



MYER

GOLD TIER

ONLINE PHOTOGRAPHY GUIDELINES

MARCH 2025

MY STORE

As you may be aware, we currently have three supplier tiers at Myer. These tiers dictate whether an image submitted by you in PEP (Product Enrichment Portal) flows directly to our Enrichment team for audit and publishing, or if they need to undergo an image editing process by our internal team. Suppliers are typically assigned a tier based on how 'Myer Ready' their images are. Factors include quality of an image, alignment to Myer image guidelines, etc.

Based on a review by our Image Management team, we would like to offer you the opportunity of moving up to 'GOLD' tier.
This will provide you with advantages like:

- An expedited enrichment process without the existing two-week turnaround from Image Editing to Enrichment.
- The opportunity for your images to be published with the talent's face, should you have already obtained licencing for it to be used on myer.com.au.
If you prefer to hide the model's face, please ensure you crop the model's face based on pre-existing cropping guidelines, as 'GOLD' images will not undergo our editing process.
- The opportunity to publish your images on a grey background. Please note, images on a grey background need to have a gradient or vignette. Details can be found on page 5 of this document.
If images are on a grey background, they must have a natural gradient or vignette at the corners. This is so the automated system identifies the edges of the image and doesn't incorrectly crop into the subject.

To be upgraded to 'GOLD' tier, you must adhere to the following guidelines:

Minimum Dimensions: 1551px(W) x 2000px(H) (or larger)

Grey background: R240 G240 B240 (including a gradient or vignette)

Correct Cropping (including cropping talent's faces if required)

Aspect Ratio: 1551 : 2000

Correct Order of Images

JPG format - Maximum File Size of 50MB

TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

Minimum accepted image size*:

1551px(W) x 2000px(H)

Aspect Ratio: **1551 : 2000**

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

Max image file size: **50mb**

BACKGROUND

Grey Background

RGB: R240 G240 B240

HEX: #F0F0F0

Must have a natural gradient or vignette.

Alternatively, this must be added in
postproduction.

IMAGE CHECKLIST

IMAGES

Check you have all the **ESSENTIAL** images, and as many **RECOMMENDED** images as possible, as per category guides.

A maximum of 7 images can be uploaded per product.

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 4)

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 89 for swatch examples.

Minimum swatch image size: **128x128px**

CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL-LENGTH

e.g. dress/jumpsuit/suit:

- Image cropped above head and below feet.

TOP

e.g. shirt/blouse/blazer:

- Image cropped above head and below lowest line of garment or hands, whichever is lower.
- Images can also be full-length if you'd like to show a full look.

BOTTOM

e.g. pants, skirts, shorts:

- Crop above waist and below feet.
- Images can also be full-length if you'd like to show a full look.

- If you do not have the rights for your talent's face to be shown on third party websites you must crop their face out between the nose and mouth.

NOTE: IMAGES THAT DON'T MEET THESE REQUIREMENTS WILL NOT BE ACCEPTED

GENERAL AND BACKGROUND

- All images to be shot or clipped professionally on a grey background R240 G240 B240.
- Background must have a natural gradient or vignette. Alternatively, this must be added in postproduction.
- Erase any dirt marks and/or imperfections on background and product.
- If cropping apparel on talent, ensure crops adhere to guidelines explained in this guide.

GARMENT RETOUCHING

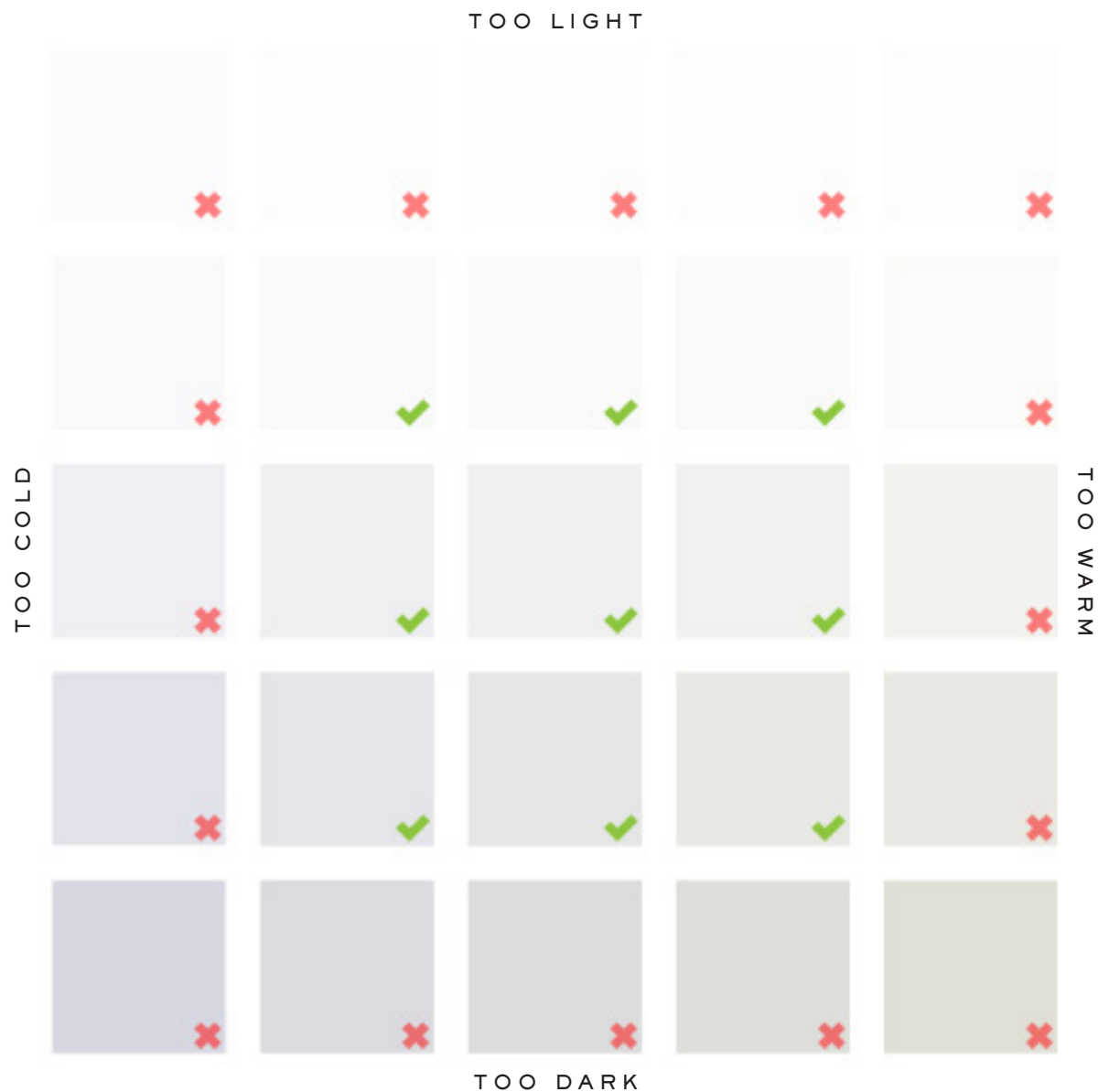
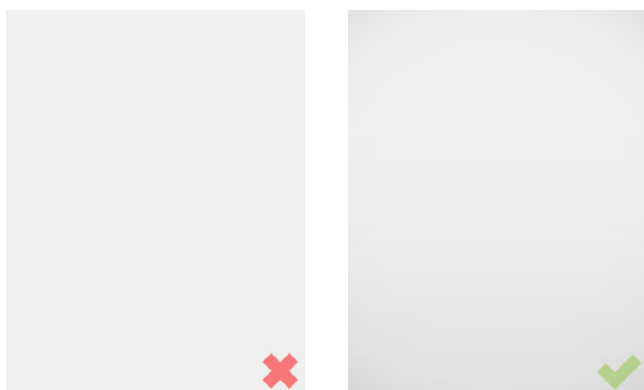
- Remove any visible product swing tags.
- Remove pant imprints from under tight fitting tops.
- Remove any visible bras or bra lines through garment.
- Remove any dirt or marks from garments.
- Remove any coat hanger bulges at shoulder.
- Remove any visible pins or clips.
- Remove any dust or lint or 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 visible nipples and preserve modesty.
- 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.
- Clean up stray hairs on back of neck or body.
- Ensure skin retains a natural appearance and limit body manipulation where possible.

BACKGROUND COLOUR

- Images to be shot or clipped professionally on a light-grey background.
- Ideal background colour:
R240 G240 B240 // HEX: F0F0F0
- A tolerance of **-10 to +10** RGB points will be accepted.
I.e.: Darkest grey: R230 G230 B230 & Lightest Grey: R250 G250 B250
- Grey colour should be as neutral as possible, avoiding warmth, coolness or either green or magenta tints. Please white balance images.
- Please refer to chart for examples of the range of greys that would and wouldn't be accepted.
- Backgrounds must have a natural gradient or vignette. Therefore, if products are clipped onto a flat grey background, a faint vignette must be applied in postproduction.



HOW TO APPLY A VIGNETTE IN PHOTOSHOP

- Before you begin this process, ensure the grey background is within the range specified in the previous page.
Note: vignettes **cannot** be applied to transparent backgrounds.

- Ideal background colour:

R240 G240 B240 // HEX: F0F0F0

- Once the above is done, follow the next steps:
- In Photoshop, and with the image open, go to **Filter > Camera Raw Filter**
See image 1
- From there, navigate to the **Optics** panel on the right of the window and **apply a vignette of -20**
See image 2
- Click on **OK**
- Now your image should have a light vignette in the corners.

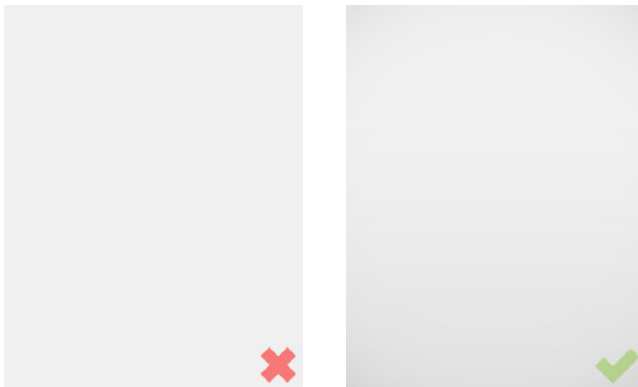


IMAGE 1

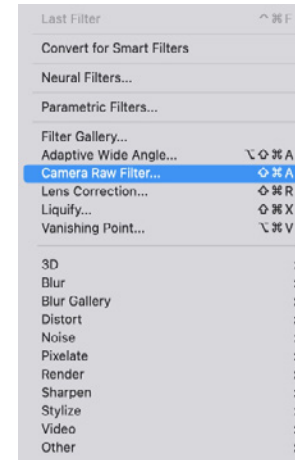
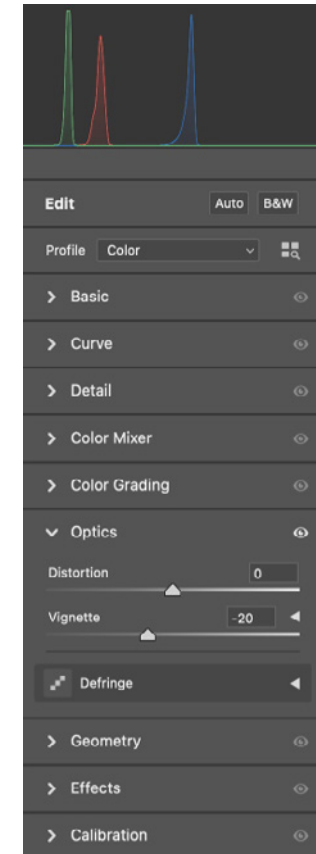


IMAGE 2



ASPECT RATIO & WHITE PADDING

- Lifestyle images will also be accepted, in some categories as primary images, and in some categories only as supporting images (images 2 to 7).
 - **Primary** lifestyle images accepted for:
 - Beds & Mattresses
 - Quilts & Pillows
 - Quilt Covers
 - Sheets & Pillowcases
 - **Supporting** lifestyle images accepted for:
 - Homewares
 - Bathroom
 - Kitchen, Cookware & Dining
 - Electrical & Appliances
 - Apparel, Footwear & Accessories
 - Beauty & Cosmetics
 - Toys & Gifts
 - Travel & Tech
- Image aspect ratio must be 1551:2000.
All other aspect ratios will automatically be rejected by PEP.
- Images cannot be surrounded by white padding, i.e. a square ratio image, with white padding around it to fill in the remaining 1551:2000 aspect ratio. See image 1 and image 2 as examples.

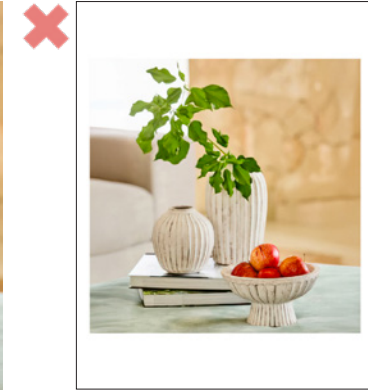
IMAGE 1



Correct crop and aspect ratio with no white padding.

- Aspect ratio is 1551:2000, and the product fills at least 70% of the frame.

IMAGE 2



Incorrect crop and aspect ratio with white padding.

- Aspect ratio is square, and white padding was added to fill in the remainder of the 1551:2000 aspect ratio.

TEXT & GRAPHICS IN PRIMARY IMAGES

- The primary image (image number one) of a product must not have text or graphics in it.
- Examples of text or graphics include:
- Logos
 - Product dimensions
 - Promotional graphics
 - Information about the product
 - Features and benefits

LOGO



DIMENSIONS



PROMO BADGE



PRODUCT INFO



CADS & MOCK-UPS

- Only actual photos of products will be accepted to ensure an accurate representation of the product to the customer.
- Types of images not accepted:
- CADs
 - Drawings
 - Mock-ups
 - Generative AI

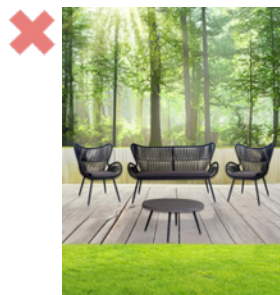
CAD



DRAWING



MOCK-UP



GENERATIVE AI



BASELINE

BASELINE

- To maintain order and a consistent look throughout the Myer website, products must sit on a baseline within the frame.
- For **table-top** products, the perfect baseline is **15% from the bottom of the frame**.
- Baselines within the range of **10% and 20% from the bottom of the frame** will be accepted.
- For **flat lay** and **hang lay** products, the product should touch the **5% margins from the left and right and/or the 5% margins from the top and bottom**, whichever occurs first, depending on the shape of the product.



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



- Full body shot crop reference



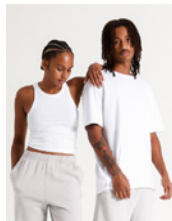
- Top crop reference- garment should be cropped below hands



- Bottom crop reference

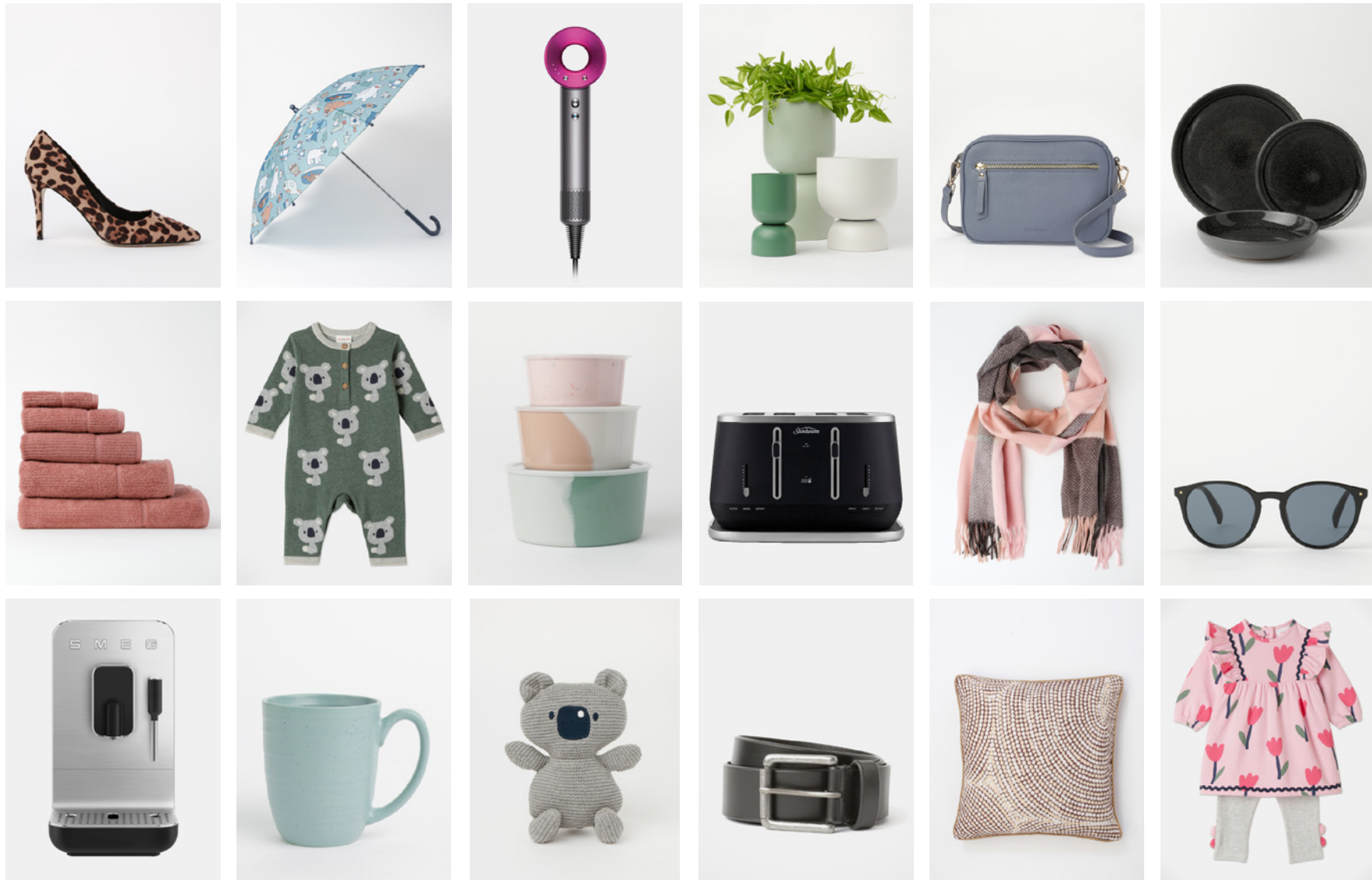


- Product filling at least 70% of the frame

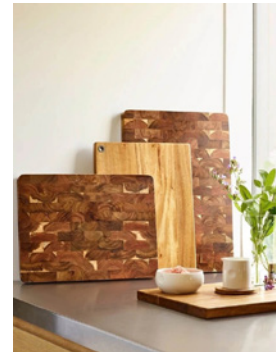


- If you do not have the rights for your talent's face to be shown on third party websites you must crop their face out between the nose and mouth.

PRODUCT IMAGERY MOODBOARD



LIFESTYLE IMAGERY MOODBOARD



MYER

CLOTHING

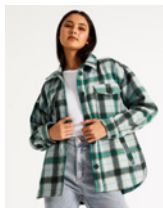
MY STORE

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



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

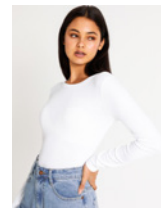


3RD
TO
7TH

SIDE-ON IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



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



3RD
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



- A full-length shot, showcasing the full look from head to toe.



3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



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



1ST

KEY IMAGE
ESSENTIAL



- The image that best showcases the garment's features
- Use a pose that shows off the product, eg. wide stance to show off flares



2ND

BACK IMAGE
ESSENTIAL



- Important that the pose is flattering on the backside



3RD
TO
7TH

SIDE-ON IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



- Utilise dynamic camera angles and poses to add an emotive feeling. Props welcome.
- Show the product styled in a different way, eg. casual shoes instead of heels
- Different pose to convey nature of garment e.g. stretch jeans shown by talent crouching

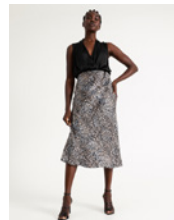


3RD
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



- A full-length shot, showcasing the full look from head to toe.



3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



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



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

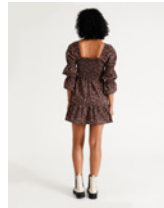


2ND

BACK IMAGE
ESSENTIAL



- Back image, shot straight on or on a 3/4 angle, whichever is more flattering or shows the product better



3RD
TO
7TH

SIDE-ON IMAGE
RECOMMENDED



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

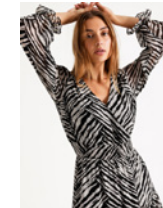


3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



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



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



3RD
TO
7TH

FULL-LENGTH 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



1ST

KEY IMAGE
ESSENTIAL

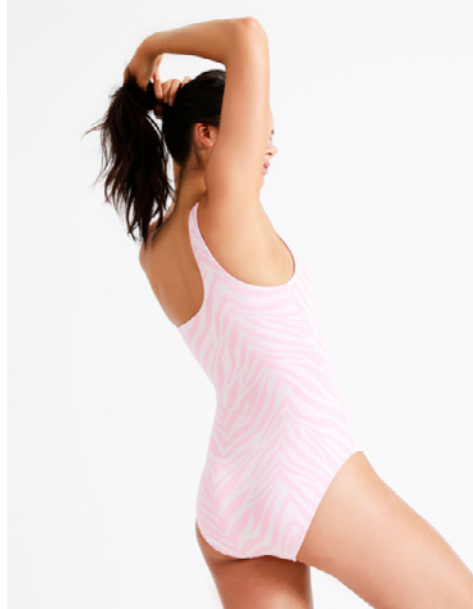


- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

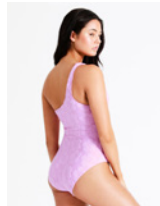
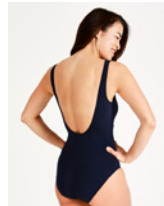


2ND

BACK IMAGE
ESSENTIAL

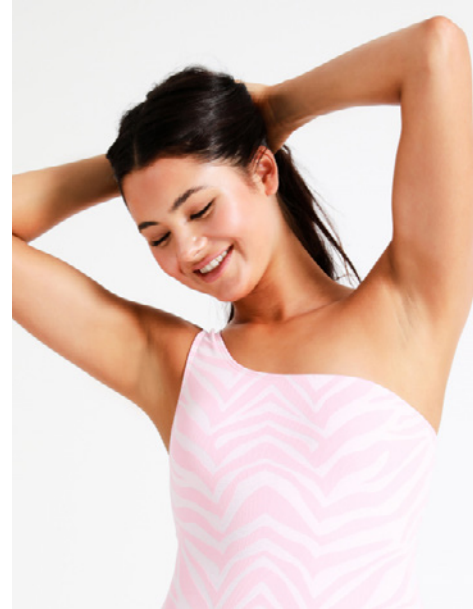


- Back image, shot straight on or on a 3/4 angle, whichever is more flattering
- Hair to be swept to one side on this view, if it obscures the garment



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close-up shot of details, textures, etc.

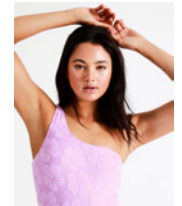


3RD
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



- Full-length shot, from head to toe.

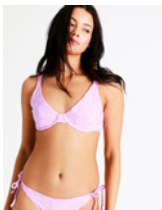


1ST

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

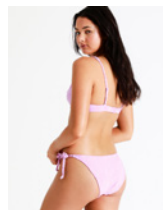


2ND

BACK IMAGE
ESSENTIAL



- Back image, shot straight on or on a 3/4 angle, whichever is more flattering
- Hair to be swept to one side on this view, if it obscures the garment



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

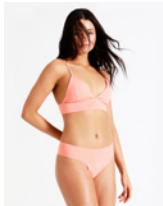


1ST

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

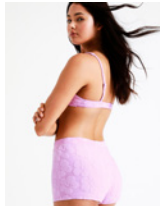
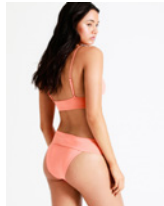


2ND

BACK IMAGE
ESSENTIAL



- Back image, shot straight on or on a 3/4 angle, whichever is more flattering
- Hair to be swept to one side on this view, if it obscures the garment

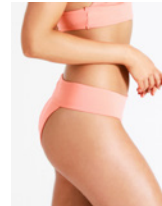


3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable



3RD
TO
7TH

SET IMAGE
RECOMMENDED



- Full body shot of the bikini set



1ST

KEY IMAGE
ESSENTIAL



- The image that best showcases the garment's features

2ND

BACK IMAGE
ESSENTIAL



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

3RD
TO
7TH

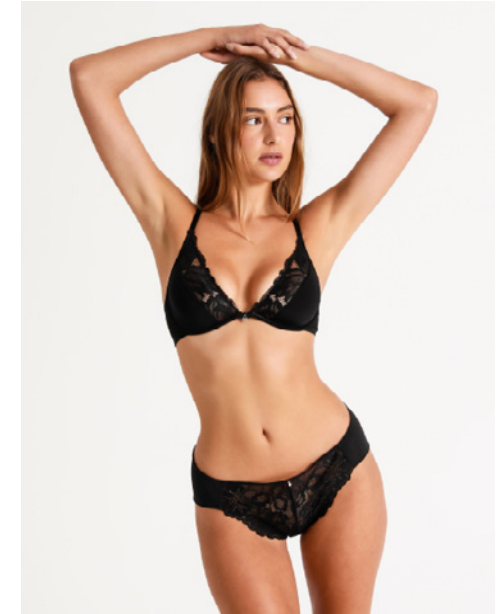
DETAIL IMAGE
RECOMMENDED



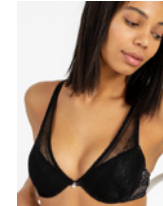
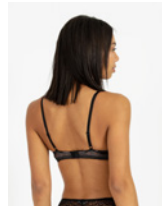
- Close shot of details like lace, fastenings, etc.

3RD
TO
7TH

SET IMAGE
RECOMMENDED



- Shot showing full set



1ST

KEY IMAGE
ESSENTIAL

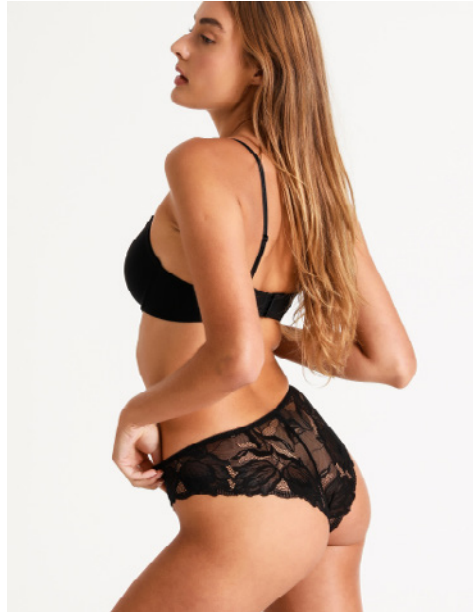


- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot can be 1st

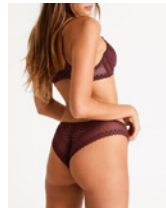


2ND

BACK IMAGE
ESSENTIAL



- Back image, showcasing any details on the back of the garment.

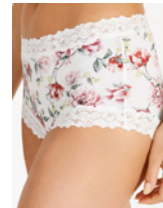


3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of details like lace, etc.

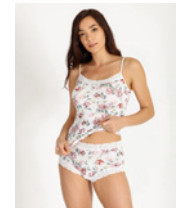


3RD
TO
7TH

SET IMAGE
RECOMMENDED



- Shot showing full set



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



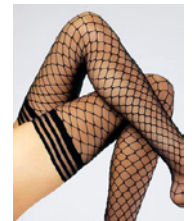
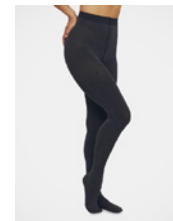
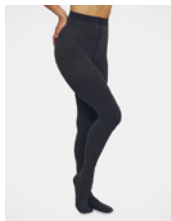
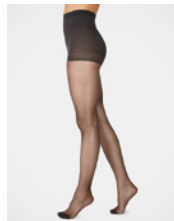
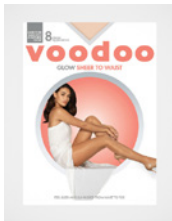
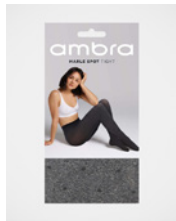
- Important that the pose is flattering on the backside

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



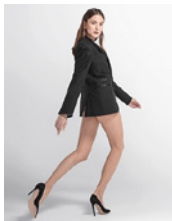
- Close shot of detail where applicable



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



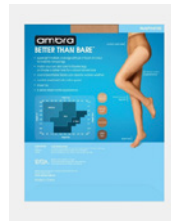
- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs



3RD
TO
7TH | **PACKAGING BACK 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

2ND

DETAIL IMAGE
ESSENTIAL



- Close shot of detail

3RD

UNTUCKED IMAGE
RECOMMENDED



- Shot of the shirt untucked, to show the length and cut

4TH
TO
7TH

BACK IMAGE
RECOMMENDED



- Back image, shot straight on or on a 3/4 angle, whichever is more flattering or shows the product better



4TH
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



- A full-length shot, showcasing the full look from head to toe.

4TH
TO
7TH

STILL IMAGE
RECOMMENDED



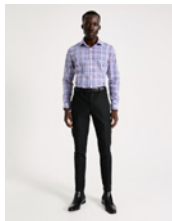
- Either flat lay or hang lay

4TH
TO
7TH

STILL IMAGE ALT
RECOMMENDED



- Close-up showing the details of the shirt, such as buttons, stitching, etc



1ST

KEY IMAGE
ESSENTIAL



- The image that best showcases the garment's features

2ND

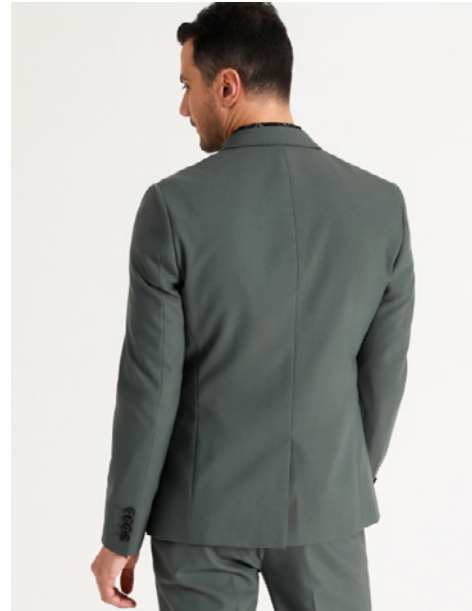
SUIT IMAGE
RECOMMENDED



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

3RD
TO
7TH

BACK IMAGE
ESSENTIAL



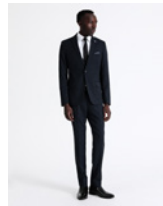
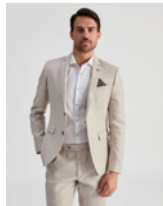
- Important that the pose is flattering on the backside

4TH
TO
7TH

SIDE-ON IMAGE
RECOMMENDED



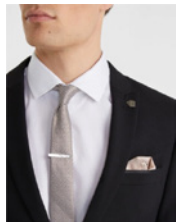
- Either side - whichever side looks most flattering or has a feature



4TH
TO
7TH | DETAIL IMAGE
RECOMMENDED



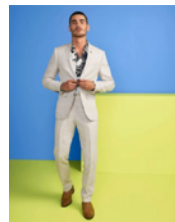
- Close shot of detail where applicable



4TH
TO
7TH | LIFESTYLE IMAGE
RECOMMENDED



- Utilise dynamic camera angles and poses to add an emotive feeling. Props welcome.
- Show the customer how it feels to wear the product
- Model to express personality and authenticity



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

2ND

SUIT IMAGE
RECOMMENDED



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

3RD
TO
7TH

BACK IMAGE
ESSENTIAL



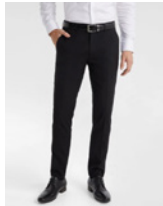
- Important that the pose is flattering on the backside

4TH
TO
7TH

SIDE-ON IMAGE
RECOMMENDED



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



4TH
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable



4TH
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED

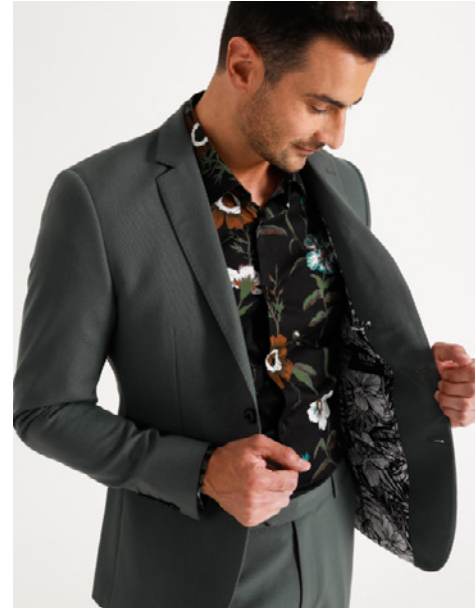


- Utilise dynamic camera angles and poses to add an emotive feeling. Props welcome.
- Show the customer how it feels to wear the product
- Model to express personality and authenticity



4TH
TO
7TH

STYLING IMAGE
RECOMMENDED



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

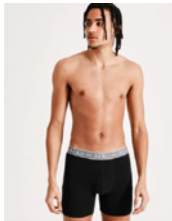


1ST

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

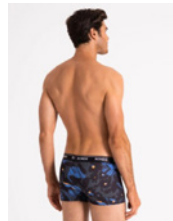
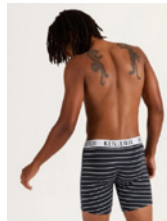


2ND

BACK IMAGE
ESSENTIAL



- Important that the pose is flattering on the backside

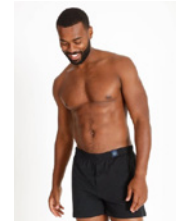


3RD
TO
7TH

SIDE IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close-up shot showing details like the elastic waistband



1ST

STILL IMAGE
ESSENTIAL



- Flatlay in a staggered order to show the pack
- Centred in the frame

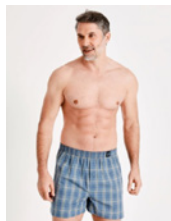


2ND

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

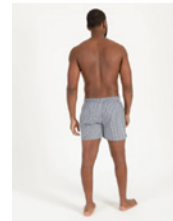


3RD
TO
7TH

BACK IMAGE
ESSENTIAL



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



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



1ST

KEY IMAGE
ESSENTIAL



- Side-on, flat lay, 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



1ST

KEY IMAGE
ESSENTIAL



- First view is to be shot flat lay with all products evenly staggered as pictured

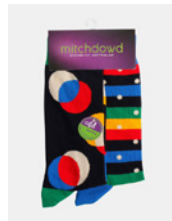


2ND

PACKAGING IMAGE
ESSENTIAL



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



3RD
TO
7TH

TALENT IMAGE
RECOMMENDED



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



1ST

KEY IMAGE
ESSENTIAL



- Front shot, flat lay or hang lay
- Neat styling - with some movement



2ND

BACK IMAGE
ESSENTIAL



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Back shot of product
- Neat styling - with some movement

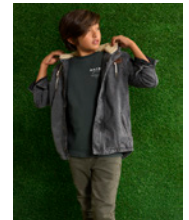


3RD
TO
7TH

TALENT 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 to correct aspect ratio



1ST

KEY IMAGE
ESSENTIAL



- Front shot, flat lay or hang lay
- Neat styling - with some movement



2ND
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Separates shot individually, generally shot front-on, but also provide a back shot if available



2ND
TO
7TH

DETAIL IMAGE
ESSENTIAL



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

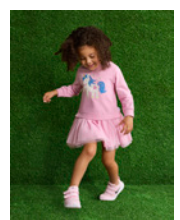


2ND
TO
7TH

TALENT 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



MYER

FOOTWEAR

MY STORE

1ST

KEY IMAGE
ESSENTIAL



- Side shot of the outside of the shoe, shot straight on with toe pointing to the right

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

2ND
TO
7TH

TOP IMAGE
RECOMMENDED



- This can be of whole shoe or toe detail

2ND
TO
7TH

DETAIL IMAGE
RECOMMENDED



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



2ND
TO
7TH | BACK IMAGE
RECOMMENDED



- 3/4 back

2ND
TO
7TH | SET IMAGE
RECOMMENDED



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

2ND
TO
7TH | STYLED IMAGE
RECOMMENDED



MYER

ACCESSORIES

MY STORE

1ST

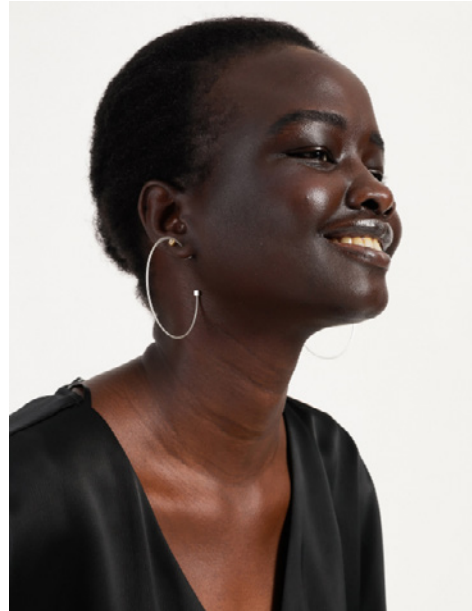
KEY IMAGE
ESSENTIAL



- Product styled to show it in its best light, eg. hoops on their side, studs front-on, etc

2ND

STYLING IMAGE
RECOMMENDED



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

3RD
TO
7TH

SIDE IMAGE
RECOMMENDED



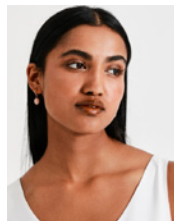
- Either side, whichever side shows off features of fastening

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail



1ST

KEY IMAGE
ESSENTIAL



- Front-on showing product in its best light
- This shot can also be of the full necklace if this crop isn't available

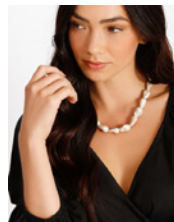
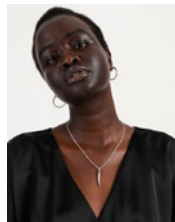


2ND

STYLING IMAGE
RECOMMENDED



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



3RD
TO
7TH

FULL IMAGE
ESSENTIAL



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable

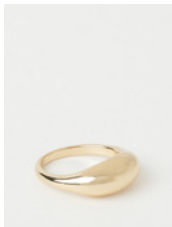


1ST

KEY IMAGE
ESSENTIAL



- Front-on or 3/4 angle, showing product in its best light
- Shot from slightly above

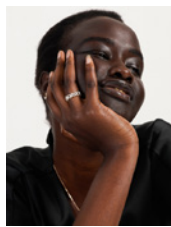


2ND

STYLING IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
ESSENTIAL



- Close shot of detail



3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Showing product in a different way than the key image, eg. from side, back or top



1ST

KEY IMAGE
ESSENTIAL



- Front-on showing product in its best light
- Shot from slightly above

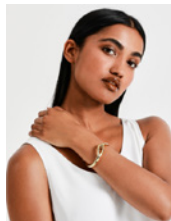


2ND

STYLING IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
ESSENTIAL



- Close shot of detail



3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Showing product in a different way than the key image



1ST

KEY IMAGE
ESSENTIAL



- Front-on showing product in its best light

2ND

STYLING IMAGE
RECOMMENDED



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

3RD
OR
7TH

DETAIL IMAGE
RECOMMENDED



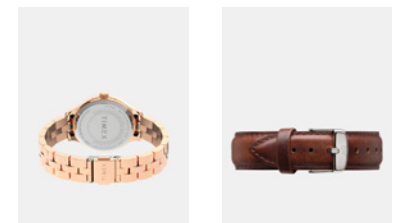
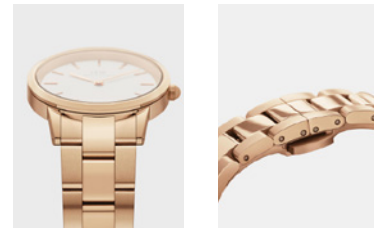
- Close shot of detail
- Show off any features of the watch

3RD
OR
7TH

BACK IMAGE
ESSENTIAL



- Back view showing back detail of product. Product can be upright or laying down



1ST

KEY IMAGE
ESSENTIAL



- 3/4 angle, showing product in its best light
- Pointing in the direction pictured above

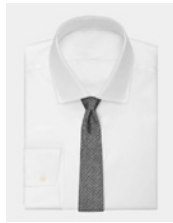


2ND

STYLING IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- A close shot showing the pattern or texture of the tie



3RD
TO
7TH

EXTRA IMAGE
RECOMMENDED



- Showing product in a different way than the key image



1ST

KEY IMAGE
ESSENTIAL



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

2ND

STYLING IMAGE
RECOMMENDED



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

3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



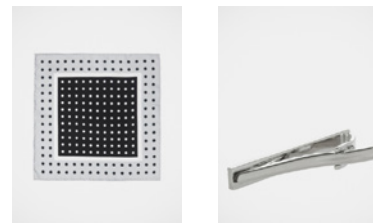
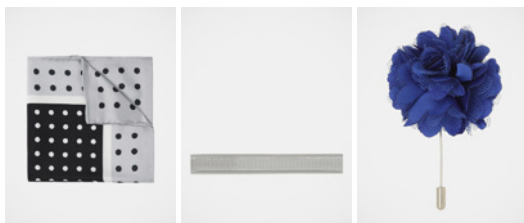
- Either side, whichever side shows off features, fastening, pattern, etc

3RD
TO
7TH

BOX/SET IMAGE
RECOMMENDED



- Shot of the product in its original packaging, or featuring all contents of the pack



1ST

KEY IMAGE
ESSENTIAL



- Front-on, facing the camera, showing product in its best light



2ND

LIFESTYLE IMAGE
RECOMMENDED



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

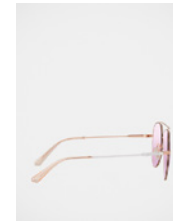


3RD
OR
7TH

KEY IMAGE ALT
RECOMMENDED



- 3/4 angle, facing either direction, whichever has any details such as branding



3RD
OR
7TH

DETAIL IMAGE
RECOMMENDED



- Either side, whichever side shows off features and details



1ST

KEY IMAGE
ESSENTIAL



- Front-on showing product in its best light

2ND

STYLING IMAGE
RECOMMENDED



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

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail

3RD
TO
7TH

SIDE IMAGE
RECOMMENDED



- Side or 3/4 angle shot, with product pointing right.



3RD
TO
7TH | BACK IMAGE
RECOMMENDED



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



3RD
TO
7TH | ALT DETAIL IMAGE
RECOMMENDED



- Close shot of detail, like patterns or textures



1ST

KEY IMAGE
ESSENTIAL



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



2ND

DETAIL IMAGE
RECOMMENDED



- Close up shot of product draping
- Allow for natural movement to show off fabric's texture and weight

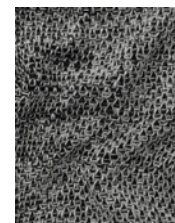


3RD
TO
7TH

DETAIL IMAGE ALT
RECOMMENDED



- Close shot of detail, showing patterns, texture, tassels, etc



3RD
TO
7TH

FOLDED/OPEN
RECOMMENDED



- Flat lay of product folded into a neat square or rectangle
- Show off any prints or patterns

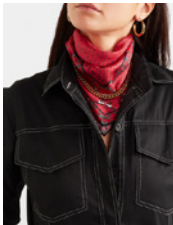


3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



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



1ST

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



2ND

STYLING IMAGE
RECOMMENDED



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



2ND
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail, show off materials, textures and any features of the product



1ST

KEY IMAGE
ESSENTIAL



- Front-on, buckled up, wound-up in a circle



2ND

STYLING IMAGE
RECOMMENDED



- Product shown on body or in use
- If not on model, styled in a similar way to pictured below



3RD
TO
7TH

DETAIL IMAGE
ESSENTIAL



- Close shot of detail, show off materials, textures and any features of the product



3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Show belt undone, ensuring both ends are featured in detail



1ST

KEY IMAGE
ESSENTIAL



- Shoot open, on side or 3/4 angle, showing product in its best light



2ND
TO
7TH

CLOSED IMAGE
RECOMMENDED



- Shoot closed, pointing down



2ND
TO
7TH

STRUCTURE IMAGE
RECOMMENDED



- Close up shot of the structure of the umbrella



2ND
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail

1ST

KEY IMAGE
ESSENTIAL

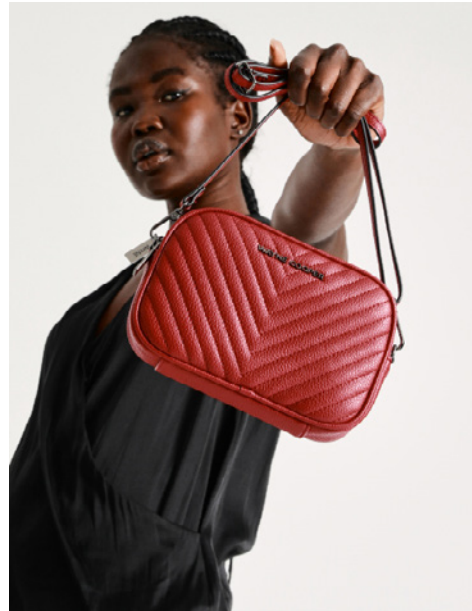


- Front-on, showing product in its best light

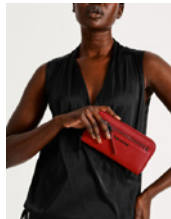
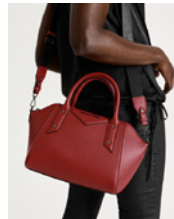


2ND

LIFESTYLE IMAGE
RECOMMENDED



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



3RD
TO
7TH

BACK IMAGE
ESSENTIAL



- Back 3/4 angle, facing either direction, showing length of strap where applicable

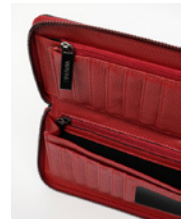


3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close-up of details such as branding, hardware, fabrics, textures, etc



3RD
TO
7TH

INTERIOR IMAGE
RECOMMENDED



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



MYER

HOME

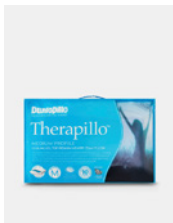
MY STORE

1ST
OR
2ND

PACKAGING IMAGE
ESSENTIAL



- Front-on image of product in its packaging, shot straight-on, with edges square to the frame



1ST
OR
2ND

STILL IMAGE
ESSENTIAL



- Product out of its packaging, preferably from an aerial view, but can also be shot as below



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



- Product in its natural setting
- Provide cropped to correct aspect ratio



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Detail of features and benefits



1ST
OR
2ND

PACKAGING IMAGE
ESSENTIAL



- Front-on image of product in its packaging, shot straight-on, with edges square to the frame



1ST
OR
2ND

STILL IMAGE
ESSENTIAL



- Product out of its packaging

1ST
OR
2ND

LIFESTYLE IMAGE
RECOMMENDED



- Product in its natural setting
- Provide cropped to correct aspect ratio



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Detail of features and benefits



1ST
OR
2ND

LIFESTYLE IMAGE
ESSENTIAL



- Product in its natural setting
- Provide cropped to correct aspect ratio



1ST
OR
2ND

DETAIL IMAGE
ESSENTIAL



- Close-up of detail on product



3RD
TO
7TH

AERIAL IMAGE
RECOMMENDED



- Aerial image of product



3RD
TO
7TH

SET IMAGE
RECOMMENDED



- Show items included in set



1ST

LIFESTYLE IMAGE
ESSENTIAL



- Product shown in natural setting
- Can be cropped in to 2/3 of the bed, to provide a closer look at details
- Supply cropped to correct aspect ratio

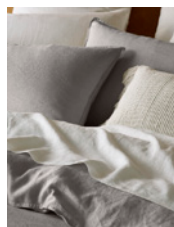


2ND

DETAIL IMAGE
ESSENTIAL



- Close shot of detail and texture
- Do not simply a close crop of 1st shot
- Supply cropped to correct aspect ratio



3RD
TO
7TH

AERIAL IMAGE
RECOMMENDED



- Aerial image of product on bed



3RD
TO
7TH

SET IMAGE
RECOMMENDED



- Show items included in set



1ST
OR
2ND | KEY IMAGE
ESSENTIAL



- Product folded neatly into a rectangle, with a corner folded in

1ST
OR
2ND | LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural setting

3RD
TO
7TH | DETAIL IMAGE
ESSENTIAL



- Close shot of detail, fabric and texture

3RD
TO
7TH | HANGING IMAGE
RECOMMENDED



- Product neatly hanging



1ST

LIFESTYLE IMAGE
ESSENTIAL



- Should feature minimal linen and accessories to give aspirational/emotive feel



1ST
OR
2ND

KEY IMAGE
ESSENTIAL



- Front-on



3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- 3/4 side



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED

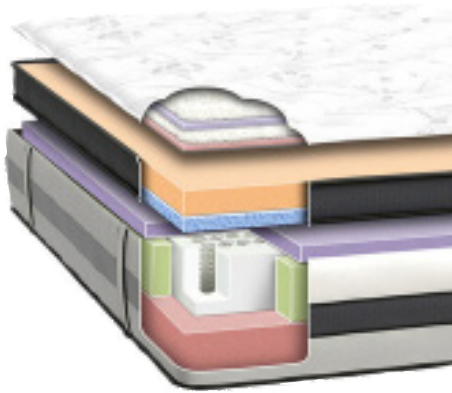


- Not merely a close-up of previous shots, this image should show the customer a detail of the product



3RD
TO
7TH

F&B IMAGE
RECOMMENDED



- Features and benefits image or diagram

1ST | KEY IMAGE
ESSENTIAL



- Front view, shot straight on, ideally from an aerial view

2ND | LIFESTYLE IMAGE
RECOMMENDED



- Product in its natural setting
- Provide cropped to correct aspect ratio

3RD
TO
7TH | DETAIL IMAGE
ESSENTIAL



- Close shot of detail

3RD
TO
7TH | BACK IMAGE
RECOMMENDED



- Back of product, particularly if back is different to front



1ST

KEY IMAGE
ESSENTIAL



- Stack of product in range folded neatly
- Aligned to the left

2ND

LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural setting

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



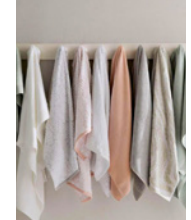
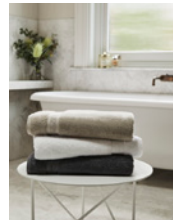
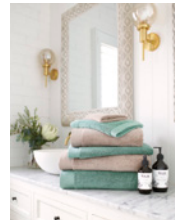
- Close shot of detail and texture

3RD
TO
7TH

RANGE IMAGE
RECOMMENDED



- Stack shot featuring all colours in the range



1ST

KEY SET IMAGE
ESSENTIAL



- Shot of the set in a similar arrangement to the pictured



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 to correct aspect ratio



3RD
TO
7TH

SINGLE IMAGE
RECOMMENDED



- Individual products within the set can be shown singularly



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail



1ST

KEY IMAGE
ESSENTIAL



- The image that best showcases the product, an aerial view for plates, and shot as below for bowls and mugs



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 to correct aspect ratio



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail



3RD
TO
7TH

DETAIL ALT IMAGE
RECOMMENDED



- Close shot of detail

1ST

KEY SET IMAGE
ESSENTIAL



- Flat lay of the set



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 to correct aspect ratio



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- A closer shot of the set, from a different angle to the 1st shot



3RD
TO
7TH

DETAIL ALT IMAGE
RECOMMENDED



- Close shot of detail



1ST

KEY IMAGE
ESSENTIAL



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

2ND

LIFESTYLE IMAGE
RECOMMENDED



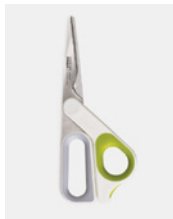
- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
- Supply cropped in to correct aspect ratio

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable
- Showing features and benefits of the product



MYER

GENERAL MERCHANDISE

MY STORE

1ST

KEY IMAGE
ESSENTIAL



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



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 to correct aspect ratio



3RD
TO
7TH

DETAIL IMAGE
ESSENTIAL



- Close shot of detail



3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Alternate image shot front-on or on a 3/4 angle. This shot can be of a set, or of the product in its packaging

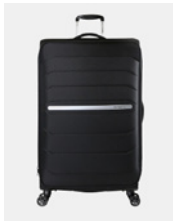


1ST

KEY IMAGE
ESSENTIAL



- The image that best showcases the product's features. This can be directly front on or 3/4 angle

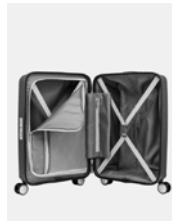


2ND

INTERIOR IMAGE
ESSENTIAL

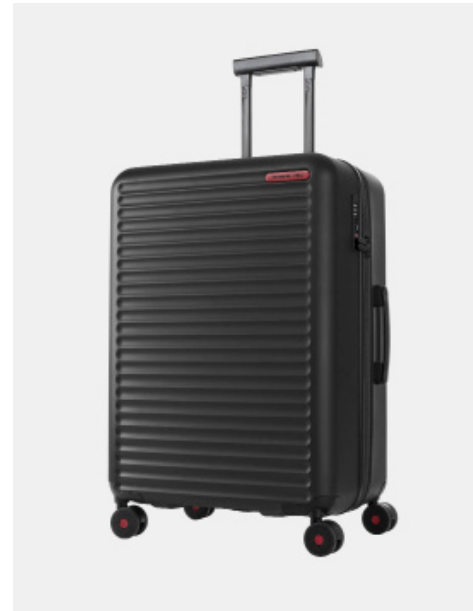


- Inside of product, particularly to show storage and capacity



3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED

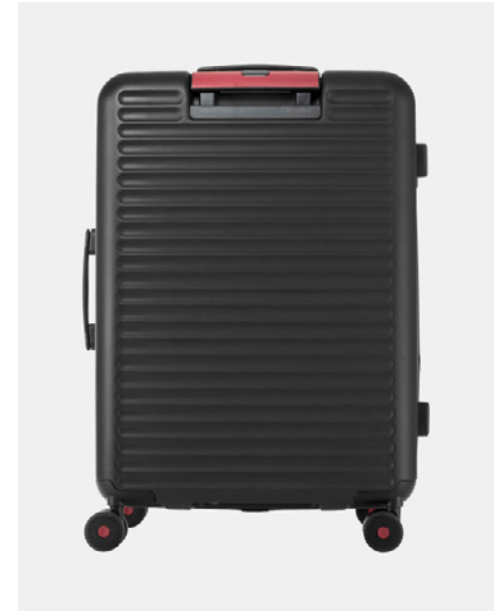


- Side or 3/4 angle



3RD
TO
7TH

BACK IMAGE
RECOMMENDED



- Back of product, straight to camera or on 3/4 angle



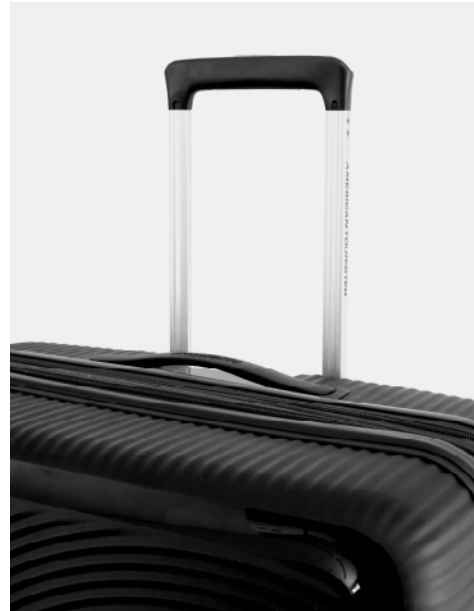
3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED



- Close shot of detail of features and benefits



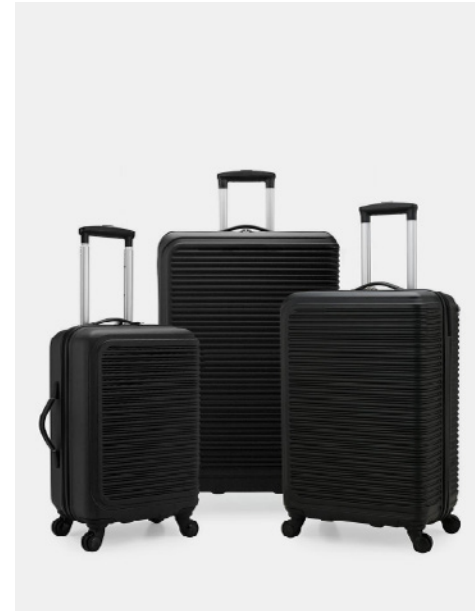
3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED



- Close shot of detail of features and benefits



3RD
TO
7TH | LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural environment
- Supply cropped in to correct aspect ratio



1ST

KEY IMAGE
ESSENTIAL



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

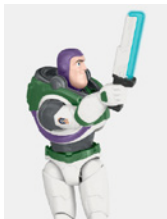


2ND
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close up shot showcasing the product in detail and/or in action



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 to correct aspect ratio



2ND
TO
7TH

PACKAGING IMAGE
RECOMMENDED



- Product in its original packaging.
- Straight on to camera.
- Avoid harsh reflections on plastic.

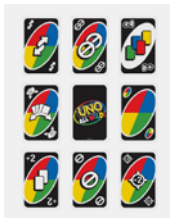
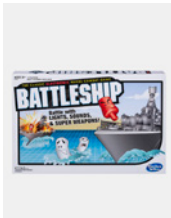


1ST

KEY IMAGE
ESSENTIAL



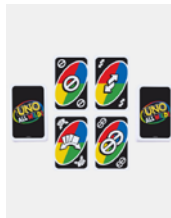
- The image that best showcases the product, generally shot front-on or on a 3/4 angle
- Product can be shown in packaging

2ND
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Alternate image of front shot out of packaging to display all pieces included in the game

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 to correct aspect ratio

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 to correct aspect ratio



MYER

ELECTRICAL

MY STORE

1ST

KEY IMAGE
ESSENTIAL



- Front-on showing product in its best light

2ND

LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural environment
- Supply cropped in to correct aspect ratio

3TH
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- 3/4 angle, facing either direction, whichever has any features

3TH
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close-up shot, showing details of the product, such as features and benefits



3TH
TO
7TH | DETAIL IMAGE
RECOMMENDED



- Close shot of details

3TH
TO
7TH | DETAIL IMAGE
RECOMMENDED

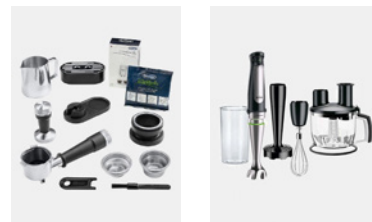


- Close shot of details

3TH
TO
7TH | F&B IMAGE
RECOMMENDED

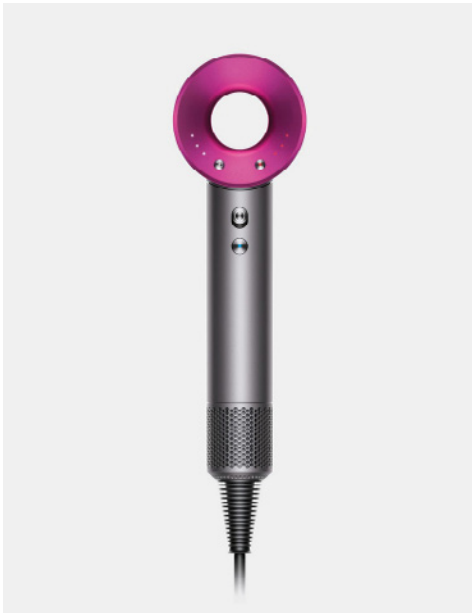


- Features and benefits image or diagram



1ST

KEY IMAGE
ESSENTIAL



- Front-on showing product in its best light

2ND

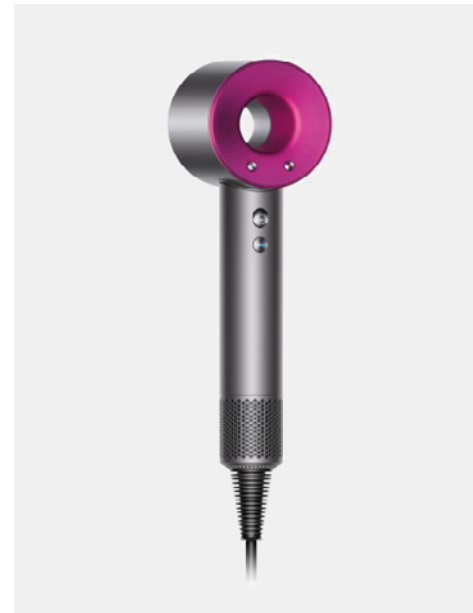
LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural environment
- Supply cropped in to correct aspect ratio

3RD
TO
7TH

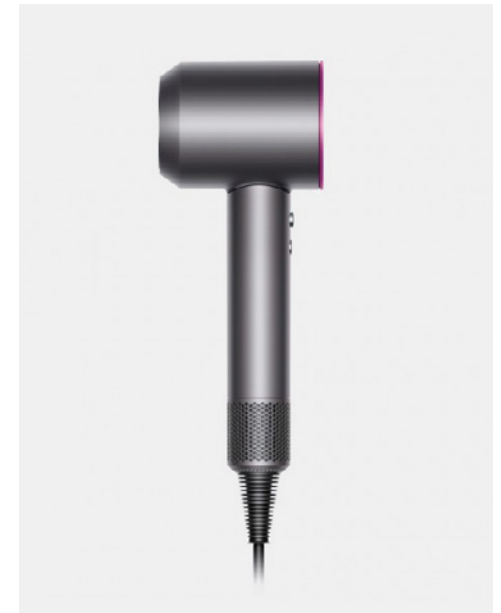
KEY IMAGE
RECOMMENDED



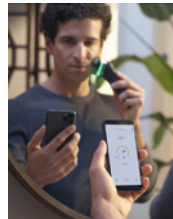
- 3/4 angle, facing either direction, showing product in its best light

3RD
TO
7TH

KEY IMAGE ALT
RECOMMENDED



- Either side, whichever side shows off features



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of details, features or accessories

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of details, features or accessories

3RD
TO
7TH

F&B IMAGE
RECOMMENDED

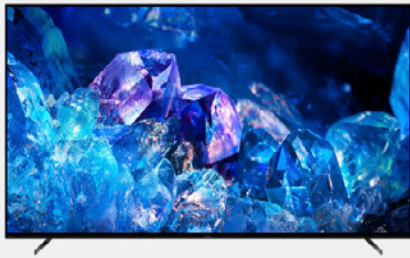


- Features and benefits image or diagram

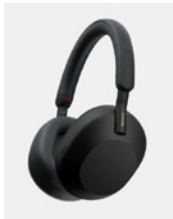


1ST

KEY IMAGE
ESSENTIAL



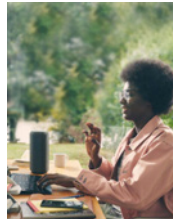
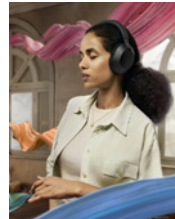
- Front-on, straight to camera or 3/4 angle, showing product in its best light

2ND

LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural environment
- Supply cropped in to correct aspect ratio

3RD
TO
7TH

KEY IMAGE
RECOMMENDED



- Shot from a different angle to 1st image
- Show any versatility in the product, eg. headphones folded

3RD
TO
7TH

SIDE IMAGE
RECOMMENDED



- Side angle showing width of product and any additional features



3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED

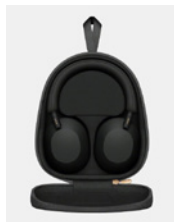
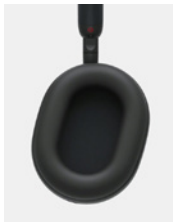


- Close shot of details

3RD
TO
7TH | F&B IMAGE
RECOMMENDED



- Features and benefits image or diagram



MYER

BEAUTY & FRAGRANCES

MY STORE

1ST

KEY IMAGE
ESSENTIAL

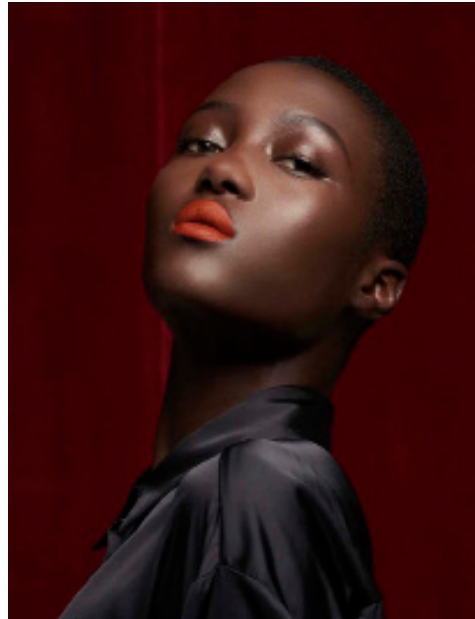


- The image that best showcases the product, generally shot front-on or on a 3/4 angle

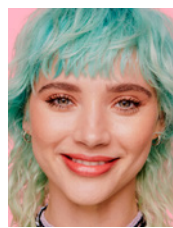
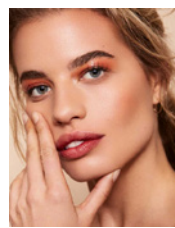


2ND

STYLING IMAGE
RECOMMENDED



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

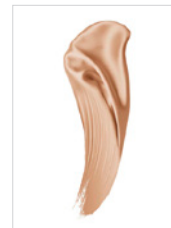


3RD
TO
7TH

SWATCH IMAGE ALT
RECOMMENDED



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

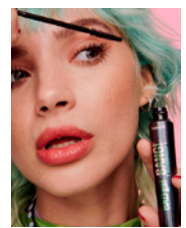


3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



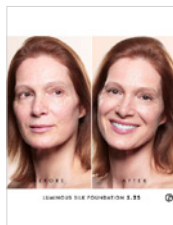
- Close shot of detail



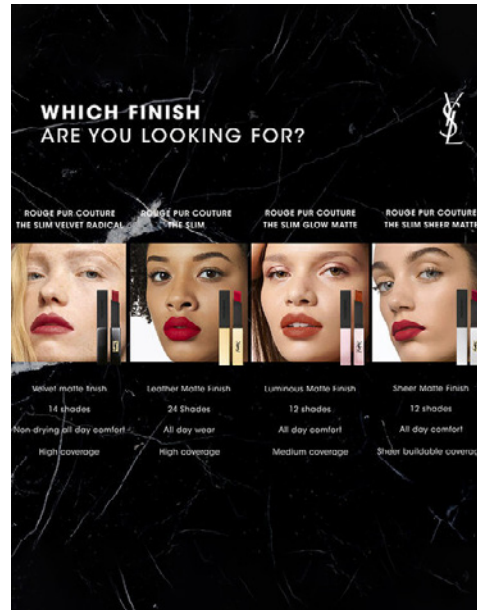
3RD
TO
7TH | STYLING IMAGE
RECOMMENDED



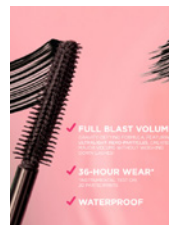
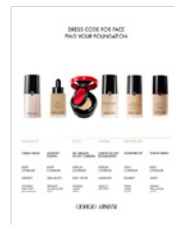
- Product shown on talent or in use
- More freedom here – utilise dynamic camera angles and poses to complement style
- Talent represented shows products on different skin/face types, shapes and tones



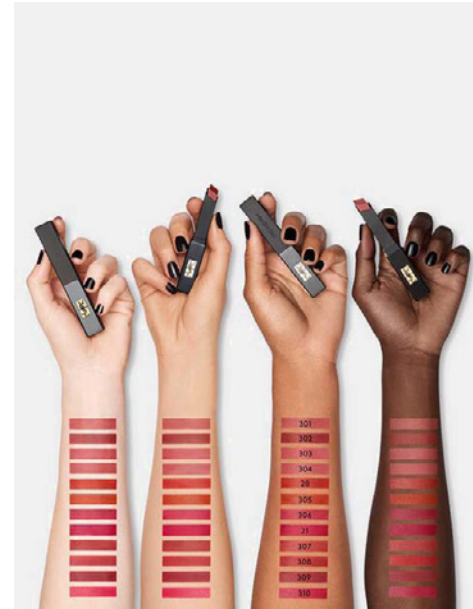
3RD
TO
7TH | F & B IMAGE
RECOMMENDED



- Image or diagram demonstrating features or benefits, for example coverage



3RD
TO
7TH | SWATCH IMAGE ALT
RECOMMENDED



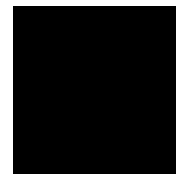
- Range of swatches showing different colours on different skin colours, tones



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
- A 128 x 128 pixel square



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

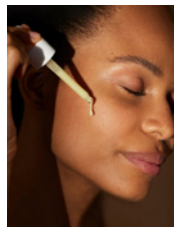


2ND

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

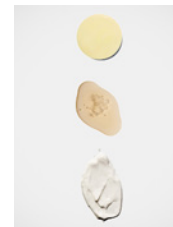


3RD
TO
7TH

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



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



- Products sitting within their set packaging to showcase as gifts



1ST

KEY IMAGE
ESSENTIAL



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

2ND

LIFESTYLE IMAGE
RECOMMENDED



- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Promotional imagery
- Supply cropped to correct aspect ratio

3RD
TO
7TH

PACKAGING IMAGE
RECOMMENDED



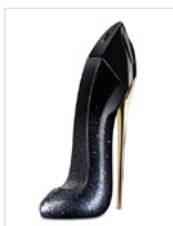
- Product shown in packaging or positioned beside it

3RD
TO
7TH

SCENT IMAGE
RECOMMENDED



- Image symbolising details of the scent



1ST

KEY IMAGE
ESSENTIAL



- 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



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 to correct aspect ratio



3RD
TO
7TH

ALT KEY IMAGE
RECOMMENDED



- The image that best showcases the product. This can be in a lifestyle environment
- Product can be sitting inside packaging or beside it/in front



3RD
TO
7TH

SCENT IMAGE
RECOMMENDED



- Image symbolising details of the scent



MYER

MY STORE