

VENDOR IMAGERY GUIDELINES

Non-Apparel PDP Guidelines 2025

Zappos

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ASSET SPECS

Required Image Attributes:

- Orientation: Portrait
- 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)



REQUIREMENTS

Imagery Requirements:

- Main shot must be standalone item.
- Styling: No visible stuffing in bags, No non-brand logos if styling with items inside bag, Reversible and/or convertible features must be shown, Handbags and crossbody straps are shown.
- All visible monofilament or strings in the images must be edited out.
- No background reflections
- No visible debris

HANDBAGS

*Required minimum of 3 shots



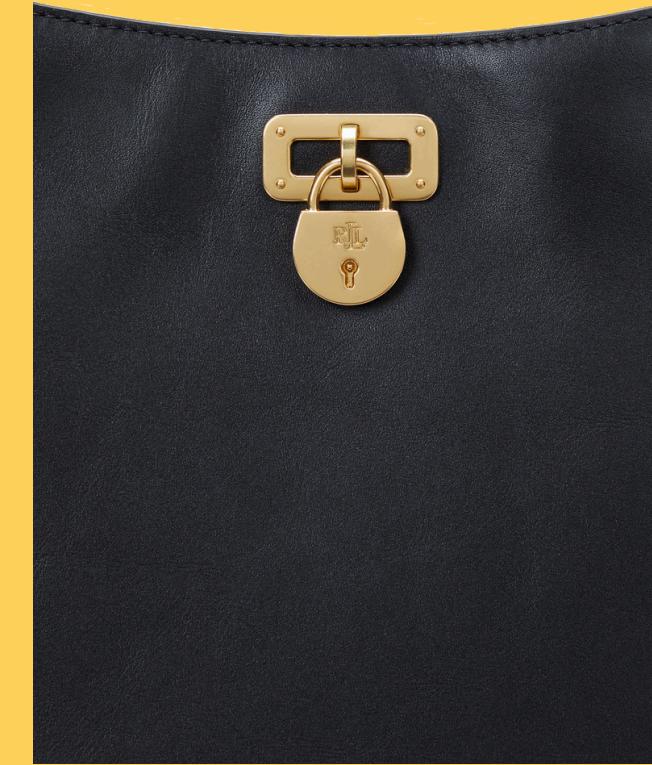
Main Shot
*Required
Front of Bag



2-Shot
*Required
Back of Bag



3-Shot
*Preferred
Can be styled at brand
discretion no non-brand
logos if styling with items
inside bag.



4-Shot
*Optional
Detail shot

BACKPACKS

*Required minimum of 3 shots



Main Shot
*Required
Front of Bag



2-Shot
*Required
Back of Bag



3-Shot
*Preferred
Can be styled at brand
discretion no non-brand
logos if styling with items
inside bag.



4-Shot
*Optional Detail
shot

WALLETS

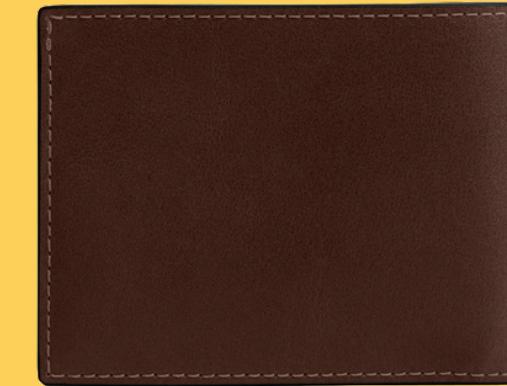
*Required minimum of 2 shots



Main Shot
*Required



2-Shot
*Required



3-Shot
*Optional
Detail shot

EYEWEAR

No reflections should be visible in the lenses. Any attachments or interchangeable lenses must be shown in a separate image.

Ensure the exterior of the earpiece is clearly visible to display any designs or logos.

Mannequin heads or clear mannequins are acceptable for supplementary images.

*Required minimum of 2 shots



Main Shot

*Required

Can be straight-on or angled front



1-Shot

*Required



2-Shot

*Optional



3-Shot

*Optional

HATS

*Required minimum of 2 shots

No on-model images



Main Shot

*Required

Can be straight-on or angled front



2-Shot

*Required



3-Shot

*Optional Detail
shot



WOVEN HATS

*Required minimum of 1 shots



Main Shot

*Required

Must be of standalone product



Reversible Main Shot

*Required



2-Shot

*Required

JEWELRY

A standalone product image is required for all jewelry and accessories.

Additional angle shots or on-model images may be included, only if the product is clearly visible.



Necklaces



Bracelets



Stackable Bracelets



Earrings



Rings



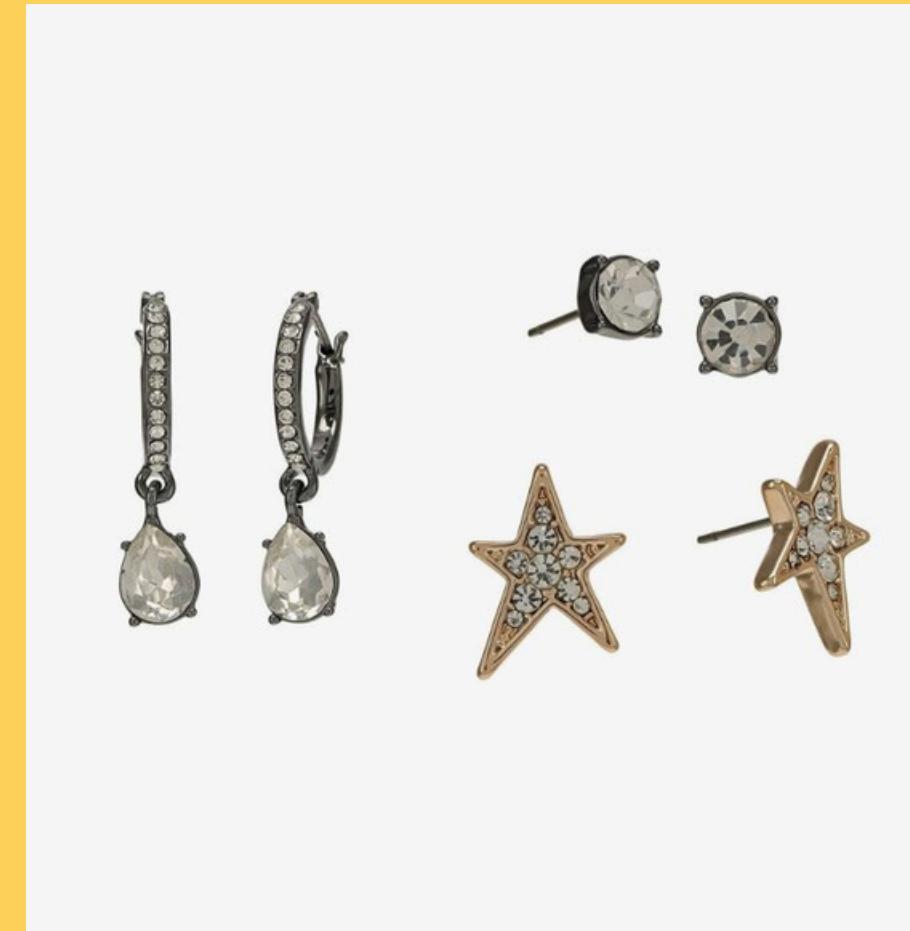
Cuff Bracelets

*Required minimum of 1 shot

JEWELRY MULTIPACKS

*Required minimum of 1 shot

Multipacks should be photographed together or combined in post-production. Arrange the larger item (by length or width) on the left and smaller items on the right. On-model shots are allowed if the product is clearly visible.



Main Shot
*Required

Must be of standalone products



Also Acceptable Main
Shot

WATCHES

*Required minimum of 1 shot

On-model shots are allowed if the product is clearly visible.



Main Shot

*Required



1-Shot

*Optional



2-Shot

*Optional

BELTS

*Required minimum of 1 shots



Main Shot

*Required

Must be of standalone product



1-Shot

*Required

If reversible must show both sides



2-Shot

*Optional

Detail shot

GLOVES



Main Shot

*Required

Must be of standalone product

*Required minimum of 1 shots

Glove Set

When gloves are sold as a set, a clear representation of the entire set is required



Set Main Shot

*Required

Must be of standalone products

SCARVES

*Required minimum of 1 shot



Main Shot

*Required

Must be of standalone product

1-Shot

*Optional

HAIR ACCESSORIES

*Required minimum of 1 shot



Main Shot

*Required Must be of standalone product