MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

JUNE 2019

1

GENERAL PHOTOGRAPHY REQUIREMENTS

CONTENTS

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

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 113 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.
·   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

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

BOTTOM

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TECHNICAL CHECKLIST

FILE FORMAT

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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

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

IMAGE QUALITY

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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

MYER

ONLINE PHOTOGRAPHY GUIDELINES

BEAUTY AND FRAGRANCES

| 1ST | KEY IMAGE **ESSENTIAL** | 2ND | STYLING IMAGE **RECOMMENDED** | 3RD TO 7TH | SWATCH IMAGE ALT **RECOMMENDED** | 3RD TO 7TH | DETAIL IMAGE **RECOMMENDED** |

- The image that best showcases the product, generally shot front-on or on a 3/4 angle

- Close shot of detail where applicable
- Product shown on talent or in use
- More freedom here – utilise dynamic camera angles and poses to complement style

- Swatch smear to show texture/density of product and colour
- Images need to be colour corrected for accuracy

- Close shot of detail where applicable

Examples of different styles

Examples of different styles

Examples of different styles

Examples of different styles

3RD to 7TH — STYLING IMAGE RECOMMENDED

- Product shown on talent or in use
- More freedom here - utilise dynamic camera angles and poses to complement style
- Talent represented shows products on different skin/face types, shapes and tones
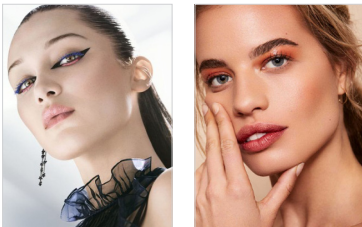
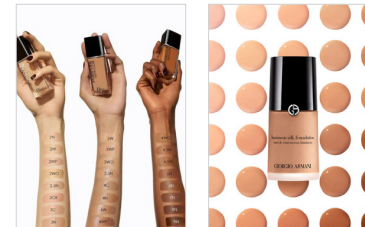Examples of different styles

3RD to 7TH — F&B IMAGE RECOMMENDED

BEFORE   AFTER
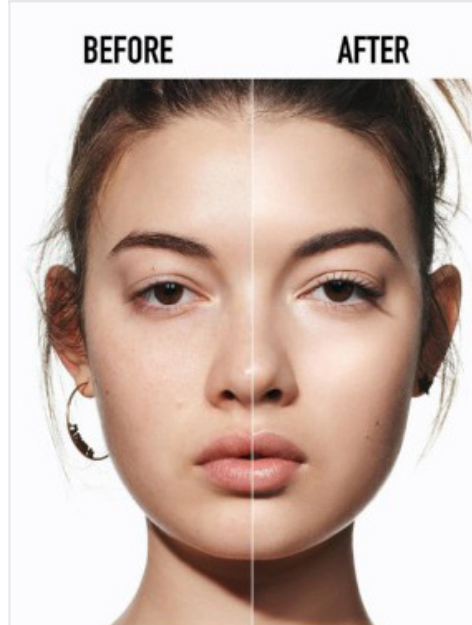
- Image or diagram demonstrating features or benefits for example coverage

3RD to 7TH — SWATCH IMAGE RECOMMENDED

DIOROUGE
SATIN

999
080 RED SMILE
028 ACTRICE
756 PANACHE
775 HYDE PARK
520 FEEL GOOD
047 MISS
766 ROSE HARPERS
872 VICTOIRE
860 ROUGE TOKYO
781 ENIGMATIC

- Range of swatches showing different colours on different skin colours, tones

Examples of different styles

SW — SWATCH IMAGE ESSENTIAL

- **Please ensure this is placed in the 'Colour Swatch Image' field in PEP**
- Images need to be colour corrected for accuracy

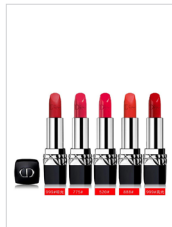

Examples of different styles

1ST | **KEY IMAGE** | **ESSENTIAL**

- The image that best showcases the product, generally shot front-on, from above or on a 3/4 angle
- Product shown without set packaging

Examples of different styles

2ND | **LIFESTYLE IMAGE** | **RECOMMENDED**

- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
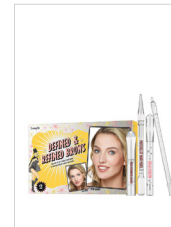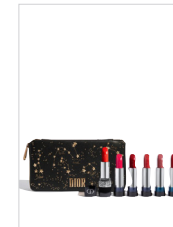- Supply cropped in

Examples of different styles

3RD TO 7TH | **KEY IMAGE ALT** | **RECOMMENDED**

- The image that best showcases the product, generally shot front-on or on a 3/4 angle
- Product can be sitting inside packaging or beside it/in front
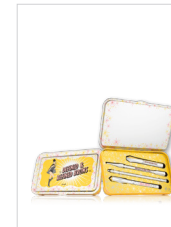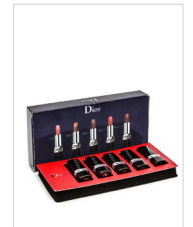

Examples of different styles

3RD TO 7TH | **LIFESTYLE IMAGE** | **RECOMMENDED**

- Products sitting within their set packaging to showcase as gifts

Examples of different styles

3RD TO 7TH

LIFESTYLE IMAGE
RECOMMENDED

- · Any other images that can support the product imagery and give a sense of emotion or authenticity
- · Product shown in natural environment
- · Supply cropped in
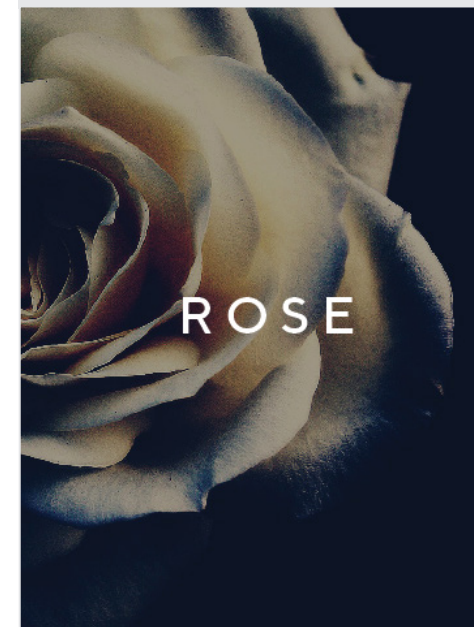

Examples of different styles

| 1ST | KEY IMAGE **ESSENTIAL** | 2ND | LIFESTYLE IMAGE **RECOMMENDED** | 3RD TO 7TH | PACKAGING IMAGE **RECOMMENDED** | 3RD TO 7TH | SCENT IMAGE **RECOMMENDED** |

· The image that best showcases the product, generally shot front-on or on a 3/4 angle

· Any other images that can support the product imagery and give a sense of emotion or authenticity
· Product shown in natural environment
· Supply cropped in

· Product shown in packaging or positioned beside it

· Image symbolising details of the scent

Examples of different styles

Examples of different styles

Examples of different styles

Examples of different styles

1ST	KEY IMAGE **ESSENTIAL**	2ND	LIFESTYLE IMAGE **RECOMMENDED**	3RD TO 7TH	PACKAGING IMAGE **RECOMMENDED**

- The image that best showcases the product, generally shot front-on, from above or on a 3/4 angle
- Product can be sitting inside packaging or beside it/in front

- Any other images that can support the product imagery and give a sense of emotion or authenticity
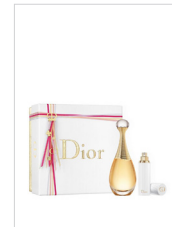- Product shown in natural environment
- Supply cropped in

- The image that best showcases the product, generally shot front-on, from above or on a 3/4 angle
- Product can be sitting inside packaging or beside it/in front

Examples of different styles

Examples of different styles

Examples of different styles