

*la*moda

**Content
requirements
for the
“Household
goods” section**

Август 2018



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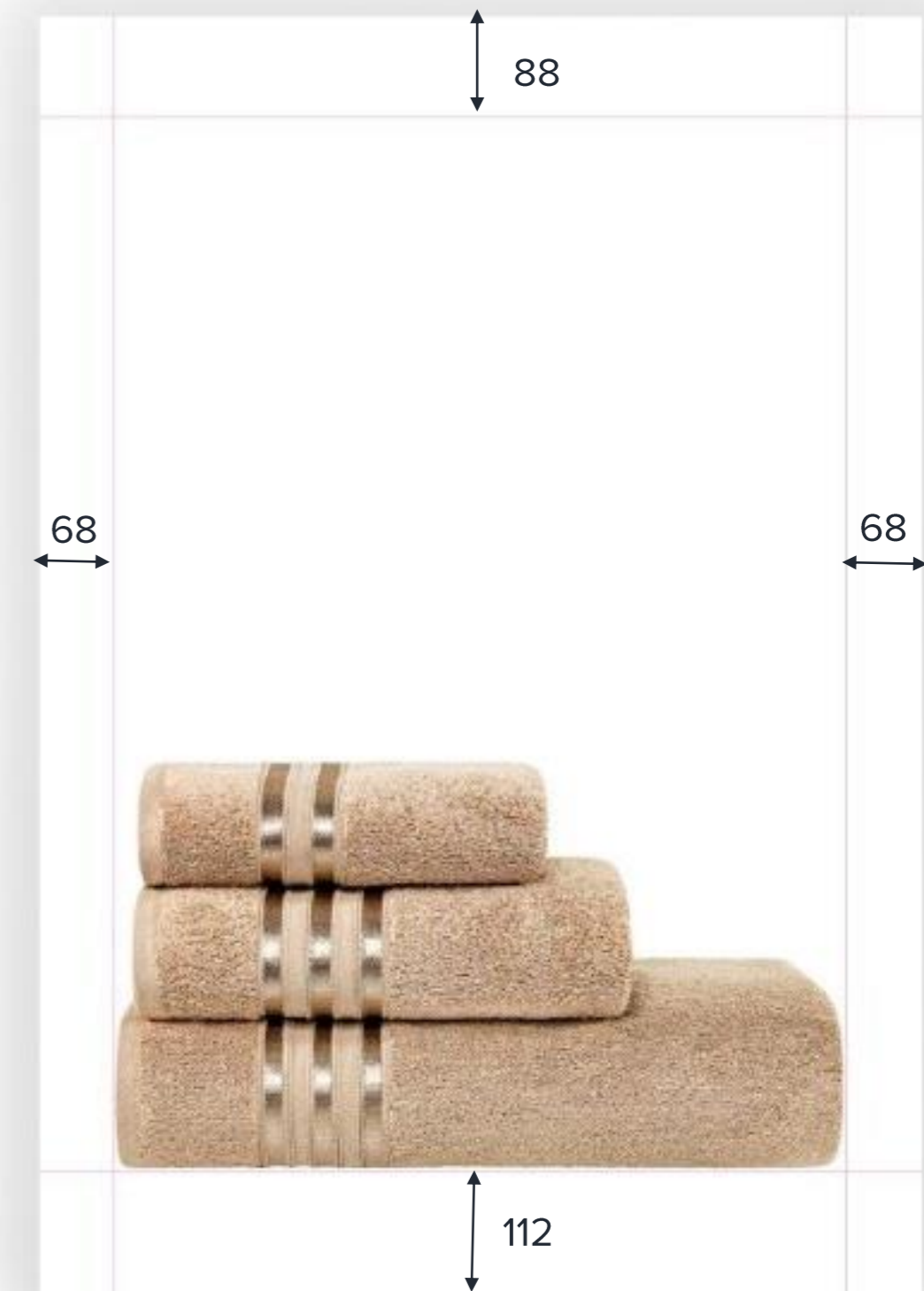
Photo specifications



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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



Main image

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 should be placed in the center of the frame

Background

For product shots 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

Recommended views by categories

Complete sets of bed linen must be presented in the catalog of interior photos. Bedspreads and blankets can be presented by an interior or subject photo.

If the real complete set doesn't coincide with a complete set on an interior photo, it is necessary to add the following formulation to the description "The image of the goods in the photo does not reflect the exact information on the completeness"



Recommended views by categories

Details, packaging, texture can be demonstrated in additional photos.



Recommended views by categories

Sheets, blankets, pillowcases, etc. in the catalog should be presented in a folded form and may have a front view or 3/4 angle. Pillows should have a front view



Recommended views by categories

Curtains should be presented in the catalog with an interior photo. Details, packaging, texture can be demonstrated in additional photos.

If the real complete set doesn't coincide with a complete set on an interior photo, it is necessary to add the following formulation to the description "The image of the goods in the photo does not reflect the exact information on the completeness"



Recommended views by categories

Towels, napkins and tablecloths can be presented in a folded form, in an apportion or in a box



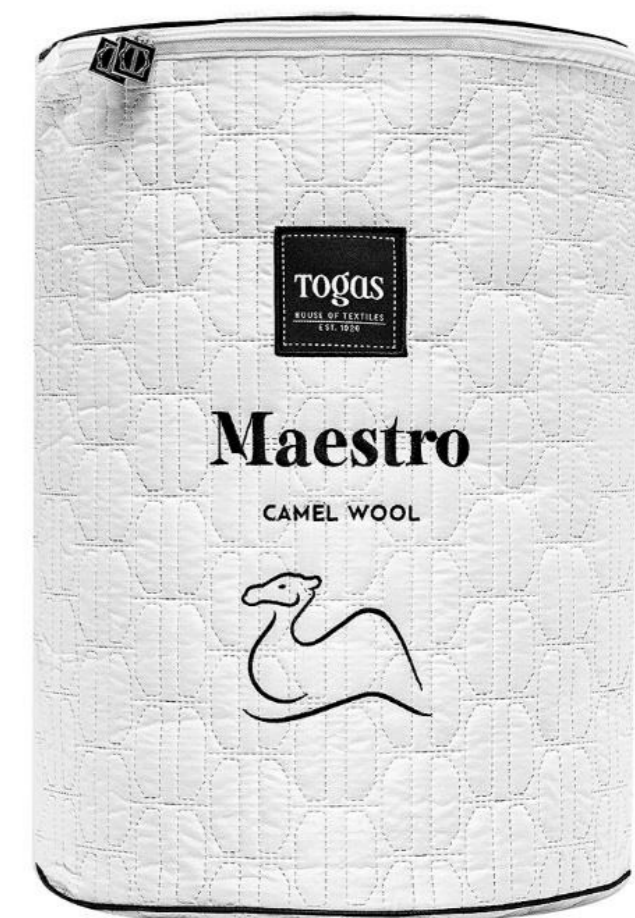
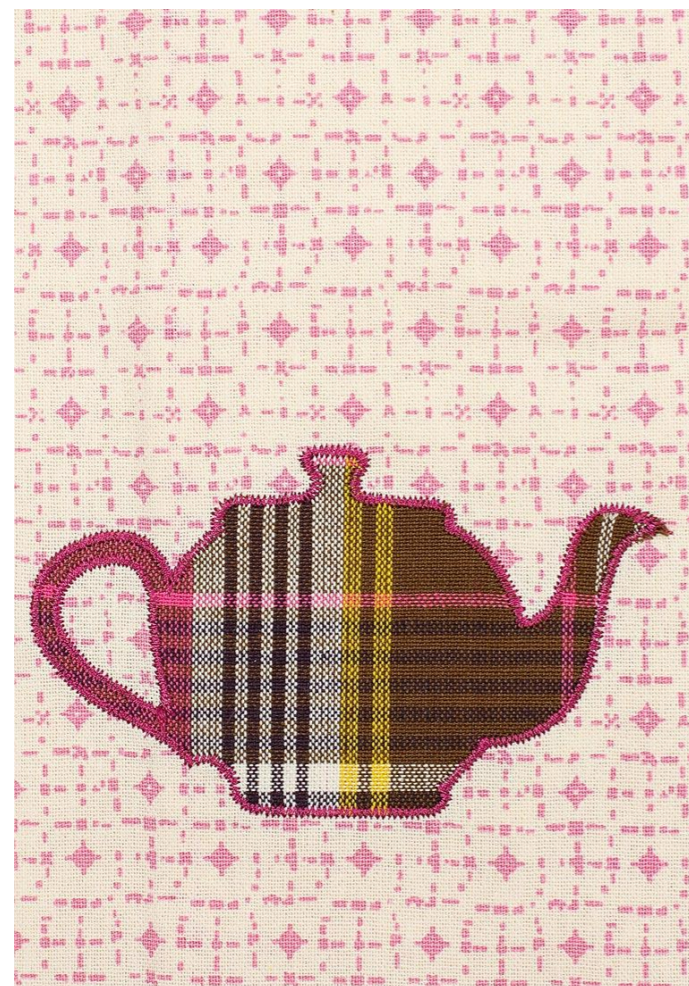
Recommended views by categories

Fragrances for the home, storage systems and other products can have a front angle or angle 3/4



Additionally photos

In additional photos can be presented: product in a package, a fragment of products showing the thickness or texture of the fabric, as well as photos of the interior.



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**Requirements for
categorization and filling of
attributes**



Categorization

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



- Bedding sets
Double sets



- No. Final subcategory not specified
- Bedding sets



- Storage
Boxes, cases and organizers



- No. Wrong category
- Storage Caskets

Name

The product name should reflect the type of goods, it is not allowed to add unnecessary words that make searching the site difficult.

| Error type | Wrong | Comment | Correct |
|---------------------------|------------------|--|-----------|
| Brand name | Arloni bed cover | The name should only contain product type. | Bed cover |
| color | White bed sheet | The product color shall be specified under the “color” attribute. | Bed sheet |
| Gender reference | Women towel | Gender should not be specified in the name. | Towel |
| Codes, product ID, colors | Plaid 93477/25 | Id, product or model codes should not be used in the name. | Plaid |
| Capital letters | PILLOW | The name starts with a capital letter, the rest are small letters. | Pillow |
| Season | Winter blanket | The season shall be specified under the “season” attribute. | Blanket |

Description

If the real complete set doesn't coincide with a complete set on an interior photo, it is necessary to add the following formulation to the description

"The image of the goods in the photo does not reflect the exact information on the completeness"

Format recommended by Lamoda:

The text description should include the list of all products in the set as well as the size of each product.

Example:

The bedding set is made from 100% cotton, satin weave, fabric density is 300 thr/cm² The perimeter of the pillowcase and blanket cover is decorated with a string of satin thread. Family duo set. Measurements: blanket cover 150x210 cm - 2 pieces; bed sheet 250x245 cm; pillowcase 70x70 cm - 2 pieces; 50x70 cm - 2 pieces. Details: set with buttons, wide wrap-over on pillowcases, gift wrapping.

Typical errors:

Emotional and/or judgmental vocabulary, little information about the product itself: "This pillow guarantees strong and healthy sleep, and its neutral color will fit into any interior"

The description contains no useful information: "Arloni pillow"

A bullet list that breaks the consistency of the text:

"Pillow

➤ **color: red;**

➤ **Measurements: 30x30 cm"**

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. For sets, the color of all components is indicated separately.



Yes.
Multicolor

**No. All colors are listed
Yellow, red, blue, green,
orange**



Yes.
White, fuchsia

**No.
The colors of each
product are not specified
Multicolor**



Yes.
Coral-red

**No.
Pink**

Composition

The attribute is filled strictly on the label on the product.
Values are mandatory in %.

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 name

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 “Model name” 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

Do not use:
name information (for example, “Towel”)
item numbers, codes and other conventional symbols: “item number 00844 blue”
definitions: “kitchen”