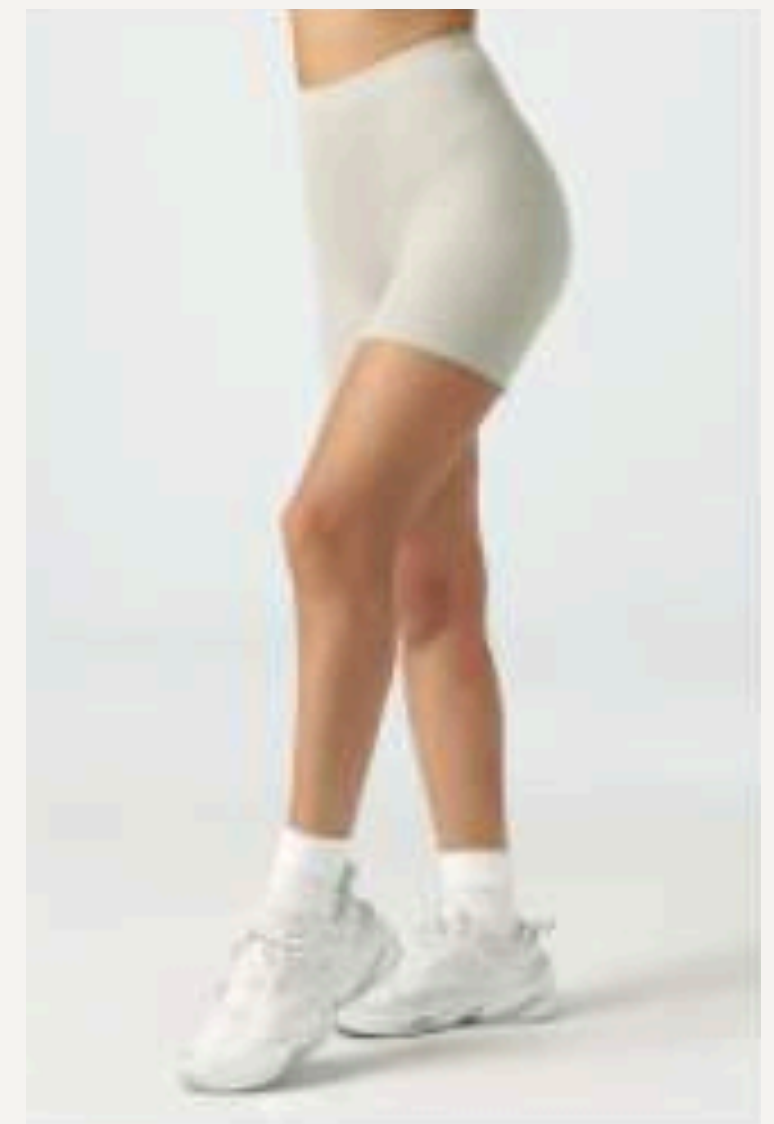
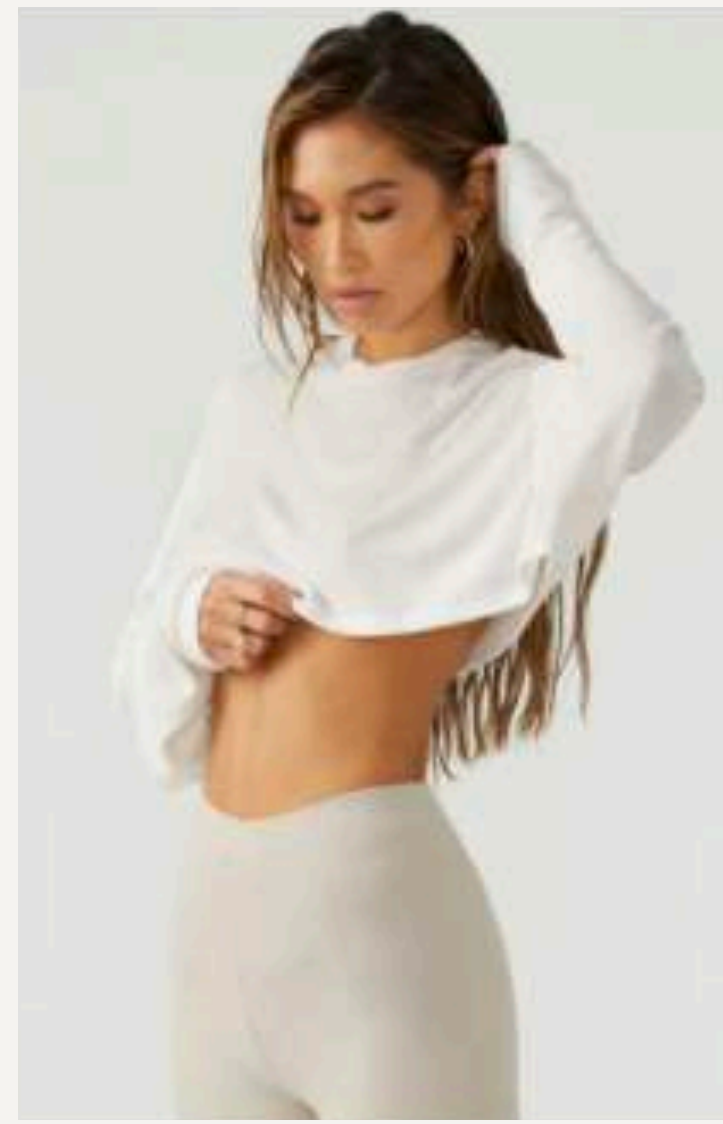
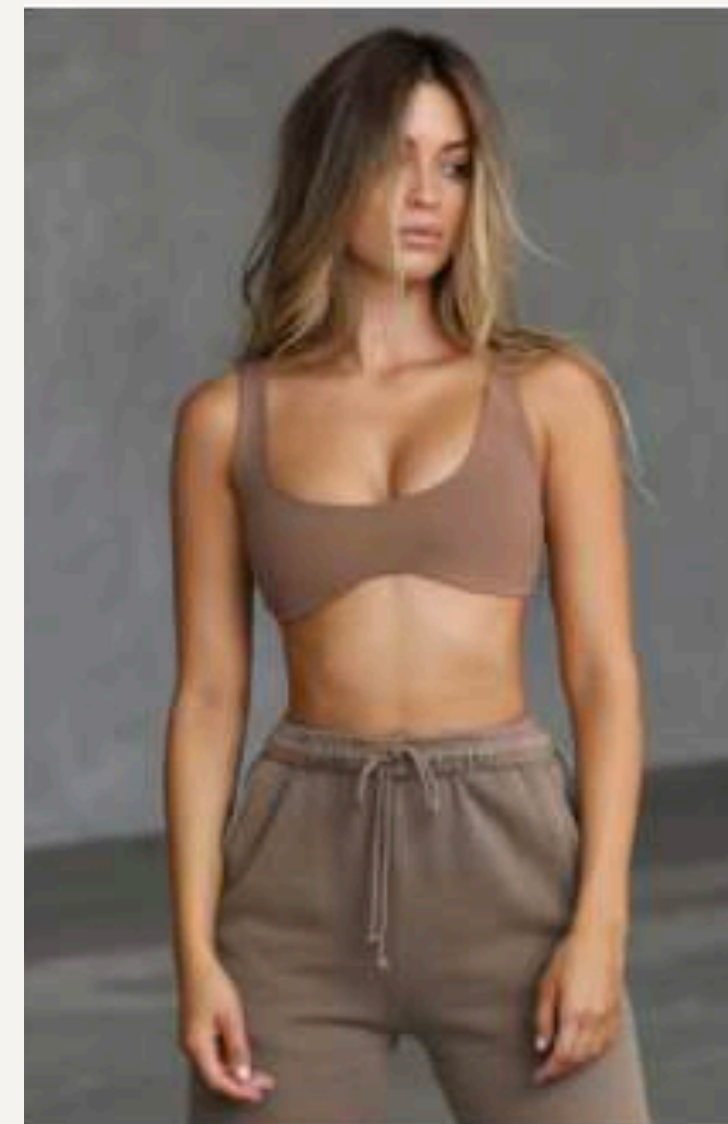
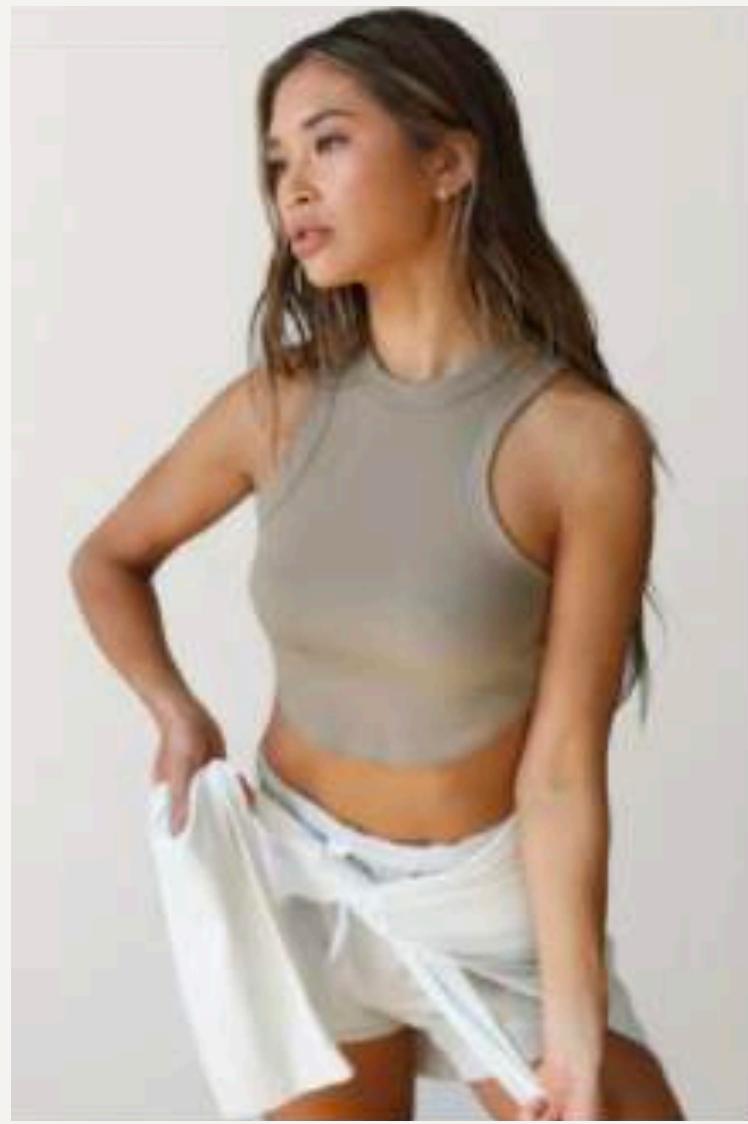
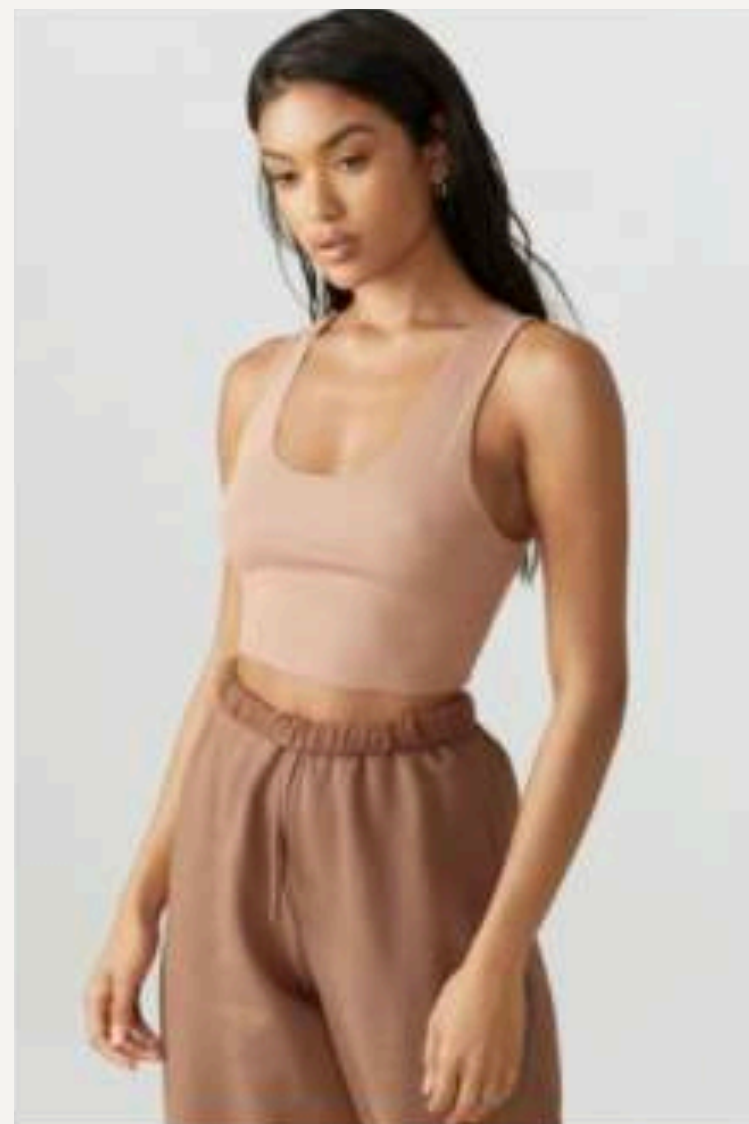
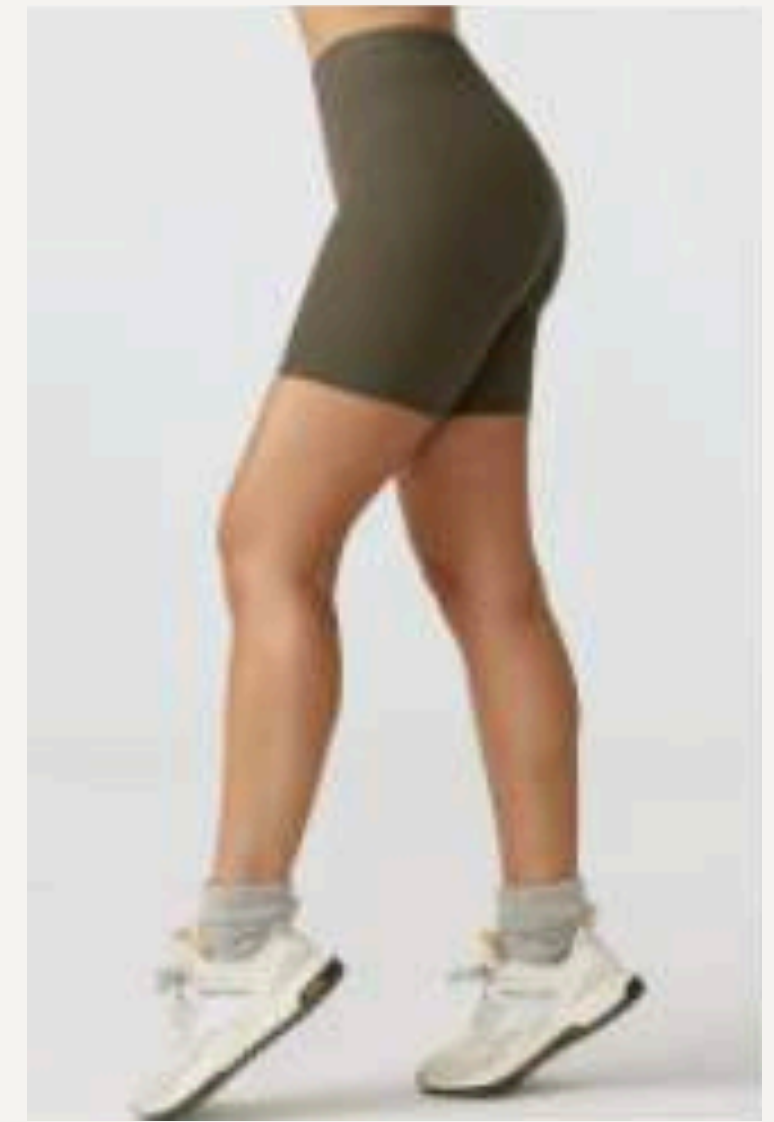
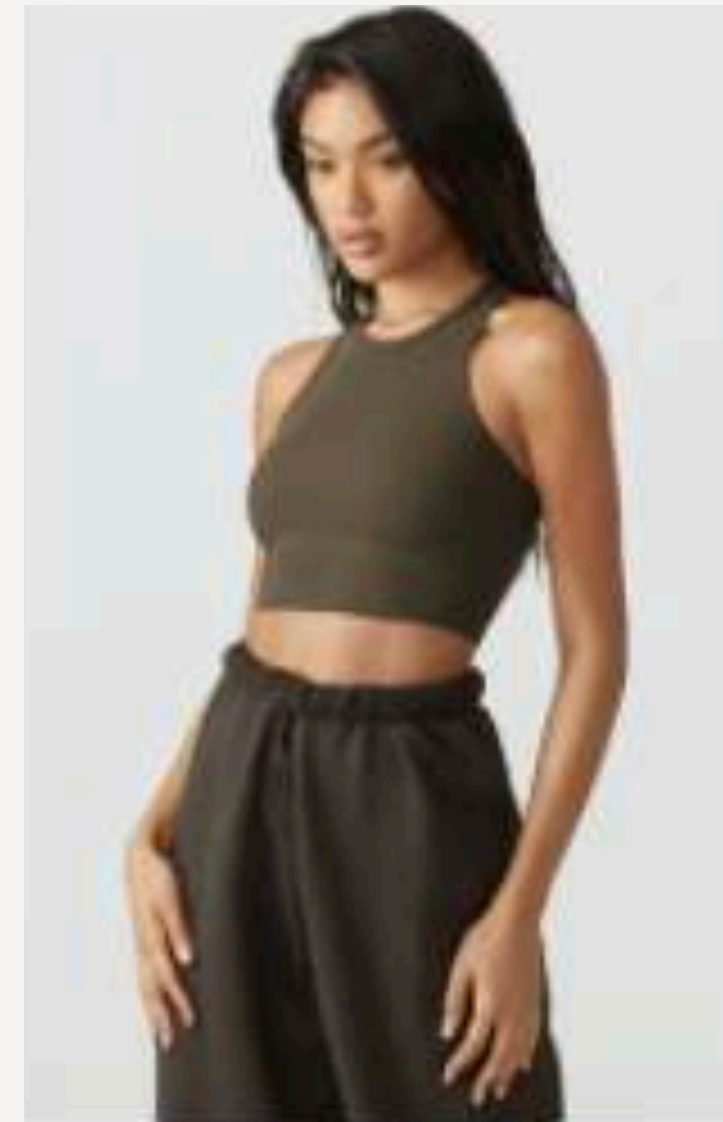
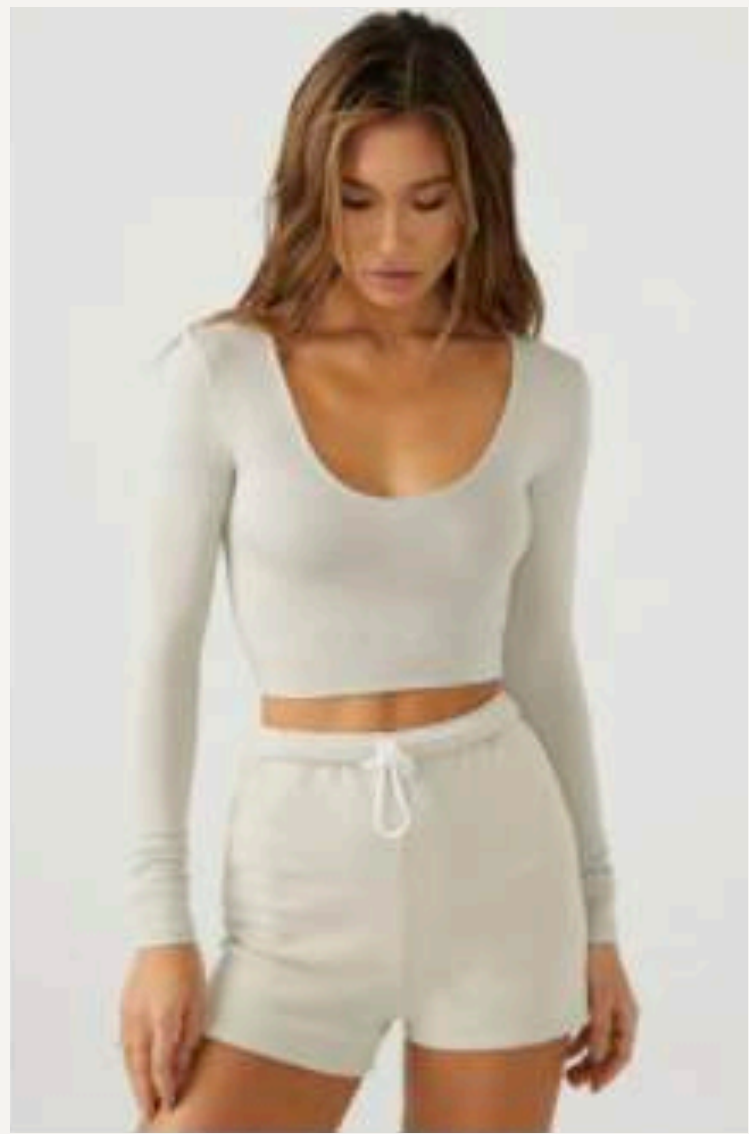
XO Studio Rental in Studio 1.

XO Professional Photographer

XO Professional Stylist

XO Make-Up Artist

XO Professional Retouching (per image cost)

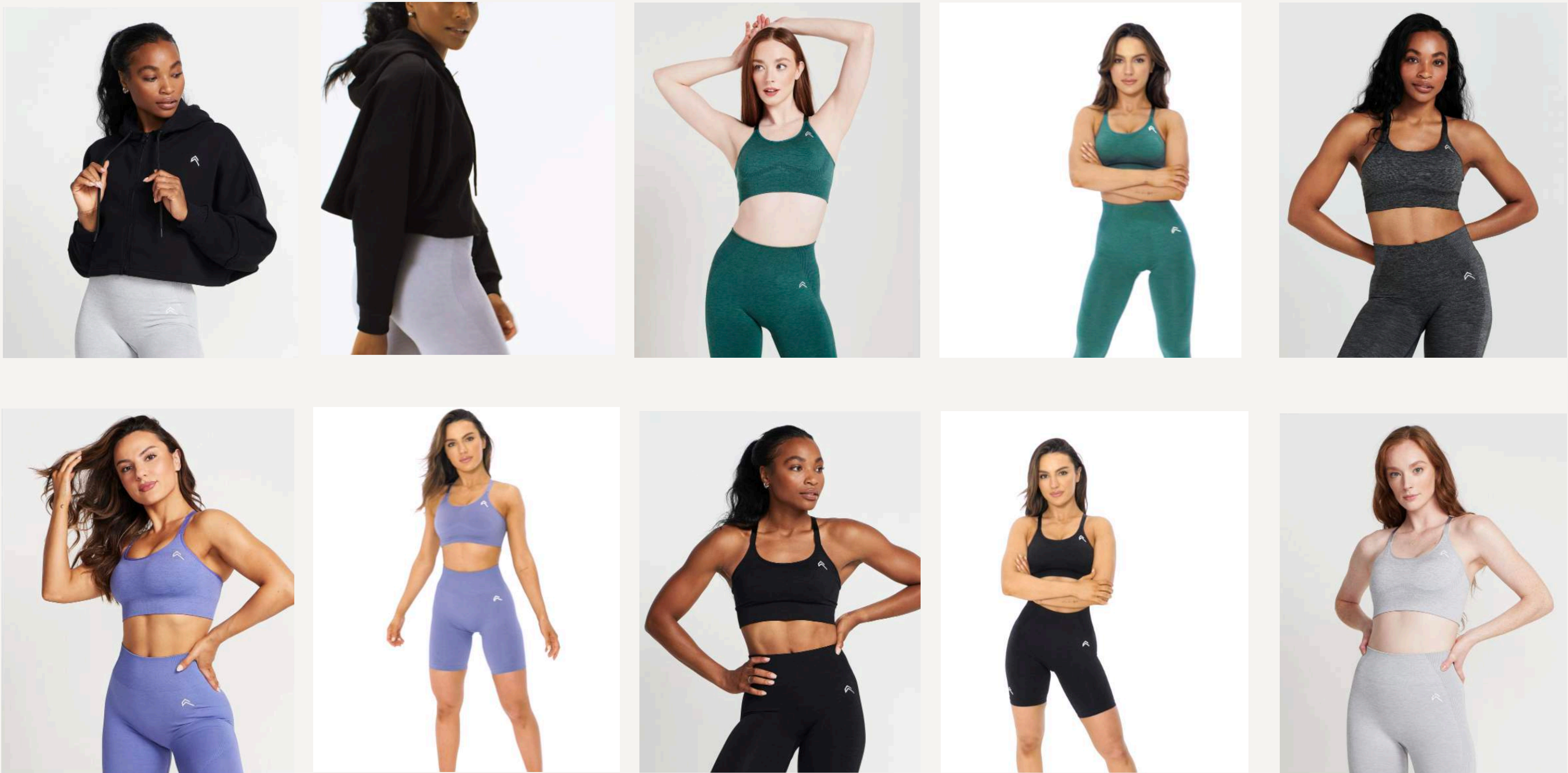


2021 Consistency

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2021 Consistency

We know that consistency is one of the most important factors when growing a brand. By combining all of your creative needs not only saves you time but also saves you money. This also allows us to be more streamlined and efficient with your work and provide that high level of consistency your brand deserves.



2021 Photography and Video

We all know the statistics that videos receive twice the engagement and attention on social media. It is no surprise that we are seeing an increase in clients combine both video and photography into their E-commerce shoots.

At XO Studio we make this seamless for our clients with our large team of talented filmmakers and photographers. Not only do we find this saves our clients energy and time it's also a way of them saving money by combining the two shoots into one. Twice the engagement and twice the amount of content.

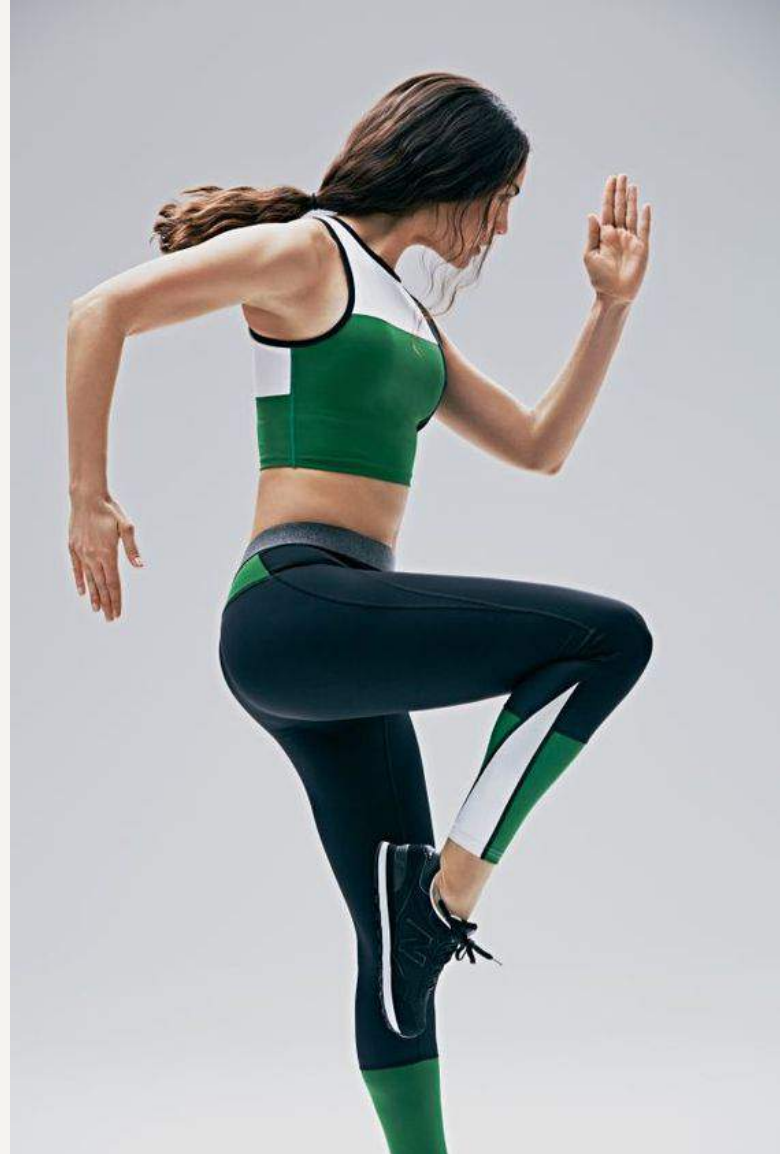
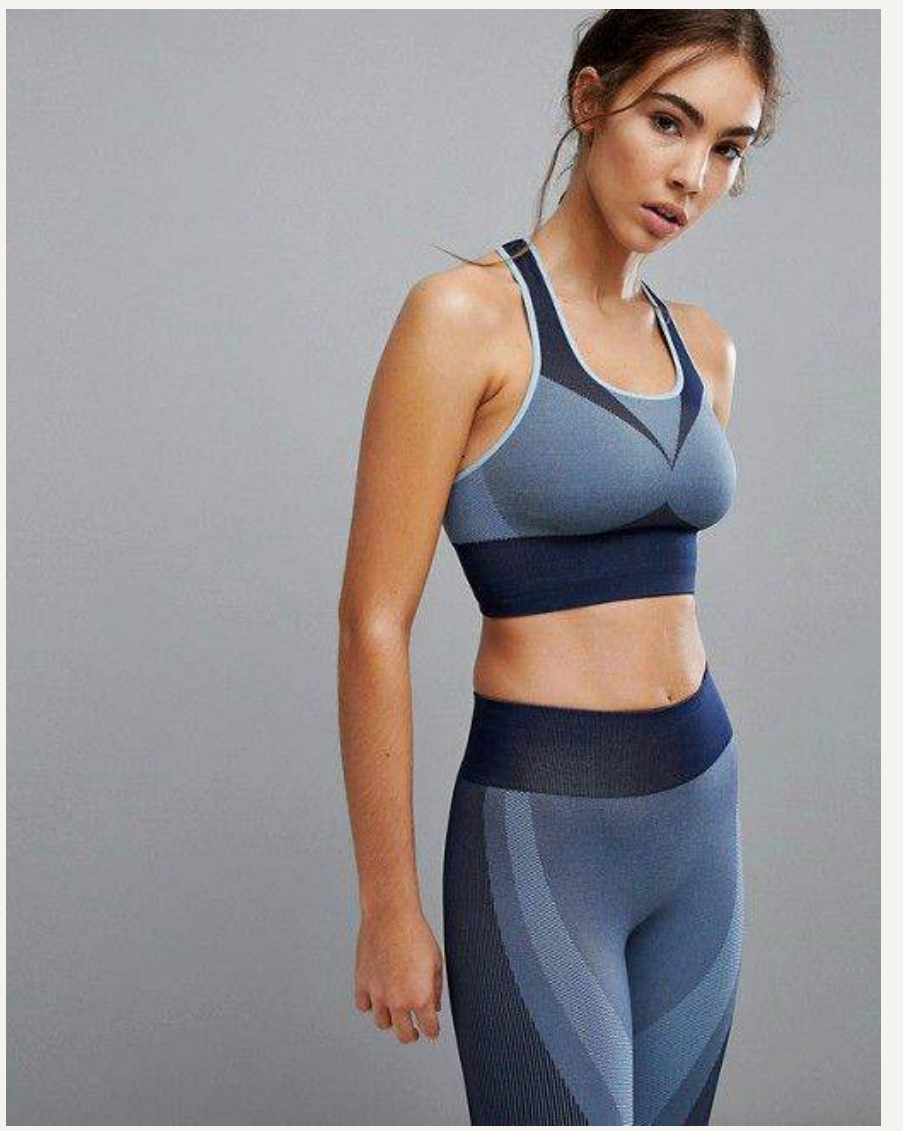


2021 Creative Group Shots

2021 Group Shot

We have seen a big increase with brands shooting that all-important group shot for their website homepage. It allows brands to not only showcase as many products as possible but also express their values on diversity.

At XO Studios we make sure we capture all those essential images and plan for those tricky image ratios. We have found more brands are adding a mini-campaign shoot onto their eCommerce shooting day. This allows the XO team to show off their skills and capture something truly unique for your homepage design.



2021 Mid Grey

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2021 Mid Grey

Of course High Key photography has its place and we not saying that it's going anywhere. However we have seen an increase in brands wanting a mid grey background. Why?

Well some brands feels this style of photography gives a more editorial look while others feel it provides a more sporty look. What ever your preference XO studios are experts in archiving the perfect look and style to help showcase your active wear.



2021 Express yourself

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2021 Express yourself

Have photoshoots just become more fun or are we seeing brands deliberately experimenting with genuine expressions?

With more brands capturing genuine expressions on a shoot we have seen an increase in smiles, laughter, and joy in E-commerce photography. We have heard some brands have seen an increase in sales with the introduction of this style but they have also seen a shift in the way clients are interacting with them.

Yes, more smiles, more laughter, and much more emojis!

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