

P O R T F O L I O
- P H O T O G R A P H Y -
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WILLARD PANT DESERT NIGHT CAMO PHOTOSHOOT

The Willard Pant in Desert Night Camo was highlighted through a studio-based campaign shoot.

The model was styled with Nike Choc Chip camo sneakers and a light-coloured jacket to create contrast against the pants.

The session focused on an urban street-style vibe, emphasizing strong poses, movement, and attitude for ecommerce and social media use.





SJ6 JACKET TFP CAMO PHOTOSHOOT

The SJ6 Jacket in TFP Camo, a collaboration between Snugpak and Platatac, was showcased through a combination of studio product and social media imagery.

The brief included clean product shots, puffed flatlays styled with a chest rig, and model images to highlight fit and scale. All visuals were created for launch promotions, ecommerce, and social media use.



DESERT NIGHT CAMO PHOTOSHOOT

The Desert Night Camo collection was brought to life through a mix of model and flatlay photography, featuring the GWOT Parka Jacket, Four Pocket Kurtz Shirt, and Willard Pant.

The GWOT Parka Jacket was styled on a model with desert camo pants and a chest rig, while puffed flatlays were created for both the parka and Willard Pant.

The Four Pocket Kurtz Shirt was photographed on a model and converted into a ghost mannequin running pose, with all images prepared for social media and marketing.



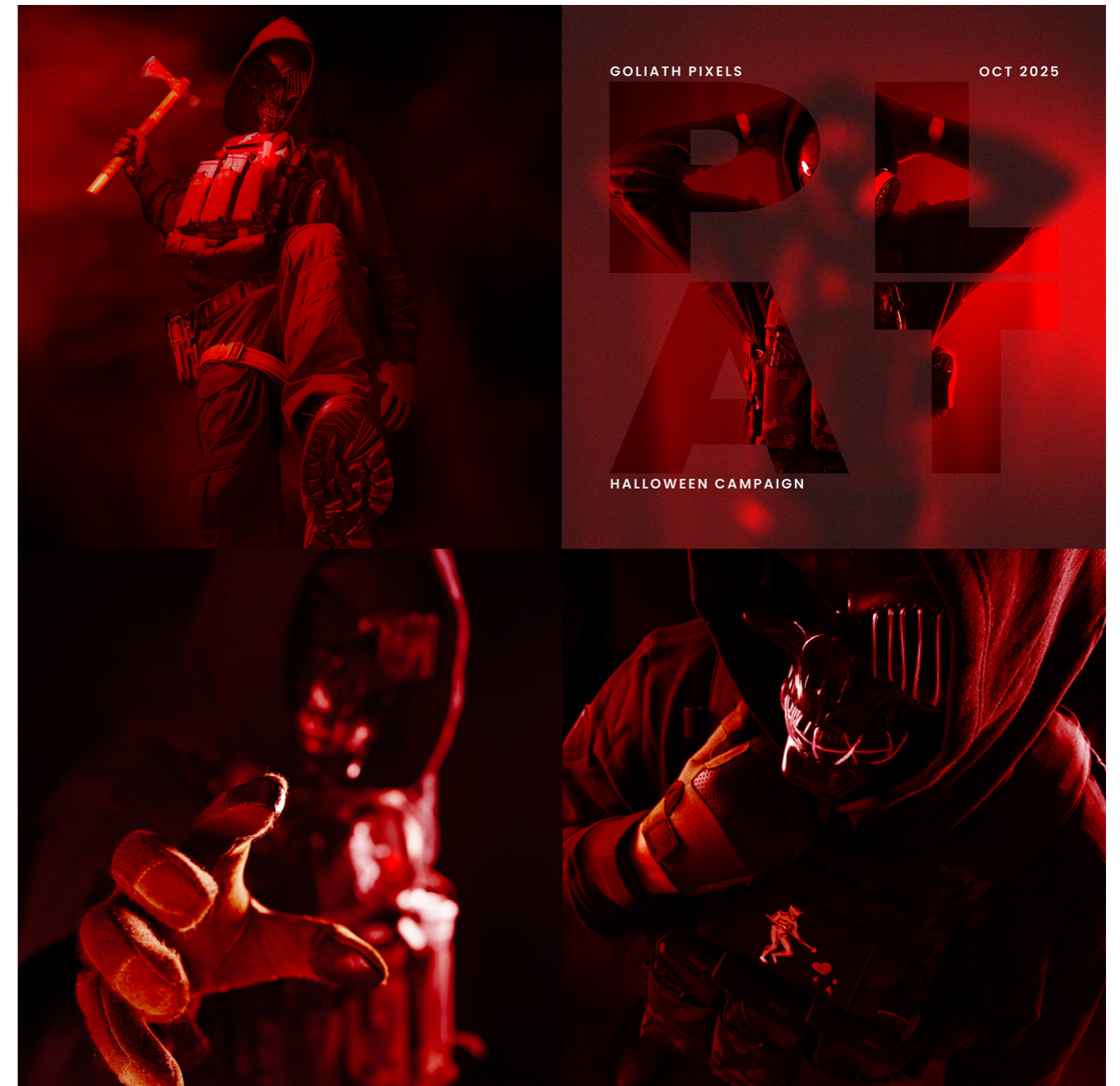


HALLOWEEN SALE PHOTOSHOOT

This project involved producing a mini-campaign for the Halloween Flash Sale, combining military and horror-inspired aesthetics.

The brief required creating two to three key visuals with strong, commanding poses and gritty, moody lighting, inspired by classic horror movie posters while keeping the brand's tactical identity.

All images were developed for use in social media and promotional marketing.





NODS NVG COVER PHOTOSHOOT

The focus of this shoot was to translate a provided mood board into studio imagery for the NODS NVG Cover. The brief included a detailed flatlay with the full kit and separate images of the GP Smedium, NODS NVG Cover, and NVG prop, all aligned with the mood board aesthetic for marketing and social media.





LRR JUNGLE PACK PHOTOSHOOT

This project focused on showcasing the LRR Jungle Pack through a combination of studio and on-location imagery. The brief required photographing a model wearing the pack in real-world scenarios, alongside controlled studio shots using a 1606 frame with shoulder straps.

The images were designed to highlight both functionality and form for use in ecommerce listings, promotional campaigns, and social media.





SILKS ALPHA JACKET PHOTOSHOOT

This shoot focused on capturing the Silks Alpha Jacket in a natural bush environment, showcasing how it functions when worn in the field. The brief emphasised using the terrain, foliage, and available light to build a sense of realism and purpose.

The model was directed through various positions and movements to highlight fit, comfort, and practicality, with the final images shaped to suit marketing and social media use.

M90 CAMO PHOTOSHOOT



For the M90 Camo release, the aim was to create authentic studio visuals that reflected the pattern's Swedish military heritage. The setup centred on puffed flatlays supported by field gear that matched the camouflage's historical context.

Props and additional elements were selected or digitally enhanced to resemble equipment a Swedish recruit might carry, resulting in a cohesive set tailored for promotional and social platforms.



PRODUCT THEME PHOTOSHOOTS

This series explored three distinct product themes, each with its own visual approach. The card wallet and compass were styled with small accessory pairings to build compact, purposeful flatlays that communicated everyday usability.

The folding knives were photographed on an ammo crate for a more rugged, utilitarian mood. Each theme was designed with its own atmosphere while remaining aligned with the brand's presentation across marketing and social channels.

SEE THE GRAPIC DESIGN PORTFOLIO ON BEHANCE LINK BELOW
<https://www.behance.net/gallery/237197241/Portfolio-Graphic-Design>