



ZALORA

**Partnership  
LUX Catalog  
Image Guideline**

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# General Image Requirements

Images that fail to meet these requirement will automatically be rejected

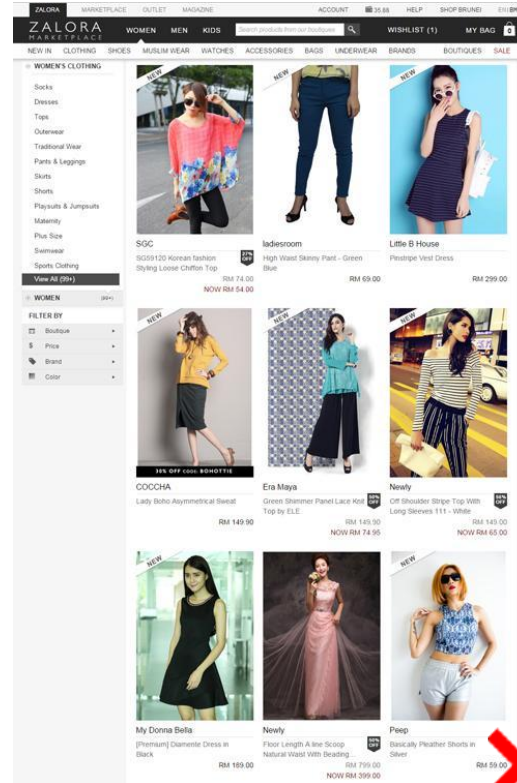
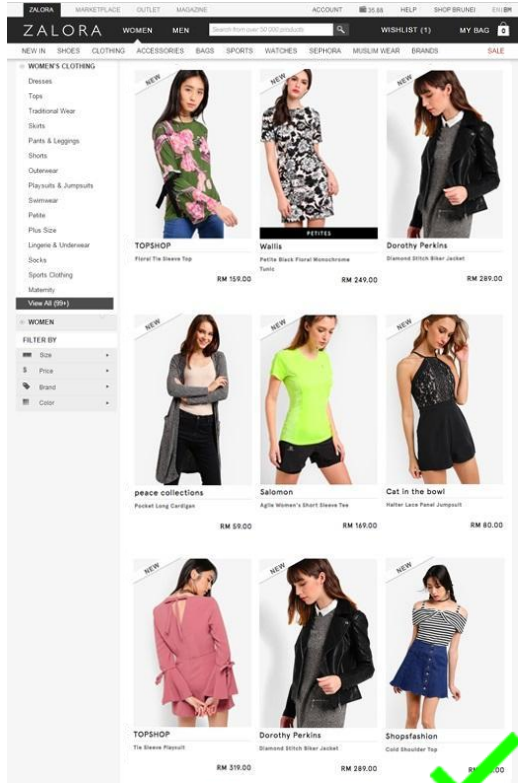


## ALL IMAGES MUST BE:

- **portrait** layout
- with plain background – Light Grey/White (apparel) , White (product)
- in JPEG format
- Exactly **762pixel x 1100pixel** and **300dpi** in image size and resolution
  - this is to ensure image is not pixelated or distorted
- Size of file: 2MB **max**/ per file
- clear and not blur/pixelated
  - products are presented as the main focus of the image
  - products are presented in a neat and tidy manner
- does not contain any other brand's logo/name
- no watermarks

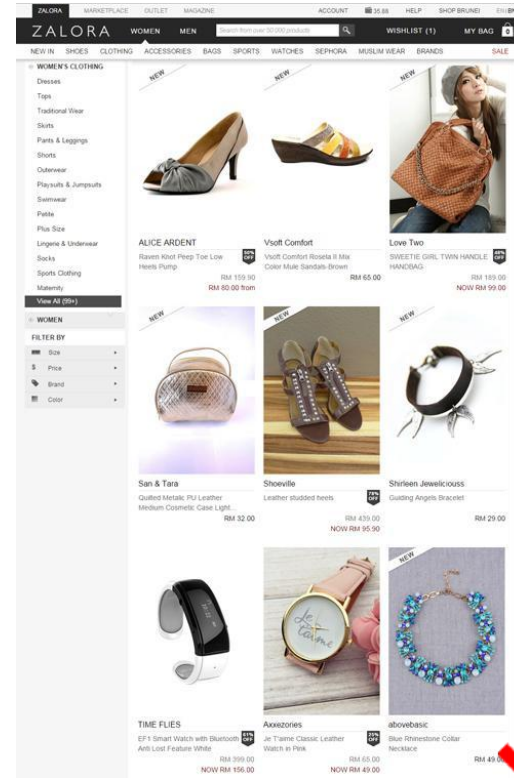
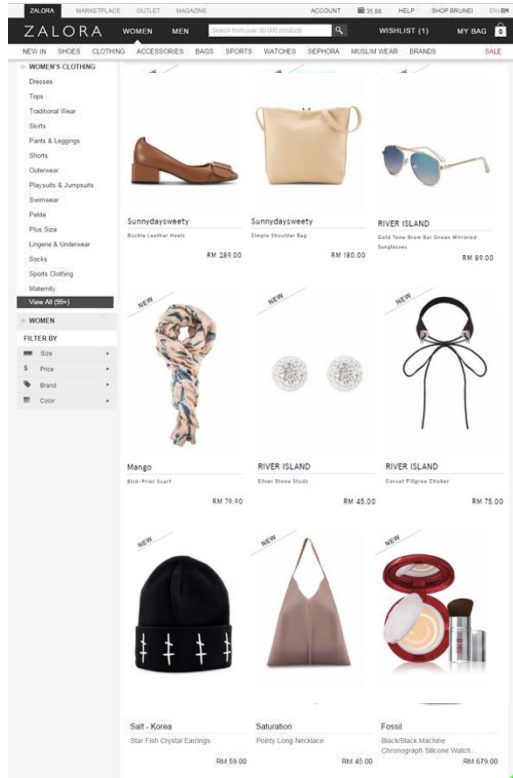
# The Ideal Catalog - Apparel

The recommended guide is to ensure good quality images and consistency throughout ZALORA catalog.



# The Ideal Catalog - Product

The recommended guide is to ensure good quality images and consistency throughout ZALORA catalog.





**MEN &  
WOMEN  
Models &  
Poses**

# International Model Selection – Required Standard

## FEMALE MODEL

ZALORA female models should represent our brand identity:  
INTERNATIONAL\COMMERCIAL\FASHIONABLE \APPROACHABLE

**Your models must appeal to the mass, with slim figure and a fashionable yet relatable look**



## MALE MODEL

ZALORA male models should represent our brand identity:  
MASCULINE\INTERNATIONAL\COMMERCIAL\FASHIONABLE

**Your models must appeal to the mass, with fit figure and considerably fashionable**



# Local Model Selection – Required Standard

Chosen models are the ambassadors of Zalora and your brand. *Please select models that are close to our ideal faces (refer pg. 37)*

## FEMALE:

Ideal Height: 170 – 175 cm

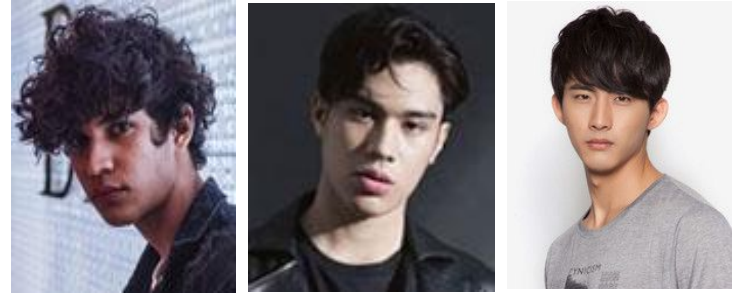
Ideal Size: Size S / UK 8 / Eur 34



## MALE:

Ideal Height: 180– 185 cm

Ideal Size: Size M & L / 38 inches chest





# Model's Pose & Expression – Dos

Image pose and expression should be appropriate and non-distracting.

Example:



- Minimal, relax and masculine pose/expression



- Feminine & approachable facial expression



- Easy movement



- Decent body posture and non-seductive pose/expression



- Candid posture is acceptable, but it must be fashionable and approachable

# Model's Grooming – Reject

**NOT PRESENTABLE:** UNKEMPT, MESSY, OILY FACE, BAD PIMPLED FACE, VERY VISIBLE SCARS ON FACE/BODY, UNDERARM OR PUBIC HAIR

Example:



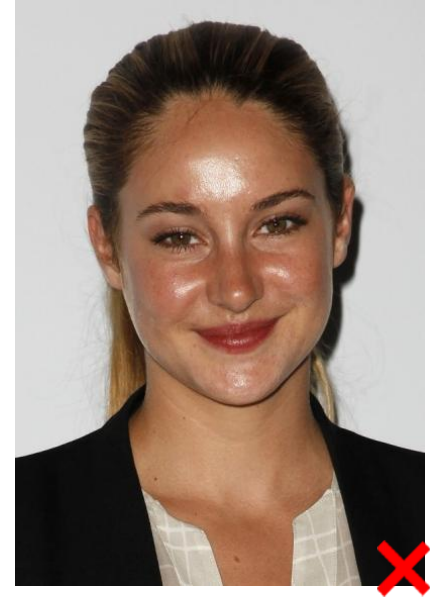
- Literally 'out of bed'
- **Lack of grooming**



- Messy and unkempt hair



- Pimpled and scarred face



- Extremely greasy skin

# Model's Grooming – Reject

NON FASHIONABLE FEATURES – braces, badly cocked eye, extremely crooked and stained teeth etc.

Example  
:



- Braces



- Crossed Eye



- Extremely crooked or visibly yellow teeth

# Model's Grooming – Dos & Don'ts

**EXTREMELY STAGED MAKEUP** (i.e. Lady GAGA style, 80's style, KISS style or goth style)



- Goth makeup
- Staged makeup
- Extremely colorful 80's makeup
- Twigg eye makeup (with strong colors)
  - Exaggerated make-up



- Heavier makeup is OK as long as it is not theatrical
- Korean inspired makeup
- Needs to be tastefully done

# Model's Pose & Expression - Reject

Image with pose and expression that is NOT acceptable.

## Example



- Seductive poses
- Slouchy posture
- Unhappy/forceful expression
- Dramatic poses
- Limbs all over the place
- Dramatic/confused expression
- Over-exaggerated poses



- 'Selfie' type of pose
- Unattractive pose
- Dramatic pose
- Inappropriate pose
- Awkward kneeling pose



# **KIDS Models & Poses**

# International Kid Model – Examples

Chosen models are the ambassadors of Zalora and your brand. *Please select models that represent your brand and products well.*

## FEMALE:

Age: As appropriate with product  
Ideal Size: Healthy size according to age



## MALE:

Age: As appropriate with product  
Ideal Size: Healthy size according to age



# Local Kid Model – Examples

Chosen models are the ambassadors of Zalora and your brand. *Please select models that represent your brand and products well.*

## FEMALE:

Age: As appropriate with product  
Ideal Size: Healthy size according to age



## MALE:

Age: As appropriate with product  
Ideal Size: Healthy size according to age





# Child Model's Pose & Expression – Dos

Image pose and expression should be appropriate and non-distracting.

Example:



- Candid and happy



- Innocence and charming



- Playful and childlike



- Neutral and clear display of product



- Relax

# Child Model's Pose & Expression – Don'ts

ZALORA do not encourage the below poses and expression due to sensitivity involving a child model.

Example:



- Awkward pose



- Child sexualized pose




- Thick, unnatural make-up



- Over-matured styling

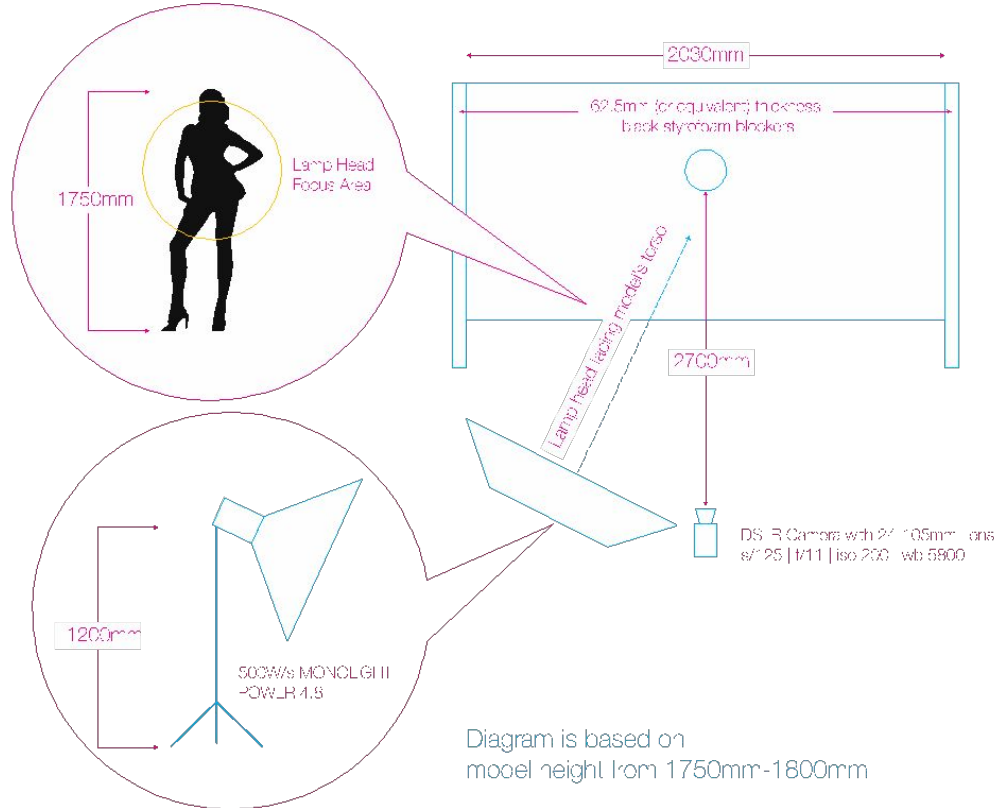


- Unhappy/Forced

A fashion photograph featuring a woman with dark hair, wearing a white long-sleeved blouse and a white headscarf with a thin black pattern. She is looking slightly to the right of the camera. The background is a bright white wall under a clear blue sky. The lighting is bright and directional, creating sharp shadows. The overall aesthetic is clean and minimalist.

# Lighting & Photography (Apparel)

# Photography Setup – Option 1 (Studio)



## REQUIRED EQUIPMENTS

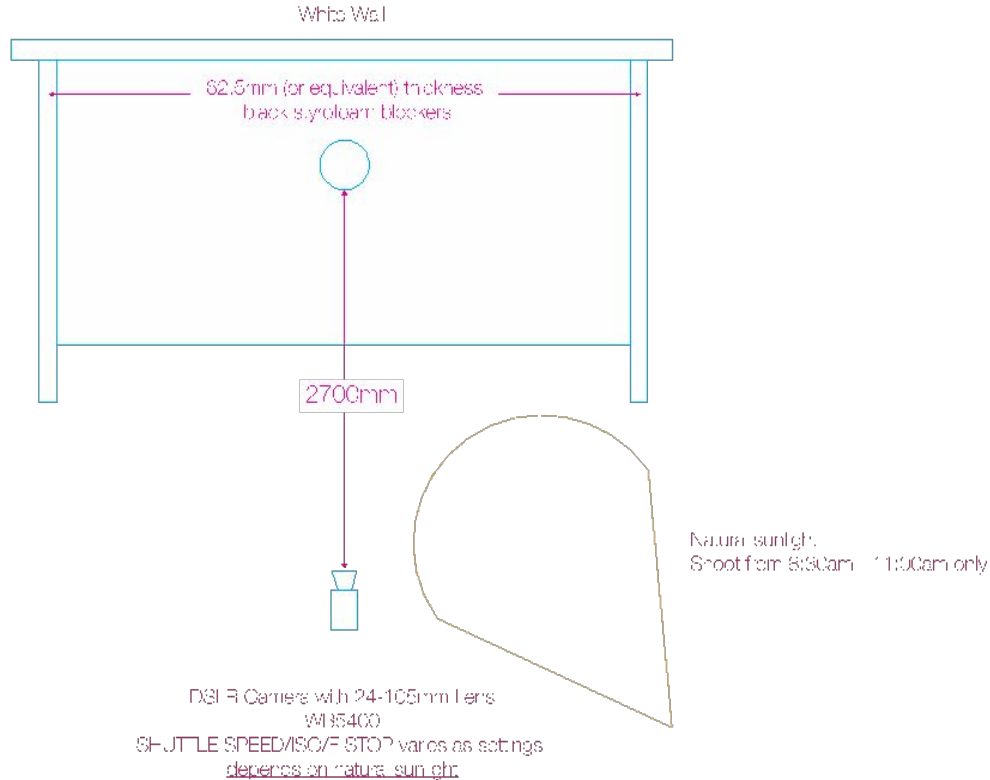
- CAMERA**
- DSLR CAMERA
  - 24-105mm lens
  - Sync-Cord or Wireless Flash Trigger

- LIGHTING**
- 500W/s Monolight
  - 2400mm Air-Cushioned Light Stand

- BACKGROUND**
- 2700mm super white seamless background paper
  - 3600mm wide background support kit
  - 2x 62.5mm (or equivalent) thickness black styrofoam blockers

- GOOD TO HAVE**
- 4x 8kg sandbags for weighing down light stand and background

# Photography Setup – Option 2 (White wall)



## REQUIRED EQUIPMENTS

- CAMERA
- DSLR CAMERA
  - 24-105mm lens

## BACKGROUND

- Clean & plain white wall with exposure to natural sunlight
- 2x 62.5mm (or equivalent) thickness black Styrofoam blockers

# Lighting & Color – Required Standard

Studio lighting is recommended in order for product and model to be presented professionally

## Example

:



- Product and model is bright and attractive
- Overall image does not look dull.
- Model's skin tone looks healthy & radiant

# Lighting & Color – Immediate Reject

Poorly lit images do not appeal to customers

Example

:



- Color tone is over-saturated
- Looks over-edited and unnatural



- Dark/colored background



- Dull color and lack of light makes the overall image unappealing



- Image looks like it is being shot using a mobile phone camera/low quality camera.

# Cropping – Dos & Don'ts

Image cropping should show the main apparel in full.

## Example



- Apparel is shown clearly

- Apparel is cropped off in a way it's not showcasing clearly what the product is on main image. Otherwise, a bit cropping is ok.
- In this case, not clear if it's a short or maxi dress

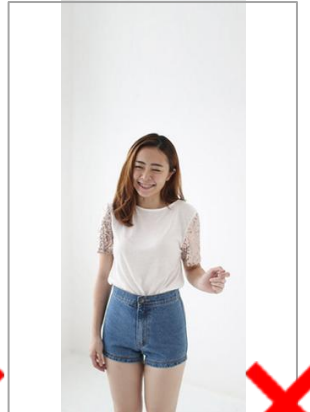


Cropped-head model image are acceptable

- Model's head face cropped off in a tasteful way.



- Too much negative and unwanted space within the frame
- Model and garment should fill up 60-70% of the full image



- Background crop does not fit the full frame



# Main Image – Immediate Reject



## WATERMARKS

- Absolutely no watermarks of any kind is allowed



## TWO MODELS

- One model per item (unless item is reversible, multi-pack, couples wear)
- See pg. 33



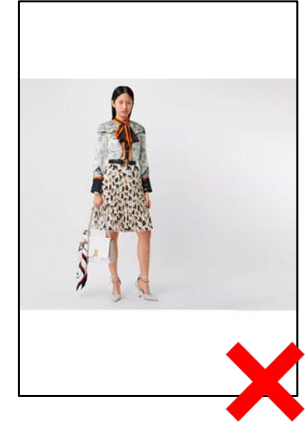
## EDITORIAL STYLE

- Do not use editorial style images as the first image on catalog.



## DISTORTED/ STRETCHED

- Images must be hi-res and not stretched or compressed when uploaded
- See pg. 3



## LANDSCAPE

- Image must be in portrait and fits the frame dimensions with no white spaces around it
- See pg. 3

# Main Image – Immediate Reject



## FRUMPY FLAT-LAY

- Unprofessional looking product image



## HANGER

- No hanger allowed



## MANNEQUIN

- No mannequin allowed for both apparel and products (main image)



## SEXUALLY SUGGESTIVE IMAGES

- Images must be decent and fashionable
- Model must not appear too sexy, especially lingerie shoot



## MESSY PLACEMENT

- Products must be neatly presented
- Must be against a white background
- Must be front facing



## SWIMSUIT CHILD MODEL

- Due to the sensitivity towards sexualized child model, any male or female swimsuit on child model will be rejected. **Even as non-main image.**



**MEN & WOMEN**  
**Apparel**

# Apparel Top Sequence: Required Standard

All your products should have at least 4 different images of the product itself - recommended front, back, close up and full body view

1.



Front angle but could sometimes be the back or side, depending on the unique selling point of the product.

2.



Back angle but could sometimes be the front if back angle already shown in first image.

3.



Detail and USP of apparel.

4.



Full body styling shot.

# Apparel Bottom Sequence: Required Standard

All your products should have at least 4 different images of the product itself - recommended front, back, close up and full body view

1.



Front angle but could sometimes be the back or side, depending on the unique selling point of the product.

2.



Back angle but could sometimes be the front if back angle already shown in first image.

3.



Detail and USP of apparel.

4.



Full body styling shot.

# Apparel – Main Image

## SHOW WHAT SELLS

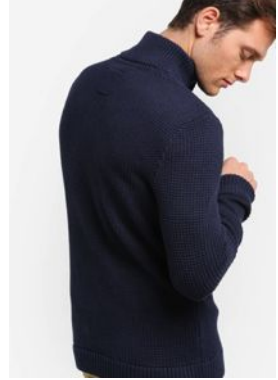
- Main image must clearly display the main product and not be overshadowed by other styling pieces
- Main image must strictly follow all ZALORA image guide



# Apparel - Back

## SHOW WHAT SELLS

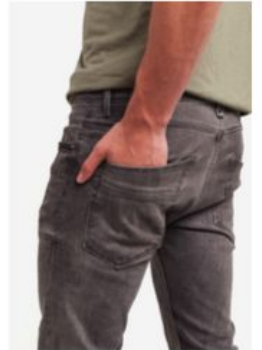
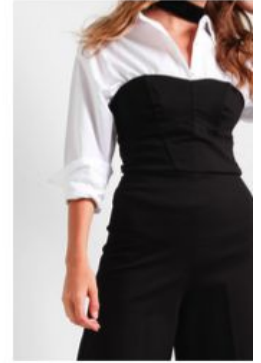
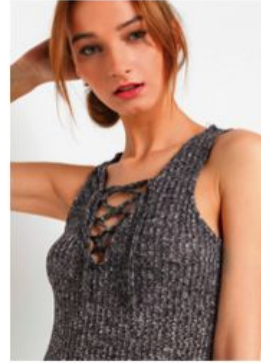
- Clearly highlight the USP
- Poses need to be fluid in relevance to the USP.



# Apparel - Detail

## SHOW WHAT SELLS

- USP needs to be clearly visible in the image
- Model's face can be seen but the USP needs to be the focal point, not the model's face.
- Emphasize the flow of the garment and go wider with the shots.





# Apparel - Styling

## SHOW WHAT SELLS

- Image should not be over tilted and model's position should not be too far off center
- Photography needs to be maintained at the same eye level for all styling image
- Model's face can only be cropped max at the forehead
- Avoid too much white space when cropping. Keep it consistent and centered.
- To complement USP with a fully styled outfit that is relevant to brand identity



# Muslimah Apparel – Main Image

## SHOW WHAT SELLS

- **Unique selling point** of the apparel.
- **Poses** for muslimah apparel needs to look more modest in general.
- **Closer cropping** to incorporate the fluidity of the images and apparel
- **Products** are the main focus instead of the model.



# Muslimah Apparel – Required Standard

All your products should have **at least 4 different images** of the product itself - recommended front, back, close up and full body view

1.



Front angle but could sometimes be the back or side, depending on the unique selling point of the product.

2.



Back angle but could sometimes be the front if back angle already shown in first image.

3.



Detail and USP of apparel.

4.



Full body styling shot. Full Hijab needs to be in view, and general posing to be more modest.

# Muslimah Apparel – Sequence

All your products should have **at least 2 different images** of the product itself  
Ensure the main focus is on the hijab by having the model wearing a simple plain apparel.  
This helps the hijab to pop in the image.

1.



Front angle but could sometimes be either side, depending on the unique selling point of the product.

2.

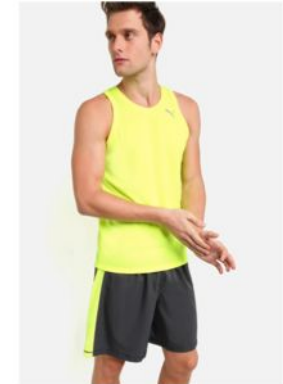
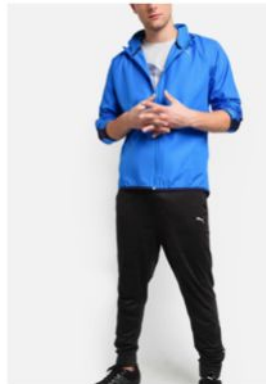
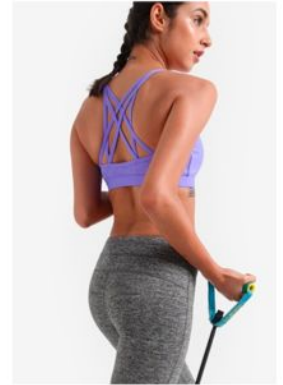
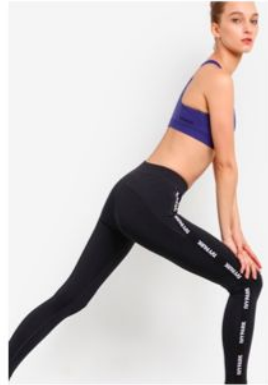


Detail and USP of apparel.  
Generally the pattern, close up of fabric material and trim/detail.

# Sports Apparel – Main Image

## SHOW WHAT SELLS

- **Unique selling point** of the apparel. That famous brand trim, the mesh back, stretchiness and comfy of material, etc.
- **Cropping** closer to showcase the details





**Swimwear**

# Swimwear Top – Required Standard

- All your products should have at least 4 different images of the product itself

1.



- Apparel is shown clearly in a decent and tidy manner

2.



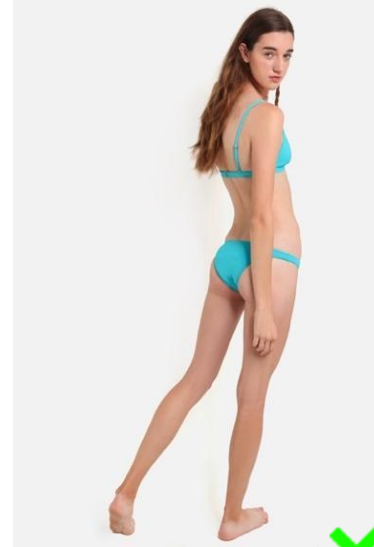
- Back of apparel is shown clearly in a decent and tidy manner

3.



- Suggested styling of lingerie

4.



- Detail of apparel shown clearly in a decent and tidy manner

# Swimwear Bottom – Required Standard

- All your products should have **at least 4 different images** of the product itself
- Bikini bottom can be shot on model if product is not sheer and model's pose is simple, closed and decent.

1.



- Apparel is shown clearly in a decent and tidy manner
- Legs are closed and slightly crossed

2.



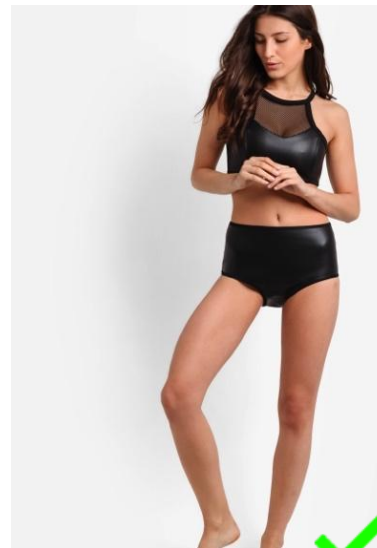
- Back of apparel is shown clearly in a tidy manner
- Legs are closed and slightly crossed

3.



- Detail of apparel shown clearly in a decent and tidy manner

4.



- Suggested styling of lingerie



# Swimwear Set – Required Standard

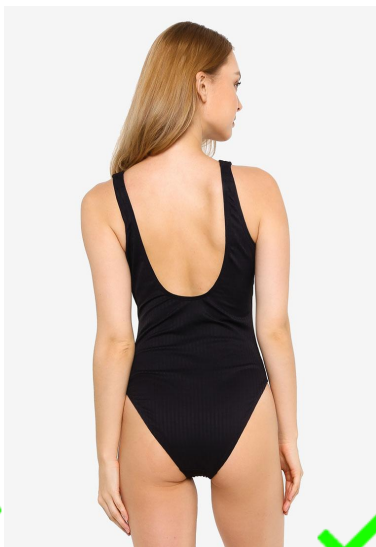
- All your products should have **at least 4 different images** of the product itself  
Swimwear set should fit model without showing too much cleavage.

1.



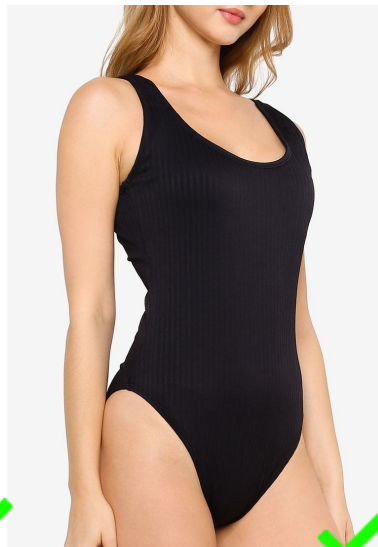
- Apparel is shown clearly in a decent and tidy manner

2.



- Back of apparel is shown clearly in a decent and tidy manner

3.



- Suggested styling of the apparel

4.



- Detail of apparel shown clearly in a decent and tidy manner

Sexually suggestive images. Product is not focus



# Male Swimwear (non speedo type) – Required Standard

All your products should have **at least 4 different images** of the product itself  
First image of male swimwear can be shown on model as long as it's not tight fitting or shows an obvious bulge at the front.

1.



Front angle

2.



Back angle

3.



Detail and USP of apparel

4.



Full body styling shot.

# Swimwear – Reject

Example:



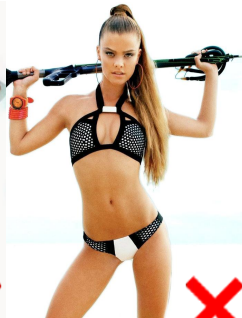
- Product on hanger



- Suggestive/  
seductive pose



- Sleeping pose



- Props or non  
styling item



- No mannequin  
allowed



- Product flat lay that  
looks messy.  
Tags visible



- Non-white  
background  
Foreign object in  
the image  
(including tags)



- Poor lighting

Product presented as shown on  
examples are not acceptable.

**Product image should look decent  
and not seductive.**

# Ghost Mannequin



# Ghost Mannequin – How To

If no suitable model is available, ghost mannequin is the recommended alternative.  
**Main image presentation is the most important as it is shown on the catalog page.**

1. Sample:



Apparel on  
model/mannequin

- Model/mannequin stand straight with arms stretch straight down.

2.



Image of the inner part

- Turn the apparel inside out if needed.
- Remove any tags if possible or edit it away later.

3.



- Both side should look symmetrical

## Flat Lay Method

should be direct top view



Apparel should look as tidy and straight as possible. Messy wrinkles must be edited away.



# Ghost Mannequin – How To

- All your products should have **at least 3 different images** of the product itself
  - Product must be strictly on white background and well lit
- Garment's shape must be tidy, flattering and should be presented similar as to how it looks like on model

1.



- Apparel is shown clearly against a white background
- Silhouette of the garment is flattering and well represented

2.



- Back of apparel is shown clearly in tidy manner

3.



- Close up of product's fabric and details

Example of ghost mannequin shot on **flat lay method** which is acceptable



# Ghost Mannequin/Flat-Lay – Immediate Reject

If no suitable model is available, ghost mannequin is the recommended alternative.  
Main image presentation is the most important as it is shown on the catalog page.

Example:



Frumpy/Unattractive

- Apparel is shot in an untidy manner
- The shape of the garment is not flattering
- Garment is cropped off



On Mannequin/ Hanger

- Visible mannequin and hanger is not allowed
- Mannequin should be edited out



Bad placement and messy shape

- Too much gap between the sleeves
- Untidy sleeves
- Too much folds and crinkles



Missing/Cropped

- Products should be shown in full and frontal
- Mannequin silhouette should be straight and tidy



# KIDS Apparel



# Baby Apparel Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
  - Background must be white and clean
  - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

# Baby Set Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
  - Background must be white and clean
  - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

# Baby Bundle Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
    - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

4. (optional)



Extra detail and USP of apparel

5. (optional)



Extra detail and USP of apparel

# Newborn Gift Set: Required Standard

- All your products should have at least 2-3 different images of the product itself
- Product should show clearly what is included in the set, otherwise shown in separate images
  - Background must be white and clean
  - Product must be neat and in good shape

1.



Front view of gift set

2.



Back view of gift set

# Kids Top Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
    - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

4. (optional)



Model styling shot.

# Kids Bottom Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
    - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

4. (optional)



Model styling shot.

# Kids Dress Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
  - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

4. (optional)



Model styling shot.

# Kids Set Sequence: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
  - Background must be white and clean
  - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

4. (optional)



Model styling shot.



# Kids Muslimah Apparel: Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
  - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

4. (optional)



Model styling shot.

# Kids Hijab: Required Standard

All apparels involving hijab or tudung must be worn on a model

1.



Model front angle

2.



Detail and USP of apparel.

# Kids Swimwear: Required Standard

- All your products should have **at least 3 different images** of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
    - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

**Strictly no  
model image**

# Kids Underwear (Single): Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
    - Product must be neat and in good shape

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

**Strictly no  
model image**

# Kids Underwear (Set): Required Standard

- All your products should have at least 3 different images of the product itself
  - Product should be shot as ghost mannequin or flat lay
    - Background must be white and clean
    - Product must be neat and in good shape

1.



Flat lay front angle all sets

2.



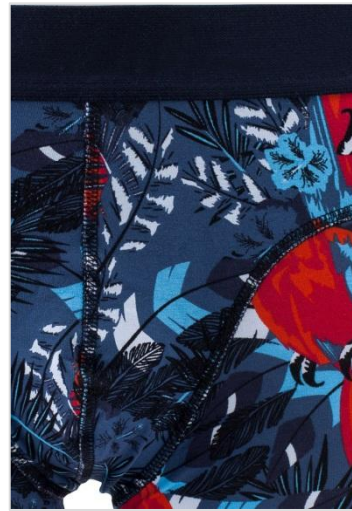
Flat lay front angle

3.



Flat lay back angle

4.



Detail and USP of apparel.

**Strictly no  
model image**

# Kids Socks & Tights: Required Standard

- All your products should have at least 1 image of the product itself
- Product should be shot as ghost mannequin or flat lay
  - Background must be white and clean
  - Product must be neat and in good shape

1.



Single: Flat lay front angle

1.



Sets: Flat lay front angle.

1.



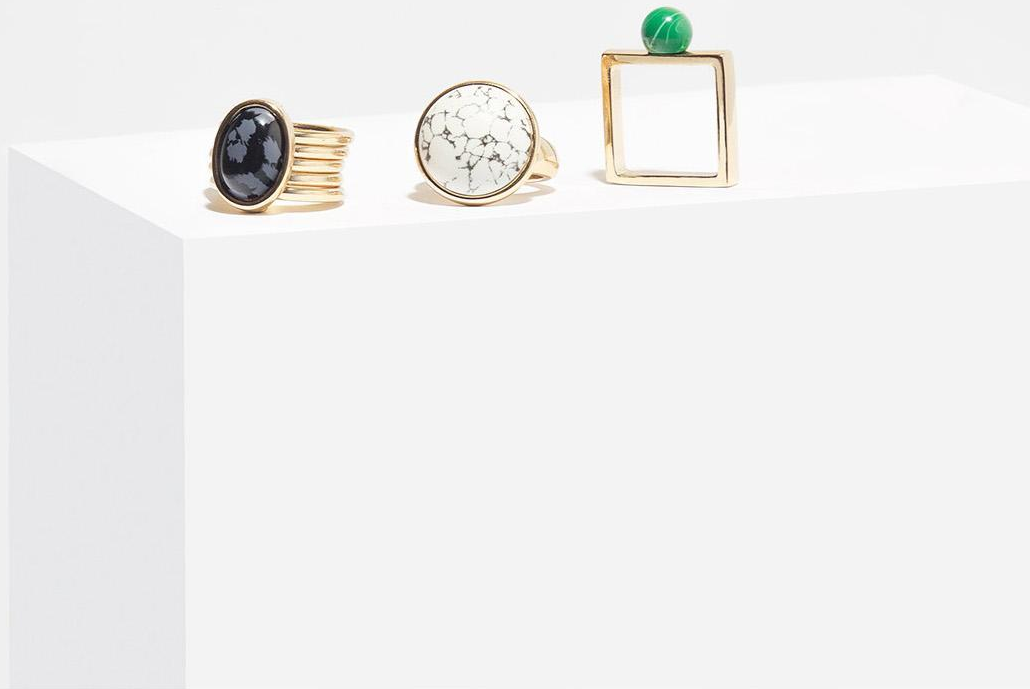
Flat lay front angle

2.



Detail and USP of apparel.

# Lighting & Photography (Products)



# Photography Setup – General

## TOP VIEW



## REQUIRED EQUIPMENTS

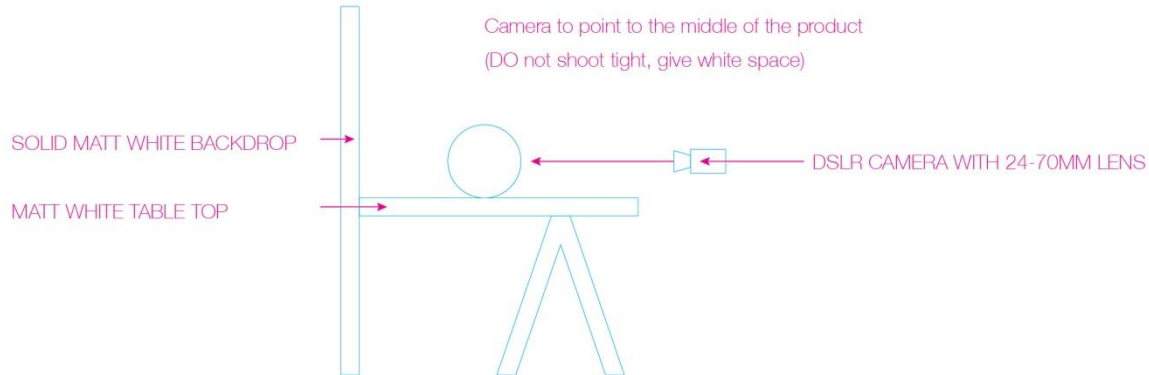
### CAMERA

- DSLR CAMERA
- 24-70mm lens
- 2 x 500W/s Monolight with Soft Box

### BACKGROUND

- White Table Top
- White Backdrop
- White Cardboard (i.e. A2 size)
- Transparent Acrylic Platform

## SIDE VIEW





# Photography Setup – Eyewear

TOP VIEW



## REQUIRED EQUIPMENTS

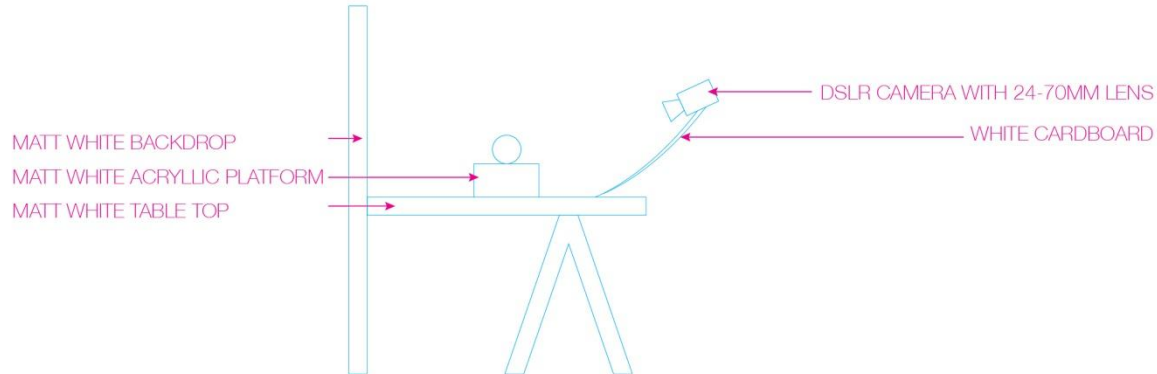
### CAMERA

- DSLR CAMERA
- 24-70mm lens
- 2 x 500W/s Monolight with Soft Box

### BACKGROUND

- White Table Top
- Solid White Backdrop
- White Cardboard (i.e. A2 size)
- Transparent Acrylic Platform

SIDE VIEW



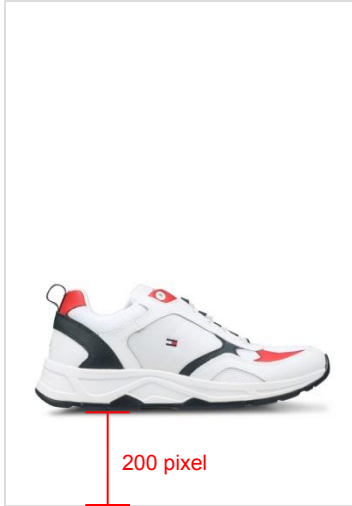


# MEN & WOMEN Product

# Footwear – Required Standard

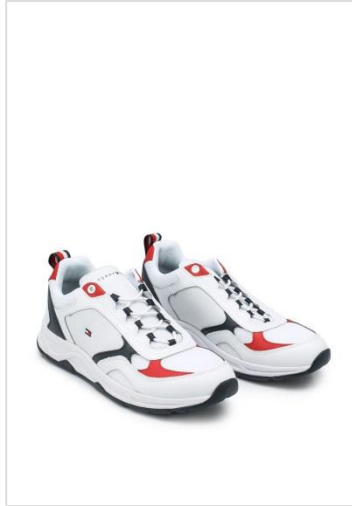
All your products should have **at least 4 different images** of the product itself - front, back and 2 sides. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

1.



- Right shoe
- Side 90 degree facing right
- Natural shadow
- Eye Level: The gauge is to have the inside of the shoe only slightly visible

2.



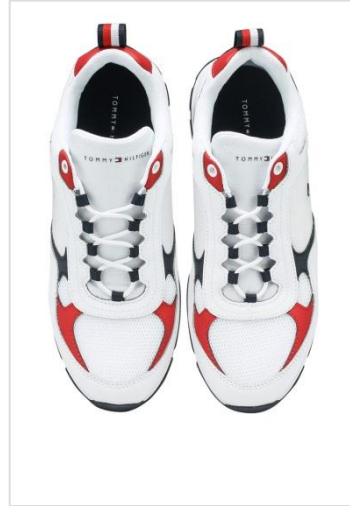
- Shoe in pair
- Front 45 degree facing right
- Natural shadow

3.



- Details or back design
- Natural shadow

4.



- Shoe in pair
- Top 90 degree facing down

5. (OPTIONAL)



- Right shoe
- Direct sole
- Only needed if sole has special design or part of USP

# Footwear – Required Standard

All your products should have **at least 4 different images** of the product itself - front, back and 2 sides. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

1.



- Right shoe
- Side 90 degree facing right
- Natural shadow
- Eye Level: The gauge is to have the inside of the shoe only slightly visible

2.



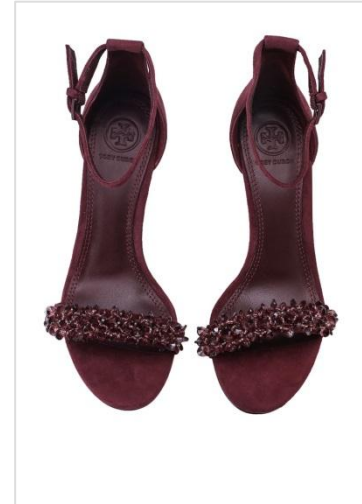
- Shoe in pair
- Front 45 degree facing right
- Natural shadow
- Inner shoe strap visible

3.



- Details or close up
- Natural shadow

4.



- Shoe in pair
- Top 90 degree facing down

# Footwear – Immediate Reject

Main image presentation and angle of shoes that will be rejected

Example:



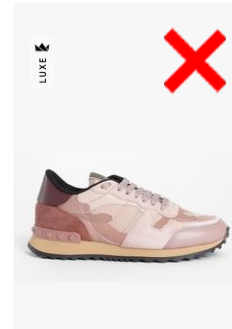
- Angle too high/low



- Shoe facing left direction (kindly flip the image to the right direction if design/logo are not affected)



- 1st image product presented in a pair



Valentino Garavani  
VALENTINO GARAVANI CAMOUFLAGE  
SNEAKERS

23%  
OFF



Burberry  
Timsbury Sneakers (oc)

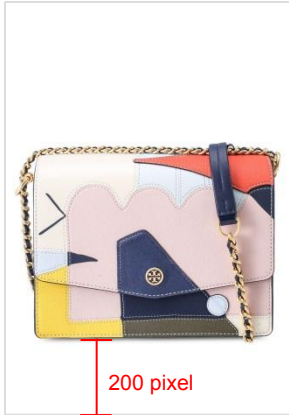
25% Off + 10% Cashback | Use Code: NEW26MORE  
RM159 min. spend

- Any background except pure white

# Bags – Required Standard

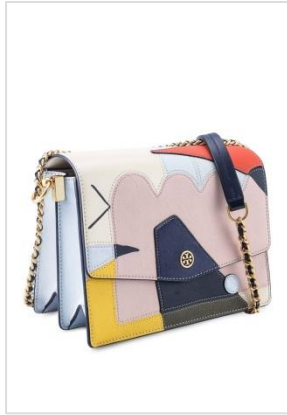
All your products should have **at least 4 different images** of the product itself - front, back and 2 sides. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

1.



- Direct front facing
- Sling at right corner (if any)
- Natural shadow

2.



- Front 45 degree facing right
- Natural shadow

3.



- Direct back facing
- Natural shadow

4.



- Close up crop from image 2
- Focus on bag details and material

5.



- Top view of inner bag
- Show extra pocket, holders, compartments inside (if any)

6.



- Product on model

# Bags – Acceptable

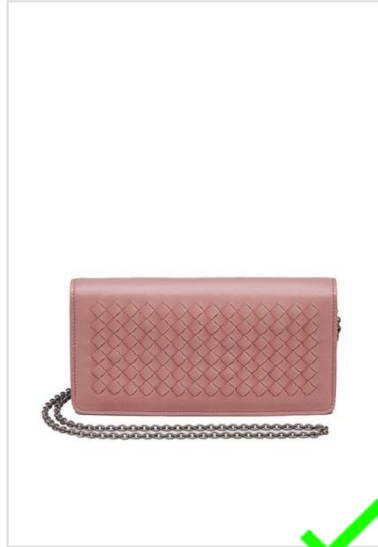
Main image of product should be presented in a tidy manner on a white background.

Example

:



- Product presented on a plain white background in a neat and tidy manner



- Product on a plain white background with straps presented in a neat and tidy manner

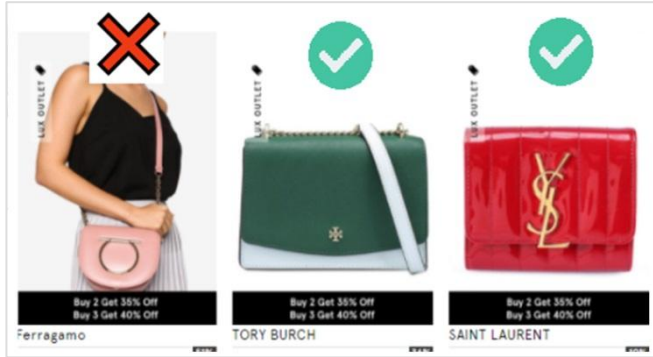


- Product slightly angled on a plain white background with straps presented in a neat and tidy manner

# Bags – Immediate Reject

Images presentation which will be rejected

## Example



- First image should not have any models

- First Image should not show additional items like warranty cards, packaging, inner pouch, etc.

- First image, part of product is cropped

- Product not the main focus in image

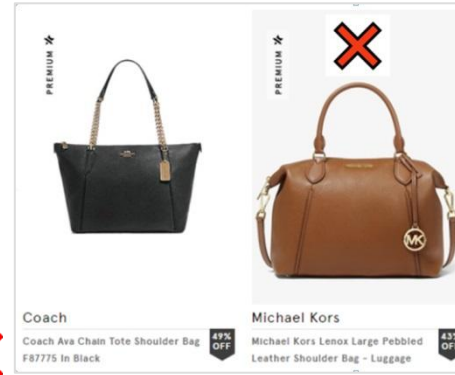
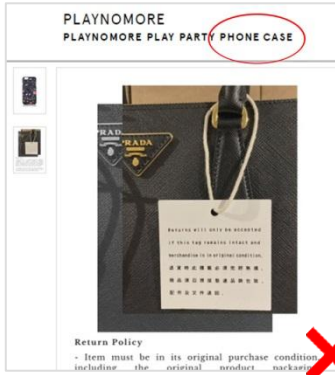
- Product presented in a messy way



# Bags – Immediate Reject

Images presentation which will be rejected

## Example



- No other unrelated images such as product tags or returns policy if the image used features another product.
- Kindly do not upload any images of products with any other additional items like the boxes, warranty cards and the packaging.
- All images should be against a white background in order for the luxury catalog to remain clean and easy on the eyes.
- No unnecessary close-up image shots as this will lower the quality of the product information and customers' experience.

# Watch – Required Standard

All your products should have **at least 4 different images** of the product itself - front, back and 2 sides. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

1.



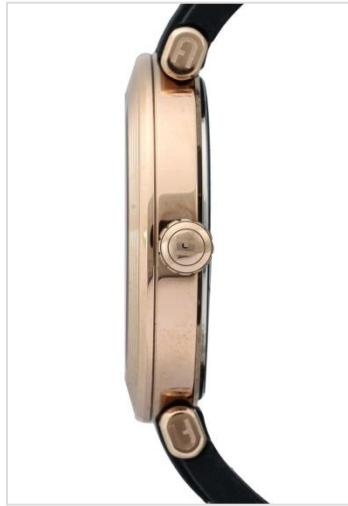
- Direct front facing
- Clock needle at 10:10
- Natural shadow

2.



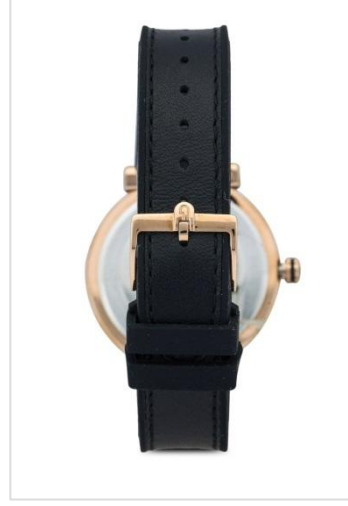
- Front 45 degree facing left
- Close up on dial

3.



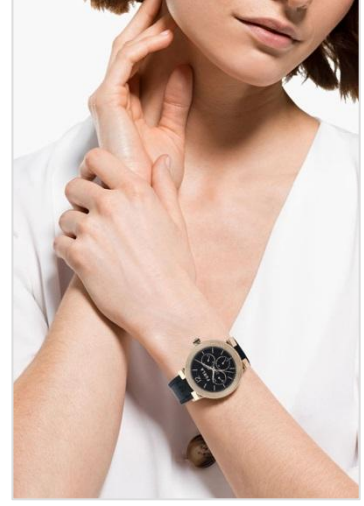
- Side 90 degree facing left
- Close up on dial

4.



- Direct back facing
- Show clasp
- Natural shadow

5.



- Product on model
- Focus on product
- Display function/extra feature (if any)

# Watch – Immediate Reject

Presentation and angle of watches that are NOT acceptable

Example:



- Back of product as first image



- Main product look too small



- Double image in a frame



- Product cropped and doesn't fit the frame

# Jewelry – Required standard

All your products should have **at least 2 different images** of the product itself. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

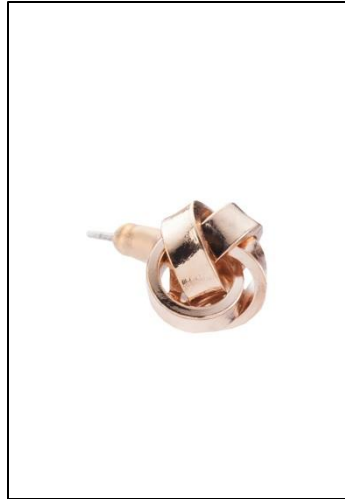
To ensure neatness, always centerized and ensure the gap is the same.

1.



- Direct front facing
- Centerized
- Ensure product size is practical and comfortable for viewing

2.



- Front 45 degree facing right
- Close up detail

3.



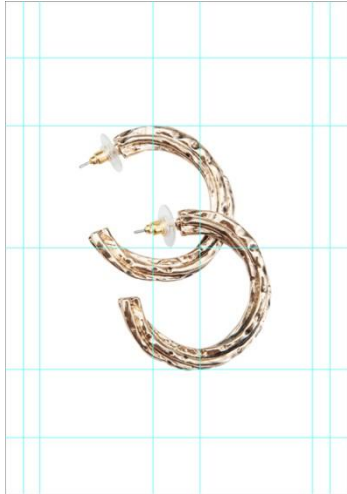
- Product on model template
- Focus on product
- Studios need to provide a POM size gauge for retouching

# Jewelry – Required standard

All your products should have **at least 2 different images** of the product itself. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

To ensure neatness, always centered and ensure the gap is the same.

1.



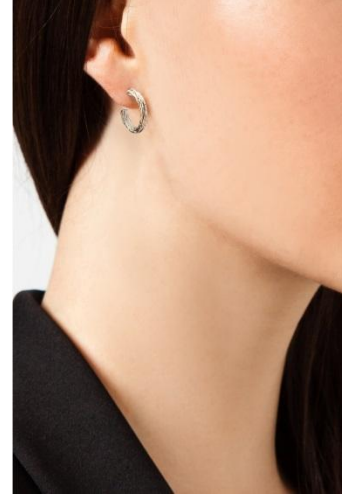
- Side angle facing right
- Centered
- Ensure product size is practical and comfortable for viewing

2.



- Left item direct front. Right item 45 degree angled

3.



- Product on model template
- Focus on product
- Studios need to provide a POM size gauge for retouching

# Jewelry – Required standard

All your products should have **at least 2 different images** of the product itself. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

To ensure neatness, always centerized and ensure the gap is the same.

1.



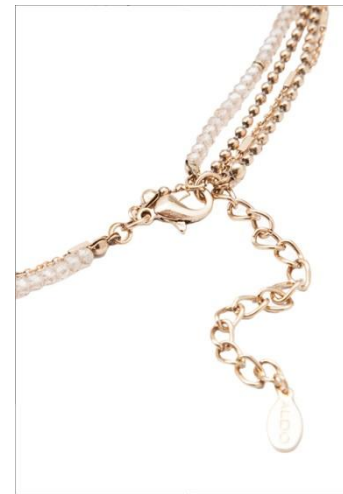
- Direct front facing
- Centerized

2.



- Direct front facing
- Close up on details

3.



- Close up on clasp

# Jewelry – Required standard

All your products should have **at least 2 different images** of the product itself. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

To ensure neatness, always centered and ensure the gap is the same.

1.



2.



3.



- 45 degree top angle
- Ring standing
- Ensure product size is practical and comfortable for viewing

- Side 45 degree facing left

- Any angle to shot product design and detail

# Jewelry – Required standard

All your products should have **at least 2 different images** of the product itself. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

To ensure neatness, always centered and ensure the gap is the same.

1.



- Best angle to show bangle design
- All bangles stacked

2.



- Best angle to show bangle design
- Show clasp if any
- Centerized

3.



- Product styling shot
- Separate bangles



# Jewelry – Immediate Reject

Main image presentation and equipment used for jewelry placement that are NOT acceptable

Example:



- Non white background



- Foreign object in the image



- Product on a mannequin



- Scenery background



- Distracting background
- Product is not in focus

# Eyewear – Required standard

All your products should have **at least 3 different images** of the product itself - front, back and sides. If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

1.



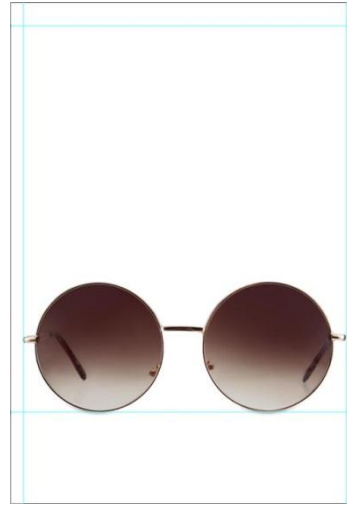
- Front 45 degree facing left
- Natural Shadow

2.



- Back 45 degree facing left
- Natural Shadow

3.



- Direct front view
- Natural Shadow

4.



- Close up on detail
- Natural Shadow

# Eyewear – Acceptable

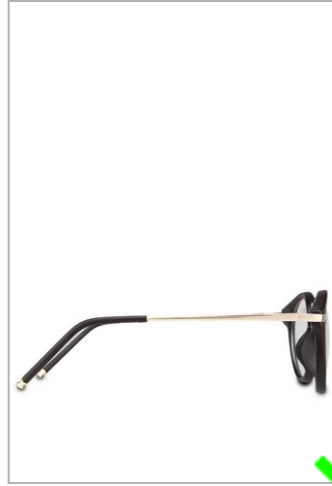
Main image of product should be presented in a tidy manner on a white background.

Example:



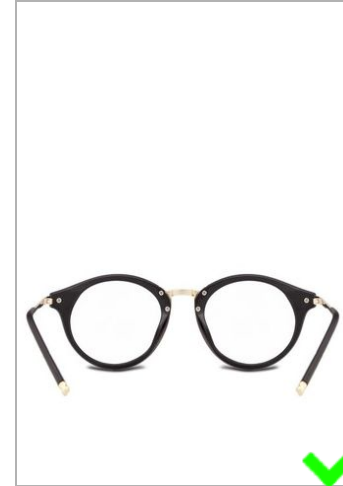
Front view

- First image should be direct frontal view of product presented in a clean and tidy manner.
- **200px from the bottom**



Side view

- Second image should be 90 degree angled view of product presented in a clean and tidy manner.



Back view

- Third image should be direct back view of product presented in a clean and tidy manner.

# Eyewear – Immediate Reject

Main image presentation and angle of glasses that are NOT acceptable

Example:



- Bad background reflection on the lens



- Product not shown clearly
- Tag is still on product



- Non-white background



- Foreign object on image
- Packaging can be shown on the 2<sup>nd</sup> or 3<sup>rd</sup> image

# Beauty Product – Required Standard

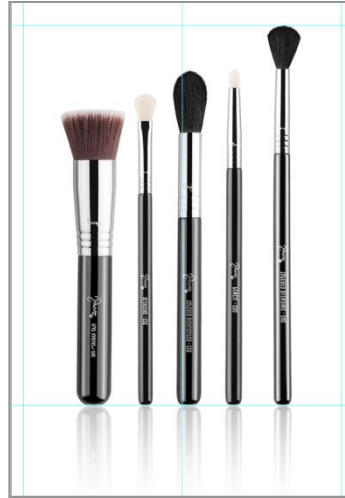
All your products should have at least 1-2 different images of the product itself - front, and back if relevant.

1.



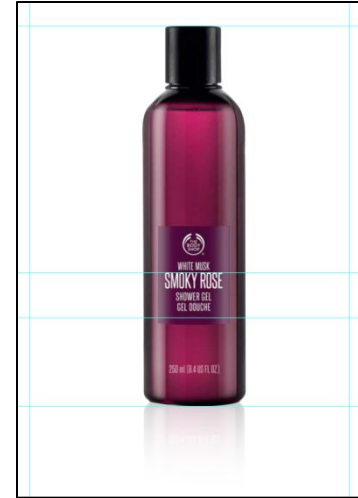
- Open to show color of product
- Natural shadow or gradient reflection of product are acceptable

1.



- Direct front facing
- Centered and neat
- Natural shadow or gradient reflection of product are acceptable

1.



- Direct front facing
- Centered
- Natural shadow or gradient reflection of product are acceptable

# Beauty Product Set – Dos & Don'ts

Example:



- Main Image of packaged cosmetics must be displayed neatly and all products clearly displayed



# **KIDS Product**

# Footwear: Required Standard

All your products should have at least 4 different images of the product itself - front, back and 2 sides.

1.



Side view 90 degrees

2.



Front view 45 degrees

3.



Back view 45 degrees

4. (optional)



Direct top view

5. (optional)



Direct bottom view of sole



# Backpacks: Required Standard

All your products should have at least 4 different images of the product itself - front, back and 2 sides.

1.



Side view 90 degrees

2.



Front view 45 degrees

3.



Back view 45 degrees

4.



Direct top view

5.



Direct bottom view of sole

# Bags: Required Standard

All your products should have at least 4 different images of the product itself - front, back and 2 sides.

1.



Side view 90 degrees

2.



Front view 45 degrees

3.



Back view 45 degrees

4.



Direct top view

5.



Direct bottom view of sole

# Lunch Bags: Required Standard

All your products should have at least 4 different images of the product itself - front, back and 2 sides.

1.



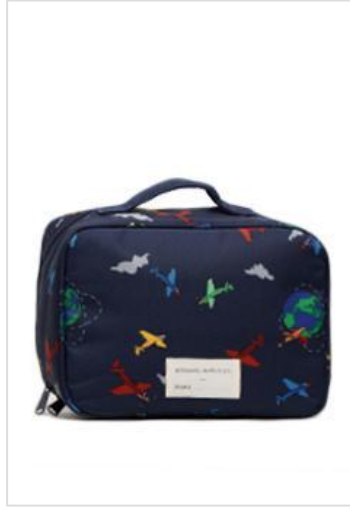
Side view 90 degrees

2.



Front view 45 degrees

3.



Back view 45 degrees

4.



Direct top view

5.



Direct bottom view of sole

# Diaper Bags - Required Standard

All your products should have at least 2-4 different images of the product itself - front, back and 2 sides.

1.



Front view all products in neat presentable manner

2.



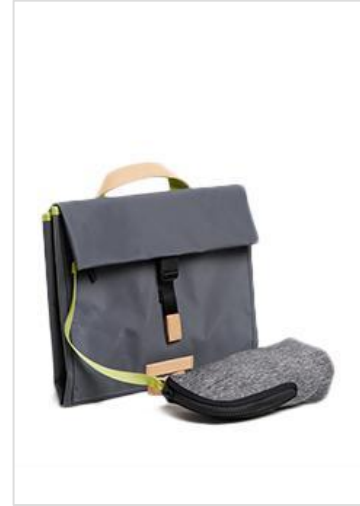
Individual product view

3.



Individual product view

4.



Individual product view

# Baby Carrier (soft) - Required Standard

All your products should have at least 2-4 different images of the product itself - front, back and 2 sides. Photos of models with the products are allowed as first image if product requires a model to showcase what it is.

1.



Model front or  
45 degree angle

2.



Model back angle

3.



Detail and USP of product

# Baby Carrier (structured) - Required Standard

All your products should have at least 2-4 different images of the product itself - front, back and 2 sides.

1.



Front or 45  
degree angle

2.



Back angle

3.



Detail and USP of product

# Mittens & Gloves: Required Standard

All your products should have at least 2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Flat lay back angle

1.



Flat lay front angle

2.



Flat lay back angle  
or detail and USP of  
product

# Baby beanies - Required Standard

All your products should have **at least 2 different images** of the product itself - front, back or close up

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.



# Hats - Required Standard

All your products should have at least 2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

# Caps - Required Standard

All your products should have **at least 2 different images** of the product itself - front, back or close up

1.



Flat lay front angle

2.



Flat lay back angle

3.



Detail and USP of apparel.

# Headband: Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.

# Baby bib: Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.

1.



Flat lay front angle

2.



Detail and USP of apparel.

# Napkins: Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.

# Cloth Diaper: Required Standard

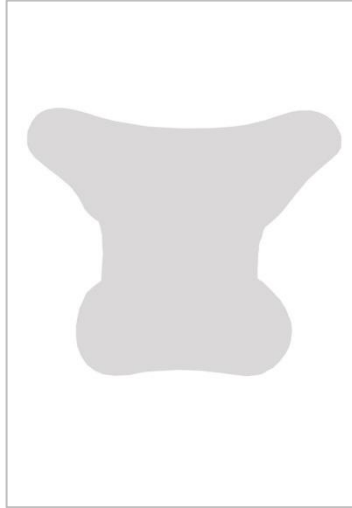
All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.

1.



Flat lay front angle

2.



Detail and USP of apparel.

# Kids Towel: Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



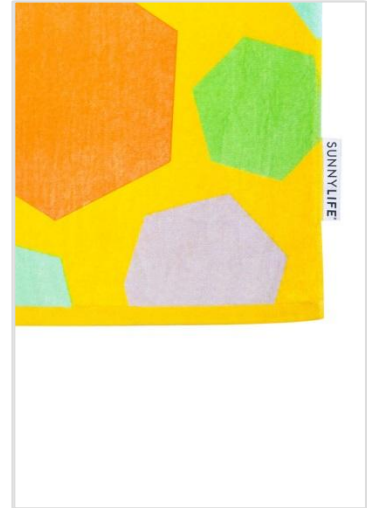
Detail and USP of apparel.

1.



Flat lay front angle

2.



Detail and USP of apparel.

# Scarves: Required Standard

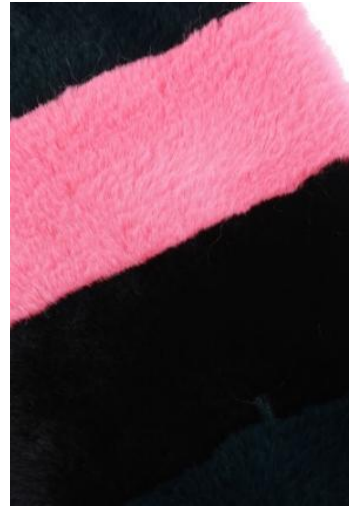
All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.



# Kids belt and suspenders: Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.

1.

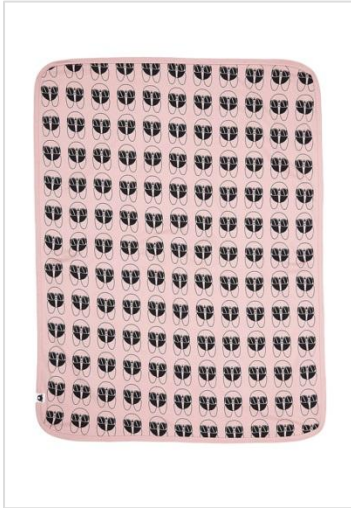


Flat lay front angle

# Wraps & Blankets: Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Flat lay front angle

2.



Detail and USP of apparel.

1.



Flat lay front angle

2.



Detail and USP of apparel.

# Gifts - Required Standard

All your products should have at least 1-2 different images of the product itself - front, back or close up

1.



Front view all products in neat presentable manner

2.



Individual product view

3.



Individual product view

4.



Individual product view