

Propping & Styling Lavender Recipes & Products by Nancy Baggett



To Style or Not to Style— Which One Whets Your Appetite?



Propping & Styling—Objective:

To make your food or product look as appealing as possible.

- Setting a pleasing scene, telling a story or providing a context that invites the viewer in and stimulates appetite.
- Conveying appealing details, amplifying attributes and offering visual cues that entice and inform.
- Expanding the viewer's understanding of how to prepare or enjoy the dish or product.

Styling: The Careful Selection and Placement of Every Element in the Image



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A Few Do's and Don'ts

Do:

- Use only culinary lavender when propping your food images.
- Use pristine props, ingredients, and food samples; the camera sees all smudges and flaws.
- Shoot with natural light whenever possible.
- Take your time; be patient; attend to details.

Don't: Shoot with Flash.

Setting a Scene or Telling a Story— Every Detail Matters



Setting a Scene or Telling a Story-- from Homespun to Party Time



Props



Very Useful Starter Props

Inexpensive can be fine.



Neutral colors are most useful.

- Assorted interesting clear glass bottles & glassware.
- Plates, bowls, especially light colored and smallish.
- Assorted napkins, mats, fabric swatches, especially neutral or pale colors.
- Backgrounds from stone, wood and tile to paper.

Very Useful Props

- > Bread boards, trays, baskets, serving dishes, especially oblong, oval, rectangular, square.
- > Memorable/distinctive serving utensils.
- > **Lots of culinary lavender**, fresh and dried, sprigs, buds and bunches.



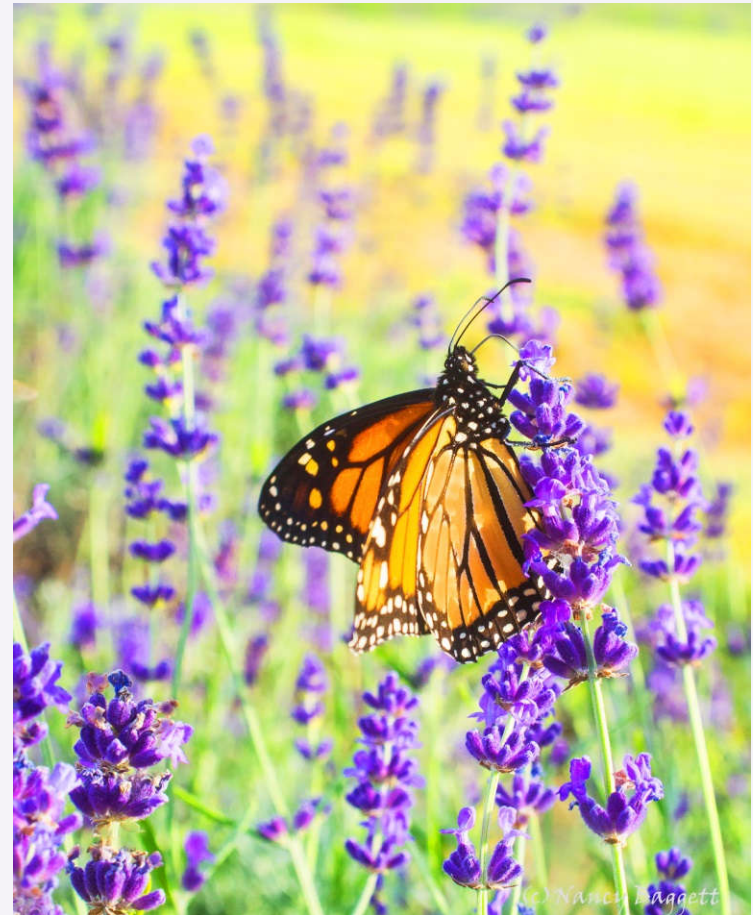
Propping with Lavender—Utilize Varied Colors, Textures, Shapes



Use the Beauty of Lavender to Enhance Your Images



Lavender is Beautiful— Take Advantage of It



Setting a Scene with Props— Provide Appropriate Visual Cues



Setting a Scene or Mood



Setting a Scene or Telling a Story— Carefully Choose Visual Cues



Increasing the Yum Factor-- Texture, Temperature, Color, Shape



Propping a Scene

How Much is Too Much?

Less is Usually More



Ways to Use Lavender as a Prop

**Lavender Herb Popcorn
Seasoning—Plus Unusual Bowls**



**Lavender-Apple Tea—“Cheated to the
Front” Plus Lavender-Theme China**



Creative Ways to Use Lavender as a Prop



How Backgrounds Can Enhance or Not—Left Yes, Right No



Styling: Perfect, but not Too Perfect!

The sorbet drip is intentional. Visual cues include a purple background and out-of-focus berries.



The Mediterranean soup looks natural, but not messy. The sunny background mat and color-related napkin with French writing are valuable visual cues.



Visual Cues-

Color and Pattern Can Help Tell the Story



Every Detail Matters



Subliminal Messages— No Skimpy or Droopy Food



Choose Transparent or Translucent Containers to Show Off Dishes/Products



Lavender-Infused Products—Taking Advantage of Luminous Color



Lavender Beverages

Capture the Fizz, Clarity and Condensation

French or Ginger Sodas



Lemonade or Limeade



Capturing the Translucence and Color of Jellies & Jams

Lavender-Berry



Lavender-Peach



**Wishing You Well on Your
Lavender Propping & Styling
Journey**

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