Flux Kontext

**How to use Flux Kontext**
to create and edit images

# What We Will Cover



**Flux Kontext** is an advanced AI image tool that lets you create, edit, and transform photos using simple text prompts.

**Key things it can do:**
✅ Create new images from your ideas.
✅ Edit existing photos while keeping details intact.
✅ Change objects, backgrounds, weather, clothing, and more.
✅ Add or remove items in photos.
✅ Fix damaged or blurry images.
✅ Resize or expand images for different formats.
✅ Convert images into different styles (e.g. Pixar, Anime, Claymation).

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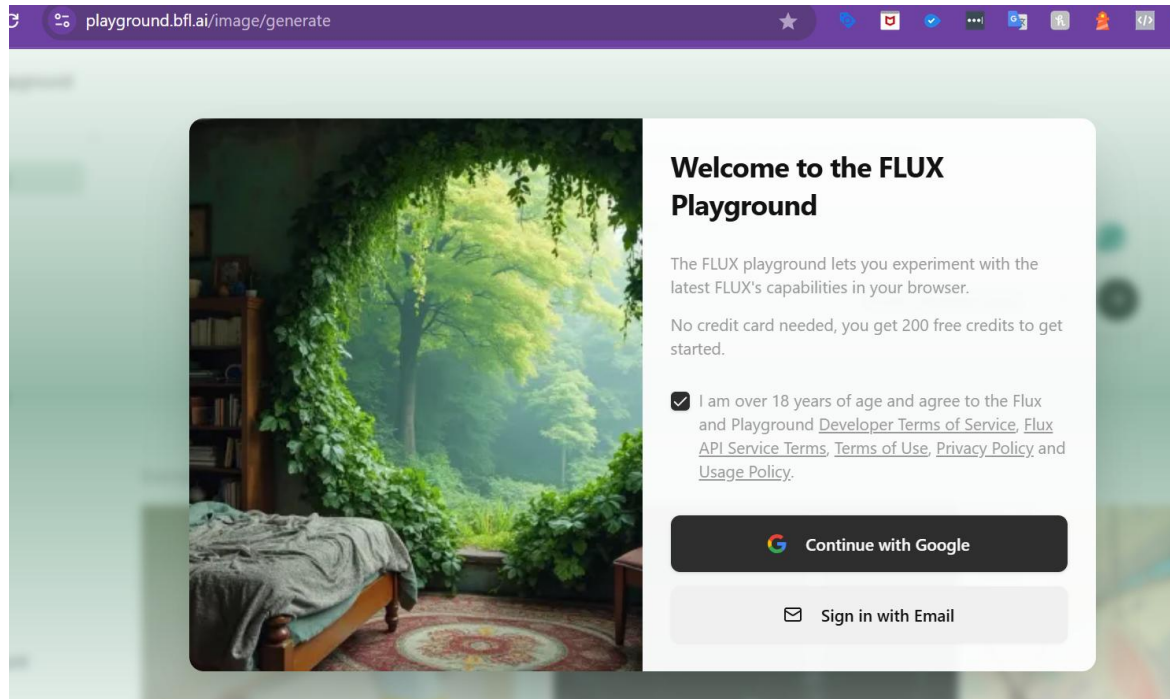

**Who Created & Owns It?**

**Developed by Black Forest Labs**, a Germany-based startup founded in 2024 by former Stability AI researchers Robin Rombach, Andreas Blattmann, and Patrick Esser

Flux.1 Kontext is part of their Flux.1 model series—launched around May 29, 2025

**User Base & Integrations**
Integrated into platforms like KreaAI, Freepik, LeonardoAI, Hugging Face, Replicate, and appears in tools like Grok (formerly X premium)

# What We Will Cover



Go to this url https://playground.bfl.ai/

- Sign up for a free account using your Gmail
- You will get 200 credits that you can use.
- Each image you create is 5 credits so you can create 40 image. However, if you get 4 variants of an image that is 20 credits/
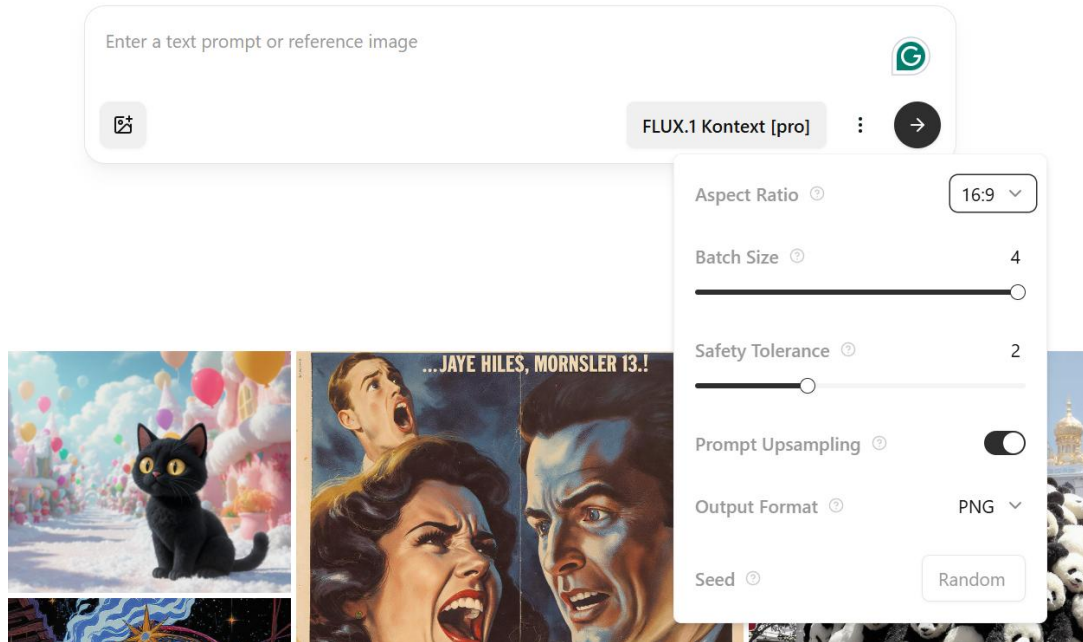
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On the left hand menu

1.  Generate – use this if you want Flux to create an image or make changes
2.  Edit – use this if you wan to make changes but want to keep the images as close to original
3.  Fill – use this if you want to specify specific areas in the image that you want to make changes to
4.  Expand – use this if you want to expand an image to fit a larger area

# What We Will Cover

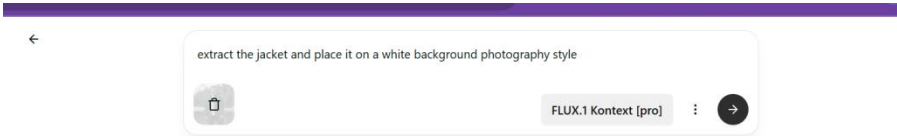| Mode | What it Does | When to Use It | Typical Small Business Uses |
|---|---|---|---|
| Generate | Creates new images based on your prompt (can start from scratch or from an uploaded image) | - Big changes<br>- Scene transformations<br>- Changing weather, clothing, full backgrounds<br>- Style conversions (Pixar, Anime, etc.)<br>- Changing viewpoint | - Seasonal marketing photos<br>- Product photos on different backgrounds<br>- Virtual staging<br>- Create ad variations<br>- Social media content |
| Edit | Makes changes to an existing image while preserving as much of the original as possible | - Moderate changes<br>- Keep main subject identical<br>- Clothing swaps<br>- Background replacements<br>- Facial edits<br>- Brand consistency | - Updating product photos<br>- Retouching headshots<br>- Changing signs in storefront photos<br>- Adding logos<br>- Fixing minor photo issues |
| Fill | Selectively changes a small area you manually select, leaves the rest untouched | - Local precise edits<br>- Object replacement/removal<br>- Add text to specific areas<br>- Fix blemishes | - Add or fix signs<br>- Remove objects<br>- Add items to shelves<br>- Place offers/promotions in empty space<br>- Repair damaged areas |
| Expand | Extends image borders outward (aka outpainting) while preserving the scene style | - Make image larger<br>- Add space around product<br>- Prepare for print or web layouts<br>- Change aspect ratio | - Website hero images<br>- Social media post formatting<br>- Print materials<br>- Banner resizing<br>- Virtual "zoom out" effect |

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Click on Flux Kontext Pro and you will see an option for Flux Kontext Max – max is a more powerful option so choose that

Click the 3 dots and you can

1. Change the aspect ratio
2. Choose how many  version you want produced (ach costs 5 credits)
3. Safety tolerance - how strict Flux is in filtering out inappropriate images eg violence, copyright, disturbing
4. Prompt unsampling – if switched off, Flux will stick to the prompt. If switched on it will enhance your prompt with more detail

# Extract and create product images



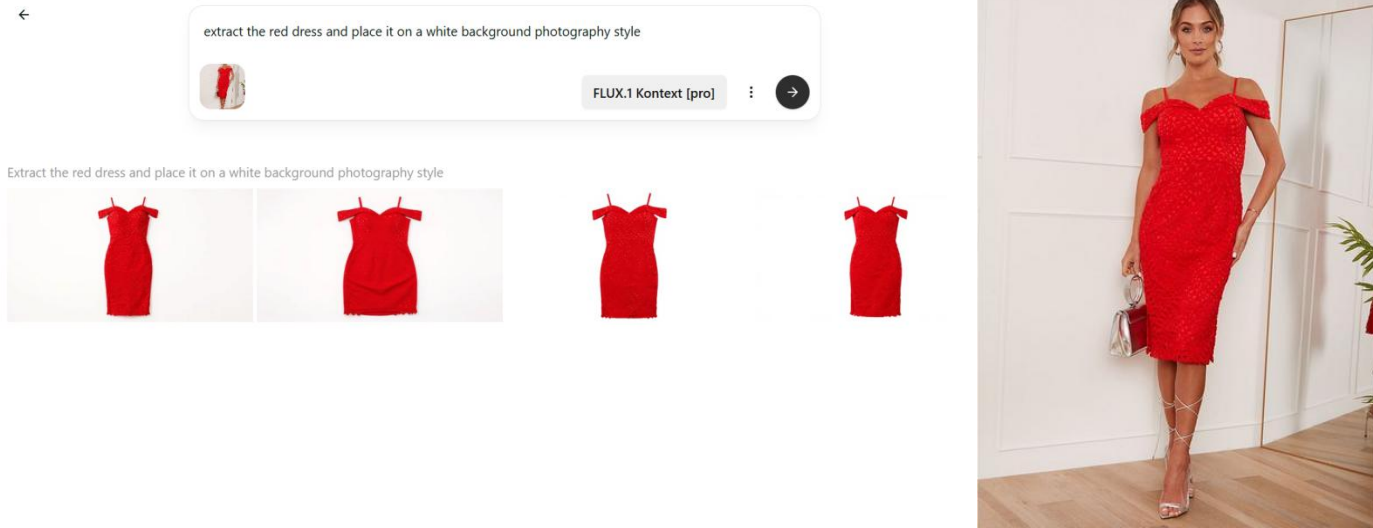extract the jacket and place it on a white background photography style

FLUX.1 Kontext [pro]

Extract the jacket and place it on a white background photography style

Ideal for Retailers

Extract the jacket and place it on a white background product photography style

# Extract and create product images



extract the red dress and place it on a white background photography style

FLUX.1 Kontext [pro]

Extract the red dress and place it on a white background photography style

Ideal for Retailers

Extract the dress and place it on a white background product photography style

# Character Consistency – Place the same person in any situation



Ideal if you want to have the same person throughout your product shots or throughout your marketing images doing whatever you want in whatever environment you want

Place this person outside an Irish pub in Killarney Ireland. He is holding a pint of Guiness and he is smiling at the camera

# Character Consistency – Place the same person in any situation



place this guy in a nightclub talking to a friend

Place this guy in a nightclub talking to a friend

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Place this guy in a nightclub talking to a friend

# You can change emotion in a face



Ideal if you have an image of a person but you want them to show a different emotion

Make this person look sad

FLUX.1 Kontext [pro]

> Make this man look angry

# Place your product into a scene



A blonde woman with short hair aged 25 wearing this handbag. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique in London

Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot
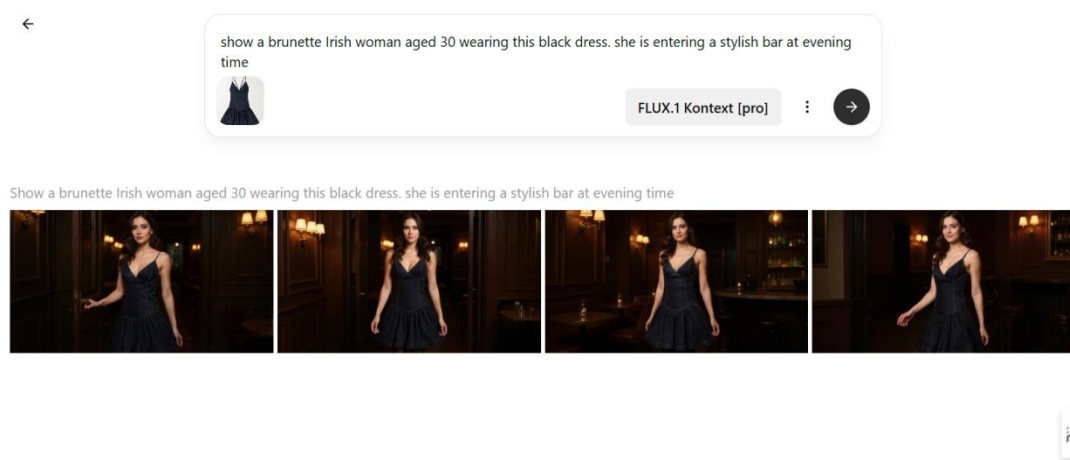
A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high end boutique in London

# Place your product into a scene



show a brunette Irish woman aged 30 wearing this black dress. she is entering a stylish bar at evening time

FLUX.1 Kontext [pro]

Show a brunette Irish woman aged 30 wearing this black dress. she is entering a stylish bar at evening time

Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot
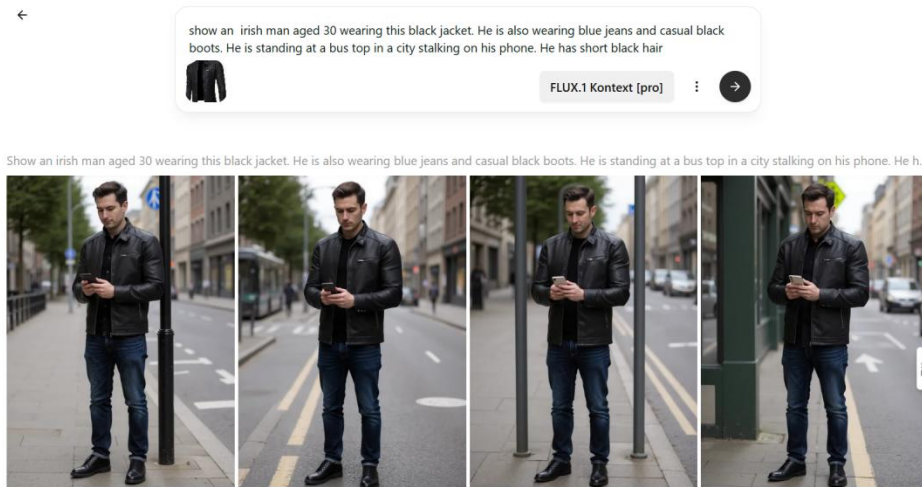
Show a brunette Irish woman aged 30 wearing this black dress. She is entering a stylish bar at evening time.

Show a brunette Irish woman aged 30 wearing this black dress. she is entering a stylish bar at evening time

# Place your product into a scene



Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

Show an Irish man aged 30 wearing this black jacket. He is also wearing blue jeans and casual black boots. He is standing at a bus stop in Dublin talking on his phone. He has short black hair.

# Place your product into a scene



← Start over

overhead shot of this product on a breakfast table next to a glass of orange juice. The table has white liner ⋮ →

Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

Overhead shot of this product on a breakfast table next to a glass of orange juice . The table has a white linen table cloth. There is a fruit bowl on the table.

Edit › Overhead shot of this product on a breakfast table next to a glass of orange juice. The table has white linen cloth and tgherte is a fruit bowl on the table

# Remove anything from your image by describing the edit



remove all of the people in the image

Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the people in this image

# Remove anything from your image by describing the edit



remove the tattoos on his arms

the tattoos on his arms

Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the Tattoos on his arms

Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

Change what the woman is wearing to a red summer dress that matches the colour of the red phone box.

Ideal if you love the text that is in an image but you want to change the text

Change the word cocktail to the word Dylan's

Ideal if you love the text that is in an image but you want to change the text

Change the word Casino to the word Welcome

# Change the weather in an image





Ideal if you have an image but you want to change the season to match your current season eg. Winter Sale or spring blossoms for a Spring sale

Change the weather in this image to be a snow blizzard

Ideal if you have an image but you want to show the scene from multiple angles

Generate a new image of this same scene of the woman next to the phone box , but viewed from above as if shot with a drone.

# Fix and colourise old photos





Ideal if you have an old images that you want to use in your marketing
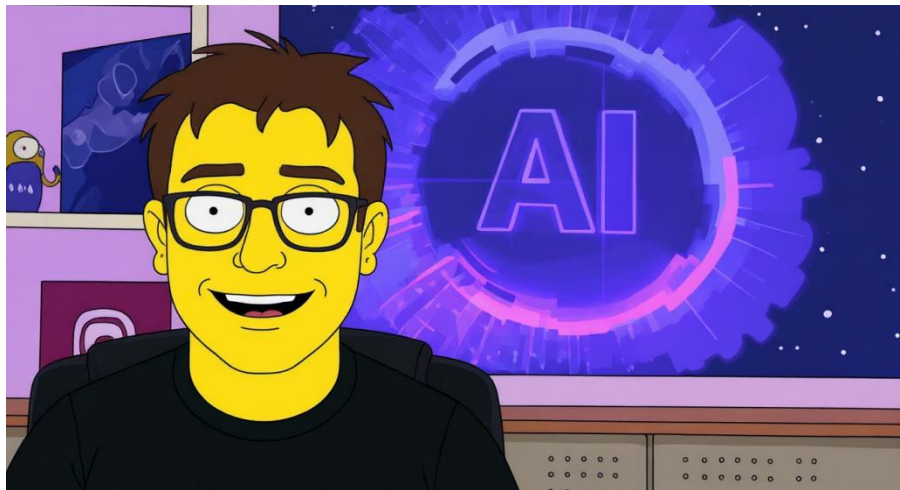
Fix and remove any damage in this photo eg. creases, Also colourise the photo

# Apply a cartoon style to your images





This is useful if you want to have some fun with your images of staff in your marketing

Change the style of this image to the Simpsons

# Apply a cartoon style to your images





This is useful if you want to have some fun with your images of staff in your marketing

Change the style of this image to the Simpsons

# Create branded images that contain your logo





This is useful if you want to have eye catching images for your website or social media that contain your brand logo

Place the attached logo on a coffee mug on a desk in a modern office. Also have the attached logo on a sign on the wall

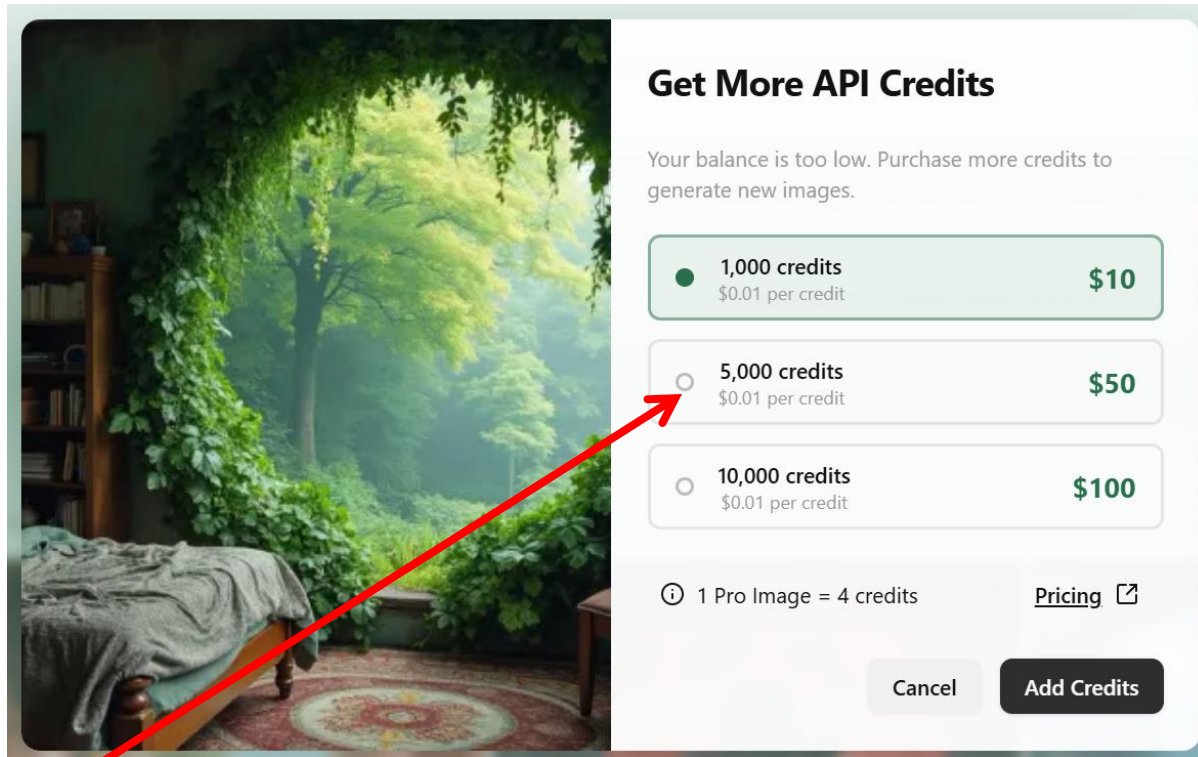# Create branded images that contain your logo





This is useful if you want to have eye catching images for your website or social media that contain a marketing message

Add a '30% Special Offer Today' signboard outside the window of the shop in the attached image, , The sign should match the blue and white design of the shop and placed naturally on the pavement

# Canva AI Hub: Image, Design, Code



**If you want to buy more credits to use Flux in your marketing here are the options**