

Prompt Guide: Fashion Beauty Session with Hero Product Scale

Plantilla editable para recrear esta estética con la modelo que el cliente elija

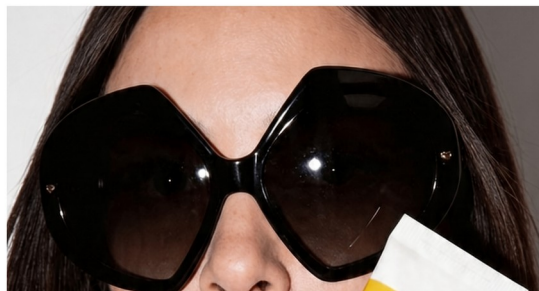
Principio clave: en todos los prompts debe sustituirse la identidad de la modelo por la persona seleccionada por cada cliente. No se está pidiendo “usar a la misma modelo”, sino conservar la estética, el encuadre, la dirección de arte y el styling con otra identidad facial y corporal.

Qué contiene

- La lógica visual de la campaña.
- Un bloque maestro para fijar identidad y consistencia.
- Seis prompts listos para cada toma.
- Instrucciones negativas para evitar que la IA cambie el rostro o el producto.
- Consejos para adaptar el documento a cualquier clienta o creadora.

Referencia visual de la sesión

Estas imágenes marcan el lenguaje visual: fondo blanco, piso ajedrezado, producto amarillo protagonista, hard flash editorial, vestido rojo translúcido, botas altas rojas, lentes oversize negros, composición minimalista con aire retro digital.



1. ADN visual de la campaña

- Editorial de belleza con humor fashion y escala exagerada del producto.
- Estudio blanco casi vacío, piso ajedrezado blanco y negro, sombras definidas, luz frontal tipo flash de revista.
- Estética de lujo juguetón: retro tech, pop gráfico, glamour severo, silueta limpia.
- La ropa funciona como bloque cromático: rojo translúcido, acabado brillante, botas altas, lentes negros escultóricos.
- El producto siempre debe verse nítido, legible, limpio y heroico.

2. Cómo personalizar la identidad de la modelo

- Antes del prompt principal, sustituye siempre el bloque de identidad con la descripción de la persona elegida.
- Lo ideal es incluir una foto de referencia del cliente o de la modelo real y una descripción corta: edad aparente, tono de piel, corte/color de pelo, compleción y rasgos distintivos.
- La orden debe repetir dos ideas: mantener la identidad facial y no reemplazarla por una mujer genérica.
- Si la plataforma acepta imagen de referencia, súbela primero y luego usa el bloque maestro debajo.

Bloque maestro de identidad

SELECTED MODEL IDENTITY BLOCK:

Use the uploaded reference image of the selected person as the face and body identity anchor. Keep the selected model's exact facial identity, skin tone, body proportions and overall recognizability.

Do not replace her with a generic fashion model.

Do not beautify into another person.

Preserve the selected model's real features while translating them into a polished editorial beauty campaign.

Bloque maestro de campaña

BASE CAMPAIGN LANGUAGE:

minimal white studio, glossy black-and-white checkerboard floor, hard flash fashion photography,

clean white wall background, exaggerated luxury beauty campaign, bold yellow hero skincare product,

red sheer organza shirt dress, red glossy knee-high stiletto boots, oversized black sculptural sunglasses,

sharp cast shadow, premium editorial composition, ultra clean product styling, retro digital pop mood,

high contrast, crisp focus, luxury beauty advertising, realistic skin texture, realistic hands, product label readable,

no extra fingers, no warped product, no text distortion, no duplicated limbs, no face change

Prompt 1. Hero walk con producto gigante

[INSERT SELECTED MODEL IDENTITY BLOCK]

[INSERT BASE CAMPAIGN LANGUAGE]

full body studio fashion shot of the selected model walking confidently from left to right while carrying an oversized giant yellow skincare tube under her arm, the product is dramatically larger than life but still physically believable within the

stylized campaign,
long elegant stride, relaxed mouth, composed expression, white background, checkerboard floor visible,
strong hard flash shadow behind her, product angled across the torso, clean editorial framing, high-end beauty advertisement

Prompt 2. Modelo pequeña sobre televisión retro

[INSERT SELECTED MODEL IDENTITY BLOCK]
[INSERT BASE CAMPAIGN LANGUAGE]
full body wide shot of the selected model standing on top of a large retro yellow television set,
the model is intentionally scaled smaller than normal for a surreal campaign effect,
the tv screen shows playful retro computer windows and branded beauty graphics in yellow, white, black and soft blue,
minimal white studio, checkerboard floor, centered composition, the selected model standing tall and powerful, clean hard flash lighting, polished editorial campaign

Prompt 3. Crouching interaction with the TV

[INSERT SELECTED MODEL IDENTITY BLOCK]
[INSERT BASE CAMPAIGN LANGUAGE]
full body studio shot of the selected model crouching next to a retro yellow television, she leans forward with intention as if inspecting the screen, knees bent, elbows softly placed, fashion posture,
checkerboard floor dominates the foreground, white wall background, strong shadow, red sheer dress and glossy red boots highly visible,
editorial beauty campaign, minimal but theatrical composition

Prompt 4. Beauty close-up with product at face

[INSERT SELECTED MODEL IDENTITY BLOCK]
close-up hard flash beauty portrait of the selected model wearing oversized black sculptural sunglasses,
holding a yellow skincare tube close to the lips and cheek,
exact selected model identity preserved, realistic skin texture, soft nude lips, short sleek bob or the selected model's real hairstyle adapted cleanly,
red sheer garment visible around the collar, luxury beauty campaign, ultra sharp focus, product hero and face share attention, plain white background

Prompt 5. Hand hero shot in front of branded screen

[INSERT SELECTED MODEL IDENTITY BLOCK]
close-up of the selected model's hand holding the yellow skincare tube upright in front of a retro yellow television screen with graphic interface windows,
black manicure, red sheer sleeve cuff visible, product label sharp and readable, realistic fingers and nails,
hard flash editorial beauty campaign, luxe pop composition, shallow depth but product fully crisp

Prompt 6. Hanging hand shot for elegant product detail

[INSERT SELECTED MODEL IDENTITY BLOCK]

minimal cropped fashion detail shot of the selected model's arm relaxed at her side holding the yellow skincare tube delicately between fingers, red sheer sleeve and side of the dress visible, checkerboard floor slightly out of focus at bottom, white wall background, clean elegant negative space, hard flash, luxury product campaign, realistic hand anatomy, beautiful tension in the fingers, crisp product packshot feeling

3. Guardrails para que sí salga la persona correcta

- Repite “keep the selected model’s exact facial identity” en cada prompt importante.
- Si la herramienta lo permite, usa imagen de referencia y peso alto de identidad.
- No pidas demasiados cambios de peinado, maquillaje o edad si no quieres que se pierda el parecido.
- Primero fija rostro y styling; después itera composición o props.
- Si el producto se deforma, separa el prompt en dos: una toma para la modelo y otra para el producto.

4. Negative prompt recomendado

- generic face, different woman, identity drift, distorted hands, extra fingers, malformed product, warped packaging, illegible label, duplicate limbs, bad anatomy, blurry face, asymmetrical sunglasses, melted boots, low detail skin, random background objects, cluttered studio, off-brand colors

5. Cómo entregar esto a clientes o alumnas

- Explícales que no están comprando “una modelo”, sino una fórmula visual replicable.
- Pídeles una foto frontal limpia y, si puedes, otra de cuerpo completo.
- Llena el bloque de identidad antes de pegar cualquier prompt.
- Mantén constante el styling y el set para que toda la serie se vea como campaña y no como imágenes sueltas.

6. Fórmula rápida para copiar y pegar

- Identidad de la persona + lenguaje base de campaña + acción de la toma + guardrails de realismo + negative prompt.

Plantilla corta de reemplazo

SELECTED MODEL:
[woman/person chosen by the client], [approximate age], [skin tone], [hair color/style],
[body type/build], [distinctive facial traits]

FINAL STRUCTURE:
Use the uploaded reference image of the selected person as the identity anchor. Keep her exact facial identity and recognizability.
[base campaign language]
[action of the shot]
Negative prompt: [negative prompt list]

Este documento funciona mejor cuando se acompaña de referencias visuales y una fotografía real de la persona elegida.