

JOHN
LEWIS
& PARTNERS

Sportswear 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:

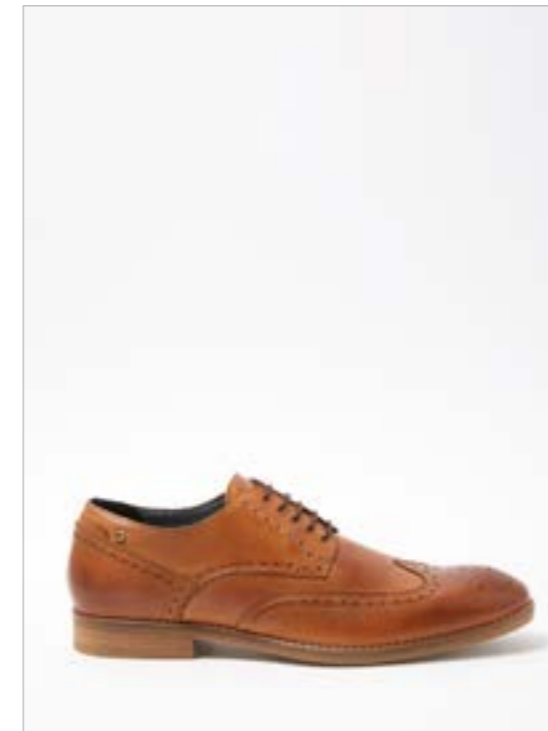
- Womenswear fashion
- Menswear fashion
- Womens accessories
- Mens accessories
- Jewellery
- Watches

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

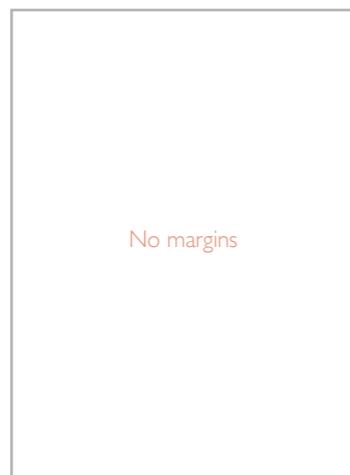
Cropping:

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

Fashion template:



Floating template:



Accessories template:

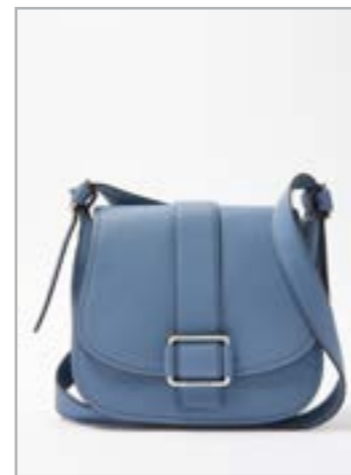
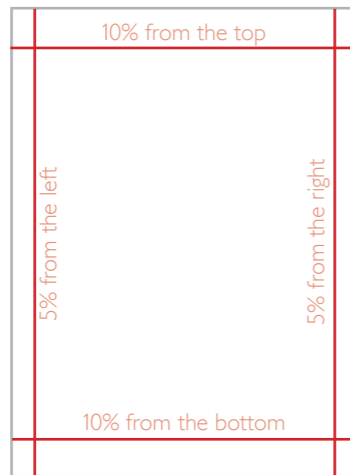


Image Ratio:

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

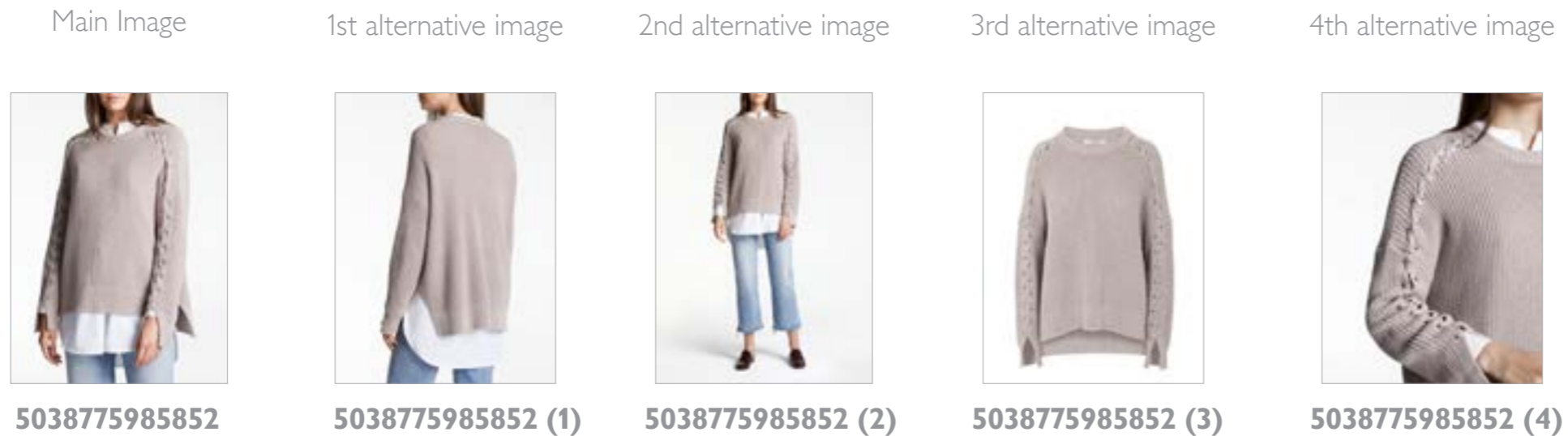
Naming Conventions

EAN Code Option:

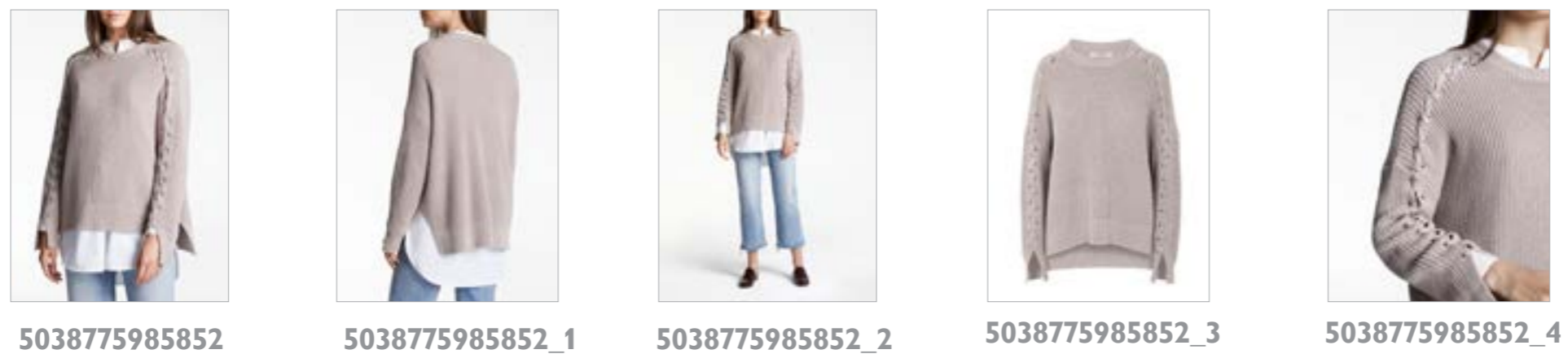
Images can be named using the Brand's EAN code. This brand already names their imagery with the EAN code and they already enter the EAN code into the new line form as part of their attributes. This requires no extra work from the brands, the BA's or the Image Team, the images are automatically renamed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



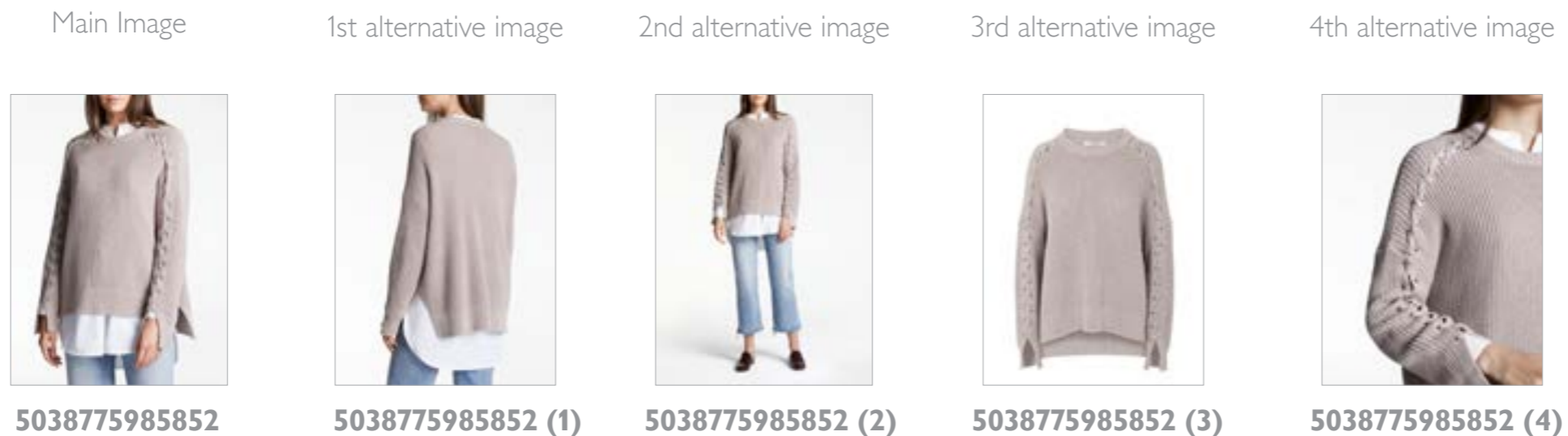
Naming Conventions

Model Number Option:

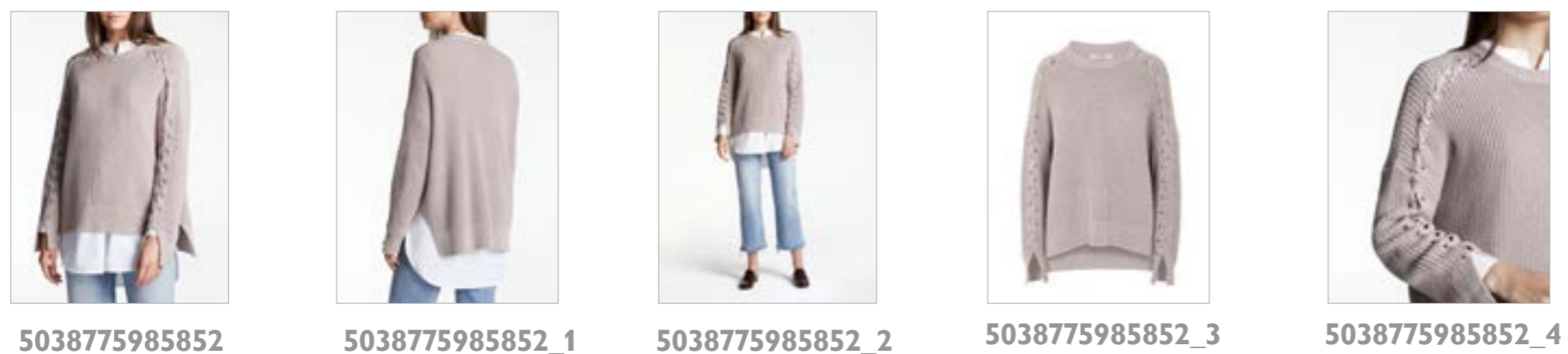
This allows the brands to use their own naming convention. Ask the brands to identify their imagery via the Model Number field in the new lining form. Once this information is entered into Product Hub when new lining, the Automatic naming script will be able to identify matching imagery and rename it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

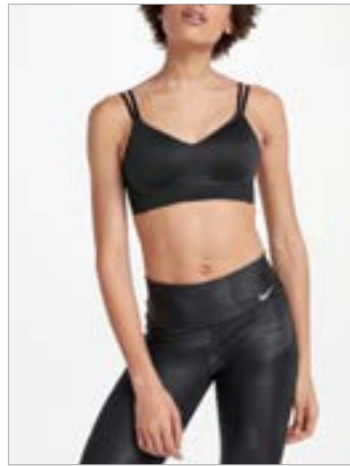
- Video format required: **MP4**.
- The video must be named: '**stocknumbervid1**' e.g '**22459721vid1**' or '**EANnumbervid1**' '**5038775985852vid1**'
- Videos must not contain any URLs to external websites or social media.
- There is no time/ length restriction to a video.
- The video ratio should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



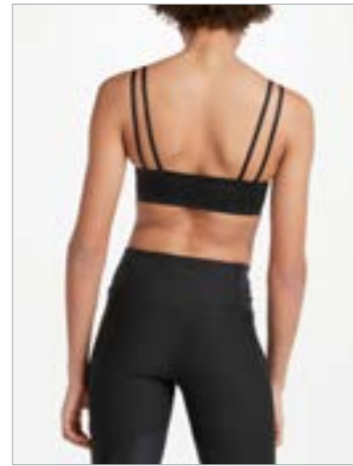
Examples of Womens Photography

Sports Bra

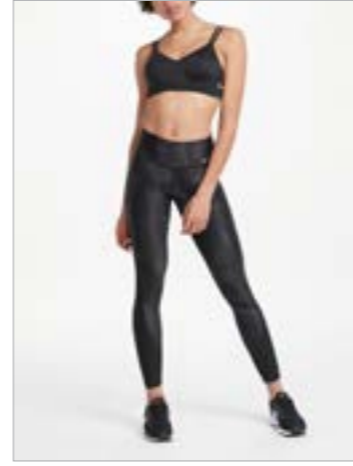
main



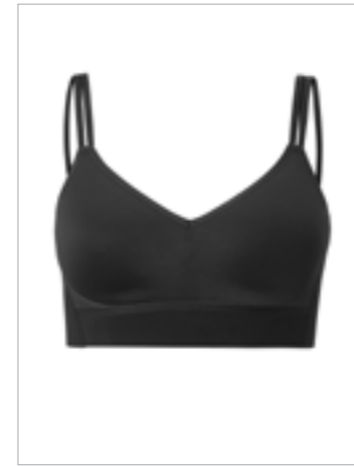
alt1



alt2



alt3



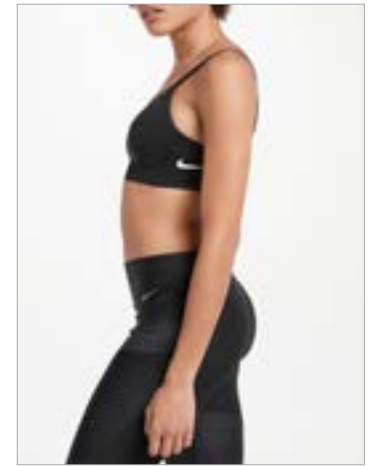
alt4



alt5



alt6



Sports Leggings

main



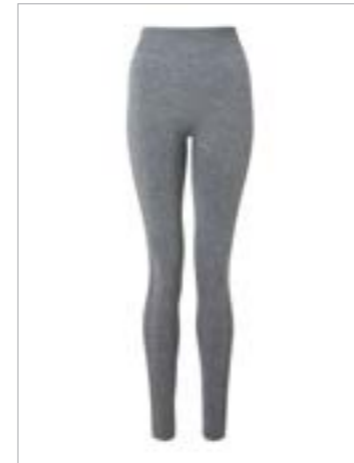
alt1



alt2



alt3



alt4



alt5

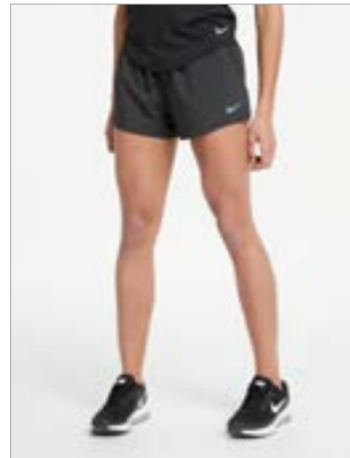


alt6

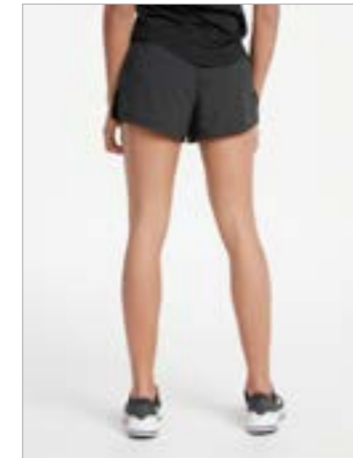


Sports Leggings

main



alt1



alt2



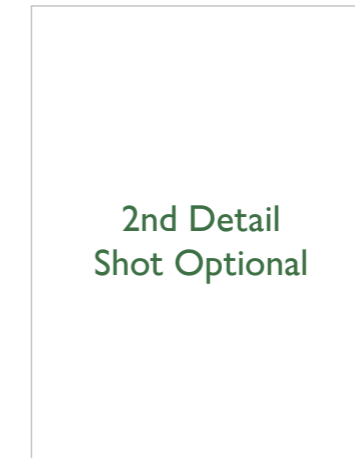
alt3



alt4



alt5



alt6



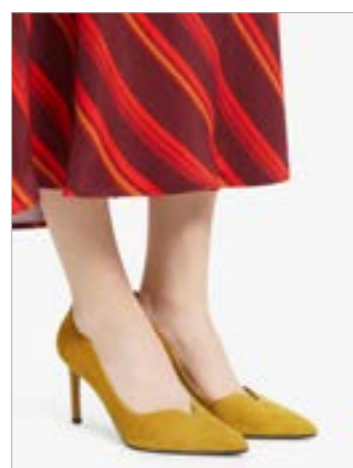
Examples of Womens Photography

Knee high/
slouch boots

main



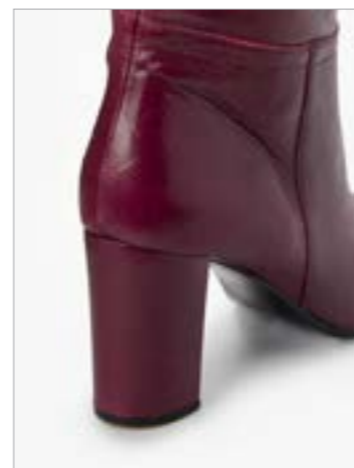
alt1



alt2*



alt3

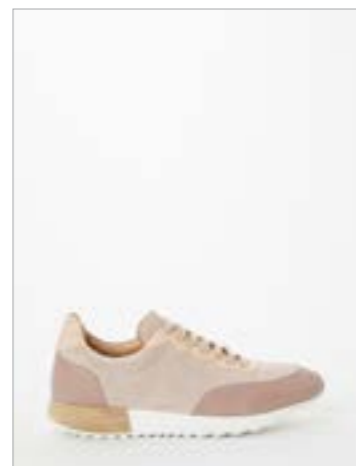


alt4

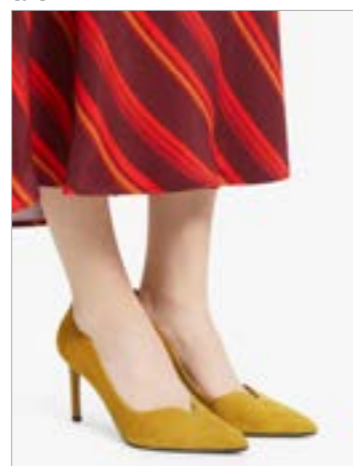


Trainers

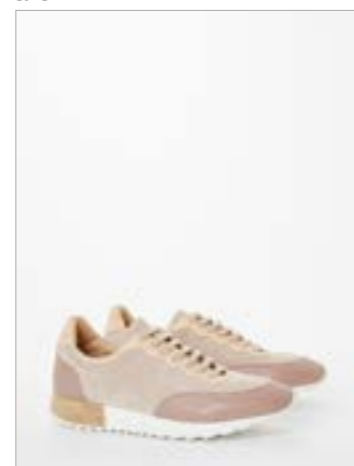
main



alt1



alt2



alt3



alt4

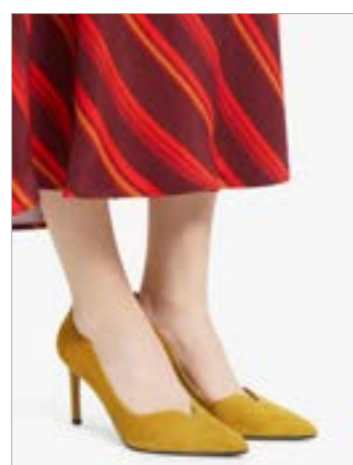


Sports
Trainers

main



alt1



alt2*



alt3



alt4



alt5**



* Please shoot with 2 shoes if possible

** Please only shoot if applicable for sole detail

Examples of Mens Photography

Shoes

main



alt1



alt2*



alt3



alt4



alt5**



Sports Trainers

main



alt1



alt2*



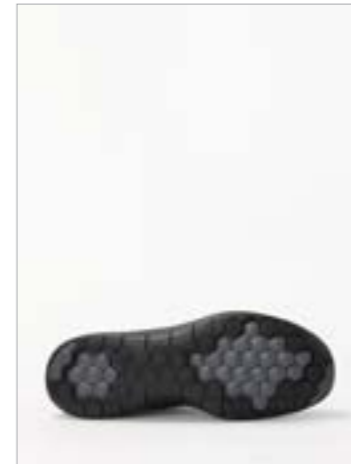
alt3



alt4



alt5**



Flip Flops

main



alt1*



alt2



alt3



* Please shoot with 2 shoes if possible

** Please only shoot if applicable for sole detail

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

Examples of Sports Photography

Sports Clothing
Full Set

main



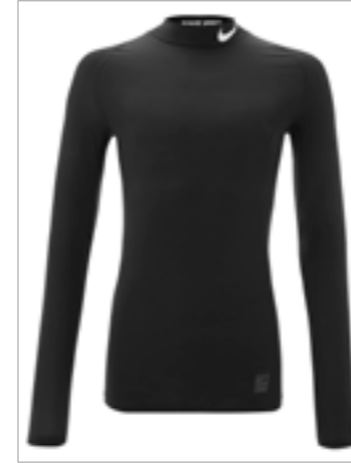
alt1



alt2



alt3



alt4



alt5



alt6

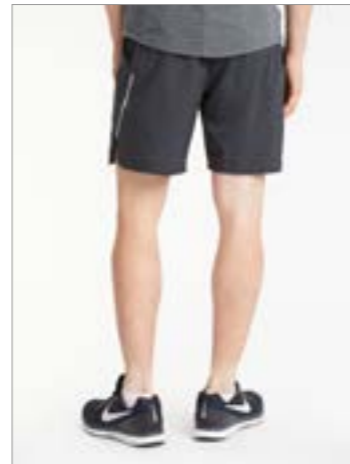


Shorts

main



alt1



alt2



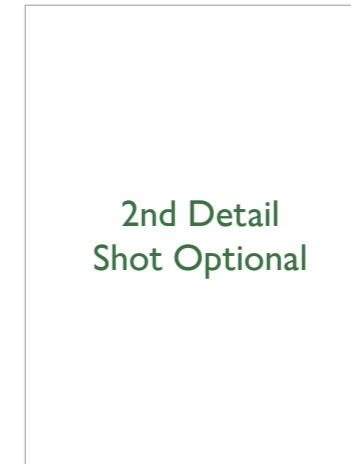
alt3



alt4



alt5



alt6

