ZALORA

Partnership Catalog Image Guideline

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 (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
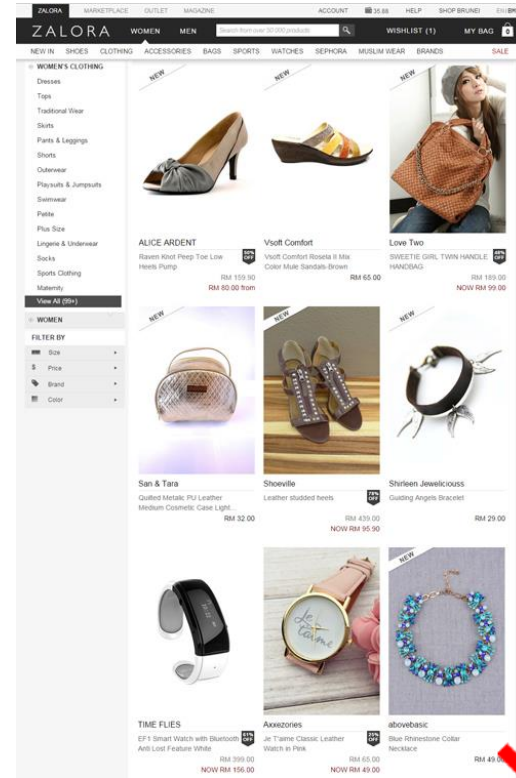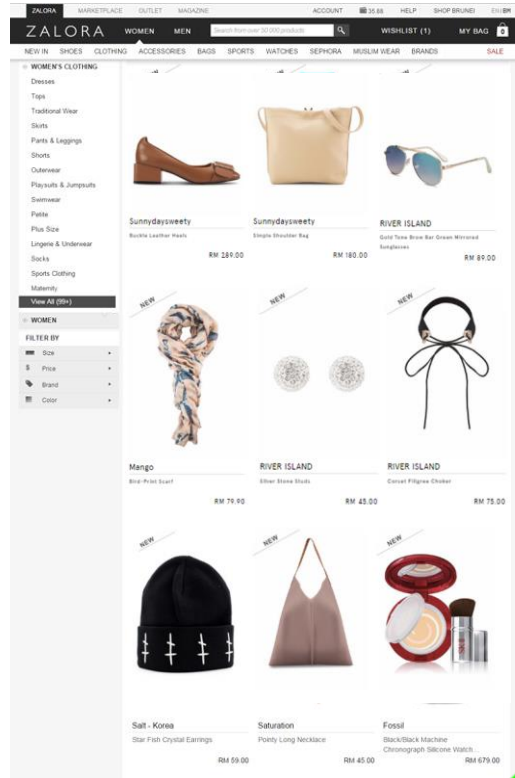- does not contain any other brand's logo/name
- no watermarks

ZALORA

The Ideal Catalog – Apparel

The recommended guide is to ensure good quality images and consistency throughout ZALORA catalog.
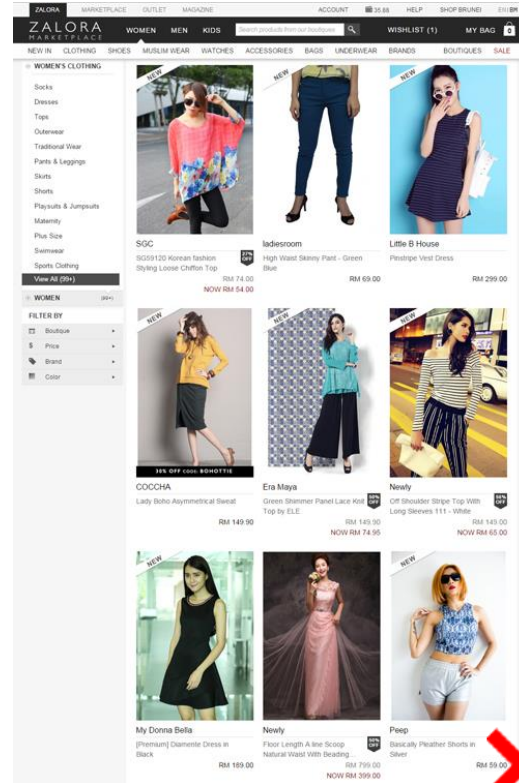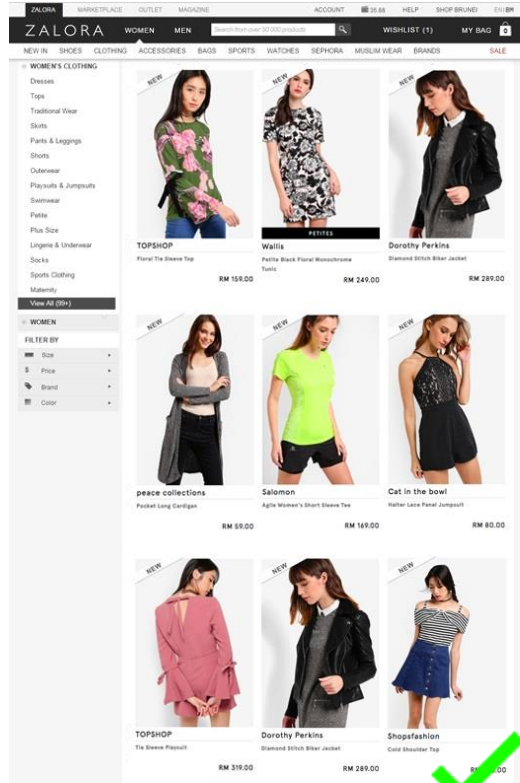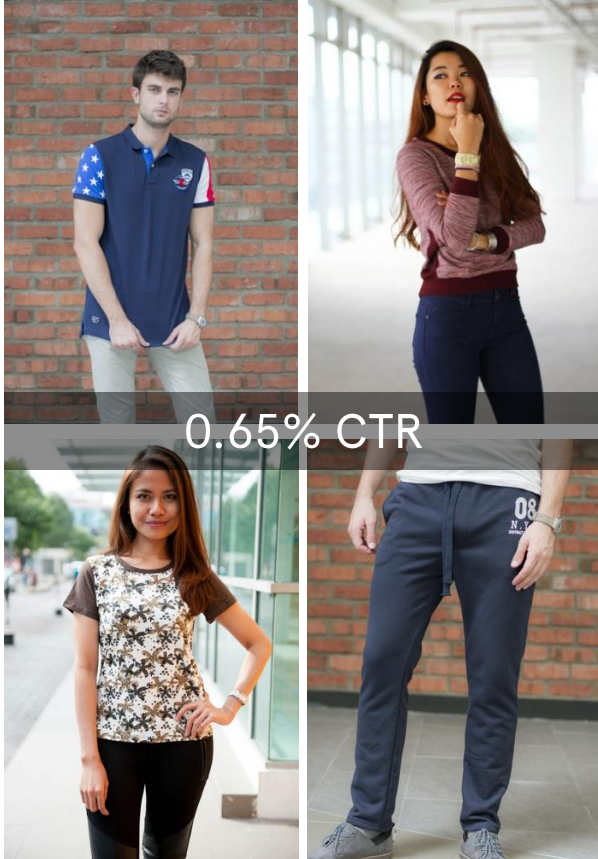
The Ideal Catalog – Product

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

Apparel Click Report – Background

CLICK THROUGH RATE

Report shows that images with **plain background and good lighting** encouraged higher click rates – crucial for sales conversion

0.65% CTR

> **+ 0.34%** >

0.99% CTR

*Images and data comparison is based on the same brand

Apparel Click Report – Image Quality

0.43% CTR

CLICK THROUGH RATE

Report shows that **better quality images & content** will strengthen average CTR – crucial for sales conversion
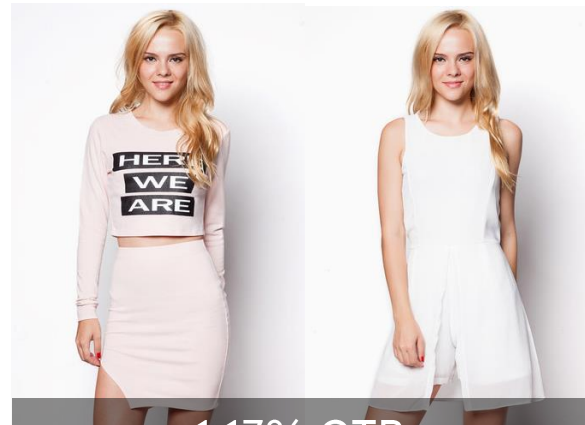
Better quality image & content includes:
Model choice, hair & makeup, photography and product content details

> **+ 0.74%** >

*Images and data comparison is based on the same brand

1.17% CTR

Models & Poses

International Model Selection – Required Standard

FEMALE MODEL

MALE 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

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 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
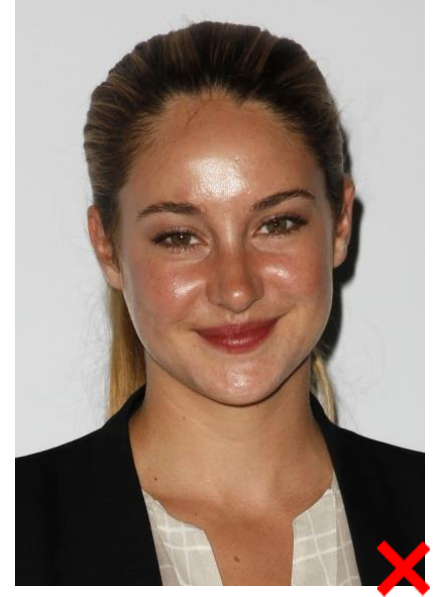
Example:

- 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
- Twiggy 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/forcefu l expression

- Dramatic poses
- Limbs all over the place

- Dramatic/confused expression

- Over-exaggerated poses

- 'Selfie' type of pose

- Unattractive pose

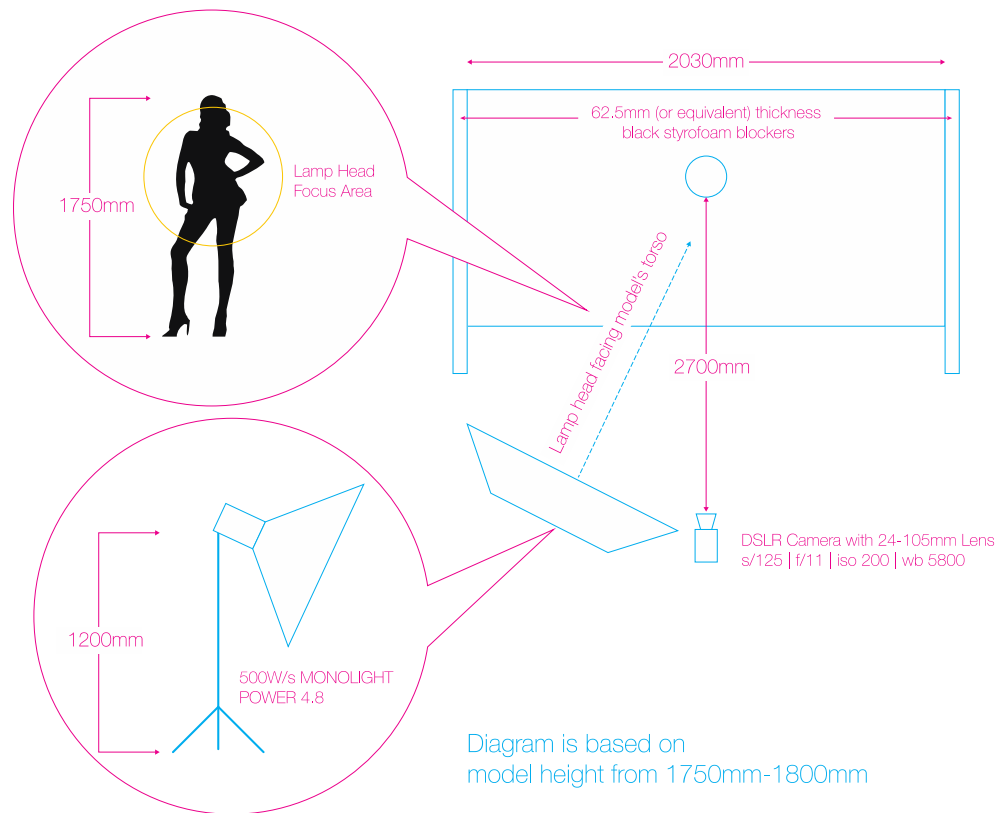- Dramatic pose

- Inappropriate pose

- Awkward kneeling pose

Lighting
&
Photography
(Apparel)

Photography Setup – Option 1 (Studio)

1750mm

Lamp Head Focus Area

2030mm

62.5mm (or equivalent) thickness black styrofoam blockers

Lamp head facing model's torso

2700mm

DSLR Camera with 24-105mm Lens
s/125 | f/11 | iso 200 | wb 5800

1200mm

500W/s MONOLIGHT
POWER 4.8

Diagram is based on
model height from 1750mm-1800mm

REQUIRED EQUIPMENTS

CAMERA
•DSLR CAMERA
•24-105mm lens
•Sycn-Cord or Wireless Flash Trigger

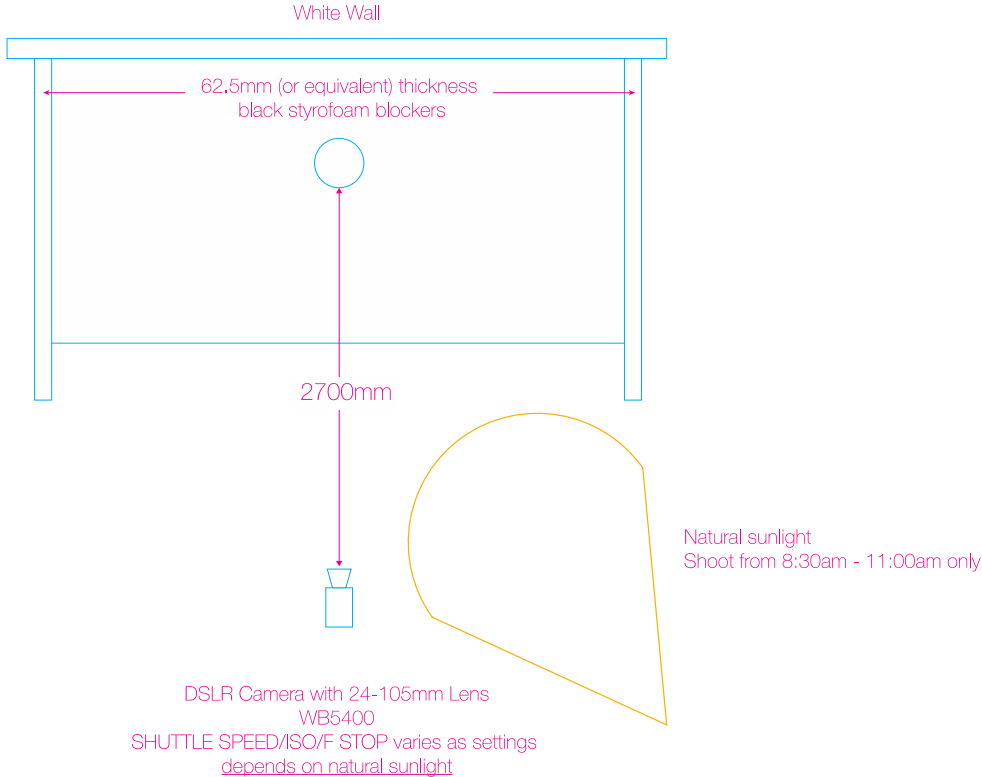LIGHTING
•500W/s Monolight
•2400mm Air-Cushioned Light Stand

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

ZALORA

Photography Setup – Option 2 (White wall)

White Wall

62.5mm (or equivalent) thickness
black styrofoam blockers

2700mm

Natural sunlight
Shoot from 8:30am - 11:00am only

DSLR Camera with 24-105mm Lens
WB5400
SHUTTLE SPEED/ISO/F STOP varies as settings
depends on natural sunlight

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

ZALORA

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

- Strong background color

- 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:
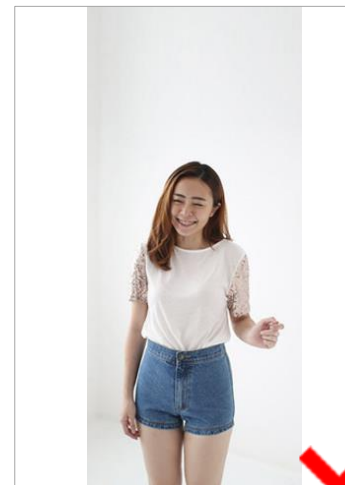

- Apparel is shown clearly

- 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**

- Model and garment should fill up 60-70% of the full image

- Too much negative and unwanted space within the frame
- Product view is being minimized

- Background crop does not fit the full frame
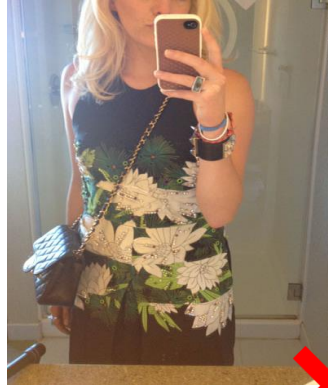
Main Image – Immediate Reject

WATERMARKS

→ Absolutely no watermarks of any kind is allowed

TWO MODELS

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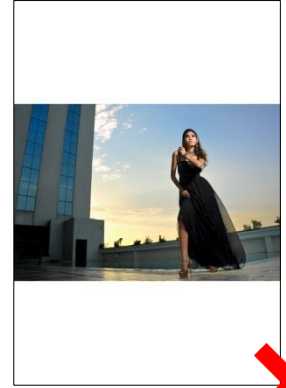→ *See pg. 33*

SELFIES

→ Absolutely no selfies allowed

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

FACELESS MODEL

- Do not crop your model's head off for the main image, **except for bottoms**
- Only shoot with models that are suitable for Zalora and your brand

BRIGHT BACKGROUND

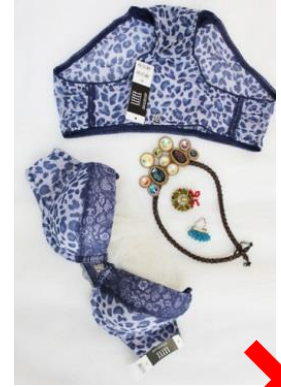- Absolutely no bright colored backgrounds and walls

MANNEQUIN

- Absolutely 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

Apparel

Apparel Top Sequence: Required Standard

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

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 SEQUENCE: UNISEX

Generally apparel worn on women might not be appealing for men but women would not mind as much.
That's why for unisex apparel, it is mainly featured on a male model with the female model features in a smaller thumbnail.

1.

2.

3.

4.

Generally the front angle but could sometimes be the back or side, depending on the unique selling point of the product.
Male main model with female model in thumbnail on top right.

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

Detail and USP of apparel. In this case, the stripe print.

Full body styling shot with female model.

APPAREL SEQUENCE: MULTIPACKS - TOPS

The cover image need to clearly show what's the deal in a multipack.
If all 3 tops are the same colour, you still need to show all 3 of the products in the thumbnail to convey a clear message, it's a pack of 3.
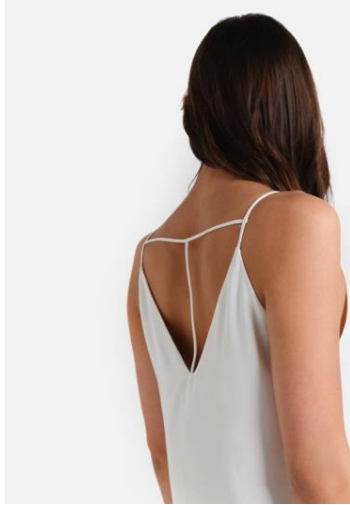
1.

Generally the front angle but could sometimes be the back or side.
- All colors displayed at the right side.
- Maximum 3 colors.

2.

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

3.

Detail and USP of apparel. In this case, the collar design.

4.

Full body styling shot. Showcase extra feature of product (if any).

5.

Layered ghost mannequin front of all colors.
Centralised.

APPAREL SEQUENCE: MULTIPACKS – BOTTOMS

The cover image need to clearly show what's the deal in a multipack.
If all 3 bottoms are the same colour, you still need to show all 3 of the products in the thumbnail to convey a clear message, it's a pack of 3.

1.

Generally the front angle but could sometimes be the back or side.
- All colors displayed at the right side.
- Maximum 3 colors.

2.

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

3.

Detail and USP of apparel. In this case, the collar design.

4.

Full body styling shot. Showcase extra feature of product (if any).

5.

Layered ghost mannequin front of all colors.
Centralised.

UNDERWEAR & SWIMWEAR: MEN'S TIGHT BOTTOM PACK

The cover image need to clearly show what's the deal in a multipack.
If all 5 bottom are the same colour, you still need to show all 5 of the products in the cover image to convey a clear message, it's a pack of 5.

1.

2.

3.

4.

Layered ghost mannequin front of all colors.
Centralised.

Ghost mannequin front to display whole product.

Ghost mannequin back to display whole product.

Detail and USP of apparel. In this case, the print + trim with brand name

Apparel – Main Image

- **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**
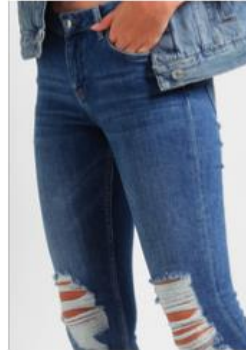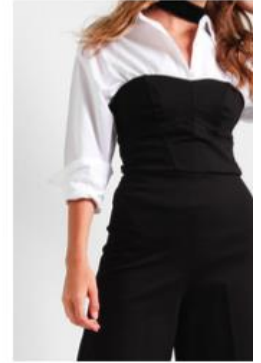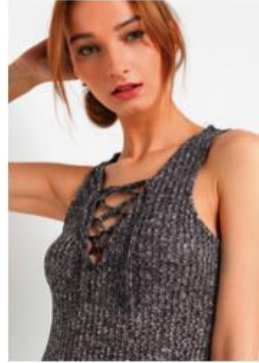
Apparel - Back

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

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

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
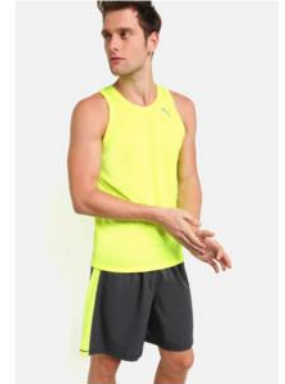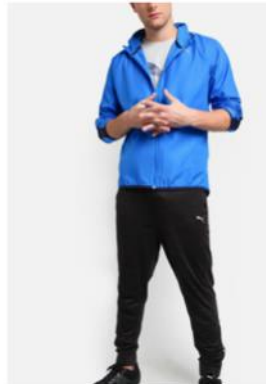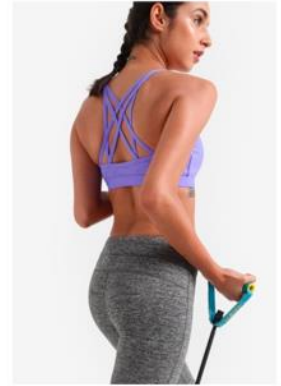selling point of the product.

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
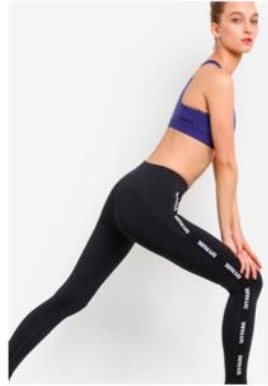
Outdoor – Immediate Reject

Main Image with scenery background that will be rejected

Example:

- Messy and distracting objects
- Other people in the background
- Dirty looking background
- Messy and unorganized background
- Dirty looking background
- Copy paste subject on background
- Depth of field with front object

Underwear
&
Swimwear

Lingerie & Swimwear Top – Required Standard

- Lingerie top/bra should fit model without showing too much cleavage.
- **If product is sheer, it should be presented as ghost mannequin or flat lay.**

1.

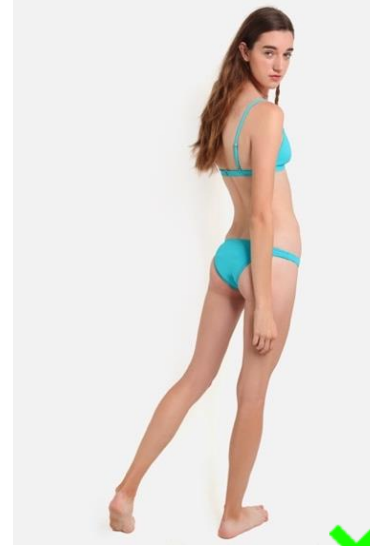- Apparel is shown clearly in a decent and tidy manner

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

Raunchy and sexually suggestive images will be rejected

Lingerie & Swimwear Bottom – Required Standard

- Lingerie bottom or bikini bottom can be shot on model if product is not sheer and model's pose is simple, closed and decent.
  - **If product is sheer, it should be presented as ghost mannequin or flat lay.**

1.

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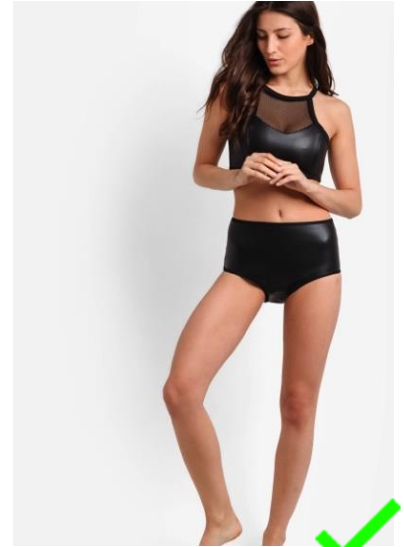- Legs are closed and slightly crossed

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

Lingerie & Swimwear Set – Required Standard

- Lingerie/Swimwear set should fit model without showing too much cleavage.
  - **If product is sheer, it should be presented as ghost mannequin or flat lay.**

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 with strong background will be rejected

❌

Thong – Required Standard

Thong back image should be shown as **ghost mannequin** or **flat lay** only

1.

2.

3.

4.

The front angle. Needs to be worn with matching bra. Crop above knee and cropped half bra

Ghost mannequin back to display it's a thong/g-string Centralised.

Detail and USP of apparel. In this case, the lacey pattern and trims.
To only show underwear close up. Hands to be lifted up, above knees, no bra in view.

Half Body but showing full bra and above knees.

Sheer Lingerie– Required Standard

Sheer lingerie/Thong image should be shown as **ghost mannequin** or **flat lay** only

1.

- Apparel is shown clearly in a tidy manner
- Shape of product is good

2.

- Back of apparel is shown clearly in a tidy manner

3.

- Detail of apparel shown clearly in a tidy manner

Example of other sheer lingerie and thong on ghost mannequin

- Extremely sexy or sheer lingerie on model will be rejected. Please shoot as ghost mannequin only

Male Swimwear (non speedo type) – Required Standard

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.

2.

3.

4.

Front angle

Back angle

Detail and USP of apparel

Full body styling shot.

Male Underwear– Required Standard

- Male underwear must be shown on **ghost mannequin for main image**
- Product should be presented in a tidy manner on a clean, plain background.

1.

2.

3.

4. (OPTIONAL)

- Ghost mannequin front view of product presented in a decent and tidy manner

- Ghost mannequin back view of product presented in a decent and tidy manner

- Close up on product detail

- Product on model presented in a decent and tidy manner

Underwear & Swimwear – Dos & Don'ts

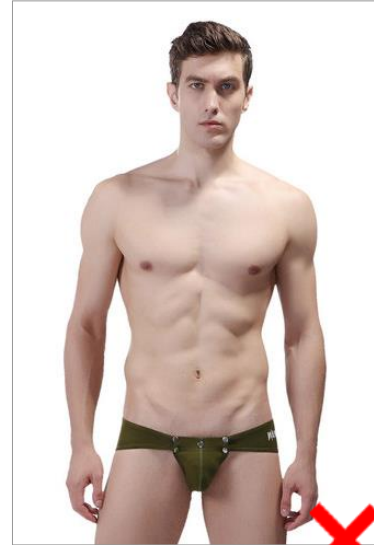All requirements are to be strictly follow especially on **first image**.

Example

- Ghost mannequin of product presented in a decent and tidy manner ✔

- Flat lay of product presented in a tidy manner ✔

- Product on model is strictly not allowed ✘

- Product on model is strictly not allowed ✘

Can be used as 3rd or 4th image but not as first image

Underwear & Swimwear – Acceptable

- Lingerie must be presented in a decent, simple and neat manner.
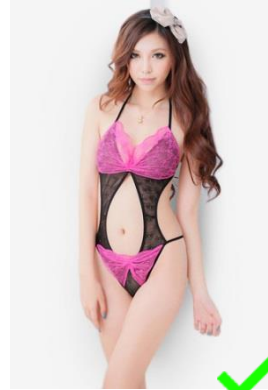
Example:

- Product on model presented in a decent manner with simple posing and neutral facial expression
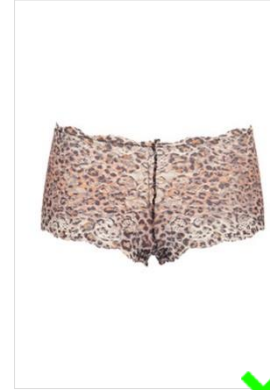
- Product on model presented in a decent manner
- Neutral body language
- Legs are closed together

- Product on model presented in a decent manner

- Product on model presented in a decent manner with no overly exposed body parts

- Ghost Mannequin for sheer products

- Product flat lay

Underwear & Swimwear – Reject

We will reject these as first image

Example:

Product presented as shown on examples are not acceptable.

Image should look decent and not seductive.

- Product image with descriptions
- Image that looks too sexy
- Sexy/seductive pose
- Sleeping pose
- Graphic designs on image
- Underwear on model

- More than 1 image in a frame
- No mannequin allowed
- Product flat lay that looks unorganized.
- Foreign object in the image
- Product flat lay on a 'busy' background
- Poor lighting
- Foreign object in the image
- Messy ghost mannequin shot
- Ill shape

Ghost Mannequin

ZALORA

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. Example:

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

<u>**Flat Lay Method**</u>
should be direct top view

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

Ghost Mannequin – How To

This is the required standard for non-model shots on ZALORA catalog:
- **Product must be strictly on white background and well lit**
- **Garment's shape must be tidy, flattering and accurately presented as to how it looks like on model**

1.

2.

3.

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

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

- Back of apparel is shown clearly in tidy manner

- Close up of product's fabric and details

Lingerie & Swimwear – How to

- **Product should be shot as ghost mannequin or flat lay – especially sheer fabric and thongs**
  - Background must be white and clean
  - **Product must be neat and in good shape**

1.

2.

3.

Example of other lingerie set as ghost mannequin

- Apparel is shown clearly in tidy manner
- Shape of the product is good

- Back of apparel is shown clearly in tidy manner

- Detail of apparel shown clearly in a tidy manner

- Background must be white
- Product placement must be front facing and neat
- No decoration needed

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.

Example:

Untidy Ghost Mannequin

- 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
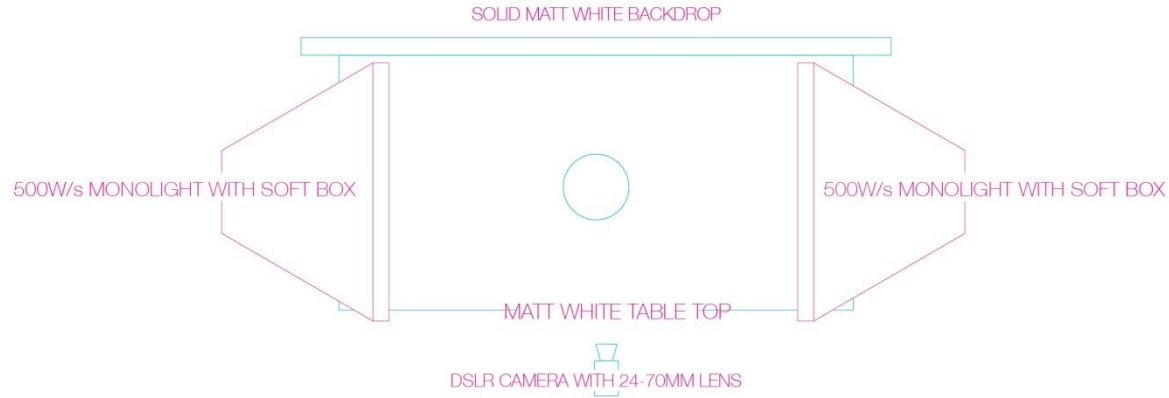- Untidy sleeves
- Too much folds and crinkles

Missing/Cropped

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

Lighting
&
Photography
(Products)

Photography Setup – General

TOP VIEW

SOLID MATT WHITE BACKDROP

500W/s MONOLIGHT WITH SOFT BOX

500W/s MONOLIGHT WITH SOFT BOX

MATT WHITE TABLE TOP

DSLR CAMERA WITH 24-70MM LENS

SIDE VIEW

Camera to point to the middle of the product
(DO not shoot tight, give white space)

SOLID MATT WHITE BACKDROP

MATT WHITE TABLE TOP
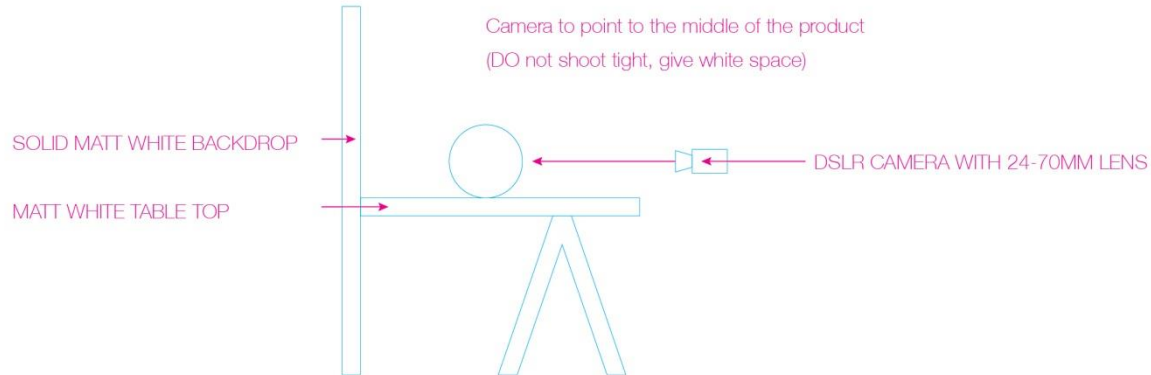
DSLR CAMERA WITH 24-70MM LENS

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

Photography Setup – Eyewear

TOP VIEW

SOLID MATT WHITE BACKDROP

500W/s MONOLIGHT WITH SOFT BOX

500W/s MONOLIGHT WITH SOFT BOX

MATT WHITE TABLE TOP

DSLR CAMERA WITH 24-70MM LENS

SIDE VIEW

DSLR CAMERA WITH 24-70MM LENS

WHITE CARDBOARD

MATT WHITE BACKDROP

MATT WHITE ACRYLLIC PLATFORM

MATT WHITE TABLE TOP

REQUIRED EQUIPMENTS

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

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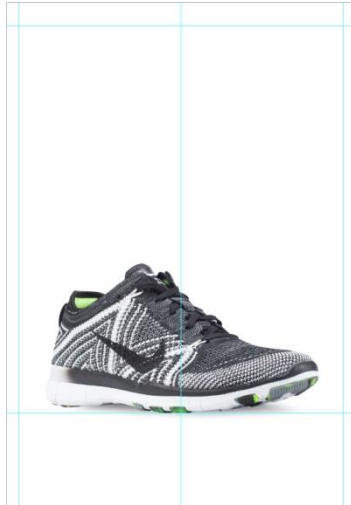•White Cardboard (i.e. A2 size)
•Transparent Acrylic Platform
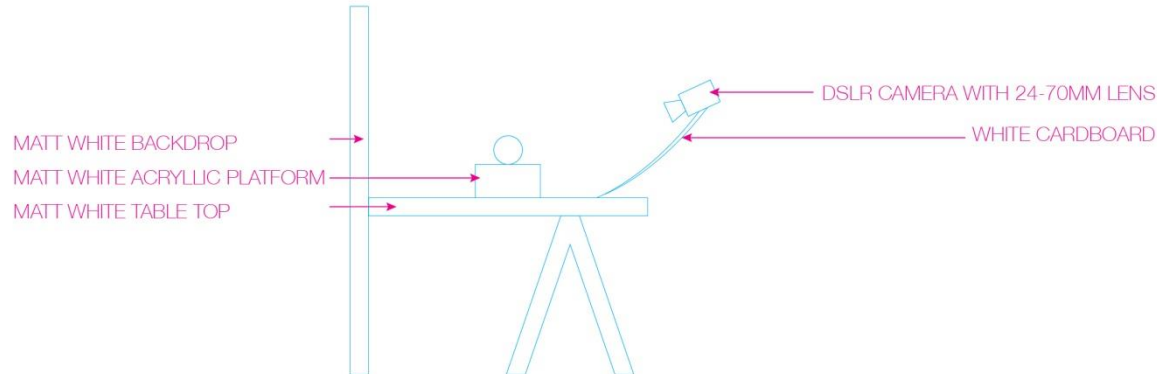
Product

Footwear – Required Standard

1.

200 pixel

- Right shoe
- Side 90 degree facing right
- Natural shadow
- Eye Level: The gauge is to have the inside of the shoe only slightly visible
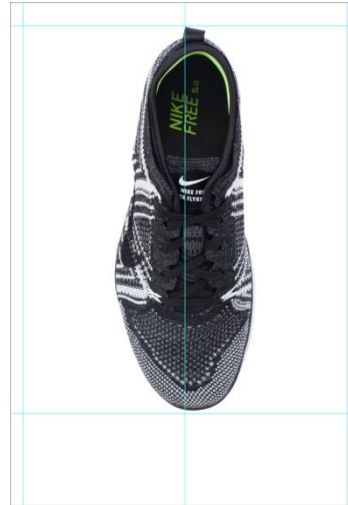
2.

- Right shoe
- Front 45 degree facing right
- Eye level
- Natural shadow

3.

- Right shoe
- Back 45 degree facing left
- Eye level
- Natural shadow

4.

- Right shoes
- 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

1.

200 pixel

- 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.

- Right shoe
- Front 45 degree facing right
- Slightly above eye level
- Natural shadow
- Inner shoe strap visible
- Using standard guideline

3.

- Right shoe
- Back 45 degree facing left
- Slightly above eye level
- Natural shadow

4.

- Right shoe
- Top 90 degree facing down

Footwear – Immediate Reject

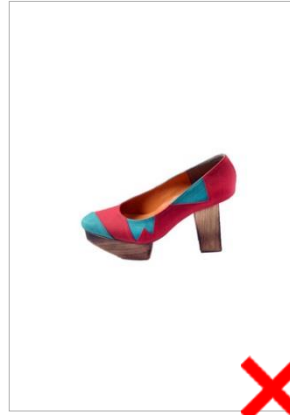Main image presentation and angle of shoes that will be rejected

Example:

- Angle too high/low

- Busy/unattractive background

- Too much negative space

- Product presented in a pair

200 pixel

- Gradient, dull looking background.
- **Level of shoe not on 200pixel**

UNDERWEAR: SOCKS – SINGLE or BUNDLE

1.

Side angle of the pair with toe and ankle touching the guideline.

1.

Each pair overlay on top arranged diagonally from left to right.

Bags – Required Standard

1.

200 pixel

- 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)

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

Main image presentation which will be rejected

Example:

- Product not shown clearly

- Product not the main focus in image

- Part of product is cropped

- Product presented in a messy way
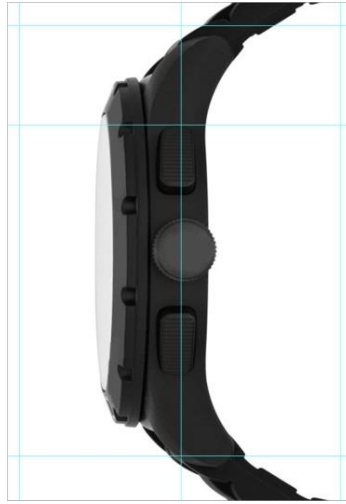
Watch – Required Standard

1.

100 pixel

- 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. (optional)

- 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
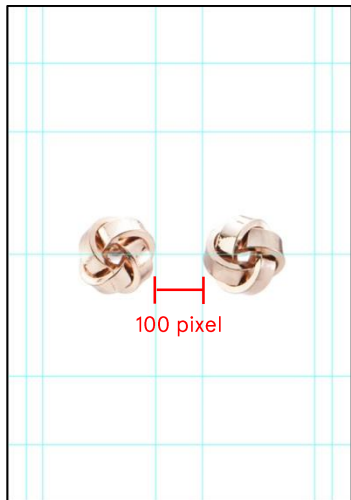
- Double image in a frame

- Product cropped and doesn't fit the frame

Jewelry – Required standard

With design ranged widely these days, it's best to judge the determine the size of product individually than to have a fixed guide.
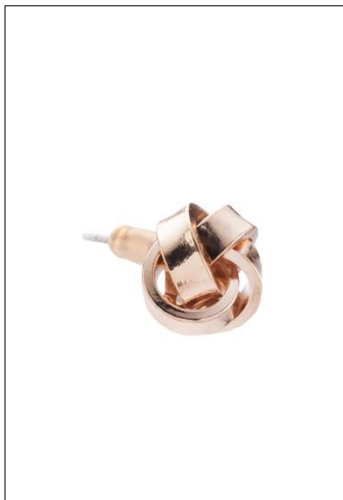To ensure neatness, always centerized and ensure the gap is the same.

1.

100 pixel

2.

3.

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

- Front 45 degree facing right
- Close up detail

- Product on model template
- Focus on product

Jewelry – Required standard

With design ranged widely these days, it's best to judge the determine the size of product individually than to have a fixed guide.
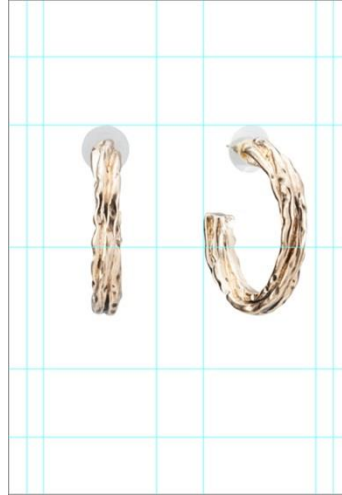To ensure neatness, always centerized and ensure the gap is the same.

1.

2.

3.

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

- Left item direct front. Right item 45 degree angled

- Product on model template
- Focus on product

JEWELRY: EARRING – BUNDLE

Shoot extra detail shot if needed. Otherwise the cover shot itself already show the product clearly.

1.

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

2.

- Product on model template
- Focus on product
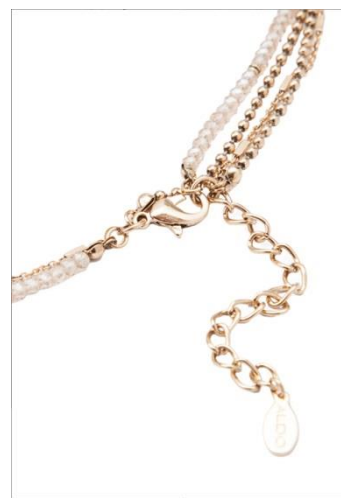
Jewelry – Required standard

1.

50 pixel

2.

3.

- Direct front facing
- Centerized

- Direct front facing
- Close up on details

- Close up on clasp

Jewelry – Required standard

1.

200 pixel

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: RING - STACKABLE

1.

2.

3.

- 45 degree top angle
- Ring standing
- Ensure product size is practical and comfortable for viewing
- Natural Shadow
- Camera on tripod for all 1st shot
- Ring taken one by one individually.

- Side 45 degree facing left
- Centerized and neat
- Taken together
- Retouching to gauge the size based this shot for the 1st image.

- Any angle to shot product design and detail
- Centerized and neat
- Taken together

Jewelry – Required standard

1.

200 pixel

2.

3.

- Best angle to show bangle design
- All bangles stacked

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

- Product styling shot
- Separate bangles

JEWELRY: SET

1.

2.

3.

4.

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

- Single product shot
- Centerized

- Single product shot
- Centerized
- Natural shadow

- Single product shot
- Centerized

Jewelry – Immediate Reject

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

Example:

- Non white background

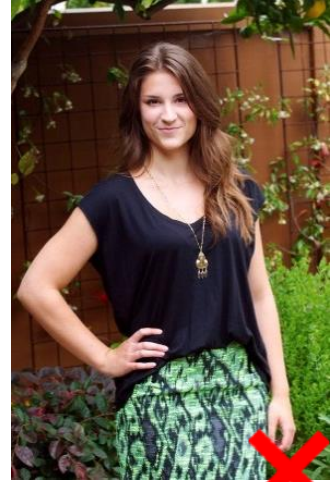- Foreign object in the image

- Product on a mannequin

- Scenery background

- Distracting background
- Product is not in focus

HEADGEAR: HAIRBAND

1.

2.

- Front 45 degree facing left

- Direct front view
- Centerized

HEADGEAR: HAT

1.

2.

3.

- Front 45 degree facing left

- Back 45 degree facing right

- Close up on detail

HEADGEAR: CAP

1.

2.

- Front 45 degree facing left

- Back 45 degree facing right
- Show clasp

HEADGEAR: BEANIE

1.

2.

- Direct front facing
- Flat and neat

- Direct front facing
- Flat and neat

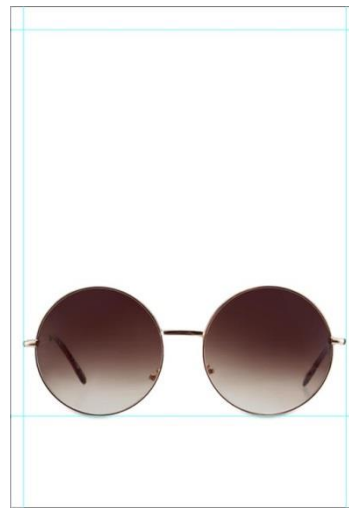# Eyewear – Required standard

1.

200 pixel

- 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
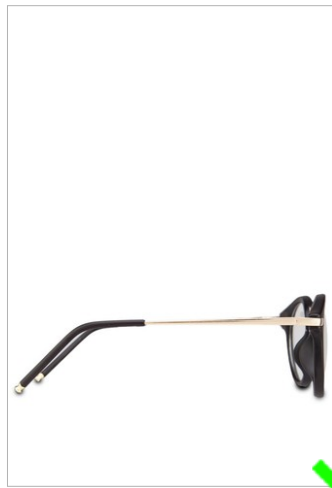- Natural Shadow

Eyewear – Acceptable

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

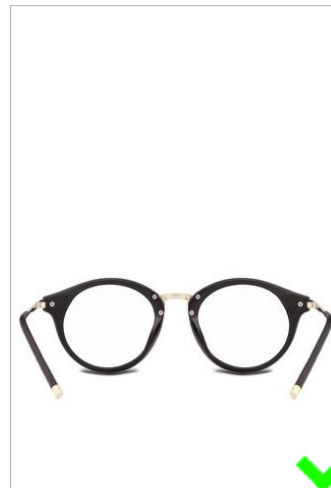Example:

200 pixel

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

- Dark colored background

- Foreign object on image
- Pacakaging can be shwon on the 2nd or 3rd image
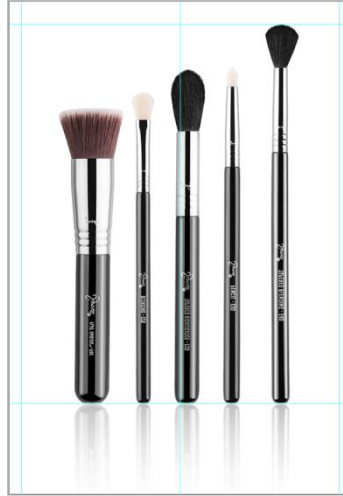
Beauty Product – Required Standard

Example:

1.

200 pixel

- Open to show color of product
- Add natural shadow and gradient reflection of product

1.

- Direct front facing
- Centerized and neat
- Add natural shadow and gradient reflection of product

1.

- Direct front facing
- Centerized
- Add natural shadow and gradient reflection of product

Beauty Product Set – Dos & Don'ts

Example:

❌

✔

✔

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