

The Company: Jewellery Company

Location: UK

Industry: Fashion Accessories

The Objective: Image enhancement of fashion accessories & apparels, processing 12,000 images per month.

The Solution: 12,000 plus Image enhancements every month, to optimize company's brand name, for various fashion accessories & apparels.

The Challenges:

- Skin should appear free of blemishes, bruises, tattoos, piercing, etc. however skin should retain its texture and not look too soft or plastic.
- Hair should be lightly touched, only when necessary.
- Light fly away removal when too much exist. Avoid over re-touching the hair.
- Garment should be free of excess wrinkles, sides should be smoothed and bra straps and bulges removed.
- Background should be solid white; dirt on the floor and background items need to be completely removed however, foot shadow should remain.

The Solution

Images were uploaded on server, for processing as per client specifications, with appropriate nomenclature to save on data transfer time. 14 graphic designers worked, dedicatedly on this ongoing image enhancement project, for enhanced consistency in quality and pace of work for 12000 plus images a month. Workflow was designed specifically to allow each designer to work only on their specific area of expertise, i.e., skin tone, hair, etc. in coordination with internal checklist & specifications by client. Stringent three layered quality check process was followed, and renaming images was allowed only when required. Upon completion, the process of data transfer through server was followed to submit images back to client.

Image enhancement services are utilized to transform ordinary images to improved images of superior quality, for representing a brand. The images used across adverts, in websites and on marketing collaterals, can make or break the image of a brand. Company's brand image nowadays can take a back step or can be enhanced with a single treatment to the image of a product range. Image enhancement specialists works hand in hand with client's management team to gain perfect understanding of the brand image their company wants to project. They carry out repairs conveniently on or off-site depending on the client's preference & upon completion; the representative executes a monthly or quarterly walk-through with clients.

One of the leading fashion products retailers, with its center of operations at Foothill Ranch – California, were looking for image enhancement of their entire range of fashionable and prevailing apparels and accessory items. They with their affiliates functioned as a specialty retailer of apparel and accessory items for women in United States, three mall-based chains of retail stores with three different brand names, offering apparel and accessories for teenage girls. These stores concentrate on denim products for teenage girls with store sizes varying from 1600 square feet (150m2) and 4000 square feet (370 m2). The client now possesses a total of 532 stores in 47 states.

Re-touch and/or enhance, to convert raw images within Adobe Photoshop. A challenging project altogether to process approx. 12,000 images per month well within the turnaround time.

Technology / Software Used:

After comprehending client requirements; it was concluded to use WS Image Process. Pdf & AB Image Process. Pdf for successfully executing this image enhancement project.

Benefits

- Images were enhanced through advanced photo editing software, in state-of-the-art image editing infrastructural facility.
- Quickest turnaround time 8-12 hours – Our USP.
- Images were processed & delivered in a format and resolution specified by the client.
- Confidentiality, Copyright and Privacy was the top priority, as images were not merged, published, distributed, sublicensed, sold or inseminated further.
- Fast & efficient services, saved time & cost of hiring additional resources.

Sample of work

