Objects of Desire

SETPIECE / CREATIVE DIRECTION / THREE PRODUCT PHOTOGRAPHS

OBJECTIVE

Create three distinct product worlds, with the reference and complete direction in one brief.

PRODUCT CATEGORY

Fragrance, beauty and skincare / product photography

PRODUCTS

QHUE New York Extrait de Parfum, Fenty Beauty Primer and Shiseido Benefiance.

MOOD / STYLE

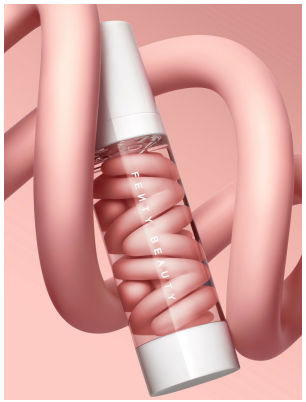
Sculptural forms, deliberate colour, tactile materials and clear product identity.

REFERENCE PHOTOGRAPHS



01 / In the Red

QHUE New York Extrait de Parfum



02 / Real or Rendered?

Fenty Beauty Primer



03 / Soft Power

Shiseido Benefiance

A fictional Setpiece demo built around existing photography by Brandon Harrington. Direction is written around the images for this example; featured brands do not endorse Setbrief.

Photo 1: In the Red

HERO

PRODUCT(S):	QHUE New York Extrait de Parfum
STYLING:	Three sculptural bottles in a row, each a different colourway.
PROPS:	None.
COMPOSITION:	Three bottles in a row; reflections doubling them on a glossy red surface.
LIGHTING:	Hard, warm key on a coral gradient.
BACKGROUND:	Coral-to-red gradient; glossy red reflective surface.

MUST INCLUDE

All three bottles. Clear labels. Full reflections.

CREATIVE DIRECTION



Reference photography · Brandon Harrington

A completed fictional example. Reference and direction are shown together for this demo.

Photo 2: Real or Rendered?

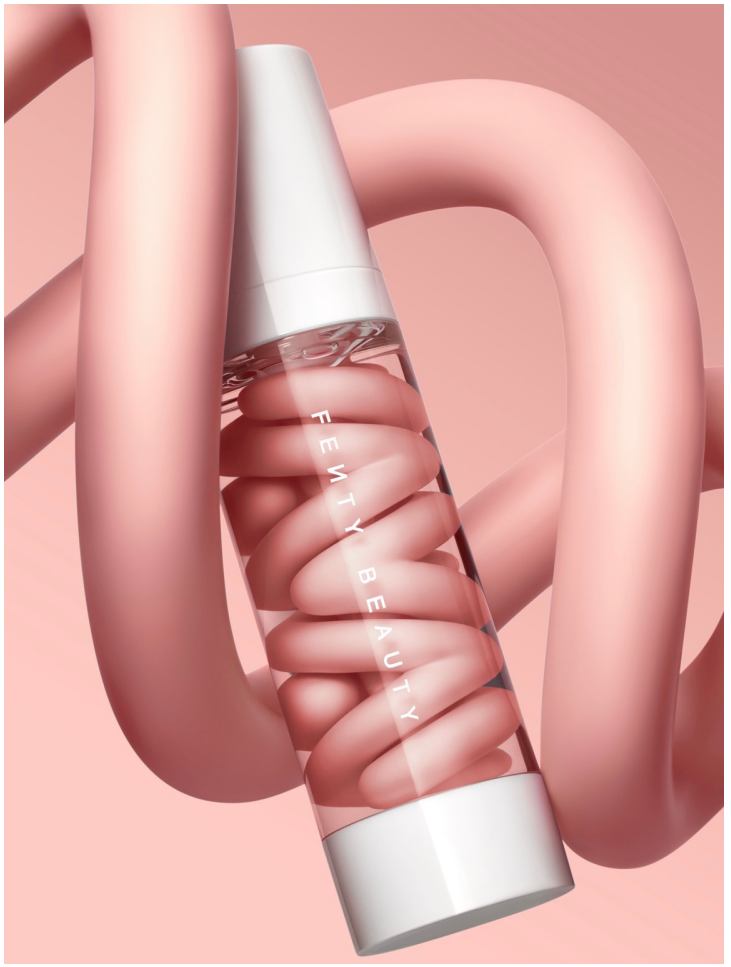
SOCIAL

PRODUCT(S):	Fenty Beauty Primer
STYLING:	One clear primer bottle framed by a sculptural pink coil.
PROPS:	Pink sculptural coil; discreet acrylic support.
COMPOSITION:	Frame the primer inside the pink coil. Keep the product as the sole focal point.
LIGHTING:	Controlled highlights reveal the clear packaging and sculptural forms.
BACKGROUND:	Soft blush pink; clean, seamless backdrop.

MUST INCLUDE

One product. Legible label. Full shape of the coil.

CREATIVE DIRECTION



Reference photography · Brandon Harrington

A completed fictional example. Reference and direction are shown together for this demo.

Photo 3: Soft Power

HERO

PRODUCT(S):	Shiseido Benefiance
STYLING:	Warm metallic accents, pale surfaces, and ribbed glass.
PROPS:	Ribbed glass panel in front of the products.
COMPOSITION:	Group the products behind ribbed glass. Let the vertical lines give quiet structure.
LIGHTING:	Soft, diffused light on blush pink; keep reflections low.
BACKGROUND:	A warm blush-pink surface and backdrop.

MUST INCLUDE

All products. Readable labels. Ribbed-glass texture.

CREATIVE DIRECTION



Reference photography · Brandon Harrington

A completed fictional example. Reference and direction are shown together for this demo.