Picfair Launches “Plus”: Personalised Stores for Photographers

*Picfair, the London-based photography platform, today announced a major addition to its Stores product - allowing any photographer to launch a personalised photography store selling digital downloads and a range of high-quality prints.*

LONDON (PRWEB) November 21, 2018 -- “Until now, options for photographers looking to sell their images were expensive and complicated,” says Picfair founder Benji Lanyado. “We’d see our photographers listing their images on Picfair’s marketplace, and then have a separate portfolio website, and another service that allowed them to take print orders, and yet another service or add-on that actually produced and shipped their prints. Now, Picfair can do all of that for them, in one place. All our photographers have to do now is upload, name their price, and cash out when they make a sale.”

**Picfair Plus** builds on the **free Stores** product rolled out to their members in October, which gave each of their 37,000 photographers their own standalone storefront with a sleek minimal design. Picfair Stores contain multiple digital download options - editorial, commercial and advertising - and also the option for their photographers to sell a range of high-quality printed products, produced and shipped globally by Picfair.

The Picfair Plus subscription - starting from $5.82/month - allows subscribers to strip away all of Picfair’s branding, and customise their store with albums, custom image ordering, a range of image displays. It also includes the option for photographers to host their Store on their own domain.

All images displayed on a photographer’s Store will continue to be available on Picfair’s central marketplace, where customers including National Geographic, Jack Daniels, The Guardian, Time Out, Ogilvy, Google and a range of global brands have licensed images and commissioned photographers through Picfair’s Studio agency.

Unlike traditional marketplaces who keep up to 85% of the royalties generated by image sales, Picfair’s “fair photography” principle gives their photographers full control of their image pricing and 100% of their requested fee - Picfair adds 20% on top of every sale.

“With Plus, we’re giving our amazing community of global photographers the control of a website builder, the commercial structures of an ecommerce platform, and the exposure of a marketplace … all in one place,” says Lanyado. “We’re building a completely new ecosystem for photographers, built on photographer control, fairness and simplicity. Because we know that all our photographers really want to be doing is getting out there and taking beautiful photographs.”

More about Picfair

Picfair launched in 2014 with seed funding from angel investors including Reddit founder Alexis Ohanian and Google Ventures partner Tom Hulme. The platform has grown into a community of over 37,000 photographers in 130 countries, with a library of over 6 million images ranked by Picfair’s curation algorithms on its marketplace. Images taken by “ amateurs” and championed by Picfair have already been licensed for the covers of top-tier publications and in marketing campaigns by global brands.

Picfair’s “Women Behind the Lens” competition is currently exhibiting at the Guardian News & Media gallery in Kings Cross, London.
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