SJS aiTech

AI Fashion Garment Model Photo/Video Shoot

User & Training Guide — Beta Version

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Table of Contents

1. Introduction

2. Getting Started — Creating an Account

3. Choosing Your Tier

4. Step 1 — Master Model

5. Step 2 — Dress the Model

6. Finishing a Photo-Only Project

7. Video Mode

8. Downloading Your Results

9. Export for Marketplaces & Social

10. Credits & Pricing

11. Managing Your Account

12. Troubleshooting & FAQ

1. Introduction

SJS aiTech turns a single garment photo into complete, professional fashion photography and video content — without a physical model, studio, or photographer. Upload a garment, and the platform generates realistic model photos and marketing videos ready for e-commerce listings, social media, and paid advertising.

This guide walks through every step of the platform, from creating an account to downloading a finished video, so you (or anyone on your team) can use it confidently.

Who this is for

Garment manufacturers, wholesalers, and retailers who need product photography and video at a fraction of the cost and time of a traditional photoshoot.

2. Getting Started — Creating an Account

When you first open the site, you'll see three tabs:

- New here — pay for a credit package and your account is created automatically.
- Have a key — if you were given a voucher code, enter it here to activate your account.
- Already have an account — log in with your email and password.

2.1 Signing up (New here)

1. Enter your email address.
2. Choose a credit package (Starter, Popular, or Business).
3. Complete payment through Razorpay.
4. Set a password for your account — you'll use your email and this password to log in from any device going forward.

2.2 Activating a voucher (Have a key)

If someone gave you a one-time activation code instead of asking you to pay directly, enter it under this tab to unlock your account with its starting credit balance.

2.3 Logging in

Once your account exists, use the "Already have an account" tab with your email and password to log in from any device. A "Forgot password" link is available if needed — a reset link is emailed to you.

3. Choosing Your Tier

Before generating anything, you'll choose a quality tier. This determines which underlying AI model is used and how many credits each generation costs.

Tier	Best for	Relative cost
Standard	Everyday listings, fast turnaround	Lowest
Pro	Higher-traffic products	Medium
Ultra	Flagship products, premium	Highest

	campaigns	

4. Step 1 — Master Model

This is the model who will wear your garment throughout the entire shoot.

- Choose the model's gender (male or female).
- Either upload an existing model photo, or generate a new one from scratch.

> ***Note:*** *The same master model is reused for every photo and video in this project, keeping identity consistent throughout.*

5. Step 2 — Dress the Model

Upload a clear photo of your garment. The platform fits it onto the master model, preserving the exact print, color, buttons, and construction details.

5.1 Single photo or multiple poses

Choose Single photo for one standard shot, or Multiple poses to generate several angles of the same garment in one go:

- The front three-quarter pose is always included.
- Tick Side pose and/or Back pose to add either or both — pick any combination.
- Each additional pose is charged at the same per-photo rate as the tier you selected.

> ***Note:*** *Multiple poses is useful for building a full product gallery in one pass, rather than generating each angle separately.*

6. Finishing a Photo-Only Project

If you only need photos, you're done after Step 2. Download your image(s) directly, or continue to Video mode to also generate a video from the same dressed model — nothing already generated needs to be redone.

7. Video Mode

7.1 Step 3 — Product Sheet

A 10-panel detail grid showing close-ups of the garment's construction — collar, buttons, fabric texture, stitching — from multiple angles. This step documents the product in detail and feeds into the video generation step.

7.2 Step 4 — Generate Video

Choose one of three video lengths:

- 8 seconds — a single clip, generated in one call.
- 16 seconds — two 8-second clips generated back to back and automatically combined into a single downloadable file.
- Talking model — the model speaks a line you write, with lip-synced audio. Available as 8 or 16 seconds.

7.3 Shot style (8s / 16s videos)

Choose Single (one continuous framing throughout) or Multiple (several different camera angles cut together within the clip).

7.4 Talking Model options

- Write the exact line you want the model to say.
- Choose 8 or 16 seconds — for 16 seconds, your script is automatically split across the two clips so it reads as one continuous line, not a repeat.

> ***Note:*** *Talking Model is experimental — always review the result before sending it to a client, the same as you would any new AI feature.*

8. Downloading Your Results

Once generation finishes, a preview and download link appear for each asset — photo, product sheet, and video. A 16-second video downloads as one combined file; there is nothing further to assemble yourself.

9. Export for Marketplaces & Social

From any finished photo or video, click "Export for marketplaces & social" to generate ready-to-upload crops for the platforms you actually sell and advertise on — no extra credits charged, since this reuses what you already generated.

Format	Ratio	Typical use
Square	1:1	Amazon, Flipkart, Meta ads feed
Portrait	3:4	Myntra, Meesho
Vertical	9:16	Instagram/Facebook Reels, Stories
Landscape	16:9	YouTube

> ***Note:*** *Video exports for the square and portrait formats require real cropping/re-encoding, so they take a little longer than the square and landscape crops for photos.*

10. Credits & Pricing

Every generation — a photo, a product sheet, or a video — costs a set number of credits based on your chosen tier. The exact cost is always shown before you generate anything, so there are no surprises.

- Your current balance is always visible in the sidebar once logged in.
- The balance turns orange when running low, as an early warning.
- Click "Top up credits" in the sidebar at any time to buy more.
- "Payment history" in the sidebar shows a full record of past purchases and usage.

11. Managing Your Account

Once logged in, the sidebar shows:

- Your account ID (email).

- Current credit balance.
- Top up credits.
- Payment history.
- Log out.

Contact us at contact@sjsaitech.com any time — this is shown on the login screen and in the sidebar for quick reference.

12. Troubleshooting & FAQ

"Insufficient credits" message: Top up from the sidebar, then try again — nothing is lost.

A video generation is rejected by a safety filter: This is Google's own content system evaluating that specific attempt, not a setting in the app. It can happen randomly on an otherwise normal request — no charge is made when this happens, and simply trying again with the same photo usually succeeds.

"Temporarily at capacity" message: The AI provider is briefly overloaded — your credits are automatically refunded, and trying again shortly afterward almost always works.

A generated video looks slightly different across two clips in a 16-second video: Each 8-second clip is a separate generation — minor variation between them is a known characteristic of the underlying technology, not a bug.

For anything not covered here, contact contact@sjsaitech.com.