

KOHL'S PHOTO & VIDEO STYLE GUIDE

ACCESSORIES

KOHL'S

Revised May 7, 2025

OBJECTIVE

The purpose of this deck is to establish Kohl's photography standards and to outline specific requirements with regards to vendor-supplied photography.

INDEX

Click, or navigate to
categories at right.

image
specs

4

image file
naming
requirements

5

video
specs

6

lighting,
usage
& casting

7

Kohl's
content
capture
services

8

handbags

9

handbags

10

belts

11

hats

12

hair
accessories

13

sunglasses

14

scarves

15

face
coverings &
masks

16

wraps

17

hosiery/
leggings

18

adult socks

19

kids socks

20

cold weather

21

travel/
cosmetic
cases

22

mens
accessories

23

IMAGE SPECS

Image File Specifications:

- Imagery must be professionally styled, lit, captured, and retouched.
- **On-Fig File Dimensions:** We request that images be cropped square, at a minimum of 2000 x 2000 pixels, (10"x 10" @ 200 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than $\frac{3}{4}$ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 2000 x 2000 pixels, (10"x 10" @ 200 PPI), but with no border.
- **Off-Fig File Dimensions:** We request that images be cropped square, at a minimum of 2000 x 2000 pixels, (10"x 10" @ 200 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than $\frac{3}{4}$ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 2000 x 2000 pixels, (10"x 10" @ 200 PPI), but with no border.
- **File Color Space:** sRGB or Adobe RGB
- **Acceptable File Formats:** JPEG, TIFF (Other formats will be auto rejected by K-link).
- **Product Selection:** Accurate path/channel selection of product must be included with every file.
- **Accuracy:** Image must accurately represent the product.
- **Quality:** Product must be clear and in focus at 100% magnification. All product imagery is to be captured according to the Kohl's-approved lighting, set and styling guides, and must include appropriate additional views (ALTs)
- No added graphics to any MAIN view. This includes emblems, awards or badges, action graphics, or image insets (unless specifically requested).

IMAGE FILE NAMING REQUIREMENTS

Image File Naming Requirements:

- Vendor name and Kohl's dept. number will now be prepended to filenames automatically upon upload.
- File names should be divided into parts by underscores where applicable (see chart below)
 - Vendor style number
 - Vendor color name
 - Alternate image identifier (ALT1, ALT2, ALT3, etc)
 - **Main View:**
StyleNumber_ColorName_MAIN
 - **Additional Views (ALTs):**
StyleNumber_ ColorName_ALT1 (ALT2, ALT3, etc.)
 - **Dimensions View:**
StyleNumber_ColorName_DIMS
- All accurate imagery should be loaded to K-link at the same time upon initial setup. However, if the need arises to replace or append existing imagery, load via K-link with the following file appends:
 - Use "ALT_Add" at the end of your file name to assist in identifying that this product is already live and this is an additional image being added to the product page.
 - Use "ALT_Replace" or "Main_Replace" to indicate we should be overwriting existing imagery.

VIDEO SPECS

Product Video Content Requirements:

- Video should be educational, product-focused and speak only to the features and benefits of that specific product. Any visible props should be unbranded and not detract from the main product being sold.
- Video should be sharp, clear and produced by a professional.
- Video should not contain any speech or gestures that may be considered offensive.
- Video should not contain references or links to: websites, pricing, date information, competitors or accessories not sold with that specific product.

File Format and Requirements:

- Video files must be in an uncompressed format.
- File format: .MP4 or .MOV not exceeding 100MB.
Minimum size of 1280x720 (16:9) aspect ratio is required.

LIGHTING DIRECTION

On figure lighting is bright, crisp, open and front lit.

Lighting for Omni off-figure product should come from a soft source either left or right to reveal shape and texture while providing a soft grounding shadow.

The images within this style guide are reflective of lighting expectations. How it is achieved may vary, but please note that the end result must match.

USAGE

All assets are for Omni Channel use and therefore must meet the following usage standards: 2 Years Unlimited Print & Electronic Media for use by Kohl's and Kohl's Affiliates for the life of the product.

It is imperative that ALL propping of on-figure fashion photography MUST be with Kohl's merchandise. This includes all tops, bottoms, shoes and accessories. Use of non-Kohl's merchandise or improper/unmanaged talent usage poses legal risks and will be prohibited.

CASTING REQUIREMENTS

Please refer to the separate guides for "[Vendor Casting Diversity Expectations](#)," as well as "[Hair & Makeup and Model Casting Expectations](#)," for all on-figure photography, and adhere to the guidelines detailed therein.

KOHL'S CONTENT CAPTURE SERVICES

Our mission is to deliver engaging, on-brand photo and video content that meets Kohl's brand standards. Kohl's Creative Services and Photo Studio can provide photo and motion assets for our vendor partners.

Benefits to Kohl's Capture:

- Head to toe Kohl's sold product, including prop items
- Seasonally relevant merchandise
- Diverse model casting pool
- Consistent creative that aligns with Kohl's brand style guidelines
- Elevated creative services inclusive of:
 - Optimal talent rates
 - Extensive multi-channel usage
 - Easy asset delivery within Kohl's internal system
 - Consistent taxonomy/metadata

Interested in learning more about Kohl's Creative Services capturing your PDP content?

Please contact Heather.Filippelli@kohls.com for more information.

Tote/Hobo

Crossbody

MAIN
front view



ALT
back view



ALT2
inside view



ALT3
scale- on model



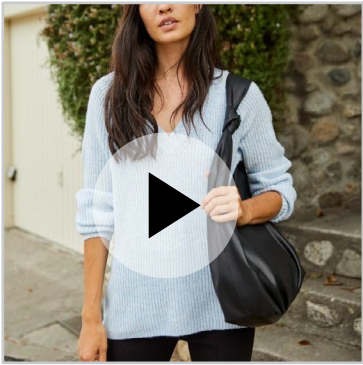
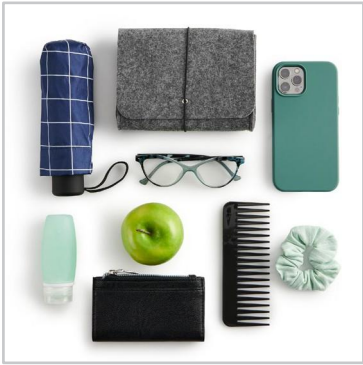
ALT4
educational



ALT5
capacity



VIDEO
fit/features



HANDBAGS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:

- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000 x 2000 px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

Backpack

Wallet/
Wristlet

MAIN
front view



ALT
back view



ALT2
inside view



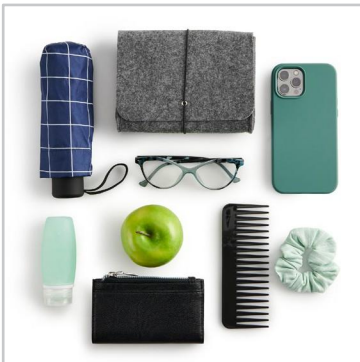
ALT3
scale- on model



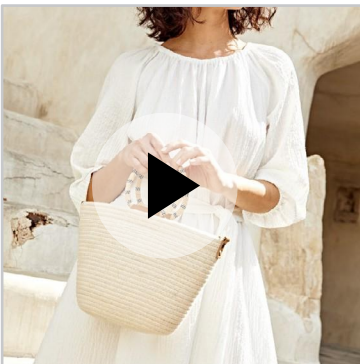
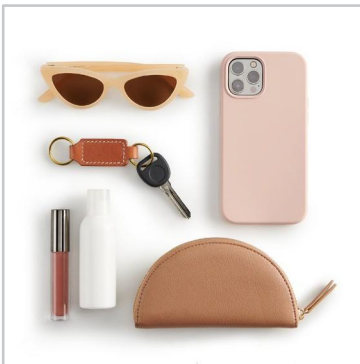
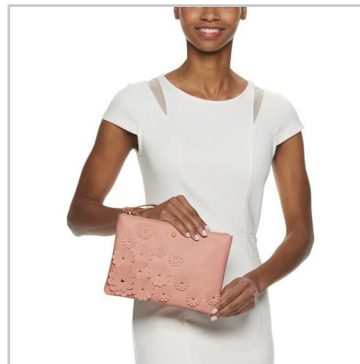
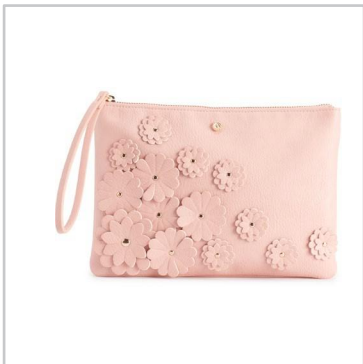
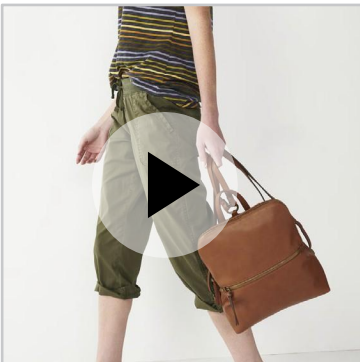
ALT4
educational



ALT5
capacity



VIDEO
fit/features



HANDBAGS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:

- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

ALTERNATE IMAGE PLAN:












- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000 x 2000 px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

	MAIN	ALT	ALT2	ALT3	ALT4	ALT5 educational
Belt						
	tabletop - front	on form - front	tabletop - reversible	on form/on model-back	on form/on model-reversible	
Belt Bag					none	
	front	back	inside	on model		

BELTS

- GENERAL STYLING AND CAPTURE NOTES:
 - All products should be styled, lit, and angled as shown in the examples provided.
 - On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
 - Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.
- GENERAL RETOUCHING NOTES:
 - All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.
- GENERAL CROPPING NOTES:
 - All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

- ALTERNATE IMAGE PLAN:
 - Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
 - Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
 - For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.
- GENERAL FILE TECHNICAL SPECIFICATIONS:
 - Minimum of 2000 x 2000 px
 - Flattened TIFF or JPEG (PNG is not accepted)
 - sRGB color space or Adobe RGB

- VIDEO:
 - Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

HATS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- GENERAL RETOUCHING NOTES:**
- All products should be on white backgrounds (RGB 255), but with natural grounding shadow intact. Retouch as shown in examples provided.
- GENERAL CROPPING NOTES:**
- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/mannequin cropping should mimic examples shown if applicable).
- ALTERNATE IMAGE PLAN:**
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
 - Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
 - For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.
- GENERAL FILE TECHNICAL SPECIFICATIONS:**
- Minimum of 2000x2000px
 - Flattened TIFF or JPEG (PNG is not accepted)
 - sRGB color space or Adobe RGB
- VIDEO:**
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Bucket Hat



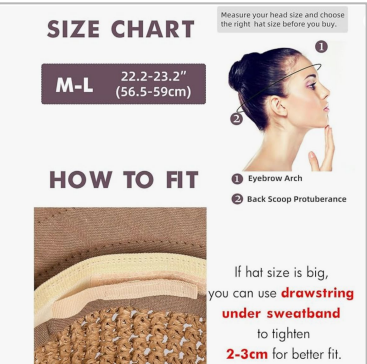
tabletop

ALT



on form / on model

ALT2
educational



Floppy Hat



tabletop



on form / on model



Baseball Hat



tabletop - front



tabletop - back



HAIR ACCESSORIES

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.

GENERAL RETOUCHING NOTES:

- All products for this category should be blocked out. Product should be placed on a pure white (RGB 255) background, with no grounding shadows or surface reflections. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Hair Ties

MAIN
laydown



ALT
packaging



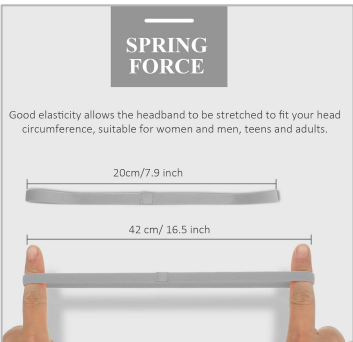
ALT2
educational



Hair Clips



Active
Headbands



Headbands

MAIN



laydown

ALT
educational



MAIN



laydown

MAIN



laydown

SUNGLASSES

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.

GENERAL RETOUCHING NOTES:

- All products for this category should be blocked out. Product should be placed on a pure white (RGB 255) background, with no grounding shadows or surface reflections. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Sunglasses

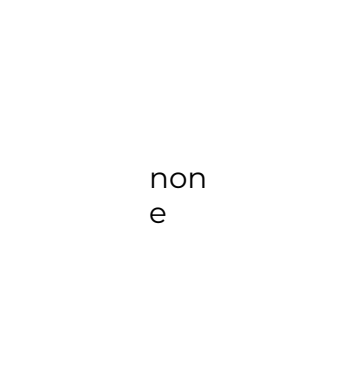
MAIN
angle view



ALT
straight



ALT2
case



none

ALT3
lifestyle



ALT4
educational



VIDEO
fit/features



Sunglasses
with Case



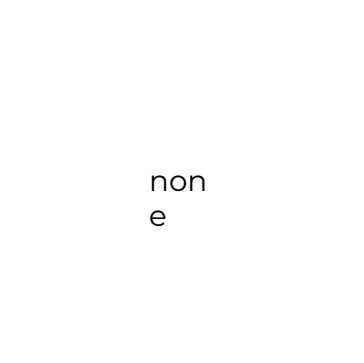
Kids
Sunglass



angle w/ case



straight w/ case



none



none



none

SCARVES

- GENERAL STYLING AND CAPTURE NOTES:**
- All products should be styled, lit, and angled as shown in the examples provided.
 - On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
 - Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

- GENERAL RETOUCHING NOTES:**
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

- GENERAL CROPPING NOTES:**
- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

- ALTERNATE IMAGE PLAN:**
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
 - Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
 - For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

- GENERAL FILE TECHNICAL SPECIFICATIONS:**
- Minimum of 2000 x 2000 px
 - Flattened TIFF or JPEG (PNG is not accepted)
 - sRGB color space or Adobe RGB

- VIDEO:**
- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

	MAIN form view	ALT laydown view	ALT2 detail view	ALT3 lifestyle	VIDEO fit/features
Wrap Scarf					
Kite Scarf					
Blanket Scarf					
Cold Weather Scarf			none		

FACE COVERINGS & MASKS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- GENERAL RETOUCHING NOTES:**
- All products should be on white backgrounds (RGB 255), but with natural grounding shadow intact. Retouch as shown in examples provided.
- GENERAL CROPPING NOTES:**
- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/mannequin cropping should mimic examples shown if applicable).

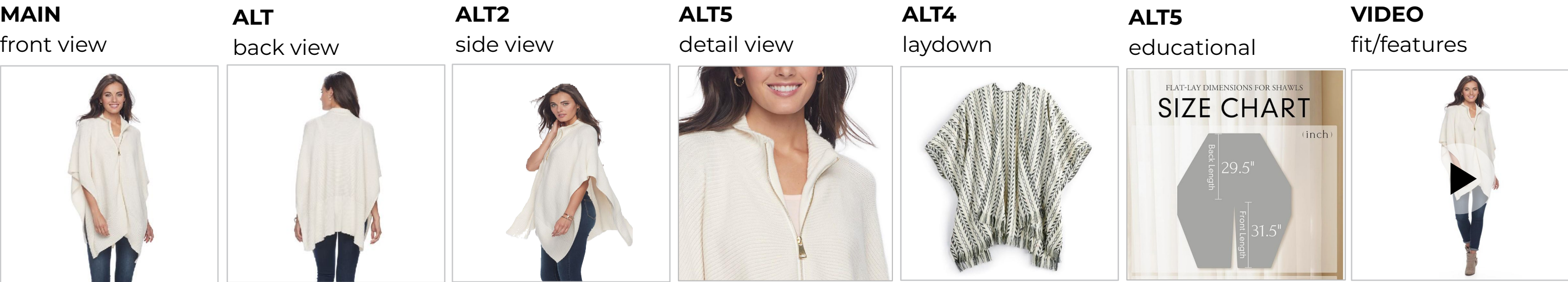
ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
 - Flattened TIFF or JPEG (PNG is not accepted)
 - sRGB color space or Adobe RGB
- VIDEO:**
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN front view	ALT	ALT2	ALT3	ALT4 educational								
Cloth Mask Single				none	<div><p>Size Information</p><p>How To Care For Your Mask</p><ul style="list-style-type: none">• Wash before wearing for the first time.• Hand wash cold, hang to dry.• Do not bleach, press, iron, or steam.• Wash after every wear.• Replace disposable filter with each use.</div>								
				none	<table><thead><tr><th></th><th>LENGTH</th><th>HEIGHT</th></tr></thead><tbody><tr><td>ADULT</td><td>6.75" 17cm</td><td>5.25" 14cm</td></tr><tr><td>KIDS</td><td>6" 15.5cm</td><td>5" 12.5cm</td></tr></tbody></table>		LENGTH	HEIGHT	ADULT	6.75" 17cm	5.25" 14cm	KIDS	6" 15.5cm
	LENGTH	HEIGHT											
ADULT	6.75" 17cm	5.25" 14cm											
KIDS	6" 15.5cm	5" 12.5cm											
Disposable Mask					none								
			none	none	<div><p>Breathable Fabric</p><p>Quality Soft Material</p><p>Premium Sewing</p></div>								
Face Gaiter		on form / on model											



WRAPS

- GENERAL STYLING AND CAPTURE NOTES:**
- All products should be styled, lit, and angled as shown in the examples provided. If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
 - On-figure/ on-form propping should be minimal and align with examples pictured. Propping should compliment the product category and should not detract from the featured main product.
 - Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.
- GENERAL RETOUCHING NOTES:**
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.
- GENERAL CROPPING NOTES:**
- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

- ALTERNATE IMAGE PLAN:**
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
 - Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
 - For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.
- GENERAL FILE TECHNICAL SPECIFICATIONS:**
- Minimum of 2000 x 2000 px
 - Flattened TIFF or JPEG (PNG is not accepted)
 - sRGB color space or Adobe RGB
- VIDEO:**
- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

HOSIERY / LEGGINGS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:

- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000 x 2000 px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

Hosiery/Tights

MAIN
on
form

ALT
packaging

ALT2
educational

2pk tights

MAIN

ALT

ALT2

ALT3

VIDEO

Leggings

MAIN
front on model

ALT
back on model

ALT2
laydown

ALT3
educational

VIDEO

18

ACCESSORIES

KOHL'S

MENS & WOMENS ADULT SOCKS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure/ on-form propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:

- All products should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.) Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square to the product featured on the model/ mannequin. Cropped product on model/ mannequin should proportionally fill at least 85% frame. Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge. (Lay flat should be cropped square and mimic examples shown).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000 x 2000 px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: 360° walk on/walk off, educational, fit and features.

	<div>MAIN</div> <div></div> <div>on form</div>	<div>ALT</div> <div></div> <div>laydown</div>		<div>MAIN</div> <div></div> <div>on form</div>	<div>ALT</div> <div></div> <div>laydown</div>
<div>Women's Single Pair</div>			<div>Mens Single Pair</div>		
<div>Women's 2-6 Packs</div>	<div>on form</div> <div></div>	<div>laydown</div> <div></div>		<div>on form</div> <div></div>	<div>laydown</div> <div></div>
		<div>7-20 Packs</div> <div></div> <div>laydown</div>	<div>none</div>		
	<div>MAIN</div> <div></div> <div>front of box</div>	<div>ALT</div> <div></div> <div>laydown</div>	<div>ALT2</div> <div></div> <div>open</div>	<div>ALT3</div> <div></div> <div>back of box</div>	
<div>Box of Socks</div>					

KIDS SOCKS

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.

GENERAL RETOUCHING NOTES:

- All products for this category should be blocked out. Product should be placed on a pure white (RGB 255) background, with no grounding shadows or surface reflections. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

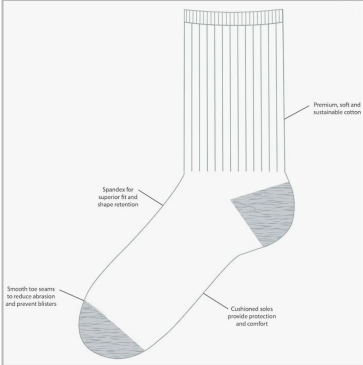
VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

MAIN
laydown

ALT
educational

2 Pack



3 Pack



4-10 Pack



Character
Socks



COLD WEATHER

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled, as shown in the examples provided.
- If the main image is a Lifestyle shot, prop in alignment with category needs and focus on main product being featured. Use examples shown as guide for styling.
- If the main image is an unpropped product-only image or minimally propped on primarily white background, it should be styled and mimic examples shown.

GENERAL RETOUCHING NOTES:

- If main images is an unpropped product-only image or minimally propped on primarily white background, retouch background to pure white (RGB 255). Mimic examples shown as to whether or not to hold grounding shadow.

GENERAL CROPPING NOTES:

- If the main image requires a lifestyle, propped or unpropped image, crop as shown here.
- All unpropped images should be cropped square and tight to product. Product featured should proportionally fill at least 85% of the frame for unpropped images. Do not leave more than a 50-200px cushion from longest edge of product to frame edge.

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

MAIN

ALT

ALT2
educational

VIDEO

Hat



laydown



on form/on model



Scarf



form



laydown



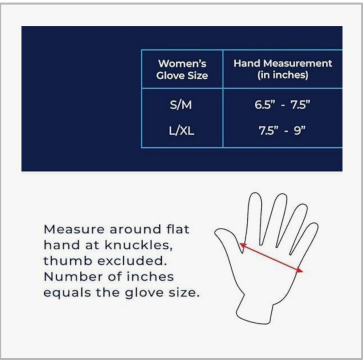
Gloves



laydown



on model



Set



laydown



on model



TRAVEL/ COSMETIC CASES

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.

GENERAL RETOUCHING NOTES:

- All products should be on white backgrounds (RGB 255), but with natural grounding shadow intact. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

MAIN

ALT

ALT2
educational

Travel
Case



open

Travel
Case

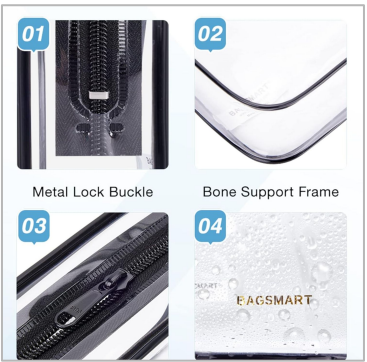


open

Cosmetic
Case



nested



MENS ACCESSORIES

GENERAL STYLING AND CAPTURE NOTES:

- All products should be styled, lit, and angled as shown in the examples provided.

GENERAL RETOUCHING NOTES:

- All products should be on white backgrounds (RGB 255), but with natural grounding shadow intact. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:

- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:

- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:

- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:

- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

Belt

MAIN
front view



ALT

reverse



ALT2
packaging



ALT3
educational



Wallet



open



Hat



non
e



Tie / Bowtie

MAIN



laydown

ALT
educational



MAIN



laydown

MAIN



laydown