

Shootless

MODERN PRODUCTION STUDIO

*Premium production,
without the production.*

AI-directed production for luxury, fashion, and FMCG brands. Catalog,
video, web — one studio.

THE STATUS QUO

*Traditional production is slow,
expensive, and inflexible.*

Studio booking required

4–6 week lead times before a single frame is captured. Scheduling conflicts, location scouting, talent availability — all before the brief is locked.

Unpredictable costs

Day rates, talent fees, post-production invoices. The final bill rarely matches the estimate. Budget overruns are the rule, not the exception.

One shot to get it right

Reshoots cost as much as the original shoot. If the creative direction shifts after delivery, you're starting over. Iteration is effectively impossible.

WHAT WE BUILT

*AI-powered production studio.
Human-directed.*

We built a production pipeline that removes the bottlenecks without removing the craft. Experienced creative directors oversee every project. AI handles the heavy lifting — rendering, compositing, iteration — at a fraction of the time and cost.

The result: commercial-quality output at startup speed and scale.



WHAT WE DO

*Four services.
One studio. One invoice.*

We cover every visual touchpoint a brand needs — from pack shots and video ads to brand landing pages and full campaign execution. One brief, one team, one invoice.

04



CORE SERVICE

*Product
Catalog & Pack Shots*

Photorealistic product imagery at scale. White background, lifestyle context, multi-angle — without booking a studio.

- E-commerce product photography
- Lifestyle & contextual placement
- Multi-angle & detail shots
- Wholesale & lookbook formats
- Per-SKU and batch pricing available

VIDEO PRODUCTION

Short-Form Video Ads

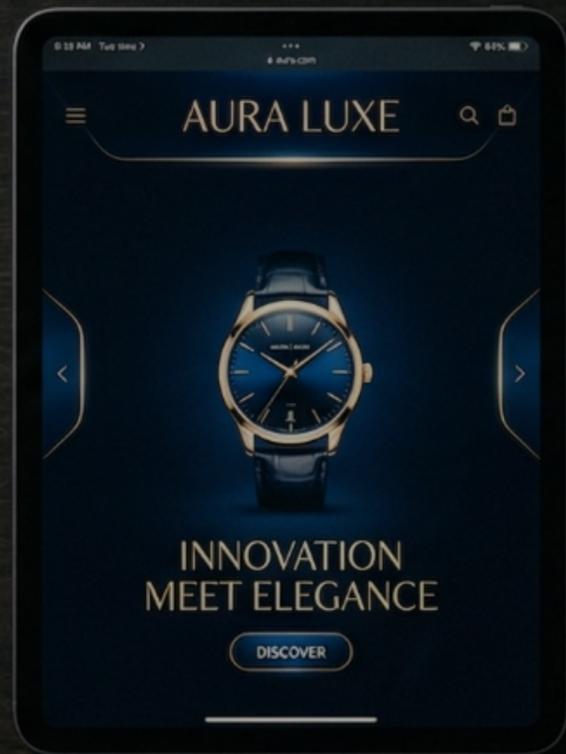
15–30s product spots for social and programmatic. Template-driven for consistency, human-directed for quality.

- Instagram Reels & TikTok formats
- Product reveal & rotation spots
- Ingredient & material close-ups
- VO, music, and motion graphics included
- Batch pricing for multi-product runs





Luxury



Tech-Blue Luxury



Warm Ec

DIGITAL PRESENCE

Brand Landing Pages

High-design product launch pages and brand microsites. The natural complement to your visual assets.

- Product launch & collection pages
- Campaign microsites
- Responsive & performance-optimized
- Delivered in days, not months
- Designed to match your brand system

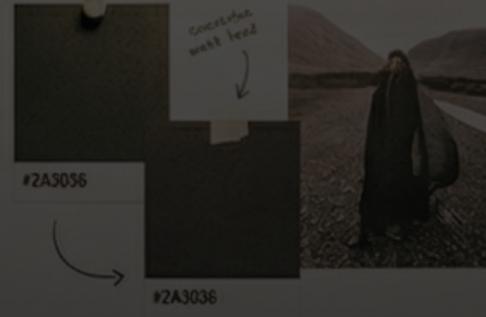
CAMPAIGN GRID - AUTUMN/WINTER 2024



A/W 2024 - THE SILHOUETTE



VISUAL DIRECTION



LOOK 1-12



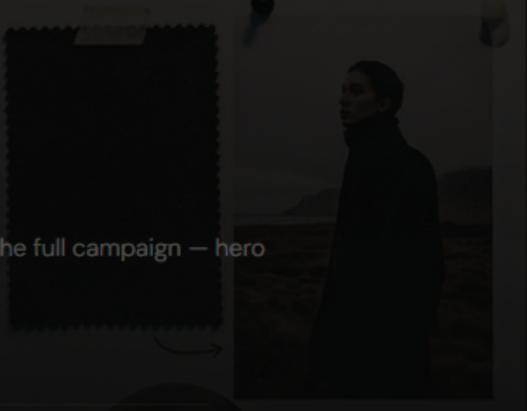
CAMPAIGN GRID - AUTUMN/WINTER 2024



LOOK 1-12



VISUAL DIRECTION



LOOK 1-12



CAMPAIGN EXECUTION

Full Campaign Production

You bring the storyboard and creative direction. We produce the full campaign — hero imagery, video, and all supporting assets across every format.

- Hero video & imagery from your brief
- Multi-format asset delivery
- Seasonal campaign packages
- Storyboard required for scoping



HOW WE WORK

From brief to delivery in days, not months



01

Brief & Scope

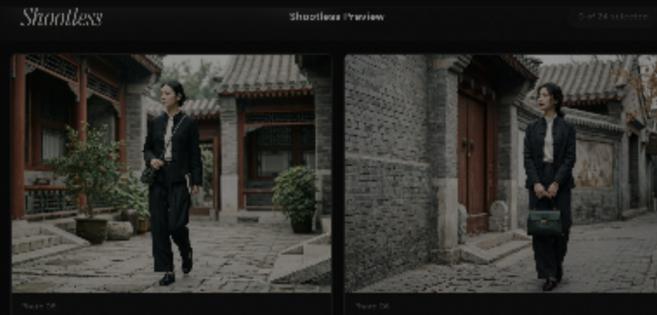
Share brand references, product details, and goals. One call or a single document — we scope everything upfront, no surprises.



02

Direct & Produce

Our creative team generates multiple directions calibrated to your brand standards. Senior creative oversight on every output.



03

Preview & Select

Every variation lands in Shootless Preview — your private review portal. Browse options, leave feedback, approve what works.



04

Deliver & Scale

Final assets delivered in every format you need. Each project builds your brand profile — future runs are faster and sharper.

SELECTED WORK

*Real projects.
Measurable results.*

Four engagements across accessories, skincare, fashion, and FMCG. All delivered in under 10 days. All at significantly lower cost than traditional production.

4

Active client engagements

59

Total assets delivered

5.8

Average days to delivery

60%

Average cost savings

ACCESSORIES · SHANGHAI

Qianhe Accessories

Campaign shoot for a Shanghai accessories label — editorial stills and platform cuts. Delivered without a studio booking or travel day.

10

assets delivered

4

days turnaround

60%

cost savings





SKINCARE · HANGZHOU

Xibai Skin

Product photography and launch video for a new premium skincare range. Live action composited with AI-generated environments for campaign consistency.

18

pieces delivered

6

days turnaround

58%

cost savings



FASHION · GUANGZHOU

Nanfeng Clothing

Seasonal lookbook campaign for a Guangzhou streetwear label — hero film plus six social cuts. No casting calls, no location scout.

7

assets delivered

5

days turnaround

55%

cost savings



FMCG · CHENGDU

Jinlong Foods

CGI product launch for a premium snack line. Photorealistic renders across 24 SKUs — no studio, no physical setup, no sampling required.

24

SKUs covered

8

days turnaround

65%

cost savings

50%+

Average cost reduction vs. traditional production

3×

Faster than traditional production timelines

4 days

Average turnaround across all engagements

1

Invoice. One team. One point of contact.

Directed by people. Delivered at scale.

Human direction, every project

Experienced creatives lead every brief. Technology handles the heavy lifting; our team ensures the result matches your brand.

Built for growing brands

Whether you need 10 product shots or a full seasonal campaign, we scale to your brief. Most partnerships start with a single project.

Consistent, repeatable quality

Once calibrated to your brand, every output matches. The system learns your standards and holds them across runs.

One partner, everything visual

Catalog photography, video, landing pages — one brief, one team, one invoice. No agency coordination overhead.

MARKET POSITION

The sweet spot.

AI TOOLS & TEMPLATES

SHOOTLESS

TRADITIONAL STUDIOS

AI-ONLY TOOLS

Fast & cheap.
Inconsistent.

- No human direction
- Brand fit is hit-or-miss
- Output requires heavy review

SHOOTLESS

Production-grade quality.
Technology-enabled speed.

- Human-directed, every project
- ~50% cost savings vs. traditional
- Delivered in days, not weeks

TRADITIONAL STUDIOS

High quality.
High cost, slow delivery.

- Large teams, long timelines
- Heavy infrastructure overhead
- Pricing reflects the structure

Shootless

*Ready to see
what's possible?*

One conversation is all it takes.

Get in touch

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