

# Image Editing Service Case Study

Variant-Level Image Editing Support for a Fashion  
Marketplace Seller



**Service:** Image Editing & Catalog Image Standardization

**Engagement Type:** Monthly Retainer

**Client Type:** Fashion & Lifestyle Marketplace Seller

**Geography:** United Kingdom

**Catalog Size:** ~1,400 SKUs

**Image Volume:** 5–8 images per SKU (variant-heavy catalog)

## Client Background

The client is a **UK-based fashion and lifestyle seller** operating across:

- A proprietary marketplace platform
- Third-party retail marketplaces

### Key operating characteristics:

- High SKU and variant volume (size, color, style)
- Frequent seasonal launches and refreshes
- Strong emphasis on visual consistency across variants
- Lean internal merchandising and operations team

Image editing was handled inconsistently across vendors and freelancers, leading to quality drift.

## The Challenge

As the catalog expanded, the client faced **variant-level image consistency and scalability challenges**, including:

- Inconsistent lighting and color tones across product variants
- Misaligned cropping and framing between sizes and colors
- High revision cycles due to subjective editing standards
- Slow turnaround during seasonal collection launches
- Difficulty enforcing uniform visual guidelines across contributors

### These issues resulted in:

- Poor visual consistency on category pages
- Increased internal QA effort
- Delays in publishing seasonal collections
- Reduced customer confidence during browsing



## Objectives

The client needed a **centralized image editing partner** who could:

- Enforce strict visual consistency across variants
- Handle large batch volumes during seasonal peaks
- Reduce revision cycles
- Improve speed-to-market for new collections
- Operate within clear, repeatable editing standards

## Our Approach

### Variant Image Audit & Baseline Definition

We conducted:

- Review of existing product images across categories
- Identification of inconsistencies in lighting, color balance, and framing
- Comparison of variant sets within the same product group

**Deliverables:**

- Variant-level image style guide
- Cropping and framing reference templates
- Color and exposure benchmarks

## Our Engagement Model

Outsure Global was engaged on a **monthly retainer**, providing **dedicated image editing capacity** aligned to the client's seasonal and ongoing catalog needs.

The focus was on:

- Variant-level standardization
- High-volume batch execution
- Predictable delivery timelines

### Editing SOPs for Fashion Catalogs

We defined SOPs specifically for fashion products, covering:

- Neutral background consistency
- Fabric texture preservation
- Color accuracy across variants
- Shadow placement and depth consistency

This reduced subjectivity and ensured repeatable results.



## Production-Scale Image Editing

### Execution included:

- Background cleanup and replacement
- Fabric wrinkle and dust removal
- Color correction to ensure variant accuracy
- Consistent cropping and alignment across variants
- Subtle shadow and depth enhancement

### Tools used:

- Adobe Photoshop
- Adobe Lightroom
- Camera RAW processing
- Batch actions and presets

## Variant Consistency Checks

Special focus was placed on:

- Side-by-side variant comparison
- Color consistency across size and color options
- Framing alignment across all images of a product

This significantly reduced downstream revision requests.

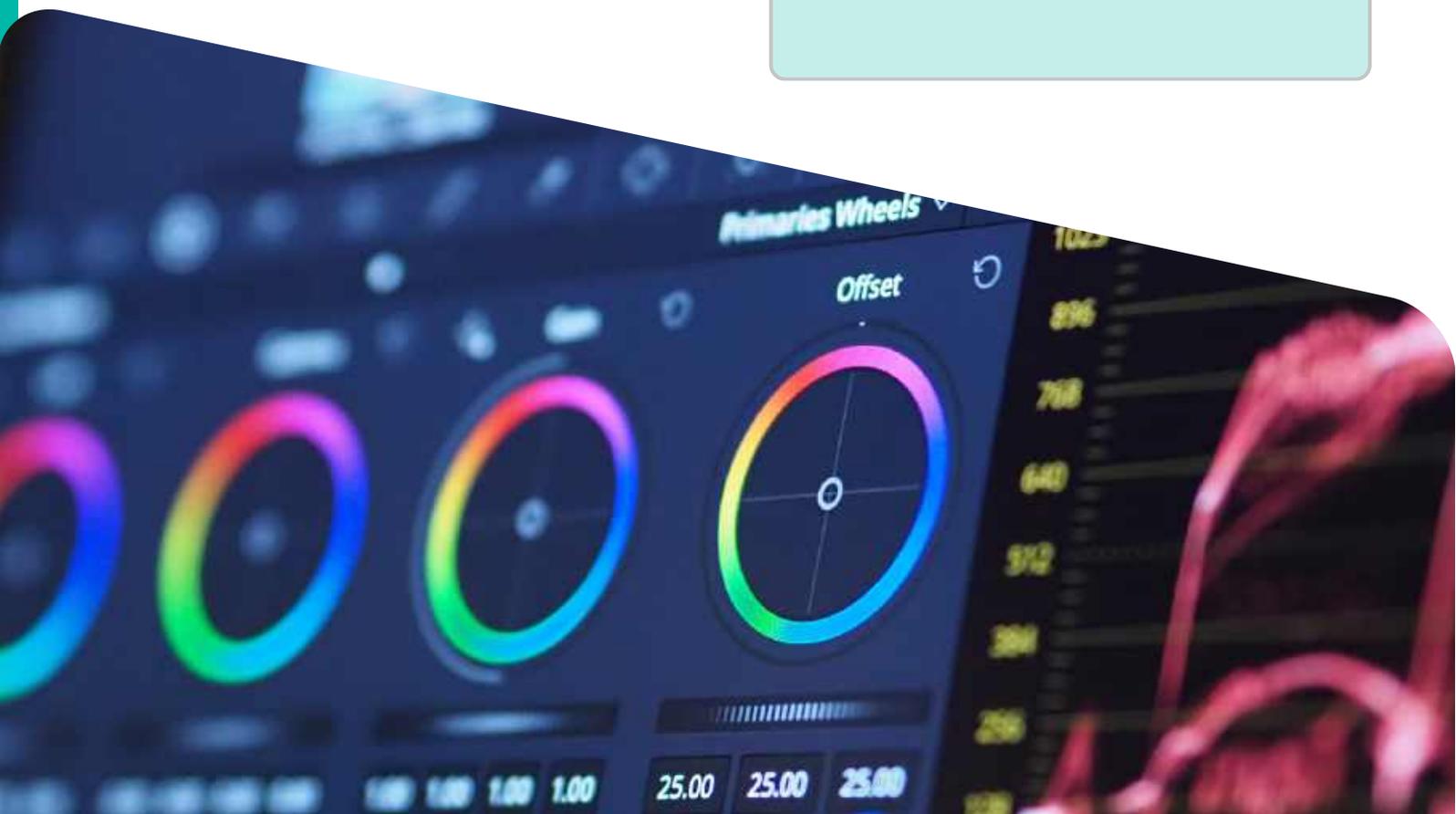
## QA & Structured Delivery

### QA process included:

- SOP-based visual checklist
- Cross-variant comparison reviews
- Randomized spot checks across batches

### Delivery:

- Product- and variant-wise folder structure
- Naming conventions aligned to SKU and variant IDs
- Platform-ready image sets



## Scope of Work

- Fashion product image editing
- Variant-level consistency management
- Background cleanup and retouching
- Color correction and exposure balancing
- Cropping and resizing
- Bulk seasonal batch processing

## Results Achieved (First 60–90 Days)

- **Improved visual consistency across variants**
- **Reduced revision cycles during seasonal launches**
- **Faster turnaround for new collections**
- **Lower internal QA workload**

### The client was able to:

- Launch seasonal catalogs on schedule
- Maintain brand consistency across platforms
- Scale image operations without additional internal resources

