

ZALORA

Zalora Interactive Store (ZIS)

June 2025



Zalora Interactive Store

Menambahkan ZIS Baru

Mendekorasi toko dengan tujuan agar tampilan toko Anda lebih menarik perhatian untuk *customer*

Komponen ZIS

Yang perlu diisi :

A. Logo dan Header

B. Storefront:

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

Saving & Publishing ZIS

Hal - hal yang perlu dilakukan agar ZIS dapat berhasil ditampilkan

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Menambahkan
ZIS Baru



Menambahkan ZIS Baru (1/2)

1 Home > Store Builder > Storefronts > Add New

The screenshot shows the ZSELLER CENTER interface. On the left, there's a sidebar with various menu items: Products, Orders, Promotions, Finance, Reports, System, Store Builder (which is expanded to show Store Profile, Storefronts, and Platform Services), and Platform Services. The 'Storefronts' item under 'Store Builder' is highlighted with a pink background. At the top right, there's a search bar labeled 'Search' and a purple button labeled 'Add New' which is highlighted with a blue box. Below the search bar, the title 'Storefronts' is displayed, followed by a 'Visit Store' button and the 'Add New' button. A search input field says 'Search storefront name or status' with the placeholder '1–20 of 27'. There are three rows of storefronts listed:

Name	Created	Status	Action
Default Banner	10/01/2023	Ready	
Default Banner	03/01/2023	Ready	
New Year Banner	20/12/2022	Ready	

Menambahkan ZIS Baru (2/2)

2 Isi **nama** storefront sesuai kebutuhan

3 Pilih **template** yang ingin digunakan. Terdapat 4 template yang tersedia, yaitu :

A. **Campaign**

- Berfokus pada design banner
- Cocok untuk seller yang ingin mengadakan campaign / promosi

B. **Products**

- Berfokus untuk memberikan rekomendasi produk kepada customer
- Menampilkan produk baru, editor's pick dan best seller

C. **Brand Story**

- Lebih banyak placement yang dapat digunakan

D. **Your Own Design**

- Seller bisa membuat dan mengatur secara mandiri placement yang akan digunakan

Atau bisa menggunakan template yang sudah pernah Anda buat sebelumnya dengan klik '**From existing storefronts**'

4 Klik '**Create**'

The screenshot shows the 'New Storefront' creation interface. Step 2 is highlighted with a blue box around the 'Storefront name' input field. Step 3 is highlighted with a blue box around the 'From templates' section. Step 4 is highlighted with a blue box around the 'Create' button in the top right corner. The 'From templates' section displays four options:

Template Type	Description	Key Features
Campaign	Focus on the banner content	• Focus on the banner content • Perfect for Sellers launching recurring campaign events
Product	Focus on the product recommendations	• Focus on the product recommendations • Perfect for new product launch
Brand story	More placements across page	• Focus on the content banner • More placements across page • Perfect for Sellers representing a single /multiple large brands
Your own design	Start with a blank draft	• Start with a blank draft

At the bottom left of the interface, there is a button labeled 'From existing storefronts'.

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Komponen ZIS



Komponen ZIS - Unggah Header & Logo (1/2)

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

The screenshot shows the ZALORA Seller Center interface. On the left, there is a navigation sidebar with the following items:

- Home
- Products
- Orders
- Promotions
- Finance
- Reports
- System
- Store Builder
 - Store Profile
 - Storefronts
- Platform Services

The "Storefronts" item under "Store Builder" is highlighted with a blue border. In the main content area, the following information is displayed:

- A breadcrumb path: < Storefronts
- A "Save as Draft" button in a purple box.
- A large black rectangular area containing the ZALORA logo (a white "Z" inside a circle) and the text "ZALORA".
- The text "Zalora Test ID" at the bottom.

Komponen ZIS - Unggah Header & Logo (2/2)

- 2 Unggah setiap komponen

- **Header Mobile**

Minimum size: 720 x 208 px

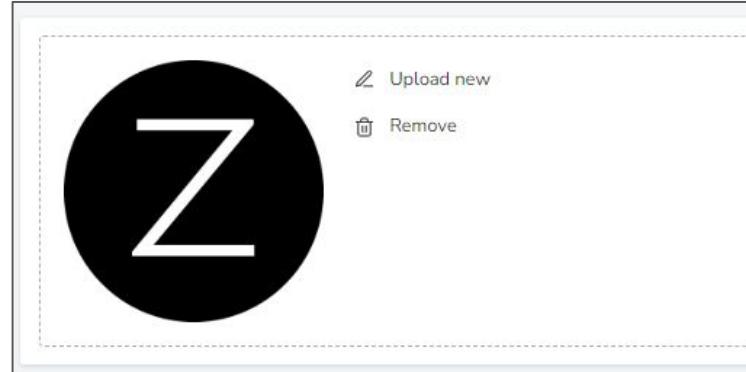


- **Header Desktop**

Minimum size: 1280 x 278 px

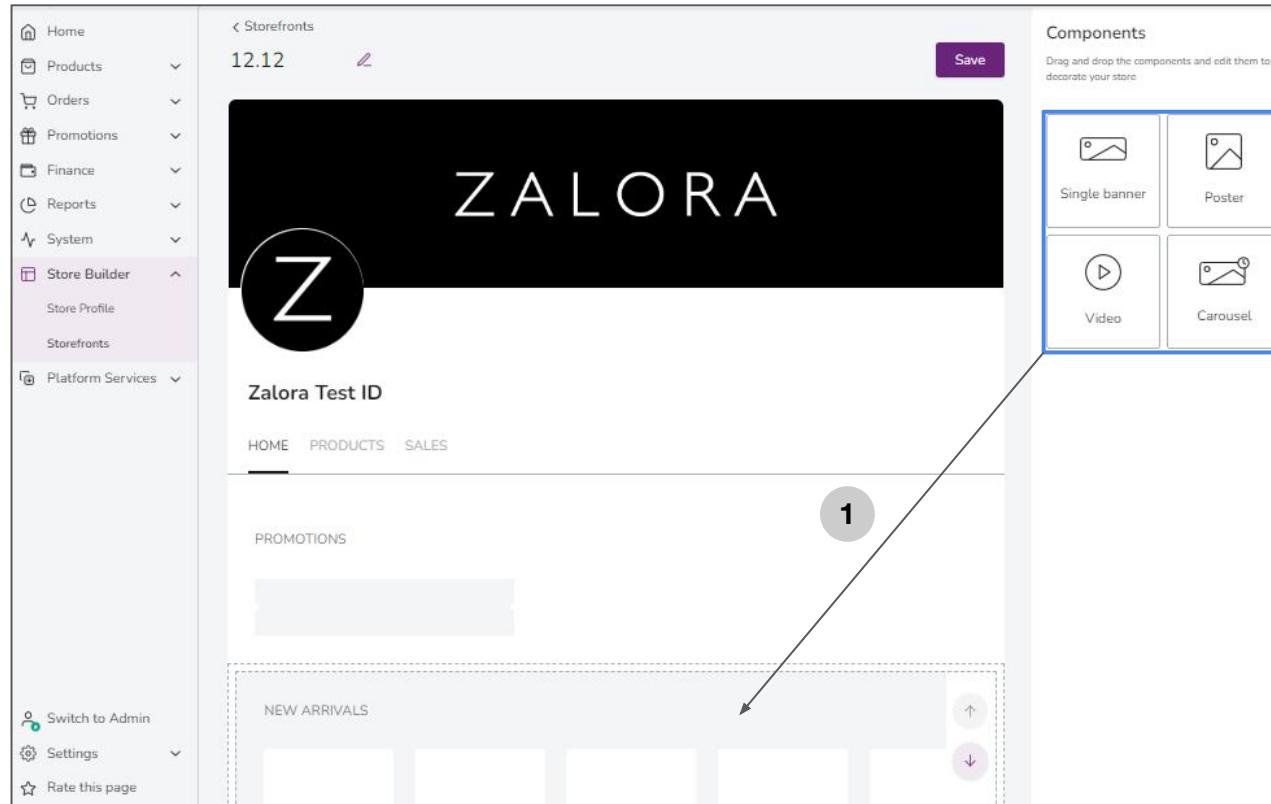
- **Logo**

Minimum size: 224 x 224 px



Komponen ZIS - Unggah Storefront (1/5)

1 Drag dan drop komponen yang mau digunakan ke bagian tengah halaman seller center Anda



Komponen ZIS - Unggah Storefront (2/5)

Single Banner

Poster

Carousel / Slide Banner

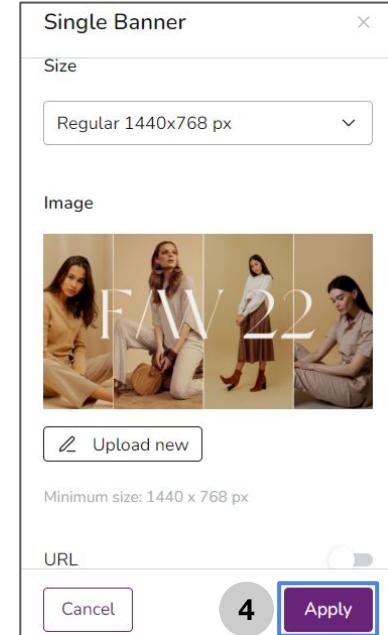
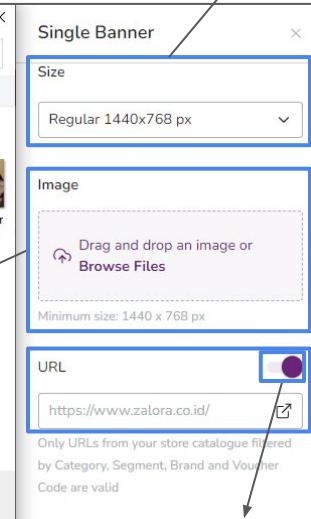
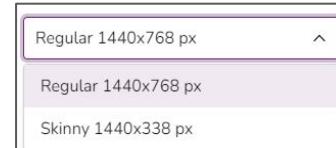
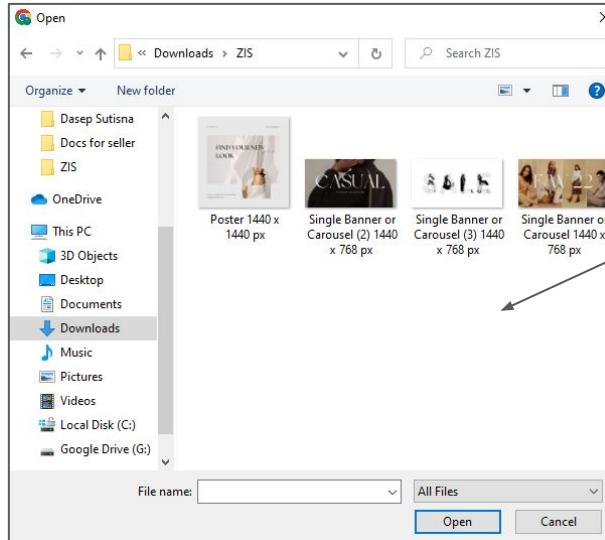
Video

1 Pilih ‘Size’ yang akan digunakan

2 Pilih ‘Image’ sesuai dengan size yang telah dipilih

3 Masukan link URL jika ada

4 Klik ‘Apply’



Komponen ZIS - Unggah Storefront (3/5)

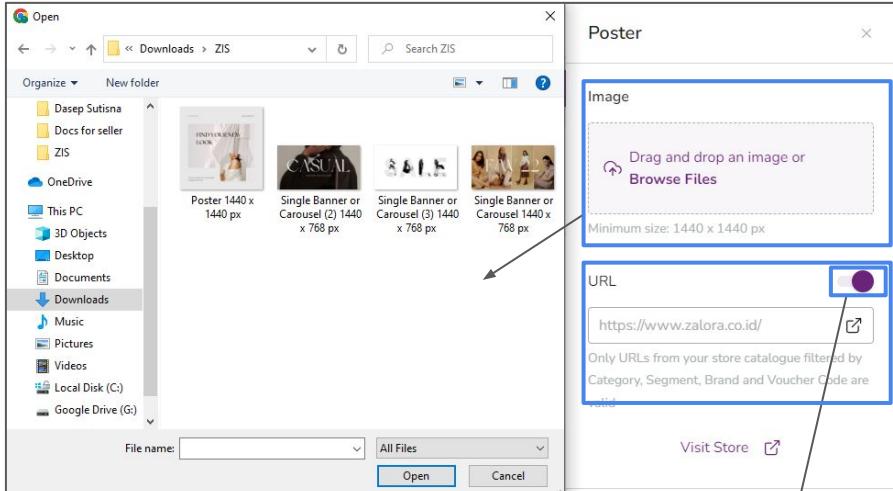
Single Banner

Poster

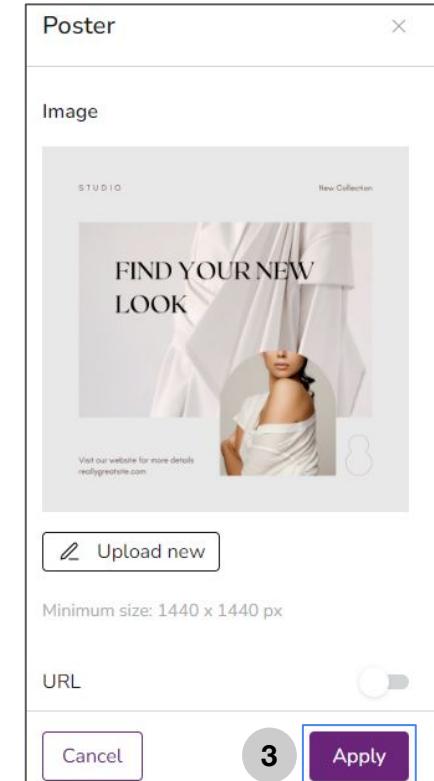
Carousel / Slide Banner

Video

- 1 Pilih 'Image' yang akan digunakan
- 2 Masukan **link URL** jika ada
- 3 Klik '**Apply**'



Di setiap komponen storefront, seller dapat memasukan link URL.



Komponen ZIS - Unggah Storefront (4/5)

Single Banner

Poster

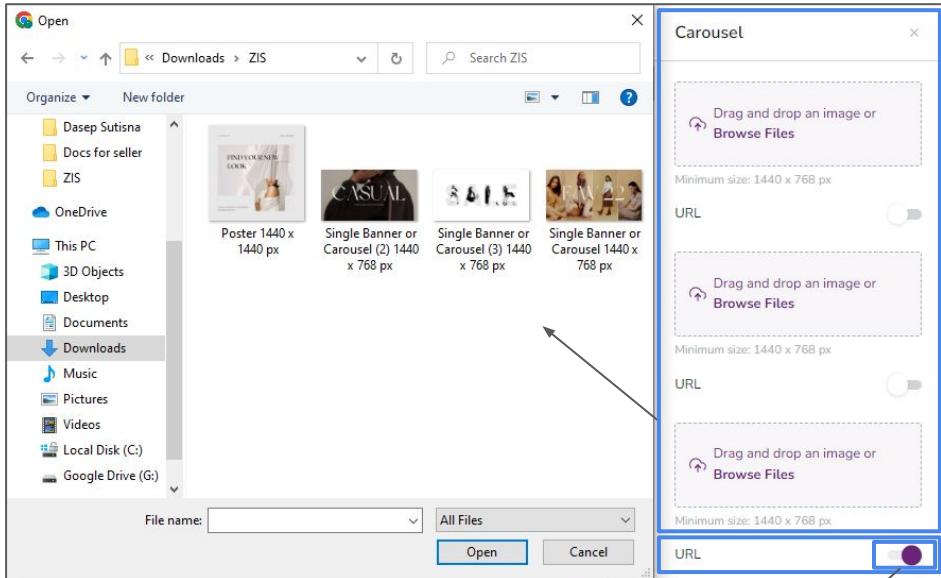
Carousel / Slide Banner

Video

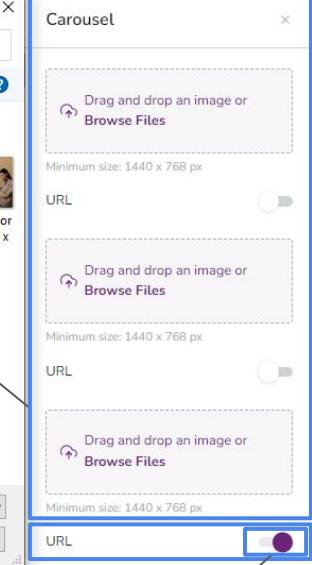
1 Pilih ‘Image’ yang akan digunakan

2 Masukan **link URL** jika ada

3 Klik ‘Apply’

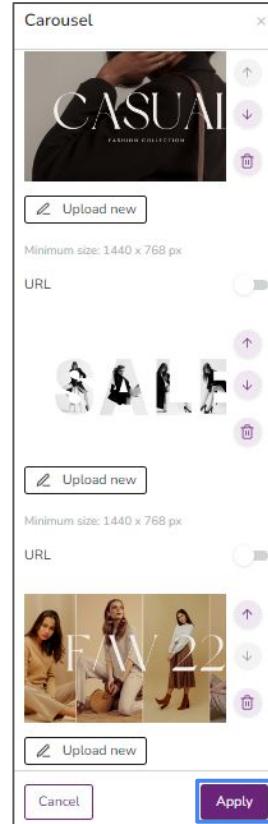


1



2

Di setiap komponen storefront, seller dapat memasukan link URL.



3

Komponen ZIS - Unggah Storefront (5/5)

Single Banner

Poster

Carousel / Slide Banner

Video

1 Pilih '**Source**' > Youtube

2 Masukan **link URL**

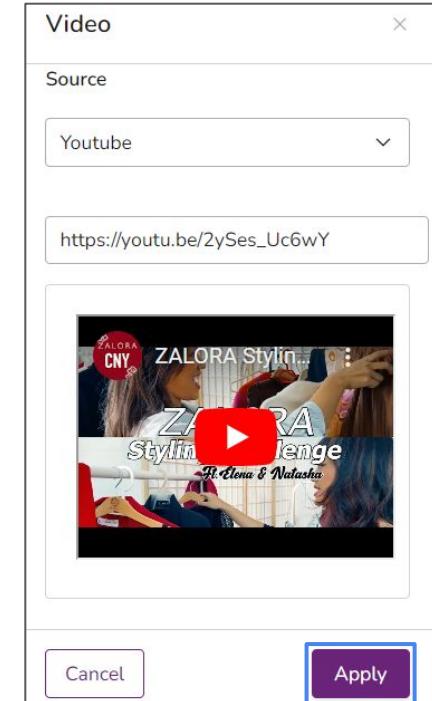
3 Klik '**Apply**'

Video

Source

1 Youtube

2 https://



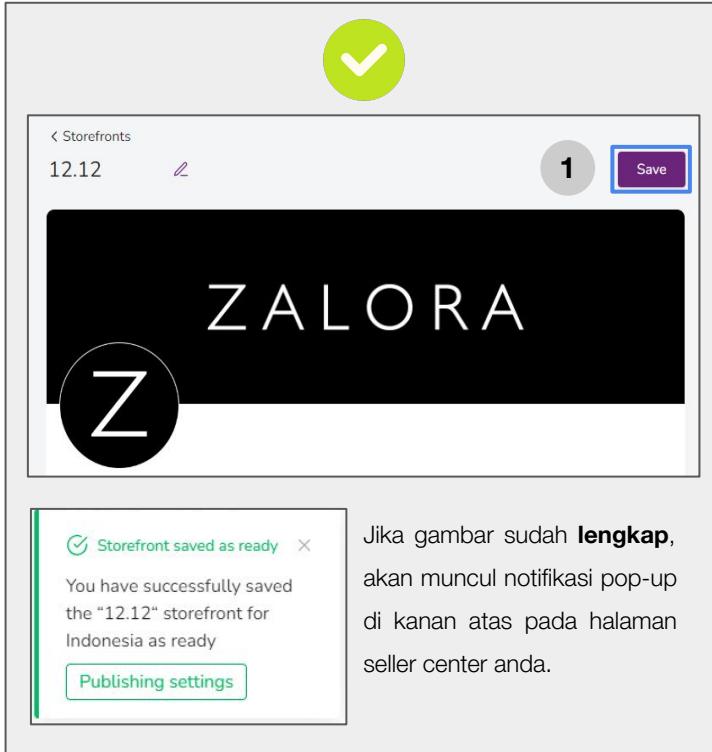
A photograph of a woman with long dark hair, smiling and holding a small white book or clutch bag. She is wearing a light blue strapless top with a drawstring, a pink blazer, and pink floral trousers. The background is a teal curtain.

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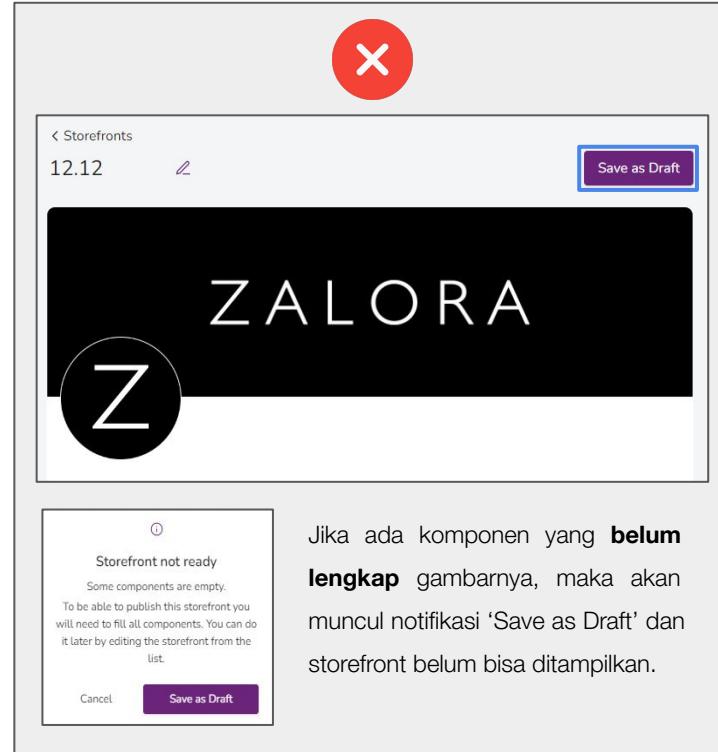
Saving & Publishing ZIS

Saving & Publishing ZIS (1/5)

- Setelah berhasil mengunggah gambar ke dalam komponen, klik ‘Save’



Jika gambar sudah **lengkap**, akan muncul notifikasi pop-up di kanan atas pada halaman seller center anda.



Jika ada komponen yang **belum lengkap** gambarnya, maka akan muncul notifikasi ‘Save as Draft’ dan storefront belum bisa ditampilkan.

Saving & Publishing ZIS (2/5)

2

Untuk menampilkan storefront, klik 

Name	Created	Status	
Year End	25/01/2023	Draft	 
12.12	19/01/2023	Active	 
Upcoming Storefronts	10/01/2023	Ready	  



Jika status '**Draft**', maka masih ada komponen yang belum lengkap gambarnya.

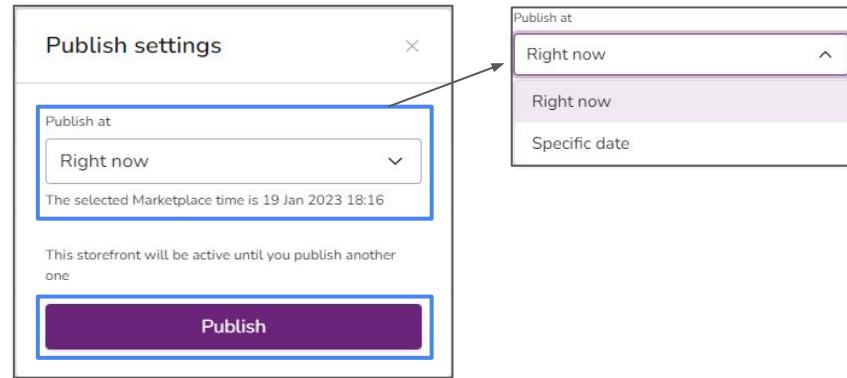
Jika status '**Active**', maka storefront sudah berhasil ditampilkan.

Jika status '**Ready**', maka storefront sudah siap untuk ditampilkan.

Saving & Publishing ZIS (3/5)

3 Pilih **waktu** untuk menampilkan storefront

4 Klik ‘Publish’



Jika storefront **berhasil** ditampilkan, maka akan muncul pop-up notifikasi di kanan atas pada halaman seller center Anda.

Storefronts

Visit Store Add New

Name	Created	Status	Actions
12.12	19/01/2023	Active	[...]
Upcoming Storefronts	10/01/2023	Ready	[...]

Publishing Calendar

Showing data for Indonesia in the Marketplace time

Date	Status
12.12	Active storefront
26 Jan 2023 16:51	Upcoming Storefronts

A

Active storefront
12.12

26 Jan 2023 16:51
Upcoming Storefronts

Storefront yang **sedang** aktif

Storefront yang **akan** aktif sesuai dengan waktu yang sudah Anda tentukan

Saving & Publishing ZIS (4/5)

Contoh ZIS yang sudah berhasil ditampilkan pada halaman store Anda

The screenshot shows a ZALORA store page. At the top, there's a navigation bar with categories: WANITA, PRIA, SPORTS, BEAUTY, ANAK, LUXURY, HOME & LIFESTYLE, and a search bar. Below the navigation is a large black banner with the word "ZALORA" in white. Underneath the banner, there's a circular logo with a "Z" and the text "Zalora Test ID". A horizontal menu bar has "HOME" underlined and "PRODUK". Below the menu is a large image featuring four women's fashion models. Overlaid on this image are the letters "FAW 22", where each letter is a different photo of a model. The background of the page is white.

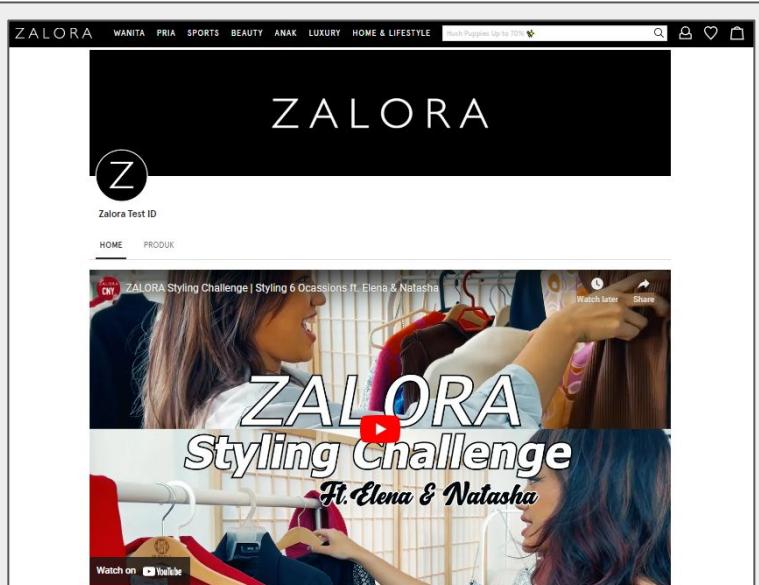
Single Banner

The screenshot shows a ZALORA store page similar to the first one, with the same navigation bar and search bar. It features a large black banner with "ZALORA" and a circular "Zalora Test ID" logo. Below the banner is a horizontal menu bar with "HOME" and "PRODUK". The main content area displays a "SALE" banner. This banner consists of five images of women's fashion models arranged to form the letters "SALE". There are arrows on either side of the banner, indicating it's a scrollable element. The background of the page is white.

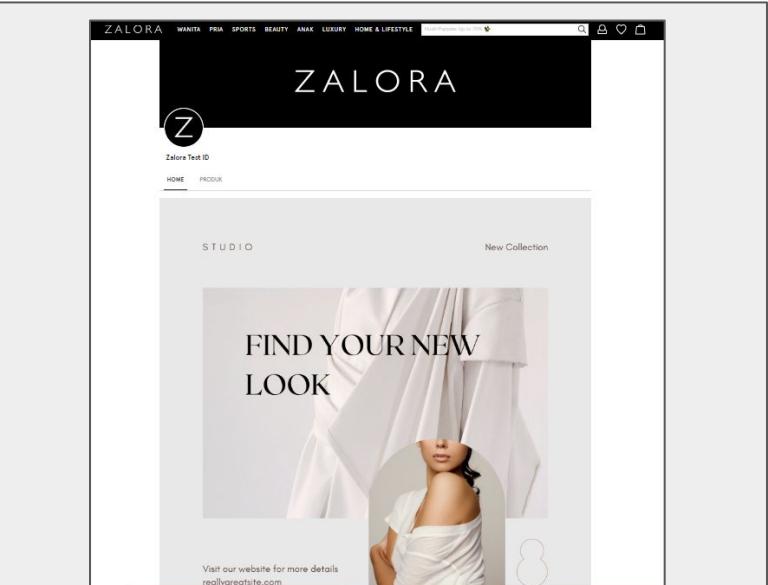
Carousel / Slide Banner

Saving & Publishing ZIS (5/5)

Contoh ZIS yang sudah berhasil ditampilkan pada halaman store Anda



Video



Poster

Memahami Kebijakan Logo & ZIS Toko

4 Hal yang dilarang dalam pembuatan Logo dan ZIS :

1. Dilarang mencantumkan **nama, logo, link** situs/aplikasi belanja lain dan maupun kontak pribadi (no. handphone, no. WhatsApp, alamat) dalam logo dan banner toko Anda.
2. Dilarang mencantumkan **informasi yang tidak sesuai dengan syarat dan ketentuan berjualan di Zalora** (bisa pre-order, bisa chat langsung antara penjual dan pembeli).
3. Dilarang menggunakan **gambar/video yang vulgar atau mengandung unsur pornografi** (tidak senonoh, bersifat cabul, atau merendahkan secara seksual) pada logo dan banner toko Anda.
4. Dilarang menggunakan **gambar tidak pantas, terlarang, sensitif, atau mengandung unsur SARA** (suku, agama, ras, dan antar golongan) pada logo dan banner toko Anda.

Tips Membuat Desain Logo dan ZIS :

1. Cantumkan nama merek
2. Gunakan font yang tepat sesuai dengan konsep merek Anda
3. Pilih warna yang sesuai karena setiap warna memiliki pesan atau makna yang berbeda
4. Tambahkan ilustrasi jika perlu

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