

W K 3 6 0

When colour is the product

Wrap & Poetry colour showcase

In partnership with WRAP + POETRY
LONDON



Craft in every detail

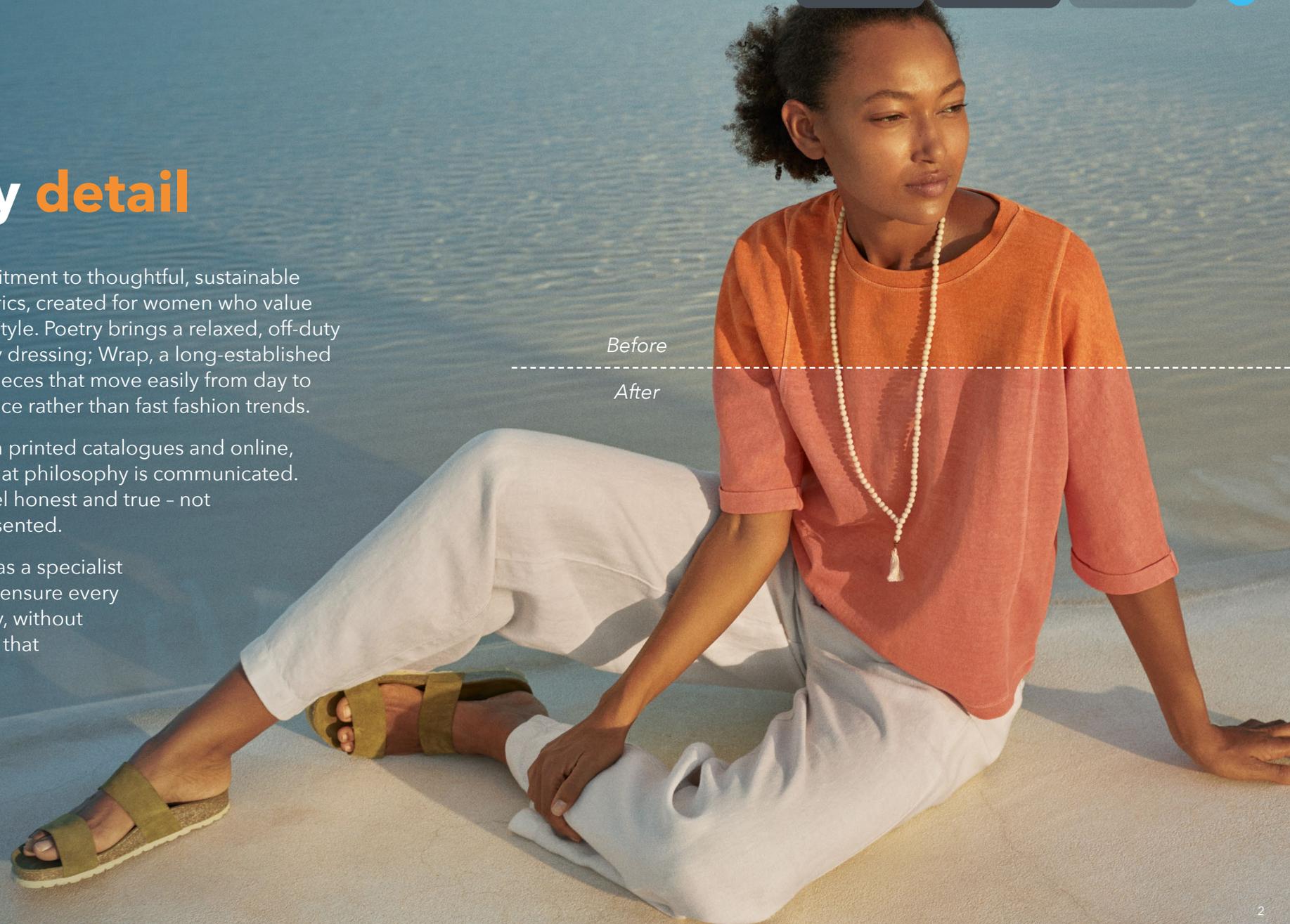
Poetry and Wrap both share a commitment to thoughtful, sustainable womenswear made from natural fabrics, created for women who value comfort, longevity and understated style. Poetry brings a relaxed, off-duty sensibility rooted in refined everyday dressing; Wrap, a long-established family-run brand, designs versatile pieces that move easily from day to evening, defined by a quiet confidence rather than fast fashion trends.

With most sales taking place through printed catalogues and online, imagery plays a critical role in how that philosophy is communicated. Colour, texture and material must feel honest and true - not enhanced, exaggerated or misrepresented.

WK360 works with Poetry and Wrap as a specialist colour and imagery partner, helping ensure every image reflects the product accurately, without compromising the craft and integrity that define the brands.

Before

After





"WK360 helps us faithfully represent our garments season after season by expertly colour-matching thousands of still and lifestyle photographs."



The challenge

For Poetry and Wrap, trust dictates purchase, and so imagery must inform that trust.

Each season, Poetry and Wrap deliver more than 3,000 product images, supported by multiple lifestyle shots per item. These arrive in intense, variable batches, all tied to immovable web and print launch dates.

When the same garment appears differently across images - lighter here, warmer there, flatter or richer in texture - customers hesitate. Doubt creeps in, and barriers to purchase form.

Customers buy on colour, texture and feel. If what they see online or in catalogue doesn't match what arrives, trust is broken and returns increase - undermining both brand confidence and the brands' commitment to sustainability.

The challenge lies in ensuring imagery feels consistent, tactile and true across thousands of images, multiple channels and fixed deadlines without introducing doubt or disappointment.

How we **support** poetry and wrap

WK360's role is precise and specialist.

We focus exclusively on colour retouching and colour integrity - ensuring every image matches the physical product samples provided. Texture, weave and material finish are preserved carefully, allowing customers to almost feel the product through the page or screen.

But this work goes far beyond the main garment.

Every element in the shot is part of the product story: buttons, zips, stitching, jewellery, shoes, socks, gloves, hats and bags. Each item is sold, and each must be represented accurately. Under studio lighting and varied environments, even small components can shift in tone or feel disconnected from the product itself.

Our retouchers work at an extreme level of detail, adjusting colour and balance so that buttons match garments, metals feel true, and accessories sit naturally within the scene. This judgement-heavy work is subtle, but it shows - and it is where trust is either reinforced or lost.

This work demands experience. Even skilled retouchers require multiple seasons to truly understand the brands' palettes, fabrics and tolerances. WK360 provides that skilled continuity, season after season.





"WK360 are an essential partner in managing the complexity and scale of our image output and serve as a vital interface between our designers and the printers."



Button-through top
A great layering piece in superfine Tencel and cotton-ny jersey. Slim-fit with full length sleeves and a buttoned front that runs from neck to hem. WS30, 6% TENCEL™ 33% Cotton £59

Wide-leg soft jeans
Wonderfully wide-legged high-waisted jeans in a soft and drapery cotton and lyocell denim. Trim and tailored, this is denim for when you want to dress up. ZUS1 in Rinse wash, 78% Cotton 22% Lyocell £79

+ Shopper bag in purple multi ZK39 £390
+ Avika boots in black ZW81 £220



Before

After

Craft at **scale**

Although the output is high-volume, the approach is anything but mechanical.

Every image is handled with the same care, whether it's a core catalogue product or a supporting lifestyle shot. Colour is balanced to physical samples, not screens. Decisions are made with print, web and customer expectation in mind.

Our teams manage colour across thousands of files while maintaining consistency between:

- E-commerce imagery
- Seasonal catalogues
- Lifestyle content
- Print-ready files

This ensures the brands feel cohesive, dependable and honest, regardless of where customers encounter them.

The outcome

By working with WK360, Poetry and Wrap are able to remove friction from the buying decision.

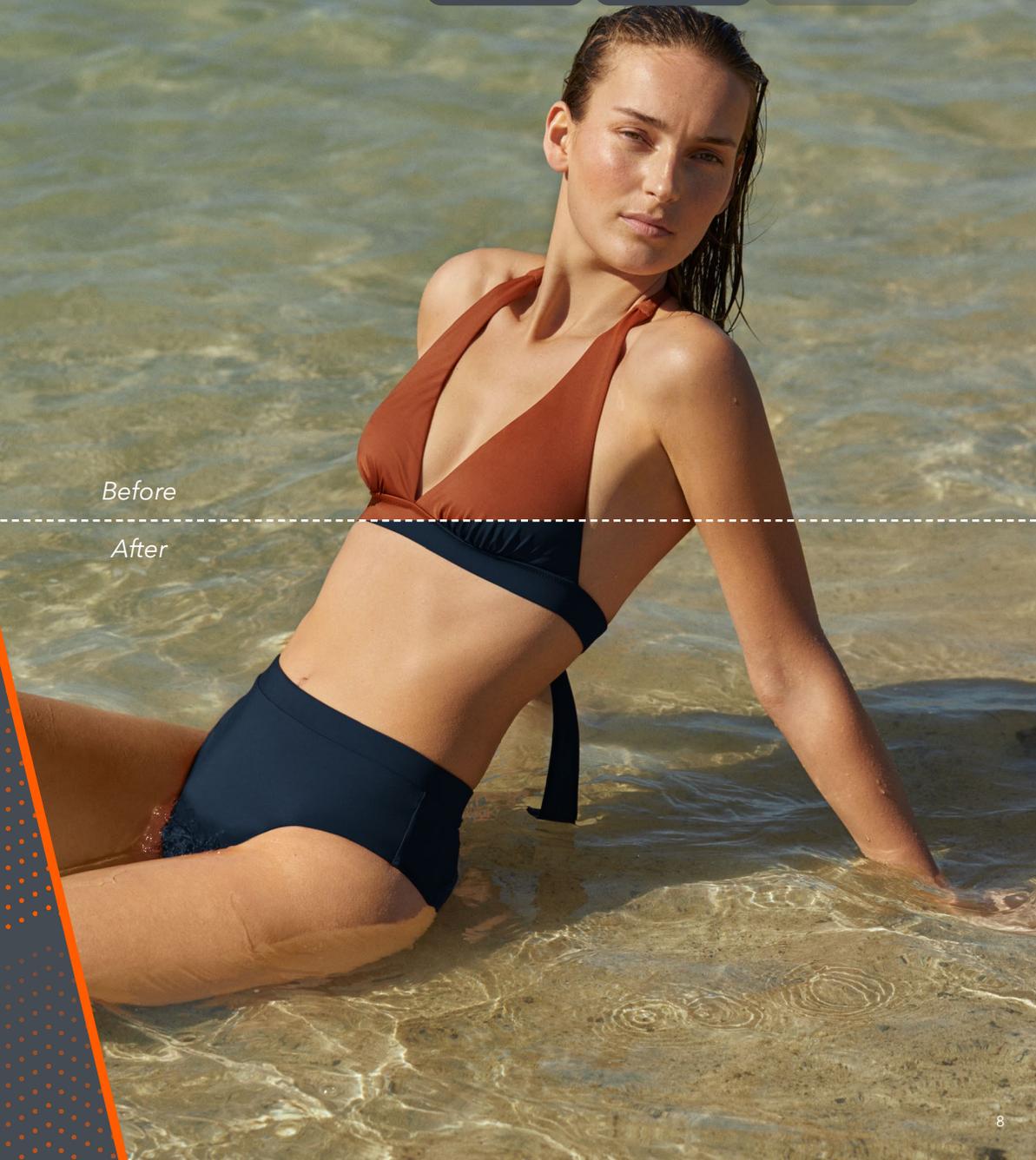
- Customers see the same garment represented consistently across all images
- Colour and texture feel trustworthy, reducing hesitation at the point of purchase
- Returns driven by colour mismatch or unmet expectation are reduced
- Seasonal launches land with confidence across print and digital

This consistency supports the brands' wider commitment to sustainability: fewer disappointed customers means fewer unnecessary returns, and products that are bought with confidence and kept for longer.

The result is imagery that feels considered, tactile and honest, strengthening trust and supporting confident purchase decisions, season after season.

Before

After





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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.