

ZALORA

**Zalora Interactive
Store (ZIS)**



Zalora Interactive Store

Adding New ZIS

Enhance your store profile by decorating your shop to make your shop's appearance more attractive to customers on ZALORA Marketplace.

ZIS Components

What needs to be filled in:

A. Logo and Header

B. Storefront:

- Single Banner
- Poster
- Carousel / Slide banner
- Video

Saving & Publishing ZIS

Things that need to be done so that ZIS can be successfully displayed

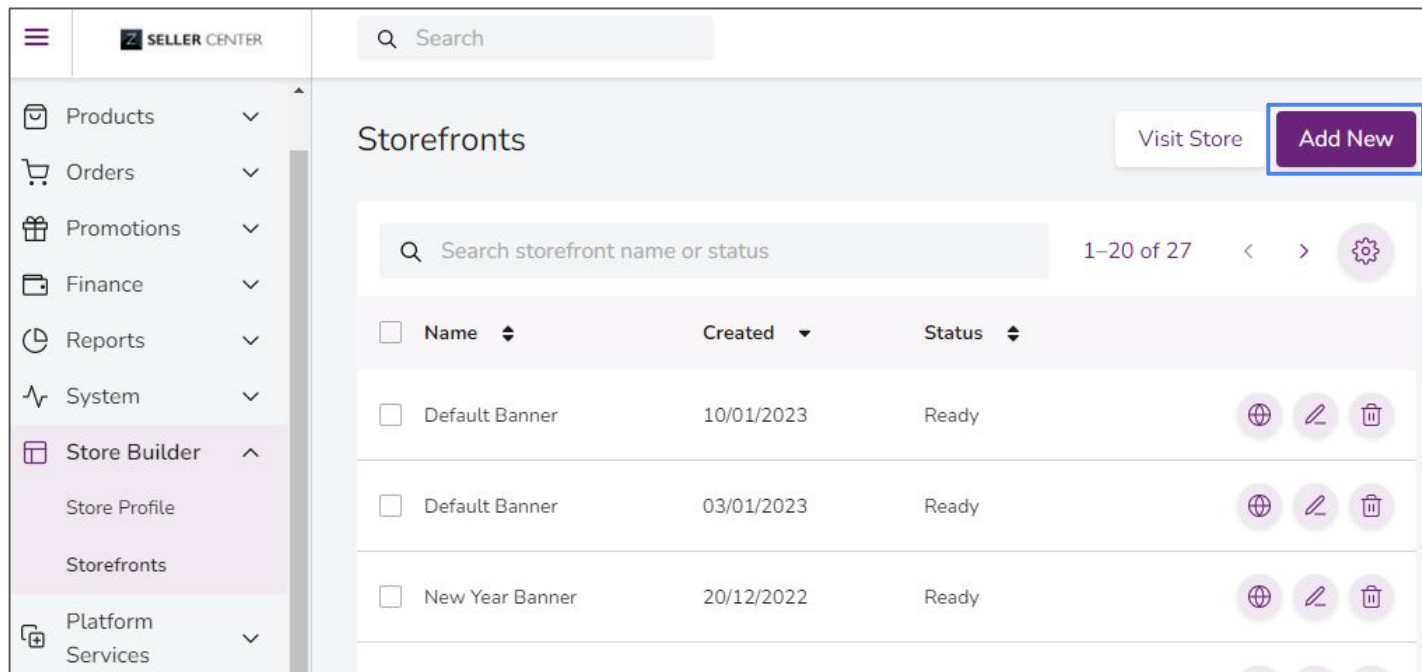
ZALORA

Adding New ZIS












Adding New ZIS (1/2)

1 Home > Store Builder > Storefronts > **Add New**



The screenshot shows the Seller Center interface. On the left is a navigation menu with categories like Products, Orders, Promotions, Finance, Reports, System, Store Builder, and Platform Services. The 'Store Builder' section is expanded, showing 'Store Profile' and 'Storefronts'. The main content area is titled 'Storefronts' and features a search bar, a 'Visit Store' button, and a highlighted 'Add New' button. Below this is a table listing storefronts with columns for Name, Created, and Status, along with action icons for each row.

<input type="checkbox"/>	Name	Created	Status	
<input type="checkbox"/>	Default Banner	10/01/2023	Ready	  
<input type="checkbox"/>	Default Banner	03/01/2023	Ready	  
<input type="checkbox"/>	New Year Banner	20/12/2022	Ready	  

1

Adding New ZIS (2/2)

2 Fill in the storefront name as needed

3 Select the template you want to use. There are 4 templates available, namely:

A. Campaign

- Focus on banner design
- Suitable for sellers who want to hold a campaign / promotion

B. Products

- Focus on providing product recommendations to customers
- Featuring new products, editor's picks and best sellers

C. Brand Story

- More placements available

D. Your Own Design

- Sellers can create and independently manage the placements they will use.

Or you can use a template that you have created before by clicking **'From existing storefronts'**.

4 Click **'Create'**

The screenshot shows the 'New Storefront' page in a web application. At the top left is a back arrow and the text '< Storefronts'. The main title is 'New Storefront'. In the top right corner, there is a 'Create' button. The page is divided into two main sections. The first section, labeled '1. Enter the name of your storefront', contains a text input field labeled 'Storefront name'. The second section, labeled '2. Select a template or an existing storefront to get started', is titled 'From templates' and displays four template cards: 'Campaign', 'Product', 'Brand story', and 'Your own design'. Each card has a preview image and a list of bullet points describing its features. At the bottom of this section, there is a button labeled 'From existing storefronts'. A '4' in a circle is positioned in the top right corner of the interface, pointing towards the 'Create' button.

ZALORA

ZIS
Components



ZIS Components - Upload Header & Logo (1/2)

1 Home > Store Builder > Storefronts > Add New > Create

The screenshot shows the ZIS Store Builder interface. On the left is a navigation sidebar with the following items: Home (selected), Catalog, Orders, Promotions, Finance, Reports, Zalora Ads Platform, System, Store Builder (expanded), Store Profile, Storefronts, and Platform Services. The main content area is titled '< Storefronts' and shows a preview of a storefront header for 'ZALORA PH Test'. The header features a large black banner with the word 'ZALORA' in white, sans-serif capital letters. A circular logo with a white 'Z' on a black background is positioned to the left of the banner. To the right of the banner, there are edit and warning icons, and a purple 'Save' button.

ZIS Components - Upload Header & Logo (2/2)

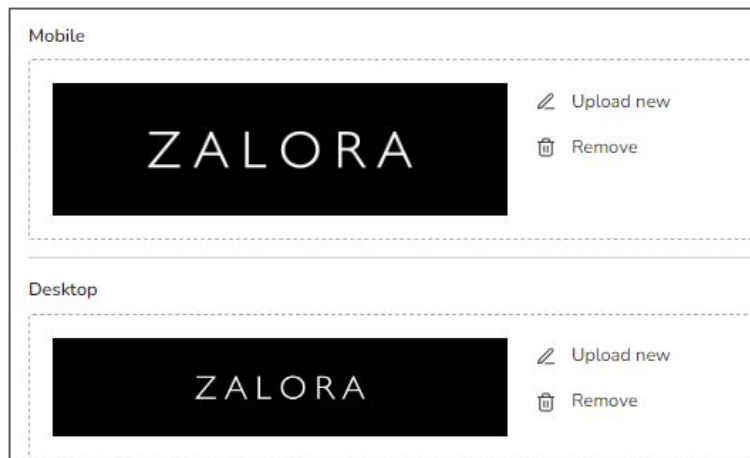
2 Upload each component

- **Header Mobile**

Minimum size: 720 x 208 px

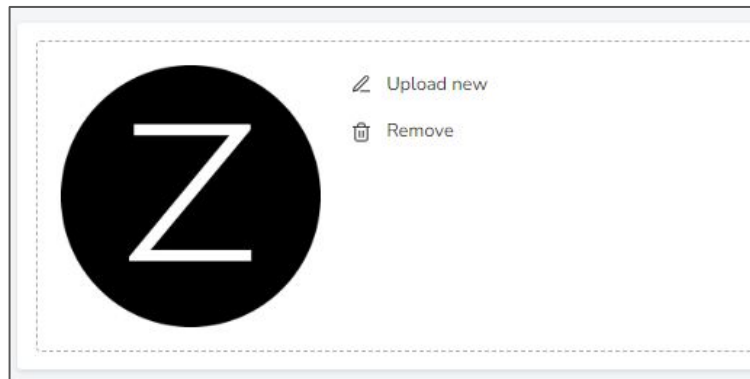
- **Header Desktop**

Minimum size: 1280 x 278 px



- **Logo**

Minimum size: 224 x 224 px



ZIS Components - Upload Storefront (1/5)

1 Drag and drop the components you want to use into the center of your seller center page.

The screenshot displays the ZIS Storefront Builder interface for a storefront named "ZALORA PH Test". The interface is divided into three main sections:

- Left Sidebar:** A navigation menu with the following items: Home, Products, Orders, Promotions, Finance, Reports, System, Store Builder (highlighted), Store Profile, Storefronts, and Platform Services.
- Main Content Area:** The storefront preview for "ZALORA PH Test". It features a large black banner with the "ZALORA" logo in white. Below the banner is a navigation bar with "HOME", "PRODUCTS", and "SALES" tabs. Underneath is a "PROMOTIONS" section with a placeholder box, and a "NEW ARRIVALS" section with a grid of product placeholders. A circled "1" is placed in the center of the main content area, with an arrow pointing to the "Components" panel on the right.
- Right Panel:** A "Components" panel titled "Components" with the instruction "Drag and drop the components and edit them to decorate your store". It contains four component options: "Single banner", "Poster", "Video", and "Carousel".

ZIS Components - Upload Storefront (2/5)

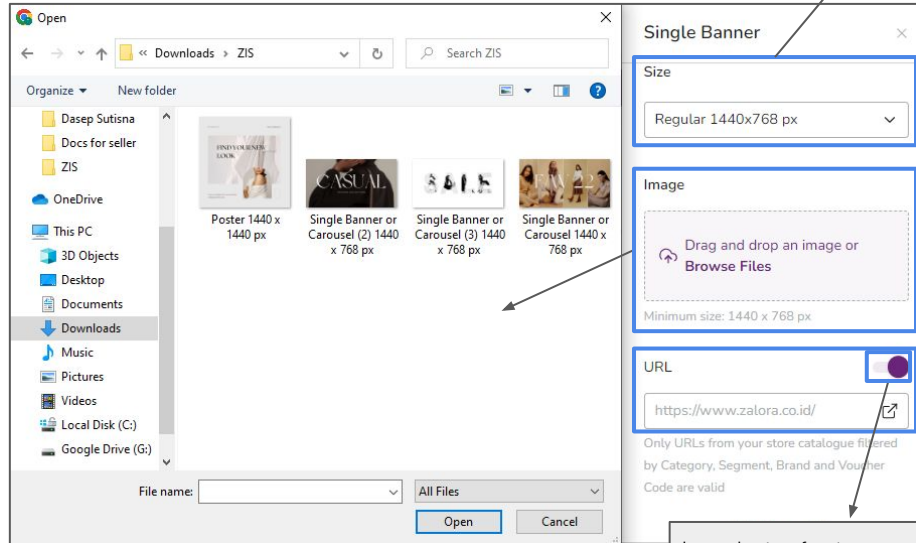
Single Banner

Poster

Carousel / Slide Banner

Video

- 1 Select the **'Size'** to use
- 2 Select **'Image'** according to the size you have chosen
- 3 Enter the **URL link** if there is one
- 4 Click **'Apply'**

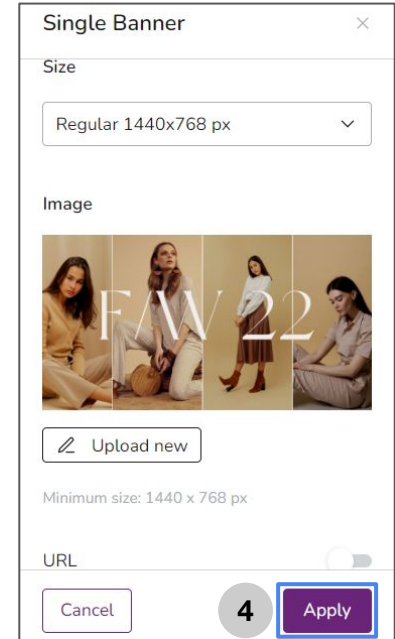


1

2

3

In each storefront component, sellers can insert URL links.



4

ZIS Components - Upload Storefront (3/5)

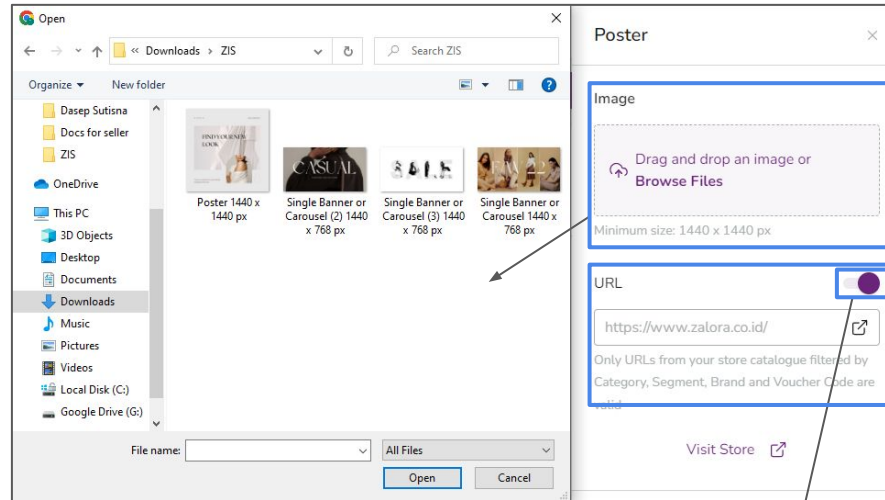
Single Banner

Poster

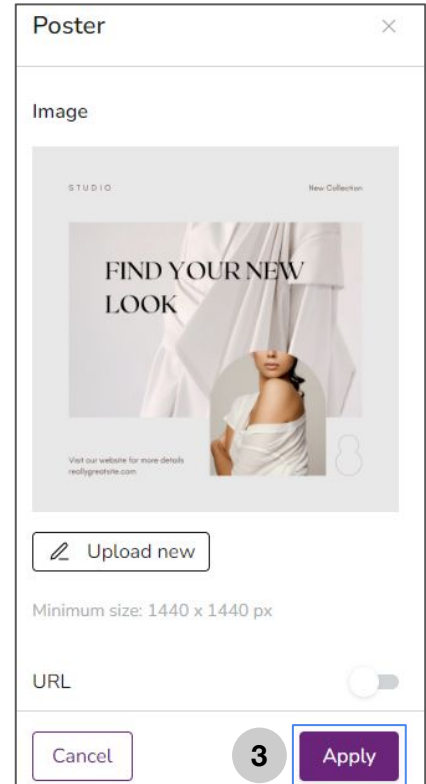
Carousel / Slide Banner

Video

- 1 Select the **'Image'** to be used
- 2 Enter the **URL link** if any
- 3 Click **'Apply'**



In each storefront component, sellers can insert URL links.



ZIS Components - Upload Storefront (4/5)

Single Banner

Poster

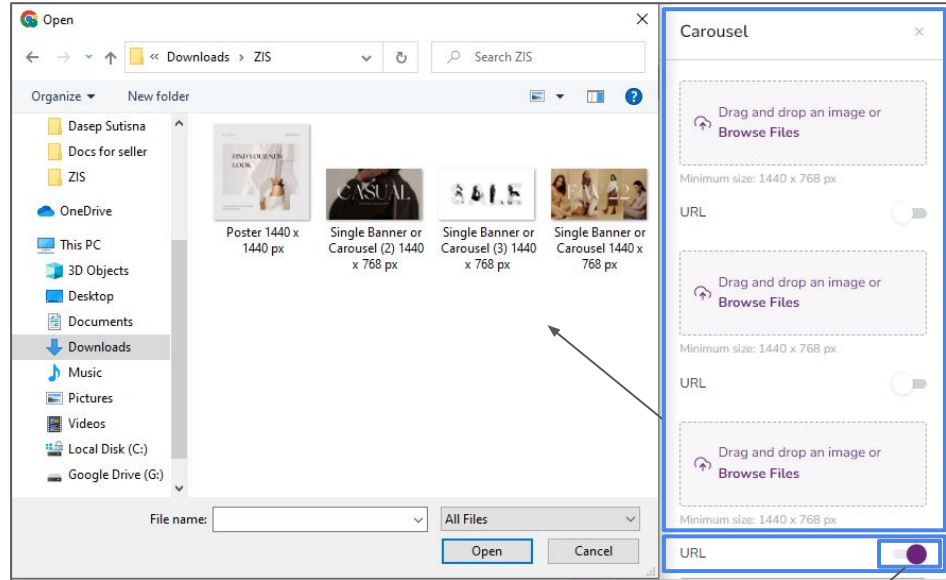
Carousel / Slide Banner

Video

1 Select the **'Image'** to be used

2 Enter the **URL link** if any

3 Click **'Apply'**



1

2

In each storefront component, sellers can insert URL links.



3

ZIS Components - Upload Storefront (5/5)

Single Banner

Poster

Carousel / Slide Banner

Video

1 Select **'Source'** > Youtube

2 Enter **URL link**

3 Click **'Apply'**

Video ×

Source

1 Youtube ▼


2 <https://>

Video ×

Source

Youtube ▼

https://youtu.be/2ySes_Uc6wY



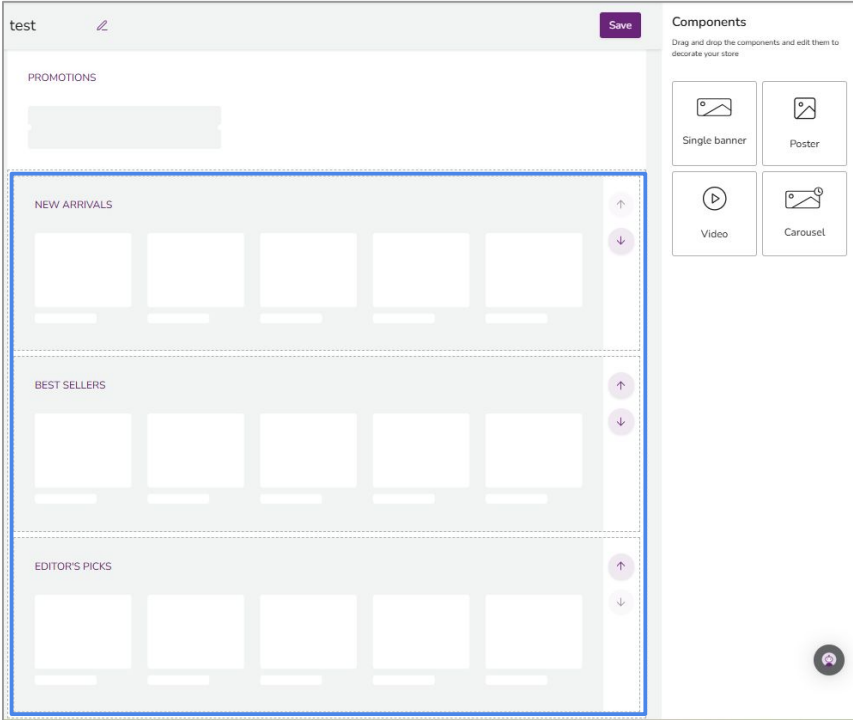
Cancel Apply

3

Storefronts (New Arrival, Best Seller, Editor's Pick)

Storefront Homepage Settings

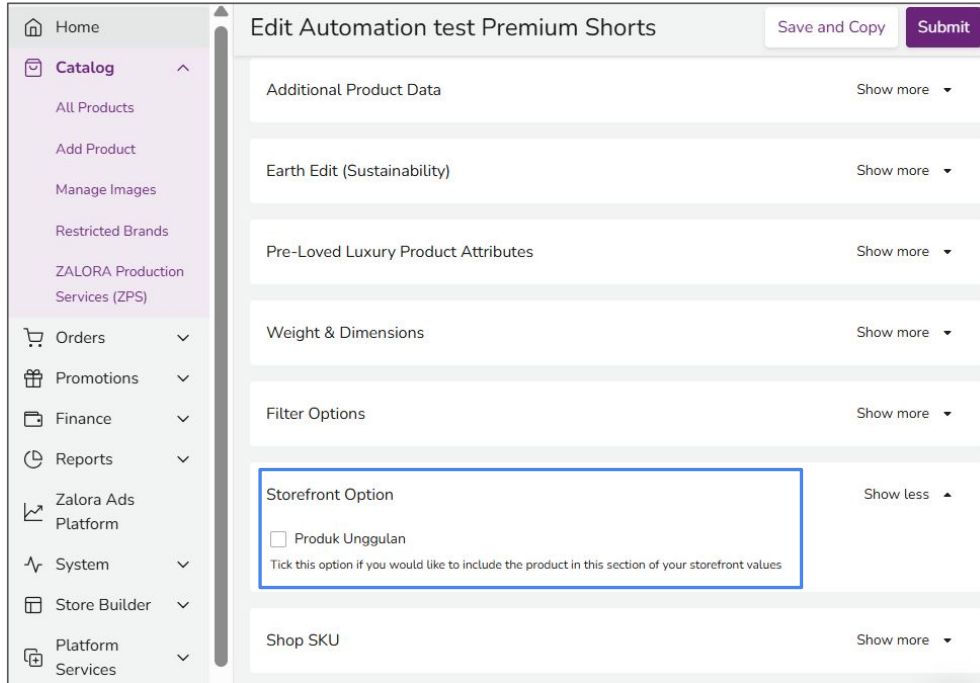
- **New Arrival and Best Seller** will be automatically filled by the system.
- For the Editor's Pick section, sellers need to select 8 featured products.
- The selected products will be displayed on the store homepage under the Editor's Pick section.



Storefronts (Editor's Pick) - How to Set Featured Products

Select your featured products under **Catalog > Additional Information > Storefront Option**.

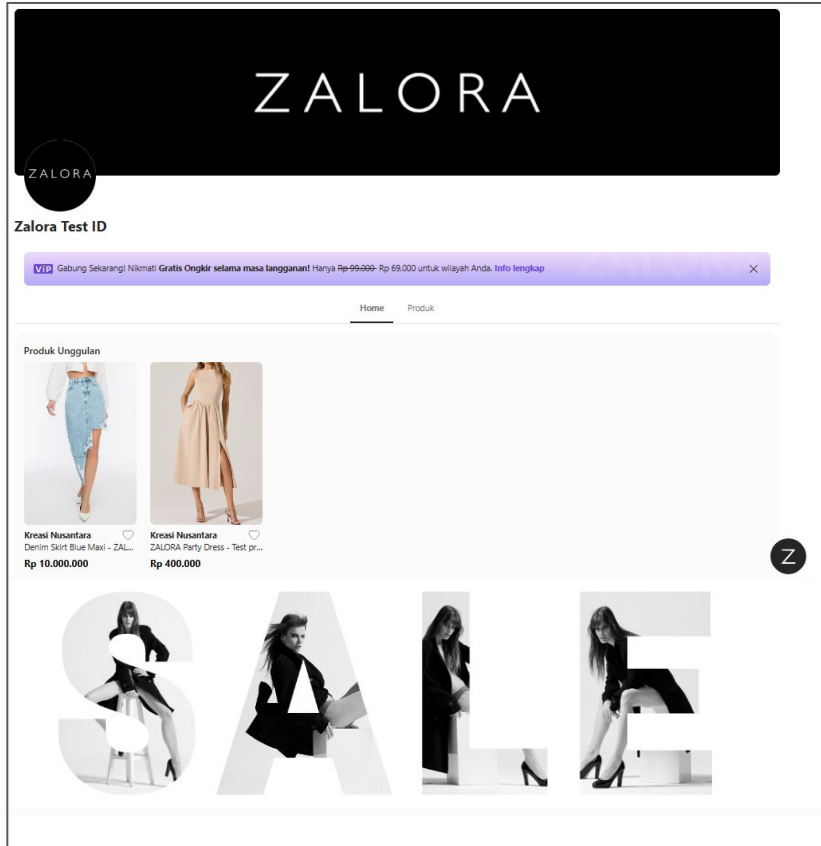
Tick the Featured Product checkbox in the Storefront Option section to mark the product as featured on your storefront.



The screenshot displays the 'Edit Automation test Premium Shorts' page in the ZALORA system. The left sidebar contains navigation options: Home, Catalog (expanded), Orders, Promotions, Finance, Reports, Zalora Ads Platform, System, Store Builder, and Platform Services. The main content area shows various product data sections, each with a 'Show more' or 'Show less' link. The 'Storefront Option' section is highlighted with a blue box and contains a checkbox labeled 'Produk Unggulan' and the instruction: 'Tick this option if you would like to include the product in this section of your storefront values'. The 'Submit' button is visible in the top right corner.

Section	Action
Additional Product Data	Show more
Earth Edit (Sustainability)	Show more
Pre-Loved Luxury Product Attributes	Show more
Weight & Dimensions	Show more
Filter Options	Show more
Storefront Option	Show less
Shop SKU	Show more

Storefronts (Editor's Pick) - How to Set Featured Products



To display featured products on the store page, you must enable the Storefront/Store Banner in the Store Builder menu.

Once the store banner has been successfully uploaded, the featured products will automatically appear on the store page.

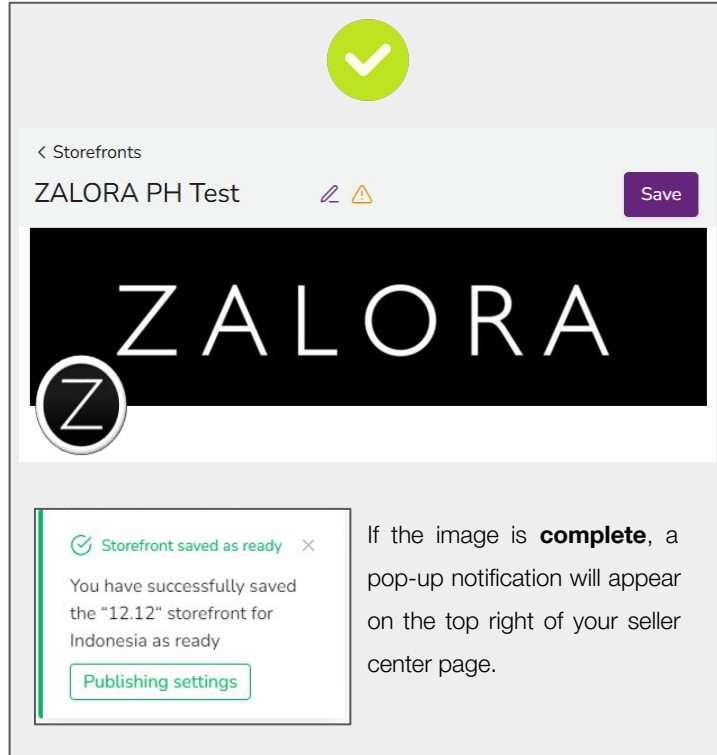


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Saving & Publishing ZIS

Saving & Publishing ZIS (1/5)

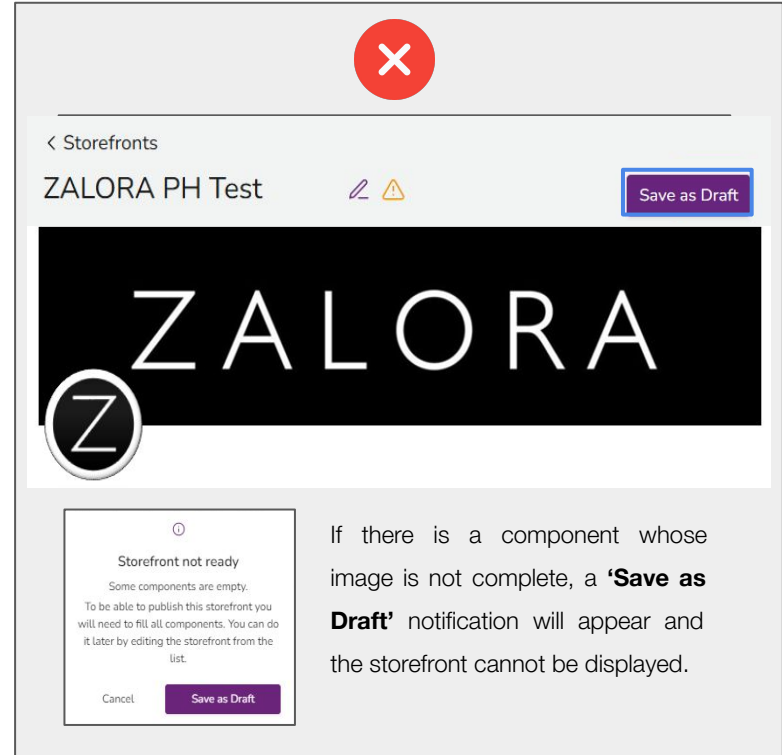
1 After successfully uploading the image into the component, click **'Save'**



The screenshot shows the storefront editor interface for 'ZALORA PH Test'. At the top, there is a green checkmark icon. Below the header, the storefront preview displays the 'ZALORA' logo on a black background. A purple 'Save' button is visible in the top right corner. A notification box at the bottom left contains the following text: 'Storefront saved as ready', 'You have successfully saved the "12.12" storefront for Indonesia as ready', and a 'Publishing settings' button.

If the image is **complete**, a pop-up notification will appear on the top right of your seller center page.

1



The screenshot shows the storefront editor interface for 'ZALORA PH Test'. At the top, there is a red 'X' icon. Below the header, the storefront preview displays the 'ZALORA' logo on a black background. A purple 'Save as Draft' button is visible in the top right corner. A notification box at the bottom left contains the following text: 'Storefront not ready', 'Some components are empty.', 'To be able to publish this storefront you will need to fill all components. You can do it later by editing the storefront from the list.', and buttons for 'Cancel' and 'Save as Draft'.








If there is a component whose image is not complete, a **'Save as Draft'** notification will appear and the storefront cannot be displayed.

Saving & Publishing ZIS (2/5)

2

To display the storefront, click



<input type="checkbox"/>	Name ▾	Created ▾	Status ▾	
<input type="checkbox"/>	Year End	25/01/2023	Draft	 
<input type="checkbox"/>	12.12	19/01/2023	Active	 
<input type="checkbox"/>	Upcoming Storefronts	10/01/2023	Ready	  

If the status is **'Draft'**, then there are still components that have incomplete images.

If the status is **'Active'**, then the storefront has been successfully displayed.

If the status is **'Ready'**, then the storefront is ready to be displayed.

Saving & Publishing ZIS (3/5)

3 Select a **time** to display the storefront

4 Click **'Publish'**

3

4

Storefront saved as active

You have successfully saved the "12.12" storefront for Indonesia as active

If the storefront is successfully displayed, a **notification pop-up** will appear at the top right of your seller center page.

Name	Created	Status
12.12	19/01/2023	Active
Upcoming Storefronts	10/01/2023	Ready

Active storefront
12.12

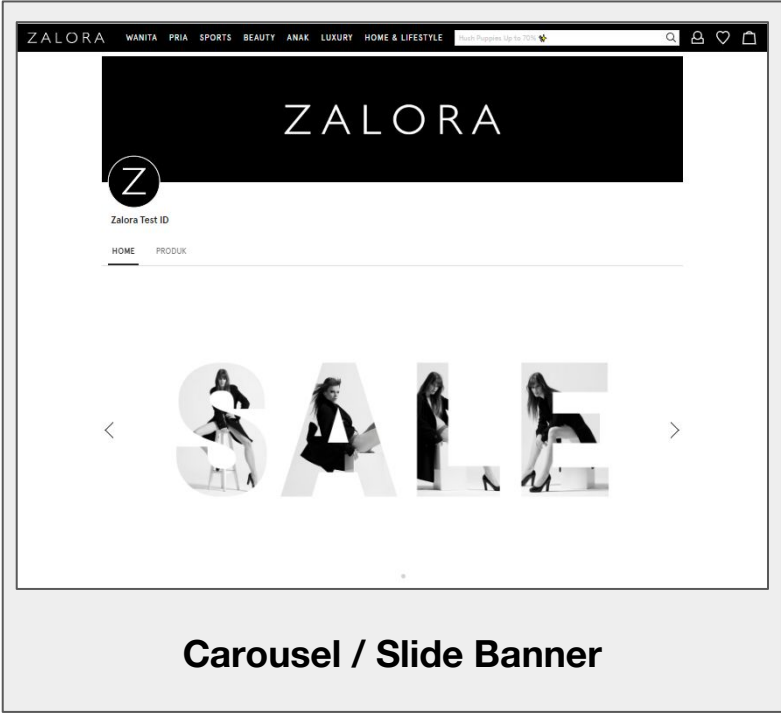
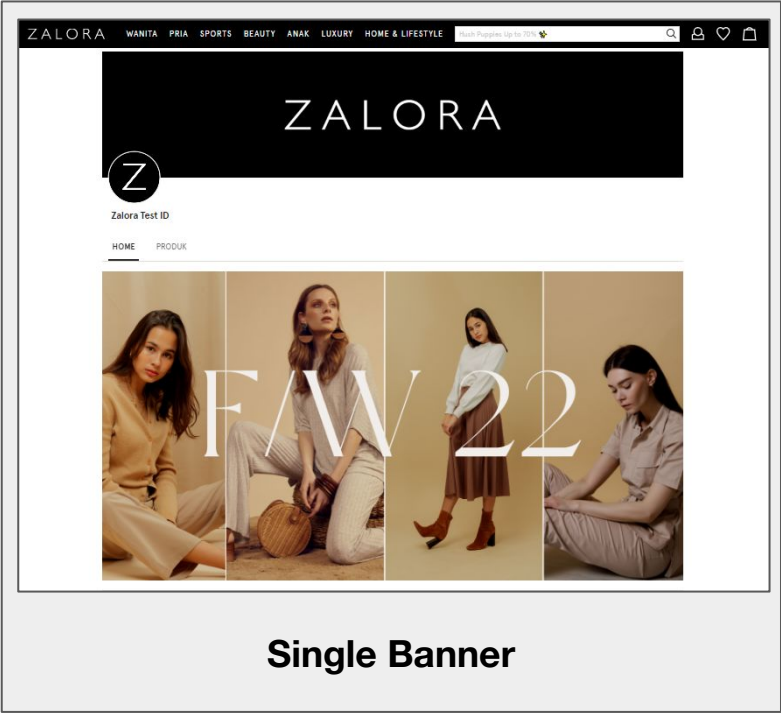
26
26 Jan 2023 16:51
Upcoming Storefronts

Storefront currently **active**

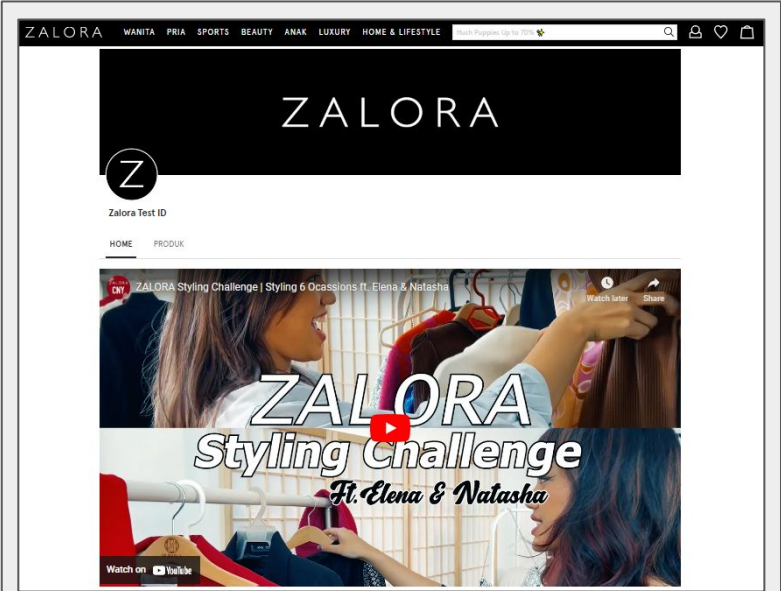
Storefront that will be **active** according to the time you have specified

Saving & Publishing ZIS (4/5)

Example of ZIS that has been successfully displayed on your store page

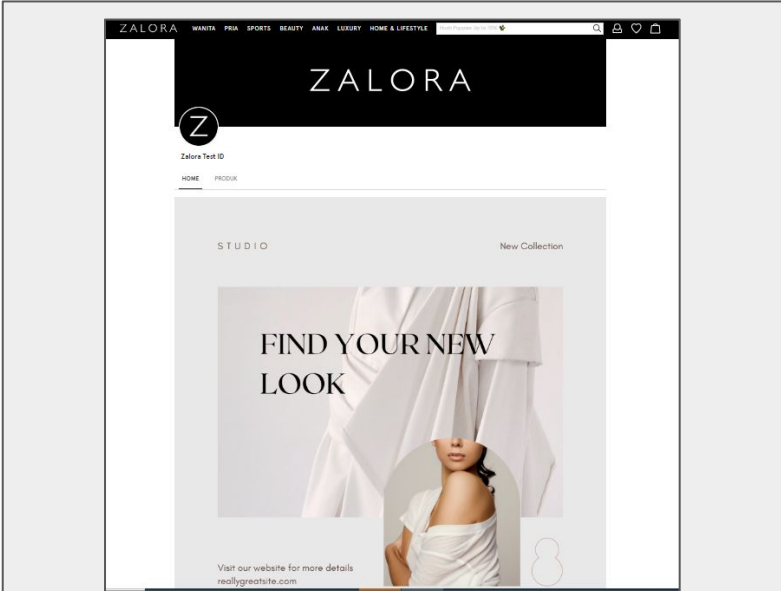


Example of ZIS that has been successfully displayed on your store page



The screenshot shows the Zalora website interface. At the top, there is a navigation bar with categories: ZALORA, WANITA, PRIA, SPORTS, BEAUTY, ANAK, LUXURY, HOME & LIFESTYLE. Below the navigation bar is a large black banner with the ZALORA logo. Underneath the banner, there is a section titled "Zalora Test ID" with "HOME" and "PRODUK" links. The main content area features a video player with the title "ZALORA Styling Challenge | Styling 6 Occasions ft. Elena & Natasha". The video thumbnail shows two women in a clothing store, with the text "ZALORA Styling Challenge Ft. Elena & Natasha" overlaid. There are "Watch later" and "Share" buttons in the top right corner of the video player, and a "Watch on YouTube" button in the bottom left corner.

Video



The screenshot shows the Zalora website interface. At the top, there is a navigation bar with categories: ZALORA, WANITA, PRIA, SPORTS, BEAUTY, ANAK, LUXURY, HOME & LIFESTYLE. Below the navigation bar is a large black banner with the ZALORA logo. Underneath the banner, there is a section titled "Zalora Test ID" with "HOME" and "PRODUK" links. The main content area features a poster with the text "STUDIO" and "New Collection". The poster has a background image of a woman in a white dress, with the text "FIND YOUR NEW LOOK" overlaid. There is a small circular inset image of a woman's face in the bottom right corner of the poster. At the bottom of the poster, there is a small text box that says "Visit our website for more details reallygreatsite.com".

Poster

Understanding Store Logo & ZIS Policy

4 Things that are prohibited in making Logos and ZIS:

1. It is forbidden to include names, logos, links to other shopping sites/applications and personal contacts (phone numbers, WhatsApp numbers, addresses) in your shop's logo and banner.
2. It is forbidden to include information that is not in accordance with the terms and conditions of selling on Zalora (can pre-order, can chat directly between sellers and buyers).
3. It is forbidden to use vulgar images/videos or contain pornographic elements (indecent, obscene, or sexually degrading) on your shop's logo and banner.
4. It is forbidden to use inappropriate, prohibited, sensitive images, or images containing SARA (ethnicity, religion, race, and inter-group) elements on your shop's logo and banner.

Tips for Creating Logo and ZIS Designs:

1. Include the brand name
2. Use the right font according to your brand concept
3. Choose the right color because each color has a different message or meaning
4. Add illustrations if necessary

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