

# VENDOR IMAGE GUIDELINES

## PRODUCT IMAGES

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### MINIMUM IMAGE SIZE:

AT LEAST 1500 PIXELS LONG x 1500 PIXELS WIDE  
Larger file sizes usually are much better quality

### IMAGE RESOLUTION:

Not important so long as image is at least 1500 x 1500

### IMAGE FORMAT:

.TIF or JPG ..... Can use, but rather not - PSD or .PNG

### IMAGE COLORSPACE:

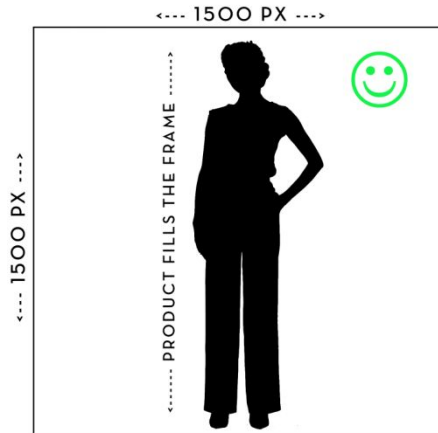
RGB is preferred over CMYK  
(Please let us know if images are CMYK)

### IMAGE ASPECT:

Portrait orientation is preferred

### IMAGE PROFILES:

SRGB or adobe RGB (1998) are preferred.



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### Image Quality Standards

- Must be color accurate
- Should be taken with a professional camera.
- Should feature and show the product clearly
- Product should fill the frame as much as possible.
- Product/background should be free of dirt and blemishes
- Backgrounds should be white with no shadows if possible
- No text or watermarks on the images

### Image Approval Guide

Pre-screen images by checking dimensions and quality

#### MACINTOSH ENVIRONMENT:

Cntrl+click on file, select "get info", and under the "more info" drop down, the information for the dimensions and color space will appear.

#### WINDOWS ENVIRONMENT:

Right-click on file, select "properties", and information will appear

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### Styling Standards (Note: these are our ideal standards, not mandatory requirements.)

- No to minimal accessories
- Style with seasonally appropriate shoes
- Dresses should be shot full length, not cropped in
- Tops/jackets that fall below the hips should be shot full length
- Bottoms must be styled with a top, should be a basic top that does not obstruct the view of the style's waistline
- Front and back images should be provided for all styles
- Model posing should not obstruct view of product

### Approved Image Examples \*\* Applies to All Apparel. I.e. Women's & Men's\*\*



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### ***Image Quality Standards***

- Sunglasses:
  - Angles should include but not limited too straight on, Arm, Angled.



- Beauty: In an ideal situation we ask that you send the inside of the compact.



- Handbags:
  - Angles should include but are not limited to Front, Back, Inside, if available please provide a side angle



- Luggage:
  - Standard is to include all angles. Front, Back, Side, and Inside. If it is part of a set, please provide the set, and then the alt angles as well.



Luggage Example as a Set:



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- Children : Apparel and footwear images can be as low as 800x600 due to the size of the product.
- Footwear:
  - Typically able to use images as small as 1000x1000
  - The standard 3 angles (4th angle will be the sole of the shoe but only if there is a special feature such as the tread on an athletic sneaker or snow boot)
  - Standard is to show one shoe (right shoe) in all images unless it is an espadrille featuring a different graphic on each shoe. The final angle will be an overhead shot to show the different graphic should we make a note about this? The vendor should be providing both shoes. Especially if they are different.

Example of Espadrille with two different graphics



Below is an example of a shoe with a tread. I.E (Athletic Sneaker or Boot)



Jewelry & Watches:

- Please follow normal imaging guidelines unless the jewelry piece has something unique, please provide that angle. For all watches with a skeleton or details back, please provide an additional angle as well.

Example Below:

