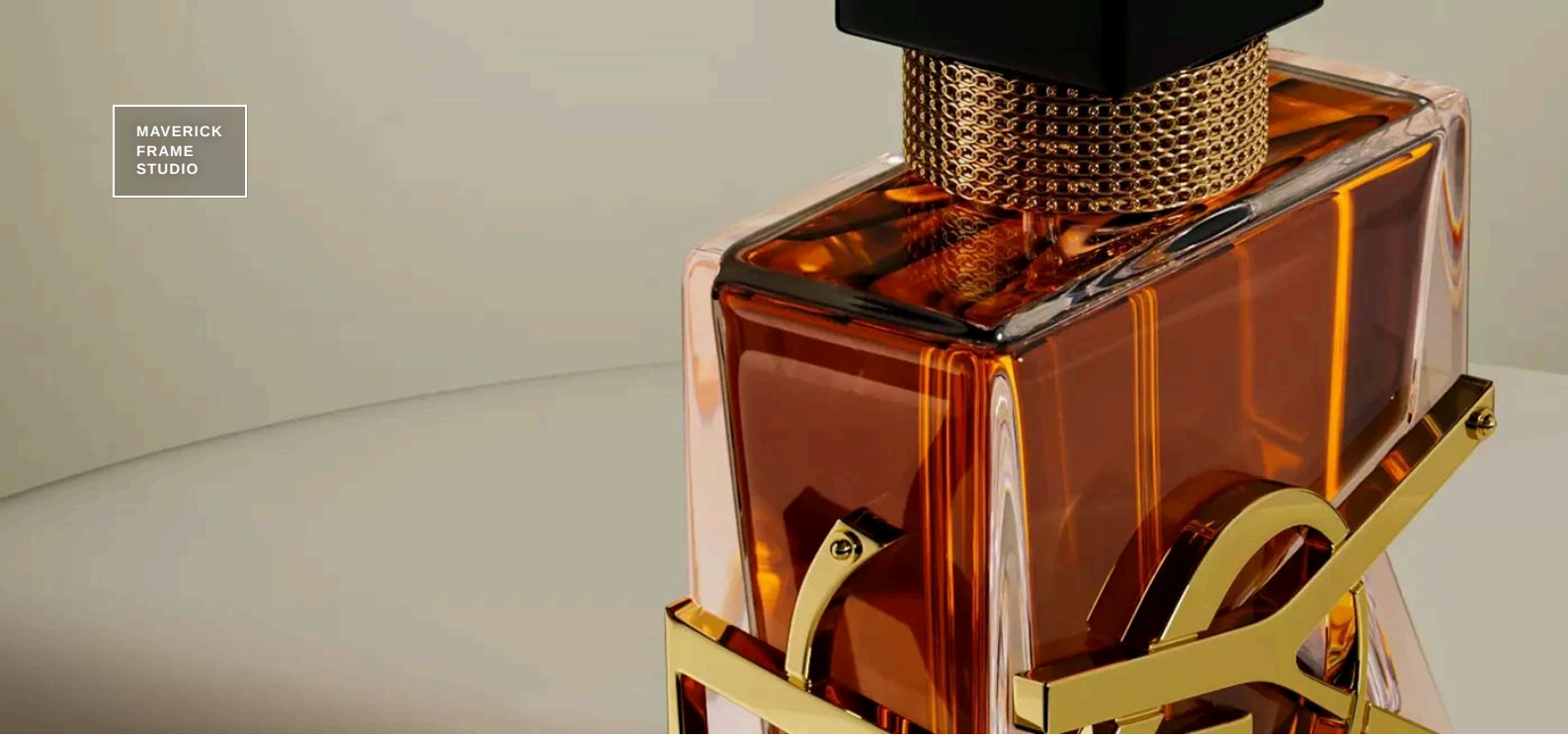



FIELD GUIDE / 2026 EDITION

# Glass, Juice and Gold Before the First Bottle. The Fragrance Render Set.

The render set a fragrance house needs for a launch and the gifting season: which images each bottle gets, what one bottle model saves, and what a three-size launch costs, line by line.

**Dim Kuzmenko**
Co-Founder, Maverick Frame Studio
maverickframe.com

START HERE

# A fragrance is sold on the glass before the scent

Fragrance houses rarely overpay for one image. They overpay because the bottle is shot again for every moment of the year: the launch, the retail counter, the gifting season, the flanker. Each shoot waits for finished glass, and finished glass is the last thing to arrive.

So launches open with a supplier mock-up, and the counter, the store and the ads show bottles lit on different days. A bottle modelled once from CAD, with the glass, the juice and the cap built as real materials, removes both problems: the images exist before the glass, and every size is lit the same way.

| | A FRAGRANCE SHOT MOMENT BY MOMENT | A FRAGRANCE RENDERED FROM ONE MODEL |
|---|---|---|
| 01 | **The launch waits for finished glass** | Images are ready while the bottle is still at the factory |
| 02 | **Each size shot on a different day** | One master scene and one camera per angle for the range |
| 03 | **Juice colour shifts between shoots** | Juice colour set once and matched to the sample |
| 04 | **The gifting set is a new shoot** | The gift box and the bottle come from the same models |
| 05 | **The film starts from a blank file** | The film animates the bottle that is already built |

**Plan the counter and the page, then the render list.**

Decide what each image must do, in order: show the bottle, show the colour, show the moment, show the gift. The shot list follows from those jobs, not from what looks good in a portfolio.




Maverick Frame production render.

THE SHOT LIST

# The fragrance render set, priced line by line

A composite of typical orders from fragrance houses, not one client's budget. It assumes one fragrance in three sizes with a carton and a gift box. Every line is hours at our $45 rate: a view on white is 4 hours, a campaign scene 6.

| | LINE ITEM | BASIS | AT $45 PER HOUR |
|---|---|---|---|
| 01 | Bottle, cap and juice model with real glass | 16 h x $45 | **$720** |
| 02 | Carton and gift box from the dielines | 6 h x $45 | **$270** |
| 03 | Packshots on white: bottle, with carton, cap off, three sizes | 9 x $180 | **$1,620** |
| 04 | Glass and juice colour macros | 3 x $180 | **$540** |
| 05 | Campaign scenes for the launch | 3 x $270 | **$810** |
| 06 | 15-second liquid and light film | 40 h x $45 | **$1,800** |
| 07 | Gifting season scenes | 3 x $270 | **$810** |
| | Built once: bottle, juice, carton and gift box | | $990 |
| | 12 images, 6 scenes and one film | | $5,580 |
| | **The fragrance render set, priced as a composite** | | **$6,570** |
| | **A flanker later: new juice colour, label, three packshots, one scene** | | **$900** |

**The flanker costs $900, complete.**

The new juice colour and label go onto the existing bottle, then three packshots and one campaign scene are rendered in scenes that already exist. A new bottle shape costs more, because the glass changes.

| IMAGE | WHAT IT ANSWERS | WHERE IT WORKS |
|---|---|---|
| **Bottle on white** | What it is, at a glance | Product page, retailer feeds |
| **Juice and glass macro** | What makes it precious | Product page, counter screens |
| **Campaign scene** | The moment it belongs to | Ads, social, the website |
| **Gift set** | Why to buy it now | Gifting pages, email |

MISTAKES FROM YOUR SIDE OF THE TABLE

# Six lines that cost fragrance launches a reshoot

These come from fragrance briefs we receive. Each one is understandable, and each one either wastes an image or doubles the work.

| | WHAT YOU TYPICALLY WRITE | WHAT TO WRITE INSTEAD |
|---|---|---|
| 01 | **Make it look luxurious** | Send two campaigns you admire and say what each image must do. Luxury comes from light on glass and restraint, not from props. |
| 02 | **Bottle to follow** | Send the CAD or the factory drawing now. The bottle is built while the juice and the label are finished. |
| 03 | **The juice is amber** | Send a sample or a daylight photo next to a white card. Colour words mean different things to different people. |
| 04 | **All sizes in every scene** | Pick one lead size per scene and show the range on white. |
| 05 | **We will add the gift box later** | Send the gift box dieline now, so the gifting scenes are planned with it. |
| 06 | **Same as the last launch** | Attach last time's files and say what changed: juice, label, cap or box. The model on file covers the rest. |

### Keep the model, not just the images.

Ask for the bottle model and the master scene to stay on file. When a flanker, a new size or the next gifting season comes, the update starts from rendering, not from modelling.




Maverick Frame production render.

THE ONE PAGE

# What fragrance houses actually send us

The brands whose logos sit on our service pages do not send specifications. For a store set they send something close to this, usually in the body of an email, and it is enough to quote from.

| | | |
|---|---|---|
| 01 | **The bottle** | CAD or the factory drawing of the glass and the cap. |
| 02 | **The juice** | A sample or a daylight photo next to a white card. |
| 03 | **The box** | Carton and gift box dielines and artwork as print files. |
| 04 | **The sizes** | Every size in the range, with the lead size marked. |
| 05 | **The finishes** | Photos of the cap, collar and any metal or lacquer. |
| 06 | **The look** | Two campaigns you admire, and what you do not want. |
| 07 | **The moments** | Launch, counter, gifting: which ones and when. |
| 08 | **The date** | When images are needed, and what event sits behind it. |
| 09 | **The budget** | For the launch or per moment. Either is enough to scope. |

### Start with the lead size

Approve the full set for one size first. The other sizes and the gift set follow that template.

### Test one campaign scene

Try two scenes for the launch and keep the one that sells. A render can be adjusted; a shoot has to be repeated.




Maverick Frame production render.

WHAT THINGS COST

# Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

| DELIVERABLE | FREELANCER | STUDIO |
|---|---|---|
| **Single exterior still** | $100 - 300 | $250 - 600 |
| **Single interior still** | $120 - 350 | $300 - 700 |
| **Package of 5 - 8 views** | $600 - 1,500 | $1,500 - 4,000 |
| **Animation, per minute** | $1,000 - 3,000 | $3,000 - 8,000 |

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

| STAGE OR DELIVERABLE | MAVERICK FRAME STANDARD |
|---|---|
| **First draft of a still** | 3 to 5 working days from a complete brief |
| **Finished stills, package of 5 - 8** | 2 to 3 weeks, drafts included |
| **Animation, up to one minute** | 4 to 6 weeks, storyboard and preview first |
| **Revision rounds included** | Two at draft stage, one on the final image |
| **What counts as a round** | One consolidated list of comments, sent at once |
| **Rush delivery** | Half the time for about 40% more, when the schedule allows |

### Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

# Send us the dieline and the pack files

The dieline or packaging artwork, CAD of the bottle, jar or device if you have it, photos of a sample and whatever brief you have, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

| | |
|---|---|
| **The contact form** | maverickframe.com/contacts/ |
| **Beauty work** | maverickframe.com/solutions/cosmetics-rendering/ |
| **Or simply** | reply to the email this guide arrived in. |

**Written by the people who read these briefs**

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.