



# ZALORA

## PRODUCTION SERVICES

***RATE CARD***

# CONTENTS

**01**



**Introduction**

**02**



**Why ZALORA  
Production  
Services**

**03**



**Available  
Services**

**04**



**Brand Success  
Stories**

**05**

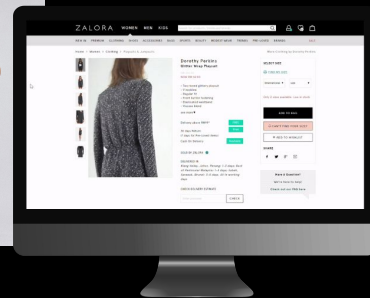
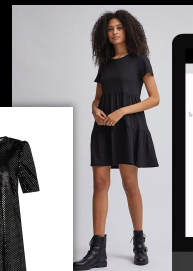
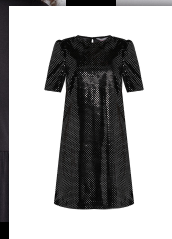


**FAQs & Next  
Steps**



# ZALORA PRODUCTION 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

---

## Quality Online Product Catalog

Compelling fashion catalog photography and effective content writing with consistency to local language engagement.



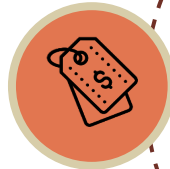
## Use of Professional Models

We work with professionally trained, top models available - selected according to the brand's suitability.



## Competitive Price

Leverage on our high eProduction volumes to offer you affordable rates compared to other photography studios.



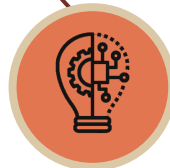
## Proven to Improve Sales

Increase Conversion Rates and Click Through Rates



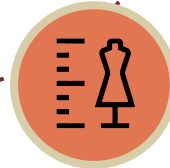
## Simplified Operations

Send us your product samples, and let us do the rest. Enjoy a hassle-free process with guaranteed QC approvals\* and skip the tedious uploading process



## Customisable e-Production Services

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







# Available **SERVICES.**

- I. Breakdown of Services and Pricing
  - Packages for Apparel
  - Packages for Unisex Apparel
  - Packages for Product
  - Add Ons / Other Services
- II. Ghost Mannequin Apparels



# APPAREL PHOTOSHOOT

---

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

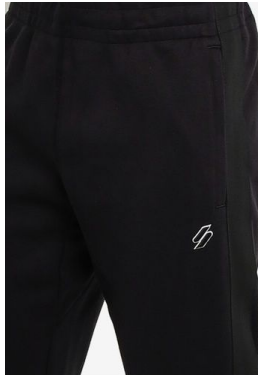
# APPAREL PHOTOSHOOT

- 4 images/SKU  
- Front, Back, Detail and Full Body
- “Standard” posing style

TOP:



BOTTOM:



DRESS:





# LIFESTYLE APPAREL PHOTOSHOOT

---

*Enhance your engagement through crafted images with one of our four themed sets that inspire customers to envision themselves in your apparel.*

**Note:**

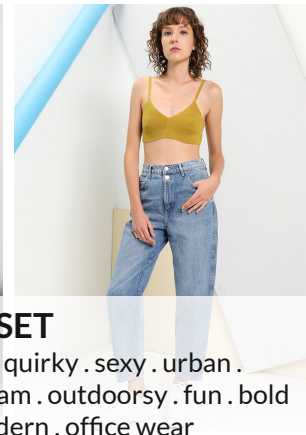
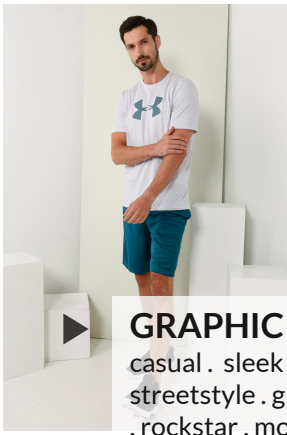
*A/B testing on conversion rate is in progress. Stay tune for the results!*





### HOME SET

minimal . dressy . natural . simple .  
clean . comfy



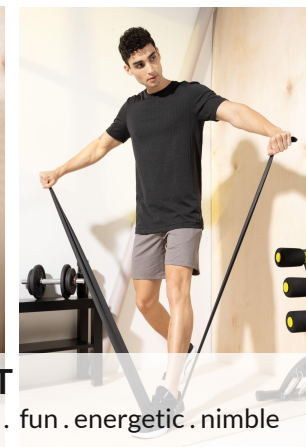
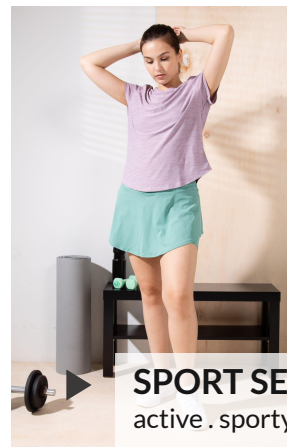
### GRAPHIC SET

casual . sleek . quirky . sexy . urban .  
streetstyle . glam . outdoorsy . fun . bold  
. rockstar . modern . office wear



### MINIMALISTIC SET

minimal . glam . elegant . dressy .  
natural . simple . office wear . clean



### SPORT SET

active . sporty . fun . energetic . nimble



# LIFESTYLE APPAREL PHOTOSHOOT

- 4 images/SKU  
- Front, Back, Detail and Full Body
- “Dynamic” posing style

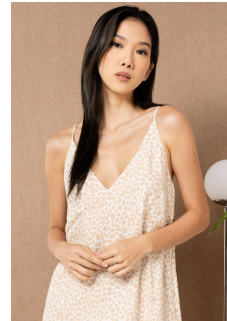
## TOP:



## BOTTOM:



## DRESS:





## APPAREL VIDEO SHOOT

---

Some discerning shoppers need to feel or try the product on - so compared to a still life image, showing **high quality videos** is the closest to bridging that gap.

“

Our data shows that overall, apparel videos help **increase conversion rate by up to 20%** compared to those without videos.

”



Note: Right click on the images to view the video in a new tab

# PACKAGES FOR APPAREL

## SERVICES INCLUDED IN THE PACKAGE (PRICE/ SKU)

### 1 Sample Handling

*Sample inbound, processing and outbound*

### 2 ZALORA's Choice of Model

*Inclusive of hair, makeup and styling*

### 3 Photography

*Up to 4 angles of Front, Back, Detail and Full Body*

### 4 Lifestyle Backdrop

*Choose from our 4 themed sets; Home Lifestyle, Graphic, Minimalist and Dark*

### 5 Videography

*5-10 seconds video showcasing the apparel worn on model*

### 6 Upload onto Seller Centre

*Enjoy a hassle-free process!*



**5% off**

## PREMIUM

MYR 54  
S\$ 24  
HK\$ 155  
NT\$ 595



## VIDEO

MYR 52  
S\$ 23.5  
HK\$ 150  
NT\$ 575



## LIFESTYLE

MYR 47  
S\$ 20.5  
HK\$ 135  
NT\$ 515



## STANDARD

MYR 42  
S\$ 18.5  
HK\$ 120  
NT\$ 465





# UNISEX APPAREL

---

*Embrace and showcase your  
gender-inclusive clothing.*

# UNISEX APPAREL PHOTOSHOOT

TOP:



BOTTOM:



- **4 images/SKU**  
- Front (with thumbnail), Back, Detail and Full Body
- **Usage of two models**  
- one male and one female model



# PACKAGES FOR UNISEX APPAREL

## SERVICES INCLUDED IN THE PACKAGE (PRICE/ SKU)

### 1 Sample Handling

*Sample inbound, processing and outbound*

### 2 ZALORA's Choice of a Female and a Male Model

*Inclusive of hair, makeup and styling*

### 3 Photography

*Up to 4 angles of Front (with thumbnail), Back, Detail and Full Body*

### 4 Lifestyle Backdrop

*Choose from our 4 themed sets*

### 5 Videography

*5-10 seconds video showcasing the apparel worn on ONE model*

### 6 Upload onto Seller Centre

*Enjoy a hassle-free process!*

## PREMIUM

MYR 79

S\$ 35

HK\$ 225

NT\$ 845



## VIDEO

MYR 77

S\$ 34.5

HK\$ 220

NT\$ 825



## LIFESTYLE

MYR 72

S\$ 31.5

HK\$ 205

NT\$ 765



## STANDARD

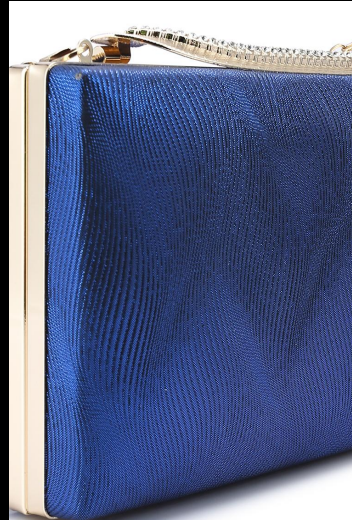
MYR 67

S\$ 29.5

HK\$ 190

NT\$ 715





# PRODUCT PHOTOSHOOT

---

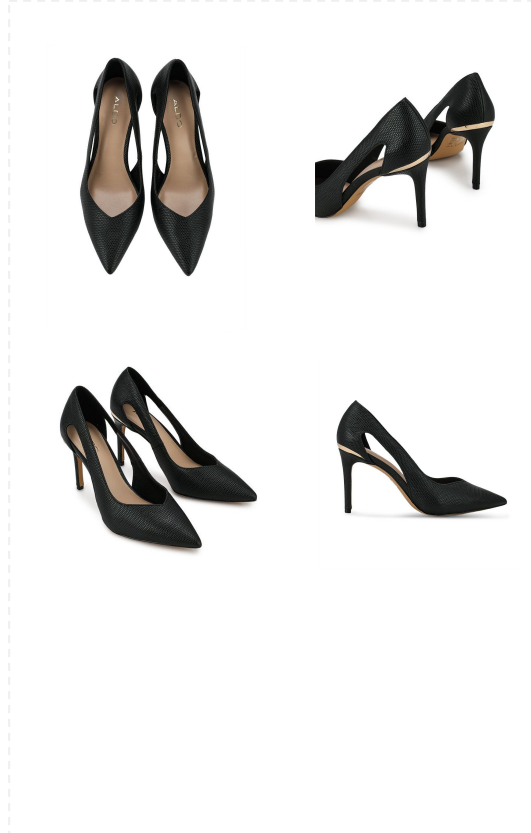
Product category includes items such as **bags, shoes, and accessories.**

# PRODUCT PHOTOSHOOT

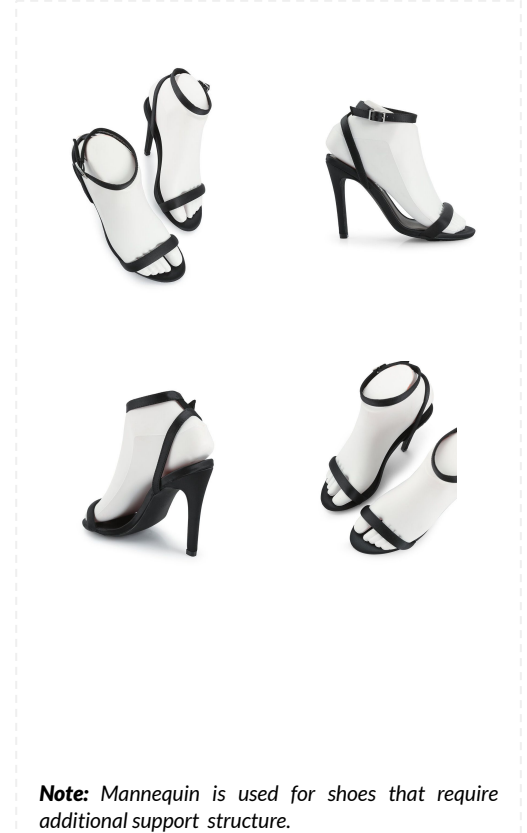
## DRESS SHOES:



## HEELS:



## HEELS (w/ mannequin):



**Note:** Mannequin is used for shoes that require additional support structure.

# PRODUCT PHOTOSHOOT

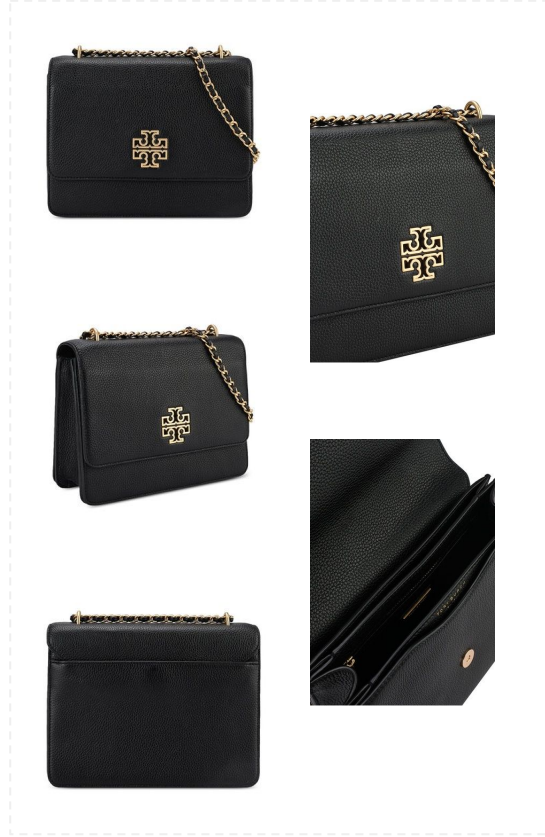
## HANDBAG:



## SHOULDER BAG:



## SLING BAG:



# PRODUCT PHOTOSHOOT

## WAIST BAG:



## BACKPACK:



## WALLET:



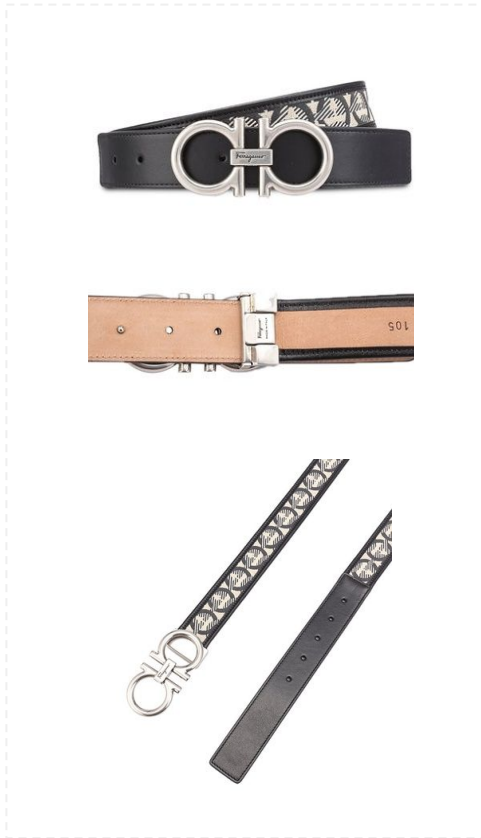


# PRODUCT PHOTOSHOOT

## CARD HOLDER:



## BELT:



- **Up to 5 images/SKU**  
- *Front, Back, Side, Top, Inside, and Detail*



## PRODUCT ON MODEL

---

More **accurate sizing representation** with a real life model can minimize returns!

“

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.

”



## LUXE PRODUCT VIDEO (*BAGS & SHOES*)

---

Let customers **feel** as if they are at the other end of the video and are **physically examining the product**.



Note: Right click on the images to view the video in a new tab

# PACKAGES FOR PRODUCT



10% off

## SERVICES INCLUDED IN THE PACKAGE (PRICE/ SKU)

### 1 Sample Handling

*Sample inbound, processing and outbound*

### 2 ZALORA's Choice of Model

*Inclusive of hair, makeup and styling*

### 3 Product on Model

*1 image with cropped head shot (except for eyewear)*

### 4 Photography

*Up to 5 angles*

### 5 Videography

*15-20 second video showcasing the product*

### 6 Upload onto Seller Centre

*Enjoy a hassle-free process!*

#### PREMIUM

MYR 26  
S\$ 10  
HK\$ 75  
NT\$ 275



#### LUXE

MYR 24  
S\$ 9  
HK\$ 70  
NT\$ 255



#### ON MODEL

MYR 22  
S\$ 8.5  
HK\$ 65  
NT\$ 230



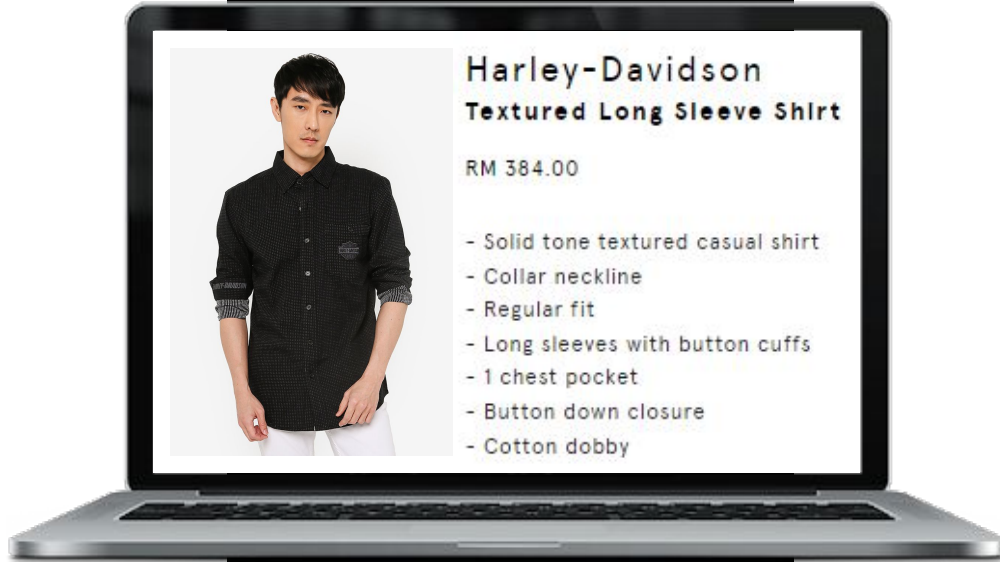
#### STANDARD

MYR 17  
S\$ 6.5  
HK\$ 50  
NT\$ 180



# CONTENT WRITING (EN)

---



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

**Note:** Adding 'Content Writing' to your ZPS Package will guarantee QC Approval!



## TRANSLATION (EN + CH)

---

“

Data shows product descriptions in the customer's local language **improves inclusivity as well as the shopping experience.**

Overall, content in Chinese helps to **increase in average the click through rate by 20-40% and conversion rate by 15-30%** compared to those with only English content in HK and TW.

”





# 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**.*

# STANDARD RETOUCHING

## CATEGORY :

*Apparel*

*Shoes*

*Bags/Wallets*

## SERVICES

## INCLUDE :

- *Image clean up*
- *Image cropping & resizing*
- *Background removal*



Background Removal  
Image Clean Up



Image Cropping & Resizing



Background Removal

# ADD-ONS / OTHER SERVICES

\*For uploads to ZALORA platform, the main image for each product must align with [ZALORA's Image Guideline](#).

## SERVICES INCLUDED IN THE PACKAGE (PRICE/SKU)

### 1 File Handling

### 2 Content Writing (EN) *Product description in English*

### 3 Translation (EN to CH) *Translate product description from English to Chinese*

### 4 Image Retouching up to 6 images per SKU *Image resizing, background clean up, removal of excessive wrinkles, minor touch-up*

### 5 Logo Removal *If needed, logo must not overlap with the actual product image*

### 6 Upload onto Seller Centre *Enjoy a hassle-free process!*

## CONTENT WRITING (EN)

MYR 3  
S\$ 1.50  
HK\$ 10  
NT\$ 35



## TRANSLATION (EN + CH)

MYR 6  
S\$ 3  
HK\$ 20  
NT\$ 70



## IMAGE RETOUCHING

### STANDARD

MYR 5  
S\$ 2  
HK\$ 13  
NT\$ 50



### BASIC

MYR 3  
S\$ 1.50  
HK\$ 10  
NT\$ 35



First image:  
full  
retouching

Subsequent  
images:  
only resizing



# GHOST MANNEQUIN APPARELS

---



Special items such as **male underwear bottoms**, **speedos** and **baby apparel** will only be shot as Products instead of Apparels. This includes **sheer lingerie** that are too revealing for our models. For affected SKUs, 'Product' rates will apply.

Reach out to us if you have any questions!



A man with a beard and sunglasses is carrying a woman on his shoulders. They are both smiling and appear to be in a celebratory mood. The background shows a cityscape with various buildings and greenery. The image is overlaid with a semi-transparent dark grey filter.

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.

”

**CKCALVIN KLEIN**

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

“

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

”



*Hazel H*  
- Founder of My Fame Diva -

“

Our sales increased due to the right model choice.

”

*Kehati*

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

“

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.

”



**COLOURS OF THREAD**

*Nurul A.,*  
- Director of Colours of Thread -

# FAQs.



# FAQs

---

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

Once your samples or product images reach our MY Production studio, it takes up to 10 working days to complete a ZPS request.

## 2 WHICH PRODUCTS ARE ELIGIBLE FOR ZPS?

Currently, only Fashion products are eligible for ZPS such as Apparel, Shoes and Accessories.

## 3 DO YOU HAVE A MINIMUM NUMBER OF SKUS REQUIREMENT?

For plus size and children's apparel, there is a minimum requirement of 30 SKUs per model type. For lower quantities, there is a risk of a delay to your ZPS lead time.

## 4 THERE ARE DIFFERENT ZPS RATES(MYR, S\$, HK\$ AND NT\$). WHICH RATES I SHOULD REFER TO?

The rates depend on the country location of the Seller. However, for 'Fulfilled by ZALORA' Sellers, please refer to the MY rates only.



# FAQs

---

## **5** WHEN WILL SELLERS BE CHARGED FOR ZPS?

ZPS fees are only charged once the production service has been completed and quality approved by ZALORA's Production team.

## **6** HOW ARE ZPS FEES BILLED TO SELLERS?

For ZALORA Sellers, ZPS fees are charged to the Seller's Account Statement in their respective Seller Center and the fee shall be deducted from the sale from that particular month of billing.

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

ZPS clients may only utilize or display on online platform(s) 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.

## **8** WHAT IS THE SIZE OF THE PHOTOGRAPHED IMAGES PRODUCED?

Images are produced in 762 x 1100 pixels according to ZALORA's Production Guidelines.

# FAQs

## 9 HOW ARE SAMPLES DELIVERED FOR ZPS?

### Dropship Sellers

MY:

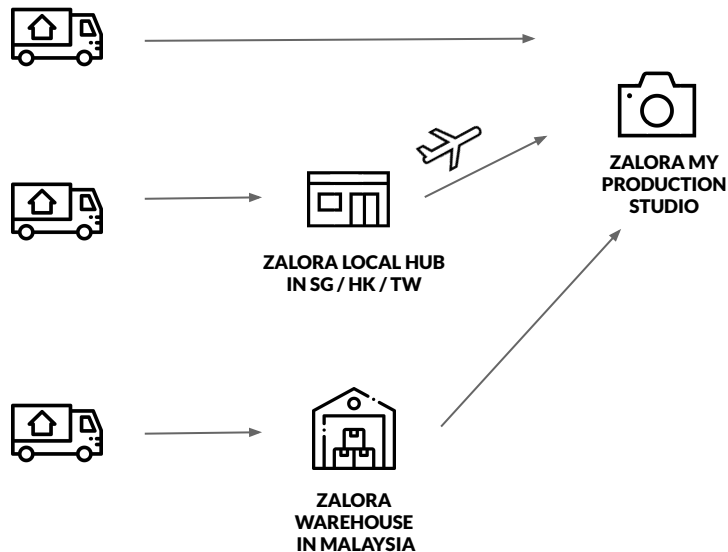
Seller sends the samples directly to the Production Studio.

Non-MY:

Seller sends the samples to a ZALORA local hub and ZALORA will then send the samples to MY Production Studio.

### Fulfilled-by-ZALORA (FBZ) Sellers

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



# FAQs

## 10 HOW ARE SAMPLES RETURNED AFTER ZPS REQUEST HAS BEEN COMPLETED?

### Dropship Sellers

MY:

Sellers are informed via email to pick up the samples from the Production Studio at own expense.

SG:

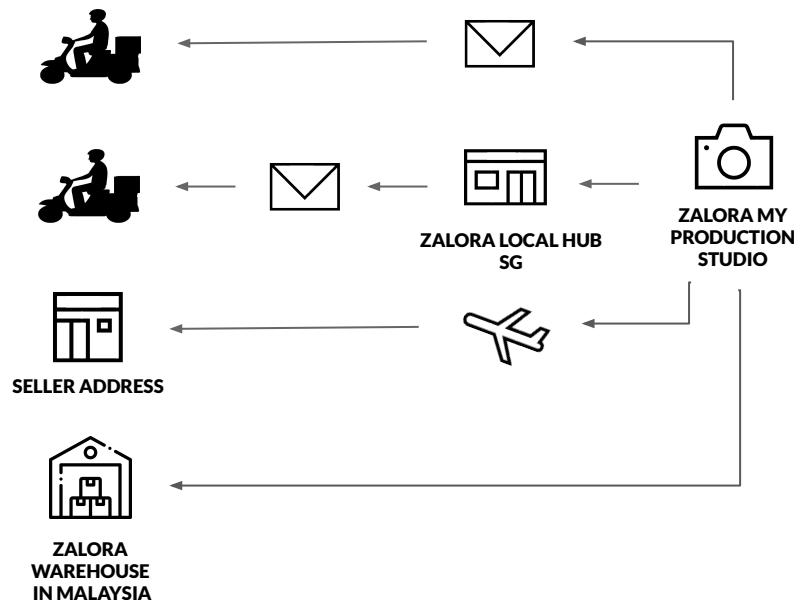
Sellers are informed via email to pick up the samples at ZALORA SG Local Hub at own expense.

HK & TW:

The samples will be returned to the Seller's address.

### Fulfilled-by-ZALORA (FBZ) Sellers

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



# FAQs

---

## **11** WHAT HAPPENS TO **SAMPLES THAT ARE NOT PICKED UP BY SELLER WITHIN THE ALLOCATED TIME?**

These samples will be disposed of by ZALORA.

## **12** WHAT SHOULD BE MY **EXPECTATIONS OF THE IMAGES PRODUCED?**

Our team follows ZALORA's Image Guidelines which can be viewed [here](#).

## **13** ARE IMAGES SUFFICIENT TO **CREATE DETAILED PRODUCT CONTENT FROM?**

For Content only ZPS subscriptions, our writers create content based on the images provided. Therefore, the detail of information may be limited. If you prefer to ship physical goods to our Content Team, Standard Product Package fees will apply.

## **14** CAN'T FIND **SOMETHING YOU'RE LOOKING FOR? OR HAVE FEEDBACK?**

Let us know via ZALORA's [Seller Centre Contact Form](#) or submit your feedback [here](#). We're always looking into how we can serve you better!

# TERMS AND CONDITIONS

1. Sellers are required to deliver Samples on the agreed upon date and time, as advised via Seller Help Desk.
2. Upon receiving Samples at ZALORA e-Production Studio in Malaysia, the standard time frame to complete the photoshoot of the Samples is ten (10) Business Days. (This excludes the time frame to outbound the shipment).
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. Samples shall be clearly labelled with barcode generated code, showing the complete style number and ZALORA SKU Code.
5. 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 and/or Sample delivery being less than 20 SKUs.
6. Samples will be handled with care during the photoshoot. However, make-up stains or other minor defects will undoubtedly occur amid the photoshoot as it is styled on actual models.
7. In the event of makeup stains or other minor-defects occurred, Samples are not permitted for reimbursement.
8. Upon completion of the Production Services, ZALORA shall pack the Samples back into the original packaging received from the Seller. For packages that are not resealable, ZALORA shall be entitled to return the Samples without packaging, on a reasonable commercial efforts basis.
9. Sellers are required to arrange outbounding and the return of the Samples within three (3) Business Days from the scheduled release date from ZALORA e-Production Studio, at the Seller's cost. In the event that the Seller does not do so within the stipulated time and after one (1) reminder by ZALORA, ZALORA shall be entitled to dispose of the Samples at its sole discretion without notice or reference to the Seller.
10. Payment will be charged in Account Statement in Seller Center once the ZPS request has been processed and if applicable, QC Approved on Seller Center
11. Sellers who intends to use the images shot for ZPS shall submit a request via Contact Us form. This is subject to ZALORA's prior written consent and is revocable by ZALORA at any point in time.





# What's Next

---

Contact Us via ZALORA's [Seller Centre Contact Form](#)