

A black and white photograph of a group of young people laughing and having fun in an urban setting with graffiti.

ZALORA PRODUCTION SERVICES

[Rate Card](#)

ZALORA PRODUCTION SERVICES

WHAT IS ZPS - ZALORA PRODUCTION SERVICES?

As one of the leading fashion e-commerce platforms in Southeast Asia, we provide our partners and numerous brands with professional studio photography and video production services, complemented by effective product content writing at competitive prices.

With ZPS, streamlining your product catalog, social media contents and campaign editorials has never been more efficient and impactful.



WHY CHOOSE ZPS?

Quality Online Product Catalog

Compelling fashion catalog photography combined with effective content writing that ensures consistent local language engagement.

Competitive Prices

Our production volume, standardized processes and refined efficiency let us provide market-leading value, delivering competitive rates versus traditional studios.

Simplified Operations

Simple from start to finish; clear templates and guides at onboarding, then once your samples arrive, scheduled shoots, reliable outputs, and on-time delivery—managed by the ZPS team.



Use of Professional Models

We work with experienced models, selected based on their suitability for the brand.

Proven to Improve Sales

Increase Conversion Rates and Click-Through Rates with our winning formula for online retail.

Customized Services

Let us know what you require and only pay for the services you need.

AVAILABLE SERVICES

- Catalog Photo & Video-shoot
- Catalog Add On / Product on Model
- Template Lifestyle Backdrop
- Content Writing & Translation
- Image Retouching
- Editorial Photo/Video-shoot
- Social Media Content Video
- Styling Guide
- FAQ
- Terms & Conditions
- Contact us

05
10
12
13
13
17
22
24
27
33
34



CATALOG PHOTO/VIDEO-SHOOT

Our catalog photoshoot are, by default based on ZALORA's guideline with up to **4 images per SKU** for apparels and **up to 5 images per SKU** for non-apparels including basic image retouching. And our catalog video shoot are, by default based on ZALORA's guideline with **1 video per SKU, ~8-15 seconds per video**.

We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

SERVICES	PHOTOSHOOT RATE	ADDITIONAL IMAGE RATE	VIDEO SHOOT RATE	VALUE DEAL PHOTO + VIDEO PACKAGE RATE
 Without Model	MYR 17 /SKU	MYR 5 /image	MYR 37 /video	
 With Adult Model	MYR 45 /SKU	MYR 12 /image	MYR 40 /video	MYR 85 MYR 60
 With Child Model	MYR 98 /SKU	MYR 25 /image	MYR 90 /video	MYR 188 MYR 150
 With Apparel Flat-lay / Z mannequin	MYR 19 /SKU	MYR 5 /image		

*To maintain our standard lead time, we require **a minimum of 50 SKUs per batch for adult model and 30 SKUs per batch for child model**. Smaller batches may experience longer processing times than SLA OR incur additional charges, especially for urgent deadlines or plus-size model.

CATALOG - With Model

Sample of ZALORA catalog guideline. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

- **Up to 4 images per SKU -**
Front, Back, Detail and Full Body
- Basic styling & model posing

TOP



BOTTOM



DRESS



CATALOG - With Ghost/Z mannequin/Cropped Head

Sample of ZALORA catalog guideline. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

- **Up to 4 images per SKU -**
Front, Back, Detail and Full Body
- Basic styling & model posing

FLAT LAY



Z MANNEQUIN



Kindly take note:

- **Z-Mannequin** means the apparel is photographed on a mannequin and superimposed onto a model image template.
- The final image **may not** appear fully natural/realistic.
- Model poses and angle are more static and limited.
- If you'd like to review more samples to assess quality and fit for your brand, please reach out to us.

CATALOG - Without Model

Sample of ZALORA catalog guideline. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

- **Up to 5 images per SKU -**
depending on product type
- POM available as separate service.

SHOE



BAG



ACCESSORIES



CATALOG - Product/Model Video

Sample of ZALORA catalog guideline. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

- ~10-15 seconds per product video
- ~8-10 seconds per model video

WITHOUT MODEL



WITH ADULT MODEL



WITH CHILD MODEL



CATALOG ADD-ON

Our Product-On-Model (POM) photoshoot are, by default based on ZALORA's guideline, which may or may not show model's face and includes basic image retouching. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

SERVICES	BASIC RATE	ADVANCE RATE
	POM - Adult Model	MYR 25 /image
	POM - Local Talent (cropped face)	MYR 15 /image
	POM - Child Model	MYR 60 /image
		MYR 55 /image
		MYR 35 /image
		MYR 135 /image

Basic Rate - typically for bags, eyewear and jewelry

Advance Rate - typically for shoes and watches

*Please note that for hygiene purposes, earrings are superimposed on model images.

ADD-ON SERVICES	RATE	RATE
	Template Lifestyle Background	MYR 400 /per set, 1 batch
	Additional Adult Model	MYR 3500 /day
	Additional Child Model	MYR 2000 /day
Customize props/backdrop		Please contact us for quote.

*To maintain our standard lead time for **POM photoshoot**, we require **a minimum of 90 SKUs per batch for adult model/local talent and 35 SKUs per batch for child model**. Smaller batches may experience longer processing times than SLA OR incur additional charges, especially for urgent deadlines or plus-size model.

CATALOG - Product On Model

Sample of ZALORA catalog guideline. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

POM WITH ADULT MODEL



WITH LOCAL TALENT (Cropped face)



POM WITH CHILD MODEL



- Mainly to showcase size of product
- Basic styling & model posing

CATALOG - Lifestyle Background

Samples of lifestyle background. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

- style only with existing studio props
- client may provide props to add in

MINIMALIST SET



HOME SET



COLOR BACKDROP



*Subject to ZALORA studio's prop availability and styling at our team's discretion

*Subject to available colors in our studio.

OTHER CATALOG SERVICES

Our content description writing and translation are, by default based on ZALORA's guideline, which are bullet point format. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

CONTENT WRITING SERVICES	RATE	IMAGE RETOUCHING SERVICES	RATE
English	MYR 4 /SKU	Cropping + Resizing only	MYR 0.50 /image
EN to HK Cantonese Translation	MYR 6 /SKU	Basic (minimal bg clean up only)	MYR 1 /image
Customize English Description	Please contact us for quote.	Advance (ghost mannequin, bg color change)	MYR 5 /image
		Complex	Please contact us for quote.

*Client may opt to send us samples or just product images for product description writing service. Please note that details/info may be limited based on what a writer could gather from the sample or product images only.

***For an accurate quotation and to better understand your retouching requirements, please provide a few sample images for our reference.**

CATALOG - Content Writing

Sample of ZALORA catalog guideline. We're happy to discuss any customize requirements you may have; please don't hesitate to contact us.

- Straight-forward info in bullet points
- Customize requirements may have additional charges

PRODUCT DESCRIPTION - ZALORA Guideline

GAP

Satin Print Slip Dress

About the Product

- Allover floral printed midi slip dress
- Unlined
- Scoop neckline
- Regular fit
- Slip on style
- Adjustable shoulder straps
- Sleeveless
- Polyester



TORY BURCH

Britten Chain Wallet with Wristlet (bb)

About the Product

- Solid tone pebbled leather wallet on chain
- Calf leather
- Top flap magnetic closure
- Lined interior
- 1 exterior back slot pocket
- 1 interior front slot compartment
- 1 interior slip pocket
- 1 interior zip pocket
- 6 interior card slots
- Removable semi chain shoulder strap
- Dimensions: L20cm x H11.5cm x W4cm
- Does not come with a warranty card



PRODUCT DESCRIPTION - Customize

ADIDAS

Samoa Shoes Dress

About the Product

- adidas originals
- Best for lifestyle
- Contrast tri stripe leather sneakers
- Leather upper
- Textile insole
- Rubber outsole
- Lightweight EVA midsole
- Round toe
- Lace up fastening



STREAMLINED SNEAKERS FOR EVERYDAY WEAR.

With a slim shape and sleek feel, the Samoa is a casual streetwear classic. These shoes have a leather upper with contrast 3-stripes and a Trefoil logo on the tongue. The rubber toe bumper is a Samoa signature. Everything rides on an EVA midsole for all-day comfort.

CATALOG - Product Description Translation

Sample of ZALORA product description's translation from English to Hong Kong Cantonese. We're happy to discuss any customize requirements you may have; please don't hesitate to contact us.

- Straight-forward info in bullet points
- Customize requirements may have additional charges

DESCRIPTION TRANSLATION - ZALORA Guideline

Tommy Hilfiger

Suede Varsity Bomber Jacket - Tommy Mainline

About the Product

- Logo applique with striped suede bomber jacket
- Bomber neckline
- Lined
- Relaxed fit
- Front buttons fastening
- Long sleeves with ribbed cuffs
- 2 side pockets
- Cotton blend



Tommy Hilfiger

Varsity 麂皮飛行外套 - Tommy Mainline

關於商品

- 商標間條麂皮飛行外套
- 飛行員領
- 有內襯
- 寬鬆剪裁
- 前鈕扣設計
- 長袖連羅紋袖口
- 兩側口袋
- 混棉



CATALOG - Image Retouching

Kindly send us samples of your images to review which level of image editing it requires. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

CROPPING + RESIZING



BASIC



ADVANCE



- We offer general editing mainly cater to catalog images
- For complex image retouching, please reach out to us for review and quotation.

EDITORIAL PHOTO/VIDEO-SHOOT

Our Editorial Photoshoot per day is able to output **up to 8 final images** with or without adult model and **up to 6 final images** with child model depending on the requirements. And our Editorial Video-shoot per day is able to output **up to 3 videos, 20 seconds each** with or without adult model and **up to 2 videos, 15 seconds each** with child model depending on the requirements.

SERVICES	Z-STUDIO RATE	ON-SITE RATE
	Without Model	MYR 2500 /day
	With 1 Adult Model	MYR 6000 /day
	With 1 Child Model	MYR 4500 /day
	Additional Adult Model	MYR 3500 /day
	Additional Child Model	MYR 2000 /day
		MYR 4500 /day
		MYR 3000 /day

Kindly take note:

- Rates are for either /day photoshoot only OR /day video-shoot only.**
- On-site rates do not include any applicable location or external fees.
- Props or backdrops, if required, may incur additional charges unless supplied by the client
- If your requirements exceed the standard daily output or complexities require more than one day of shooting, additional charges may apply.

EDITORIAL - Without Model



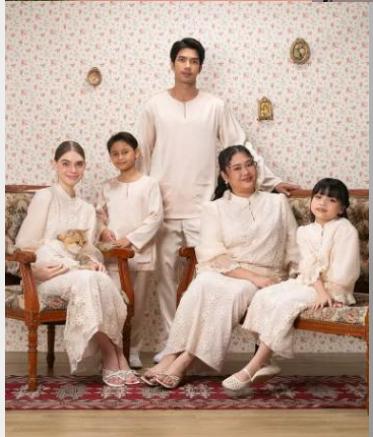
EDITORIAL - On-Site



EDITORIAL - On-Site (paid location)



EDITORIAL - ZALORA Studio



SOCIAL MEDIA CONTENT VIDEO

Spotted a viral trend or planned your next campaign? Share your brief with us—ZPS will handle the production, delivering polished content ready for your social channels. Each **product video is approximately 10–15 seconds**, and each **model video is around 10 seconds**. Any longer videos may incur additional charges.

SERVICES	BASIC CONTENT RATE	STANDARD CONTENT RATE	ADD MODEL RATE	
	Without Model	MYR 600 /2 videos	MYR 760 /video	-
	With 1 Adult Local Talent	MYR 900 /2 videos	MYR 1100 /video	MYR 520 /video
	With 1 Adult Model	MYR 1900 /2 videos	MYR 2300 /video	MYR 1700 /video
	With 1 Child Model	MYR 1300 /2 videos	MYR 1600 /video	MYR 960 /video
	Additional Horizontal/ Vertical Format	MYR 290 /video	MYR 290 /video	-

What's the difference between Basic and Standard Content?

- 'Basic' should be simple and straightforward production that doesn't require additional day of prepping.
- 'Standard' usually requires additional 1 day to prep before the actual shooting day.

*refer next page for sample videos

SOCIAL MEDIA - Content Videos

Sample of social media content videos produced for ZALORA or brands. We're happy to discuss any alternative requirements you may have; please don't hesitate to contact us.

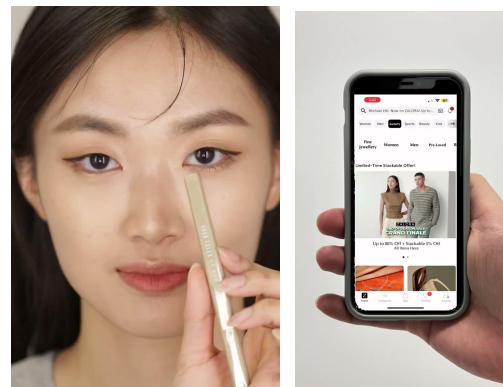
BASIC CONTENT

unboxing . teaser/BTS . slideshow (with existing images)



STANDARD CONTENT

tutorial . styling . viral trend . about business



- ~10-15 seconds per product video
- ~10 seconds per model video

STANDARD CONTENT

review . promotional . challenge video



STYLING GUIDE

At ZALORA, we strive to deliver exceptional studio production services tailored to your needs. To help you get the most out of our offerings, we've outlined which styling requests are covered under our standard service and **which may require special arrangements or additional fees**.



To maintain consistency, efficiency, and competitive rates, our standard service includes:

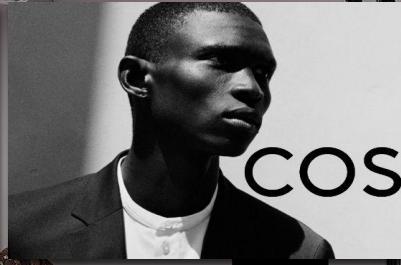
- Styling, hair, and make-up following ZALORA's established guidelines, best practices, and using our available studio wardrobe and accessories
- Basic garment preparation (e.g., steaming, minor adjustments)
- Standard product presentation in line with ZALORA's catalog guidelines

Please note:

Requests for specific pairings, unique styling, or certain garment categories may incur additional charges.

For full details, please refer to our comprehensive styling guide [here](#).

BRAND PARTNERS



CLIENT TESTIMONIALS

Our clients' success stories highlight the excellence of ZALORA Production Services. Trusted by leading brands, we consistently deliver outstanding results and exceptional experiences, which is why they continue to choose our team for their projects.

“

Love the efficiency and quality produced.

”

“

The overall presentation, model look, pose & feel including make up and hair-do matched with the brand image.

”

CKCALVIN KLEIN

Tan Yuan Yun

- Commercial Wholesale of CK Calvin Klein -



Hazel H

- Founder of My Fame Diva -

“

Our sales increased due to the right model choice.

”

“

Photoshoot was done professionally in a timely manner and the outcome does help to boost up sales. I don't have to worry about my monthly shoot as Zalora ZPS team is always there to assist.

”

Kehati

Ryan Lobo Angeles

- Operations Manager of Kehati -



COLOURS OF THREAD

Nurul A.

- Director of Colours of Thread -



FAQs TERMS & CONDITIONS

FAQs

1 HOW LONG DOES IT TAKE TO COMPLETE A ZPS REQUEST?

Once your samples or images arrive at our Malaysia Production studio, it may take 3-10 working days to complete a ZPS request depending on the batch volume, model availability and customize request, if any, provided there's no issue with the samples or images (mismatch SKU, missing file, etc.). Editorials may take up to 20 working days depending on Client's requirement as recce, sourcing and planning takes more time.

2 WHICH PRODUCTS ARE SUITABLE FOR ZPS?

Our expertise is mainly on fashion products such as apparel, shoe, bag and fashion accessories. For jewelries, kindly refer to our sample images in the ZALORA guideline as a reference to the limited quality we produce as jewelries tend to be more difficult to handle. Should you have any non-fashion products that would like to engage with ZPS, don't hesitate to contact us.

3 DO YOU HAVE A MINIMUM NUMBER OF SKUS REQUIREMENT?

We advise to send us a minimum of 50 SKUs per batch for services involving any model. Lower quantities may risk delays in lead time exceeding our standard SLA. A minimum of 50 SKUS for plus size model and 30 SKUs for child model is strictly required. Shall you require shorter lead time and/or unable to fulfill the minimum quantity, ZALORA may impose additional charges.

4 ARE THERE ADDITIONAL CHARGES IF I REQUIRE DIFFERENT GUIDELINES THAN ZALORA'S?

There may or may not be additional charges depending on your requirements. Please do not hesitate to reach out to us and we will review the cost and effort to provide you with the customized rates, case to case basis.

FAQs

5

WHEN WILL CLIENTS BE CHARGED FOR ZPS?

For Clients that are ZALORA partners (Marketplace Sellers, outright brands), ZPS fees are charged only after the production service has been completed.

6

HOW ARE ZPS FEES BILLED TO CLIENTS?

Upon completion of the ZPS, Clients will receive an invoice via email for payment. As for Clients who are Sellers (ZALORA partners), the fees are charged to the Seller's Account Statement in their respective Seller Center and will be deducted from sales for the month in which the billing occurs once the ZPS request has been processed and, if applicable, QC approved in the Seller Center.

7

CAN I UTILIZE THE IMAGES / VIDEOS / CONTENT PRODUCED FROM ZPS FOR EXTERNAL USE?

Clients may only utilize or display content on online platforms limited to their official 'brand.com,' the brand's official social media, and e-commerce websites under the brand's official account (e.g., ZALORA, LAZADA, Shopee, Tokopedia) worldwide. For offline usage inquiries, please contact us directly.

8

WHAT IS THE SIZE OF THE CATALOG IMAGES/VIDEOS PRODUCED?

Images output are at 762 x 1100 pixels, 300 dpi in accordance with ZALORA's guidelines by default. If you have specific dimension preferences, please inform us before production begins.

FAQs

9 HOW ARE SAMPLES DELIVERED FOR ZPS?

Malaysia (MY) Clients

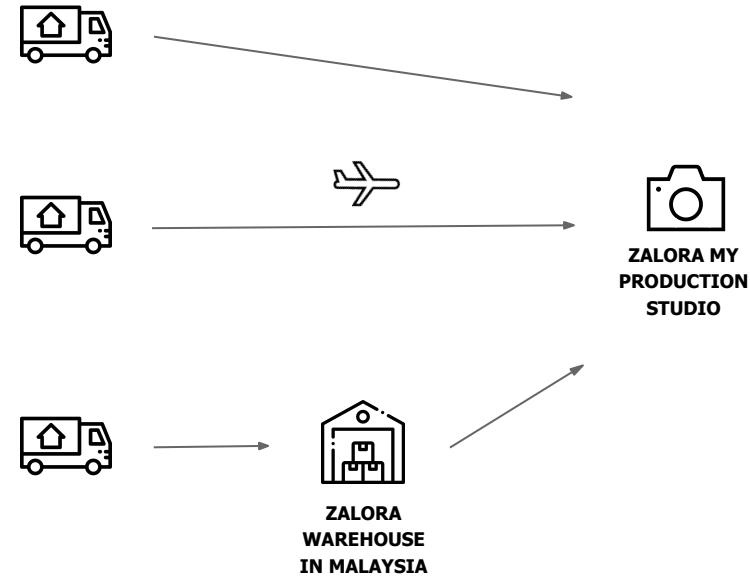
The Client sends the samples directly to MY production studio.

Non-MY Clients/Dropship Sellers

The Client sends the samples directly to MY production studio.

Fulfilled-by-ZALORA (FBZ) Sellers

ZALORA will retrieve the samples when you deliver your stock to our ZALORA MY Warehouse.



FAQs

10

HOW ARE SAMPLES RETURNED AFTER ZPS REQUEST HAS BEEN COMPLETED?

Malaysia (MY) Clients

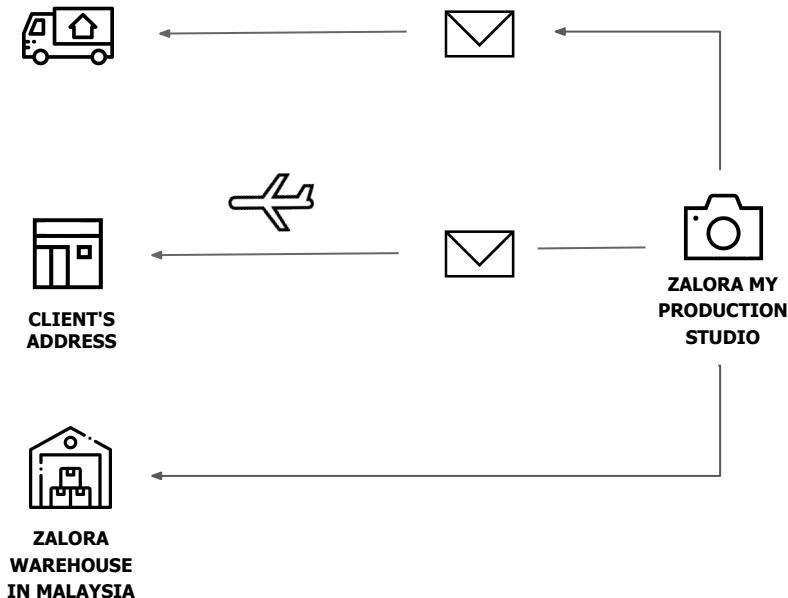
Clients will be notified by email to arrange for the pick up and return of their samples from the MY Production Studio at their own expense.

Non-MY Clients/Dropship Sellers

Clients will be notified by email to arrange for the pick up and return of their samples from the MY Production Studio at their own expense.

Fulfilled-by-ZALORA (FBZ) Sellers

The samples will be returned to our ZALORA MY Warehouse and processed as stock for listing.



FAQs

11

WHAT HAPPENS TO SAMPLES THAT ARE NOT PICKED UP BY THE CLIENT WITHIN THE ALLOCATED TIME?

ZALORA may process uncollected/without return instructions samples in a manner it considers appropriate, including but not limited to disposal, donation, or recycling, without further liability.

12

WHAT SHOULD I EXPECT FROM ZALORA CATALOG GUIDELINE?

Our team adheres to ZALORA's Catalog and Styling Guidelines, which can be viewed [here](#) and [here](#).

13

ARE IMAGES SUFFICIENT TO CREATE DETAILED PRODUCT DESCRIPTION?

Our writers can create description based on the images provided, which may limit the level of detail. We recommend that Clients provide additional information that is not visible in the images. Please note that certain specifics, such as whether a shoe is suitable for training, running, or hiking, or details about features like 'Nike Dri-FIT technology fabric', may be challenging to ascertain even with a physical sample.

CAN'T FIND WHAT YOU ARE LOOKING FOR OR HAVE QUESTIONS/FEEDBACK?

Let us know via ZALORA's [Seller Center Contact Form](#). We're always eager to improve our service for you!

TERMS & CONDITIONS

1. Clients are required to deliver samples on the agreed upon date and time, as advised via Seller Help Desk.
2. Once samples or images are received at the ZALORA e-Production Studio in Malaysia, the standard production time is within ten (10) business days. For significantly large volumes, editorials or during our peak season, we will provide specific timelines accordingly. (This excludes the time frame to return the samples). Samples being less than advised minimum quantity may result in delay of service, in order to consolidate resources.
3. Samples delivered to ZALORA shall be in an acceptable condition for the purposes of the ZPS being clean, complete with packaging, not excessively wrinkled, and packed in an acceptable manner to avoid damage.
4. ZALORA will not be liable for any item loss/damaged during transit to and from ZALORA for transportation of goods arranged by Client.
5. Samples shall be clearly labelled with barcode generated code, showing the complete style number and ZALORA SKU Code.
6. ZALORA reserves the right to not render ZPS in the event that Samples are not provided in accordance to the conditions stated above; including Samples that are incomplete or do not match the SKU Codes as declared in the RPF.
7. Samples will be handled with care during the photo/video shoot. However, make-up stains or other minor defects will undoubtedly occur amid production process. Tags/packaging, if any, will also be removed. In the event of defects occurred such as but not limited to minor stains, loose threads or used-signs, samples are not permitted for reimbursement.
8. Upon completion of the production services, ZALORA will repack the samples into the original packaging provided by the client. If the packaging is not resealable, ZALORA will return the samples without packaging, making reasonable commercial efforts to ensure their safe return.
9. Clients must arrange for the outbound shipping and return of samples within three (3) business days from the scheduled release date from the ZALORA e-Production Studio, at their own expense. If the client fails to do so within the specified time frame, and after one reminder from ZALORA, ZALORA reserves the right to dispose of the samples at its sole discretion without further notice to the Client.
10. ZALORA aims to provide high-quality production services through ZPS. However, satisfaction with the results is subjective and may vary. By using ZPS, clients agree to accept the production output as is and waive any claims against ZALORA for dissatisfaction based on personal preferences or style guide that were not clearly communicated following ZALORA's ZPS Style Guide. Any concerns should be communicated promptly, and ZALORA will address them within the scope of the original service agreement.
11. Clients are permitted to use or display image/video created via ZPS exclusively on their official brand website, the brand's social media channels, and e-commerce platforms under the brand's official account (e.g., ZALORA, LAZADA, Shopee, Tokopedia, ASOS) worldwide. For any other use, including offline or other online platforms, additional charges may apply and Clients must obtain prior written consent from ZALORA. Failure to do so may result in ZALORA taking appropriate action including but not limited to legal measures, to protect its rights and interests.

WHAT'S NEXT?

Enquire via
[ZPS Request Form](#)