



SUPPLIER PHOTOGRAPHY STYLE GUIDE FY18

The Warehouse Ltd

The Warehouse Supplier Image Requirements

If an image will be required in a mailer, on POS or web then it needs to be sent by the Merchandise team to market mac with the following information:

File name

- Name the file with the barcode with no preceding zeros

Image size

- Images to be minimum 300 resolution 10cm high, 10cm wide. Photoshop, eps or jpeg file. 50cm for POS.
- Images to be closely cropped (background to be kept to a minimum).

Model shots

- Please supply in psd format where possible.
- Please be aware that if the top of the head is missing (cropped) we may not be able to use it.
- Underwear models to have bare feet.

Sharpness

- Please ensure all images are sharp and edges are clearly defined.
- Shoot with the lowest f-stop number as possible. F8-F22.

Clarity

- Clear images, no cloudy/foggy look.

Glare

- No glare or light reflection to be on the images – this is especially important with product in plastic wrapping.

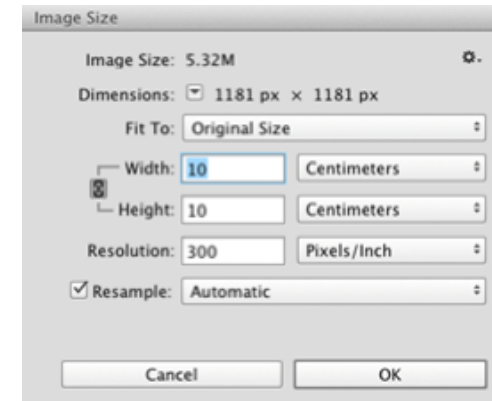
Lighting

- Clear bright lighting showing the product as accurately as possible.
- No harsh shadows.

Additional Images

- Please provide additional images where possible for the categories listed throughout this style guide
- Additional images still need to follow our styleguide & image requirements
- Please do not use propping/other products in additional shots if not from The Warehouse or Warehouse Stationery

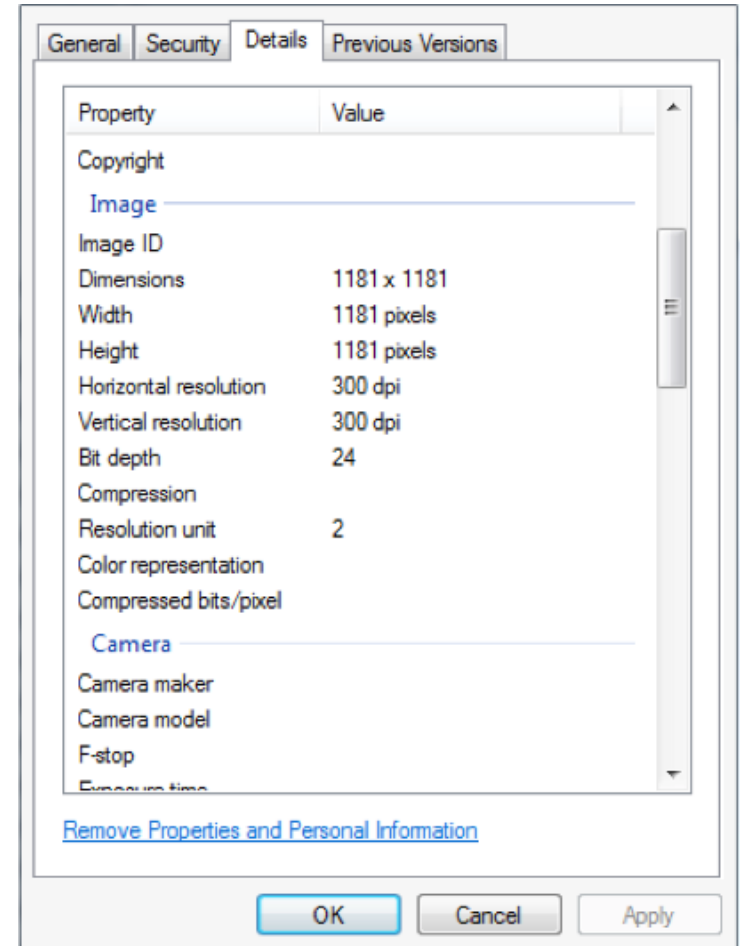
See following photography style guide for product specific into, angles etc.



Checking Image Size on a PC

Before giving supplier images to MarketMac please check size and resolution on your PC:

1. Right click on the image
2. Select "Properties"
3. Select "Details"
4. Check image dimensions & resolution match this picture



Assorted Product

- Supply one image of each individual product out of pack and in pack, save as barcode
- Show any features as close ups, save as barcode



Accessories



Beanies – flat

Belts - shots in coil with buckle showing

Bracelets & sets – in a vertical stack

Earrings (multi-packs) – Out of packaging – one of each earring

Earrings (pairs) – out of packaging

Gloves – Shoot as pair, overlapping

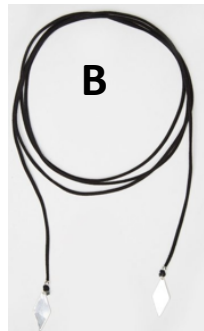
Handbags/bags – show front on. Handles upright/shoulder straps “hugging” the body of the bag

Hats - all front on (caps and trilby's slight side view, use photographers measurements)

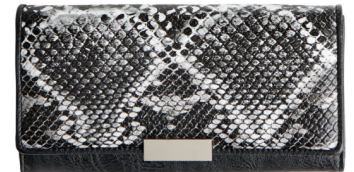




- **Headbands** – Front/side on depending on where detail is
- **Necklaces** - almost birds-eye-view. Show full length
 - If chain is long put a tidy kink in the chain or crop as per picture A
 - Chokers as per pictures B & C



- **Scarves** – Birds eye view in circle with 2 tails
- **Ties** – Rolled with the front bit sticking out
- **Umbrellas** - open & side view
- **Wallets & Purses** - front on



- **Sunglasses**

- Side view with arms open, save as barcode
- Front view with arms open, save as barcode



- **Bags/Purses**

- Front on, save as barcode
- Angled, save as barcode
- Back, save as barcode
- Open, save as barcode



Fine Jewellery



Earrings:

- Show pair
- Birds-eye-view
- **Studs** front on no butterfly showing
- **Hoops** side on
- **Shepherd hooks** laying flat with hook showing – angle hook so it is narrow and doesn't show the full width of the hook
- **Huggies** slight side angle with minimal amount of top showing

Rings

- Front on, high angle, focus on the diamond (if there is one)





Bangles

- Shoot lying flat, high angle

Bracelets

- Shoot flat and straight - show full length unless requested to be shot in a circle
- Charm bracelets shot in a circle

Charms

- More front on than rings

Necklaces (with pendants)

- Birds-eye-view
- Shoot pendant & start of chain but not entire length



- **Watches**

- Set dial to 10:10
- Front on shot
- Angled shot
- Close-up of dial



- **Chains**

- Front full length curved
- Close-up of chain



Health & Beauty



- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- Make sure that clear bottles look full
- **Please only show one item per shot**
- **Where possible please supply multiple**



Baby

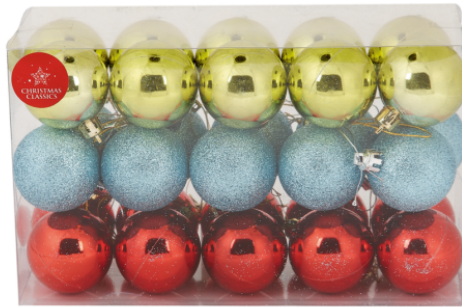


- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- Use baby's as models when applicable – angle to be the best for the product
- **Where possible please supply multiple**



Christmas

- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top



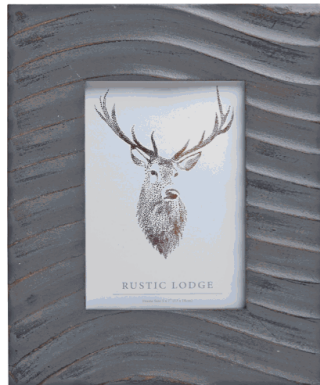
Home Décor

- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- Clocks to be set to 10:10

Mirrors to be shot as front on as possible with small amount of top and showing a reflection of a wall or plant.

Cushion - shoot front and back. Floor cushion – show overhead if has design and $\frac{3}{4}$ angle as reference.

Vases to be shot with and without flowers



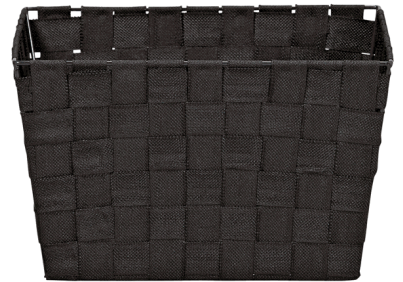
Housewares & Tabletop

- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- **Box shots** – Shoot front on with small amount of top
- **Dinner sets** (out of box) – show one piece of each item as a group, plates upright with bowl & mug in front.
- **Frypans** to show front and back



Large Plastic Storage

- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- **Bookcases** – show front on with small amount of top and $\frac{3}{4}$ angle view to show sides



Manchester



Sheets/Towels/Throws

- Individual bath towels to be shot folded and square on
- Individual beach towels flat full shot – supplied vertically
- Individual throws either flat or folded and square on
- Sheet sets – pillowcase on pillow and sheets folded on top, other pillowcase or one of the sheets to hang over top to show any features. Shoot a swatch of pattern
- Duvet inners – shoot out of pack folded to show thickness and fold back to show any feature on the inside. Shoot in pack.



Shower Curtains

- Shoot on metal rail front on



Curtains

Curtains/Blinds

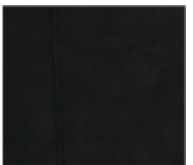
- both drops in window setting slightly propped with furniture from The Warehouse
- Close up of header to show gathering
- fabric swatch



Indoor Furniture



- Product shots – If providing one shot only, shoot front on and tidy as possible. If there are details that require a more angled shot shoot to allow this.
- **Where possible please supply as many angles**
- Front on
- Angled
- Angled showing features (lids/draws open etc.)
- Back view of couch
- Side-on
- Feature/detail close-up shot
- Swatch



Appliances



- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- **Where possible please supply multiple shots**



Outdoor Furniture & BBQ's



- Where possible please supply multiple shots as per below for BBQ's:
 - Front on
 - Angled
 - Feature/detail close-up shot
 - Feature/detail close-up shot
 - Feature/detail close-up shot



Party

- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top



Snacks/Grocery/Confectionery

- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- Remove cellophane from boxes if required but make sure you keep it looking like a set/group if sold that way.



Pet



- Box shots – Shoot front on with small amount of top
- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Use pets as props when applicable – angle to be the best for the product
- **Where possible please supply multiple shots as per below for kennels, cages etc.:**
 - Full product (angle best for item)
 - Features/details (doors open etc.)
 - Features/detail close-up/model shot



Hardware & Automotive



- Box shots – Shoot front on with small amount of top
- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Tool boxes to be shot angled to show off depth of product
- **Where possible please supply multiple**

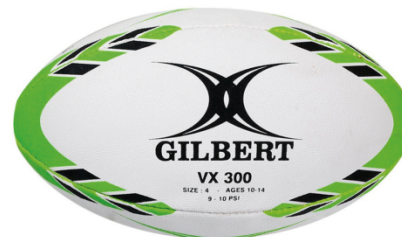


Sporting

- Standard product shots front on with a bit of the top showing

Wetsuits

- Shoot flat or/-
- Mannequin
- If using models clear cut out their bodies





Bikes

- Side on product shot
- detail shot
- $\frac{3}{4}$ angle model shot (ensure safety gear is worn)

Skateboards

- Top of skateboard
- Bottom of skateboard

Exercise Equipment

- Side on product shot
- detail shot
- $\frac{3}{4}$ angle model shot

Tents

- Full product (angle best for item)
- Detail/feature shot
- Detail/feature shot
- Detail/feature shot close-up





Scooters

- Shoot on a $\frac{3}{4}$ angle
- $\frac{3}{4}$ angle product shot
- detail shot (e.g. wheel)

Fishing Rods

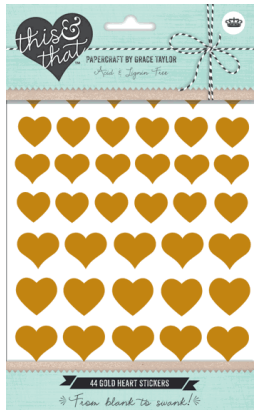
- Full length
- Close-up of reel
- **NB: Please supply full length shot at 20cm on the longest side**



Sleeping bags

- Flat
- Rolled up in bag

Stationery



- Product shots – Shot as front on and tidy as possible, if there are details that require a more angle shot then shoot to allow this
- Box shots – Shoot front on with small amount of top
- When shooting embellishments remove from cellophane but shoot on top with header card



Age Restriction: What good looks like



13 Hours The Secret Soldiers of Benghazi DVD 1Disc

NOW \$9.99

Offer Ends: 13/12/2016

SPECIALLY STICKERED DVDS 3 FOR \$20

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12.5% TWG TEAM DISCOUNT APPLICABLE

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Qty: 1

Delivered In: 2-4 business days

Availability: In stock

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Product Description:

From director Michael Bay 13 Hours: The Secret Soldiers of Benghazi, is the gripping true story of six elite ex-military operations assigned to protect the CIA who fought back

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The classification label is correct and legible

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You have age restricted item(s) in your cart. Please acknowledge that you are eligible to complete the purchase.

☐

Your cart contains items that are age restricted.

I acknowledge that I am of appropriate age to purchase the above item(s)

Office Furniture



1. Front On



2. 30° or 45°
(select best angle -
rotated clockwise)



3. 90° Side-on



4. 180° Back on



5. 30° or 45°
(select best
angle - rotated
anti-clockwise)



Straight Desks
1. Front On



2. 30° or 45° (select
best angle - rotated
clockwise)



3. 30° or 45° (select
best angle - rotated anti-
clockwise)



1. Front On

2. 30° or 45° (select best angle - rotated clockwise)



3. 30° or 45° (select best angle - rotated anti-clockwise)



1. Front On



2. 30° or 45° (select best angle - rotated clockwise)



3. Same as shot 2 but with cupboard door open (if required)

Consumer Electronics

- Phones/Smart Phones/Tablets – x 5 shots: Front, left angle, right angle, back, side



- Provide as many of the pictured angles as possible
- First priority is to provide front-on angle
- Please match angle of images supplied (pictures indicative of angle only)
- Please save images as barcode

- Speakers/Bluetooth speakers/Radios/Clock radios/Alarms – x 3 shots: Front, left angle, right angle



- Navigation systems – x 3 shots: Front, left angle, right angle



- **Laptops/Notebooks** – x 5 shots: Front, left angle, right angle, closed angled, side shot closed showing sockets etc.



- **Speaker systems/Entertainment units** – x 4 shots: Front, left angle, right angle, back shot showing connections/ports – all pieces showing, try fit to a square crop for front on shot



- **Gaming consoles** – x 5 shots: Front, left angle, right angle, controller, back shot showing connections/ports – all pieces showing



- **Headphones on ear** – x 4 shots: Front, left angle, right angle, side on



- **Headphones in ear** – x 3 shot: Out of pack as per picture, case (if available), close-up of volume control & jack



- **TVs/Screens** – x 4 shots: Front, left angle, right angle. side-on



- DVD Players/Set Top Boxes – x 3 shots: Front, left angle, right angle



- Turntables/DJ Controllers – x 4 shots: Front, left angle, right angle, top



- Cameras/Go-Pros – x 5 shots: Front, left angle, right angle, back, included accessories (charger etc.)



- **Fitness Wearables** – x 3 shots: Front, left angle, right angle – always show screen working/lit up



- **Toys** – x 3 shots: In pack, front, angled or showing accessories



- **CDs/DVDs/Games/Books** – x 2 shots: Front, left angle (showing spine)



Consumer Electronics

- **Cables/Chargers** – x 2 shots: In pack, out of pack zoomed in on fittings as per picture for cables /out of pack best angle for chargers



- **Flash Drives** – x 2 shots: Front on, open



- **SD Cards/Ink Cartridges/Remotes/Keyboards/Mouse/Other items** – x 1 shot: Front on (or best angle for product), in or out of packaging depending on product



Office machines



1. Front on (no props)



2. 30° or 45° (select best angle - rotated clockwise)



3. 30° or 45° (select best angle - rotated anti-clockwise)



1. Front on/out of packaging



2. 30° or 45° (select best angle - rotated clockwise)



3. Same angle as shot 2 but showing features

Technology



1. Front on/out of pack



2. 30° or 45°
(select best angle -
rotated clockwise)



3. 90° side-on
(best angle, rotate
clockwise)



4. Birdseye top of
product



5. 30° or 45° (select
best angle - rotated
anti-clockwise)



1. Front on/out of pack



2. 30° or 45°
(select best angle -
rotated clockwise)



3. Back on
30° or 45°



4. 180° Back (flat)



5. 30° or 45°
(best angle, rotate
anti-clockwise)



1. Front on/out of package 30° or 45°
(select best angle -
rotated clockwise)



3. 90° side-on
(best angle, rotate
clockwise)



4. Back



1. Front on/out of pack



2. 30° or 45°
(select best angle -
rotated clockwise)



3. 90° side-on
(rotate clockwise)



4. Back



1. Front on/out of pack



3. Birdseye/top of
product



4. 30° or 45°
shows corner (select
best angle - rotated
anti-clockwise) or
detail shot (ports)



2. 30° or 45° (select best
angle - rotated clockwise)



Other example:



1. Front on/out of pack



2. 30° or 45° (select best angle - rotated clockwise)
Features displayed



3. 30° or 45° (select best angle - rotated anti-clockwise)



1. Front on/out of pack



2. 30° or 45° (select best angle - rotated clockwise). Display features if appropriate.



3. 30° or 45° (select best angle – rotated anti-clockwise)



4. In packaging shot front on.

Scanners



AND/OR



1. Front on/out
of pack



2. 30° or 45°
(select best
angle - rotated
clockwise)



3. 30° or 45°
(select best angle -
rotated anti-
clockwise)



4. Choose angle to
best display
features IF NOT
ALREADY
DISPLAYED

Mobile phones



1. Front on/out of pack



2. 30° or 45°
(select best angle - rotated clockwise)



3. 90° side-on
(rotate clockwise)



4. Back

Toys: Multiple shots required



Talent shots

- Should be fun, dynamic & exciting
- Dress talent in plain generic clothing

Box Shots

- All square on with slight top showing

Out of pack shots

- Shoot as front on where possible
- Make sure all pieces are shown as close together as possible

Where possible please supply multiple shots as per below:

- Front on out of packaging
- Front on in packaging
- Model shot/features shot



Underwear/Shapewear:

Multiple shots required



Model shots

- Supply as a full length model shot (showing both bra & brief or top & bottom of shapewear) if underwear/shapewear is sold as a set or if sold as individual pieces
- If underwear/shapewear is sold individually also supply a cropped shot of each item e.g. bra (from the waist up including face of model) & briefs (from the waist down)
- Supply images named with barcode
- Supply images on clean white background

