



Home, Living & Lifestyles Images Guideline 2022

April 2022



AGENDA

- [Home Decor](#)
- [Bed & Bath](#)
- [Kitchen & Dining](#)
- [Furniture](#)
- [Electronics](#)
- [Zmart](#)



Home Decor

General standard requirements

- Product best to be displayed on white or light grey background, with item being displayed properly and neatly.
- Studio lighting is recommended in order for product to be presented professionally.
- Minimum image dimensions: 762 (width) x 1100 (height) pixels in portrait layout. Square images are not accepted.
- Product clearly displayed as main focus.
- Minimum 3 images per SKU; full-shot, detailed, and angled shots.
- Guideline to be applied to all product images, with priority to the first image since it will be displayed on the product catalog.



Home Decor

General standard requirements

- Descriptions must be made in point-based format.
- Descriptions must include product dimensions, features and materials used, among other relevant specifications.
- For similar items with multiple colors (red curtain, blue curtain), "other variations" option must be used. Refer to [Other Variations](#).
- Items that come in multiple sizes require the use of the Size tab in the product page. Refer to [Sizes & Measurements](#).
- Items that come as a set (e.g. decor set) requires an image showing "What's in the set" to display all the products that are in the said set (1 hanging artwork, 2 wall hooks).



Home Decor

Accepted images to be displayed as first image



- Preferred: product image with white background, with or without packaging.
- No logo, banner, or labels besides the image of the product.

Home Decor

Images to avoid

ISSUES:

- First image displaying more than one color.
- Logo, banner, or labels.



Cushion & Throws, Rugs

Accepted images to be displayed as first image



- Preferred: product image with white background, with or without packaging.
- No logo, banner, or labels besides the image of the product.

Cushion & Throws, Rugs

Images to avoid

ISSUES:

- First image displaying more than one color.
- Logo, banner, or labels.



Home Fragrance

Descriptions and images guideline



Voluspa

BALTIC AMBER LARGE JAR CANDLE

RM 259.00

Notes of Amber Resin, Sandalwood & Vanilla Orchid.

Our classic embossed glass jar design gets an update with discerning Japanese inspiration. Beautiful hues glimmer as the flame illuminates delicate embossing. You'll love using the jar for jewelry, flowers or decor long after the candle is gone.

Burn Time: ~100 Hours

Fill: 18 oz.

Dimensions: 3.74" D x 5.28" H

FEATURES

Proprietary coconut wax blend + 100% natural wicks

Hand-poured in the U.S.A.

Not tested on animals

Phthalates, parabens & sulfate-free

- Descriptions stating the ingredients used, item lifespan, and dimensions, among other details & specifications are required, e.g. type of scents

Home Fragrance

Descriptions and images guideline

762px

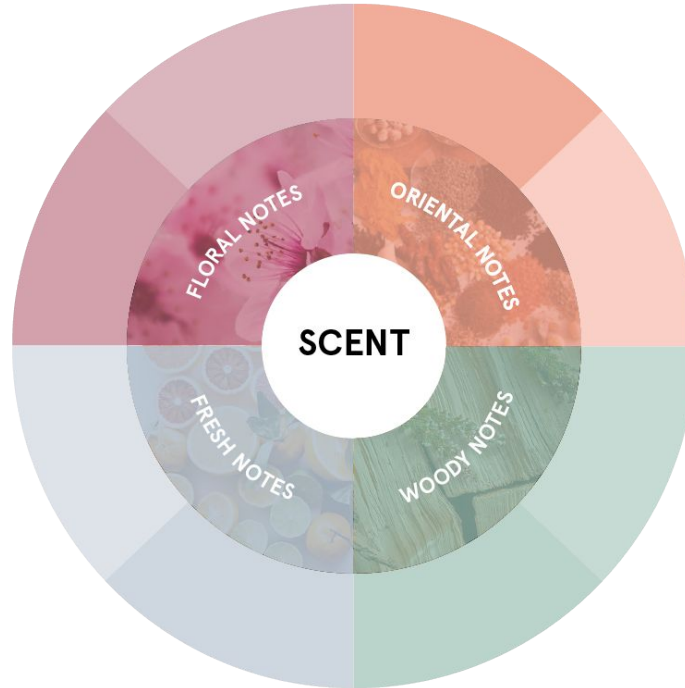
1100px

	Aroma/Scent Image	Aroma/Scent
1		
2		
3		

- Descriptions stating the ingredients used and the aroma/scent obtained from the product.
- Create a table to describe the scents in your fragrance.

Fragrance Wheel

- Create a fragrance wheel to describe the scents in your fragrance.
- Download templates [here](#)



Toys & Hobbies

Accepted images to be displayed as first image



- Preferred: first image on a white background, without logo, banner or other distracting labels.

Toys & Hobbies

Images to avoid

ISSUES:

- First image displaying more than one type, unless the SKU is selling everything as a set.
- Logo, banner, or labels.
- Distracting background.



Vases and Botanicals

Descriptions and images guideline

Homeliving.My

Banana Plant 160cm

RM 259.00



Carefully crafted to mimic the appearance of a real-life Banana Tree.

All the branches are outfitted with sturdy metal wires so they could be adjusted different position as needed.

They are eternally deep green and full, leafy, maintenance-free, no watering, no mosquito, simply wipe clean with a damp cloth or duster when it get dusty. It will create a natural atmosphere wherever you place it.

Paragraphed-based descriptions

Home Living

Fibre High Pot Brass

RM 429.00

-Color: Black

-Number of pieces: 2

-Warranty: 1 Year

-Dimension:

17x9 cm/1.8 Lt

20x10 cm/3Lt

-Materials: Stainless Steel, Aluminium

Point-based descriptions

- Descriptions or image regarding product dimensions are required.

Bed & Bath

General standard requirements

- Product best to be displayed on white or light grey background, with item being displayed properly and neatly.
- Studio lighting is recommended in order for product to be presented professionally.
- Minimum image dimensions: 762 (width) x 1100 (height) pixels in portrait layout. Square images are not accepted.
- Product clearly displayed as main focus.
- Minimum 3 images per SKU; full-shot, detailed, and angled shots.
- Guideline to be applied to all product images, with priority to the first image since it will be displayed on the product catalog.



Bed & Bath

General standard requirements

- Descriptions must be made in point-based format.
- Descriptions must include product dimensions, features and materials used, among other relevant specifications.
- For similar items with multiple colors (red curtain, blue curtain), "other variations" option must be used. Refer to [Other Variations](#).
- Items that come in multiple sizes (King, Queen, Single bed sheets) require the use of the Size tab in the product page. Refer to [Sizes & Measurements](#).
- Items that come as a set (e.g. bed sheet set) requires an image showing "What's in the set" to display all the products that are in the said set (1 bed sheet, 2 pillow cases).



Bedding Sets

General standard requirements



Use of "other variations"

AKEMI

VINCENZA BED SHEET

RM 429.00

- **Number of Pieces:** 2
- **Thread Count:** 480
- **Warranty:** 1 Year
- **Materials:** Cotton, Silk

Point-based descriptions

OGAWA

OGAWA B'Tone Electric Stimulator Device (EMS)

RM 478.00

OGAWA B'Tone Electric Stimulator Device (EMS), is the elicitation of muscle contraction using electric impulses. It targets fast-twitch muscle and can therefore easily produce a toned body and a positive change in appearance. It can be used as a strength training tool, a prevention tool and a post-exercise recovery tool. It is a great tool to add to any workout routine. The key to strengthening weaker muscle is actively exercising them using the muscle stimulator. The device is most effective when synchronized with your active movement. This means you can easily use this accessory to strengthen up the knee or elbow, but it's preferable to use your EMS while exercising your knee or elbow to achieve your goals.

- 20 minutes timed training
- So simple, so easy! 20 minutes a day is all it takes to get you in good shape.
- Combination of 3 Mode Program

The program will automatically alternates between the 3 mode

Paragraphed-based descriptions

A table with two columns: ITEM and COUNT. The table is 762px wide and 1100px high. The rows are: Fitted Sheet (X1), Pillow Case (X2), Bolster Case (X1), and Quilt Cover (X1).

ITEM	COUNT
Fitted Sheet	X1
Pillow Case	X2
Bolster Case	X1
Quilt Cover	X1

"what's in the set" images

Download template [here](#)

Bedding Sets

Suggested shooting arrangements



First image: full-shot of the set



Second image: set is folded and shot on white/grey background



Third image onwards: lifestyle & additional shots (if any)

Bedding Sets

Accepted images to be displayed as first image



- Preferred: first image to show full display of the bedding set, front view of the set.
- No logo, banner, or labels besides the image of the product.

Bedding Sets

Accepted images to be displayed as first image



- Second best option: first image to show full display of the bedding set, side view facing left. No logo, banner, or labels besides the image of the product.

Bedding Sets

Images to avoid

ISSUES:

- Images with logo, banner or label: these remarks usually would take a lot of space on the image, resulting in smaller display of the product itself.
- Messy and inconsistent images.



Duvet, Pillow & Bolster

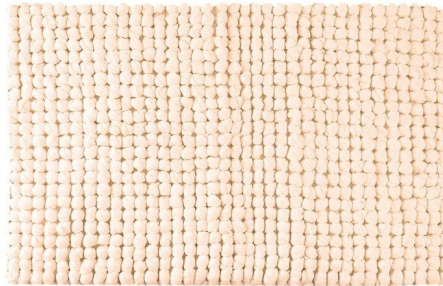
Accepted images to be displayed as first image



- Preferred: product image with white background, with or without packaging.
- No logo, banner, or labels besides the image of the product.

Bath Mat, Towel, Scale

Accepted images to be displayed as first image



- Preferred: product image with white background, with or without packaging.
- No logo, banner, or labels besides the image of the product.

Bathroom Accessories

Accepted images to be displayed as first image



- Preferred: product image with white background, with or without packaging.
- No logo, banner, or labels besides the image of the product.

Electronics

General standard requirements

- Product best to be displayed on white or light grey background, with item being displayed properly and neatly.
- Studio lighting is recommended in order for product to be presented professionally.
- Minimum image dimensions: 762 (width) x 1100 (height) pixels in portrait layout. Square images are not accepted.
- Product clearly displayed as main focus.
- Minimum 2 images per SKU; full-shot and detailed shot.
- Priority to the first image since it will be displayed on the product catalog.



Electronics

General standard requirements

- Any included accessories require a 'What's in the box' image, showing all the products that come with the purchase of the item, e.g. charging cable.
- Descriptions must be made in point-based format.
- Descriptions must include product features and specifications (e.g item size and dimension, type of charging cable used, screen size, warranty information).
- For similar items with multiple colors (red earbuds, blue earbuds), "other variations" option must be used. Refer to [Other Variations](#).



Electronics

Descriptions and images guideline



“What’s in the box” image

Tribit

Tribit Flybuds 3 - Explosive Bass, 100 Hours Playtime with Charging Case, IPX7 Waterproof, USB C Charging, Bluetooth 5.0.

~~RM 225.00~~

RM 165.00



- Unparalleled 100 Hours Playtime with Charging Case
- Dynamic and Punchy Bass
- Charge Your Phone in An Emergency
- IPX7 Waterproof
- Independent Button
- USB-C charging and Bluetooth 5.0

Point-based descriptions

Apple

Apple iPhone 13 mini 128GB Blue

RM 3,399.00

- 5.4-inch Super Retina XDR display - Cinematic mode adds shallow depth of field and shifts focus automatically in your videos - Advanced dual-camera system with 12MP Wide and Ultra Wide cameras; Photographic Styles, Smart HDR 4, Night mode, 4K Dolby Vision HDR recording - 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording - A15 Bionic chip for lightning-fast performance - Up to 17 hours of video playback - Durable design with Ceramic Shield - Industry-leading IP68 water resistance - iOS 15 packs new features to do more with iPhone than ever before - Supports MagSafe accessories for easy attach and faster wireless charging

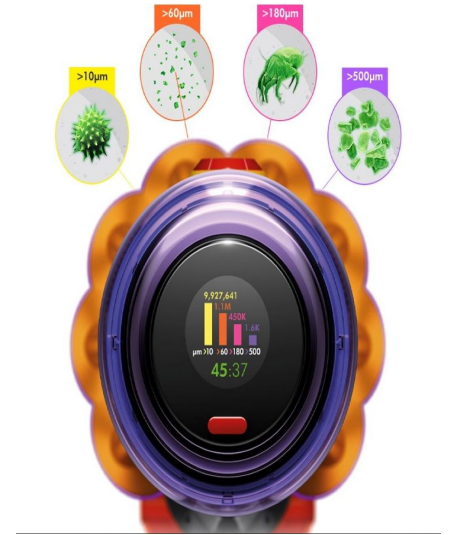
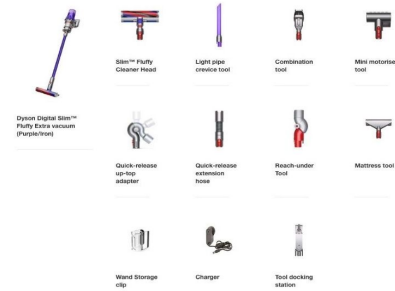
Paragraph-based descriptions

Electronics

Example of products & images display

dyson

Official store



First image: front shot of the product or all products if it's a set. Shot on white or light grey background.

Second image: details or description of products (if any).

Third image: details or description of products (if any).

Fourth image: details or description of products (if any).

Electronic Devices

Accepted images to be displayed as first image



- Preferred: first image with white background, without logo, banner, or distracting labels.

Electronic Devices

Images to avoid

ISSUES:

- First image displaying more than one type, unless the SKU is selling everything as a set.
- Logo, banner, or labels.
- Distracting background.



762px

1100px

ITEM	COUNT
Phone	1
Phone Case	1
Type-C charging cable	1
Charger	1

“What’s in the box” images

Download template [here](#)

Kitchen & Dining

General standard requirements

- Product best to be displayed on white or light grey background. If unavailable, product must be displayed on neat background.
- Studio lighting is recommended in order for product to be presented professionally.
- Minimum image dimensions: 762 (width) x 1100 (height) pixels in portrait layout. Square images are not accepted.
- Product clearly displayed as main focus.
- Minimum 2 images per SKU; full-shot and detailed shot.
- Priority to the first image since it will be displayed on the product catalog.



Kitchen & Dining

Accepted images to be displayed as first image



- Preferred: first image with white background, without logo, banner, or distracting labels.

Kitchen & Dining

Example of products & images display



First image: front shot of the product or all products if it's a set. Shot on white or light grey background.

Second image: details or description of products (if any).

Third image: details or description of products (if any).

Fourth image: details or description of products (if any).

Kitchen & Dining

Images to avoid

ISSUES:

- First image with logo, banner or label: these remarks usually would take a lot of space on the image, resulting in smaller display of the product itself. These images are more suitable as the second, third images or/and so on.
- Messy and inconsistent images.



Breville | the Mini Wizz BFP100



SHOPYTHON

The Appliances | Tefal IH Entry Tier Rice Cooker (1.5L) (RK808)



Induction Heating
Technology for
Homogeneous
Cooking Result



Spherical Cooking Pot



16
COOKING
PROGRAMS



3mm 5 layers with
ceramic coating

Drinkware

Descriptions and images guideline



OTHER VARIATIONS



Noerden

500ml Smart Bottle

RM 200.00

-Color: Black

-Features: Temperature control knob

-Size: 500 ml

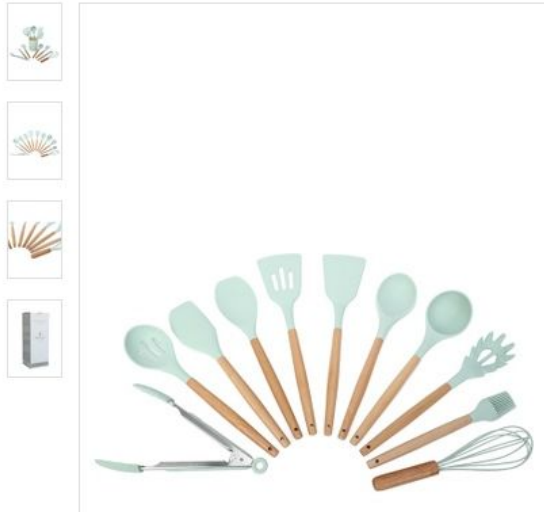
-Warranty: 1 Year

-Materials: Stainless Steel, Food grade BPA-free plastic

- Descriptions stating the material used, capacity (litres/millilitres) and dimensions, among other relevant specifications.
- Products with features (e.g. smart, anti-colic and thermal drinkwares) require detailed descriptions.
- For similar items with multiple colors, "other variations" option must be used.

Dinnerware, Table Accessories, Kitchen Tools and Accessories

Descriptions and images guideline



"What's in the set" image

KORKMAZ

Korkmaz 316 Stainless Steel Pot Set Kappa 8 Piece Cookware Set A1678 (Made in Turkey)

RM 429.00

- **Color:** Black

- **Number of Pieces:** 2

- **Warranty:** 1 Year

- **Kappa Cookware Set Dimensions:**

16x9 cm / 1.8 lt

20x10 cm / 3 lt

- **Features:**

induction cooker compatible

Special design, non-burning bakelite handles and tops

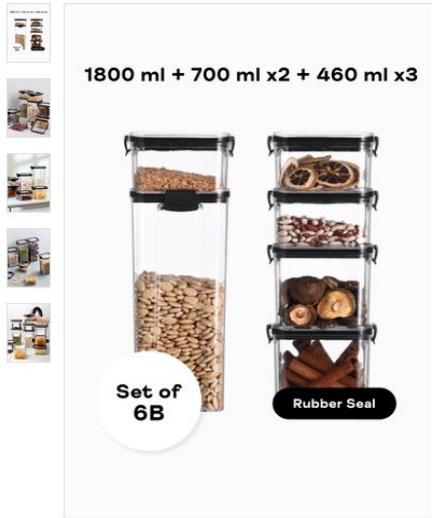
- **Materials:** Stainless Steel, Aluminium

Point-based descriptions

- Descriptions stating the materials used and dimensions, among other relevant specifications.
- Items that come as a set require an image showing "What's in the set" to display all the products that are in the said set (e.g. 2 spoons, 2 forks).

Kitchen Storage

Descriptions and images guideline



Newage

**Newage 4 Pcs Glass Food Storage Bowl
Set with Lid / Food Container Set /
Lunch Box Set - Guava Pink**

~~RM 69.00~~

RM 37.00

Packages

2 x 600ml Food Storage + 2 x Lid

Sizes

Capacity : 600ml x Diameter : 14cm x Height : 6cm x

Weight : 400g

It is suitable for the preservation and refrigeration of various foods

Bowl cover : made of high-grade PP material

Heat resistant

Precautions Do not place this product in a microwave or oven

Please avoid collision during use

Formed by high-temperature compression,
environmentally friendly

[see less ▲](#)

- Descriptions stating the material used, capacity (litres/millilitres) and dimensions, among other relevant specifications.
- Items that come as a set require images and descriptions showing "What's in the set" to display all the products that are in the said set (e.g. 1x 600ml container, 2x 50ml containers).

762px

1100px

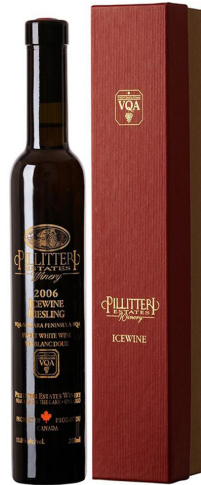
ITEM	COUNT
Tea Pot	1
Glass Cup	1
Ceramic Saucer	1
Teaspoon	1

“What’s in the set” images

Download template [here](#)

Gourmet Food & Drinks (Wine & Spirits)

Accepted images to be displayed as first image



- Preferred: first image with white or grey background, with or without packaging.
- No logo, banner, or labels besides the image of the product.

Gourmet Food & Drinks (Wine & Spirits)

Descriptions guideline

TL WINE & SPIRITS CAMINO SILVER

RM 190.00

Disclaimer: The sale of alcohol is restricted to individuals who are above 21 years old and are non-Muslim. Meminum arak boleh membahayakan kesihatan.

alc.35% Colour: Camino Real Tequila has a transparent appearance.

Aroma: Sweet agave and subtle earthen, floral, fruit, and spice notes.

Taste: Silky smooth with blue agave flavours and just an echo of molasses, a pure expression of the true tequila.

Paraphrased-based descriptions

TL WINE & SPIRITS

CAMINO Wine

RM 429.00

- **Size:** 750ml

- **Alcohol content:** 20%

- **Color:** Dark Red

- **Aroma:** Floral, Fruit, Spice

- **Ingredients:** Grape, Nutmeg, Cinnamon

Point-based descriptions

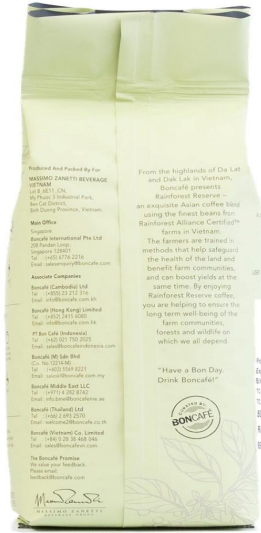
- Bottle size, alcohol content and ingredients used must be included in the descriptions, among other details.

Gourmet Food & Drinks (Coffee & Tea)

Suggested shooting arrangements



First image: front shot of the product. Shot on white background.



Second image: back shot with details or description of products (if any).



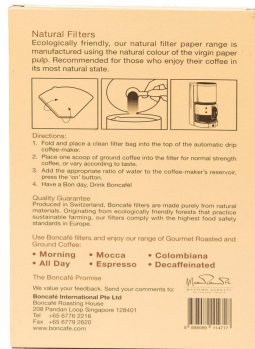
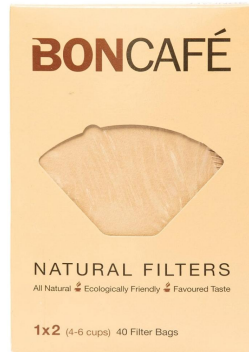
Third image: side shot with details or description of products (if any).



Fourth image: side shot with details or description of products (if any).

Gourmet Food & Drinks (Coffee & Tea)

Accepted images to be displayed



Gourmet Food & Drinks

Accepted images to be displayed

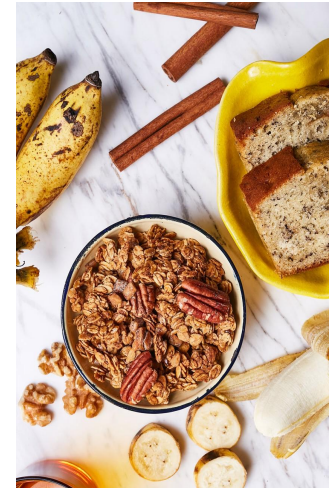


BERRY		
Nutritional Information		
Servings per package: 1	Average quantity per serving	Average quantity per 100g
Serving Size: 40g		
Energy	793 KJ	1983 KJ
Protein	7.8 g	19.6 g
Fat (total)	13.2 g	33 g
- Saturated	1.8 g	4.4 g
- Trans	0.0 g	0.0 g
Carbohydrate (total)	9.8 g	24.4 g
Sugars	5.4 g	13.5 g
- Dietary Fibre	4.8 g	12.1 g
Sodium	4V mg	11 mg
Gluten	0.0 g	0.0 g

INGREDIENTS: Sunflower Seeds, Psylla, Sesame Seeds, Chia Seeds (12%), Almonds, Organic Puffed Quinoa, Cranberries (5%), Organic Rice Syrup, Pure Maple Syrup, Tahini.

ALLERGEN: CONTAINS SESAME SEEDS & TREE NUTS (ALMONDS). MADE ON EQUIPMENT THAT ALSO PRODUCES PEANUT PRODUCTS.

THIS PRODUCT IS MADE ON EQUIPMENT THAT ALSO MANUFACTURES PRODUCTS CONTAINING PEANUTS & SESAME.



- Preferred: first image with white or light grey background.
- Products label/descriptions to be displayed as the second image (if any).
- Lifestyle images can be included as the second image onwards (if any).

Furniture

General standard requirements

- Product best to be displayed on white or light grey background. If unavailable, product must be displayed on neat background.
- Studio lighting is recommended in order for product to be presented professionally.
- Minimum image dimensions: 762 (width) x 1100 (height) pixels in portrait layout. Square images are not accepted.
- Product clearly displayed as main focus.
- Minimum 2 images per SKU; full-shot and detailed shot.
- Priority to the first image since it will be displayed on the product catalog.

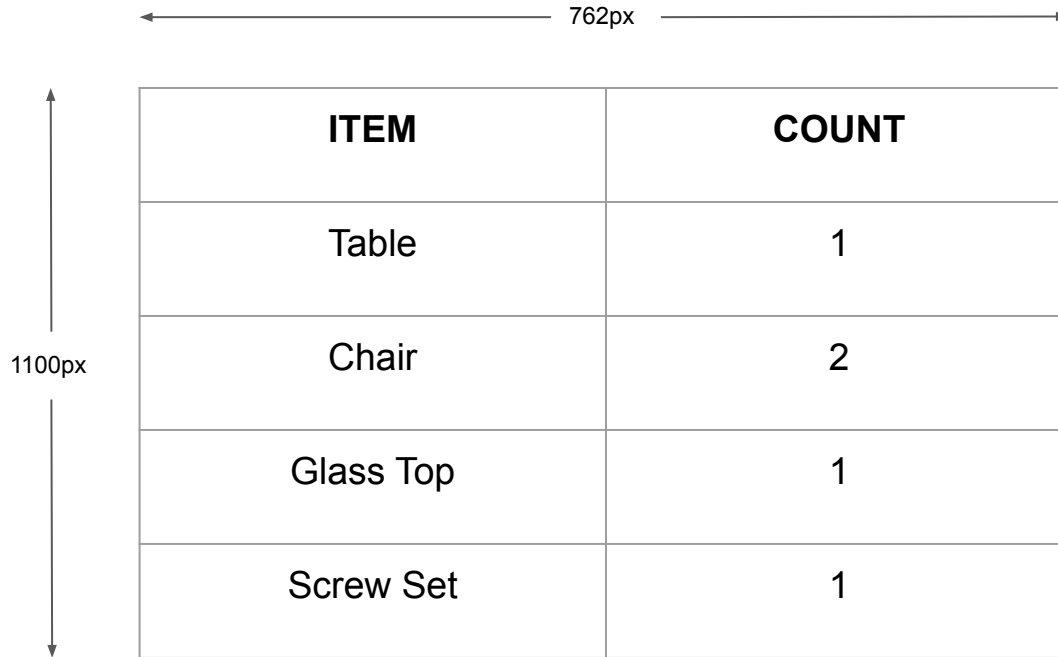


Furniture

General standard requirements

- Descriptions must be made in point-based format.
- Descriptions must include product dimensions, warranty, and materials used.
- For similar items with multiple colors (red chair, blue chair), "other variations" option must be used. Refer to [Other Variations](#).
- Products that come as a set (e.g. coffee table set) require an image showing "What's in the set" to display all the products that are in the said set (e.g. 1 table, 2 chairs).





A table with two columns: ITEM and COUNT. The table is 762px wide and 1100px high. The items listed are Table, Chair, Glass Top, and Screw Set, with counts of 1, 2, 1, and 1 respectively.

ITEM	COUNT
Table	1
Chair	2
Glass Top	1
Screw Set	1

“What’s in the set” images

Download template [here](#)

Furniture

Accepted images to be displayed as first image



- Preferred: first image with white background, without logo, banner, or distracting labels.

Furniture

Images to avoid

ISSUES:

- First image with logo, banner or label: these remarks usually would take a lot of space on the image, resulting in smaller display of the product itself. These images are more suitable as the second, third images or/and so on.
- Messy and inconsistent images.



3 TIER BEDSIDE DRAWER
Model. MS-2143



Home Decor

General standard requirements

- Product best to be displayed on white or light grey background, with item being displayed properly and neatly.
- Studio lighting is recommended in order for product to be presented professionally.
- Minimum image dimensions: 762 (width) x 1100 (height) pixels in portrait layout. Square images are not accepted.
- Product clearly displayed as main focus.
- Minimum 3 images per SKU; full-shot, detailed, and angled shots.
- Guideline to be applied to all product images, with priority to the first image since it will be displayed on the product catalog.



Other Variations

General standard requirements

- Products that are similar and come in multiple colors require the use of the "other variations" option.
- E.g Daytona Chair that comes in 3 different colors requires the use of "other variations" options.
- For more information on how to enable this feature, please refer to Slide 70 to 72 of the [Product Upload Guidelines \(Lifestyle\)](#).

Sizes & Measurements

General standard requirements

- Products that are similar and come in multiple colors require the use of the "other variations" option.
- E.g Daytona Chair that comes in 3 different colors requires the use of "other variations" options.
- For more information on how to enable this feature, please refer to Slide 70 to 72 on the [Partnership Catalogue Content Guide](#).

Sizes & Measurements

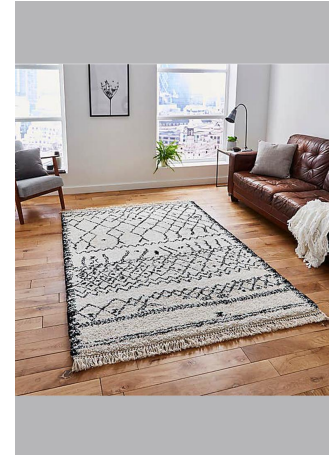
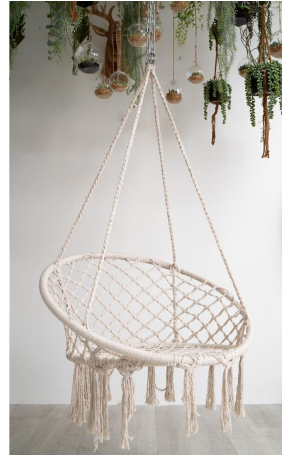
General standard requirements

- Products that have multiple sizes.
- For example, black bed sheet set in 3 different sizes (king, queen, single), these sizes need to be placed in the 'size' tab under the product page.
- For more information on how to enable this feature, please refer to Slide 60 on the [Partnership Catalogue Content Guide](#).

Lifestyle

Accepted images to be displayed as first image

- Product is displayed prominently on the setting.
- Product is not mixed with too many other items.
- Clean and neat setup, pleasant to see.
- No logos, banners, labels or watermarks shown.



Furniture

Images to avoid

- Too many products displayed in one setting/image.
- Image shot in a horizontal format, will result in having too much white space on the top and bottom of image when the image is cropped to website portrait dimension, resulting in the product not prominently displayed.
- These images however, can be added as the second images onwards on the product page.

