

# MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

JUNE 2019

# 1

## GENERAL PHOTOGRAPHY REQUIREMENTS

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## T I E R S

The tiers reflect the quality of imagery that you are able to provide and the level of review your imagery will go through. The higher the tier, the quicker your product will go to market.

### **GOLD ACCREDITED - LIVE ONLINE IN 1 WEEK**

- Images must be supplied as jpegs.
- Gold images must be cropped to Myer specs with correct aspect ratio of 45:58 and should be Myer-website-ready. Refer to page 5 for more technical details.
- Should the supplier not want the model to be recognisable, the supplier must crop the images before submitting (ie: between the nose and lips and to the garment length)
- For all make-up products, swatches must be provided.

### **SILVER ACCREDITED - LIVE ONLINE IN 2 WEEKS**

- Images must be supplied as jpegs.
- Your image should be supplied on a white background and Myer will crop to ensure the correct aspect ratio.
- For all make-up products, swatches must be provided.

### **BRONZE ACCREDITED - LIVE ONLINE IN 4 WEEKS**

- Images must be supplied as jpegs.
- Myer will ensure the correct aspect ratio.



## TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

Minimum accepted image size\*:

**1551px(W) x 2000px(H)**

Aspect Ratio: **45:58**

Product fill: **minimum 70% of frame**  
(either width or height)

Max image file size: **50mb**

BACKGROUND

Plain White Background / RGB

R 255 | G 255 | B 255

## IMAGE CHECKLIST

IMAGES

Check you have the **ESSENTIAL** images and any **RECOMMENDED** as per category guide

LIGHTING

Lighting coverage needs to be even, with no blown out highlights, or loss of detail in shadows. Avoid reflections and harsh shadows.

IMAGE QUALITY

Images should be clear and sharp overall.

Blurred/out of focus images will not be accepted due to lack of detail for product representation.

Images should not show any noise, dust spots or pixelation blurring when viewed at 100% image size.

BEAUTY SWATCHES

Swatches are required for makeup products. Refer to swatch image on page 112 and 113 for swatch examples.

Minimum accepted image size\*:

**128x128px**

RETOUCHING

Image is retouched to the following standards:

**TALENT AND GARMENT**

- See Retouching Guidelines (page 8)

**PRODUCT (ANY IMAGE NOT SHOT ON TALENT)**

- Clean background and floor
- Stains, fingerprints, tags, wires are removed
- Product looks pristine

## CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

e.g. dress/jumpsuit/suit:

- Crop above head and below feet.
- Should the supplier not want the model to be recognisable, the supplier must crop between the nose and lips and below the feet.

TOP

e.g. shirt/blouse/blazer:

- Crop above head and to garment length.
- Should the supplier not want the model to be recognisable, the supplier must crop between the nose and lips and to the garment length.

BOTTOM

e.g. pants, skirts, shorts:

- Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,  
YOUR SUBMISSION WILL BE REJECTED**

## TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

Minimum accepted image size\*:  
**1551px(W) AND 2000px(H)**

Aspect Ratio: **MYER to ensure correct ratio**

Product fill: **minimum 70% of frame  
(either width or height)**

Max image file size: **50mb**

BACKGROUND

Plain White Background / RGB  
R 255 | G 255 | B 255

## IMAGE CHECKLIST

IMAGES

Check you have the **ESSENTIAL** images and any **RECOMMENDED** as per category guide

LIGHTING

Lighting coverage needs to be even, with no blown out highlights, or loss of detail in shadows. Avoid reflections and harsh shadows.

IMAGE QUALITY

Images should be clear and sharp overall.

Blurred/out of focus images will not be accepted due to lack of detail for product representation.

Images should not show any noise, dust spots or pixelation blurring when viewed at 100% image size.

BEAUTY SWATCHES

Swatches are required for makeup products. Refer to swatch image on page 112 and 113 for swatch examples.

Minimum accepted image size\*:  
**128x128px**

RETOUCHING

Image is retouched to the following standards:

**TALENT AND GARMENT**

- See Retouching Guidelines (page 8)

**PRODUCT (ANY IMAGE NOT SHOT ON TALENT)**

- Clean background and floor
- Stains, fingerprints, tags, wires are removed
- Product looks pristine

## CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

e.g. dress/jumpsuit/suit:

- Crop above head and below feet.
- Crops between the nose and lips and below feet will also be accepted.

TOP

e.g. shirt/blouse/blazer:

- Crop above head and to garment length.
- Crops between the nose and lips and to garment length will also be accepted.

BOTTOM

e.g. pants, skirts, shorts:

- Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,  
YOUR SUBMISSION WILL BE REJECTED**

## TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

Minimum accepted image size\*:  
**1551px(W) AND 2000px(H)**

Aspect Ratio: **MYER to ensure correct ratio**

Product fill: **minimum 70% of frame  
(either width or height)**

Max image file size: **50mb**

BACKGROUND

MYER to clip to correct Plain White Background  
R 255 | G 255 | B 255

\* A Photoshop/psd file will only be requested upon review  
for original unedited or edited working files.

## IMAGE CHECKLIST

IMAGES

Check you have the **ESSENTIAL** images and any  
**RECOMMENDED** as per category guide

IMAGE QUALITY

Images should be clear and sharp overall.

Blurred/out of focus images will not be  
accepted due to lack of detail for product  
representation.

Images should not show any noise, dust spots  
or pixelation blurring when viewed at 100%  
image size.

RETOUCHING

Image is retouched to the following standards:

**TALENT AND GARMENT**

- See Retouching Guidelines (page 8)

**PRODUCT (ANY IMAGE NOT SHOT ON TALENT)**

- Clean background and floor
- Stains, fingerprints, tags, wires are removed
- Product looks pristine

LIGHTING

Lighting coverage needs to be even, with  
no blown out highlights, or loss of detail in  
shadows. Avoid reflections and harsh shadows.

BEAUTY SWATCHES

Swatches are required for makeup products.  
Refer to swatch image on page 112 and 112 for  
swatch examples.

Minimum accepted image size\*:  
**128x128px**

## CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

e.g. dress/jumpsuit/suit:

- Crop above head and below feet.
- Crops between the nose and lips and below  
feet will also be accepted.

TOP

e.g. shirt/blouse/blazer:

- Crop above head and to garment length.
- Crops between the nose and lips and to  
garment length will also be accepted.

BOTTOM

e.g. pants, skirts, shorts:

- Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,  
YOUR SUBMISSION WILL BE REJECTED**

## GENERAL AND BACKGROUND

- All images to be clipped professionally on a white background R255 G255 B255.
- Erase any dirt marks and/or imperfections on background and product.
- If cropping apparel on talent, ensure crops adhere to guidelines explained overleaf.

## GARMENT RETOUCHING

- Remove any visible product swing tags.
- Remove pant imprints from under tight fitting tops.
- Remove any visible bras or bra lines through garment.
- Remove any dirt or marks from garments.
- Remove any coat hanger bulges at shoulder.
- Remove any visible pins or clips.
- Remove any dust or lint or loose threads from garments.
- Remove any visible hanger straps.
- Remove any bunching in crotch or bottom of underwear.
- Remove any unstyled creases from garments.
- Remove any bunching on side of bra.
- Remove visible lines of model's underwear through garment.

## TALENT RETOUCHING

- Remove any skin imperfections and even out skin tone (scars, tan lines, pimples, blemishes, band-aids, tattoos).
- Remove any imprints on skin – e.g. underwear, bra marks, socks, etc.
- Remove any visible razor burn, pubic hair or ingrown pimples.
- Remove visible nipples and preserve modesty.
- Clean up stray hairs on back of neck or body.
- Ensure skin retains a natural appearance and limit body manipulation where possible.

PRODUCT IMAGE SIZES: PRODUCT SHOULD FILL AT LEAST 70% OF FRAME



- Full body shot crop reference
- Should the supplier not want the model to be recognisable, the supplier must crop between the nose and lips and below the feet.



- Top crop reference- garment should be cropped below hands
- Should the supplier not want the model to be recognisable, the supplier must crop between the nose and lips and to the garment length.



- Bottom crop reference



- Product filling 70% of frame



Side example



Back example



Side example



Back example



Side example



Back example



Examples of different styles

PRODUCT IMAGERY MOODBOARD



# MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

ACCESSORIES

JUNE 2019



1<sup>ST</sup>

KEY IMAGE  
ESSENTIAL



- Front-on or 3/4 angle, showing product in its best light



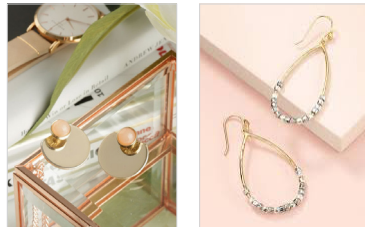
Examples of different styles

2<sup>ND</sup>

STYLING IMAGE  
RECOMMENDED



- Product shown on body or in use
- More freedom here - utilise dynamic camera angles and poses to complement style



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

SIDE IMAGE  
RECOMMENDED



- Either side, whichever side shows off features of fastening



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
RECOMMENDED



- Close shot of detail where applicable



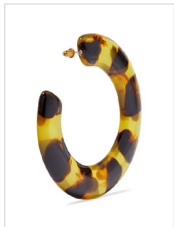
Examples of different styles



3<sup>RD</sup>  
TO  
7<sup>TH</sup> | BACK IMAGE  
**RECOMMENDED**



- Back detail to show fastening

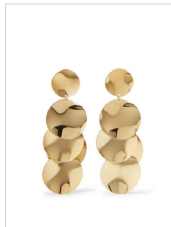


Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup> | KEY IMAGE ALT  
**RECOMMENDED**



- 3/4 angle facing either direction or front-on, showing product in its best light, single or set, ensuring type of fastening is visible



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup> | PACKAGING IMAGE  
**RECOMMENDED**



- Product shown in packaging



Examples of different styles

1<sup>ST</sup>

KEY IMAGE  
ESSENTIAL



- Front-on showing product in its best light



Examples of different styles

2<sup>ND</sup>

STYLING IMAGE  
RECOMMENDED



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style



Additional look and feel

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

FULL IMAGE  
ESSENTIAL



- Directly to camera showing product in a different way than the key image or overhead



Additional look and feel

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
RECOMMENDED



- Close shot of detail where applicable



Examples of different styles

1<sup>ST</sup>

KEY IMAGE  
**ESSENTIAL**



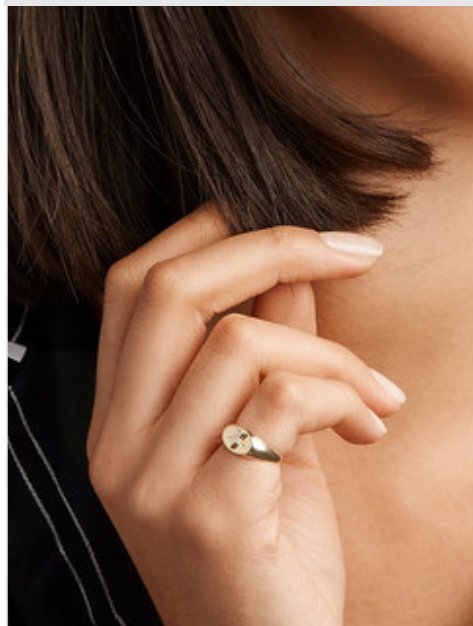
- Front-on showing product in its best light



Examples of different styles

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style



Additional look and feel

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

KEY IMAGE ALT  
**RECOMMENDED**



- Directly to camera showing product in a different way than the key image



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

BACK IMAGE  
**RECOMMENDED**



- Back detail



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

KEY IMAGE ALT  
**RECOMMENDED**



- 3/4 angle, facing either direction, showing product in its best light



Examples of different styles



1<sup>ST</sup>

KEY IMAGE  
ESSENTIAL



- Front-on showing product in its best light



Examples of different styles

2<sup>ND</sup>

STYLING IMAGE  
RECOMMENDED



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style



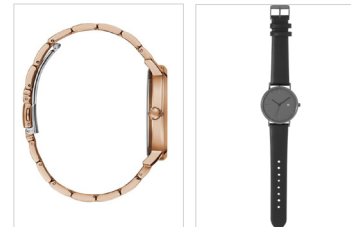
Examples of different styles

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

KEY IMAGE ALT  
RECOMMENDED



- 3/4 angle, facing either direction, showing product in its best light or full overhead of product



Examples of different styles

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

BACK IMAGE  
RECOMMENDED



- 3/4 or back view showing back detail of product. Product can be upright or laying down



Examples of different styles

3<sup>RD</sup>  
OR  
7<sup>TH</sup> | DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable

3<sup>RD</sup>  
OR  
7<sup>TH</sup> | DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable

3<sup>RD</sup>  
OR  
7<sup>TH</sup> | PACKAGING IMAGE  
**RECOMMENDED**



- Product shown in packaging



Examples of different styles



Examples of different styles



Examples of different styles

1<sup>ST</sup>

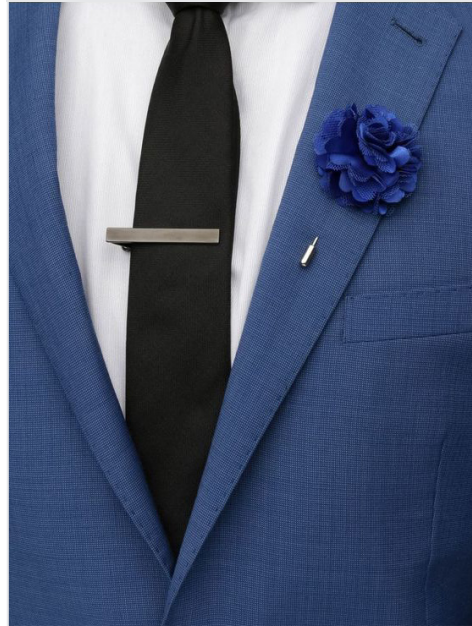
KEY IMAGE  
ESSENTIAL



- Front-on or 3/4 angle, showing product in its best light

2<sup>ND</sup>

STYLING IMAGE  
RECOMMENDED



- Product shown on body or in use
- More freedom here - utilise dynamic camera angles and poses to complement style

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
RECOMMENDED



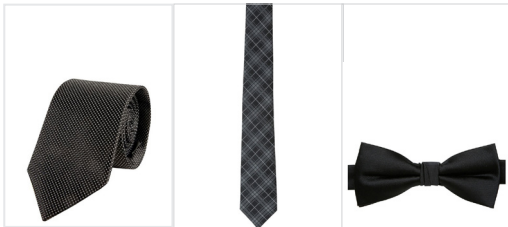
- Either side, whichever side shows off features of fastening

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

BOX/SET IMAGE  
RECOMMENDED



- Close shot of detail where applicable



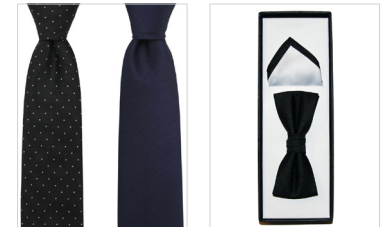
Examples of different styles



Examples of different styles



Examples of different styles



Examples of different styles



1<sup>ST</sup>

KEY IMAGE  
**ESSENTIAL**



- Front-on or 3/4 angle, showing product in its best light

2<sup>ND</sup>

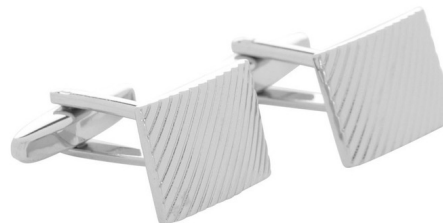
STYLING IMAGE  
**RECOMMENDED**



- Product shown on body or in use
- More freedom here - utilise dynamic camera angles and poses to complement style

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

KEY IMAGE ALT  
**RECOMMENDED**



- Either side, whichever side shows off features of fastening

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

BOX/SET IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable



Examples of different styles



Examples of different styles



Examples of different styles



Examples of different styles



1<sup>ST</sup>

KEY IMAGE  
**ESSENTIAL**



- Front-on or 3/4 angle, facing either direction, showing product in its best light



Examples of different styles

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style



Examples of different styles

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

KEY IMAGE ALT  
**RECOMMENDED**



- 3/4 angle, facing either direction or front-on, showing product in its best light



Examples of different styles

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

SIDE IMAGE  
**RECOMMENDED**



- Either side, whichever side shows off features

1<sup>ST</sup>

KEY IMAGE  
ESSENTIAL



- Front-on showing product in its best light

2<sup>ND</sup>

STYLING IMAGE  
RECOMMENDED



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

DETAIL IMAGE  
RECOMMENDED



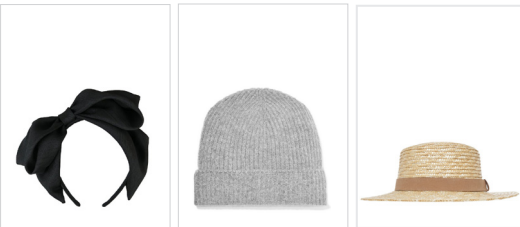
- Close shot of detail where applicable

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

SIDE IMAGE  
RECOMMENDED



- 3/4, side or aerial shot, showing product in its best light



Examples of different styles



Examples of different styles



Examples of different styles



Examples of different styles

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

BACK IMAGE  
**RECOMMENDED**



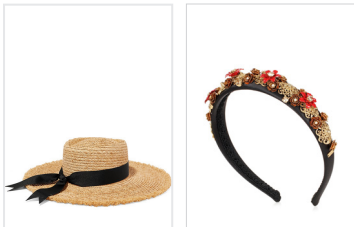
- 3/4 or back view showing back detail of product

3<sup>RD</sup>  
OR  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable



Examples of different styles



Examples of different styles

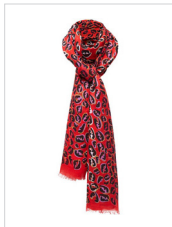


1<sup>ST</sup>

KEY IMAGE  
**ESSENTIAL**



- Front-on with a tie/coil that shows product in its best light



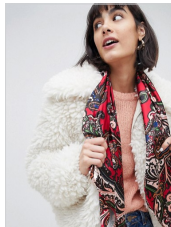
Additional look and feel reference

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



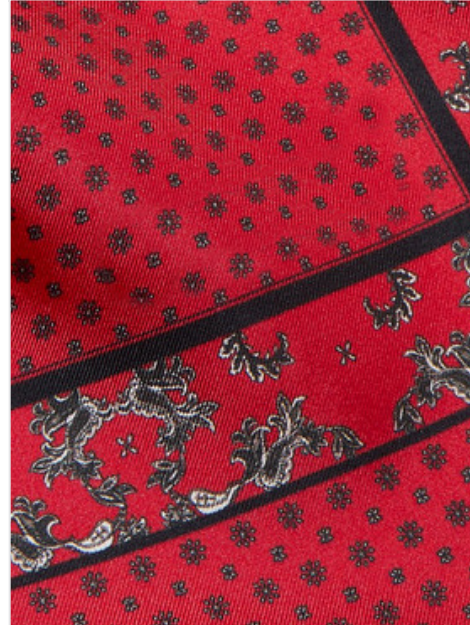
- Product shown on body or in use
- More freedom here - utilise dynamic camera angles and poses to complement style



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable



Additional look and feel reference

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

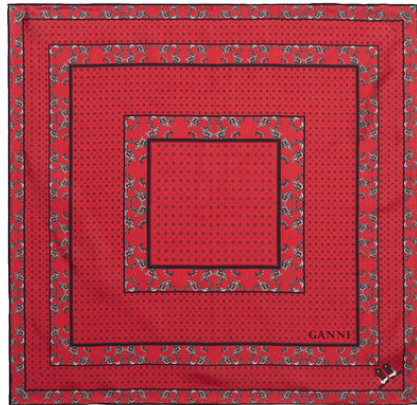
KEY IMAGE ALT  
**RECOMMENDED**



- Front-on with a tie/coil that shows product in its best light

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

AERIAL IMAGE  
**RECOMMENDED**



- Aerial of full product

1<sup>ST</sup>

KEY IMAGE  
ESSENTIAL



- Front-on, buckled up, showing product in its best light

2<sup>ND</sup>

STYLING IMAGE  
RECOMMENDED



- Product shown on body or in use
- More freedom here - utilise dynamic camera angles and poses to complement style



Additional look and feel reference

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

AERIAL IMAGE  
ESSENTIAL



- Aerial with detail of buckle and tip of belt



Additional look and feel reference

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

KEY IMAGE ALT  
RECOMMENDED



- Wrapped around, buckled up, showing product in its best light



Additional look and feel reference



1<sup>ST</sup>

KEY IMAGE  
**ESSENTIAL**



- Front-on, shot flat lay with either gloves crossed in 'X' shape or side by side
- Either angle should show some of thumb folded in



Additional look and feel reference

2<sup>ND</sup>  
TO  
7<sup>TH</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style

2<sup>ND</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where possible

1<sup>ST</sup>, 2<sup>ND</sup>  
OR  
3<sup>RD</sup>

KEY IMAGE  
**ESSENTIAL**



- Side or 3/4 angle, facing either direction, showing product in its best light



Additional look and feel reference

1<sup>ST</sup>, 2<sup>ND</sup>  
OR  
3<sup>RD</sup>

KEY IMAGE ALT  
**RECOMMENDED**



- Side or 3/4 angle, facing either direction, showing product in its best light

1<sup>ST</sup>, 2<sup>ND</sup>  
OR  
3<sup>RD</sup>

AERIAL IMAGE  
**RECOMMENDED**



- Aerial of full product

4<sup>TH</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable



4<sup>TH</sup>  
TO  
7<sup>TH</sup>

STYLING IMAGE  
RECOMMENDED



- Closed view, shot straight to camera with handle at top



Examples of different styles

1<sup>ST</sup>

KEY IMAGE  
**ESSENTIAL**



- Front-on or 3/4 angle showing product in its best light



Examples of different styles

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown on body or in use
- More freedom here – utilise dynamic camera angles and poses to complement style



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

KEY IMAGE ALT  
**RECOMMENDED**



- Front-on or 3/4 angle, facing either direction, showing product in its best light



Additional look and feel reference

3<sup>RD</sup>  
TO  
7<sup>TH</sup>

BACK IMAGE  
**RECOMMENDED**



- Back, 3/4 back or side view of product



Additional look and feel reference

3<sup>RD</sup>  
TO  
7<sup>TH</sup> | INTERIOR IMAGE  
**RECOMMENDED**



- Inside of product, particularly with product to show storage and capacity



Examples of different styles

3<sup>RD</sup>  
TO  
7<sup>TH</sup> | DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where possible



Additional look and feel reference