



COMMERCIAL CLIENT PROJECT

SARTOR

AI STREETWEAR PRODUCT VISUALIZATION & E-COMMERCE IMAGERY

A visual case study showing how original apparel graphics were translated into consistent product mockups and realistic on-model studio imagery.

A cohesive visual system for a modern streetwear label.

The project combined garment artwork, colorways and branded graphics with clean e-commerce product presentation and realistic studio model imagery.



OBJECTIVE

Create polished, commercially usable apparel visuals without relying on a conventional full-scale photoshoot.

MY ROLE

Creative direction, AI image generation, product visualization, retouching, consistency control and final export.

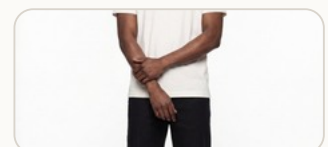
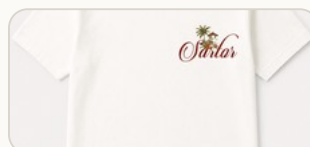
DELIVERABLES

Front and back product imagery, color variations, full-body model shots, close-ups and rear-view compositions.

APPLICATION

E-commerce product pages, brand presentations, social media campaigns and portfolio marketing.

SELECTED OUTPUTS



The creative challenge

Build a credible fashion image set while keeping the printed artwork, garment color, fit and overall brand language visually consistent across multiple views.



FRONT



BACK

Graphic fidelity

Typography, illustration, logo placement and print scale had to remain stable.

Garment realism

Fabric texture, seams, sleeves, drape and natural folds needed to read as photographed.

Cross-view consistency

Front, back, close-up and full-body assets had to feel like one coherent collection.

Commercial clarity

The result needed clean framing, neutral backgrounds and product-first composition.

Four distinct graphics, one consistent collection.

The visual direction balances premium minimalism on the front with expressive storytelling on the back.



MARTINI GLOW

FRONT / BACK SYSTEM



STATE OF MIND

FRONT / BACK SYSTEM



HYBRID LAYER

FRONT / BACK SYSTEM



ISLAND VILLA

FRONT / BACK SYSTEM

E-commerce-ready product views

Clean isolation, accurate proportions and disciplined framing make the garment and artwork easy to assess at a glance.



BACK GRAPHIC / HERO VIEW



TONAL BRAND SYSTEM



COLORWAY ADAPTATION



ILLUSTRATIVE PRINT

PRODUCT-FIRST COMPOSITION

Neutral backgrounds, controlled shadows and consistent margins keep attention on the silhouette, print placement and finish.

From flat product to believable fit

Studio model imagery was created to communicate scale, fit and styling while preserving the core garment design.



Natural proportions

Fit, sleeve length and hem placement remain commercially plausible.

Consistent branding

Logo placement and scale are preserved across different camera distances.

Usable variety

Full-body, mid-shot and cropped views support multiple marketing placements.

One garment. Multiple selling angles.

The white Island Villa design demonstrates how a minimal front mark and a detailed back illustration can be presented as one coherent product story.



DESIGN TRANSLATION

The product mockups establish placement and color. The on-model views then preserve those decisions while adding natural posture, fabric behavior and photographic context.

A controlled production workflow

AI generation was treated as one part of a structured commercial image pipeline rather than a one-click output.

01 REFERENCE ANALYSIS

Review garment color, print artwork, typography, placement and intended visual hierarchy.

02 VISUAL DIRECTION

Define model type, studio lighting, framing, camera distance and collection-level consistency.

03 CONTROLLED GENERATION

Create product and model variations while anchoring the defining garment features.

04 RETOUCHING

Correct anatomy, fabric edges, artwork alignment, tonal balance, shadows and background cleanliness.

05 QUALITY CONTROL

Compare front/back views, check print scale and color, then remove inconsistent outputs.

06 FINAL EXPORT

Prepare high-resolution images for web, campaign use and client review.



A flexible commercial image library

The final image system gives the brand multiple ways to present each design clearly and consistently across sales and marketing channels.

COHESIVE COLLECTION

Different graphics and colorways share the same framing, lighting and presentation logic.

PRODUCT CLARITY

Front marks, back prints, fit and garment proportions remain easy to evaluate.

CONTENT VARIETY

The asset mix supports product pages, lookbooks, ads, social posts and brand presentations.

SCALABLE PROCESS

The workflow can be extended to future drops while maintaining the established visual direction.



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AI FASHION / PRODUCT IMAGERY / AI VIDEO

Selected commercial project - prepared for professional portfolio review.