KOHL'S PHOTO & VIDEO STYLE GUIDE

JUNIORS

KOHL'S

Revised July 12, 2024

OBJECTIVE

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

KOHL'S

INDEX

Click, or navigate to categories at right.

KOHL'S

IMAGE SPECS

Image File Specifications:

- Imagery must be professionally styled, lit, captured, and retouched.

- **Photography only.** Illustrations or renderings are not acceptable.

- **On-Fig File Dimensions:** We request that images be cropped square, at a minimum of 3000 x 3000 pixels, (10''x 10'' @ 300 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than ¾ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 3000 x 3000 pixels, (10''x 10'' @ 300 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 ¾ 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.

- **Background:** Unless otherwise specified, background should be white (RGB 255). Certain departments require grounding shadow.

- **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).

KOHL'S

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.

KOHL'S

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.

KOHL'S

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

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.

KOHL'S

STYLING

Kohls.com product images serve a dual purpose of item level views, as well as showcasing outfitting opportunities. Below are some examples of acceptable styling nuances that elevate the image without obscuring an accurate sellable view of the item. Please refer to category pages for specific styling notes.

Examples of tops styling

Examples of jacket styling

Examples of bottoms styling

KOHL'S

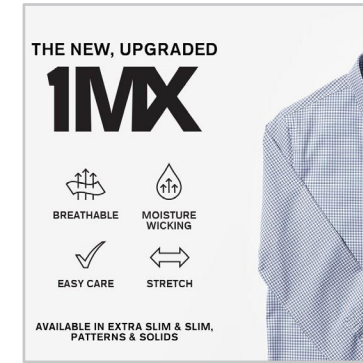| MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (requested)	ALT3 - detail view (required)	ALT4 - laydown (required)	ALT5 - full body (required)	ALT6 - educational (requested)	VIDEO - 360° or fit (requested)

JUNIORS TOPS

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 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.
- In general, tops should be untucked to show length and silhouette.
- Tops with roll-tab sleeves should be shown with the sleeves rolled for the main image,
  and unrolled for the Alt back view.

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 3000x3000px
- 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.

FRONT GRAPHIC (large front graphic)

Front view | Back view | Front view | Front view | Front view
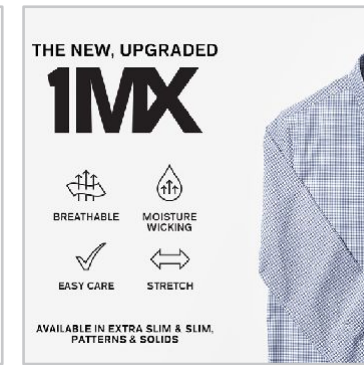
BACK GRAPHIC (small or no front graphic)
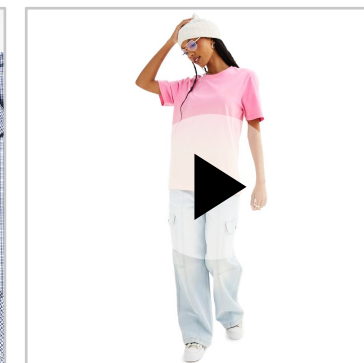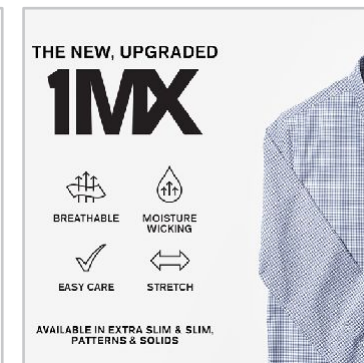

Back view | Front view | Back view | Back view | Front view

JUNIORS GRAPHIC TOPS

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  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.
- In general, tops should be untucked to show length and silhouette.
- Tops with roll-tab sleeves should be shown with the sleeves rolled for the main image,
  and unrolled for the Alt back view.

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.)
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  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).

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- 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.

KOHL'S

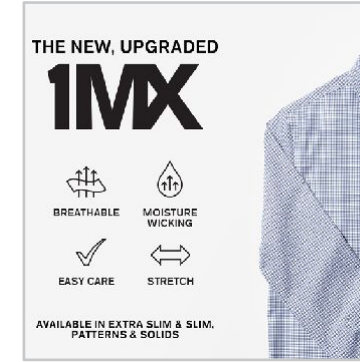| MAIN - front view (with bottoms - required)	ALT - front view (without bottoms - required)	ALT2 - back view (without bottoms - required) **(if full coverage)**	ALT3 - side view (without bottoms - requested)	ALT4 - laydown (required)	ALT5 - full body (with bottoms - required)	ALT6 - educational (requested)	VIDEO - 360° or fit (with bottoms - requested)

Shoot **ALT2 back view** of *thong* bodysuits as a laydown instead of on model.

JUNIORS BODYSUIT TOPS

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 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.
- Tops with roll-tab sleeves should be shown with the sleeves rolled for the main image, and
  unrolled for the Alt back view.

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).

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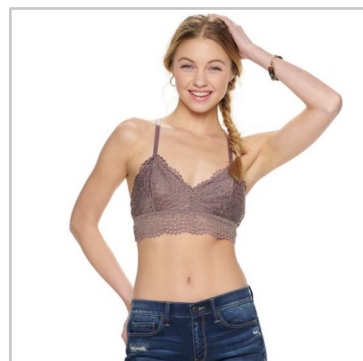 with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
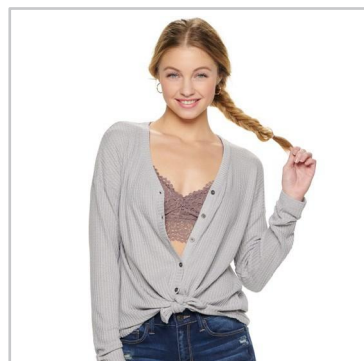- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

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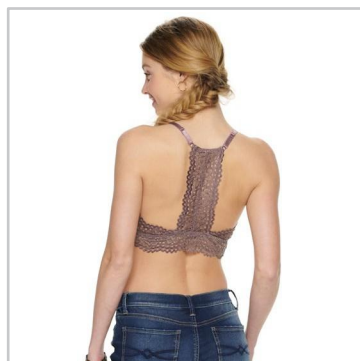 Suggested video types: 360° walk on/walk off, educational, fit and features.

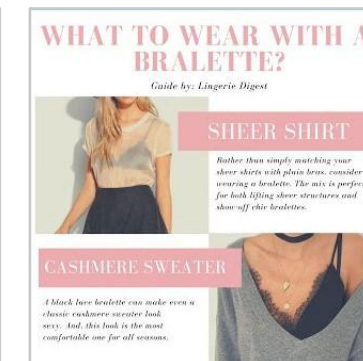| MAIN - front view (required)	ALT - front view (with layering piece - required)	ALT2 - back view (required)	ALT3 - side view (requested)	ALT4 - laydown (required)	ALT5 - full body (with layering piece - required)	ALT6 - educational (requested)	VIDEO - 360° or fit (with layering piece - requested)

JUNIORS BRALETTES

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 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.
- Bralette tops should be paired with a higher-waisted bottom so less skin is shown, and should also be
  captured with a layering piece (cardigan, woven or kimono).

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.
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  with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- 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.

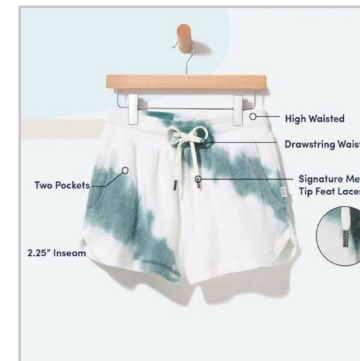| MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (requested)	ALT3 - detail view (required)	ALT4 - laydown (required)	ALT5 - full body (required)	ALT6 - educational (requested)	VIDEO - 360° or fit (requested)

Below knee (row)

Above knee (row)

JUNIORS BOTTOMS

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 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.
- In general, bottoms should be shown with the top softly tucked to show waist detail and pocket trim as needed.

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.
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GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- Flattened TIFF or JPEG (PNG is not accepted)
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VIDEO:
- Additional video content is encouraged for all items and categories.
  Suggested video types: 360° walk on/walk off, educational, fit and features.

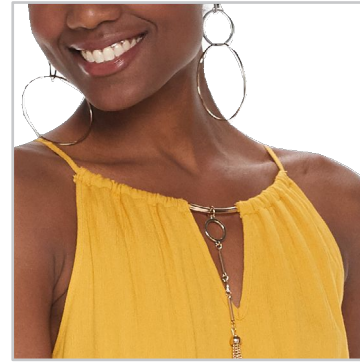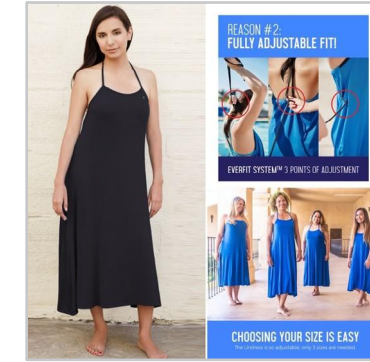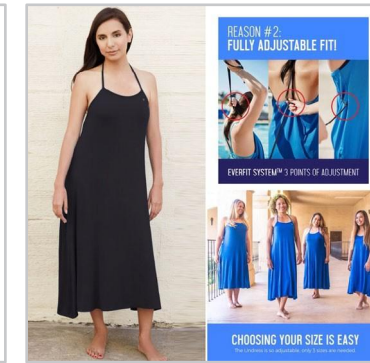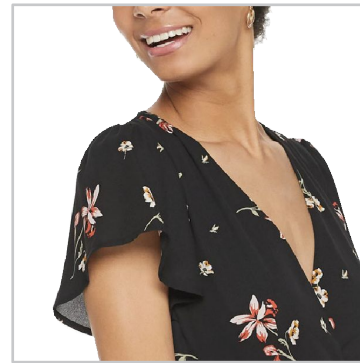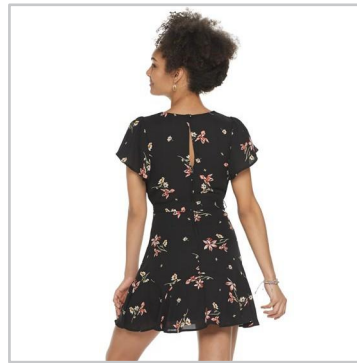|	MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (requested)	ALT3 - detail view (required)	ALT4 - laydown (required)	ALT5 - full body (required)	ALT6 - educational (requested)	VIDEO - 360° walk on/off (requested)
Below knee						None		
Above knee								

JUNIORS DRESSES & SETS

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 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.
- For skirt/pant sets & separates, make sure it is clear through styling that there are two pieces.

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.
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  for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point
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  and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- 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.

Example of sets

KOHL'S

Systems & non-systems outerwear						(inner layer if applicable)		
Outerwear w/ removable hood					(without hood)	None		
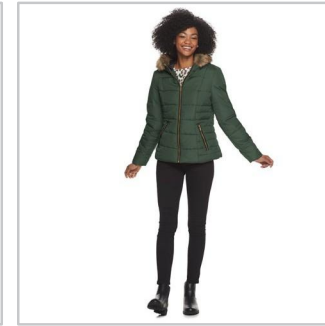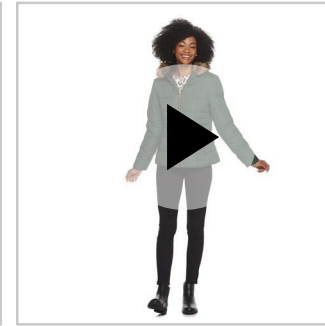
JUNIORS OUTERWEAR

GENERAL STYLING AND CAPTURE NOTES:
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  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.

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  grounding shadow held under feet. (This may not be visible depending on crop need.)
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KOHL'S

Column headers:

MAIN - front view (required) | **ALT -** back view (required) | **ALT2 -** side view (required) | **ALT3 -** laydown (required) | **ALT4 -** full body (required) | **ALT5 -** educational (requested) | **VIDEO -** educational (requested) | **Example of cover-up crop** (see Alt plan to the left)

Row labels:
- One piece, sets & cover-ups
- Swim tops
- Swim bottoms

(ALT4 for Swim bottoms: None)

Educational images text: **YOUR Perfect BIKINI** — Mix And Match Tops And Bottoms To Create The Look You Want In The Sizes You Need.

Example of cover-up laydown

JUNIORS SWIM

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 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.
- If item has removable straps, shoot the front and back without straps. An additional Alt should be captured for the front with straps (Alt6).
- Prop swim coverups with a contrasting bikini or swimsuit, so it's obvious that it is a coverup. If the coverup is strapless, use a strapless suit.

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.

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- 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).

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GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- 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.

KOHL'S

MAIN -
front view
(required)

ALT -
back view
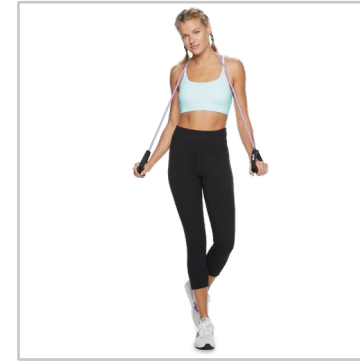(required)

ALT2 -
side view
(requested)

ALT3 -
detail view
(required)

ALT4 -
laydown
(required)

ALT5 -
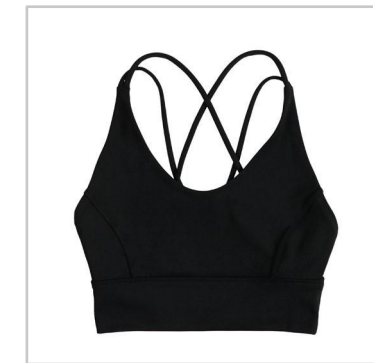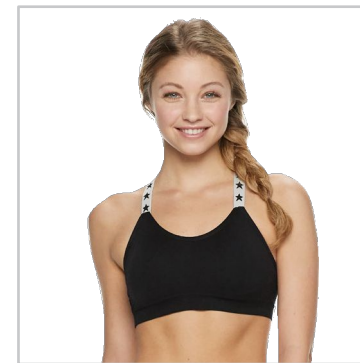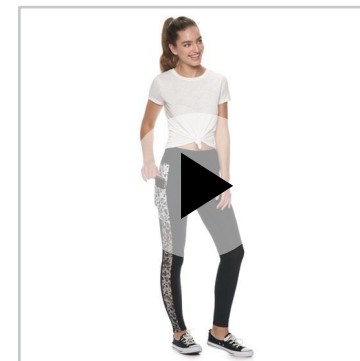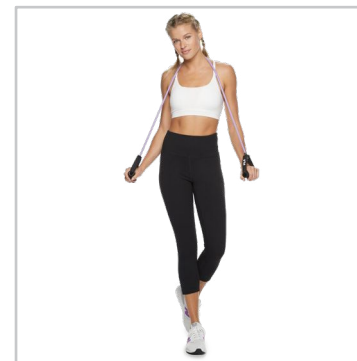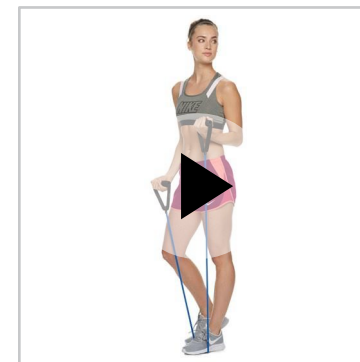full body
active/lifestyle
(required)

ALT6 -
educational
(requested)

VIDEO -
360° or
fit/features
(requested)

Example of sports bra crop & laydown
(see Alt plan above)

JUNIORS ACTIVE TOPS

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 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.
- Prop with athletic bottoms & shoes.

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 3000x3000px
- 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.

KOHL'S

Below knee

Above knee

JUNIORS ACTIVE BOTTOMS

Example of skort back view

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 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.
- Athletic bottoms should be paired with either a sports bra or an appropriate athletic top,
  as long as the waistband is visible.
- Skort bottoms should be lifted slightly in the back view to show the short underneath (see example above right).

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 3000x3000px
- 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.

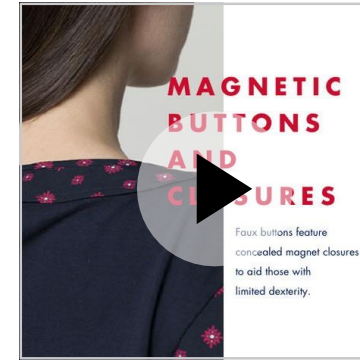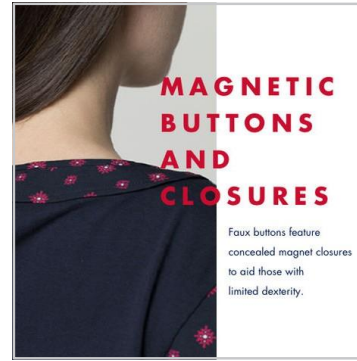| MAIN - front view (required)	ALT - back view (required)	ALT2 - stitching detail (required)	ALT3 - detail (required)	ALT4 - educational (requested)	VIDEO - educational (requested)

Tops

Bottoms
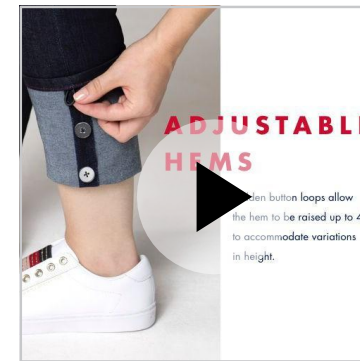
port hole

belt loop

JUNIORS ADAPTIVE

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 and 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.

KOHL'S

MAIN -
front view
(required)

ALT -
back view
(required)
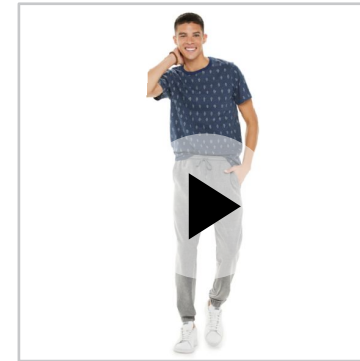
ALT2 -
side view
(requested)

ALT3 -
laydown
(required)

ALT4 -
full body
(required)

VIDEO -
360° walk on/off
(requested)

Tops

Bottoms

GENDER NEUTRAL

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 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.
- Casting can represent both traditional male and female genders, but more modern, androgynous
  models are also welcome.
- In general, tops should be untucked to show length and silhouette.
  Some tops can be tucked as appropriate to style/category.
- In general, bottoms should be shown with the top softly tucked to show waist detail and pocket trim
  as needed. A French tuck is fine unless a full tuck would be more appropriate for the category or style.

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 3000x3000px
- 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.

KOHL'S