

**DAKINE**

---

**S23 SURF EVERGREEN  
PHOTOSHOOT**



# LEASHES

## DIRECTION

- Shoot landscape
- Play with angles
- Pulled back & tight shots to show product
- On subjects and solo product shots
- use elements: Wet/Dry sand, beach rocks
- Show all of cord if possible



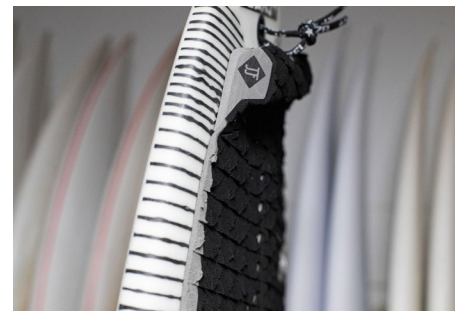
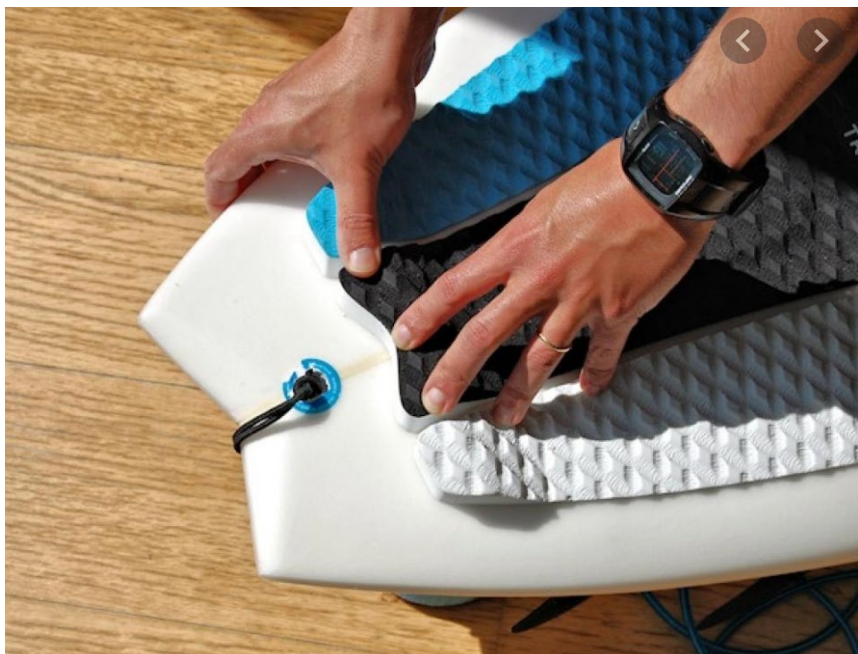
SAVINGS



# TRACTION PADS

## DIRECTION

- Shoot landscape
- Play with angles and use negative space
- Tight shots that show traction pad texture and materials



# BOARDBAGS

## DIRECTION

- Shoot landscape
- Play with angles
- Pulled back & tight shots that show traction pad texture and materials
- Over the shoulder Travel, Packing up the truck, Packing surfboards, zipping bag



# PACKS

## DIRECTION

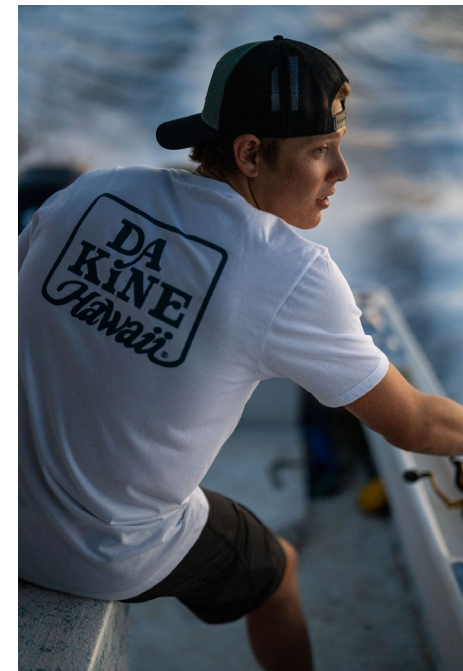
- Shoot landscape
- Play with angles
- Tight & pulled back shots on back or packing bag.
- Detail shots of tech zippers, clips etc



# APPAREL

## DIRECTION

- Shoot landscape
- Play with angles
- Tight & pulled back shots on back or packing bag
- Relaxed, Comfortable, Natural movement,



# SUN PROTECTION

## DIRECTION

- Shoot landscape
- Play with angles
- Tight & pulled back shots
- Relaxed, Comfortable, Natural movement,
- Use background elements
- Detail shots of tech & graphics



MEN'S / WOMEN'S  
**BOARDSHORTS**

**DIRECTION**

- Shoot landscape
- Play with angles
- Tight & pulled back shots
- Casual Walking with or without board, Relaxed, Comfortable, Natural movement,
- Detail shots of boardshort tech and colorways





# HEADWARE

## DIRECTION

- Shoot landscape
- Play with angles
- Tight & pulled back shots
- Relaxed, Comfortable, Natural movement,
- Detail shots of hats tech and colorways

