Image guidelines POP

basic demands

Introduction

On the following pages you'll find guidelines for suppliers of Wehkamp & Kleertjes to ensure a consistent brand appearance on the product overview page (POP). These guidelines reflect our brand values and outline specific requirements at each level. Please read them carefully to ensure compliance when delivering product images.

We require the following types of product images: full model, cropped model, product-only, and detail shots.

1: full model images

1. The product has to stand out completely
2. The model has to stand free
3. No use of props and atmospheric images
4. Use the full model grid slide for the right positioning

2: cropped model images

1. Images with half heads or cut off leg not as first image on POP
2. You have to see the full product on the model

3: expression & character

1. Personal, approachable & emphatic
2. Preference, straight in camera looks

4: backdrops

1. No distractive items in the image or wall structures
2. Realistic shadow
3. Background must be grey or neutrals colors

5: colour controlling

1. The same colour for product image & model images

6: backprints model images

1. First image:
   Model cropped from the back. If the back print is the main sales factor
2. Use the cropped model grid slide for the right positioning

7: sets on model ladies & men

1. First image: Full Model image on POP for ladies and men
2. Use the full model grid slide for the right positioning

8: sets for kids

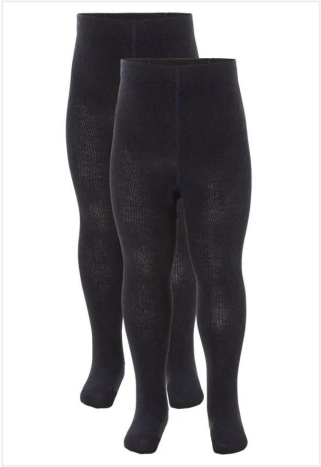
1. Product image for kids as first image on POP
2. Use the product grid slide for the right positioning

9: product images

1. Front and back image
2. We need torso images no flatlay and no hanger
3. Top: Arms straight down and clean
4. Top: zipper need to be closed
5. Bottom: straight legs and clean
6. Bottom: close the button's and zipper's
7. Use the product grid slide for the right positioning

9: product multi pack

1. Product image as first image on POP
2. The articles should be placed from from top left to bottom right (same as reversible)
3. Use the product grid slide for the right positioning



10: reversible products kids

1. Reversible articles should be placed from from top left to bottom right
2. Use the product grid slide for the right positioning
3. For reversible we choose 1 large image and 1 small image
4. Ladies & Men we choose for model images

11: campaign/ branded images

Campaign images are related to a (big) external marketing campaign, they are not collectional lookbooks or branded content photography

1. Campaign and collab images can be used as first image on the product detail page (PDP), based on the rules on the right →
2. All other atmospheric content (lookbook, brandend) for brand recognition will only be shown on the product detail page (PDP) as **extra** image, first image must always be a clean e-com image or product image
3. The focus should be on the hero item not on the environment, item is central
4. Use the full model grid slide for the right positioning

Wehkamp Campaign

- Wehkamp campaigns: Spring, Autumn, Denim, Wannahave days etc
- For as long as he campaign runs

Collab

- Collaboration with influencers and brands are allowed for as long as the collection runs.

Supplier Campaign

- Campaign images supplier are allowed on the POP during the campaign
- Timing to be confirmed by brand and buyer
- After the campaign the images will be removed from the POP
- You can see them on the PDP as extra image

Image grids and
quality requirements

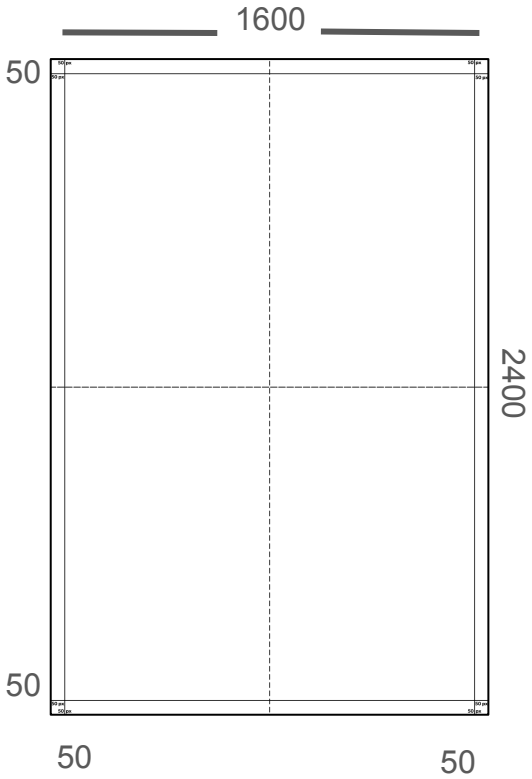
Image size & quality of the images

1. All Images the same size
2. The minimum quality of the images needs to be:

- Portrait 1600x2400
- Format: JPG & PNG
- Resolution 300 DPI

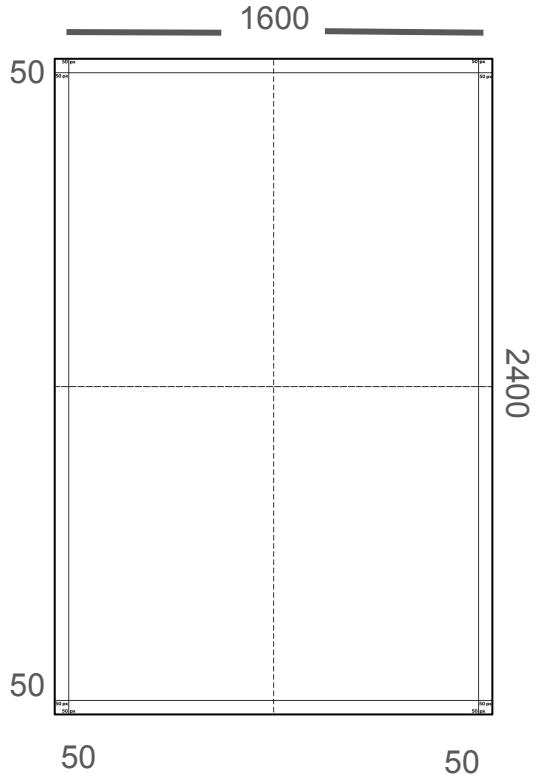
Full model image grid

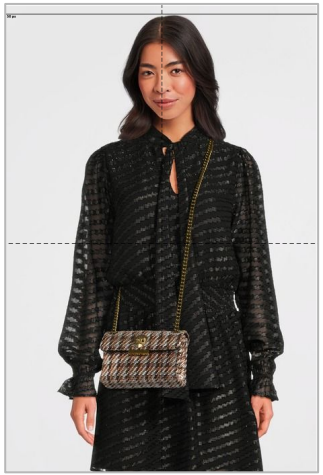
1. The same grid for all the full model images
2. Image size 1600 x 2400 pixels
3. 50 px from above x 50 px from below off the model

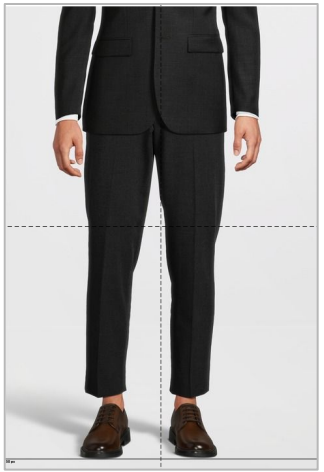


Cropped model image grid:

1. The same grid for all the cropped images
2. 1600 x 2400 pixels
3. 50 px from above for crop of top
4. 50 px from below for crop of bottom

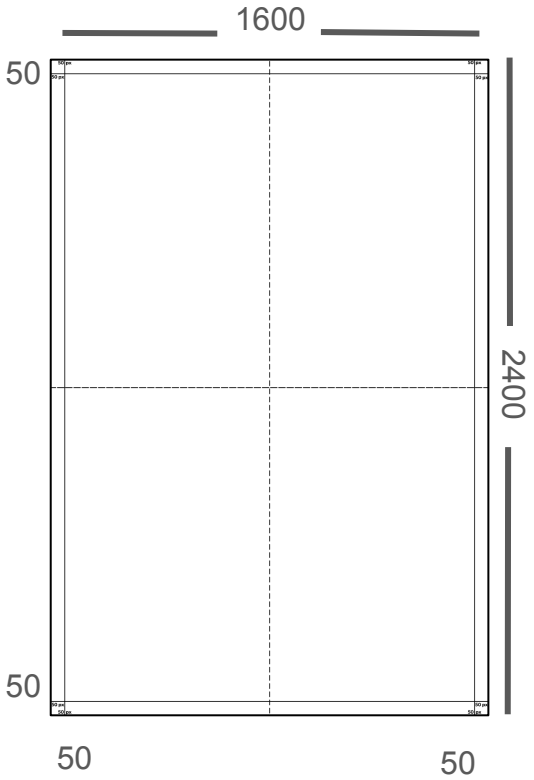






Product image grid

1. The same grid for all the product images
2. 1600 x 2400 pixels
3. 50 px all round
4. Centered in the middle



Accessoires,
shoes and bags

Image grid square: bags, suitcases shoes.

1. The same grid for all the product images
2. Image size 1600 x 1600 pixels
3. 50 px all round
4. Product placed from the underline

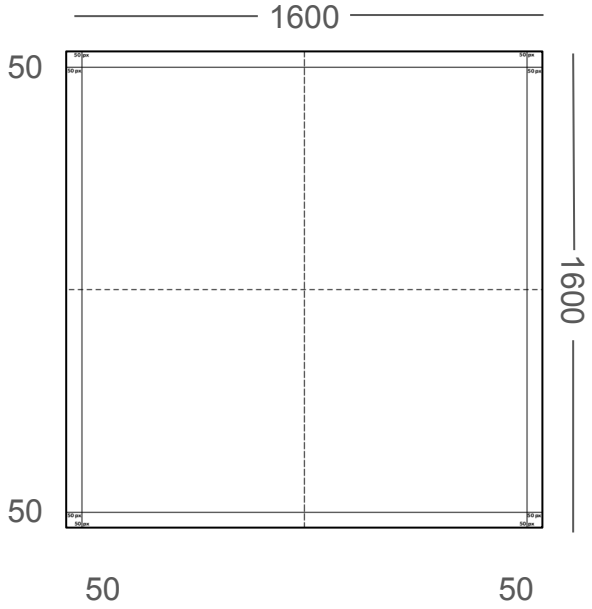
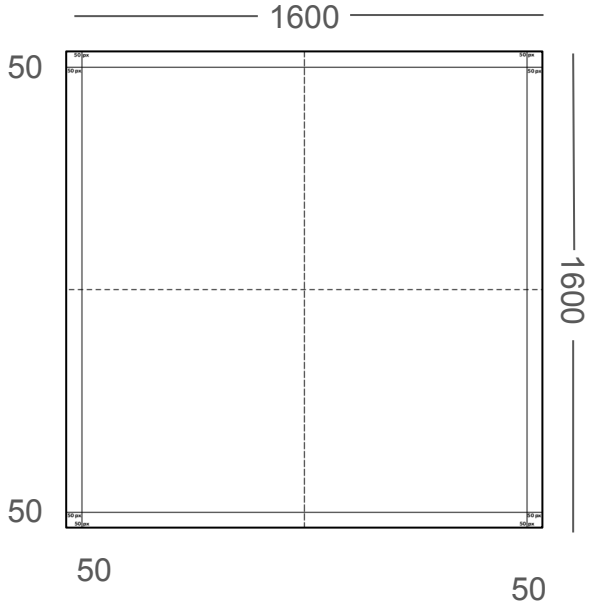


Image grid square: sunglasses & jewelry.

1. The same grid for all the product images
2. 1600 x 1600 pixels
3. 50 px all round
4. Centered in the middle



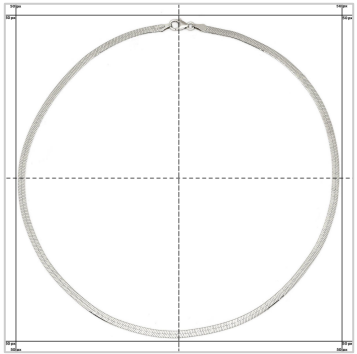
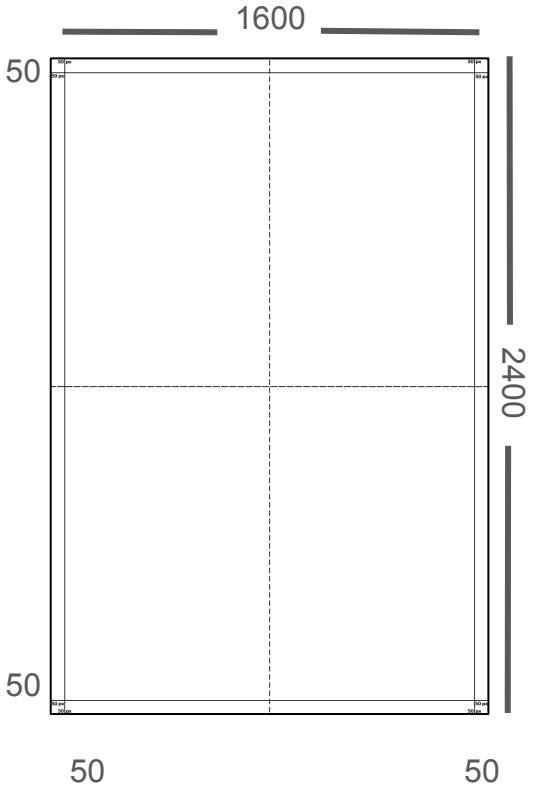


Image grid portrait: hat, cap, belt, gloves & scarf.

1. The same grid for all the product images
2. Image size 1600 x 2400 pixels
3. 50 px all round
4. Accessories: centered in the middle



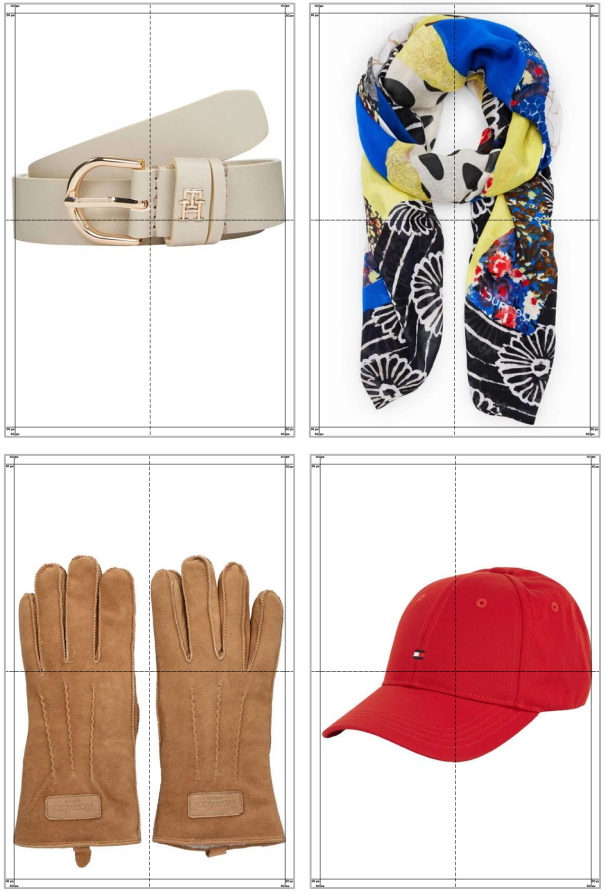
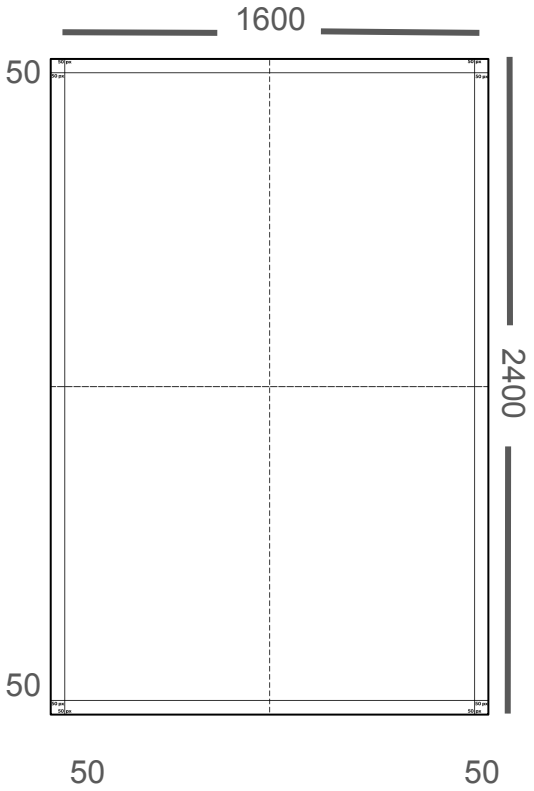


Image grid portrait: socks

1. The same grid for all the product images
2. Image size 1600 x 2400 pixels
3. 50 px all round
4. Use of feets or present as flatlay
5. Placed from the underline
6. Toes to the left



Technical Requirements

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Our aim is to use a uniform and automated method for obtaining image data. This is why we prefer working with third-party image providers such as FashionCloud and Vuuh, which streamline the process and ensure consistency in file delivery and organization.

Third-party Image Providers [preferred]:

- **FashionCloud:**
  - Use your FashionCloud account to upload images.
  - Ensure each image is tagged with relevant product codes and categories to simplify retrieval.
  - For more information you can contact Fashion Cloud, via https://www.fashion.cloud/.
- **Vuuh:**
  - Vuuh enables seamless product data and images exchange.
  - Integrate towards Vuuh and upload images, ensuring proper categorization (e.g., by product line or campaign theme). Use Vuuh's built-in tools to validate image quality and compliance with project specifications. For more information you can contact Vuuh, via https://vuuh.com/.

WRG to retrieve images from Supplier's resources:

Via API or SFTP [acceptable]:

Provide access to your API and/or SFTP servers so we can retrieve images directly. Provide to WRG documentation for API endpoints and/or file naming format and data structure (e.g., supplier's article number, color code, etc.), so we can match the images to the products.

- **Via public media hosting [acceptable only for small amounts and rare updates]:**
  Images must be hosted in a PUBLIC repository/site. For example, you can use services like AmazonAWS, Dropbox, Google Drive, WeTransfer, as long as these only contain the images needed for WRG. Agree with WRG on the file naming format and data structure (e.g., supplier's article number, color code, etc.), so we can match the images to the products. Upload files to the designated public folder as specified.
- **External image bank [acceptable only for small amounts and rare updates]:**
  Using an external image bank for image exchange is possible as long as:
  - There is a clear, well working search function based on EAN/SKU/style number/style name
  - Images can be downloaded in batches
  - Image output is in accordance with WRG's image guidelines
  - File name can be matched to WRG's data structure (e.g., supplier's article number, color code, etc.)

Important: Be aware that public hosting may have their own restrictions and limitations for up- and download the data, and usually Basic/Free contract with any service may not provide the desired expectations for availability.

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