

FIELD GUIDE / 2026 EDITION

One Collection. Five Deadlines. Built Once.

What to order from the first sample to the next season, what each 3D garment and bag carries over, and how the budget splits stage by stage.

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START HERE

Five deadlines, five shoots, one collection

Most brands buy collection visuals one deadline at a time. Sample shots for the team, line sheet images for buyers, product page photos, a campaign shoot and, a season later, the whole set again in new colours.

Each round waits for samples, books a studio and shows the same piece slightly differently. Buyers see one colour of the jacket, the product page shows another, and the campaign arrives after the pre-orders were meant to open.

	BOUGHT DEADLINE BY DEADLINE	PLANNED AS ONE ROADMAP
01	**Every round waits for a finished sample**	Pieces built in 3D from patterns and samples
02	**Each colourway needs its own sample and shoot**	Colourways switched on the same model
03	**Line sheet, product page and campaign disagree**	One accurate garment behind every image
04	**Next season starts from zero**	New colours and prints on models kept on file

The 3D piece is the asset. The images are the output.

A garment cut and simulated from your patterns with the weight and stretch of the real fabric, or a bag built to its samples, is the largest cost of the first set. If it stays with one studio, every later stage pays for colourways, cameras and scenes, not for building the piece again.



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THE ROADMAP

What to order at each stage, and what it keeps

Five stages, in the order most collections meet them from the first sample to the next season. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Sample	3D garments and bags from tech packs, patterns or sketches; approval renders of look, colour and drape	Design team, founders, factory	Garment and bag models, fabric and leather looks
Wholesale	Images of every colourway for line sheets, buyer meetings and pre-order pages	Wholesale buyers, pre-order customers	Colourway set-up
E-commerce	Front, back, side and three-quarter views on a ghost mannequin, on 3D bodies or as a flat lay, plus close-ups	Shoppers on your store and marketplaces	Camera set and light for every piece
Campaign	Lookbook designed by us, campaign images on 3D or AI models, social media visuals and short loops	Followers, press, ad audiences	Scenes, models and poses
New season	New colours, prints and materials on the existing models	Buyers and shoppers of the next drop	The whole library for the season after

Start where you are

If the drop is next, order the product page views now and ask for every piece and the camera set to be kept as one scene on file. That is what lets the lookbook, the campaign and next season's colours reuse it rather than start again.

Fit, grading and the production sample still go through your sample maker; on screen you approve the look, colour and drape. Line sheet images come from us; the line sheet document itself stays with your team.



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WHAT IT COSTS

One capsule, five stages, line by line

A composite for a six-piece capsule of garments and bags, priced at mid-market studio rates. Still and per-minute rates are the same in both totals; only the 3D model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Sample: 3D garments and bags from patterns	6 pieces x $400	**$2,400**
02	Sample: approval renders	6 x $300	**$1,800**
03	Wholesale: colourway set-up	scene reused from Sample	**$400**
04	Wholesale: colourway images for line sheet	18 x $120	**$2,160**
05	E-commerce: camera set and light	scene reused from Wholesale	**$400**
06	E-commerce: product page views, 5 per piece	30 x $280	**$8,400**
07	Campaign: lookbook design, 20 pages	fixed scope	**$2,000**
08	Campaign: images on 3D or AI models	8 x $500	**$4,000**
09	Campaign: social loop, 30 s	0.5 min x $6,000	**$3,000**
10	New season: new colours on kept models	models reused from Sample	**$600**
11	New season: new colourway images	12 x $120	**$1,440**
	Sample stage		$4,200
	Wholesale stage		$2,560
	E-commerce stage		$8,800
	Campaign stage		$9,000
	New season stage		$2,040
	Planned as one roadmap		**$26,600**
	The same visuals bought stage by stage, from scratch		**$34,800**

16%	9%	33%	34%	8%
SAMPLE	WHOLESALE	E-COMMERCE	CAMPAIGN	NEW SEASON

From scratch means each later stage goes to a new vendor who builds the $2,400 of garment and bag models again, instead of the $1,400 of scene updates above. Shares are of the $26,600 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	**Sample: the pieces**	Tech packs or patterns, measurements and the size to show, or a sample with its measurements.
02	**Sample: the materials**	Fabric composition and weight, close-up photos next to a swatch, leather and hardware samples.
03	**Sample: the artwork**	Print, embroidery and logo files at full resolution.
04	**Wholesale: the colourways**	The colour and material list per piece, with names as they appear on the line sheet.
05	**E-commerce: the views**	The views your store and marketplaces need, image sizes and background colour.
06	**E-commerce: the bodies**	Ghost mannequin, male or female 3D bodies, or flat lay, per category.
07	**Campaign: the mood**	References for locations, light and models, and where the lookbook and loops will run.
08	**New season: the changes**	New colours, prints or materials and which pieces carry over.
09	**Any stage: the date**	The drop, the buyer meetings and the press date. A set of 5-8 views takes about 2 to 3 weeks.

Change stage, keep the scene

If we built your pieces at an earlier stage, reopening them takes one email: name the stage, the new item and any design changes since. The models are on file, so the quote starts from colourways and cameras, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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 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/
Fashion CGI work	maverickframe.com/solutions/fashion-cgi/
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.