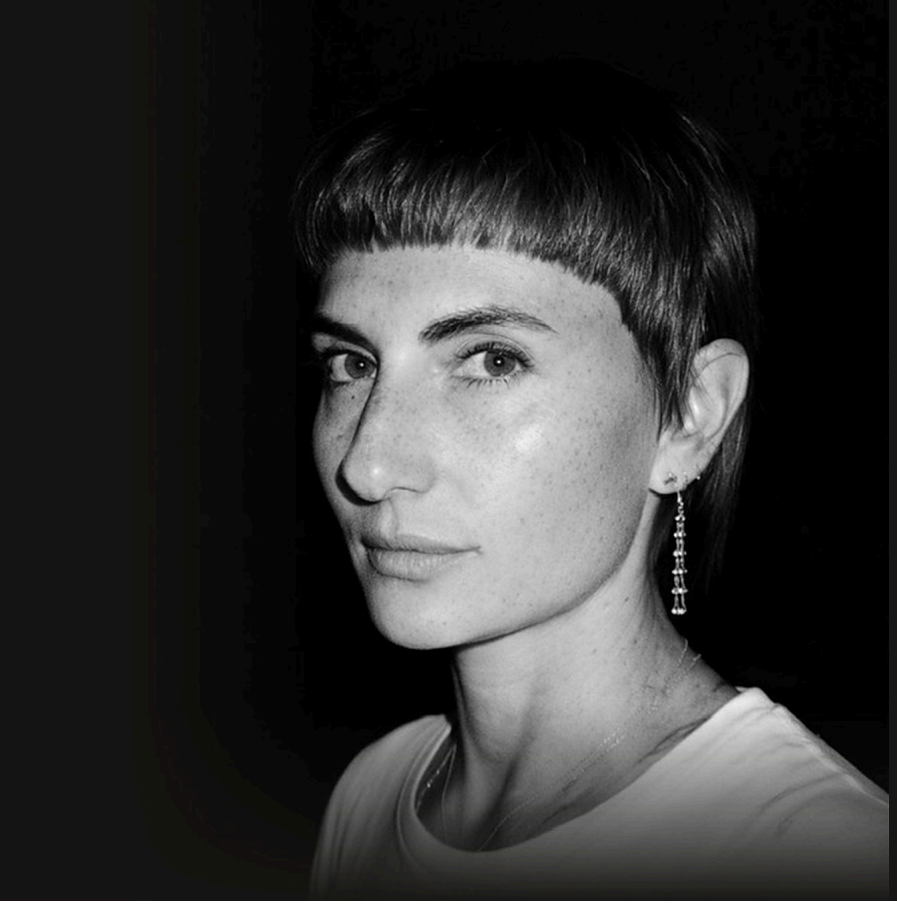


LENA DI

photographer

IG @LENADI · LENA@LENADI.COM
25 BROAD ST, NEW YORK, NY 10004

E-commerce & Editorial Photography

Product, flat lay, lifestyle, on-model and editorial photography for brands, online shops and publications — shot in-studio or on location in New York City, styled, directed and edited by Lena. Choose a package below; add-ons and travel are listed at the end.

PRODUCTS & BRANDS

E-commerce Pricing

Every shoot = shoot time + edited images (+ model, hair & makeup, travel if needed).

STEP 1 · APPLIES TO EVERY BOOKING

SHOOT TIME

HOURLY

$300 / hr

PHOTOGRAPHER SHOOT TIME

Best for small product runs and quick setups.

- Billed per hour of shooting
- Editing billed per image

HALF DAY

$800

4 HRS

Four hours of shoot time for a mix of white-background and styled setups.

- 4 hours of shoot time
- Editing billed per image

FULL DAY

$1,600

8 HRS

Eight hours of shoot time across multiple setups for a larger range.

- 8 hours of shoot time
- Editing billed per image

Editing is billed separately, per image (see below). Your total = shoot time + edited images.

STEP 2 · PER IMAGE, IN ADDITION TO SHOOT TIME

EDITING

WHITE BACKGROUND

$45 / image

$38 / IMAGE FOR 11+ · 2 ANGLES

Clean, pure-white product images ready for Shopify, Amazon and marketplaces.

- $38 per image for 11+ images
- 2 angles per product
- Pure-white background

FLAT LAY

$55 / image

$45 / IMAGE FOR 11+

Your products arranged and shot from above, ready for your shop and social.

- $45 per image for 11+ images
- Styled overhead arrangements

STYLED LIFESTYLE

$95 / image

PER IMAGE · STYLED SCENES

Props and styling for in-context scenes that work across your site, social and ads.

- Props & styling
- In-context scenes for site, social & ads

On-model: shoot time plus editing per image; model fee quoted separately.

EDITORIAL & LOOKBOOK

Editorial Packages

Styled, concept-driven shoots for lookbooks, campaigns, press and magazine features — moodboard and creative direction by Lena.

EDITORIAL STORY

$750

2 HRS · 1–2 LOOKS

Two hours and one or two looks, built around a single concept for a press or magazine feature.

- 10 edited images included
- Moodboard & creative direction
- On location or in-studio

EDITORIAL HALF DAY

$1,200

4 HRS · UP TO 4 LOOKS

Four hours and up to four looks — room for a fuller story, lookbook or small campaign.

- 20 edited images included
- Moodboard & creative direction
- On location or in-studio

EDITORIAL FULL DAY

$2,200

8 HRS · UP TO 8 LOOKS

A full day and up to eight looks for a complete lookbook or campaign.

- 40 edited images included
- Moodboard & creative direction
- On location or in-studio

Model, wardrobe styling and hair & makeup are billed separately.

ENHANCEMENTS & TRAVEL

Add-ons & Notes

ENHANCEMENTS

Rush 48-hour delivery	+25%
Product retouching per image	$30
Hair & makeup (MUAH)	$300
Model Model fee billed separately	Quoted

To book or request a quote, email lena@lenadi.com. You can also Text me or WhatsApp.

TRAVEL FEE

In-studio sessions	No fee
On location, NYC Manhattan, Brooklyn, Queens, Bronx & Staten Island	$125
On location, outside NYC Long Island, Westchester & New Jersey, within 50 miles	$200
Beyond 50 miles Travel & lodging billed at cost	Quoted

The travel fee is a flat, one-time charge per booking, round trip, added to your package price. It applies to every on-location shoot.