

APPAREL - BOTTOMWEAR

For men, women, kids



GENERIC GUIDELINES - WITH MODELS

DOs

- 2 images are mandatory to be uploaded. However, you can upload max of 5.
- Only vertical images to be used.
- Image dimensions not be less than 1000 x 1000 px.
- Image size not to exceed beyond 1 MB per image.
- Image format will be in JPEG.
- Upload images/photos which are not photographed by window under proper lighting.
- All images to be in vertical orientation.
- Only product, without packaging should be displayed.
- Same model has to be used for all the photographs of a particular product.
- Product image to be centre aligned and it should be cropped evenly to ensure product is in the focus and nothing else prominent.
- Images to be shot at eye level. Avoid shooting from above or below eye level.
- Models have to be well groomed with clean and clear skin.
- Crop lower half of the model must be visible.

DONT's

- Product like a necklace, belt etc. not to be used.
- Name of the image should have not on them.
- No logo should be used on images.
- Price tag should not be included in the frame.
- Headline image of any product not to be used for the primary image.
- Product images not be pixelated, blurry or elongated.
- Models with multiple / painted faces will not be accepted.
- Any image with usage of props or heavy jewelry or models, even might be using the main product, will be rejected.
- Don't show the face water.
- Different colorable pictures / products are not acceptable.
- No props to be used along with the product.
- Camera flash not to be used/photographed.

PRIMARY/FIRST IMAGE mandatory

- Our recommendation is to have images without any background (just a cut-out on a white background).
- All men you capture there a couple of light shades of grey as a background.

REMARK: Only head of the product/model needs to be shown here.



SECOND IMAGE mandatory

- Can have a different angle - back or side.
- In absence of side view or any other angle of product, a close up photograph can be taken as second image.



THIRD/FOURTH/FIFTH IMAGE optional

- When required others can be used, few performance/features shown below.



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- All images to be in vertical orientation.
- Only product, without packaging should be displayed.
- No props to be used along with the product.
- Product image to be centre aligned and it should be cropped evenly to ensure product is in the focus and nothing else prominent.
- Images to be shot at eye level. Avoid shooting from above or below eye level.

REMARK: If you are going ahead with product image, your image should have any banner element in the picture.



REMARK: Only head of the product/model needs to be shown here.

CROPPING TIPS

- Show the complete product. For ex. here we are showing the complete trouser within the frame. Avoid cutting the trouser whenever possible.
- Crop the image and place them correctly within the standard container from top/bottom. Area within dashed line will only be visible to the buyer.
- Ensure product takes the maximum area and gets maximum attention.

