MYER

MYER MARKETPLACE

ONLINE PHOTOGRAPHY GUIDELINES

MARCH 2025

MY STORE

Marketplace Suppliers & the GOLD Tier Advantage

All Marketplace Suppliers are onboarded at the GOLD tier to accelerate time to market and streamline processing in PEP.

This ensures that your products go live on myer.com.au quickly and efficiently.

Being in the GOLD tier comes with key benefits, including:

– Faster Publishing: Your images skip the standard two-week image editing process, leading to a significantly reduced turnaround time.

– Talent Face Visibility: If you have the necessary licensing, your images can be published with the model's face visible. If not, please crop the model's face per MYER's cropping guidelines, as GOLD tier images will not undergo additional editing.

The following pages outline the Marketplace GOLD tier guidelines and technical specifications to help you ensure compliance and maximise efficiency in the enrichment process.

As all Myer Marketplace suppliers are GOLD tier, you must adhere to the following basic guidelines:

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

White background: R255 G255 B255 (lifestyle images exempt)

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

Aspect Ratio: 1551:2000 (cannot include white padding around image)

Correct Order of Images – See Gold Supplier Style Guide for details

JPG format – Maximum File Size of 50MB

More details in the following pages.

TECHNICAL CHECKLIST

FILE FORMAT

JPEG = .jpg

IMAGE SIZE

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

Aspect Ratio: **1551:2000**

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

Max image file size: **50MB**

BACKGROUND

White Background
RGB: R255 G255 B255
HEX: #FFFFFF
With the exception of lifestyle images.

IMAGE CHECKLIST

IMAGES

Check you have all the **ESSENTIAL** images, and as many **RECOMMENDED** images as possible, as per category guides. See Myer Gold Supplier Style Guide for details.

A maximum of 7 images can be uploaded per

IMAGE QUALITY

Images should be clear and sharp overall.

Blurred/out of focus images will not be accepted due to lack of detail for product representation.

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

RETOUCHING

Image is retouched to the following standards:

TALENT AND GARMENT

·   See Retouching Guidelines (page 4)

PRODUCT (ANY IMAGE NOT SHOT ON TALENT)

·   Clean background and set
·   Stains, fingerprints, tags, wires are removed
·   Product looks pristine

LIGHTING

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

BEAUTY SWATCHES

Swatches are required for makeup products. Refer to swatch image on page 86 of the Myer Gold Supplier Style Guide for swatch examples.

Minimum swatch image size: **128x128px**

CROPPING CHECKLIST (TALENT PHOTOGRAPHY ONLY)

FULL-LENGTH

e.g. dress/jumpsuit/suit:

·   Image cropped above head and below feet.

TOP

e.g. shirt/blouse/blazer:

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

BOTTOM

e.g. pants, skirts, shorts:

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

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

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

GENERAL AND BACKGROUND

- All images to be clipped professionally to a white background R255 G255 B255.
- If cropping apparel on talent, ensure crops adhere to guidelines explained in this guide.

GARMENT RETOUCHING

- Remove any visible product swing tags.
- Remove pant imprints from under tight fitting tops.
- Remove any visible bras or bra lines through garment.
- Remove any dirt or marks from garments.
- Remove any coat hanger bulges at shoulder.
- Remove any visible pins or clips.
- Remove any dust or lint or loose threads from garments.
- Remove any visible hanger straps.
- Remove any bunching in crotch or bottom of underwear.
- Remove any unstyled creases from garments.
- Remove any bunching on side of bra.
- Remove visible lines of model's underwear through garment.

TALENT RETOUCHING

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

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.

BACKGROUND COLOUR, ASPECT RATIO & WHITE PADDING

·   Image background colour must be pure white.
   R255 **G**255 **B**255 // **HEX**: FFFFFF

·   Lifestyle images will also be accepted, in some categories as primary images,
   and in some categories only as supporting images (images 2 to 7).

   – **Primary** lifestyle images accepted for:
      – Beds & Mattresses
      – Quilts & Pillows
      – Quilt Covers
      – Sheets & Pillowcases

   – **Supporting** lifestyle images accepted for:
      – Homewares
      – Bathroom
      – Kitchen, Cookware & Dining
      – Electrical & Appliances
      – Apparel, Footwear & Accessories
      – Beauty & Cosmetics
      – Toys & Gifts
      – Travel & Tech

·   Image aspect ratio must be 1551:2000.
   All other aspect ratios will automatically be rejected by PEP.

·   Images cannot be surrounded by white padding, i.e. a square ratio image,
   with white padding around it to fill in the remaining 1551:2000 aspect ratio.
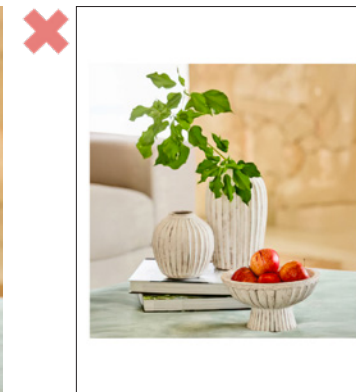   See image 1 and image 2 as examples.

IMAGE 1

Correct crop and
aspect ratio with
no white padding.

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

IMAGE 2

Incorrect crop and
aspect ratio with
white padding.

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

TEXT & GRAPHICS IN PRIMARY IMAGES

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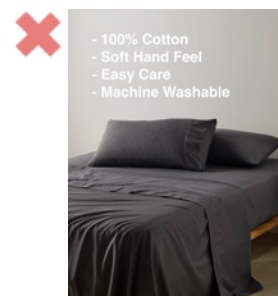- Information about the product
- Features and benefits

LOGO	DIMENSIONS	PROMO BADGE	PRODUCT INFO

CADS & MOCK-UPS

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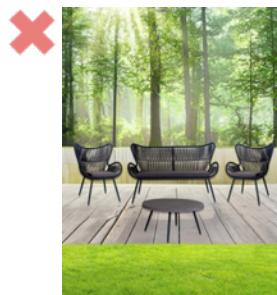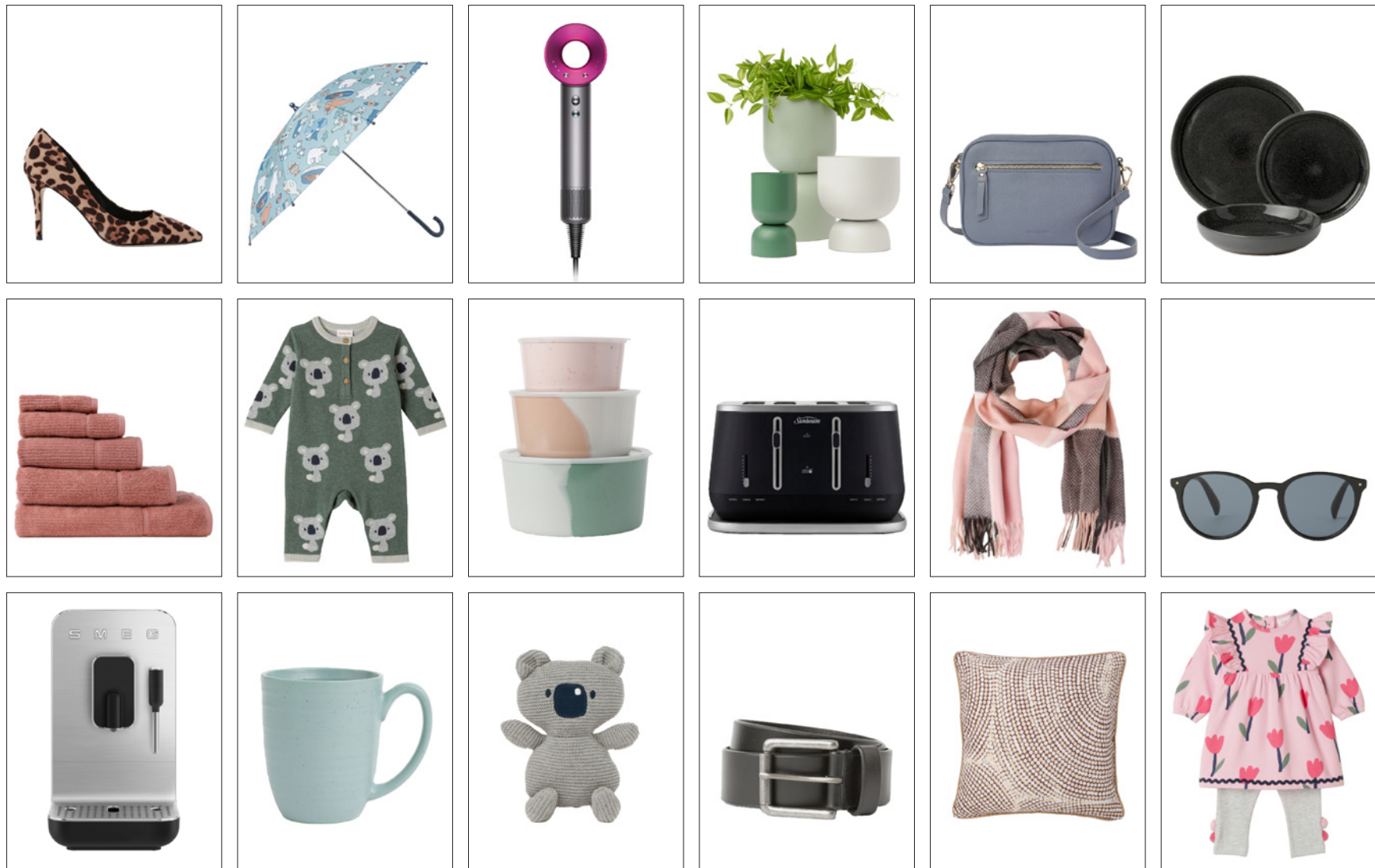- CADs
- Drawings
- Mock-ups
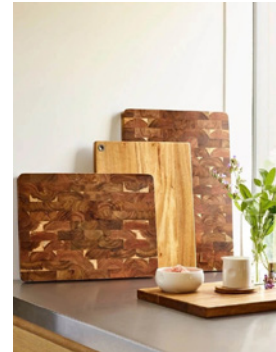- Generative AI

CAD	DRAWING	MOCK-UP	GENERATIVE AI

For more details on required images, image order and in-depth examples of images for each product category, please refer to the **Myer Gold Tier Style Guide**.

Thank you.

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