

MY STORE

ONLINE PHOTOGRAPHY GUIDELINES

NOVEMBER 2025

MY STORE

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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 jpeg.
- 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 jpeg.
- 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 jpeg.
- 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 can 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.
- 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.

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.

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.

IMAGE QUALITY

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

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CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL

e.g. dress/jumpsuit/suit:

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- 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.

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.

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**Grey Background**

RGB: R230 G230 B230

Must 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

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.
- 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.

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.

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

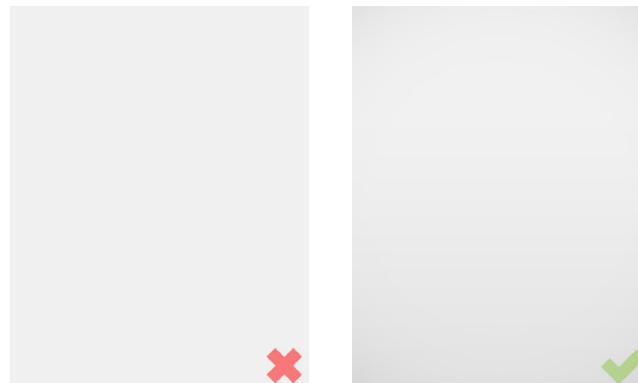
- Remove visible nipples and preserve modesty.
- Remove any skin imperfections and even out skin tone (scars, tan lines, pimples, blemishes, band-aids, tattoos).
- Remove any imprints on skin - e.g. underwear, bra marks, socks, etc.
- Remove any visible razor burn, pubic hair or ingrown pimples.
- Clean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

COLOUR CORRECTION

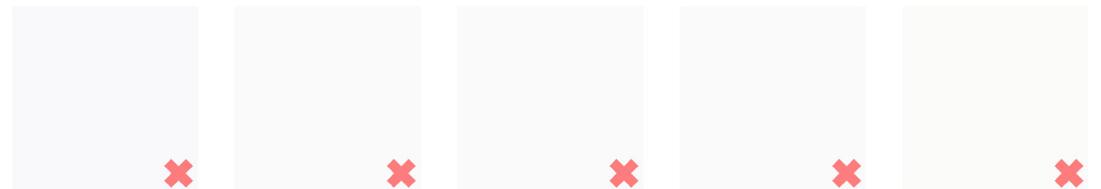
- All products and garments must be colour corrected, to accurately represent the real-life product.
- Ensure this colour is consistent across all images, including lifestyle images.

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.



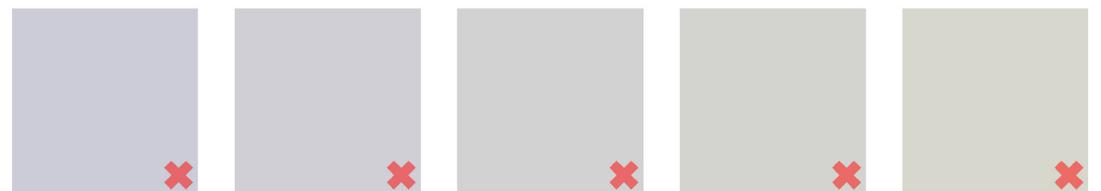
TOO LIGHT



TOO COLD



TOO WARM



TOO DARK

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.

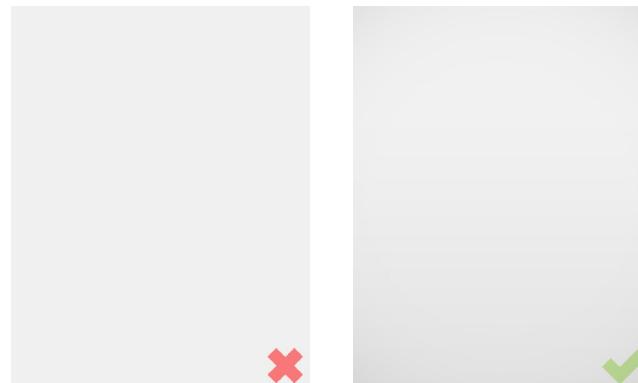


IMAGE 1

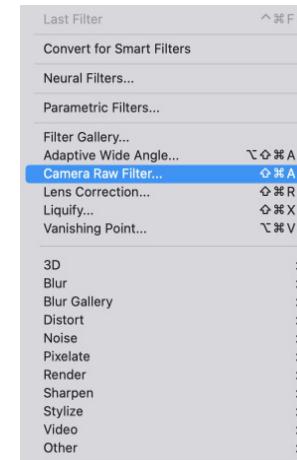
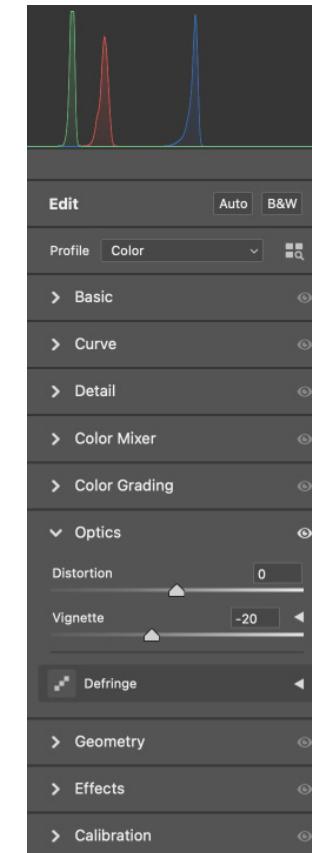
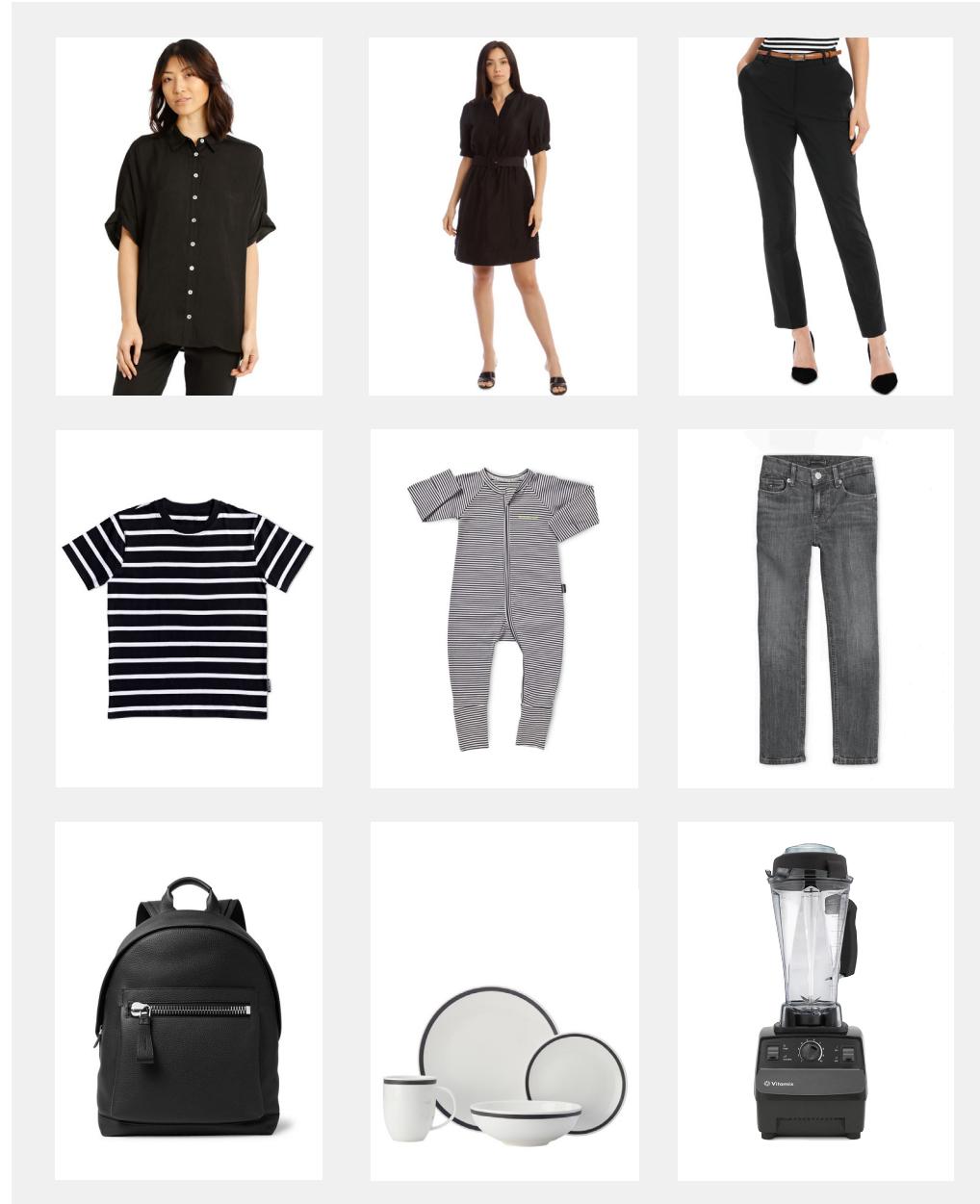


IMAGE 2



BACKGROUND COLOUR - WHITE

- Images to be clipped professionally on a white background.
- Background colour:
R255 G255 B255 // HEX: FFFFFF
- 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.

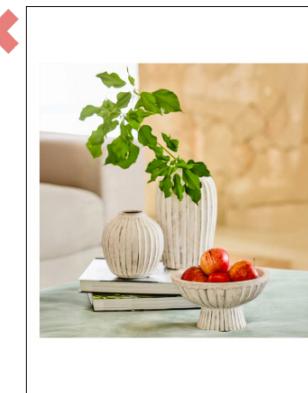
- Images cannot be surrounded by white padding, i.e. a square ratio image, with white padding around it to fill in the remaining 7:9 aspect ratio.

See image 1 and image 2 as examples.

IMAGE 1



IMAGE 2



Correct crop and aspect ratio with no white padding.

- Aspect ratio is 7:9 and the product fills at least 70% of the frame.

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



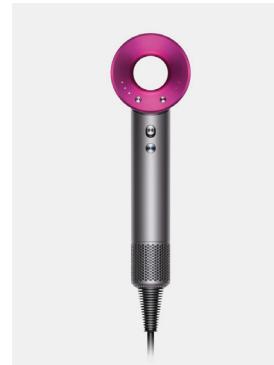
• Bottom crop reference



• 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.







MY
STORE

CLOTHING

MY STORE

1ST | **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

2ND | **BACK IMAGE
MANDATORY**

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

3RD
TO
7TH | **SIDE-ON IMAGE
RECOMMENDED**

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

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

- Close shot of detail where applicable



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



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

3RD
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



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

3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



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



1ST | KEY IMAGE
MANDATORY2ND | BACK IMAGE
MANDATORY3RD
TO
7TH | SIDE-ON IMAGE
RECOMMENDED3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED

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

- Important that the pose is flattering on the backside

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

- Close shot of detail where applicable



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



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



3RD
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



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



3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



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

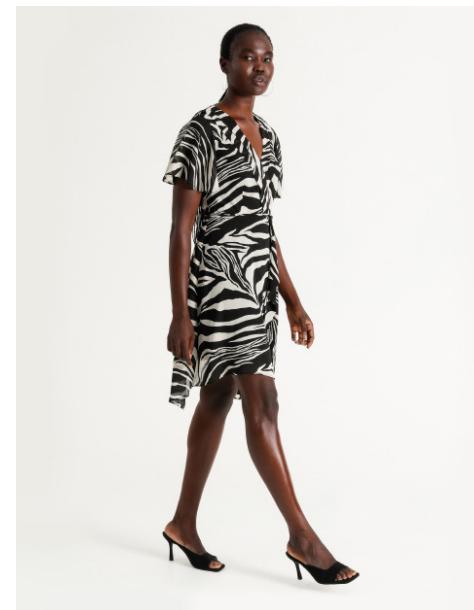


1ST | **KEY IMAGE
MANDATORY**

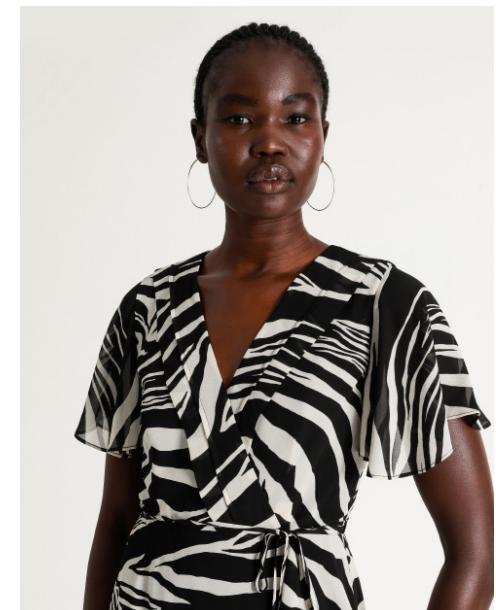
- The image that best showcases the garment's features eg. if the front of garment is plain and the detail is at the back, then a back shot should be 1st, likewise a print dress would be better close up

2ND | **BACK IMAGE
MANDATORY**

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

3RD
TO
7TH | **SIDE-ON IMAGE
RECOMMENDED**

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

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

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



3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product
- Model to express personality and authenticity
- Different pose to convey nature of garment e.g. stretch jeans shown by talent crouching



3RD
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



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



3RD
TO
7TH

STYLING IMAGE
RECOMMENDED

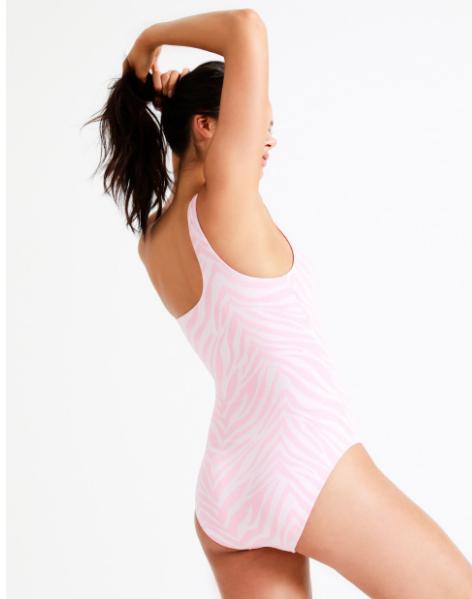


- Addition of complementary accessories to create a 'look'
- Garment can be styled eg. rolled sleeves/ cuffs

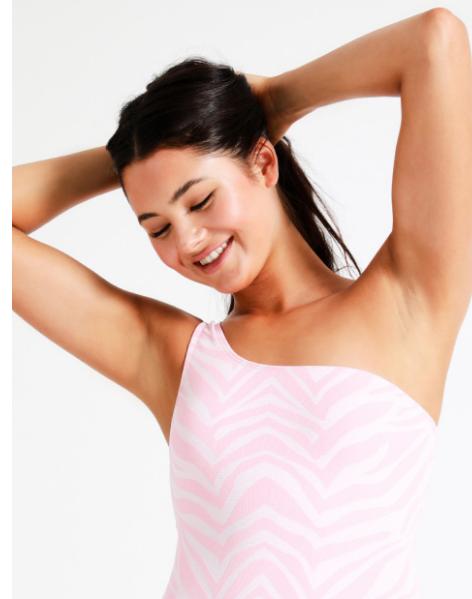


1ST | KEY IMAGE
MANDATORY

- 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

2ND | 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

3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED

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

3RD
TO
7TH | FULL-LENGTH IMAGE
RECOMMENDED

- Full-length shot, from head to toe.



1ST | KEY IMAGE
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



2ND | 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



3RD TO 7TH | DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable



3RD TO 7TH | SET IMAGE
RECOMMENDED



- Full body shot of the bikini set



1ST

KEY IMAGE
MANDATORY

2ND

BACK IMAGE
MANDATORY

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED

3RD
TO
7TH

SET IMAGE
RECOMMENDED



- 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



- 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



- Close shot of detail where applicable



- Full body shot of the bikini set



1ST | KEY IMAGE
MANDATORY



- The image that best showcases the garment's features

2ND | BACK IMAGE
MANDATORY



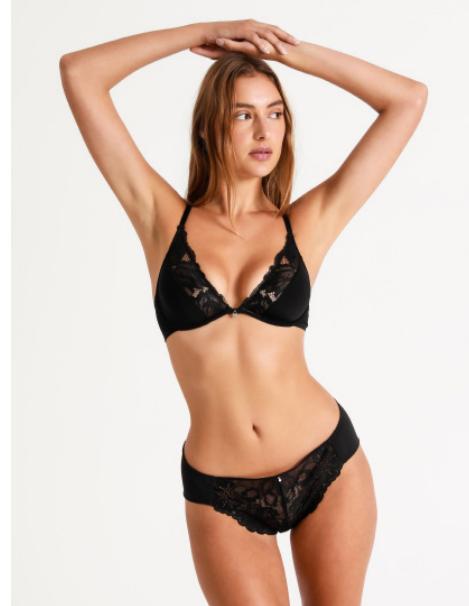
- Hair to be swept to one side or forward on this view

3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED



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

3RD
TO
7TH | SET IMAGE
RECOMMENDED



- Shot showing full set

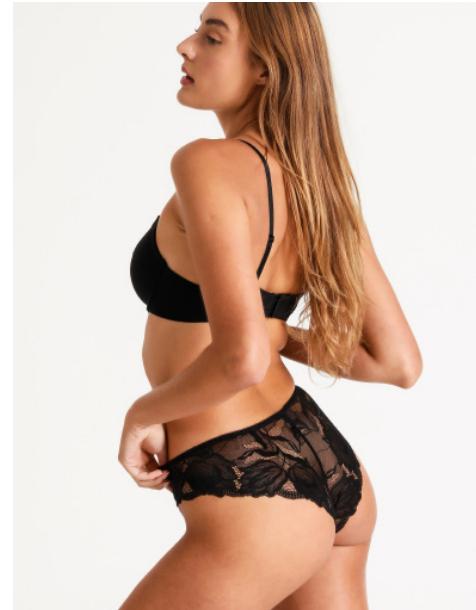


1ST | KEY IMAGE
MANDATORY



- 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

2ND | BACK IMAGE
MANDATORY



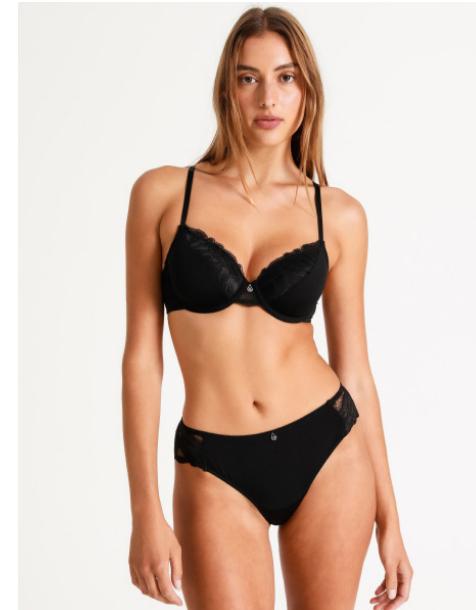
- Back image, showcasing any details on the back of the garment.

3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED



- Close shot of details like lace, etc.

3RD
TO
7TH | SET IMAGE
RECOMMENDED



- Shot showing full set



1ST

PACKAGING IMAGE
MANDATORY



2ND

SIDE-ON IMAGE
MANDATORY



3RD
TO
7TH

BACK IMAGE
RECOMMENDED



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED

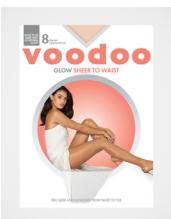


- Front of packaging, shot straight on with the packet squared up.

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

- Important that the pose is flattering on the backside

- Close shot of detail where applicable



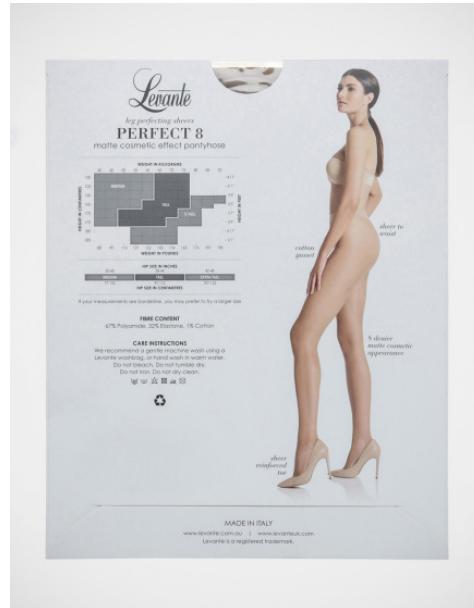
3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



3RD
TO
7TH

PACKAGING BACK IMAGE
RECOMMENDED



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

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



1ST | **KEY IMAGE
MANDATORY**



- The image that best showcases the garment's features

2ND | **DETAIL IMAGE
RECOMMENDED**



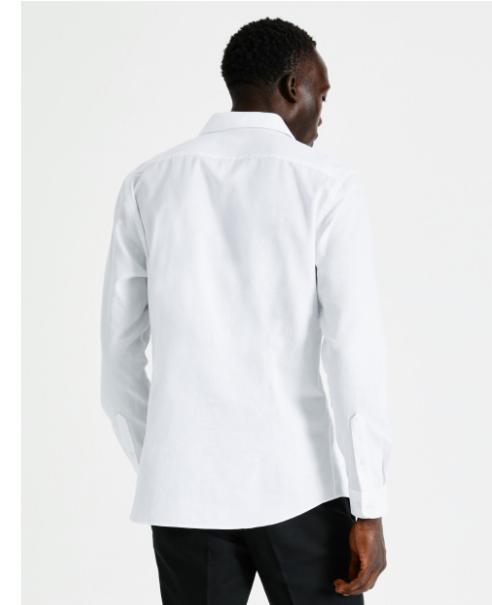
- Close shot of detail

3RD | **UNTUCKED IMAGE
RECOMMENDED**



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

4TH TO
7TH | **BACK IMAGE
MANDATORY**



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



4TH
TO
7TH

FULL-LENGTH IMAGE
RECOMMENDED



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

4TH
TO
7TH

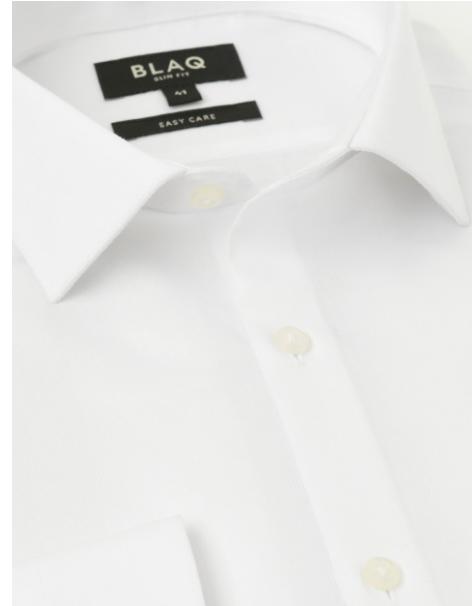
STILL IMAGE
RECOMMENDED



- Either flat lay or hang lay

4TH
TO
7TH

STILL IMAGE ALT
RECOMMENDED



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



1ST

KEY IMAGE
MANDATORY



- The image that best showcases the garment's features

2ND

SUIT IMAGE
RECOMMENDED



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

3RD
TO
7TH

BACK IMAGE
MANDATORY



- Important that the pose is flattering on the backside

4TH
TO
7TH

SIDE-ON IMAGE
RECOMMENDED



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



4TH
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable



4TH
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



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



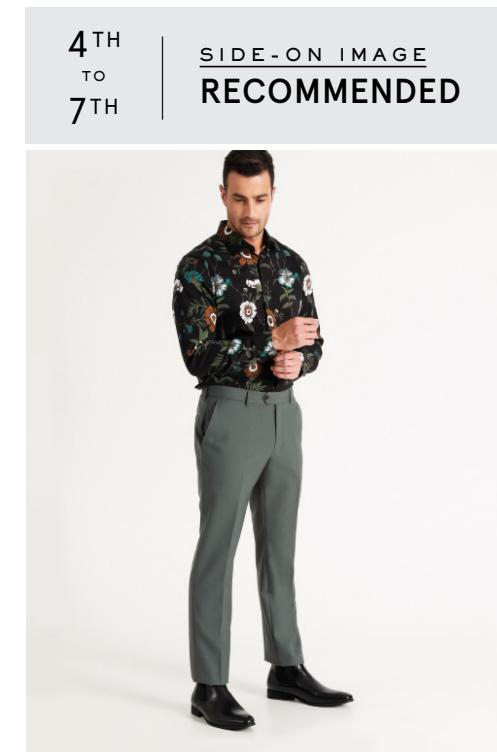
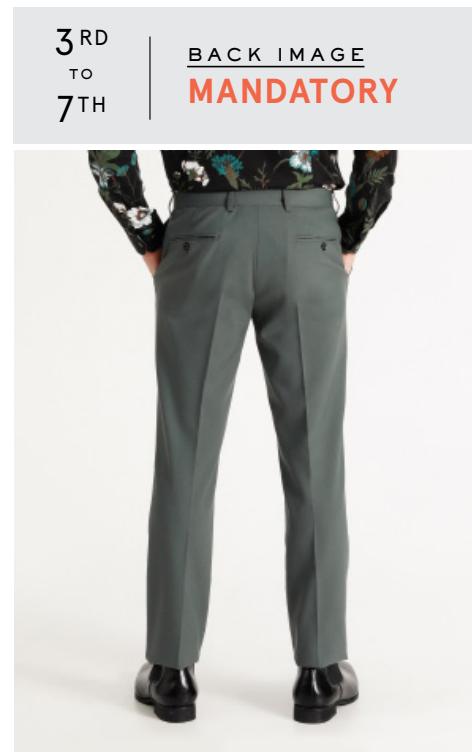
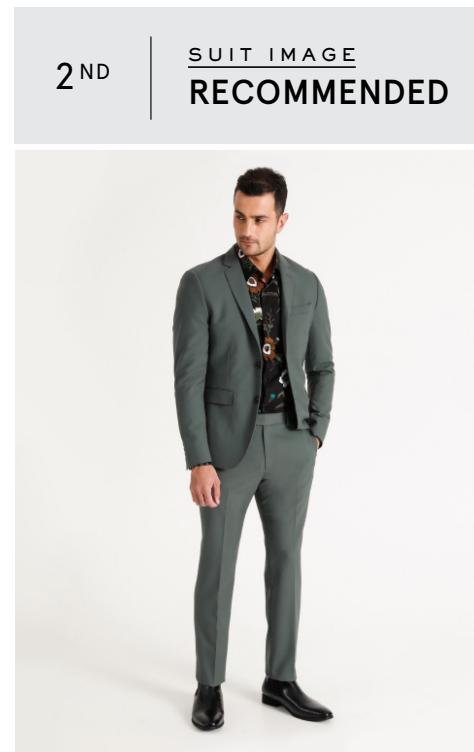
4TH
TO
7TH

STYLING IMAGE
RECOMMENDED



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





- The image that best showcases the garment's features

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

- Important that the pose is flattering on the backside

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



4TH
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of detail where applicable

4TH
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



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



4TH
TO
7TH

STYLING IMAGE
RECOMMENDED



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



1ST

KEY IMAGE
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

2ND

BACK IMAGE
MANDATORY



- Important that the pose is flattering on the backside

3RD
TO
7TH

SIDE IMAGE
RECOMMENDED



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

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close-up shot showing details like the elastic waistband





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



- 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



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



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





- 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.

- Front of packaging, shot straight on with the packet squared up.
- Packets must be true to colour and not faded, discoloured, creased or torn.

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



1ST | KEY IMAGE
MANDATORY

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

2ND | PACKAGING IMAGE
MANDATORY

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

3RD
TO
7TH | TALENT IMAGE
RECOMMENDED

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



1ST | **KEY IMAGE
MANDATORY**

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

2ND | **BACK IMAGE
MANDATORY**

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

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

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

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

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



1ST

KEY IMAGE
MANDATORY



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

2ND
TO
7TH

KEY IMAGE ALT
RECOMMENDED



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

2ND
TO
7TH

DETAIL IMAGE
MANDATORY



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

2ND
TO
7TH

TALENT IMAGE
RECOMMENDED



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



MYWEAR

FOOTWEAR

MY STORE

1ST | **KEY IMAGE
MANDATORY**



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



2ND TO
7TH | **STYLING IMAGE
RECOMMENDED**



- More freedom here - utilise dynamic camera angles and poses to add an emotive feeling
- Show the customer how it feels to wear the product



2ND TO
7TH | **TOP IMAGE
MANDATORY**



- This can be of whole shoe or toe detail



2ND TO
7TH | **DETAIL IMAGE
RECOMMENDED**



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



2ND
TO
7TH | BACK IMAGE
RECOMMENDED



- 3/4 back

2ND
TO
7TH | SET IMAGE
RECOMMENDED



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

2ND
TO
7TH | STYLED IMAGE
RECOMMENDED



MY
W
E
R

ACCESSORIES

MY STORE

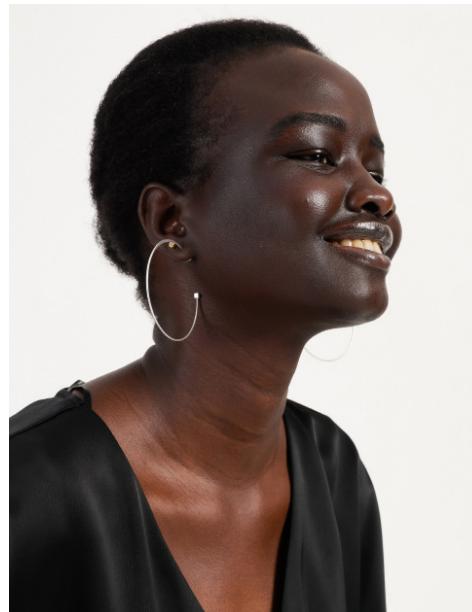
1ST | **KEY IMAGE
MANDATORY**



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



2ND | **STYLING IMAGE
RECOMMENDED**



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



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



- Either side, whichever side shows off features of fastening



3RD
TO
7TH | **DETAIL IMAGE
MANDATORY**



- Close shot of detail



1ST | **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

2ND | **STYLING IMAGE
RECOMMENDED**

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

3RD
TO
7TH | **FULL IMAGE
MANDATORY**

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

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

- Close shot of detail where applicable



1ST | KEY IMAGE
MANDATORY

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

2ND | STYLING IMAGE
RECOMMENDED

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

3RD
TO
7TH | DETAIL IMAGE
MANDATORY

- Close shot of detail

3RD
TO
7TH | KEY IMAGE ALT
RECOMMENDED

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



1ST | KEY IMAGE
MANDATORY



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



2ND | STYLING IMAGE
RECOMMENDED



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



3RD
TO
7TH | DETAIL IMAGE
MANDATORY



- Close shot of detail



3RD
TO
7TH | KEY IMAGE ALT
RECOMMENDED



- Showing product in a different way than the key image



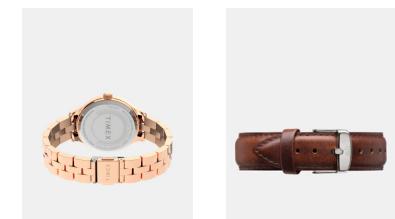
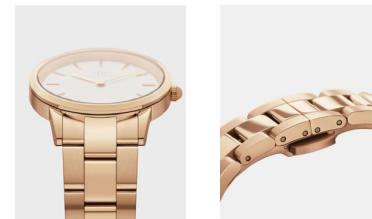
1ST | **KEY IMAGE
MANDATORY**3RD
OR
7TH | **DETAIL IMAGE
RECOMMENDED**3RD
OR
7TH | **BACK IMAGE
MANDATORY**

- Front-on showing product in its best light

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

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

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



1ST | **KEY IMAGE
MANDATORY**



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

2ND | **STYLING IMAGE
RECOMMENDED**



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

3RD
TO
7TH | **DETAIL IMAGE
MANDATORY**



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

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



- Showing product in a different way than the key image



1ST | **KEY IMAGE
MANDATORY**

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

2ND | **STYLING IMAGE
RECOMMENDED**

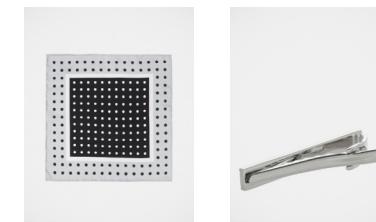
- Product shown on body or in use
- More freedom here - utilise dynamic camera angles and poses to complement style

3RD
TO
7TH | **KEY IMAGE ALT
RECOMMENDED**

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

3RD
TO
7TH | **BOX/SET IMAGE
RECOMMENDED**

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



1ST | KEY IMAGE
MANDATORY

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

2ND | LIFESTYLE IMAGE
RECOMMENDED

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

3RD
OR
7TH | SIDE IMAGE
MANDATORY

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

3RD
OR
7TH | DETAIL IMAGE
RECOMMENDED

- Either side, whichever side shows off features and details



1ST | **KEY IMAGE
MANDATORY**



- Front-on showing product in its best light

2ND | **STYLING IMAGE
RECOMMENDED**



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

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



- Close shot of detail

3RD
TO
7TH | **SIDE IMAGE
MANDATORY**



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



3RD
TO
7TH
BACK IMAGE
RECOMMENDED



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

3RD
TO
7TH
ALT DETAIL IMAGE
RECOMMENDED



- Close shot of detail, like patterns or textures



1ST | **KEY IMAGE
MANDATORY**



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



2ND | **DETAIL IMAGE
RECOMMENDED**



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



3RD
TO
7TH | **DETAIL IMAGE ALT
MANDATORY**



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

3RD
TO
7TH | **FOLDED/OPEN
RECOMMENDED**



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



3RD
TO
7TH
STYLING IMAGE
RECOMMENDED



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



1ST

KEY IMAGE
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



2ND

STYLING IMAGE
RECOMMENDED



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



2ND
TO
7TH

DETAIL IMAGE
MANDATORY



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



1ST | KEY IMAGE
MANDATORY



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



2ND | STYLING IMAGE
RECOMMENDED



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



3RD
TO
7TH | DETAIL IMAGE
MANDATORY



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



3RD
TO
7TH | KEY IMAGE ALT
RECOMMENDED



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



1ST | **KEY IMAGE
MANDATORY**



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

2ND TO
7TH | **CLOSED IMAGE
MANDATORY**



- Shoot closed, pointing down

2ND TO
7TH | **STRUCTURE IMAGE
RECOMMENDED**



- Close up shot of the structure of the umbrella

2ND TO
7TH | **DETAIL IMAGE
RECOMMENDED**



- Close shot of detail



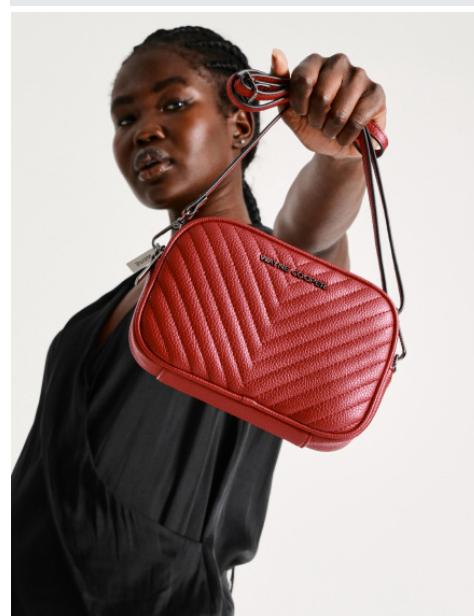
1ST | KEY IMAGE
MANDATORY



- Front-on, showing product in its best light



2ND | LIFESTYLE IMAGE
RECOMMENDED



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



3RD TO
7TH | BACK IMAGE
MANDATORY



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



3RD TO
7TH | DETAIL IMAGE
RECOMMENDED



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



3RD
TO
7TH

INTERIOR IMAGE
RECOMMENDED



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



MY
W
E
R

HOME

MY STORE

1ST
OR
2ND

PACKAGING IMAGE
MANDATORY



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



1ST
OR
2ND

STILL IMAGE
MANDATORY



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

3RD
TO
7TH

LIFESTYLE IMAGE
RECOMMENDED



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

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED

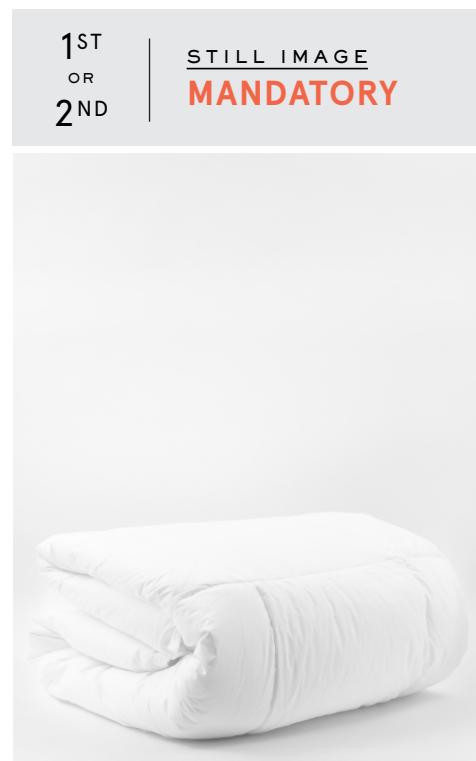


- Detail of features and benefits

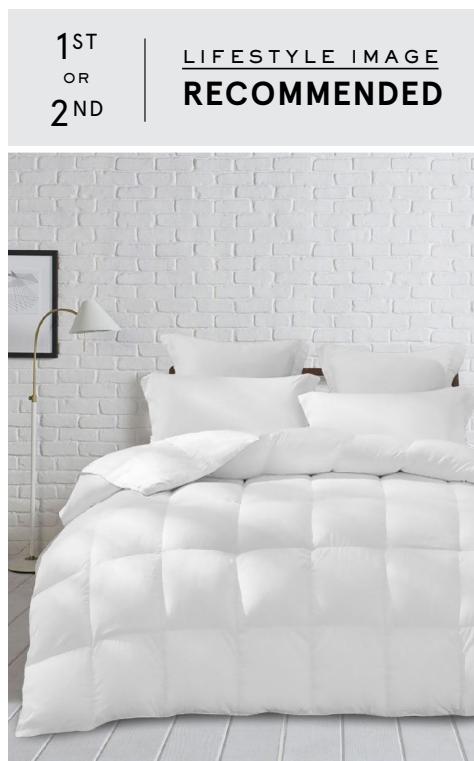




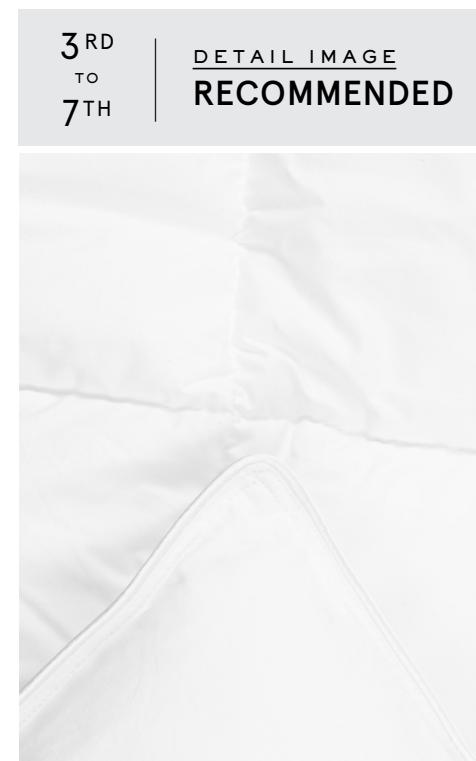
- Front-on image of product in its packaging, shot straight-on, with edges square to the frame



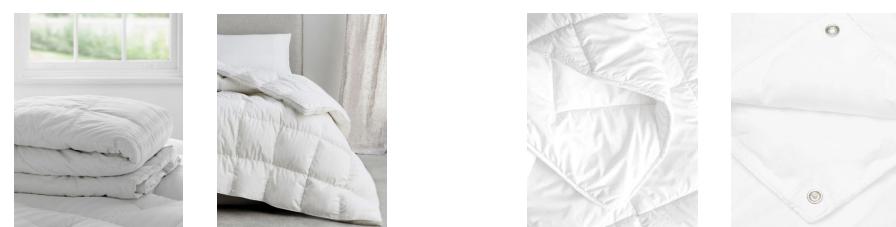
- Product out of its packaging



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



- Detail of features and benefits



1ST
OR
2ND

LIFESTYLE IMAGE
MANDATORY



1ST
OR
2ND

DETAIL IMAGE
MANDATORY



3RD
TO
7TH

AERIAL IMAGE
RECOMMENDED



3RD
TO
7TH

SET IMAGE
RECOMMENDED



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

- Close-up of detail on product

- Aerial image of product

- Show items included in set



1ST

LIFESTYLE IMAGE
MANDATORY

2ND

DETAIL IMAGE
MANDATORY

3RD
TO
7TH

AERIAL IMAGE
RECOMMENDED

3RD
TO
7TH

SET IMAGE
RECOMMENDED



- 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



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



- Aerial image of product on bed

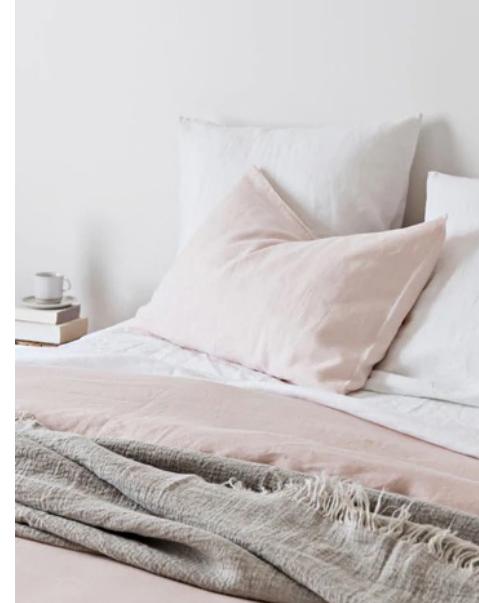


- Show items included in set



1ST
OR
2NDKEY IMAGE
MANDATORY

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

1ST
OR
2NDLIFESTYLE IMAGE
RECOMMENDED

- Product shown in natural setting

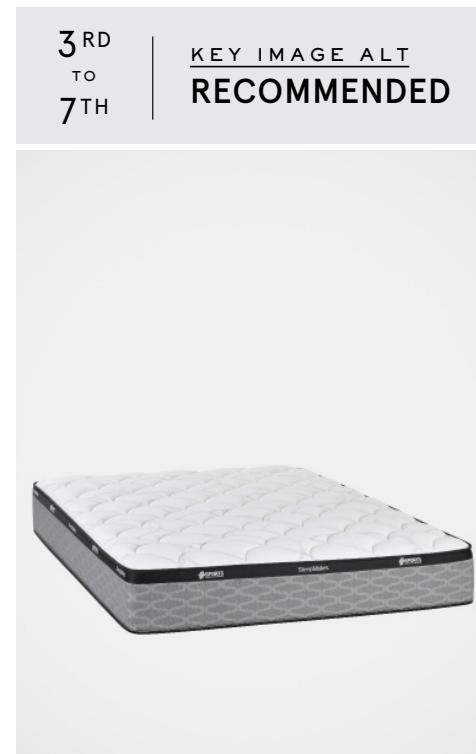
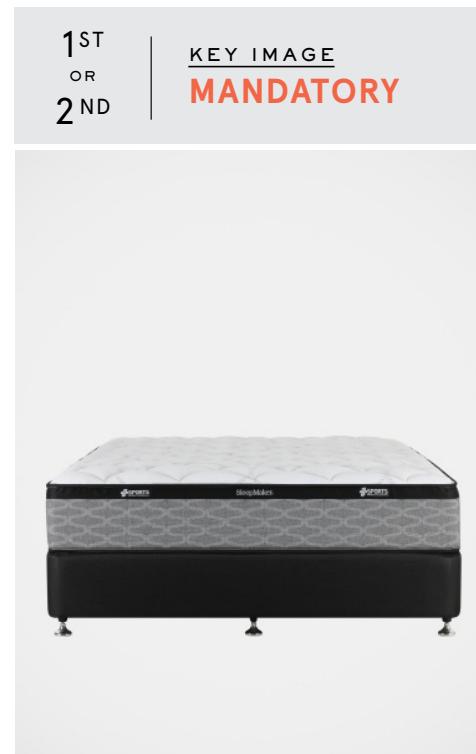
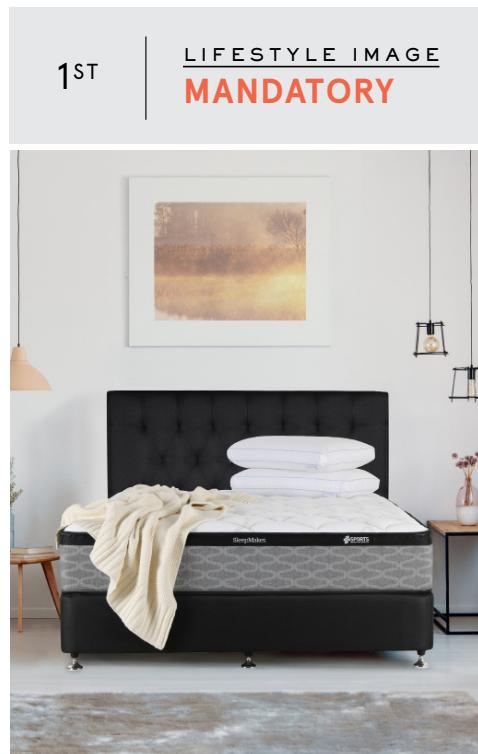
3RD
TO
7THDETAIL IMAGE
MANDATORY

- Close shot of detail, fabric and texture

3RD
TO
7THHANGING IMAGE
RECOMMENDED

- Product neatly hanging





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

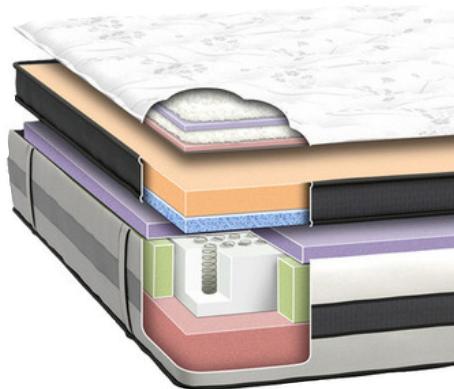
- Front-on

- 3/4 side

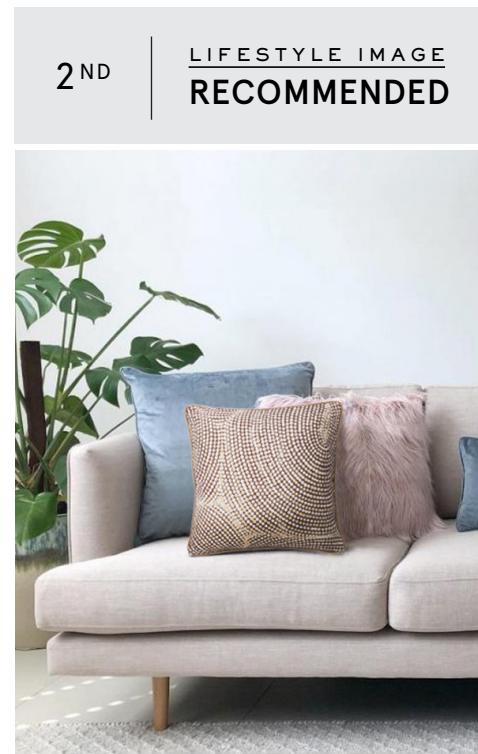
- Not merely a close-up of previous shots, this image should show the customer a detail of the product



3RD
TO
7TH
F & B IMAGE
RECOMMENDED



- Features and benefits image or diagram



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

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

- Close shot of detail

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



1ST

KEY IMAGE
MANDATORY



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

2ND

LIFESTYLE IMAGE
RECOMMENDED



- Product shown in natural setting

3RD
TO
7TH

DETAIL IMAGE
MANDATORY



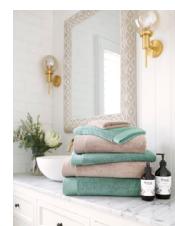
- Close shot of detail and texture

3RD
TO
7TH

RANGE IMAGE
RECOMMENDED



- Stack shot featuring all colours in the range



1ST | KEY SET IMAGE
MANDATORY



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



2ND | LIFESTYLE IMAGE
RECOMMENDED



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



3RD
TO
7TH | SINGLE IMAGE
MANDATORY



- Individual products within the set can be shown singularly



3RD
TO
7TH | DETAIL IMAGE
RECOMMENDED



- Close shot of detail



1ST | **KEY IMAGE
MANDATORY**



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



2ND | **LIFESTYLE IMAGE
RECOMMENDED**



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



3RD
TO
7TH | **DETAIL IMAGE
MANDATORY**



- Close shot of detail



3RD
TO
7TH | **DETAIL ALT IMAGE
RECOMMENDED**



- Close shot of detail

1ST

KEY SET IMAGE
MANDATORY



- Flat lay of the set



2ND

LIFESTYLE IMAGE
RECOMMENDED



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



3RD
TO
7TH

DETAIL IMAGE
MANDATORY



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



3RD
TO
7TH

DETAIL ALT IMAGE
RECOMMENDED



- Close shot of detail



1ST | KEY IMAGE
MANDATORY



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

2ND | LIFESTYLE IMAGE
RECOMMENDED



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

3RD
TO
7TH | DETAIL IMAGE
MANDATORY



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



MY
STORE

GENERAL MERCHANDISE

MY STORE



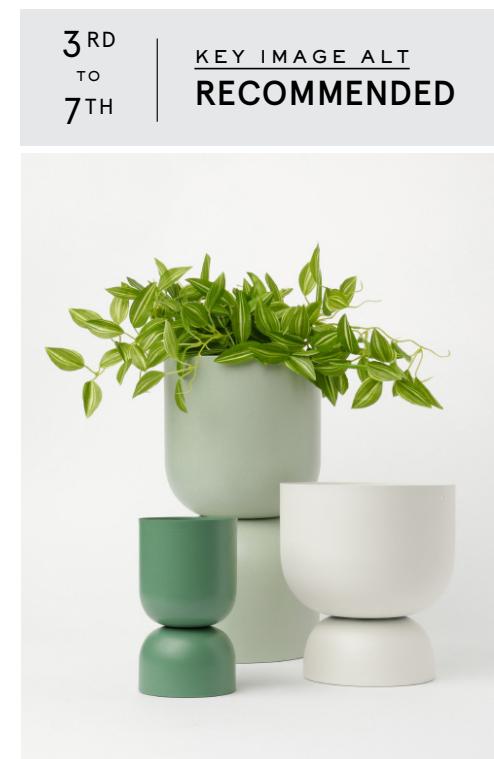
- The image that best showcases the product, generally shot front-on or on a 3/4 angle



- 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



- Close shot of detail



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



1ST | **KEY IMAGE
MANDATORY**



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



2ND | **INTERIOR IMAGE
MANDATORY**



- Inside of product, particularly to show storage and capacity



3RD
TO
7TH | **KEY IMAGE ALT
RECOMMENDED**



- Side or 3/4 angle



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

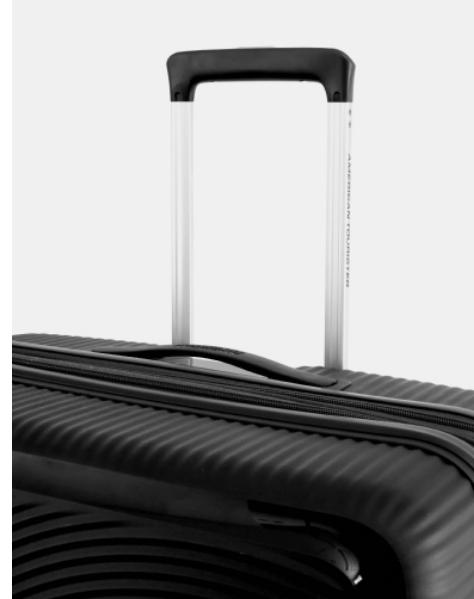


- Back of product, straight to camera or on 3/4 angle



3RD
TO
7THDETAIL IMAGE
RECOMMENDED

- Close shot of detail of features and benefits

3RD
TO
7THDETAIL IMAGE
RECOMMENDED

- Close shot of detail of features and benefits

3RD
TO
7THLIFESTYLE IMAGE
RECOMMENDED

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



1ST

**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

2ND
TO
7TH

**DETAIL IMAGE
MANDATORY**



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

2ND
TO
7TH

**LIFESTYLE IMAGE
RECOMMENDED**



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

2ND
TO
7TH

**PACKAGING IMAGE
RECOMMENDED**



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



1ST | KEY IMAGE
MANDATORY

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

2ND TO
7TH | 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

2ND TO
7TH | 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

2ND TO
7TH | PACKAGING IMAGE
RECOMMENDED

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



1ST | **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



2ND TO
7TH | **KEY IMAGE ALT
MANDATORY**



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

2ND TO
7TH | **LIFESTYLE IMAGE
RECOMMENDED**



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



2ND TO
7TH | **LIFESTYLE IMAGE
RECOMMENDED**



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



MY
STORE

ELECTRICAL

MY STORE

1ST | **KEY IMAGE
MANDATORY**



- Front-on showing product in its best light

2ND | **LIFESTYLE IMAGE
RECOMMENDED**



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

3RD
TO
7TH | **KEY IMAGE ALT
MANDATORY**



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

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



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



3TH
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of details

3TH
TO
7TH

DETAIL IMAGE
RECOMMENDED



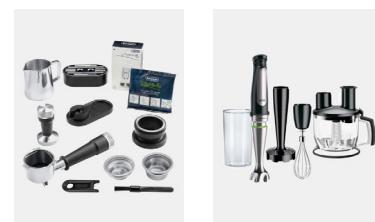
- Close shot of details

3TH
TO
7TH

F & B IMAGE
RECOMMENDED



- Features and benefits image or diagram



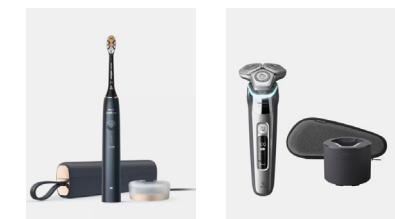
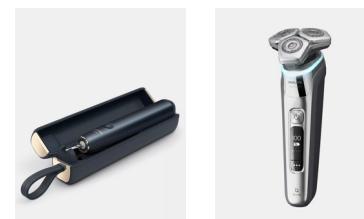
1ST | **KEY IMAGE
MANDATORY**2ND | **LIFESTYLE IMAGE
RECOMMENDED**3RD
TO
7TH | **KEY IMAGE
MANDATORY**3RD
TO
7TH | **KEY IMAGE ALT
RECOMMENDED**

- Front-on showing product in its best light

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

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

- Either side, whichever side shows off features



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of details, features or accessories

3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



- Close shot of details, features or accessories

3RD
TO
7TH

F & B IMAGE
RECOMMENDED



- Features and benefits image or diagram



1ST | **KEY IMAGE
MANDATORY**



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

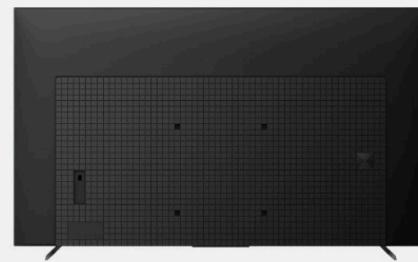


2ND | **LIFESTYLE IMAGE
RECOMMENDED**



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

3RD
TO
7TH | **KEY IMAGE
MANDATORY**



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



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



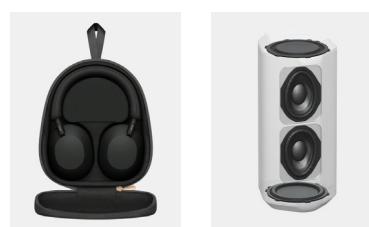
- Side angle showing width of product and any additional features





- Close shot of details

- Features and benefits image or diagram



MY
STORE

BEAUTY & FRAGRANCES

MY STORE

1ST

KEY IMAGE
MANDATORY



2ND

STYLING IMAGE
RECOMMENDED



3RD
TO
7TH

SWATCH IMAGE ALT
RECOMMENDED



3RD
TO
7TH

DETAIL IMAGE
RECOMMENDED



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

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

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

- Close shot of detail



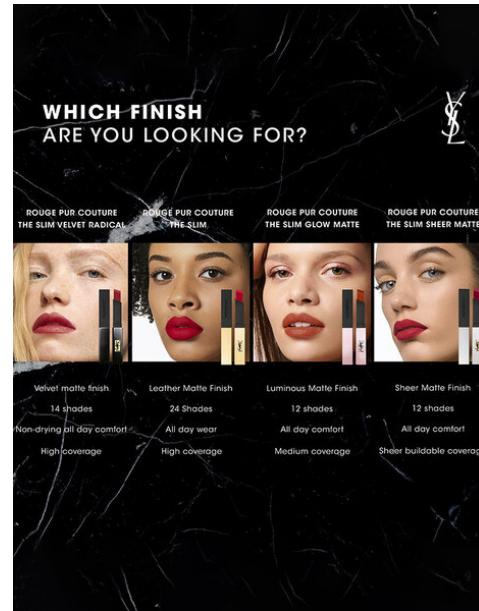
3RD
TO
7TH

STYLING IMAGE
RECOMMENDED



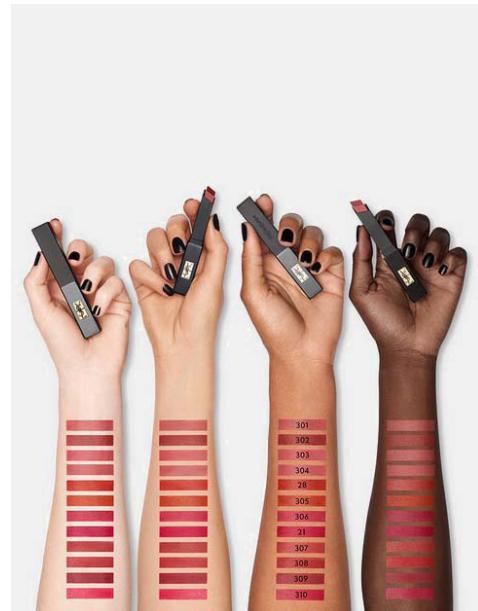
3RD
TO
7TH

F & B IMAGE
RECOMMENDED



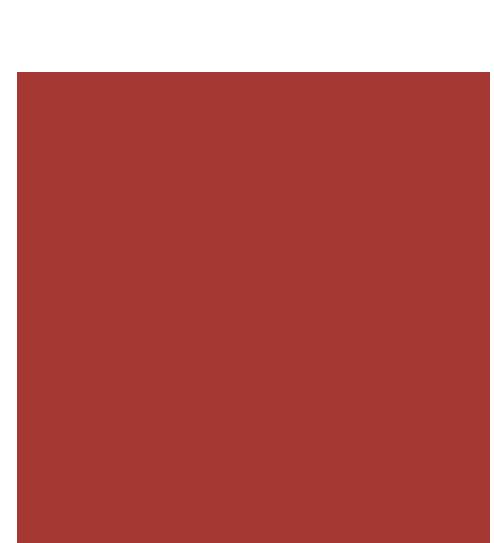
3RD
TO
7TH

SWATCH IMAGE ALT
RECOMMENDED



SW

SWATCH IMAGE
MANDATORY

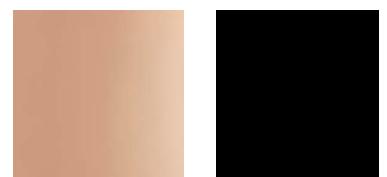
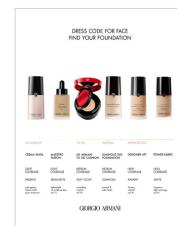
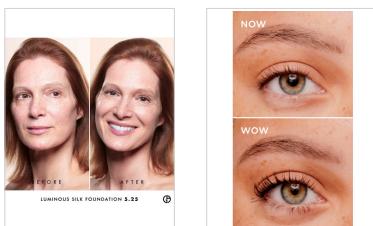


- Product shown on talent or in use
- More freedom here - utilise dynamic camera angles and poses to complement style
- Talent represented shows products on different skin/face types, shapes and tones

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

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

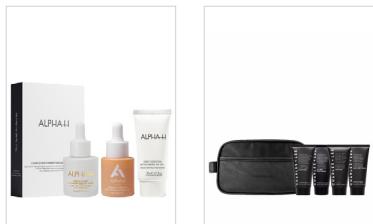
- Please ensure this is placed in the 'Colour Swatch Image' field in PEP
- Images need to be colour corrected for accuracy
- A 128 x 128 pixel square



1ST | **KEY IMAGE
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



2ND | **LIFESTYLE IMAGE
RECOMMENDED**



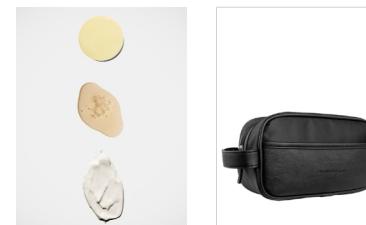
- Any other images that can support the product imagery and give a sense of emotion or authenticity
- Product shown in natural environment
- Supply cropped in



3RD
TO
7TH | **KEY IMAGE ALT
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



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



- Products sitting within their set packaging to showcase as gifts



1ST

KEY IMAGE
MANDATORY



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



2ND

LIFESTYLE IMAGE
RECOMMENDED



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



3RD
TO
7TH

PACKAGING IMAGE
MANDATORY



- Product shown in packaging or positioned beside it



3RD
TO
7TH

SCENT IMAGE
RECOMMENDED



- Image symbolising details of the scent



1ST | **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



2ND | **LIFESTYLE IMAGE
RECOMMENDED**



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



3RD TO 7TH | **ALT KEY IMAGE
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



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



- Image symbolising details of the scent



MY STORE

MY STORE