

*lamoda*

Content  
requirements  
for the  
“Toys”  
section



# Photo specifications

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



# 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. 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.

The photo must be of high quality.



Yes, the item is levelled , within the bars and the background is 100% white



No, the bar margins are incorrect, the background is not 100% white



No, unnatural shadow

# Recommended angles

The product may be shot from the front or at a  $3/4$  angle. The product may be presented in a nice package box or by the product itself.

All the photos should feature only the product that is sold. Photos in the interior, with children and in different colors of one product are not allowed.



YES.  
Allowed angles



NO.  
Different products are presented

# Recommended angles

The product may be shot from the front or at a  $3/4$  angle. The product may be presented in a nice package box or by the product itself.

All the photos should feature only the product that is sold. Photos in the interior, with children and in different colors of one product are not allowed.



YES.

The product is fully presented in the photo



NO.

The package and the product itself are presented



NO.

The products should not be displayed with items that are not included in the set



NO.

Photos in the interior or with children are not allowed.

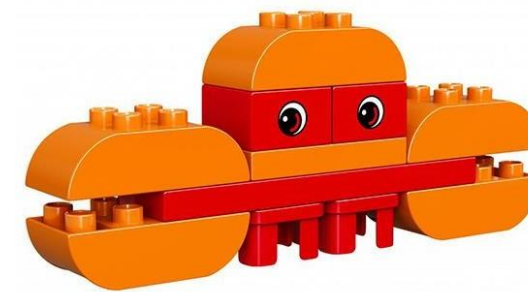
# Recommended angles

Additional photos can show the individual items included in the set, as well as variations of surprise toys



YES.

A variation of surprise toy is presented



YES.

Individual items included in the set are presented