



FIELD GUIDE / 2026 EDITION

From an Empty Unit to Opening Day, One Model All the Way.

What to design and render at each stage of a new store, who it convinces, and what the 3D model carries into the next stage, so you never pay for the same store twice.

START HERE

Why new stores pay for their visuals twice

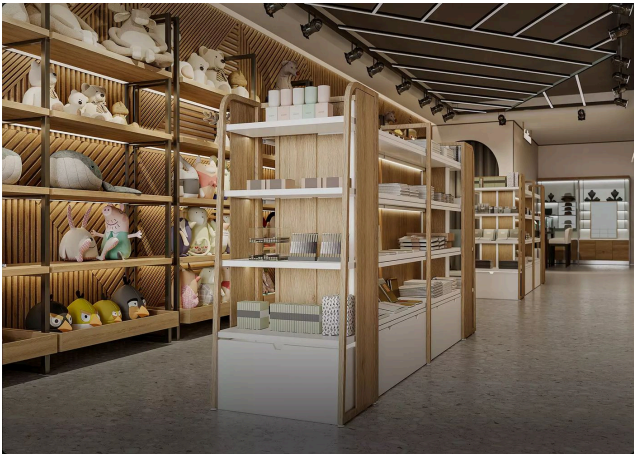
Most new stores buy images in pieces: a mood board for the business plan, a layout from the fixture supplier, a few renders for the landlord and stock photos for the opening posts. Each piece is made by someone else, from a different version of the store.

The result is a store that looks different in every document. The bank sees one sales floor, the mall another, and the first customers walk into a third. Every new piece starts from zero, so the same store is modelled and paid for again and again.

BOUGHT IN PIECES		BUILT AS ONE MODEL	
01	A mood board nobody can price	A 3D layout with fixtures, displays and materials from the first week	
02	Business-plan images that show a mood	Views of the storefront, the sales floor and the hero display that show the business	
03	The supplier's layout, built around their shelving	A brand-neutral layout, with your chosen fixtures added later	
04	Stock photos for the opening campaign	Social posts and a promo video of your own store, before it exists	

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

Once the store is designed and modelled, each new stage only needs new views, not a new store. That is why the first stage is the expensive one, and every later one costs less.



Maverick Frame retail design renders: a toy and book store and a boutique in white model form.

THE ROADMAP

What to design at each stage, and who it has to convince

The five stages below are the ones on our retail design page. For each: what is designed and rendered, who has to say yes, and what the next stage inherits instead of redoing it.

STAGE	DESIGN AND RENDER	WHO SAYS YES	CARRIES OVER
Concept	The store concept, the layout, fixtures, materials and a first look at the sales floor	You and your partners	The 3D model and the layout
Funding	Storefront, sales floor and hero display views for the business plan and the deck	Bank, investors, franchisor	Approved materials and the views
Approval	Storefront, signage and interior views to the mall's or landlord's design criteria	Landlord, mall, sign permit office	A storefront everyone has approved
Fit-out	Fixture, counter and display views with dimensions for pricing the fit-out	Shopfitter, fixture makers	A layout everyone has priced
Opening	Window teasers, social media posts, ad creatives and a promo video of the store	Your first customers	A launch library of your own store

Start where you are

If you already have a design from a retail designer or an architect, start at Funding and send us the drawings: we model the store from them. If you have only a unit and a brand book, start at Concept, because we design it with you.

We design the concept and the layout and produce the visuals. Construction and permit drawings stay with your architect or shopfitter, and ad campaigns with your marketer; we work alongside them.



Maverick Frame retail design renders: a pop-up counter and a storefront.

WHAT IT COSTS

One new store, concept to opening

A composite of one new boutique of about 150 m² with a storefront, fitting rooms and a lounge, designed from an empty unit. Hours are studio production hours; the share shows where the visuals budget goes, stage by stage.

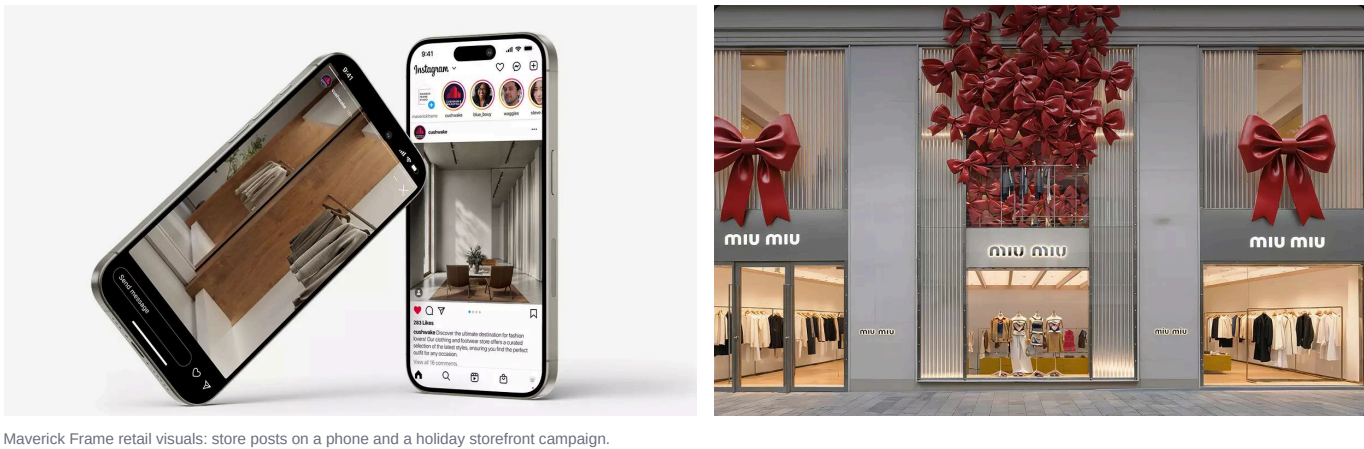
STAGE AND SET	WHAT IS MADE	HOURS
01 Concept: 3D layout and floor plan	1 large view	24 h
02 Concept: first look at the sales floor	2 views	20 h
03 Funding: storefront, sales floor, hero display	3 views, model reused	30 h
04 Approval: storefront and signage to the criteria	2 views	24 h
05 Fit-out: fixtures, counter and displays	3 views, model reused	30 h
06 Opening: social and ad stills	6 stills	40 h
07 Opening: promo video	20 seconds	40 h
Concept 21%, funding 14%, approval 12%		98 h
Fit-out 14%, opening 39%		110 h

Concept to opening, one model208 h

In calendar time, with decisions returned on scheduleabout 8 weeks



A design that already exists, a smaller store or no promo video cut the hours. Several concepts, a flagship over two floors or a chain roll-out add them. Tell us your opening date and we plan the stages backwards from it.



Maverick Frame retail visuals: store posts on a phone and a holiday storefront campaign.

THE ONE PAGE

What to send us at each stage

The brands and store owners we work with do not send long specifications. At each stage they send a few things like these, usually in the body of an email, and it is enough to quote from and to start work.

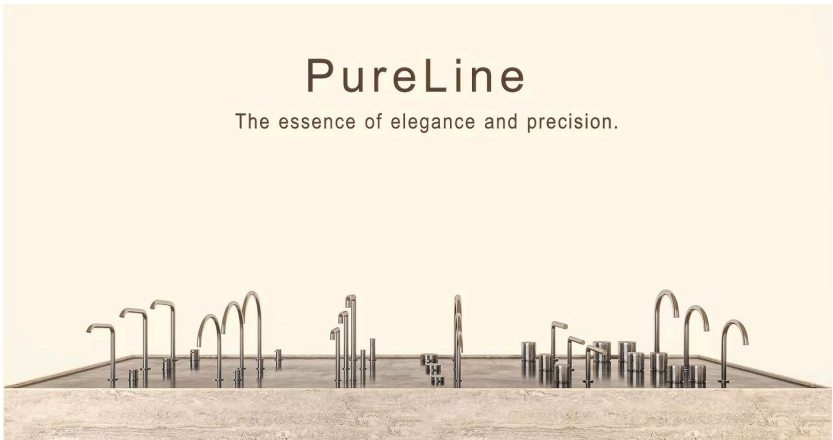
01	Concept: the space	The unit plan or a sketch with dimensions, ceiling height, columns and photos of the empty space.
02	Concept: the store	What you sell, who your customers are, the brand guidelines and two or three stores you like.
03	Concept: the fixtures	Any shopfitter or fixture quote; or leave it to us and stay brand-neutral.
04	Funding: the plan	Who reads the business plan or the deck, and the date it goes out.
05	Approval: the mall	The landlord's or the mall's design criteria, the facade and signage rules and the review dates.
06	Fit-out: the shopfitter	Who prices the fit-out, and which views or dimensions they need.
07	Opening: the brand	Logo, colours and the channels: Instagram, ads, the website, the window.
08	Roll-out: the next store	New locations planned, so the model is built to be reused.
09	Every stage: the date	The lease signing, the bank meeting, the mall review or the opening day. We plan backwards from it.

A new store, the same model

If we designed your first store, the next one starts with one email: the new unit plan. Materials, fixtures and the brand are already built and approved.

What we would answer

Our own rates and terms are on the next page, so you can check the hours above against any quote.



Maverick Frame retail design renders: a makeup vanity station and a faucet brand display.

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 unit and the opening date

A unit plan, photos of the empty space, your brand guidelines or just a few lines about the store you want to open, in whatever state. We reply with a scope, a price and the questions that decide them, in writing and without a sales call.

The contact form	maverickframe.com/contacts/
Retail store design and visualization	maverickframe.com/solutions/retail-design/
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.