

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

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

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e.g. shirt/blouse/blazer:

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e.g. pants, skirts, shorts:

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IMAGE SIZE

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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
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IMAGE QUALITY

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e.g. shirt/blouse/blazer:

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BOTTOM

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- Crop at waist and below feet.

**NOTE: IF YOUR FIRST TWO IMAGES DO NOT MEET THESE REQUIREMENTS,
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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

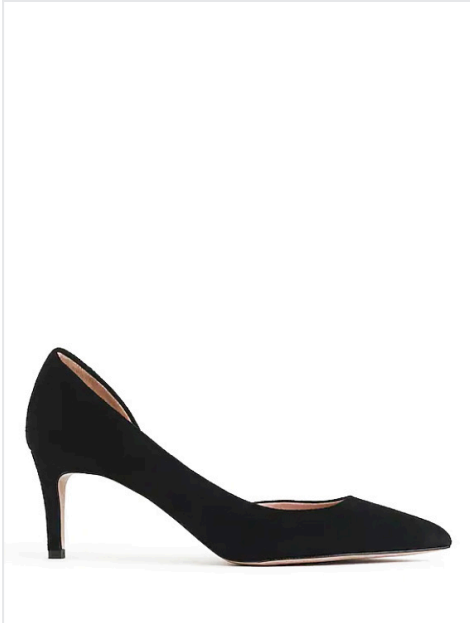
ONLINE PHOTOGRAPHY GUIDELINES

FOOTWEAR

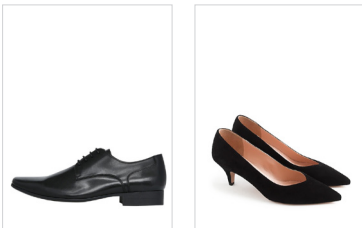
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1ST

KEY IMAGE
ESSENTIAL



- Side shot of shoe, outside not instep & shot straight on with toe pointing to the right
- Side or angled shot of shoe - preferably angled on outer edge



Examples of different styles

2ND
TO
7TH

STYLING 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



Additional look and feel

2ND
TO
7TH

TOP IMAGE
RECOMMENDED



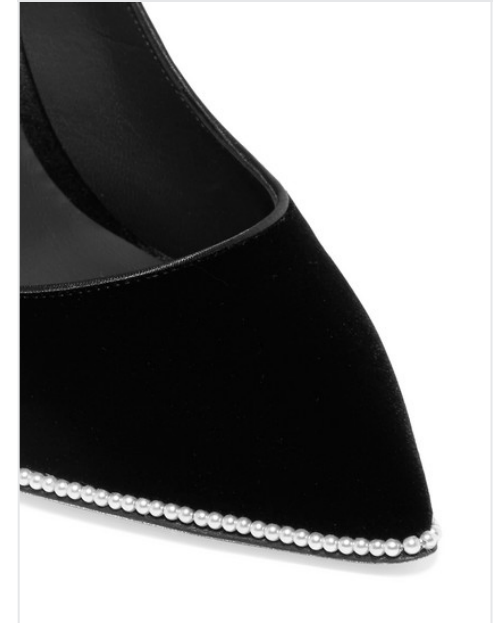
- This can be of whole shoe or toe detail



Additional look & feel reference

2ND
TO
7TH

DETAIL IMAGE
RECOMMENDED



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

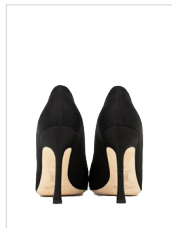
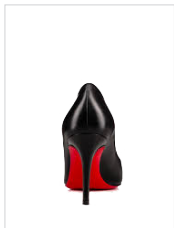


Additional look & feel reference

2ND
TO
7TH | BACK IMAGE
RECOMMENDED



- 3/4 back



Additional look & feel reference

2ND
TO
7TH | SET IMAGE
RECOMMENDED



- Pair ideally shot on 3/4 angle facing either direction
- Pair can always be shown aerially



Examples of different styles

2ND
TO
7TH | SOLE IMAGE
RECOMMENDED



- Sole detail