

# Lookbook Sizes

Lookbook sizes vary depending on the business that puts them to use. Read on and discover the various sizes used for lookbooks.



## Lookbook Sizes Standard

### Landscape

Landscape lookbooks typically come in sizes like  $11 \times 8.5$  or  $8.5 \times 5.5$ . This is usually used for lookbooks involving interior design, club party plans, and concert/festival layouts.

### Portrait

Portrait lookbooks come in various sizes but are usually  $8.5 \times 11$ . These tend to be used for fashion lookbooks that showcase seasonal clothing collections such as fall/autumn, winter, spring, etc.

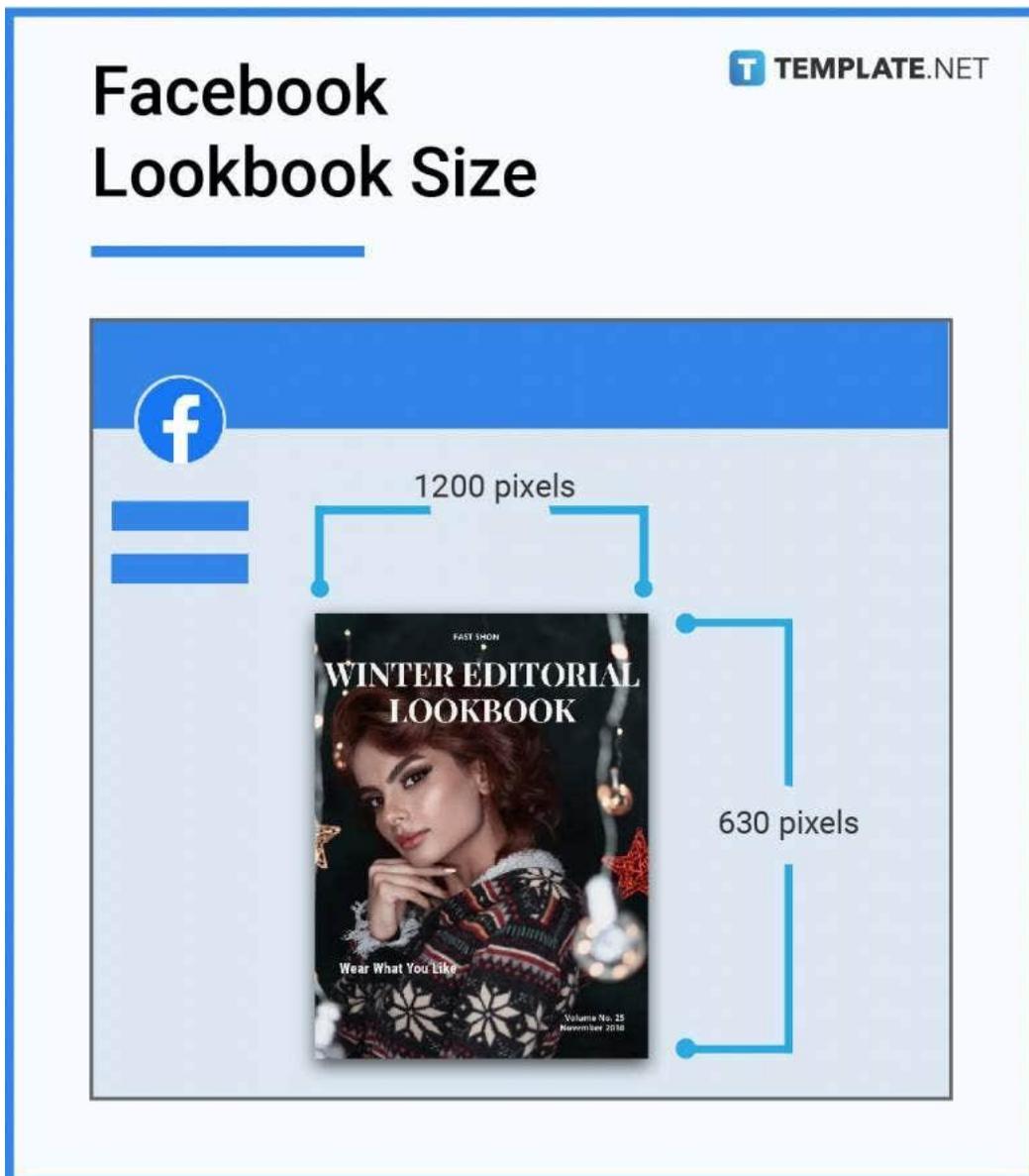
## Square

Square lookbooks come in sizes 6 × 6 and 8 × 8. Various other companies outside of fashion might use these sizes to present visual ideas for their products/services.

## Lookbook Sizes for Digital – Social Media

### Facebook Lookbook Size

If you wish to post your lookbook content on Facebook, the advisable size is 1200 × 630 px on a ratio of 1.91:1.



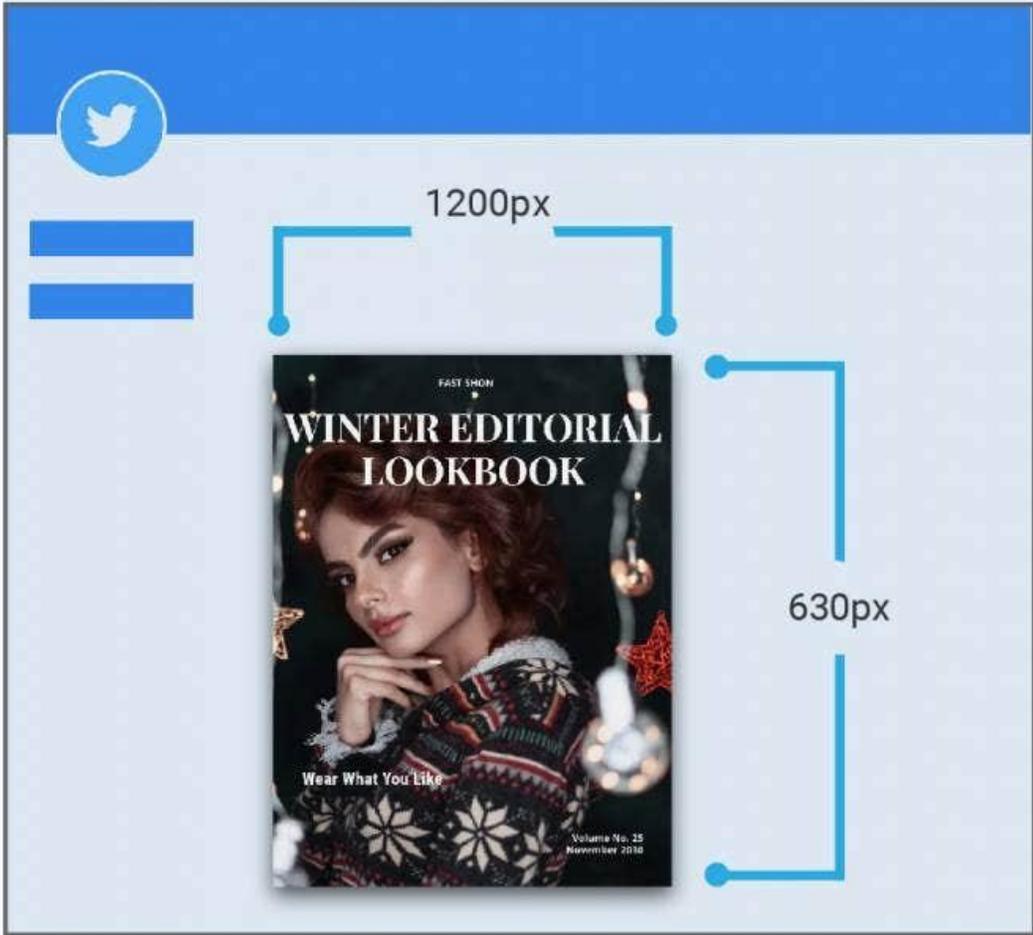
## Twitter Lookbook Size

To post lookbook content on Twitter, keep your file size up to 5MB as that is the limit.



# Twitter Lookbook Size

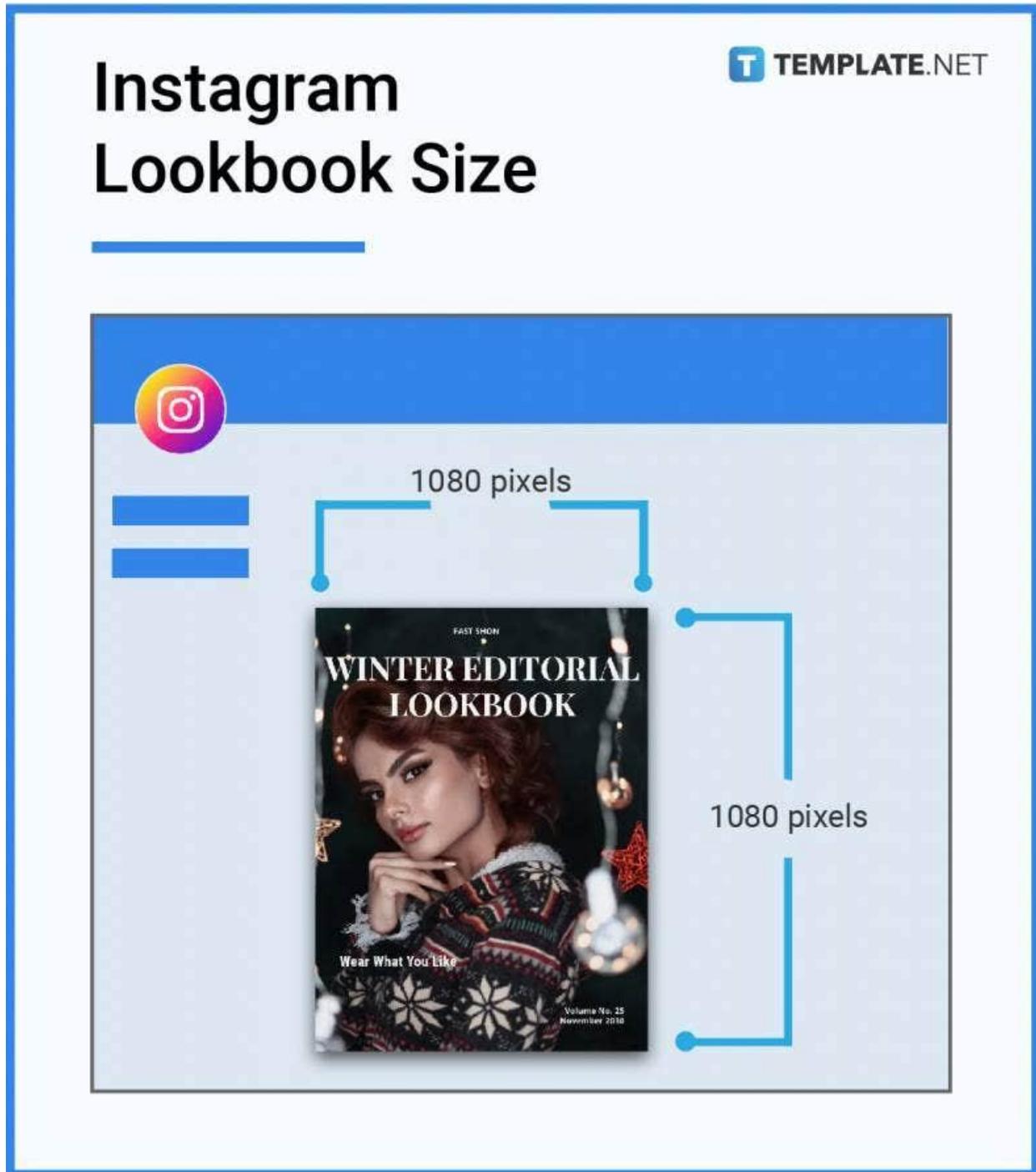
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The image shows a Twitter post interface. At the top left is the Twitter bird icon. Below it are two blue horizontal bars representing a menu. The main content area features a lookbook image. The image is a woman in a winter sweater, with the text "WINTER EDITORIAL LOOKBOOK" and "Wear What You Like" overlaid. The image is framed by blue brackets indicating its dimensions: 1200px in width and 630px in height. At the bottom right of the image, it says "Volume No. 25 November 2018".

## Instagram Lookbook Size

To post your lookbook photos on Instagram at the best quality, stick to the limit of 1080px × 1080px.



## Lookbook Sizes for Print

8.5 × 11 – This size is commonly used for fashion lookbooks that showcase the latest clothes in season.

5.5 × 8.5 – This lookbook size is used for other types of clothing besides fashionable ones. Outfits like bodysuits and swimsuits are featured in lookbooks of this size.

6 × 9 – These lookbook sizes are used for clothing involving little children from pretty dresses to night clothes.

4.25 × 11 – These lookbook sizes are used for fashion lookbooks catered to specific audiences, such as those looking for workwear or plus size people looking for clothes their size.

11 × 8.5 – These lookbook sizes are used for visual presentations for products, such as showing school items on sale from a store for example.

8.5 × 5.5 – This lookbook size is utilized for travel lookbooks, so you can see things like photos of a cruise vacation/holiday destination.

9 × 6 – This lookbook size is used for digital products like YouTube templates for example.

6 × 6 – This lookbook size is utilized for personal use.

8 × 8 – This lookbook size is used by specific and unconventional businesses like Halloween costumes for a puppy for example.

# Lookbook Sizes for Print

Standard Sizes	SIZES(In)
Letter	11" x 8.5"
Statement	8.5" x 11"
Hardcover	6" x 9"
A6	4.5" x 11"
Letter wide	11" x 8.5"
Half-Page Document	8.5" x 5.5"
Envelop	9" x 6"
Square Print	6" x 6"
A8	8" x 8"

# Lookbook Sizes for Email

If you need to send your lookbook content through email, you will need to fully specify size limits so it comes to the recipient in good quality. The size recommended is 600 × 700px on desktop, and 320 × 385px on mobile.

The diagram illustrates the recommended dimensions for a lookbook email template. It features a blue header with an email icon and the text 'Lookbook Sizes for Email' in a large, bold font. Below the header, two lookbook covers are shown side-by-side. The left cover is labeled 'Desktop' and has a width of 600 px and a height of 797px and 826px. The right cover is labeled 'Mobile' and has a width of 320 px and a height of 385 px. The lookbook covers feature a woman in a winter sweater and the text 'WINTER EDITORIAL LOOKBOOK' and 'Wear What You Love'.

**Lookbook Sizes for Email**

600 px

797px and 826px

320 px

385 px

Desktop

Mobile

# Lookbook Sizes for Business

A lot of business lookbooks use the size 8.5 × 11 to fit all their content.

# Lookbook Sizes for Business

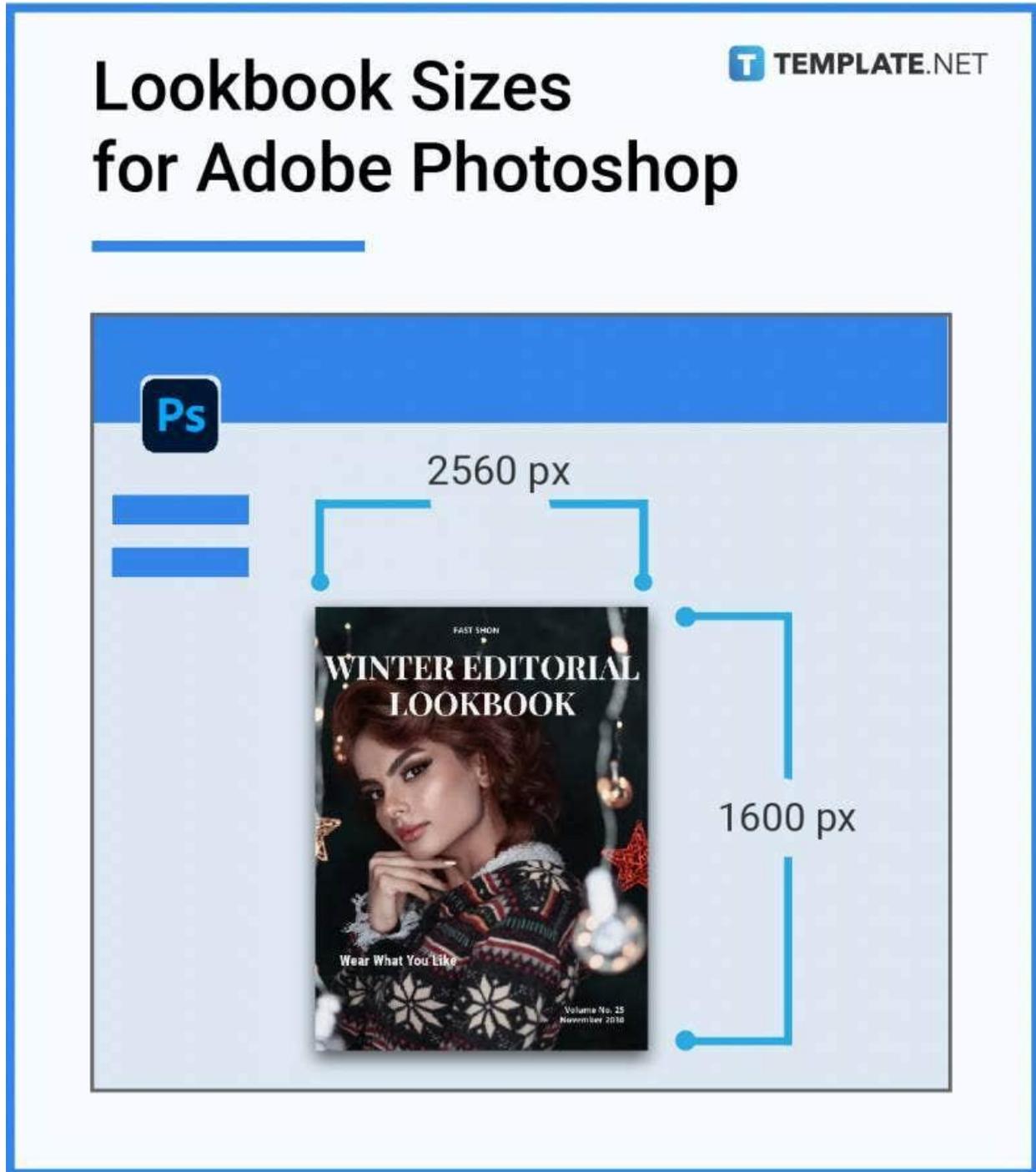
8.5" inches

11" inches

FAST SHOT  
**WINTER EDITORIAL  
LOOKBOOK**  
Wear What You Like  
Volume No. 25  
November 2016

## Lookbook Sizes for Adobe Photoshop

The advisable size for lookbooks when you are making it at Adobe Photoshop is around 2,560 × 1,600 pixels.



# Lookbook Sizes for Adobe Illustrator

When working on lookbooks on Adobe Illustrator, it is recommended that you use the A4 size so that your lookbook follows the standard sizes and it is easy to print out after.

## Lookbook Sizes for Adobe Illustrator

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The screenshot shows the Adobe Illustrator workspace with a lookbook cover template. The cover features a woman in a winter sweater and the text "WINTER EDITORIAL LOOKBOOK". Dimensions are indicated by blue lines and text:

- Width: 8.5" in or 210" mm
- Height: 11.25" in or 297" mm

Other elements in the interface include the Adobe Illustrator logo (Ai) and a hamburger menu icon.

## **FAQs**

### **How do you change the size of the lookbook in Photoshop?**

Click on Images, Image Size, and make the appropriate changes to the size of your lookbook.

### **What is the standard size of a lookbook?**

A lot of lookbooks have the size 8.5" × 11" as it is easy to portray models standing up.

### **What is the normal size of a fashion lookbook?**

8.5" × 11" is the typical size of lookbooks, as it has a good balance for vertically oriented images.

### **How do you make a4 size lookbook?**

To make an A4 size lookbook, make use of one in an 8.5" × 11" size.

### **What are the dimensions of a lookbook?**

It greatly varies depending on the budget and what type of company/person is producing it.

### **How to measure the size of a lookbook?**

Measure the size of a lookbook by assessing the amount of content and images added to it.

### **What is the font size of a lookbook?**

For the font size of a lookbook, it is recommended to stick with a size 12 for your text.

### **Which size lookbook is most effective?**

Size 8.5" × 11" is the effective layout for a lookbook design.

## **How to print the perfect size lookbook in InDesign?**

Click on print and adjust the size you want for your lookbook when working on Adobe Photoshop.

## **How do you reduce the size of the lookbook using Word?**

To change the size of your lookbook in Word, adjust the paper size of your file.