

VENDOR IMAGERY GUIDELINES

Apparel PDP Guidelines 2025

Zappos

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ASSET SPECS

Required Image Attributes:

- Orientation: Portrait/Vertical
- Dimensions: 3000px (1200x1800) or greater
- Aspect Ratio: The recommended aspect ratio is 2:3 or 3:2 depending on the orientation of the images. Other aspect ratios are allowed, but they will need to be retouched to work on site.
- Image Size: Width and height should add up to 3,000px or more while maintaining a 2:3 aspect ratio.
- Resolution: 300dpi
- Colorspace: RGB
- White background is preferred

2:3 (Vertical)



3:4 (Vertical)



1:1 (Square)



LIGHTING



Assets must be in focus and professionally lit with a natural quality, crisp shadows and slightly filled to avoid harsh contrast

Images will not get approved if they are:

- Over-processed
- Over-saturated
- Over-exposed
- Under-exposed

Lighting must capture an accurate representation of the garment and the model's profile and complexion.

STYLING

Styling and additional detail shots are preferred to showcase features and functions of the garment.

- Clothing Closure
- Type of Waistband
- Removeable Feature
- Reversible and/or Convertible Features
- Packable Options
- Logos



PROPS



Props and accessories should accentuate the garment and not compete or obstruct its details.

Images will not get approved if they include the following:

- Food
- Weights/Workout Equipment
- Anything trademarked or copyrighted

TALENT & ART DIRECTION



Vendor is solely responsible for acquiring perpetual rights for all talent booked in their imagery to be featured on Zappos and its subsidiaries.

Talent cannot have any visible tattoos or body art that includes any of the following:

- Gang signs
- Nudity or any other sexually offensive content
- Inappropriate names or symbols
- Content that promotes violence or drug use

ON-FIGURE APPAREL GUIDELINES



IMAGE REQUIREMENTS

- Required minimum of 2 shots
- Main shot of front and back of the garment required
- On-model images are preferred to showcase the fit of the garment
- No visible nudity

REQUIRED FRONT



REQUIRED BACK



SWIMWEAR

- Require a minimum of 3 shots
- Swimsuit sets should be shot together.
- No miss-matched bottoms if set cannot be shot together
- Reversible swimwear to be shot showing both ways of wearing
- Include a cheater strap image if the style has a cheater strap
- Plus-size styles should be shot on a plus-size model
- On-model images are preferred to showcase the fit of the garment



SWIMWEAR COVER-UPS

- Require a minimum of 2 shots

When not sheer:

- Cover-ups should be shot without swimsuit underneath

When the cover-up is sheer:

- A basic black or white should be shot underneath.



INTIMATES

- Bras and Underwear must be styled as intimates not as tops or regular clothing.
 - Thong type undergarments need to be cropped or turned to the side.
 - Any item that is not a bra or part of an intimate set needs to be styled with pants.
- Bodysuits should be styled with bottoms in the main (hero) image.
 - Additional images may show the product un-styled.

Visible nudity is not permitted on Zappos or its subsidiaries and must be cropped or edited out when applicable

Thongs



Bodysuits



Non-intimates



Bras



CHILD MODELS

Vendor is solely responsible for acquiring perpetual rights for all talent booked in their imagery to be featured on Zappos.com and its subsidiaries.

- No on-model underwear or bra images will be accepted for kids styles



OFF-FIGURE APPAREL GUIDELINES



SOCKS

*Required minimum of 1 shot

Adult Socks



Main Shot
*Required



Alternative
Main Shot



Multipack
Main Shot

Kids Socks



Main Shot
*Required



Multipack
Main Shot

KIDS SHIRTS & DRESSES



Main Shot
*Required Front



Back Shot
*Optional



Main Shot
*Required Front



Back Shot
*Required Back

*Required minimum of 1 shot
If no details on the back

KIDS SHORTS & PANTS

*Required minimum of 2 shots



Main Shot
*Required



2-Shot
*Required

OR



Also Acceptable 2-shot

KIDS JACKETS



Main Shot

*Required



2-Shot

*Required

*Required minimum of 2 shots

Additional detail shots are preferred to showcase features and functions of the garment.