

Styleguide

2023



**IMAGES ARE A CRUCIAL
FACTOR FOR PURCHASE
DECISIONS. HIGH-QUALITY
IMAGES CAN INCREASE
SALES OF YOUR PRODUCTS BY
UP TO 60%.**

General Guidelines for Images

Products not meeting our guidelines cannot be offered for sale.

The images have to represent the products correctly and appealingly as well as only show the product that is to be sold.

Therefore, the following should generally be considered regarding product images:



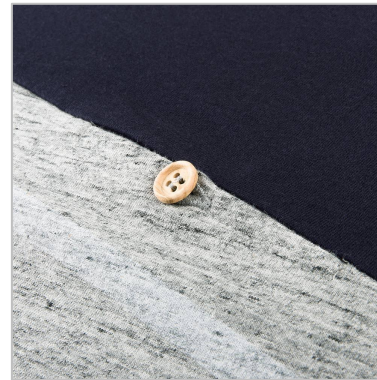
The Main Image

1. The main image is the first picture in the product details and is also used for the list view.
2. The background of the image has to be neutral either in white or a subtle monochrome colour as well as be well lit.
3. Cut-out images and/or professional model shots facilitate making a decision for customers and ensure a clearly arranged look of a result page containing several products.
4. The image should occupy at least 80% of the available image space.
5. For front page placements and press releases professional images are obligatory.



Additional Images

1. Show your product from different angles and demonstrate the function of the product.
2. Especially with textiles it is important to show details like lining, stitching, patterns, buttons or applications. You can upload up to 12 perspectives - feel free to use this possibility.
3. A neutral background is still recommended, but not mandatory.
4. You are welcome to use so-called mood images for the additional images, which appeal to customers' emotions.



General Guidelines for Images I

Images of Lying Garments

- Images showing clothes in a lying position are not allowed!
- It is also not permitted to show clothing on dummies or hangers.
- Exception:
Children's clothing can be shown in a lying position.
But, here again: Children's clothing must not be shown on dummies or hangers - neither visible nor removed by retouching.



Keine Bügel



Keine Liegebilder



Keine Produkte auf Puppen

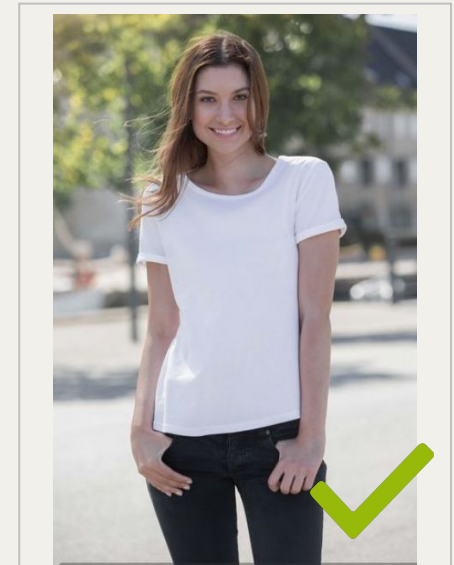
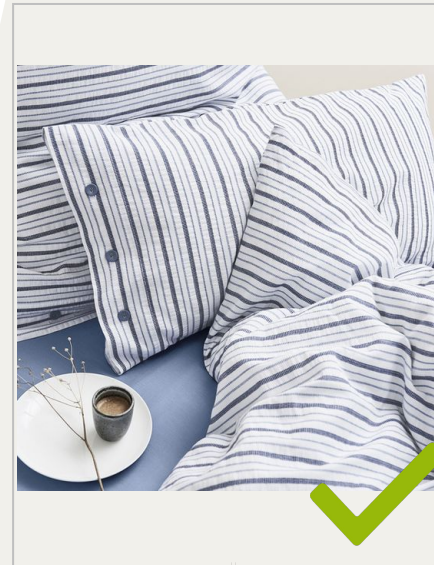


Keine Produkte auf rausretuschierten Bügeln

General Guidelines for Images II

Images of Lying Garments

Instead please use: Cut-out images/„Hollowman“, model images, mood images



General Guidelines for Images III

Background

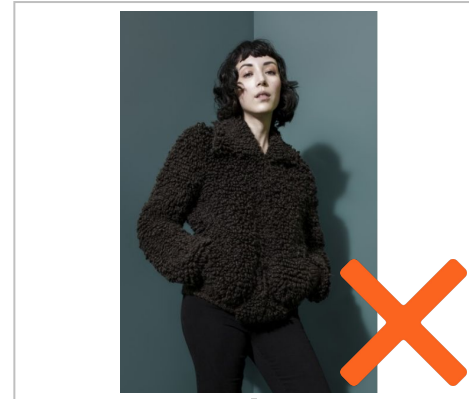
Positive examples:



- single-coloured
- bright
- harmonious and clean



Negative example:



- restless appearance
- too dark
- too colourful

General Guidelines for Images IV

Variants of a Product

- Add a single image for each color variant of a product. A picture showing several variants may be placed at the last position. Only images of offered variants are allowed to be uploaded.*



- No collages: Different angles of the products are to be shown through individual photos.

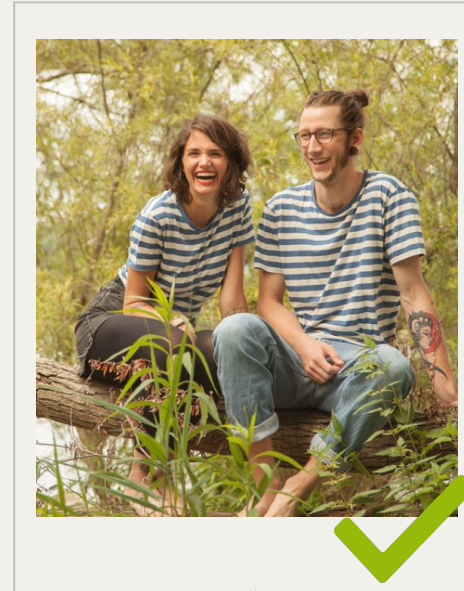


General Guidelines for Images V Group Pictures

Generally group pictures (pictures showing multiple products) are not allowed because a product has to be displayed individually.

Exceptions:

- The product is unisex
- The shown products are sold together as a set



General Guidelines for Images VI

Drawings, Logos, Texts

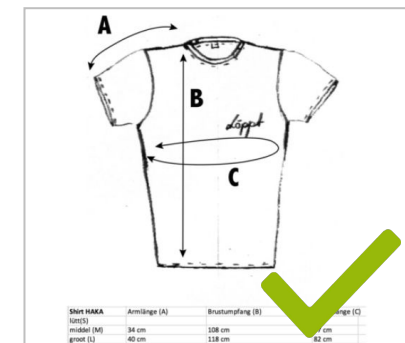
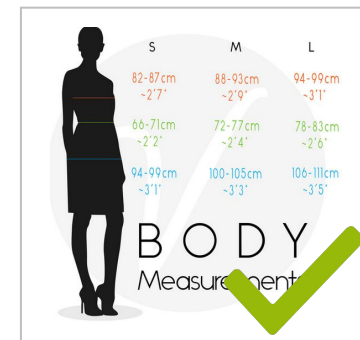
It is not allowed to add any logos, texts or labels to the photos:



Do not use drawings of the products as images.

Exceptions: Labels (e.g. GOTS**) or explanations of the product can be used as individual images at last position.

Also size charts and technical drawings/ flats are admissible.



General Guidelines for Images VII

Other Requirements



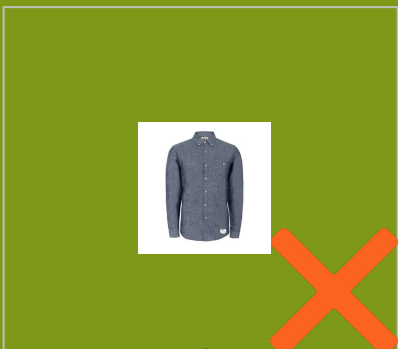
No subjects in front of the face



Use only high-quality and well exposed pictures



No unrecognizable persons



Product must not be smaller than 80% of the available area



Do not display accessories that are not included



No tags



No picture showing only the packaging



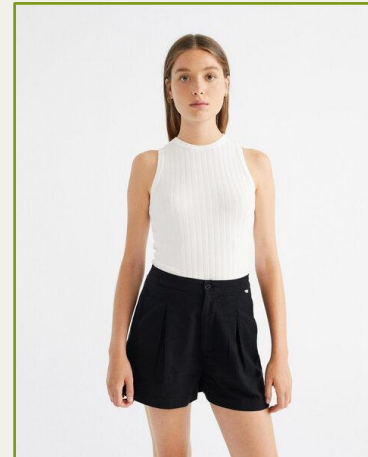
No image border or frame

Specifications: Format, Dimension, Size

Images should be in portrait or square format depending on the product category:

- **Portrait format:** Ideal for clothing
- **Square format:** Ideal for shoes, accessories, items for home & living
- **Landscape format:** Will not be accepted

Desired formats:



Portrait format:

- > Ratio: 1 x **max.** 1,6
- > Pixel dimensions: **Min.** 2560 x 4096*
- > File size: **Max.** 5 MB
- > Format: JPG, PNG, TIFF, WEBP

*Varies depending on aspect ratio



Square format:

- > Ratio: 1 x 1
- > Pixel dimensions: **Min.** 2560 x 2560
- > File size: **Max.** 5 MB
- > Format: JPG, PNG, TIFF, WEBP

Tips and Tricks: Display of Product Details

- **Shoes:** Arrange product in the center of the image, pay attention to the correct order of images, avoid laces sticking out too far, show as many perspectives as possible.
- **Sweaters:** Pay attention to show shoulders and sleeves arranged evenly, waistband should be straight. Recommended to show a view of the back as well and to display close-ups on material and special features.
- **Dresses:** Show the inside, front, and back. Close-ups on material, cuffs, buttons and other features are recommended as well.
- **Shirts:** Show front and back. Provide close-ups on collar, cuffs and material.
- **Pants:** Recommended to show on models to best show the fit. Show front and back, preferably with a symmetrical leg shape.
- **Bags:** Show front, back, side and inside (entire bag). Provide close-ups on material, closure, strap. Also recommended to show on a model for the purpose of size perspective.

