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Content requirements for the "Clothes" section

General image requirements

All images have the following technical requirements:

Format	JPEG
Size	762x1100 px
Resolution	72 - 300 dpi
Color model	RGB
Color profile	sRGB IEC61966-2.1
Size	Up to 500 KB
Exif	No metadata

Photographs of products presented on the mannequin or in the layout (other than the abovementioned requirements) must meet these requirements

Right margin	68 px
Left margin	68 px
Top margin	88 px
Bottom margin	112 px

CONTENT

1. General image recommendations. Light/background

2. Images:
    Men
    Women
    Children

3. Categorization and general requirements

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**Image recommendations -
lighting/background**

Lighting

It is recommended to use uniform soft light, with no deep shadows or sharp hotspots.
The whole figure of the model should be evenly illuminated.

YES. Perfect lighting and background

YES. Correct light distribution

NO. Uneven light distribution The bottom is darker than the top

NO. Uneven light distribution The bottom is darker than the top

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Background:

Neutral white background is obligatory since it is ideal for clothes presentation. Ideally, the background should be of a warm shade as shown in the example A 100% white background or a clipped background with a shadow is not allowed.

YES. Perfect background

YES. Perfect background

YES. Perfect background

NO. A complex intense background is not suitable for the catalogue

NO. Clipped background

Background:

To preserve the uniformity products in the partner catalogue, all products must be presented against the same background.

YES.
Perfect background

NO.
The background shades differ

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Images: men's wear

Men's wear Main Image

On the catalogue photo the product should be presented on a model with a cropped face. Relaxed posing is recommended. Pretentious or unnatural poses are unacceptable. Underwear must be presented on a mannequin or in a layout.

YES.
Correct cropping and natural posing.

NO.
Incorrect cropping

NO.
Incorrect cropping and unnatural posing.

Shot sets by category

Top.
Each image should be cut according to the standard:

Front
1st shot

Full height front
2nd shot

Back
3rd shot

Shot sets by category

Bottom.
Each image should be cut according to the standard:

Front shot
1st shot

Full height front
2nd shot

Back shot
3rd shot

Shot sets by category

Jumpsuits, suits, long outwear.
Each image should be cut according to the standard:

Full height front
1st shot

Front shot
2nd shot

Full height back shot
3rd shot

Sets

The sets should be presented in the catalogue in the layout and feature all the products included in the set. Additional images should feature at least one item from the set presented on a model, and also may contain model photos of other set items, photos on a mannequin or in the layout.

Additional images. Samples and errors.

Photos with a face or incorrect cropping are not allowed.
Cropping: the head should be cut out between the nose and the lips.

YES. Correct cropping

NO. The model's face is
fully in the shot

NO. Incorrect cropping

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Images: women wear

Model requirements
Shot sets by category

Model

Styling recommendations.
Relaxed posing is recommended.
Pretentious or unnatural poses are unacceptable.

YES.
Perfect posing.

YES.
Perfect posing.

YES.
Perfect posing.

NO.
Unnatural posing.

NO.
Unnatural posing.

Model

Styling recommendations.
Acceptable tights color is black and nude (natural shade). No tights should be worn with open shoes (sandals, for example). It is not recommended to picture outwear with summer shoes.

YES.
Perfect option

YES.

YES.
It is not recommended to
picture outwear with out-of-
season shoes.

NO.
color tights are not allowed

Model

Styling recommendations.
Religious and other massive ornaments and jewelry, elastic bands, massive tattoos and accessories by well-known brands are not allowed.

YES.
Emphasis on the product

NO.
Massive ornaments and jewelry are not allowed

NO.
Accessories by well-known brands are not allowed

NO.
Massive tattoos are not allowed

NO.
Religious ornaments and jewelry are not allowed

Model

MAKE-UP and hairstyle recommendations.
Models should wear neutral make up. Even skin tone, natural complexion.
Natural hairstyle. Models with bright make up or complex hairstyles are not allowed

NO.
No complex hairstyles

NO.
Untidy hair is not allowed

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Images: women wear

Model requirements
Shot sets by category

Shot sets by category

Top
Each image should be cut according to the standard:

Front
1st shot

Full height front
2nd shot

Back
3rd shot

Shot sets by category

Top
Each image should be cut according to the standard:

Front
1st shot

Full height front
2nd shot

Back
3rd shot

Shot sets by category

Bottom.
Each image should be cut according to the standard:

Front shot
1st shot

Full height front
2nd shot

Back shot
3rd shot

Shot sets by category

Jumpsuits, suits, long outwear.
Each image should be cut according to the standard:

Full height front
1st shot

Front
2nd shot

Full height back shot
3rd shot

Shot sets by category

Lingerie top

Front shot
1st shot

Front product shot
2nd shot

Back product shot
3rd shot

Shot sets by category

Lingerie bottom

Front shot
1st shot

Front product
2nd shot

Back product shot
3rd shot

Shot sets by category

Lingerie bottom (no matching top). For shooting, you need to choose the top that is matching or neutral to the bottom.

Front product shot
1st shot

Back product shot
2nd shot

Shot sets by category

Lingerie top (no matching bottom)

Front product shot
1st shot

Back product shot
2nd shot

Shot sets by category

Sets. The first picture of the same-type products must be shot on a mannequin or in a layout.
Model shooting with a face.

The whole set in a layout
1st shot

Set item front
2nd shot

Set item front full height
3rd shot

Set item back product
4th shot

Shot sets by category

The first picture of a unisex product must be shot on a mannequin or in a layout.
Model shooting should show the product on a man and a woman.

Mannequin/ Layout
1st shot

Model front product
2nd shot

Model front full height
3rd shot

Model back product
4th shot

Model front product
5th shot

Model front full height
6th shot

Model back product
7th shot

Shot sets by category

Tights and socks must be presented on a mannequin. The toe should be turned to the left. Additional photos may feature a crop of textures or model photos. Sets must be presented in a layout. Additional photos can feature individual items that are included in the set.

Image cropping: samples

YES.
The product can be
fully seen in the picture

NO.
The object can not be
fully seen in the
picture

YES.
The clothes should be
tucked in

NO.
No bare midriff

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Sample errors

YES.
Correct cropping

NO.
Large distance from top to bottom The model looks small

YES.
Homogeneous background, flawless color rendering

NO.
Inhomogeneous background, flawed color rendering

Image cropping: samples

YES.
In-season shoes

NO.
Off-season shoes

YES.
Uniform light background

NO.
No interior shooting

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Children

Children. Main Image

The object in the picture must be located strictly within the area bounded by the margins. The products in the picture are located in the center. Objects with the length much greater than the width should be placed between the top and bottom bars. In any other case they should be placed along the top and bottom bars. Products from "Socks, stockings, tights" category should be placed at the bottom bar. Please note that the margins are measured from the item itself, so the shadow or small details (such as fringe or zipper) may go beyond the bars.

NO.
The object is placed at the bottom bar.

Image cropping: samples

The main image for a clothes item may be represented in a layout, on a mannequin or a hanger. The background should be white, a small shadow under the items is allowed.
The main image of the set should feature all the items included in it.

YES.
Careful layout

YES.
On a mannequin

YES.
On a mannequin

YES.
The set is fully presented

NO.
Messy layout

Children. Additional images

Rear angle or texture frame may be used as additional images, model shooting is allowed.

YES.
Light uniform background and natural posing.

NO.
Complex inhomogeneous background is not suitable for model shooting

Children. Additional images

Additional set photos may contain images of each item separately, a rear view and an texture frame.

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Categorization and general requirements

Categorization

The product category should clearly, fully and correctly characterize the product.

YES.
- **Full categorization**
- **Coats**
  Light overcoats
- **Coats**
  Double-breasted overcoats

NO.
Categorization is not full
- **Coats**
  Double-breasted overcoats

YES.
- **Final category is specified**
- **Homewear**
  Morning gowns

NO.
Final category not specified
- **Homewear**

Name

Lamoda is committed to the principle of standardized names that help the client to better navigate the assortment

Error type	Wrong	Comment	Correct
Brand name	Mexx pants	**The name should only contain product type.**	Pants
color	Black shorts	**The product color shall be specified under the "color" attribute.**	Shorts
Gender reference	Girls shirt	**Gender should not be specified in the name. There is a category for gender.**	Shirt
Codes, product ID, colors	Blouse 29477/25	**Id, product or model codes should not be used in the name.**	Blouse
Capital letters	SWEATER	**The first letter is capital, the rest are small letters.**	Sweater
Season	Winter jacket	**The season shall be specified under the "season" attribute.**	Jacket

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.

Product type

A correctly filled "Product type" attribute will help to promote the product in the general site catalog.
(the flypage does not display the attribute)

Blazers & Suits

Homewear

Product type

Jeans

Knitwear

VESTS & TOPS

Trousers & Jumpsuits

Underwear

Swimwear

Product type

Sweatshirts

Tee-shirts & Polos

Outwear

Tracksuits

Shorts

Shirts

Product type

Skirts (children/adults)

Dresses (children/adults)

Socks & Tights

Kids Suits

Description

A description is required for sports shoes and products with special properties / technologies:
The jacket is made of textile fabric with an artificial fur lining. Regular fit model.
Details: artificial insulator, sewn on width-adjustable hood with a removable fur trim, zipper and press-stud valve, one inner and three outer pockets, bottom drawstring, inner knitted cuffs.

For the rest of the products the "Description" field should be empty.

Description. Errors

Unacceptable:
Emotional and/or judgmental vocabulary, little information about the product itself:
"A wonderful everyday option.
These shirt will be a perfect addition to your image."

One-word or phrase descriptions that do not carry any message:
"Nike sweatshirt"

Descriptions should be in a form of consistent text, the use of bulleted lists is not allowed:

"Tracksuit trousers
• color: red;
• Length: 120 cm"

Season

Summer	Interseason	Winter	Multi
The product with the peak demand in the warm season and summer months, has little demand in the transition period and no demand in winter	The product with the peak demand twice a year during the transitional season and almost no demand in the summer and winter months	The product with the peak demand in the cold season and winter months, has little demand in the transition period and no demand in the summer	The demand for a product does not directly depend on weather conditions or season

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 one 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.
In sets, the color of all components is indicated separately.

Multicolor

NO.
List of colors
Red, blue, white

Grey, black, blue

NO.
The color of each product is not specified. Multicolor

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

Coral-red

NO.
Pink

Style

CASUAL

SPORTS

Style

BUSINESS

EVENING

Composition

YES.
"100% cotton"
"60% Polyester, 40% viscose"
If there are several materials, indicate their percentage composition as a list:
"Material 1: 100% linen, Material 2: 50% linen, 50% polyester"

NO.
Values other than those indicated on the label are not allowed:

"100% knitted fabric"
Indication of the percentage is mandatory: **"Elastane"**
The values in total are 100%: **"95% viscose;**
15% elastane"

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

Yes.
GIRLFRIEND IN DARK WASH
BELLA
SOFT VII

NO.
You may not copy the information from the "Name" to the "Product model" section: **"Shirt"**
The use of item numbers, codes and other conventional symbols is not allowed: "item number 00844 blue"
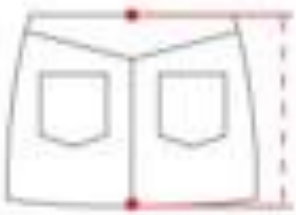Model fit description is not permitted: **«sheath»**

Measurements

We follow several rules in clothes measurements:

- Straighten the clothes, but not stretch it;
- Conduct measurements on a flat firm surface. There should be enough space to avoid size distortion;
- Measure the maximum length in irregular-edge clothes;
- Press the measuring tape tightly to the product;
- Measure the clothes in the back;
- All clothing worn below the waist ("bottoms") is measured on the side seam (jeans, shorts, skirts, etc.);
- Multiply all horizontally measured parameters by two (waist, chest girth, etc.).

Description and completion of attributes

Measurements

Backrest length / Back seam length	- measured in the back of the product from the bottom of the collar to the bottom edge.	
	- measured in the back of the product between the line and waist, to the bottom edge. The maximum length is taken into account if the lining, fringe and other decoration elements are visible.	
Side seam length	- measured from the beginning to the end of the outer seam.	
Inner seam length	- measured from the beginning to the end of the inner seam.	
Waist line measurement	- measured in the belt line from one edge to the other. The received measurements are multiplied by two.	