

# ZALORA

## Images and Video Guideline

Showcase Your Product's Best Features in the Most  
Effective Way

2025



## Image Guidelines



**Product images are among the most crucial media that can be optimized to offer a clear visual representation of the product while also conveying your brand persona and identity.**

To create catalog images that stand out and enable customers to see more details of your products, here are key aspects that can be applied to the production process:

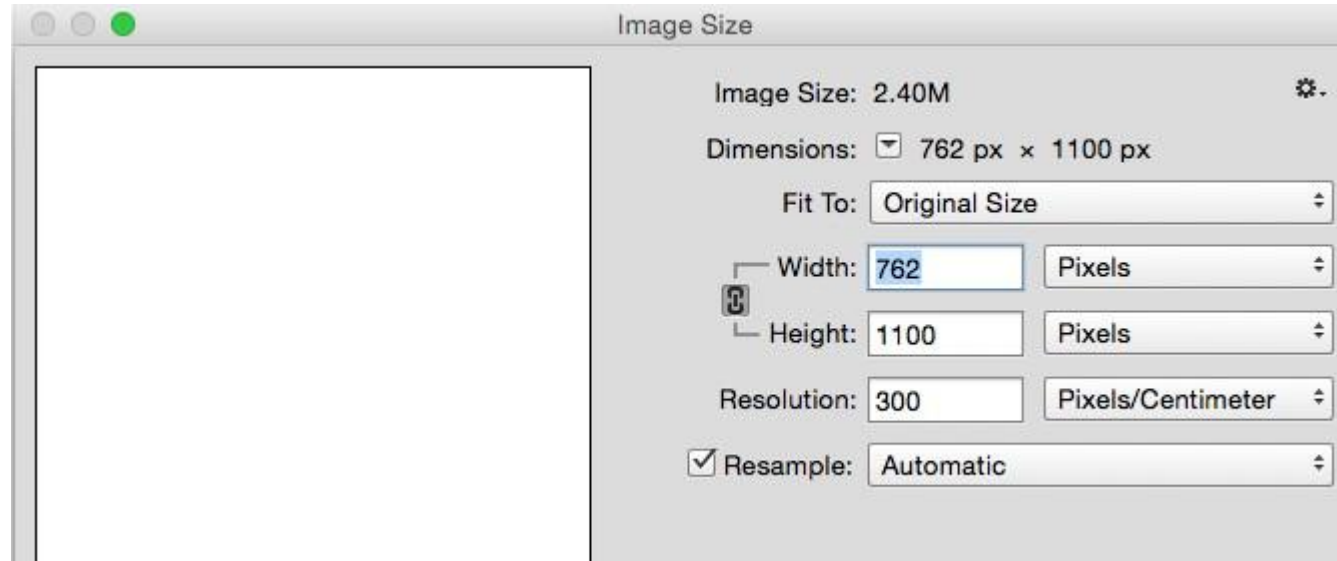
- Professionally produced.
- Utilizing a plain background—any color is acceptable.
- Incorporating an attractive background and flatlay that does not distract from the main product.
- Using JPEG format with dimensions of:
- 762 x 1100 pixels and a minimum resolution of: 300 dpi.
- Images must be of high quality and should not be broken or blurry.
- Watermarks and brand logos are permissible as long as they do not interfere with the main product.
- Additional information can be submitted in the form of images.

In Seller Center, you can upload up to 8 images. If you wish to upload more than 8 images, please reach out to your Account Manager for assistance with the upload process to the system.

## Image Guidelines

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How to adjust pixel settings to align with the guide in Adobe Photoshop.



**Images sized at 762 x 1100 pixels with a minimum resolution of 300 dpi will appear optimal and clear in the catalog.**

# Clothing Product Images Order (Tops)



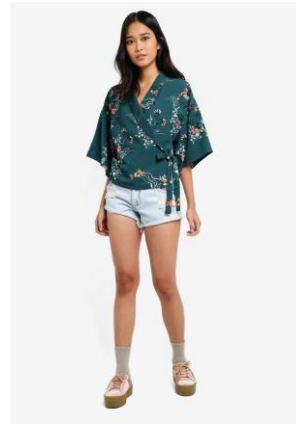
Main image: front view



Second image: rear view angle



Third image: Highlights of the product's unique selling points (can be captured from the sleeves, pockets, etc.)



Fourth image: full-body angle.

# Clothing Product Images Order (Bottoms)



Main image: front view



Second image: rear view angle



Third image: Highlights of the product's unique selling points (can be captured from the sleeves, pockets, etc.)



Fourth image: full-body angle.

# Hijab Product Images Order



Main image: front view



Second image: rear view, displaying the pattern



Third image: Highlights of the product's unique selling points (can be captured from the sleeves, pockets, etc.)



Fourth image: General overview of the product (optional)



# Swimwear Product Image Order



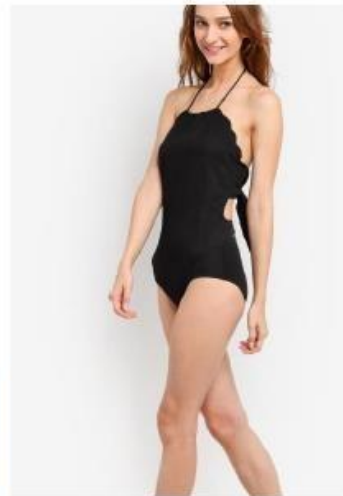
Main image: front view



Second image: rear view angle



Third image: Highlights of the product's unique selling points (can be captured from the sleeves, pockets, etc.)



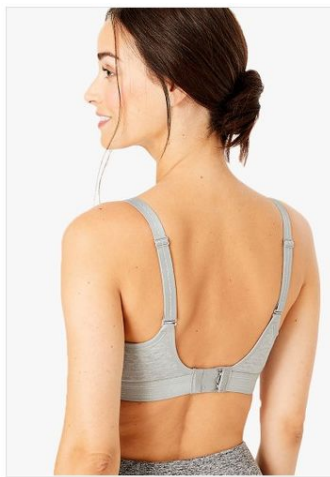
Fourth image: full-body angle.

**Models can still be used for swimwear, except for bustier and sheer items. Ghost mannequins remain acceptable.**

# Underwear Product Image Order



Main image: front view



Second image: rear view angle



Third image: Product details (optional)

## Example of rejected image



- **Model poses and expressions should be natural and straightforward.**
- **Indecent, vulgar, and sensual poses and expressions are prohibited.**



# Sequence of Bag Product Images



Main image: front view



Second image: viewed from a 45-degree angle



Third image: rear view angle



Fourth image: detailed close-up of the product features



Fifth image: Displaying the interior compartment of the bag

# Sequence of Shoe Product Images



Main image: wearing the right shoe, positioned 90 degrees sideways, natural lighting, eye level



Second image: right shoe, facing 45 degrees sideways, natural lighting, eye level



Third image: right shoe, facing back 45 degrees, natural lighting, eye level



Fourth image: Using the right shoe, facing forward 90 degrees (optional)

**Please use this angle guide for flat shoes and flat sandals**

# Flip Flop Product Image Order



Main image: Wearing the right sandal, facing forward 90 degrees, showing the insole.



Second image: wearing the right sandal, facing 90 degrees to the side, eye level.



Third image: wearing the right sandal, facing 45 degrees to the side, eye level (optional).



Fourth image: wearing the right sandal, facing backwards 45 degrees, eye level.



Fifth image: using both parts of the sandal, facing forward 45 degrees, eye level (optional)

- **The main image of the flip flop product must display the insole part which is the unique selling point of the product.**
- **Using the insole part for the main image only applies to flip flop products.**

# Watch Product Image Order



Main image: front view



Second image: Facing sideways 45 degrees (optional)



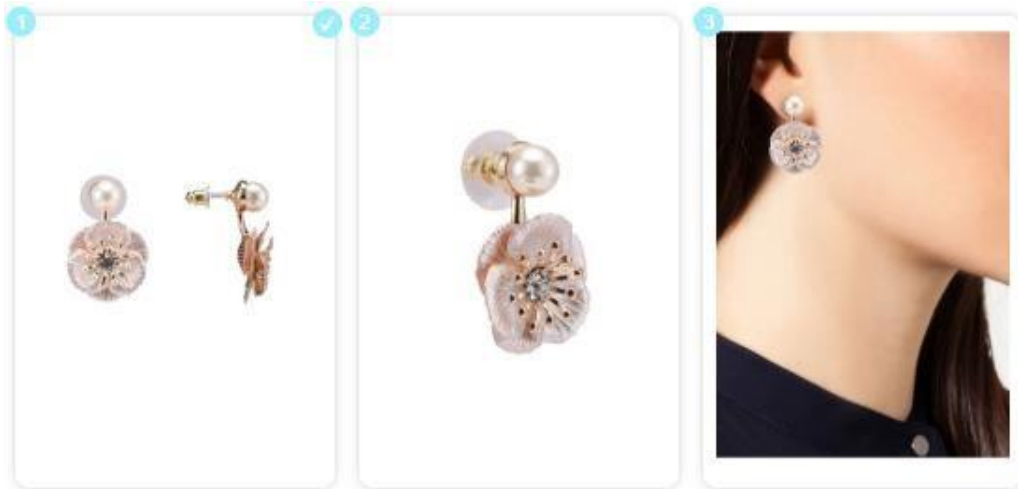
Third image: Facing left 90 degrees



Fourth image: rear angle, showing the buckle part

**If using an acrylic stand, do the image retouching process so that it is not visible.**

# Image Sequence for Jewelry Products



Main image: Facing the front, the product is centered and make sure it is clearly visible.

Second image: Showing product details

Third image: Image on model (optional)

**If using an acrylic stand, do the image retouching process so that it is not visible.**

# Image Sequence for Eyeglass Products



Main image: facing sideways 45 degrees



Second image: facing back 45 degrees



Third image: front angle



Fourth image: Close up shoot to show details (optional)



Fifth image: Product on model (optional)

**If using an acrylic stand, do the image retouching process so that it is not visible.**



# Image Sequence for Beauty Products



Main image: Product shot, showing the color of the product.



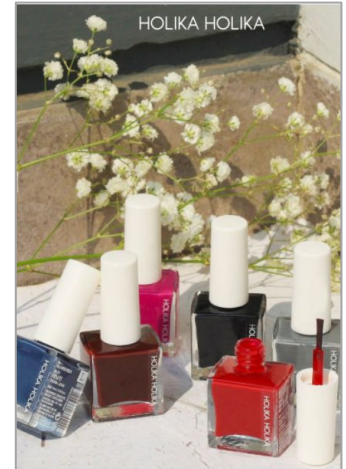
Video ads or How-to from Youtube



Additional information (color chart, product content, unique selling points)

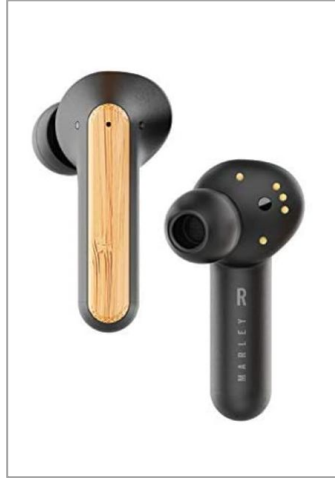


Additional information (color chart, product content, unique selling points)

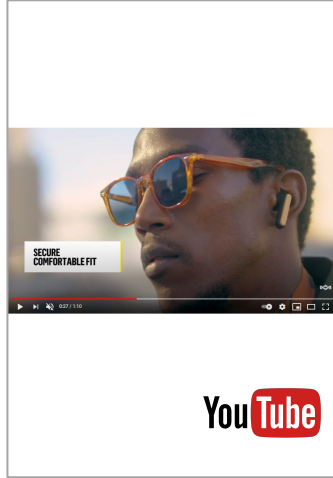


Additional information (color chart, product content, unique selling points)

# Image Sequence for Home & Lifestyle Products



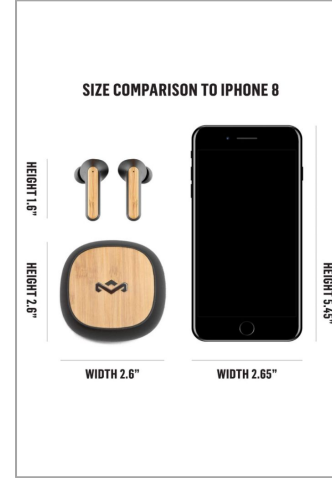
Product shot



Video ads or how-to from YouTube



Product specifications

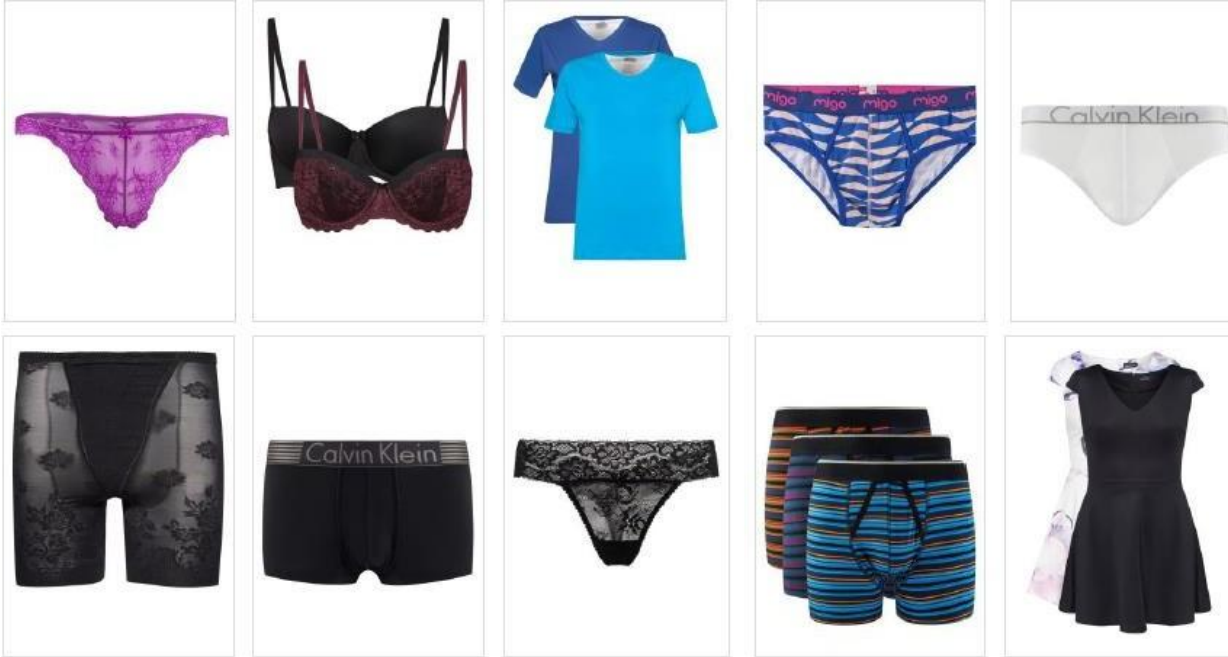


Additional information (size, features, unique selling points, product completeness)



Additional information (size, features, unique selling points, product completeness)

# Ghost Mannequin



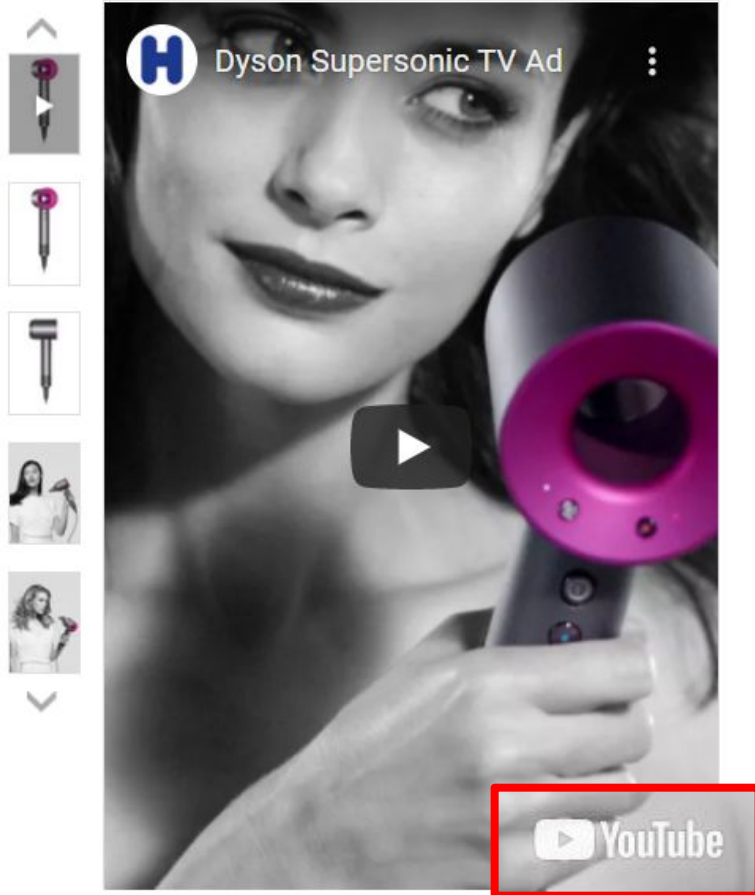
- The product must be photographed in a neat and perfect condition
- Position the product in the center
- Use a white background



# VIDEO UPLOAD GUIDELINE

## Video Guideline

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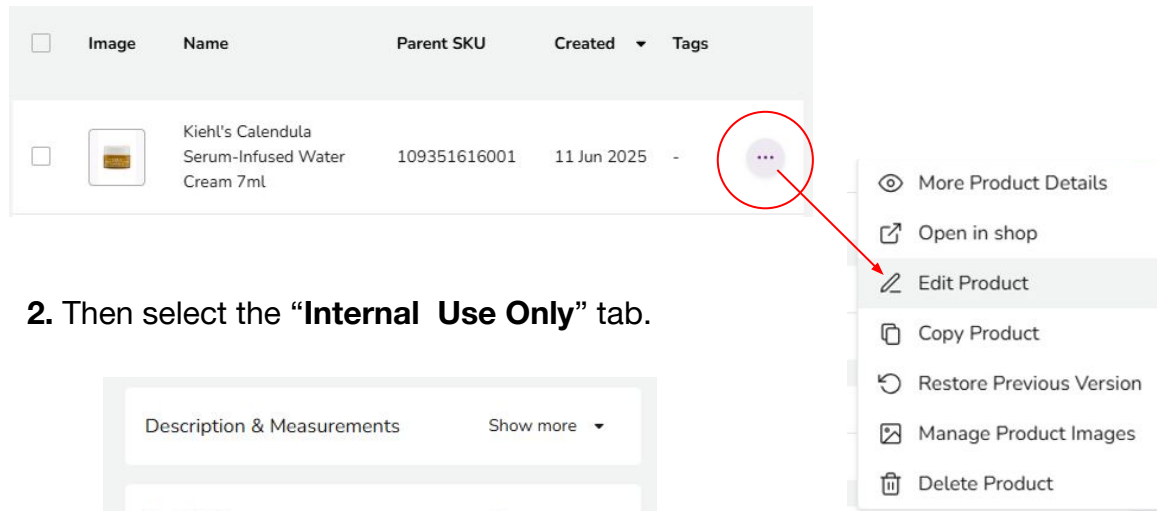


### Videos that can be processed are:

- Videos uploaded to the Youtube platform.
- The recommended video duration is less than 30 seconds.
- Videos are officially created and owned by the brand.
- Review or unboxing videos that are not from the brand cannot be processed.
- Make sure the video link matches the product on the SKU.
- Does not contain pornography, sensitive issues and is provocative.
- Produced professionally.

# How to Upload Video Links in Seller Center

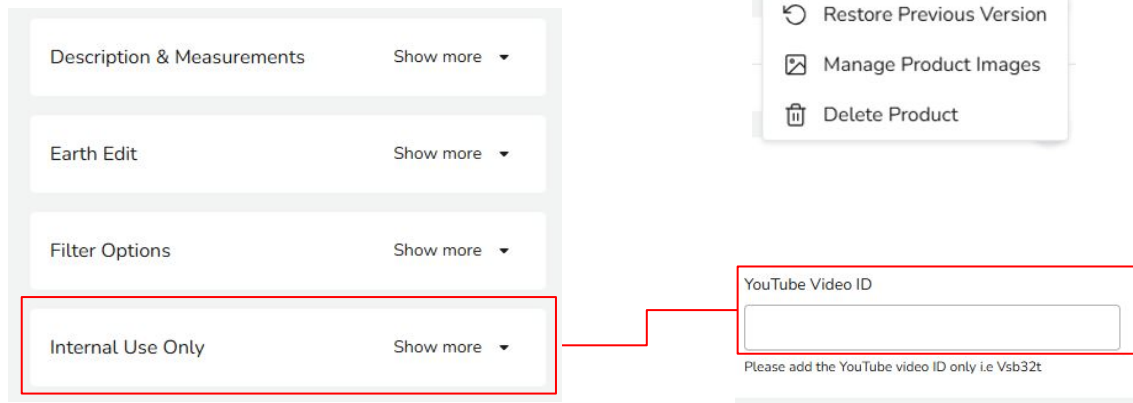
1. Click “**three dot icon**” to find the SKU to which you want to add the YouTube video, then Click “**Edit Product**”.



The screenshot shows a table of products in the Seller Center. The table has columns for Image, Name, Parent SKU, Created, and Tags. A red circle highlights the three-dot menu icon for the product 'Kiehl's Calendula Serum-Infused Water Cream 7ml'. A red arrow points from this icon to a dropdown menu that contains the following options: 'More Product Details', 'Open in shop', 'Edit Product' (highlighted), 'Copy Product', 'Restore Previous Version', 'Manage Product Images', and 'Delete Product'.

Image	Name	Parent SKU	Created	Tags
	Kiehl's Calendula Serum-Infused Water Cream 7ml	109351616001	11 Jun 2025	-

2. Then select the “**Internal Use Only**” tab.



The screenshot shows the 'Internal Use Only' tab selected in the Seller Center. A red box highlights the 'Internal Use Only' tab. A red arrow points from this tab to a form field labeled 'YouTube Video ID'. The form field is empty and has a red border. Below the form field, there is a note: 'Please add the YouTube video ID only i.e Vsb32t'.

Internal Use Only

YouTube Video ID

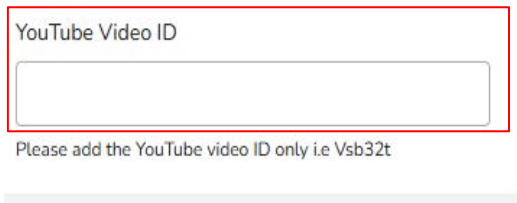
Please add the YouTube video ID only i.e Vsb32t



## How to Upload Video Links in Seller Center

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3. Scroll down to find the “YouTube Video Link” column.



YouTube Video ID

Please add the YouTube video ID only i.e Vsb32t

4. Enter the video ID (the last 11 digits of the video link in the red box) in the column.



5. When finished, click "**Submit.**" The SKU will be included in pending content and will be checked first by the QC team. If the video meets the criteria, it will be approved, and the SKU will return live in the catalog.



Save and Copy Submit



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