



FIELD GUIDE / 2026 EDITION

Get the Store Signed Before the Fit-Out With **Eleven Images.**

The images that get a retail concept signed by the landlord, the brand and the franchisee, priced line by line, with the one-page brief that gets them made.

START HERE

Three people sign. Each sees another store.

A store concept needs three yeses before anyone orders a shopfitter: the landlord's, for the shopfront and the unit; the brand's, for the concept; and the franchisee's or operator's, who pays for the fit-out.

Retail brands overpay by commissioning one beautiful hero image and then a fresh set for every approval. And they under-use renders by stopping at concept, when the same model could carry the roll-out manual and the leasing pack for the next unit.

WHO SIGNS	WHAT THEY NEED TO SEE
01 The landlord or centre manager	The shopfront in its street or mall context, the signage and how the unit sits among its neighbours, drawn to the centre's guidelines.
02 The brand team	The customer journey in sequence: entrance, main floor, fitting rooms or counter, cash desk.
03 The franchisee or operator	Fixtures, capacity and stock. An overhead view of the layout matters more than mood.
04 The leasing team, later	A clean store image that sells the format to the next landlord.

One model, three approvals.

Built once from the concept drawings, the store model gives each signatory the frames they need. Built three times by three suppliers, it gives three different stores and three arguments.



Maverick Frame production render.

THE SHOT LIST

The concept set, priced

A composite of the retail sets we price, at mid-market studio rates, for a flagship concept of around 250 square metres that will be rolled out to smaller units. Eleven stills, one panorama and one short film, all from the same model.

LINE ITEM	BASIS	AT STUDIO RATES
01 Store model from the concept and fixture drawings	build	\$2,400
02 Shopfront in street or mall context, day and evening	2 x \$550	\$1,100
03 Entrance and main floor, hero view and reverse	2 x \$550	\$1,100
04 Key zones: feature wall, fitting rooms, cash desk	3 x \$450	\$1,350
05 Fixture close-ups dressed with product	2 x \$400	\$800
06 Overhead axonometric of the fixture layout	1 x \$500	\$500
07 Compact roll-out format, entrance view	1 x \$450	\$450
08 360 panorama of the main floor	1 x \$600	\$600
09 45-second walkthrough for franchise presentations	0.75 min	\$4,125
Model and eleven stills, 01-07		\$7,700
360 and film, 08-09		\$4,725
The full concept set		\$12,425
Landlord and brand approval, rows 01-04		\$5,950

The axonometric is the operator's image.

Franchisees rarely fall for a hero view. They sign when they can count the fixtures and see where the stock goes, which is why one overhead view earns more than a second mood shot.

MISTAKES FROM YOUR SIDE OF THE TABLE

What retail briefs say, and what to write

Six lines we read in almost every store concept brief. Each one either multiplies the image count or sends the model back to be rebuilt.

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 Premium, inviting, on-brand	Send the brand book and two existing stores you consider right. The adjectives are in every brief; the references are what we build from.
02 Full of customers	Say how many people per view and what they are doing. A few shoppers show scale; a crowd hides the fixtures the franchisee is paying for.
03 Stocked with product	Say how much merchandise must be real and recognisable. Real product is modelled item by item; generic stock is library dressing.
04 Concept may still change	Mark what is fixed and what is open. Moving a wall after the model is built is a rebuild; changing a colour is not.
05 For all our markets	Name the first market and unit type. Local signage, languages and unit sizes are variants to order once the concept is approved.
06 Follow the mall guidelines	Attach the centre's design guidelines and the unit drawing. Landlords approve against their own document, and so should we.

Answer it on paper, not in a revision round.

Each line above takes a few minutes to answer before work starts and a full revision round to fix after the first draft. Keep the two draft rounds for the images, not for the brief.

THE ONE PAGE

What retail brands actually send us

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

01	The concept	The brand, the format and the size of the unit. One line.
02	The unit	Its drawing, its address and the centre's design guidelines.
03	The drawings	Concept plans, fixture drawings, the finishes schedule.
04	Who signs	Landlord, brand, franchisee, and in which order.
05	Which views	Shopfront, entrance, key zones, an overhead of the layout.
06	Product and fixtures	What must be real and recognisable, and what can be generic.
07	People	How many per view, if any.
08	The roll-out	Whether smaller formats or other markets follow.
09	The date	The landlord's submission date, which rarely moves.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Send the landlord's deadline first

Centre approval dates rarely move. Tell us the submission date and we plan the shopfront first and the interior after it.

Keep the model for the roll-out

A store model built properly becomes the base for every new unit. Say if a roll-out is planned and we build it for reuse from the start.

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 what you already have

Plans, a model, photographs or a draft brief, in whatever state they are 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/
Retail interior visualisation	maverickframe.com/services/3d-interior-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.