

John Lewis Image Requirements

Image, 360, Video & Naming Convention





Summary

The John Lewis ambition is to create a visually stimulating website which is world class, giving our customers the best shopping experience possible.

We have made many improvements to the quality of our imagery across the website. Our photography across all areas must be of the highest quality, enhancing each product to its full potential, driving the customer through the purchase journey to conversion.

Launching appliances promptly helps maximise sales during your products' lifecycle. Therefore, it's imperative you familiarise yourself with our minimum standards for content, and provide it at the earliest opportunity to avoid rejection and late launches.

Quality content lies at the heart of promoting your product online, and over the following pages you'll find everything you need to know regarding our requirements for copy, images and video. Some of the content we request – such as the image of the energy label - is a legal requirement, and we cannot launch your product without it.

Please note, this is a URL based guide. This allows for multiple users to use the guide at the same time and for any updates to be fed through to all users within a 24 hour period.

We will update the guide quarterly and will inform you once complete.

How to send digital assets

As soon as an order of a new sku is confirmed please send your completed images via WeTransfer to ange.hayes@johnlewis.co.uk. All images must be named to our naming convention which utilises the EAN or Stock number (see page 7).

If you have any questions about the image process please contact Ange on the email address above.

The sooner we receive product images the sooner we can launch products and start generating sales. We will not chase images; the onus is on you as the brand or supplier to provide the images as soon as orders are confirmed.



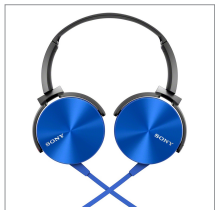
Image Check List

Please see the below list of key image examples desired for this Buying Group.

Image Content Examples:



Main Image
*mandatory for product launch



Alternative views/ angles

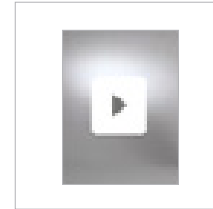


Detail images



Lifestyles

Video



Not compulsory but recommended and accepted if available

360



Not compulsory but accepted if available

PDF User Manual



Not compulsory but recommended and accepted if available



Image Guidelines

Image dimensions:

- 1100px minimum at the smallest dimension (essential)
- 3000px maximum at the largest dimension
- All imagery should be square in format

Technical & saving requirements

- RGB colour
- 8-bit file
- LZW compressed
- IBM PC byte order
- TIF or TIFF
- All image should be flattened

Clipping:

All images should have a work path. Once the path has been created we require the background to be removed for all alternative imagery:

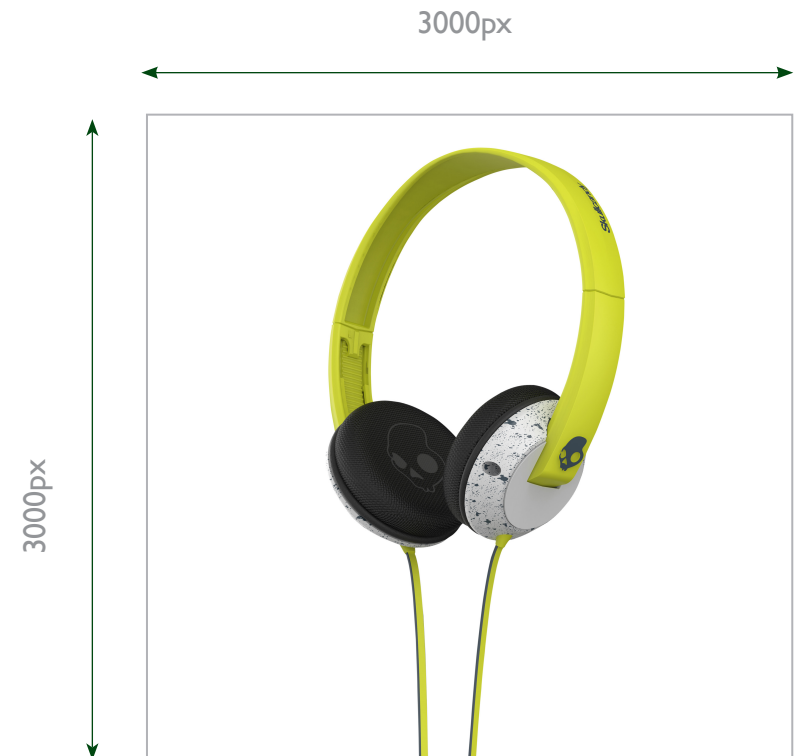
- Invert the selection (Ctrl+Shift+i)
- Fill true white (Ctrl+Backspace)

Save the path as Path 1 (this is the default when the path is saved)

A channel mask will also suffice for more complex images. Please note we require either a clipping path or a channel not both.

Cropping:

All images should be cropped as close to the product as possible without compromising the image. A gap or around 100-200 pixels between the product and the edge of the image is advisable.



Additional Product Page Requirements

Brand Logo:

We require a brand logo to sit on the product page above the product images. Format is Hi-Res EPS.

Product Information/Care Information:

Positioned beneath the product imagery. Format is text and not in a PDF form.

Bose® QuietComfort® Noise Cancelling® QC35 Over-Ear Bluetooth NFC Headphones With Micro/Remote, Black

£329.95

★★★★★ 4.4 (158 Reviews)

✓ 2 year guarantee included

Product code: 89710337

Colour: Black

More than 10 in stock

Additional Services

- 2 years Added Care for your technology (accidental damage cover) £25.00

Find out more

Colour: Black, Price: £329.95

Quantity:

UK delivery: FREE

Click & collect: FREE

Collect+: £3.50

International delivery not available

Returns are free

Products Frequently Bought Together

Price: £479.94

View bundle and service details

Product information

The QuietComfort 35 headphones blends Bose's famed noise cancellation technology with awesome wireless. Hook them up to smart device in an instant, put them on, and suddenly everything changes. Your music is louder, punchier and bassier, and so quiet that every note sounds clearer. Even air travel becomes enjoyable, as engine roar gently fades away. No matter how noisy the world is, it's left to you and your music - or sleep peace and quiet.

Acoustic Noise Cancellation

The QC35 headphones let you focus on your music, movies and videos. And they reduce what you don't want to hear. Like a controlled flywheel, quiet noise makes an engine or a busy office. Acoustic Noise Cancellation and other unique electronic noise filters. Even the only ear cushions give you an extra level of quiet by sealing out some of the world around you.

Bluetooth & NFC Wireless

Other ways when to hook your headphones to your smart device through Bluetooth or with one-tap NFC. With noise cancelling turned on, you'll get a massive 20 hours of wireless listening and 40 hours of wired listening (able included per charge). This way, you'll get all the benefits of wireless without the worry of running out of juice.

Simple Control

Download the free Bose Connect app (iOS & Android) to switch between connected Bluetooth devices at the click of a button. This way, you can switch from your iPad to your iPhone to take a call automatically. This app also lets you stream music, update, reset product top and timer with your left settings.

Premium & Lightweight Head

Get all-day comfort with the luxurious Alcantara-covered headband and synthetic protein-leather ear cushions. The body is made of glass-fibre mesh to make them both lightweight and durable, while the stainless steel headbands adds extra strength. With such attention to detail, the QC35s have the last fit and hands hard to go the distance.

Accessories included

Altimet adapter, USB cable, Audio cable for wired connected, Carrying case

Brand

Bose®

Cable length

1.2

Care instructions

As stipulated in the owner's manual

Connections

2.5mm, airline adapter

Dimensions

Headband: 23 x 115.4 x 26.6cm. Unpackaged: 118 x 117 x 16cm

Folding

NO

Manufacturer Part Number (MPN)

759844-0510

Microphone Remote

Yes

NFC enabled

YES

Noise Cancelling

YES

Noise Reduction

YES

Online Exclusive

NO

Playback Controls

NO

Power Supply

Lithium Ion Battery

Weight

Packaged: 0.51kg. Unpackaged: 0.31kg

Wi-Fi enabled

YES

Wireless

Bluetooth

Customers also viewed

Bose® QuietComfort Noise Cancelling QC35 Over-Ear Bluetooth NFC Headphones with Micro/Remote

£299.95

★★★★★ 4.4 (158 Reviews)

2 year guarantee included

2 years Added Care for your technology (accidental damage cover) - £25.00

More than 10 in stock

View all View all Headphones

Bose® SoundLink™ A2 Wireless Bluetooth Over-Ear Headphones with Built-In Microphone

£199.95

★★★★★ 4.3 (139 Reviews)

2 year guarantee included

2 years Added Care for your technology (accidental damage cover) - £15.00

More than 10 in stock

View all View all Headphones

Bose® SoundLink™ Mini II Bluetooth Portable Speaker with Built-In Microphone

£149.99

★★★★★ 4.5 (214 Reviews)

2 year guarantee included

Colour: Black

2 years Added Care for your technology (accidental damage cover) - £15.00

More than 10 in stock

View all View all Speakers



Naming Convention

When an image is named correctly by the supplier, the Online Image naming function will automatically rename a suppliers images to the correct web sku/line ID.

Images:

We can display 1 main image and up to 9 alternatives (angles/details/lifestyles.)

How To Name Images:

Please use either **JL STOCK NUMBER:**

MAIN



82300573



82300573_1



82300573_2



82300573_3

OR

82300573

82300573 (1)

82300573 (2)

82300573 (3)

Or **CONSUMER CODE:**

MAIN



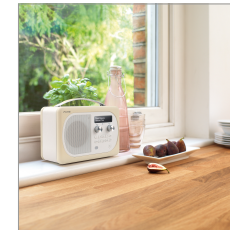
759454826321



759454826321_1



759454826321_2



759454826321_3

OR

759454826321

759454826321 (1)

759454826321 (2)

759454826321 (3)

Energy labels should be named as below



82300573_10

OR

82300573 (10)



Brand and Promotional Logos

In addition to all digital assets (images, pdf's and videos,) brands must also supply brand logos or any promotional logos relevant to the related product launch.

These logos will sit on the product page to enforce brand awareness and enrich the customer experience.

Brands **will not** be launched without a brand logo so it is imperative that this is supplied in a timely manner.

These logos must be submitted in the same process as product imagery and adhere to the following guidelines:

Image dimensions:

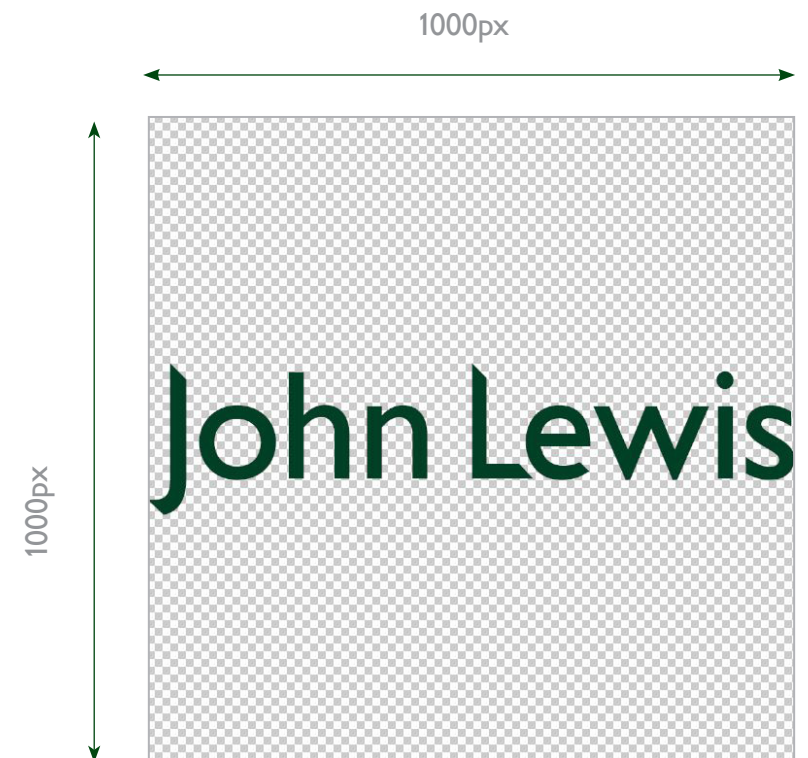
- 1000px x 1000px dimension
- All imagery should be square in format

Technical & saving requirements

- RGB colour
- No fill background
- PNG file
- All image should be flattened

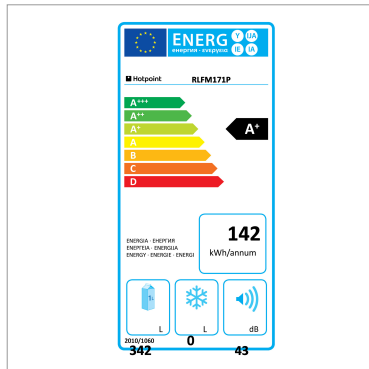
Naming:

- All names need to be lower case and follow the naming convention of **brandname_brl** e.g johnlewis_brl



Examples of Audio Photography

Energy Labels



Energy label (this must always be named _10 or (10))

From 1 January 2015, where an EU directive legally requires an Energy Label to be shown, we will be unable to launch your product online unless it is accompanied by the label.

Failure to provide the label image will delay your product from appearing on our website and lead to lost sales.

More information on how to name and submit the energy label image can be found on this and previous pages.



Examples of Audio Photography

Headphones



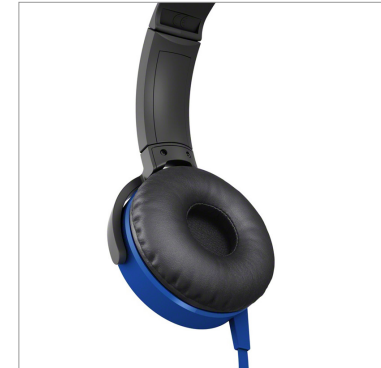
Angled cut out



Face on cut out



Detail



Detail



Lifestyle



Examples of Audio Photography

Radio



Front on cut out



Angled cut out



Back



Lifestyle



Examples of Audio Photography

Turntables



Angled cut out



Front on cut out



Closed from the front



Closed from the side



Detail



Lifestyle



Examples of Audio Photography

Speakers



Front on cut out



Angled cut out



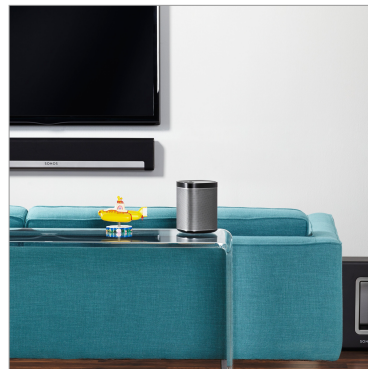
Control panel



Charging port



Device ports



Lifestyle



Video Requirements

Video format required: **MP4**

A **maximum of 4** videos are allowed per product.

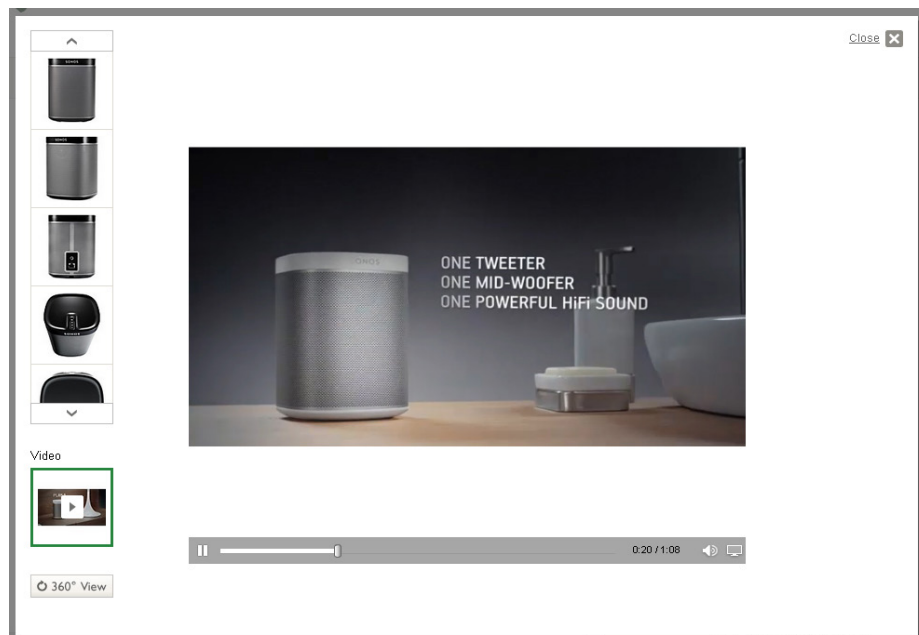
Videos must be of a high resolution suitable for online streaming. Videos may vary in size depending on length of play and resolution.

The product videos for John Lewis are required to enrich the customers online experience. A product video should highlight a products characteristics, USP and/or create inspiration which helps the customers on JohnLewis.com make an inspired and informed purchase.

Video's will not be accepted if the visuals are poor or the quality of the video is too low.

Videos must not contain any visual hyperlinks to external websites.

If your videos are hosted on external websites such as iSite, please provide the URL's in an email to Rion Kennedy (rion.kennedy@johnlewis.co.uk).



360 Spin Image Requirements

Image dimensions:

- 500px square at the smallest dimension (essential)
- 1000px square at the largest dimension
- All imagery should be square in format

Technical & saving requirements

- JPG or JPEG (TIF or TIFF will also be accepted but JPEG preferable for speed of streaming.)
- RGB colour
- 8-bit file
- LZW compressed
- IBM PC byte order

Clipping:

All image should be cropped as close to the product as possible without compromising the image. Obviously for 360 imagery the closest crop needs to be on the widest image, with the rest of the images being cropped to match the size of the widest image.

Naming:

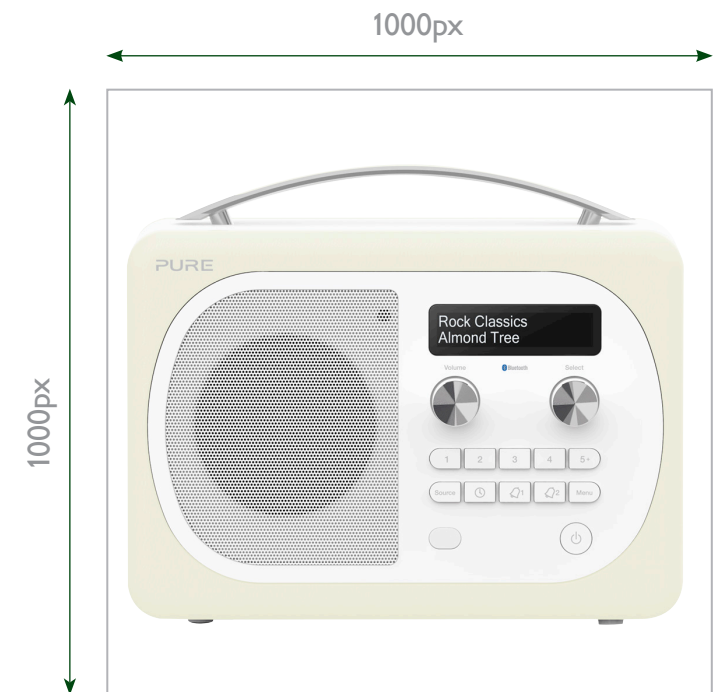
All images must be named with a JL stock number or EAN code followed by the suffix 'spn' and then by consecutive 3 digit numbers e.g. spn001, spn002, spn003.

Images:

Images should be shot in set of either:

- 24
- 36

Ideally, the more images provided, the smoother the spin will be. Preferably the images should start at 5 o'clock and be shot anticlockwise.



widest image



