

Marcy Laboratories Website Photoshoot - Shot Notes

1. Lighting/Styling Notes

- Try 3,000–3,500 Kelvin for lighting
- A **luxurious, [ethereal](#)** feel with:
 - Patterned shadows
 - Soft shadows from bottles and their reflections
 - Light play on glass and glossy and flat white surfaces



2. Product Shots

- Wide-angle product shots with negative space for text overlay
(So images can be cropped or used flexibly across the website)



3. Ingredient Imagery

- Individual shots of sourced notes:
 - *Jasmine, vanilla, cedarwood, amber, tobacco, oakmoss*
 - *Coffee beans, honey, chocolate bars, rose, basil, mint, rosemary, clove*
 - Each item should stand on its own, may be styled with a small amount of “oil” or a clear substance to represent the extracted essence.
- Reference: Similar to styled raw ingredient product shots with shadow and light



4. Isometric Styling

- Isometric shots
(angled top-down or slightly elevated/some shot bottom-up as shown above) of:
 - 5–6 perfume bottles all different shapes and neutral liquid colors arranged both:
 - On their own
 - With props: flowers, herbs, packaging elements, or ingredients mentioned above.

5. Motion Shots

- Video or gif-style capture of perfume being packed step-by-step:
 - Hands or no hands **up to Marcy's Team**
 - Inspired by smooth, minimal unboxing or industrial TikTok-style packing videos.
- Perfume bottle mist spray shot
 - Try capturing the spray burst (in freeze-frame or slow motion if possible)
- Rotating bottles
 - Light bouncing off the glass, reflections moving as the product turns.



6. Behind-the-Scenes / Production

- Fragrance filling machine in action:
 - Wide shot of the full setup
 - Close-up of fragrance being dispensed into bottles
 - Focus on clean workflow, stainless surfaces, and quality process