

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