JOHN LEWIS & PARTNERS

Fashion Technical Style Guide

Updated June 2020

Photography & Video Requirements, Naming Convention & Styling Examples

Photography Technical Specifications

Image proportions and dimensions:
- All imagery should be 3:4 in format
- Longest side: minimum 800px (Essential) / maximum 3000px.

General photography requirements:
- A clean product, placed on a plain background which is consistent and easily identifiable.
- Evenly and consistently lit to suit the product. Shadows to look natural.
- Shadows on the product itself may be used to emphasise form and depth.
- Be clear and sharply focused (Essential), retaining maximum depth of field.
- Please follow the individual style guides for angles and placement within the frame.
- No props to be used in main web image.
- All products colour corrected on a calibrated monitor. (Essential)

Alternative (alt) images:
As well as the main image we require a varierty of angles as outlined on the following pages. Alternative images are used to enhance the product listing. The more informed the customer is the more inclined to make a purchase they'll be.

Retouch / Artworking requirements:
(This is not required for lifestlyle shots)
- All cutout images should have a clipping path **OR** a channel mask selection, but not both.
- Save the path as **Path 1** (this is the default)
- A channel mask will also suffice for more complex images.
- The correct grey background colour for website imagery is:
  Hex Code: #f7f7f7
  RGB: 247, 247, 247
  CMYK: 2, 1, 1, 0

Technical file requirements:
- RGB colour mode
- Profile: sRGB
- 8-bit file
- LZW compressed
- IBM PC byte order
- TIF/TIFF or JPG/JPEG (all imagery will be saved on our system as a TIF/TIFF)

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Model Photography – Set Up

- Bright, even lighting to ensure all the product detail is captured and that the skin tones are healthy and fresh.
- Ensure that all the detail is retained and not burnt out especially on white garments.
- Keep the model central.
- Headless models are the way JL shoot most of their branded imagery. This is based on AB testing which saw an increase in conversion as well as reducing model costs.
- All model fashion imagery must be cropped from the nose down.
- **MAIN IMAGE ONLY:** When fashion products finish above the knee the image needs to be cropped to just below the knee. When the fashion product falls to the calf, the image needs to be cropped to the lower calf. When fashion product are full length, the image needs to be cropped to below the feet.

Grey Background – Set Up

All Menswear and Womenswear imagery, w**ith the exception of the mannequin shot,** must be set on a grey background. This includes:

- Womenswear fashion
- Menswear fashion
- Womens accessories
- Mens accessories
- Jewellery
- Watches

All Childrenswear, **including the mannequin shot**, must be set on the same grey background.

The technical specifications to create the correct grey look are:

- **Hex Code:** #f7f7f7
- **RGB:** 247, 247, 247
- **CMYK:** 2, 1, 1, 0

Sample colour

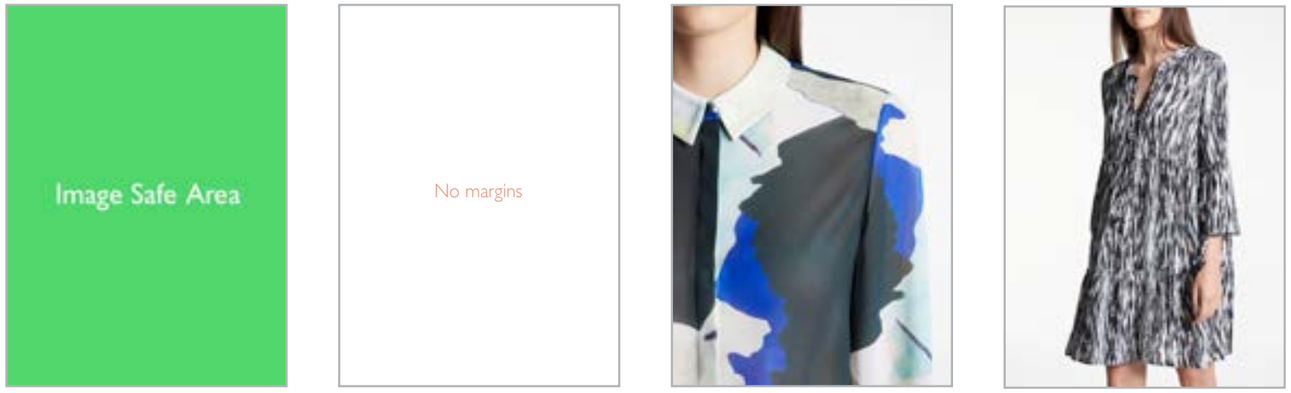
Cropping & Ratios

Cropping:

All images should be cropped as per the cropping guidelines below:

Fashion template:

Floating template:



Accessories template:

Image Ratio:

All fashion and accessories imagery should be 3:4 in format.

Fashion example:

Accessories example:

Naming Conventions

If a set of images are named correctly then the Online Image naming function can automatically rename a suppliers images to the correct web sku/line ID.

Stock Number Option:

The main image is named with the product stock number which must be 8 digits. and then the alternative images have the stock number plus the unique identifier which must be a " (1)" or "_1"

Examples:

Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
22459721	22459721 (1)	22459721 (2)	22459721 (3)	22459721 (4)

OR

22459721	22459721_1	22459721_2	22459721_3	22459721_4

Naming Conventions

EAN Code Option:

Images can be named using the Brand's EAN code. This brand already names their imagery with the EAN code and they already enter the EAN code into the new line form as part of their attributes. This requires no extra work from the brands, the BA's or the Image Team, the images are automatically renamed after download and processed in minutes.

The main image is named with the product's EAN code. The alternative images have the same code plus the unique identifier which must be a " (1)" or "_1"

Examples:

Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
5038775985852	5038775985852 (1)	5038775985852 (2)	5038775985852 (3)	5038775985852 (4)

OR

5038775985852	5038775985852_1	5038775985852_2	5038775985852_3	5038775985852_4

Naming Conventions

Model Number Option:

This allows the brands to use their own naming convention. Ask the brands to identify their imagery via the Model Number field in the new lining form. Once this information is entered into Product Hub when new lining, the Automatic naming script will be able to identify matching imagery and rename it to the required Web sku. Women's SOR use the Model Number field in Product Hub to identify what product their images relate to. The BA's have asked the brands to fill in the Model Number field with the related image name as part of their new lining requirements.

The main image is named with the Model Number. The alternative images have the same number plus the unique identifier which must be a " (1)" or "_1"

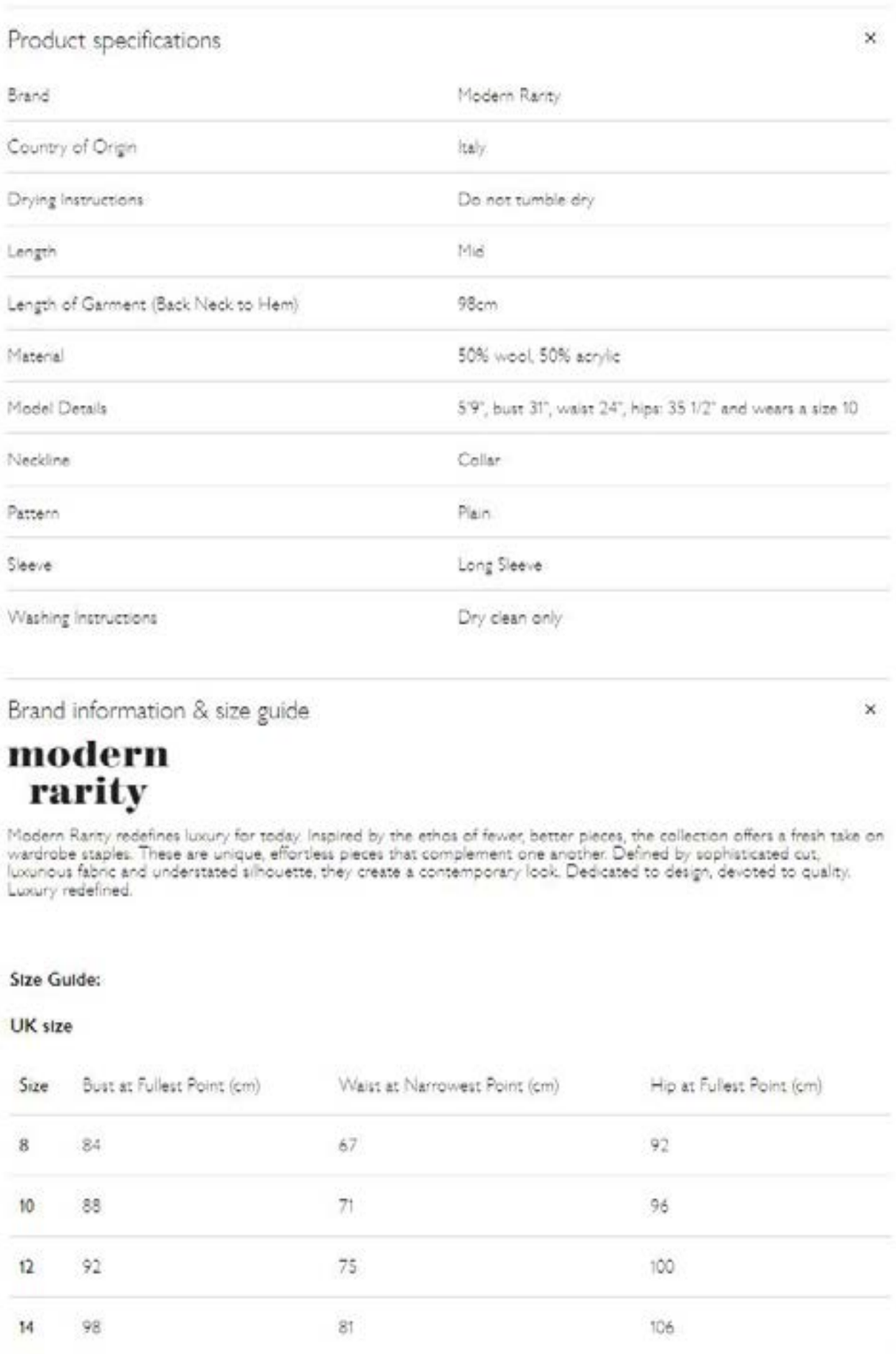
Examples:

Main Image	1st alternative image	2nd alternative image	3rd alternative image	4th alternative image
5038775985852	5038775985852 (1)	5038775985852 (2)	5038775985852 (3)	5038775985852 (4)

OR

5038775985852	5038775985852_1	5038775985852_2	5038775985852_3	5038775985852_4

Additional Product Page Requirements



Product specifications

Brand	Modern Rarity
Country of Origin	Italy
Drying Instructions	Do not tumble dry
Length	Mid
Length of Garment (Back Neck to Hem)	98cm
Material	50% wool, 50% acrylic
Model Details	5'9", bust 31", waist 24", hips: 35 1/2" and wears a size 10
Neckline	Collar
Pattern	Plain
Sleeve	Long Sleeve
Washing Instructions	Dry clean only

Brand information & size guide

modern rarity

Modern Rarity redefines luxury for today. Inspired by the ethos of fewer, better pieces, the collection offers a fresh take on wardrobe staples. These are unique, effortless pieces that complement one another. Defined by sophisticated cut, luxurious fabric and understated silhouette, they create a contemporary look. Dedicated to design, devoted to quality. Luxury redefined.

Size Guide:

UK size

Size	Bust at Fullest Point (cm)	Waist at Narrowest Point (cm)	Hip at Fullest Point (cm)
8	84	67	92
10	88	71	96
12	92	75	100
14	98	81	106

Product specifications:

Positioned beneath the product imagery. Please supply text and not in PDF form.

Brand Logo:

- Minimum of 1000px wide.
- RGB colour
- No fill background
- PNG or EPS file
- All images should be flattened
- All names need to be lower case and follow the naming convention of **brandname_brl** e.g johnlewis_brl

Brand story:

Please supply text and not in a PDF form. We may amend this slightly to meet our tone of voice guidelines and for SEO purposes.

Size guide:

This will sit beneath the copy on the product page. Format is Excel only please and not in PDF form.

Video Requirements

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.

- Video format required: **MP4.**
- The video must be named: '**stocknumber**vid1' e.g '**22459721vid1**' or '**EANnumber**vid1' '**5038775985852vid1'**
- Videos must not contain any URLs to external websites or social media.
- There is no time/ length restriction to a video.
- The video ratio should be 16:9 or 1280 pixels by 720 pixels. No file size can be specified due to varying video duration.

Adjustment to model crop

Going forwards all model imagery is to be cropped just below the eyes.

Womenswear Style Guide

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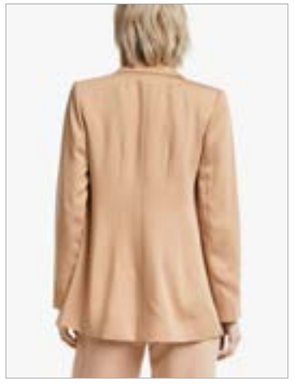
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Formal Jacket							
Reversible Jacket							

Examples of Womenswear Photography

Jackets

main

alt1

alt2

alt3

alt4

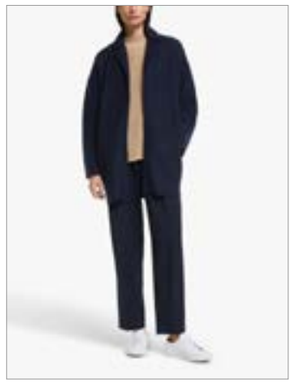
alt5

alt6

Coats

main

alt1

alt2


alt3

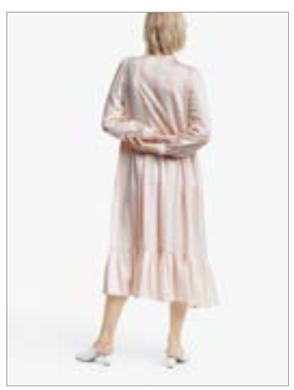
alt4

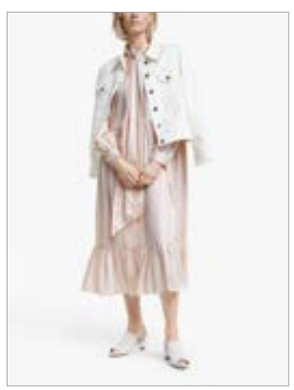
alt5

alt6

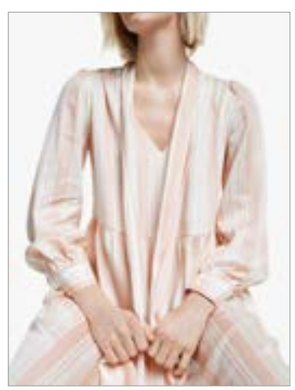
Long Dresses

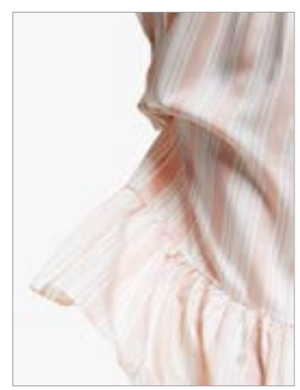
main

alt1


alt2


alt3

alt4


alt5


alt6

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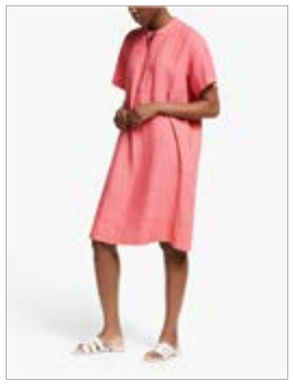
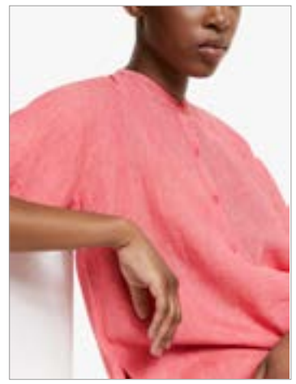
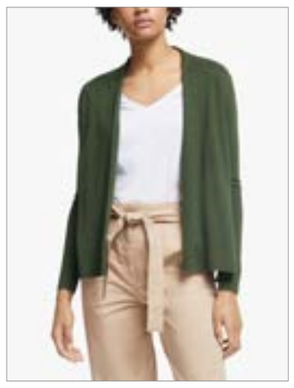
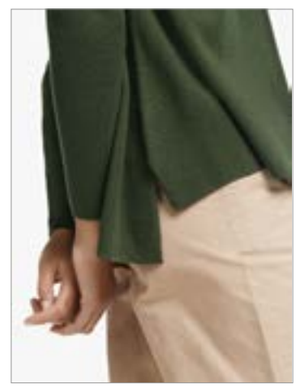
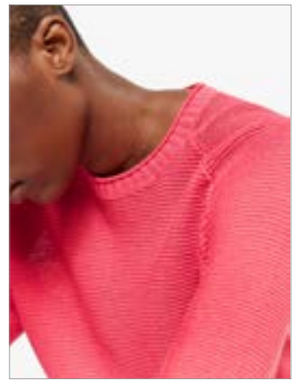
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Short Dresses							
Cardigan							
Knitwear							

Examples of Womenswear Photography

Shirts

main

alt1

alt2

alt3

alt4

alt5

alt6

Blouses

main

alt1

alt2

alt3

alt4

alt5

alt6

Tops

main

alt1

alt2

alt3

alt4

alt5

alt6

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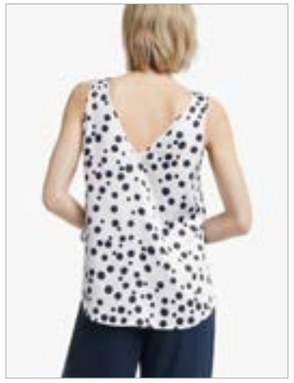
Examples of Womenswear Photography

Vest
Blouse

main

alt1


alt2

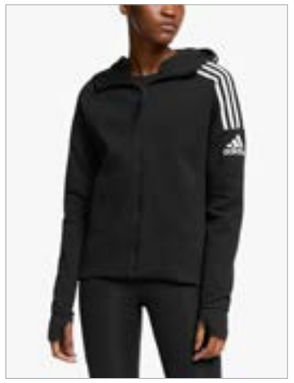
alt3

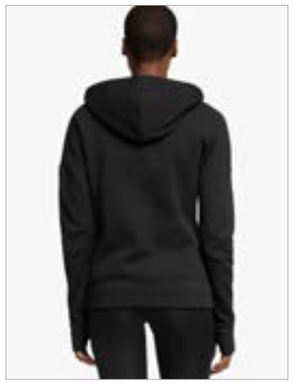
alt4

alt5

alt6

Hoodie

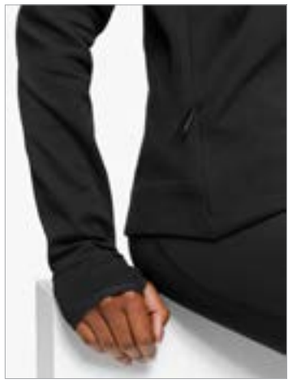
main


alt1


alt2

alt3

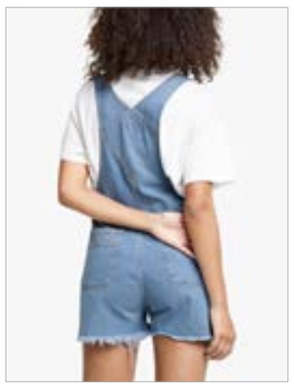
alt4

alt5


alt6

Playsuit

main

alt1


alt2

alt3

alt4

alt5

alt6

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Examples of Womenswear Photography

Formal Trousers

main

alt1

alt2

alt3

alt4

alt5

alt6

Trousers

main

alt1

alt2

alt3

alt4

alt5

alt6

Denim

main

alt1

alt2

alt3

alt4

alt5

alt6

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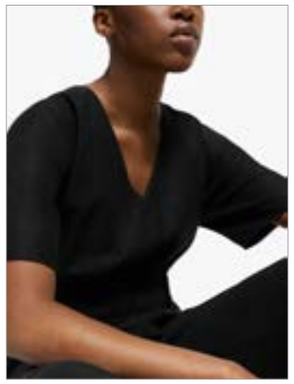
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Jumpsuits			N/A				
Shorts							
Skirts							

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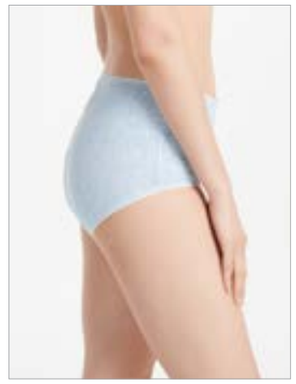
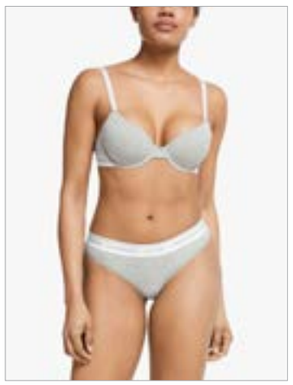
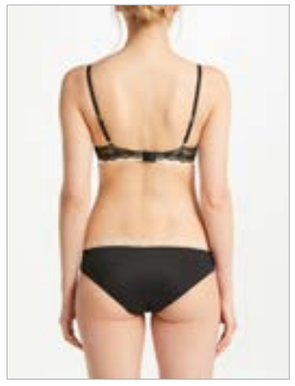
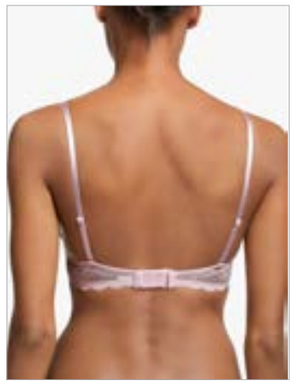
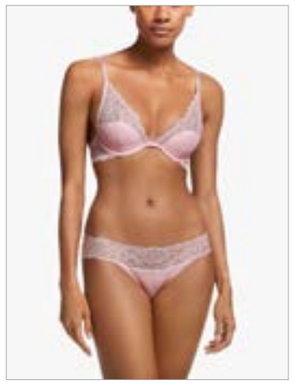
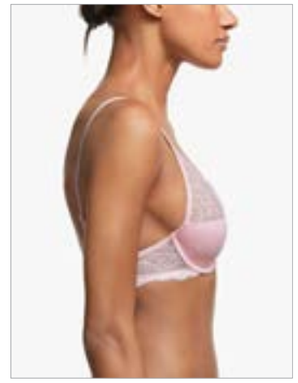
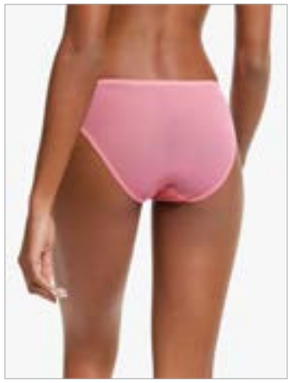
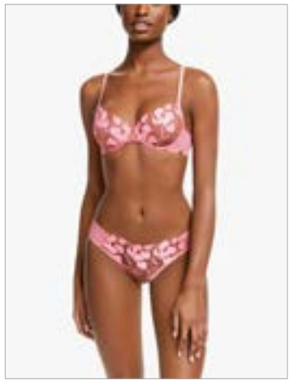
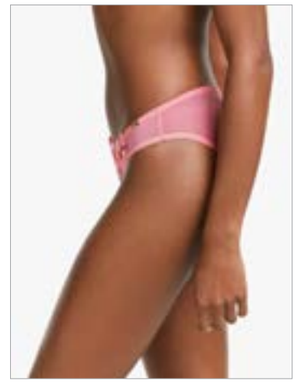
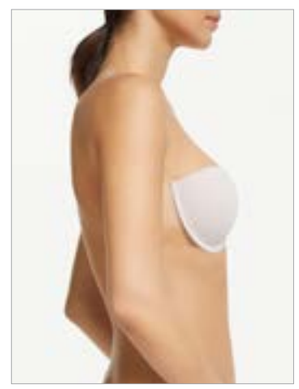
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Briefs Pack			N/A Unless matching bra available			Additional Packaging Shot Optional	
Thong						2nd Detail Shot Optional	
Lingerie Set							

*Please use an angled view to protect the modesty of the model.

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Bras						2nd Detail Shot Optional	
Briefs						2nd Detail Shot Optional	
Strapless Bra			N/A unless matching brief			2nd Detail Shot Optional	

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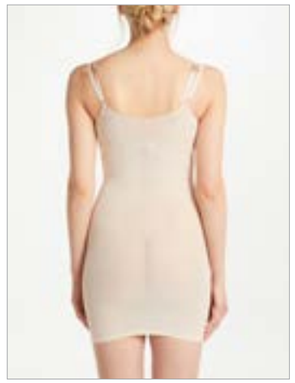
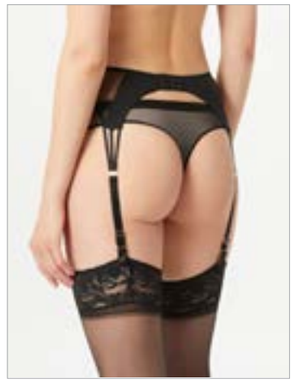
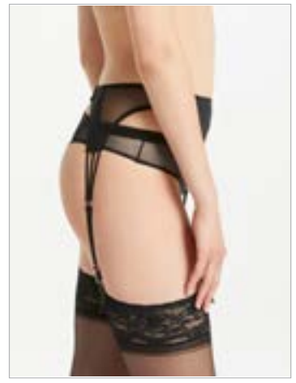
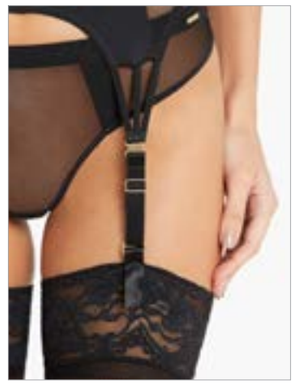
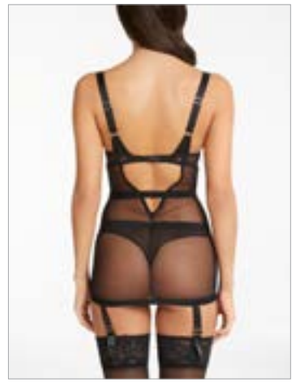
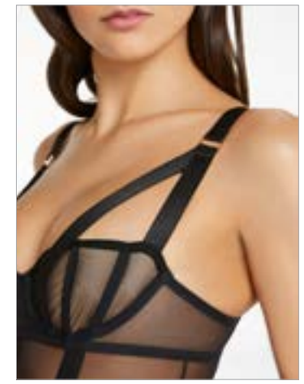
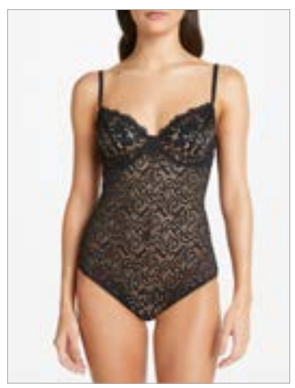
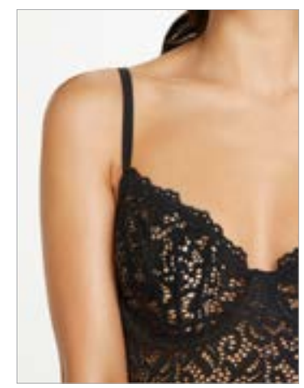
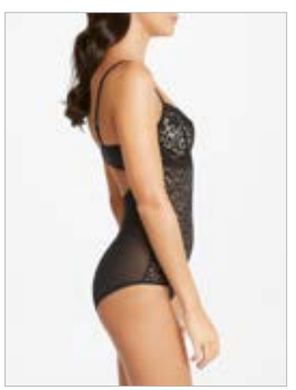
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Shapewear			N/A			2nd Detail Shot Optional	
Slip			N/A			2nd Detail Shot Optional	
Suspenders						2nd Detail Shot Optional	

	main	alt1*	alt2	alt3	alt4	alt5	alt6

*Please use an angled view to protect the modesty of the model.

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Stockings						2nd Detail Shot Optional	
Basque			N/A			2nd Detail Shot Optional	
Bodysuit			N/A			2nd Detail Shot Optional	

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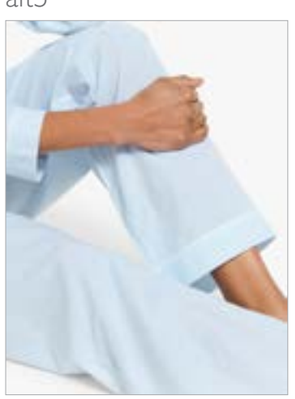
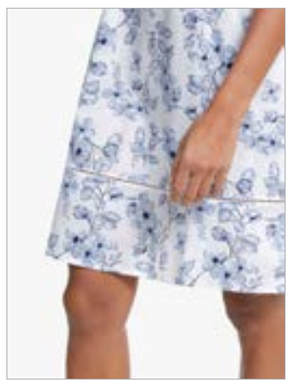
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
PJ's			N/A				
Robes			N/A				
Chemises							

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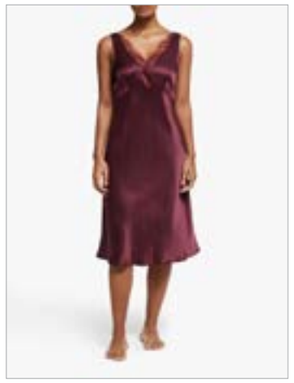
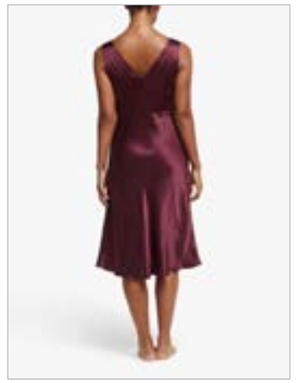
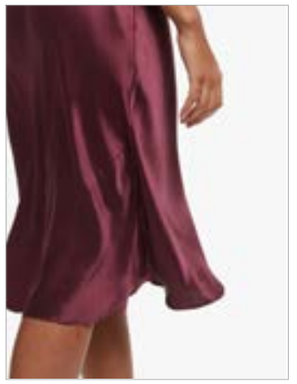
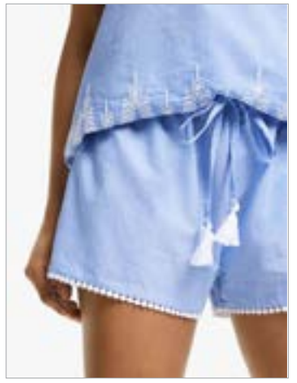
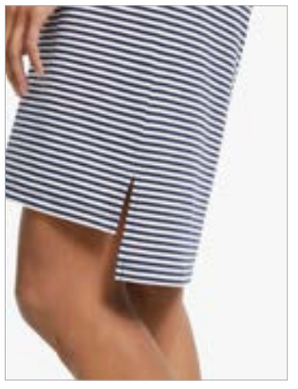
Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Night Full Dress			N/A				
PJs Set / Shorts							
Nightdress							

Examples of Womenswear Photography

Mid-length Ribe

main

alt1

alt2

alt3

alt4

alt5

alt6

PJ Bottoms

main

alt1

alt2

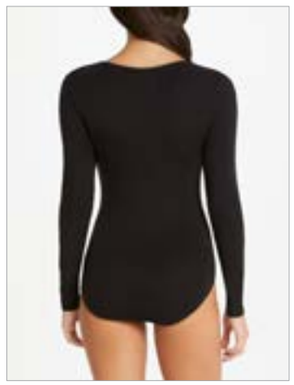
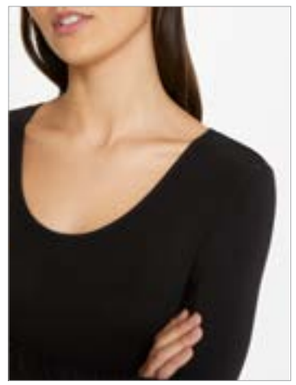
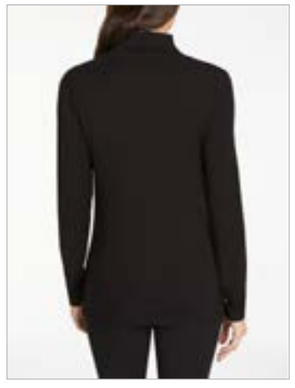
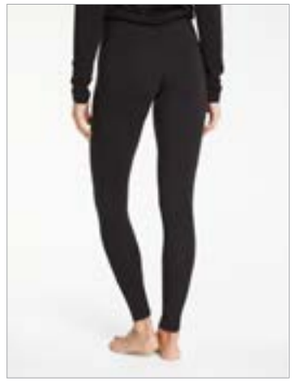
alt3

alt4

alt5

alt6

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Thermal Body			N/A			2nd Detail Shot Optional	
Thermal Turtle Neck						2nd Detail Shot Optional	
Thermal Leggings						2nd Detail Shot Optional	

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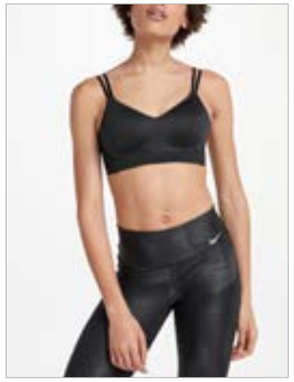
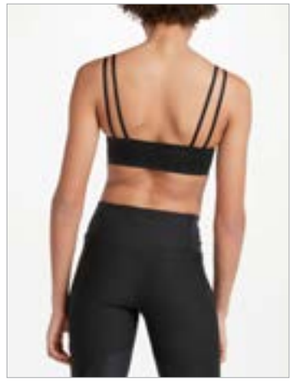
Examples of Womenswear Photography

Sports Bra

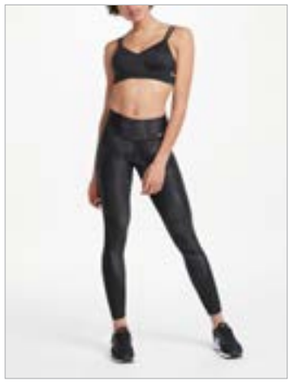
main



alt1



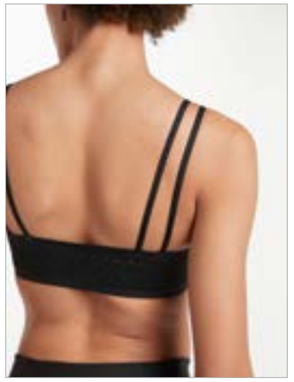
alt2



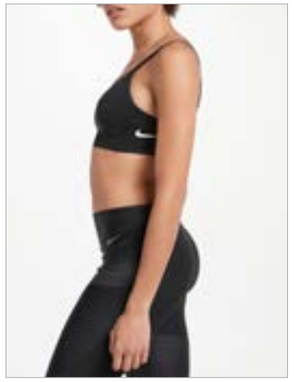
alt3

alt4

alt5



alt6



Sports Leggings

main

alt1

alt2

alt3

alt4

alt5

alt6

Sports Shorts

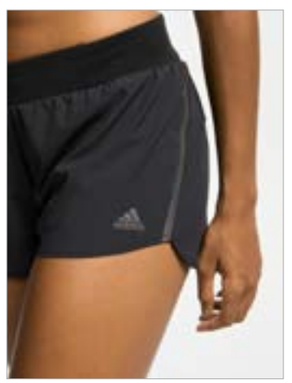
main

alt1

alt2

alt3

alt4



alt5

alt6

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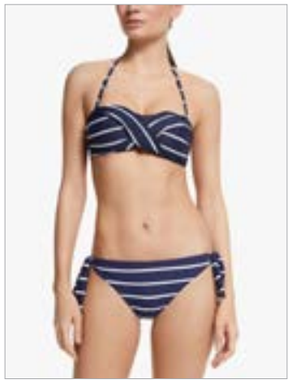
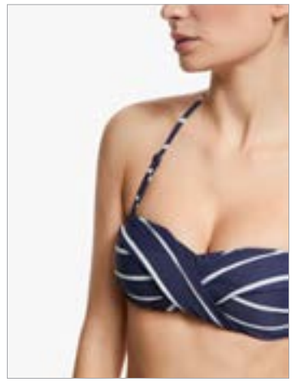
Examples of Womenswear Photography

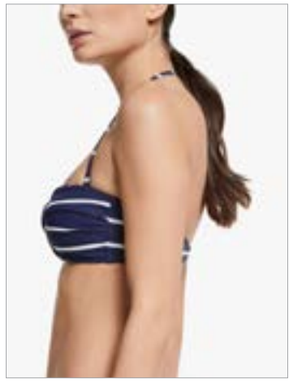
Multiway Bandeau Bikini Top

main

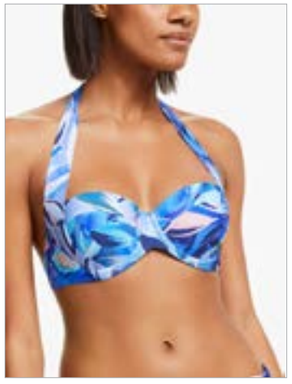
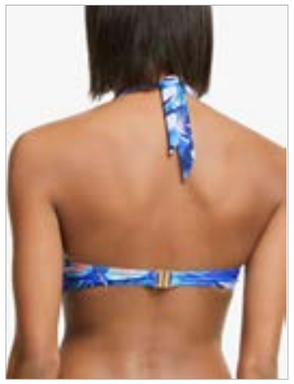
alt1

alt2

alt3

alt4

alt5

alt6


Sling Halter Bikini Top

main

alt1

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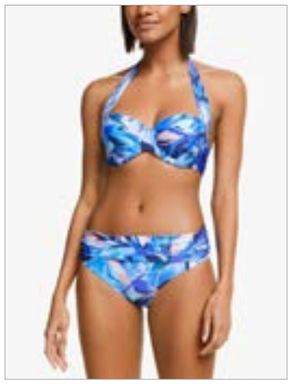
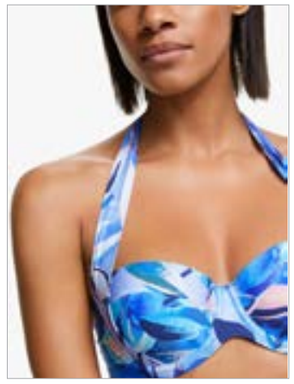
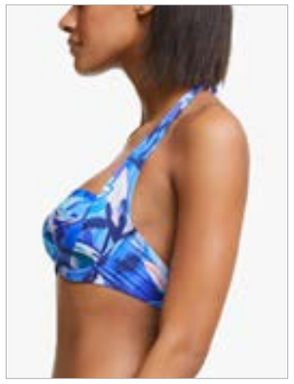
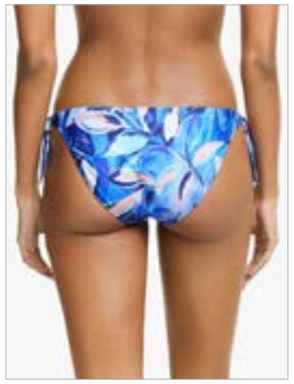
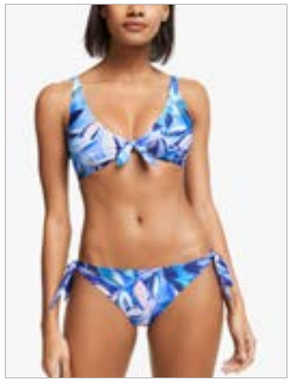

alt3

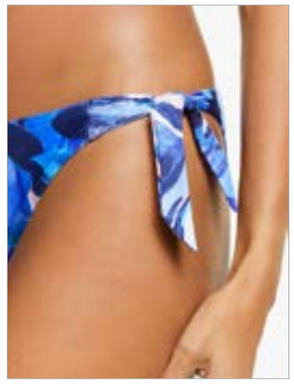
alt4

alt5

alt6


Bikini Briefs

main

alt1

alt2

alt3

alt4

alt5

alt6

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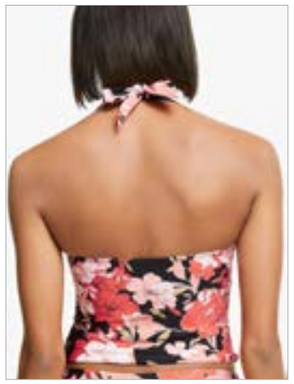
Examples of Womenswear Photography

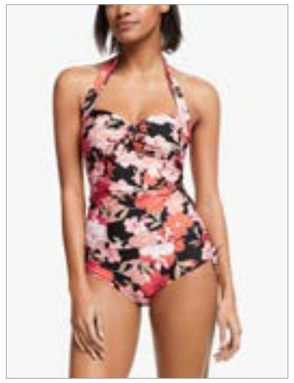
Tankini

main

alt1

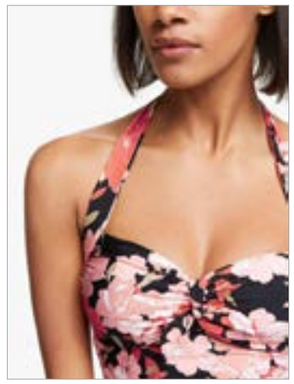


alt2

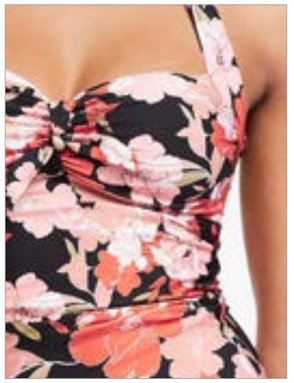


alt3

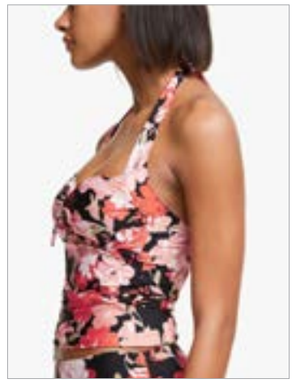
alt4



alt5



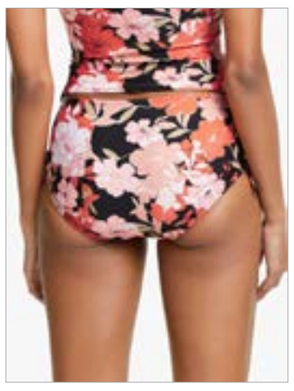
alt6



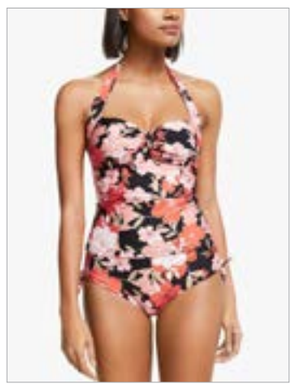
Briefs
(Styled with
a tankini)

main

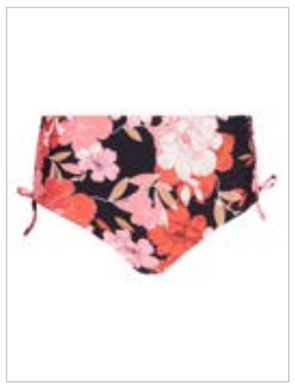
alt1



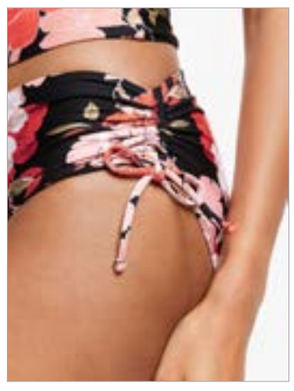
alt2



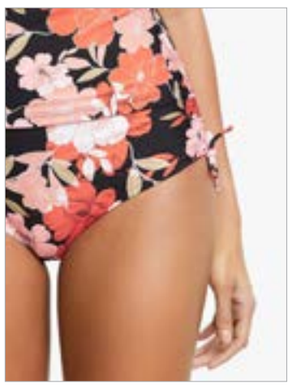
alt3



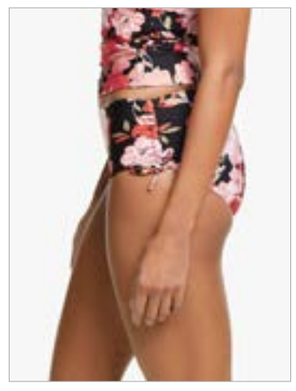
alt4



alt5



alt6

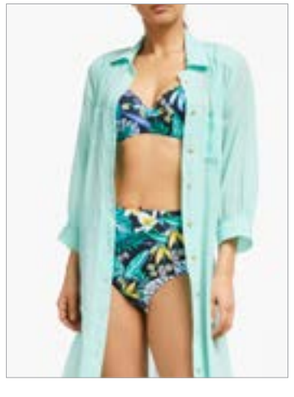


High
Waisted
Brief

main

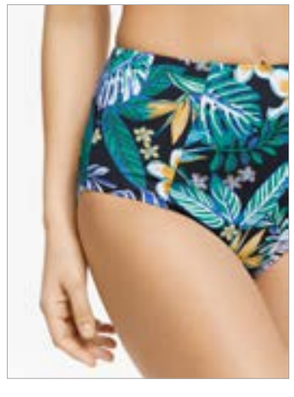
alt1

alt2

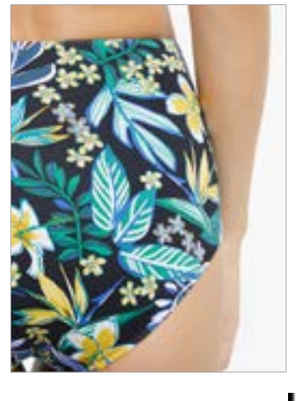


alt3

alt4

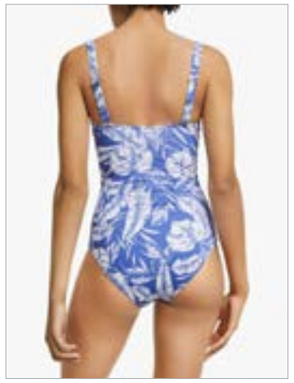


alt5

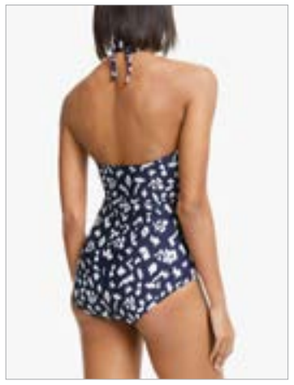
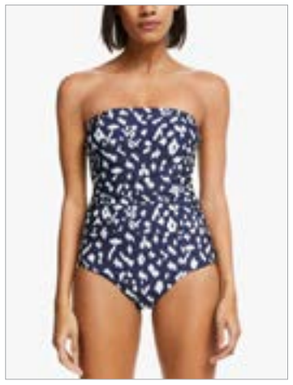
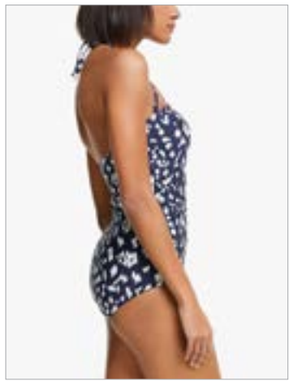
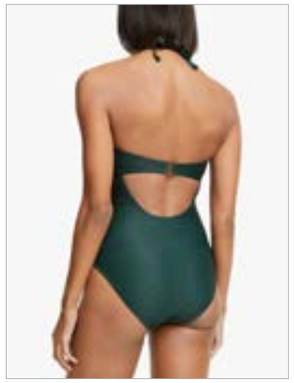
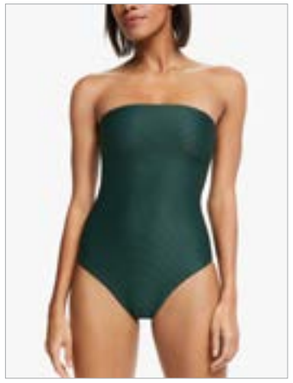
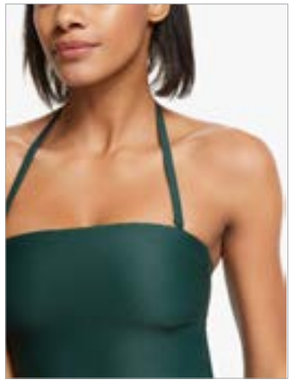
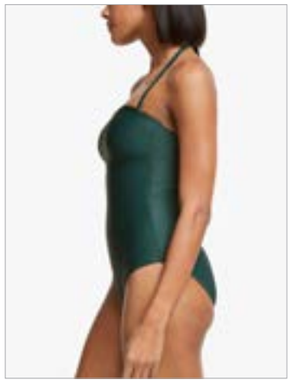
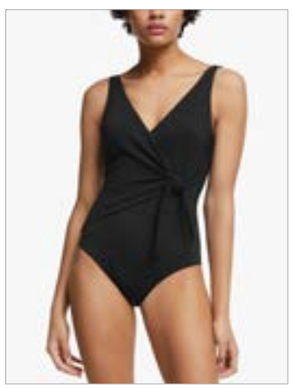
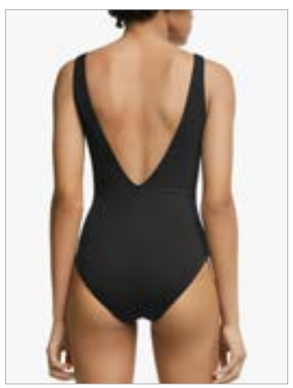
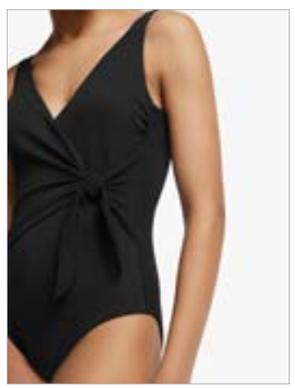
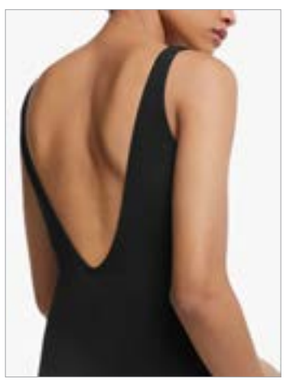
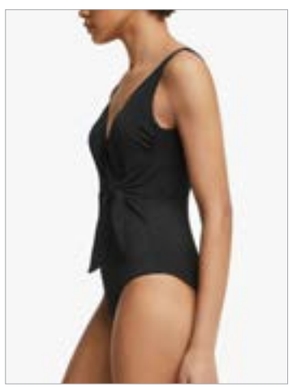


alt6

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Multi-way Swimsuit			N/A				
Multiway Beachwear							
Kaftan							

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Bandeau Swimsuit							
Swimwear Costume Multiway							
Swimsuit			N/A				

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Examples of Womenswear Photography

Over The Knee Socks

main

alt1

Novelty Socks

main

alt1

alt2

alt3

Trainer Socks

main

alt1

Slipper Socks

main

alt1

alt2

Single Socks

main

alt1

Tight Pop Up Socks

main

alt1

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Examples of Womenswear Photography

Socks Multipack

main

alt1

alt2

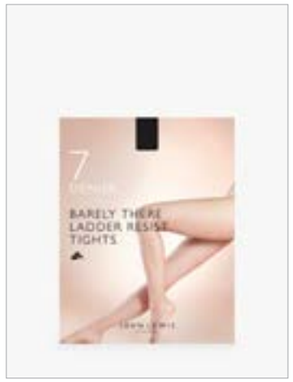
Trainer Socks

main

alt1

Hosiery & Tights

main



alt1

alt2

Handkerchiefs

main

alt1

alt2

Examples of Womenswear Photography

Scarves
Silk

main

alt1

alt2

alt3

Scarves
Knitted &
Woven

main

alt1

alt2

alt3

Snood

main

alt1

alt2

alt3

Examples of Womenswear Photography

Scarf

main

alt1

alt2

alt3

Diamond Scarf

main

alt1

alt2

alt3

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Examples of Womenswear Photography

Capes

main

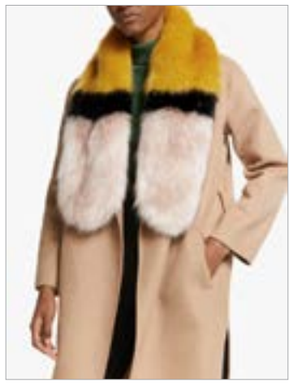
alt1

alt2

Faux Fur Stole

main

alt1



alt2

alt3

Sqaure Scarf

main

alt1

alt2

alt3

Examples of Womenswear Photography

Occasion Hats & Fascinators

main

alt1

alt2

alt3

Label on hat/fascinator is always to the back of the hat.
Always reattach label in the same place.

Hats

main

alt1

Beret

main

main

alt1

Wooly Hats

main

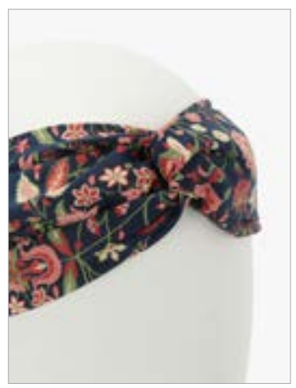
alt1

alt2

Headband

main

alt1



Examples of Womenswear Photography

Sunglasses

main

alt1

alt2

alt3

alt4

Earmuffs

main

alt1

Gloves

main

alt1

Examples of Womenswear Photography

Phone Case

main

alt1

Belts

main

alt1

alt2

Tiara

main

alt1

alt2

Examples of Womenswear Photography

Flats

main

alt1

alt2*

alt3

alt4

Sliders

main

alt1

alt2*

alt3

alt4

Mules

main

alt1

alt2*

alt3

alt4

* Please shoot with 2 shoes if possible

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Examples of Womenswear Photography

Heels

main

alt1

alt2

alt3

alt4

Tie Up Shoes

main

alt1

alt2*

alt3

alt4

Ankle Boots

main

alt1

alt2

alt3

alt4

Examples of Womenswear Photography

Knee high/ slouch boots

main

alt1

alt2*

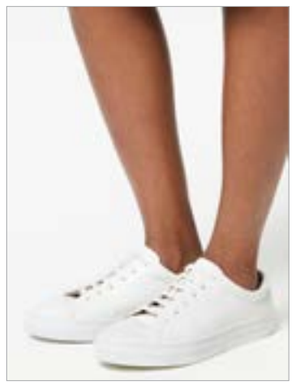
alt3

alt4

Casual Trainers

main

alt1



alt2

alt3

alt4

Sports Trainers

main

alt1

alt2*

alt3

alt4

alt5**

* Please shoot with 2 shoes if possible
** Please only shoot if applicable for sole detail

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Examples of Womenswear Photography

	main	alt1	alt2*	alt3	alt4
Slippers		N/A			

* Please shoot with 2 shoes if possible

	main**	alt1	alt2	alt3	alt4
When only the left hand shoe is provided		N/A			

N.B. When only one shoe is provided please shoot the angles as normal using just the one shoe.

The model shot (alt1) would not be required.

** Please flip the main.

Examples of Womenswear Photography

Bag Keychains

main

alt1

alt2

Bum Bag

main

alt1

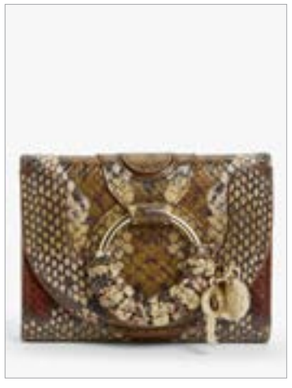
alt2

alt3

alt4

Women's Wallet

main



alt1

alt2

alt3

Examples of Womenswear Photography

Purses

main

alt1

alt2

alt3

Card Holder

main

alt1

alt2

alt3

Coin Purse

main

alt1

alt2

alt3

Please show attached strap for all bag options.

Examples of Womenswear Photography

Clutch Bag

main

alt1

alt2

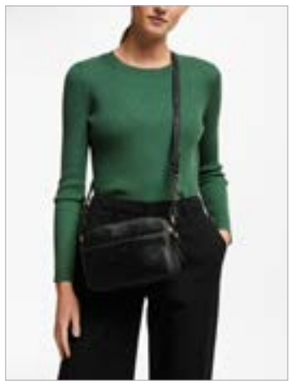
alt3

alt4

Small Bags

main

alt1



alt2

alt3

alt4

Handbags

main

alt1

alt2

alt3

alt4

Please show attached strap for all bag options.

Examples of Womenswear Photography

Tote Bag

main

alt1

alt2

alt3

alt4

Bucket Bag

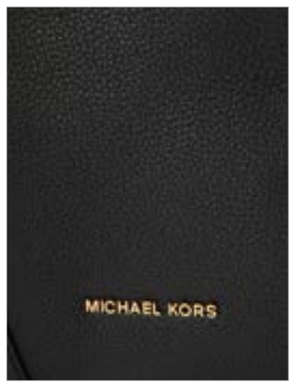
main

alt1

alt2

alt3

alt4



Backpacks

main

alt1

alt2

alt3

alt4

Please show attached strap for all bag options.

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Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Bangle				2nd Detail Shot Optional	N/A	
Bracelets High Value					N/A	
Bracelets				2nd Detail Shot Optional	N/A	

Additonal detail shots are optional

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Bracelets				2nd Detail Shot Optional	N/A	

Examples of Womenswear Photography

Rings

main

alt1*

alt2

2nd Detail
Shot Optional

alt3

N/A

alt4

N/A

alt5

Rings
High Value

main

alt1*

alt2

alt3

alt4

alt5

alt6

alt7

*please shoot on index finger unless otherwise specified
Additonal detail shots are optional

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Earrings High Value						
Earrings (studs)				N/A	N/A	
Earrings (dropped)				N/A	N/A	

Additonal detail shots are optional

Examples of Womenswear Photography

Hooped Earrings

main

alt1

alt2

Drop Earrings

main

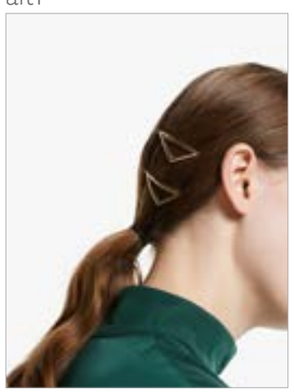
alt1

alt2

Hair Clips

main

alt1



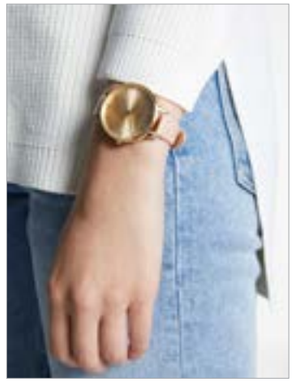
alt2

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Necklace				N/A	N/A	
Necklaces High Value						
Jewellery Set					N/A	

Additonal detail shots are optional

Examples of Womenswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Watches					N/A	

Examples of Beauty, Wellbeing and Leisure Photography

Eyelash Curler

main

alt1

alt2

Compact Mirror

main

alt1

alt2

Pencil Sharpener

main

alt1

Make Up Sponge

main

alt1

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Examples of Beauty, Wellbeing and Leisure Photography

Make Up Sponge 3 Pack

main

alt1

Body Brush

main

alt1

alt2

Body Sponge

main

alt1

alt2

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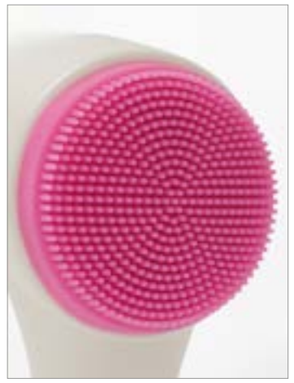
Examples of Beauty, Wellbeing and Leisure Photography

Cleansing Brush

main

alt1



alt2

Muslin Cloth

main

alt1

Shower Cap

main

alt1

alt2

Examples of Beauty, Wellbeing and Leisure Photography

Nail Files
3 Pack

main

alt1

alt2

Nail Buffer
Block

main

alt1

alt2

Nail File

main

alt1

alt2

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Examples of Beauty, Wellbeing and Leisure Photography

	main	alt1	alt2
Nail Kits			
Nail Scissors			
Nail Clippers			

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Examples of Beauty, Wellbeing and Leisure Photography

	main	alt1	alt2
Eyebrow Tweezers			
Tweezers Pack of 4			

Menswear Style Guide

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Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Jackets							
Coats							
Reversible Jacket							

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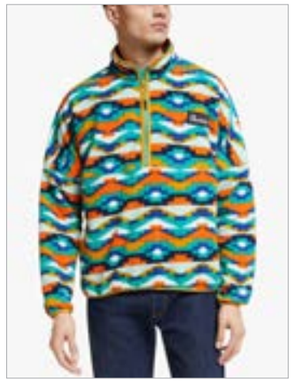
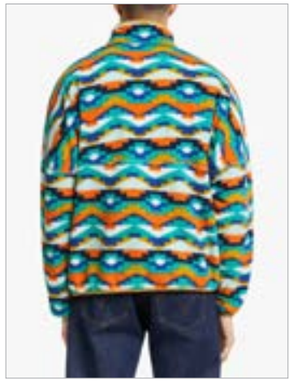
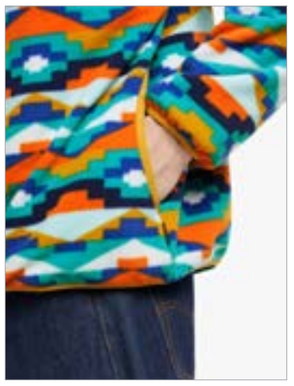
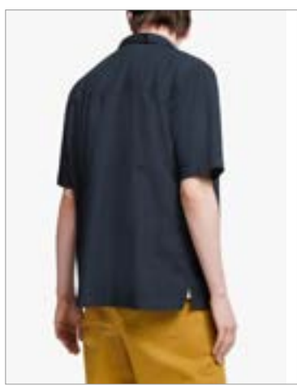
Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Fleece							
Gillet							
Short Sleeve Shirt							

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Examples of Menswear Photography

T-Shirts

main

alt1

alt2

alt3

alt4

alt5

alt6

Jumpers

main

alt1

alt2

alt3

alt4

alt5

alt6

Knitwear

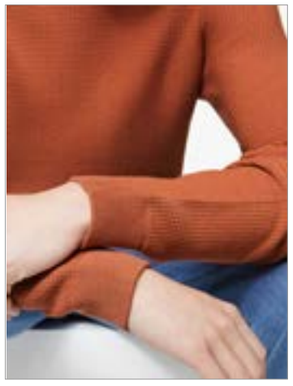
main

alt1

alt2

alt3

alt4

alt5

alt6

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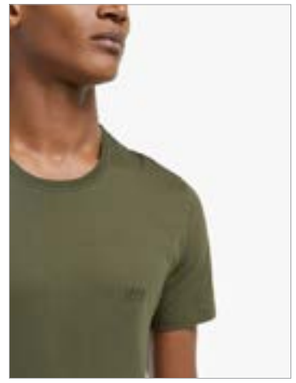
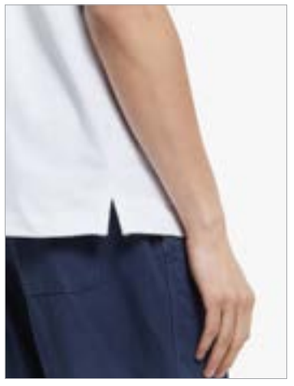
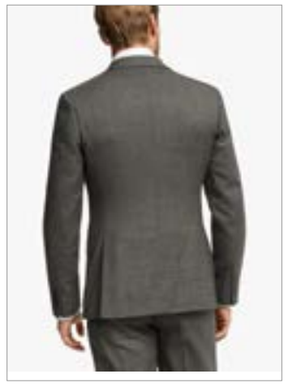
Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Muti T-Shirt Pack							
Polo Top							

Examples of Menswear Photography

Formal Suits

main

alt1


alt2

alt3

alt4

alt5

alt6

Waistcoat

main

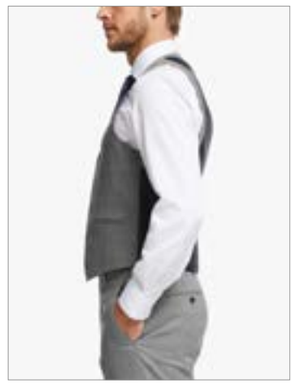
alt1

alt2

alt3

alt4

alt5

alt6


Formal Trousers

main

alt1

alt2

alt3

alt4

alt5

alt6

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Examples of Menswear Photography

Formal Shirts

main

alt1

alt2

alt3

alt4

alt5

alt6

Premium Formal Shirts

main

alt1

alt2

alt3

alt4

alt5

alt6

Casual Shirts

main

alt1

alt2

alt3

alt4

alt5

alt6

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Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Shorts							
Trousers							
Denim							

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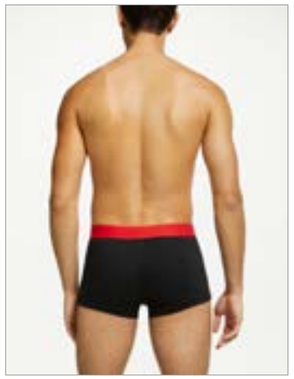
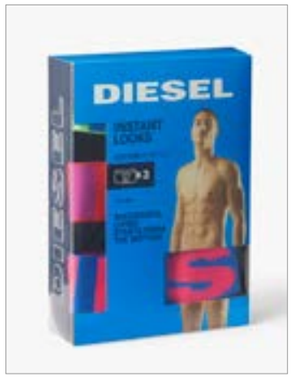
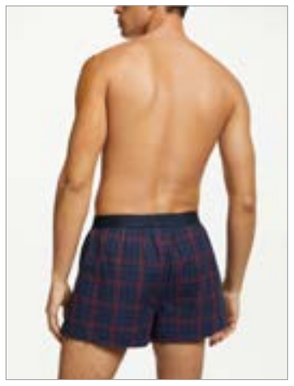
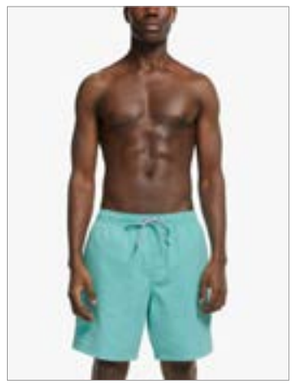
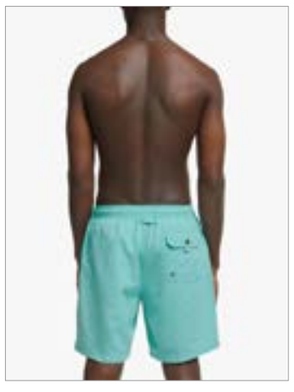
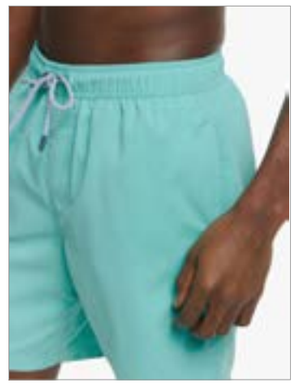
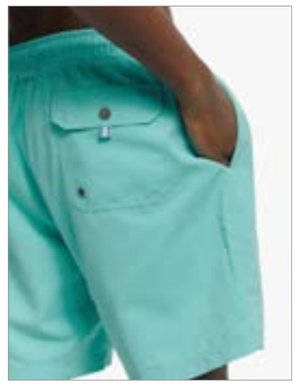
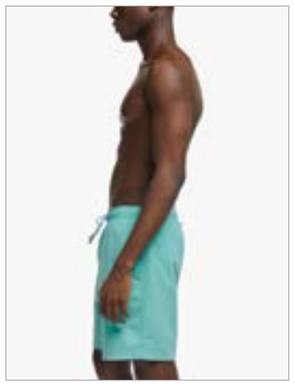
Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Dressing Gown			N/A				
Pyjamas			N/A				

Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5	alt6
Boxers Pack				N/A			
Underwear				N/A			
Swimwear			N/A				

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Examples of Menswear Photography

Socks – Packaged/ Multipack

main

alt1

alt2

* Only shoot box if it's in good condition, if not then please flag it

Single Pair Socks

main

alt1

Trainer Socks

main

alt1

Handkerchief

main

alt1

alt2

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Examples of Menswear Photography

Belts

main

alt1

alt2

Braces

main

alt1

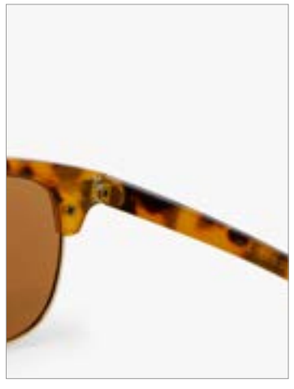
Sunglasses

main

alt1

alt2

alt3



Umbrella

main

alt1

alt2

Examples of Menswear Photography

Holdall

main

alt1

alt2

alt3

alt4

Laptop Bag

main

alt1

alt2

alt3

alt4

Backpacks

main

alt1

alt2

alt3

alt4

Examples of Menswear Photography

Mens
Small Bag

main

alt1

alt2

alt3

alt4

Mens
Washbag

main

alt1

alt2

alt3

Bum Bag

main

alt1

alt2

alt3

alt4

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Examples of Menswear Photography

Sports Holdall Bag

main

alt1

alt2

alt3

alt4

Sports Backpack

main

alt1

alt2

alt3

alt4

Examples of Menswear Photography

Cardholder

main

alt1

alt2

alt3

alt4

Wallets

main

alt1

alt2

alt3

alt4

Wallet/
Cardholder
Gift Box

main

alt1

alt2

alt3

alt4

Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Tie Pin					2nd Detail Shot Optional	
Cufflinks					2nd Detail Shot Optional	
Cufflink and Tie Pin Set						

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Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Men's Watches					N/A	

	main	alt1	alt2	alt3
Scarves				

	main	alt1
Gloves		

	main	alt1
Hats		

Examples of Menswear Photography

Bow Ties

main

alt1

alt2

Ties

main

alt1

alt2

alt3

Pocket Squares

main

alt1

alt2

Examples of Menswear Photography

Shoes

main

alt1

alt2*

alt3

alt4

alt5**

Sports Trainers

main

alt1

alt2*

alt3

alt4

alt5**

Flip Flops

main

alt1*

alt2

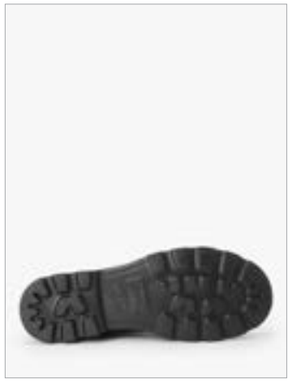
alt3

* Please shoot with 2 shoes if possible

** Please only shoot if applicable for sole detail

N.B. When only one shoe is provided to the photographer, please continue to shoot the above angles as normal using just the one shoe. The exception would be the model shot which would not be required.

Examples of Menswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Ankle Boots						
	main	alt1	alt2	alt3	alt4	alt5
		N/A				
	main	alt1	alt2	alt3	alt4	alt5
Casual Trainers						

Examples of Menswear Photography

	main**	alt1	alt2	alt3	alt4
When only the left hand shoe is provided		N/A			

N.B. When only one shoe is provided please shoot the angles as normal using just the one shoe.

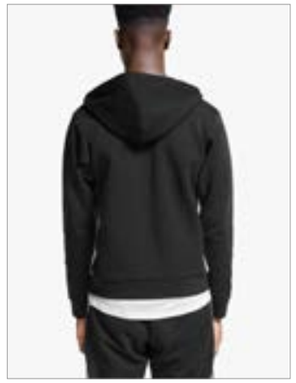
The model shot (alt1) would not be required.

** Please flip the main.

Examples of Menswear Photography

Sports Clothing

main

alt1

alt2

alt3

alt4

alt5

alt6

Shorts

main

alt1

alt2

alt3

alt4

alt5

alt6

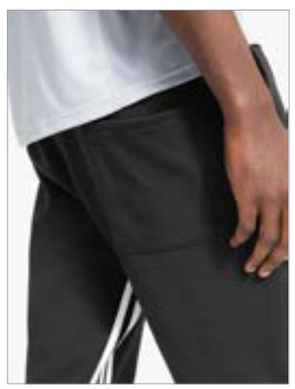
Joggers

main

alt1

alt2

alt3

alt4

alt5

alt6

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Examples of Travel Photography

Suitcases (for scale)

Use the extentions of the suit case handels to give the effect of size

main

alt1

alt2

Suitcases

main

alt1

alt2

alt3

alt4

alt5

main

alt1

Other examples of model shot crops

Childrenswear Style Guide

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Examples of Girlswear Photography

Coats – Macs/Raincoats Waxed/Duffle

main

alt1

alt2

alt3

alt4

Coats – Smart

main

alt1

alt2

alt3

alt4

Coats – Waistcoat/Gilet

main

alt1

alt2

alt3

alt4

Examples of Girlswear Photography

Jumpers – Sweatshirt

main

alt1

alt2

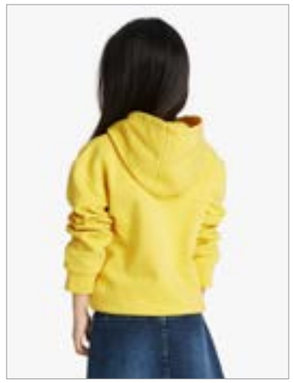
alt3

alt4

Jumpers – Hoodie

main

alt1



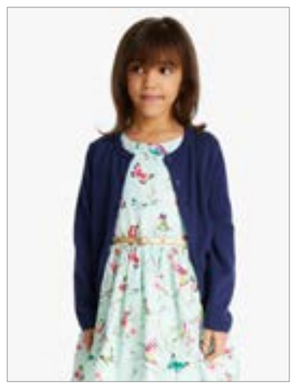
alt2

alt3

alt4

Cardigan

main



alt1

alt2

alt3

alt4

Examples of Girlswear Photography

Long sleeve T-shirt

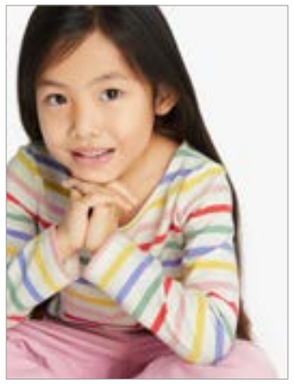
main

alt1

alt2

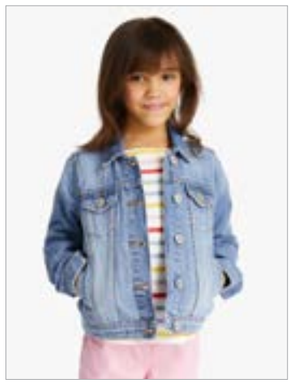
alt3

alt4



Jean Jacket

main



alt1

alt2

alt3

alt4

T Shirt

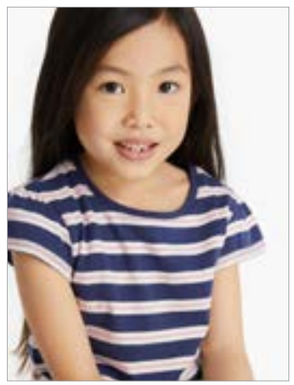
main

alt1

alt2

alt3

alt4



Examples of Girlswear Photography

Dresses – Casual

main

alt1

alt2

alt3

alt4

Dresses – Bridesmaid/ Flower Girl

main

alt1

alt2

alt3

alt4

Dresses – Party

main

alt1

alt2

alt3

alt4

Examples of Girlswear Photography

	main	alt1	alt2	alt3	alt4
Jeans					
Leggings					
Trousers					

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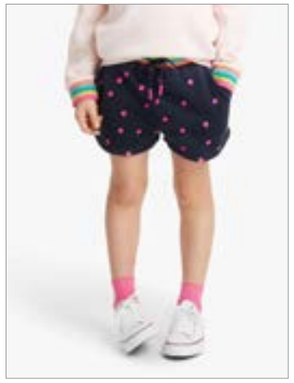
Examples of Girlswear Photography

Shorts

main

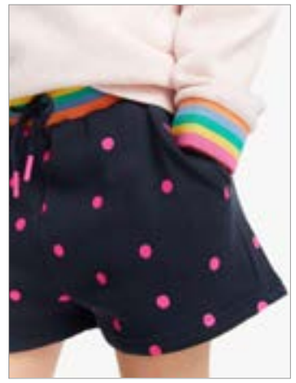


alt1

alt2

alt3

alt4



Skirts

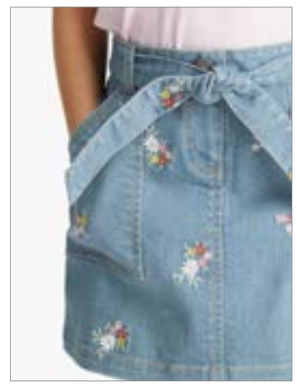
main

alt1

alt2

alt3

alt4

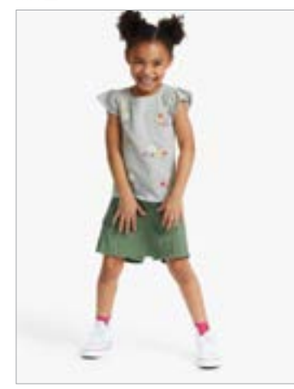


Skorts

main

alt1

alt2



alt3

alt4

Examples of Girlswear Photography

	main	alt1	alt2	alt3	alt4
Nightwear – Nightdress					
Nightwear – Pyjamas			2nd Detail Shot Optional		
Nightwear – Pyjamas Multi-Pack				N/A	

Examples of Girlswear Photography

Nightwear – Gown

main

alt1

alt2

alt3

alt4

Sports Vest

main

alt1

alt2

alt3

alt4

Swimwear

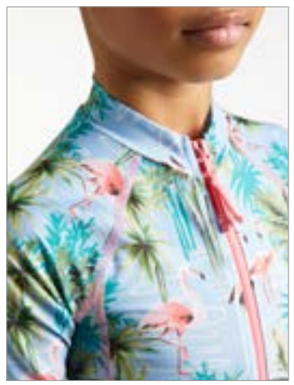
main

alt1

alt2

alt3

alt4



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Examples of Girlswear Photography

Bridesmaid/ Flowergirl Dress

main

alt1

alt2

alt3

alt4

Jumpsuit

main

alt1

alt2

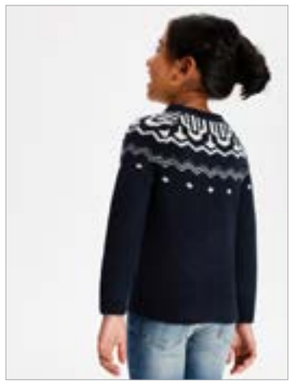
alt3

alt4

Knitwear

main

alt1



alt2

alt3

alt4

Examples of Girlswear Photography

Onesie

main

alt1

alt2

2nd Detail
Shot Optional

alt3

alt4

Novelty Dressing Gown

main

alt1

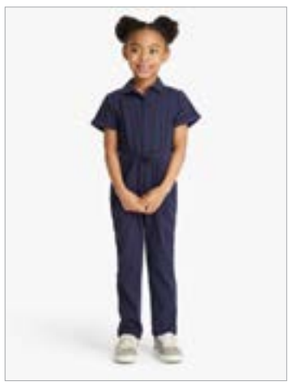
alt2

alt3

alt4

Playsuit

main



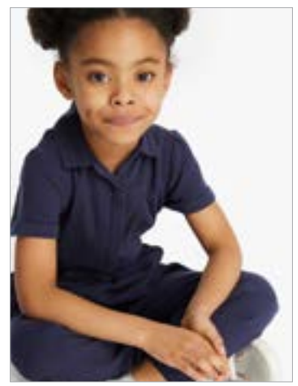
alt1

alt2

2nd Detail
Shot Optional

alt3

alt4



Examples of Girlswear Photography

Schoolwear – Jumper/Sweatshirt Fleece

main

alt1

alt2

alt3

alt4

Schoolwear – Pinafore/Dress

main

alt1

alt2

alt3

alt4

Schoolwear – Polo Shirts

main

alt1

alt2

alt3

alt4

Examples of Girlswear Photography

Schoolwear – Blouse

main

alt1

alt2

alt3

alt4

Schoolwear – Skirt

main

alt1

alt2

alt3

alt4

alt5

Schoolwear – Summer Dress

main

alt1

alt2

alt3

alt4

Examples of Girlswear Photography

Schoolwear – Trousers

main

alt1

alt2

alt3

alt4

alt5

Schoolwear – Cardigan

main

alt1

alt2

alt3

alt4

Schoolwear – Cardigan Twin Pack

main

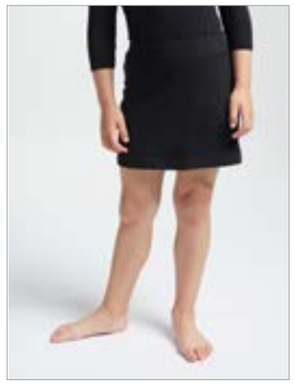
alt1

alt2

alt3

alt4

Examples of Girlswear Photography

	main	alt1	alt2	alt3	alt4	alt5
Schoolwear – Skorts						

Examples of Girlswear Photography

	main	alt1	alt2
Girls Knickers			
Girls Bra			

Examples of Girlswear Photography

Muti Pack Leggings

main

alt1

alt2

alt3

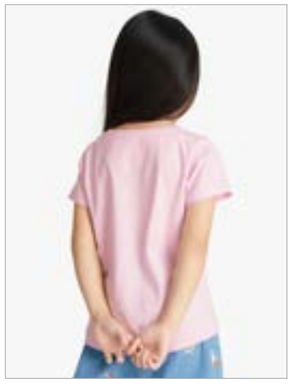
alt4

Muti Pack T Shirts

main

alt1

alt2



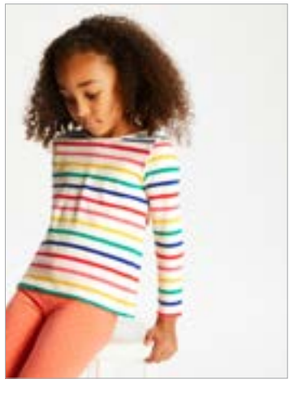
alt3

alt4

Long Sleeve Multi-pack

main

alt1



alt2

alt3

alt4

Examples of Girlswear Photography

Shoes – Bridesmaid

main

alt1

alt2

alt3

Shoes – Casual

main

alt1

alt2

alt3

Shoes – Party

main

alt1

alt2

alt3

Examples of Girlswear Photography

Shoes – Wellies

main

alt1

alt2

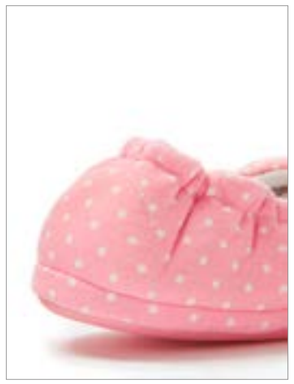
alt3

Shoes – Slippers

main

alt1

alt2



alt3

alt4

Sandals

main

alt1

alt2

alt3

Examples of Girlswear Photography

Hat Set

main

alt1

alt2

Beanie Hat

main

alt1

alt2

Examples of Girlswear Photography

Straw Hats

main

alt1

Backpack

main

alt1

alt2

alt3

Bags

main

alt1

alt2

alt3

Clic Clacs/Bobbles

main

alt1

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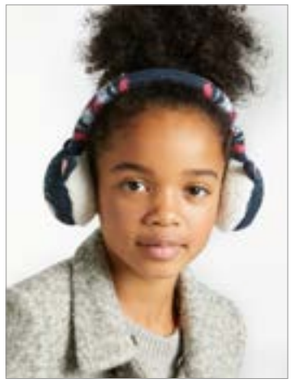
Examples of Girlswear Photography

Earmuffs

main

alt1



alt2

alt3

Gloves

main

alt1

alt2

alt3

Hair Accessories

main

alt1

alt2

Examples of Girlswear Photography

Scarf

main

alt1

alt2

Sunglasses

main

alt1

alt2

alt3

alt4

Watch

main

alt1

alt2

alt3

Examples of Girlswear Photography

Tights

main

alt1

Socks

main

alt1

Trainer Socks

main

alt1

Examples of Girlswear Photography

Single Socks

main

alt1

Slipper Socks

main

alt1

alt2

Novelty Socks

main

alt1

alt2

alt3

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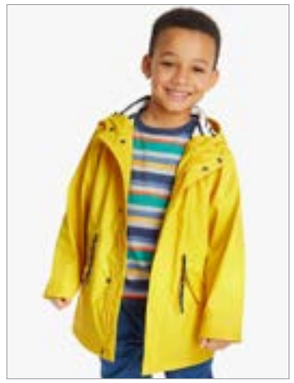
Examples of Boyswear Photography

Coats – Raincoats Macs/Parkas

main



alt1

alt2

alt3

alt4

Coats – Smart/Formal

main

alt1

alt2

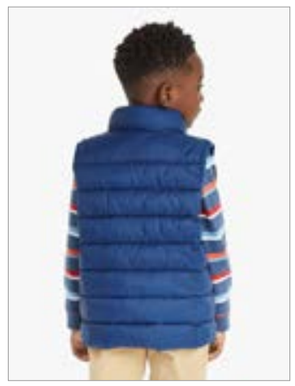
alt3

alt4

Coats – Waistcoat/Gilet

main

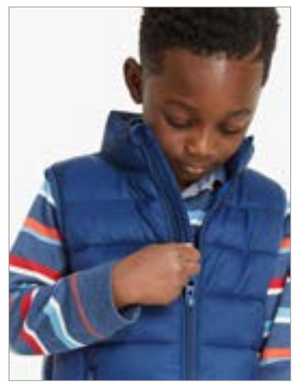
alt1



alt2

alt3

alt4



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Examples of Boyswear Photography

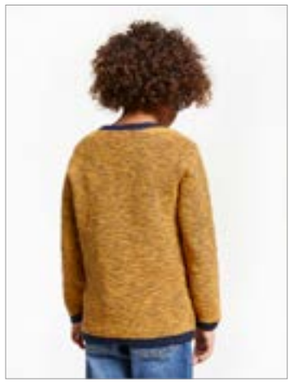
	main	alt1	alt2	alt3	alt4
Jumper – Hoodie					
Jumper – Fleece					

Examples of Boyswear Photography

Knitwear – Jumper

main

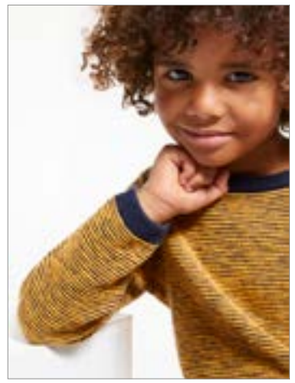
alt1



alt2

alt3

alt4



Jumer/ Sweatshirt

main

alt1

alt2

alt3

alt4

Polo Shirt

main

alt1

alt2

alt3

alt4

Examples of Boyswear Photography

Tshirts – Long Sleeve

main

alt1

alt2

alt3

alt4

Tshirts – Short Sleeve

main

alt1

alt2

alt3

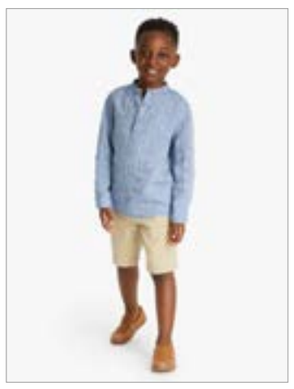
alt4

Shirts

main

alt1

alt2



alt3

alt4

Examples of Boyswear Photography

Glow in the Dark T Shirt

main

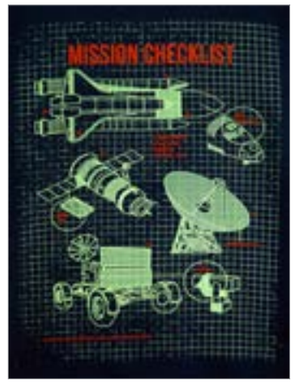
alt1

alt2

alt3

alt4

alt5



Short Sleeve Shirt

main

alt1

alt2

alt3

alt4

Polo / Rugby Top

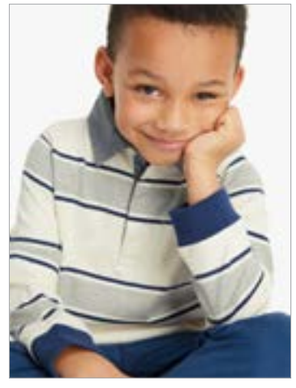
main

alt1

alt2

alt3

alt4



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Examples of Boyswear Photography

Formal Blazer

main

alt1

alt2

alt3

alt4

alt5

Formal Shirt

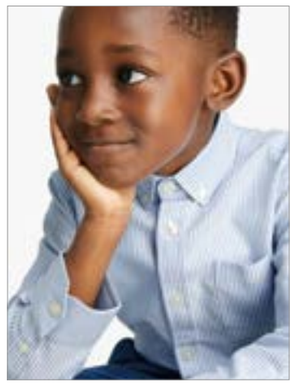
main

alt1

alt2

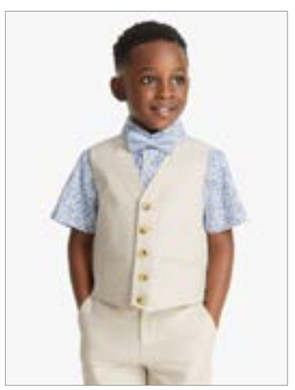
alt3

alt4

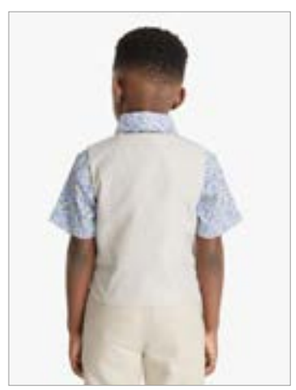


Formal Waistcoat

main



alt1



alt2

alt3

alt4

alt5

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Examples of Boyswear Photography

Formal Trousers

main

alt1

alt2

alt3

alt4

Formal Shorts

main

alt1

alt2

alt3

alt4

Formal Jumper

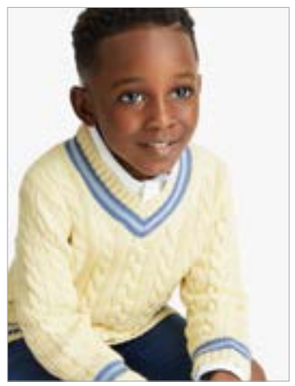
main

alt1

alt2

alt3

alt4



Examples of Boyswear Photography

	main	alt1	alt2	alt3	alt4
Jeans – Standard					

Examples of Boyswear Photography

Trousers – Casual joggers

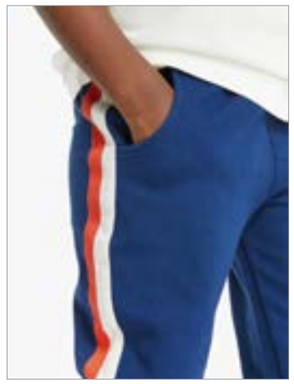
main

alt1

alt2

alt3

alt4



Trousers – Smart cords/chinos

main

alt1

alt2

alt3

alt4

Shorts

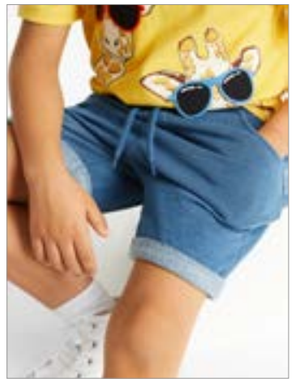
main

alt1

alt2

alt3

alt4



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Examples of Boyswear Photography

	main	alt1	alt2	alt3	alt4
Swimwear – Shorts					

Examples of Boyswear Photography

	main	alt1	alt2	alt3	alt4
Schoolwear – Blazers					
Schoolwear – Knit/Jumper					
Schoolwear – Polo Shirt					

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Examples of Boyswear Photography

Schoolwear – Shirts

main

alt1

alt2

alt3

alt4

Schoolwear – Shorts

main

alt1

alt2

alt3

alt4

alt5

Schoolwear – Trousers

main

alt1

alt2

alt3

alt4

alt5

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Examples of Boyswear Photography

Onesie

main

alt1

alt2

2nd Detail
Shot Optional

alt3

alt4

Pyjamas

main

alt1

alt2

2nd Detail
Shot Optional

alt3

alt4

Robe

main

alt1

alt2

2nd Detail
Shot Optional

alt3

alt3

Examples of Boyswear Photography

Multi-pack

main

alt1

alt2

alt3

alt4

Schoolwear
Polo Multi Pack

main

alt1

alt2

alt3

alt4

Top
Multi Pack

main

alt1

alt2

alt3

alt4

*multi packs lead with the cut out shots.

Examples of Boyswear Photography

Belt

main

alt1

Backpack

main

alt1

alt2

alt3

Bow Tie

main

alt1

Watch

main

alt1

alt2

alt3

Gloves

main

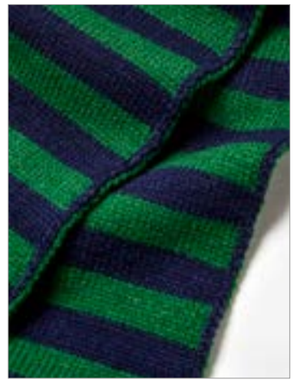
alt1

Examples of Boyswear Photography

Scarf

main

alt1



Sunglasses

main

alt1

alt2

alt3

alt4

Ties

main

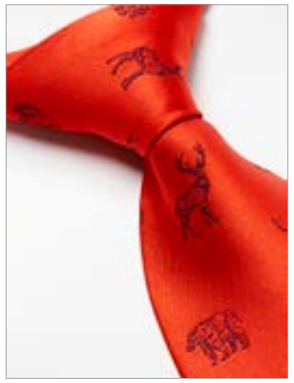
alt1

Examples of Boyswear Photography

Velcro Tie

main

alt1



Hats

main

alt1

alt2

Caps

main

alt1

alt2

alt3

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Examples of Boyswear Photography

Socks

main

alt1

Single Pair Socks

main

alt1

Underwear – Briefs

main

alt1

alt2

Slipper Socks

main

alt1

alt2

Underwear – Pants

main

alt1

Trainer Socks

main

alt1

JOHN LEWIS & PARTNERS

Examples of Boyswear Photography

Boots

main

alt1

alt2

alt3

Smart Shoes

main

alt1

alt2

alt3

Slippers

main

alt1

alt2

alt3

alt4

Babywear Style Guide

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Examples of Unisex Babywear Photography

Hats

main

alt1

alt2

Woollen Hat

main

alt1

alt2

Reversable Hat

main

alt1

alt2

Hat & Mittens Set

main

alt1

alt2

Sun Hat

main

alt1

alt2

Examples of Unisex Babywear Photography

Hat
Twin Set

main

alt1

alt2

alt3

Hat
Multipack

main

alt1

alt2

Examples of Unisex Babywear Photography

Bibs

main

alt1

Multipack Baby Sleeping Bag

main

alt1

Baby Mitts

main

alt1

Throws

main

alt1

alt2

Single Baby Sleeping Bag

main

alt1

Gift Packs

main

alt1

Examples of Unisex Babywear Photography

Mittens

main

alt1

Socks

main

alt1

alt2

Socks
Multipack

main

alt1

Slipper
Sock

main

alt1

alt2

Examples of Unisex Babywear Photography

Hamper

main

alt1

alt2

alt3

Baby Chair

main

alt1

alt2

Examples of Unisex Babywear Photography

	main	alt1	alt2
Shoes			
Trainers			

Examples of Girls Babywear Photography

Babygrow
Single

main

alt1

alt2

Babygrow
2 Pack

main

alt1

alt2

Babygrow
3 Pack

main

alt1

alt2

Examples of Girls Babywear Photography

Romper

main

alt1

alt2

Romper
3 Pack

main

alt1

alt2

Clothing
Set

main

alt1

alt2

Examples of Girls Babywear Photography

	main	alt1	alt2
Dress & Tights Set			
3 Piece Set			
4 Piece Set			

Examples of Girls Babywear Photography

Outer Bodysuit

main

alt1

alt2

Top and Bottom Set

main

alt1

alt2

Twin Pack Clothing Set

main

alt1

alt2

Examples of Girls Babywear Photography

Jacket/
Coat

main

alt1

alt2

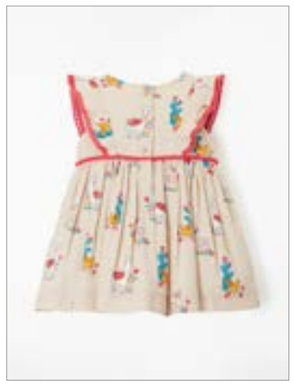
Hoodie

main

alt1

alt2

Examples of Girls Babywear Photography

	main	alt1	alt2
Dress Set			
Dresses			
Long Sleeve Dress			

Examples of Girls Babywear Photography

	main	alt1	alt2	alt3
T Shirts				
Occasion Outfit				

Examples of Girls Babywear Photography

	main	alt1	alt2
Jumper			
Knitwear			
Long Sleeve Top			

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Examples of Girls Babywear Photography

Trousers

main

alt1

alt2

Leggings

main

alt1

alt2

Leggings
Set of 2

main

alt1

alt2

Examples of Girls Babywear Photography

	main	alt1	alt2
Joggers			
Shorts			

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Examples of Girls Babywear Photography

2 Pack Tights

main

alt1

Hair Band

main

alt1

Swimwear

main

alt1

alt2

Examples of Girls Babywear Photography

Dressing Gown

main

alt1

alt2

Outfit with Toy

main

alt1

alt2

alt3

Poncho

main

alt1

alt2

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Examples of Girls Babywear Photography

	main	alt1	alt2
Necklace			
Bracelet			

Examples of Boys Babywear Photography

Babygrow

main

alt1

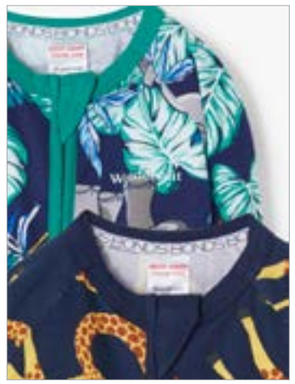
alt2

Babygrow
Set of 2

main

alt1

alt2



Babygrow
Set of 3

main

alt1

alt2

Examples of Boys Babywear Photography

	main	alt1	alt2
Romper			
Romper 3 Pack			

Examples of Boys Babywear Photography

2 Piece Sets

main

alt1

alt2

Top and Bottom Set

main

alt1

alt2

Twin Pack Clothing Set

main

alt1

alt2

Examples of Boys Babywear Photography

	main	alt1	alt2
3 Piece Set			
2 Piece Set			

Examples of Boys Babywear Photography

Outer
Bodysuit

main

alt1

alt2

Occasional
Outfit

main

alt1

alt2

Examples of Boys Babywear Photography

Jacket/ Coat

main

alt1

alt2

Hoodie

main

alt1

alt2

Outfit with Toy

main

alt1

alt2

alt3

Examples of Boys Babywear Photography

Knitwear

main

alt1

alt2

T Shirts

main

alt1

alt2

Poncho

main

alt1

alt2

Examples of Boys Babywear Photography

Sweatshirt

main

alt1

alt2

Shirt

main

alt1

alt2

T-Shirt

main

alt1

alt2

Examples of Boys Babywear Photography

	main	alt1	alt2
Dungarees			
Joggers			

Examples of Boys Babywear Photography

Trousers

main

alt1

alt2

Leggings

main

alt1

alt2

Shorts

main

alt1

alt2

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Examples of Boys Babywear Photography

	main	alt1	alt2
Swimming Shorts			
Swimwear			

Examples of Boys Babywear Photography

	main	alt1	alt2
Dressing Gown			

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Haberdashery Style Guide

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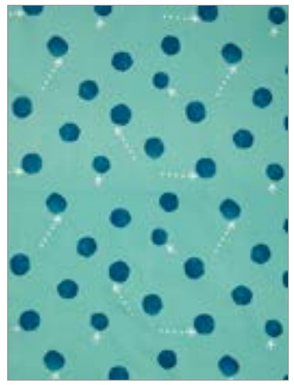
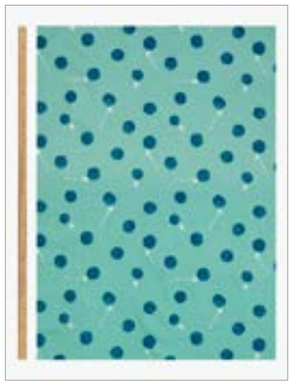
& PARTNERS

Examples of Haby Photography

	main	alt1	alt2	
Fabrics				Full pattern repeat must be visible on Flat Swatch or Metre ruler shot

	main	alt1
Cube Sewing Kit		

	main	alt1
Craft Bag		

Examples of Haby Photography

Yarn

main

alt1

alt2

Yarn
Example 2

main

alt1

alt2

Ribbon

main

main

alt1

Examples of Haby Photography

	main	alt1
Long Knit Basket		
Oval Sewing Basket		
Pin Cushion		

Examples of Haby Photography

Rectangle Craft Bag

main

alt1

Rectangle Sewing Kit

main

alt1

Scissors

main

alt1

Examples of Haby Photography

	main	alt1
Sewing Kit		
Sewing Machine Bag		
Sewing Roll		

Examples of Haby Photography

Small Sewing Kit

main

alt1

Small Square Sewing Kit

main

alt1

Tape Measure

main

alt1

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Examples of Haby Photography

Twin Lid

main

alt1

Wrist Pin Cushion

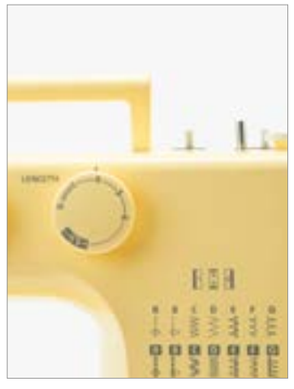
main

Twin Lid

main

alt1

alt2



alt3

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