

JOHN
LEWIS
& PARTNERS

Childrenswear 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:

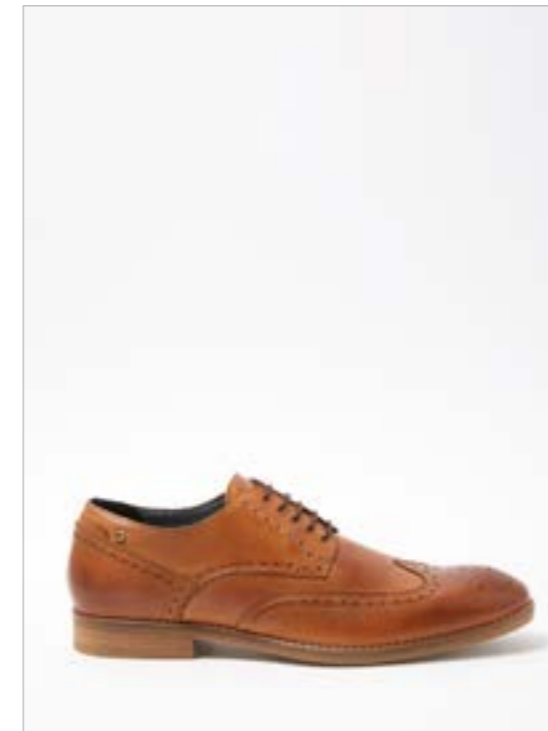
- Womenswear fashion
- Menswear fashion
- Womens accessories
- Mens accessories
- Jewellery
- Watches

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

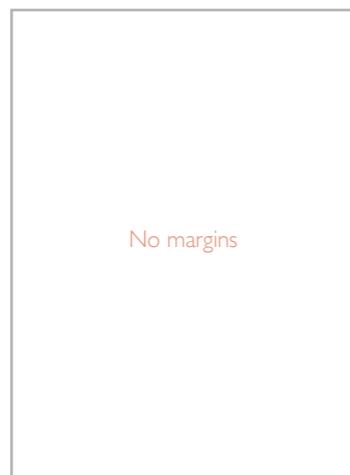
Cropping:

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

Fashion template:



Floating template:



Accessories template:

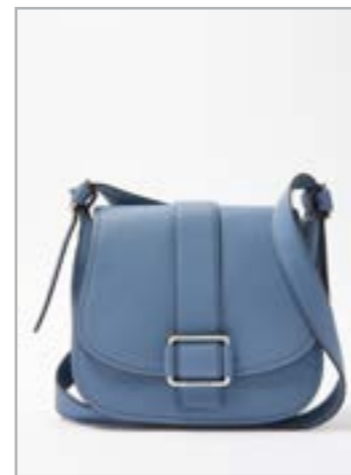
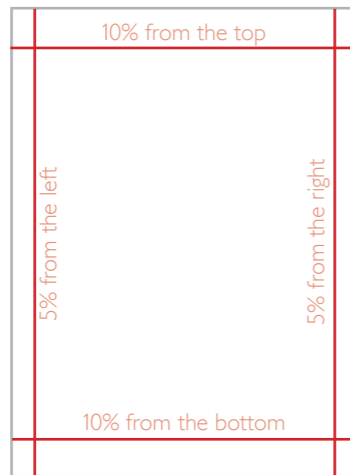


Image Ratio:

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

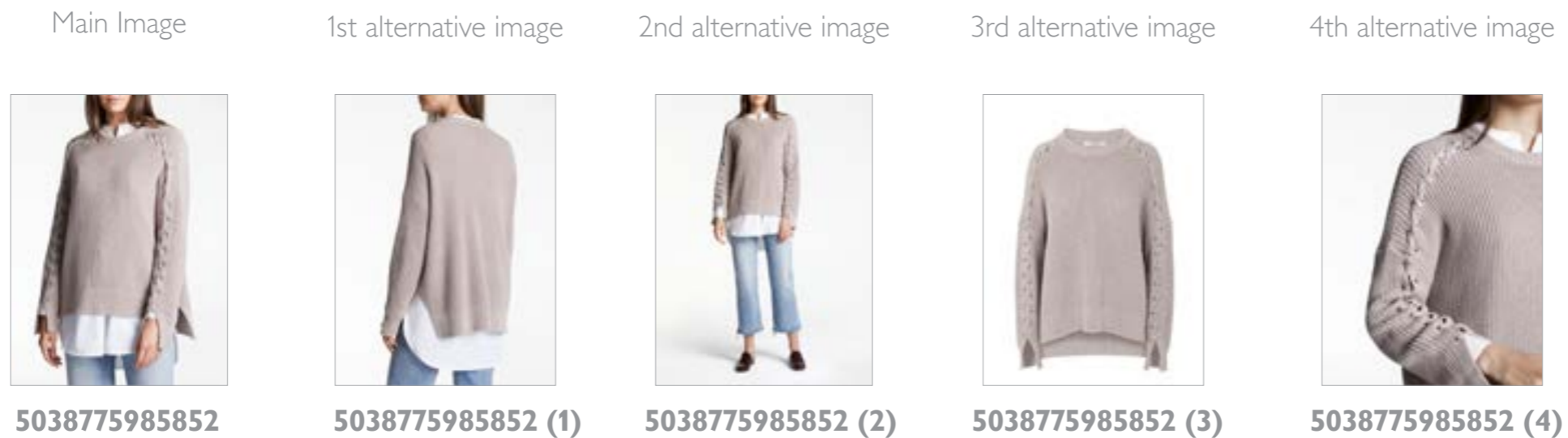
Naming Conventions

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



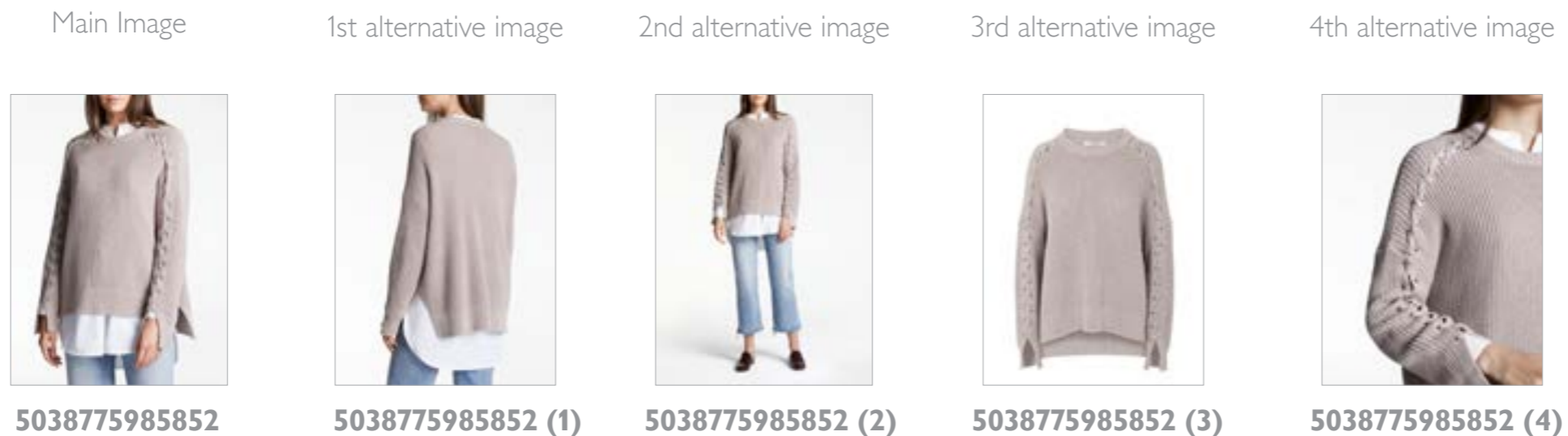
Naming Conventions

Model Number Option:

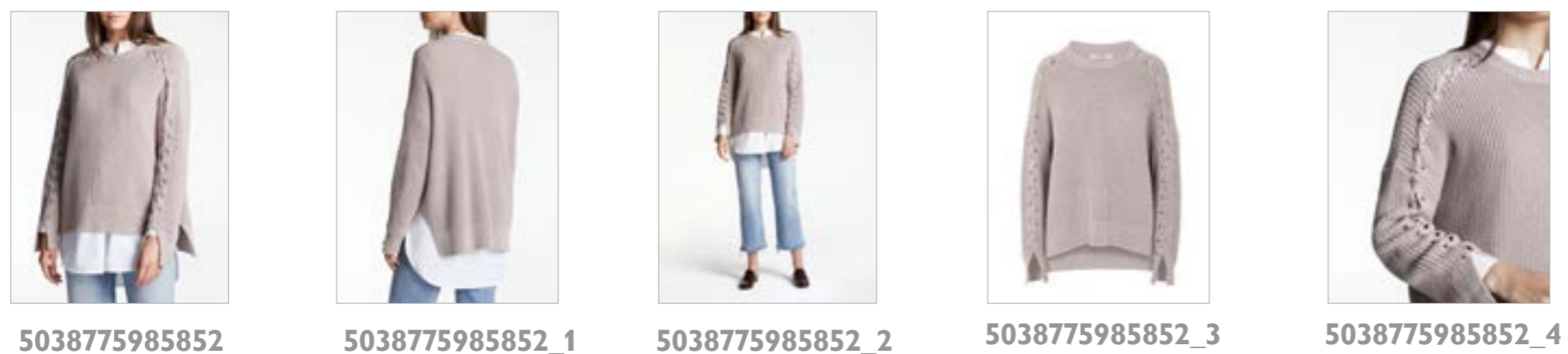
This allows the brands to use their own naming convention. Ask the brands to identify their imagery via the Model Number field in the new lining form. Once this information is entered into Product Hub when new lining, the Automatic naming script will be able to identify matching imagery and rename it 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.

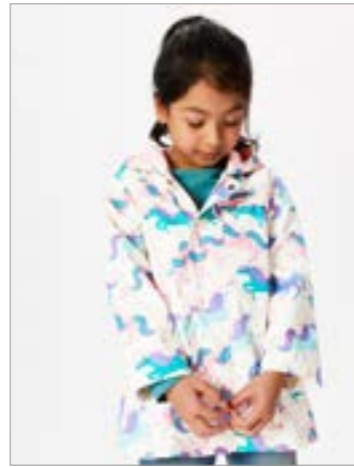


Childrenswear Style Guide

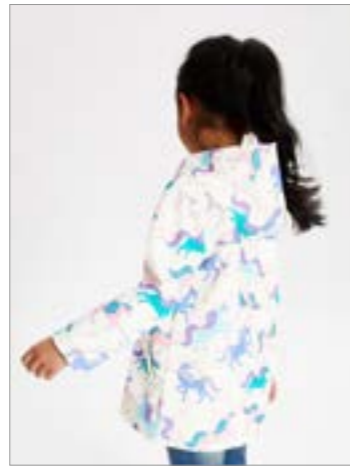
Examples of Girls Photography & Styling

Coats –
Macs/Raincoats
Waxed/Duffle
Full Set

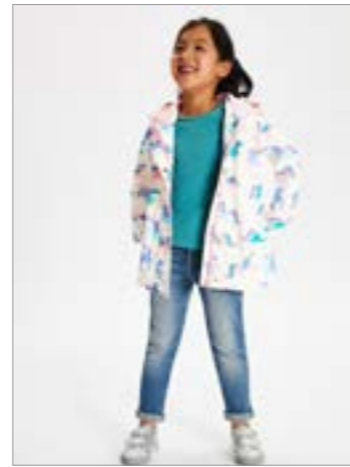
main



alt1



alt2



alt3



alt4



Coats –
Smart
Full Set

main



alt1



alt2



alt3



alt4



Coats –
Waistcoat/Gilet
Full Set

main



alt1



alt2



alt3



alt4



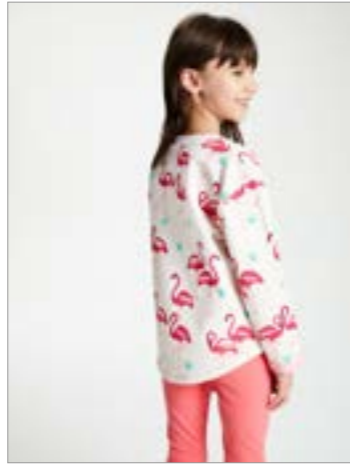
Examples of Girls Photography & Styling

Jumpers –
Sweatshirt
Full Set

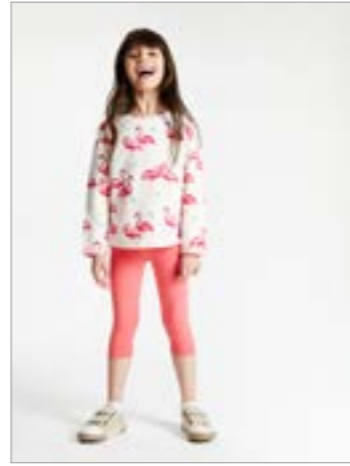
main



alt1



alt2



alt3

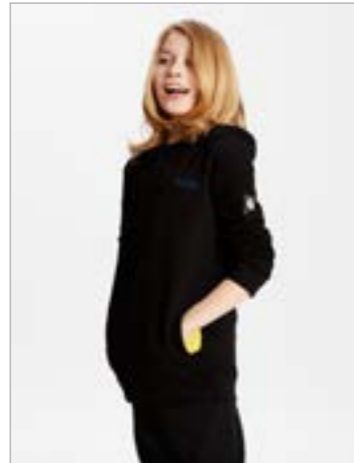


alt4



Jumpers –
Hoodie
Full Set

main



alt1



alt2



alt3



alt4



Jumpers –
Hoodie
Full Set

main



alt1



alt2



alt3



alt4

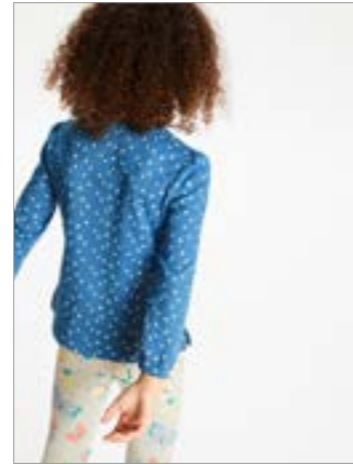


Examples of Girls Photography & Styling

main



alt1



alt2



alt3



alt4

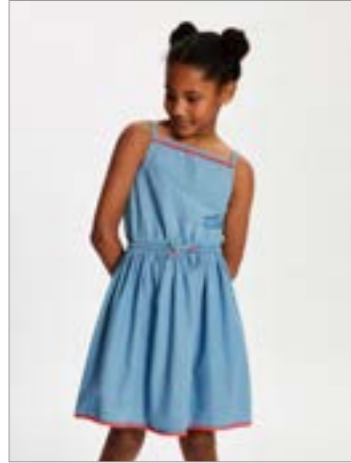


Long sleeve
T-shirt Full Set

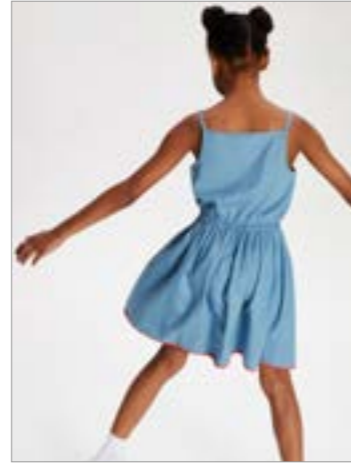
Examples of Girls Photography & Styling

Dresses –
Casual
Full Set

main



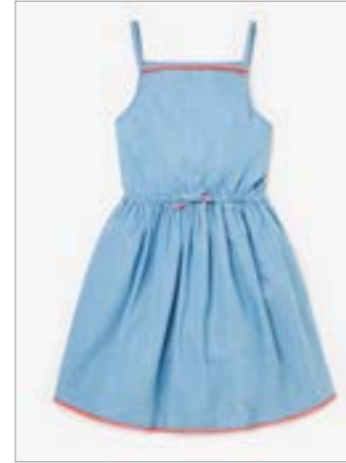
alt1



alt2



alt3



alt4



Dresses –
Bridesmaid/
Flower Girl
Full Set

main



alt1



alt2



alt3

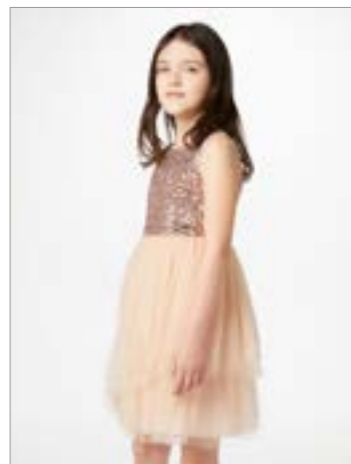


alt4



Dresses –
Party
Full Set

main



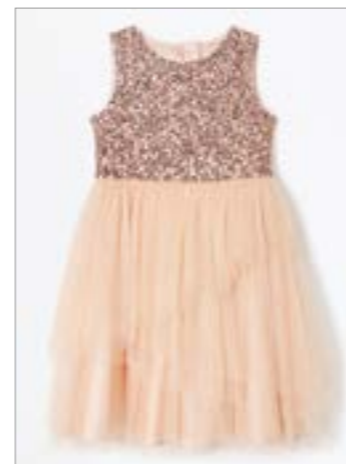
alt1



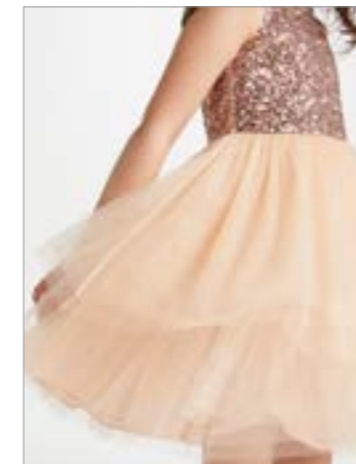
alt2



alt3

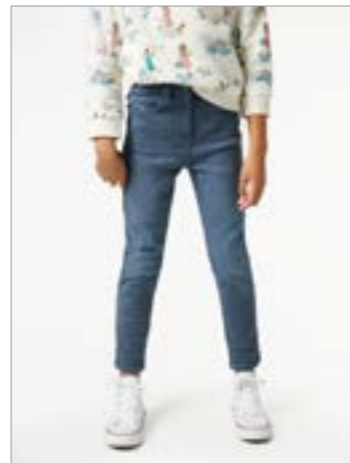


alt4



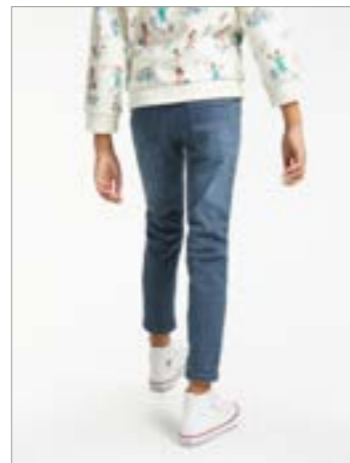
Examples of Girls Photography & Styling

main



Jeans
Full Set

alt1



alt2



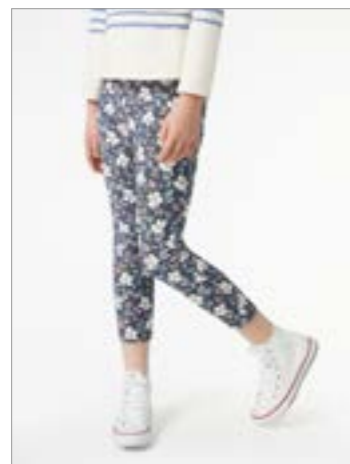
alt3



alt4



main



Leggings
Full Set

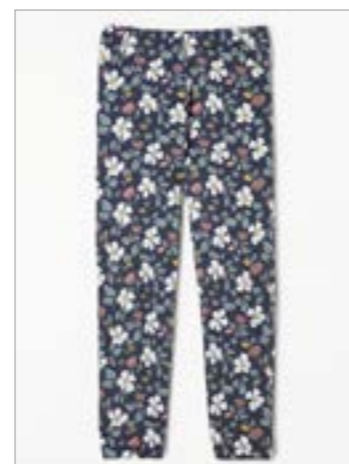
alt1



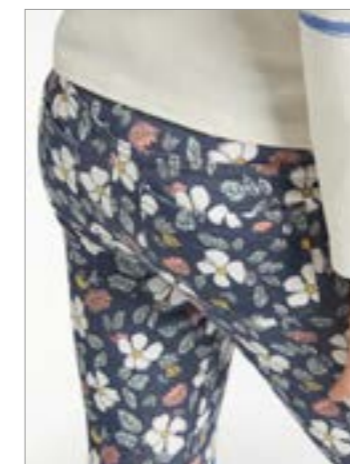
alt2



alt3



alt4



main



Trousers
Full Set

alt1



alt2



alt3



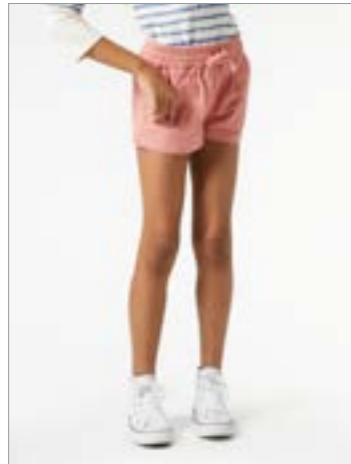
alt4



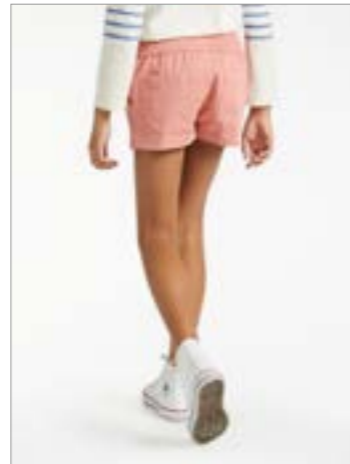
Examples of Girls Photography & Styling

Shorts
Full Set

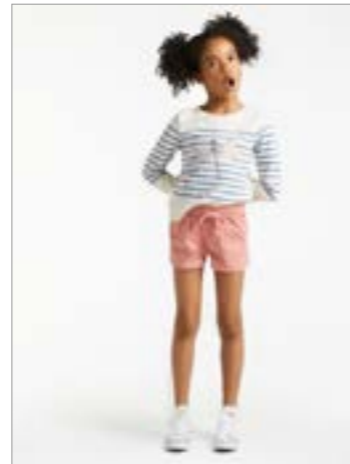
main



alt1



alt2



alt3



alt4

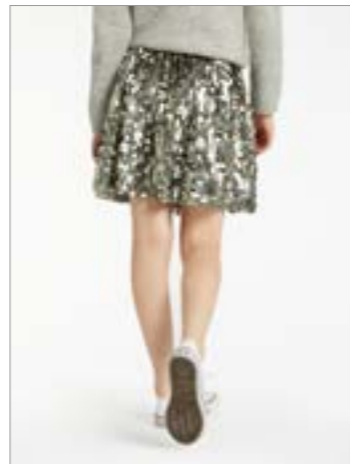


Skirts
Full Set

main



alt1



alt2



alt3



alt4



Swimwear
Full Set

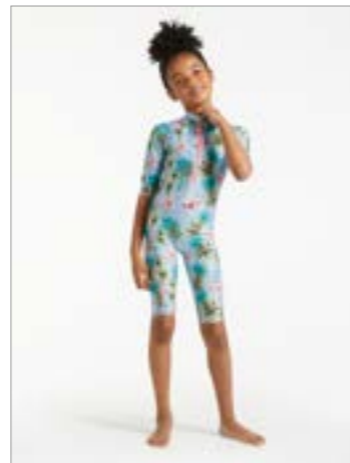
main



alt1



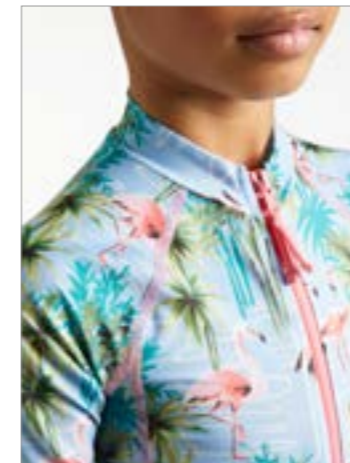
alt2



alt3



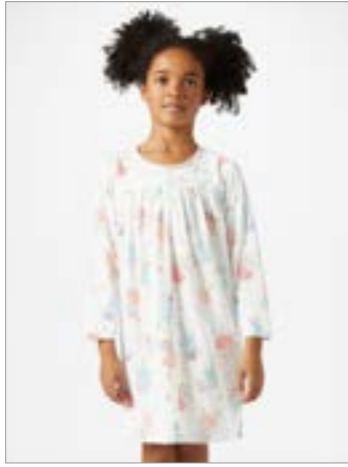
alt4



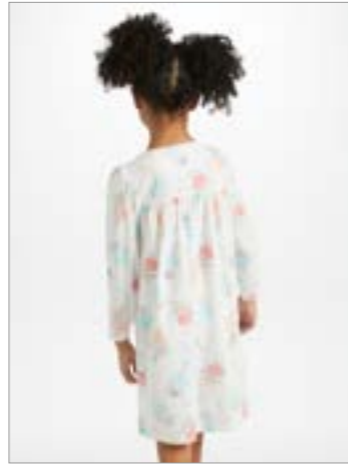
Examples of Girls Photography & Styling

Nightwear –
Nightdress
Full Set

main



alt1



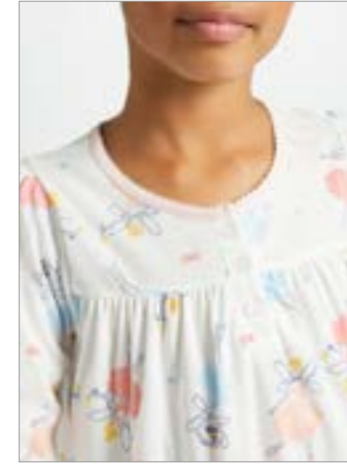
alt2



alt3



alt4



Nightwear –
Pyjamas
Full Set

main



alt1



alt2



alt3



alt4



Examples of Girls Photography & Styling

Nightwear –
Gown
Full Set

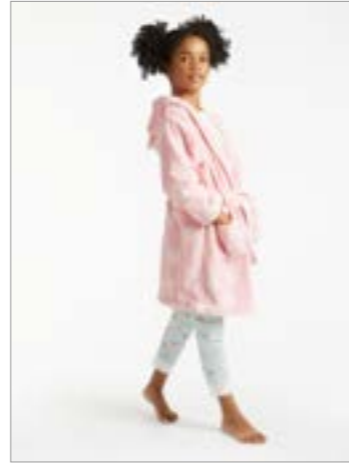
main



alt1



alt2



alt3



alt4



Sweatshirt

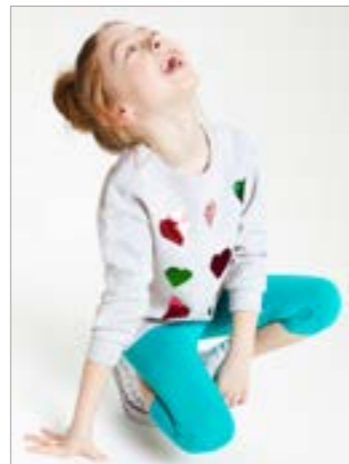
main



alt1



alt2



alt3



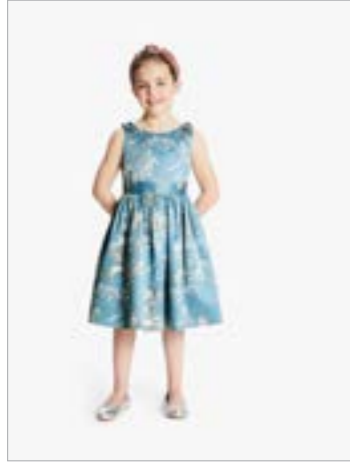
alt4



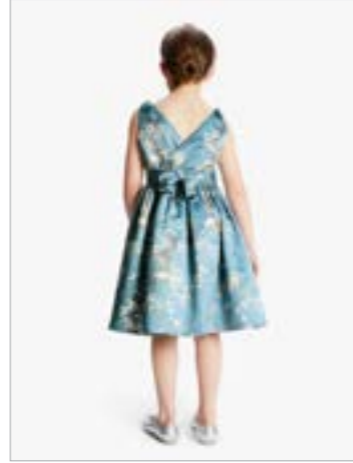
Examples of Girls Photography

Bridesmaid/
Flowergirl
Dress

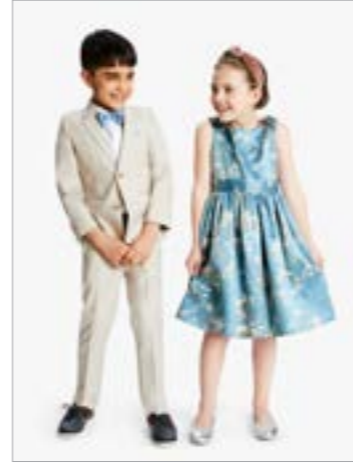
main



alt1



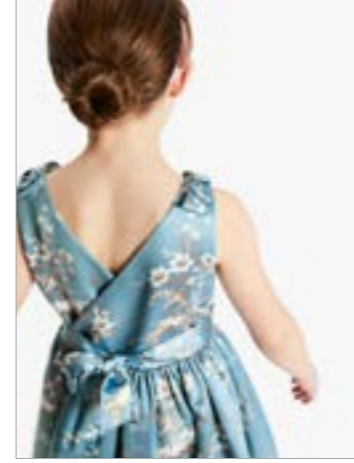
alt2



alt3

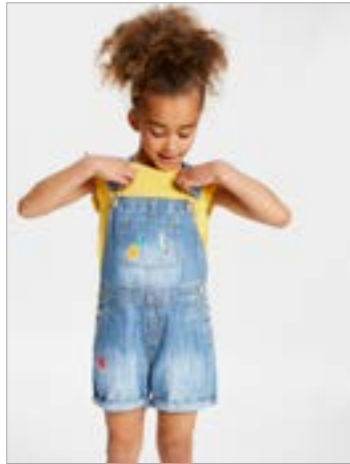


alt4

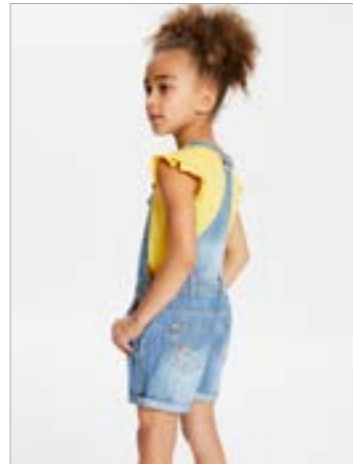


Jumpsuit

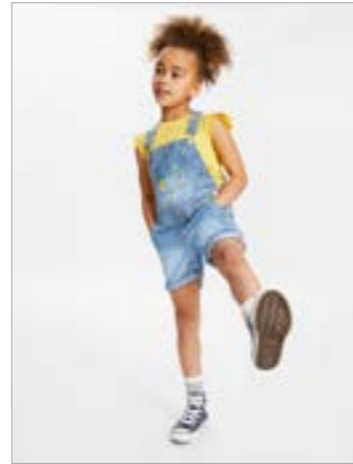
main



alt1



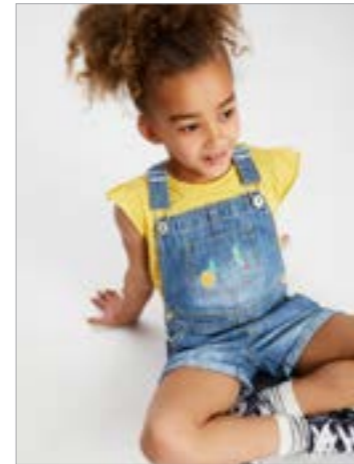
alt2



alt3



alt4

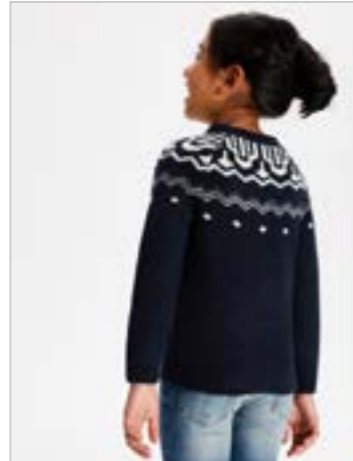


Knitwear

main



alt1



alt2



alt3



alt4



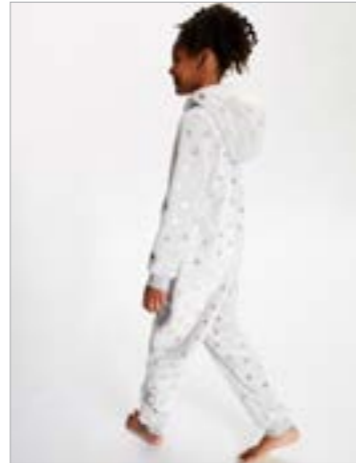
Examples of Girls Photography

Onesie

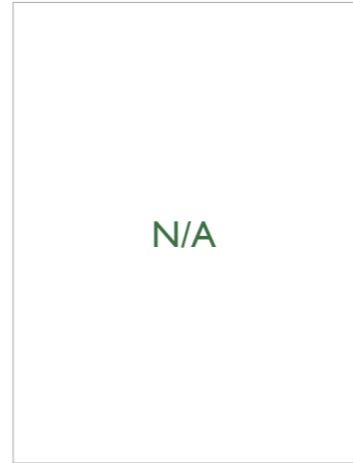
main



alt1



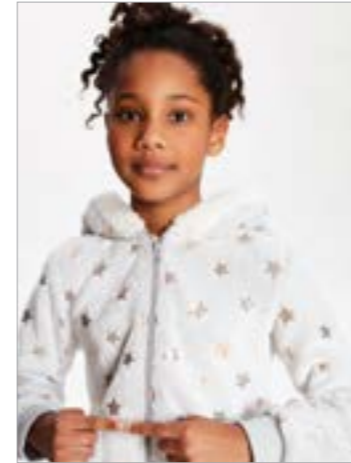
alt2



alt3



alt4

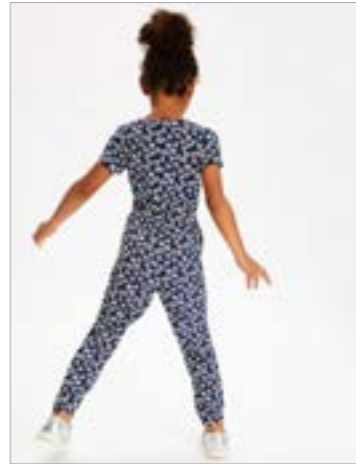


Playsuit

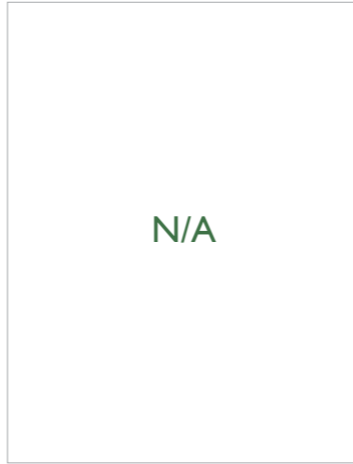
main



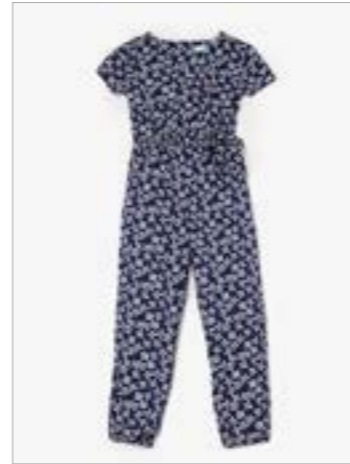
alt1



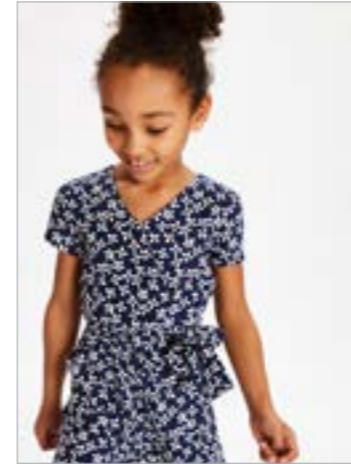
alt2



alt3



alt4



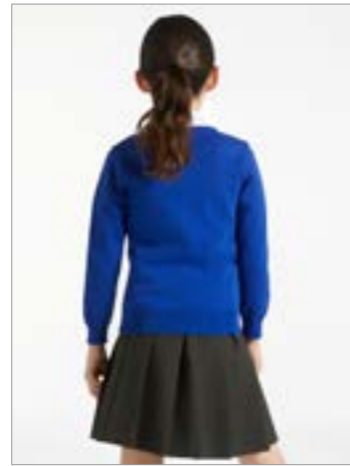
Examples of Girls Photography & Styling

Schoolwear –
Jumper/Sweatshirt
Fleece
Full Set

main



alt1



alt2



alt3



alt4



Schoolwear –
Pinafore/Dress
Full Set

main



alt1



alt2



alt3

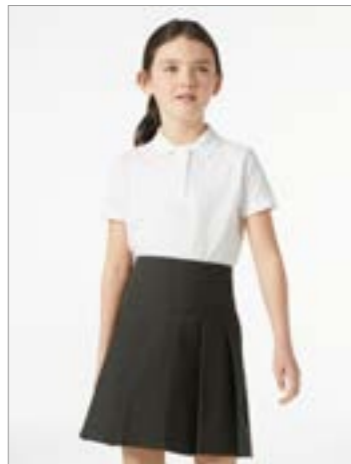


alt4

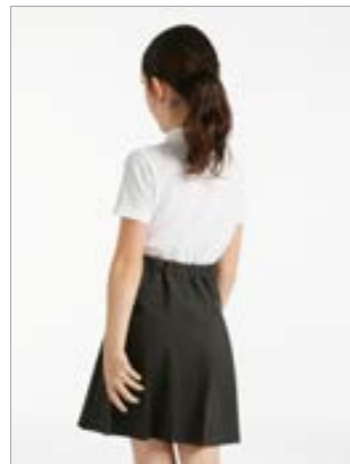


Schoolwear –
Polo Shirts
Full Set

main



alt1



alt2



alt3



alt4



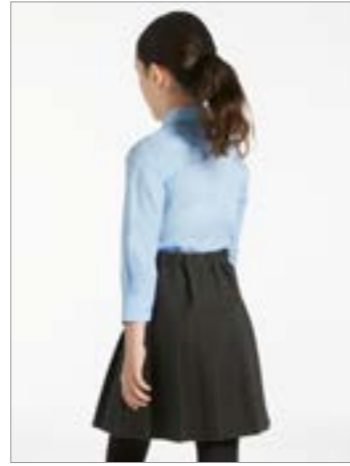
Examples of Girls Photography & Styling

Schoolwear –
Blouse Full Set

main



alt1



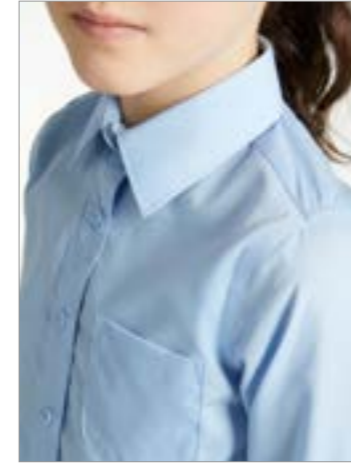
alt2



alt3



alt4



Schoolwear –
Skirt
Full Set

main



alt1



alt2



alt3



alt4



alt5



Schoolwear –
Summer Dress
Full Set

main



alt1



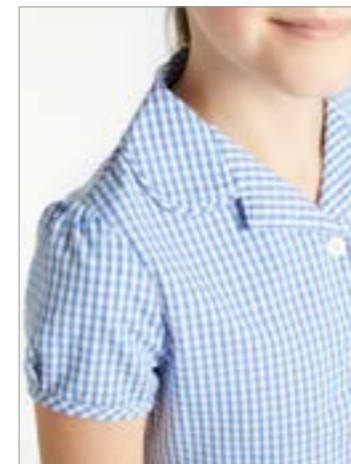
alt2



alt3



alt4



Examples of Girls Photography & Styling

Schoolwear –
Trousers
Full Set

main



alt1



alt2



alt3



alt4



alt5



Schoolwear –
Cardigan
Full Set

main



alt1



alt2



alt3

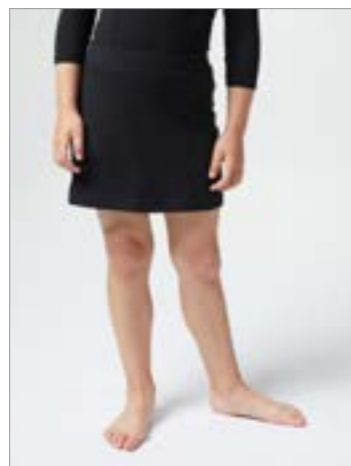


alt4



Schoolwear –
Skirts
Full Set

main



alt1



alt2



alt3



alt4



alt5



Examples of Girls Photography & Styling

Schoolwear –
Cardigan
Twin Pack

main



alt1



alt2



alt3



alt4



Girls Bra
Full Set

main



alt1



alt2



Girls Knickers
Full Set

main



alt1



alt2



Examples of Girls Photography & Styling

Shoes –
Bridesmaid
Full Set

main



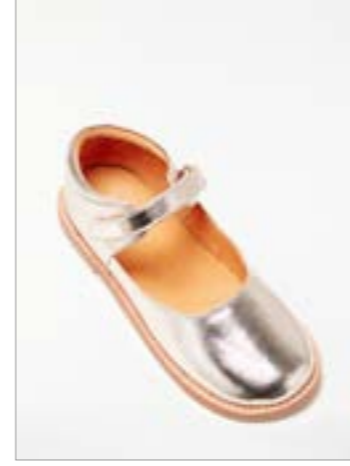
alt1



alt2



alt3



Shoes –
Casual
Full Set

main



alt1



alt2



alt3



Shoes –
Party
Full Set

main



alt1



alt2



alt3



Examples of Girls Photography & Styling

Shoes –
Wellies
Full Set

main



alt1



alt2



alt3



Shoes –
Slippers
Full Set

main



alt1



alt2



alt3



alt4



Examples of Girls Photography & Styling

main



alt1



alt2



Hat Set
Full Set

main



alt1



alt2



Beanie Hat
Full Set

Examples of Girls Photography & Styling

Straw Hats
Full Set

main



alt1



Bags
Full Set

main



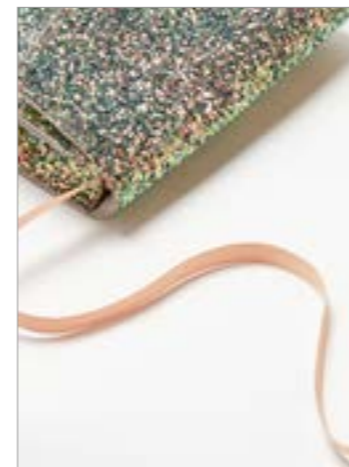
alt1



alt2



alt3



Clic Clacs/Bobbles
Full Set

main



alt1



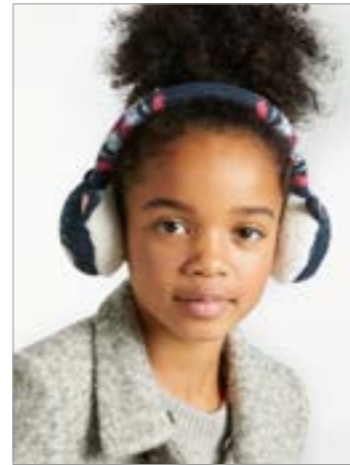
Examples of Girls Photography & Styling

Earmuffs
Full Set

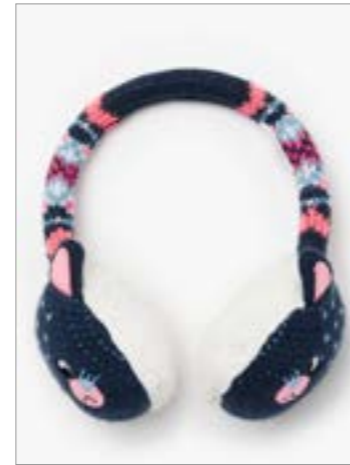
main



alt1



alt2



alt3



Gloves
Full Set

main



alt1



alt2



alt3



Hair Accessories
Full Set

main



alt1



alt2



Examples of Girls Photography & Styling

main



alt1



alt2

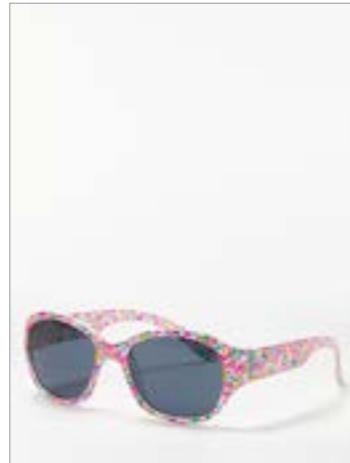


Scarf
Full Set

main



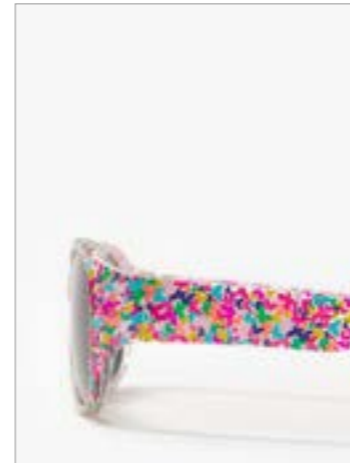
alt1



alt2



alt3



alt4



Sunglasses
Full Set

main



alt1



Socks
Full Set

Examples of Girls Photography & Styling

Single Socks

main



alt1



Trainer Socks Full Set

main



alt1



Slipper Socks

main



alt1



alt2



Tights

main



alt1



Novelty Socks

main



alt1



alt2



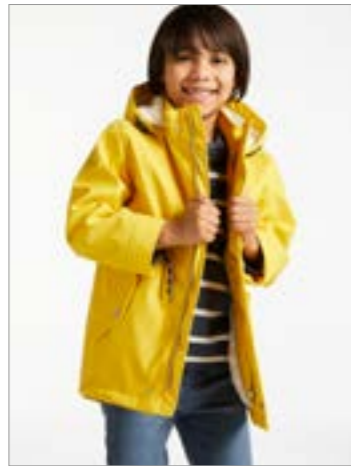
alt3



Examples of Boys Photography & Styling

Coats –
Raincoats
Macs/Parkas
Full Set

main



alt1



alt2



alt3



alt4



Coats –
Smart/Formal
Full Set

main



alt1



alt2



alt3



alt4



Coats –
Waistcoat/Gilet
Full Set

main



alt1



alt2



alt3



alt4



Examples of Boys Photography & Styling

main



alt1



alt2



alt3



alt4



Rainmacs/
Parkers

Examples of Boys Photography & Styling

Jumper –
Hoodie
Full Set

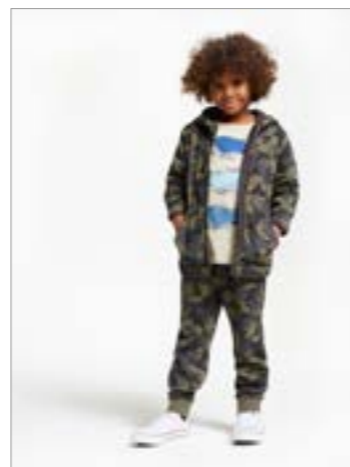
main



alt1



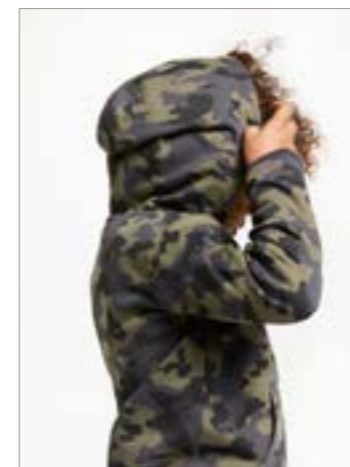
alt2



alt3



alt4



Jumper –
Fleece
Full Set

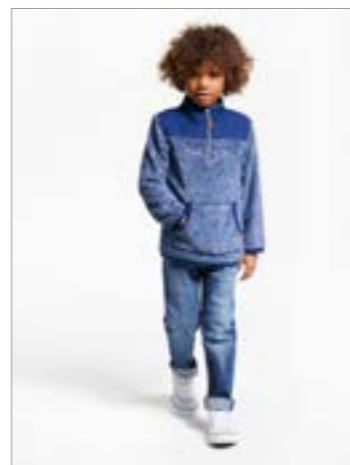
main



alt1



alt2



alt3



alt4



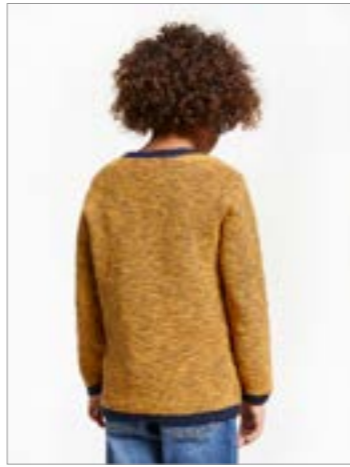
Examples of Boys Photography & Styling

Knitwear –
Jumper
Full Set

main



alt1



alt2



alt3

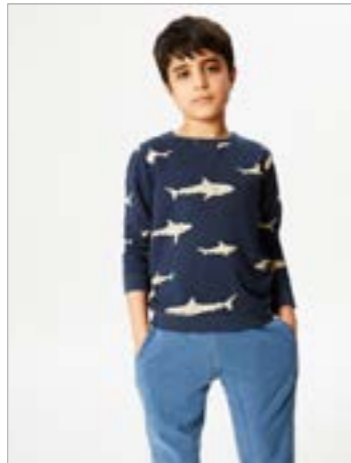


alt4



Jumper/
Sweatshirt

main



alt1



alt2



alt3



alt4



Examples of Boys Photography & Styling

Tshirts –
Long Sleeve
Full Set

main



alt1



alt2



alt3



alt4



Tshirts –
Short Sleeve
Full Set

main



alt1



alt2



alt3



alt4

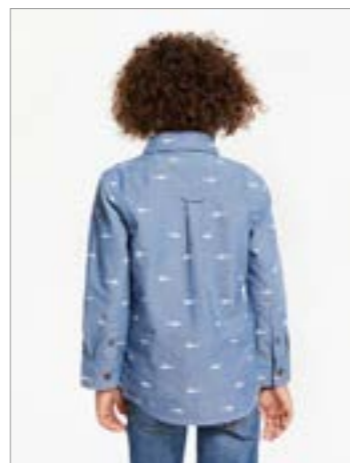


Shirts
Full Set

main



alt1



alt2



alt3



alt4



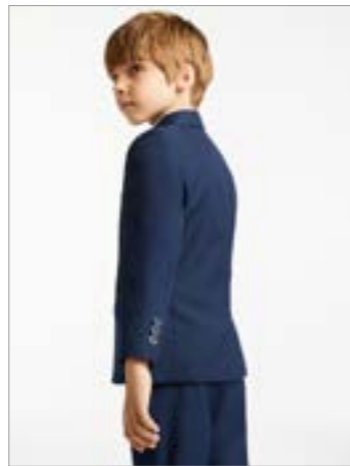
Examples of Boys Photography & Styling

Formal Blazer Full Set

main



alt1



alt2



alt3



alt4



Formal Shirt Full Set

main



alt1



alt2



alt3



alt4

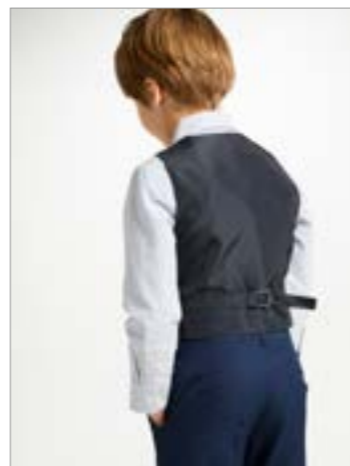


Formal Waistcoat Full Set

main



alt1



alt2



alt3



alt4



Examples of Boys Photography & Styling

Formal
Trousers
Full Set

main



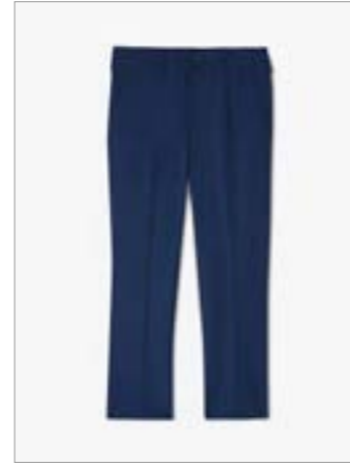
alt1



alt2



alt3



alt4



Formal
Shirt

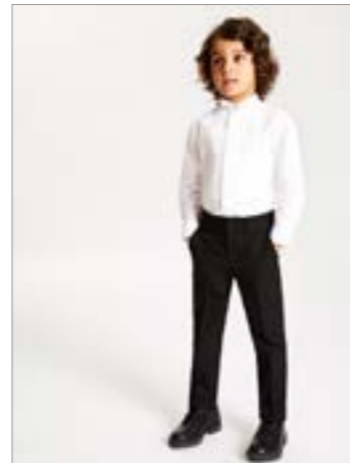
main



alt1



alt2



alt3



alt4



Examples of Boys Photography & Styling

main



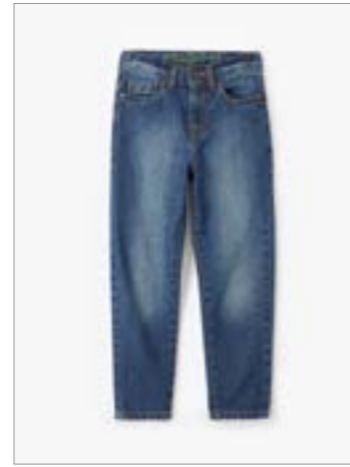
alt1



alt2



alt3



alt4



Jeans –
Standard
Full Set

main



alt1



alt2



alt3



alt4



Jeans –
Joggers
Full Set

Examples of Boys Photography & Styling

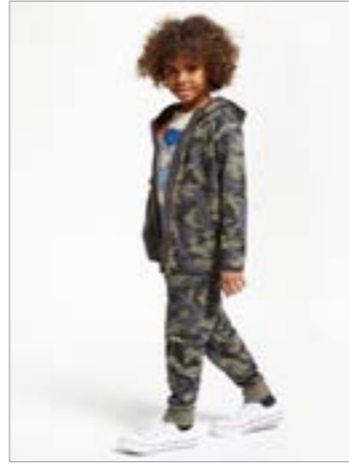
main



alt1



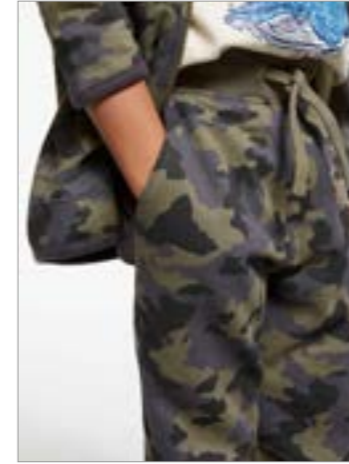
alt2



alt3



alt4



Trousers –
Casual joggers
Full Set

main



alt1



alt2



alt3



alt4



Trousers –
Smart cords/chinos
Full Set

main



alt1



alt2



alt3



alt4



Shorts
Full Set

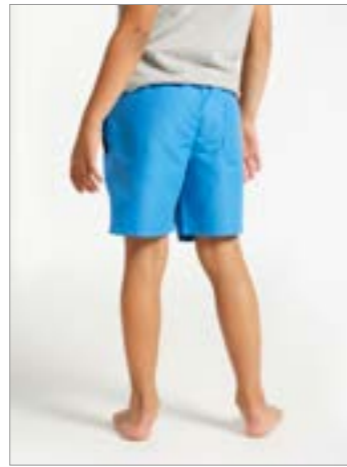
Examples of Boys Photography & Styling

Swimwear –
Shorts
Full Set

main



alt1



alt2



alt3



alt4



Examples of Boys Photography & Styling

Schoolwear –
Blazers Full Set

main



alt1



alt2



alt3



alt4



Schoolwear –
Knit/Jumper
Full Set

main



alt1



alt2



alt3



alt4

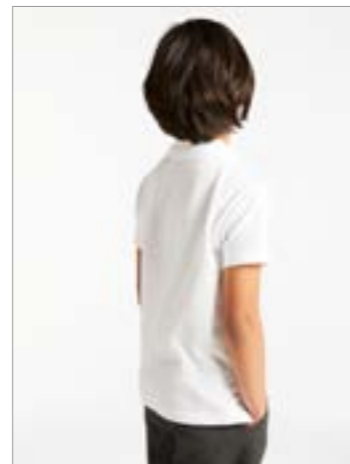


Schoolwear –
Polo Shirt
Full Set

main



alt1



alt2



alt3



alt4



Examples of Boys Photography & Styling

Schoolwear –
Shirts Full Set

main



alt1



alt2



alt3



alt4



Schoolwear –
Shorts Full Set

main



alt1



alt2



alt3



alt4



alt5



Schoolwear –
Trousers Full Set

main



alt1



alt2



alt3



alt4



alt5



Examples of Boys Photography & Styling

Onesie

main



alt1



alt2

2nd Detail
Shot Optional

alt3

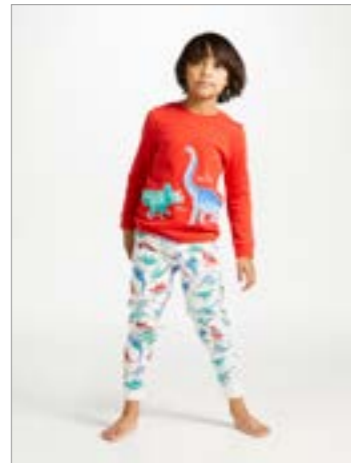


alt4

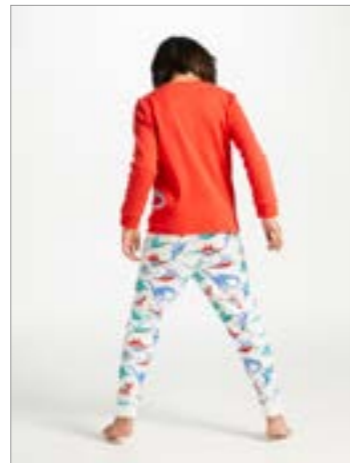


Pyjamas
Full Set

main



alt1



alt2

2nd Detail
Shot Optional

alt3



alt4



Robe

main



alt1



alt2



alt3



Examples of Multi Pack Photography

Schoolwear
Polo Multi Pack

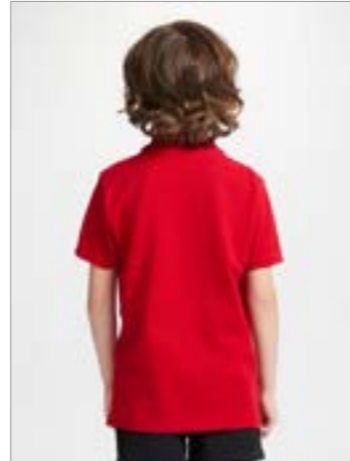
main



alt1



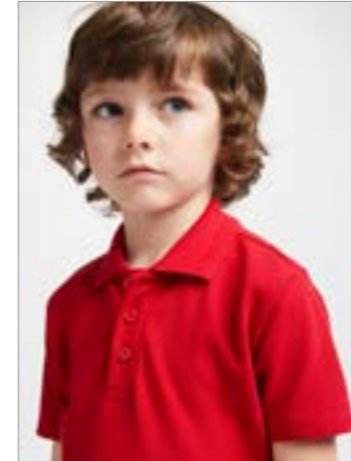
alt2



alt3



alt4

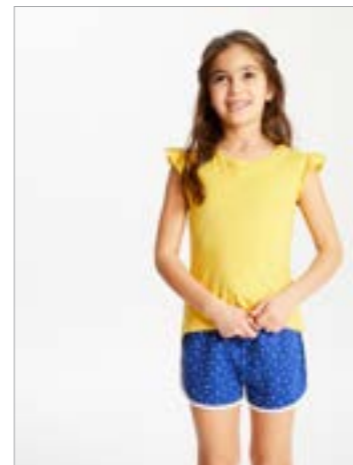


Top
Multi Pack

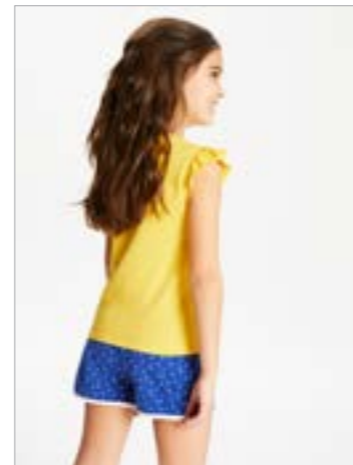
main



alt1



alt2



alt3



alt4



*multi packs lead with the cut out shots.

Examples of Boys Photography & Styling

main



alt1



Belt

main



alt1



Bow Tie

main



alt1



Gloves

Examples of Boys Photography & Styling

main



alt1



Scarf

main



alt1



alt2



alt3



alt4



Sunglasses

main



alt1



Ties

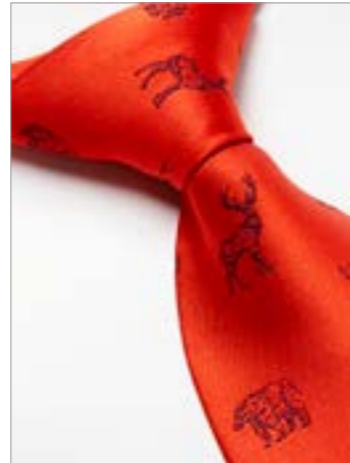
Examples of Boys Photography & Styling

Velcro Tie

main



alt1



Hats

main



alt1



alt2



Caps

main



alt1



alt2



alt3



Examples of Boys Photography & Styling

Socks

main



alt1



Single Pair Socks

main



alt1



Underwear – Briefs

main



alt1



alt2



Slipper Socks

main



alt1



alt2



Underwear – Pants

main



alt1



Examples of Boys Photography & Styling

Boots

main



alt1



alt2



alt3



Smart Shoes

main



alt1



alt2



alt3



Slippers

main



alt1



alt2



alt3



alt4

