



A fashion advertisement featuring four models standing against a plain, light-colored wall. The models are dressed in a cohesive, earthy-toned outfit. From left to right: a man with curly hair wearing a patterned fedora and a light-colored top; a woman wearing a brown beret and a textured knit sweater; a woman with long dark hair wearing a wide-brimmed black hat and a light-colored jacket; and a man wearing a tan cap and a light-colored button-down shirt. The models' lower bodies and feet are visible below a large black rectangular box that contains the text. They are wearing various styles of shoes, including loafers, boots, and sandals. A large, light-colored pole leans against the wall on the left side of the frame.

ZALORA

PRODUCTION SERVICES

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Stories

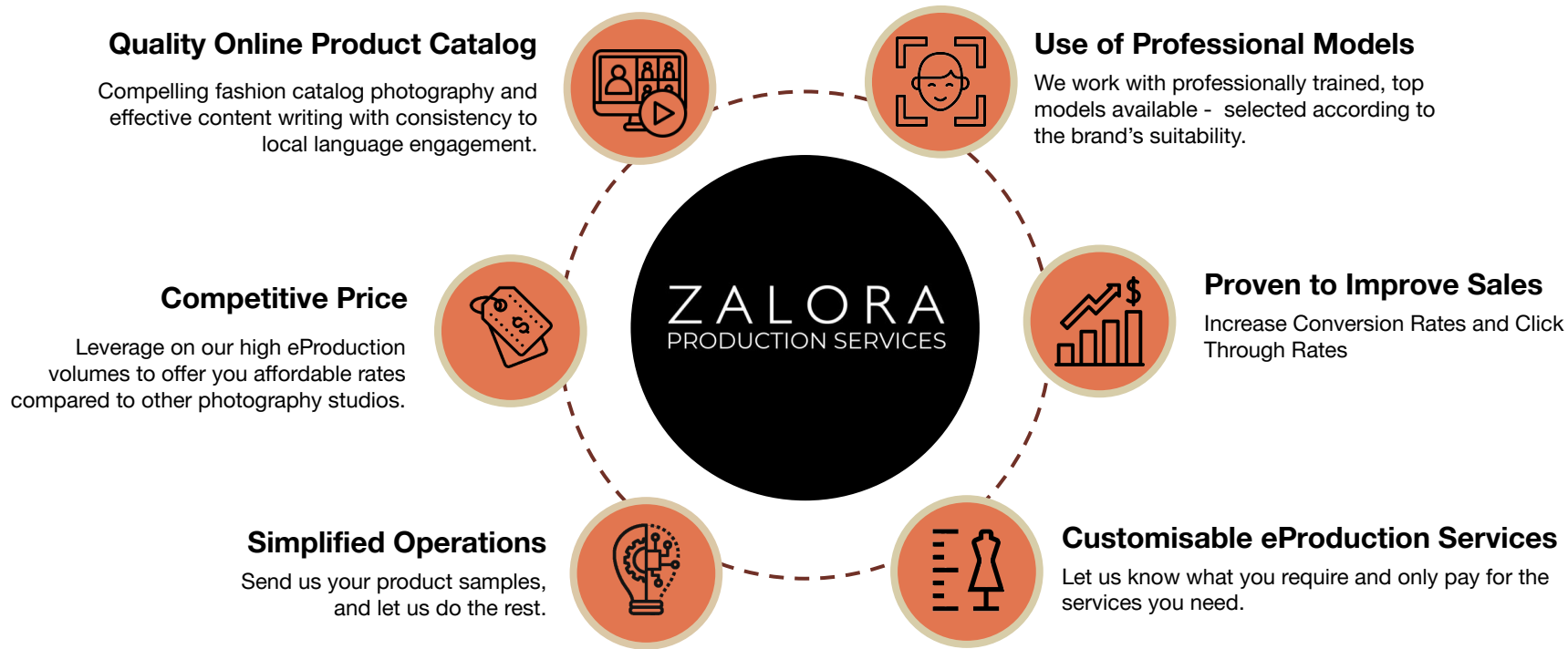


ZALORA ePRODUCTION SERVICES (ZPS)

As one of the **biggest e-production in Southeast Asia**, we offer our partners the best quality catalog photography and effective product content at the lowest price. With ZPS, putting your products for sale online has never been easier or more effective.



KEY BENEFITS





Available SERVICES.



APPAREL CATEGORY

*ZPS offers an **all-inclusive e-production services** in line with industry standards.*

“

*Data shows that overall, videos help **increase conversion rate by up to 20%** compared to those without*

”

SHOOT STYLE OPTIONS

MODERN

- *Dynamic poses*
- *Various shoot angles on each images*
- *Usage of simple props (chair, blocks, curtains, etc of neutral colors)*



CLASSIC

- *Simple poses*
- *90 degree angle*
- *No props usage*



Seller can opt for one shoot style for each Packing List.
The standard processing style is Modern.
No additional charge.

KIDS APPAREL SHOOT OPTIONS

GHOST MANNEQUIN



FLATLAYS



*Kids/junior category can opt for processing
with Ghost Mannequin or Flatlays.
Babies category will be processed with Flatlays*



PRODUCT CATEGORY

*Product category includes items such as **bags, shoes,** and **accessories.***

“

*Data shows product on model images boost customer confidence in terms of product size and overall, helps to **increase conversion rate by up to 25%** compared to those without product on model images.*

”



IMAGE RETOUCHING

*In addition to ensuring Seller's images are up to ZALORA's high standards, our professional retouchers aim to **enhance and showcase the product's features.***

**No minimum order*

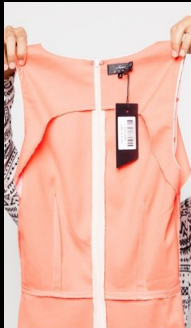
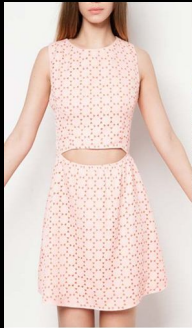
RETOUCHING SERVICE

CATEGORY

Apparel
Non-apparel

INCLUDE

- *Image clean up, cropping, resizing*
- *Background removal*
- *Detail enhancement*
- *Color correction*



Ghost mannequin



Background Removal
Detail enhancement



Color correction

CONTENT WRITING

*Delivering useful information
to ensure customers can
make **informed shopping
decisions** and keep them
coming back for more!*

**No minimum SKU*



EDITORIAL & FLATLAYS



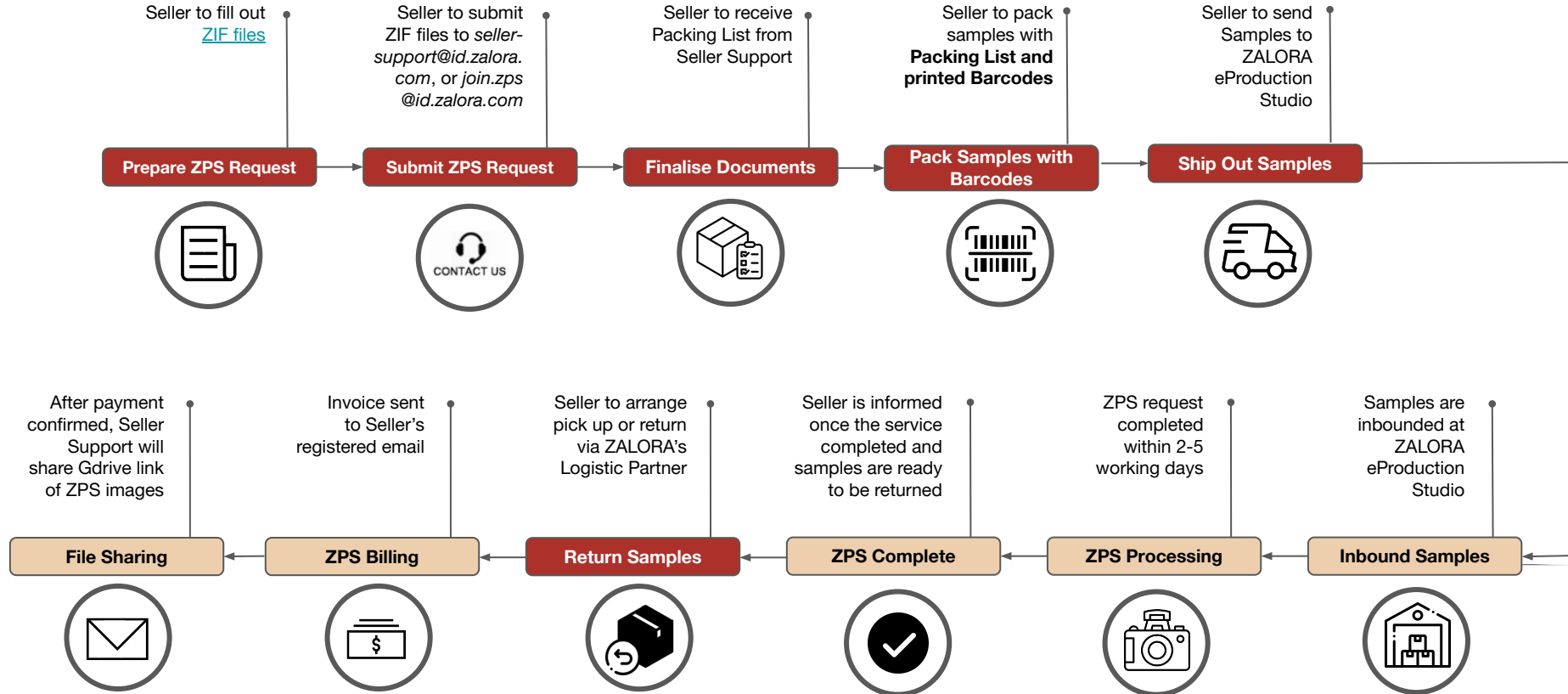


**ZPS with
DELIVERY OF SAMPLES.**

PROCESS FLOW - MP & non-Zalora Seller Shipments

LEGEND:

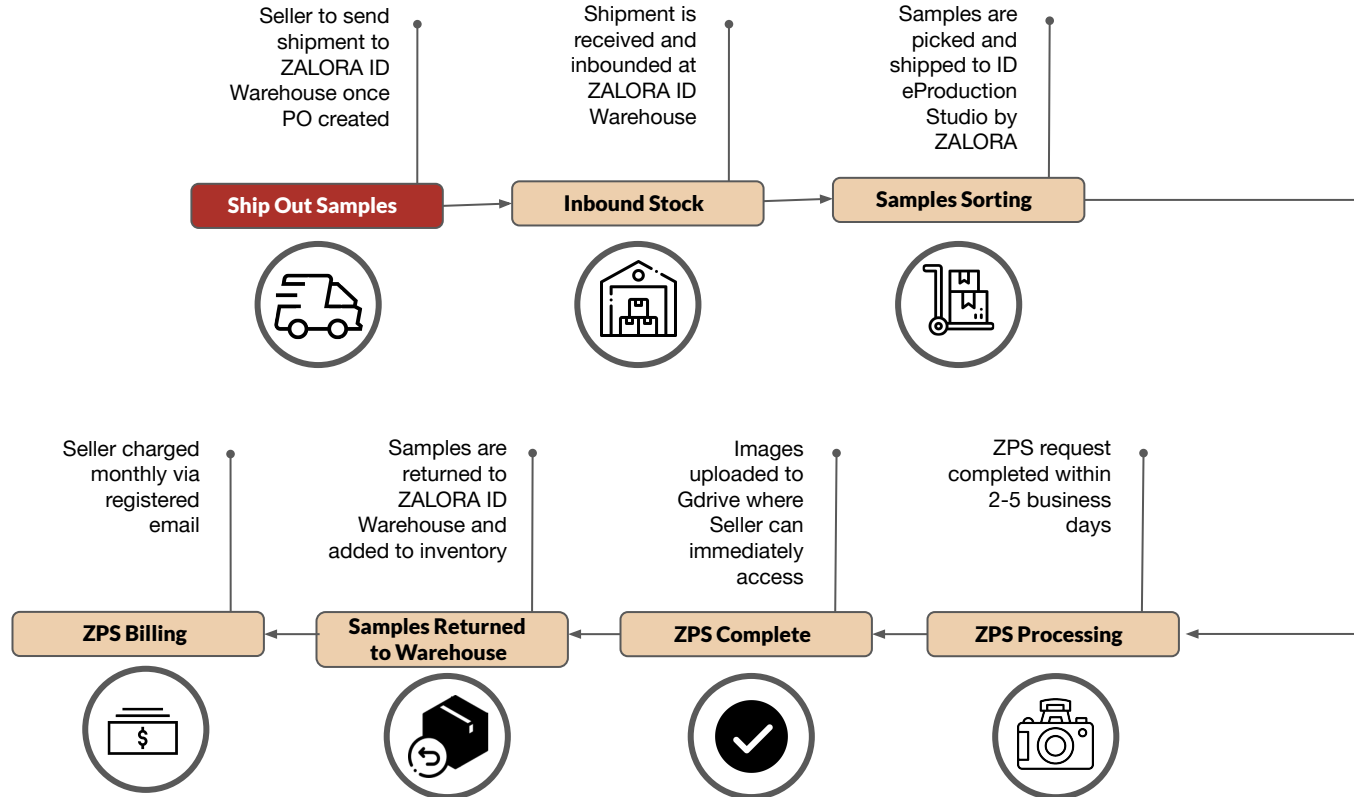
Seller Action Item



PROCESS FLOW - Fulfilled by ZALORA (FBZ) & Consignment

LEGEND:

Seller Action Item



SAMPLE REQUIREMENTS

ADULTS' APPAREL

- Top & Bottom
- Sleepwear & Underwear
- Swim & Beachwear
- Sportswear
- Batik
- Moslemwear



Female

Top or Bottom:
EU 36 | US 8 | UK 10 |
International S
Jeans: Waist Size: 27 in



Male

Tops: EU 52 | US 42 | UK 42
| International L
Bottom or Jeans:
Waist Size 32 in
Suits: EU48/L



Unisex

Please provide 1 apparel
each for Female and Male
according to the
requirements

*Note: The recommended sizes above are **subject to change** based on model and brand's measurement.*

SAMPLE REQUIREMENTS

KIDS' APPAREL

- Top & bottom
- Sleepwear
- Sportswear
- Batik
- Moslemwear

PRODUCT

- Bags
- Footwear
- Eyewear
- Jewelries
- Accessories



Girls

Age size: 6-7 Years

Boys

Age size: 7-8 Years



Male

Shoes: EU 42 | US 9 |
UK 8.5

Other Accessories:
One Size



Female

Shoes: EU 38 | US 7 |
UK 5

Other Accessories:
One Size

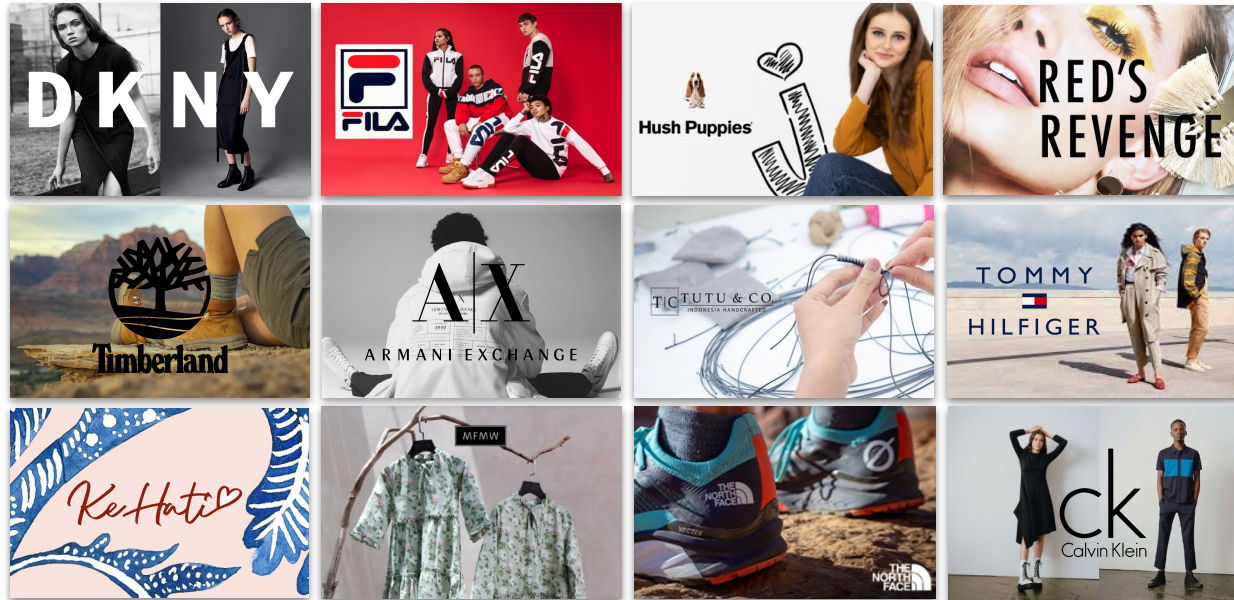
Note: The recommended sizes above are **subject to change** based on the model and brand's measurement.

A man and a woman are celebrating on a rooftop. The man, in the foreground, is wearing sunglasses and a dark sweater, smiling broadly with his arms outstretched. The woman, behind him, is wearing a patterned jacket and high heels, also smiling and holding onto his shoulders. They are standing on a rooftop with a city skyline visible in the background under a cloudy sky. The text 'Brand SUCCESS STORIES.' is overlaid on the image, with 'Brand' in white and 'SUCCESS STORIES.' in orange. A large orange vertical bar is positioned below the word 'SUCCESS'.

Brand SUCCESS STORIES.

BRAND PARTNERS

Our brand portfolio consists of the most desirable international and local brands across a full spectrum of price ranges and styles.



CLIENT TESTIMONIALS

Hundreds of brands & sellers entrust ZPS

“

*Love the efficiency
and quality
produced.* ”

CK CALVIN KLEIN

*Tan Yuan Yun
- Commercial Wholesale of ck
Calvin Klein -*

“

*We fully trust
ZPS team that has
been proven to
produce beautiful
photos that sells.* ”

LUIRE
by raden Sirait

*Raden Sirait
- Founder of Luire by Raden Sirait -*

“

*Our sales increased
due to the right model
choice.* ”

Kehati

*Ryan Lobo Angeles,
- Operations Manager of Kehati -*

“

*ZPS really helps us
with the monthly
photoshoot with an
affordable price.
We also love the final
outcome. Thumbs up
for ZPS!* ”

MF MW

*Cindy Fransisca Samsoemin
- Founder of MF MW -*



FAQs.

- I. Onboarding Process
- II. Inbound, Outbound, and Shipment
- III. Invoicing & Usage
- IV. Others

FAQs - Onboarding Process

1 I'M INTERESTED HOW TO BOOK ZPS?

Fill out [ZIF files](#), and send to your ZALORA Account Manager Zalora, or email to seller-support@id.zalora.com , and join.zps@id.zalora.com with an estimated delivery date. ZPS team will respond in 24 hours time.

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

Once your samples (for photoshoots) or product images (for non-photoshoots) reaches our eProduction Studio, it takes up to 5 working days to complete a ZPS request.

3 CAN I REQUEST SPECIFIC MODEL TO SUIT MY BRAND'S IDENTITY?

The minimum inbound to request specific model is in a shipment is 80 SKUs. However, you can send your brand's model preferences. ZPS team will take that into consideration during model booking process.

4 AM I ALLOWED TO GIVE STYLING REFERENCE?

You can share your brand identity and [styling reference](#) when submitting Batch Upload and ZIF form.

FAQs - Inbound, Outbound, and Shipment

5 HOW ARE SAMPLES DELIVERED FOR ZPS?

Marketplace and non-Zalora Seller

Seller sends the samples directly to ZALORA eProduction Studio from Monday to Friday, 9AM to 5PM to:

Zalora Indonesia Production

Logos Metrolink Logistics Hub Lantai 3M

Jl. Raya Kaliabang, RT.007/RW.006, Medan Satria, Kecamatan Medan Satria, Kota Bks, Jawa Barat 17132

Telepon: 021 2949 0150 ext 1500

Fulfilled-by-ZALORA (FBZ) and Consignment Sellers

ZALORA will pull out the samples when you deliver your stocks to ZALORA ID Warehouse.

6 DO SAMPLES NEED TO HAVE SELLER TAG AND BARCODE?

Samples shall be clearly labelled with Seller tag, showing complete style number and Seller SKU Code. ZALORA reserves the right to not render ZPS in the event that Samples are incomplete or do not match the SKU Codes in the Packing List.

7 DOES ZALORA PROVIDE SHIPMENT TO RETURN THE SAMPLES?

Sellers are required to arrange return of Samples within seven Business Days from the notification email. Or opt for return with ZALORA Logistic Partner. For both option, cost will be borne by Seller.

FAQs - Invoicing & Usage

8 HOW IS THE INVOICING & BILLING PROCESS?

Fulfilled-by-ZALORA (FBZ), Consignment, and Marketplace Sellers

Invoice will be sent to Seller's registered emails, and the amount will be deducted from monthly Seller's sales report.

Non-Zalora Sellers

Invoice sent monthly to Seller's registered email. Seller to provide proof of payment in the invoice email thread. After the payment is verified which normally took max. 2 business days, Seller Support team will share Gdrive link where you can access your ZPS assets.

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

ZPS clients may only utilize or display on online platforms limited to it's 'brand.com', brand's social media, and e-commerce websites under the brand's account (e.g. ZALORA, LAZADA, Shopee, Tokopedia, Asos) worldwide.

10 WHAT IF I WANT TO USE THE ZPS IMAGES FOR A PRINTED BROCHURE, BANNERS, OR ADVERTISEMENTS?

The usage of ZPS images are limited to online platforms. If seller would like to extend the usage to offline or promotional ones, additional charges applies. Contact your Account Manager for detailed information.

FAQs - Others

11 CAN I BOOK THE SERVICE FOR BRANDS OR PRODUCTS THAT ARE NOT SOLD IN ZALORA?

Yes. Seller can fill in the required forms to book the service and send samples with regular process.

For the invoicing process:

Does Seller has other brand that sell in Zalora?

If **YES**, the invoicing process will be sent to Seller's registered account

If **NO**, please provide below documents:

- KTP and NPWP
- Bank account number with a copy of the savings book

12 HOW MANY ARTICLES/SKUS CAN BE INCLUDED IN EDITORIAL AND FLATLAY SERVICES?

The standard Editorial and Flatlay service are for 5 final look. Number or articles/SKUs per look will depend on the approved concept and Seller's collection range. For example: 1 look can consist of top, bottom, outer, shoes, and bags (5 SKUs)

13 CAN'T FIND SOMETHING YOU'RE LOOKING FOR?

Drop us an email via seller-support@id.zalora.com or join.zps@id.zalora.com and we'll look into how we can serve you!

A close-up photograph of a person's hands typing on a vintage wooden typewriter. The typewriter has a dark wood finish and cream-colored keys. A black rectangular overlay with a white border is positioned in the center of the image, containing white text. The person's left wrist is visible, wearing a black watch with a brown leather strap. The background is a plain, light-colored surface.

Contact us now!

join.zps@id.zalora.com
seller-support@id.zalora.com