

Retouching isn't as expensive as it used to be, and it's not as intimidating, either. However, most retailers still don't take full advantage of this opportunity. Despite the many benefits of high-end [jewelry retouching](#) for ecommerce photography, many businesses still aren't sending their jewelry off to be re-shot professionally-but they should be! Here are three reasons why online retailers should consider sending their jewelry off to be re-shot professionally by high-end jewelry retouchers

### 1) How does retouching affect a product's sales?

Retouching can have a positive impact on sales in many ways. First, it can make a product seem more appealing and increase its perceived value. When customers see high-quality images that are well taken, they are more likely to think that the product is worth the money. Second, retouching makes it easier to spot flaws in a product that might deter potential buyers from making a purchase.



### 2) What does retouching look like?

Retouching is the process of digitally altering a photograph to remove any flaws or defects in the image. This includes smoothing out wrinkles, removing skin imperfections, evening out skin tones, and much more. Good retouching can make someone look younger, thinner, healthier and more attractive.

### 3) Why does retouching matter?

[Retouching](#) is a necessary step in the process of photographing jewelry, especially when it comes to ecommerce. Customers are more likely to buy an item if they can see that it looks just like the product they saw online. So, retouching is necessary in order to make sure that customers are happy with what they receive and will return for future business.

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