

*la*moda

Content
requirements
for the
“Jewelry”
section



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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



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Main Image: object location in the picture

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 does not reach the bottom bar.

No. The object does not reach the top 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. The shadow should not go beyond the photo limits. The watch should appear neat and be presented against a white background without a shadow



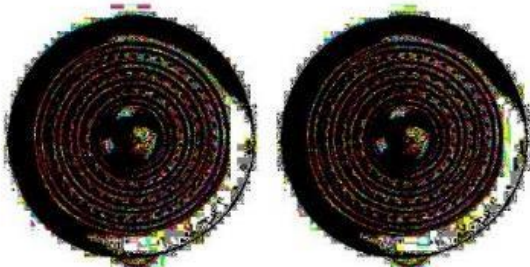
Visually white background



OK. Remains white in contrast test



Visually white background



No. A spot can be seen in a test



Recommended catalogue angles by category:

Rings may be shot from the front or at a $\frac{3}{4}$ angle.



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



No. The rim of the ring can not be seen

Recommended catalogue angles by category:

Earrings should be presented from the front angle, side view is acceptable to show the clip. Both objects should be present in the photo, except for ear cuffs. Symmetrical objects should be of the same size in the picture



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



No. The objects are of unequal size and are not aligned

Recommended catalogue angles by category:

Neck jewelry should be shown from the front. The object must be fully seen in the picture.



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



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

Recommended catalogue angles by category:

Brooches should be presented from the front angle.



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle

Recommended catalogue angles by category:

Bracelets may be shot from the front or at a $3/4$ angle, or in a layout



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle

Recommended catalogue angles by category:

Watches may be shot from the front or at a $\frac{3}{4}$ angle.



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle

Jewelry images inside a flypage may be presented in the form of additional textures or shots showing the clips. The images should have a white background, a small shadow is allowed. Additional watch photos can feature the details of the back cover, package (if available) or strap elements. The objects should be presented against a white background, a small drop shadow is allowed.



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



Yes. Acceptable angle



No. The use of watermarks is not allowed.



No accent on the object

lamoda

**Requirements for
categorization and filling of
attributes**



Categorization

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



- Neck jewelry
Chokers



- No final subcategory
- Neck jewelry



- Neck jewelry
Pendants



- No. Wrong subcategory
- Neck jewelry
Chains

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 watch	The name should only contain product type.	Watch
Material	Golden ring	The product material shall be specified under the "Composition" attribute.	Ring
Gender reference	Women bracelet	Gender should not be specified in the name. There is a category for gender.	Bracelet
Codes, product ID, colors	Earrings 29477/25	Id, product or model codes should not be used in the name.	Earrings
Capital letters	NECKLACES	The name starts with a capital letter, the rest are small letters.	Necklaces

Product type

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



BIJOUTERIE



BIJOUTERIE



BIJOUTERIE



WATCHES

Description

The description should be product-oriented and contain a list of features and details of the product. The use of emotionally loaded words, as well as sentences without any actual information is not allowed

Format recommended by Lamoda:

For products with few details that have a set of photographs sufficient for the presentation: *The “Description” field should be empty*

For watches and jewelry, the “Description” field should be filled in with as much detail as possible: The watch with Japanese quartz movement, Miyota by Guess is made of stainless steel. The dial plate 36.5 mm in diameter is equipped with three hands. Details: mineral glass is resistant to mechanical damage, calendar with the date and days of the week, water resistance 50 ATM. Please note that the warranty for the product is confirmed by the warranty coupon. The product warranty period is calculated from the date of delivery to the consumer, which is confirmed by a cash receipt or a notice of delivery when sending the product by mail.

Typical errors:

Emotionally judgmental vocabulary, little information about the product itself: “A wonderful everyday option. These earrings will be a perfect addition to your image.”

The description contains no useful information: *“Diva ring”*

A bullet list that breaks the consistency of the text:

“Ring

- **color: red;**
- **Insert: Cubic zirconia**

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.

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.

For **jewelry** it is necessary to separately specify the color of the metal and the inserts. The color of transparent inserts, such as diamonds, is not specified. Note that gold color is stated for red and yellow gold.

For the **watches** you only need to specify the color of the band.



Gold, blue



No. Gold type specified
Yellow



Brown

No. The dial plate color is stated,
Gold

Style

The “Style” filter of the catalogues is based on this attribute.



Evening



Business



Casual



Sports



Composition

The attribute is filled strictly based on the product label. Percentage values are mandatory.

Yes.

“100% gold”

If there are several materials, indicate their percentage composition as a list: *“Material 1: Jewelry alloy - 100%; Material 2: 100% topaz”* or *“Material 1: 100% natural leather; Material 2: 100% metal”*

No.

Values other than those indicated on the label are not allowed: *“100% gold plating”*

Indication of the percentage is mandatory: *“Ruby”*

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, “Ring”)
- item numbers, codes and other conventional symbols: “item number 00844 blue”
- definitions: “golden”