

ONLINE  
PHOTOGRAPHY  
GUIDELINES  
2026

Myer *Group*

TIERS EXPLAINED

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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.

**NOTE: FOR ALL TIERS, TALENT'S FACES WILL NOT BE CROPPED OUT BY MYER. IF YOU REQUIRE TALENT'S FACES TO BE REMOVED, PLEASE CROP FACES OUT BEFORE SUBMISSION.**

**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.
- **Images should be submitted on a grey background by following the guide on pages 10 and 11.**  
White backgrounds will only be accepted for images of products **not** shot on talent.
  - Images must be Myer-website-ready.
  - For all make-up products, a swatch or HEX codes must be provided.

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

- Images must be supplied as JPEGs.
- Images should be submitted on a grey background by following the guide on pages 10 and 11  
OR alternatively, you may also submit images on a white background.
- Myer will crop to ensure the correct aspect ratio, and clip to white or grey, if needed.
  - For all make-up products, a swatch or HEX code must be provided.

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

- Images must be supplied as JPEGs.
- Images should be submitted on a grey background by following the guide on pages 10 and 11  
OR alternatively, you may also submit images on a white background.
- Myer will crop to ensure the correct aspect ratio, and clip to white or grey, if needed.
  - For all make-up products, a swatch or HEX code must be provided.

## TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpeg OR .jpg

IMAGE SIZE

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

Aspect Ratio: **7:9**

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

Max image file size: **50mb**

BACKGROUND

**PREFERRED: Grey Background**  
**R230 G230 B230 // HEX #E6E6E6**

(see pages 10 & 11 for more details)

**Must** have a natural gradient or vignette.

Alternatively, this can be added in postproduction.

**ALTERNATIVELY: White Background**  
**(for products not shot on talent only)**  
**R255 G255 B255 // HEX #FFFFFF**

## IMAGE CHECKLIST

IMAGES

Check you have all the **MANDATORY** 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 when viewed at 100% image size.

RETOUCHING

Image is retouched to the following standards:

**GARMENT AND TALENT**

- See Retouching Guidelines on page 8.

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

- See Retouching Guidelines on page 9.

Images submitted on anything other than a white background must not have white padding around them - refer to page 13 for more details.

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 100 for swatch examples.

Minimum swatch image size: **128x128px**

## CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

**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**

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(see pages 10 & 11 for more details)

**ALTERNATIVELY: White Background**  
**R255 G255 B255 // HEX #FFFFFF**

Myer will clip to grey or white otherwise.  
Myer will also apply vignette if not present.

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(see pages 10 & 11 for more details)

**ALTERNATIVELY: White Background**  
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TOP

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- 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.

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- 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

- Grey Background  
**R230 G230 B230 // HEX #E6E6E6**  
Background must have a natural gradient or vignette to be accepted.  
Refer to pages 10 and 11 for more details.
- Backgrounds must be clean and free of scuff marks.
- Erase any imperfections on background.
- Ensure crops adhere to guides on page 16.
- Myer will clip talent images to a grey background for Bronze and Silver tier suppliers if required.

## 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 talent'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.

## COLOUR CORRECTION

- All products and garments must be colour corrected to accurately represent the real-life product.
- Ensure this colour is consistent across all images, including lifestyle images.

## GENERAL AND BACKGROUND

- Grey Background  
**R230 G230 B230 // HEX #E6E6E6**  
Background must have a natural gradient or vignette to be accepted.  
Refer to pages 10 and 11 for more details.
- OR Plain, White Background  
**R255 G255 B255 // HEX #FFFFFF**
- Backgrounds must be clean and free of scuff marks.
- Erase any imperfections on background.
- Ensure crops adhere to guides on page 16.
- Myer will clip still life images to a white background for Bronze and Silver tier suppliers if required.

## PRODUCT RETOUCHING

- Remove any dirt or marks from products.
- Remove any dust, lint or loose threads from products.
- Remove any damage to product packaging.
- Remove any visible product tags.
- Remove any studio reflections from reflective objects.
- Preserve material luster while eliminating environmental reflections, i.e. retain reflections of the studio light.

## COLOUR CORRECTION

- All products and garments must be colour corrected, to accurately represent the real-life product.
- Ensure this colour is consistent across all images, including lifestyle images.

BACKGROUND COLOUR - TEMPERATURE

· Images to be shot or clipped professionally on a light-grey background.

· Ideal background colour:

**R230 G230 B230 // HEX #E6E6E6**

· A tolerance of **-70 to +10** RGB points will be accepted.

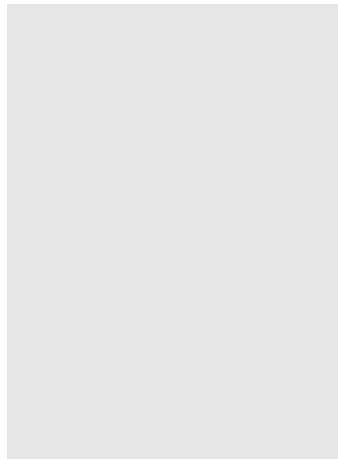
I.e.: Darkest grey: **R160 G160 B160 // HEX #A0A0A0**  
 & lightest grey: **R240 G240 B240 // HEX #F0F0F0**

· Grey colour should be as neutral as possible, avoiding excess warmth or coolness. Please white balance images wherever possible.

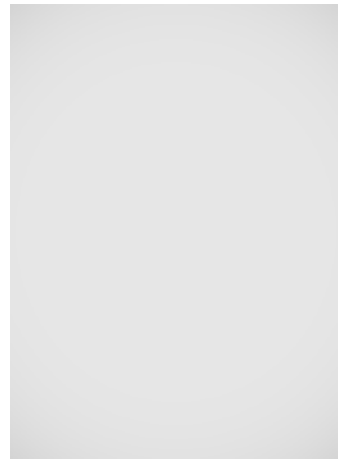
· Please refer to chart for examples of the range of greys that would and wouldn't be accepted.

· 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.

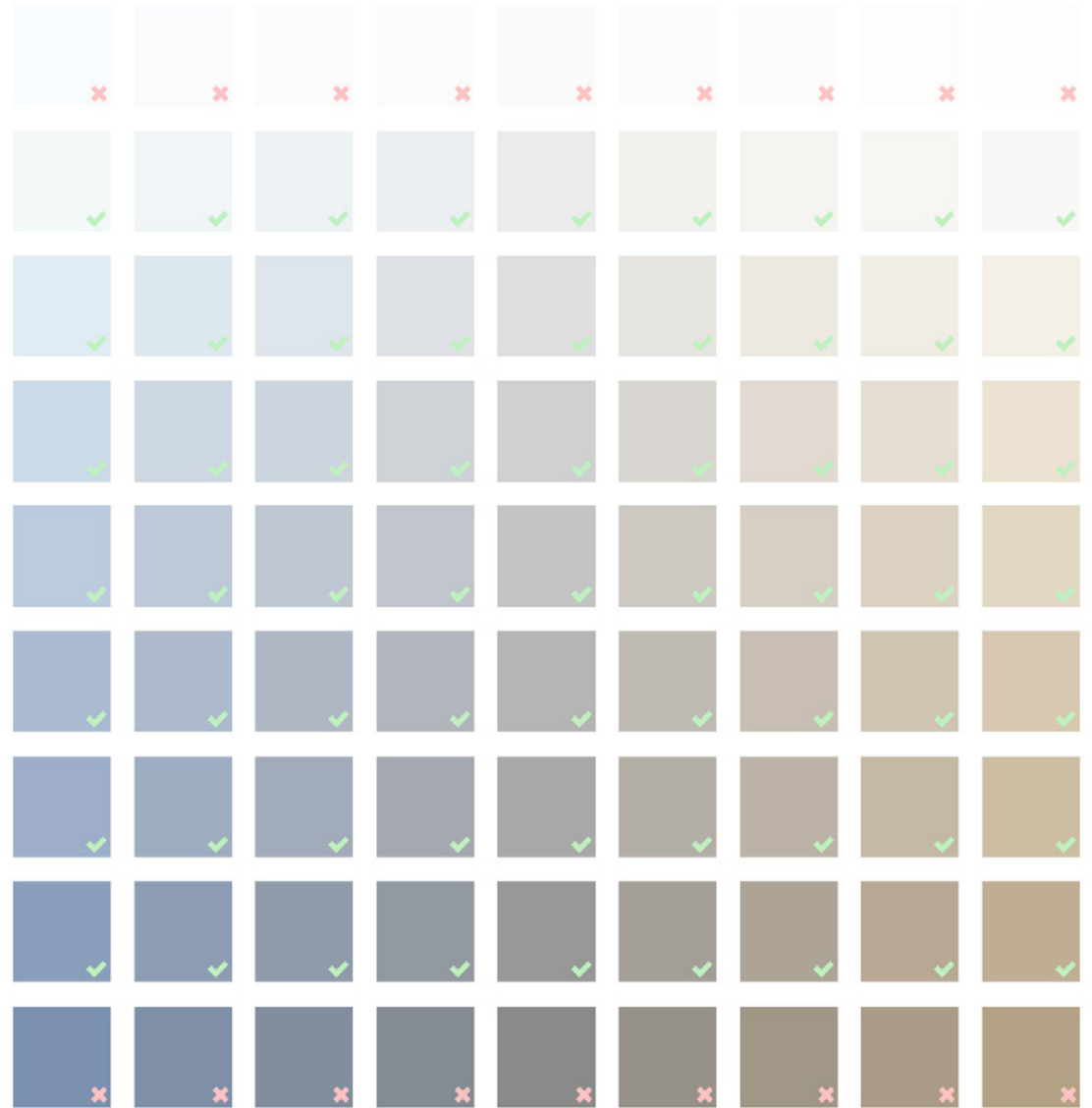
NO VIGNETTE



VIGNETTE APPLIED



TOO LIGHT

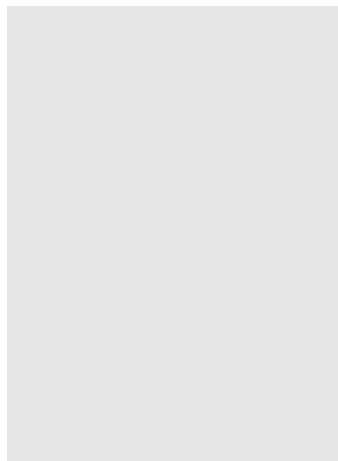


TOO DARK

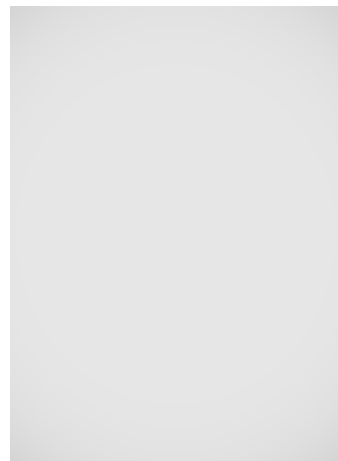
## BACKGROUND COLOUR - TINT

- Images to be shot or clipped professionally on a light-grey background.
- Ideal background colour:  
**R230 G230 B230 // HEX: E6E6E6**
- A tolerance of **-70 to +10** RGB points will be accepted.  
 I.e.: Darkest grey: R160 G160 B160 & lightest grey: R240 G240 B240
- Grey colour should be as neutral as possible, avoiding green or magenta tint. Please white balance images wherever possible.
- 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.

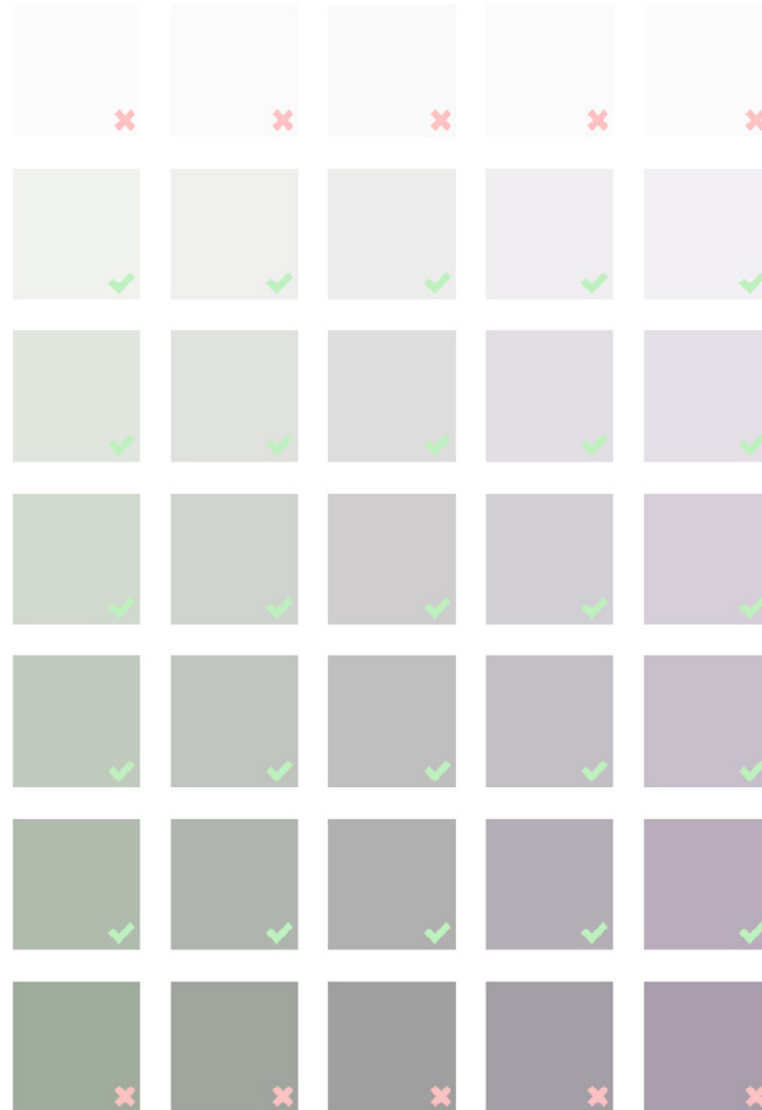
NO VIGNETTE



VIGNETTE APPLIED



## TOO LIGHT



## TOO DARK

## HOW TO APPLY A VIGNETTE IN PHOTOSHOP

- Before you begin this process, ensure the grey background is within the range specified in pages 10 & 11.  
**Note:** vignettes **do not** need to be applied to white backgrounds.
- Ideal background colour: **R230 G230 B230 // HEX: E6E6E6**
- 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.
- **Note that vignettes must be applied to all flat colours other than white.**  
I.e.: if you submit an infographic with a blue background, it will also require a vignette.  
Black backgrounds will require an inverse vignette, meaning +20 instead of -20

IMAGE 1

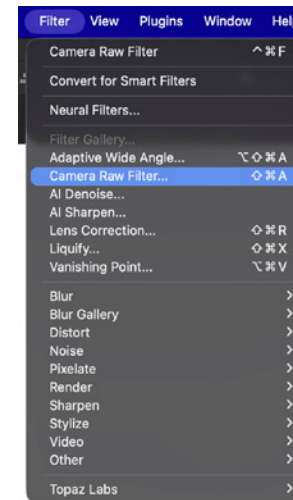
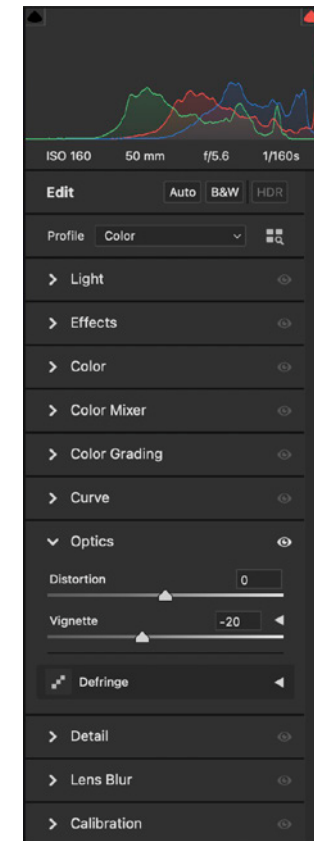
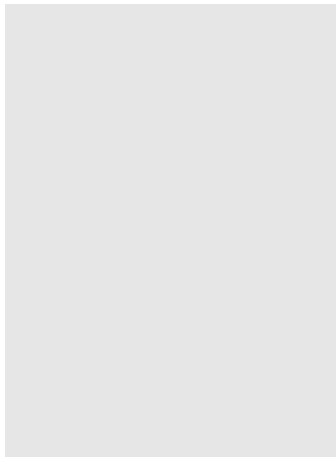


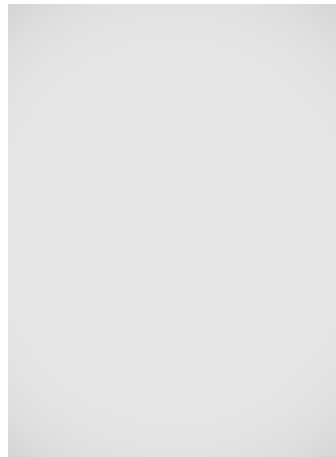
IMAGE 2



NO VIGNETTE



VIGNETTE APPLIED



## ASPECT RATIO &amp; 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 7:9  
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 7:9 aspect ratio. See image 1 and image 2 as examples.

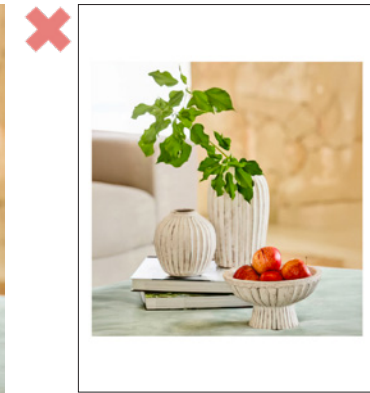
IMAGE 1



**Correct** crop and aspect ratio with no white padding.

- Aspect ratio is 7:9 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 7:9 aspect ratio.

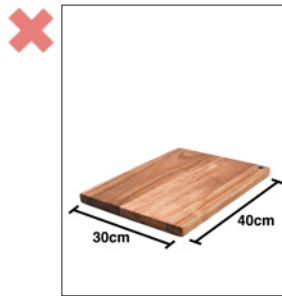
## TEXT & GRAPHICS IN PRIMARY IMAGES

- The primary image (the 1st image in the sequence) 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



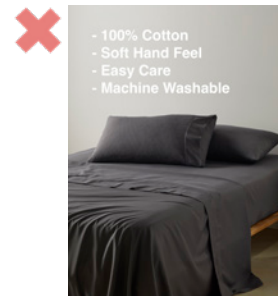
DIMENSIONS



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 that will not be accepted:
  - CAD drawings
  - Drawings
  - Mock-ups
  - Generative AI

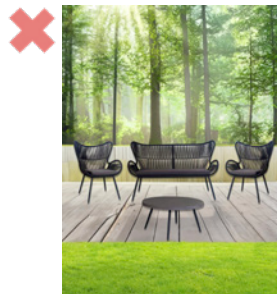
CAD



DRAWING



MOCK - UP



GENERATIVE AI



## 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.
- **Note that on talent images with horizon lines, the horizon should also fall within this range.**
- 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



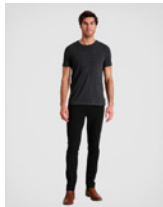
• Top crop reference- garment should be cropped below hands



• Bottom crop reference



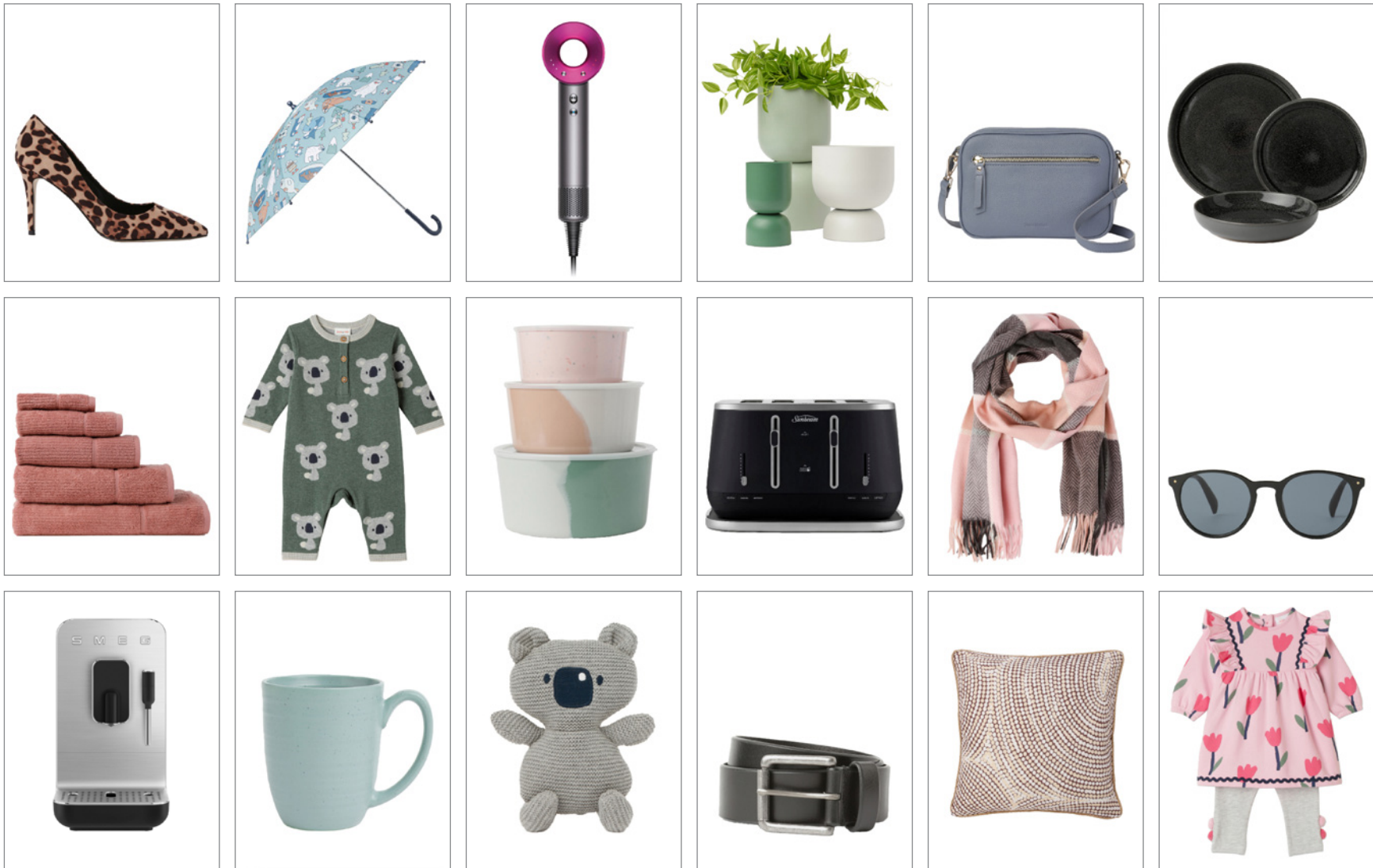
• Product filling at least 70% of the frame



• 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.

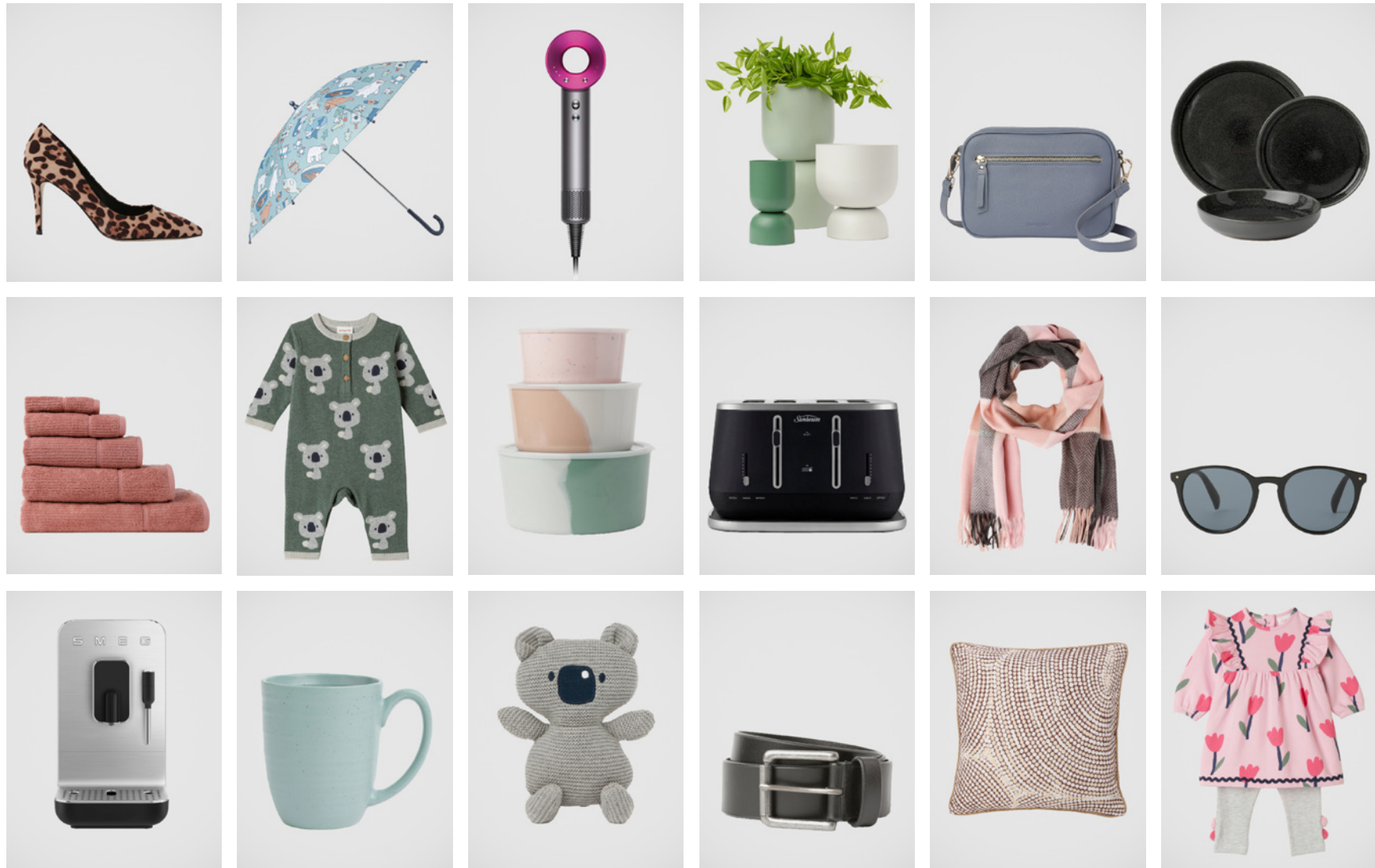
PRODUCT IMAGERY MOODBOARD - WHITE BACKGROUND

Images to be clipped professionally to a white background: R255 G255 B255 // HEX #FFFFFF  
Backgrounds must be flat, pure 100% white - no gradients or vignettes should be present.  
Myer to clip still life products to a white background for Bronze and Silver tier suppliers if required.



Images to be shot or clipped professionally to a grey background: R230 G230 B230 // HEX #E6E6E6  
(or within colour ranges specified on pages 10 & 11)

Backgrounds must have a natural gradient or vignette - otherwise, one must be applied in postproduction, see page 12 for details..



Below are examples of images that are ideal candidates for **primary images**. Images such as these are highly encouraged. Backgrounds are R230 G230 B230 // HEX #E6E6E6 and have a natural gradient/light falloff.



FASHION IMAGERY MOODBOARD - PRIMARY IMAGES

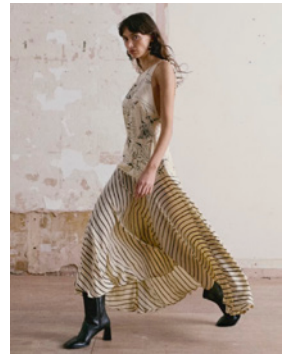
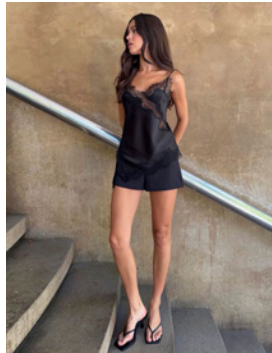
Below are examples of images that will be **accepted** as **primary images**, despite not being on a plain grey background. Backgrounds may include some texture, a horizon line, and vary in colour, as long as they meet the colour standards specified on pages 10 and 11.



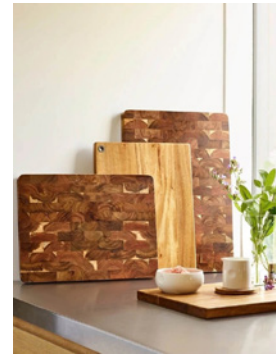
Below are examples of images that will be **accepted** as **primary images**, despite not being on a plain grey background. Backgrounds may include some texture, a horizon line, and vary in colour, as long as they meet the colour standards specified on pages 10 and 11.



Below are examples of images that will be accepted **only as lifestyle images**, placed in image slots 2 through 7.



Below are examples of good lifestyle images.



APPAREL &  
UNDERWEAR

*MyerGroup*

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- 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.

2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



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

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

SIDE-ON IMAGE  
**RECOMMENDED**



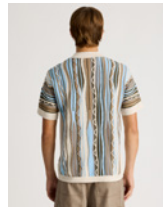
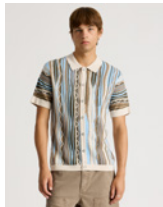
- Either side - whichever side looks most flattering or has a feature.

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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable.



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

LIFESTYLE IMAGE  
RECOMMENDED



- Image should convey emotion and can be styled with other product.
- Provide cropped to correct aspect ratio.



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

FULL-LENGTH IMAGE  
RECOMMENDED



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



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

STYLING IMAGE  
RECOMMENDED



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- Important that the pose is flattering on the backside.

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

SIDE-ON IMAGE  
**RECOMMENDED**



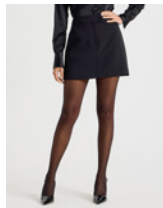
- Either side - whichever side looks most flattering or has a feature.

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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable.

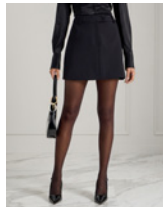


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

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.
- Provide cropped to correct aspect ratio.



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

FULL-LENGTH IMAGE  
RECOMMENDED



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



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

STYLING IMAGE  
RECOMMENDED



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- 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.



2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- Back image, shot straight on or on a 3/4 angle, whichever is more flattering or shows the product better.
- Hair to be swept to one side or forward on this view.

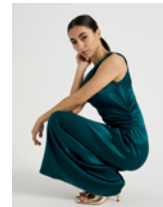


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

SIDE-ON IMAGE  
**RECOMMENDED**



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

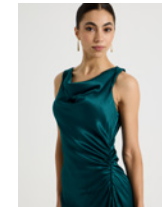


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



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

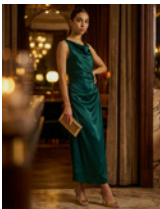


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

LIFESTYLE IMAGE  
RECOMMENDED



- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling.
- Different pose to convey nature of garment. e.g. stretch jeans shown by talent crouching.
- Provide cropped to correct aspect ratio.



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

FULL-LENGTH IMAGE  
RECOMMENDED



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



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

STYLING IMAGE  
RECOMMENDED



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

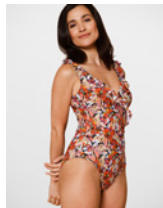
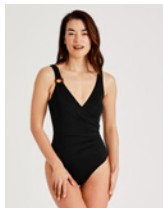


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- 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.

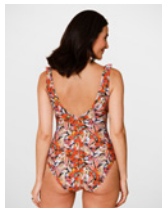
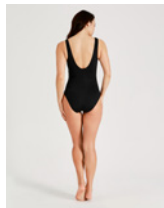


2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- 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.

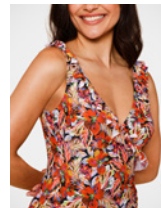
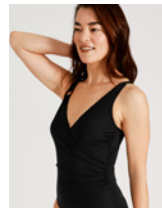


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



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

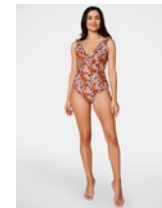


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

FULL-LENGTH IMAGE  
**RECOMMENDED**



- Full-length shot, from head to toe.



1<sup>ST</sup>

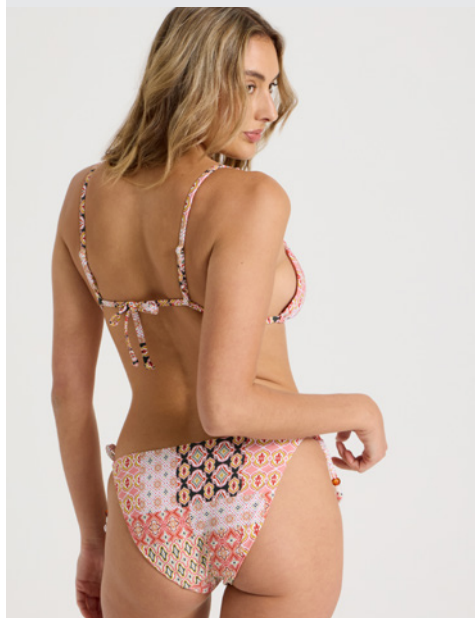
PRIMARY IMAGE  
**MANDATORY**



- 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.

2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- 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.

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

DETAIL IMAGE  
**RECOMMENDED**



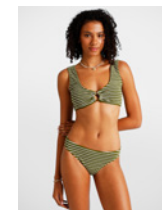
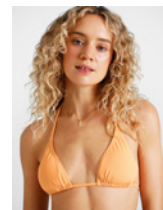
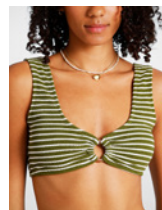
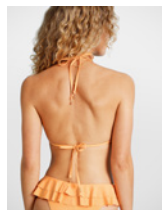
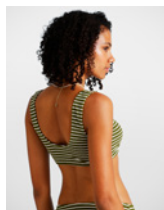
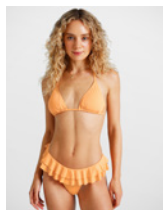
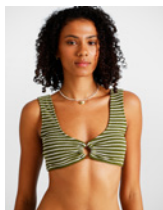
- Close shot of detail where applicable.

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

SET IMAGE  
**RECOMMENDED**



- Full body shot of the bikini set.

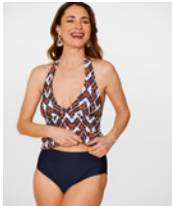
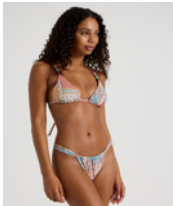


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- 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.

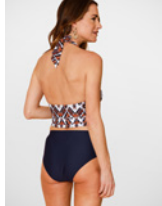
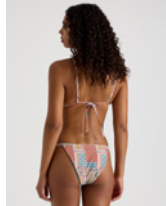


2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- 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.

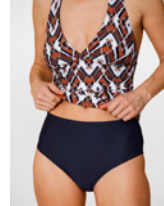
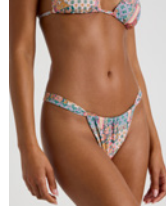


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable.



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

SET IMAGE  
**RECOMMENDED**



- Full body shot of the bikini set.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features.

2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



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

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

DETAIL IMAGE  
**RECOMMENDED**



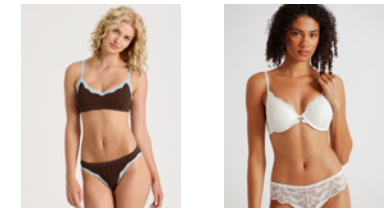
- Close shot of details like lace, fastenings, etc.

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

SET IMAGE  
**RECOMMENDED**



- Shot showing full set.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- 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.

2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



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

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

DETAIL IMAGE  
**RECOMMENDED**



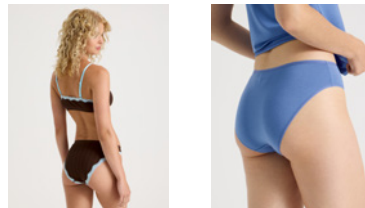
- Close shot of details like lace, etc.

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

SET IMAGE  
**RECOMMENDED**



- Shot showing full set.



1<sup>ST</sup>

PACKAGING IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

FRONT IMAGE  
**MANDATORY**



- The image that best showcases the garment's features.

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

BACK IMAGE  
**RECOMMENDED**



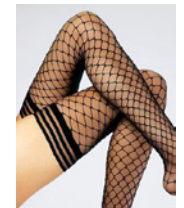
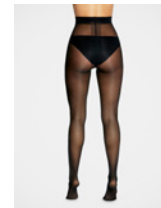
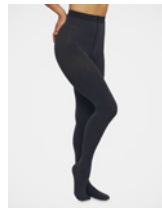
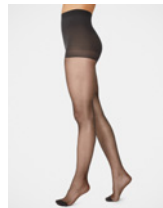
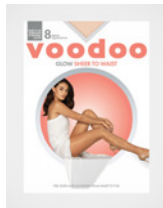
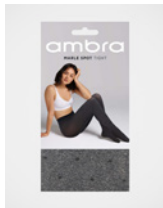
- Important that the pose is flattering on the backside.

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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable.



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

STYLING IMAGE  
RECOMMENDED



- Addition of complementary accessories to create a look.
- Props and dynamic posing are welcome.
- Provide cropped to correct aspect ratio.



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

PACKAGING BACK IMAGE  
RECOMMENDED



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features.

2<sup>ND</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail - showcasing patterns and prints where applicable.

3<sup>RD</sup>

UNTUCKED IMAGE  
**RECOMMENDED**



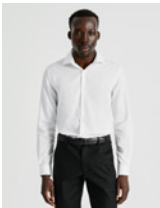
- Shot of the shirt untucked, to show the length and cut.

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

BACK IMAGE  
**MANDATORY**



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



4<sup>TH</sup>  
TO  
7<sup>TH</sup> | FULL-LENGTH IMAGE  
**RECOMMENDED**



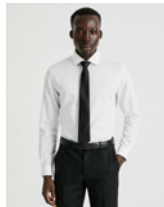
- A full-length shot, showcasing the full look from head to toe.



4<sup>TH</sup>  
TO  
7<sup>TH</sup> | STYLING IMAGE  
**RECOMMENDED**



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



4<sup>TH</sup>  
TO  
7<sup>TH</sup> | STILL IMAGE  
**RECOMMENDED**



- Either flat lay or hang lay.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features.

2<sup>ND</sup>

FULL-LENGTH IMAGE  
**RECOMMENDED**



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

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

BACK IMAGE  
**MANDATORY**



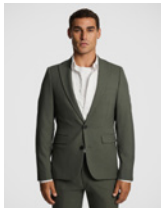
- Important that the pose is flattering on the backside.

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

SIDE-ON IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail - showcasing patterns and prints where applicable.



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

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.
- Provide cropped to correct aspect ratio.



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

STYLING IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features.

2<sup>ND</sup>

FULL-LENGTH IMAGE  
**RECOMMENDED**



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

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

BACK IMAGE  
**MANDATORY**



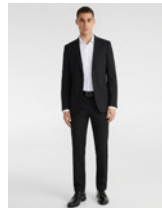
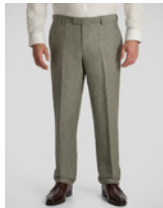
- Important that the pose is flattering on the backside.

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

SIDE-ON IMAGE  
**RECOMMENDED**



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



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



- Close shot of detail - showcasing patterns and prints where applicable.



4<sup>TH</sup>  
TO  
7<sup>TH</sup> | LIFESTYLE IMAGE  
**RECOMMENDED**



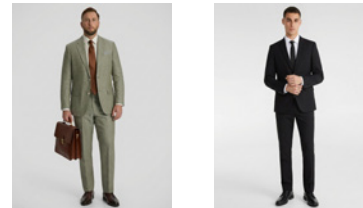
- Utilise dynamic camera angles and poses to add an emotive feeling. Props welcome.
- Show the customer how it feels to wear the product.
- Provide cropped to correct aspect ratio.



4<sup>TH</sup>  
TO  
7<sup>TH</sup> | STYLING IMAGE  
**RECOMMENDED**



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

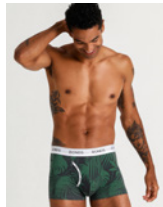
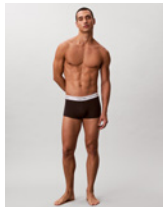


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- The image that best showcases the garment's feature.

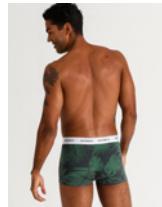
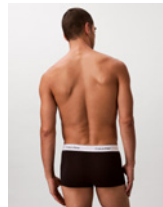


2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- Important that the pose is flattering on the backside.



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

SIDE IMAGE  
**RECOMMENDED**



- Either side - whichever side looks most flattering or has a feature.
- Showcase any patterns or prints.



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

DETAIL IMAGE  
**RECOMMENDED**



- Close-up shot showing details like the elastic waistband.



1<sup>ST</sup>

FLAT LAY IMAGE  
**MANDATORY**



- Flatlay in a staggered order to show all colours contained in the pack.
- No unstyled creases or puckering.
- Centred in the frame.

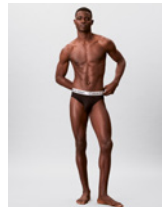
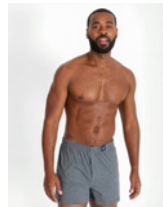


2<sup>ND</sup>

FRONT IMAGE  
**MANDATORY**



- The image that best showcases the garment's feature.



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

BACK IMAGE  
**MANDATORY**



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



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

DETAIL IMAGE  
**RECOMMENDED**



- Close-up shot showing details like the elastic waistband.
- Showcase any patterns or prints.



1<sup>ST</sup>

FLAT LAY IMAGE  
**MANDATORY**



- Side-on, flat lay, still image.
- Product should be as symmetrical as possible.
- No unstyled creases or puckering.



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

DETAIL IMAGE  
**RECOMMENDED**



- Close-up shot showing details.
- Showcase any patterns or prints.



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

TALENT IMAGE  
**RECOMMENDED**



- Socks shot on talent, dynamic poses and lifestyle images welcome.
- Provide cropped to correct aspect ratio.



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

PACKAGING IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

FLAT LAY IMAGE  
**MANDATORY**



- Flatlay in a staggered order to show all colours contained in the pack.
- No unstyled creases or puckering.
- Centred in the frame.



2<sup>ND</sup>

PACKAGING IMAGE  
**MANDATORY**



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



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

DETAIL IMAGE  
**RECOMMENDED**



- Close-up shot showing details.
- Showcase any patterns or prints.



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

TALENT IMAGE  
**RECOMMENDED**



- Socks shot on talent, dynamic poses and lifestyle images welcome.
- Provide cropped to correct aspect ratio.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



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

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

DETAIL IMAGE  
**RECOMMENDED**



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

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

TALENT IMAGE  
**RECOMMENDED**



- Talent shot that can support the product imagery and give a sense of emotion.
- Product shown in natural environment.
- Provide cropped to correct aspect ratio.





- Front shot of entire set, flat lay or hang lay.
- Neat styling - with some movement.



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



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



- Talent shot that can support the product imagery and give a sense of emotion.
- Product shown in natural environment.
- Provide cropped to correct aspect ratio.



FOOTWEAR

*MyerGroup*

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

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

STYLING IMAGE  
**RECOMMENDED**



- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling.
- Provide cropped to correct aspect ratio.

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

TOP IMAGE  
**MANDATORY**



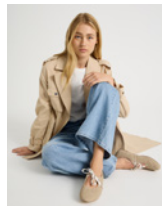
- This can be of whole shoe or toe detail.

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

DETAIL IMAGE  
**RECOMMENDED**



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



2<sup>ND</sup>  
TO  
7<sup>TH</sup> | BACK IMAGE  
**RECOMMENDED**



- 3/4 back.



2<sup>ND</sup>  
TO  
7<sup>TH</sup> | SET IMAGE  
**RECOMMENDED**



- Pair ideally shot on 3/4 angle facing either direction.
- Opportunity to showcase other colour options.



2<sup>ND</sup>  
TO  
7<sup>TH</sup> | STYLED IMAGE  
**RECOMMENDED**



- More freedom here – utilise dynamic camera angles and poses and show the shoes as part of a look.



ACCESSORIES

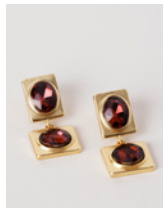
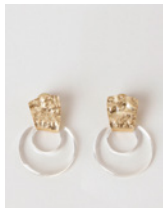
*MyerGroup*

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

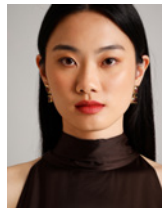
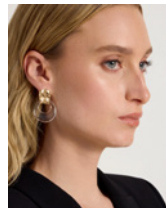


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.

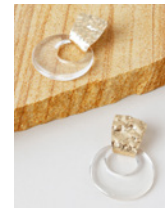


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

ALT IMAGE  
**RECOMMENDED**



- The product presented in a lifestyle setting or an alternative talent image.

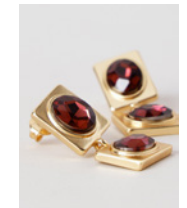


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail - showcase fastenings wherever possible.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

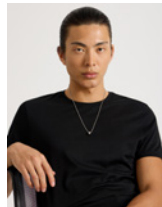
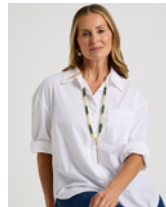


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

ALT IMAGE  
**MANDATORY**



- Showing product in a different way than the key image or overhead.



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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail - showcase fastenings wherever possible.

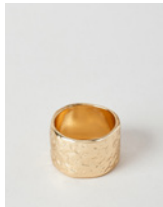


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

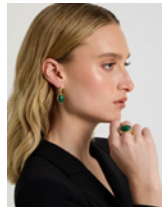
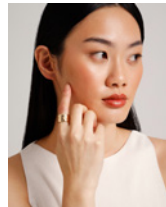


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail.

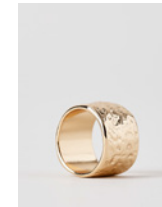


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

ALT IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on showing product in its best light.
- Shot from slightly above.
- Showcase full set if applicable.

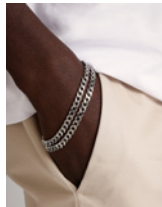


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail - showcase fastenings wherever possible.



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

ALT IMAGE  
**RECOMMENDED**



- Showing product in a different way than the key image.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on showing product in its best light.

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**RECOMMENDED**



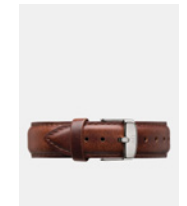
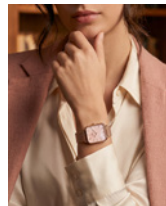
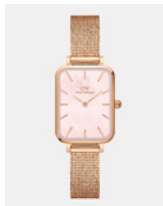
- Close shot of detail.
- Show off any features of the watch.

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

BACK IMAGE  
**MANDATORY**



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Showing product in its best light.

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**MANDATORY**



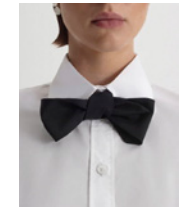
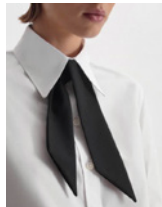
- A close shot showing the pattern or texture of the tie.

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

ALT IMAGE  
**RECOMMENDED**



- Showing product in a different way than the key image.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent or in use.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.

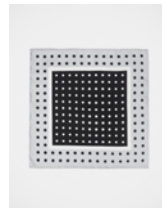


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

ALT IMAGE  
**RECOMMENDED**



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



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

BOX/SET IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

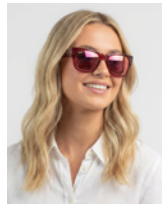


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

SIDE IMAGE  
**MANDATORY**



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

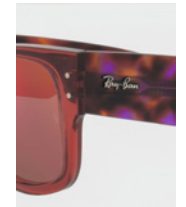


3<sup>RD</sup>  
OR  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of details.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on showing product in its best light.

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail.

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

ALT IMAGE  
**MANDATORY**



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Allow for natural movement to show off fabric's texture and weight.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**MANDATORY**



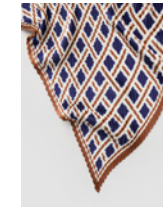
- Close shot of detail, showing patterns, texture, tassels, etc.

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

ALT IMAGE  
**RECOMMENDED**



- Show off any textures, prints or patterns.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on, shot flat lay with either gloves crossed in 'X' shape or side by side, whichever suits the style better.



2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

DETAIL IMAGE  
**MANDATORY**



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



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

ALT IMAGE  
**RECOMMENDED**



- Show off texture and details, or the product with items from a matching set.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**MANDATORY**



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

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

ALT IMAGE  
**RECOMMENDED**



- Show belt undone, ensuring both ends are featured.

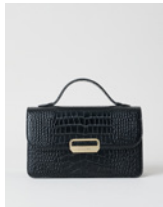


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on, showing product in its best light.

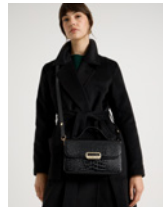


2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown on talent or in use.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

BACK IMAGE  
**MANDATORY**



- Back 3/4 angle or straight-on, showing length of strap where applicable.



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

DETAIL IMAGE  
**RECOMMENDED**



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



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

INTERIOR IMAGE  
**RECOMMENDED**



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

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

CONTENTS IMAGE  
**RECOMMENDED**



- Inside of product, particularly with product to show storage and capacity, using props for scale.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on, showing product in its best light.

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown on talent or in use.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.

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

BACK IMAGE  
**MANDATORY**



- Back 3/4 angle or straight-on.

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

DETAIL IMAGE  
**RECOMMENDED**



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



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

INTERIOR IMAGE  
RECOMMENDED



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

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

CLOSED IMAGE  
**MANDATORY**



- Shoot closed, showcasing cases if applicable.

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

ALT IMAGE  
**RECOMMENDED**



- Alternative shot to the key image, can be a lifestyle image if available.

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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail.



HOMEWARES

MyerGroup

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**MANDATORY**

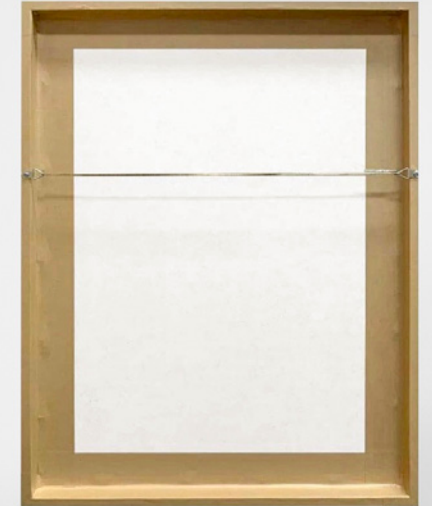


- Close shot of detail.



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

ALT IMAGE  
**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.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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

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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail.

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

BACK IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>  
OR  
2<sup>ND</sup>

PRIMARY IMAGE  
**MANDATORY**



- Product folded neatly into a rectangle.

1<sup>ST</sup>  
OR  
2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown in natural setting.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail, fabric and texture.

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

HANGING IMAGE  
**RECOMMENDED**



- Product neatly hanging.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown in natural setting.
- Provide cropped to correct aspect ratio.

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

DETAIL IMAGE  
**MANDATORY**



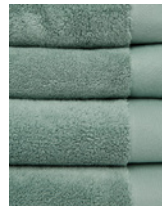
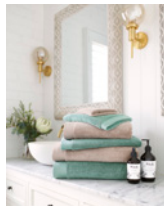
- Close shot of detail and texture.

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

RANGE IMAGE  
**RECOMMENDED**



- Stack shot featuring all colours in the range.



1<sup>ST</sup>

SET IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

SINGLE IMAGE  
**MANDATORY**



- Individual products within the set can be shown singularly.



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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail.



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

ALT DETAIL IMAGE  
**RECOMMENDED**



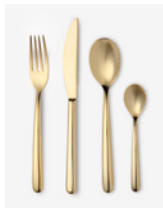
- Alternate close shot of detail.

1<sup>ST</sup>

SET IMAGE  
**MANDATORY**



- Flat lay of the set.



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**MANDATORY**

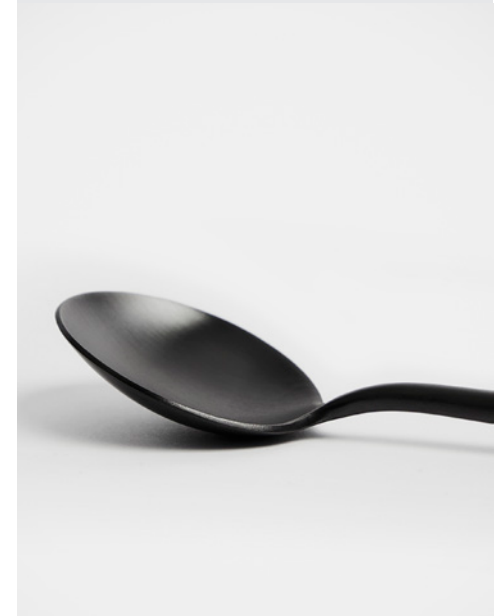


- A closer shot of the set, from a different angle to the 1st shot.



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

ALT DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail or the set in its original packaging.

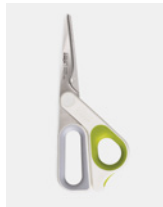


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail.
- Showing features and benefits of the product.



1<sup>ST</sup>

LIFESTYLE IMAGE  
**MANDATORY**



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

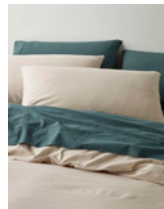


2<sup>ND</sup>

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail and texture.
- Do not supply a close crop of 1st shot.
- Provide cropped to correct aspect ratio.



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

TEXTURE IMAGE  
**RECOMMENDED**



- Alternate close shot of detail.



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

SET IMAGE  
**RECOMMENDED**



- Show items included in set.



1<sup>ST</sup>  
OR  
2<sup>ND</sup>

LIFESTYLE IMAGE  
**MANDATORY**



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

1<sup>ST</sup>  
OR  
2<sup>ND</sup>

DETAIL IMAGE  
**MANDATORY**



- Close-up of detail on product.

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

AERIAL IMAGE  
**RECOMMENDED**



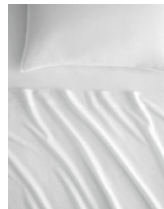
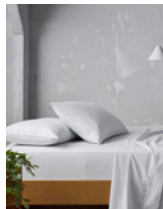
- Aerial image of product on a bed.

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

SET IMAGE  
**RECOMMENDED**



- Show items included in set.

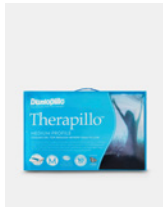


1<sup>ST</sup>  
OR  
2<sup>ND</sup>

PACKAGING IMAGE  
**MANDATORY**



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



1<sup>ST</sup>  
OR  
2<sup>ND</sup>

PRODUCT IMAGE  
**MANDATORY**



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



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

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**RECOMMENDED**



- Detail of features and benefits.



1<sup>ST</sup>  
OR  
2<sup>ND</sup>

PACKAGING IMAGE  
**MANDATORY**



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



1<sup>ST</sup>  
OR  
2<sup>ND</sup>

PRODUCT IMAGE  
**MANDATORY**



- Product out of its packaging.

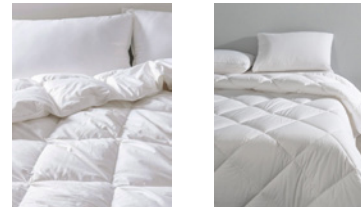


1<sup>ST</sup>  
OR  
2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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

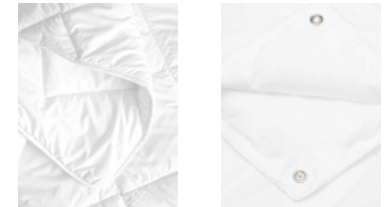


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Detail of features and benefits.

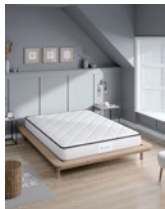


1<sup>ST</sup>

LIFESTYLE IMAGE  
**MANDATORY**



- Should feature minimal linen and accessories to better showcase the product.
- Provide cropped to correct aspect ratio.



1<sup>ST</sup>  
OR  
2<sup>ND</sup>

PRODUCT IMAGE  
**MANDATORY**



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

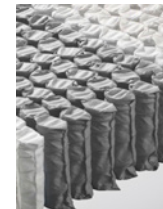


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**

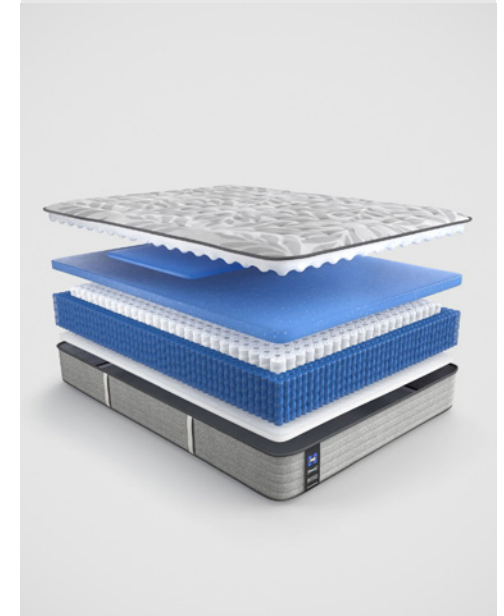


- Not merely a close-up of previous shots, this image should show the customer a detail of the product.

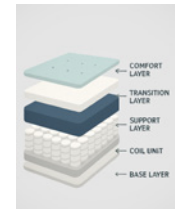


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

F&B IMAGE  
**RECOMMENDED**



- Features and benefits image or diagram.
- Provide cropped to correct aspect ratio.



GENERAL  
MERCHANDISE

*MyerGroup*

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

INTERIOR IMAGE  
**MANDATORY**



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



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

ALT IMAGE  
**RECOMMENDED**



- Side or 3/4 angle.

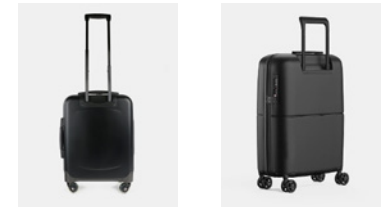


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

BACK IMAGE  
**RECOMMENDED**



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



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

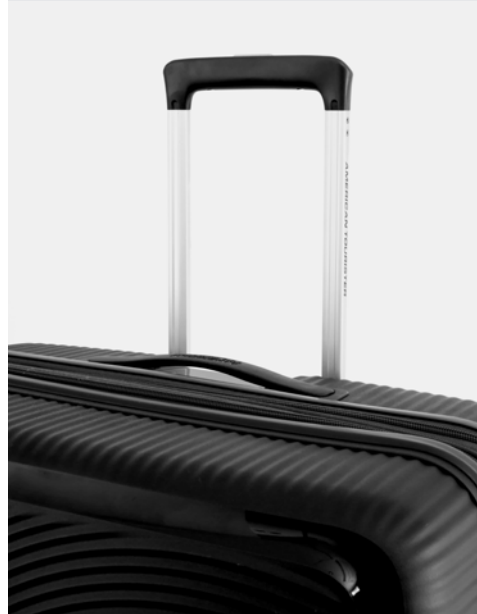
DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail of features and benefits.

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

ALT DETAIL IMAGE  
**RECOMMENDED**



- Alternate close shot of detail of features and benefits.

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

LIFESTYLE IMAGE  
**RECOMMENDED**

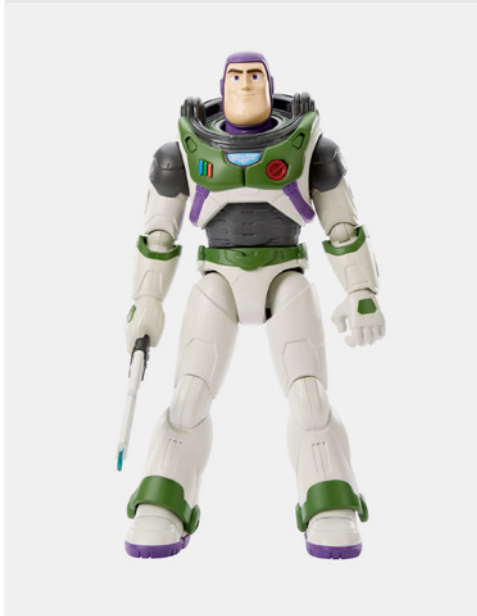


- Product shown in natural environment or showcasing the full set.
- Provide cropped to correct aspect ratio.

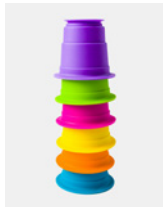


1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

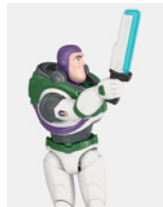


2<sup>ND</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**MANDATORY**



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



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

LIFESTYLE IMAGE  
**RECOMMENDED**



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

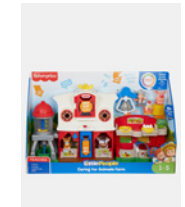


2<sup>ND</sup>  
TO  
7<sup>TH</sup>

PACKAGING IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

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

ALT IMAGE  
**MANDATORY**



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

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

LIFESTYLE IMAGE  
**RECOMMENDED**



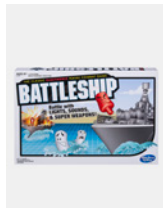
- Any other images that can support the product imagery and give a sense of emotion.
- Product shown in natural environment.
- Provide cropped to correct aspect ratio.

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

LIFESTYLE IMAGE  
**RECOMMENDED**



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

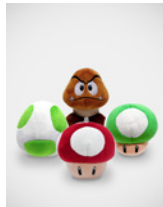
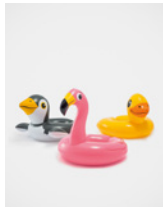


1<sup>ST</sup>

VARIANTS IMAGE  
**MANDATORY**



- An image that includes **all** of the variants of the product, i.e. colour or style.
- Product can be shown in packaging.

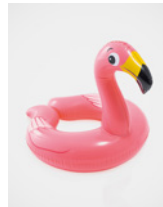


2<sup>ND</sup>  
TO  
7<sup>TH</sup>

SINGLE IMAGE  
**MANDATORY**

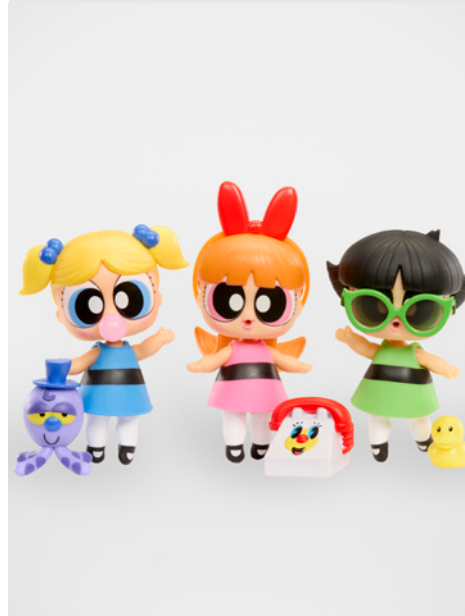


- Close up shot showcasing the product in detail and/or in action.
- Use these shots to showcase as many variants as possible within the available seven images



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

LIFESTYLE IMAGE  
**RECOMMENDED**

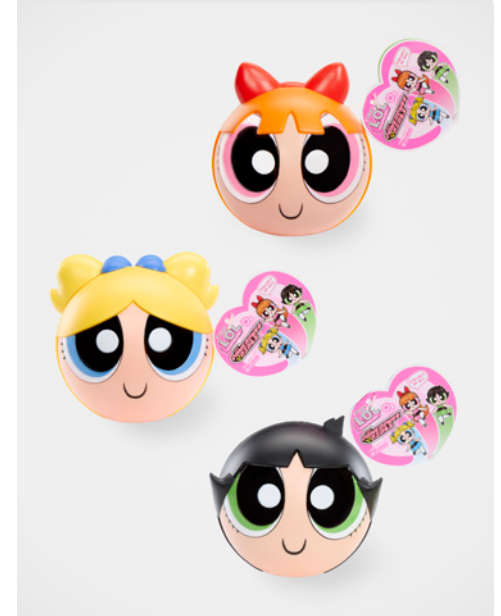


- Any other images that can support the product imagery and give a sense of emotion.
- Utilise this image to convey the scale of the product.
- Provide cropped to correct aspect ratio.

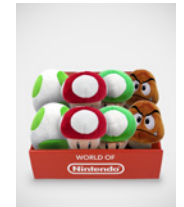
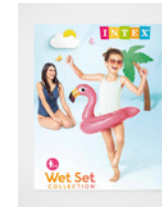


2<sup>ND</sup>  
TO  
7<sup>TH</sup>

PACKAGING IMAGE  
**RECOMMENDED**



- Product in its original display box/pack.
- Straight on to camera.
- Avoid harsh reflections on plastic.



ELECTRICAL

*MyerGroup*

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



- Front-on showing product in its best light.

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown in natural environment.
- Provide cropped to correct aspect ratio.

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

ALT IMAGE  
**MANDATORY**



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

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

DETAIL IMAGE  
**RECOMMENDED**



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



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

ALT DETAIL IMAGE  
RECOMMENDED



- Close shot of details.

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

ALT DETAIL IMAGE  
RECOMMENDED



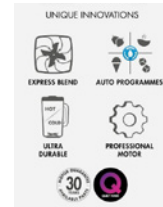
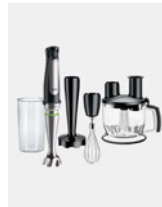
- Alternate close shot of details.

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

F & B IMAGE  
RECOMMENDED



- Features and benefits image or diagram.
- Provide cropped to correct aspect ratio.



1<sup>ST</sup>

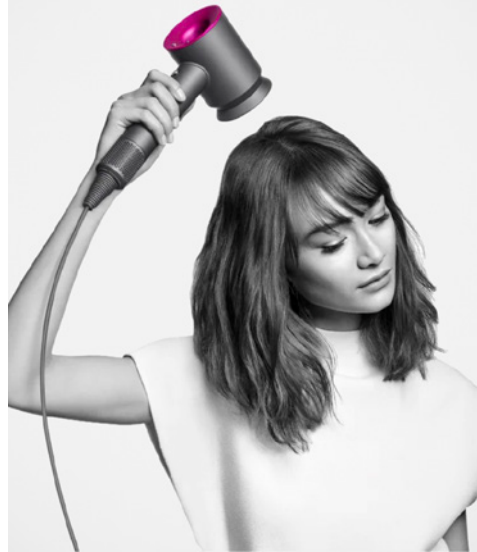
PRIMARY IMAGE  
**MANDATORY**



- Front-on showing product in its best light.

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown in natural environment.
- Provide cropped to correct aspect ratio.

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

ALT IMAGE  
**MANDATORY**



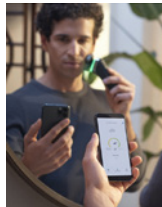
- 3/4 angle, facing either direction, showing product in its best light.

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

ALT IMAGE  
**RECOMMENDED**



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



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



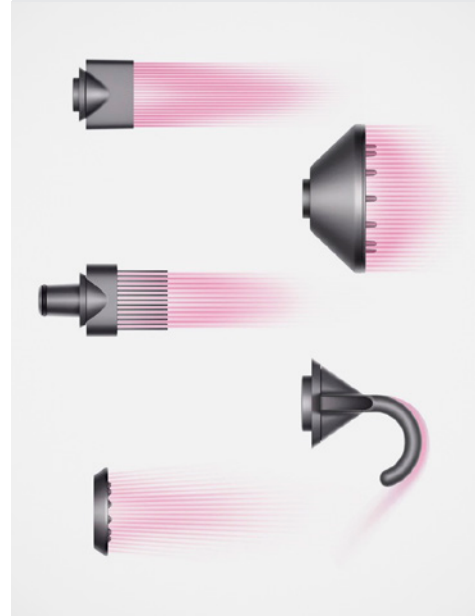
· Close shot of details, features or accessories.

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

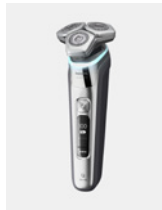


· Close shot of details, features or accessories.

3<sup>RD</sup>  
TO  
7<sup>TH</sup> | F&B IMAGE  
**RECOMMENDED**

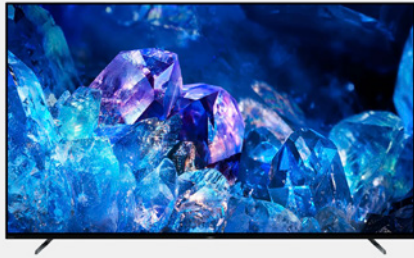


· Features and benefits image or product in its original packaging.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown in natural environment.
- Provide cropped to correct aspect ratio.

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

ALT IMAGE  
**MANDATORY**



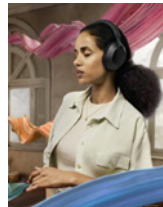
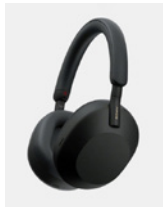
- Shot from a different angle to 1st image.
- Show any versatility in the product, eg. headphones folded.

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

ALT IMAGE  
**RECOMMENDED**



- Side angle showing width of product and any additional features.



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

DETAIL IMAGE  
**RECOMMENDED**



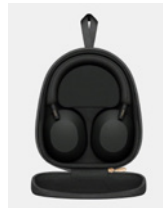
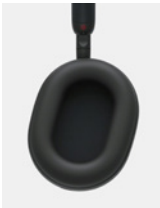
• Close shot of details.

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

F&B IMAGE  
**RECOMMENDED**



• Features and benefits image or diagram.



BEAUTY &  
FRAGRANCES

*MyerGroup*

1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**

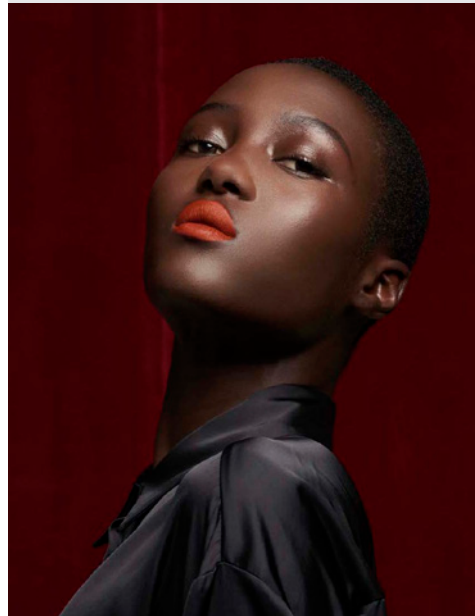


- The image that best showcases the product, generally shot front-on or on a 3/4 angle.



2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



- Product shown on talent or in use.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Provide cropped to correct aspect ratio.



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

ALT SWATCH IMAGE  
**RECOMMENDED**



- Swatch smear to show texture/density of product and colour.
- Images need to be colour corrected for accuracy.
- **Not** a replacement for the swatch image.

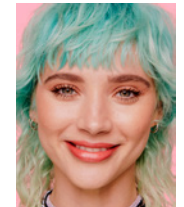


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



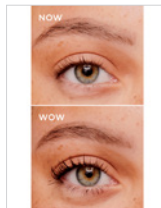
- Close shot of detail.



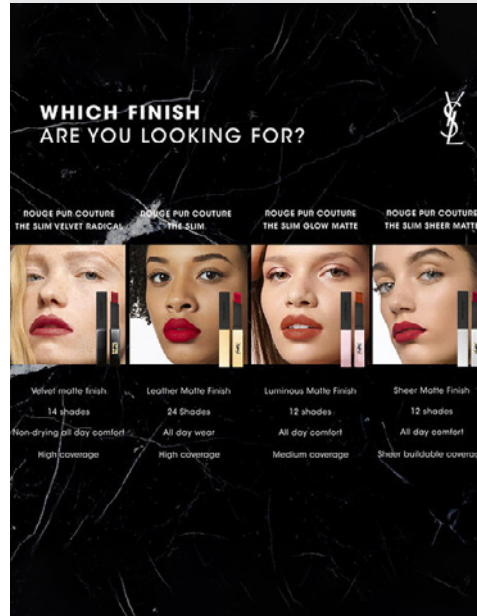
3<sup>RD</sup>  
TO  
7<sup>TH</sup> | **STYLING IMAGE  
RECOMMENDED**



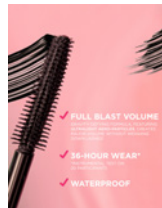
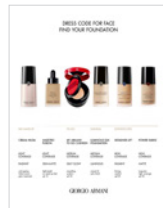
- Product shown on talent or in use.
- More freedom here - utilise dynamic camera angles and poses to complement style.
- Talent represented shows products on different skin/face types, shapes and tones.



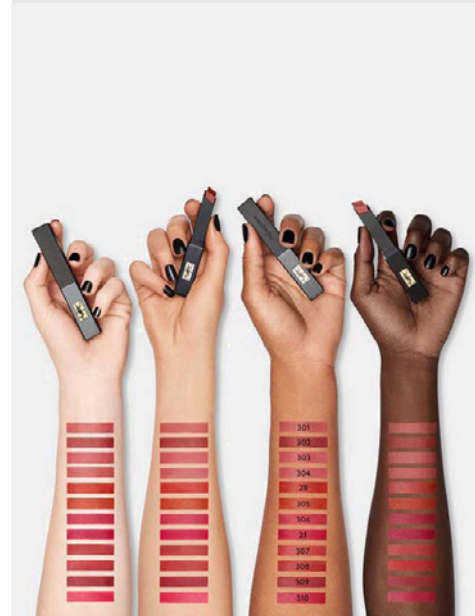
3<sup>RD</sup>  
TO  
7<sup>TH</sup> | **F&B IMAGE  
RECOMMENDED**



- Image or diagram demonstrating features or benefits, for example coverage.
- Provide cropped to correct aspect ratio.



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



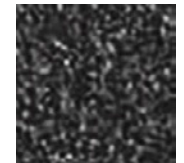
- Range of swatches showing different colours on different skin colours, tones.



SW | **SWATCH IMAGE  
MANDATORY**

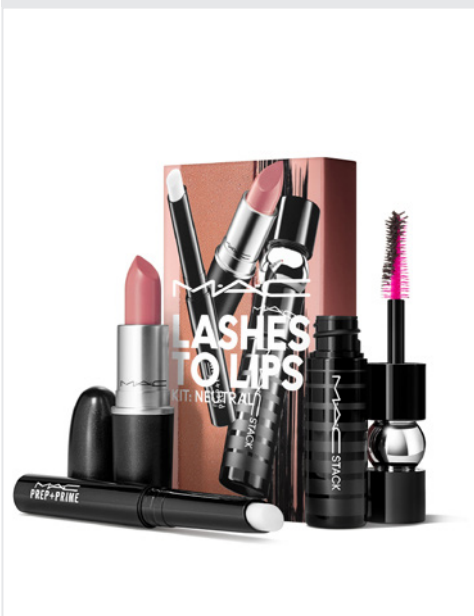


- Please ensure this is placed in the 'Colour Swatch Image' field in PEP.
- Images need to be colour corrected for accuracy.
- A 128 x 128 pixel square.
- Alternatively, you may input a HEX colour code in the 'Hex Code' field in PEP, and Myer will generate the colour swatch.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**

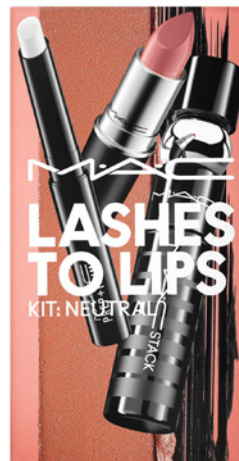


- Any other images that can support the product imagery and give a sense of emotion.
- Product shown in natural environment.
- Provide cropped to correct aspect ratio.

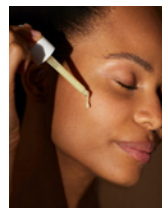


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

ALT IMAGE  
**MANDATORY**



- 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.



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

LIFESTYLE IMAGE  
**RECOMMENDED**



- Products sitting within their set packaging to showcase as gifts.



1<sup>ST</sup>

PRIMARY IMAGE  
**MANDATORY**



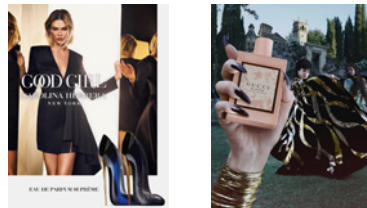
- The image that best showcases the product, generally shot front-on or on a 3/4 angle.

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

PACKAGING IMAGE  
**MANDATORY**



- Product shown in packaging or positioned beside it.



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

SCENT IMAGE  
**RECOMMENDED**



- Image symbolising details of the scent.



1<sup>ST</sup>

**PRIMARY IMAGE**  
**MANDATORY**



- 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.



2<sup>ND</sup>

**LIFESTYLE IMAGE**  
**RECOMMENDED**



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



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

**ALT IMAGE**  
**MANDATORY**



- 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.

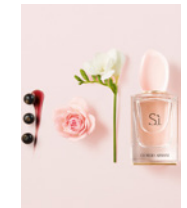


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

**SCENT IMAGE**  
**RECOMMENDED**



- Image symbolising details of the scent.





Myer *Group*