

JOHN  
LEWIS  
& PARTNERS

# Accessories Style Guide

Updated June 2019

Photography & Video Requirements, Naming Convention & Styling Examples

---

# Photography Technical Specifications

---

## Image proportions and dimensions:

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

## General photography requirements:

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

## Alternative (alt) images:

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

## Retouch / Artworking requirements:

(This is not required for lifestyle shots)

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

## Technical file requirements:

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

# Model Photography – Set Up



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

# Grey Background – Set Up

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

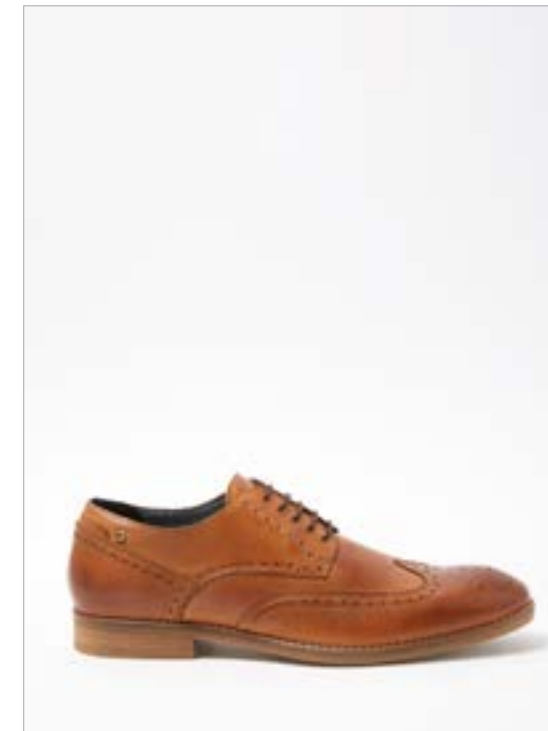
- Womenswear fashion
- Menswear fashion
- Womens accessories
- Mens accessories
- Jewellery
- Watches

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

The technical specifications to create the correct grey look are:

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

Sample  
colour



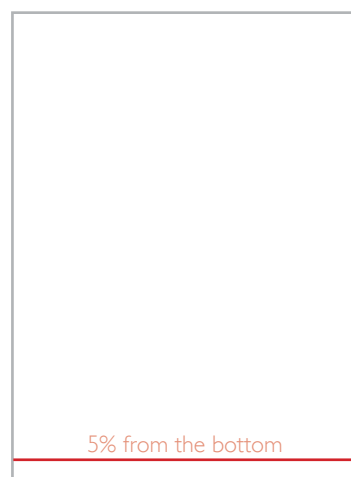


# Cropping & Ratios

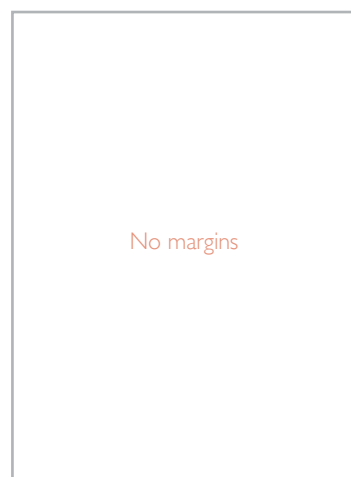
## Cropping:

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

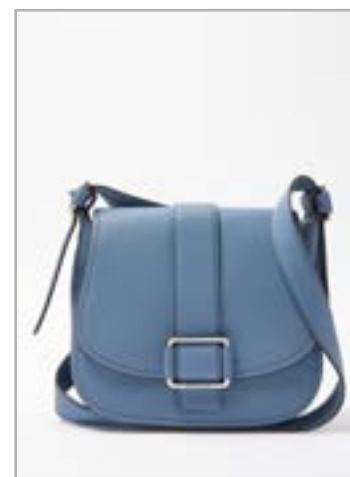
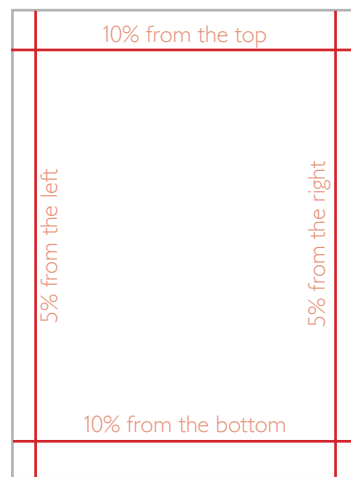
Fashion template:



Floating template:



Accessories template:



## Image Ratio:

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

Fashion example:



3000px  
by  
2250px

150px from the bottom

Accessories example:



3000px  
by  
2250px

300px from the bottom

# Naming Conventions

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

## Stock Number Option:

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

Examples:

Main Image



22459721

1st alternative image



22459721 (1)

2nd alternative image



22459721 (2)

3rd alternative image



22459721 (3)

4th alternative image



22459721 (4)

OR



22459721



22459721\_1



22459721\_2



22459721\_3



22459721\_4

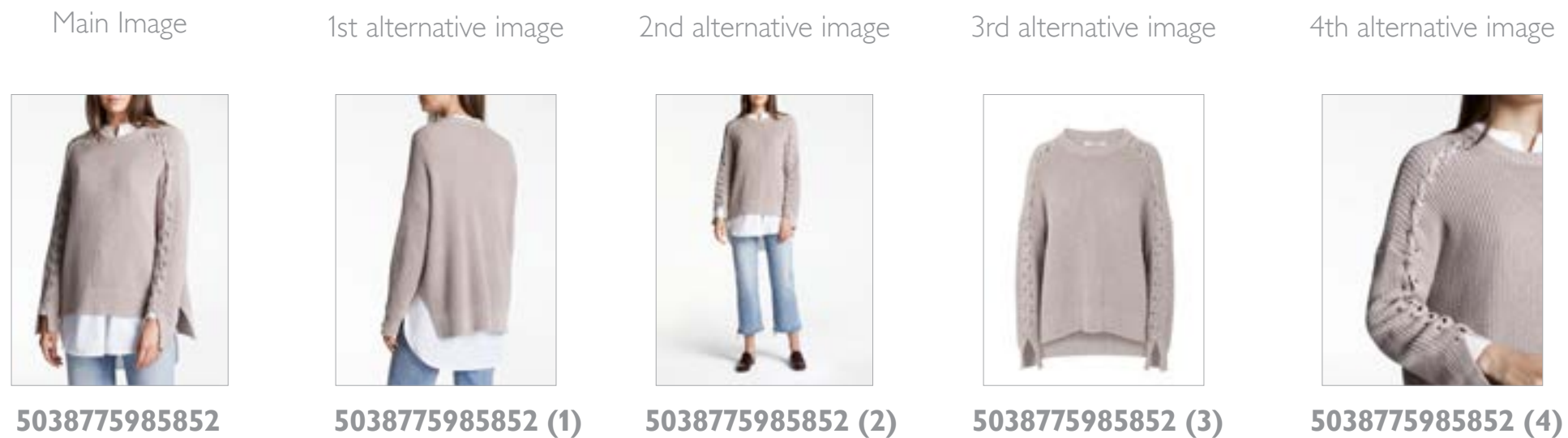
# Naming Conventions

## EAN Code Option:

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

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

Examples:



OR



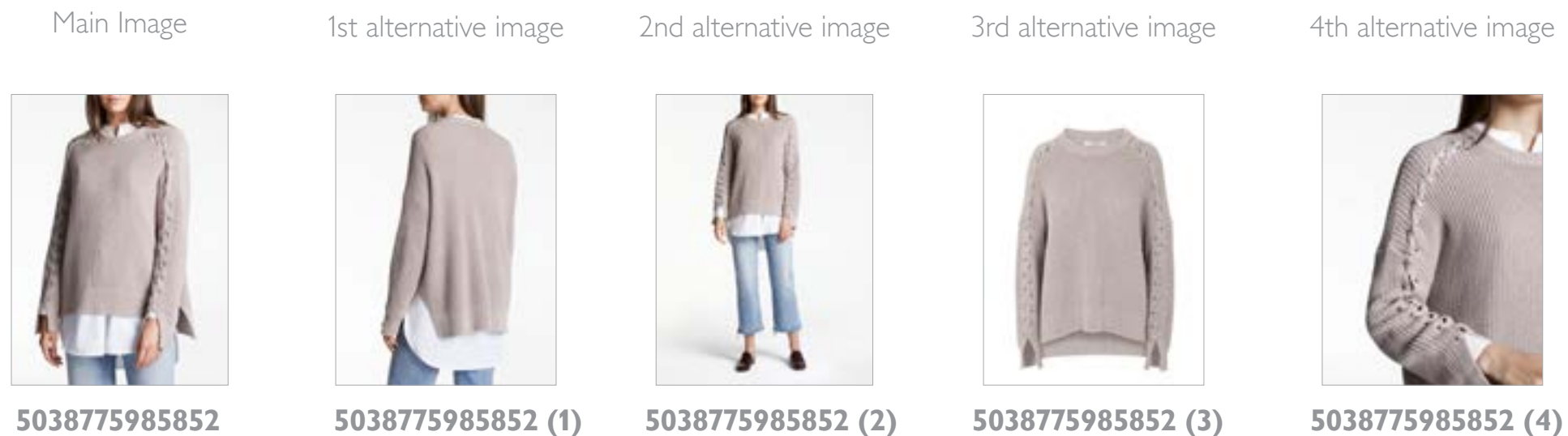
# Naming Conventions

## Model Number Option:

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

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

Examples:



OR



# Additional Product Page Requirements

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

## Brand information & size guide

### modern rarity

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

#### Size Guide:

##### UK size

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

### Product specifications:

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

### Brand Logo:

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

### Brand story:

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

### Size guide:

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



# Video Requirements

The product videos for John Lewis are required to enrich the customers online experience. A product video should highlight a products characteristics, USP and/or create inspiration which helps the customers on johnlewis.com make an inspired and informed purchase. Video's will not be accepted if the visuals are poor or the quality of the video is too low.

- Video format required: **MP4**.
- The video must be named: '**stocknumbervid1**' e.g '**22459721vid1**' or '**EANnumbervid1**' '**5038775985852vid1**'
- Videos must not contain any URLs to external websites or social media.
- There is no time/ length restriction to a video.
- The video ratio should be 16:9 or 1280 pixels by 720 pixels. No file size can be specified due to varying video duration.



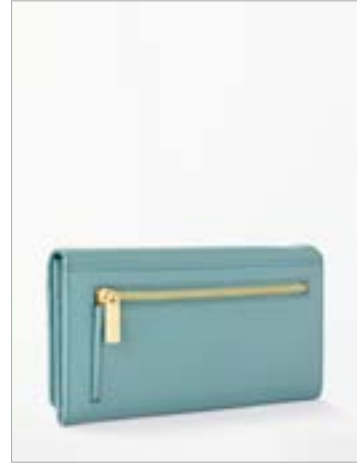
# Examples of Womens Photography

Purses

main



alt1



alt2

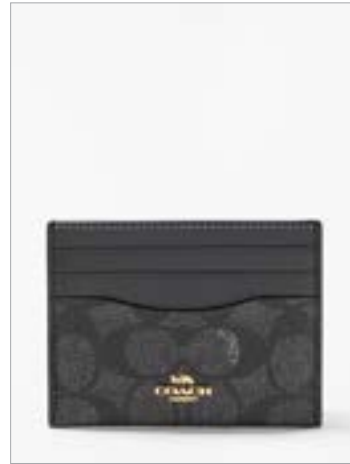


alt3



Card Holder

main



alt1



alt2



alt3



Coin Purse

main



alt1



alt2



alt3



Please show attached strap for all bag options.



# Examples of Womens Photography

Clutch Bag

main



alt1



alt2



alt3



alt4

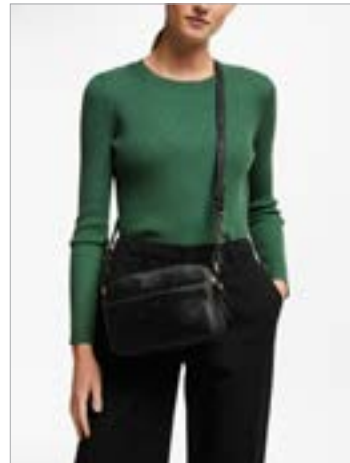


Small Bags

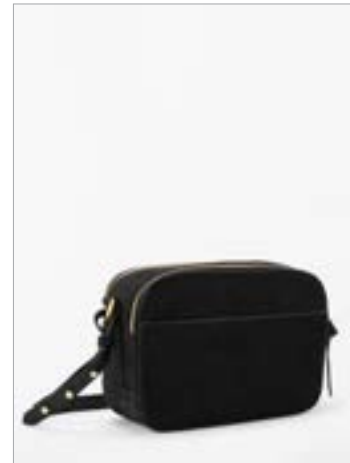
main



alt1



alt2



alt3



alt4



Handbags

main



alt1



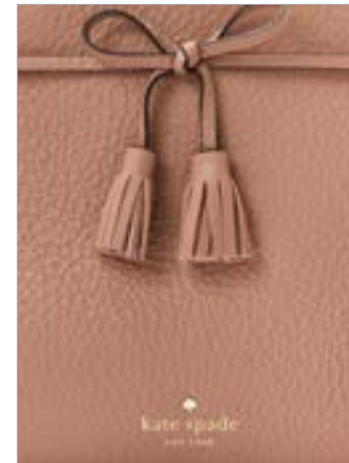
alt2



alt3



alt4



Please show attached strap for all bag options.

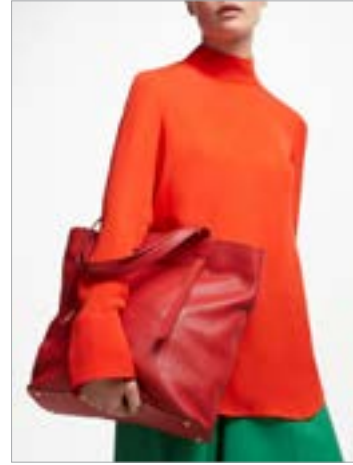
# Examples of Womens Photography

Tote Bag

main



alt1



alt2



alt3



alt4



Bucket Bag

main



alt1



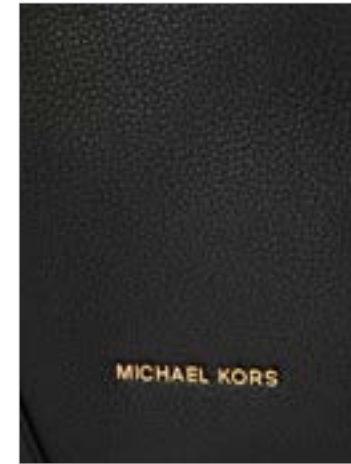
alt2



alt3



alt4



Backpacks

main



alt1



alt2



alt3



alt4



Please show attached strap for all bag options.

# Examples of Womens Photography

Bag Keychains

main



alt1



alt2



# Examples of Womens Photography (Bangles & Bracelets)

Bangle

main



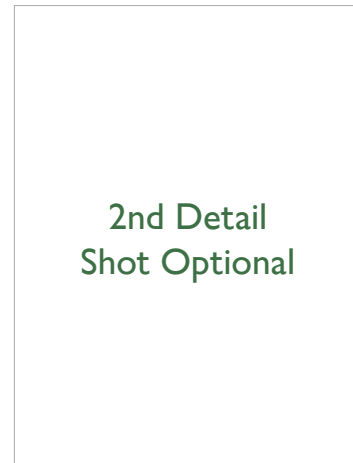
alt1



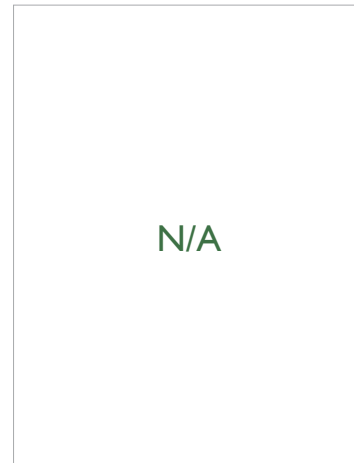
alt2



alt3



alt4



alt5



Bracelets  
High Value

main



alt1



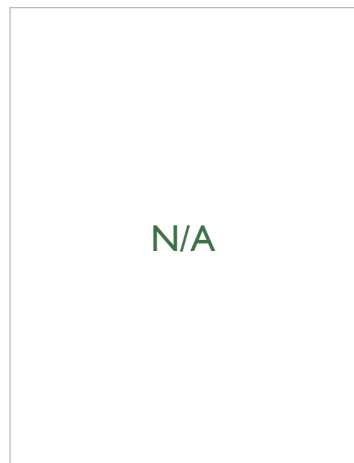
alt2



alt3



alt4



alt5



Bracelets

main



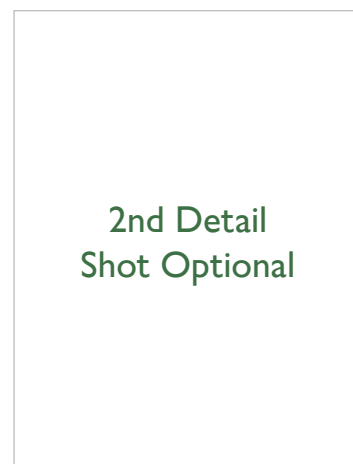
alt1



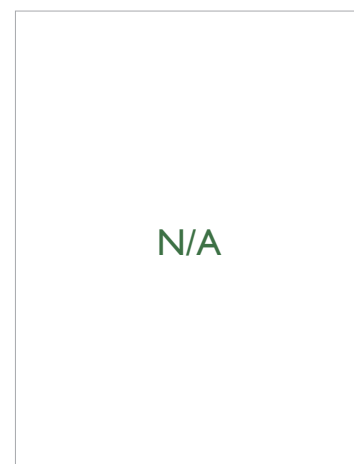
alt2



alt3



alt4



alt5



Additional detail shots are optional

# Examples of Womens Photography (Bracelets)

Bracelets

main



alt1



alt2



alt3

2nd Detail  
Shot Optional

alt4

N/A

alt5





# Examples of Womens Photography (Rings)

Rings

main



alt1\*



alt2

2nd Detail  
Shot Optional

alt3

N/A

alt4

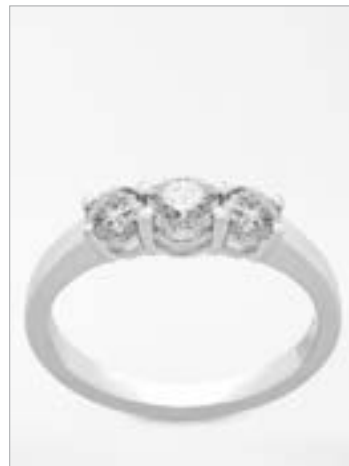
N/A

alt5



Rings  
High Value

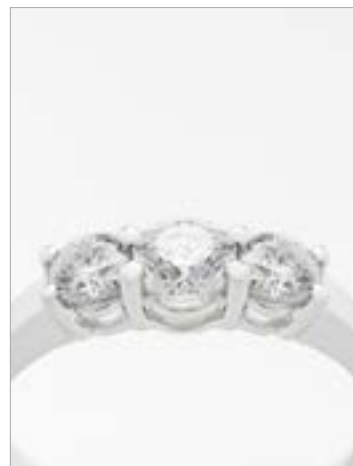
main



alt1\*



alt2



alt3



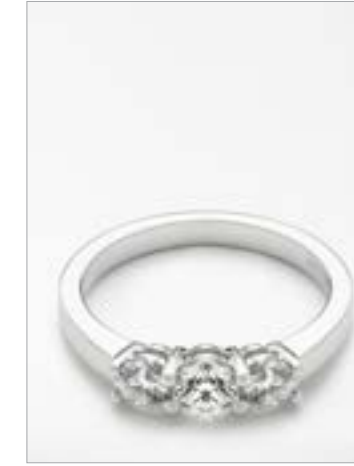
alt4



alt5



alt6



alt7



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

# Examples of Womens Photography (Earrings)

Earrings  
High Value

main



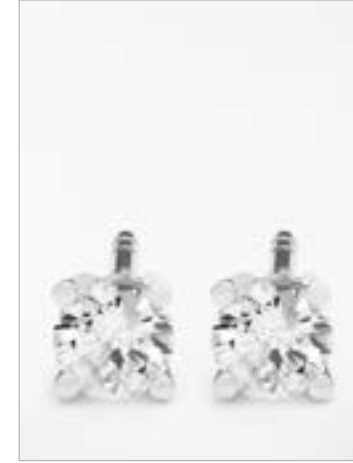
alt1



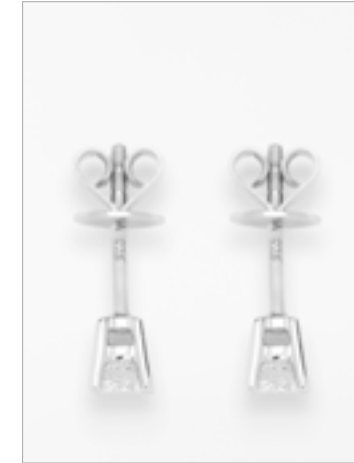
alt2



alt3



alt4



alt5



Earrings  
(studs)

main



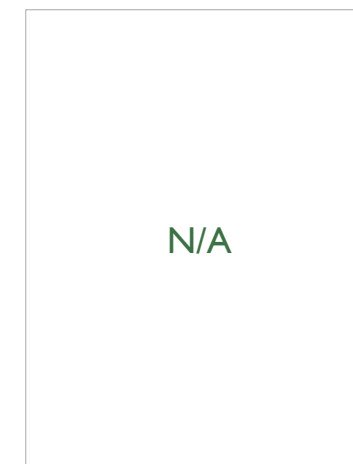
alt1



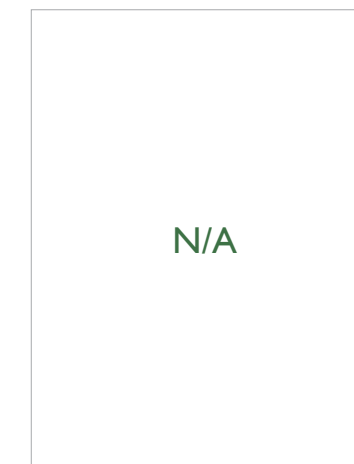
alt2



alt3



alt4



alt5



Earrings  
(dropped)

main



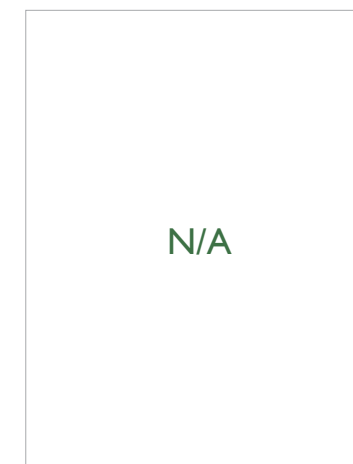
alt1



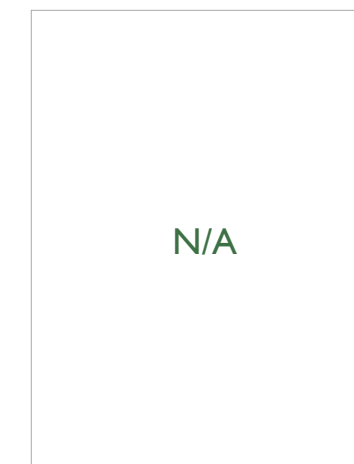
alt2



alt3



alt4



alt5



Additional detail shots are optional



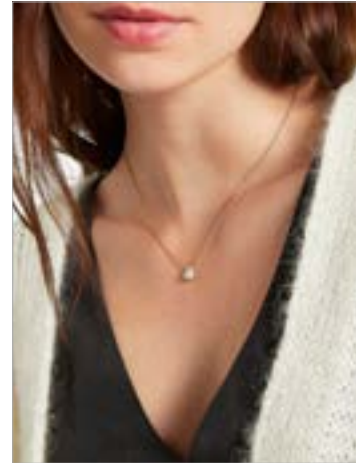
# Examples of Womens Photography (Necklaces)

Necklace

main



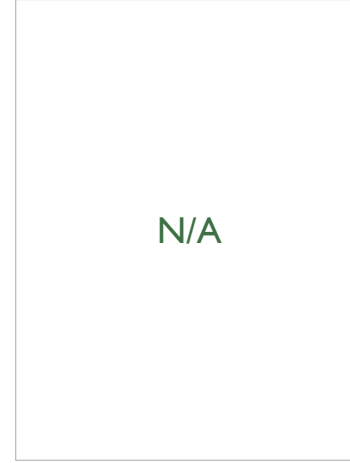
alt1



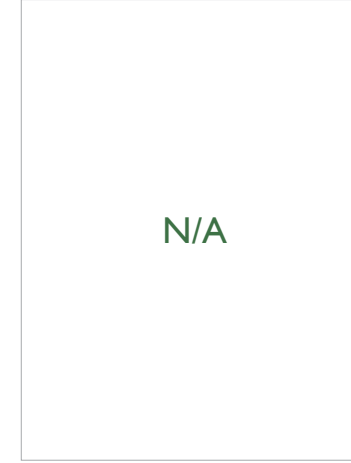
alt2



alt3



alt4



alt5

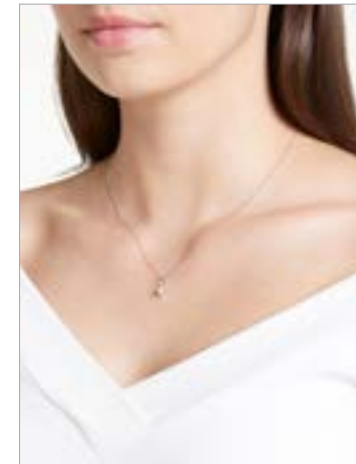


Necklaces  
High Value

main



alt1



alt2



alt3



alt4



alt5



Jewellery Set

main



alt1



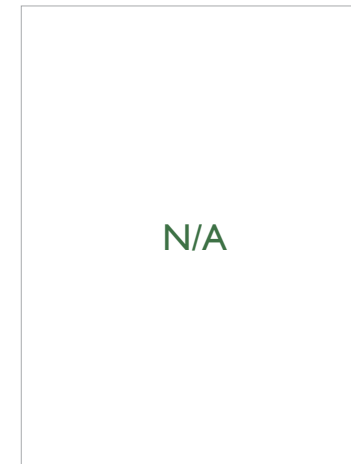
alt2



alt3



alt4



alt5

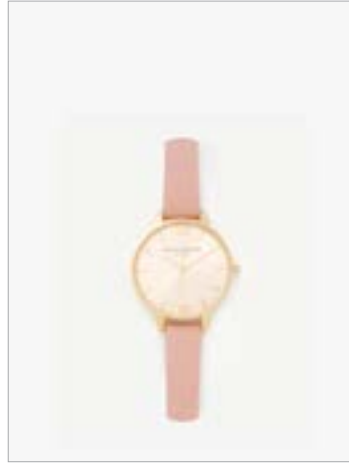


Additional detail shots are optional

# Examples of Womens Photography (Watches)

Watches

main



alt1



alt2



alt3



alt4

N/A

alt5

