ZALORA
MARKETPLACE

IMAGE GUIDELINE

- **General Image Requirements**
  - Lighting & Colour
  - Models & Poses

- Apparel Requirements

- Underwear & Swimwear Requirements

- Other Products Requirements

- Beauty Products Requirements
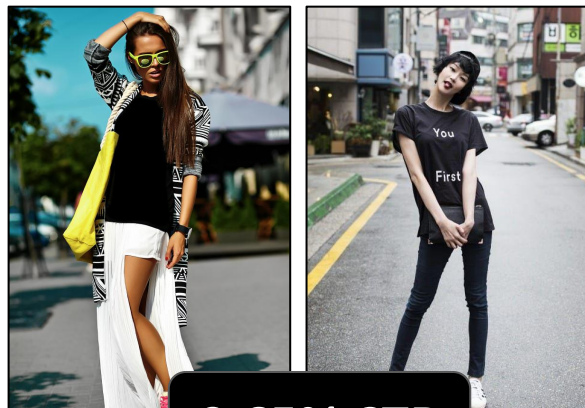
IMAGE GUIDELINE

762

1100

- Plain background

- Portrait layout

- 762 (width) x 1100 (height) pixels

- Product clearly displayed as main focus
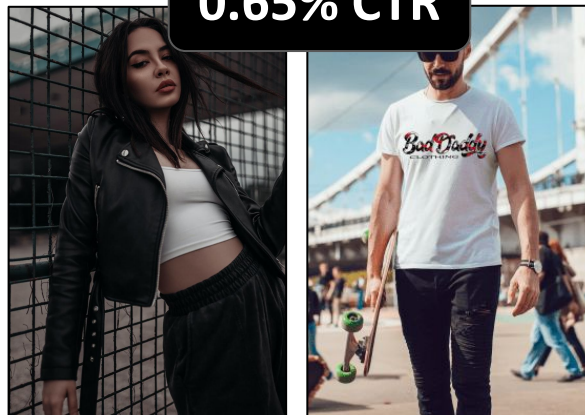
- Clean and neat

IMAGE GUIDELINE

Minimal, professional images yield higher click through rates

CLICK THROUGH RATE
Report shows that images with plain and minimalistic background and good lighting encouraged higher click rates –crucial for sales conversion

0.65% CTR

+ 0.34%

0.99% CTR

IMAGE GUIDELINE

Better quality images yield higher click through rates

CLICK THROUGH RATE
Report shows that **better quality images & content** will strengthen average CTR –crucial for sales conversion

0.43% CTR

+ 0.74%

- Model choice
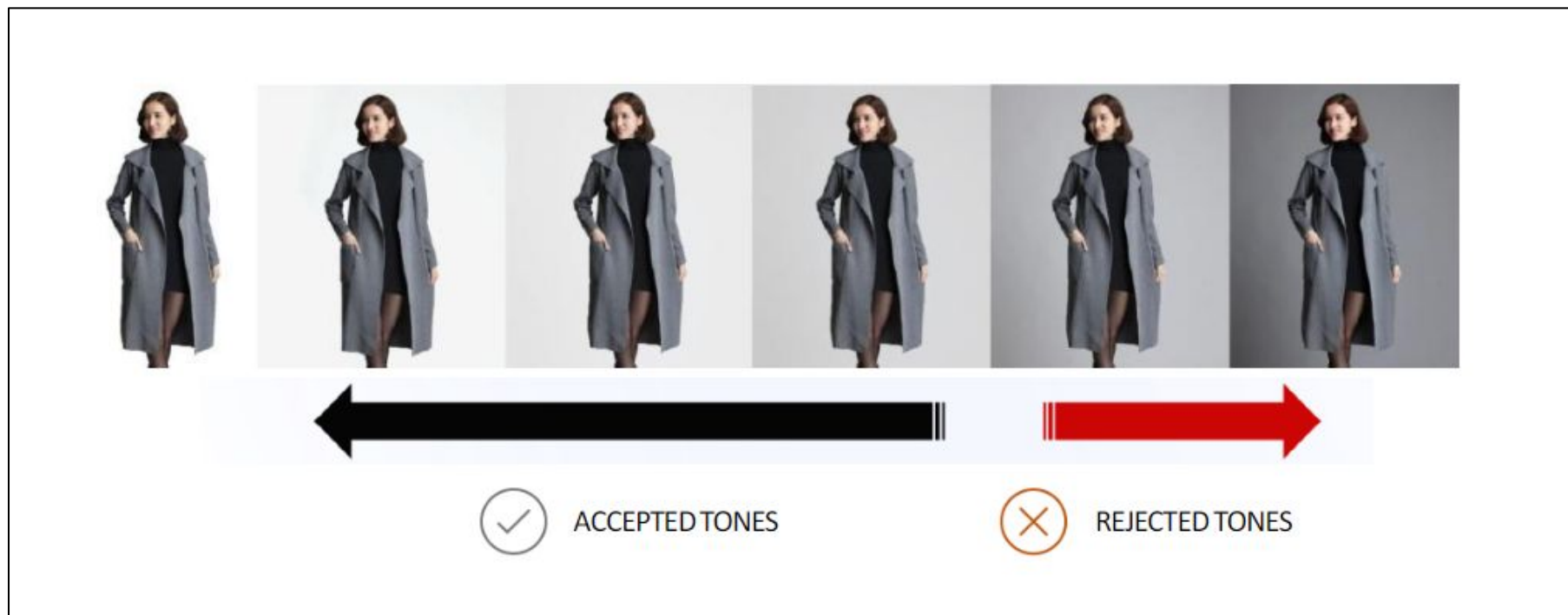- Hair & makeup
- Photography
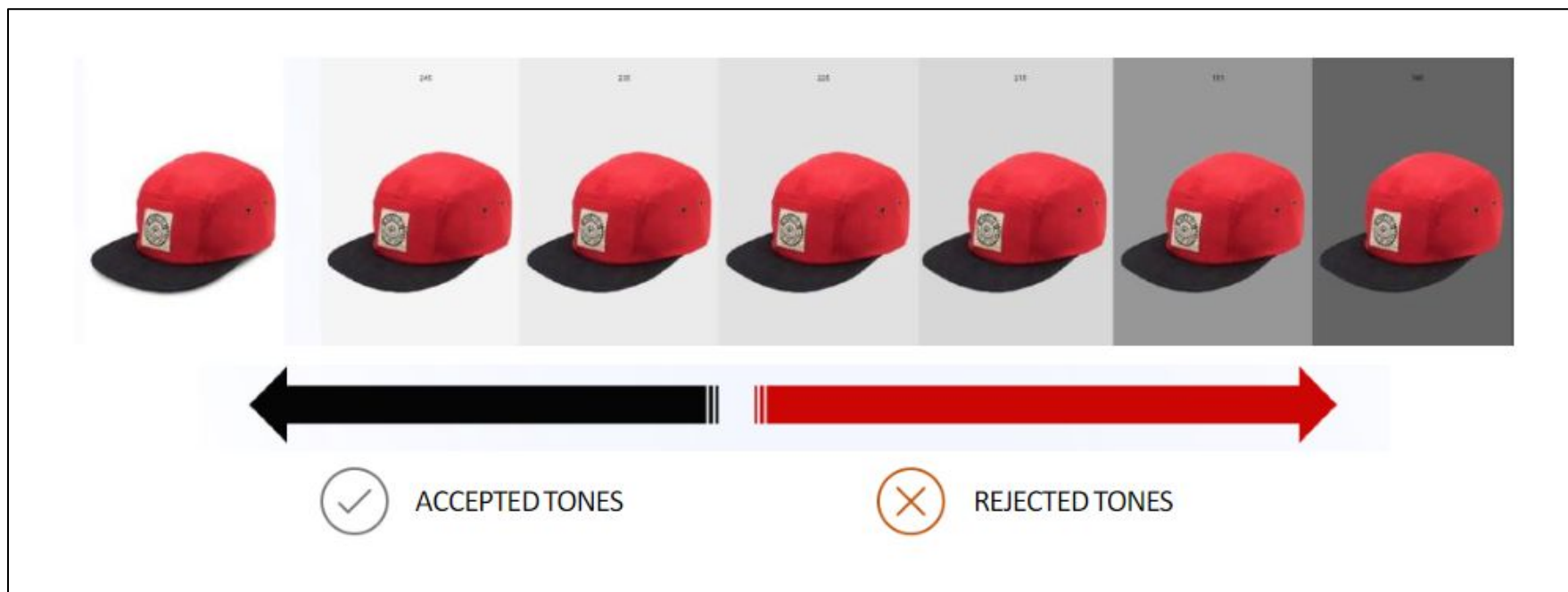- Product content details

1.17% CTR

IMAGE GUIDELINE

Background for Apparel Images –Required Standard

ACCEPTED TONES   REJECTED TONES

- Background of main image must be in accepted tones

- Dark tones will be rejected (refer to image)
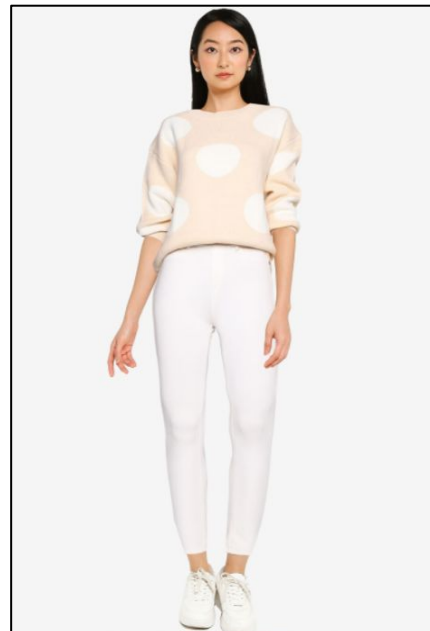
IMAGE GUIDELINE

- Background of main image must be in accepted tones

- Dark tones will be rejected (refer to image)

IMAGE GUIDELINE

All Images –Required Standard

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

- We recommend studio lighting for the product to be shown clearly.

- Although the above product is in off-white, you can still clearly see its colour, shape, and details.

- This results in higher customer satisfaction and lower return rate.

MODELS & POSES

| Minimal and relaxed pose and/or expression | Feminine and approachable facial expression | Casual and natural movement | Decent body posture and non-seductive expression | Candid posture is acceptable, but it must look fashionable, professional, and approachable |

- General Image Requirements
  - Lighting & Colour
  - Models & Poses

- **Apparel Requirements**

- Underwear & Swimwear Requirements

- Other Products Requirements

- Beauty Products Requirements

A P P A R E L S

Apparels - Required Standard

▪ Images should show model's face and length of featured product –except for bottoms
▪ Presentation of main image is important to best portray your products on ZALORA

FIRST IMAGE (FRONT)

Apparel is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is shown clearly in a tidy manner

THIRD IMAGE (STYLING)

Suggested styling of the apparel

FOURTH IMAGE (DETAIL)

Detail of apparel shown clearly in a tidy manner

APPARELS

▪ Image can be cropped to focus on the main apparel that is for sale –for bottoms only
▪ Presentation of main image is important to best portray your products on ZALORA

FIRST IMAGE (FRONT)

Apparel is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is shown clearly in a tidy manner

THIRD IMAGE (STYLING)

Suggested styling of the apparel

FOURTH IMAGE (DETAIL)

Detail of apparel shown clearly in a tidy manner

APPARELS

Ghost Mannequin / Flat Lay - Required Standard

▪ Product must be on white background and well lit
▪ Garment's shape must be tidy and neat

Example of acceptable ghost mannequin shot on flat lay method:

FIRST IMAGE (FRONT)

Apparel is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is shown clearly in a tidy manner

THIRD IMAGE (STYLING)
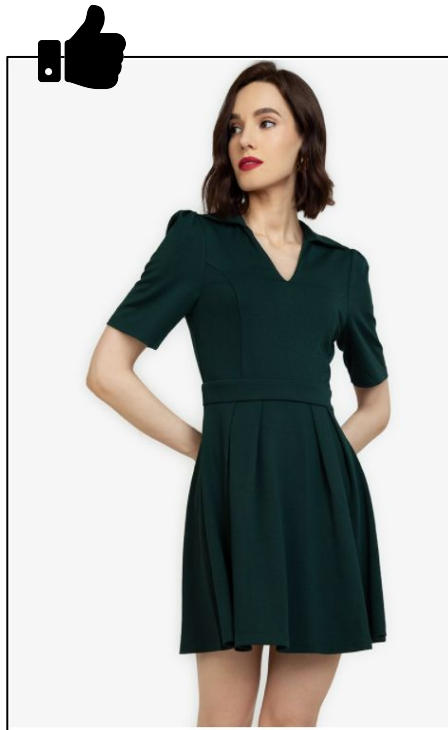
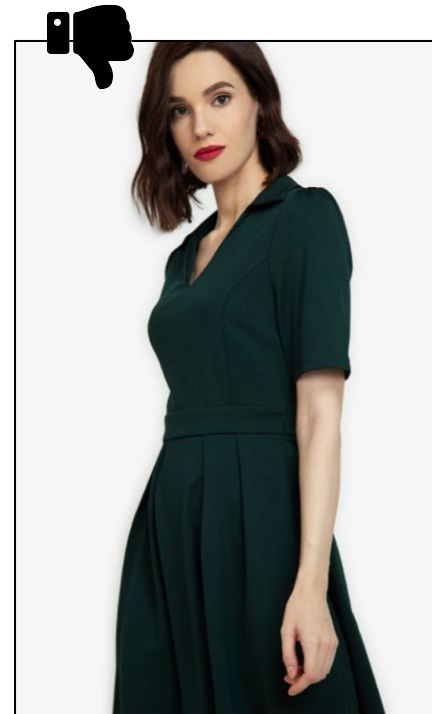Close up of product's fabric and details

A P P A R E L S

Cropping - Do's and Don'ts

Image cropping should show the main apparel in full

Apparel is shown fully and clearly

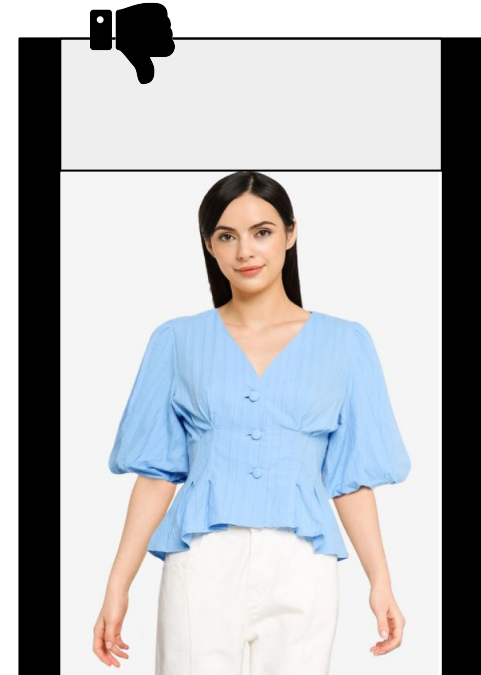Apparel is cropped off, not showcasing clearly the length of the product

APPARELS

Image cropping should show the main apparel in full

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

Too much negative and unwanted space within the frame

Background crop does not fit the full frame

- General Image Requirements
  - Lighting & Colour
  - Models & Poses

- Apparel Requirements

- **Underwear & Swimwear Requirements**

- Other Products Requirements

- Beauty Products Requirements

UNDERWEAR & SWIMWEAR

Lingerie & Swimwear –Required Standard

▪ Background must be white and clean
▪ Product must be neat and in good shape

FIRST IMAGE (FRONT)

Apparel is clearly shown in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is clearly shown in a tidy manner

THIRD IMAGE (DETAIL)

Detail of apparel clearly shown in a tidy manner

UNDERWEAR & SWIMWEAR

Lingerie & Swimwear –Required Standard

▪ Sheer lingerie and thongs should be shot with a **ghost mannequin** or as **flat lay**

FIRST IMAGE (FRONT)

Apparel is clearly shown in a tidy manner
Product is in good shape

SECOND IMAGE (BACK)

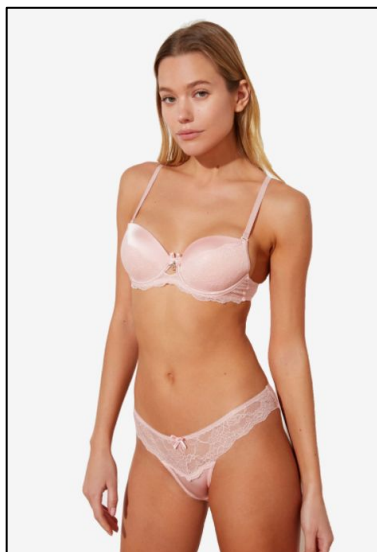Back of apparel is clearly shown in a tidy manner

THIRD IMAGE (DETAIL)

Detail of apparel clearly shown in a tidy manner

UNDERWEAR & SWIMWEAR

Lingerie & Swimwear Top –Required Standard

- Bra or lingerie top should fit model without showing too much cleavage
- If product is **sheer**, it should be presented on a **ghost mannequin** or as **flat lay**
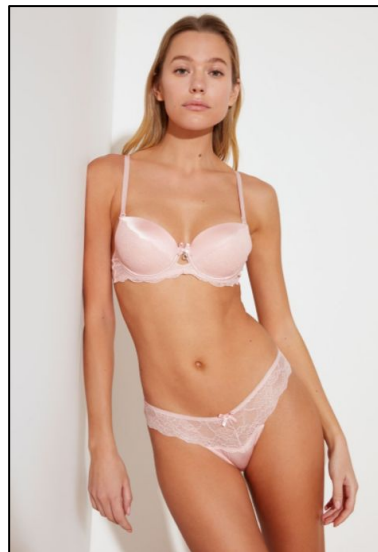

FIRST IMAGE (FRONT)

Apparel is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is shown clearly in a tidy manner

THIRD IMAGE (STYLING)

Suggested styling of the apparel

FOURTH IMAGE (DETAIL)

Detail of apparel shown clearly in a tidy manner

UNDERWEAR & SWIMWEAR

Lingerie & Swimwear Bottom –Required Standard

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

FIRST IMAGE (FRONT)
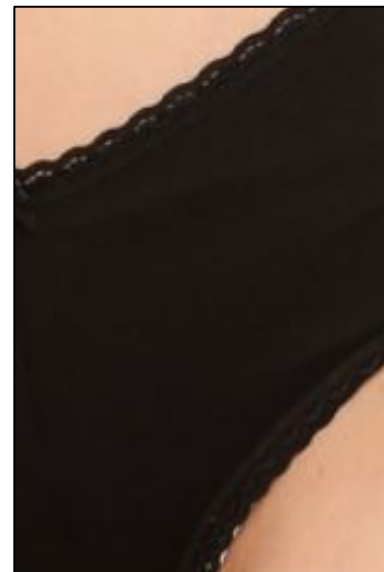
Apparel is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is shown clearly in a tidy manner

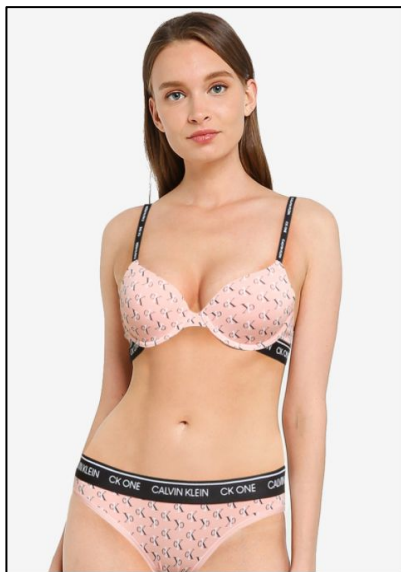**THIRD IMAGE (STYLING)**

Suggested styling of the apparel

FOURTH IMAGE (DETAIL)

Detail of apparel shown clearly in a tidy manner
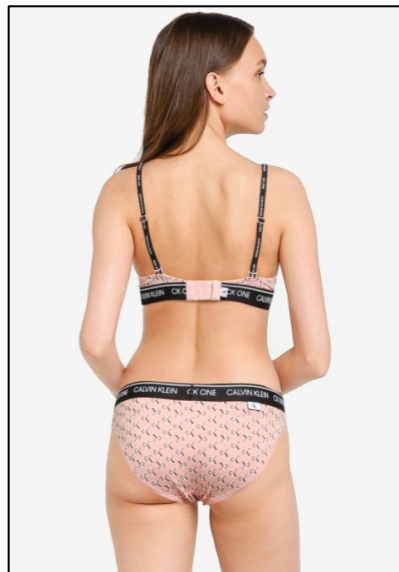
UNDERWEAR & SWIMWEAR

Lingerie & Swimwear Set –Required Standard

▪ Lingerie and swimwear set should fit model without showing too much cleavage
▪ If product is **sheer**, it should be presented on a **ghost mannequin** or as **flat lay**
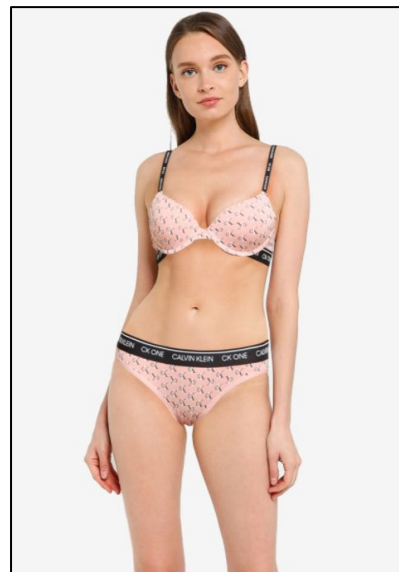

FIRST IMAGE (FRONT)

Apparel is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of apparel is shown clearly in a tidy manner

THIRD IMAGE (STYLING)

Suggested styling of the apparel

FOURTH IMAGE (DETAIL)

Detail of apparel shown clearly in a tidy manner

UNDERWEAR & SWIMWEAR

Men's Underwear & Swimwear –Required Standard

▪ Men's underwear must be displayed on a ghost mannequin for main image
▪ Product should be presented in a tidy manner on a clean, plain background

FIRST IMAGE (FRONT)

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

SECOND IMAGE (BACK)

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

THIRD IMAGE (DETAIL)

Close up on product detail

FOURTH IMAGE (DETAIL)

Detail of apparel clearly shown in a tidy manner

- General Image Requirements
  - Lighting & Colour
  - Models & Poses

- Apparel Requirements

- Underwear & Swimwear Requirements

- **Other Products Requirements**

- Beauty Products Requirements

OTHER PRODUCTS

Bags –Required Standard

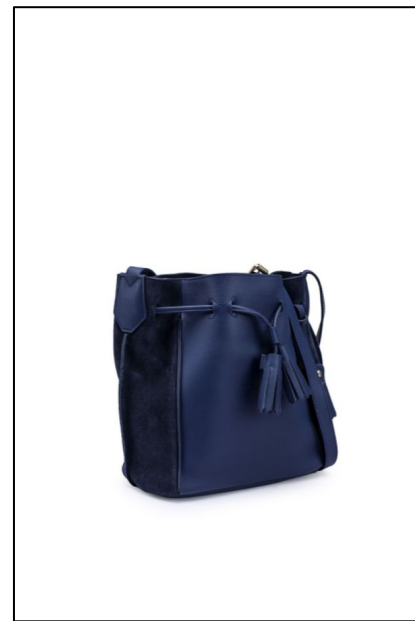▪ **Main image** should be presented in a tidy manner on a plain background

200 px

FIRST IMAGE (FRONT)

Product is shown clearly in a tidy manner

SECOND IMAGE (BACK)

Back of product is shown clearly in a tidy manner

THIRD IMAGE (SIDE)

Side of product is shown clearly in a tidy manner

FOURTH IMAGE (DETAIL)

Detail of apparel shown clearly in a tidy manner

Shoes –Required Standard

▪ **Main image** should be presented in a tidy manner on a plain background

200 px

FIRST IMAGE

▪ Facing 90° to the right
▪ Against a plain background

SECOND IMAGE (SIDE)

THIRD IMAGE (DETAIL)

FOURTH IMAGE (TOP VIEW)

OTHER PRODUCTS

Flip Flops –Required Standard

▪ **Main image** should be presented in an angled view, facing 45° to the right.

200 px

FIRST IMAGE (ANGLED)

▪ Facing 45° to the right
▪ Against a plain background

SECOND IMAGE (TOP VIEW)

THIRD IMAGE (DETAIL)

FOURTH IMAGE (SIDE)

Slides –Required Standard

▪ **Main image** should be presented in an angled view, facing 45° to the right.

200 px

FIRST IMAGE (ANGLED)

▪ Facing 45° to the right
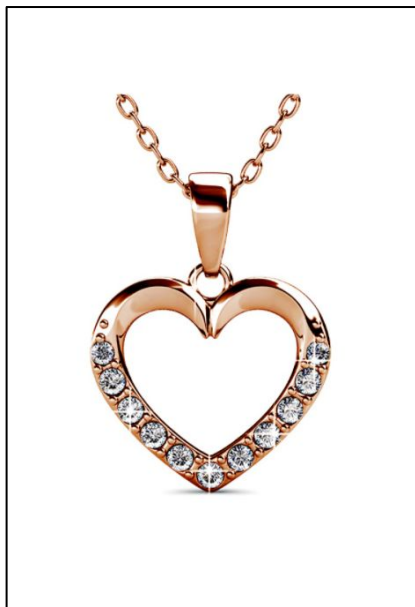▪ Against a plain background

SECOND IMAGE (TOP VIEW)

THIRD IMAGE (DETAIL)
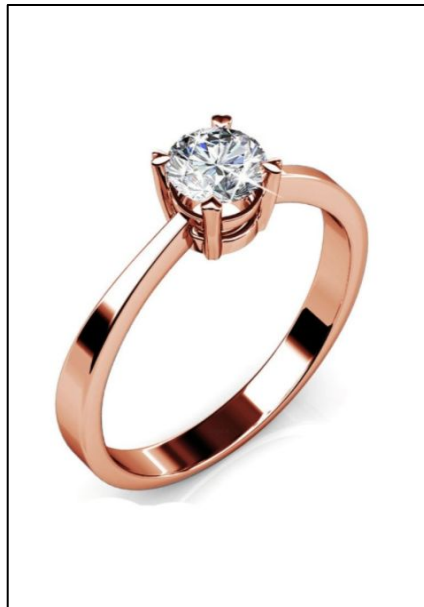

FOURTH IMAGE (SIDE)

OTHER PRODUCTS

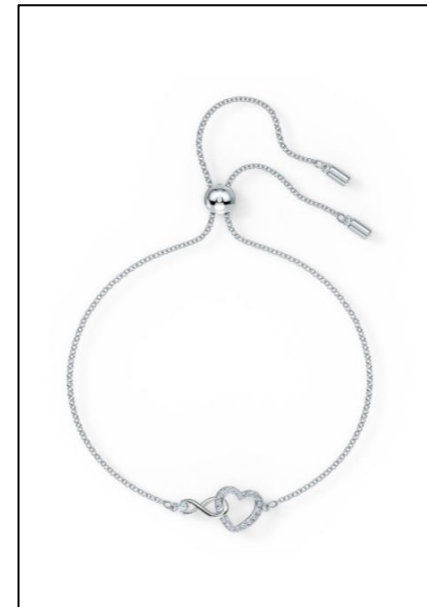▪ **Main image** should be presented in a tidy manner on a white background

Product's main feature (usually pendant with a simple chain) on a plain, white background

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

Product on a plain white, background with gradient reflection

Product flat lay on a clean, plain white background

OTHER PRODUCTS

Watches –Required Standard

- Product must be on white background and well lit
- Garment's shape must be tidy and neat

FIRST IMAGE (FRONT)	**SECOND IMAGE (SIDE)**	**THIRD IMAGE (DETAIL)**
Direct frontal view of product, presented in a clean and tidy manner	Side and close-up view of product presented in a clean and tidy manner	Direct back view of product, presented in clean and tidy manner

Sunglasses –Required Standard

▪ Product must tidily arranged on a white, well lit background

FIRST IMAGE (FRONT)

Direct frontal view of product, presented in a clean and tidy manner

SECOND IMAGE (SIDE)

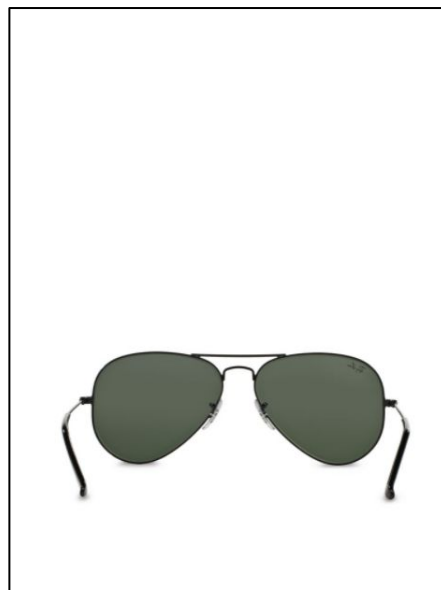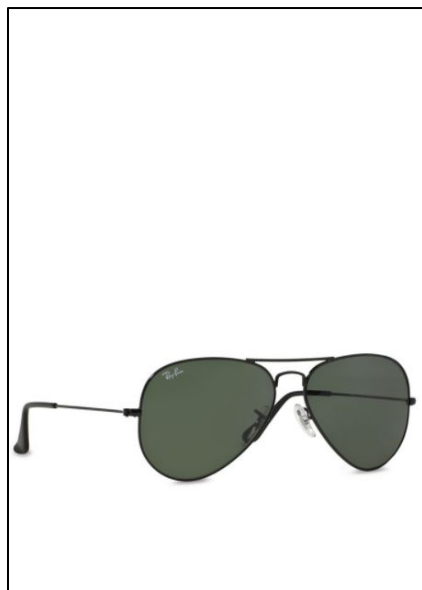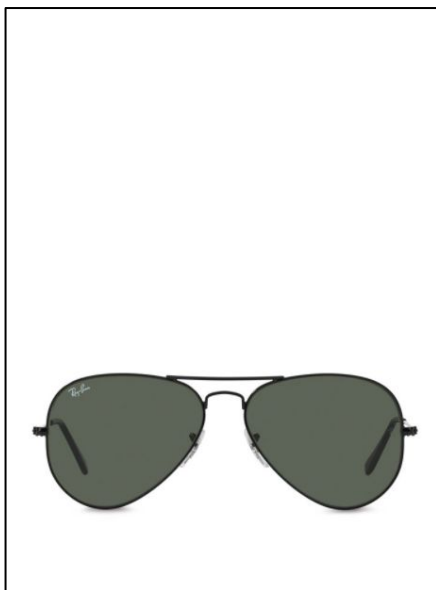Side and close-up view of product presented in a clean and tidy manner

THIRD IMAGE (DETAIL)

Direct back view of product, presented in clean and tidy manner

Other Acceptable Angle for Glasses:

• Top angle view
• White background

- General Image Requirements
  - Lighting & Colour
  - Models & Poses

- Apparel Requirements

- Underwear & Swimwear Requirements

- Other Products Requirements

- **Beauty Products Requirements**

B E A U T Y

▪ Only one (i.e. main) image required. Other images are optional.

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

200 px

▪ Box/Packaging can be shown next to the product
▪ 200px from the bottom

200 px

BEAUTY

▪ Only one (i.e. main) image required. Other images are optional.
▪ Packaged beauty products must be neatly and visibly displayed (main image)

TOYS & HOBBIES

- Only one (i.e. main) image required. Other images are optional.

- Packaged products must be neatly and visibly displayed on plain background

- Preferably displaying the full content of the product

Example: Toys

SPORTS ACCESSORIES

- Only one (i.e. main) image required. Other images are optional.

- Product must be neatly and visibly displayed on plain background

- Preferably displaying the full size and shape of the product, followed by accurate color representation

Example: Yoga Mat

- Only one (i.e. main) image required. Other images are optional.

- Product must be neatly and visibly displayed on plain background

- Preferably displaying essential information on product packaging i.e halal-certified logo, product weight, potential allergens

Example: Chocolate Powder

ELECTRONICS

- Only one (i.e. main) image required. Other images are optional.
- Product must be neatly and visibly displayed on plain background
- Preferably displaying the full size and shape of the product including any accessories included (if applicable), followed by accurate color representation i.e matte/glossy finish

Example: Audio

KITCHEN & DINING

- Only one (i.e. main) image required. Other images are optional.

- Product must be neatly and visibly displayed on plain background

- Preferably displaying the full size and shape of the product including an accurate representation of quantity per purchase unit.

Example: Kitchen Utensils

BABY GEAR

- Only one (i.e. main) image required. Other images are optional.

- Product must be neatly and visibly displayed on plain background

- Preferably displaying the full size and shape of the product including an accurate representation of color and additional features (if applicable)

Example: Baby Car Seat

FURNITURE

- Only one (i.e. main) image required. Other images are optional.

- Product must be neatly and visibly displayed on plain background

- Preferably displaying the full size and shape of the product including an accurate representation of color and additional essential details i.e fabric materials

Example: Sofa