



FIELD GUIDE / 2026 EDITION

One Sofa. Forty Fabrics. Six Rooms. **No Shoot.**

The render plan that replaces a season of photo shoots: silos, lifestyle rooms and fabric variants for a collection, priced line by line.

START HERE

A season of shoots for one sofa

A furniture collection needs the same product shown many ways: on white for retailers, in rooms for the brand, in every fabric for the configurator, and in close-up for the buyer who wants to see the seam. Photography does each of these as a separate job, with its own samples and its own studio days.

Brands usually ration it: two fabrics photographed, the rest shown as swatches, and one room set that has to serve every market. Rendering removes the rationing. The piece is modelled once, the fabrics are built from swatches, and every room and variant after that draws on the same model.

WHAT A SHOOT-LED COLLECTION GETS	WHAT A RENDER-LED COLLECTION GETS
01 Two fabrics photographed, forty as swatches	Every fabric on the piece, lit the same way, ready for a configurator.
02 One room set for every market	Six rooms, each built for a buyer, all using the same model.
03 Prototype samples, with their flaws	The piece as designed, before the first production run exists.
04 New fabrics wait for next season's shoot	A new fabric is a material and a silo, added in days.

The fabric is where the money is.

Rooms sell the brand, but fabrics sell the sofa. Plan the set so that every fabric appears on the product at least once, and let the rooms carry the lead two or three.



Maverick Frame production render.

THE SHOT LIST

The collection set, priced line by line

A composite of the furniture collections we quote, priced at mid-market studio rates. It assumes one modular sofa, forty fabrics and six rooms. A full collection repeats the model and silo lines per piece and shares the rooms.

LINE ITEM	BASIS	AT STUDIO RATES
01 Sofa modelled from CAD: modules, cushions, seams	build	\$1,400
02 Forty fabrics built as materials from swatches	40 x \$40	\$1,600
03 Silos on white, three angles, lead fabric	3 x \$150	\$450
04 Forty fabric silos, hero angle	40 x \$50	\$2,000
05 Six room scenes, one per lifestyle segment	6 x \$650	\$3,900
06 Each room scene in a second fabric	6 x \$150	\$900
07 Close-ups: seam, weave, leg, cushion depth	6 x \$200	\$1,200
08 Module configurations on white	8 x \$120	\$960
09 Dimension and module diagrams	4 x \$100	\$400
Built once: the sofa and forty fabrics		\$3,000
73 images		\$9,810

The collection set, priced as a composite	\$12,810
Each fabric you add later: material and silo	\$90

The forty-first fabric costs \$90.

A material built from the swatch and a silo on the hero angle. That is why a render-led collection can keep its fabric book current, and a shoot-led one shows last season's swatches for a year.

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost furniture brands

These come from furniture briefs we receive. Each one makes sense from inside the brand, and each one either inflates the quote or leaves the fabric range half shown.

WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01 Every fabric in every room	Put the full fabric book on white and choose two or three fabrics per room. Rooms in every fabric multiply the cost with little extra sale.
02 Rooms in our brand style	Send three rooms you would publish and name the buyer. A brand style described in adjectives is a revision round waiting to happen.
03 Fabrics as per the swatch book	Send physical swatches of the difficult ones: boucle, velvet, anything with a pile. Scans and codes do not carry the texture.
04 The sofa exactly as manufactured	Send the CAD and photographs of a real sample. Cushion shape and seam tension come from the photographs, not the drawings.
05 All configurations	List the configurations you actually sell. A modular sofa can make hundreds; the catalogue needs eight.
06 Styled with our accessories	Send the accessory list or allow library dressing. Modelling every cushion and vase from the range is a separate line.

Silos first, rooms second.

The silos fix the model and the fabrics. Once they are approved, the rooms are quicker and cheaper, because nothing on the sofa is still being decided.

THE ONE PAGE

What furniture brands actually send us

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

01	The pieces	A list, with CAD and photographs of a sample for each.
02	The fabrics	Codes for all, swatches for the difficult ones.
03	The lead fabrics	The two or three that carry the rooms.
04	The rooms	How many, for which buyer, with references for each.
05	Silos	Angles and background, to the retailers' specifications.
06	Configurations	The ones you sell, not the ones that are possible.
07	Close-ups	The details your showroom staff point at.
08	The date	Trade fair, catalogue or retailer deadline, whichever comes first.
09	The budget	A figure or a range. It sets how many rooms.

Approve one piece in one fabric

Sign off the model and the lead fabric on white first. The other thirty-nine fabrics and six rooms follow quickly once that frame is right.

Keep the rooms for the next piece

Ask for the rooms to be kept on file. The armchair and the coffee table drop into the same scenes, and the collection reads as one.

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 CAD, samples and swatches

CAD or STEP files, a physical sample if the finish is hard to read, swatches or finish codes, 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/
Furniture rendering	maverickframe.com/services/3d-furniture-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the 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.