

# RUE GILT GROUPE

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PDP STANDARDS 2024

# NEW Imaging Requirements

*Updated May 2024*

## **Image resolution:**

72dpi or higher

**Preferred Pixel requirements:** Product/model is **2000 pixels** (or larger) tall or wide, whichever is largest.

**Minimum Pixel requirements: 1500 pixels**

## **Image format:**

JPG, TIF, PNG, or PSD.

## **Image colorspace:**

RGB

## **Image file name:**

Include vendor style # and vendor color (Must match PO).

## **Additional:**

- Images shouldn't be upscaled from a smaller image to fit RGG standards.
- Background should be plain, **preferably white**.
- Images should be in focus and clear.
- Ensure product and model are well lit so details are visible.
- Images should feature entire product within the frame.
- Remove all plastic packaging from product.
- Absolutely no text or watermarks on images.

**\*On model images can be imaged as full body and the features will indicate 'top, bottom, etc.'**

# General requirements for Features for all categories

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

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"><li>• Product Name/Title<ul style="list-style-type: none"><li>◦ this is different from a description</li></ul></li><li>• Color<ul style="list-style-type: none"><li>◦ no abbreviations</li></ul></li><li>• Materials</li><li>• Measurements<ul style="list-style-type: none"><li>◦ (in inches for most categories)</li></ul></li><li>• Country of Origin</li></ul> |  |  |
|--|--|--|

# Category Breakout

- Accessories
  - Eyewear
  - Handbags
  - Wallet / Card Case
  - Clutch / Wristlet
  - Scarves
  - Infinity Scarves
  - Shawls
  - Ponchos / Wraps
  - Hats
  - Gloves
  - Belts
  - Luggage
- ELF
  - Vintage Handbag
  - Vintage Accessories
  - Vintage Duffle
  - Square Vintage / ELF Scarves
- Footwear
  - Women's
  - Men's
- Beauty
  - Fragrance
- 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
  - 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



# Accessories

## 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** 1500 pixels, tall or wide, whichever is largest (this does not include the background that surrounds the product).

# Wallet / Card Case (Includes ELF)

[Handbags & Leather Goods Spec Sheet Link](#)

VI 32.5%

[1111343716 in Store Manager Preview](#)

[111856424 in Store Manager Preview](#)

## Features

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

- Brand
- Style Name
- Wallet Type
- 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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



VI 94.6%

111132348 in Store Manager Preview

## 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
- [The Eyewear Size

Guide]([https://more-info.s3.amazonaws.com/guides/SizeGuide\\_Eyewear.png](https://more-info.s3.amazonaws.com/guides/SizeGuide_Eyewear.png))

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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 (Includes ELF)

[Handbags & Leather Goods Spec Sheet Link](#)

VI 32.5%

[111747829 in Store Manager Preview](#)

## Features

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

- Brand
- Style Name
- Bag Type
- 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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back

**Angle 3:** Side Detail (showing full picture of the bag itself)

**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.

If vendors provide handbag scale imagery, we can include it.



# Clutch / Wristlet (Includes ELF)

[Handbags & Leather Goods Spec Sheet Link](#)

VI 32.5%

[111066582 in Store Manager Preview](#)

## Features

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

- Brand
- Style Name
- Wallet Type
- 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.



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Waist Bag (Includes ELF)

[Handbags & Leather Goods Spec Sheet Link](#)

VI 32.5%

## Features

Title {Brand} {Style}{Material} Wallet

- Brand
- Style Name
- Wallet Type
- 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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back

**Angle 3:** Detail

## Image Notes

Angle 1 and 2 (*Front and Back*) are most necessary.

May have detail & on model shot for unique or interesting features.

If vendors provide bag scale imagery, we can include it.



# Belts (Includes ELF)

VI 36.6%

[Accessories Spec Sheet Link](#)

[1159222444 in Store Manager Preview](#)

## Features

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

- Brand
- Product type
- Color
- Material
- Buckle/closure type
- Width Measurement
- Length Measurement
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



# Scarves & Infinity Scarves

[Accessories Spec Sheet Link](#)

VI 32.5%

[111859409 in Store Manager Preview](#)

## Features

{Brand Name} {Style} {Material} (Scarf)

- Brand
- Style name
- Product Type
- Vendor Color
- Design details
- Measurements (Length x Width)
- Material
- Care instructions
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



**Angle 1:** Circular oblong shape as if draped on neck

## Image Notes

May only have one angle.





# Ponchos / Wraps / Shawls (Includes ELF)

[Accessories Spec Sheet Link](#)

VI 32.5%

[1055044606 in Store Manager Preview](#)

## Ideal Image Standard

### Features

{Brand Name} {Style} {Material} (Scarf)

- Brand
- Style name
- Product Type
- Vendor Color
- Design details
- Measurements (Length x Width)
- Material
- Care instructions
- Origin

**Angle 1:** Draped over the shoulder

**Angle 2:** Wrapped like neck scarf



**Angle 1:** Front (poncho point to the side)

**Angle 2:** Back



#### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Hats (Includes ELF)

VI 32.5%

[Accessories Spec Sheet Link](#)

[1171968910 in Store Manager Preview](#)

[1171909283 in Store Manager Preview](#)

[1171145294 in Store Manager Preview](#)

[1111161580 in Store Manager Preview](#)

[1171341059 in Store Manager Preview](#)

## Ideal Image Standard

### Features

{Brand Name} {Style} {Reversible, if applicable}  
{Material} Hat

- Brand
- Style name
- Product Type
- Color
- Design details
- Packable? (Y/N)
- Reversible? (Y/N)
- Measurement
- Material
  - Pom Material
- Care instructions
- Origin

#### Key:

Green = Required to run on site

Transparent = Nice to have but not required



**Angle 1:** Front

**Angle 2:** Back



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

**Angle 2:** Back (if different)



**Angle 1:** Front

**Angle 2:** Back (all except ear muffs)

# Gloves (Includes ELF)

[Accessories Spec Sheet Link](#)

VI 32.5%

[1166310715 in Store Manager Preview](#)

## Features

{Brand Name} {Style} {Material} {Tech, if applicable}  
(Gloves)

- Brand
- Style name
- Product type
- Color
- Design details
- Length Measurement
- Material
- Care instructions
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

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

## Image Notes

May have 2nd detail angle.



# Luggage

[Luggage Spec Sheet Link](#)

VI 82.6%

[1040069804 in Store Manager Preview](#)

## Features

{Brand} {Collection} {Style Name} {Measurement  
XXin} or {XXpc}[Expandable, if applicable]  
{Carry-On, if applicable} {Item name}

- Brand
- Description/Title
  - Style Name
  - Type of piece
  - Vendor Color
  - Material
- Expandable? (Y/N)
- Handle
- Wheels
- Exterior pockets
- Interior e.g. lining, card slots
- Measurements (in inches) (WxHxD)
- Closure type
- Warranty
- Origin
- CA Prop 65 warning

## Ideal Image Standard

**Angle 1:** Front (Handle up)

**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.)



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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 images like that so a mention of it here seems necessary.
- Product itself is **at least** 1500 pixels, tall or wide, whichever is largest (this does not include the background that surrounds the product).

## Features Notes

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

# Square Vintage / ELF Scarves

[Vintage Spec Sheet Link](#)

VI 36.6%

[111289724 in Store Manager Preview](#)

## Features

Title:

{Brand Name} {Material} (Scarf)

Hermes Title:

Hermes "{Scarf Name}," by {Artist Name} {Material}  
{Scarf}

- Brand
- Product Type
- Vendor color/pattern
- Design details
- Measurements (Length x Width)
- Material
- Care instructions

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



# Vintage Handbag

[Vintage Spec Sheet Link](#)

VI 36.6%

1160258079 in Store Manager Preview

## Features

{Brand Name} {Color} {Material} {Bag Name},  
Authentic Pre-Owned

- Brand
  - Collection Name
  - Condition
  - Condition Specifics
  - New With Tags
  - New Model
  - Limited Edition
  - Specific Brand Color & Material
  - Interior Material
  - Hardware Description
  - Pockets
  - Dimensions
  - Handle Drop
  - Shoulder Strap
  - Dust bag included?
  - Dust bag branded?
  - Box included?
  - Box 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.

If vendors provide handbag scale imagery, we can include it.



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Vintage Handbag (With Small Bag)

VI 36.6%

[Vintage Spec Sheet Link](#)

## Features

{Brand Name} {Color} {Material} {Bag Name},  
Authentic Pre-Owned

- Brand
- Collection Name
- Condition
- Condition Specifics
- New With Tags
- New Model
- Limited Edition
- Specific Brand Color & Material
- Interior Material
- Hardware Description
- Pockets
- Dimensions
- Handle Drop
- Shoulder Strap
- Dust bag included?
  - branded?
- Box included?
  - Branded?
- Additional items (small bag)
- 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.

If vendors provide handbag scale imagery, we can include it.



### Key:

Green = Required to run on site

Transparent = Nice to have but not required



# Vintage Accessories (Wallets)

[Vintage Spec Sheet Link](#)

VI 36.6%

1162327668 in Store Manager Preview

## Features

{Brand Name} {Color} {Material} {Item Type},  
Authentic Pre-Owned

- Brand
  - Item Type
  - Condition
  - Condition Specifics
    - New With Tags
    - New Model
    - Limited Edition
    - Specific Brand Color & 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:** Inside

## Image Notes

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



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Vintage Duffel

[Vintage Spec Sheet Link](#)

VI 36.6%

111263340 in Store Manager Preview

## Features

{Brand Name} {Color} {Material} {Bag Name},  
Authentic Pre-Owned

- Brand
  - Collection Name
  - Condition
  - Condition Specifics (pls note if missing strap)
  - New With Tags
  - New Model
  - Limited Edition
  - Specific Brand Color & Material
  - Interior Material
  - Hardware Description
  - Pockets
  - Dimensions
  - Handle Drop
  - Shoulder Strap
  - Dust bag included?
    - branded?
  - Box included?
    - Branded?
  - Additional items (strap)
  - 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 - Women's (without strap)

**Angle 5:** On Model - Men's (without strap)

## Image Notes

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



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Category Level Image Notes

- Must be right shoe for site consistency.
- First angle should have toe pointing to the right for consistency. Some shoes can be mirrored by imaging, but shoes featuring text or other patterns often can't be mirrored, else the text or pattern reads backwards.
- Product itself is **at least** 1500 pixels, tall or wide, whichever is largest (this does not include the background that surrounds the product).

## Common Spec Sheet Issues

- Missing Measurements (in inches)
- Specific sole/insole materials

# Footwear

# Women's (Includes ELF)

[Footwear Spec Sheet Link](#)

VI 66.8%

[1311315820 in Store Manager Preview](#)

## 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
- Design Details
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Measurements
  - Heel Height (in inches)
  - Platform Height (in inches)
  - Boot Shaft Height (in inches)
  - Boot Circumference (in inches)
- Measurement Taken From Size
- Country of Origin
- [The Boot Size Guide]
- 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.



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Men's (Includes ELF)

[Footwear Spec Sheet Link](#)

VI 66.8%

[1314322670 in Store Manager Preview](#)

## 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
- [The Boot Size Guide]
- CA Prop 65 warning

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



# Beauty

VI 98.4%

[4120272103 in Store Manager Preview](#)

[1111497778 in Store Manager Preview](#)

[111159839 in Store Manager Preview](#)

## Features

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

- Brand
- Product
- # of pieces, oz. and/or measurements
- Color
- Contents of set
- Suitable for
- Selling points, NO CLAIMS
- How to use/directions
- Active ingredients? (Y/N)
  - Active ingredients
- Animal testing
- Non Comedogenic
- Paraben free
- CBD containing
- Origin
- All items for external use only
- Prop 65 Warning

## 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.



**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

VI 98.4%

[1111308194 in Store Manager Preview](#)

## 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 (if provided)
  - Middle Notes (if provided)
  - Base Notes (if provided)
- Fluff copy
- Gift box
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

Angle 1: Front

## Image Notes

Featured image will be the bottle.





## Category Level Image Notes

- Product itself is **at least** 1500 pixels, tall or wide, whichever is largest (this does not include the background that surrounds the product).
- Background should be plain, preferably white.
- If vendors provide jewelry scale imagery, we can include it.

# Jewelry & Watches

## 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
- Diamond (Y/N )
  - Diamond Setting
  - Diamond ct. tw.
  - Diamond Color/Clarity(ie. G-H; SI1)
- Gemstones? (Y/N)
  - Gemstone Type
  - Gemstone ct. tw.
- Pearls? (Y/N)
  - Pearl Type
  - Pearl Diameter Measurement
- Crystals? (Y/N)
- Bezel Material
- Case Material
- Crystal Type
- Crown Type
- Dial Color
- Luminous
- Hour/Minute/Second Hand Color
- Hour marker call-out (diamonds or gemstones only)
- Case measurements
- Case Thickness
- Measurements
- Bracelet Width
- Bracelet Length in inches
- Water Resistant- how many meters?
- Warranty Info
- Date display
- Subdial Info
- Special Features

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

Angle 1: Front

Angle 2: Back

## Image Notes

Angle 1 is most necessary.



## 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? (Y/N)
  - Diamond Cttw (ie. 1.00 ct. tw.)
  - Diamond Color/Clarity(ie. G-H; SI1)
  - Diamond Note
- Gemstones? (Y/N)
  - Gemstone Type (ie. Blue Topaz)
  - Gemstone Cttw
- Pearls? (Y/N)
  - Pearl Type
  - Pearl Diameter Measurement
- Measurement
- Type of closure
- Special notes

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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? (Y/N)
- Lab Grown? (Y/N)
  - Diamond Setting
  - Diamond Cttw (ie. 1.00 ct. tw.)
  - Diamond Color/Clarity(ie. G-H; SI1)
  - Diamond Note
- Gemstones? (Y/N)
- Lab Grown? (Y/N)
  - Gemstone Type (ie. Blue Topaz)
  - Gemstone Cttw
- Pearls? (Y/N)
  - 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.



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Necklace

VI 91.6%

[Jewelry Spec Sheet Link](#)

## 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
- Metal type, color, and karat
- Diamond? (Y/N)
- Lab Grown? (Y/N)
  - Diamond Setting
  - Diamond Cttw (ie. 1.00 ct. tw.)
  - Diamond Color/Clarity(ie. G-H; SI1)
  - Diamond Note
- Gemstones? (Y/N)
- Lab Grown? (Y/N)
  - Gemstone Type (ie. Blue Topaz)
  - Gemstone Cttw
- Pearls? (Y/N)
  - Pearl Type
  - Pearl Diameter Measurement
- Pendant Measurement
- Chain length
- Type of clasp
- Special Notes
- [The Necklace Size Guide]([https://more-info.s3.amazonaws.com/guides/SizeGuide\\_Necklaces.jpg](https://more-info.s3.amazonaws.com/guides/SizeGuide_Necklaces.jpg))

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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 (Scale)

VI 91.6%

[Jewelry Spec Sheet Link](#)

## Features

Title: {Brand} {Collection} {Metal} {X.XX ct. tw.} {Diamond} {Gemstone} {MM range} {Pearl Type} Pearl {CZ} {Crystal} {Other Materials} {Descriptor} {Earring Type}

- Brand
- Collection Name
- Is this a pre-owned piece?
- Product Description
- Metal type, color, and karat
- Diamond? (Y/N)
- Lab Grown? (Y/N)
  - Diamond Setting
  - Diamond Cttw (ie. 1.00 ct. tw.)
  - Diamond Color/Clarity(ie. G-H; SI1)
  - Diamond Note
- Gemstones? (Y/N)
- Lab Grown? (Y/N)
  - Gemstone Type (ie. Blue Topaz)
  - Gemstone Cttw
- Pearls? (Y/N)
  - Pearl Type
  - Pearl Diameter Measurement
- Earring drop
- Earring ct. tw. note
- Type of clasp
- Special Notes

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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

[Jewelry Spec Sheet Link](#)

VI 91.6%

[6030106237 in Store Manager Preview](#)

## 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
- Metal type, color, and karat
- Diamond? (Y/N)
- Lab Grown? (Y/N)
  - Diamond Setting
  - Diamond Cttw
  - Diamond Color/Clarity(ie. G-H; SI1)
  - Diamond Note
- Gemstone? (Y/N)
- Lab Grown? (Y/N)
  - Gemstone Type
  - Gemstone Cttw
- Pearl? (Y/N)
  - Pearl Type
  - Pearl Diameter Measurement
- Pendant Measurement
- Bracelet Length
  - For bangles/cuffs/wrap bracelets/stretch bracelets/adjustable bracelets: [Bangle/Cuff/Wrap/Stretch/Adjustable] bracelet comfortably fits a size 6.5-7.5in wrist
- 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



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Pendant

[Jewelry Spec Sheet Link](#)

VI 91.6%

6030106237 in Store Manager Preview

## 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? (Y/N)
- Lab Grown? (Y/N)
  - Diamond Setting
  - Diamond Cttw
  - Diamond Color/Clarity(ie. G-H; SI1)
  - Diamond Note
- Gemstone? (Y/N)
- Lab Grown? (Y/N)
  - Gemstone Type
  - Gemstone Cttw
- Pearl? (Y/N)
  - Pearl Type
  - Pearl Diameter Measurement
- Pendant Measurement
- Clasp type
- Special Notes

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front (angle)

**Angle 2:** Back (angle)

## 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** 1500 pixels, tall or wide, whichever is largest (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

[Kids' Spec Sheet Link](#)

VI 75%

[1511256244 in Store Manager Preview](#)

[1511312296 in Store Manager Preview](#)

## Features

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

- Brand
- Vendor color
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin
- Sleepwear notes, if applicable:
  - For child's safety, garment should fit snugly
  - This garment is not flame resistant.
  - Loose-fitting garment is more likely to catch fire.

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

Angle 1: Front

## Image Notes

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



VI 75%

1511068186 in Store Manager Preview

## Features

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

- Brand
- Vendor color
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin
- ELF Note
- Sleepwear notes, if applicable:
  - For child's safety, garment should fit snugly
  - This garment is not flame resistant.
  - Loose-fitting garment is more likely to catch fire.

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



## Features

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

- Brand
- Style Name
- Type of Shoe
- Color
- Material
- Sizing info, if applicable
- Description
- Hardware color
- Closure
- Insole/Footbed
- Sole
- Country of Origin
- [The Boot Size Guide]
- CA Prop 65 warning

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



## 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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



VI 75%

111315362 in Store Manager Preview

## 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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

## Image Notes

May feature:

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



# 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.
- 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 **at least** 2500 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 **at least** 2000 pixels tall.

# Dress Shirt

[Apparel Spec Sheet Link](#)

VI 36%

1212067010 in Store Manager Preview

## Features

{Brand}{Style Name}{Fit}{Callout Material}{Type of Shirt}

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

Red = no longer want/need

## Ideal Image Standard

**Angle 1:** Shirt neatly folded with sleeve cuff showing.





## Features

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

- Brand
- Vendor Color/pattern
- Fit type
- Measurements
  - Shoulder to hem
  - Inseam
- Sample size
- Model info
- Men's Size Guide
- Design details
- Closure type
- Material
- Care instructions
- Origin

**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front (Full)

**Angle 2:** Back (Full)

**Angle 3:** Front (Top half)

**Angle 4:** Detail (Zoom)



# Suit Jacket

[Apparel Spec Sheet Link](#)

VI 36%

[1011246574 in Store Manager Preview](#)

## Features

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

- Brand
- Color/pattern
- Fit Type
- Measurements
  - Shoulder to hem
- Sample size
- Model info
- Men's Size Guide
- Design details
- Closure type
- Material
- Care instructions
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

Red = no longer want/need

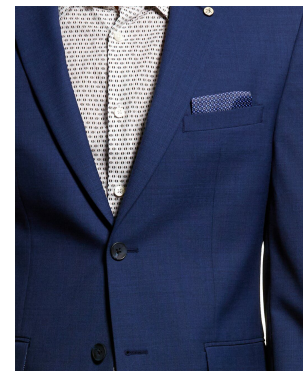
## Ideal Image Standard

**Angle 1:** Front (open or closed)

**Angle 2:** Back

**Angle 3:** Front (reverse of front: open or closed)

**Angle 4:** Detail (Zoom)



## Features

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

- Brand
- Color/pattern
- Measurements
  - Shoulder to hem
- Design details
- Sample size
- Model info
- Mens Size Guide
- Closure
- Material
- Care instructions
- Origin

**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back

## Image Notes



## 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)
  - Rise
  - Leg opening
- Sample size
- Model info
- Mens Size Guide
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

Angle 1: Front



Angle 2: Back



## Features

Denim

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

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam (pants)
  - Rise
  - Leg opening
- Sample size
- Model info
- Men's Size Guide
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back



# Shorts

[Apparel Spec Sheet Link](#)

VI 36%

[1010648160 in Store Manager Preview](#)

## 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
- Sample size
- Model info
- Mens Size Guide
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front Detail

**Angle 2:** Back

**Angle 3:** Front



## Features

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

- Brand
- Item type
- Color
- Measurement
  - Shoulder to hem
  - Inseam
  - Rise
- Sample size
- Model info
- Mens Size Guide
- Design details
- Fabric weight
- Closure
- Material
  - Shell
  - Lining
  - Fill
- Care instructions
- Origin

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back





# Outerwear

[Apparel Spec Sheet Link](#)

VI 36%

[1010465763 in Store Manager Preview](#)

## Features

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

{Description} {Coat} or {Jacket}

- Brand
- Color
- Measurement
- Sample size
- Model info
- Mens Size Guide
- Design details:
- Fabric weight
- Closure
- Material
  - Shell
  - Lining
  - Fill
- Fur info
- Care instructions
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front Open

**Angle 2:** Back

**Angle 3:** Front Closed

**Angle 4:** Front Closed Detail





## Features

{Brand} {Style Name} {Type}

- Brand
- Color/pattern
- Measurements
  - Inseam
  - Hits\_\_\_\_\_
- Mens Size Guide
- Design details
- Closure type
- Material
- Care instructions
- Origin

**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back

## Image Notes

Same standard for on figure vs. tabletop images.



# Men's Underwear

VI 36%

[Apparel Spec Sheet Link](#)

## Features

{Brand Name} {Pack of X} {Type}

- Brand
- Color/pattern
- Design details
- Closure type
- Material
- Care instructions
- Origin
- Contents of Set:

## Ideal Image Standard

**Angle 1:** Laydown (cascading stack if set)

## Image Notes

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



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Socks

[Apparel Spec Sheet Link](#)

VI 36%

[1010016317 in Store Manager Preview](#)

## Features

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

- Brand
- Color/pattern
- Measurement
- Material
- Care instructions
- Origin
- Contents of Set:

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Image of box with socks inside (if possible).

**Angle 2:** Laydown (stack if socks set)

## Image Notes

May include additional angle of box or other detail.



# Pocket Squares

VI 36%

[Accessories Spec Sheet Link](#)

[1223066968 in Store Manager Preview](#)

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Laydown

**Angle 2:** open flat

## Image Notes

May include additional angle of box or other detail.



# Ties

VI 36%

[Accessories Spec Sheet Link](#)

[1111019292 in Store Manager Preview](#)

## Features

{Brand Name} {Pattern} {Material (if selling point)} (Tie)

- Brand
- Color/pattern
- Measurement (width)
- Material
- Care instructions
- Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front top half, tied at top going off camera

**Angle 2:** Front bottom half, bottom of tie



# Bow Ties

VI 36%

[Accessories Spec Sheet Link](#)

[1223066965 in Store Manager Preview](#)

## Features

{Brand Name} {Pattern} {Material (if selling point)} (Bow Tie)

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

### Key:

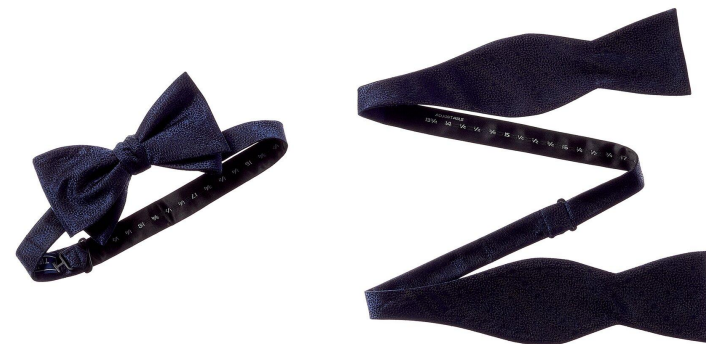
Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front; neatly bowed showing minimal return

**Angle 2:** Bow is shown untied



## 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
- Measurements
  - 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.



## Category Level Image Notes

- If not specified, Women's styles follow the same image guidelines as other categories such as Accessories, Footwear, and ELF accordingly.
- 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.
- **Preferred Pixel requirements:** Product/model is **2000 pixels** (or larger) tall or wide, whichever is largest.
- **Minimum Pixel requirements: 1500 pixels**
- On model images can be imaged as full body and the features will indicate 'top, bottom, etc.'

# Women's



# Top (Includes ELF)

[Apparel Spec Sheet Link](#)

VI 37.7%

[1411532176 in Store Manager Preview](#)

## 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
- Model info
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

Angle 1: Front

Angle 2: Back



# Bottom (Includes ELF)

[Apparel Spec Sheet Link](#)

VI 37.7%

1411784767 in Store Manager Preview

## 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)
  - Rise
  - Waist to hem (skirts)
- Sample size
- Model info
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back



# Shorts

[Apparel Spec Sheet Link](#)

VI 37.7%

[1411089575 in Store Manager Preview](#)

## Features

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

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam
- Sample size
- Model info
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back

**Angle 3:** Front Detail Crop



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Special Occasion

[Apparel Spec Sheet Link](#)

VI 37.7%

[1452632187 in Store Manager Preview](#)

## Features

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

{Dress Style}

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back

**Angle 3:** Zoomed Detail

**Angle 4 (if needed):** Alt styling or additional angle.



# Dress

[Apparel Spec Sheet Link](#)

VI 37.7%

1411083128 in Store Manager Preview

## Features

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

{Dress Style}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Shoulder to hem measurement in inches
- Sample size
- Model info
- Design details:
- Lined? (Y/N)
- Built-in bra? (Y/N)
- Removable cups? (Y/N)
- Closure
- Material %'s
- Care instructions
- Country of Origin

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Back



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Jacket / Blazers

[Apparel Spec Sheet Link](#)

VI 37.7%

1411850818 in Store Manager Preview

## 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
- Model info
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front Open

**Angle 2:** Back

**Angle 3:** Front Closed





# Denim: Current

[Denim Spec Sheet Link](#)

VI 33%

[1411812178 in Store Manager Preview](#)

## Features

Denim

{Brand} {Style Name} {Wash Name} {Material, if call-out}{Cut of Jean}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Measurement
  - Inseam (pants)
  - Front Rise
  - Back Rise
  - Leg Opening
- Sample size
- Model info
- Design details:
- Closure
- Material %'s
  - Rigid denim note (if applicable)
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front

**Angle 2:** Side

**Possible Angle 3, 4:** If item has special detail to showcase on side of leg or bottom of hem.



### POSSIBLE BONUS ANGLE



# Outerwear (Includes ELF)

[Apparel Spec Sheet Link](#)

VI 40%

1411221402 in Store Manager Preview

## 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
- Model info
- Design details
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front Open

**Angle 2:** Back

**Angle 3:** Front Closed

**Angle 4:** Front Closed Detail





VI 37.7%

[1411636061 in Store Manager Preview](#)[1411405915 in Store Manager Preview](#)

## Features

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

- Brand
- Item type
- Color/pattern
- Measurements
  - Shoulder to hem
  - Inseam
  - Rise
  - Waist to hem
- Sample size
- Model info
- Design details
  - Tech features
- Built-in bra? (Y/N)
- Built-in cups? (Y/N)
- Closure type
- Material
- Care instructions
- Origin

**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1: Front****Angle 2: Back****Angle 3: Detail (if needed)**

Top

Bottom



VI 35%

[1411261138 in Store Manager Preview](#)

[1411718837 in Store Manager Preview](#)

[1411390717 in Store Manager Preview](#)

## Features

{Brand Name} {Style Name} {Type}

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Design details:
- Built-in bra? (Y/N)
- Built-in cups? (Y/N)
- Closure
- Material %'s
- Care instructions
- Country of Origin

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

Angle 1: Front

Angle 2: Back

One Piece

Top

Bottom



# Intimate Apparel

[Apparel Spec Sheet Link](#)

VI 57%

[1412310051 in Store Manager Preview](#)

## Features

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

- Brand
- Style Name/ Description
- Product type
- Vendor color
- Sample size
- Design 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.



### Key:

Green = Required to run on site

Transparent = Nice to have but not required

# Women's Underwear

[Apparel Spec Sheet Link](#)

VI 57%

[1412333124 in Store Manager Preview](#)

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Front, layered

**Angle 2:** Back, flipped and layered

## Image Notes



## 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** 1500 pixels, tall or wide, whichever is largest (this does not include the background that surrounds the product).

# Home / Living

# Wine

VI 100.0%

[3032356220 in Store Manager Preview](#)

## Features

{Year} {Winemaker} {Type of Wine} {# of bottles}

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

\*provided via infosheet

\*wine title are provided by vendor

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

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

## Image Notes

May feature: Close up of label.



# Dining | Housewares

VI 98.9%

[3010246673 in Store Manager Preview](#)

## Features

### Sets

{Brand} {Style} {XXpc} {style/ Material} {Product type}

### Single Styles

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

- Brand
- Product Name
- Vendor Color
- Material
- Additional Info
- Capacity (if applicable)
- Measurements
- Food safe?
- Care instructions: Dishwasher/ Microwave/ Oven safe?
- Voltage
- Origin
- CA Prop 65
- Contents of Set (if applicable)

#### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



## Features

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

- Brand
- Product name
- Additional information
- Measurements/Oz
- Boxed/gifting ready?
- Ingredients
- Allergen information
- Origin
- Prop 65
- Contents of set

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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





# Runners & Tablecloths

VI 98%

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Runner on table top with tight crop

### Image Notes

May feature: Angle 2



**Angle 1:**

- Rectangle: tablecloth flat on table top; bell shape edge
- Round: Draped over round cutout

### Image Notes

May feature: Angle 2



Rectangle



Round

# Napkins

VI 98%

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

**Angle 1:** Folded as a square with movement.



Single



Set



Set

## Features

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

- Brand
- Product Name
- Compatibility
- Vendor Color
- Design details
- Measurements
- Lithium battery? (Y/N)
- Voltage
- Materials
- Origin
- CA Prop 65

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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

VI 98.9%

[111444524 in Store Manager Preview](#)

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

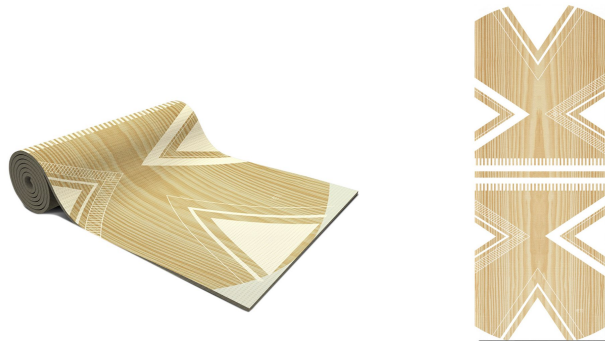
**Angle 1:** Partially unrolled mat shot at a 45 degree angle

## Image Notes

May feature:

**Angle 3:** Product in environment. Flat overhead angle.

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



## Features

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

- Brand
- Product
- Vendor Color
- Additional details
- Measurements
- Materials
- Voltage/battery info
- Food safe?
- Arrives ready to hang?
- Care instructions
- Origin
- Contents of Set
- LTL
- CA Prop 65

**Key:**

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



## Features

{Artwork Name} by {Artist} Wall Art (when applicable)

- Brand
- Product
- Size
- Artist
- Additional details
- Image type
- Framed Y/N?
- If framed:
  - Image dimensions
  - Frame dimensions
- Frame type
- Frame finish
- Glass or plexiglass insert?
- Mat color
- Arrives ready to hang?
- Origin
- LTL
- CA Prop 65

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



# Rug

VI 100.0%

3050453340 in Store Manager Preview

## Features

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

- Brand
- Product Description
- Style name (if applicable)
- Vendor Color
- Construction
- Pile
- Material
- Backing Material
- Indoor/outdoor
- Additional Info
- Care instructions
- Origin
- CA Prop 65

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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

VI 100.0%

[3050211183 in Store Manager Preview](#)

## Features

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

- Brand
- Title/ Style name
- Classification (pendant/table/floor)
- Vendor Color
- Bulbs included? (Y/N)
  - # of bulbs
  - Type of bulbs
  - 20 Compliant? (Y/N)
- T20 Complaint? (Y/N)
- Material
  - Base /Shade
- Measurements
  - Base/Shade
- Hardware
- Installation info (required for ceiling only)
- Wire length
- UL/ETL Approved? (Y/N)
- Additional Info
- Care instructions
- Origin
- CA Prop 65

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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

VI 100.0%

3050461764 in Store Manager Preview

## Features

Title (Brand) (Set of # (when applicable)) (Style Name) (Type)

- Brand
- Product Name
- Collection Name
- Product Dimensions (in inches) - for all items
- 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?

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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%

[5040452885 in Store Manager Preview](#)

## 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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## Ideal Image Standard

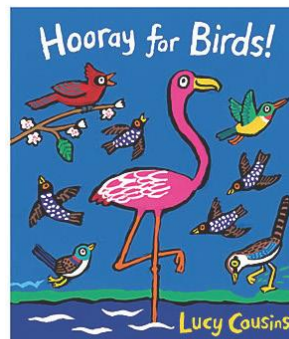
**Angle 1:** Front on clean background

## Image Notes

May feature:

**Angle 2:** Product in environment.

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



# Candles

VI 100%

[3050149864 in Store Manager Preview](#)

## Features

Title {Brand} {Set of X} {Style Name} {Scent} {Material  
if distinct} Candle

- Brand
- Title/ Style name
- Size in ounces
- Vendor Color/Scent
- Fluff copy
- Directions/how to use
- Ingredients/materials
- Origin
- Contents of set
- CA Prop 65

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

Red = no longer want/need

## Ideal Image Standard

**Angle 1:** Box w/ Candle

**Angle 2:** Candle

## Image Notes

Angle 1 and 2 are most necessary.



# Throw Blankets

VI 99.2%

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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

VI 99.2%

[3030591144 in Store Manager Preview](#)

## Features

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

- Brand
- Title/ Style name
- Vendor Color
- Additional Info
- Closure
- Measurements
- Shell Material
- Filled? (Y/N)
  - Fill material
- Care instructions
- Origin
- Contents of Set
- CA Prop 65

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



# Towels

VI 99.2%

[3030806463 in Store Manager Preview](#)

## Features

Title{Brand} {Style} Set of X {Material} Towels

- Brand
- Product Description
- Vendor Color
- Additional Info
- Measurements
- Material
- Care instructions
- Origin
- Prop 65
- Contents of set with measurements

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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 / Sets

VI 95.5%

3030750304 in Store Manager Preview

## Features

### Bedding

Title {Brand} {Style Name} {Thread Count} Item Type

- Brand
- Title/ Style name
- Vendor Color
- Size
- Additional Info
- Pocket (fitted sheets)
- Measurements
- Fabric content
- Thread count
- Care instructions
- Origin
- Prop 65
- Contents of Set
- 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
- Additional Info
- Level of warmth, description
- Measurements
- Fill
- Fill power
- Shell Material
- Fill material
- Care instructions
- Origin
- Contents of Set
- 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



**Key:**  
Green = Required to run on site  
Transparent = Nice to have but not required

# Sheets Sets

VI 95.5%

3033390517 in Store Manager Preview

## Features Sheets

## Pillows

Title{Brand} {Style Name}{Thread Count}{Callout Material} Item Type

- Brand
- Title/ Style name
- Vendor Color
- Additional Info
- Measurements
- Pocket (fitted sheets)
- Thread count
- Fabric content
- Care instructions
- Origin
- Contents of set
- Sizes available w/ measurements
- Prop 65

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

**Angle 1:** Lifestyle or folded if provided.  
**Angle 2:** Fitted sheet close-up with corner folded over to expose elasticity.

## Image Notes

May feature:

*Vendor*

*In Studio*



## Ideal Image Standards

**Angle 1:** Lifestyle if provided.  
**Angle 2:** Sheet stack on form at angle on white background.  
**Angle 3:** Close up of texture.

## Image Notes

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



**Angle 1:** Sheet folded, on white.

## Image Notes

May feature: Angle 2



**Key:**  
Green = Required to run on site  
Transparent = Nice to have but not required



# Pillowcases

VI 95.5%

[3033029756 in Store Manager Preview](#)

## Features

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

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

### Key:

Green = Required to run on site

Transparent = Nice to have but not required

## 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.



**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.



# 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} [Callout 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 have (Authentic Pre-Owned) at the end of the title and 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.