



ZALORA LUXURY

Marketplace Product Upload Guidelines

August 2025

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Product Upload Guidelines

SKU Creation via Bulk Upload

Please download the **Product Creation Template** on Seller Center to work on bulk uploads.

The image shows a two-step process for bulk upload. Step 1: In the Seller Center 'Products' page, the 'Import' button is highlighted with a purple box and a circled '1'. Step 2: The 'Import Product' modal is shown, with the 'Product Creation' template selected in the 'Download Template' section, highlighted with a purple box and a circled '3'. A purple arrow points from the 'Import' button in step 1 to the modal in step 2. A circled '2' is also present near the 'Import' button.

1

2

3

**Please download most appropriate template*

SKU Creation Information

Please download the **Product Creation Template** on Seller Center to work on bulk uploads.

Mandatory & Non-editable Fields	Mandatory & Editable Fields	
<ul style="list-style-type: none">• Sub Cat Type• Brand• Gender• Primary Category• Size System• Size• Shipment Type	<ul style="list-style-type: none">• Name (Product Name)• SKU Supplier Config• Seller SKU• Price• Description• Packaging size and weight• Browse Nodes	<ul style="list-style-type: none">• Color• Color Family• Variation (Size)• Material• Description• Care Label• Measurements

General Inputs - must read

Product Name (Title)	Do not use abbreviations, product code, symbols. Eg: Small Leather Zipped Wallet in Emerald Green. No Brand Name Within The Product Name.
Brand	Ensure it matches with the brand that has been registered with the Zalora Team
Product ID	EAN Barcode of the SKU - this is mandatory for sellers that use Zalora warehouse. It is optional for other sellers to include if not using Zalora warehouse.
Primary Category	Mandatory and non-editable. Influences the SubCat Type options.
Browse Nodes	Must mirror the Primary Category (View more on slides page 9-12)
SubCat Type	Category of Product. It is dependant on Primary Category chosen. <i>Example: Dresses, Watches, Eyewear, Crossbody bags, Totes // Gold, White Gold, Silver, Platinum, Palladium, Titanium = Metal Jewellery.</i>
Size System Brand*	Size system used by the brand. For more information refer to Page 40 - Sub Cat Type to Size System Brand <i>Sizes of the product must be within the range of the chosen Size System Brand (Example: UK, US, International).</i>
Variation*	Size/Variation of the product. For more information refer to Page 40 - Sub Cat Type to Size System Brand <i>Variation works for different size, same price item only. Different size, different price items would need to be created separately</i>
Size Charts*	It is compulsory for Apparel and Shoes products. For more information refer to Page 40 - Size Chart Templates
Description	Luxury sellers need to follow a specific guideline. (View more on slides page 15-24). For template, refer to page 40 - Description Template
Color Family	Please choose from available dropdown options only.
Weight & Dimensions	Box Height (cm), Box Length (cm), Box Width (cm), Weight (Kg). This info is mandatory.

Official Store

This Official Store attribute should only be used by Luxury Principal sellers.

The “Official Store” option should only be selected as advised by your AMs should you be the brand’s official principal seller / authorised distributor (brand principal has given permission to use the official store tick)

Luxury Product Attributes Show less ▲

Luxury

Zalora Luxury ▼

*Crucial for luxury products. Kindly select either "Luxe | Premium | Lux Outlet | Pre-loved" in order for your products to be displayed under ZALORA's luxury segment onsite. "Official Store" should only be selected if you are the official principal seller of the luxury brand.
Example: Lux Outlet

Official Store

ONLY FOR LUXURY SELLERS. Kindly only do select this if you are the official seller of the luxury brand and have been advised to do so.

Luxury Attribute Tagging

In order for your luxury products to successfully show up under ZALORA's luxury segment onsite, the correct Luxury attribute has to be selected in Seller Centre.

Kindly do select the appropriate luxury attribute as advised to you by your AMs. Do note that you are only allowed to select **ONE** luxury attribute.

Luxury attributes can be added / updated through 2 methods:

(a) Via Product Creation Template

Luxury category specification.
For luxury products only.
Input must be the same as the dropdown options available.

Non-mandatory
Editable
e.g. Lux Outlet

* If not selected, the product will not show up in ZALORA's luxury segment.

Luxury
Pre-Loved
Lux Outlet
Fine Jewellery
Luxe Beauty
Luxury Kids
Zalora Luxury

Can be found under the "Luxury" column

(b) Via Individual Upload

Luxury Product Attributes Show less ▾

Luxury

Please select ▾

*Crucial for luxury products. Kindly select either "Luxe | Premium | Lux Outlet | Pre-loved" in order for your products to be displayed under ZALORA's luxury segment onsite. "Official Store" should only be selected if you are the official principal seller of the luxury brand.
Example: Lux Outlet

Official Store
ONLY FOR LUXURY SELLERS. Kindly only do select this if you are the official seller of the luxury brand and have been advised to do so.

Please select

- Fine Jewellery
- Lux Outlet
- Luxe Beauty
- Luxury Kids
- Pre-Loved
- Zalora Luxury

Can be found under the
"Luxury Product Attributes" tab

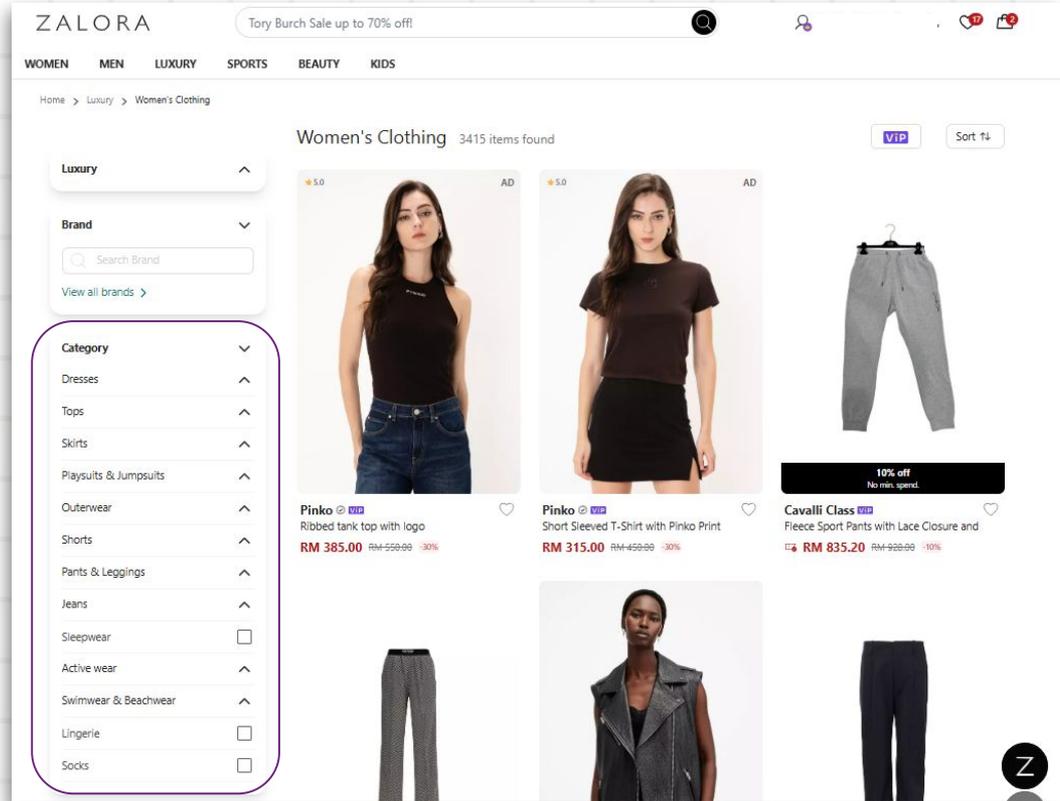
Luxury Browse Nodes Tagging

Luxury browse nodes are needed to ensure that your luxury products fall under the proper luxury categorisation – and this is **mandatory** for luxury sellers !

For instance, on ZALORA, there is a refine selection that customers can use to further filter for their searches.

Your luxury SKUs should be tagged to the appropriate luxury browse nodes, to ensure that your products can be found under the correct filter for better customer discoverability and visibility.

Failure to tag Browse Nodes onto your SKUs will lead to QC Rejection.



Luxury Browse Nodes Tagging

Luxury browse nodes can be added / updated through 2 methods:

(a) Via Product Creation Template

Additional categories that could apply to the product.
Please refer to [Categories] tab for the options available.
If more than 1, use "," as separator.
Max of 4 browse nodes.

Non-mandatory

Editable

e.g. 243

BrowseNodes

243

** We highly recommend sellers to use the mapped Primary Category and Browse Nodes in Slide 13*

(b) Via Individual Upload

Category

Primary Category*

Backpacks in Bags > Women's Bags > Backpacks

Recommended Browse Nodes

Backpacks in (Luxury) Women's Bags > Women's Bags > Backpacks

+ Add Browse nodes

The browse node the item should be assigned to. Please consult the Browse Tree Guide for more information and to find the best node for your product. It is very important that you categorize your product correctly; if you don't provide a node, or if you provide an incorrect node, customers may not be able to find your product easily

How to Tag Primary Categories & Browse Nodes

Category

Primary Category*

Backpacks in Bags > Women's Bags > Backpacks

Recommended Browse Nodes

Backpacks in (Luxury) Women's Bags > Women's Bags > Backpacks

+ Add Browse nodes

*View next slide for examples

Non Preloved Sellers (BP, AD, Reseller)

Primary Category: Normal men/women categories

Browse Nodes: Luxury categories [start with *Men's Luxury / (Luxury) Women's ...*]

Fine Jewellery sellers

Primary Category: Normal men/women categories

Browse Nodes: Fine Jewellery categories [start with *Fine Jewellery....*]

Preloved sellers

Primary Category: Normal men/women categories

Browse Nodes 1: Luxury categories [start with *Men's Luxury / (Luxury) Women's...*]

Browse Nodes 2: Preloved categories [start with *Pre-Loved....*]

Luxury Kids sellers

Primary Category: Normal men/women categories

Browse Nodes: Luxury kids categories [start with *Luxury Kids*]

How to Tag Primary Categories & Browse Nodes

Type of Seller	Primary Category	Browse Nodes
Non Pre-Loved <ul style="list-style-type: none"> • Brand Principal • Authorised Distributors • Resellers 	[38] Shoes > Women's Shoes > Heels	[7506] (Luxury) Women's Shoes > Women's Shoes > Heels
	[22] Shoes > Men's Shoes > Loafers & Boat Shoes	[7703] Men's Luxury > Shoes > Loafers & Boat Shoes
Pre-Loved	[242] Clothing > Women's Clothing > Dresses	[7531] (Luxury) Women's Clothing > Women's Clothing > Dresses [6550] Pre-Loved > Pre-Loved > Women's Clothing > Dresses
Fine Jewellery	[128] Accessories > Women's Accessories > Jewellery > Necklaces	[7095] Fine Jewellery > Fine Jewellery > Necklaces

*Browse Nodes **must start with**

Pri Cat - GSC	Primary Category	General Browse Nodes for GSC	Pre-loved Browse Nodes for GSC	Fine Jewellery Browse Nodes for GSC	SubCatType
242	Clothing > Women's Clothing > Dresses	7531	6550		Dresses
128	Accessories > Women's Accessories > Jewellery > Necklaces	7469	4330	7095	Metal Jewellery
401	Bags > Women's Bags > Hand Bags	7426	7768		Top-handles

*If you choose Primary Category 242, ensure your browse nodes follows the mapping accordingly (7531 for non pre-loved, 6550 for pre-loved) followed by the relevant SubCats. SubCats are dependant on the Primary Category

PrimaryCategory	BrowseNodes
242 - Clothing / Women's Clothing / Dresses	7531

Primary Category and Browse Nodes Mapping Guide [here](#)

Pre-Loved Condition Attribute

This Condition attribute should only be used by Preloved sellers for Preloved products.
Kindly ensure that if you are not a pre-loved seller, leave this attribute empty should they not be a preloved seller.

Choose only **ONE** condition.
Ranking: Brand New > Very Good > Good > Fair

Pre-Loved Luxury Product Attributes Show less ▲

Condition (Only for Pre-Loved Items)

Please select ▼

To be used only for products under the Pre-Loved Category to indicate the condition of the Pre-loved item Options: Brand New, Good, Very Good, & Fair
Example: Very Good

- Please select
- Brand New
- Fair
- Good
- Very Good

Price

Price: Retail Recommended Price (inclusive of taxes)

Seller to prepare the prices in different currencies. (MYR, SGD, HKD, PHP, IDR).

***HKD is a mandatory pricing even if seller is not selling in the venture. In this case, seller may input a dummy price.**

Sale Price: Discount Price

You may indicate the start date time and end date time for sale price if you wish to plan it at a later date.

Pricing & Sizes

Set baseline and sales price to your product

Search by Size, SKU, Status

1-1 of 1

<input type="checkbox"/>	Size	Seller SKU*	Stock*	Price	Sale Price	Status*
<input type="checkbox"/>	One Size	196395550524	2	HK\$ 2079, MYR 99...	HK\$ 1155, MYR 55...	<input checked="" type="checkbox"/>

Product Descriptions



General Luxury Description Template - Mandatory to adopt

COLOUR

XX

MATERIAL / COMPOSITION

XX

SIZE / LENS SIZE / WATCH CASE DIAMETER

XX

PRODUCT DETAILS

XX

PACKAGING DETAILS

XX

WARRANTY

XX

RETURN/EXCHANGE

XX

Description Template [here](#)

**Please download and use this template according to your category and copy & paste in your Product Creation Template*

Unique selling points to describe the product.
Will display on ZALORA website.

Mandatory

Editable

e.g. - Floral printed ruched detail midi dress
- Off shoulder neckline
- Slim fit

* As best practices:

- At least 3 unique selling points/descriptions
- Add a dash symbol "-" in front of every points
- Add a line break "
" at the end of the point for a spacing in sentence
- For Beauty category, input expiry date to help customers make informed purchases

Description

Resellers, BP, AD

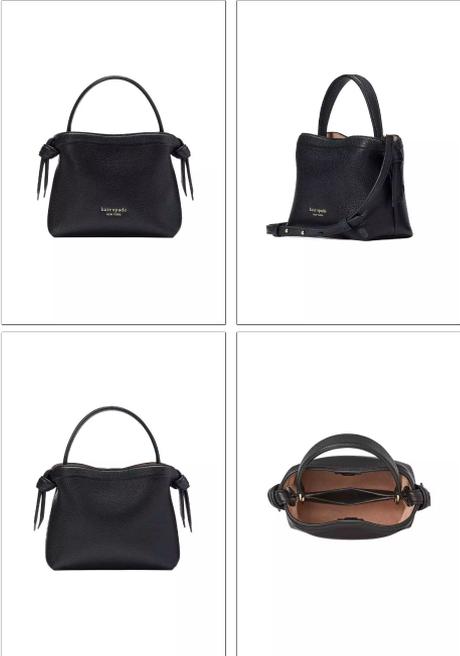
Only within 30 days. Returns must be unworn, unwashed, undamaged, unused, with the Zalora store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability"

Fine Jewellery, Fine Watches & Pre-Loved

Only within 7 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

Ideal Description - Bags

Home > Women > Women's Bags > Crossbody Bags



Kate Spade VIP
Knott Mini Crossbody Tote Black

About the Product ▾

COLOUR
Black

MATERIAL
Pebbled leather
Faïlle lining

SIZE
Length: 6.75"(17cm)
Height: 5.5"(14cm)
Width: 3.5"(9cm)
Strap drop : 52cm

PRODUCT DETAILS
Handle drop: 3.25"
Removable adjustable crossbody strap
Interior slip pocket
Magnetic snap closure
Double compartment
Pinmount logo
Made in Italy
Style No. KD067

PACKAGING DETAILS
Product comes in its original Kate Spade box and dust bag. Authenticity and warranty cards are not included.

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 30 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

List all the material components of the product

Clearly state the size measurements of the product including strap length if included

For products that come with brand's original packaging.
Indicate whether Authenticity and Warranty cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Fine Jewellery

Home > Women > Women's Accessories > Necklaces



HABIB 
Pear Garnet and Round Diamond Necklace in
375/9K White Gold

About the Product ▾

COLOUR
White, Garnet

COMPOSITION
Chain details: 375/9K White Gold
Garnet Gemstone detail: 1.47 carats
Diamond detail: 0.01 carats

SIZE
45cm Chain

PRODUCT DETAILS
Pear shaped garnet accompanied with single diamond on a white gold chain with spring ring clasp.

PACKAGING DETAILS
1x HABIB Jewellery Box (for each jewellery piece)
1x HABIB Official Receipt (per order)
1x HABIB Paper Bag (per order)

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 7 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

Clearly state the descriptions of the gemstones

Clearly state the size measurements of the product including chain length

Clearly entail packaging details that is customer will receive.
Indicate whether Warranty & Authenticity cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Fine Watches

Home > Women > Women's Accessories > Watches



TISSOT  
Ballade 34mm Women's Watch

About the Product 

COLOUR
Blue, Rose Gold, Silver

MATERIAL
Case Material: Stainless steel
Strap Material: Stainless steel
Watch Glass: Scratch-resistant sapphire crystal with antireflective coating

WATCH CASE DIAMETER
34mm

PRODUCT DETAILS
Quartz
Water-resistant up to a pressure of 10 bar (100m)
Scratch-resistant sapphire crystal with antireflective coating
Functions: EOL (battery end-of-life indicator), Interchangeable quick release bracelet

PACKAGING DETAILS
Product comes in a watch box, a warranty card, and a care book

WARRANTY
Product comes with 2 Years of Manufacture Warranty

RETURN/EXCHANGE
Only within 7 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

List the material of the watch components

Clearly state the size of the watch case diameter

Clearly entail packaging details that is customer will receive.
Indicate whether Warranty & Authenticity cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Shoes

Home > Women > Women's Shoes > Heels



Saint Laurent VIP
Patent Leather Pointed Toe Slip-On Heels

About the Product ▾

COLOUR
Red

MATERIAL
Calfskin

SIZE
Heel Height 110mm, EU Size

PRODUCT DETAILS
Made in Italy.
Pumps crafted from patent leather
Pointed toe design
Stiletto heel

PACKAGING DETAILS
Product comes in its original Saint Laurent box and dust bag. Authenticity and warranty cards are not included.

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 30 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

List all the material components of the product (Heel, Soles etc.)

Clearly state the size measurements of the product including heel height

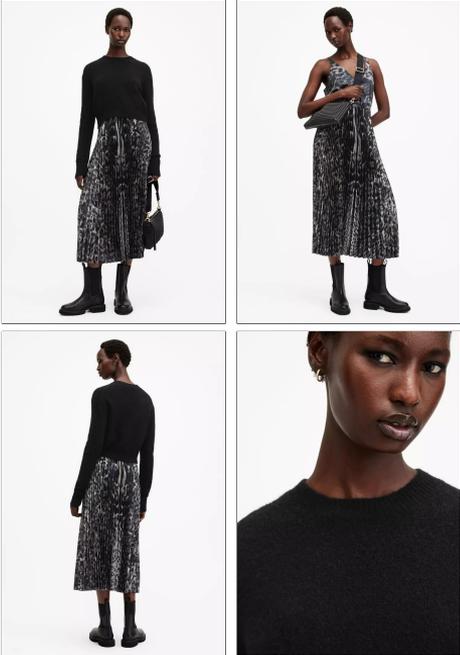
For products that come with brand's original packaging.
Indicate whether Authenticity and Warranty cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Apparel

Home > Women > Women's Clothing > Dresses



AllSaints 
Jinx Pleated Dress

About the Product ▾

COLOUR
Jinx Taupe Brown

MATERIAL
Shell: 96% polyester (recycled) 4% elastane
Lining: 100% polyester (recycled)

SIZE
Length: 6.75"(17cm)
Height: 5.5"(14cm)
Width: 3.5"(9cm)

PRODUCT DETAILS
AllSaints Jinx Pleated Dress
Jinx Taupe Brown / female
2024 Autumn-Winter

PACKAGING DETAILS
Product comes in its original brand box and original brand dust bag. Authenticity cards are not included.

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 30 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

List all the material components of the product

Clearly state the size measurements of the product

For products that come with brand's original packaging.
Indicate whether Authenticity and Warranty cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Accessories

Home > Women > Women's Accessories > Belts



Burberry VIP
Louis Check Reversible Belt

About the Product ▾

COLOUR
Brown, Black

MATERIAL
Belt: Canvas, pebbled leather
Buckle: Metal

SIZE
Size in cm

PRODUCT DETAILS
Dual sided pebbled leather and Burberry check belt
Adjustable and reversible design
Pin buckle fastening

PACKAGING DETAILS
Product comes in its original Burberry box and dust bag. Authenticity cards are not included.

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 30 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

List all the material components of the product

Clearly state the size measurements of the product including strap length if included

For products that come with brand's original packaging.
Indicate whether Authenticity and Warranty cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Eyewear

Home > Women > Women's Accessories > Sunglasses



Versace VIP
Women's Cat Eye Frame Black Acetate Sunglasses

About the Product ▾

COLOUR
Black, Gold

FRAME MATERIAL
Acetate Frame

LENS SIZE
55mm

PRODUCT DETAILS
Cat Eye Sunglasses with Versace Logo on temples
Fitting: High Bridge Fit
Lens Color: Grey
Polarized: No
Photochromic: No
Lens Type: UV Protection Lens
Asian Fit

PACKAGING DETAILS
Product comes in its original brand box and warranty card. Authenticity cards are included.

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 30 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product (matching with the brand.com)
Brand Name to be excluded

List all the material components the frame

Clearly state the size and fit

For products that come with brand's original packaging.
Indicate whether Authenticity and Warranty cards are/are not included

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Ideal Description - Pre-Loved

Home > Women > Women's Bags > Hand Bags



Mario Valentino VIP
Pre-Loved Per Top-Handle Bag

About the Product ▾

OVERALL CONDITION
Very Good
Scratches on the logo. The displayed item may have additional defects that are not explicitly mentioned.

COLOUR
White, Grey

MATERIAL
PVC Leather, Polyurethane

SIZE
Dimensions: L16cm x H13cm x W8cm
Handle drop: 5cm
Shoulder drop: 60cm

PRODUCT DETAILS
Push lock flap closure
Lined interior
Fixed top handle
Adjustable and detachable crossbody strap

PACKAGING DETAILS
Product does not come with original box or dust bag. Authenticity Certificate is not provided.

WARRANTY
Product does not come with any warranty services in the event of wear and tear.

RETURN/EXCHANGE
Only within 7 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

The proper full name of the product and must start with 'Pre-Loved'.
Brand Name to be excluded

Condition grading (View Next Slide)
Details on any wear and tear/defects

List all the material components of the product

Clearly state the size measurements of the product including strap length if included

Indicate whether Authenticity Certificate is provided

Warranty details have to be added for ALL PRODUCTS

This should be the only portion regarding return / exchange in your product description

Pre-Loved only - Condition Grading Guide

Pre-Loved Luxury Product Attributes Show less ▾

Condition (Only for Pre-Loved Items)

Please select ▾

To be used only for products under the Pre-Loved Category to indicate the condition of the Pre-loved item Options: Brand New, Good, Very Good, & Fair
Example: Very Good

Zalora Condition		Japanese Pre-Loved Grading <i>(for reference)</i>
Brand New	The item has never been worn or used and is as good as brand new.	N - Brand New S - Practically Brand New
Very Good	The item has been gently worn or used with minimal signs of wear, maintaining its overall great appearance	A - Very good condition, with very light signs of wear
Good	The item has been worn or used and shows moderate signs of wear, but still in good and usable condition.	B - Good Condition with signs of wear
Fair	The item has significant signs of wear such as worn corners, scratches or interior wear. However, we have chosen to list down the item due to its special aesthetic character and functionality.	C - Significantly signs of wear

**Zalora advises against Pre-Loved sellers listing SKUs/products in 'Fair'/'Grade C' condition*

DO NOTs (will be rejected)

1

Do not state that the items will look different than the images. All images should reflect the items accurately.

2

Do not use your own return conditions. Kindly use the template provided in the next few slides.

3

Do not add unnecessary information

-Origin: Italy. (the origin of different batches may be different, please subject to the real object)
 -Photos and Measurements are for reference only, it may vary according to brand and style, the real object should be considered as final.
 -Returns will only be accepted if the security tag remains intact, merchandise is in original condition and all tags, certificates, warranties, care instructions, product labeling, extra buttons, hangers, dust bags and boxes are intact and returned together with the Merchandise.
 -All product parameters, **pictures are for reference only**, please refer to the actual goods; The product is purchased and transported from overseas; small scratches, threads, glue marks, slight smell and other defects that do not affect the quality, performance or use of the product are not quality problems.

Please notice that:

Country of origin may vary due to seasonality. All products comes with original packaging but may not come with branded paper box/bag.

Photos and Measurements are for reference only, it may vary according to brand and style, the real object should be considered as final.

Seller SKU: 3RTT17-7JDZZ-1200

Main Color: Black

Main Material: 54% Cotton 42% Modal 4%

Elastane

Country Of Origin: Turkey

Return Policy:

Returns will only be accepted if the security tag remains intact, merchandise is in original condition and all tags, certificates, warranties, care instructions, product labeling, extra buttons, hangers, dust bags and boxes are intact and returned together with the Merchandise.

Customers may request for item exchange if:

Jewellery size does not fit;
 Item is defective;
 Received wrong item.

Note: Requests due to change of mind and/or for items damaged due to wear and tear are NOT ACCEPTABLE. All requests are subject to approval.

-Season of use: Four seasons -**Intended for: youth** -Origin: Vietnam, mainland China, Philippines, etc. (the origin of different batches may be different, please subject to the real object) -Photos and Measurements are for reference only, it may vary according to brand and style, the real object should be considered as final. -All product parameters, pictures are for reference only, please refer to the actual goods;; The above description is not a reason to return or replace the goods, thank you for your understanding

Product Images



Product Image Guidelines

Full guidelines please refer to the deck shared by Zalora team in the email.

- First image to be **portrait** layout for the product.
 - First image for Shoes to point towards right side.
 - Eyewear images must be 45° to the left with logo and temples visible.
- With **plain background** – **White** (non-apparel), Grey (apparel and non-apparel)
- **Minimum of 4 images per SKU** (Maximum 8 images), first image to be direct front facing.
- Recommended to have additional images to show product on model, this will increase conversion rate.
- JPEG format.
- Exactly **762pixel x 1100pixel** and 300dpi (not less than 100 dpi) in image size and resolution. This is to ensure image is not pixelated or distorted
- Size of file: 2MB max/ per file
- Clear and not blur/pixelated
 - Products are presented as the main focus of the image
 - Products are presented in a neat and tidy manner
- Does not contain any other brand's logo/name
- **No watermarks**

**When uploading images onto the Product Creation Template, please ensure it is in https format.*

Image Guidelines - Bags

All bag products should have at least 4 different images of the product itself - front, back and 2 sides.

If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

Do note that the background of the images should be white.

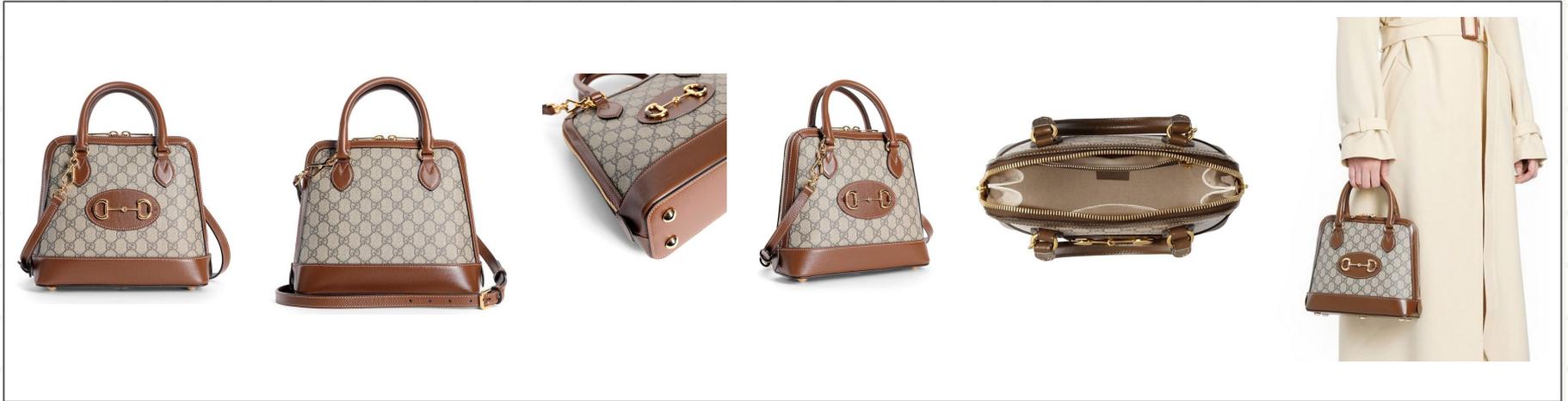


Image Guidelines - Fine Jewellery

All accessories / jewellery products should have at least 4 different images of the product itself - front, back, full shot and close up.

If possible, include:

- Photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.
- Brand size guide & Jewellery care tips

Do note that the background of the images should be white.

The collage features several pieces of fine jewelry: a diamond ring with a large central stone and side stones, a diamond ring with a channel-set band, a diamond ring with a large central stone and a pavé band, a diamond necklace with a large central stone and a pavé band, and a diamond bracelet with a large central stone and a pavé band. A model is shown wearing a white blazer and a diamond ring. To the right, there is a jewelry care guide and a jewelry care tips section.

NECKLACE STRING GUIDE

This guide is based on a standard 18cm necklace. Depending on the size of your neck, this may be a closer or further fit. The chart below is a guide to help you choose the right size for your necklace. Consultation with a jeweller is the best option for the purchase.

Neckline / Chain Size	Style	How to Wear
18" / 45cm	Choker Style	Fit snug to the neckline. Can pair with any outfit combination.
18" / 45cm	Set on Collarbone	Resting at the collarbone top of the shoulders. Good for dressy & formal occasions.
18" / 45cm	One Below Collarbone	Set and below the collarbone, parallel to the top of the shoulders.
18" / 45cm	Just at Center of Bustline	More gap below the bustline or an off-the-shoulder style.
18" / 45cm	Just Below Bustline	Parallel to bustline and it falls well proportioned to average bustline.

Need a Hand?

We'd love to assist you in person! Feel free to visit us at any BEON Diamond Boutique, where we'll be happy to help you for the purchase. You can also reach out to our Client Relations team for any questions.

For all our services, we offer complimentary styling, resizing, and exchanges - simply refer to our Conditions of Sale for more details.

JEWELRY CARE TIPS

Jewellery Care Tips from BEON Diamond
Our BEON Diamond is designed to stand for a lifetime. Follow these simple care tips to keep your pieces shining bright.

- Store separately.** To avoid scratches, keep your jewelry items separately in a small jewelry box or pouch.
- Handle carefully.** Use a soft suspension solution to clean. Never use harsh acids, and always wear a hair tie on a hair setting.
- Don't eat, Don't drink.** After getting cleaned, make your jewelry free from any food particles, oils, acids, lotions, and so on.
- Avoid harsh chemicals.** Keep your jewelry away from such items, including like chlorine or perfume, and any direct heat sources.
- Follow lead & activities.** Remove your jewelry before engaging in swimming, a physical activities or sleep in a perfect condition.

Need a Hand?

We're here to help you keep your jewelry looking as good as new. You can visit us at any BEON Diamond Boutique for a complimentary styling and polishing service for your collection. Feel free to reach out to our Client Relations team for assistance with any questions or concerns.

Image Guidelines - Fine Watches

All watches products should have at least 4 different images of the product itself - front (with strap), type of clasp, front and back of case.

If possible, include:

- Photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

Do note that the background of the images should be white.



Image Guidelines - Apparel

All apparel products should have at least 4 different images of the product itself - front, back, full shot and close up.

If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

For apparel, the products can be shot against a white or light grey background.

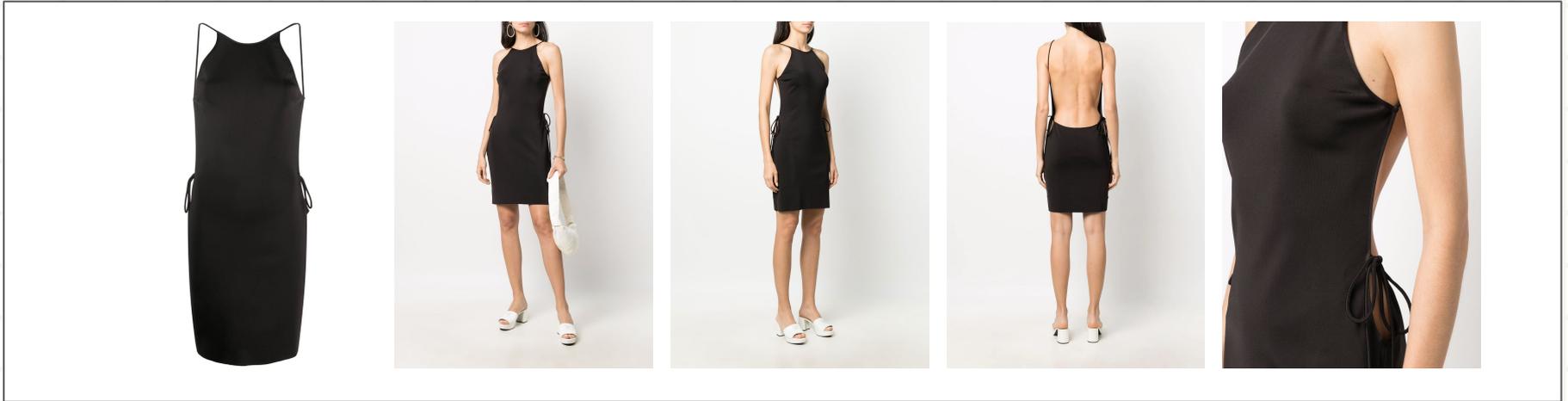


Image Guidelines - Eyewear

All eyewear products should have at least 4 different images of the product itself - 45° to the left with logo and temples visible, front, side, back

If possible, include:

- Photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.
- Packaging of the product that will be received by the customer (if applicable)

Do note that the background of the images should be white.



Image Guidelines - Shoes

All shoes products should have at least 4 different images of the product itself -pointing right, front, back, above

If possible, photos of models with the products should also be included in order to assist the customers in envisioning how the product looks like on a person.

Do note that the background of the images should be white.



Background of Product Images

For all **non-apparel** products, all images should be against a white background in order for the luxury catalog to remain clean and easy on the eyes.



Salvatore Ferragamo
Salvatore Ferragamo Small Crossbody Bag ...
SS **1,185.00** ~~SS 1,980.00~~ -41%



MCM
Tracy Crossbody in Visetos Leather Block
SS 1,080.00



Bottega Veneta
Candy Cassette Crossbody bag
~~SS 2,362.50~~ **SS 2,126.25** -10%



For all **apparel** products, all images can be shot against a white or light grey background in order for the luxury catalog to remain clean and easy on the eyes.

Clear Focused Images

For all images, kindly ensure that the images are in the proper focus, with the correct dimensions. Photos which are blur, overstretched, heavily edited will not be accepted.



Unrelated Images

Kindly ensure that no other unrelated images are uploaded. Do not upload any images about product tags or returns policy if the image used features another product. Unrelated images like these are confusing and misleading to customers and overall does not paint a very good impression about the product.

There is no need to include an additional image about product tags since it is already being mentioned in the description portion and returns policy description.



1st Image Rule

The 1st image should not have any models or additional items like packaging materials in order for the whole catalog to have a standardised look-and-feel.



COACH
COACH Mollie Bucket Bag 22 In Signature C...



Marc Jacobs
Marc Jacobs Preppy Nylon Mini Natasha Cr...

Unnecessary Close-up Shoots

Do not upload any unnecessary close-up image shots as this will lower the quality of the product information and customers' experience.



Unnecessary
cropped image &
poor resolution



Good resolution & close up from different
angles to properly showcase the products.



Product images must reflect what customers will receive

Do not display items that are not included with the purchase.
Avoid statements such as “images are for reference only”.
All visuals must accurately represent the contents of the order.



*SUNGLASSES ARE FOR PACKAGING REFERENCE ONLY

Other examples to avoid :

- Images are for illustration purposes only.
- Images are illustrative and may not reflect the exact item supplied.
- Images are provided as a visual guide only.
- Product photos are indicative; actual contents may vary.
- Pictures are for display purposes only
- Visuals are examples only and may differ from the delivered product.
- Images are for context only and may not represent the precise configuration.
- Photos are for reference only; specifications prevail.
- Images serve as a guide only; items included are as described.
- The imagery is illustrative and should not be taken as exact

Appendix



Useful Attachments & Files

These files below will help your journey to upload products with ZALORA more seamlessly!

Product Creation Template (PCT)

Please download latest version from GSC/LSC

[Primary Category, Browse Nodes and SubCat Mapping](#)

For GSC - Ensure that mapping is correct according to this guide sheet, otherwise your SKUs will be rejected !

[Description Template](#)

Please work on your descriptions on this template. Proceed to copy & paste in PCT

[Sub Cat Type to Size System Brand](#)

Help in identifying the available size systems (and available sizes) according to the sub cats.

[Size Chart Templates](#)

If you need help on how to display your Size Chart

Tax & Finance Simulation

Available on case to case basis - If required, please request from your Onboarding PIC

API Integration

Please reach out to your Onboarding PIC, Account Manager or Luxury Category Manager for the relevant documents needed to work on your API Integration.

For longtail sellers with no Key Account Manager (KAM), please reach out to Seller Help Desk.

We highly suggest you opt for API especially when it comes to Stock Level Management.

Thank you !

A fashion advertisement for ZALORA LUXURY. Two women are featured against a plain, light-colored background. The woman on the left is wearing a white, structured suit with a high collar and gold buttons. She has her hair in a ponytail and is wearing gold earrings. The woman on the right is wearing a black, structured suit with a high collar and dark buttons. She has long, straight hair and is wearing gold earrings. The text 'ZALORA LUXURY' is overlaid in the center in a large, white, serif font.

ZALORA LUXURY