



VENDOR GUIDANCE: LIFESTYLE IMAGERY

zulily

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WHO WE ARE

Fresh Finds. Daily Deals.

Zulily offers you thousands of new arrivals every day. Shop favorite brands and boutique styles — up to 70% off! There's always something exciting and inspiring to discover, including family finds, unique picks and the lowest prices.



HOW TO USE THIS GUIDE

This guide establishes Zulily's format, tone and process for creating lifestyle imagery that best resonates with our customers.

Our customer persona — aka “Mom” — responds well to engaging, dynamic and high-quality images of products. By following this Lifestyle Imagery guide closely, you'll help us achieve the best customer experience for Mom every time she shops on Zulily.

If you have images you'd like to use — but are not sure if they fall within our guidelines — please work with your buying team or submit them through the “Future Events” tab on your vendor portal:

<https://portal.zulily.com/app/events/future>

We will review your photos and let you know if they fit within our standards.



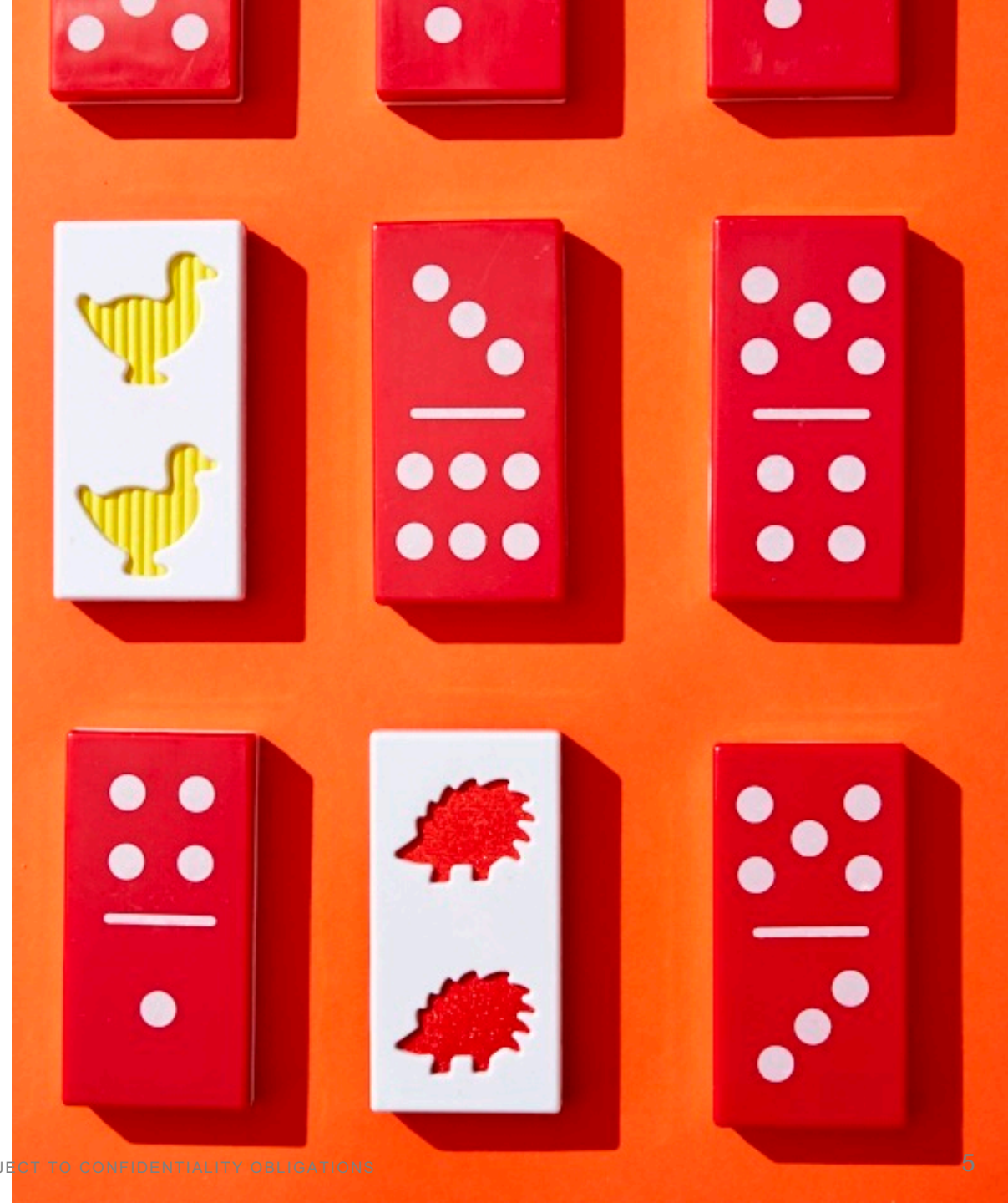
WHY PHOTOGRAPHY MATTERS

Zulily is an online shopping experience. There's no opportunity to physically browse products, feel materials or try things on. Therefore, we must feature imagery that is captivating, informational and as honest as possible.

High-quality photography is essential for creating a positive customer experience. We want our customers to be confident that what they see on the site is what will arrive on their doorstep.

Photography plays a critical role in nearly every online purchasing decision. Studies have shown that **up to 83% of US consumers rate photos to be the most influential factor in deciding to buy¹** — **ranking** higher than product descriptions, customer reviews and star ratings.

¹Source: Field Agent, "The Digital Shopper: Insights into Today's Most 'Connected' Customers," March 14, 2018

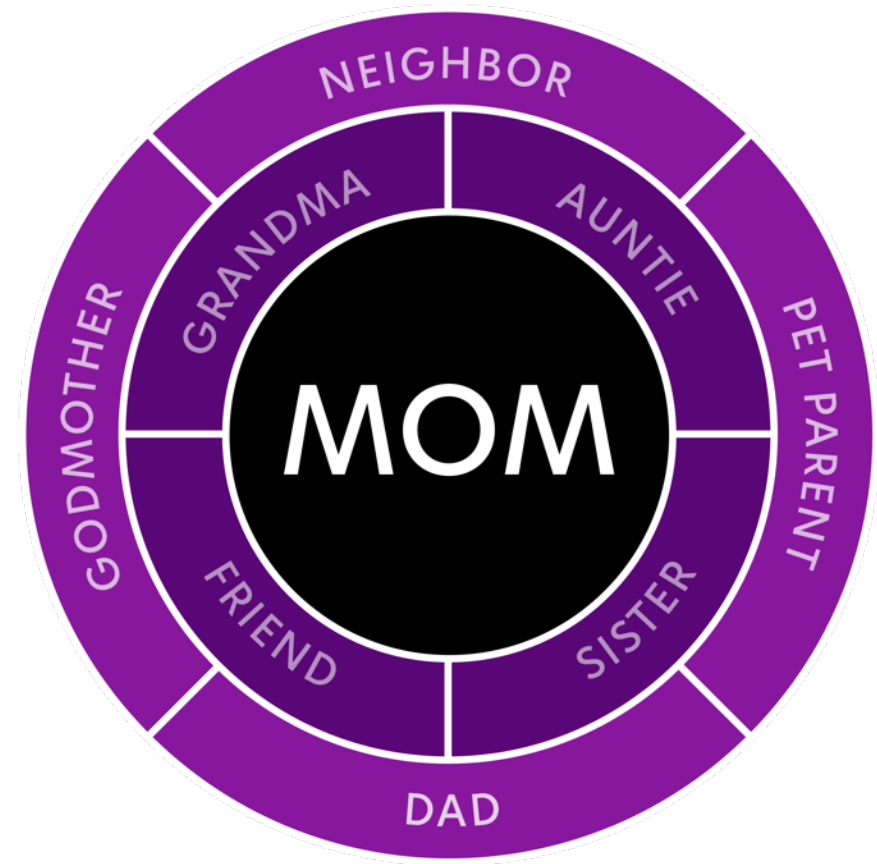


OUR CUSTOMER MOM

The person we call "Mom" is the head of household, the individual in charge of providing for her family. She wears all the hats — she's a mother, teacher, coach, artist, doctor, decorator and chef. She's generous and delights in giving the perfect gift, yet she treasures opportunities to celebrate herself, too. Time is her most precious commodity. She cherishes value, and when she finds it, she feels unstoppable.

This is our core customer.

She's the hero of her own home, and she's the reason why Zulily exists.



OUR CUSTOMER SHOPPING BEHAVIORS

We've learned that our customer makes a distinction between routine shopping and fun shopping. Routine shopping is a chore. It's the job of buying things her family needs: toilet paper, cat food, etc. Fun shopping is something she does by choice, purchasing things just because she wants to: new clothes, home décor, gifts for the ones she loves. We want Zulily to fit into the fun shopping category in her mind.

Zulily customers are united by their opportunistic shopping behavior and there are four main factors that identify them.



A FUN BREAK

Our customer shops during her downtime, when she has a few minutes to herself. It's a relaxing activity, usually when she's at home, lounging on the sofa or in bed.



INSPIRATION

She often finds herself scrolling through websites, searching for her next great find. She's looking for things that will inspire her & make her say "Oooh!"



GREAT FINDS

She's a savvy shopper, always on the lookout for a great deal. When she finds something that's exciting and priced right, she's ready to pull the trigger.



THE THRILL OF THE FIND

The thrill of a great find is what keeps her coming back again and again. It's like a runner's high. It's the goal of fun shopping and the emotional payoff from shopping at Zulily.

BRAND PILLARS

Our three brand pillars are what set us apart and make us special.

These are our key marketing messages, the main ideas we want to communicate to our customer. They answer the questions "What does Zulily have to offer?" and "Why should I shop there?"



FRESH FINDS. DAILY DEALS.

We're constantly reinventing our store, loading it up daily with new items that make her say "Ooh!"—with trendy apparel for the whole family, stylish decor for the home, kitchen gear, pet needs and all the goodies She needs to stock her gift closet.



A FUN AND PERSONALIZED SHOPPING EXPERIENCE

We make sure her daily visit to Zulily gives her plenty of reasons to smile, by providing a steady stream of fun products She never knew She needed. Purple octopus pot scrubber — say what?! Not to mention the social media connections and video content She can really use.



THINGS SHE LOVES AT PRICES SHE CAN BRAG ABOUT

We search far and wide to find things She fancies at prices She can't resist, and we deliver. Big name brands customers love? Yep. Boutique brands waiting to be discovered? Yep. Prices that get the green light? Definitely.

PERSONALITY TRAITS

Our brand's Personality Traits represent the intersection of our customer research, our understanding of the marketplace and our company values. These four words describe the persona we want to embrace in order to connect with opportunistic shoppers and represent Zulily to the outside world in the best possible way.

PLAYFUL

entertaining but not goofy,
quirky but not nonsensical

LET'S TAKE SOMETHING ORDINARY AND MAKE IT FUN

Our customer thinks of shopping as entertainment; she browses for fun. Knowing this, we have an obligation to get busy and make her smile. So, take one for the team: Add a little whimsy to your copywriting or graphic design, throw in a joke, laugh at life, find the funny and share it.

ENERGIZED

inspirational and enthusiastic
(but not over-the-top)

SHARING NEW IDEAS IS EXCITING, FOR US & FOR HER

Our customer is hooked on great finds, and that's why we're passionate about helping her discover them. We have a lot to get excited about: awesome brands, awesome prices, products you don't see anywhere else. There's no need to be shy about displaying your "HELL YEAH!" face.

CONFIDENT

straightforward and unapologetic,
smart but not condescending

WE THINK IT'S GOOD TO BE A LITTLE DIFFERENT

We have a savvy customer — She knows what's on trend and what things cost. That means we need to stay current, in order to keep pace with her and be able to speak with authority. We want to be a trusted resource, a friend She can depend on for straight talk and good advice.

INCLUSIVE

always friendly,
welcoming and approachable

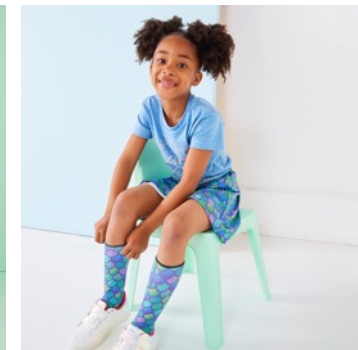
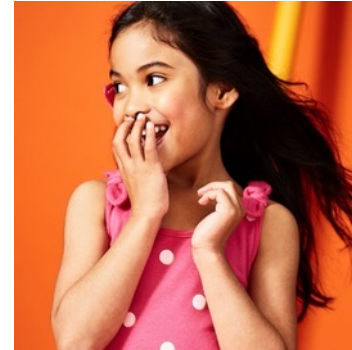
WE'RE HAVING A PARTY AND EVERYONE'S INVITED

Customers are busy people with active lives. Fortunately, our store is open at all hours and we've got something fun for everyone. We're diverse and open-minded, adaptable enough to speak to all age groups and demographics. We're telling every customer: "Come on in, Zulily's here for you."

DIVERSITY

At Zulily, we're committed to showcasing the beauty and diversity in humanity. We strive to authentically connect with all audiences by featuring a wide variety of ethnicities, body types, physical abilities, ages, identities and more.

We will prioritize content that features previously underrepresented communities.



MOM'S THOUGHTS DIVERSITY

Our customers have demonstrated that they are equally committed to supporting diversity, equity and inclusion. Some comments:

“ I love Zulily and have been shopping with this company for quite a few years. I come from quite a diverse family and have recommended people to this company. Today, however, I was disappointed to see African-inspired clothing with very little diversity in the models. And it should be across-the-board diversity with all regions, from my standpoint. I have not really noticed it before. But this one was really noticeable. Thank you. ”

“ How come Zulily has no women of color models? I have been ordering from you for a couple of years. I noticed you have no women of color modeling. Concerned and interested, as I have decided not to buy or recommend your site in the future. ”

“ I am writing because of something very important that I have been noticing everywhere, and I need to speak out. I was just looking through the email showing all the new specials. I counted and out of the 98 images of people in all the offers, only five were people of color. This is a huge problem, and I don't blame just Zulily. All of the advertisers are guilty. This is what we have all grown up with, and it's what all our youth see every day. Imagine that it's like to feel left out and alienated everywhere you look. My best friend's daughter is a girl of color and she thinks that she can't be a princess or a ballerina because she's not white like all the girls in the catalogs are. I know this will probably fall on deaf ears, but I will keep speaking up everywhere I can. Thank you. ”

“ Hi, I love Zulily. What I have noticed lately is that all you have showing are white models on the front page and there is a dearth of people of color. Inside isn't much better. There is a sprinkling. I am wondering if you even want my business as an Asian American. There are hardly any people of color. Think about better representation please!! ”

MOM'S THOUGHTS DIVERSITY

“ *When browsing through the Zulily App, I noticed that in the Fun With Pool Floats section there are no African American people. There is one very tan Caucasian woman and a very tan boy, who's nationality I couldn't determine. Once I realized this, I noticed that in many brand representations, particularly at the higher end, there are very few or no African Americans at all.*

I must confess that I love purchasing through Zulily and often send links of things I like to my boyfriend, because he sometimes struggles with gift giving. I also share links with my cousin, who loves all things Harry Potter, and both my sisters when I see things for my nieces and nephew.

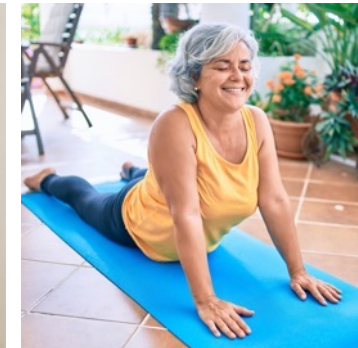
But now, due to the fact that I'm seeing a racial inequity, I will cease purchasing and sharing from Zulily. Of course, if the company decides to remedy this problem, I will continue to enjoy the wares. Now more than ever, it is important for people to speak up when discrimination is identified. As a white woman, I believe I must use my privilege to create a more loving and inclusive place for my Black brothers and sisters. This includes the images we mindlessly scroll through, in search of bargains and trinkets.

I hope my message is received as intended, to shed light and spread love. ”

DIVERSITY CONT'D

Examples of diversity to consider when selecting models:

- Black, Indigenous and people of color (BIPOC) including but not limited to Hispanic/Latinx, Asian, Pacific Islander and Middle Eastern.
- Skin tone diversity
- Diversity in body size and type
- Age diversity
- Disability representation
- Religious diversity
- LGBTQIA+ representation
- Intersectionality (e.g., mixed-race couples, models who are both BIPOC and disabled, blended families, etc.)

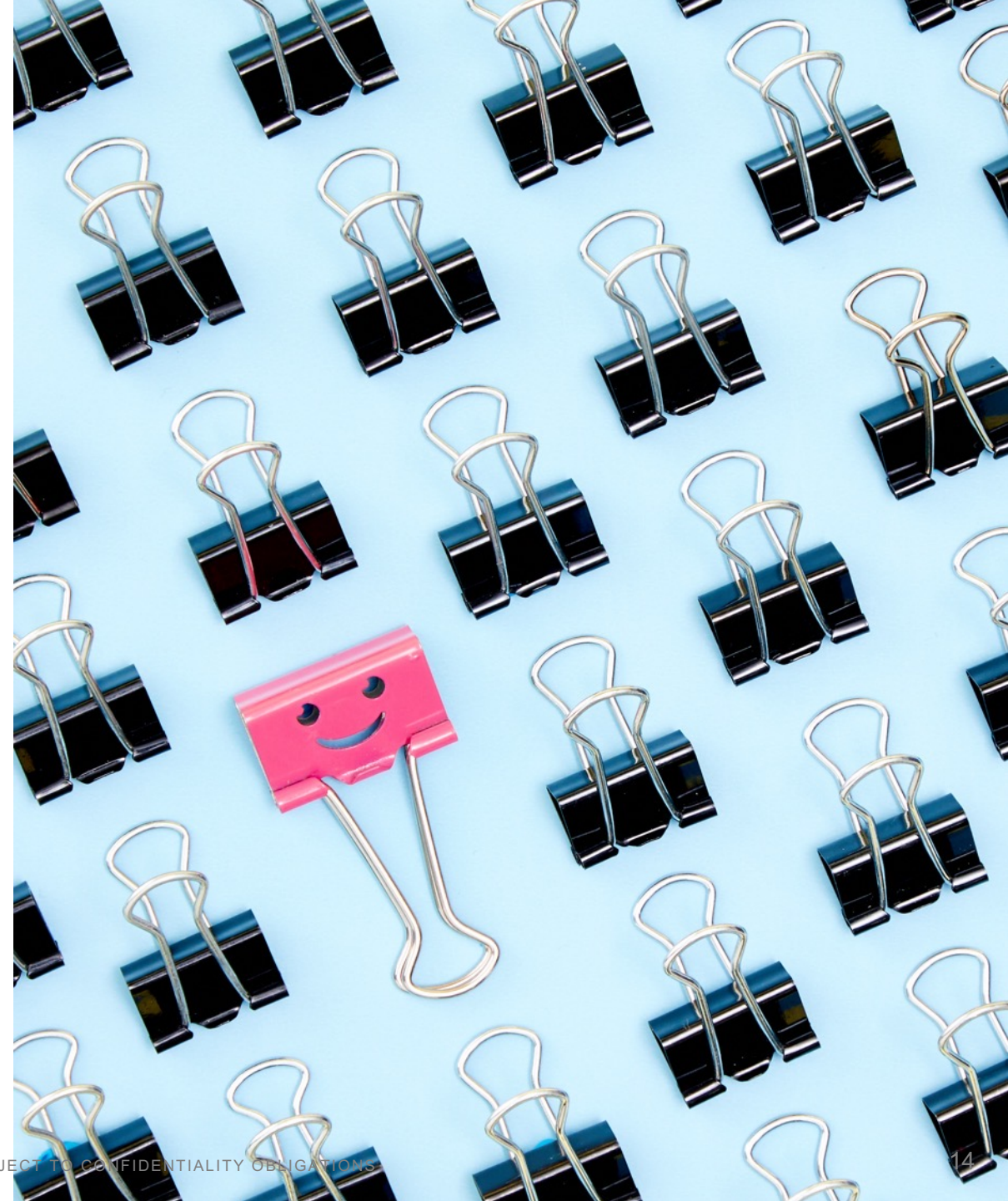


LEGAL DISCLAIMER

Before you submit a photograph to Zulily, LLC, please make sure you own all necessary rights in the photographic image and have obtained any necessary permission from the photographer or those featured in your photo.

Do not submit images you regard as confidential or proprietary, or any image that might infringe the intellectual property rights of others.

By submitting your photo, you grant or assign a nonexclusive, world-wide, royalty-free license to Zulily and its agents or affiliates to display the photo on our website and to copy and display the photo in any related online and offline promotions.



GENERAL GUIDANCE

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IMAGE SPECIFICATIONS

In order to give Mom the best experience possible, we must hold every single image to a high standard of quality. Please use the following image specification guidance as you create and submit your images.



IMAGE SPECIFICATIONS | DO's

File Formats

TIFF, JPG, PNG

Color Space

RGB, sRGB

Image Sizing

Submit a minimum image size of 4000x2667 pixels at 300PPI (3:2 horizontal ratio; 2:3 vertical ratio).

Vertically oriented images of the same size are also acceptable.



Full-frame 2:3



Full-frame 3:2

IMAGE SPECIFICATIONS | DO's

Cropping

Zulily utilizes many crop sizes and ratios across multiple platforms that are subject to change over time.

Rather than listing out all possible ratios, it is best to follow this general rule-of-thumb to incorporate some extra space in your photography.

You'll notice with overlays applied, multiple crops can be achieved when the camera is pulled back and extra space is given to the composition.

The easiest way to test if you have enough extra space is to place your subject in a square without having the square extend past the edge of the picture. In the examples to the right, each dotted square fits nicely inside the full frame. These are winners!



Full-frame 2:3



Full-frame 3:2

IMAGE SPECIFICATIONS | DON'Ts

Cropping Cont'd

When not enough space is given, cropping becomes difficult and often leads to more post-processing or worse, can result in your images getting rejected.

In the examples to the right, the dotted square extends past the full frame, resulting in negative space where extending the background is not possible. These images will likely get rejected.



IMAGE SPECIFICATIONS | RETOUCHING DO's

Toning

Adding realistic filters, color toning and other exposure manipulation is OK.

For example, if your image was taken at sunset, you might want to increase the warmth. Conversely, if your image was taken on a cloudy day, toning on the cooler side would work nicely. If toned appropriately, your product should remain true to color.

Toning should be minimal and subtle to help enhance the overall mood and style of your imagery.

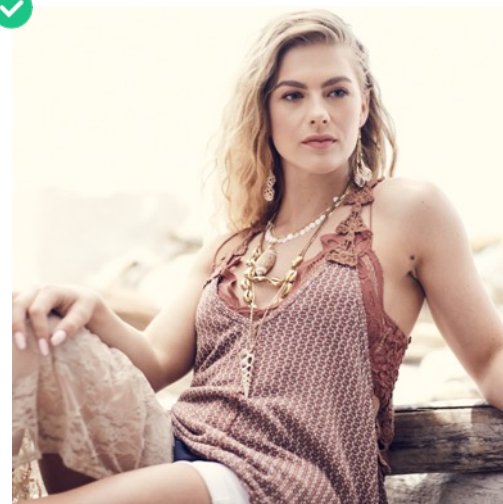
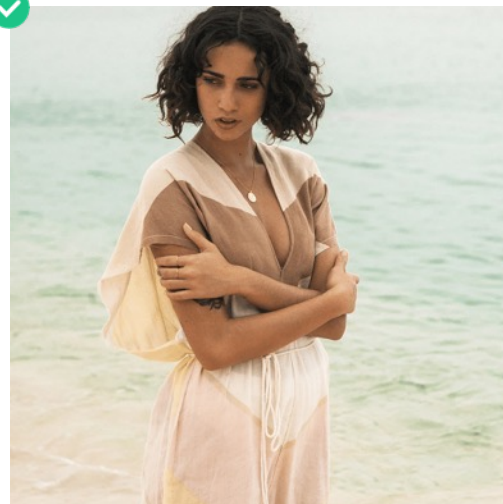


IMAGE SPECIFICATIONS | RETOUCHING DON'Ts

Toning Cont'd

Excessive color toning and vignetting not only leads to inaccurate product representation but also exudes a deceptive quality about your images, and potentially your products.

By maintaining a level of realism in your imagery, you are building trust with the customer and demonstrating that the product will look just as good in real life as it does in the picture.

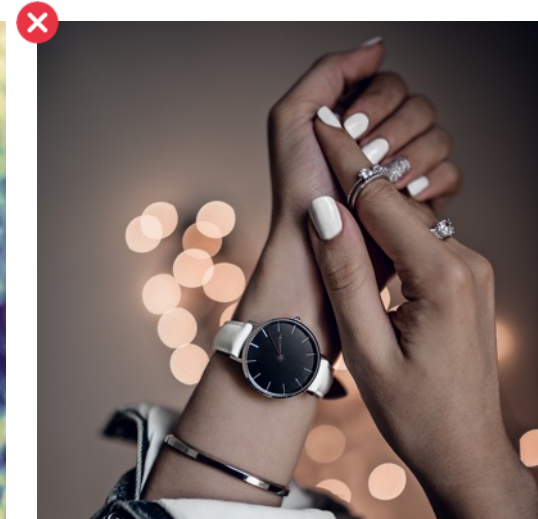
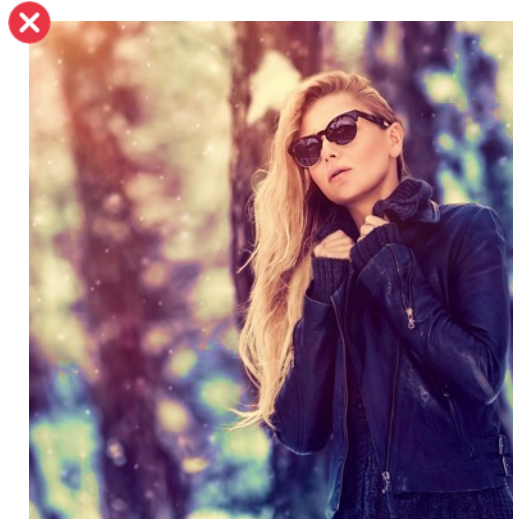
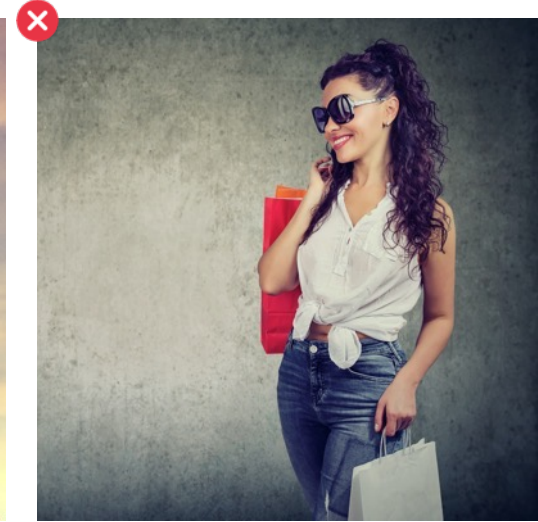
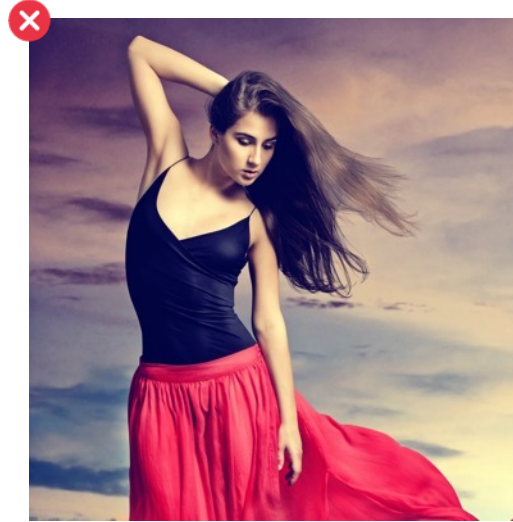


IMAGE SPECIFICATIONS | RETOUCHING DO's

Skin Retouching

Skin retouching is OK, but **it should look natural, as if there were no edits made.**

Removing pimples, cuts, burns, excessive redness, and fly-away hairs are the types of edits that are appropriate for on-model imagery.



IMAGE SPECIFICATIONS | RETOUCHING DON'Ts

Skin Retouching

Excessive retouching and **body modifications** are prohibited.

This includes any postprocessing involving smoothing, blurring, liquefying, and the darkening or lightening of skin tones.



IMAGE SPECIFICATIONS | TATTOO GUIDANCE

Simple tattoos and piercings are acceptable and do not require retouching or additional body makeup.

Skin retouching, if needed, will be done by Zulily's post-production team.

Note: While tattoos are permissible, style and pose your model in a way that downplays or obscures them. We do not want them to become distracting or take up a considerable portion of the frame.

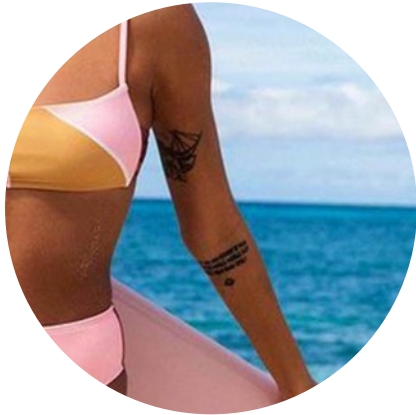


IMAGE SPECIFICATIONS | DIVERSITY DON'Ts

Cultural Appropriation

Cultural appropriation is the use of objects or elements of a non-dominant culture in a way that does not respect their original meaning, give credit to the source, or reinforces stereotypes. **This type of imagery will be rejected.**

Representation in your imagery is about appreciating and respecting backgrounds and cultures. **Cultural appropriation has serious negative consequences that go beyond maintaining positive customer relationships.**

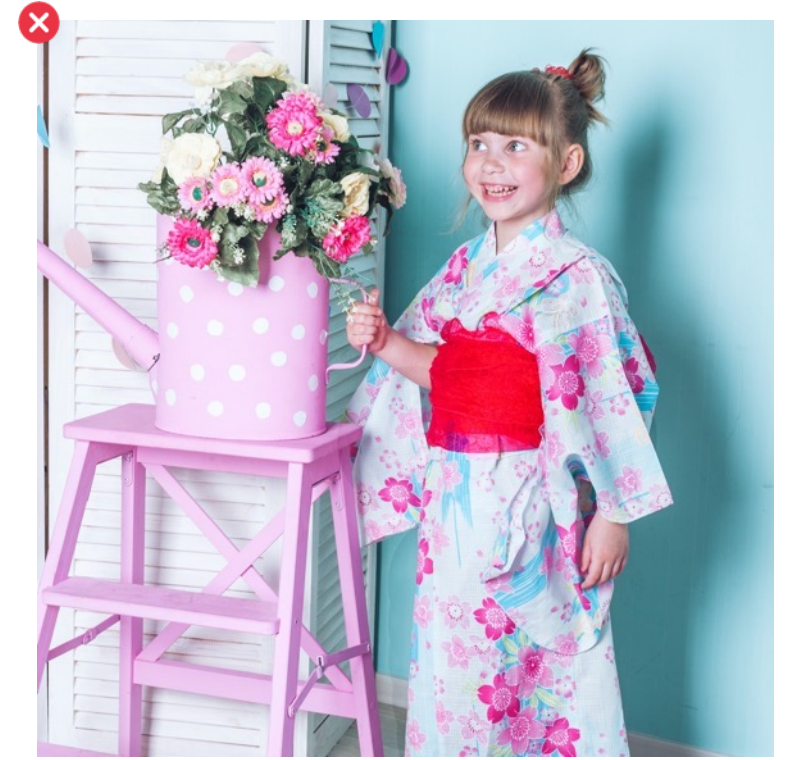
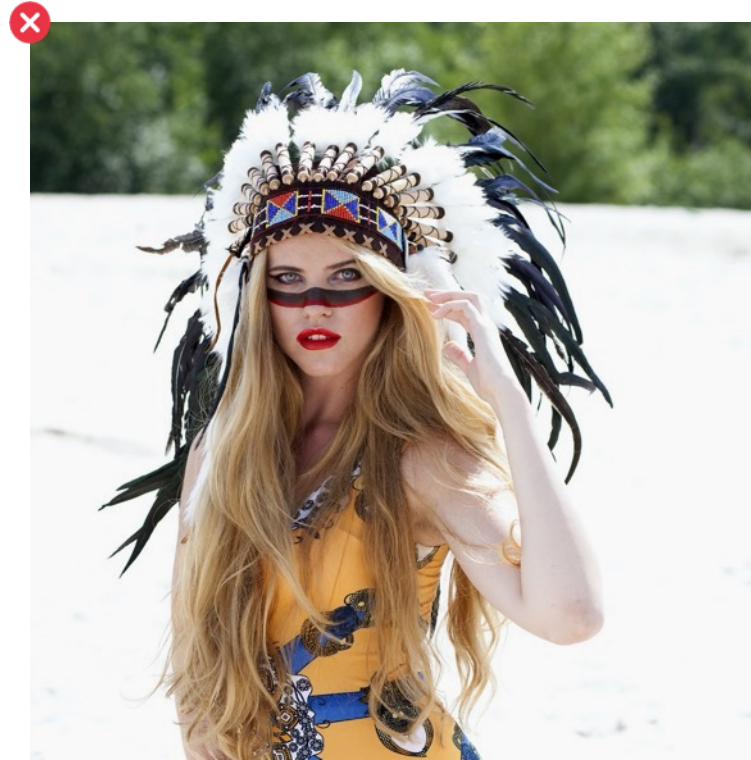
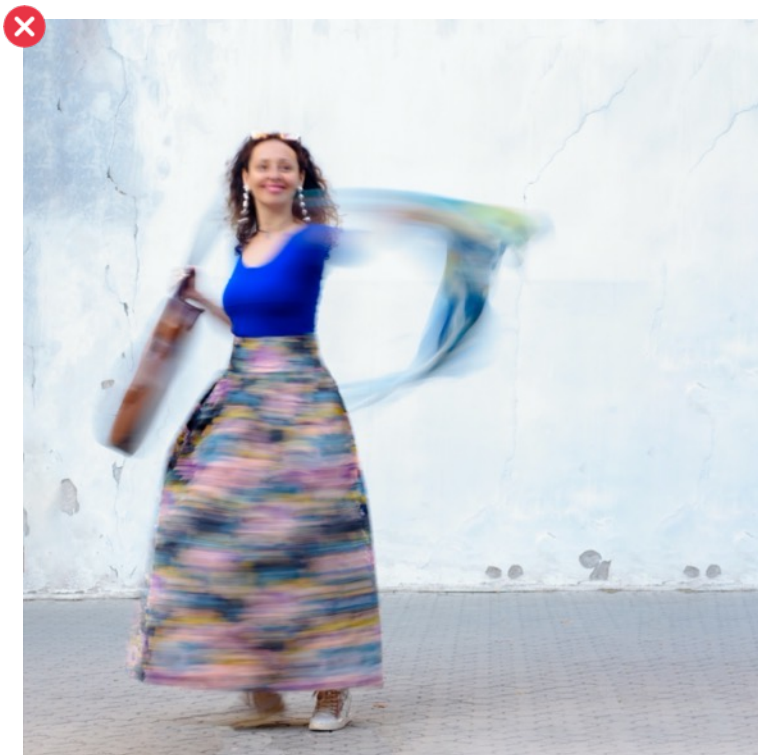
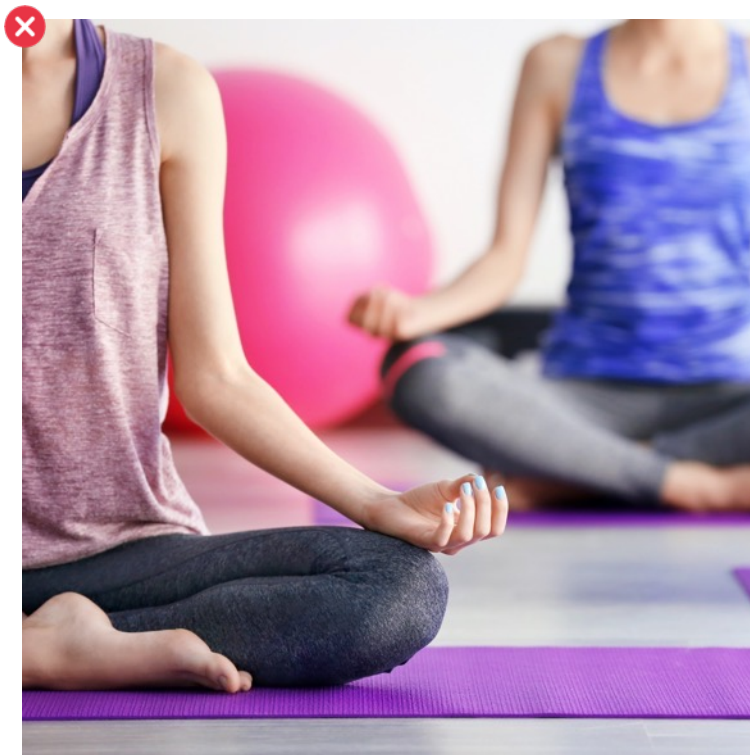


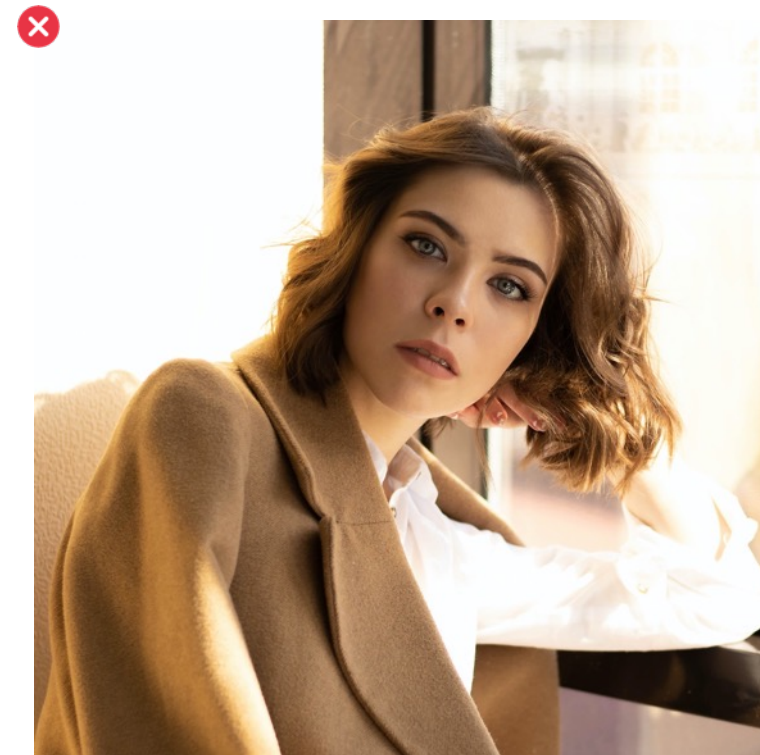
IMAGE SPECIFICATIONS | GENERAL DON'Ts



Do not submit images containing **camera shake** or **unintentional motion blur**.

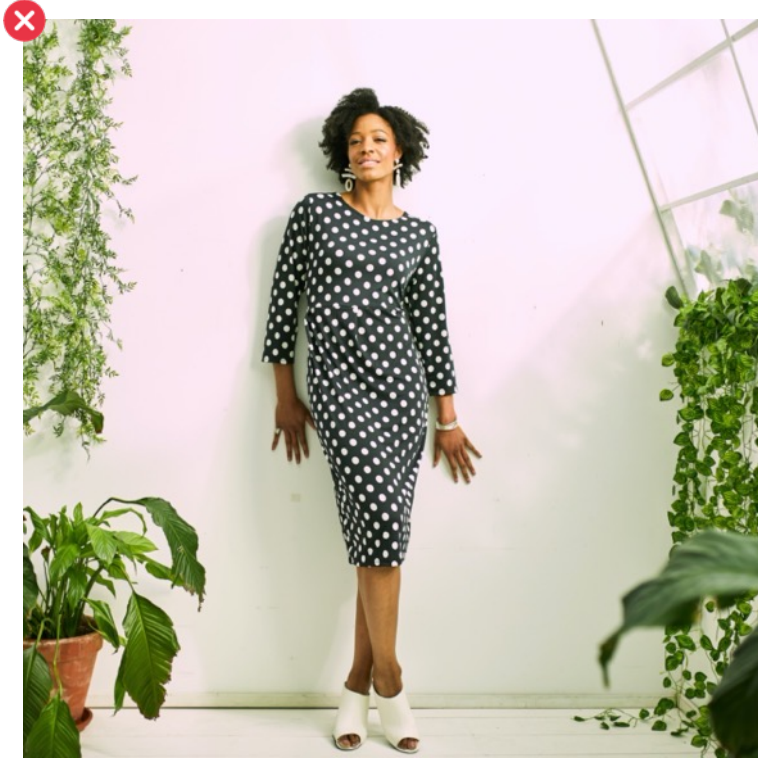


Do not submit **cropped imagery** that either cuts into the product or otherwise makes for an unappealing composition.

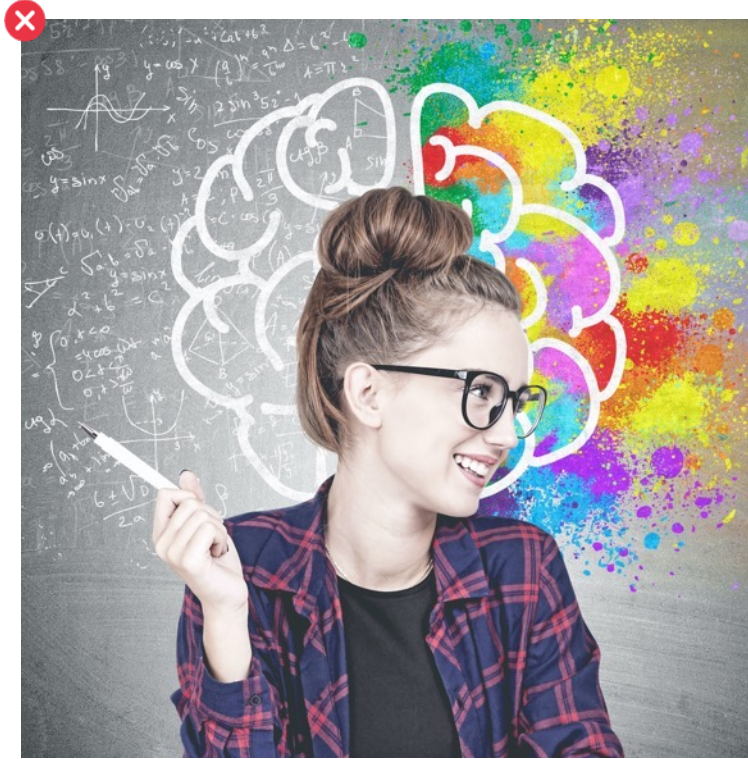


Do not submit images with **incorrect exposure**. Retain pixel information in highlights and shadows.

IMAGE SPECIFICATIONS | GENERAL DON'Ts



Do not submit images that are **not white balanced**.
White surfaces should appear white.

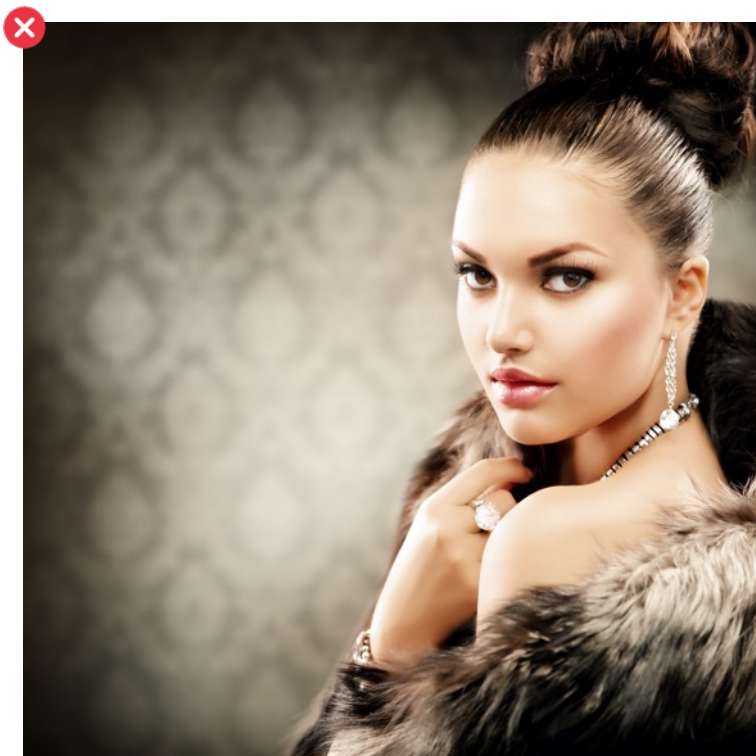


Do not submit **computer-generated images**, images with
logos, illustrations and/or **graphics** applied.

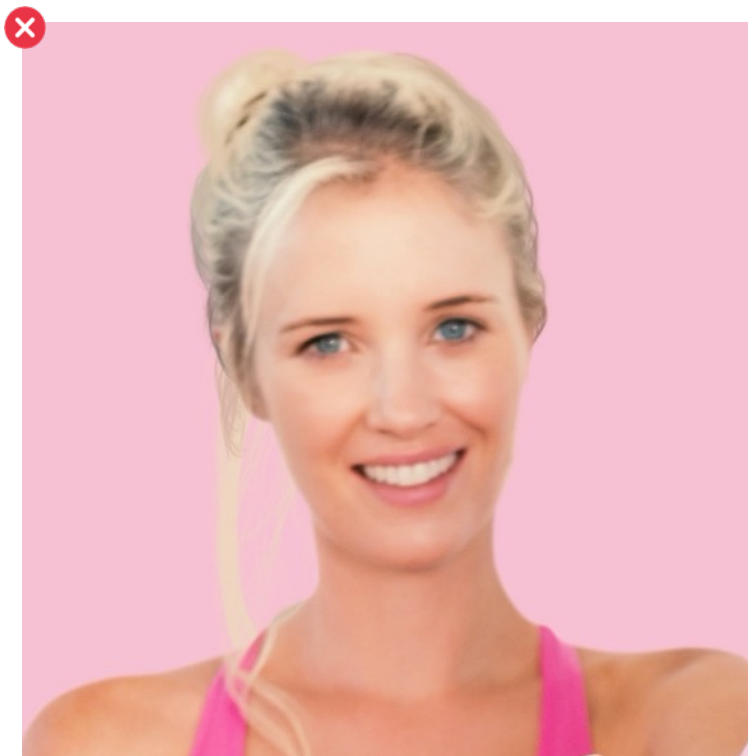


Do not scale up **low-res imagery**.

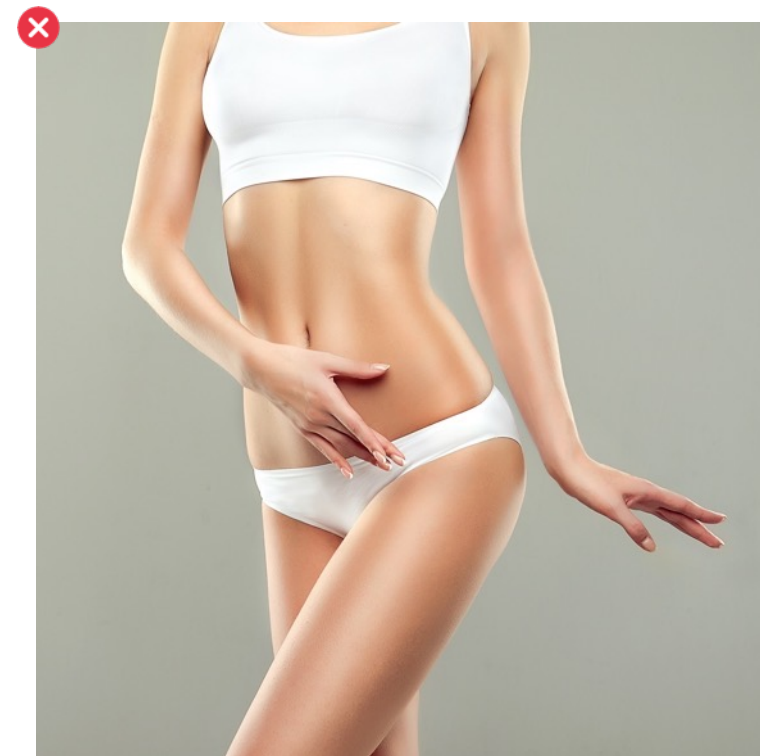
IMAGE SPECIFICATIONS | GENERAL DON'Ts



Do not apply excessive **color filters, overlays, vignettes**, or submit **black & white** images.



Do not submit images with poor clipping paths and or **unrealistic composites**.



Do not **excessively retouch skin** or make any **body modifications**.

APPAREL

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APPAREL | HOW TO GET THE RIGHT FIT

It is critical that your sample fits the model properly. If the sample is too big, you can use clothespins or clips to create a more flattering fit.

The best way to determine if your sample fits your model properly is by asking yourself these questions:

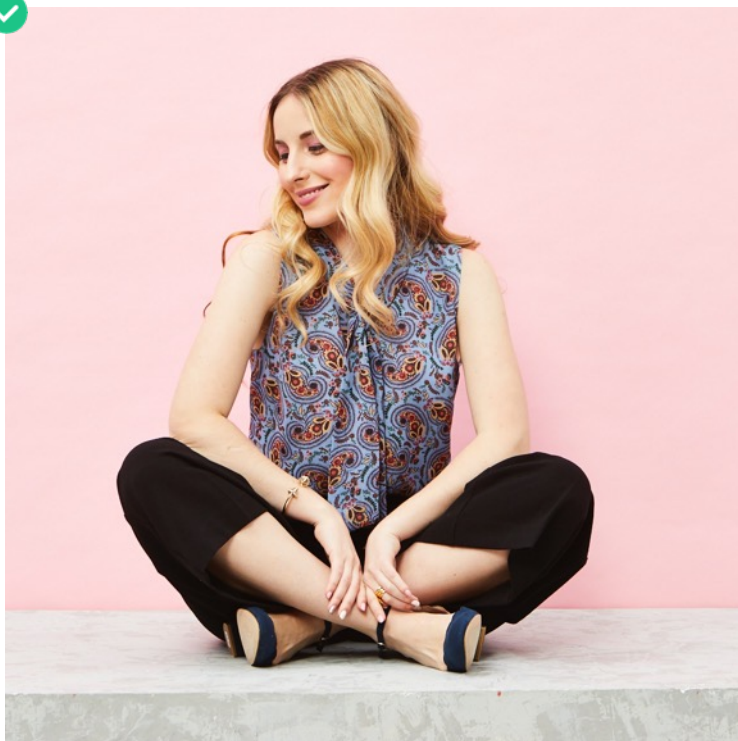
- Is the sample too low-cut on the model?
- Is the shoulder seam lining up with the natural shoulder?
- Are there horizontal pull lines across the bust? **That means it's too small.**
- Are the cuffs covering the model's hands? **That means it's too long.**
- Are we seeing too much skin below the cuffs on the wrist? **That means it's too short.**
- Is there material gathering at the torso? **That means it's too big.**
- Is the sample sitting comfortably on the waist?
- Is there material gathering at the crotch? **That means it's too big.**
- For dresses or skirts: Is the sample showing too much leg on the model?
- Does the shoe fit? Is there an obvious amount of space at the back of the shoe? On open toe shoes, is the foot forward enough in the toe box?



WOMEN

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WOMEN'S APPAREL | ON-MODEL ART DIRECTION



Posing should always seem **natural** and approachable. Models should look friendly, cheerful, and carefree.



Models should have **clean, stylish hair and makeup that any woman could accomplish at home**. Nails should be clean and manicured with natural or non-distracting polish. Hands and legs should be moisturized and women's legs and armpits should be shaved.



Encourage your model to pose with their **whole body**, from their heads to their toes. Keep movement in their body in a variety of different poses. To look natural, poses must feel familiar.

WOMEN'S APPAREL | ON-MODEL ART DIRECTION

- Choose a location with a **simple background** so your garment will stand out.
- Keep **propping minimal**.
- The image should **highlight any functionality, purpose or special features** of the sample.
- **Prop wardrobe should take a back seat to the hero sample.** Choose coordinating wardrobe that will complete the look, not be the star of the shot. Prop wardrobe should be on-trend, modern and non-branded.
- **Apparel styling should be simple** and not overly propped. Crisp, artistic and modern. Bold color palettes and unique compositions.



WOMEN'S APPAREL | ON-MODEL ART DIRECTION



Your model should engage with her environment accordingly. if you're shooting with more than one model, they should look like they're having a good time.



Your **model's outfit and pose should correspond with her location.**



When shooting outdoors, your **model should remain the focus** of the image.

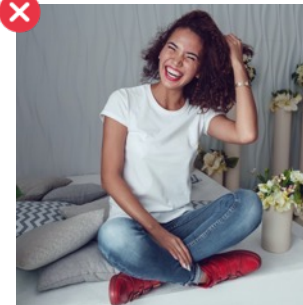
WOMEN'S APPAREL | ON-MODEL ART DIRECTION



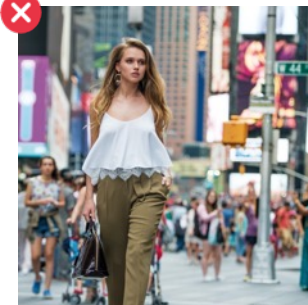
Less is more. Neutral or pale-colored backdrops always work well.



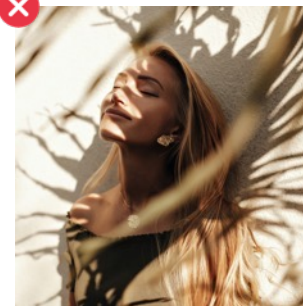
Shooting against a clean wall can help simplify the scene.



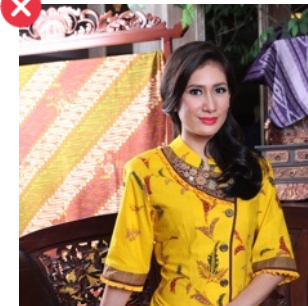
Don't feature **backdrops that do not relate** to the product.



Don't shoot in locations with **busy, distracting backgrounds.**

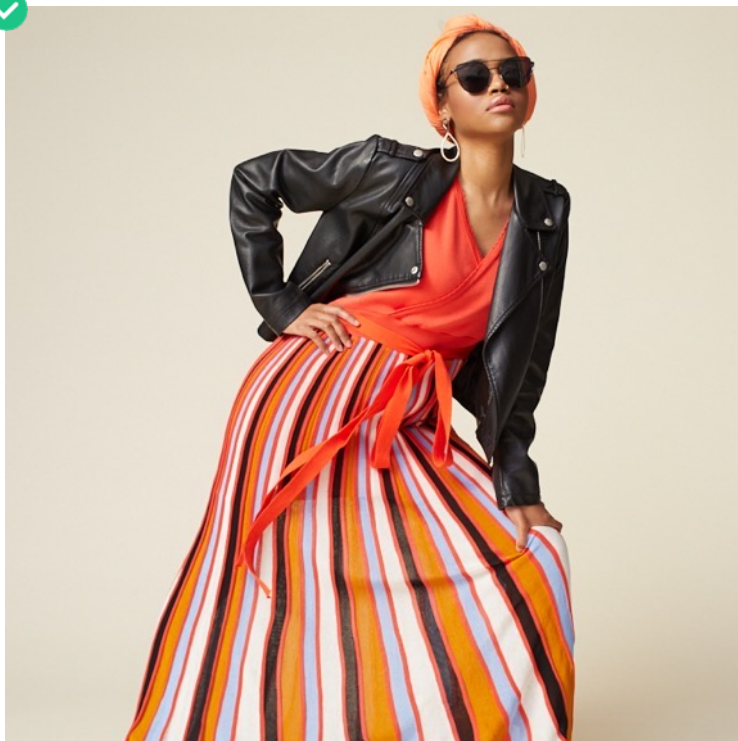


Don't have **distracting shadows or** have objects too close in the foreground



Don't shoot in an **environment that is cluttered** and disorganized.

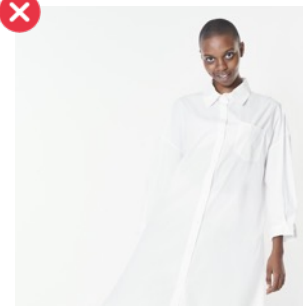
WOMEN'S APPAREL | ON-MODEL ART DIRECTION



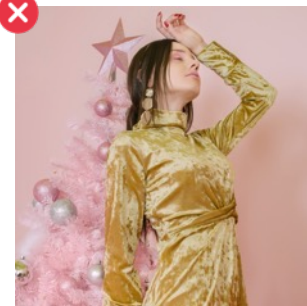
Choose model poses that **align with the mood** of the product. Explore different facial expressions and a range of playful and confident emotions.



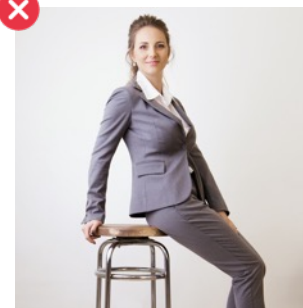
Move around the scene or set to find interesting angles and unique perspectives.



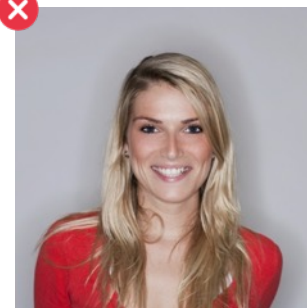
Don't let **products or models blend** into the background.



Don't pose **dramatically** or too seriously.



Don't **force posing**, it looks awkward.

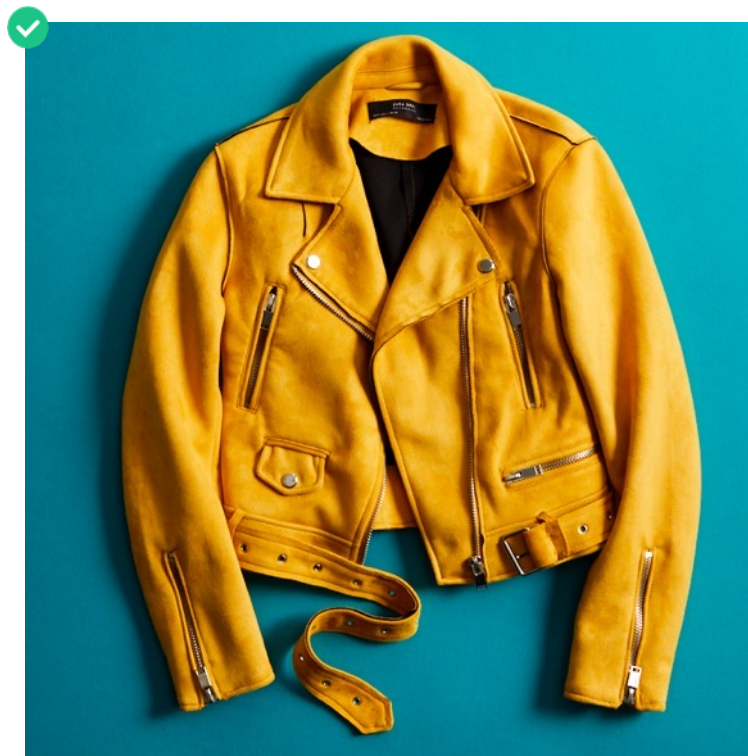


Don't **pose directly facing the camera** with direct on-camera-flash.

WOMEN'S APPAREL | OFF-MODEL ART DIRECTION



Off-model styling should still depict the **general shape of the garment**. Anyone should know how the item would look on-model.



When styling apparel off-model, make sure the clothing **has depth** and looks appealing. Roll or cuff sleeves and play up any texture in the garment.



When styling off-model, you may style **flat or hanging**. Depending on the fabric, the garment will benefit differently from each technique.

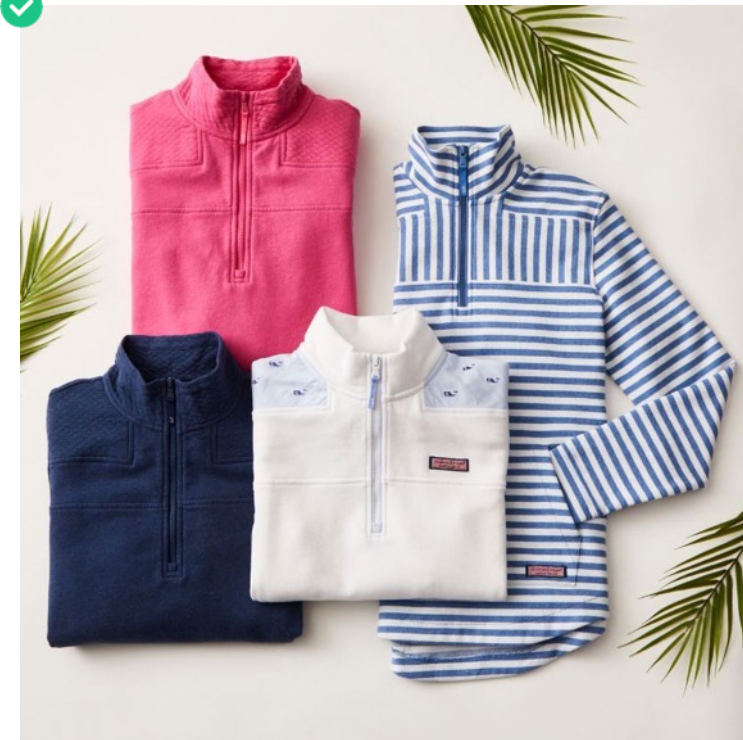
WOMEN'S APPAREL | OFF-MODEL ART DIRECTION



Off-model styling can give you the opportunity to show **multiple patterns** or **colorways** of an item.



Remember to keep propping **simple**, especially when styling off-model. Your product should be the hero of the shot.

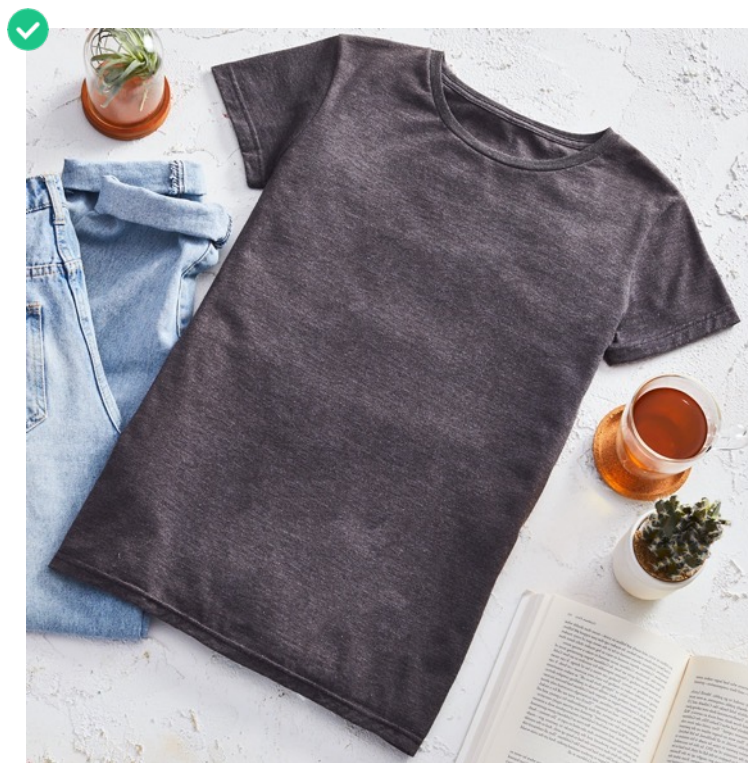


It's important to find ways to depict the **functionality** of a garment when styling off-model. Ensure the customer has a clear idea of what your product is.

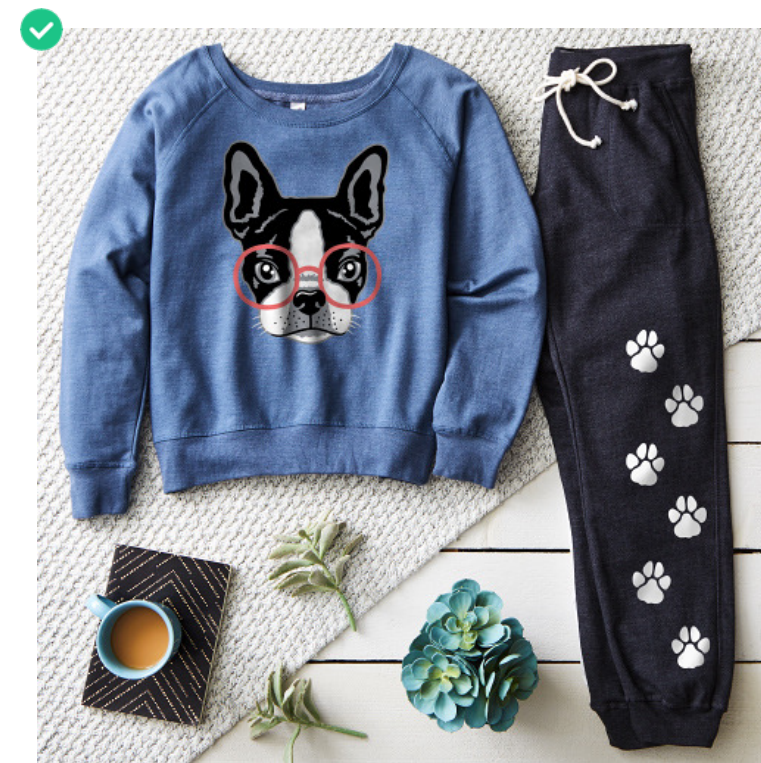
WOMEN'S APPAREL | OFF-MODEL ART DIRECTION



Select **props that help tell the story** of the featured graphic.

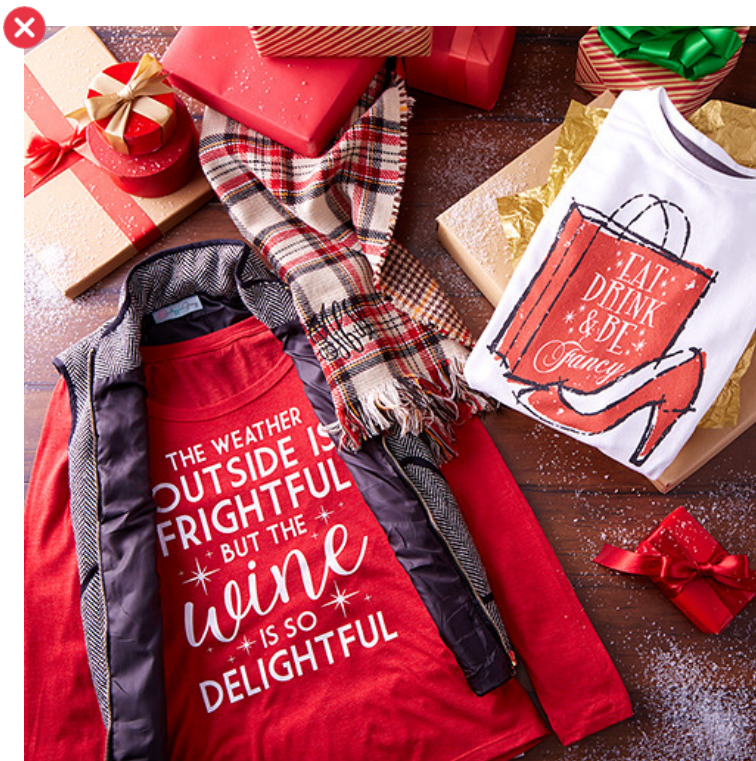


Utilize **soft lighting to bring out the texture and loft** of the styling. This will help make the shirt more realistic if a graphic overlay is being applied in post-production.

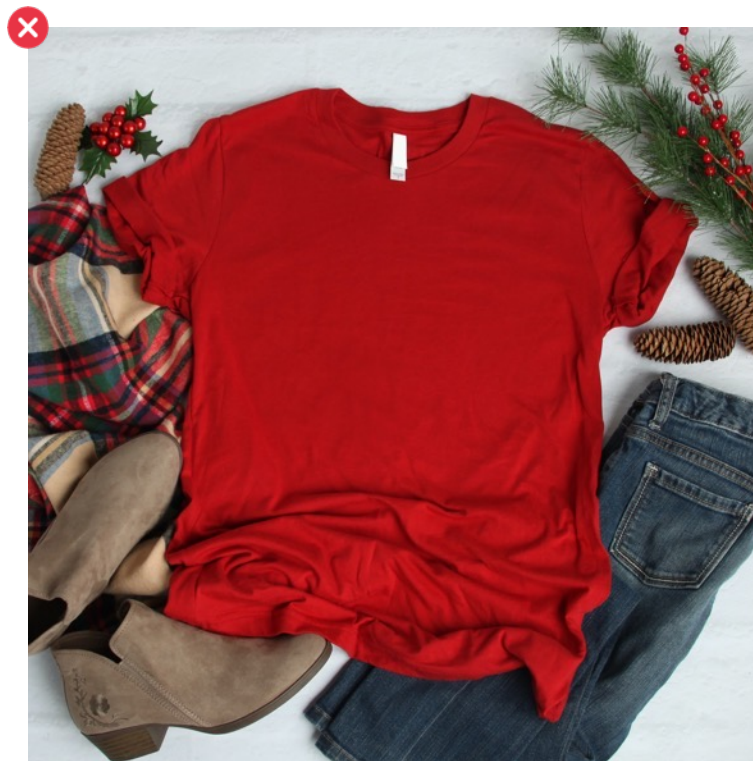


For **multiple garments**, make sure to style them in a way that allows for the full graphic to be featured.

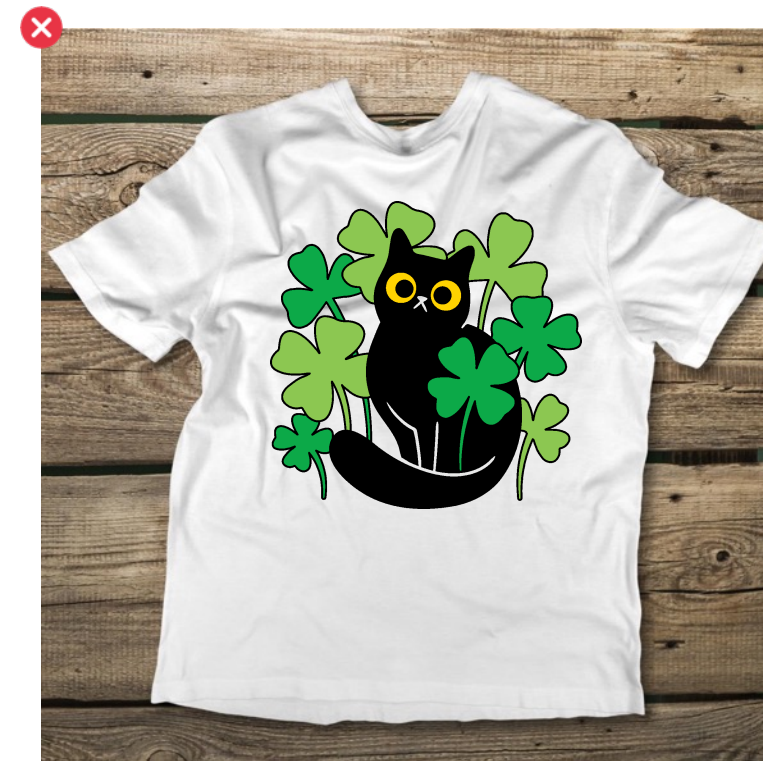
WOMEN'S APPAREL | OFF-MODEL ART DIRECTION



Do not **overcrowd the frame or obscure the graphic** in any way. Folding items is not ideal as it does not show the cut very well.



Do not have **overly smoothed out or bunched-up areas**; you want to maintain a consistent texture and loft with lighting and styling.



Do not **apply graphics over an area that is too bunched-up**. This does not look realistic or presentable.

WOMEN'S ATHLETIC

ON-MODEL ART DIRECTION	42
OFF-MODEL ART DIRECTION	48

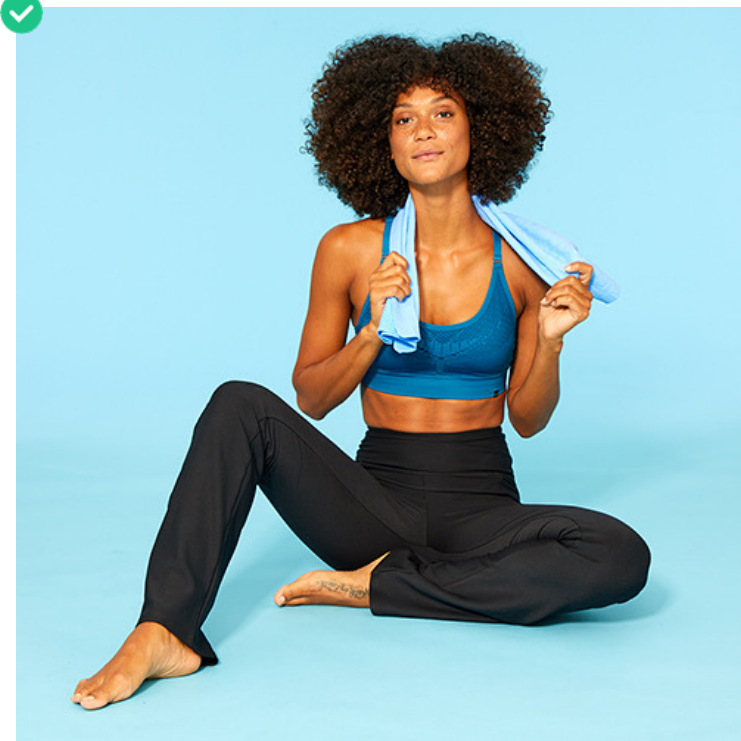
WOMEN'S ATHLETIC | ON-MODEL ART DIRECTION



Encourage your model to **pose with their whole body**, from their heads to their toes. To look natural, poses must feel familiar.



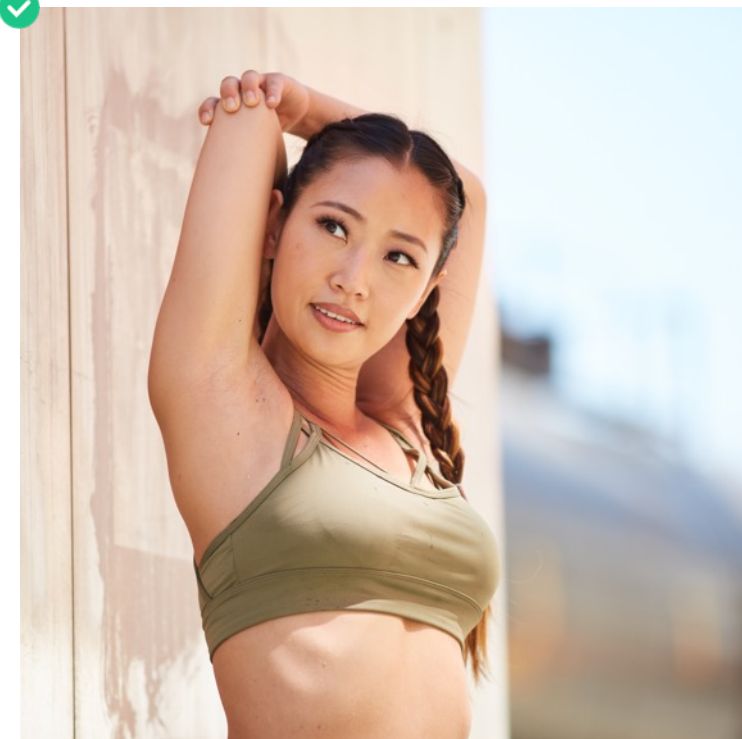
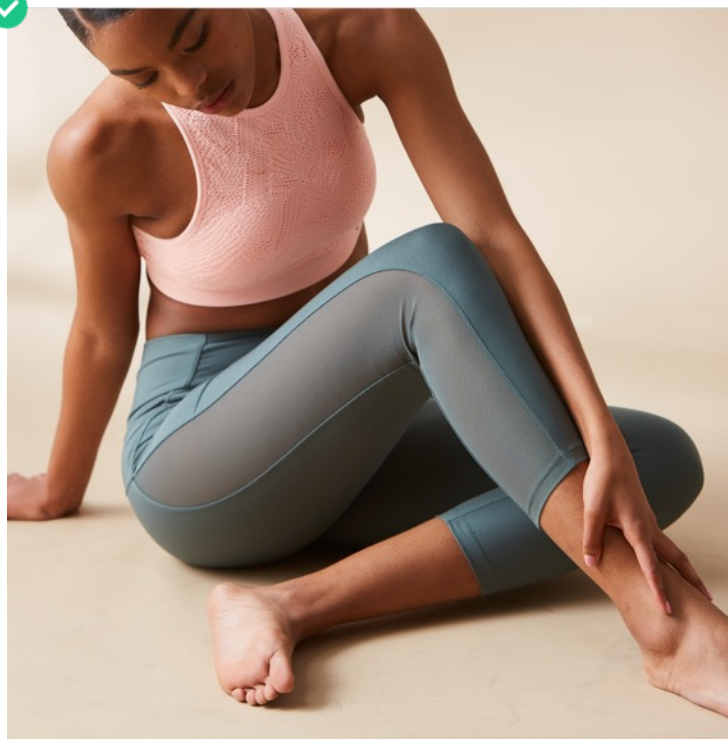
Create a scene or **moment that is aspirational**. The model should look happy, healthy and upbeat.



Your model should have clean, stylish **hair and makeup that any woman could accomplish at home**. Nails should be clean and manicured with non-distracting polish. Hands and legs should be moisturized and women's legs and armpits should be shaved.

WOMEN'S ATHLETIC | ON-MODEL ART DIRECTION

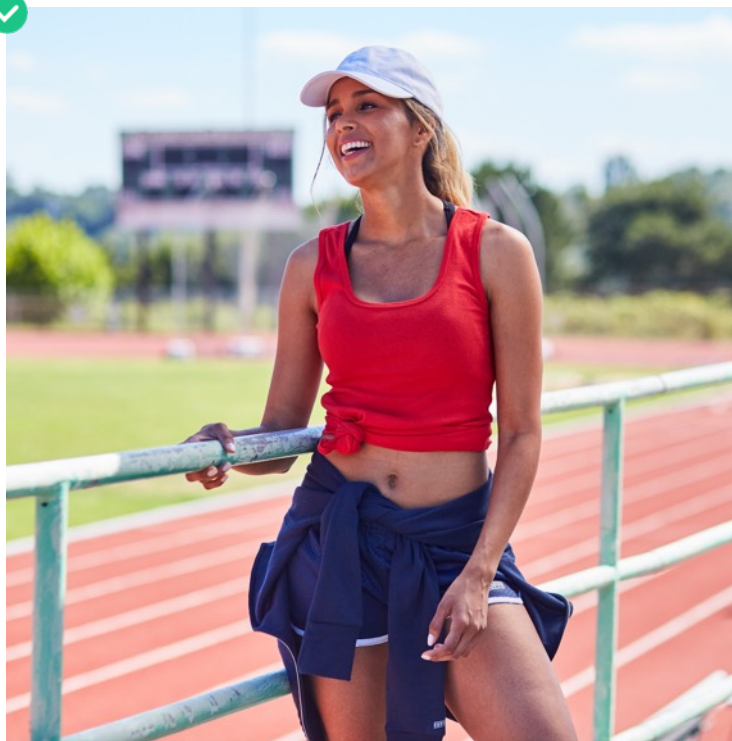
- Choose a location with a **simple background** so your garment will stand out.
- Keep **propping minimal**.
- The image should **highlight any functionality, purpose or special features** of the sample.
- **Prop wardrobe should take a back seat to the hero sample.** Choose coordinating wardrobe that will complete the look, not be the star of the shot. Prop wardrobe should be on-trend, modern and non-branded.
- **Apparel styling should be simple** and not overly propped. Crisp, artistic and modern. Bold color palettes and unique compositions.



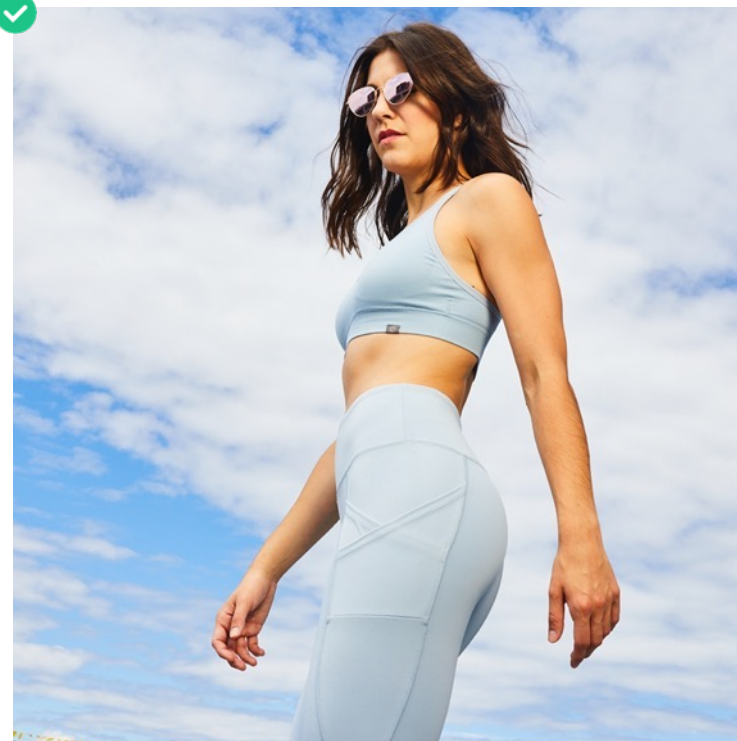
WOMEN'S ATHLETIC | ON-MODEL ART DIRECTION



Your model should **engage with her environment accordingly**, if you're shooting with more than one model, they should look like **they're having fun**.



Your model's outfit and pose should **correspond with her location**.



When shooting outdoors, **your model should remain the focus of the image**.

WOMEN'S ATHLETIC | ON-MODEL ART DIRECTION



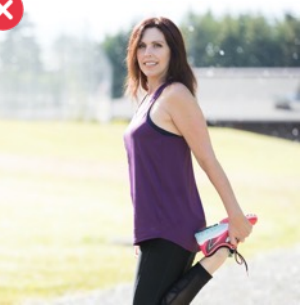
Less is more. Neutral and pale-colored sweeps or shooting against a plain wall works well.



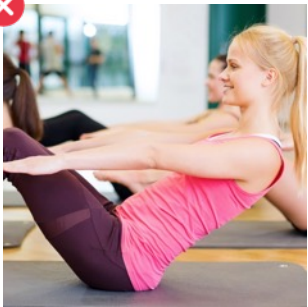
Maintain focus on the model and product.



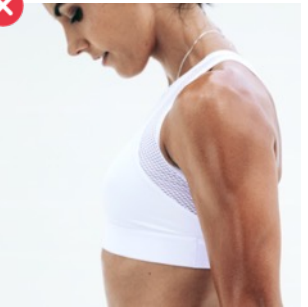
Don't **overcrowd** your shot.



Don't shoot outside with a model who **isn't engaging with her environment** in a meaningful way.

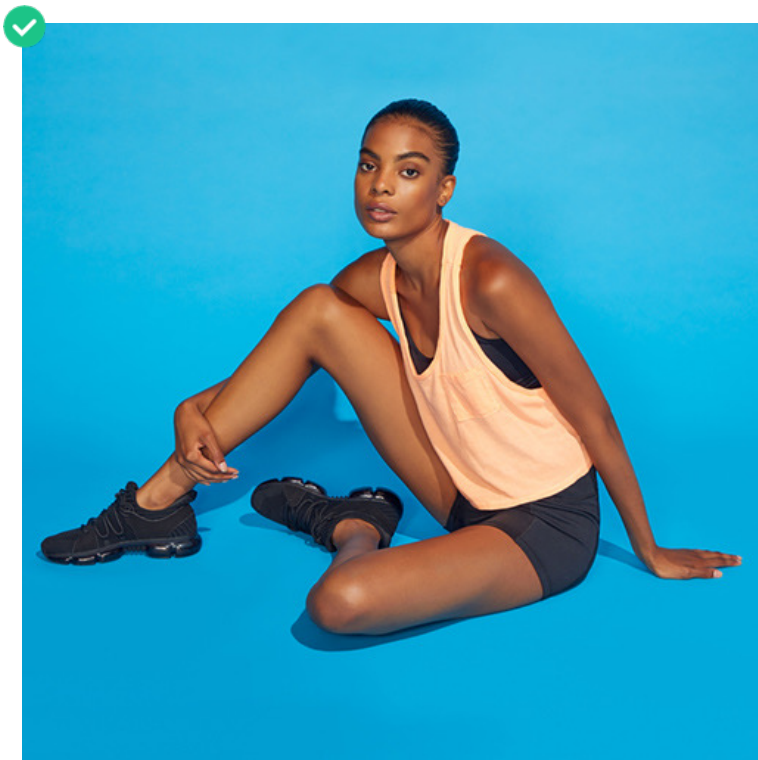


Don't shoot in locations with **busy, distracting** backgrounds.

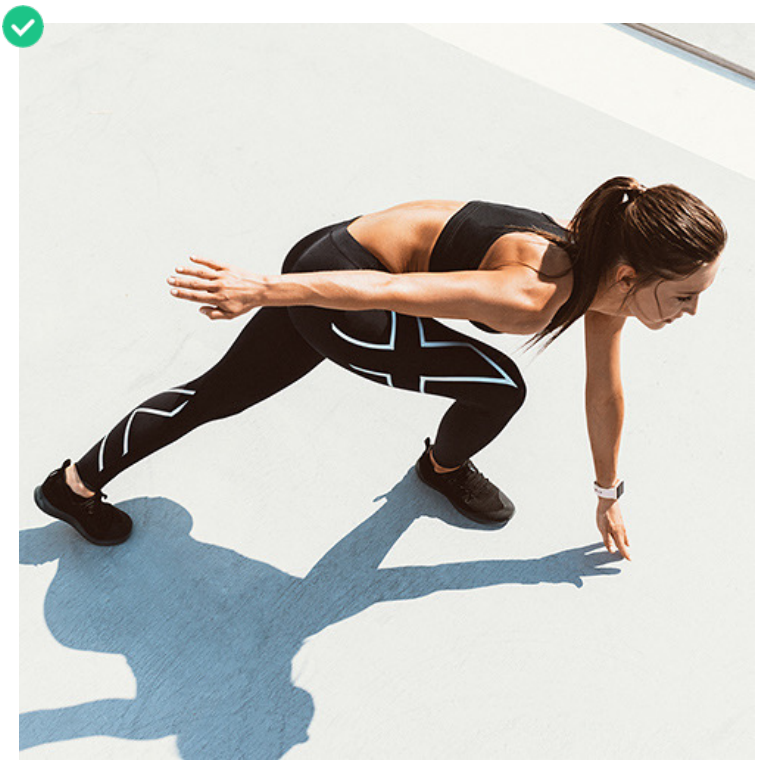


Don't let products or models **blend into** the background.

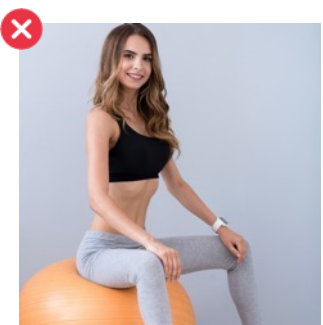
WOMEN'S ATHLETIC | ON-MODEL ART DIRECTION



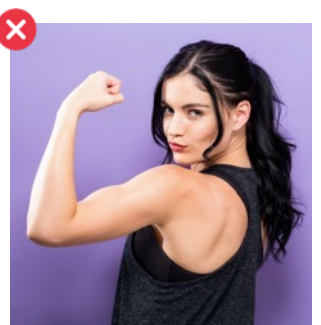
Choose model poses that **align with the mood** of the product. Explore different facial expressions and a range of pleasant emotions.



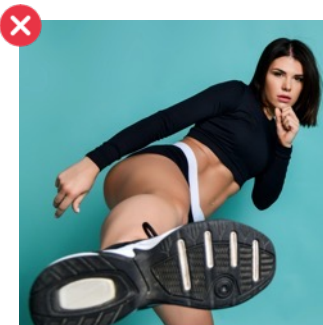
Move around the scene or set to **find interesting angles** and unique perspectives.



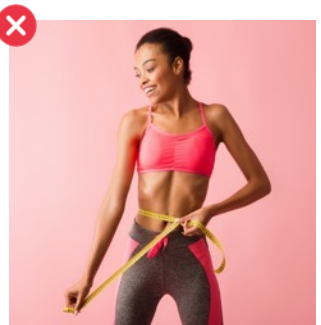
Don't force poses that look **uncomfortable**.



Don't **pose dramatically** or too seriously.

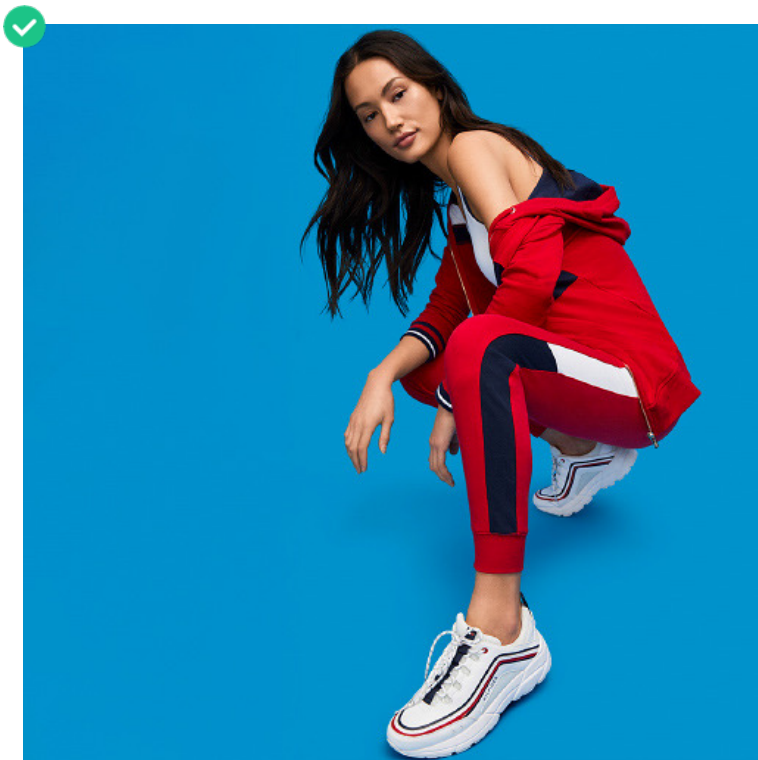


Don't encourage poses that **focus too much on props**.

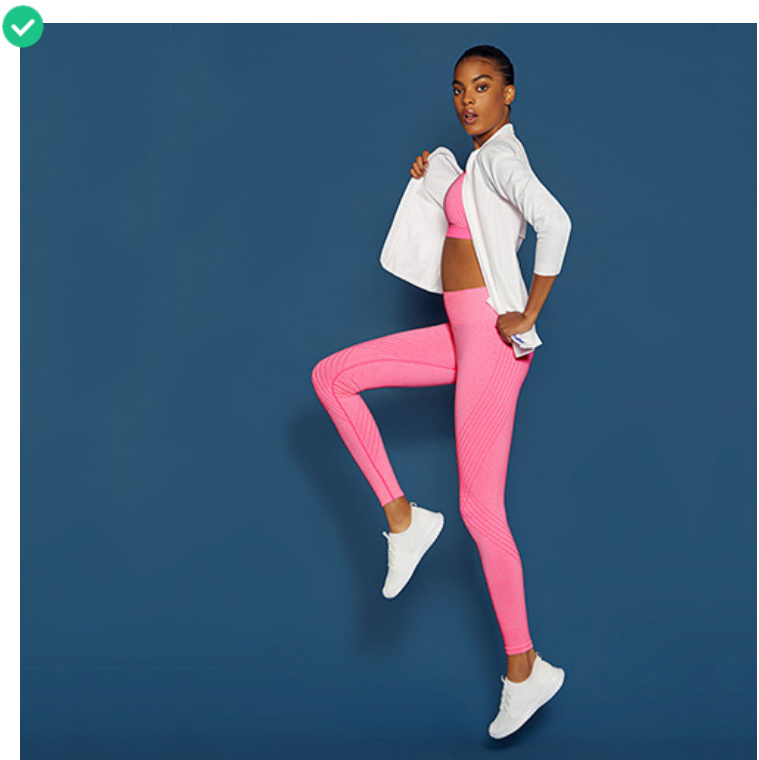


Don't encourage poses that lead to **negative body** expectations.

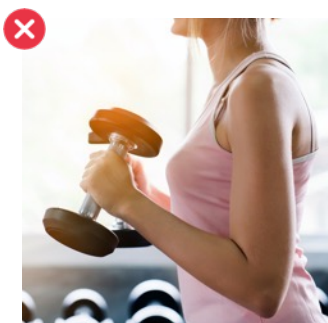
WOMEN'S ATHLETIC | ON-MODEL ART DIRECTION



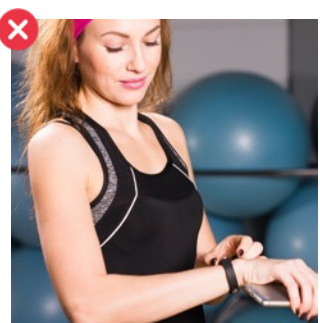
Ensure all **colors are balanced correctly** and the color of the sample you have in-person is the same as your photos.



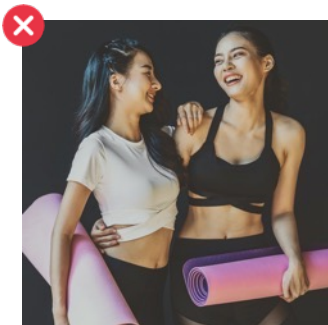
Lighting should be clean, **without distracting shadows or highlights** on the products or models.



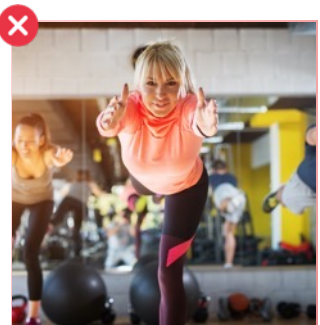
Don't use lighting that creates large **bright, blown-out areas**.



Don't use **direct** or **harsh flash**.

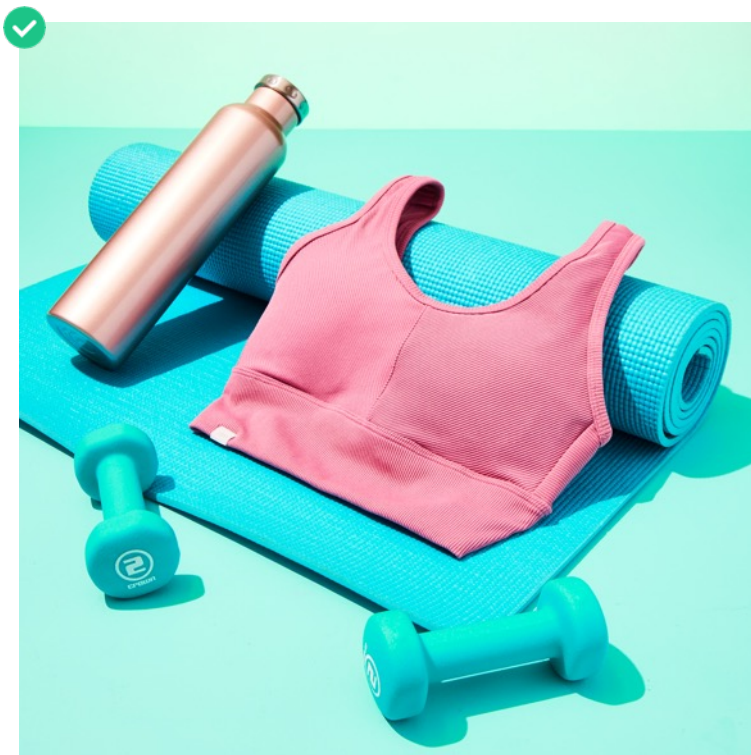


Don't underexpose or have **flat lighting**. Maintain a range of highlights and shadows.

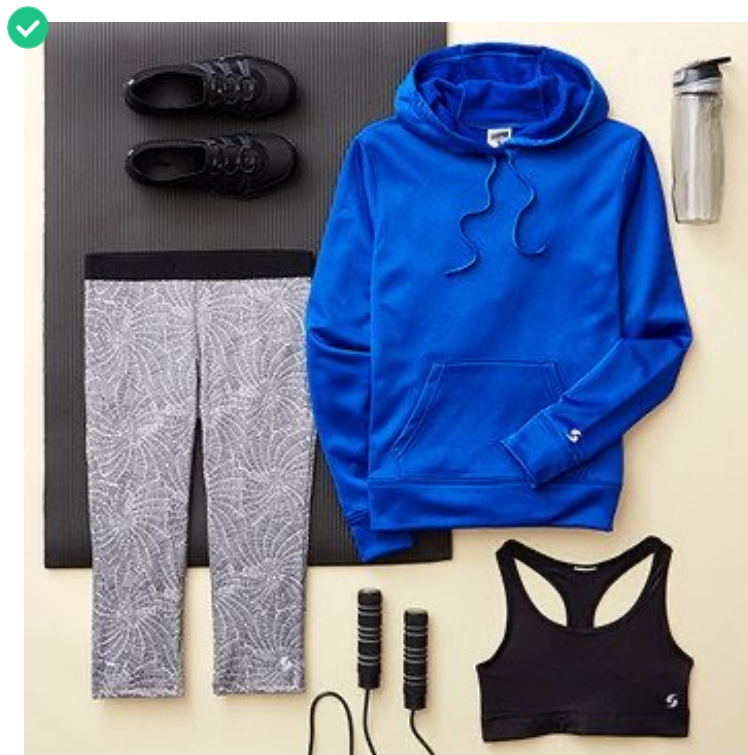


Don't have **too much contrast** where the information can get lost in shadows.

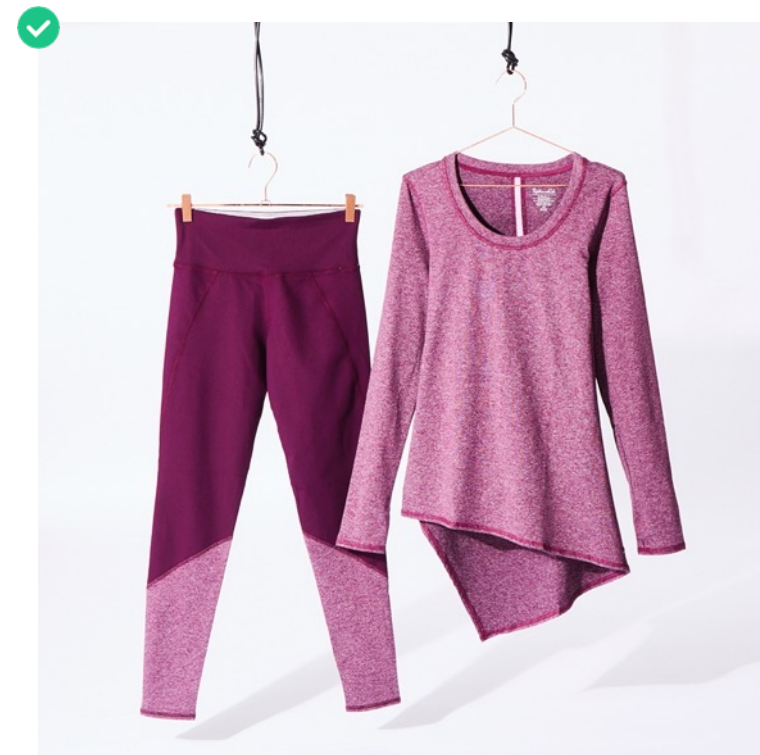
WOMEN'S ATHLETIC | OFF-MODEL ART DIRECTION



Off-model styling should still **depict the general shape** of the garment. Anyone should know how the item would look on-model.

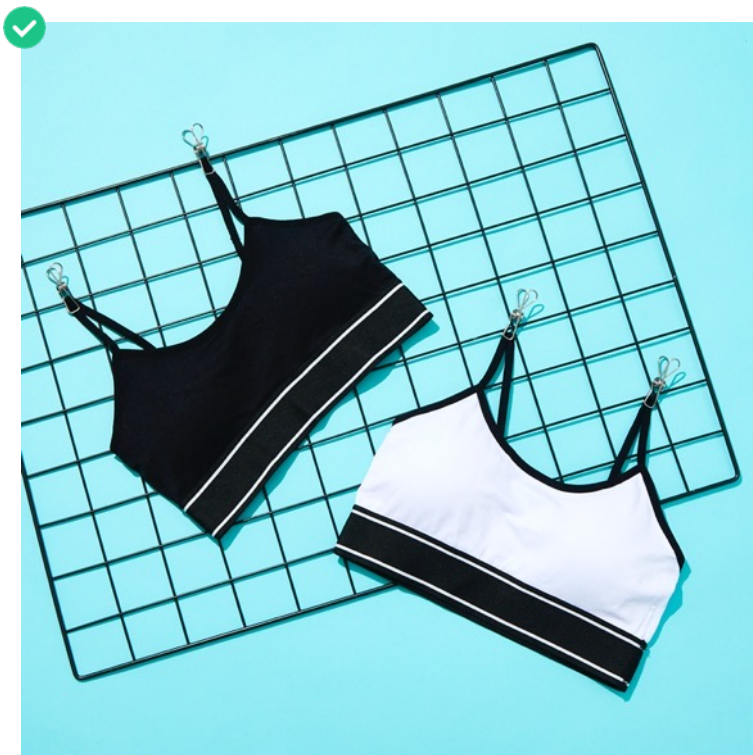


When styling apparel off-model, make sure the clothing **has depth** and looks appealing. Depict the natural shape of your item as if someone were wearing it.

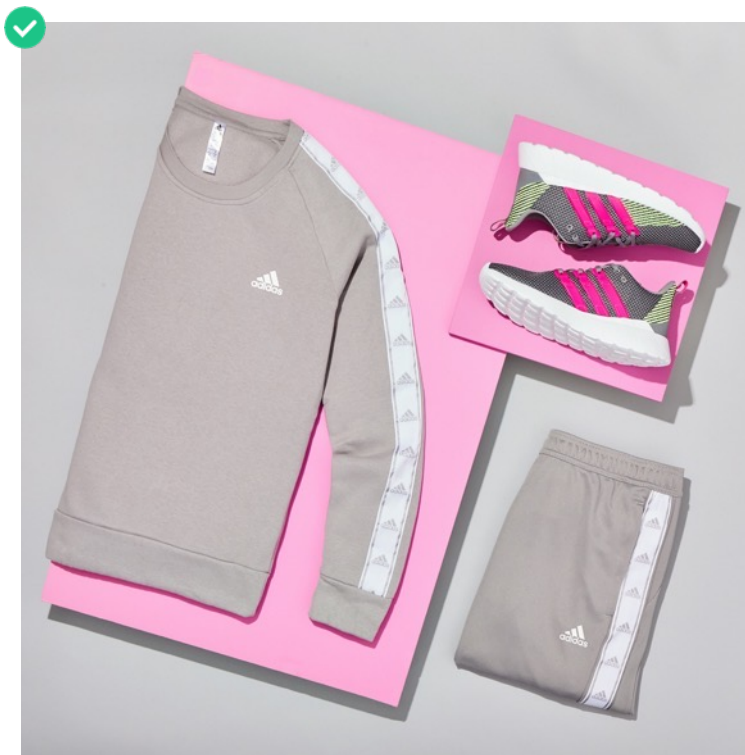


When styling off-model, you may **style flat** or **hanging**. Depending on the fabric, the garment will benefit differently from each technique.

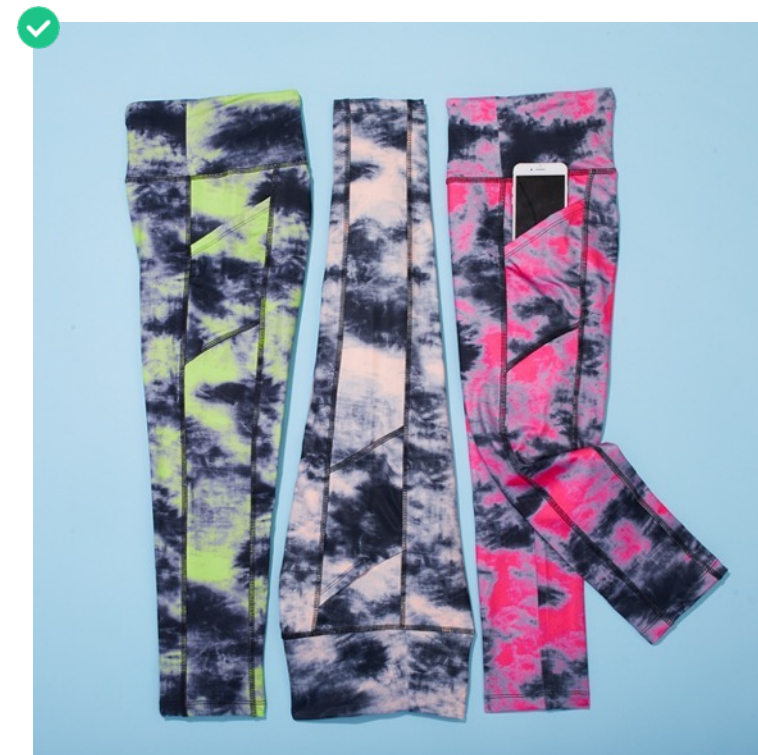
WOMEN'S ATHLETIC | OFF-MODEL ART DIRECTION



Off-model styling can give you the opportunity to **show multiple patterns** or colorways of one garment.



Remember to **keep propping simple**, especially when styling off-model. Your product should be the hero of the shot.



It's important to find ways to **depict the functionality** of a garment when styling off-model. Our customer should always have a clear idea of what your product is.

MATERNITY

ON-MODEL ART DIRECTION

51

MATERNITY | ON-MODEL ART DIRECTION



Encourage your model to **pose with their whole body**, from their heads to their toes. Keep movement in their body in a variety of different poses. To look natural, **poses must feel familiar**.



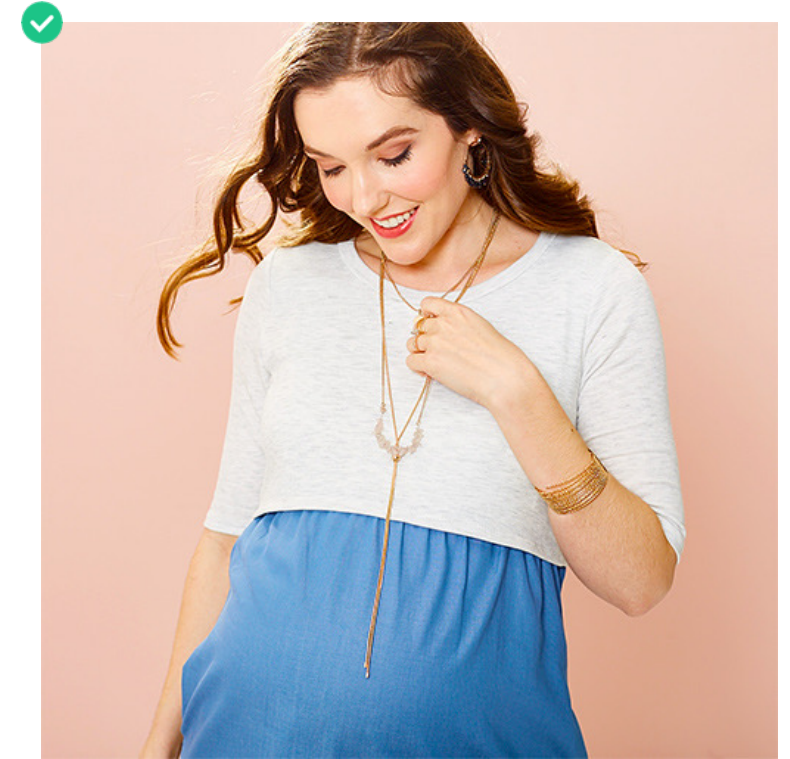
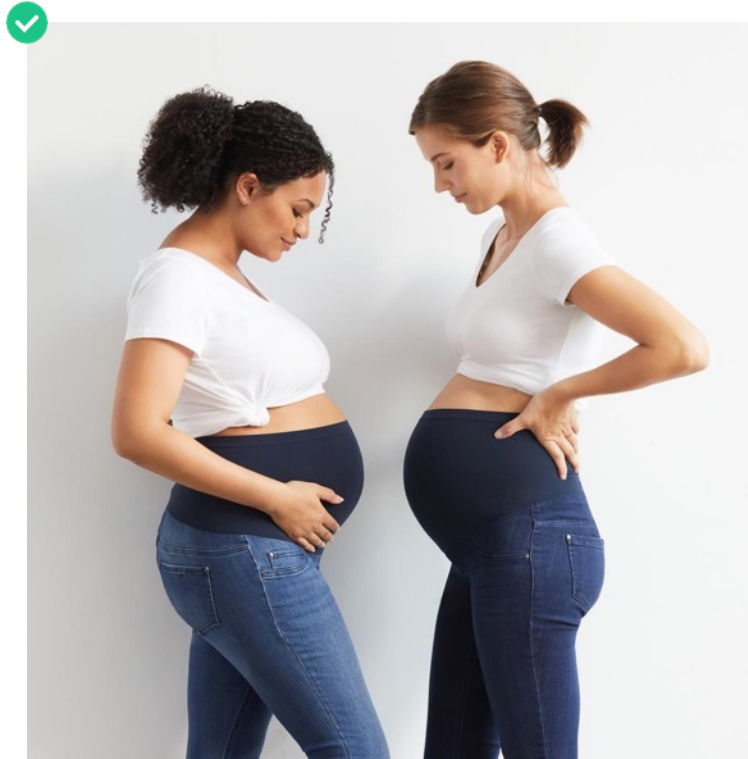
Images should show a strong connection and intimacy between baby and mom. This can be achieved by the model placing a light hand on her tummy or looking down peacefully at her belly.



Your model should have clean, stylish hair and makeup that **any woman could accomplish at home**. Nails should be clean and manicured with natural nails or a non-distracting polish. Hands and legs should be moisturized and women's legs and armpits should be shaved.

MATERNITY | ON-MODEL ART DIRECTION

- Choose a location with a **simple background** so your garment will stand out.
- Keep **propping minimal**.
- The image should **highlight any functionality, purpose or special features** of the sample.
- **Prop wardrobe should take a back seat to the hero sample.** Choose coordinating wardrobe that will complete the look, not be the star of the shot. Prop wardrobe should be on-trend, modern and non-branded.
- **Apparel styling should be simple** and not overly propped. Crisp, artistic and modern. Bold color palettes and unique compositions.



MATERNITY | ON-MODEL ART DIRECTION



For nursing shots, **evoke an emotional connection** between mom and baby. This can be achieved by encouraging the model to peacefully look at her baby or by capturing images of the baby looking at mom or resting tranquilly.



Your model's outfit and pose should **correspond with her location**.



When shooting outdoors, **your model should remain the focus of the image**.

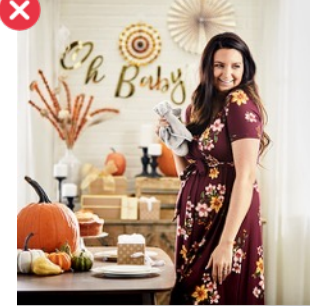
MATERNITY | ON-MODEL ART DIRECTION



Choose model **poses that align with the mood of the product**. Explore different facial expressions and a range of playful and confident emotions.



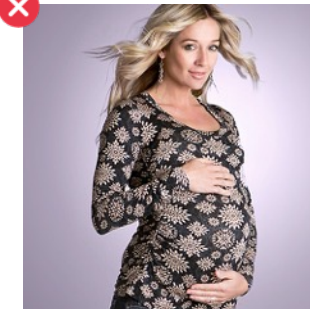
Move around the scene or set to **find interesting angles** and unique perspectives.



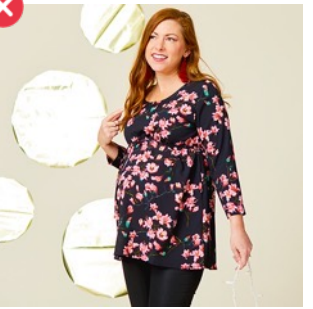
Do not shoot in an environment that is **cluttered and disorganized**.



Do not shoot in **locations with busy, distracting** backgrounds.

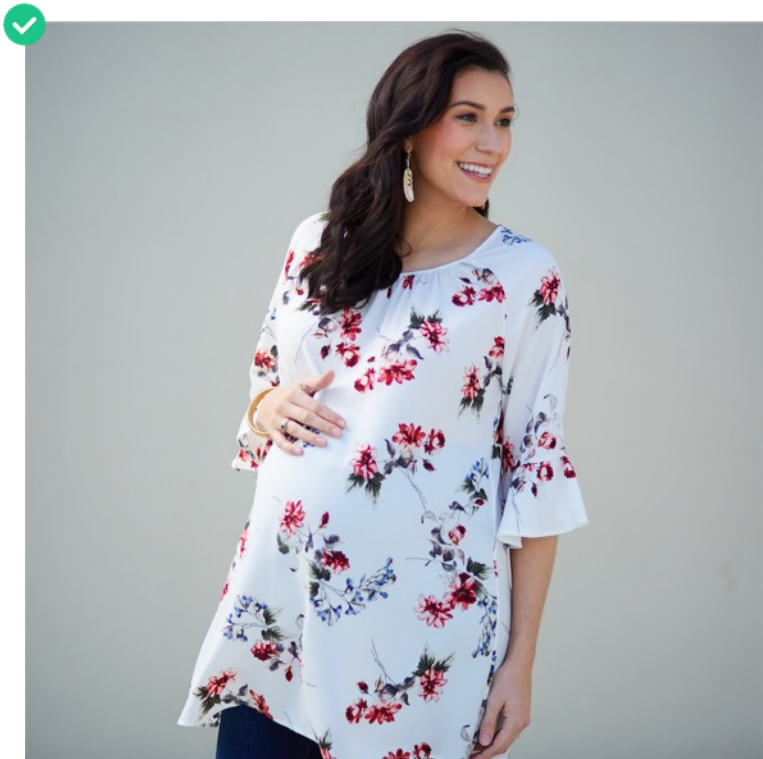


Do not style **prosthetic belly bumps** in awkward, **exaggerated** positions.

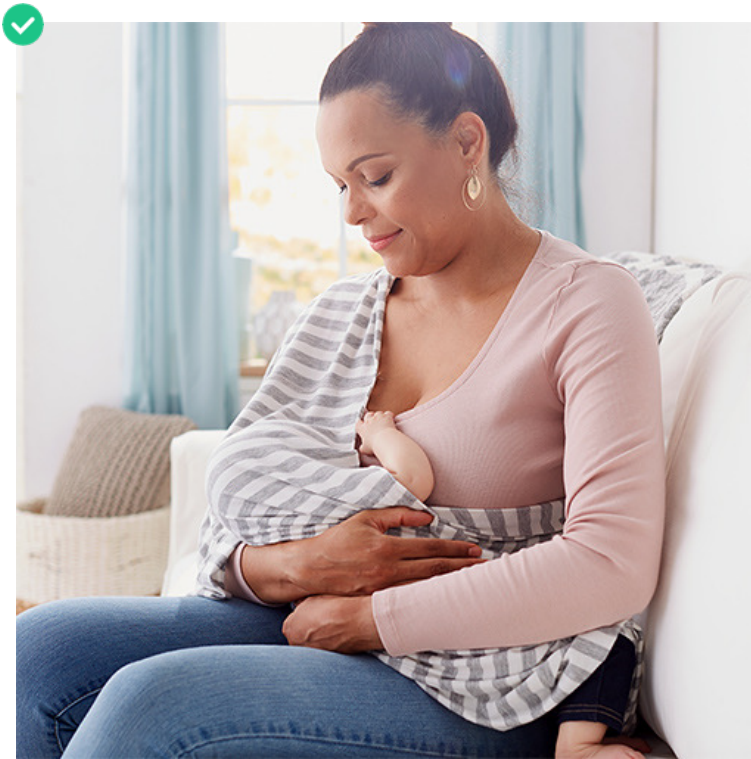


Do not feature **backdrops that do not relate** to the product.

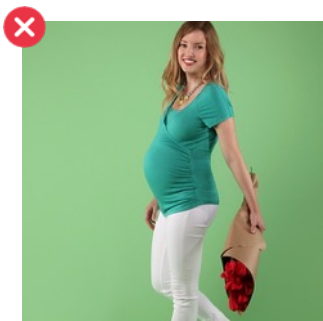
MATERNITY | ON-MODEL ART DIRECTION



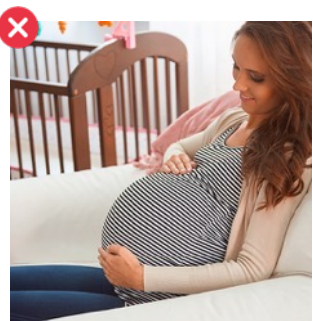
Less is more. Neutral or pale-colored sweeps or shooting against a plain wall works well.



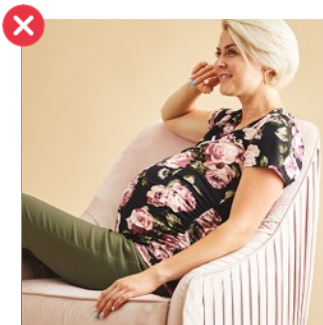
Maintain **focus** on the model and product.



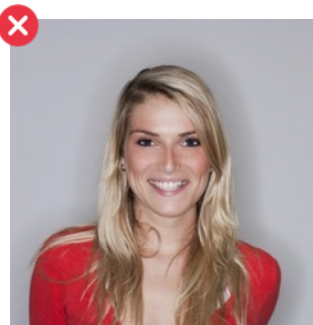
Do not let **products or models blend into the background.**



Do not feature **obviously fake** belly bumps



Do not **force posing**, as it looks awkward.



Do not **pose directly facing the camera** with direct on-camera-flash.

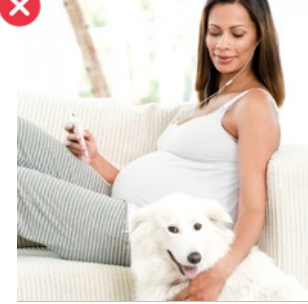
MATERNITY | ON-MODEL ART DIRECTION



Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



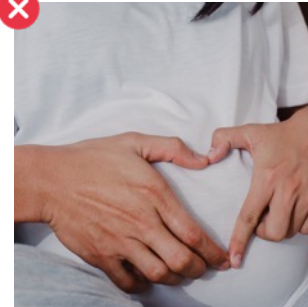
Lighting is clean, without distracting shadows or highlights on the products or models.



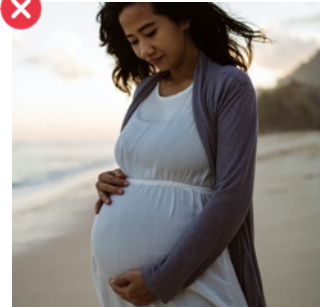
Do not use lighting that creates large **bright, blown-out** areas.



Do not direct the model to have her **hand on her bump in every single shot**. Variety is ideal.



Do not **underexpose or have flat lighting**. Maintain a range of highlights and shadows.



Do not have **too much contrast** where the information can get lost in shadows.

KIDS

ON-MODEL ART DIRECTION	58
OFF-MODEL ART DIRECTION	64

KIDS' APPAREL | ON-MODEL ART DIRECTION



Kids should look like kids — playful and energetic.



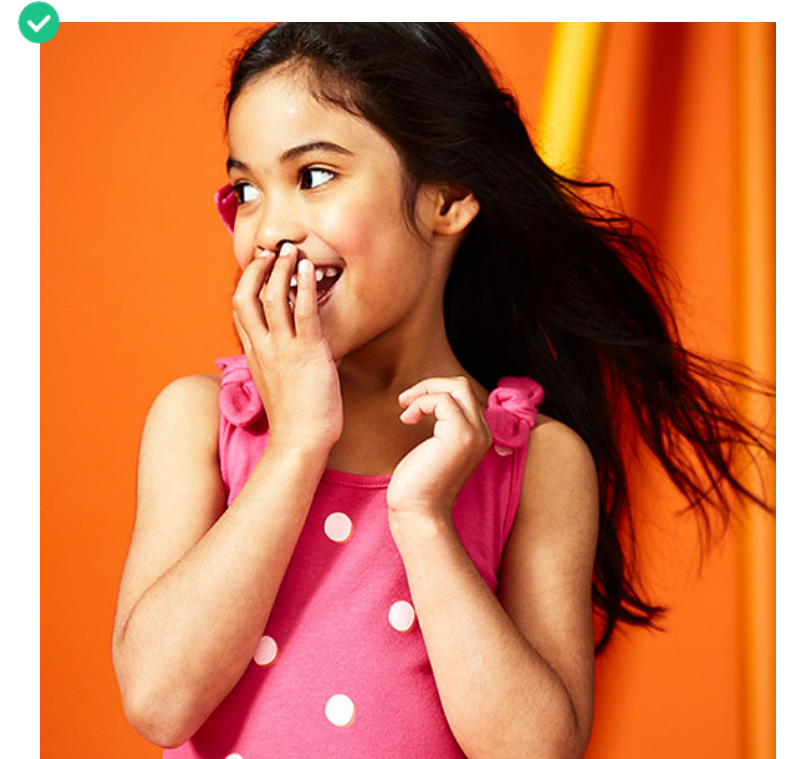
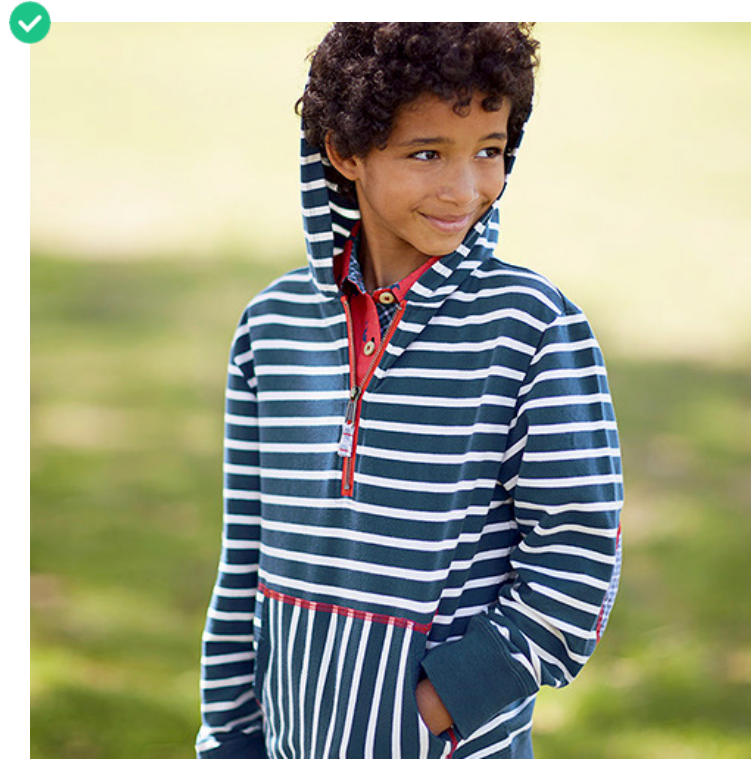
The best moments to capture are **enthusiastic and fun**.



Encourage your kids to **dance and pose with their whole body**, from their heads to their toes. Try to capture a variety of movement.

KIDS' APPAREL | ON-MODEL ART DIRECTION

- Choose a location with a **simple background** so your garment will stand out.
- Keep **propping minimal**.
- The image should **highlight any functionality, purpose or special features** of the sample.
- **Prop wardrobe should take a back seat to the hero sample.** Choose coordinating wardrobe that will complete the look, not be the star of the shot. Prop wardrobe should be on-trend, modern and non-branded.
- **Apparel styling should be simple** and not overly propped. Crisp, artistic and modern. Bold color palettes and unique compositions.



KIDS' APPAREL | ON-MODEL ART DIRECTION



Your model should **engage with their environment accordingly**, if you're shooting with more than one model, they should look like **they're having fun together**.



Your model's outfit and pose should **correspond with their location or activity**.



When shooting outdoors, **your model should remain the focus** of the image.

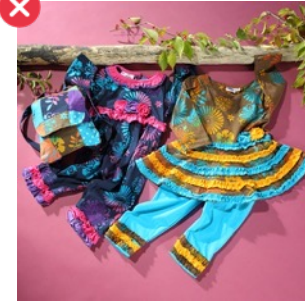
KIDS' APPAREL | ON-MODEL ART DIRECTION



Less is more. Neutral or pale-colored sweeps work well, especially if your product has multiple colors or various prints.



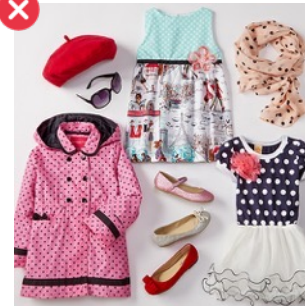
Shooting against a **clean wall** can help simplify the scene.



Do not feature **backdrops** that do not relate to the product.



Do not shoot in **locations** with busy, distracting backgrounds.



Do not overcrowd your shot; looks messy.



Do not shoot in an environment that is **cluttered** and disorganized.

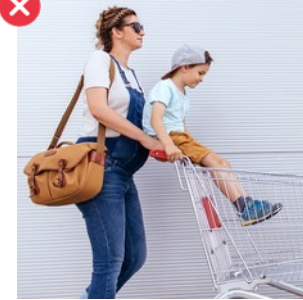
KIDS' APPAREL | ON-MODEL ART DIRECTION



Choose model **poses that align with the mood of the product**. Explore different facial expressions and a range of happy emotions.



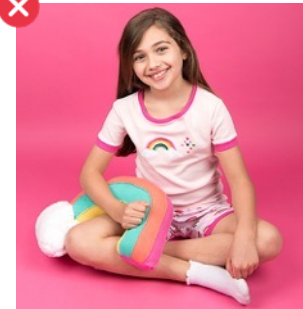
Move around the scene or set to **find interesting angles** and unique perspectives.



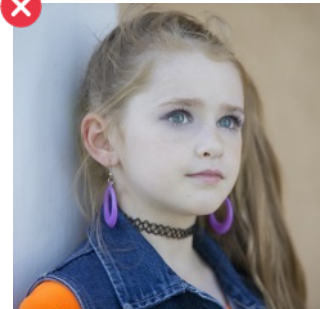
Do not depict **unsafe** activities.



Do not pose **dramatically** or too seriously.



Do not **force posing**, it looks awkward.



Do not apply **heavy makeup** to a child.

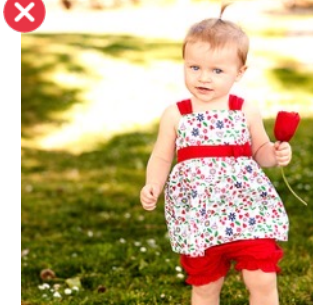
KIDS' APPAREL | ON-MODEL ART DIRECTION



Ensure all **colors are balanced** correctly and the color of the sample you have in-person looks the same as your photos.



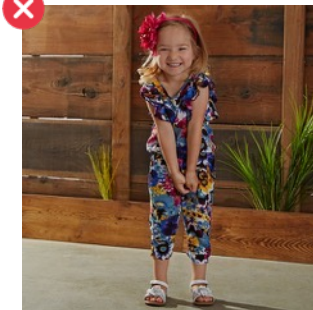
Lighting is clean, without distracting shadows or highlights on the products or models.



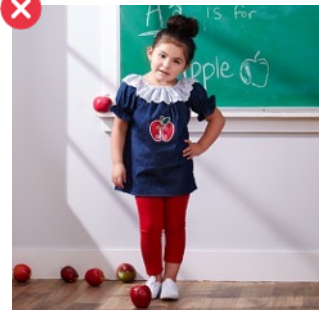
Do not use lighting that creates large, **bright, blown-out areas**.



Do not use **backlight** that causes unflattering deep shadows on the model.



Do not **underexpose or have flat lighting**. Maintain a range of highlights and shadows.

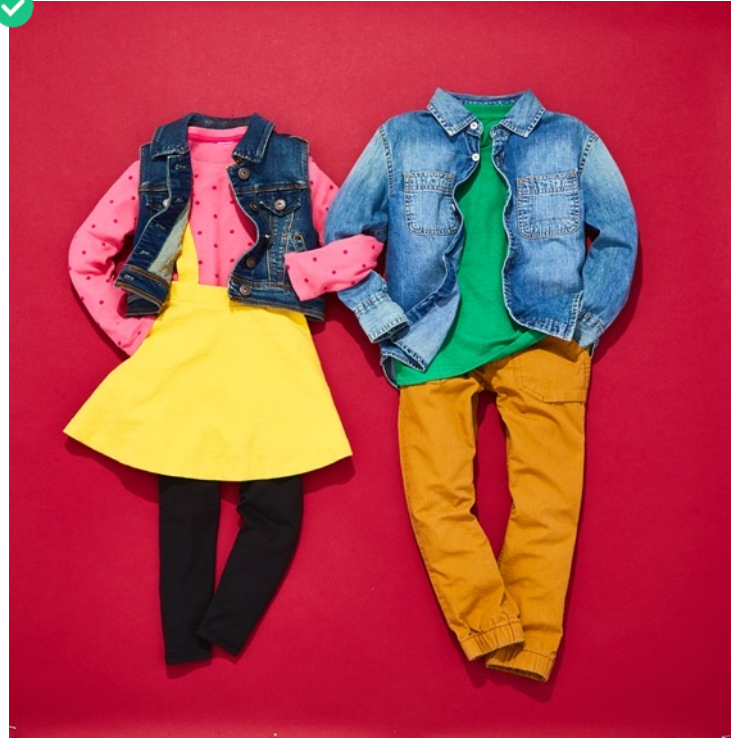


Do not add **unconvincing light sources** or backdrops.

KIDS' APPAREL | OFF-MODEL ART DIRECTION



Off-model styling should still **depict the general shape of the garment**. Anyone should know how the item would look on-model.



When styling apparel off-model, make sure the **clothing has depth and looks appealing**. Roll or cuff sleeves. Depict the true lines of a garment as if someone were wearing it.

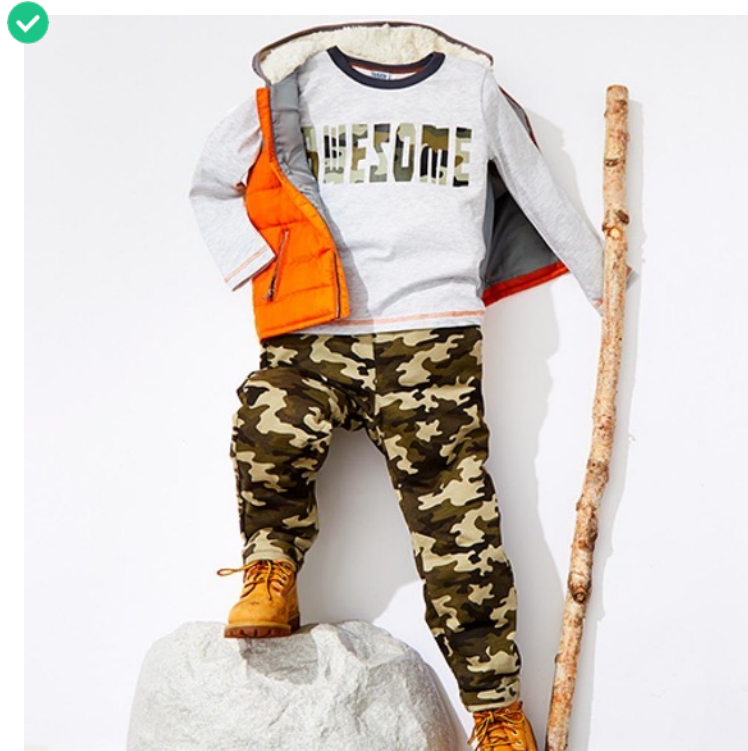


When styling off-model, you may **style flat or hanging**. Depending on the fabric, the garment will benefit differently from each technique.

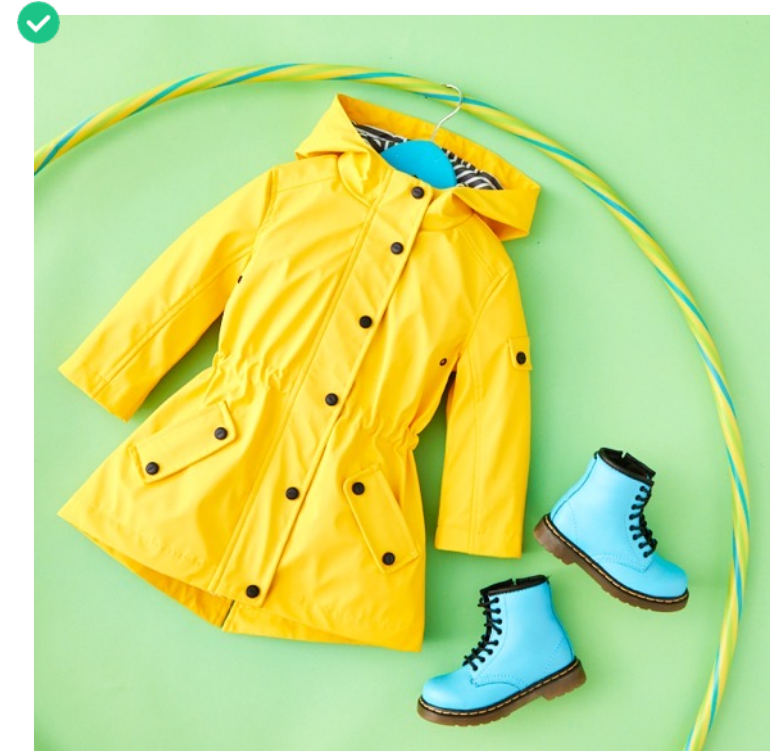
KIDS' APPAREL | OFF-MODEL ART DIRECTION



Off-model styling can give you the opportunity to **show multiple colorways** of one garment.



Remember to **keep propping simple**, especially when styling off-model. Your product should be the hero of the shot.



It's important to find ways to **depict the functionality of a garment** when styling off-model. We want to ensure the customer has a clear idea of what your product is.

BABY

SAFETY & COMPLIANCE	67
ON-MODEL ART DIRECTION	68
OFF-MODEL ART DIRECTION	74

BABY APPAREL | SAFETY & COMPLIANCE

- It is critical that all **baby garments fit the model** and all images **depict the baby in a safe scenario**.
- **Pajamas must fit snugly** and not be baggy.
- **Hoodies and jackets must not have strings that pull tight** around the neck or waist.
- There should be no **rope or anything that could be a choking hazard** around a baby's neck in an image.
 - Exceptions would include a teething necklace made especially for that purpose.
- If the **baby is in a crib**, **do not put anything in the crib with the baby**. This includes blankets, pillows or toys.
- **Do not apply makeup** to babies.



BABY APPAREL | ON-MODEL ART DIRECTION



Use soft fabric, a blanket or a cushion for a **cozy background**.



The image should **evoke the emotion** of welcoming a new baby.



Make sure the baby modeling is comfortable so you can **capture a smile**.

BABY APPAREL | ON-MODEL ART DIRECTION

- Choose a location with a **simple background** so your item will stand out.
- Keep **propping minimal**.
- It's always helpful to have your baby model posing in their **mom or dad's arms**.
- **Prop items should take a back seat** to the hero sample. If you're shooting a baby in mom or dad's arms, choose coordinating wardrobe for the parents that will compliment the sample but not be the star of the shot.



BABY APPAREL | ON-MODEL ART DIRECTION



Your baby model should **engage with their environment** if possible. if you're shooting with more than one baby, they should look like **they're having fun together**.



The garment your model is wearing needs to **match the scene they're in** (i.e. sleeping babies should be wearing pajamas).



If you choose to shoot your baby model outdoors, **they should remain the focus of the image**.

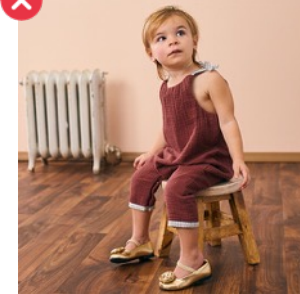
BABY APPAREL | ON-MODEL ART DIRECTION



Less is more. Neutral or pale-colored backgrounds always work well.



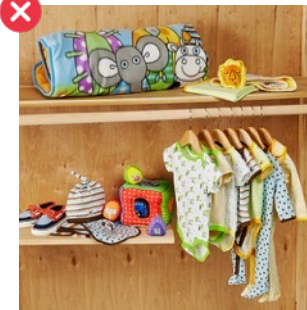
Shooting against a clean wall can help **simplify the scene**.



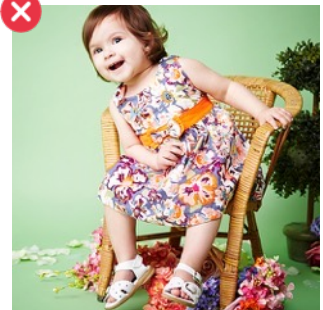
Do not feature **backdrops that do not relate** to the product.



Do not shoot in locations with **busy, distracting backgrounds**.



Do not **overcrowding** your shot; it looks messy.



Do not shoot in an environment that is **cluttered and disorganized**.

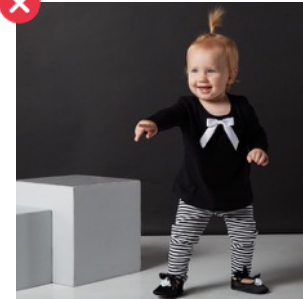
BABY APPAREL | ON-MODEL ART DIRECTION



Try to capture the range of **happy baby emotions**.



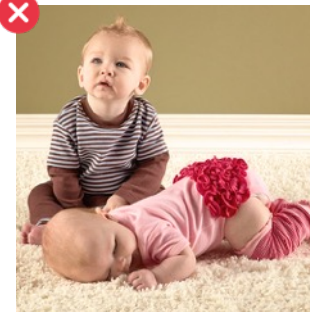
Move around the scene or set to find **interesting angles and unique perspectives**.



Do not let products or models **blend into the background**.



Do not photograph **crying** babies or babies that just finished crying.



Do not force **awkward posing**.



Do not depict **unsafe scenarios**.

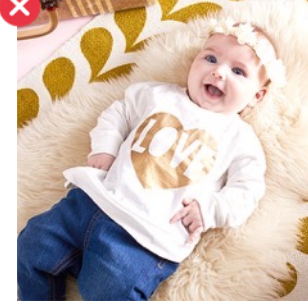
BABY APPAREL | ON-MODEL ART DIRECTION



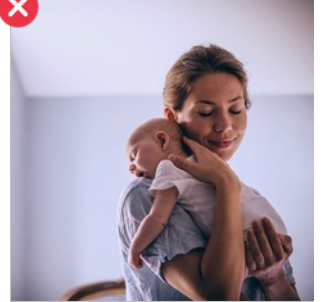
Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



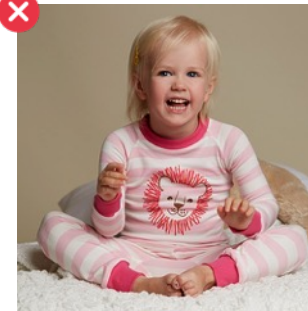
Lighting is clean, without distracting shadows or highlights on the products or models.



Do not use lighting that creates **large, bright, blown-out areas**.



Do not use **backlighting** that causes unflattering deep shadows on the model's face.



Do not **underexpose or have flat lighting**. Maintain a range of highlights and shadows.



Do not create **distracting shadows** or lighting.

BABY APPAREL | OFF-MODEL ART DIRECTION



Off-model styling should still **depict the general shape of the garment**. Anyone should know how the item would look on-model.



When styling apparel off-model, make sure the **clothing has depth and looks appealing**. Roll or cuff sleeves and play up the natural shape of the garment.

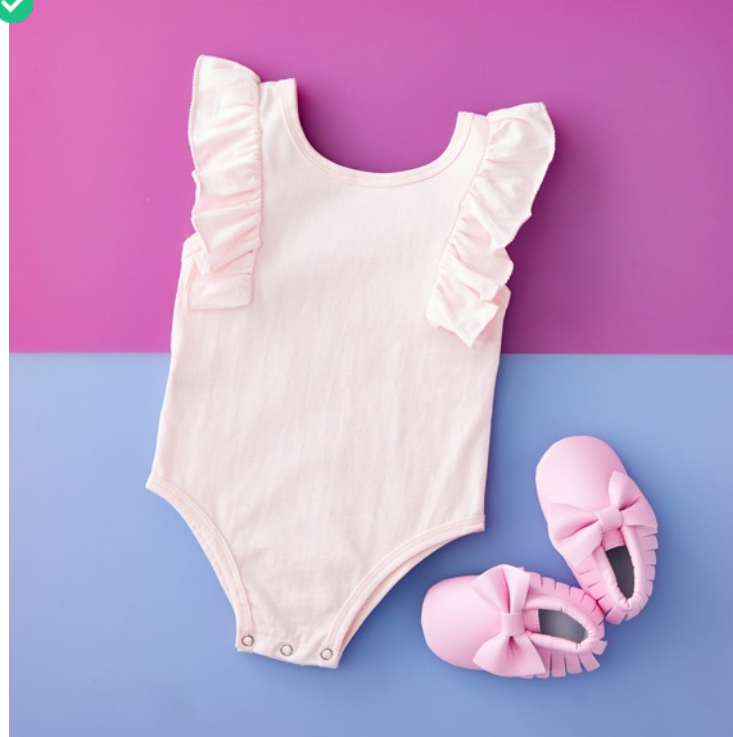


When styling off model, **you may style flat or hanging**. Depending on the fabric, the garment will benefit differently from each technique.

BABY APPAREL | OFF-MODEL ART DIRECTION



Off-model styling can give you the opportunity to **show multiple patterns or colorways** of your product.



Remember to **keep propping simple**, especially when styling off-model. Your product should be the hero of the shot.



It's important to find ways to **depict the functionality of a garment** when styling off-model. Ensure the customer has a clear idea of what your product is.

FOOTWEAR

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FOOTWEAR | HOW TO GET THE RIGHT FIT

- **Does the shoe fit?**
- If there an obvious amount of **space at the back of the shoe, it is too large.**
- For **open toe shoes, ensure the foot is forward enough** in the toe box and there is no extra room in the front.
- **Feet are required to be manicured** and painted with a non-distracting polish.
- **Women's legs** should be **shaved** and **moisturized.**



FOOTWEAR | ART DIRECTION



If you're shooting outdoors, **the setting should match** the function and style of your shoe.



Try to tell a story by **completing the look** of the shoe with different prop clothing. Jeans, skirts, leggings, slacks, bare legs, tights or socks can all help.

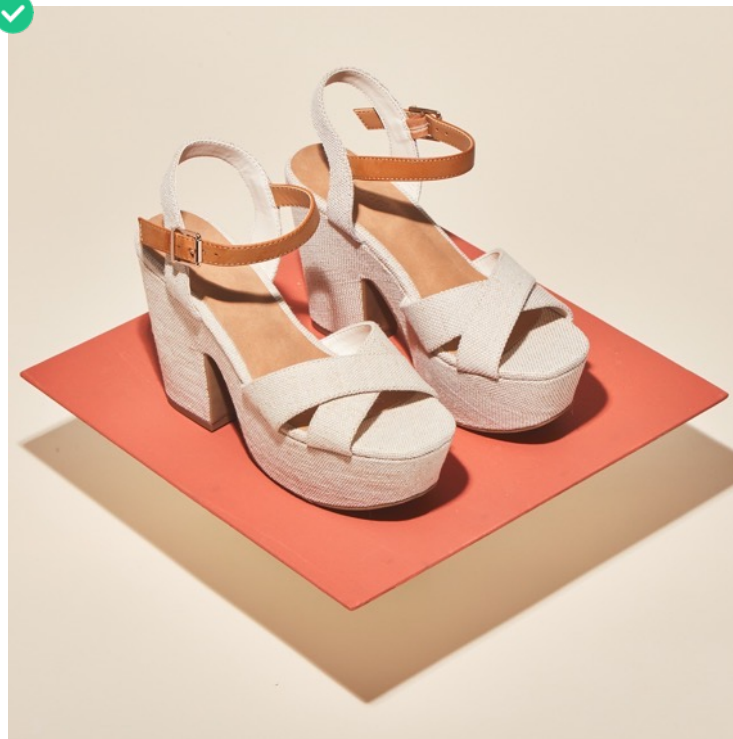


The model's **wardrobe should always correspond correctly** with your product.

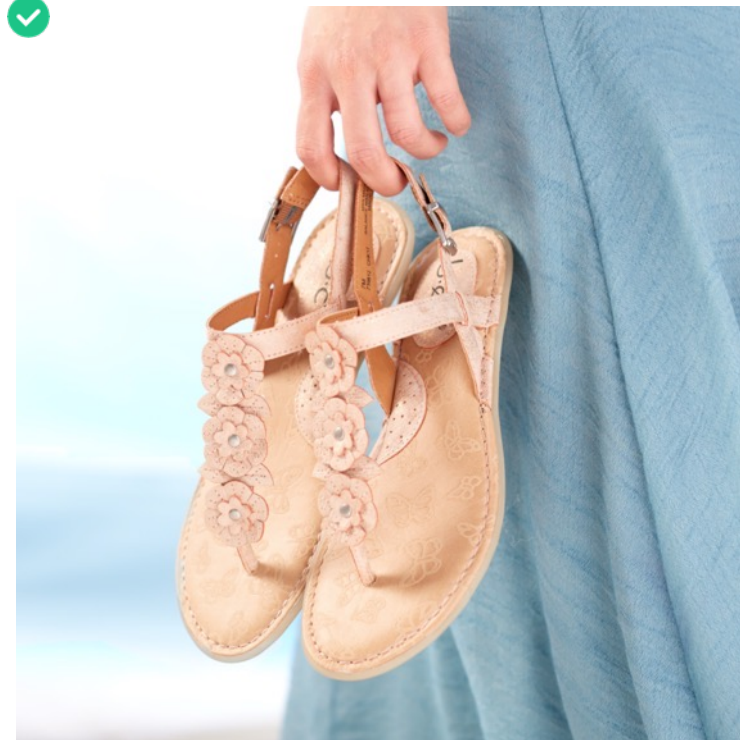
FOOTWEAR | ART DIRECTION



If you are shooting off-model, make sure **shoes are stuffed with tissue** and tongues are propped up and not sunken in.



Images should be simple and not overly propped. Keep them **crisp, artistic and modern**.



If you are shooting on-model, the model can either **wear or hold the shoes**.

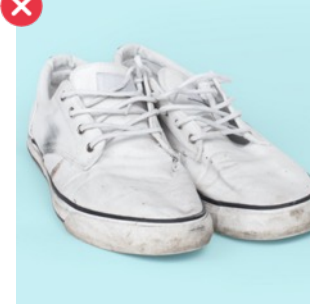
FOOTWEAR | ART DIRECTION



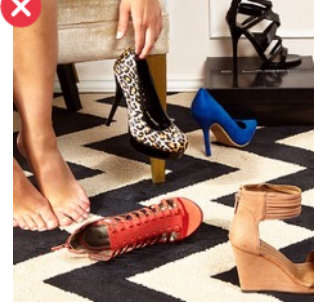
When shooting in studio, **less is more.**



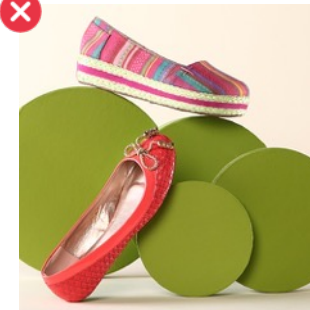
Tighter crops work well for footwear to **draw the eye to the product.**



Do not feature **un-styled, messy or dirty** shoes.



Do not shoot in **messy, disorganized** locations.



Do not let props or wardrobe **steal focus.**



Do not use **distracting backgrounds.** It can cause the product to get lost.

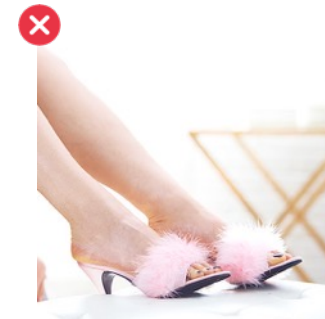
FOOTWEAR | ART DIRECTION



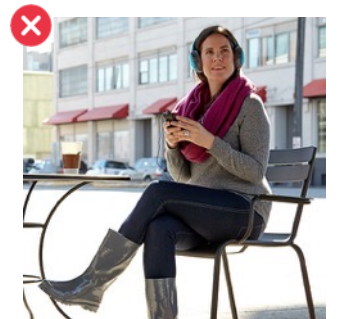
Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



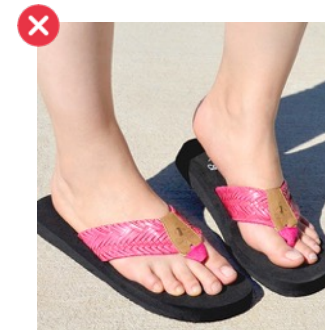
Lighting is clean, without distracting shadows or highlights on the products or models.



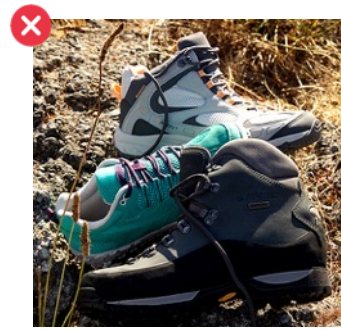
Do not use lighting that creates **large, bright, blown-out areas**.



Do not execute **backlit** images without proper front fill.



Do not shoot with models who **don't fit** your sample.



Do not allow for **too much contrast**, information can get lost in shadows.

HOME

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DÉCOR

ART DIRECTION

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DÉCOR | ART DIRECTION



Images should be **bright, airy, clean** and **minimal**. Depict rooms that feel inviting and lived-in.

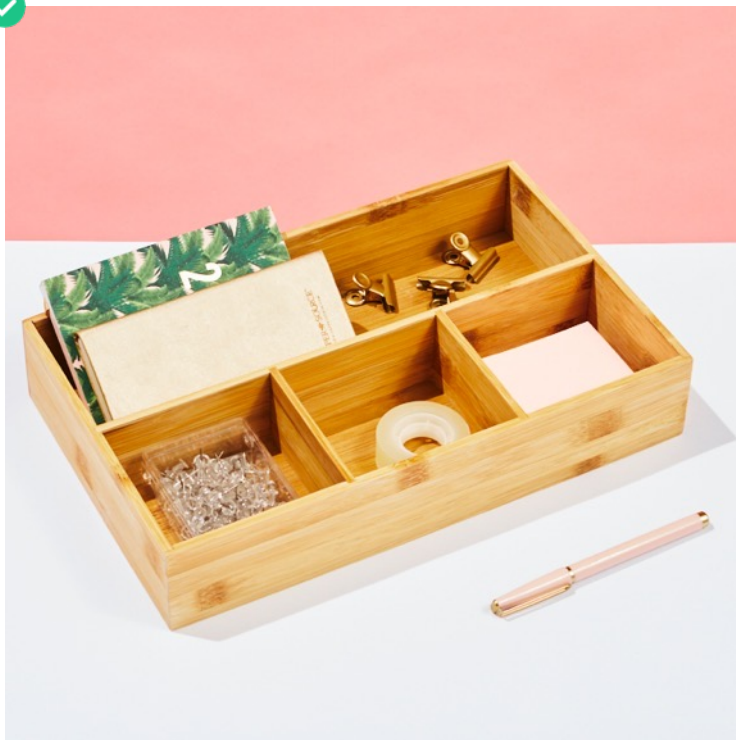


When it makes sense, **feature products in their intended environment**. This can help create a quicker read on functionality or inspire the customer on how to style.



Use props strategically to tell a story and create a scene.

DÉCOR | ART DIRECTION



Your product should **always be the star** of the image.



Use props that **support the intended use** of your product.



Set the scene by adding furniture and other props.

DÉCOR | ART DIRECTION



If you're unable to shoot in a realistic environment, **use solid backdrops** that allow your product to be the star.



If you are photographing products that are comprised of many elements, it helps to **color-coordinate props** with your item or backdrop.



Do not feature **backdrops that do not relate to the product**. (This looks more kitchen than bathroom).



Do not shoot in **messy, disorganized** locations.

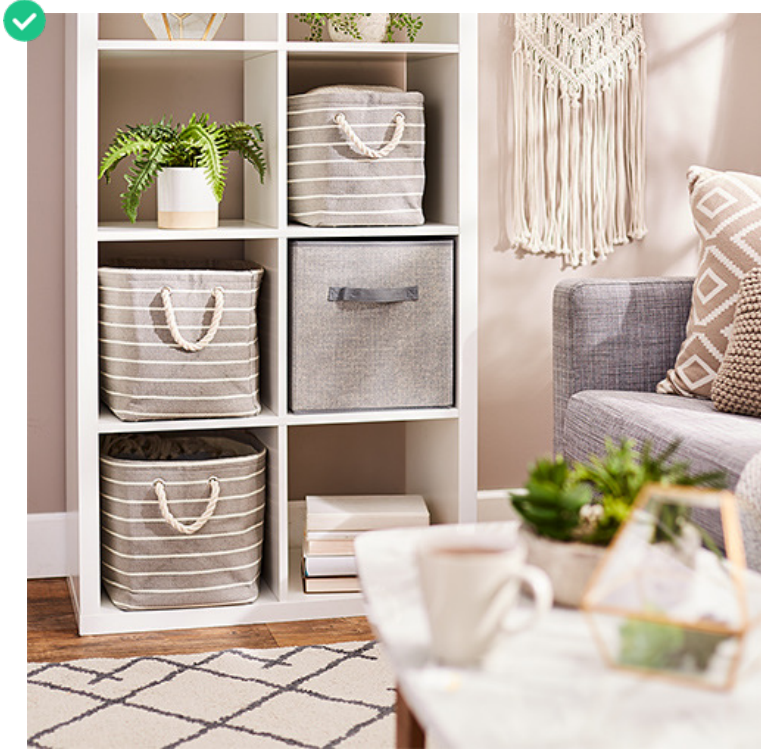


Do not overcrowd your shot. It is **distracting and looks messy**.

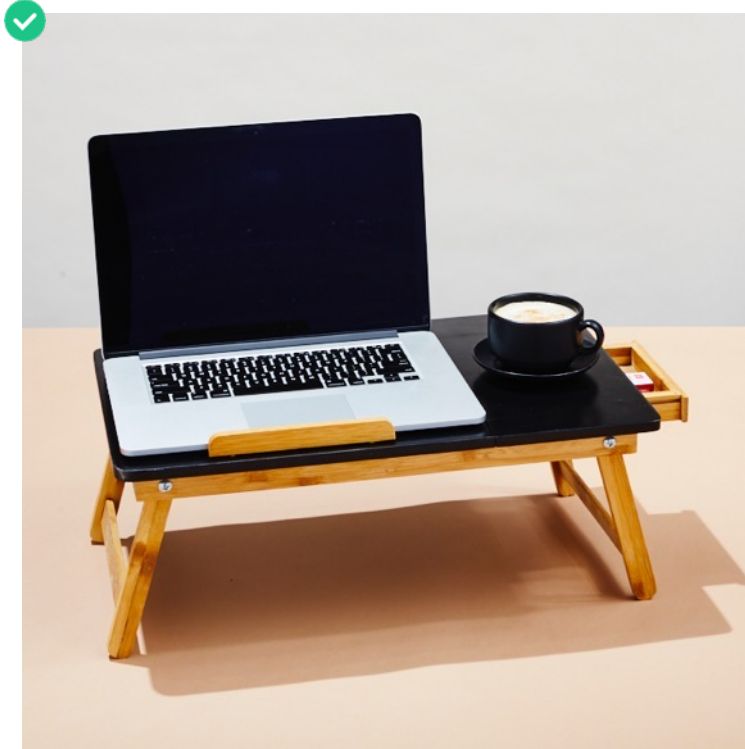


Do not **use distracting backgrounds**. It can cause the product to blend in.

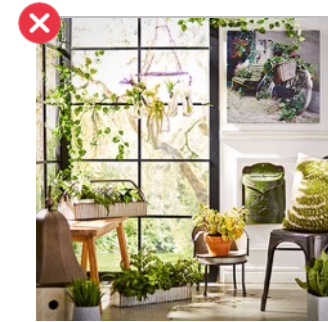
DÉCOR | ART DIRECTION



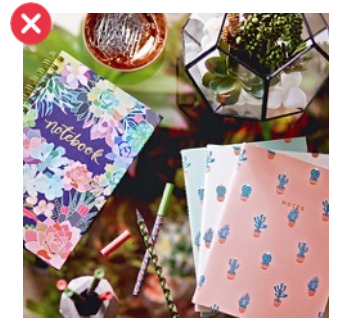
Ensure your product is **correctly propped**. (A vase should contain flowers, a small bookshelf should have items on it, organizational products should be filled with items and arranged neatly, etc.)



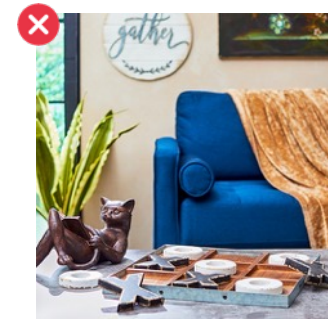
Products should be shown in use to **highlight their functionality**.



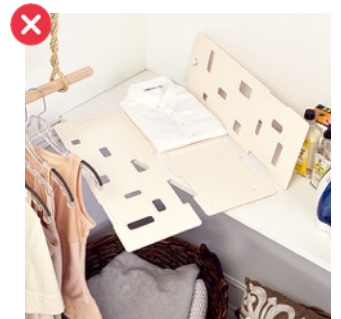
Do not feature a scene **without a focal point**.



Do not shoot in locations with **busy, distracting backgrounds**.



Do not have **props overshadow the product**. In this example, we are not selling the couch.



Do not have **distracting backgrounds**. It can cause the product to blend in.



Add additional props to depict the scale of the product.



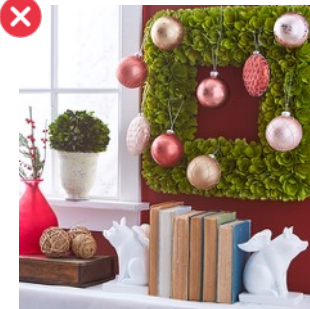
Crop in tight to focus on the product. This prevents confusion and lets the customer know what the product is.



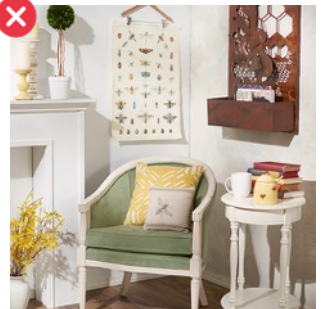
Do not **overexpose** when backlighting.



Do not make it difficult to **know what is being featured**.

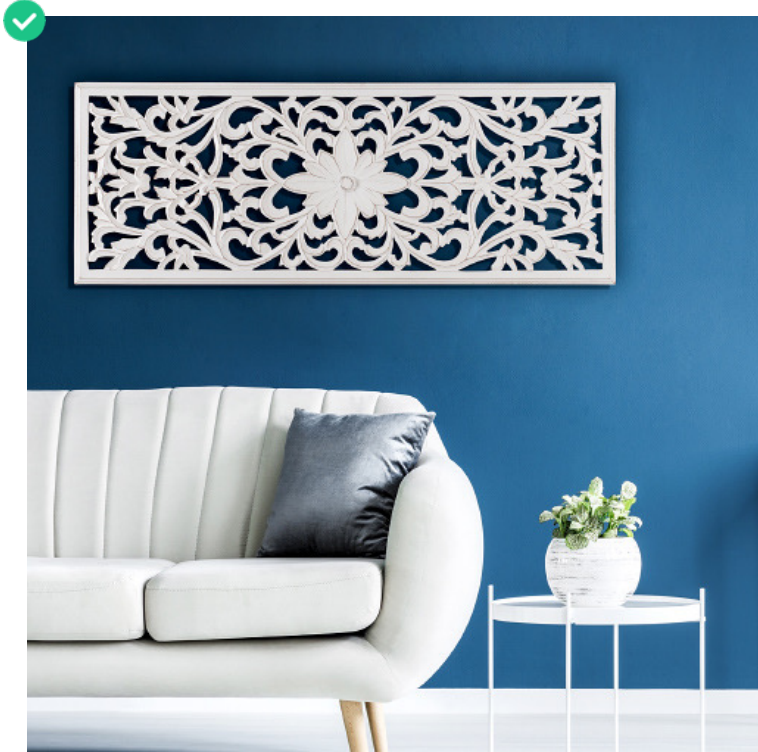


Do not **force storytelling** with your products.

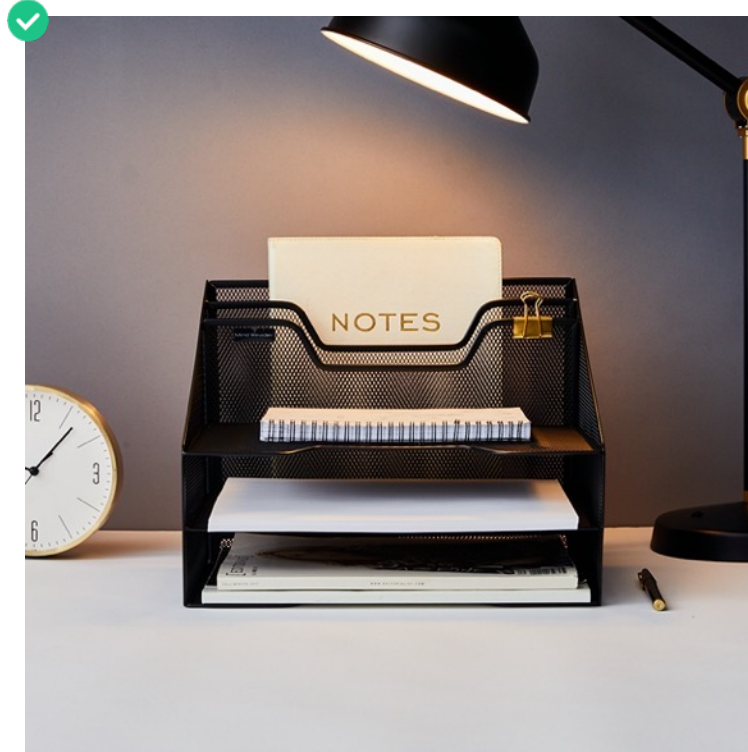


Do not shoot with **too many accessories**.

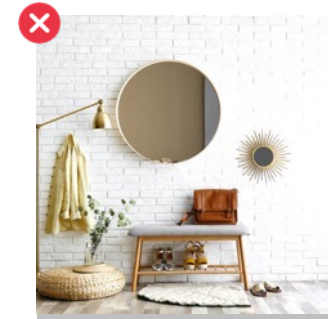
DÉCOR | ART DIRECTION



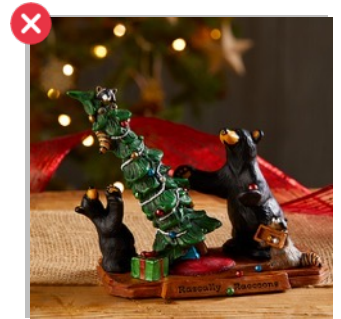
Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



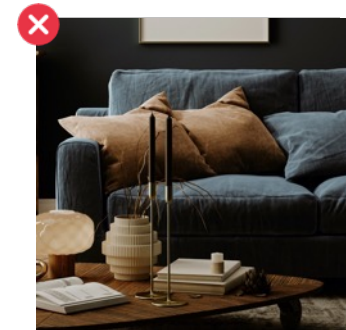
Lighting is clean, without distracting shadows or highlights.



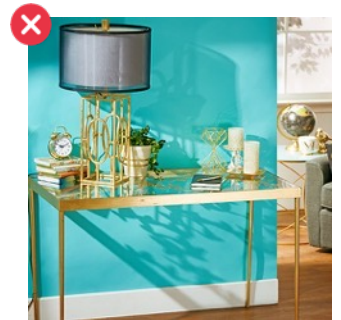
Do not take photos with **bright, blown-out** areas.



Do not feature backlighting that causes **the subject to blend with the background**.



Do not **underexpose or have flat lighting**. Maintain a range of highlights and shadows.



Do not have **too much contrast** or distracting shadows.

KITCHEN & CONSUMABLES

ART DIRECTION

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KITCHEN & CONSUMABLES | ART DIRECTION



Images should be **bright, airy, clean and minimal**. Rooms should feel inviting and lived-in.

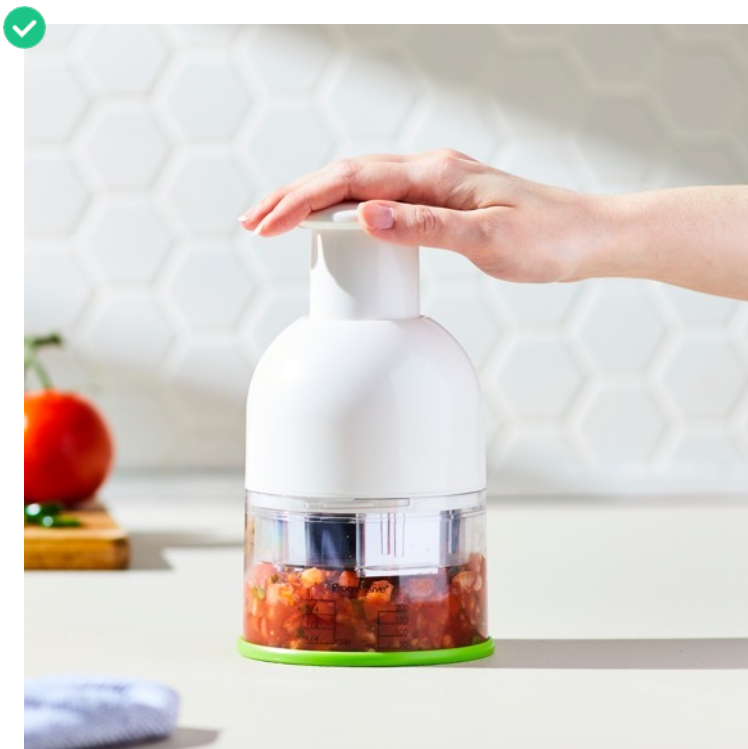


Placing your products in their **intended environment can help** create a quicker read on the functionality. Less is always more.

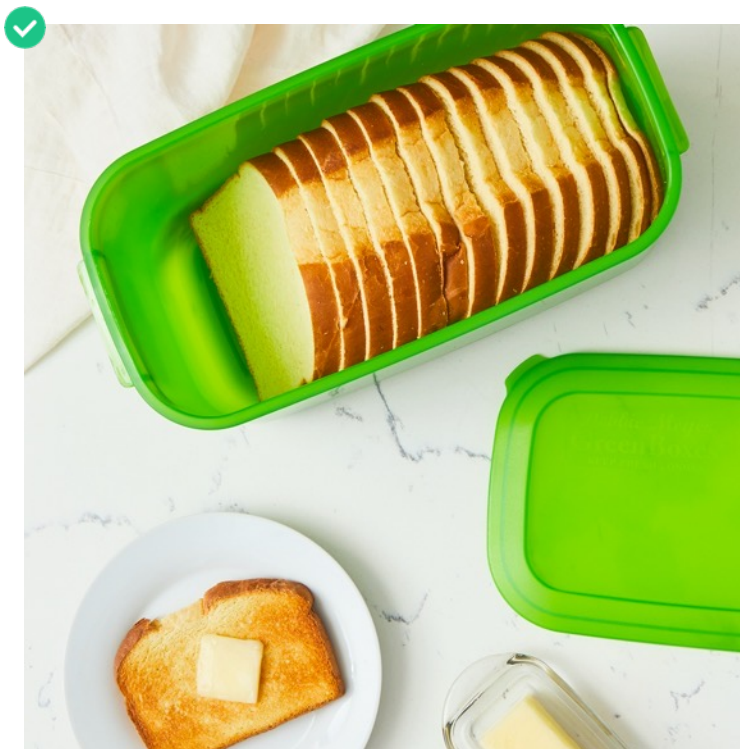


If you are shooting with a model, ensure they're **interacting with your product correctly**.

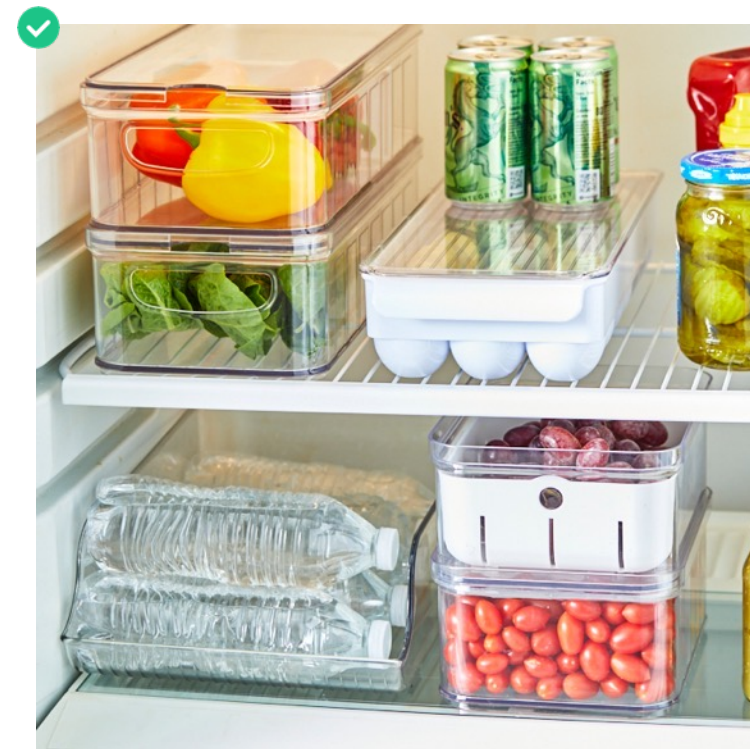
KITCHEN & CONSUMABLES | ART DIRECTION



Appliances and gadgets should be **shown in use** when possible.

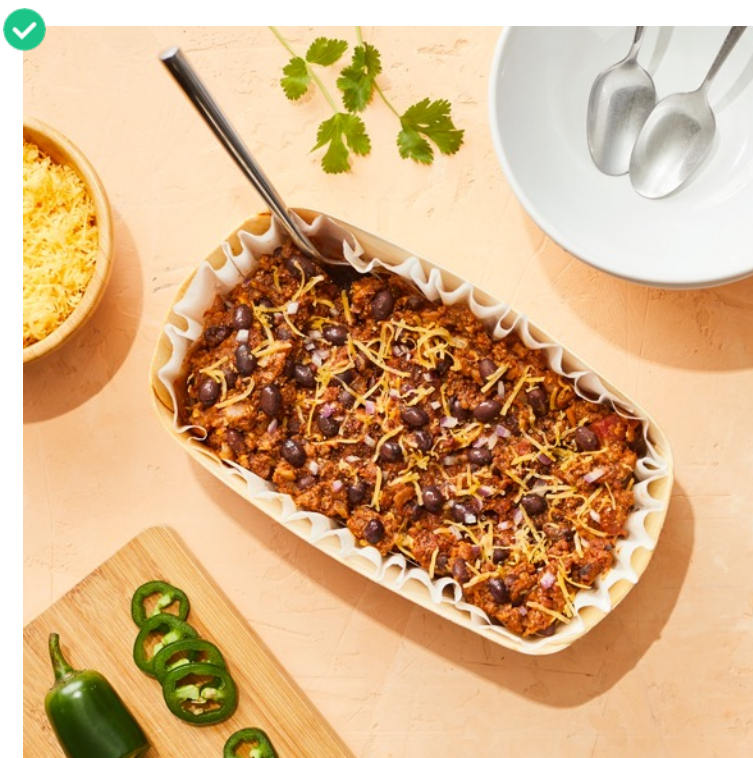


Utilize **natural environments** like cutting boards, kitchen counters, kitchen islands, dining tables, etc.

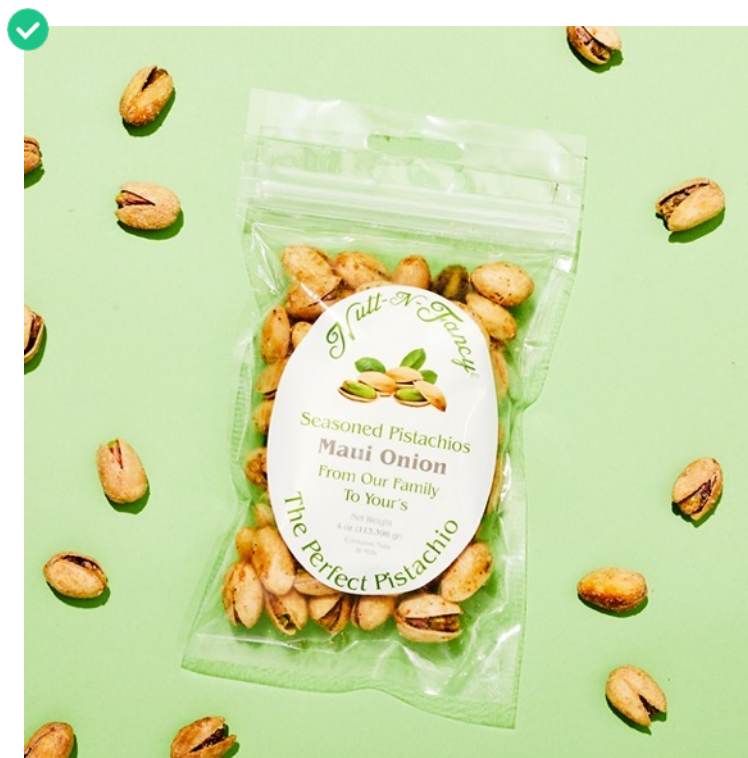


Use **fresh food props** to make your items look full.

KITCHEN & CONSUMABLES | ART DIRECTION



Use a **product's natural ingredients** to tell a story (fruits, flowers, spices).



Take food out of the packaging.



When styling in a realistic home environment, **be strategic with your props**. Tell a story and create a scene.

KITCHEN & CONSUMABLES | ART DIRECTION



Shoot overhead or with a **tighter crop**.



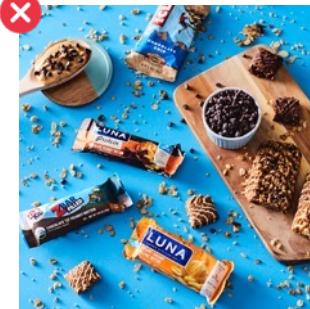
Capture the functionality of your product.



Do not feature food styling that **looks unrealistic** or **too empty**.



Do not use food that is **past its prime**.

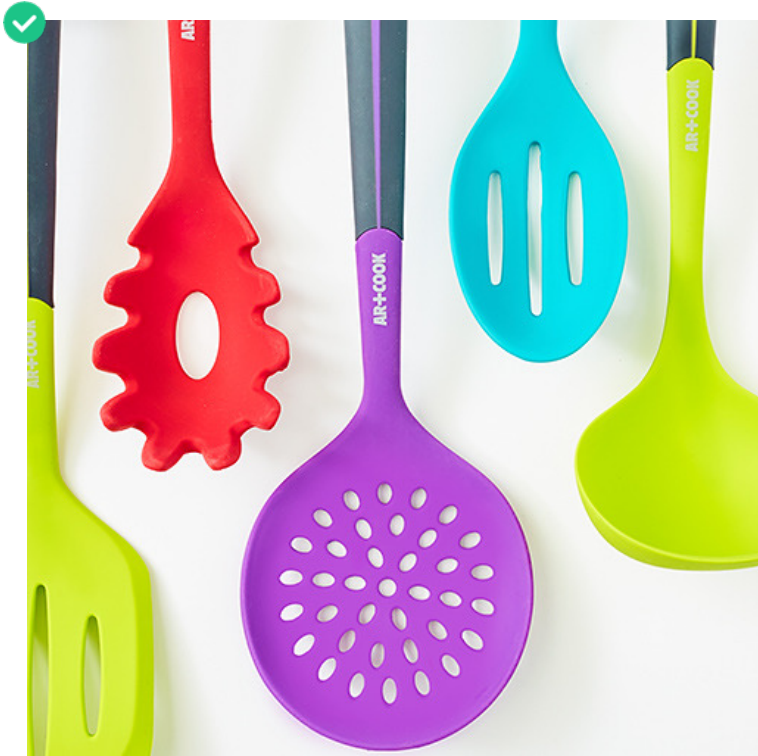


Do not **over-prop** or use small broken pieces.

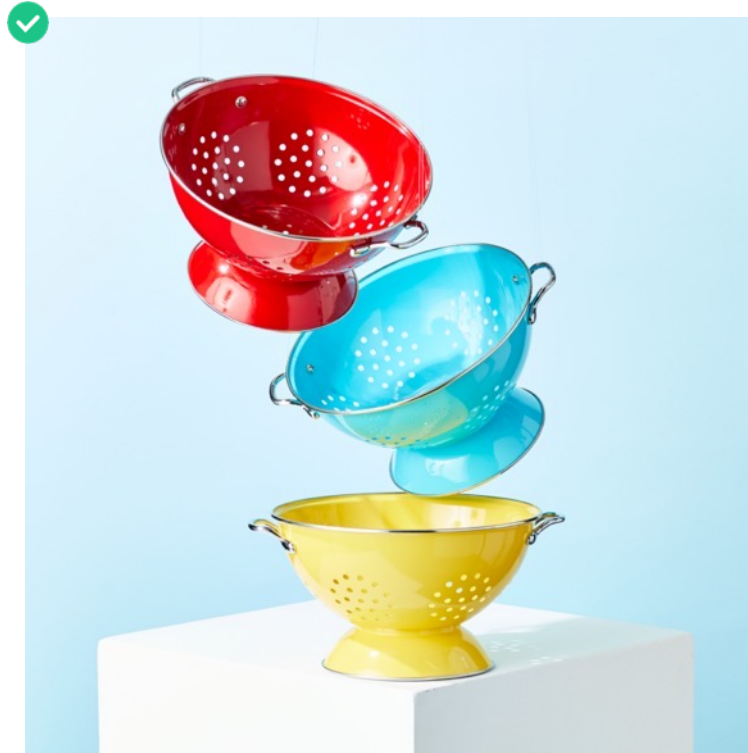


Do not feature **packaging** that has not been **propped up** or styled.

KITCHEN & CONSUMABLES | ART DIRECTION



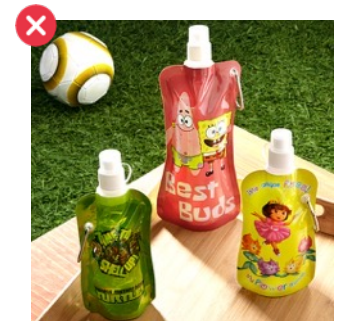
Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



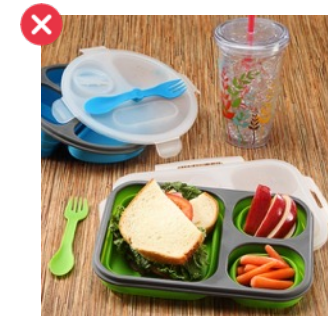
Lighting is clean, without distracting shadows or highlights on the products.



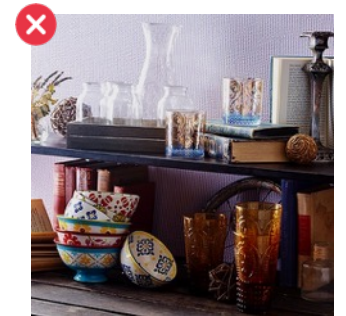
Do not use lighting that creates **large, bright, blown-out areas**.



Do not execute **backlit** images.



Do not **underexpose or have flat lighting**. Maintain a range of highlights and shadows



Do not allow for **too much contrast**. Information can get lost in shadows.

TEXTILES & BEDDING

ART DIRECTION

97

TEXTILES & BEDDING | ART DIRECTION



Images should be **bright, airy, clean and minimal**.
Rooms should feel inviting and lived in.

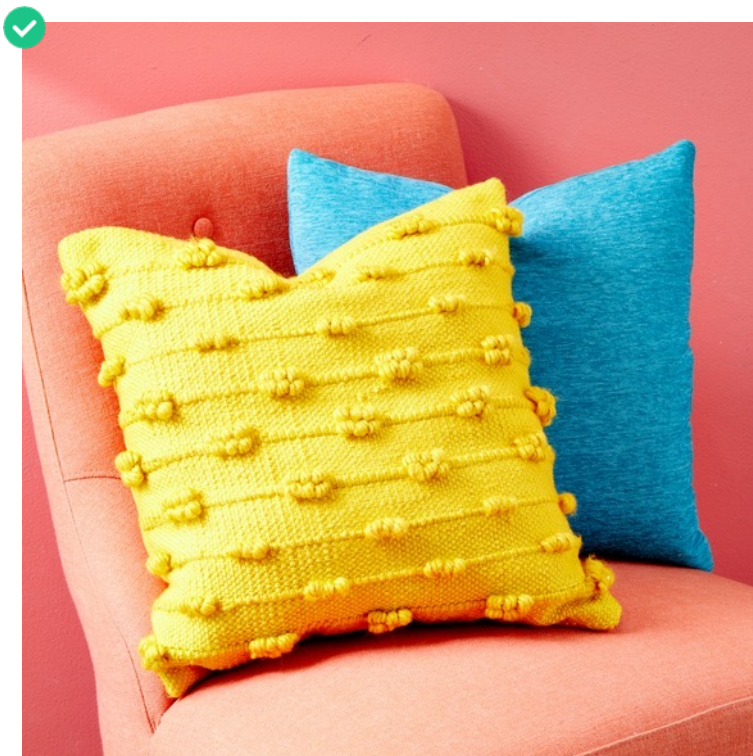


Products should be **featured in their intended environment**.

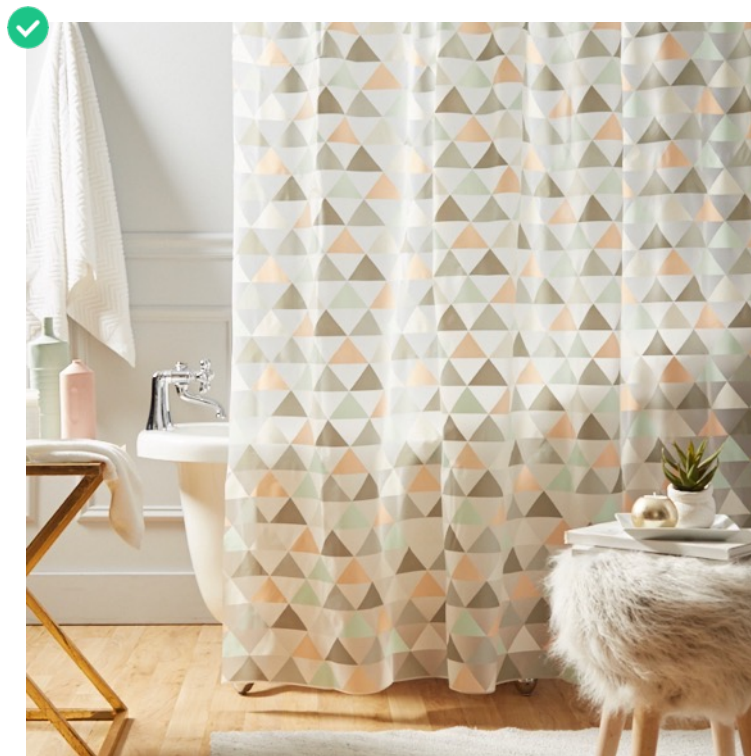


When styling in a realistic home environment, **use props strategically** to tell a story and create a scene.

TEXTILES & BEDDING | ART DIRECTION



Choose a location with a **simple background** so your item will stand out.

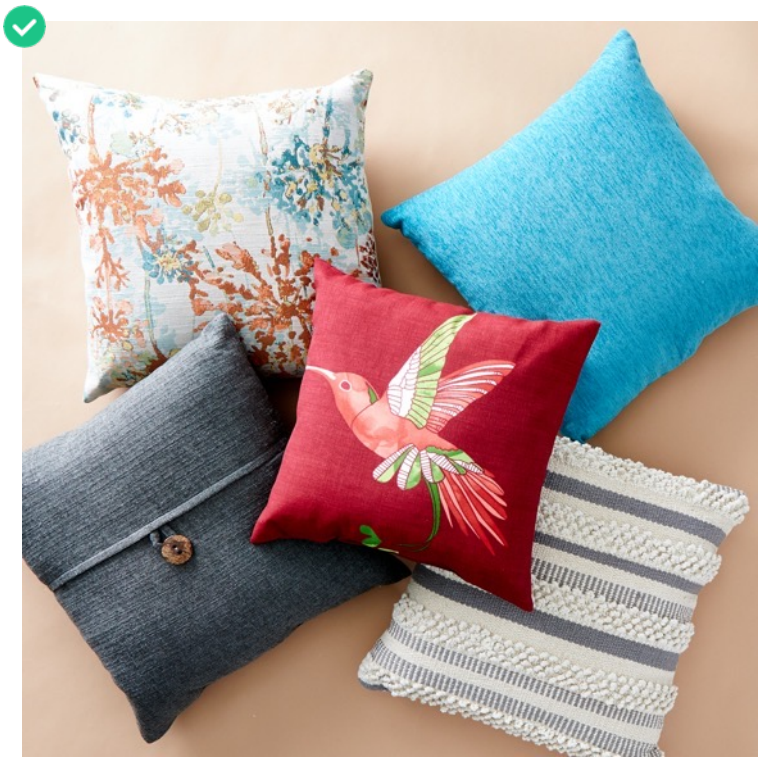


Props should be selected strategically and support the intended use of your product.

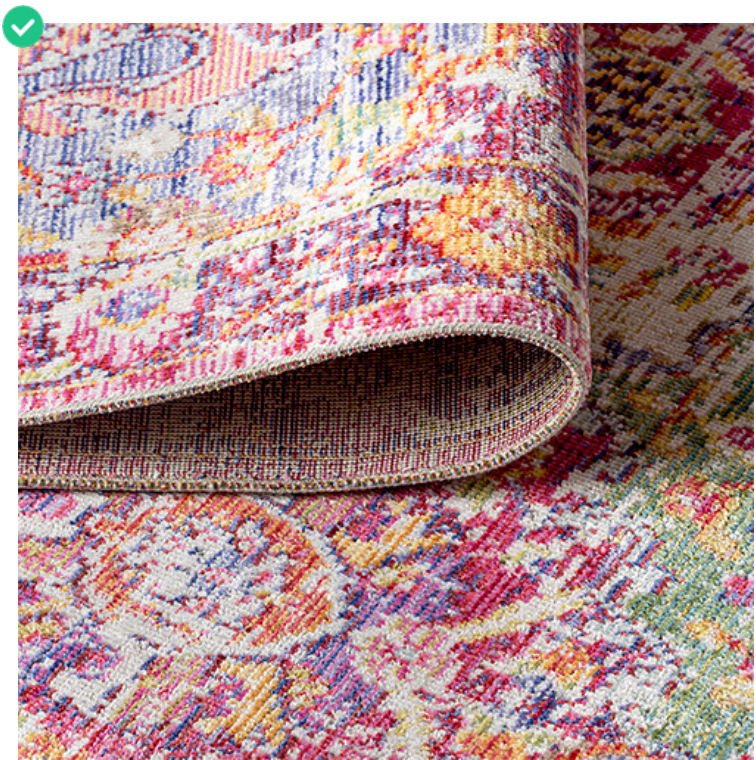


The image should **highlight any functionality**, purpose or special features of your product.

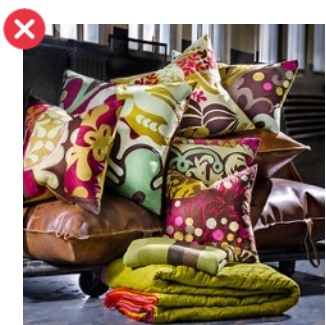
TEXTILES & BEDDING | ART DIRECTION



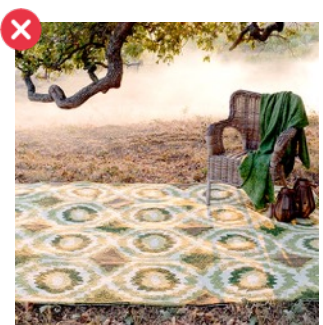
When shooting in a studio environment, **less is more**. Neutral backgrounds work well.



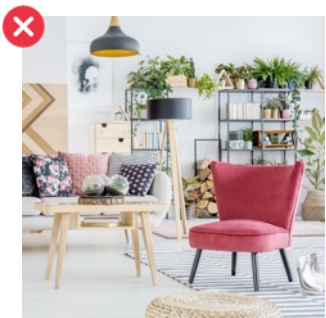
Crop tight to focus on the texture of your item.



Do not style **too many products**, especially if the pattern is busy.



Do not shoot in locations with **busy, distracting backgrounds**.

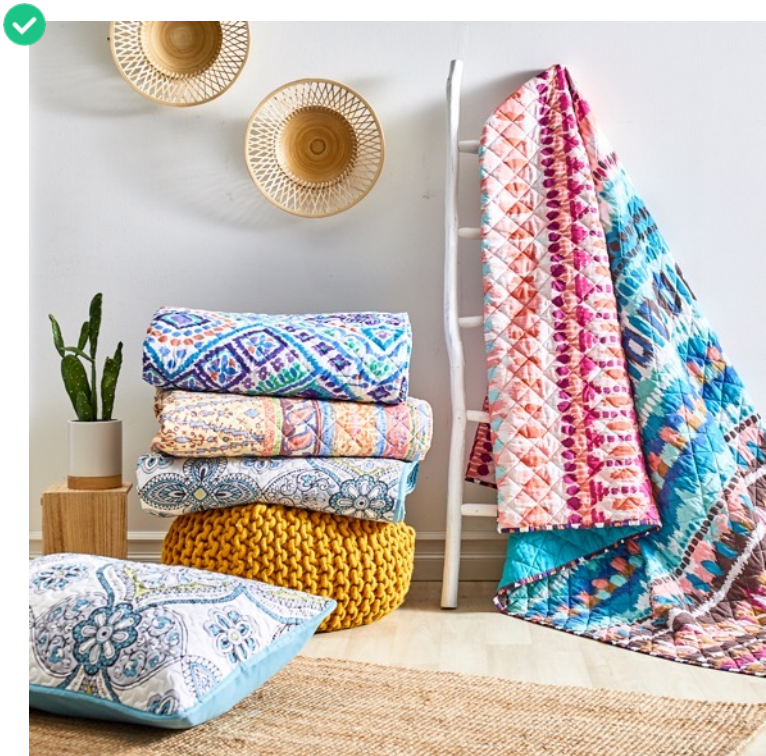


Do not **overcrowd** your shot; it looks messy.

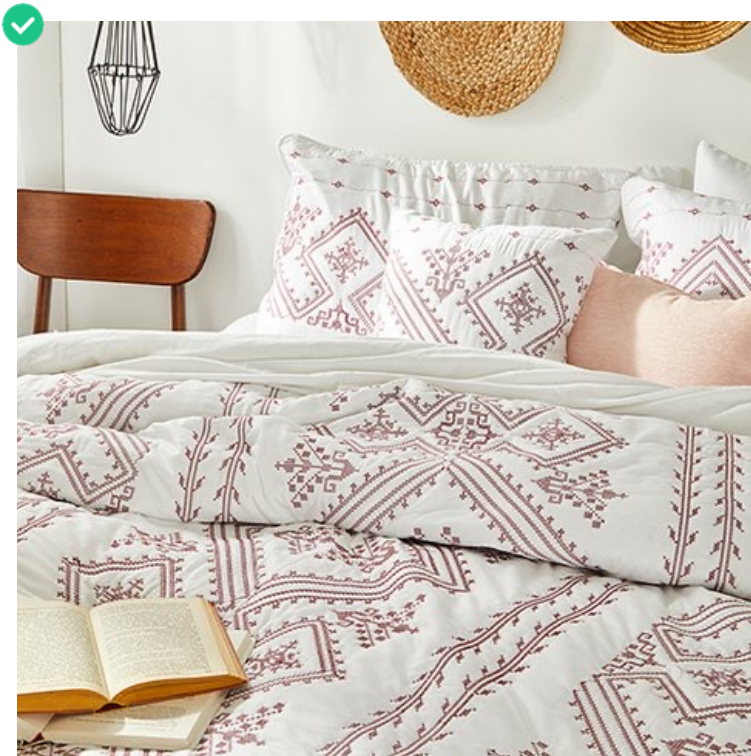


Do not shoot in an environment that is **cluttered or too lived-in**.

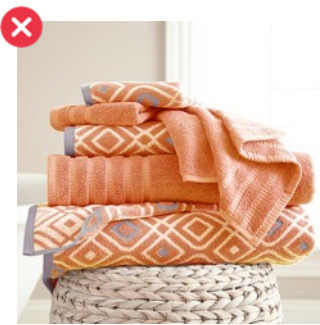
TEXTILES & BEDDING | ART DIRECTION



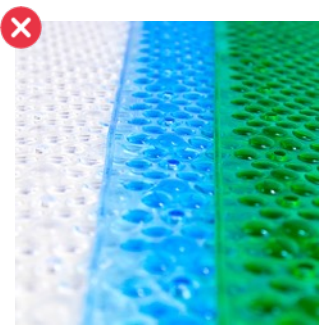
Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



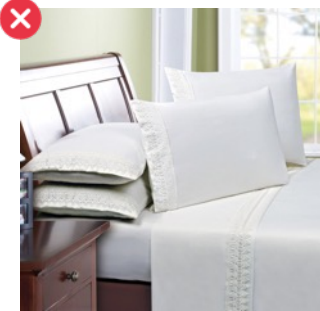
Lighting is clean, without distracting shadows or highlights on the products or models.



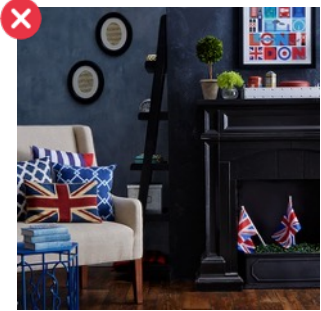
Do not use lighting that creates **large, bright, blown-out areas**.



Do not get **so close** that you cannot tell what the product is.



Do not style too rigidly; it **looks unrealistic**.



Do not allow **too much contrast**. Information can get lost in shadows.

BEAUTY & WELLNESS

ART DIRECTION

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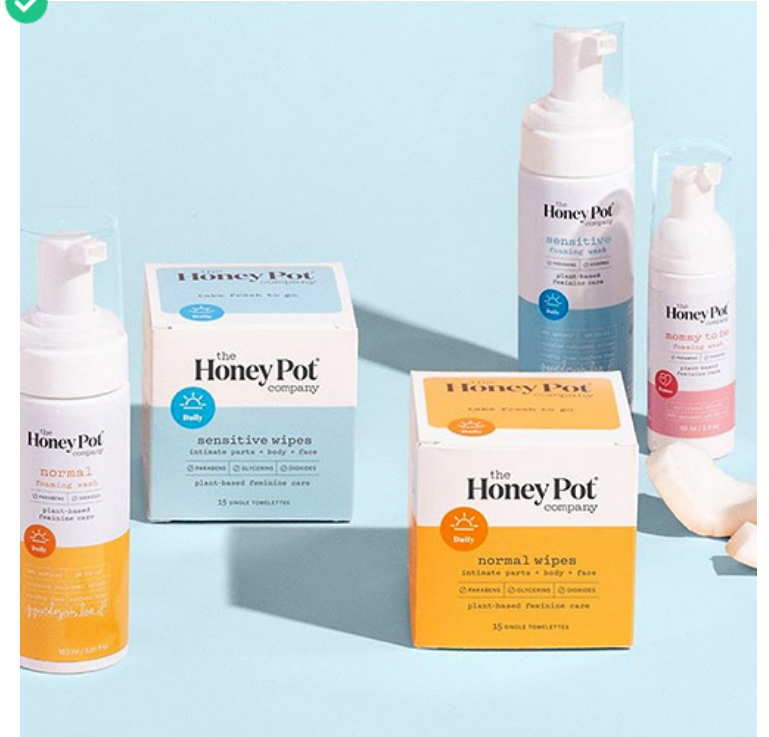
BEAUTY & WELLNESS | ART DIRECTION



Products don't need to be shot by themselves, **work with models to add interest** to your image.



Images should be simple and not overly propped. Keep them **crisp, artistic and modern**.



Across all product types, the **brand name is the hero**. Make sure it is clearly visible.

BEAUTY & WELLNESS | ART DIRECTION



Include **prop elements** that call out the product ingredients (lavender, roses, lemon, herbs, etc.)



Props should **support the intended use** of your product.



The image should highlight the functionality and purpose of your product. Ensure **your model is using tools and products correctly**.

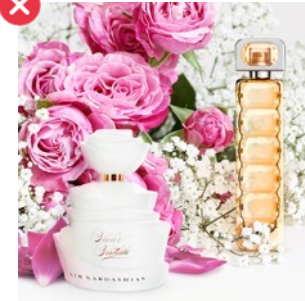
BEAUTY & WELLNESS | ART DIRECTION



When shooting in studio, **less is more**. However, you can create simple tabletop scenes that showcase the product.



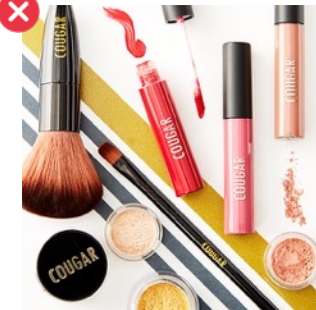
Zoom in on the product and **focus on the texture or packaging**.



Do not **over-prop** your images.



Do not shoot **product in plastic or boxes**.



Do not shoot **messy or disorganized compositions**.

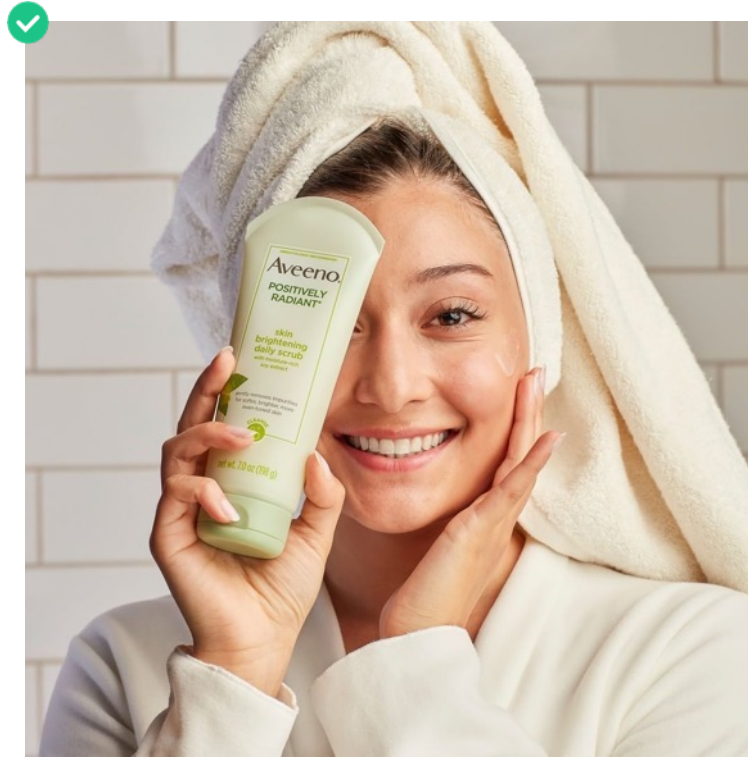


Do not use backgrounds or **props that don't relate** to the product.

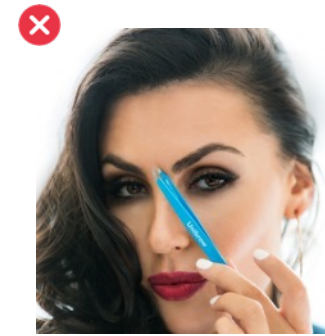
BEAUTY & WELLNESS | ART DIRECTION



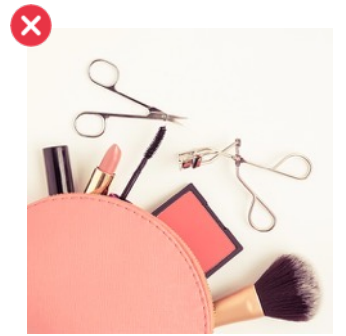
Make sure the **branding is the hero** and light and shadows don't interfere with the readability of the product.



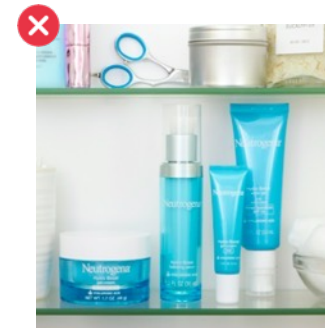
Lighting is clean, without distracting shadows or highlights on the products or models.



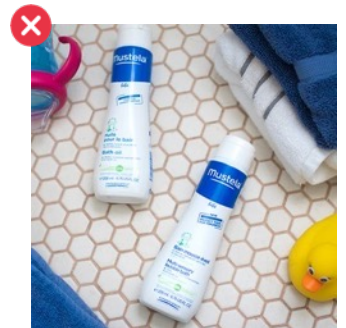
Do not use lighting that creates **large, bright, blown out** areas.



Do not **underexpose or have flat lighting**. Maintain a range of highlights and shadows.



Do not allow **light and shadows to interfere** with the readability of the product.

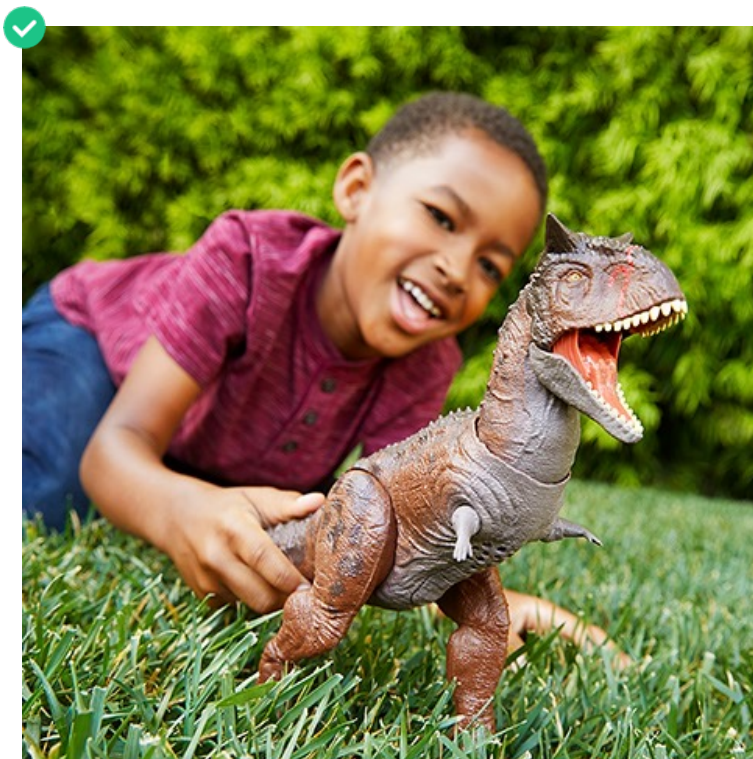


Do not shoot on **busy, distracting backgrounds**.

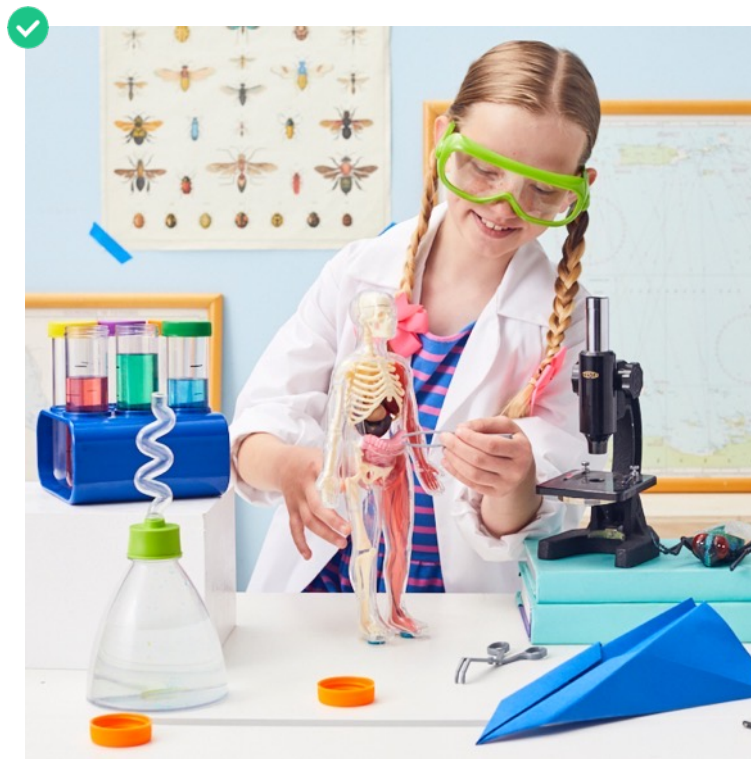
HARDLINES

TOYS

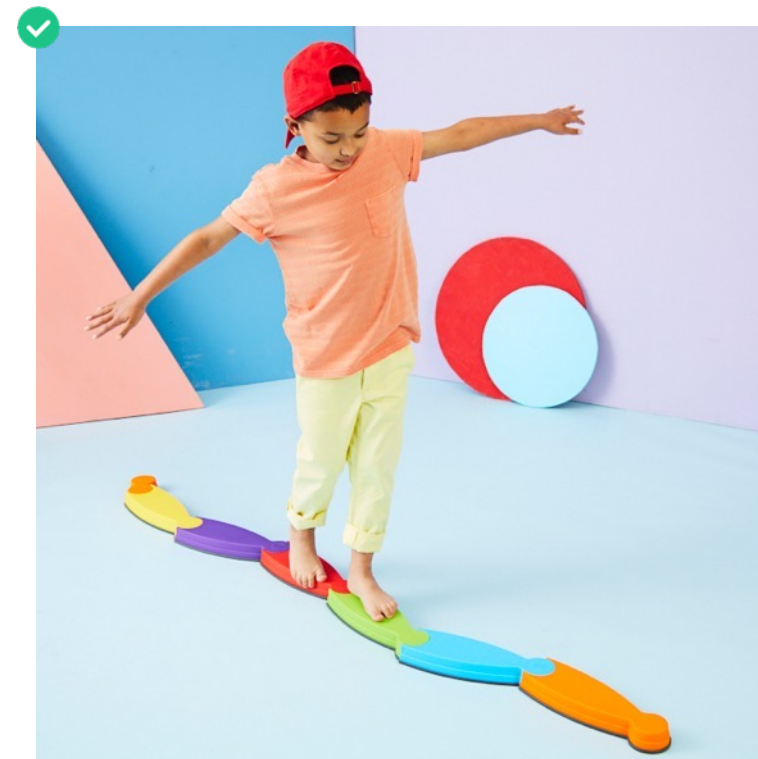
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If your product is shot with models, ensure the **models are engaging with the item and look like they're having fun.**



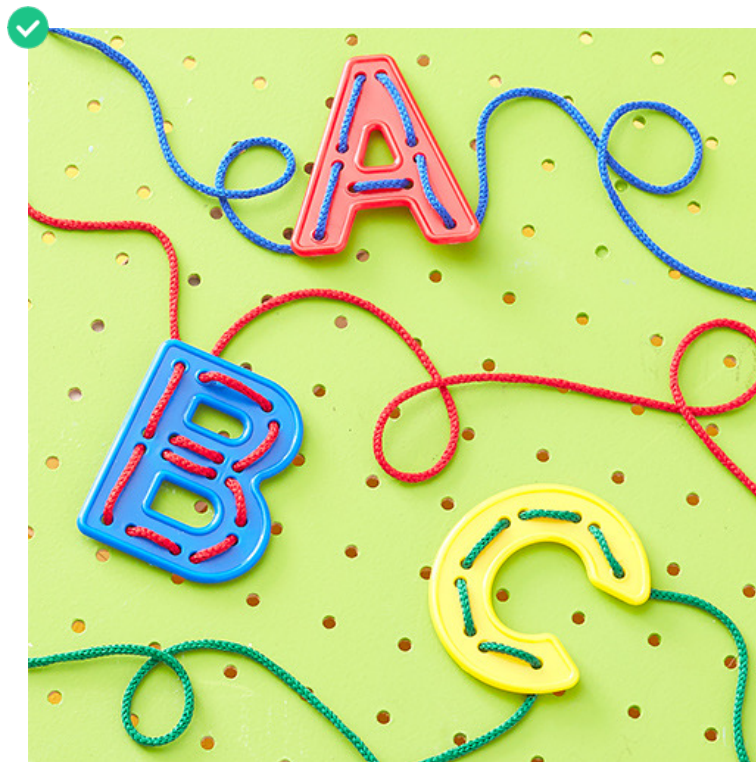
Depict people **interacting with your game correctly** and enthusiastically whenever possible.



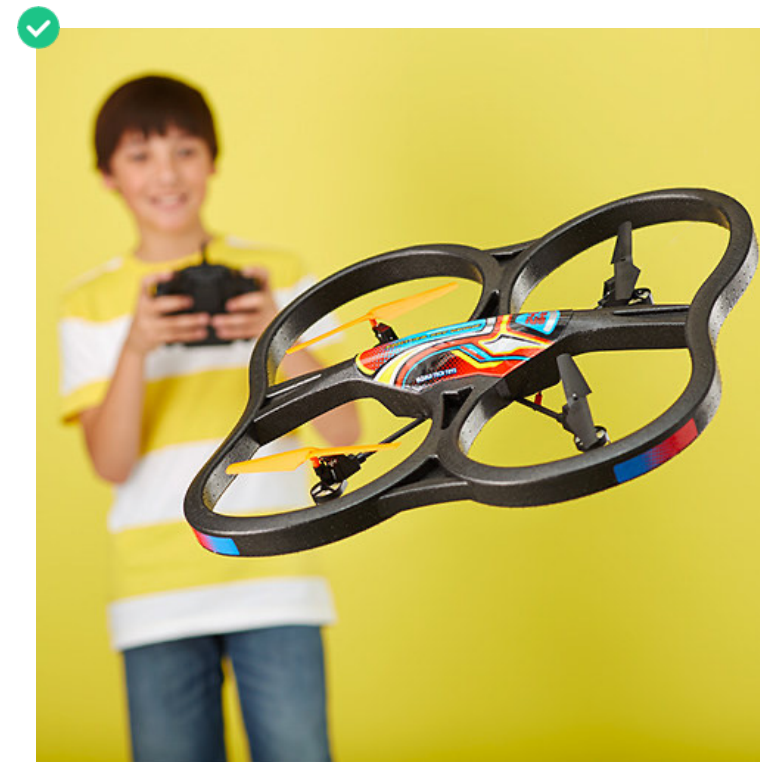
Use a toy's **age guidelines** to inform your model selection.



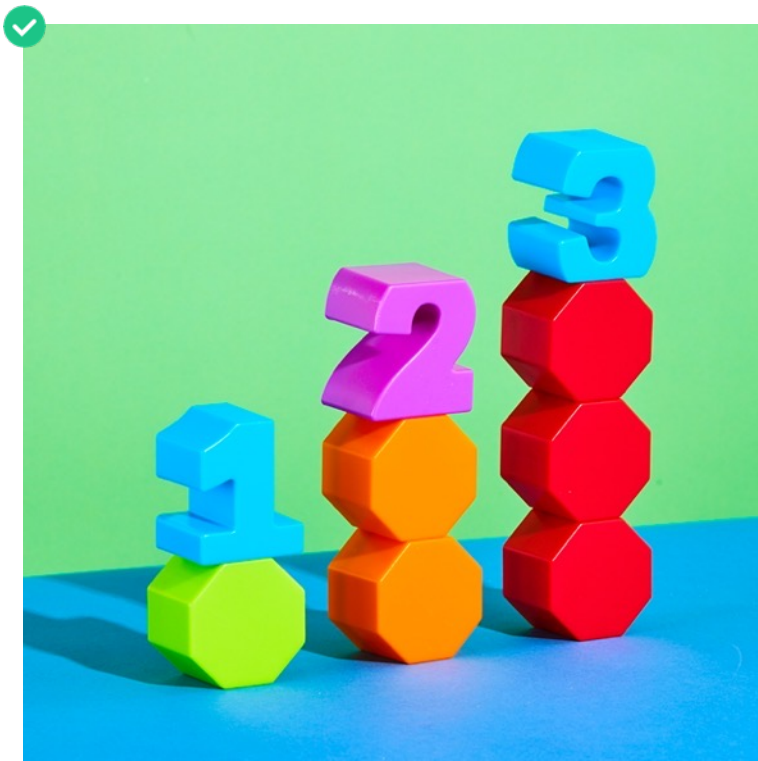
Choose a location with a simple background so your **item** will stand out.



Props should **support the intended use** of your product.



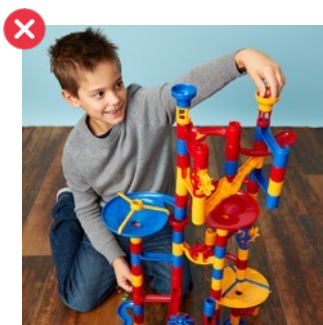
The image should **highlight any functionality, purpose or special features** of your product.



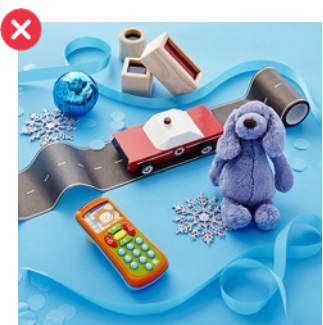
When shooting in a studio environment, **less is more**.



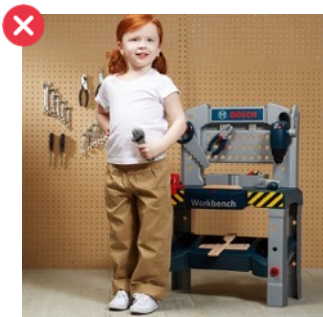
It **isn't always necessary to show every piece** of your game as well as the box to accurately depict how the game works.



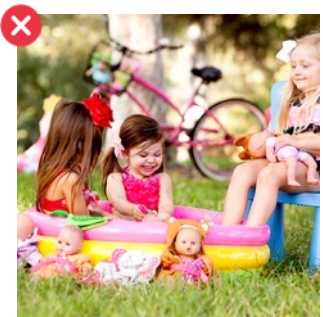
Do not **show an empty room**. Try to include a sense of a playroom if using a location.



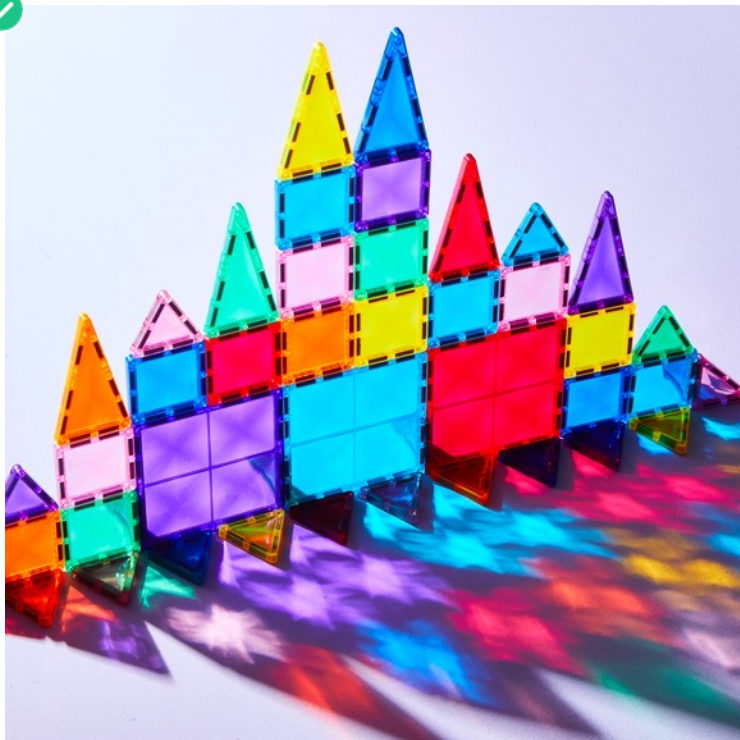
Do not shoot **messy, disorganized** compositions.



Do not have models **just stand** next to the toy. We want to see kids playing.



Do not use **distracting backgrounds**. It can cause the product to blend in.



Ensure all **colors are balanced correctly** and the color of the sample you have in-person looks the same as your photos.



Lighting is clean, without distracting shadows or highlights on the products or models.



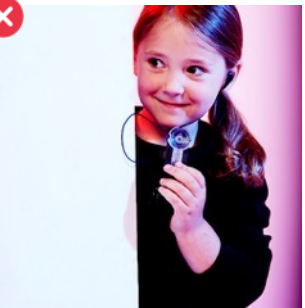
Do not use lighting that creates **large, bright, blown-out areas**.



Do not execute **backlit** images with harsh shadows.



Do not **execute flat lighting**. Maintain a range of highlights and shadows.



Do not **execute images with too much contrast**. Information can get lost in shadows.

THANK YOU

Zulily