Luxury video prompts / Prompt guide

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Original starting points, not tested generation results. Adapt them to your model and inspect the output.

Turn a fragrance, garment or everyday object into a considered product film. Start with a recognisable detail, reveal how the material catches light, then settle on the product. Copy a prompt below and adapt its references, gesture and sound to your brand.

Make the material the story.

Define your version of luxury: Choose what the viewer should notice: the weight of fabric, the edge of glass or the finish of metal. Set a palette, background, lighting direction and pace that belong to your brand. Luxury need not mean black and gold.

Keep the product recognisable: Use approved product views and record the details that must stay fixed: silhouette, cap, seams, colour and marks. Supply another view before asking the camera to reveal an unseen side. A reference guides the result; inspect it in every take.

Give each shot a job: Plan a material detail, a controlled gesture and a final product view. Write what is visible at the start and end. Match the product position, hand placement and light across cuts so the sequence feels like one production.

Finish the message in the edit: Write narration before choosing the final timing. Record it separately unless your chosen model supports the speech you need. Add exact logos and titles in the editor, then check the sequence with sound on and off.

Fragrance in sculpted light

A perfume launch or a creator's fragrance edit.

A luxury fragrance film. A plain rectangular amber glass perfume bottle with a brushed brass cap stands on dark stone. Begin in a close product shot and slowly move the camera toward the bottle, keeping its whole silhouette visible. A broad soft light makes a clean reflection along the glass; a narrow warm backlight defines the edges. Deep charcoal surroundings, restrained amber colour, crisp cap detail. The bottle remains still as the camera settles on the final composition.

Prepare: Use an approved bottle image as the starting frame where supported. Keep the camera move shallow when exact shape matters.

Framing: Close product shot

Movement: Slow camera push-in

Light: Soft reflection and warm edge light

Palette: Amber and charcoal

Check: Bottle outline and cap stay consistent; Reflections change with the viewpoint; The final frame leaves space for your title

Variation: Replace charcoal and dark stone with cream and pale limestone.

Amber glass, up close

A texture insert before the final product reveal.

An extreme close-up of the shoulder of an amber glass perfume bottle, its brushed brass cap visible near the top of the composition. The bottle rests on dark stone. The camera stays fixed while focus moves slowly from the grain of the cap to the curved glass edge. Broad soft reflections reveal the glass thickness and amber liquid. A quiet luxury product study with a charcoal background and warm highlights. Finish with the glass edge held in focus.

Prepare: Crop an approved product image to establish the detail. Keep the same bottle design as the wider shot.

Framing: Extreme close-up

Movement: Fixed camera; focus transfer

Light: Broad glass reflections

Palette: Amber and charcoal

Check: Glass and liquid remain plausible; Cap texture survives the focus change; Focus changes without the product transforming

Variation: Swap amber for clear glass against a cool grey background.

Jewellery on a turning plinth

A ring reveal for a product page or social ad.

A sculptural gold ring rests upright in a discreet groove on a small matte stone plinth. In a close product shot, the camera remains fixed while the plinth turns slowly through a small arc. A large soft light creates a broad reflection across the metal, with a narrow bright accent catching the edge. The backdrop is warm grey and softly out of focus. The movement reveals the ring's thickness and curved profile. Finish with the ring facing the viewer.

Prepare: Start from the real ring photograph for product work. Keep the move small enough to inspect the design.

Framing: Close product shot

Movement: Object turns; camera fixed

Light: Broad reflection, bright edge

Palette: Gold and warm grey

Check: The ring keeps its shape and thickness; The support stays in contact; Reflections move coherently

Variation: Try silver against cool stone.

Leather and hardware

A handbag detail for a launch or shopping edit.

A close-up of a structured chocolate leather handbag resting on pale stone. The camera glides slowly sideways along the stitched seam toward a simple brass clasp. Soft side light reveals the leather grain and rounded edge of the handle. The background remains quiet and creamy, with gentle shadow under the bag. Focus stays on the seam and then settles on the clasp. A considered luxury accessories film with tactile materials and restrained movement.

Prepare: Use a reference showing the seam, clasp and handle clearly. Keep these details consistent across shots.

Framing: Seam and clasp detail

Movement: Slow lateral camera move

Light: Soft side light

Palette: Chocolate, brass and cream

Check: Stitch spacing stays consistent; Hardware and handle keep their shapes; The bag remains grounded

Variation: Try black leather and brushed silver on grey stone.

Silk catching the air

A fabric study for a collection teaser.

A close study of a long ivory silk panel hanging in a quiet studio. The camera remains still as a gentle breeze lifts one fold and lets it settle back into place. Broad side light traces the shifting weave and luminous ridges, while the far side falls into soft shadow. A warm grey background keeps attention on the fabric. The movement is slow and continuous, with the silk showing its weight as it falls.

Prepare: Establish the fabric colour and texture in a still first. Ask for modest movement so the material stays readable.

Framing: Close fabric study

Movement: Fabric moves; camera fixed

Light: Broad side light

Palette: Ivory and warm grey

Check: Folds connect to the same panel; The weave remains consistent; The fall feels weighted

Variation: Try dark wool with a smaller movement to reveal its heavier drape.

A tailored silhouette in motion

A moving lookbook or editorial outfit reveal.

A full-length fashion shot of an adult model in a sharply tailored black coat and fluid trousers walking at an unhurried pace along a pale stone wall. The camera travels sideways alongside the model, holding the same distance and keeping the entire silhouette in frame. Soft daylight reveals the coat's structure as its hem moves with each step. Minimal styling, natural posture, muted stone tones and deep black fabric. End with the model pausing and looking past the camera.

Prepare: Use an approved outfit reference and a simple background.

Framing: Full-length silhouette

Movement: Camera follows sideways

Light: Soft daylight

Palette: Black and pale stone

Check: Coat seams and length stay stable; Foot contact and walking are plausible; The whole outfit remains visible

Variation: Change the action to a slow turn in place and hold the camera still.

A quiet beauty portrait

A skincare story or personal-brand introduction.

A close portrait of an adult with understated makeup and softly tied-back hair. They turn gently toward a large soft window light, then settle into a calm gaze just beside the lens. The camera stays at eye level. Natural skin texture remains visible, with a soft highlight on the cheek and gentle shadow shaping the face. The background is a warm, blurred interior. Warm neutral colours, an intimate atmosphere and a still final moment.

Prepare: If identity continuity matters, use a workflow with the relevant reference control.

Framing: Close portrait at eye level

Movement: Gentle head turn

Light: Large soft window light

Palette: Warm neutrals

Check: Facial identity stays consistent; Skin texture remains plausible; Eyes and earrings stay stable

Variation: Try a profile composition with a darker background.

Skincare in morning light

A skincare reel or shop-page insert.

A plain cream ceramic skincare jar with a fitted lid sits on a pale travertine shelf beside folded linen. In a close product composition, the camera makes a slow, shallow push toward the jar. Soft morning window light reveals its satin finish and a gentle shadow beneath it. The linen stays still. Warm ivory and stone tones, a quiet background, clean separation between lid and body. End with the jar clearly visible for a product-title overlay.

Prepare: Use a real pack photograph for a specific product. Add exact packaging text in the finish.

Framing: Close product composition

Movement: Shallow camera push-in

Light: Soft window light

Palette: Ivory and stone

Check: The lid remains fitted; Contact shadow stays stable; Proportions remain consistent

Variation: Use a smooth stone background for a more sculptural composition.

Watch case and dial

A detail-led watch teaser.

A close study of a brushed steel wristwatch resting on folded charcoal fabric. The watch is still. The camera makes a small sideways move that reveals the thickness of the case, then settles on the dial. A broad soft reflection crosses the glass without obscuring the face; a narrow edge light separates the steel from the fabric. Cool grey tones, precise surface detail and restrained contrast. Finish with the watch face clearly readable.

Prepare: Start from an approved watch image. Retain or composite real dial artwork if exact markings are required.

Framing: Case and dial detail

Movement: Small lateral camera move

Light: Soft reflection and edge light

Palette: Steel and charcoal

Check: Dial markings and hands stay coherent; Bracelet links retain their structure; The reflection leaves the face readable

Variation: Try a leather strap against warm brown fabric.

A sculptural sneaker profile

A footwear launch or outfit insert.

A monochrome technical sneaker rests on a low matte plinth in a charcoal studio. The camera rises slowly from sole level to the side profile while maintaining a level viewing direction. A long soft light outlines the upper, and gentle fill reveals the layered sole. The shoe stays still. Textured mesh, clean panel edges, deep blacks with visible detail. Finish on a balanced side view with quiet space above the shoe for a title added in editing.

Prepare: Use a side-view reference and a modest camera rise.

Framing: Sole detail to side profile

Movement: Camera rises vertically

Light: Long soft light and gentle fill

Palette: Monochrome

Check: Sole layers and laces stay stable; The shoe stays supported; The camera rises without the shoe rotating

Variation: Use warm cream footwear on pale stone.

A creator's fragrance ritual

An opening shot for a fragrance review or product story.

A close view of an adult's hand placing a rectangular amber perfume bottle with a brushed brass cap onto a stone dressing table beside folded cream linen. The camera is fixed, with the face outside the composition. Soft window light reveals the glass, skin and fabric texture. After setting down the bottle, the hand leaves the frame and the composition rests on the product. Warm neutral colours, an uncluttered room and an intimate, considered pace.

Prepare: Match the bottle to your wider shot. A simple action gives you a focused detail to evaluate.

Framing: Hand and product close-up

Movement: One placement; camera fixed

Light: Soft window light

Palette: Amber, cream and stone

Check: Fingers grip and release plausibly; The bottle contacts the table; Its shape stays stable after the hand leaves

Variation: Replace the hand action with a fixed product and a moving curtain shadow.

A quiet suite in the morning

A travel mood film or lifestyle opening scene.

A wide interior view of a calm suite with pale stone flooring, linen seating and tall curtains. The camera remains fixed. Morning light falls across the room as a breeze moves the sheer curtain, revealing a little more of the bright window. Natural fabric textures, soft shadows and a restrained cream palette. The composition holds on the space, with an open area near the window that can carry a title in the edit.

Prepare: Treat this as a fictional mood concept. For an actual property, preserve its real architecture and view in your sources and final footage.

Framing: Wide interior

Movement: Curtain moves; camera fixed

Light: Morning window light

Palette: Cream and natural stone

Check: Windows and furniture remain stable; The curtain remains attached; Reflections agree with the room

Variation: Try a quiet evening with warm lamps already lit.

Build a small fragrance ad

A proposed sequence for a product launch or a creator's reel. Generate shots separately when you want to revise each independently, then assemble your selected takes in an editor.

Introduce the ritual: Open on the hand placing the bottle. Cut after the hand clears it.

Let the material fill the frame: Move to the glass and cap detail. Hold long enough to read the surface.

End on the product: Use the final settled composition for your product name and call to action.

Keep the bottle shape, cap, liquid colour and material finish consistent across shots. Reuse approved reference images where supported. Match colour and exposure in the edit.

Choose running time and aspect ratio for your placement. Add music, room tone and titles; review the platform safe zones before export.

Start with what the clothes need to show

LAFF includes commercial, experimental and performance work in its fashion-film definition. A useful planning question is whether this shot should reveal a silhouette, show a material or express an attitude.

Festival framing; the planning question is Shotcraft's synthesis.

Direct the gesture as carefully as the camera

Movement directors interviewed by Vogue discuss posture, performance and adapting movement to clothes and people. For PD-168, the makers developed choreography with the garments and involved the director in rehearsals.

Attributed practitioner accounts; there is no required choreography for a fashion film.

Decide whether face, fabric or silhouette reads first

Kazanin describes lighting for garment structure, dark fabrics and reflective accessories, and recommends checking the actual wardrobe through its movement. This suggests stating the texture or outline that should stay visible in a prompt.

One cinematographer's guidance; prompt translation is untested.

Design reflections as part of the image

Brandstetter describes coordinated lighting and graphics producing reflections on eyewear and watches. His account also treats skin texture and tonal adjustments as finishing decisions. A practical brief can name which reflection is wanted and which product detail must remain readable.

One campaign's method, not proof of a model's rendering accuracy.

Keep light, camera and performer working together

Westcott's production account describes assistants moving handheld lights with models and camera. Sutton's director statement describes a set conceived around a dancer's movement. Both are examples of staging built around the performance.

Specific production accounts; the set mechanism is not established.

Sources and scope

Written for Shotcraft from our existing cinematic-language and video-prompt reference. The scenarios and sequences are original creative proposals, not model benchmarks. Fashion-film research is being collected separately; these examples do not claim to reproduce a particular campaign.

What is a fashion film? / https://lafashionfestival.com/what-is-a-fashion-film / checked 2026-09-15

ARRI cameras and lighting with Michele Brandstetter de Bellesini AIC / https://www.arri.com/news-en/arri-cameras-lighting-dp-michele-brandstetter-de-bellesini / checked 2026-09-15

Fashion Campaign Lighting Milan / https://vitalykazanin.com/fashion-campaign-lighting-cinematography-milan / checked 2026-09-15

Why fashion's finest are calling out for choreographers / https://www.vogue.co.uk/fashion/article/fashion-movement-directors / checked 2026-09-15

Peter Do's PD-168 Comes to Life Through Dance / https://www.papermag.com/peter-do-pd-168 / checked 2026-09-15

Behind the Scenes of a Run-and-Gun Fashion Film / https://westcottu.com/behind-the-scenes-fashion-film / checked 2026-09-15

Lil Buck by Jacob Sutton / https://ashadedviewonfashion.com/2013/09/23/lil-buck-jacob-sutton/ / checked 2026-09-15

Cinematic-language reference / /prompts/cinematic-language/

Video-prompt reference / /prompts/video/

Could generation cost less for your brief?

For a generated concept, the budget can shift from a set, crew and travel to reference preparation, attempts, selection and finishing. Compare the same deliverable using your own numbers, including rejected generations.

Use one currency throughout and include your own time, even for a solo creator. Enter a complete live-action estimate for the same finished video: preparation, talent, location, kit, filming, editing and sound. This compares your inputs; it does not establish equal quality or market prices.

Live-action total for the same deliverable: Your quote or complete estimate.

AI reference preparation and assets: Include stills, product photography, styling and preparation time.

AI selection, editing and sound: Include your time, retouching, titles, music and delivery.

Allocated subscriptions and other AI costs: Exclude generation charges already counted below.

Cost of one generation attempt: Use the actual charge for your model, length and settings, or an average across the attempts.

Total attempts across the entire video: Count accepted and rejected generations, including repeated cycles.

AI total = preparation + finishing + allocated fees + (cost per attempt × all attempts). Compare this with the live-action total for the same finished deliverable.