MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

JUNE 2019

1

GENERAL PHOTOGRAPHY REQUIREMENTS

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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

IMAGE CHECKLIST

IMAGES

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

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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.

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

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FULL

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- 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

luxe
ANTI
ALLERGY

TITAN HERO
POWER FX
I AM IRON MAN
IRONMAN
MARVEL
AVENGERS
INFINITY WAR
TITAN HERO SERIES

Aesop.
PARSLEY
SEED

MYER

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

CLOTHING

JUNE 2019

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st
- Full length of top to be seen (ie. not tucked)

Additional look & feel reference

2ND | BACK IMAGE
ESSENTIAL

- Hair to be swept to one side or forward on this view

Additional look & feel reference

3RD TO 7TH | SIDE-ON IMAGE
RECOMMENDED

- Either side - whichever side looks most flattering or has a feature

Additional look & feel reference

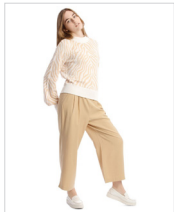
3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

3RD TO 7TH | LIFESTYLE IMAGE RECOMMENDED

- Image should convey emotion and can be styled with other product



Additional look & feel reference

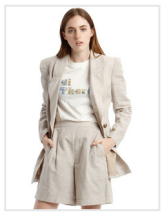
3RD TO 7TH | STILL IMAGE RECOMMENDED

- Either flatlay or hanglay (when nature of fabric looks best falling vertically)

Additional look & feel reference

3RD TO 7TH | STYLING IMAGE RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs



Additional look & feel reference

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features

Additional look & feel reference

2ND | BACK IMAGE
ESSENTIAL

- Important that the pose is flattering on the backside

Additional look & feel reference

3RD TO 7TH | SIDE-ON IMAGE
RECOMMENDED

- Either side - whichever side looks most flattering or has a feature

Additional look & feel reference

3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

3RD TO 7TH | LIFESTYLE IMAGE RECOMMENDED

- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product
- Model to express personality and authenticity
- Different pose to convey nature of garment
  e.g. stretch jeans shown by talent crouching

Examples of different styles

3RD TO 7TH | STILL IMAGE RECOMMENDED

- Either flatlay or hanglay (when nature of fabric looks best falling vertically)

Examples of different styles

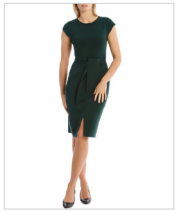
3RD TO 7TH | STYLING IMAGE RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. cuffs

Examples of different styles

1ST | KEY IMAGE
ESSENTIAL

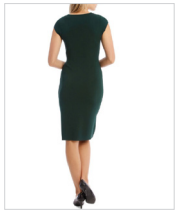
- The image that best showcases the garment's features eg. if the front of garment is plain and the detail is at the back, then a back shot should be 1st, likewise a print dress would be better close up



Additional look & feel reference

2ND | BACK IMAGE
ESSENTIAL

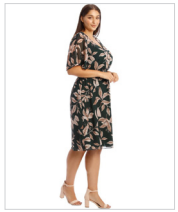
- Back image, shot straight on
- Hair to be swept to one side or forward on this view



Additional look & feel reference

3RD TO 7TH | SIDE-ON IMAGE
RECOMMENDED

- Either side - whichever side looks most flattering or has a feature



Additional look & feel reference

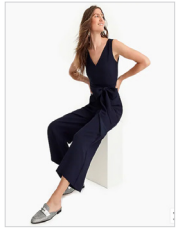
3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close-up on product feature or benefit, not just a crop of another shot

Additional look & feel reference

3RD TO 7TH | LIFESTYLE IMAGE RECOMMENDED

- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product
- Model to express personality and authenticity
- Different pose to convey nature of garment e.g. stretch jeans shown by talent crouching



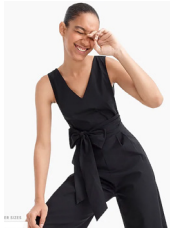
Additional look & feel reference

3RD TO 7TH | STILL IMAGE RECOMMENDED

- Either flatlay or hanglay (where garment fabric needs to fall vertically)

3RD TO 7TH | STYLING IMAGE RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs



Additional look & feel reference

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain and the detail is at the back, then a back shot should be 1st, likewise a print dress would be better close up
- Static up and down pose when shooting designer.

Additional look & feel reference

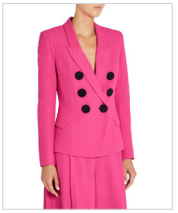
2ND | BACK IMAGE
ESSENTIAL

- Back image, shot straight on
- Hair to be swept to one side or forward on this view

Additional look & feel reference

3RD TO 7TH | SIDE-ON IMAGE
RECOMMENDED

- Either side - whichever side looks most flattering or has a feature



Additional look & feel reference

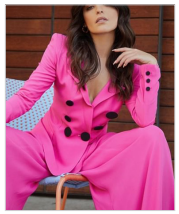
3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close-up on product feature or benefit, not just a crop of another shot

Additional look & feel reference

3RD TO 7TH | LIFESTYLE IMAGE RECOMMENDED

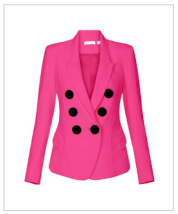
- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product
- Model to express personality and authenticity
- Different pose to convey nature of garment



Additional look & feel reference

3RD TO 7TH | STILL IMAGE RECOMMENDED

- Either flatlay or hanglay (where garment fabric needs to fall vertically)



Additional look & feel reference

3RD TO 7TH | STYLING IMAGE RECOMMENDED

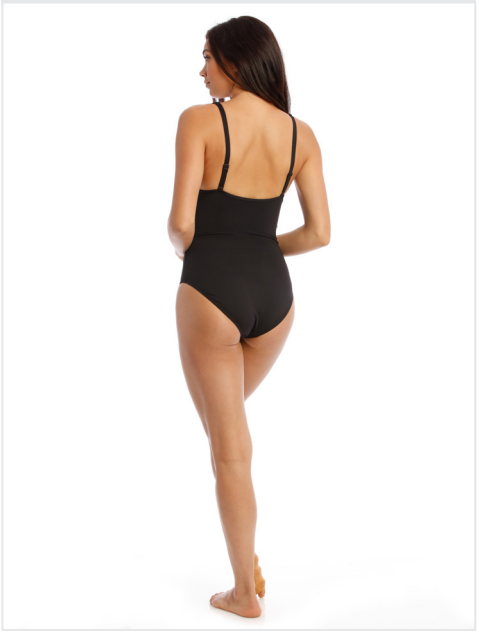
- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs

Additional look & feel reference

1ST | KEY IMAGE | ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

2ND | BACK IMAGE | ESSENTIAL



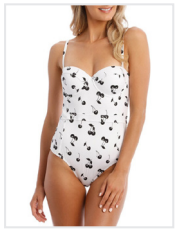
- Back image, shot straight
- Hair to be swept to one side or forward on this view

3RD TO 7TH | DETAIL IMAGE | RECOMMENDED

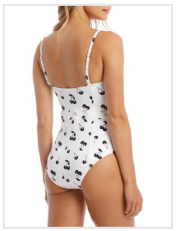
- Close shot of detail where applicable

3RD TO 7TH | FLAT LAY IMAGE | RECOMMENDED

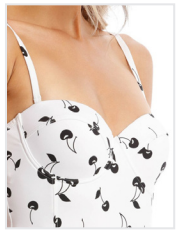
- Flat lay or ghosted image.



Additional look & feel reference



Additional look & feel reference



Additional look & feel reference

1ST | KEY IMAGE | ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

Additional look & feel reference

2ND | BACK IMAGE | ESSENTIAL

- Back image, shot straight
- Hair to be swept to one side or forward on this view

Additional look & feel reference

3RD TO 7TH | DETAIL IMAGE | RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

3RD TO 7TH | SET IMAGE | RECOMMENDED

- Full body shot of the bikini set

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

2ND | BACK IMAGE
ESSENTIAL

- Back image, shot straight
- Hair to be swept to one side or forward on this view

3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close shot of detail where applicable

3RD TO 7TH | SET IMAGE
RECOMMENDED

- Full body shot of the bikini set

Additional look & feel reference

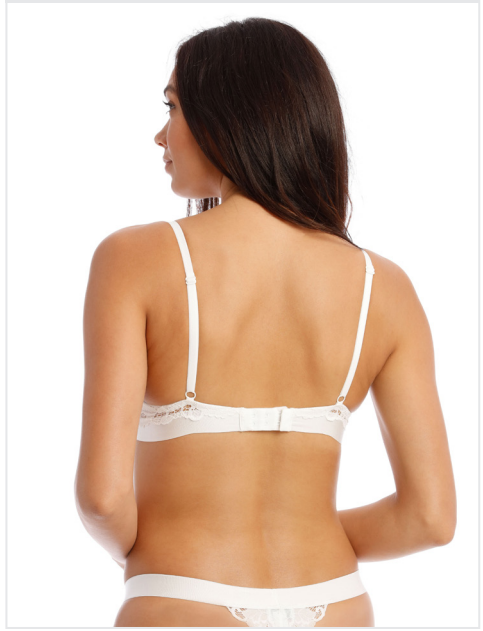
Additional look & feel reference

Additional look & feel reference

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

2ND | BACK IMAGE
ESSENTIAL



- Back image, shot straight
- Hair to be swept to one side or forward on this view

3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close shot of detail where applicable

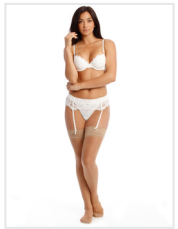
3RD TO 7TH | SET IMAGE
RECOMMENDED

- Full body shot of the intimates set

Additional look & feel reference

Additional look & feel reference

Additional look & feel reference



Additional look & feel reference

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

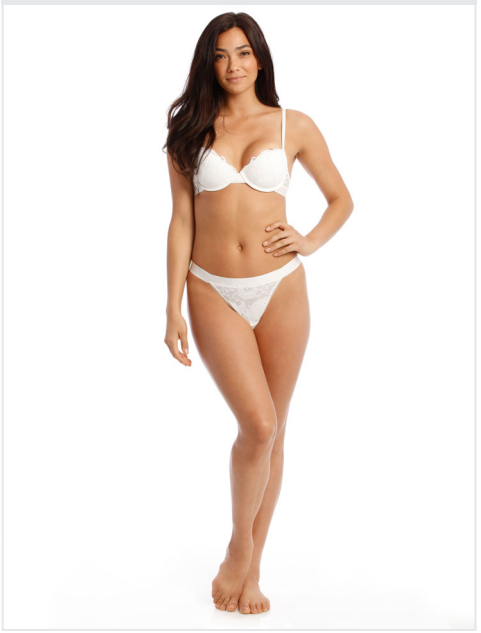
2ND | BACK IMAGE
ESSENTIAL

- Back image, shot straight
- Hair to be swept to one side or forward on this view

3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

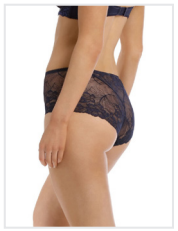
- Close shot of detail where applicable

3RD TO 7TH | SET IMAGE
RECOMMENDED



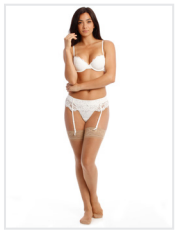
- Full body shot of the intimates set

Additional look & feel reference



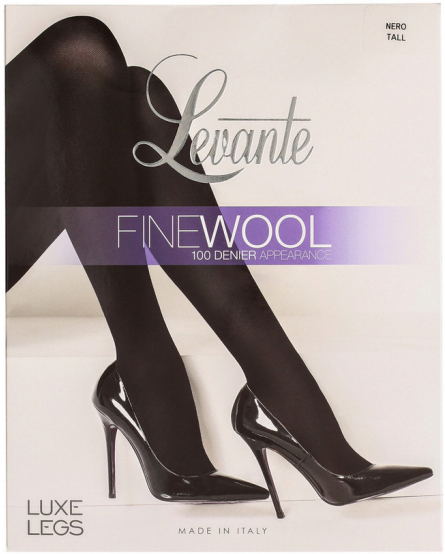
Additional look & feel reference

Additional look & feel reference



Additional look & feel reference

1ST | PACKAGING IMAGE
ESSENTIAL



- Front of packaging, shot straight on with the packet squared up.

2ND | SIDE-ON IMAGE
ESSENTIAL

- Either side – whichever side looks most flattering or has a feature

3RD TO 7TH | BACK IMAGE
RECOMMENDED

- Important that the pose is flattering on the backside

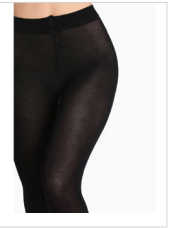
3RD TO 7TH | DETAIL IMAGE
RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

Additional look & feel reference

Additional look & feel reference



Additional look & feel reference

3RD TO 7TH

STYLING IMAGE

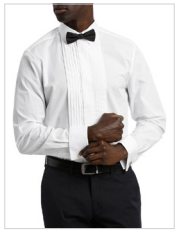
RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs

Additional look & feel reference

1ST | KEY IMAGE | ESSENTIAL

- The image that best showcases the garment's features



Additional look & feel reference

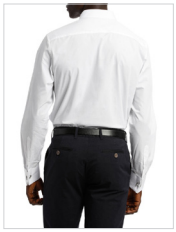
2ND | DETAIL IMAGE | ESSENTIAL

- Close shot of detail where applicable

Additional look & feel reference

3RD | BACK IMAGE | RECOMMENDED

- Important that the pose is flattering on the backside



Additional look & feel reference

4TH TO 7TH | SIDE-ON IMAGE | RECOMMENDED

- Either side - whichever side looks most flattering or has a feature

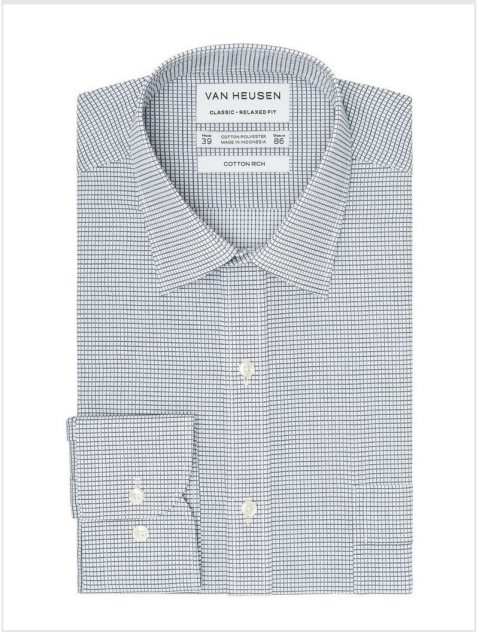
Additional look & feel reference

4TH TO 7TH | UNTUCKED IMAGE RECOMMENDED

- Shirt shown untucked to show length and cut

Additional look & feel reference

4TH TO 7TH | STILL IMAGE RECOMMENDED



- Either flatlay or hanglay (when nature of fabric looks best falling vertically)

Additional look & feel reference

4TH TO 7TH | STYLING IMAGE RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/cuffs

Additional look & feel reference

1ST | KEY IMAGE | ESSENTIAL

- The image that best showcases the garment's features

Additional look & feel reference

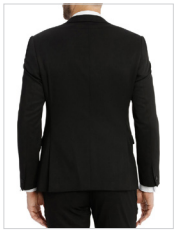
2ND | SUIT IMAGE | RECOMMENDED

- Show full length to show jacket combined with matching suit trouser

Additional look & feel reference

3RD | BACK IMAGE | ESSENTIAL

- Important that the pose is flattering on the backside



Additional look & feel reference

4TH TO 7TH | SIDE-ON IMAGE | RECOMMENDED

- Either side - whichever side looks most flattering or has a feature

Additional look & feel reference

4TH TO 7TH | DETAIL IMAGE RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

4TH TO 7TH | LIFESTYLE IMAGE RECOMMENDED

- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product
- Model to express personality and authenticity
- Different pose to convey nature of garment

Additional look & feel reference

4TH TO 7TH | STYLING IMAGE RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/cuffs

Additional look & feel reference

1ST | KEY IMAGE | ESSENTIAL

- The image that best showcases the garment's features

Additional look & feel reference

2ND | SUIT IMAGE | RECOMMENDED

- Show full length to show jacket combined with matching suit jacket

Additional look & feel reference

3RD | BACK IMAGE | ESSENTIAL

- Important that the pose is flattering on the backside

Additional look & feel reference

4TH TO 7TH | SIDE-ON IMAGE | RECOMMENDED

- Either side - whichever side looks most flattering or has a feature

Additional look & feel reference

4TH TO 7TH | DETAIL IMAGE RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

4TH TO 7TH | LIFESTYLE IMAGE RECOMMENDED

- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product
- Model to express personality and authenticity
- Different pose to convey nature of garment

Additional look & feel reference

4TH TO 7TH | STYLING IMAGE RECOMMENDED

- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs

1ST | KEY IMAGE
ESSENTIAL

- The image that best showcases the garment's features eg if the front of garment is plain & the detail is at the back, then a back shot should be 1st

Additional look & feel reference

2ND | DETAIL IMAGE
RECOMMENDED

- Close shot of detail where applicable

Additional look & feel reference

3RD TO 7TH | BACK IMAGE
ESSENTIAL

- Back image, shot either on 3/4 angle or straight

Additional look & feel reference

1ST | STILL IMAGE | ESSENTIAL

- Flatlay in a staggered order to show the pack

2ND | KEY IMAGE | ESSENTIAL

- Show 1st underwear option
- The image that best showcases the garment's features eg if the front of garment is plain & the detail is at the back, then a back shot should be 1st

Additional look & feel reference

3RD TO 7TH | BACK IMAGE | ESSENTIAL

- Show 2nd underwear option
- Back image, shot either on 3/4 angle or straight

Additional look & feel reference

3RD TO 7TH | DETAIL IMAGE | RECOMMENDED

- Show 3rd underwear option
- Close shot of detail where applicable

Additional look & feel reference

1ST | KEY IMAGE
ESSENTIAL

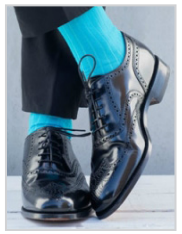
- Side-on still image.
- Product should be as symmetrical as possible.
- All products must be clean and unmarked.
- No unstyled creases or puckering.

2ND TO 7TH | PACKAGING IMAGE
RECOMMENDED

- Front of packaging, shot straight on with the packet squared up.
- Packets must be true to colour and not faded, discoloured, creased or torn.

2ND TO 7TH | TALENT IMAGE
RECOMMENDED

- Either side - whichever side that best shows a pattern or has a feature



Additional look & feel reference

1ST | KEY IMAGE
ESSENTIAL

- First view is to be shot with all products evenly aligned vertically slightly overlapping.

Additional look & feel reference

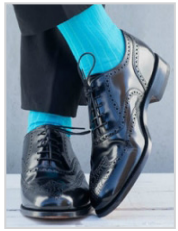
2ND | PACKAGING IMAGE
ESSENTIAL

- Front of packaging, shot straight on with the packet squared up.
- Include gift boxes if applicable.

Additional look & feel reference

3RD TO 7TH | TALENT IMAGE
RECOMMENDED

- One of each colour variation is to be shown.



Additional look & feel reference

3RD TO 7TH | TALENT IMAGE
RECOMMENDED

- One of each colour variation is to be shown.

1ST | KEY IMAGE
ESSENTIAL

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

Examples of different set styles

2ND | DETAIL IMAGE
ESSENTIAL

- Close shot of detail where applicable
- Ensure details such as fastenings and features of the garment are captured clearly

Examples of different set styles

3RD TO 7TH | BACK IMAGE
RECOMMENDED

- Back shot of product

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 set styles

1ST | KEY IMAGE
ESSENTIAL

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

Examples of different set styles

2ND TO 7TH | KEY IMAGE ALT
RECOMMENDED

- Separates shot individually, generally shot front-on

Examples of different set styles

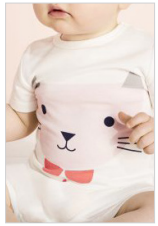
2ND TO 7TH | DETAIL IMAGE
ESSENTIAL

- Close shot of detail where applicable

Examples of different set styles

2ND 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 set styles