

Lookbooks are made by businesses to show clients what products are available and what they look like. Read on and find out everything you need to know about what lookbooks are, what they're used for, and how they're created.

Lookbook Definition & Meaning

A lookbook is a compilation of photos or visual images that showcase a brand's product collection.

This means that businesses make use of lookbooks to advertise and market the distinct style present in their products.

What Is a Lookbook?

A lookbook is a set of photos and images that belongs to a specific collection or product line, presented for advertising purposes. The fashion industry usually uses one to display particular collections of clothes, shoes, and accessories for upcoming seasons and events; however, lookbooks are also present in other businesses that sell products such as electronics and art.

10 Types of Lookbook

Fashion

Fashion designers use [fashion lookbooks](#) to present their collections of the season. Spring, summer, fall, and winter, you will see it all in these lookbooks. There are also various types of specific styles and trendy textiles, such as workwear clothes for men and urban casual.

Modern Fashion Lookbook
Template (44 Pages)
AVAILABLE IN A4 & US SIZES



Branding

A lot of companies seeking to enhance and grow their brands make use of [branding lookbooks](#). Even notable ones such as Supreme, Sharepoint, Stussy, Crew, and Gucci use these lookbooks to maintain their brand. Create one for your business using this fantastic branding lookbook design.

Branding Lookbook Template (14 Pages)
Available in A4 & US Sizes



Entertainment

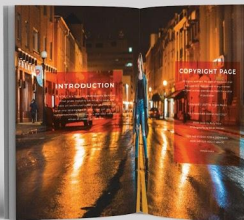
[Entertainment lookbooks](#) primarily feature products such as video game electronics or photos of characters from a movie or TV show. These lookbooks are quite popular with the young crowd whose hobbies and interests involve these things. For beginners like you, feel free to use our lookbook templates as a guide to broadening your imagination and skills in lookbook designing.



Photography

While photos in lookbooks are essential, it couldn't be well said when it comes to [photography lookbooks](#). Their content might involve shots and images taken from a new digital camera or pictures of actual cameras for photographers to gleam through. Check out these professionally-made photography lookbook designs to get started.

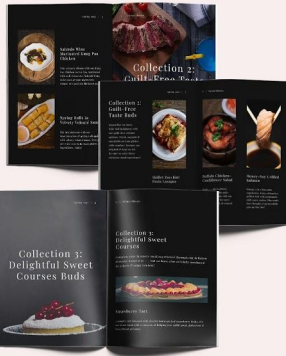
Photography Lookbook
Template (14 Pages)
Available in A4 & US Sizes



Food

Restaurants and food companies use [food lookbooks](#) to showcase their food products served on the metaphorical (and sometimes literal) silver platter. Unlike menus, they feature images of dishes and cuisines while briefly describing their ingredients. Select a design from our collection and create one for your restaurant today.

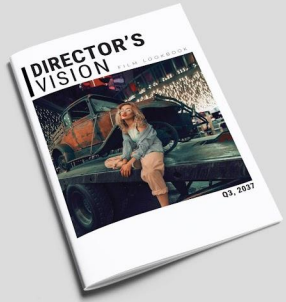
FOOD LOOKBOOK TEMPLATE
(14 PAGES) Available in A4 & US Sizes



Film

Writers, directors, and filmmakers use [film lookbooks](#) to collect their vision for a movie or story. These lookbooks contain sketches and concept art of characters, sets, blocks, and shots. As an aspiring writer or filmmaker, now's your chance to market your work and feature film by making a stunning and professional film lookbook using our ready-made templates.

Film Lookbook Template (4 Pages)
Available in A4 & US Sizes



Lifestyle

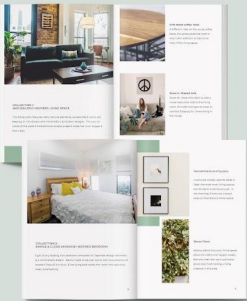
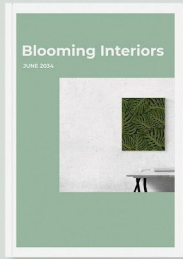
A [lifestyle lookbook](#) may not be that different from a lifestyle magazine, which features images of ideas and things that would be perfect for a person's own aesthetic or lifestyle. Its content may include fashion, food, travel, and self-care topics. Inspire yourself with our lifestyle lookbook examples and ideas and create one in no time.



Interior Design

[Interior design lookbooks](#) are great tools for interior designers who wish to present their ideas to their clients. Their neat and organized presentations and images of rooms, houses, studios, and other building spaces are just what any designer needs to visualize an excellent and unique design and foundation for a residential and commercial building. Easily envision what you want for your interior design projects and compile them in an interior design lookbook for your clients using our templates.

**Interior Design Lookbook
Template (14 Pages)**
AVAILABLE IN A4 & US SIZES



Wedding

[Wedding lookbooks](#) feature images of clothes for the married couple as well as the layout of wedding venues. There are specific lookbooks for wedding dresses, groom suits, and themes for the wedding. Wedding planners utilize these to present their vision to the clients.

 Sand Weddings



JUNE

*Brides &
Grooms*

The latest wedding
fashion of today.

Volume No. 12
March 2020



TEMPLATE.NET

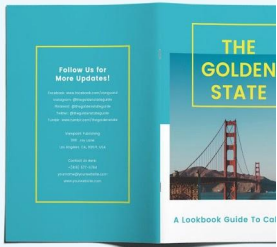
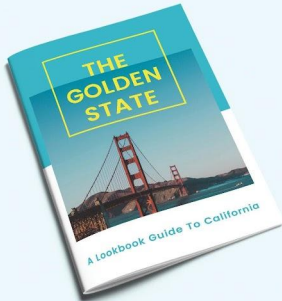
Travel

[Travel lookbooks](#) have content that involves images and photos of travel destinations. These travel destinations, also known as tourist hotspots, include beach resorts, restaurants, hotels, and other historical places. Most travel agencies are the ones who commonly use travel lookbooks to promote tourist attractions to their clients.

TRAVEL LOOKBOOK TEMPLATE

(14 PAGES)

Available in A4 & US Sizes



Lookbook Uses, Purpose, Importance

Lookbooks are a great visual tool to show your products. Before creating your lookbooks, let's first understand their uses, purpose, and importance.

To Advertise

When it comes to advertising, the phrase 'Show don't tell' can go a long way. Lookbooks are great tools for advertising products from clothes such as print jeans to budget-friendly products like a spring cleaning appliance. It makes for an effective advertising tool.

To Inform

As the name suggests, lookbooks are a visual guide for buyers to know what exactly they are getting. With the product descriptions and the photo, buyers have an idea of what they want. This will ensure customer satisfaction.

To Build a Brand

Lookbooks show readers the distinct style and signature of a particular brand's product. With the unique visual style presented on the pages, readers can eventually recognize a specific product on site. That is why lookbooks are a great tool for building a brand.

To Cut Costs

Lookbooks are actually cheap to make in comparison to other print mediums like magazines for example. When your products are simple and have no need for a description, then stick with a lookbook. All you need to do is show a visual of the products without needing to fill a magazine page.

For Easy Access

Lookbooks are physically light and easy to carry. This means it will be a lot easy for companies to carry and distribute each copy. This enables brands and businesses to expand their reach.

What's in a Lookbook? Parts?

Cover

The cover of the lookbook will be the first thing your reader sees. Include a title to describe your lookbook and a featured image to give your readers a hint about your lookbook's theme and message.

Bio Section

A bio section or an 'About Us' is where readers can learn about the ones behind the lookbook's content. You can include the contact information here as well.

Visual Images

Include photos of your products since they are the meat of your lookbook's content. This way, your readers can know what your product, service, or destination looks like when they avail it.

Description

While a lookbook's primary purpose is to give a visual of the product, it is also helpful to provide a brief but effective description of the products presented. Keep them to a minimum of a sentence or two.

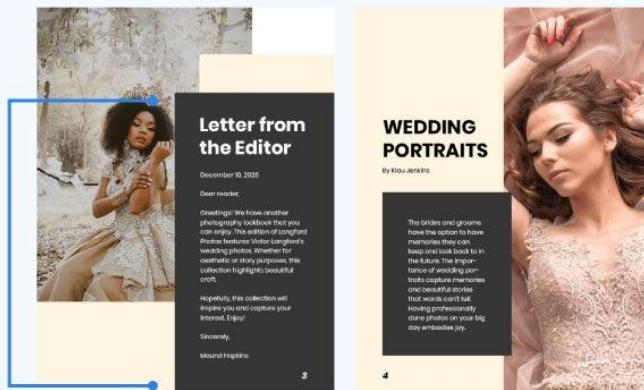
Lookbook Anatomy

TEMPLATE.NET

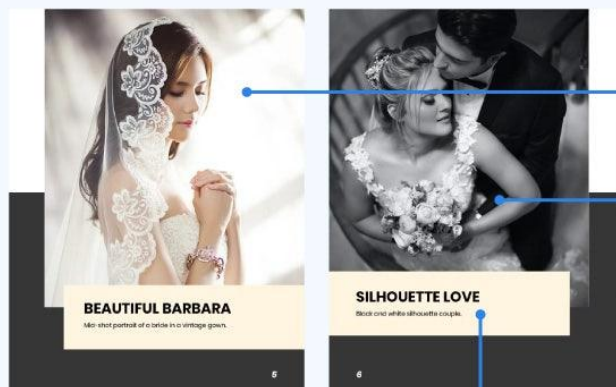
Cover



Bio Section



Visual Images



Description

How to Design a Lookbook

1. Choose a [Lookbook Size](#)
2. Decide the purpose of the Lookbook
3. Select the [Lookbook Template](#)
4. Insert your collection of images
5. Add the necessary descriptions
6. Finalize your content and download

How to Design a Lookbook

- 01** Choose a Lookbook Size
- 02** Decide the purpose of the Lookbook
- 03** Select the Lookbook Template
- 04** Insert your collection of images
- 05** Add your descriptions
- 06** Finalize your content and download

Lookbook vs. Portfolio

Lookbooks are a collection of images or photos used for the promotion of products and to show clients what they wish to purchase.

Portfolios are folders containing documents such as photos, certificates, sketches, and official forms presented to employers during a job application process.

What's the Difference Between a Lookbook, Catalog, and Brochure?

Lookbooks contain images and photos of a collection of products such as a clothing line, a phone series, or furniture.

A catalog is a list of items that are arranged in a specific order.

A brochure is a piece of folded paper used to promote the products or services of the company that produced it.

Lookbook Sizes

There are three standard types of [lookbook sizes](#): landscape lookbooks, square lookbooks, and portrait lookbooks.

Lookbook Sizes

TYPES OF LOOKBOOK SIZES	SIZE (in)
Portrait	8.5 x 11
	5.5 x 8.5
	6 x 9
	4.25 x 11
Landscape	11 x 8.5
	8.5 x 5.5
	9 x 6
Square	6x6
	8x8

Lookbook Ideas & Examples

Lookbooks come in many shapes and colors. Check out our collection of [lookbook ideas](#) where you can get inspiration for your designs.

- Lookbook Ideas & Examples
- Fashion Lookbook Ideas & Examples
- Ideas for Lookbook & Examples
- Clothing Lookbook Making Ideas with Examples
- Beautiful Photography Making Ideas & Examples
- Lookbook Ideas & Examples for Men

- Party Lookbook Ideas & Examples
- Designing Ideas for Travel Lookbook Examples
- Wedding Lookbook Ideas & Examples
- Winter Lookbook Ideas & Examples

FAQs

How to make a lookbook?

You must figure out your content, whether it's going to be about cakes, pieces of jewelry, or outfits, then gather images of them.

What is a lookbook in fashion?

In fashion design, a lookbook is a collection of creative shoots of models in a dress or other clothing.

How to make a physical lookbook?

You'll need to take photos for your content, whether a streetwear brand or pottery, then bind them in a folder.

How many pages should a lookbook be?

Lookbooks should be kept short, up to 4 pages, but some companies tend to put it up to 8.

What is a personal lookbook?

A personal lookbook is a lookbook made explicitly for a reader's private collection.

How to make a lookbook for clothing?

Decide what type of clothing you wish to focus on, whether it's for plus-size people, jackets, or for the holiday season.

How do you make a lookbook in InDesign?

Open your file on InDesign and choose the design appropriate for a lookbook.

How to create a digital lookbook?

You can use editing software such as Adobe and Microsoft Office or edit a digital lookbook template from Template.net to create a digital lookbook.

How do you make a fashion lookbook for your online store?

Collect images of your products, hair and beauty products, or boots to make a fashion lookbook for your online store.

How does a lookbook make money?

A lookbook makes money by showing readers what is available and what they want to buy.