

# MYER

ONLINE PHOTOGRAPHY GUIDELINES

NOVEMBER 2025

MY STORE

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## T I E R S

The tiers reflect the quality of imagery that you are able to provide and the level of review your imagery will go through. The higher the tier, the quicker your product will go to market.

**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, ideally, be submitted on a grey background by following the guide on page 9 OR alternatively, you may also submit images on a plain, white background.
  - Images must be Myer-website-ready.
  - For all make-up products, swatches must be provided.

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

- Images must be supplied as jpegs.
- Images should, ideally, be submitted on a grey background by following the guide on page 9 OR alternatively, you may also submit images on a plain, white background.
  - Myer will crop to ensure the correct aspect ratio.
  - For all make-up products, swatches must be provided.

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

- Images must be supplied as jpegs.
- Images should, ideally, be submitted on a grey background by following the guide on page 9 OR alternatively, you may also submit images on a plain, white background.
  - Myer will crop to ensure the correct aspect ratio, and clip to plain white, if needed.
  - For all make-up products, swatches must be provided.

## TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpeg

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

**Grey Background**

RGB: R230 G230 B230

**Must** have a natural gradient or vignette.  
Alternatively, this must be added in  
postproduction.

OR Plain, **White Background**

RGB: R255 G255 B255

## 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.

LIGHTING

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

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.

BEAUTY SWATCHES

Swatches are required for makeup products. Refer to swatch image on page 96 for swatch examples.

Minimum swatch image size: **128x128px**

RETOUCHING

Image is retouched to the following standards:

**TALENT AND GARMENT**

- See Retouching Guidelines (page 8)

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

- Clean background and floor
- Stains, fingerprints, tags, wires are removed
- Product looks pristine

## 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**

## TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpeg

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

**Background will be automatically clipped to white by Myer.**

If you wish to retain grey backgrounds, you must ensure your images meet the Gold tier technical specs (see previous page) and contact Online Enrichment to request a review for tier upgrade consideration.

## 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.

LIGHTING

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

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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.

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**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**Grey Background**

RGB: R230 G230 B230

Should have a natural gradient or vignette.  
Alternatively, this can be added in postproduction.

**OR Plain, White Background**

RGB: R255 G255 B255

Myer will correct if plain white background isn't submitted.

## 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.

LIGHTING

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

IMAGE QUALITY

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Images should not show any noise, dust spots or pixelation blurring when viewed at 100% image size.

BEAUTY SWATCHES

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Minimum swatch image size: **128x128px**

RETOUCHING

Image is retouched to the following standards:

**TALENT AND GARMENT**

- See Retouching Guidelines (page 8)

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

- Clean background and floor
- Stains, fingerprints, tags, wires are removed
- Product looks pristine

## CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

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- 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

- Grey Background  
RGB: R230 G230 B230  
Refer to previous pages on tier technical specs for more details.
- OR Plain, White Background  
RGB: R255 G255 B255
- Backgrounds must be clean and free of scuff marks.
- Erase any imperfections on background and product.
- If cropping apparel on talent, ensure crops adhere to 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

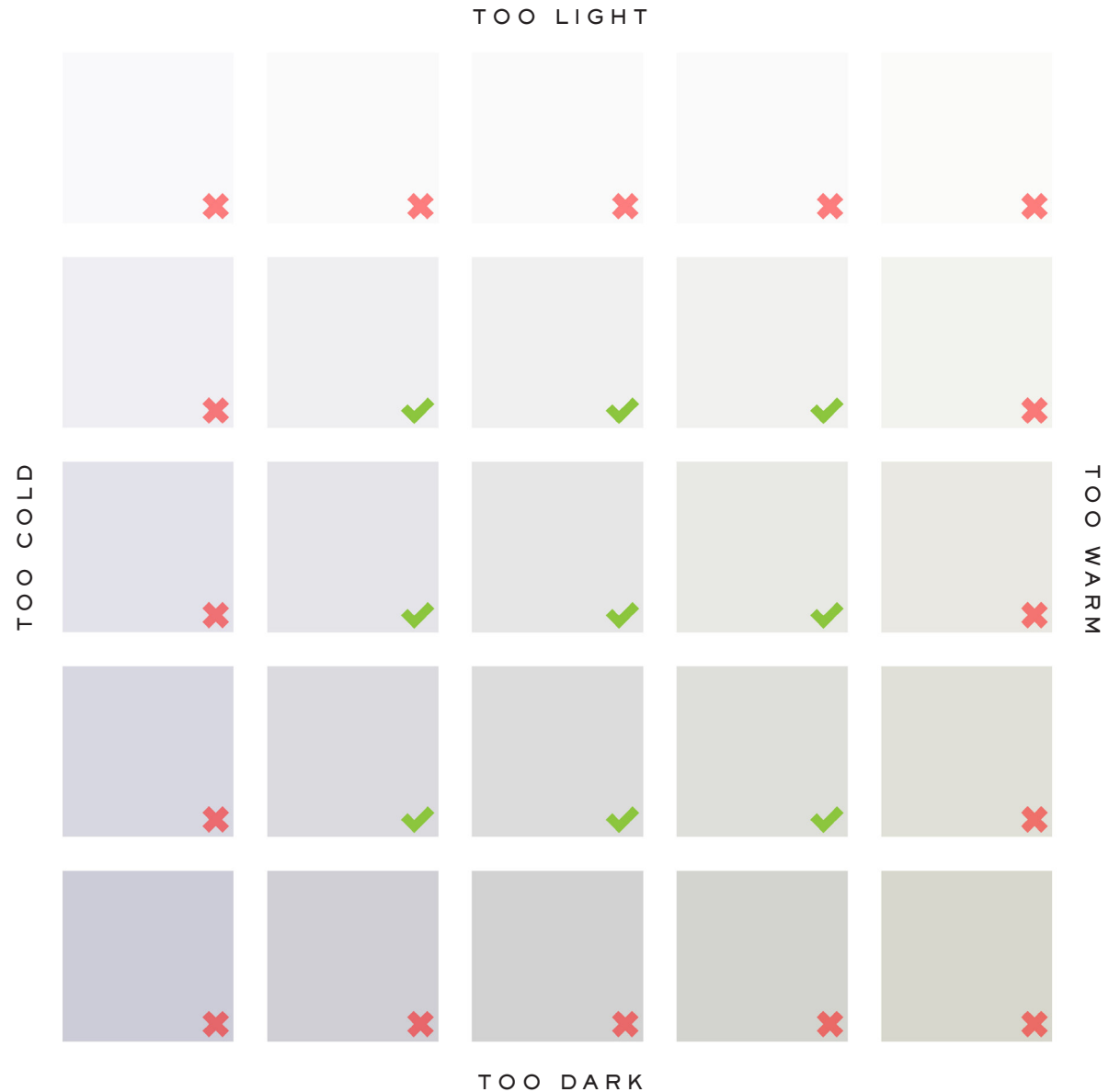
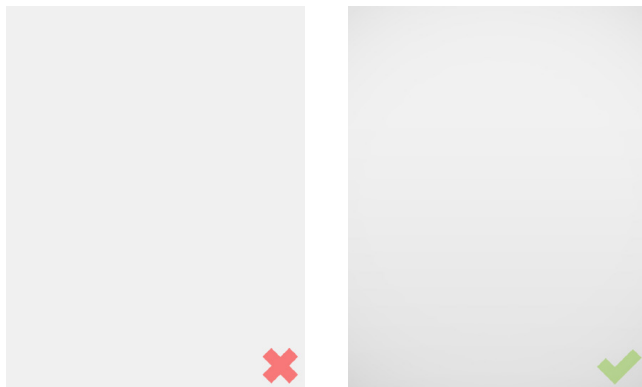
- Remove visible nipples and preserve modesty.
- Remove any skin imperfections and even out skin tone (scars, tan lines, pimples, blemishes, band-aids, tattoos).
- Remove any imprints on skin – e.g. underwear, bra marks, socks, etc.
- Remove any visible razor burn, pubic hair or ingrown pimples.
- Clean up stray hairs on back of neck or body.
- Ensure skin retains a natural appearance and limit body manipulation where possible.

## 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 - GREY

- Images to be shot or clipped professionally on a light-grey background.
- Ideal background colour:  
**R230 G230 B230 // HEX: E6E6E6**
- A tolerance of **-10 to +10** RGB points will be accepted.  
I.e.: Darkest grey: R220 G220 B220 & Lightest Grey: R240 G240 B240
- 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. Myer will apply vignette for Silver and Bronze tiers, if not already applied



## 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:

R230 G230 B230 // HEX: E6E6E6

- 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.

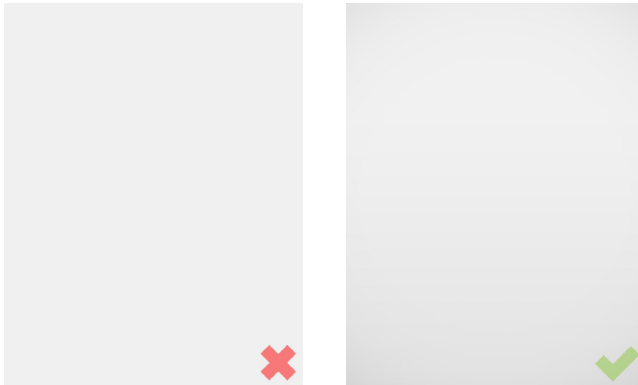


IMAGE 1

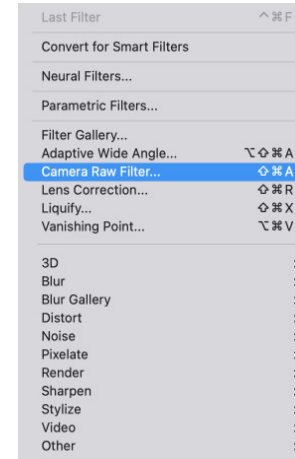
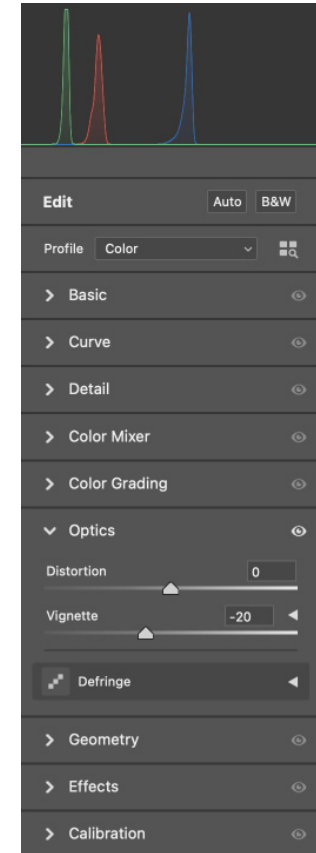


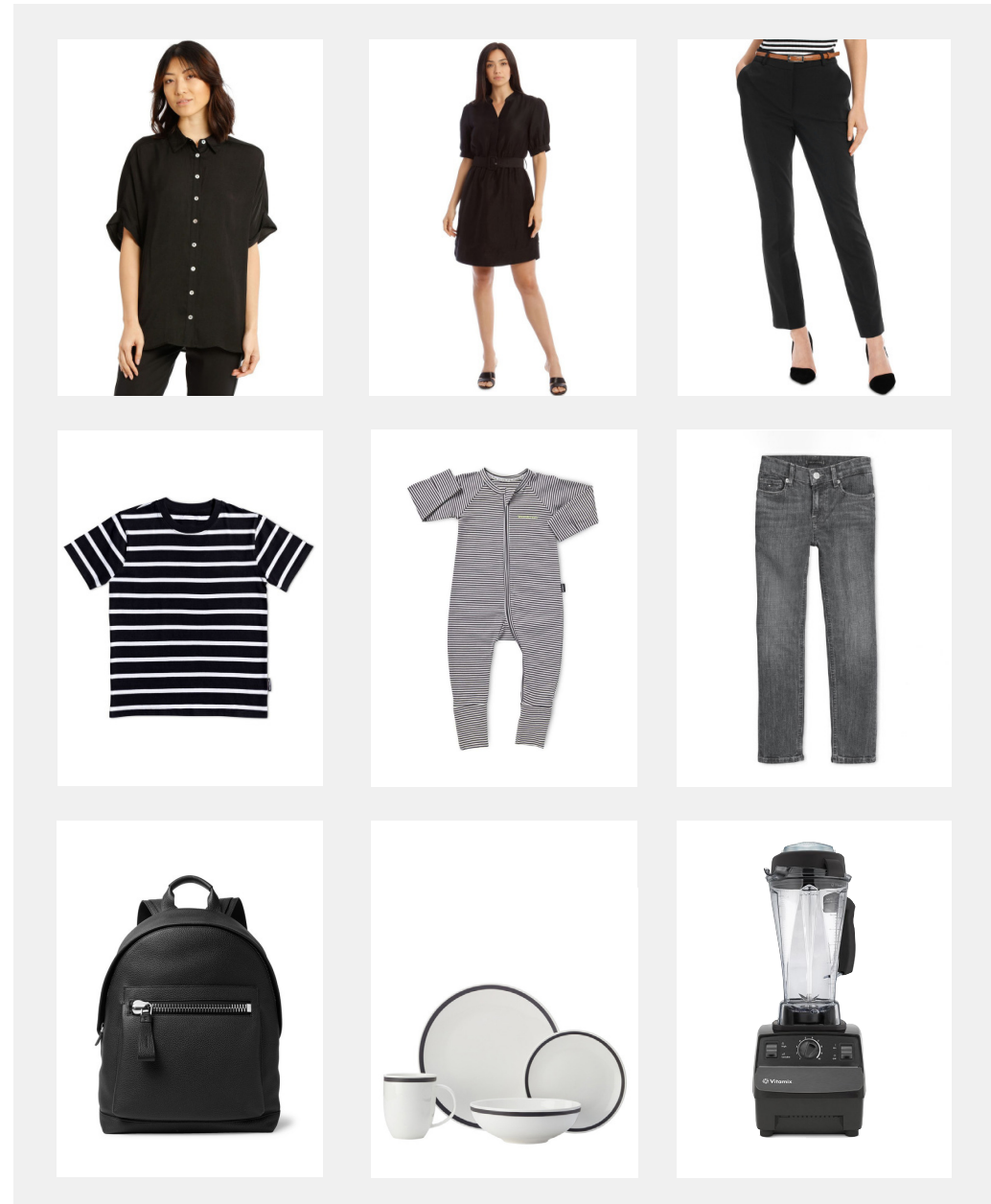
IMAGE 2





## BACKGROUND COLOUR - WHITE

- Images to be clipped professionally on a white background.
- Background colour:  
**R255 G255 B255 // HEX: FFFFFFFF**
- Backgrounds must be flat, 100% white.
- No gradients or vignettes should be present.
- Myer to clip for Bronze Tier suppliers, if required.
- See examples of products on a white background:



## 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 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.

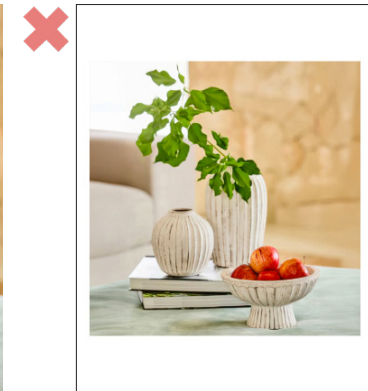
IMAGE 1



**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.

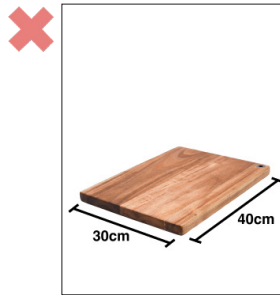
## TEXT & GRAPHICS IN PRIMARY IMAGES

- The primary image (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



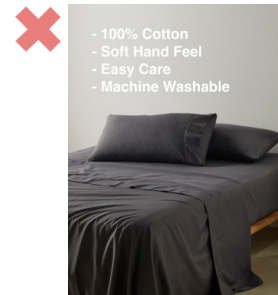
### DIMENSIONS



### PROMO BADGE



### PRODUCT INFO



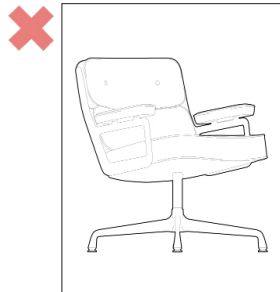
## CADS & MOCK-UPS

- 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

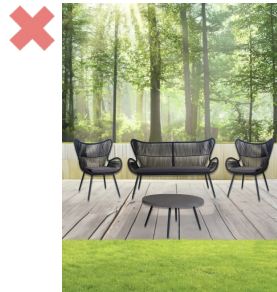
### CAD



### DRAWING



### MOCK-UP



### GENERATIVE AI



## BASELINE

- To maintain order and a consistent look throughout the Myer website, products must sit on a baseline within the frame. This ONLY applies to images with a grey background
- 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



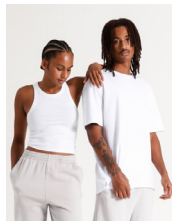
- Top crop reference- garment should be cropped below hands



- Bottom crop reference



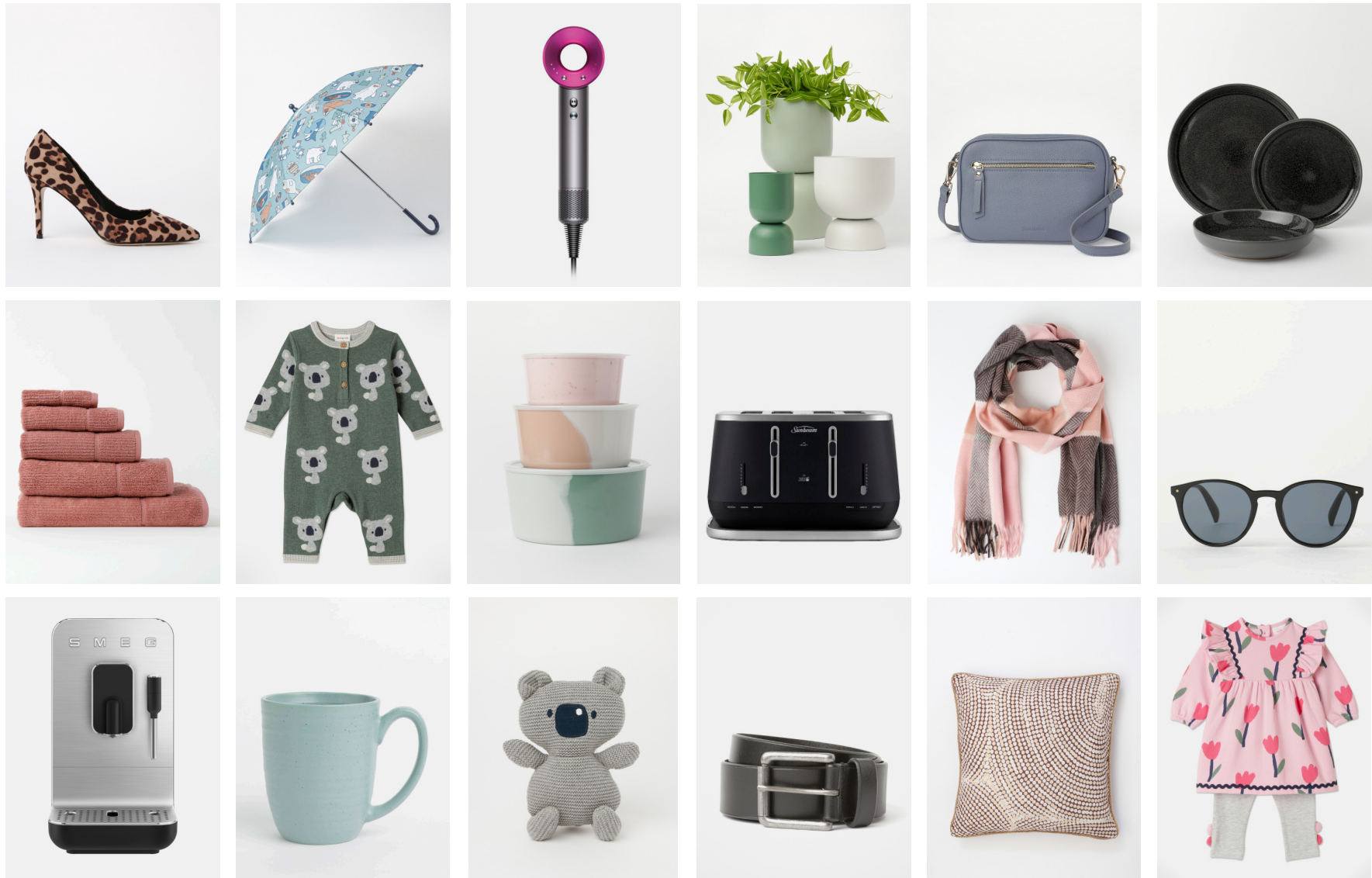
- Product filling at least 70% of the frame



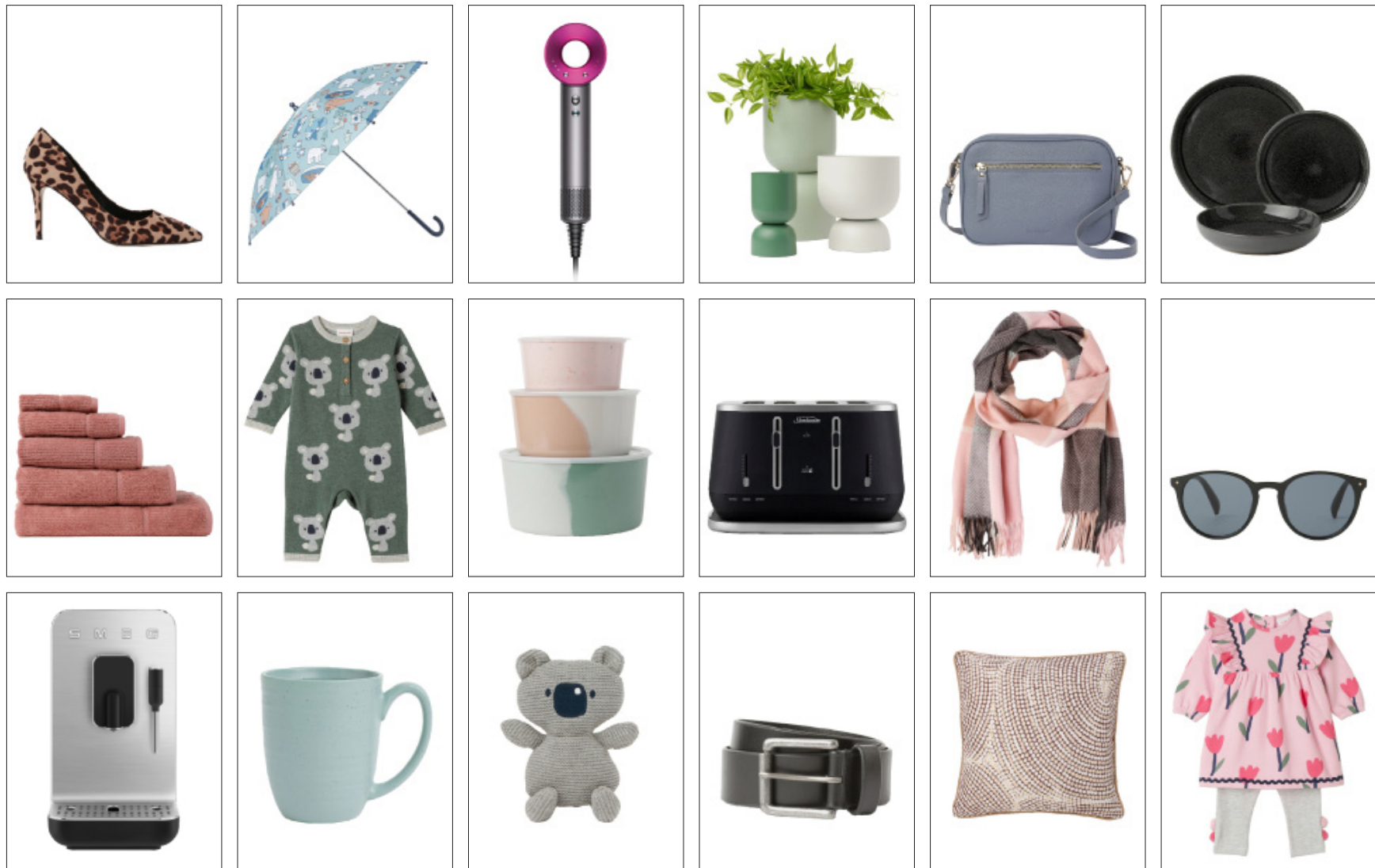
- If you do not have the rights for your talent's face to be shown on third party websites you must crop their face out between the nose and mouth.



PRODUCT IMAGERY MOODBOARD - GREY BACKGROUND

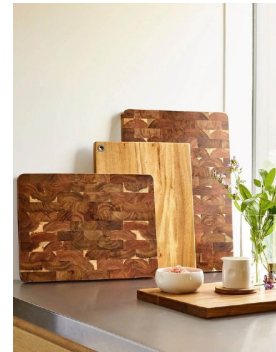


PRODUCT IMAGERY MOODBOARD - WHITE BACKGROUND





LIFESTYLE IMAGERY MOODBOARD





MYER

CLOTHING

MY STORE

1<sup>ST</sup>

KEY 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



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>

KEY 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
- Different pose to convey nature of garment e.g. stretch jeans shown by talent crouching

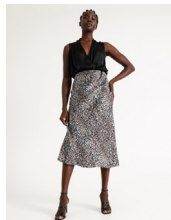


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

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>

KEY 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



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

SIDE-ON IMAGE  
**RECOMMENDED**

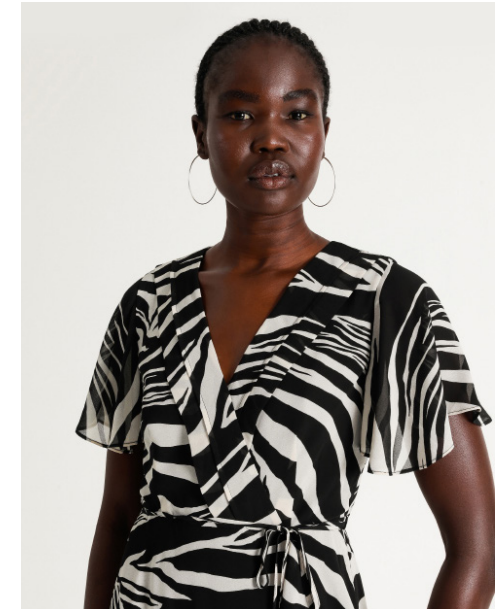


- Either side – whichever side looks most flattering or has a feature



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
- 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



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

FULL-LENGTH IMAGE  
**RECOMMENDED**



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



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>

KEY IMAGE  
**MANDATORY**

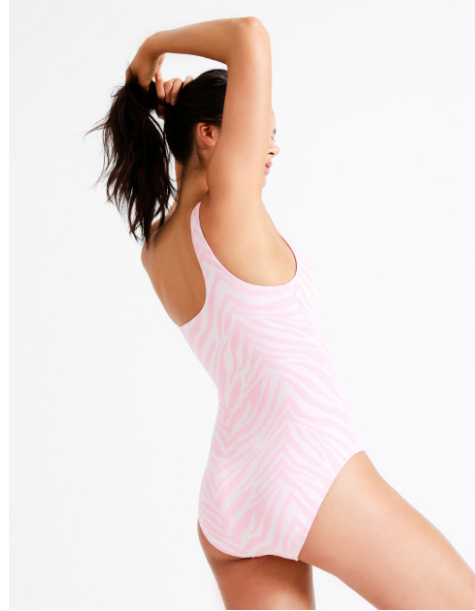


- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot should be 1st

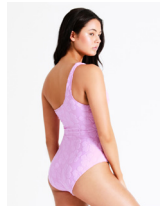
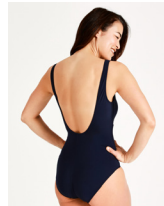


2<sup>ND</sup>

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.

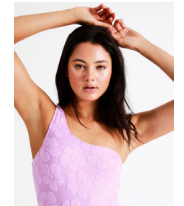


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

FULL-LENGTH IMAGE  
**RECOMMENDED**



- Full-length shot, from head to toe.





1<sup>ST</sup>

KEY 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

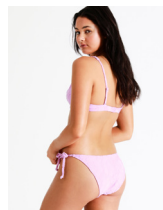


2<sup>ND</sup>

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>

KEY 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

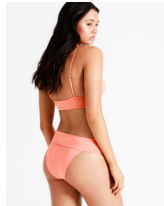


2<sup>ND</sup>

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>

KEY 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>

KEY IMAGE  
**MANDATORY**

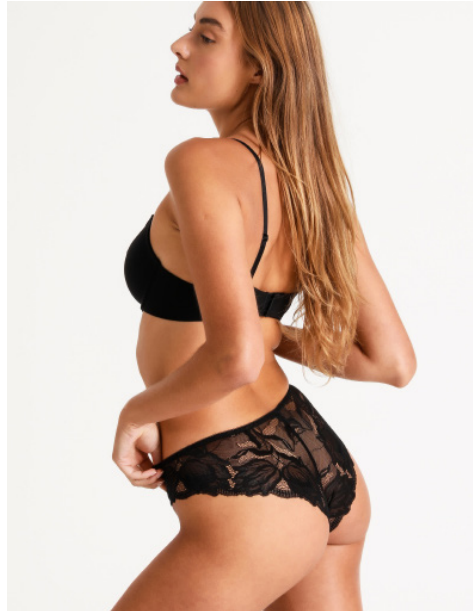


- The image that best showcases the garment's features eg. if the front of garment is plain & the detail is at the back, then a back shot can be 1st

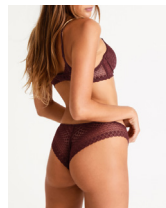


2<sup>ND</sup>

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>

SIDE-ON IMAGE  
**MANDATORY**



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

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

BACK IMAGE  
**RECOMMENDED**



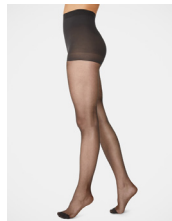
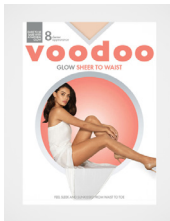
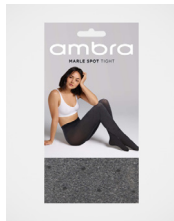
- Important that the pose is flattering on the backside

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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail where applicable

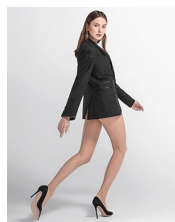


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

STYLING IMAGE  
**RECOMMENDED**



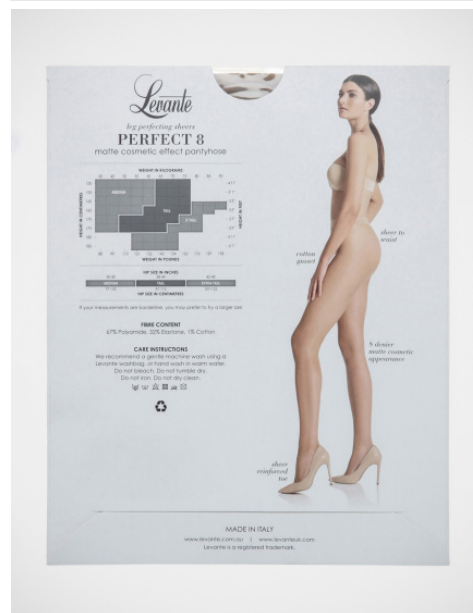
- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs



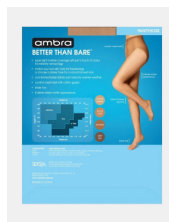
3<sup>RD</sup>  
TO  
7<sup>TH</sup>

PACKAGING BACK IMAGE

**RECOMMENDED**



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



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features

2<sup>ND</sup>

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail

3<sup>RD</sup>

UNTUCKED IMAGE  
**RECOMMENDED**



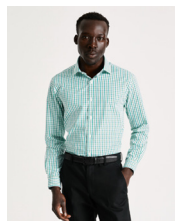
- Shot of the shirt untucked, to show the length and cut

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>

STILL IMAGE  
**RECOMMENDED**



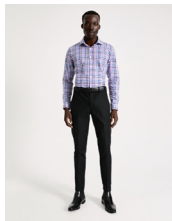
- Either flat lay or hang lay

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

STILL IMAGE ALT  
**RECOMMENDED**



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





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features

2<sup>ND</sup>

SUIT 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 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
- Model to express personality and authenticity



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>

KEY IMAGE  
**MANDATORY**



- The image that best showcases the garment's features

2<sup>ND</sup>

SUIT 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 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
- Model to express personality and authenticity



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

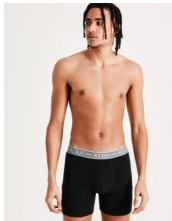


1<sup>ST</sup>

KEY 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

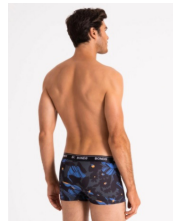


2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- 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



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>

STILL IMAGE  
**MANDATORY**



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

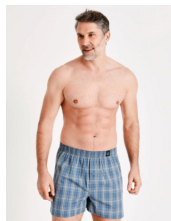


2<sup>ND</sup>

KEY IMAGE  
**MANDATORY**



- 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



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

BACK IMAGE  
**MANDATORY**



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



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

DETAIL IMAGE  
**RECOMMENDED**



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





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- 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.

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

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.

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

TALENT IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

KEY IMAGE  
MANDATORY



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



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>

TALENT IMAGE  
RECOMMENDED



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





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

BACK IMAGE  
**MANDATORY**



- 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>

DETAIL IMAGE  
**RECOMMENDED**

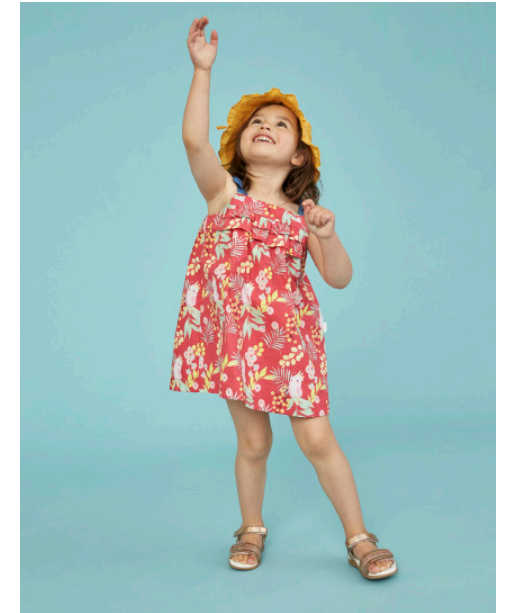


- Back shot of product
- Neat styling - with some movement



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

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



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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



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

KEY IMAGE ALT  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**MANDATORY**



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

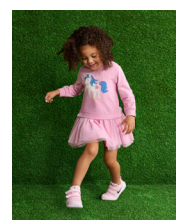


2<sup>ND</sup>  
TO  
7<sup>TH</sup>

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



1<sup>ST</sup>

KEY 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
- Show the customer how it feels to wear the product

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
- Pair can always be shown aerially

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





# MYER

ACCESSORIES

MY STORE

1<sup>ST</sup>

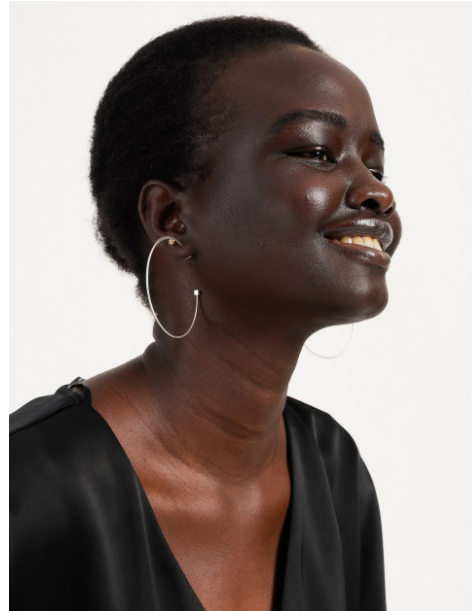
KEY IMAGE  
**MANDATORY**



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

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

SIDE IMAGE  
**RECOMMENDED**



- Either side, whichever side shows off features of fastening

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

DETAIL IMAGE  
**MANDATORY**



- Close shot of detail



1<sup>ST</sup>

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



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

FULL IMAGE  
**MANDATORY**



- Directly to camera 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 where applicable



1<sup>ST</sup>

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



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>

KEY IMAGE ALT  
**RECOMMENDED**



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





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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

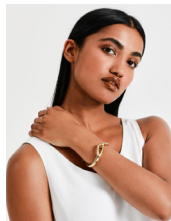


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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



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>

KEY IMAGE ALT  
**RECOMMENDED**



- Showing product in a different way than the key image





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- Front-on showing product in its best light

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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

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

DETAIL IMAGE  
**RECOMMENDED**



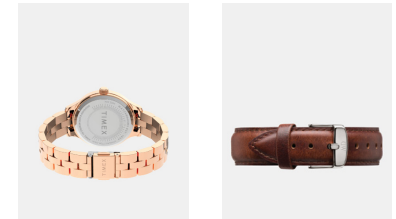
- Close shot of detail
- Show off any features of the watch

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

BACK IMAGE  
**MANDATORY**



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



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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



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>

EXTRA IMAGE  
**RECOMMENDED**



- Showing product in a different way than the key image



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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

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

KEY IMAGE ALT  
**RECOMMENDED**



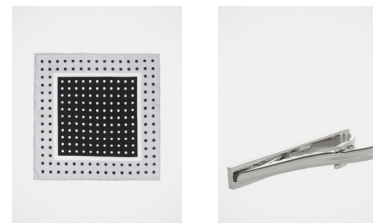
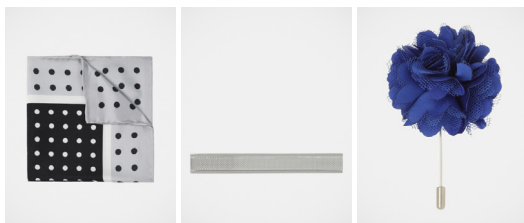
- Either side, whichever side shows off features, fastening, pattern, etc

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>

KEY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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**



- Either side, whichever side shows off features and details



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- Front-on showing product in its best light

2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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

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>

SIDE IMAGE  
**MANDATORY**



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





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



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



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



- Close shot of detail, like patterns or textures



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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

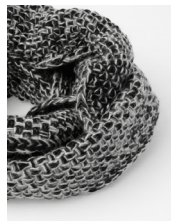


2<sup>ND</sup>

DETAIL IMAGE  
**RECOMMENDED**



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

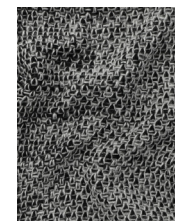


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE ALT  
**MANDATORY**



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



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

FOLDED/OPEN  
**RECOMMENDED**



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



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

STYLING IMAGE  
**RECOMMENDED**



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



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- 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



2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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



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

DETAIL IMAGE  
**MANDATORY**



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





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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



2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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



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>

KEY IMAGE ALT  
**RECOMMENDED**



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





1<sup>ST</sup>

KEY 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, pointing down



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

STRUCTURE IMAGE  
**RECOMMENDED**



- Close up shot of the structure of the umbrella



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

DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail

1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**

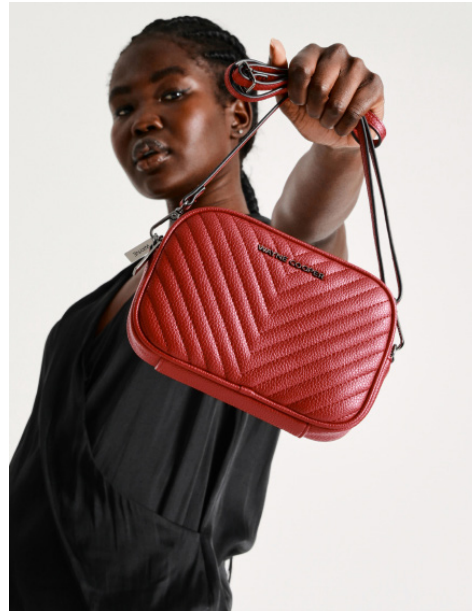


- Front-on, showing product in its best light

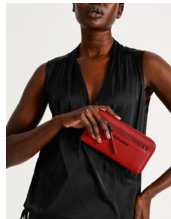
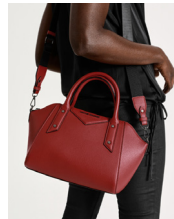


2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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



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

BACK IMAGE  
**MANDATORY**



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

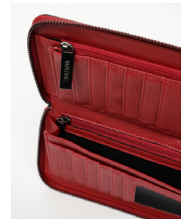


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

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



# MYER

HOME

MY STORE



## PILLOWS

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>

STILL 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>

STILL 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>  
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



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

SET IMAGE  
**RECOMMENDED**



- Show items included in set





## QUILT COVERS

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
- Supply cropped to correct aspect ratio



2<sup>ND</sup>

DETAIL IMAGE  
**MANDATORY**



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



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

AERIAL IMAGE  
**RECOMMENDED**



- Aerial image of product on 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>

KEY IMAGE  
**MANDATORY**



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

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

LIFESTYLE IMAGE  
**RECOMMENDED**



- Product shown in natural setting

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>

LIFESTYLE IMAGE  
**MANDATORY**



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



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

KEY IMAGE  
**MANDATORY**



- Front-on



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

KEY IMAGE ALT  
**RECOMMENDED**



- 3/4 side



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

DETAIL IMAGE  
**RECOMMENDED**

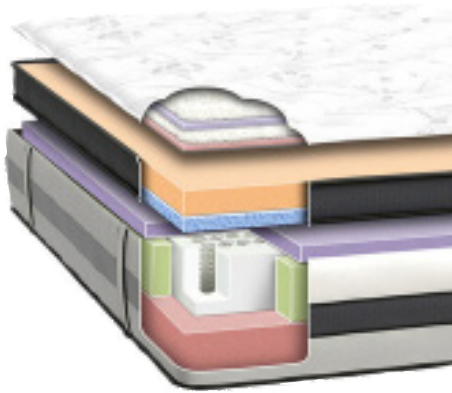


- Not merely a close-up of previous shots, this image should show the customer a detail of the product



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

F&B IMAGE  
RECOMMENDED



- Features and benefits image or diagram



## CUSHIONS

1<sup>ST</sup>

KEY 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>

KEY 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

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

DETAIL IMAGE  
**MANDATORY**



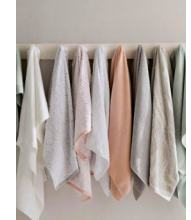
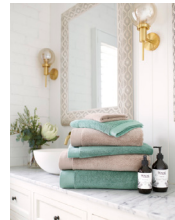
- Close shot of detail and texture

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

RANGE IMAGE  
**RECOMMENDED**



- Stack shot featuring all colours in the range



1<sup>ST</sup>

KEY 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 or authenticity
- Product shown in natural environment
- Supply cropped in 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>

KEY 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 or authenticity
- Product shown in natural environment
- Supply cropped in 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>

DETAIL ALT IMAGE  
**RECOMMENDED**



- Close shot of detail

1<sup>ST</sup>

KEY SET IMAGE  
**MANDATORY**



- Flat lay of the set



2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**

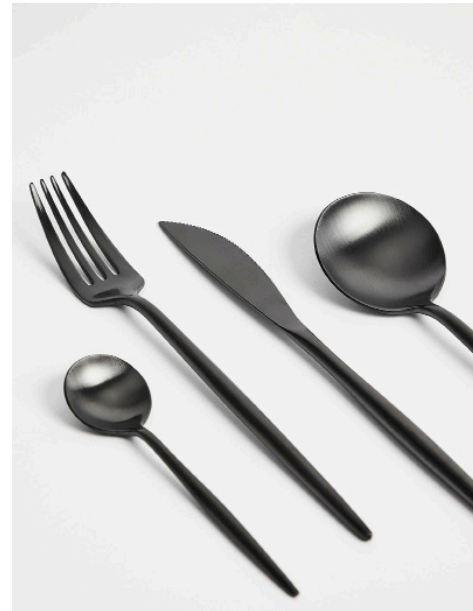


- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
- Supply cropped in to correct aspect ratio



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>

DETAIL ALT IMAGE  
**RECOMMENDED**



- Close shot of detail





1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



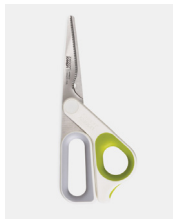
- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
- Supply cropped in to correct aspect ratio

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

DETAIL IMAGE  
**MANDATORY**



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



MYER

GENERAL MERCHANDISE

MY STORE

1<sup>ST</sup>

KEY 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 or authenticity
- Product shown in natural environment
- Supply cropped in 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>

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

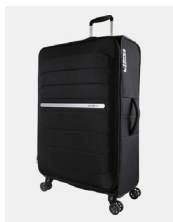
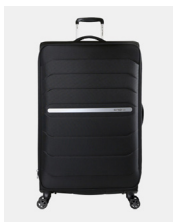


1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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

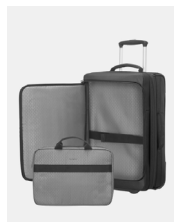
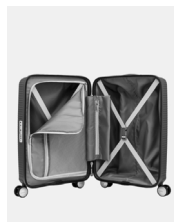


2<sup>ND</sup>

INTERIOR IMAGE  
**MANDATORY**

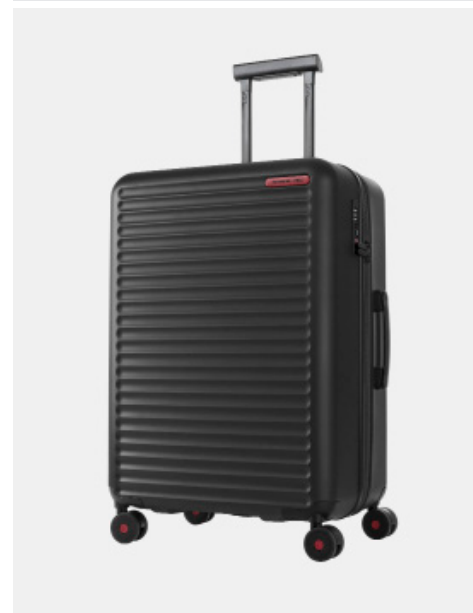


- Inside of product, particularly to show storage and capacity



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

KEY IMAGE ALT  
**RECOMMENDED**

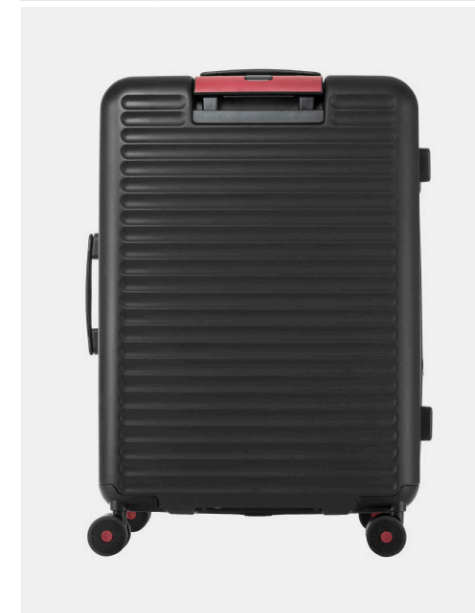


- Side or 3/4 angle



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

BACK IMAGE  
**RECOMMENDED**



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





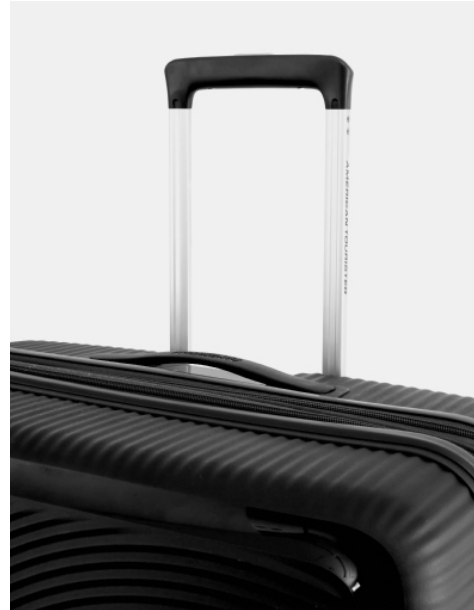
3<sup>RD</sup>  
TO  
7<sup>TH</sup> | DETAIL IMAGE  
**RECOMMENDED**



- Close shot of detail of features and benefits



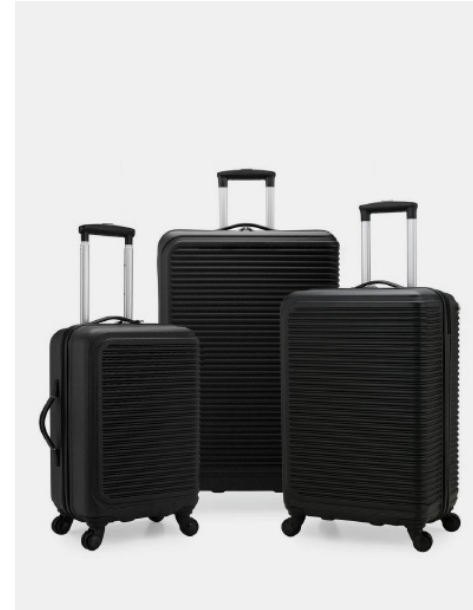
3<sup>RD</sup>  
TO  
7<sup>TH</sup> | DETAIL IMAGE  
**RECOMMENDED**



- 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
- Supply cropped in to correct aspect ratio



1<sup>ST</sup>

KEY 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**



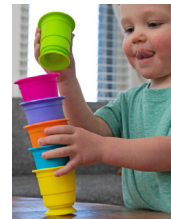
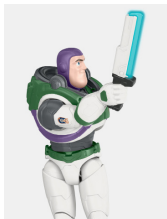
- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
- Supply cropped in to correct aspect ratio

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

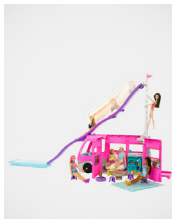
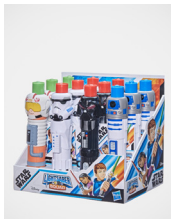


1<sup>ST</sup>

KEY 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>

DETAIL 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 or authenticity
- Utilise this image to convey the scale of the product
- Supply cropped in 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



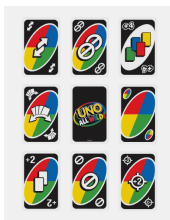
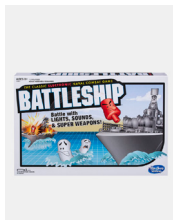


1<sup>ST</sup>

KEY 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

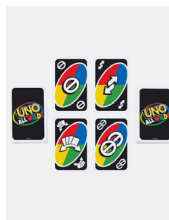


2<sup>ND</sup>  
TO  
7<sup>TH</sup>

KEY IMAGE ALT  
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 or authenticity
- Product shown in natural environment
- Supply cropped in 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 or authenticity
- Product shown in natural environment
- Supply cropped in to correct aspect ratio





MYER

ELECTRICAL

MY STORE

1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- Front-on showing product in its best light

2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**



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

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

KEY IMAGE ALT  
**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> | DETAIL IMAGE  
**RECOMMENDED**



- Close shot of details

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

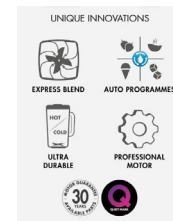
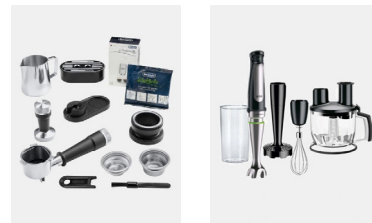


- Close shot of details

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

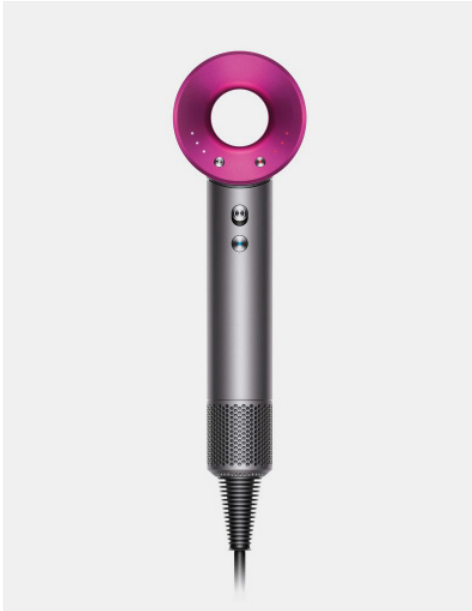


- Features and benefits image or diagram



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- Front-on showing product in its best light

2<sup>ND</sup>

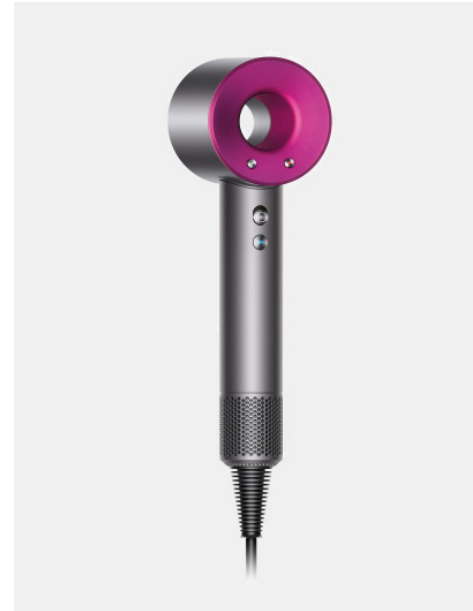
LIFESTYLE IMAGE  
**RECOMMENDED**



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

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

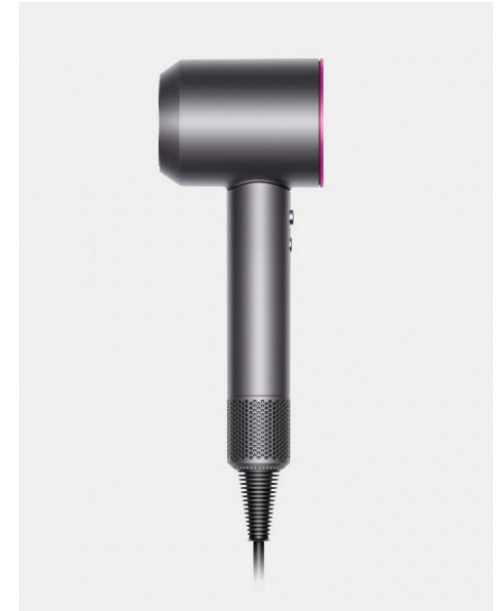
KEY IMAGE  
**MANDATORY**



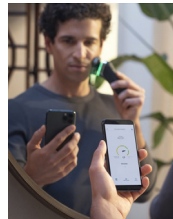
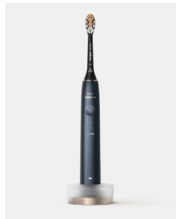
- 3/4 angle, facing either direction, showing product in its best light

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

KEY IMAGE ALT  
**RECOMMENDED**



- Either side, whichever side shows off features





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>

DETAIL IMAGE  
RECOMMENDED



- Close shot of details, features or accessories

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

F&B IMAGE  
RECOMMENDED

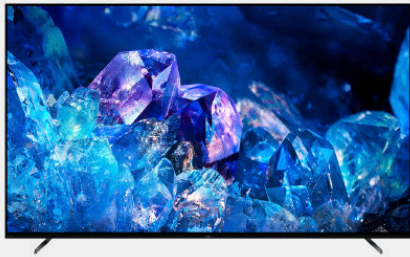


- Features and benefits image or diagram

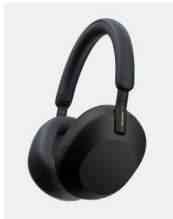


1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



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

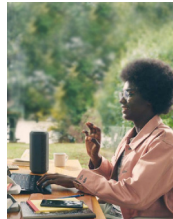
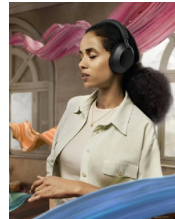


2<sup>ND</sup>

LIFESTYLE IMAGE  
**RECOMMENDED**

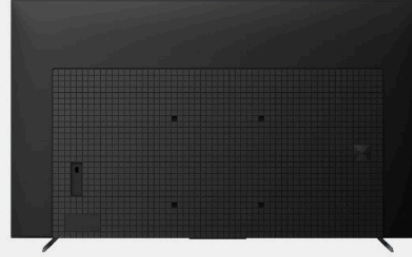


- Product shown in natural environment
- Supply cropped in to correct aspect ratio



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

KEY 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>

SIDE IMAGE  
**RECOMMENDED**



- Side angle showing width of product and any additional features



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

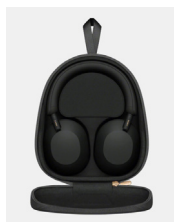
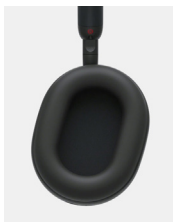


- Close shot of details

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



- Features and benefits image or diagram



# MYER

BEAUTY & FRAGRANCES

MY STORE



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**

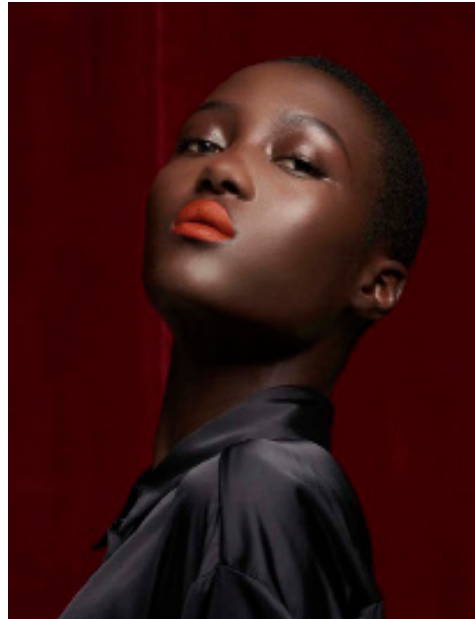


- The image that best showcases the product, generally shot front-on or on a 3/4 angle

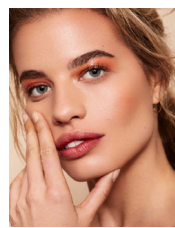


2<sup>ND</sup>

STYLING IMAGE  
**RECOMMENDED**



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

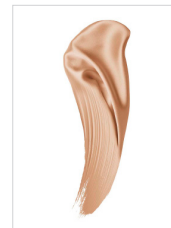


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

SWATCH IMAGE ALT  
**RECOMMENDED**



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

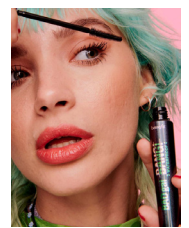


3<sup>RD</sup>  
TO  
7<sup>TH</sup>

DETAIL IMAGE  
**RECOMMENDED**



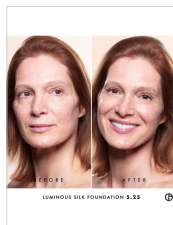
- Close shot of detail



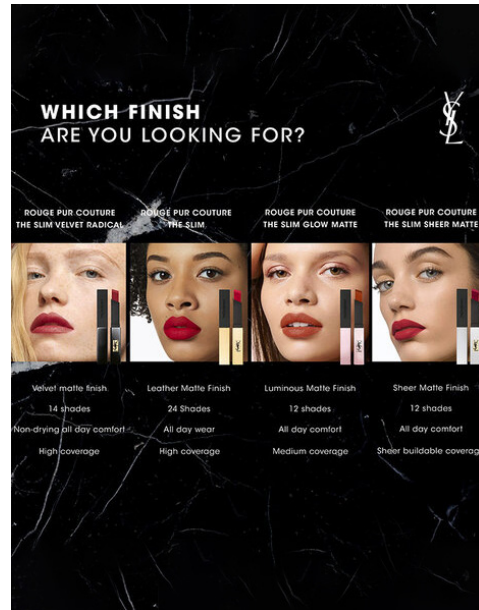
3<sup>RD</sup>  
TO  
7<sup>TH</sup> | STYLING IMAGE  
**RECOMMENDED**



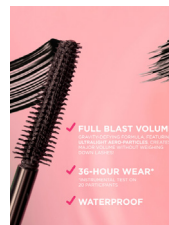
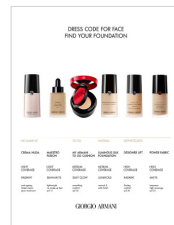
- Product shown on talent or in use
- More freedom here – utilise dynamic camera angles and poses to complement style
- Talent represented shows products on different skin/face types, shapes and tones



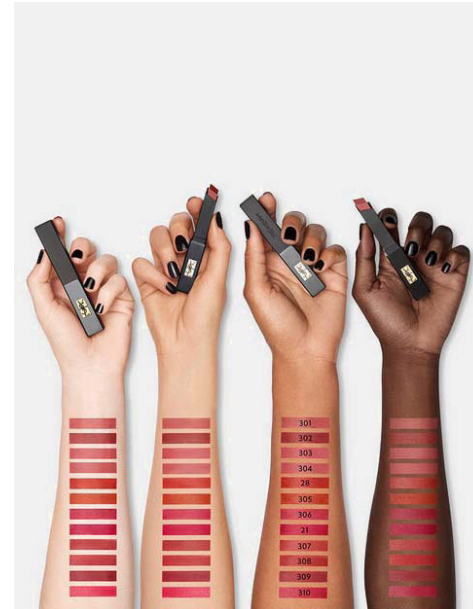
3<sup>RD</sup>  
TO  
7<sup>TH</sup> | F&B IMAGE  
**RECOMMENDED**



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



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



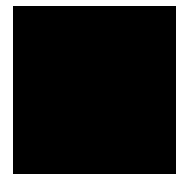
- Range of swatches showing different colours on different skin colours, tones



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



1<sup>ST</sup>

KEY IMAGE  
**MANDATORY**



- The image that best showcases the product, generally shot front-on, from above or on a 3/4 angle
- Product shown without set packaging

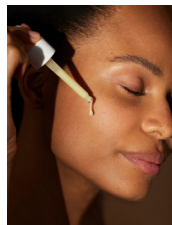


2<sup>ND</sup>

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



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

KEY IMAGE ALT  
**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>

KEY 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 or authenticity
- Promotional imagery
- Supply cropped to correct aspect ratio

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

PACKAGING IMAGE  
**MANDATORY**



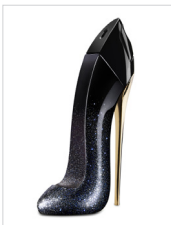
- Product shown in packaging or positioned beside it

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

SCENT IMAGE  
**RECOMMENDED**



- Image symbolising details of the scent





1<sup>ST</sup>

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



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

ALT KEY 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>

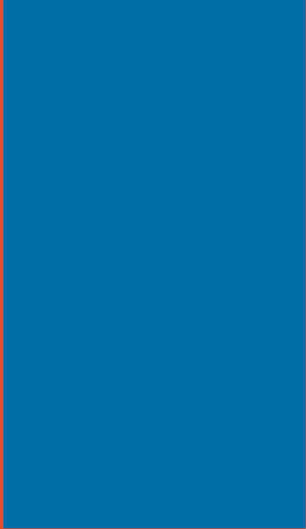
SCENT IMAGE  
**RECOMMENDED**



- Image symbolising details of the scent



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