

ZALORA

IMAGE REQUIRED STANDARD & GUIDELINES

FOR MARKETPLACE

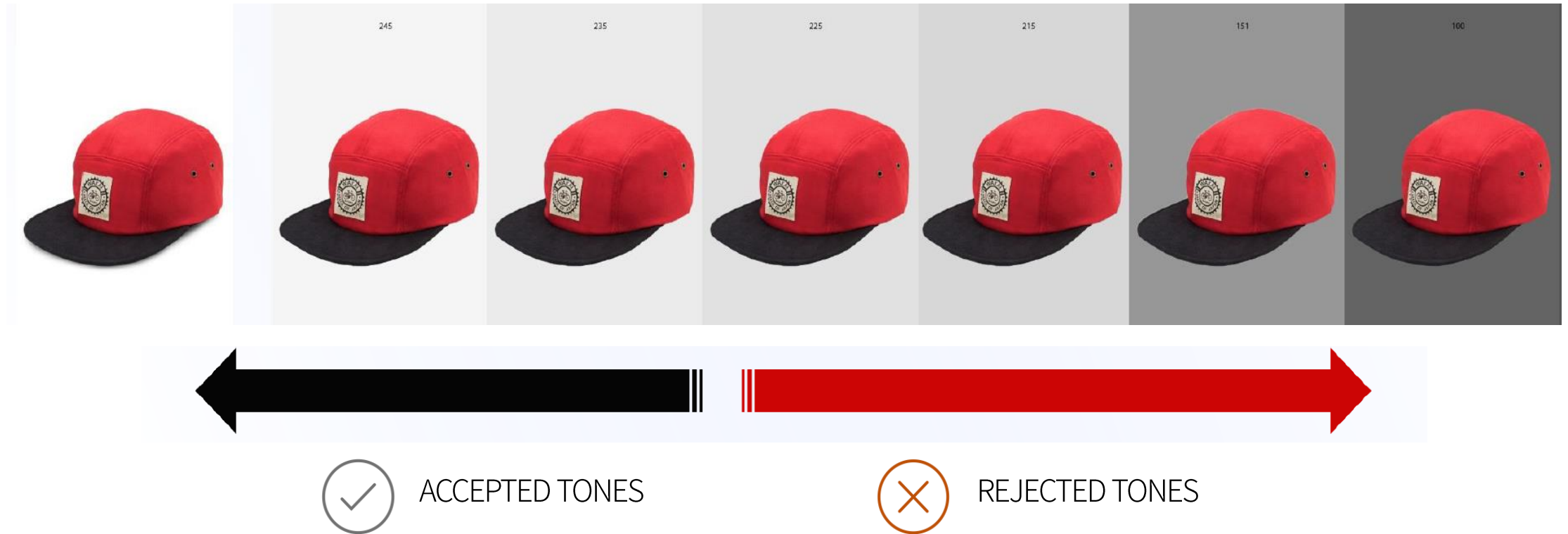
BEAUTY

ALL IMAGES MUST BE:

- **portrait** layout
 - with plain background – Light Grey (apparel) , White (product)
 - in JPEG format
 - minimum **762pixel x 1100pixel** and **300dpi** in image size and resolution
 - this is to ensure image is not pixelated
 - Ratio **0.69:1**
 - Size of file: 2MB **max/** per file or **maximum 2000pixels x 2000pixels**
 - 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
- * Images that fail to meet these requirements will automatically be suspended*

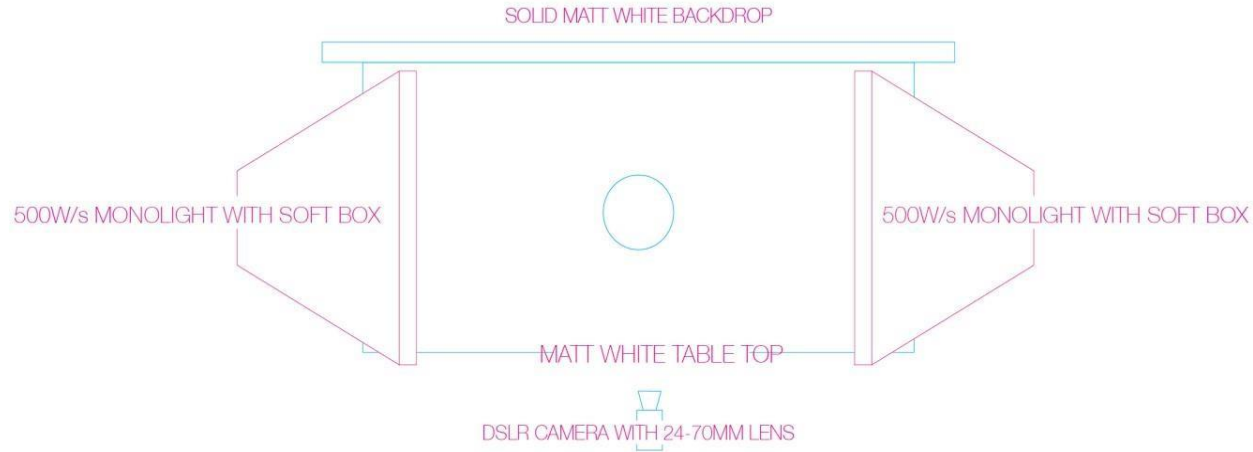
Background Colour for Products– Required Standard

- Main image background must be in shades of grey
- **Dark tones** will be rejected (refer to image below)

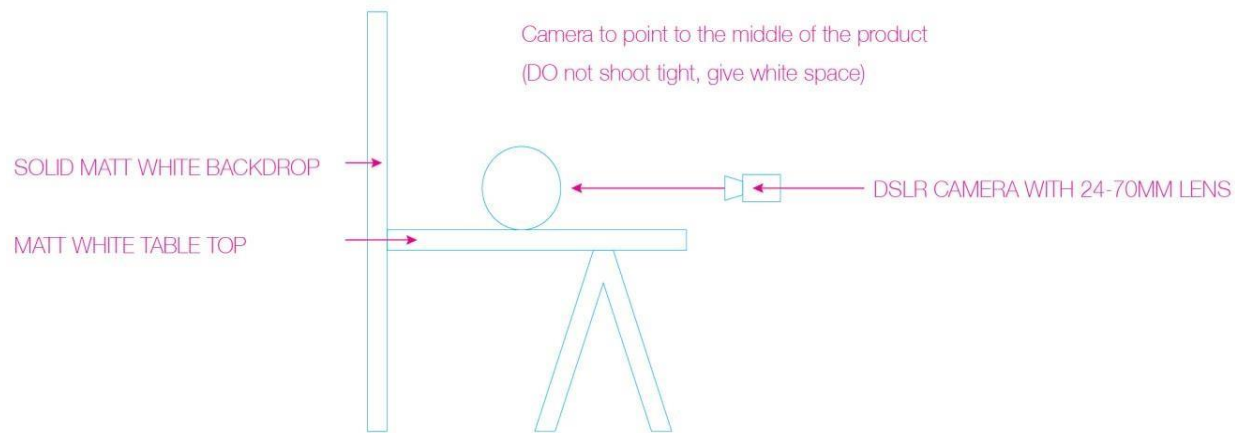


LIGHTING & PHOTOGRAPHY

TOP VIEW



SIDE 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) - optional
- Transparent Acrylic Platform - optional

LIGHTING & COLOR – REQUIRED STANDARD

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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

MINIMUM 1 ANGLE PER PRODUCT- ACCEPT

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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 presented in a neat and tidy manner



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



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

LIGHTING & COLOR – REJECT

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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.

BUNDLE – REQUIRED STANDARD (MIN 1 IMAGE PER SET)

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

Example:



Main image presentation and angle of glasses that are NOT acceptable

Example:



- Cover of product /bottle can be shown next to the actual product
- **200px from the bottom**



- Box/Packaging can be shown next to the product
- **200pc from the bottom**

LIPSTICK— PERFECT WAY TO SHOWCASE YOUR PRODUCT

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

Example:

1



Front view

2



Lip swatch

3



Detail view

- First image should be frontal view of product presented in a tidy manner **(MUST)**
- Second image shows what it is like when apply on lip (if any)
- Detail view to see the actual colour on the lipstick (if any)

EYESHADOW— PERFECT WAY TO SHOWCASE YOUR PRODUCT

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

Example:

1



Front view

- First image should be frontal view of product presented in a tidy manner **(MUST)**

2



Detail view

- Detail view to see the actual colour (if any)

BUNDLE SET– PERFECT EXAMPLE

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Example:

1



- 1st image show as a set

2



- 2nd image: show individual product in a set

3



- 3rd image: show individual product in a set

BUNDLE SET– PERFECT EXAMPLE

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

Example:

1



- 1st image show as a set

2



- 2nd image: lip swatch

3



- 3rd image: lip swatch

BUNDLES— REQUIRED STANDARD

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Main image presentation and angle of products that are NOT acceptable

Example:



- Packaged cosmetics must be displayed neatly and visibly (main image)

THANK YOU FOR USING

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IMAGE REQUIRED STANDARD & GUIDELINES

FOR MARKETPLACE