

Kohl's Imagery and Video FAQs

| CATEGORY | DETAILS | Contact Information | Related Links |
|---------------------------------------|--|-------------------------------------|---|
| Style Guide, Image & Video Specs | A comprehensive guide to Kohl's imagery and video requirements, standards, and recommendations for vendors. | ec-imageassets@kohls.com | Style Guides Video Upload Instructions |
| Kohl's Diversity Casting Expectations | Omni photography and video asset casting goals. | ec-imageassets@kohls.com | Casting & Diversity Guide |
| ALT & Video Goals | Asset goals for best in class PDP. | ec-imageassets@kohls.com | 2023 ALT & Video Goals |
| Studio Captured Imagery | Our studio can provide photography services to our vendors. Merchants, Vendors, & Photo Studio work together on costing. | Please reach out to your merchants. | |
| New Vendor Onboarding | New Vendors will utilize this process to gain approval to submit Vendor Supplied Images. | jessica.sumter@kohls.com | Onboarding |

*please note, these links require you to sign into K-Link