

Fashion photographer impresses clients by reproducing vibrant colors on printed proofs



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– Miquel González, Advertising and Fashion Photographer,
[concepte-visual] by Miquel González, Barcelona, Spain

HP customer case study: HP/Large Format Printing Division/Miquel González success story

Industry: Advertising and Fashion Photography

Challenges:

- To print high-quality large-format proofs of fashion photographs
- To convince clients to buy the photographs for publication

Solution:

- HP Designjet Z3200 Photo Printer
- 12-ink printing system with HP Vivera pigment inks, including HP 73 Chromatic Red
- HP Everyday Pigment Ink Satin Photo Paper
- HP Baryte Satin Art Paper
- HP Hahnemühle Textured Fine Art Paper

Results:

- Clients impressed with the vibrant colors and fine detail of the printed proofs
- Series of 11 photographs on small designer boutiques sold to a fashion publication in Argentina



When it comes to making a convincing bid to sell his images for publication, Advertising and Fashion Photographer Miquel González shows his clients impressive, large-format printed proofs that have vibrant colors. It's especially when the photographs are destined for glossy magazines or books that clients are reassured by the image quality on the printed proofs, much more so than if they had simply viewed the images on the computer screen.



Designer boutique photo shoot

In one series of 11 photographs shot for a fashion publication, Miquel encourages fashion followers to visit the small boutiques of young designers, where they can find exclusive, quality clothing while enjoying the shopping experience. Miquel's business, *[concepte-visual]* by Miquel González, is based in Barcelona, Spain, and the store chosen for the photo shoot was *Comité*, located in the city's old quarter. The seven designers that share the store use only high-quality Spanish and Italian fabrics to produce unique designs in small quantities, all made in small workshops in Spain.

The biggest challenge during the shoot was the small space in which to work, but once Miquel had had the lighting mounted in the corners of the store, it quickly became obvious that the models and the

space complemented each other, resulting in a series of images of strong visual character. "We didn't have to rearrange the layout of the store itself," said Miquel, "and we were able to make use of the real props found within. One was the red armchair that features prominently in some of the photos. The model Johana Pscheidtova seemed to merge naturally with it, as if it were part of her being."

Vibrant colors, fine detail, and smooth transitions

After the shoot, Miquel chose to retouch the images digitally, accentuating the lighting, and focusing the viewer's attention on the model and the outfit. Then it was time to produce proof prints to show his client at *elfashionista.com*, an intermediary selling images to publications in Spain and Latin America. Miquel was extremely happy with the image quality and the rich colors of the prints. "Normally, a red such as the one

on this armchair would come out dull on any type of print and lose part of its protagonism,” he said, “but when we presented the prints of this job to our client—who had been present at the shoot—she was amazed that we had managed to reproduce the vibrant red of the chair.”

To produce the prints, Miquel had employed the new 12-ink HP Designjet Z3200 Photo Printer, which uses HP Vivera pigment inks, including new HP 73 Chromatic Red ink. “The HP Designjet Z3200 gives us excellent image quality,” he said. “The red we got was incredible—very powerful, vivid, and vibrant. Our client was also impressed by how all the fine details of the chair showed up on the prints. I was surprised at the very wide color gamut of the printer. It produces very smooth color transitions, extremely important in reproducing the varying skin tones of models in our fashion photography.”

Experimenting with unusual papers

Miquel was also struck by the range of papers available for the printer. “HP’s wide portfolio of photo and fine art papers helps me choose papers that complement the images, giving them more personality, more character,” he said. (See the inset at the end of this article for Miquel’s opinion on three specific HP papers.) He also praised the ease of color management on the printer, which comes with a spectrophotometer embedded inside. “As an artistic photographer,” he said, “I like to experiment with every unusual paper I can get my hands on—for example, a paper with a metallic finish or another with a very pronounced texture. A huge advantage of the HP Designjet Z3200 is that in about 20 minutes it creates customized color profiles for new papers, whether they’re from HP or from other paper

manufacturers, and without the human error that frequently shows up in manual measurements. With the HP Designjet Z3200, we don’t need to have a great knowledge of color management. HP is way ahead of the pack in terms of printer technology and automation of color profiling.”

Astounding black and white quality

The photographs from the fashion shoot at the *Comité* store were all in color, but Miquel also does black and white jobs. “The black and white image quality on the HP Designjet Z3200 is astounding,” he said. “The printer gives us the very dense blacks we were looking for and a wide gamut of grayscale tones.” Four of the printer’s HP Vivera pigment inks form the HP Quad-Black Ink set; these are matte black, photo black, gray, and light gray, and they produce black and white prints that have smooth transitions and true neutral grays.

The ease at which ink and paper consumption is monitored on the printer enables Miquel to focus on his art, confident that the machine will be ready everytime he needs to print. He also finds very useful the facility to check how much each copy costs, and he was impressed with the smooth integration and operation of the printer on his company’s LAN.

The series of photographs from the *Comité* store were bought by a newspaper in Argentina and appeared in its weekly magazine supplement.

At a glance

Industry sectors

Advertising and fashion
photography

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What Miquel has to say about three HP papers

HP Everyday Pigment Ink Satin Photo Paper: "This is my choice for an elegant paper for everyday use. Its texture and weight make it pleasant to see and to touch, it has a nice finish, and it stands up extremely well to the harshness of time. I tested it, leaving it for a few months under direct sunlight, after having first left it for one whole day submerged in water. I then compared the image with another copy I had kept safe, and there wasn't even the minimum hint of a change in color."

HP Baryte Satin Art Paper: "This paper works exceptionally well with black and white prints in combination with the good grayscale gamut of the HP Designjet Z3200 Printer. Surprisingly, it also works very well with color images, which is

unusual for a baryte paper. It has body (thanks to its weight) and personality (thanks to its texture). I recommend it for the works of fine art photographers and/or pieces that require a paper with personality."

HP Hahnemühle Textured Fine Art Paper: "This is a paper with a lot of body and personality. It has a texture with a very pronounced water-ripple effect and is very pleasant to touch. It really interacts with the image printed on it, highlighting aspects of the image that on another paper would pass unnoticed. It works very well with black and white images, achieving a very dense black and producing classic sepia tones with a quality finish. It can also be used in a sensational way with color. It's a paper for the works of fine art photographers and is ideal for printing purely photographic pieces as well as drawings, paintings, and graphic art."

To learn more, visit www.hp.com/go/graphic-arts

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