Zappos Imagery Path Requirements for Suppliers

Vendor Imagery

- The ability to provide images that meet Style Guide and tech spec requirements.
- The ability to provide complete product information and imagery together at least 10 days before the start ship date.
  - Incomplete product information forms will prevent the completion of images being uploaded and will result in go-live delays.
- The ability to provide image examples for 3 Styles per Product Type (i.e., Clothing, Bags, Accessories).
- The ability to share images through a link to a file share site such as Box, Dropbox, Google Docs, etc.

Vendor Imagery Style Guides:
- [Vendor Imagery Apparel Guidelines](#)
- [Vendor Imagery Non-Apparel Guidelines](#)
- If images feature a model's face, please confirm that we can use their likeness on our website.

Tech Specs:
- Orientation: Portrait/Vertical
- Dimensions: Total 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 3,000 pixels or more while maintaining the 2:3 or 3:2 aspect ratio.
- File Format - JPEG (JPG)
- Resolution – 300 dpi
- Color space: RGB
- White background is preferred.

Ways to Submit Vendor Imagery & Product Information
- Vendor initiated through Zapporo - [Zapporo Vendor Imagery Upload Tutorial](#)
- Vendor initiated through email (must include images and completed product information sheet) – zappos-vendorimagery@amazon.com
- Buyer initiated upload - Vendor provides images and completed product information to Zappos buyer for internal processing.

Photo PO

[Photo PO FAQ and Process Overview](#)

Benefits:
- 2024 Yearly Average 1-day Time-To-Site.
- Allows full collections to be imaged all at the same time, for a more cohesive launch on-site.

Photo PO Timing Requirements for Vendors
- In order to decrease duplication of imaging, and Time-To-Site Delays, we request that all Photo POs be sent one of the following intervals before the bulk PO's arrival to the FC: 0 Days, 3 Days, 7 Days, 10 Days, 14 Days (default).
  - This helps us maintain our 1-day Time-To-Site average.

How does Photo PO Work?
- The ability to receive/process a Purchase Order containing only a single unit (1) of each style that requires imagery.
- Photo Purchase Orders are only created and released by the Zappos Buyer. Upon creation, a Photo PO will be transmitted via an EDI 850 document in the same manner as the bulk/parent PO.
- These units would not be in addition to, but segregated from, the total allocation amount.
  - These units would be reassigned into sellable inventory after imaging and go live date.
- The default Start Ship Date of the Photo PO will be 2 weeks prior to the Start Ship Date of the original bulk PO. Once approved for routing by Zappos Inbound Logistics, Photo POs will be assigned to ship UPS Next Day Air and the label for shipping will be in Zapporo for use by the vendor.
- Participating Vendors will receive 2 PDFs on their Ready to Ship date:
  - One with 8 ½" X 11" paper labels and one with 4" X 6" thermal labels.
  - Vendors are permitted to utilize whichever form they prefer.

Can my brand enroll in Photo PO?
- The brands need to have the ability to pick/pack/ship the single unit* of each style from the aforementioned Purchase Order.
- The ability to ship UPS small parcel.
- The ability to print and apply Pre-Paid UPS Shipping labels delivered in the form of a PDF document via email.
- Product Labeling: All units should adhere to the same labeling guidelines found on pages 15-16 in the Vendor Resource guide.
- Packaging: All units should adhere to all of the same packaging guidelines found on pages 17-24 of the Vendor Resource guide. Units in the Photo PO must be sellable merchandise, not sample units.
- Single Case Packs are also eligible, please reach out to zapposphotopo@amazon.com for approval prior to sending a case pack.

Samples
- The ability to pick/pack/ship the single unit via UPS.
- Returning Samples?
  - If yes, shipping address to return samples once photographed.
  - If no, confirmation that no return is required.
- Deadline for sample images to be photographed.
- Preferred sample sizes:

Gender	Coats & Outerwear	Dresses	Tops	Bottoms	Swimwear	Underwear & Intimates	Shoes
Women's	2-4 / SMALL	2-4 / SMALL	2-4 / SMALL	0-2 / 26/ SMALL	2-4 / SMALL	2-4 / SMALL	Size 8 or 8.5
Men's	38 / MEDIUM	N/A	38 / MEDIUM	31"-32" x 32" / MEDIUM	38 / MEDIUM	MEDIUM	Size 9 or 9.5/10
Women's Plus	1X / 14-16	1X / 14-16	1X / 14-16	14-16W or 1X-2X	1X / 14-16	1X / 14-16	N/A
Women's Petite	2P / PSMALL	2P / PSMALL	2P / PSMALL	25-26 / PSMALL	2P / PSMALL	2P / PSMALL	N/A
Men's Big & Tall	1XL / 1XLT	N/A	17"-17.5" / 2XL/2XLT	40"- 42" / 1XL/1XLT	2XL/2XLT	2XL/2XLT	N/A
Kids	For big kids apparel, size 5 or smallest size is preferred. For toddlers and little kids, size 2 toddler or size 5 little kids is preferred, or the smallest available size. *(Note: Avoid large big kid sizes as it can look like adult apparel.)* **Shoe size:** Big Kids size 4 or smallest available.						