

# Laura James: Lighting Launch

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# The Mission & Philosophy



## The goal

Lighting must look stunning inside beautiful homes. Capturing the details and reflections perfectly makes every piece look truly premium.



## Smart spending

Every choice focuses on getting the best photos and videos for the budget. The priority is on the lights that actually drive sales.



## Keeping things safe

A tight grip is kept on how the shoot runs from day one. And safety comes first from the initial location visit right to the end. This protects the crew, the locations, and the fragile products.

# The Six Week Plan

## Weeks 1 - 2

### Pre Production

The plan gets locked down. This means finding locations, picking models, choosing the exact lights, and agreeing on the style.

## Week 5

### The Shoot

Two full days on location. Capturing photos and video at the exact same time.

## Weeks 3 - 4

### Prep & Logistics

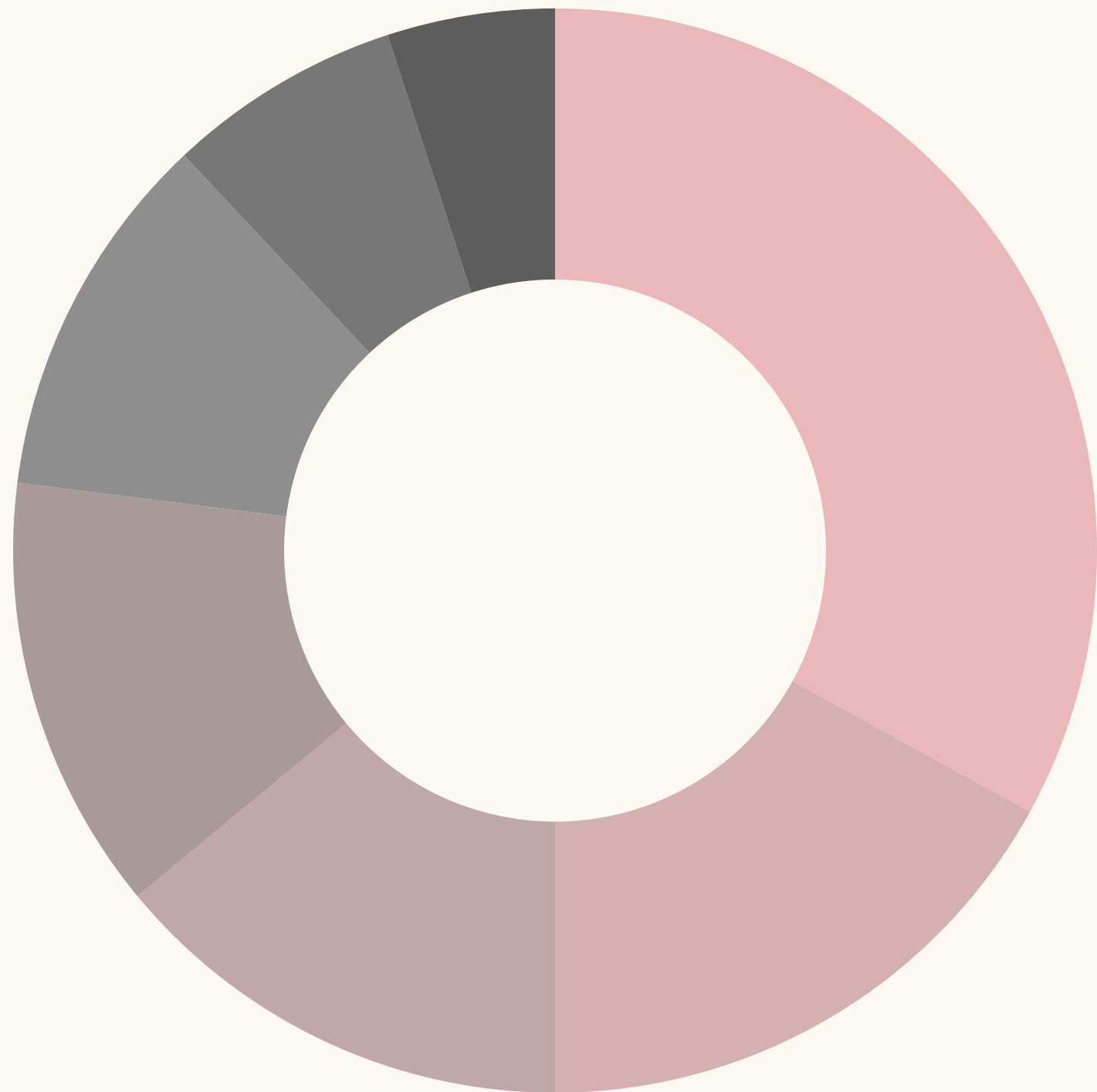
Tracking samples and running safety checks. Booking the crew and sending out the final schedule.

## Week 6

### Post & Delivery

Editing the photos and colouring them perfectly. Then formatting everything and handing it over.

# Budget Allocation



# Crew and Suppliers



## The core team

A lead photographer and a videographer capture the best details. An interior stylist makes sure the rooms look perfect. And a digital technician checks the photos on a laptop as they are taken, catching any issues instantly.



## Finding the right people

Only crew members who specialise in homes and products make the cut. Trusted local contacts help get the best people.



## Playing by the rules

Fair pay and usage rights are agreed right away. This protects the brand and keeps everyone happy.

# Location Selection

## Check the space

Visiting the houses ensures they have enough room for the equipment and the layout works.

## Getting technical

The house must have enough power and easy access.

## Define the target look

Specialist agencies find beautiful houses that appeal to the target audience of 28 to 55 year olds.

## Focusing on the light

Selecting homes with neutral colours and clean spaces lets the lighting take centre stage.

# Furniture and Samples



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## Check the warehouse

Opening the boxes and testing the lights happens before the shoot even starts. Everything gets a label so lights can be swapped quickly on the day..



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## Handle with care

Proper crates and thick blankets protect the fragile glass and metal parts. Every step is taken slowly to stop things breaking.



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## Show off the furniture

Using Laura James furniture in the background is a great way to show off more products at once.

# Transport and Access



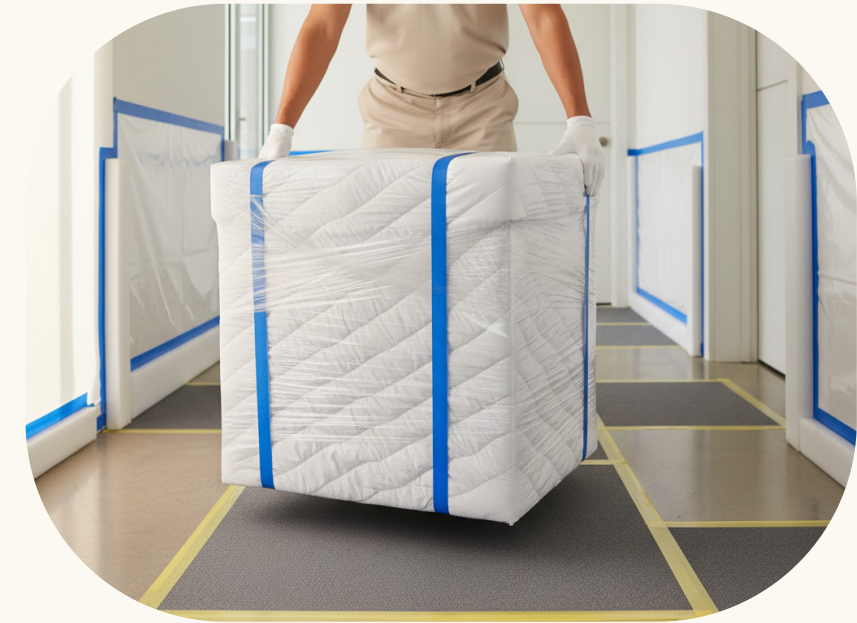
## Moving smartly

Vans with tail lifts transport the heavy furniture and delicate lights. Careful packing keeps the fragile items safe.



## Permit planning

Booking parking spaces with the local council well in advance means no time is wasted driving around looking for a spot.



## Careful hands

Dedicated assistants just move things from the van to the rooms. They protect the walls and floors so the house is left exactly as it was found.

# Scheduling and Pace

## **Build the day around light**

Shots are scheduled based on the light in the room, rather than grouping similar products together. Daylight is shot first, then the sunset, finishing with the lights turned on at night.

## **Multitasking**

While the photographer takes the main pictures, the videographer films the details. The next product gets prepared while the current one is still being shot.

## **Keeping the pace**

The crew arrives only when actually needed. So nobody is standing around waiting.



# On Location Product Tracking

## Tracking during the shoot

The technician tags the exact product name and colour onto the digital photo file the moment it is taken.

## Taking responsibility

One person moves the box, the stylist places the item, and the brand representative agrees it looks right before the photo is taken.

## The master list

Every single camera shot links to a specific product code before arrival.

## Keeping things tidy

Splitting the house into three distinct areas helps organise the space. One for unpacking, one for shooting, and one for packing away. This stops things getting mixed up.

# Handling Problems

## Broken products

Two sets of the main lights are requested. One is kept safe in its box just in case.

## Bad weather

Professional lighting gear creates artificial indoor daylight if it gets cloudy outside.

## Budget changes

Backup options for crew and locations are kept if money needs saving quickly. The most important photos are always captured first.

## Safety first

The location is checked early and safe working practices are agreed. A safety chat happens every morning to stop injuries and damage to the house.



# Keeping Everyone In The Loop

## Product Team

Agreeing early on which lights are the most important to sell is crucial. Tracking them carefully ensures they get plenty of screen time.

## Creative Team

The brand style is protected. The camera framing and the mood boards are checked together right there on the set.

## Marketing Team

The shots are planned backwards. Leaving empty space around the subject means the photo can be easily cropped for a wide website banner or a tall social media post.

## Regular Updates

A quick meeting happens every week. A strict two day limit is set for getting approvals. This stops endless changes and keeps the project on track.

# Asset Handover

## How are the files delivered

A neatly organised digital library is provided. All the folders are sorted by product name so exactly what is needed can be found in seconds.

## What is included

The main photos and the lifestyle shots are provided ready to use. Short videos for social media and high quality files ready for printing are also included.

## Ready to go

Every file is already cropped for where it needs to live, like wide formats for the web and tall ones for phones. Everything is named clearly to stop any confusion.



# Questions?

Thank you for your time and consideration

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