



1.
The most versatile model imagery for small brands is to have the models on a simple, solid color background like this example from Kevyn Aucoin.

It looks elegant and modern and is also very easy to repurpose.

2.
Avoid showing shots of the models using the products and focus on the results. It can be done well like this example from Estee but often it looks cheesy.



Plus, if you ever want to change the products later, you'll have to re-do the model photography.



3.
Don't crop the hair/head/body too closely. This allows for more versatility and flexibility — for instance here, mobile vs desktop croppings from the BECCA site.

The photographer can give recommended cropping but try to get the full model in the shot.



4.
If you do want to use a background, try to sure it's something easy to extend and not too busy.

5.
For texture, you'll need close-ups of the product. Even simple swooshes, you can re-use and collage together in a number of ways. Alternatively, show the texture of the product in the packaging.

