



FIELD GUIDE / 2026 EDITION

One Sofa, Forty Fabrics. Priced Render by Render: **\$39,950.**

Why a collection should not be quoted one image at a time, and the master scenes, fabric library and variant matrix that render the same forty fabrics for \$6,890.

START HERE

Forty fabrics are not forty renders

A furniture collection brief usually counts images: forty fabrics, so forty room scenes and forty packshots. Quoted like that, every fabric is a new still at full rate, and the collection costs more than the photography it was meant to replace.

The sofa does not change between those images. The room, the light and the camera do not change either. Only the upholstery does. Built as one master scene with a library of fabrics, the thirty-ninth colourway is a material swap and a batch render, priced as a variant, not as a picture.

HOW THE BRIEF COUNTS	HOW THE COLLECTION SHOULD BE BUILT
01 Forty fabrics, forty renders	One master scene per angle, forty materials, rendered as a batch.
02 Match each fabric to the website photo	Physical swatches or scans. Photographs of fabric are taken under a different light every time.
03 Every fabric in the room scene	The room in the bestsellers; the whole range on packshots, where buyers compare.
04 Each size modelled separately	Modular parts - arm, seat, back - assembled into every size from one set.

The matrix is decided in the brief, not in the invoice.

Which fabric appears on which image is a sales decision. Make it before the quote, in one table, and the studio can price the collection as a system instead of forty separate commissions.



Maverick Frame production render.

THE INVOICE

One sofa, priced render by render

Below is a composite of the collection briefs we received this year, priced at mid-market studio rates with every image quoted as its own still, which is how most furniture briefs are written. One sofa, forty fabrics, a room scene and packshots.

LINE ITEM	BASIS	AT STUDIO RATES
01 Sofa model from factory drawings	build	\$900
02 Forty fabrics matched by eye from photographs	40 x \$60	\$2,400
03 Room scene in the hero fabric	1 x \$600	\$600
04 The same room in the other 39 fabrics	39 x \$450	\$17,550
05 Front packshot on white, every fabric	40 x \$280	\$11,200
06 Three-quarter packshot, ten bestsellers	10 x \$280	\$2,800
07 Fabric close-up, ten bestsellers	10 x \$250	\$2,500
Subtotal		\$37,950
Colour corrections once the swatches arrived		+ \$2,000
Forty fabrics, render by render		\$39,950
The same images from a variant matrix		\$6,890

\$33,060 is the same sofa, lit and rendered again.

The matrix route: a master model with fabric-ready UVs (\$1,200), a library of forty fabrics from swatches (\$1,400), the master room (\$600) and two packshot cameras (\$560), then 39 room variants (\$1,560), 39 front and 9 three-quarter variants (\$960), and ten close-ups from one set-up (\$610).

1	40	4	\$6,890
SOFA MODEL	FABRICS IN THE LIBRARY	MASTER SET-UPS	FOR THE WHOLE MATRIX

THE VARIANT MATRIX

Build it once, vary the fabric

A collection is cheap to render when the expensive parts are built once and only the upholstery changes. Brief it in these layers and the quote will follow the same structure.

LAYER	BUILT ONCE	VARIES	PRICED AS
Model	Modular parts for every size	Legs, arms, depth	One build
Fabric library	Each fabric from a swatch or scan	Colour and weave	Per fabric, once
Master scenes	Room, light, dressing	Season, styling	Full still rate
Cameras	Front, three-quarter, detail	Crop per channel	Full still rate
Variants	Nothing new built	Fabric only	Batch rate per image

IN THE BRIEF		WHAT TO WRITE INSTEAD
01	All fabrics in all images	Mark the bestsellers for the room scene. Put the full range on packshots, where people compare.
02	Match the colours on our website	Post the swatch cards, or send scans. The website photo is the least reliable reference you have.
03	Every size modelled	List the modules and the sizes they make. One set of parts assembles into all of them.
04	A new room for each fabric family	One room per season or style. Fabric families differ less than rooms, and cost far less to vary.
05	Add new fabrics as they launch	Ask the studio to keep the master scenes. A new fabric is then one material and a batch run.

THE ONE PAGE

What brands actually send us

The clients whose logos sit on our service pages do not send forty-page collection specifications. For furniture rendering they send something close to this, usually inside the body of an email with the swatch cards in the post, and it is enough to quote from and to start work.

01	The collection	Which pieces and which sizes. A line each is enough.
02	Drawings	Factory drawings or CAD, plus photographs of a finished piece.
03	The fabrics	A list with codes, and which ones are the bestsellers.
04	Swatches	Physical swatch cards, or flat scans taken under even light.
05	Legs and finishes	Timber, metal or colour options, with a sample or code for each.
06	The matrix	Which fabric appears on which image. A rough table is fine.
07	Room scenes	How many, and the style: a photograph of a room you like says more than a paragraph.
08	Packshots	The angles, and the channels they run on: web store, marketplace, catalogue, retailer feed.
09	The date you need it	The real one: the catalogue print date or the fair, not the comfortable one.
10	The budget	A figure or a range. It tells us how deep the matrix can go.

Send the bestsellers first

Start with the three fabrics that sell. The master scenes are built and approved on those, and the rest of the range follows as variants once the look is settled.

Say intent, not styling rules

Tell us who the collection is for and where it is sold. Styling, light and composition are what we do every day; a short brief with the buyer in it beats a long one that dictates every cushion.

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 drawings and the swatch cards

Factory drawings or CAD, the fabric list with codes, physical swatches or scans, and a line on where the images will run, in whatever state they are in. We will reply with a variant matrix, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
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Furniture rendering	maverickframe.com/services/3d-furniture-rendering-services/
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Or simply	reply to the email this guide arrived in.
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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.