

Imagerie Générale.

PREMIUM IMAGES. AT VOLUME. · FOOD, DRINKS, SEASONS — CONTROLLED PHOTO SHOOT, ART DIRECTION, AI GENERATION

IMAGERIE GÉNÉRALE · MARSEILLE - PARIS

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OUR PROMISE

Your products. Your seasons. Augmented.

01

An entire range. One single visual signature.

02

From packshot to table, ten references or three hundred.

03

AI is in the workshop, not in the promise.





CAMPAIGN

Every key moment.
One single visual
signature.

Christmas, Epiphany, Candlemas, summer terraces:
lighting, casting, set and colour grading are set once,
then held across the whole range.



EDITORIAL

“One intention, one team, one visual signature held through the very last file.”







DETAIL

Front, back, styled scene.
The pack holds.

The same gift box, from campaign visual to product page,
down to the back of the pack and its label copy.









PACKSHOT

The product as hero.
The table around it.

Bottle, glass, accompaniments: one ambience packshot per reference, with the same colour rendering from one cuvée to the next.

SEASONAL

One recipe, one season, one visual.

Summer lemonade, festive wine: the staging follows the calendar, without re-shooting the product.





TABLE SETTING

The table. Life around it.

Tableware, glassware, table linen: the materials take their place in a real-life scene.



LINEN IN CONTEXT

The linen. A moment to yourself.

Materials, light, a moment of life. Home linen in everyday use.

HOW IT WORKS • 05 STEPS

From your products to all your seasons.

01	YOU SEND	Controlled photo shoot
02	WE CALIBRATE	Art direction
03	WE PRODUCE	Production at scale
04	WE FINALISE	Post-production
05	WE DELIVER	Delivery

CONTACT · MARSEILLE - PARIS

Shall we talk ?

A Christmas gift box, a seasonal menu, ten references or three hundred: same team, same standards, from brief to delivered file.

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