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Dualme - Prompt Parameters and Rules

“A strong AI prompt is built around five layers: what we create, what must stay consistent, where the camera is, what the mood is, and what must be avoided.”

1. **Function** — what is the image/video for?
2. **Subject/Product** — who or what is shown?
3. **Fidelity** — what must remain unchanged?
4. **Styling & Material** — how should it look and behave?
5. **Environment** — where is it shot?
6. **Camera** — angle, lens, framing, movement.
7. **Lighting** — quality, direction, shadows.
8. **Mood** — brand emotion and creative direction.
9. **Format** — output ratio and channel.
10. **Constraints** — what must not happen.

Prompting is not writing random beautiful words. Prompting is translating a creative brief into visual instructions that an AI system can execute

Simple Rule

A strong AI prompt should answer five questions:

1. What are we creating?
2. What must stay consistent?
3. Where is the camera?
4. What is the mood?
5. What must be avoided?

Output Function

Main Subject

Product Fidelity

Model Identity

Styling

Material Behavior



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Environment / Set Design

Camera Angle and Framing

Lens and Camera Feel

Pose and Expression

Lighting

Shadows

Texture and Realism

Brand Mood

Color Palette

Output Format

Post-Production Finish

Duration

Timeline

Camera Movement

Motion Details

First Frame / Last Frame

Rhythm and Pacing

Negative Constraints — People

Negative Constraints — Product

Negative Constraints — Video

Key Parameters for AI Fashion Prompts



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A strong AI prompt works like a mini creative brief. It should clearly define what we want to create, what must remain consistent, how the image or video should look, and what must be avoided.

1. Output Function

Define the purpose of the content.

Examples:

- e-commerce image
- editorial campaign
- still life
- UGC ad
- lookbook
- beauty close-up
- product demo
- social media video
- hero campaign asset

2. Main Subject

Describe the main focus of the image or video.

Examples:

- model
- garment
- handbag
- shoes
- cosmetic product
- accessory
- full outfit
- product scene

3. Product Fidelity

Specify what must remain accurate and unchanged.

Key elements:

- shape

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- proportions
- silhouette
- color
- material
- texture
- logo
- stitching
- seams
- buttons
- zipper
- hardware
- fit
- garment length
- product placement

4. Model Identity

When working with a model, define what must stay consistent.

Key elements:

- face
- skin tone
- hairstyle
- body proportions
- expression
- pose
- age range
- beauty details
- overall identity

5. Styling

Describe the fashion and beauty direction.

Examples:

- outfit
- accessories
- shoes
- hair styling
- make-up



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- manicure
- hand positioning
- garment fit
- product arrangement

6. Material Behavior

Explain how the fabric or material should behave.

Examples:

- realistic drape
- natural folds
- garment tension
- leather sheen
- silk movement
- denim structure
- knit texture
- realistic seams
- contact shadows on the body

7. Environment / Set Design

Define where the image or video takes place.

Examples:

- white studio
- grey studio
- luxury hotel
- street location
- dark cinematic studio
- boutique
- backstage
- bathroom mirror
- marble surface
- reflective surface
- warm beige interior

8. Camera Angle and Framing

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Specify how the subject is framed.

Examples:

- full-body
- half-body
- chest-up
- close-up
- extreme close-up
- macro
- front view
- side profile
- three-quarter view
- low angle
- high angle
- top view
- diagonal composition

9. Lens and Camera Feel

Define the photographic language.

Examples:

- smartphone feel
- 35mm editorial
- 50mm portrait
- 85mm beauty portrait
- macro lens
- medium format photography
- shallow depth of field
- documentary style
- handheld UGC
- tripod studio shot

10. Pose and Expression

Guide the model's attitude and movement.

Examples:

- neutral expression

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- confident gaze
- looking into camera
- looking away
- walking toward camera
- holding the product
- applying lipstick
- turning profile
- relaxed natural pose

11. Lighting

Describe the lighting setup.

Examples:

- soft daylight
- window light
- beauty lighting
- hard flash
- cinematic shadows
- golden reflections
- side light
- rim light
- diffused key light
- warm ambient light
- luxury studio lighting

12. Shadows

Control how shadows behave.

Examples:

- soft shadows
- contact shadows
- controlled shadows
- subtle grounding shadow
- no harsh shadows
- realistic product shadow
- dramatic but clean shadows



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13. Texture and Realism

Add realistic surface details.

For skin:

- pores
- natural texture
- subtle imperfections
- natural shine
- no plastic skin

For materials:

- leather grain
- stitching
- seams
- silk shine
- cotton fibers
- denim texture
- metallic reflections
- lipstick texture

14. Brand Mood

Translate the brand identity into visual direction.

Examples:

- minimal
- premium
- luxury
- playful
- streetwear
- sporty
- elegant
- sensual
- cinematic
- editorial
- commercial
- quiet luxury
- bold

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- authentic
- aspirational

15. Color Palette

Define color treatment and color accuracy.

Examples:

- neutral color science
- warm beige palette
- black and gold
- rose gold
- natural skin tones
- true product color
- no yellow or green color cast
- soft contrast
- premium cinematic color grading

16. Output Format

Specify the final format and channel.

Examples:

- vertical 9:16
- square 1:1
- e-commerce 4:5
- horizontal 16:9
- full-body product page
- PDP image
- social reel
- carousel cover
- campaign hero image

17. Post-Production Finish

Define the final visual finish.

Examples:



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- raw documentary
- unretouched
- premium retouched
- polished editorial
- commercial catalog
- luxury campaign
- realistic smartphone
- high-end beauty retouching
- slight digital grain
- organic sharpness

Additional Parameters for Video Prompts

18. Duration

Always define the video length.

Examples:

- 4 seconds
- 5 seconds
- 8 seconds
- 10 seconds
- 15 seconds

19. Timeline

Break the video into time blocks.

Example:

- 0:00–0:02 opening shot / hook
- 0:02–0:05 product interaction
- 0:05–0:08 main action
- 0:08–0:10 hero frame

20. Camera Movement



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Describe how the camera moves.

Examples:

- push-in
- pull-back
- orbit
- pan
- tilt
- handheld
- macro glide
- whip transition
- slow dolly
- tracking shot

21. Motion Details

Describe what happens in the scene.

Examples:

- walking
- applying lipstick
- opening product
- closing cap
- turning
- holding
- showing
- wearing
- sitting
- lifting
- touching fabric
- product reveal
- hair movement
- fabric movement

22. First Frame / Last Frame

For controlled videos, define the starting and ending frame.

Example:



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- First frame: product closed in close-up
- Last frame: model wearing the product and looking into camera

23. Rhythm and Pacing

Define the energy of the video.

Examples:

- slow editorial pacing
- fast UGC cuts
- cinematic whoosh
- product click
- fabric rustle
- final hero hold
- elegant slow motion

Negative Constraints

24. People

Avoid:

- distorted anatomy
- extra limbs
- warped hands
- artificial skin
- plastic face
- unstable identity
- face drift
- hairstyle drift
- unnatural pose

25. Product

Avoid:

- product deformation



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- wrong logo
- fake text
- incorrect color
- duplicated straps
- melted hardware
- missing zipper
- warped seams
- altered proportions
- extra accessories

26. Video

Avoid:

- flickering
- unstable identity
- changing product shape
- logo drift
- distorted hands
- low-quality CGI
- unnatural movement

1. Image Prompt Template

Create a [type of image] for [brand/product/category].

Subject:

Describe the model, product or object.

Product details:

Describe shape, color, material, logo, texture, fit, proportions and key elements that must remain accurate.

Styling:

Describe outfit, accessories, hair, make-up or product arrangement.

Environment:

Describe studio, location, background, surface, mood or set design.

Camera angle:

Front view, side profile, three-quarter view, macro, low angle, top view, full body, close-up.



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Lighting:

Soft daylight, hard flash, beauty lighting, cinematic shadows, luxury studio light, natural light.

Brand mood:

Minimal, premium, playful, luxury, streetwear, sporty, elegant, commercial, editorial.

Output format:

Vertical 9:16, square 1:1, e-commerce 4:5, horizontal 16:9.

Quality keywords:

Ultra-realistic, high-end fashion photography, realistic texture, sharp product details, polished editorial quality.

Negative constraints:

No distorted anatomy, no warped product, no extra logos, no fake text, no incorrect color, no duplicated objects.

2. Video Prompt Template

Create a [duration]-second [format] video for [brand/product].

Main subject:

Describe the model, product and key visual references.

Product fidelity:

Specify what must remain stable: shape, logo, color, material, size, texture.

Scene style:

UGC, editorial, luxury commercial, e-commerce demo, cinematic campaign, tutorial.

Timeline:

0:00–0:02

Opening shot / hook.

0:02–0:05

Product interaction / detail / gesture.

0:05–0:08

Main action / wearing / application / product use.

0:08–0:10

Hero frame / final product shot / call-to-action.

Camera movement:

Push-in, orbit, handheld UGC, macro glide, whip transition, slow pull-back.



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Motion details:

Walking, applying, opening, turning, holding, showing, wearing, sitting, lifting.

Sound / rhythm:

Soft click, fabric movement, product tap, cinematic whoosh, fast editorial cuts.

Negative constraints:

No unstable identity, no distorted hands, no product deformation, no wrong logo, no flickering, no low-quality CGI.

PROMPT 360° characters consistency:

step 1: volto su background bianco

A professional medium format studio portrait, headshot frame, of the woman from the reference image, preserving the exact same identity and character consistency: same facial structure, same face proportions, same hairstyle, same hair volume, same hairline, same hair color, same eyebrows, same eyes, same nose, same lips, same jawline, same skin tone, and same overall beauty markers. She is looking directly into the camera lens with a neutral, calm expression. She is positioned against a seamless, pure white studio cyclorama background. The lighting is professional butterfly studio lighting, soft and flattering while revealing ultra-realistic skin texture, including visible pores, fine vellus hair, and subtle natural imperfections. The focus is razor-sharp on her eyes. Medium format photography, 8k resolution, raw photo quality, extremely high detail. This image must serve as a master identity anchor for future consistent front, side, 3/4, full-body, and video generations.

step 2: volto + full body su sfondo bianco

Option 1: Create a professional side-by-side character reference image of the same person using the provided reference images. On the left, show a close-up headshot portrait on a pure white studio background. On the right, show a full-body standing portrait of the exact same person on a pure white studio background. Preserve strict identity consistency between both panels: same facial structure, same proportions, same hairstyle, same hair color, same eyebrow shape, same eyes, same nose, same lips, same jawline, same skin tone, and same overall character identity.

Use the face reference image as the identity anchor for the head, face, beauty details, and hairstyle. Use the full-body reference image as the styling and outfit anchor for clothing, silhouette, body proportions, pose attitude, and overall fashion look. The result must clearly depict the same exact person in both views.

Keep the outfit identical to the full-body reference, including clothing type, colors, fit, accessories, and styling details. Keep the hairstyle and beauty details identical to the face reference. Expression should be neutral, calm, confident, and elegant.

Use clean professional studio photography, seamless solid white background, soft even studio lighting, sharp realistic skin texture, visible pores, high-end fashion reference sheet quality, ultra-realistic, highly detailed, clean composition, no overlap, no extra limbs, no distortion, no face drift, no hairstyle drift, no outfit change.

Option 2: Generate a side-by-side studio identity sheet from the provided references. Left panel: close-up portrait on white background. Right panel: full-body standing portrait on white background. Both panels must show the same identical person with strict consistency in face, hair, skin tone, proportions, and styling.

Face and hairstyle must be locked to the face reference image. Outfit, body styling, and full-body silhouette must be locked to the full-body reference image. Preserve the exact same identity across both panels with no variation.

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Use professional studio photography, seamless pure white background, clean fashion presentation, realistic anatomy, soft even lighting, ultra-realistic skin texture, sharp eyes, high detail, premium editorial quality. This image must function as a master character reference for future angle-consistent photos and videos.

Option 3: Create a side-by-side character reference image of the same person using the provided face reference and full-body reference.

Left panel: close-up portrait on white background.

Right panel: full-body standing portrait on white background.

Strict identity consistency across both panels.

Use the face reference as identity anchor for face, hairstyle, skin tone, and beauty details.

Use the full-body reference as styling anchor for outfit, proportions, silhouette, and pose attitude.

The result must show the same exact person in both panels.

Professional studio photography, seamless pure white background, soft even lighting, sharp detail, realistic skin texture, premium fashion reference sheet quality, ultra-realistic, no distortion, no face drift, no hairstyle drift, no outfit change.

step 3: da tutte le angolazioni su sfondo bianco.

Option 1: Create a technical studio character turnaround sheet of the exact same person from the provided reference image(s), with strict identity consistency across all panels. Use a seamless pure white studio background and arrange the composition into two clean horizontal rows with generous spacing and zero overlap.

IMPORTANT: each panel must show a UNIQUE and DIFFERENT camera angle. Do not repeat any angle. Do not substitute a 3/4 angle for a profile angle. Do not generate duplicate side views. The four full-body views must be clearly and strictly different from each other.

Top row: four full-body standing views in this exact order only:

1. front view — body facing directly toward camera
2. left profile view — full left side view, body rotated exactly 90 degrees to the left
3. back view — body facing directly away from camera
4. right profile view — full right side view, body rotated exactly 90 degrees to the right

Bottom row: three close-up head-and-shoulders portraits in this exact order only:

1. left profile portrait — face rotated exactly 90 degrees to the left
2. front portrait — face looking directly at camera
3. right profile portrait — face rotated exactly 90 degrees to the right

No 3/4 views anywhere. No near-profile angles. No repeated left or right side. No duplicated front or back views.

Each panel must be clearly labeled by angle through the pose itself, not by text.

Preserve the exact same identity, hairstyle, hair color, facial structure, skin tone, outfit, accessories, and body proportions in all panels. Use soft even studio lighting, realistic skin texture, sharp details, premium editorial quality, ultra-realistic, clean print-ready turnaround sheet. Angle enforcement: front = 0 degrees, left profile = 90 degrees left, back = 180 degrees, right profile = 90 degrees right. Strict orthographic-style turnaround logic. No perspective cheating. No repeated panel angles. no duplicate angle, no repeated side view, no 3/4 view, no near-profile view, no incorrect back view, no mirrored duplicate, no overlapping panels, no text, no watermark, no distorted anatomy



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PROMPT 360° product consistency:

Create a premium product reference turnaround sheet of the exact same hero product from the provided reference image, placed on a seamless pure white studio background.

The goal is to create a master product identity anchor for future image and video generations. Preserve the exact same product identity across all panels: same shape, proportions, silhouette, size, structure, material, color, surface texture, stitching, seams, edges, handles, straps, buckles, zipper details, hardware, logo placement, construction details, and all visible micro-details.

Arrange the composition into a clean technical product sheet with multiple views on a pure white background.

Top row: full product views in this exact order:

1. front view — product facing directly toward camera;
2. left side view — product rotated exactly 90 degrees to the left;
3. back view — product facing directly away from camera;
4. right side view — product rotated exactly 90 degrees to the right.

Bottom row: detail close-ups in this exact order:

1. material texture close-up;
2. logo / branding detail close-up;
3. hardware / zipper / buckle detail close-up;
4. handle / strap / construction detail close-up.

Each panel must show the same exact product with strict consistency. Do not redesign, simplify, stylize, deform, resize, flatten, or reinterpret the product. Do not change the material, color, logo, proportions, silhouette, construction, stitching, seams, edges, hardware, handles, straps, zippers, buckles, or any functional detail.

Use professional studio product photography, soft even lighting, realistic contact shadows, sharp focus, high-end e-commerce quality, ultra-realistic material rendering, clean technical presentation, premium catalog reference sheet quality.

The result must function as a master hero product reference sheet for future consistent front, side, back, detail, still life, on-model and video generations.

Negative instructions:

No duplicate angles, no repeated side views, no incorrect perspective, no 3/4 view unless requested, no distorted geometry, no warped product, no changed logo, no fake text, no extra accessories, no props, no hands, no model, no packaging, no decorative elements, no altered color, no material drift, no missing hardware, no simplified stitching, no melted zippers, no duplicated handles, no inconsistent proportions, no low-quality CGI, no cartoon style, no over-glossy material, no plastic-looking texture.