lamoda

Content requirements: in the "Bags and wallets" section

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Photo specifications

Photo specifications

Format	JPEG
Size	762x1100 px
Resolution	72 - 300 dpi
Color model	RGB
Color profile	sRGB IEC61966-2.1
Size	Up to 500 KB
Right margin	68 px
Left margin	68 px
Top margin	88 px
Bottom margin	112 px
Exif	No metadata

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Photo requirements

Shot layout

The object in the picture must be located strictly within the area bounded by the margins. Side and bottom boundaries of the object must reach the side and bottom bars. Vertical objects with length much larger than the width should be placed in the center, the boundaries should reach the top and bottom bars. Shadow or small details (such as fringe or zipper) may go beyond the bars.

No. The object must reach the side bars as well

No. The object must reach the bottom bar

Background

The main image should have a white background without reflection. A slight soft shadow is allowed. The product in the picture should be levelled and carefully placed.
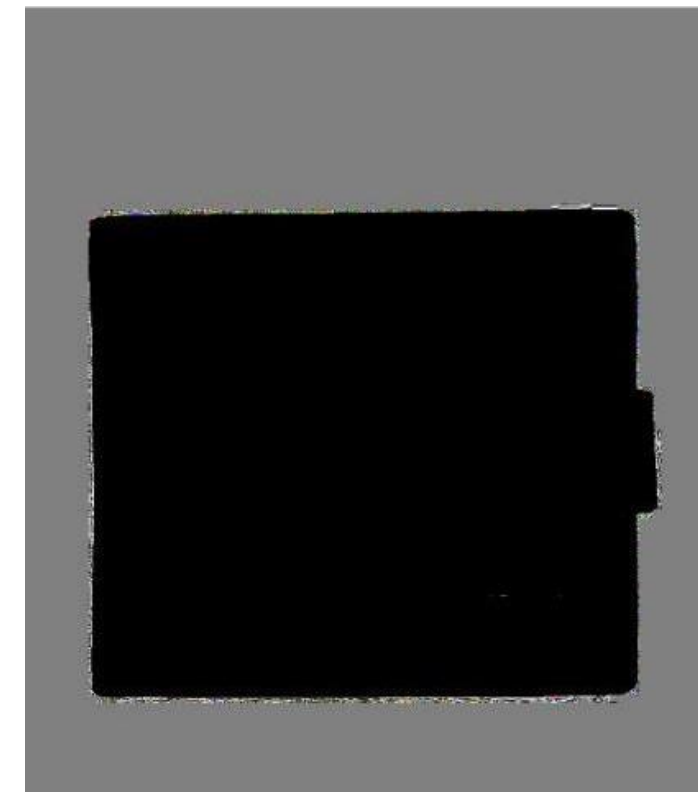

Visually white background...

Yes. Remains white in contrast test

Visually white background...

No. Grey background can be seen in contrast test

No. No reflection allowed

Angle:

Bags, backpacks, luggage bags and wallets may be shown from the front or at a $^3/_4$ angle.

Yes. Acceptable angle

Yes. Acceptable angle

Yes. Acceptable angle

No. No shooting from top downward

No. $^1/_2$ angle is not suitable for the catalogue

Images inside a flypage may be presented in the form of various object angles, textures, detailed cropping or photos with a model. A white or light neutral background is acceptable. The main idea of all model photos is Lifestyle, calm and relaxed posing. The background should be light grey, uniform and evenly lit.

No. Staged photo

No. The fragment on the bars is cut off

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Requirements for categorization and filling of attributes

Categorization

The product category should clearly, fully and correctly characterize the item being sold

• Backpacks
  City backpacks

No. Final subcategory not specified
• Backpacks

• Bags
  Shopper bags

No. Wrong category
• Bags
  Shopper bags

• Bags
  Satchel bags
• Bags
  Frame bags
• Bags
  Crossbody bags

No. Not all the possible categories specified
• Bags
  Satchel bags

Name

Lamoda standard- simple single-word names. It makes it easier for the buyer to navigate the assortment.

Error type	Wrong	Comment	Correct
Brand name	Mexx bag	The name should only contain product type.	Bag
color	Black cosmetic bag	The product color shall be specified under the "color" attribute.	Cosmetic bag
Gender reference	Women bag	Gender should not be specified in the name. There is a category for gender.	Bag
Codes, product ID, colors	Luggage bag 29477/25	Id, product or model codes should not be used in the name.	Luggage bag
Capital letters	LEATHER WALLET	The name starts with a capital letter, the rest are small letters.	Wallet
Season	Summer bag	The season shall be specified under the "season" attribute.	Bag

Product type

A correctly filled "Product type" attribute will help to promote the product in the general site catalog.

BAGS

BACKPACKS

WALLETS & COSMETIC BAGS

LUGGAGE

Description

The "Description" field for this category should be left empty. All product features must be indicated in the corresponding attributes.

Collection

It is necessary to specify the season when the product will be placed on Lamoda. From August 1 onwards - "autumn / winter", from February 1 onwards - "spring / summer". This attribute must be filled in by the rule regardless of the partner's internal collection.

Season

The "Multi" season should be indicated for all the products in this category.

color

The "color" attribute is used for the corresponding catalogue filter. As it was created to group up products of a similar color, you should choose <u>one</u> item from the list that most precisely describes the product. It is not used to enumerate all the colors that occur in the print / pattern. For sets, the color of all components is indicated separately.

Multicolor

No. All colors are listed Green, blue, black

Blue, navy blue, violet

No. The colors of each product are not specified Multicolor

**Do not use general color values if you can select a more specific hue.
For example:**

Coral-red

No.
Pink

Style

The "Style" filter of the catalogue is based on this attribute

Evening

Business

Casual

Sports

Composition

The "Top material" and "Inside material" attributes should be filled in fully and correctly

Yes.
Natural leather

Yes.
Artificial leather

No. Specific material is not stated
Leather

<u>Choose the most suitable variant from the list:</u> *"Polypropylene = Artificial material.* Clarifying information on the material features may be included in the text description.

<u>*If several materials are used in the manufacture of the product, specify them all*</u>: "made of artificial leather with textile inserts = Artificial leather, Textiles"

Model

A system attribute used to group similar products of different colors together to be displayed in the "Other colors" section. On the website, the information from the "Product Model" field is attached to the Name. Please only use this attribute if you intend to upload other colors under this item number
Acceptable model names:

GIRLFRIEND IN DARK WASH
BELLA
SOFT VII

Do not use:
•   name information (for example, "Bag")
•   item numbers, codes and other conventional symbols: "item number 00844 blue"
•   definitions: "sports"

Measurements

Height	19
Width	24
Bottom width	11
Handle Length	34
Shoulder strap	109
A4 Format	no