

SHUNWANG APPAREL

OEM/ODM Launch Toolkit for Activewear, Swimwear and E-commerce Brands

TEMPLATE

AI Visual Brief Template

A structured brief for AI-assisted product images, campaign mockups and short-form video concepts.

Use this template to brief visuals for product planning, buyer presentation, pre-launch content and listing preparation.

Important Use Note

AI-assisted visuals are best used for concept exploration, moodboards, campaign mockups, colorway previews and pre-launch planning. Final product fit, fabric, construction and selling-page accuracy should be confirmed through real samples and production-approved assets.

Project Overview

Brand / Company		Contact person	
Product category	Activewear / Swimwear / Plus-size / Other	Launch market	US / EU / UK / AU / Other
Selling channel	Amazon / Shopify / TikTok Shop / Wholesale / Retail	Target launch date	
Reference style codes		Files provided	Tech Pack / Photos / Print files / Logo / Other

1. Visual Objective

Select	Asset type	Purpose / notes
<input type="checkbox"/>	Moodboard / style direction	Explore product look, audience, color story and visual tone.
<input type="checkbox"/>	Product concept images	Show design idea, silhouette, details, colorways or print direction.
<input type="checkbox"/>	Lifestyle / campaign mockups	Create beach, studio, gym, resort, outdoor or wellness scenes.
<input type="checkbox"/>	AI model concept visuals	Explore body diversity, age range, pose and styling before real shooting.
<input type="checkbox"/>	Listing image planning	Plan image sequence for Amazon, Shopify or marketplace product pages.
<input type="checkbox"/>	Short video concept	Develop Reels, TikTok, Shorts or product-loop direction.
<input type="checkbox"/>	Buyer presentation visuals	Prepare concept deck images for retail buyers or internal approval.

2. Brand & Audience Direction

Brand personality	Minimal / premium / sporty / feminine / bold / inclusive / eco-focused
Target customer	Age, lifestyle, body type, sport/use case, style preference
Price positioning	Entry / mid / premium / luxury
Visual tone	Clean / energetic / soft / luxury resort / performance / playful
Do not show	Any visual elements, body poses, styling or colors to avoid
Competitor references	Links, screenshots or brands for direction only

3. Product Inputs

Ready?	Input needed	Details
<input type="checkbox"/>	Reference photos	Front, back, detail, fabric texture, fit photos or competitor examples.
<input type="checkbox"/>	Style / pattern codes	Internal style codes, Shunwang reference style codes or pattern codes.
<input type="checkbox"/>	Colorways	Pantone references, color names, seasonal palette or print files.
<input type="checkbox"/>	Fabric description	Composition, weight, texture, shine/matte, compression, lining and performance.
<input type="checkbox"/>	Logo and branding	Logo placement, label style, tag, packaging and brand color.
<input type="checkbox"/>	Fit and size note	Slim fit, relaxed fit, compression, coverage level, support level and sample size.
<input type="checkbox"/>	Accuracy requirements	Elements that must remain accurate: neckline, strap, seams, pocket, print placement, logo.

4. Image Brief

Image format	Square / vertical 4:5 / vertical 9:16 / horizontal / marketplace size
Scene / location	Studio / gym / yoga studio / beach / pool / resort / outdoor / home
Model direction	Gender, age range, body type, ethnicity mix, hair, styling, pose

Product styling	How the garment is worn, paired items, accessories, footwear
Camera angle	Front / back / side / 3/4 / close-up / flat lay / detail crop
Lighting and mood	Bright clean studio / golden hour / sporty / luxury / playful
Background	Plain / lifestyle / seasonal / beach / gym / brand color / transparent
Text overlay needed?	Yes / No. Include phrases, feature callouts or CTA.
Number of images	How many images per style, colorway or scene
Priority assets	Hero image / detail image / size guide image / campaign image

5. Short Video Brief

Field	Input
Platform	TikTok / Reels / Shorts / Amazon video / Shopify PDP / buyer deck
Duration	6 sec / 10 sec / 15 sec / 30 sec / other
Video goal	Show fit / introduce style / demonstrate function / color reveal / launch teaser
Opening hook	Example: "New swimwear drop", "Supportive fit for every curve", "Squat-proof activewear"
Shot list	Scene 1, Scene 2, Detail close-up, Movement shot, Logo/package shot
Text overlays	Feature phrases, size/fit notes, fabric functions, CTA
Motion style	Smooth / energetic / slow resort / product spin / transition / collage
Do not include	Unsafe poses, unrealistic body edits, unsupported performance claims or misleading details

6. Review & Approval Checklist

Pass?	Review item	Why it matters
<input type="checkbox"/>	Product shape is believable	Avoid misleading silhouette, seam, length or support expectations.
<input type="checkbox"/>	Fabric look is consistent	Avoid unrealistic drape, shine, thickness, opacity or texture.
<input type="checkbox"/>	Body representation fits brand values	Inclusive, respectful and aligned with target customer.
<input type="checkbox"/>	Claims are supportable	Do not show or state features that will not be tested or confirmed.
<input type="checkbox"/>	Logo and brand use are approved	Check placement, scale, spelling and brand color.
<input type="checkbox"/>	AI asset is labelled internally	Track whether it is concept-only, mockup or approved for listing support.
<input type="checkbox"/>	Final selling assets are validated	Use real sample or approved production information for final PDP accuracy.

Approval Record

Asset name / file	Revision	Approved by	Date	Notes

Next step with Shunwang

Submit this brief with product references and target launch channel. Shunwang can help prepare AI-assisted concept visuals, listing content direction and OEM/ODM development requirements for sample confirmation.