RUE GILT

GROUPE

Feature and Image Standards

General requirements for Images for all categories

(Please see category-specific requirements--separated by product type--on the pages that follow.)

Image resolution:
72dpi or higher

Image format:
JPG, TIF, PNG, or PSD.

Image colorspace:
RGB

Image profiles:
SRGB or Adobe RGB (1998) are preferred

Images should be taken with a professional camera with studio lighting.

Images should be color accurate by neutrally balancing with an industry standard grey card or color checker.

Images should feature entire product clearly.

No portion of the product should be completely in shadow or blown out, including the model.

Product should stand out from the background.

Background should be plain, **preferably white**.

Product itself should fill as much of the frame as possible. When considering image size, the background ultimately doesn't count toward the product size. Ex. - Image is 2000x2000px, mostly background fill, but product is only 500x300px, which would make it below standard.

Images should be in focus and clear.

Images shouldn't be upscaled from a smaller image to fit RGG standards.

Product and background should be free of dirt and blemishes.

No hard edge shadows. Soft shadows are fine, but **no shadow is ideal.**

No text or watermarks on images.

General requirements for Features for all categories

(Please see category-specific requirements--separated by product type--on the pages that follow.)

- Product Name/Title
  - this is different from a description
- Color
  - no abbreviations
- Materials
- Measurements
  - (in inches for most categories)
- Country of Origin

Category Breakout

- **Accessories**
  - Eyewear
  - Handbags
  - Masks / Face Coverings
  - Wallet / Card Case
  - Clutch / Wristlet
  - Scarves
  - Infinity Scarves
  - Shawls
  - Ponchos / Wraps
  - Hats
  - Gloves
  - Belts
  - Luggage
  - Beauty
  - Fragrance
- **ELF**
  - Vintage Handbag
  - Vintage Accessories
  - Vintage Duffle
  - Square Vintage / ELF Scarves
  - ELF Scarves
- **Footwear**
  - Women's
  - Men's
- **Jewelry & Watches**
  - Watch
  - Cufflink
  - Ring
  - Necklace
  - Earring
  - Bracelet

- **Kids**
  - Clothing
  - Footwear
  - Toys
  - Gear / Equipment
- **Men's**
  - Dress Shirt
  - Suit
  - Suit Jacket
  - Top
  - Bottom
  - Denim
  - Shorts
  - ODA
  - Outerwear
  - Swim
  - Underwear
  - Socks
  - Pocket Squares
  - Ties
- **Women's**
  - Top
  - Bottom
  - Denim
  - Shorts
  - Dress
  - Jacket / Outerwear
  - ODA Jacket / Top
  - ODA Ski / Bottom
  - Swim
  - IA
  - Underwear

- **Home / Living**
  - Dining / Housewares
  - Decor
  - Tech
  - Workout
  - Gourmet
  - Wine
  - Rug
  - Lighting
  - Furniture
  - Book
  - Candle
  - Towels
  - Duvets/Quilts
  - Sheets
  - Pillow Cases
  - Shams
  - Single Sheet
  - Fitted Sheet
  - Throw Blankets
  - Throw Pillow
  - Tablecloth
  - Table Runner
  - Napkins

Category Level Image Notes

• If not specified, all Accessory styles have 1-2 image angles; typically showing the front and back of the product.

• Additional angles may be included for unique or specific details such as interiors or close ups.

• Accessory sets should have the full set as Angle 1, and additional angles of each unique piece in the set when possible.

• Product itself is at least 2000x2000 pixels (this does not include the background that surrounds the product).

Accessories

Category Spec Sheet issues
- Missing information
  - Measurements (in inches)
  - Origin

Accessories

Eyewear (sunglasses / optical frames)

Features

Title {Brand Name} {Gender} {Style Name} {Polarized} {Folding} XXmm Sunglasses/Optical Frame

- Brand
- Title
- Vendor Color
- Gender
- Polarized (Y/N)
- Style Name
- Frame Shape
- Frame Color
- Lens Color
- Lens Treatment (Mirrored, Reflective, etc.)
- Gradient (Y/N)
- Arm Color (If different than frame)
- UV Protection (Y/N)
- Lens (mm.)
- Bridge (mm.)
- Arm (mm.)
- Hard Case or Sack
- Origin
- Model Number

Ideal Image Standard

Angle 1: Front 45° Angle
Angle 2: Front Facing (Vendor)
Angle 3: Side View

Image Notes

Angle 1 *(Front 45° Angle)* is most necessary.
Angle 2 *(Front Facing)* is least necessary.

Handbags

Features

Title {Brand} {Style Name} {Size}{Material}{Type of bag}

- **Brand**
- **Description/Title**
- Style Name
- **Type of Bag**
- **Vendor Color**
- **Material**
- Hardware color
- Exterior e.g. pockets, studs
- Interior e.g. lining, pockets
- **Measurements (WxHxD)**
- Handle Type
- Handle drop
- Strap Type
- Strap drop
- Closure type
- Protective feet?
- **Origin**
- **CA Prop 65 warning**

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Detail
Angle 4: On Model

Image Notes

Angle 1 and 2 *(Handbag Front and Back)* are most necessary.
May have 45° angle, interior of bag, or detail shot for unique or interesting features.

Masks/Face Coverings

Features

Title {Brand Name} {Style Name} Cloth Face Mask
- Brand
- Title
- Vendor Color
- Design details
- Measurements (in inches)
- Material
- Care instructions
- This is a non-medical grade cloth face covering and is not meant for clinical use.
- Use of this cloth face covering is not intended to prevent any illness or disease.
- Please visit the CDC website for additional information on the safe use of cloth face coverings.
- Wash face covering regularly in accordance with manufacturer instructions.

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Wallet / Card Case

Features

Title {Brand} {Style Name}{Material} Wallet

- Brand
- Description/Title
- Style Name
- Type of wallet
- Vendor Color
- Material
- Hardware color
- Exterior e.g. pockets, studs
- Interior e.g. lining, card slots
- Measurements (WxHxD)
- Closure type
- Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Detail
Angle 4: Inside (wallet)

Image Notes

Angle 1 and 2 *(Front and Back)* are most necessary.
May have interior of wallet, or detail shot for unique or interesting features.

Clutch / Wristlet

Features

Title {Brand} {Style Name}{Material} Wallet
- Brand
- Description/Title
- Style Name
- Type of wallet
- Vendor Color
- Material
- Hardware color
- Exterior e.g. pockets, studs
- Interior e.g. lining, card slots
- Measurements (WxHxD)
- Closure type
- Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Detail
Angle 4: On Model

Image Notes

Angle 1 and 2 *(Front and Back)* are most necessary.
May have detail & on model shot for unique or interesting features.

Scarves

Features

Title {Brand Name} {Material} (Scarf)
- Brand
- Description/Title
- Style Name
- Vendor Color
- Material
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Wrapped like a neck scarf
Angle 2: Flat / Folded

Image Notes

May only have one of the above angles. Ideally, rolled is first on site.

Infinity Scarves

Features

Title {Brand Name} {Material} (Scarf)

- Brand
- Description/Title
- Style Name
- Vendor Color
- Material
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Circular oblong shape as if draped on neck

Image Notes

May only have one angle.

Shawls

Features

Title {Brand Name} {Material} (Scarf)

- Brand
- Description/Title
- Style Name
- Vendor Color
- Materia
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Draped over the shoulder
Angle 2: Wrapped like neck scarf

Ponchos / Wraps

Features

Title {Brand Name} {Material} (Scarf)

- Brand
- Description/Title
- Style Name
- Vendor Color
- Material
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Front (poncho point to the side)
Angle 2: Back

Hats

Features

{Brand Name} {Material} Hat
- Brand
- Color
- Material
- Design details
- Measurement
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Hats (on form)

Features
{Brand Name} {Material} Hat
- Brand
- Color
- Material
- Design details
- Measurement
- Origin

Ideal Image Standard
Angle 1: Front
Angle 2: Back (all except ear muffs)

Knit Hat

Features

{Brand Name} {Material} Hat

- Brand
- Color
- Material
- Design details
- Measurement
- Origin

Ideal Image Standard

Angle 1: Front (on white showing return, soft movement)

Image Notes

Angle 2: Back (if different)

Gloves

Features

Title {Brand Name} {Gender}{Material} (Gloves)

- Brand
- Color
- Material
- Design details
- Length Measurement
- Origin

Ideal Image Standard

Angle 1: Set; showing both top and bottom of glove.

Image Notes

May have 2nd detail angle.

Belts

Features

Title {Brand} {Style Name}{Reversible/Adjustable} {Material} {Belt}

- Brand
- Color
- Material
- Buckle type
- Width Measurement
- Origin

Ideal Image Standard

Angle 1: Front

Image Notes

Should have additional angle for reversible belt.
Maybe have closeup of buckle detail if necessary.

Luggage

Features

Title {Brand} {Collection} {Measurement XXin} or {XXpc}{Style Name} {Item name}
- Brand
- Description/Title
- Style Name
- Type of wallet
- Vendor Color
- Material
- Hardware color
- Exterior e.g. pockets, studs
- Interior e.g. lining, card slots
- Measurements (in inches) (WxHxD)
- Closure type
- Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Side
Angle 4: Interior

Image Notes

Should have an image of all pieces together as Angle 1 if in a set (all other angles shift back.)

Angle 1   Angle 2   Angle 3   Angle 4

Beauty

Features

Title (Brand Name) (XXoz) (Vendor Color /#) (Name of Item)

- Brand
- Product
- # of pieces or oz.
- Color
- Contents of set
- Active ingredients
- Selling points, NO CLAIMS
- Animal testing
- Origin
- Expiration date
- Noncomedogenic
- Paraben free
- CBD containing
- Fluff copy

Ideal Image Standard

Angle 1: Front

Image Notes

Should have an image of all pieces together as Angle 1 if in a set, with individual images of each piece as the remaining angles.

Fragrance

Features

Title {Brand} {Gender} {Collection name} {XXoz (if only one fragrance)} {Eau de (Toilette/Parfum/Cologne) (Spray/Splash) OR Perfume}

- Brand
- Product
- # of pieces or oz.
- Gender
- Contents of set
- EDT/EDP
- Collection
- Scent description
- Top notes
- Middle notes
- Base notes
- Fluff copy
- Gift box
- Origin

Ideal Image Standard

Angle 1: Front

Image Notes

Featured image will be the bottle.

Category Level Image Notes

• If not specified, ELF styles follow the same image guidelines as other categories such as Accessories and Footwear. This is most frequently 1-2 image angles; typically showing the front and back of the product.

• Additional angles are more frequently included in this category to display unique or specific details such as interiors or close ups.

• Clothing on mannequin isn't ideal in any category, but this category gets more so a mention of it here seems necessary.

• Product itself is at least 2000x2000 pixels (this does not include the background that surrounds the product).

ELF Features Notes

• ELF styles follow the same standard as their respective product categories, with sourcing note and brand note (for applicable brands).

ELF

ELF Footwear

Features

Title {Brand Name} {Style Name} {Material} {Boot Shaft Height} {Type of Shoe/Boot}
- Brand
- Category
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Heel Height (in inches)
- Platform Height (in inches)
- Boot Shaft Height (in inches)
- Boot Circumference (in inches)
- Measurement Taken From Size
- Country of Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: 45° Angle
Angle 2: Side
Angle 3: Back
Angle 4: Sole

Image Notes

First angle is most important for consistency. May have only 3 angles if sole of shoe has stickers or other non-removable tags. May have additional angle for detail.

ELF Hats

VI 44.8%

Features

{Brand Name} {Material} Hat

- Brand
- Color
- Material
- Design details
- Measurement
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

ELF Knit Hat

Features

{Brand Name} {Material} Hat

- Brand
- Color
- Material
- Design details
- Measurement
- Origin

Ideal Image Standard

Angle 1: Front (on white showing return, soft movement)

Image Notes

Angle 2: Back (if different)

ELF Gloves

Features

Title {Brand Name} {Gender}{Material} (Gloves)

- Brand
- Color
- Material
- Design details
- Length Measurement
- Origin

Ideal Image Standard

Angle 1: Set; showing both top and bottom of glove.

Image Notes

May have 2nd detail angle.

Square Vintage / ELF Scarves

Features
Title {Brand Name} {Material} (Scarf)
- Brand
- Description/Title
- Style Name
- Vendor Color
- Materia
- Measurements (WxHxD)
- Origin

Ideal Image Standard
Angle 1: Scarf laid flat on white.

Image Notes
May feature:
Angle 2: Additional close-up image for texture or other detail, or show product in environment.

ELF Scarves

Features

Title {Brand Name} {Material} (Scarf)
- Brand
- Description/Title
- Style Name
- Vendor Color
- Materia
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Wrapped like a neck scarf
Angle 2: Flat / Folded

Image Notes
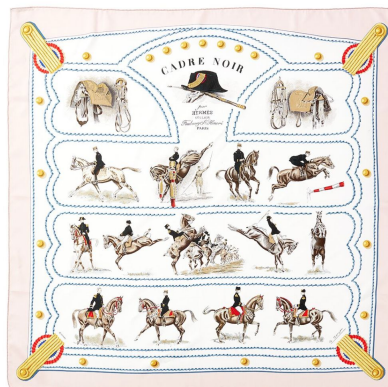
May only have one of the above angles. Ideally, rolled is first on site.

ELF Ponchos / Wraps / Shawls

Features

Title {Brand Name} {Material} (Scarf)
- Brand
- Description/Title
- Style Name
- Vendor Color
- Material
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Front (poncho point to the side)
Angle 2: Back

ELF OTW

Features

{Brand} {Style Name}{Material (if selling point)}
{Description} {Coat} or {Jacket}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement in inches
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front (open or closed)
Angle 2: Back
Angle 3: Front (reverse of front: open or closed)
Angle 4: Detail (Zoom)

ELF Apparel

Features

(Brand) (Style Name) {Material (if selling point)}(Item)

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurements in inches
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Belts

VI 44.8%

Features

Title {Brand} {Style Name}{Reversible/Adjustable} {Material} {Belt}

- Brand
- Color
- Material
- Buckle type
- Width Measurement
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Detail loop

Image Notes

Should have additional angle for detail of back if required.

Belts (Select Women's ELF)

Features

Title {Brand} {Style Name}{Reversible/Adjustable} {Material} {Belt}

- Brand
- Color
- Material
- Buckle type
- Width Measurement
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Detail (turned, fastened same as angle 1)
Angle 3: Belt on model **(select women's ELF only)**

Image Notes

Should have additional angle for detail of back if required.

Vintage Handbag

Features

- Brand
- Collection Name
- Condition
- Condition Specifics
- New With Tags
- New Model
- Limited Edition
- Brand Color
- Specific Brand Material
- Interior Material
- Hardware Description
- Pockets
- Dimensions
- Handle Drop
- Shoulder Strap
- Dust bag included?
  - branded?
- Box included?
  - Branded?
- Additional items
- Closure
- CA Prop 65 warning

- **Chanel**
  - Double or Single Flap
  - Quilted

- **Hermès**
  - Key & Clochette
  - Lock Included
  - Date Stamp

- **Gucci**
  - Trim Color/Material

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Bottom
Angle 4: Inside
Angle 5: On Model

Image Notes

May have additional angle to show included accessories like wallets or pouches, or unique / interesting details.

Vintage Handbag (With Small Bag)

VI 35.2%

Features

- Brand
- Collection Name
- Condition
- Condition Specifics
- New With Tags
- New Model
- Limited Edition
- Brand Color
- Specific Brand Material
- Interior Material
- Hardware Description
- Pockets
- Dimensions
- Handle Drop
- Shoulder Strap
- Dust bag included?
  - branded?
- Box included?
  - Branded?
- Additional items
- Closure
- CA Prop 65 warning

- **Chanel**
  - Double or Single Flap
  - Quilted

- **Hermès**
  - Key & Clochette
  - Lock Included
  - Date Stamp

- **Gucci**
  - Trim Color/Material

Ideal Image Standard

Angle 1: Front
Angle 2: Back w/ small bag
Angle 3: Bottom
Angle 4: Inside
Angle 5: On Model

Image Notes

May have additional angle to show included accessories like wallets or pouches, or unique / interesting details.

Vintage Accessories (Wallets)

Features

- Brand
- Collection Name
- Condition
- Condition Specifics
- New With Tags
- New Model
- Limited Edition
- Brand Color
- Specific Brand Material
- Interior Material
- Hardware Description
- Pockets
- Dimensions
- Handle Drop
- Shoulder Strap
- Dust bag included?
  - branded?
- Box included?
  - Branded?
- Additional items
- Closure
- CA Prop 65 warning

- **Chanel**
  - Double or Single Flap
  - Quilted

- **Hermès**
  - Key & Clochette
  - Lock Included
  - Date Stamp

- **Gucci**
  - Trim Color/Material

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Bottom
Angle 4: Inside

Image Notes

May have additional angle to show included accessories like wallets or pouches, or unique / interesting details.

Vintage Duffle

Features

- Brand
- Collection Name
- Condition
- Condition Specifics
- New With Tags
- New Model
- Limited Edition
- Brand Color
- Specific Brand Material
- Interior Material
- Hardware Description
- Pockets
- Dimensions
- Handle Drop
- Shoulder Strap
- Dust bag included?
  - branded?
- Box included?
  - Branded?
- Additional items
- Closure
- CA Prop 65 warning

- **Chanel**
  - Double or Single Flap
  - Quilted

- **Hermès**
  - Key & Clochette
  - Lock Included
  - Date Stamp

- **Gucci**
  - Trim Color/Material

Ideal Image Standard

Angle 1: Front (with strap)
Angle 2: Back
Angle 3: Bottom
Angle 4: Inside
Angle 5: On Model (without strap)

Image Notes

May have additional angle to show included accessories like wallets or pouches, or unique / interesting details.

Category Level Image Notes

• Shoes should all be pointing the same way for consistency. Some can be mirrored by imaging, but shoes featuring text or other patterns often can't be mirrored, else the text or pattern reads backwards.

• Must be right shoe for site consistency.

• Product itself is at least 2000x2000 pixels (this does not include the background that surrounds the product).

Common Spec Sheet Issues

• Missing Measurements (in inches)

• Specific sole/insole materials

Footwear

Common Spec Sheet Issues

• Missing Measurements (in inches)

• Specific sole/insole materials

Footwear

Women's

Features

Title {Brand Name} {Style Name} {Material} {Boot Shaft Height} {Type of Shoe/Boot}

- Brand
- Category
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Heel Height (in inches)
- Platform Height (in inches)
- Boot Shaft Height (in inches)
- Boot Circumference (in inches)
- Measurement Taken From Size
- Country of Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: 45° Angle
Angle 2: Side
Angle 3: Back
Angle 4: Sole

Image Notes

First angle is most important for consistency. May have only 3 angles if sole of shoe has stickers or other non-removable tags. May have additional angle for detail.

Women's (strappy sandals)

Features

Title {Brand Name} {Style Name} {Material} {Boot Shaft Height} {Type of Shoe/Boot}

- Brand
- Category
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Heel Height (in inches)
- Platform Height (in inches)
- Boot Shaft Height (in inches)
- Boot Circumference (in inches)
- Measurement Taken From Size
- Country of Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: 45° Angle
Angle 2: Side
Angle 3: Back
Angle 4: Sole

Image Notes

First angle is most important for consistency. May have only 3 angles if sole of shoe has stickers or other non-removable tags. May have additional angle for detail.

Men's

Features

Title {Brand Name} {Style Name} {Material} {Boot Shaft Height} {Type of Shoe/Boot}

- Brand
- Category
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Boot Shaft Height (in inches)
- Boot Circumference (in inches)
- Measurement Taken From Size
- Country of Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: 45° Angle
Angle 2: Side
Angle 3: Back
Angle 4: Sole

Image Notes

First angle is most important for consistency. May have only 3 angles if sole of shoe has stickers or other non-removable tags. May have additional angle for detail.

Category Level Image Notes

• This category has the largest variances in images across all categories. Like styles can have anywhere from one to six angles depending on the vendor and type of product.

• General pattern that applies to all home / living styles:
Angle 1: Product on clean white background.
Angle 2: Product featured in environment.
Additional Angles: Extra detail, back or side views, etc.

• Product itself is at least 2000x2000 pixels (this does not include the background that surrounds the product).

Home / Living

Common Spec Sheet Issues

- Missing information
  - Measurements (in inches)
  - Materials
  - Design details
  - Prop 65

Home / Living

Dining | Housewares

Features
Title
Sets
{Brand} {Style} {XXpc} {style/ Material} {Product type}

Single Styles
{Brand} {Style} OR {Material} {Covered (if applicable)} {quart capacity} {Product type}

- Brand
- Title/ Style name
- Classification
- Vendor Color
- Material
- Measurements
- Additional Info
- Voltage
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard
Angle 1: Front on clean background

Image Notes
May feature:
Angle 2: Product in environment.
Additional Angles: Extra detail, back or side views, etc.

Decor

VI 97.7%

Features

- Brand
- Title/ Style name
- Vendor Color
- Design details
- Materials
- Care instructions
- Origin
- Dimensions
- CA Prop 65

Ideal Image Standard

Angle 1: Front on clean background

Image Notes

May feature:
Angle 2: Product in environment.
Additional Angles: Extra detail, back or side views, etc.

Tech

Features

Title {Brand} {Collection or Style Name}{item}
- Brand
- Title/ Style name
- Vendor Color
- Design details
- Materials
- Care instructions
- Origin
- CA Prop 65
- Dimensions

Ideal Image Standard

Angle 1: Front on clean background

Image Notes

May feature:

Angle 2: Product in environment.

Additional Angles: Extra detail, back or side views, etc.

Workout

Features

Title {Brand} {Collection or Style Name}{item}

- Brand
- Title/ Style name
- Vendor Color
- Design details
- Measurements
- Materials
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Partially unrolled mat shot at a 45 degree angle

Image Notes

May feature:

Angle 3: Product in environment. Flat overhead angle.

Additional Angles: Extra detail, back or side views, etc.

Gourmet
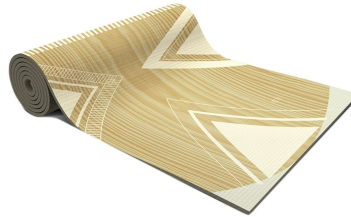
Features

Title {Brand} {Collection or Style Name}{oz/pcs}{item}

- Brand
- Title/ Style name
- Design details
- Measurements/Oz
- Materials/Ingredients
- Use by/Expiration
- Origin

Ideal Image Standard

Angle 1: Front on clean background

Image Notes

May feature:
Angle 2: Product in environment.
Additional Angles: Extra detail, back or side views, individual set components, nutrition/ingredient list

Wine

Features

- Brand
- About the brand
- About the wine
  - Repeats as necessary
- Shipping states
- CA Prop 65

*provided via infosheet

Ideal Image Standard

Angle 1: Front on clean background; often composite of set.

Image Notes

May feature: Close up of label.

Rug

Features

Title (Brand) {Collection or Style Name}
{Construction} (Classification/Type) (Material)
{Indoor/Outdoor (if applicable)} Rug

- Brand
- Title/ Style name
- Classification
- Vendor Color
- Construction
- Pile
- Material
- Backing
- Indoor/outdoor
- Additional Info
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Top down on clean background

Image Notes

May feature:
Angle 2: Product in environment.
Additional Angles: Extra detail, back or side views, etc.

Lighting

Features

Title (Brand) {Style Name} {Height in inches (XXin)}
{Table / Floor} Lamp

- Brand
- Title/ Style name
- Classification (pendant/table/floor)
- Vendor Color
- # of bulbs
- Type of bulbs
  - Included?
- Material
  - Base /Shade
- Measurements
  - Base/Shade
- Hardwire
- Installation info
- Wire length
- UL Approved
- Additional Info
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Front on clean background.

Image Notes

May feature:

Angle 2: Product in environment.

Additional Angles: Extra detail (lit lamp) back or side views, etc.; display sets as composite.

Furniture

Features

Title (Brand) {Set of # (when applicable)} {Style Name} {Type}
- Brand
- Product Name
- Collection Name
- Product Dimensions (in inches)
- Color
- Finish
- Material
- Carrier type? LTL or Small Parcel
- Country of Origin
- Product Description
- Seat Dimensions
- Back of sofa Height
- Open Dimension of table w/leaves
- Interior Cabinet
- KD or Fully Assembled?
- Number of Doors
- Number of Drawers
- Number of Leaves
  - are leaves self storing?
- Number of shelves
  - are shelves removable or adjustable?
- Media Wire Outlet?
- Care Instructions
- CA Prop 65 warning
- Country of Origin of Leather, hide and/or Feathers
- Type of animal leather, hide and/or feathers
- Natural or Dyed Leather, hide and/or feathers
- Built in USB and/or plugs?
- Indoor or Outdoor?

Ideal Image Standard

Angle 1: Front on clean background.

Image Notes

May feature:
Angle 2: Product in environment.
Additional Angles: Extra detail, back or side views, etc.

Books

VI 100.0%

Features

Title {Book Title} {Author} {Set of X Books}
- Title
- Author
- Hardback/paperback/book board
- #of pages
- Measurements
- Recommended for ages (LR)
- Summary/description
- Publisher
- Origin

Ideal Image Standard

Angle 1: Front on clean background.

Image Notes

May feature:
Angle 2: Product in environment.
Additional Angles: Extra detail, back or side views, etc.
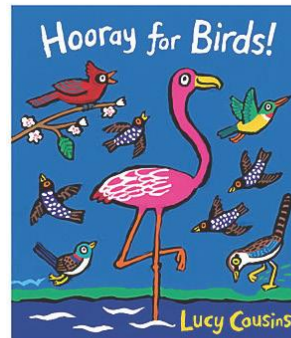
Candles

Features

Title {Brand} {Style Name} {Set of X} { Material If distinct} {Decorative Pillow}

- Brand
- Title/ Style name
- Vendor Color/Scent
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Box w/ Candle
Angle 2: Candle

Image Notes

Angle 1 and 2 are most necessary.

Towels

Features

Title{Brand} {Style}#pc {Material} Towel Set

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Towel stack on white background.

Image Notes

May feature:
Angle 2: Additional close-up image for texture or other detail, or show product in environment.

Duvets / Quilts

VI 93.6%

Features

Bedding

Title {Brand} {Style Name} {Comforter Set}
- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Pocket (fitted sheets)
- Shell Material
- Fill material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Down Bedding

Title{Brand} {Level of Warmth} {Down or Down Alternative} Comforter

Down Pillows

Brand} {Fill Power} (Fill Type} Down Pillow {Set}

- Brand
- Title/ Style name
- Vendor Color
- Level of warmth, description
- Fill
- FIll power
- Shell Material
- Fill material
- Measurements
- Additional Info
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Front facing or angle of bed in environment
Angle 2: Additional detail image for texture/pattern reference.

Image Notes

May feature:
Angle 3: (Duvet Set) Extra detail of fitted sheet; folded product on tabletop

Sheets

Features

Sheets

Title{Brand} {Style Name}(300+tc){Egyptian Cotton} {Sheet Set}
- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Pocket (fitted sheets)
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Pillows

- Brand
- Title/ Style name
- Vendor Color
- Shell Material
- Fill material
- Closure
- Measurements
- Additional Info
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Sheet stack on form at angle on white background.

Image Notes

May feature:
Angle 2: Additional close-up image for texture or other detail, or show product in environment.

Pillow Cases

VI 93.6%

Features

Title {Brand} {Style Name} {Set of X} { Material If distinct} {Pillowcases}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Shell Material
- Fill material (or not filled)
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Laydown, Pillow cases folded on white background, layered.

Image Notes

May feature:
Angle 2: Additional close-up image for texture or other detail, or show product in environment.

Shams

Features

Title {Brand} {Style Name} {Set of X} { Material If distinct} {Shams}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Shell Material
- Fill material (or not filled)
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Laydown, Bottom right corner of sham, showing border/detail.

Image Notes

May feature:

Angle 2: Additional close-up image for texture or other detail, or show product in environment.

Single Sheet

Features

Title{Brand} {Style Name}(300+tc){Egyptian Cotton} {Sheet}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Pocket (fitted sheets)
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Sheet folded, on white.

Image Notes

May feature:

Angle 2

Fitted Sheet

Features

Title{Brand} {Style Name}(300+tc){Egyptian Cotton} {Sheet Set}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Pocket (fitted sheets)
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Fitted sheet close-up with corner folded over to expose elasticity.

Image Notes

Throw Blankets

Features

Title{Brand} {Style Name}{Callout Material} {Throw}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Throw folded almost half with movement.

Image Notes

May feature:

Angle 2: Additional close-up image for texture or other detail, or show product in environment.

Throw Pillow

Features

Title {Brand} {Style Name} {Set of X} { Material If distinct}
{Decorative Pillow}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Shell Material
- Fill material (or not filled)
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- CA Prop 65

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

First angle is most important for consistency. Second angle is necessary if it differs from the front. Third angle to show texture if applicable.
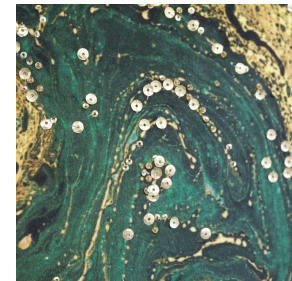
Tablecloth

Features
Title{Brand} {Style Name}{Callout Material} {Tablecloth}
- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard
Angle 1:
- Rectangle - tablecloth flat on table top; bell shape edge
- Round - Draped over round cutout

Image Notes
May feature:
Angle 2

Rectangle

Round

Table Runner

Features

Title{Brand} {Style Name}{Callout Material} {Table Runner}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin
- Sizes available w/ measurements

Ideal Image Standard

Angle 1: Runner on table top with tight crop

Image Notes

May feature:

Angle 2

Napkins

Features

Title{Brand} {Style Name}{Set of 4} {Napkins}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin

Ideal Image Standard

Angle 1

Image Notes

May feature:
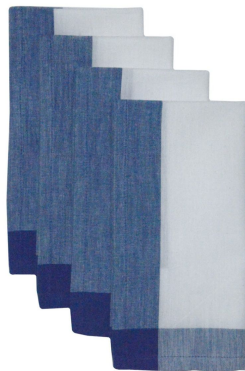
Angle 2

Napkins

Features

Title{Brand} {Style Name}{Set of 4} {Napkins}

- Brand
- Title/ Style name
- Vendor Color
- Contents of set
- Material
- Measurements
- Additional Info
- Closure
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Folded as a square with movement.

Single

Set

Set

Category Level Image Notes
• Product itself is at least 2000x2000 pixels (this does not include the background that surrounds the product).

Jewelry & Watches

Common Spec Sheet Issues

• Measurements

Jewelry & Watches

Watch

Features

Title Brand {Gender} {Collection Name- OR Material, if no collection name provided in specs} {Diamond, if applicable} Watch

- Brand
- Pre-Owned?
- Gender
- Collection
- Movement Type
- Chronograph
- Strap Color material + bracelet or strap
- Clasp type
- Diamonds
- Gemstones
- Crystals
- Bezel Material
- Case Material
- Crystal Type
- Crown Type
- Dial Color
- Luminous
- Hour/Minute/Second Hand Color
- Hour marker call-out
- Case measurements
- Case Thickness
- Measurements
- Bracelet Width
- Bracelet Length in inches
- Water Resistant- how many meters?
- Warranty Info

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

Angle 2 isn't necessary, but is helpful.

Cufflink

Features

Title {Brand} {Collection Name} {Metal or Material} {Design} Cufflinks

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/metal type
- Diamond Cttw (ie. 1.00 ct. tw.)
- Diamond Color/Clarity(ie. G-H; SI1)
- Gemstone Type (ie. Blue Topaz)
- Gemstone Cttw
- Measurement
- Type of closure

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Angle 1

Angle 2

Ring

Features

Title {Brand} {Metal} {X.XX ct. tw.} {Diamond} {Gemstone} {MM range} {Pearl Type} Pearl {Crystal} {Enamel} {Resin} (Collection) {Descriptor, if needed} (Ring)

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Can the ring be re-sized?
- Eternity or half-set?
- Special Notes

Ideal Image Standard

Angle 1: Front-facing
Angle 2: ¾ Front
Angle 3: ¾ Back

Image Notes

Same for black or white background.
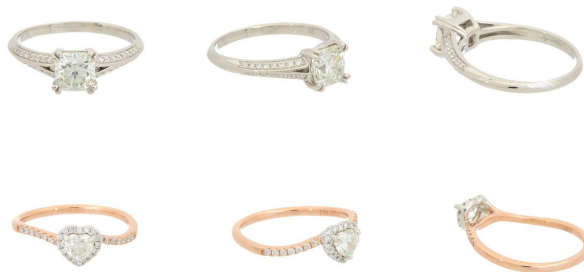
Necklace

Features

Title {Brand} {Collection} {Metal} {X.XX ct. tw.} {Leather} {Diamond} {Gemstone} {MM range} {Pearl Type} Pearl {CZ} {Crystal} {Enamel} {Resin} {Descriptor, if needed} Necklace

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Pendant Measurement
- Chain length
- Type of clasp
- Special Notes

Ideal Image Standard

Angle 1: Front (Zoom)
Angle 2: Front (Full)
Angle 3: Clasp

Image Notes

Same for black or white background. May have back for unique detail. May only have full front and clasp if there's not a pendant or charm to zoom on.

Earring

Features

Title {Brand} {Collection} {Metal} {X.XX ct. tw.}
{Leather} {Diamond} {Gemstone} {MM range} {Pearl
Type} Pearl {CZ} {Crystal} {Enamel} {Resin}
{Descriptor, if needed} {Earring Type}

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Earring drop
- Type of clasp
- Special Notes

Ideal Image Standard

Angle 1: Front (Left straight on, right angled)

Image Notes

Same for black or white background. May have additional angle, particularly for intricate details.

Features

Title {Brand} {Collection} {Metal} {X.XX ct. tw.}
{Leather} {Diamond} {Gemstone} {MM range} {Pearl
Type} Pearl {CZ} {Crystal} {Enamel} {Resin}
{Descriptor, if needed} {Earring Type}

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Earring drop
- Type of clasp
- Special Notes

Ideal Image Standard

Angle 1: Front (Left straight on, right angled)

Image Notes

Same for black or white background. May have additional angle, particularly for intricate details.

Bracelet

Features

Title {Brand} {Collection} {Metal} {X.XX ct. tw.}
{Diamond} {Gemstone} {MM range} {Pearl Type}
Pearl {CZ} {Crystal} {Enamel} {Resin} {Leather/Fabric}
{Descriptor, if needed} {Bracelet Type}

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Pendant Measurement
- Bracelet Length
- Clasp type
- Special Notes

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

Same for black or white background. May have additional close-up for unique detail. May also have clasp angle, depending on type of clasp.

Angle 1   Angle 2

Pendant

Features

Title {Brand} {Collection} {Metal} {X.XX ct. tw.} {Diamond} {Gemstone} {MM range} {Pearl Type} Pearl {CZ} {Crystal} {Enamel} {Resin} {Leather/Fabric} {Descriptor, if needed} {Pendant}

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Pendant Measurement
- Length
- Clasp type
- Special Notes

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

Same for black or white background. May have additional close-up for unique detail.

Italian Gold

Features

Title {Brand} {Collection} {Metal} {X.XX ct. tw.} {Diamond} {Gemstone} {MM range} {Pearl Type} Pearl {CZ} {Crystal} {Enamel} {Resin} {Leather/Fabric} {Descriptor, if needed} {Type}

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Gold Karat & Gold Color/METAL TYPE
- Diamond Setting
- Diamond Cttw
- Diamond Color/Clarity
- Gemstone Type
- Gemstone Cttw
- Pearl Type
- Pearl Diameter Measurement
- Pendant Measurement
- Bracelet Length
- Clasp type
- Special Notes

Image Notes

Same for black or white background. May have additional close-up for unique detail. May also have clasp angle, depending on type of clasp.

Category Level Image Notes

• Product itself is at least 2000x2000 pixels (this does not include the background that surrounds the product).

Potential Image Standard Update

• For high-end kids' clothing brands (Moncler, etc.) - shoot an additional back angle as standard.

Kids'

Clothing

Features

{Brand}{Style Name}{Item}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front

Image Notes

May have back or detail angle for unique or unusual design.

ELF Clothing

Features

{Brand}{Style Name}{Item}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Showcase additional details, features.

Image Notes

May have back or detail angle for unique or unusual design.
Brands include Moncler, Burberry, etc.

Footwear

Features

{Brand}{Style Name}{Item}
- Brand
- Category
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Country of Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: 45° Angle
Angle 2: Side
Angle 3: Back
Angle 4: Sole

Image Notes

Must be right shoe for site consistency. First angle is most important for consistency. May have only 3 angles if sole of shoe has stickers or other non-removable tags. May have additional angle for detail.

Toys

Features

{Brand}{Style Name}{Item}
- Brand
- Title
- Color
- Special Features/Details
- Measurements (Dimension, Width, Height)
- If set, what are the components
- Lithium Battery?
- Voltage?
- Hand crafted/hand painted
- Age
- Origin
- Material
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front on clean background

Image Notes

May feature:
Angle 2: Product in environment or box; additional angles of side / back / etc

Gear / Equipment

Features

{Brand}{Style Name}{Item}
- Brand
- Title
- Color
- Special Features/Details
- Measurements (Dimension, Width, Height)
- If set, what are the components
- Lithium Battery?
- Voltage?
- Origin
- Material
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front

Image Notes

May feature:
Angle 2+: Side / back / alternate angle showing open, folded, or action of product.

Category Level Image Notes

• Product should be shot straight at the model, not from above or below the model.

• Suits should be shot full length, not cropped in.

• Tops/jackets that fall below the hips should be shot full length.

• Bottoms shouldn't have a top that obstructs the style's waistline.

• Model posing shouldn't obstruct view of product.

• Full product should be visible.

• If we're given a full body crop but need to crop in on the top or bottom, the image will need to be a minimum of 2500, or more, pixels tall with the model filling the entire 2500 pixels so the product is clear when we crop in on it.

• If cropped for the featured product (top, bottom, bra, etc.) the image should be 2000, or more, pixels tall.

Men's

ELF Notes

- ELF styles follow the same standard as their respective product categories, with sourcing note and brand note (for applicable brands).

Category Level Image Notes

- If not specified, Men's styles follow the same image guidelines as other categories such as Accessories, Footwear, and ELF accordingly.

Men's

Dress Shirt

Features

{Brand}{Style Name}{Callout material}{Type of Shirt}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Shirt neatly folded with sleeve cuff showing.

Suit

Features

Title {Brand}{Style Name}{Callout material}{#-pc Suit with (front type) Pant}

- Brand
- Color/pattern
- Design details
- Closure type
- Measurements
  - Shoulder to hem
  - Inseam
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front (Zoom)
Angle 2: Front (Full)
Angle 3: Back (Full)
Angle 4: Detail (Zoom)

Suit Jacket

Features {Brand}{Style Name}{Callout material}{Sportcoat}

- Brand
- Color/pattern
- Design details
- Closure type
- Measurements
  - Shoulder to hem
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front (open or closed)
Angle 2: Back
Angle 3: Front (reverse of front: open or closed)
Angle 4: Detail (Zoom)

Top

Features

Title {Brand}{Style Name}{Callout material}{IType of Shirt}

- Brand
- Color/pattern
- Design details
- Closure type
- Measurements
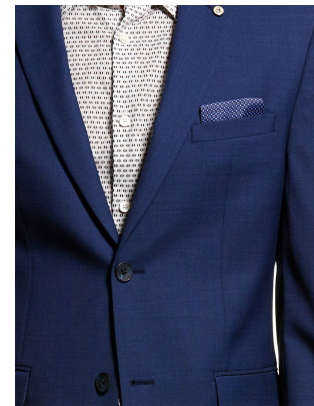 - Shoulder to hem
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Bottom

Features

Title{Brand} {Style Name} {Material (if selling point)} {Fit/Cut} {Pant} or {Short}

Denim

{Brand} (Style Name} {Wash Name} {Cut of Jean}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam (pants)
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Bottom

Features

Title{Brand} {Style Name} {Material (if selling point)} {Fit/Cut} {Pant} or {Short}

Denim
{Brand} (Style Name} {Wash Name} {Cut of Jean}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam (pants)
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Shorts

Features

Title{Brand} {Style Name} {Material (if selling point)} {Fit/Cut} {Pant} or {Short}

Denim
{Brand} (Style Name} {Wash Name} {Cut of Jean}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam (pants)
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front Detail
Angle 2: Back
Angle 3: Front

ODA

VI 27.0%

Features

{Brand} {Style Name}{Material (if selling point)} {Description} {Coat} or {Jacket}

- Brand
- Color
- Design details
- Measurement
- Fabric weigh
- Closuret
- Material
  - Shell
  - Lining
  - FIll
- Fur info
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Outerwear

Features

{Brand} {Style Name}{Material (if selling point)} {Description} {Coat} or {Jacket}

- Brand
- Color
- Design details
- Measurement
- Fabric weigh
- Closuret
- Material
  - Shell
  - Lining
  - FIll
- Fur info
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front Open
Angle 2: Back
Angle 3: Front Closed
Angle 4: Front Closed Detail

Swim

Features

{Brand} {Style Name} {Type)

- Brand
- Color/pattern
- Design details
- Closure type
- Measurements
  - Inseam
  - Hits_____
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

Same standard for on figure vs. tabletop images.

Men's Underwear

Features

{Brand Name} {Pack of X} {Type})
- Brand
- Color/pattern
- Design details
- Closure type
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Laydown (stack if set)

Image Notes

May include additional angle of box, reverse or other detail if necessary.

Socks

Features

{Brand Name} {Gender (if applicable)} {Pack of X} {Material (if selling, point)} (Socks)
- Brand
- Color/pattern
- Measurement
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Laydown (stack if socks set)

Image Notes

May include additional angle of box or other detail.

Pocket Squares

Features

{Brand Name} {Pack of X} {Material (if selling, point)} (Pocket Squares)

- Brand
- Color/pattern
- Measurement
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Laydown
Angle 2: open flat

Image Notes

May include additional angle of box or other detail.

Ties

Features

{Brand Name} {Material (if selling, point)} (Tie)
- Brand
- Color/pattern
- Measurement
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front top half, tied at top going off camera
Angle 2: Front bottom half, bottom of tie

Bow Ties

Features

{Brand Name} {Material (if selling, point)} (Bow Tie)
- Brand
- Color/pattern
- Measurement
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front; neatly bowed showing minimal return
Angle 2: Bow is shown untied

Men's FTW

Features

Title {Brand Name} {Style Name} {Material} {Boot Shaft Height} {Type of Shoe/Boot}

- Brand
- Category
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Boot Shaft Height (in inches)
- Boot Circumference (in inches)
- Measurement Taken From Size
- Country of Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: 45° Angle
Angle 2: Side
Angle 3: Back
Angle 4: Sole

Image Notes

First angle is most important for consistency. May have only 3 angles if sole of shoe has stickers or other non-removable tags. May have additional angle for detail.

Wallet / Card Case

Features

Title {Brand} {Style Name}{Material} Wallet
- Brand
- Description/Title
- Style Name
- Type of wallet
- Vendor Color
- Material
- Hardware color
- Exterior e.g. pockets, studs
- Interior e.g. lining, card slots
- Measurements (WxHxD)
- Closure type
- Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Detail
Angle 4: Inside (wallet)

Image Notes

Angle 1 and 2 *(Front and Back)* are most necessary.
May have interior of wallet, or detail shot for unique or interesting features.

Belts

Features

Title {Brand} {Style Name}{Reversible/Adjustable} {Material} {Belt}

- Brand
- Color
- Material
- Buckle type
- Width Measurement
- Origin

Ideal Image Standard

Angle 1: Front

Image Notes

Should have additional angle for reversible belt.
Maybe have closeup of buckle detail if necessary.

Knit Hat

Features
{Brand Name} {Material} Scarf
- Brand
- Color
- Material
- Design details
- Measurement
- Origin

Ideal Image Standard
Angle 1: Front (on white showing return, soft movement)

Image Notes
Angle 2: Back (if different)

Gloves

Features

Title {Brand Name} {Gender} {Material} (Gloves)
- Brand
- Color
- Material
- Design details
- Length Measurement
- Origin

Ideal Image Standard

Angle 1: Set; showing both top and bottom of glove.

Image Notes

May have 2nd detail angle.

Scarves

Features

Title {Brand Name} {Material} (Scarf)
- Brand
- Description/Title
- Style Name
- Vendor Color
- Materia
- Measurements (WxHxD)
- Origin

Ideal Image Standard

Angle 1: Wrapped like a neck scarf
Angle 2: Flat / Folded

Image Notes

May only have one of the above angles. Ideally, rolled is first on site.

Handbags

Features

Title {Brand} {Style Name} {Size}{Material}{Type of bag}
- Brand
- Description/Title
- Style Name
- Type of Bag
- Vendor Color
- Material
- Hardware color
- Exterior e.g. pockets, studs
- Interior e.g. lining, pockets
- Measurements (WxHxD)
- Handle Type
- Handle drop
- Strap Type
- Strap drop
- Closure type
- Protective feet?
- Origin
- CA Prop 65 warning

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Detail
Angle 4: On Model

Image Notes

Angle 1 and 2 *(Handbag Front and Back)* are most necessary.
May have 45° angle, interior of bag, or detail shot for unique or interesting features.

Category Level Image Notes

• Product should be shot straight at the model, not from above or below the model.

• Suits should be shot full length, not cropped in.

• Tops/jackets that fall below the hips should be shot full length.

• Bottoms shouldn't have a top that obstructs the style's waistline.

• Model posing shouldn't obstruct view of product.

• Full product should be visible.

• If we're given a full body crop but need to crop in on the top or bottom, the image will need to be a minimum of 2500, or more, pixels tall with the model filling the entire 2500 pixels so the product is clear when we crop in on it.

• If cropped for the featured product (top, bottom, bra, etc.) the image should be 2000, or more, pixels tall.

Women's

Common Spec Sheet Issues

• Sometimes we have issues with colors or materials being abbreviated

• Sometimes missing Measurements (in inches)

Women's

Top

Features

(Brand) (Style Name) {Material (if selling point)}(Item)
- Brand
- Style Name/ Description
- Product type
- Vendor color
- Shoulder to hem measurement in inches
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Bottom

Features

Title{Brand} {Style Name} {Material (if selling point)} {Fit/Cut} {Pant} or {Short}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
    - Inseam (pants)
    - Waist to hem (skirts)
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Denim

Features

Title{Brand} {Style Name} {Material (if selling point)} {Fit/Cut} {Pant} or {Short}

Denim

{Brand} (Style Name} {Wash Name} {Cut of Jean}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam (pants)
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Shorts

VI 27.4%

Features

Title{Brand} {Style Name} {Material (if selling point)} {Fit/Cut} {Pant} or {Short}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
    - Inseam (pants)
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back
Angle 3: Front Detail Crop

Dress

Features

{Brand} {Style Name} {Material (if selling point)} {Dress Style}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Shoulder to hem measurement in inches
- Inseam in inches
- Waist to hem measurement in inches
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Coats / Outerwear

Features

{Brand} {Style Name}{Material (if selling point)}
{Description} {Coat} or {Jacket}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Shoulder to hem measurement in inches
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front Open
Angle 2: Back
Angle 3: Front Closed
Angle 4: Detail

Jacket / Blazer

Features

{Brand} {Style Name}{Material (if selling point)}
{Description} {Coat} or {Jacket}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Shoulder to hem measurement in inches
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front Open
Angle 2: Back

ODA Jacket / Top

Features

{Brand} {Style Name}{Material (if selling point)}
{Description} {Coat} or {Jacket}

- Brand
- Color/pattern
- Design details
    - Tech features
- Closure type
- Measurements
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

May include additional detail angle of hood or other technical feature, depending on style.

ODA Ski / Bottom

Features

{Brand} {Style Name}{Material (if selling point)} {Description} {Item}

- Brand
- Color/pattern
- Design details
  - Tech features
- Closure type
- Measurements
- Material
- Care instructions
- Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Swim

VI 29.7%

Features

{Brand Name} {Style Name} {Type}
- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

One Piece

Top

Bottom

Intimate Apparel

Features

{Brand} {Style Name} {Material} {Item}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front
Angle 2: Back

Image Notes

Same standard for on figure vs. tabletop images.

Women's Underwear

VI 33.9%

Features

{Brand} {Style Name} {Material} {Item}
- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Additional details
- Closure
- Material %'s
- Care instructions
- Country of Origin

Ideal Image Standard

Angle 1: Front, layered
Angle 2: Back, flipped and layered

Brand & Category Specifics

Brand Specific Features Call-Outs

Aquatalia:
Footwear styles should all include "Weatherproof" in the titles

Cartier
LOVE Bracelets should receive the following note:
"The usual bracelet sizing rules differ slightly in this case due to the design of the LOVE bracelet. We recommend adding one centimeter for a tight fit and two centimeters for a loose fit."

Chanel
This is the *only* brand where "-tone" can be called out for hardware in titles
Example: Chanel Gold-Tone Rhinestone CC Earrings

Christian Dior
Should always appear as "Dior" in titles

Giuseppe Zanotti
Although categorized as ELF, this brand does not receive the ELF note.

Hermès Scarves
Some Hermès scarves are specific prints by designers, and do not follow the standard scarf title format. They should appear as follows:

Hermès "Scarf Name" by {Designer's Name} [Callour Material] Scarf

Example: Hermès "Madame Cuir," by Pierre Marie Silk Scarf

Lafayette 148 New York
Use "Missy" rather than "Misses" if applicable

Louis Vuitton Vintage handbags do *not* need a bag type (Tote, Shoulder Bag, etc.) at the end of the title with the exception of wallets or backpacks.
- **Correct**: Louis Vuitton Monogram Canvas Alma PM
- **Incorrect**: Louis Vuitton Monogram Canvas Alma PM Shoulder Bag

PANDORA:
Never uses the word "beads" -- always "charms"

Brand Specific Features Call-Outs

Stella McCartney
This brand often seals with faux leather/suede vegan-friendly materials. This should be called "Shaggy Deer" in titles and "vegan-friendly faux leather" in features.
    Titles: Stella McCartney Falabella Shaggy Deer Small Tote
    Features: Color/material: mango vegan-friendly faux suede

Ray-Ban
This is the only brand that uses *Wayfarer* as an eyewear silhouette. It is trademarked to them and this term should not appear in titles or features for other eyewear brands.

Rolex
All Rolex pieces should include the following:
- This is a pre-owned Rolex piece. It's possible that there may be some gentle wear
- 1-year limited third party warranty
- In some cases we purchase merchandise from trusted independent suppliers and not directly from the brand owner. We stand by every product sold on our site.
- ROLEX is a trademark of ROLEX USA. We are not an authorized ROLEX dealer nor are we affiliated with, endorsed or sponsored by Rolex and none of our products are sold, distributed and/or certified by Rolex.

UGG
UGGs should receive the following disclaimer: Our products are 100% genuine. This item was sourced from trusted independent suppliers and not directly from the brand owner. In all cases we stand by the authenticity of every product sold on our site.

Valentino
"Rockstuds" is the term for their signature pyramid studs, and should be called out as such in features

Category Features Call-Outs

ELF and Vintage styles:

- Omit any use of "Imported" and only call out whether a style is made in one of our callout countries:
  - Made in the USA, Made in Italy, Made in France, etc.
- Should always include the ELF legal note:
  - Our products are 100% genuine. In some cases we purchase merchandise from trusted independent suppliers and not directly from the brand owner. In all cases we stand by the authenticity of every product sold on our site.

- Prada, Miu Miu, and Ugg styles should receive the following note:
  - We are **NOT** an authorized dealer of this product.

Heritage/Estate Watches do not have Heritage called out in the title. Instead, they should receive the following note:
- This is an authentic, pre-owned {Brand} piece. It may be possible that there is some gentle wear.

Kids' Apparel:
The term "Onesie" is a trademarked term and should not be used in titles.

Miscellaneous
Cashmere:
For the following brands, there should be a descriptor between the brand name and "Cashmere" in the titles (to avoid Cashmere Cashmere in titles):
- sofiacashmere
- Forte Cashmere
- CashmereCashmere
- InCashmere

Fur is not called out in titles, but if available the RN# should be included at the end

Prop 65
Styles containing the faux leather or PVC should include the Prop 65 note:
WARNING: CA Residents - [Prop 65](https://s3.amazonaws.com/more-info/WARNINGCAResidentsProp65.pdf)
Faux leather, PVC

Category Features Call-Outs

Miscellaneous
Continued

Measurements (in inches):
- Measurements (in inches) should be provided in inches for all items with the exception of jewelry which can use both inches and millimeters.