

Objective

Create high-quality, advertising-grade visuals of the Gillette Fusion Razor for use in ready-to-go banner designs. The images should look premium, modern, and aspirational, while allowing room for text overlays in banner usage.

Product

- Gillette Fusion Razor (metallic + sleek details should be highlighted)
 - Showcase clean edges, textures, and reflective surfaces clearly
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Background & Setting

- Avoid plain solid backgrounds – use **creative gradients** (e.g., deep orange, silvers, metallic grays, or cool futuristic tones)
 - Add **light play and dynamic effects** such as:
 - Lens flares
 - Glowing streaks of light
 - Subtle radial bursts
 - Metallic shimmer gradients
 - Keep the mood **premium and masculine** with high contrast and depth
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Composition

- Razor should be the **hero, centered or slightly angled**
- Options to explore:
 - Standing upright with dramatic lighting
 - Floating mid-air with glow behind it

- Placed on a sleek pedestal with spotlight effects
 - Background should remain **clean and minimal** so banners don't feel cluttered, but creative enough to stand out
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Lighting

- Strong directional light from one side to highlight metal shine
 - Add subtle highlights on blades and handle to emphasize sharpness and precision
 - Balance cool and warm tones for depth
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Style Keywords

Premium, masculine, sleek, futuristic, bold, editorial, minimal yet powerful

Aspect Ratio

- 16:9 (for wide banners)
- 4:5 or 1:1 (for social media cut-downs)