

Photography Portfolio

THOMAS GEARING





Campaign	Outdoor Wear
Client	Jim Green Footwear
Year	2023

I always love to work with companies that give back to society and are environmentally conscious. In this way, working with Jim Green Footwear is a dream. This partnership has been an awesome opportunity to focus on the ethos of the brand and the features of the products in my work. Working with the brand's aims, I captured the distinct values of our brand through vibrant and engaging photographs and videos. My love of attention to detail and storytelling in photos has been great to play with in this collaboration.

A group of people are silhouetted against a bright, orange sunset sky. They are all raising their hands, holding glasses and cans, in a toast. The sun is a large, bright circle in the center of the sky. The people are wearing hats and casual clothing. The overall mood is celebratory and joyful.

"I have always been drawn to capturing the human stories and emotions in my photographs."

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Campaign	Motorbike Jackets
Client	Halvarssons
Year	2023

I am a passionate motorbiker so being able to work with motorbike brands is one of my great joys. Having the insider knowledge of what it is a potential client of these products is going to be looking for enabled me to really hone in on specific features, as well as build on creating an image of a lifestyle that goes with these products. As always, finding ways to showcase the interesting specifics of the products while still creating emotive and memorable images was a really fun challenge.

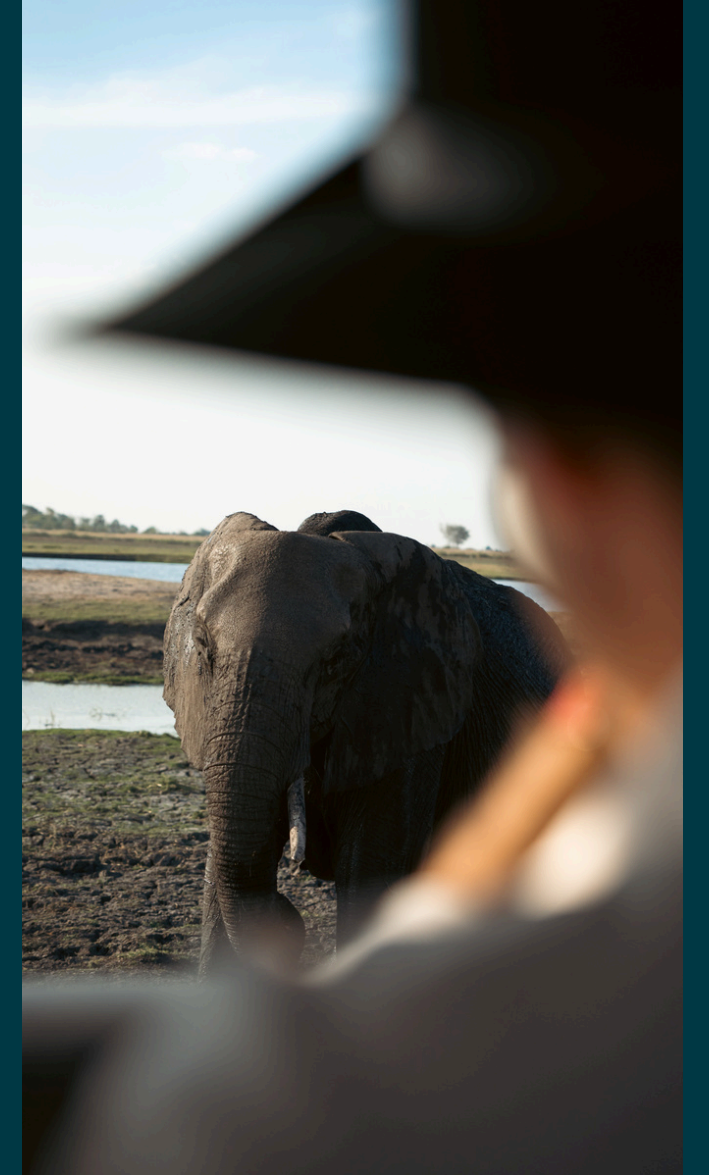
“I want people to be struck by my images, to feel, to remember, to want to come back and view it again”

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Capturing genuine moments is at
the core of what I enjoy doing.



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Wildlife photography and conservation are my underlying passions.





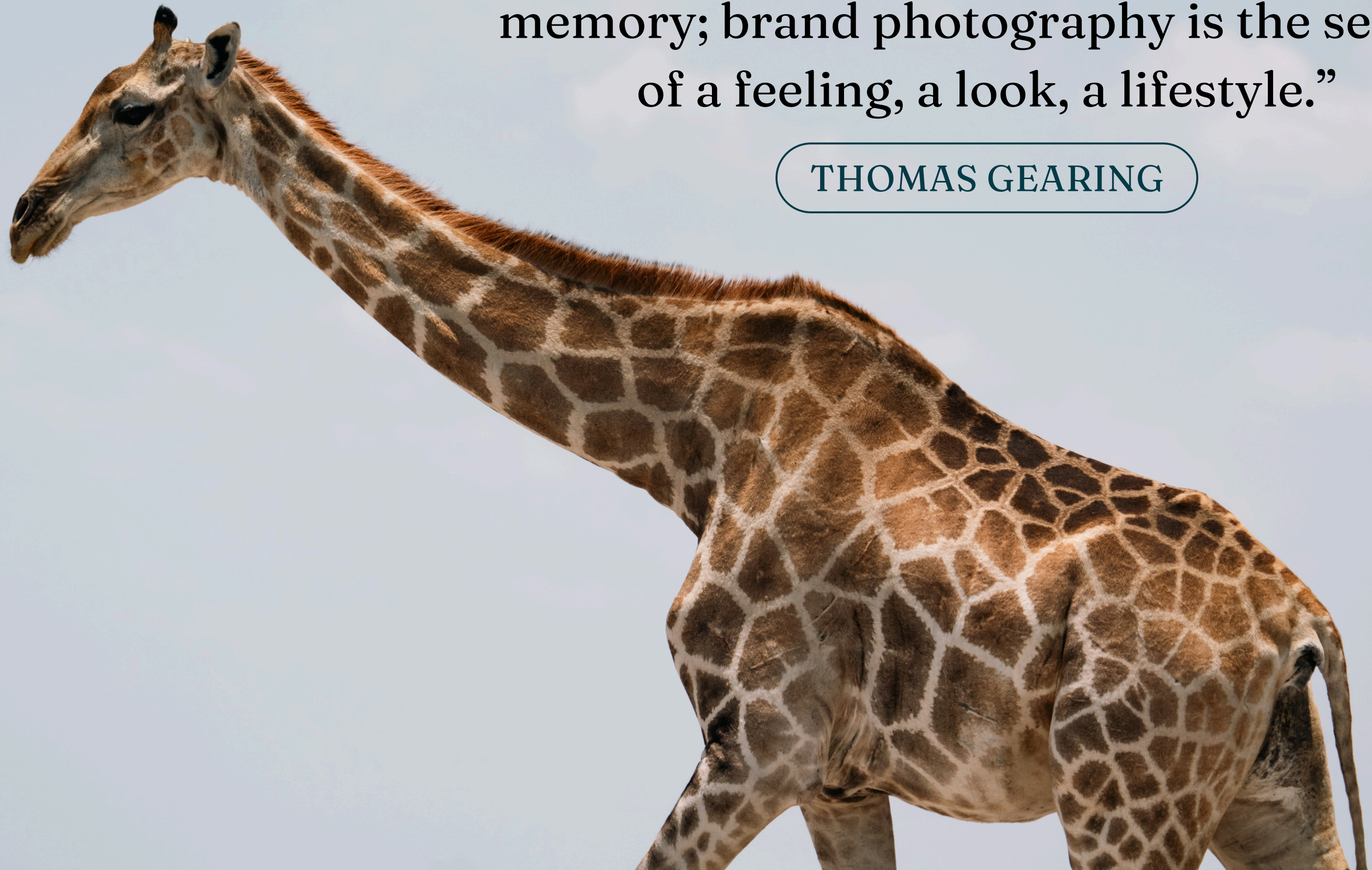
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Campaign	Aussie Life
Client	Station Valley
Year	2024

Really getting to the heart of the core values and ideal client of the brand is one of my first steps when working on a collaboration. How can I show and sell the sort of lifestyle they are aiming to promote? How can I engage their dream buyers? In this campaign, embracing the feel, colours and aesthetic of an outdoor Australian lifestyle was an the root of my choices.

“Personal photography is the freezing of a memory; brand photography is the selling of a feeling, a look, a lifestyle.”

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"I strive to create images that evoke a sense of intimacy and authenticity."

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Mind mapping ideas for how to showcase equipment that I genuinely find useful is always an awesome experience. When looking at how to take product shots, I focus on what particular aspects the brand wants to highlight, and then I like to consider how I can show that in high quality images that resonate with the brand and their ideal clients.



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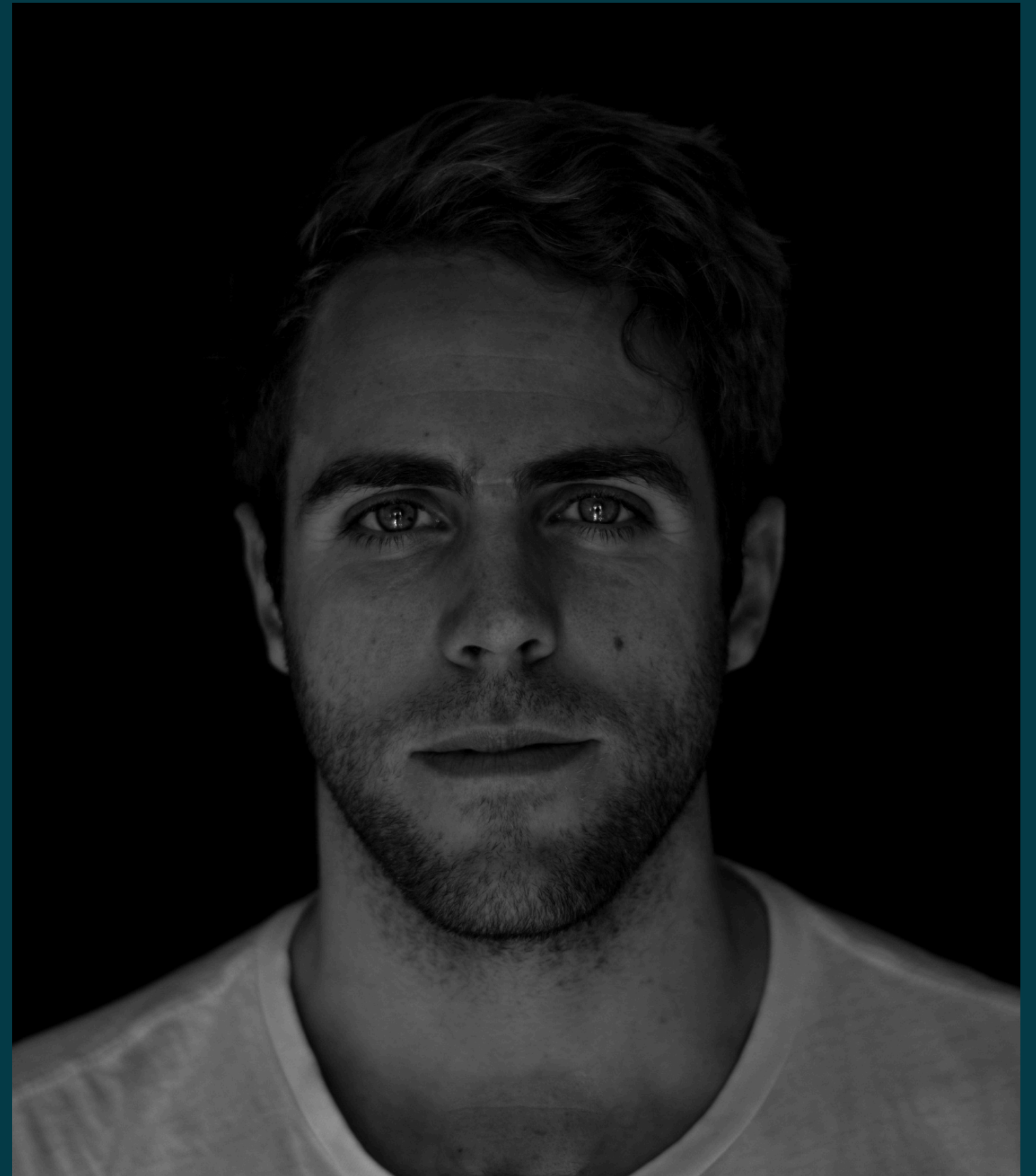
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