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Content requirements: photos and descriptions in the "Shoes" 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

88

68

68

112

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Photo requirements

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.
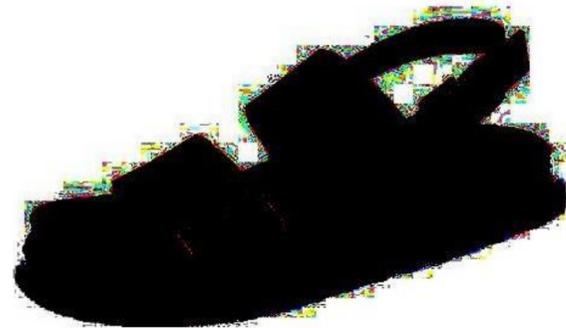

NO.
The object does not reach the bottom and side bar.

Background:

The main image should have a white background without reflection. A slight soft shadow is allowed, it should not go beyond the photo limits. The product in the picture should be levelled and carefully placed.

Visually white background

Yes. Remains white in contrast test

Visually white background

No. A spot can be seen in a test

No. No reflection allowed

Angle:

Permissible angles for shoes are $^3/_4$ and sideview with the toe facing left, the outer side of the product should be seen.

YES.
$^3/_4$ angle

YES.
Sideview of the product

NO.
The inner side of the product is shown

No.
The toe facing right

Additional images:

Images inside a flypage can be presented in the form of various object angles, the idea is to allow the customer estimate the shoes from every side. It is allowed to show the product on a model.
A white or light neutral background is acceptable.
For FLIP FLOPS additional images should offer a front view of both objects at the same time.

YES.
Light background

YES.
Light background

NO.
Dark background, no emphasis on the product

YES.
FLIP FLOPS are presented with both objects in the picture

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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

YES. Full categorization

- **Shoes**
- **Business shoes**
- **Rounded toe shoes**

YES. Final category is stated

- **Shoes**
- **Monk shoes**

NO. Categorization is not full

- **Shoes**
- **Business shoes**

NO. Final category not specified

- **Shoes**

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.

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 canvas shoes	The name should only contain product type.	Canvas shoes
Material	Leather shoes	The product material shall be specified under the "Composition" attribute.	Shoes
Gender reference	Women high boots	Gender should not be specified in the name. There is a category for gender.	High boots
Codes, product ID, colors	Slip-ons 29477/25	Id, product or model codes should not be used in the name.	Slip-ons
Capital letters	SHOES	The first letter is capital, the rest are small letters.	Shoes

Product type

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

ANKLE BOOTS

CLOGS

HEELED SANDALS

BALLERINA SHOES

CLOGS

HIGH BOOTS

BOOTS

FLIP FLOPS

MOCCASINS & ESPADRILLES

Product type

RUBBER BOOTS

SLIPPERS

SANDALS

SANDALS

SPORT SHOES

SHOES

UGG BOOTS

Description

A description is required for sports shoes and products with special properties / technologies:

ASICS GEL-GALAXY 9 running shoes are made of light textile fabric and artificial leather. The model has a Rearfoot GEL Cushioning shock-absorbing system, which is located in the intermediate soles. This system uses a special type of Asics Gel silicone designed to reduce the load and create an effective cushioning of the rearfoot. Details: comfortable California Slip last; lacing, back and toe area reinforced with artificial leather lining; symmetrical lacing; soft insole.

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

Typical errors:

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

The description contains no useful information: **"Nike canvas shoes"**

A bullet list that breaks the consistency of the text:

"Shoes"

• color: red;

• Material: leather

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

Multicolor

NO.
All the colors are listed: white, pink, blue, yellow

Coral-red

NO.
Specific hue is not stated Pink

Style

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

EVENING

BUSINESS

CASUAL

SPORTS

Composition

The "Top material", "Inside material", "Sole material" and "Insole material" attributes should be filled in fully and correctly.

Natural leather

Artificial leather

Leather.
NO. The composition is not fully specified

<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, state them all:</u>
"Canvas shoes are 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

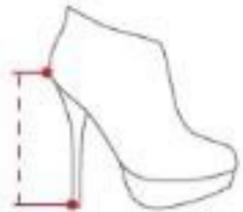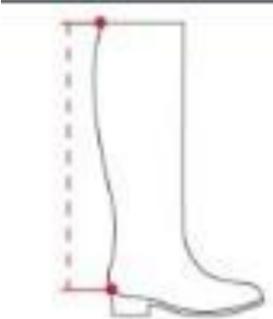Acceptable model names:
GIRLFRIEND IN DARK WASH
BELLA
SOFT VII

Do not use:

- name information (for example, "Shoes")
- item numbers, codes and other conventional symbols: "item number 00844 blue"
- definitions: "patent-leather"

Measurements

Heel height	Measured from the back of the heel top to its base.	
Platform height	Measured in the highest platform point.	
Boot-top height	Measured from the heel top to the end of the boot-top.	
Insole length	Measured in the longest insole part.	