Updates to K-Link Upload Process & Vendor Image Requirements Instant Validation

Effective January 11, 2027



What's Changing

The updated K-Link experience makes it easier to assign, validate, and manage vendor images during upload.

1. Image Detail Assignment

Choose the Vendor Style ID, Customer Choice, and image view during upload. Select MAIN for the primary image and ALT for additional views.

*Reference your style guide to guide you in MAIN and ALT selection

2. Instant Technical Checks

New automated checks to verify RGB color formatting and square aspect ratios upon upload, preventing post-submission rejections.

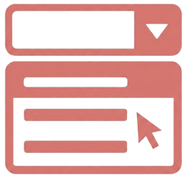
*Both are a technical requirements for our site

3. System Naming and ALT Order

K-Link automatically renames images into the required system format, saving vendor effort and eliminating manual rework for all partners.

Image Detail Assignment

Vendors must select specific image details within K-Link to ensure accuracy:



Vendor Style Selection

Select the applicable Vendor Style ID from the dropdown menu to link imagery directly to its style.



Customer Choice Selection

Choose the specific Customer Choice option (CC number / color name) to link imagery directly to the correct color / CC option.



MAIN Image View

Select MAIN if the uploaded image is to be the primary default photo displayed for the product on Kohls.com.

*Please reference the style guides to guide you in the selection of the MAIN image.



ALT Image View

Select ALT if the uploaded image is to be an alternate view (back views, detail shots) accompanying the main product listing.

*Please reference the style guides to guide you in selecting the order of the ALT images.

Uploading Images

ASSIGN IMAGES



image-upload-test-2500x2500.jpg

VENDOR STYLE *

Select Vendor Style

CUSTOMER CHOICE *

Select Customer Choice

IMAGE VIEW *

Select Image View



image-upload-alt-1-2500x2500.jpg

VENDOR STYLE *

Select Vendor Style

CUSTOMER CHOICE *

Select Customer Choice

IMAGE VIEW *

Select Image View

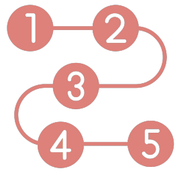
Cancel

Upload

***Demo to come in January**

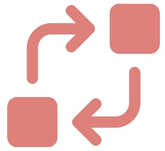
ALT Numbering & Image Replacements

The updated process simplifies handling alternate images and updates:



Automatic ALT Sequential Numbering

When uploading multiple alternate shots for a style, K-Link automatically sequences them as **ALT 1, ALT 2, ALT 3, etc.** No manual numbering is required in file names before uploading, which saves time and prevents duplicate index numbering errors.



Replacing Existing Images

To replace an existing alternate image, check the **'Replace existing image'** box. A dropdown menu appears listing previously uploaded ALT numbers. Select the exact **ALT number (e.g., ALT 2)** to overwrite with the new photo.

Please continue adding **_GENAI and _ADD** to file names

Uploading Images

ASSIGN IMAGES



image-upload-main-replacement-2500x2500.jpg

CUSTOMER CHOICE
19850665 | GREY

IMAGE VIEW *
MAIN



image-upload-alt-2-2500x2500.jpg

CUSTOMER CHOICE
19850665 | GREY

IMAGE VIEW *
ALT

Replace existing image

✓ ALT # to replac
ALT1

Cancel

Upload

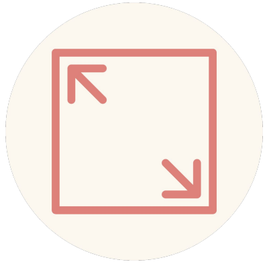
***Demo to come in January**

Built-in Automated Technical Validation Checks



RGB Color Model Required

All image uploads must use an RGB color model. Non-RGB images will be flagged immediately with an error notification, and uploads will be blocked until the color model is converted to RGB.



1:1 Square Aspect Ratio

Image dimensions must be strictly square (e.g., 2000px × 2000px). Rectangular aspect ratio images will be flagged immediately with an error notification, and uploads will be blocked until the ratio is converted to square.

This immediate feedback eliminates waiting for manual review rejections and prevents incorrectly colored or sized images from reaching Kohls.com.

Standardized Auto-Naming & Data Accuracy



Automated System Naming

Based on your selected Style, Customer Choice, and View, K-Link instantly creates the exact standard file name required by internal databases.



Eliminates Manual Renaming

Internal and vendor teams no longer need to spend time manually editing complex image file names, leaving more time to approve images and get your product live.



Eliminates Mismatches

Built-in verification checks ensure every image maps to the correct product, color, and view on Kohls.com.

Image Requirements

Product Clarity

Images must be professionally styled, lit, captured, and retouched. Customers should see the product accurately and clearly at full size.

Framing

Use a square crop with the product filling most of the frame. Use a white background unless your category guide gives different direction.

Approved File Settings

Submit JPEG or flattened TIFF files in sRGB or Adobe RGB.

Recommended Image Count

Submit 5–8 images for basic merchandise and 8–15 for more complex products. Aim for at least 5 images; use no fewer than 3 or more than 15 unless additional imagery meaningfully improves the customer purchase experience.

Using AI Images at Kohl's

AI-generated imagery is allowed when it meets **Kohl's production-quality** and rights requirements. Please pay special attention to the following before uploading your imagery.

Product Accuracy

AI Generated Images should match product exactly, including color, texture, proportions, seams, patterns, logos, and product details.

AI Defects

Correct distorted text or logos, product errors, strange lighting, floating items, and anatomy issues before submission.

Rights & Disclosure Requirements

Do not include unrelated brands, logos, or unlicensed content. Add _GENAI for AI-generated models or body parts and get written consent for real-person likenesses. Kohl’s will add the AI Disclosure if one is not already present.

Image Approval Coaching

Coaching helps vendors align to Kohl's standards before submitting imagery in K-Link.

Who Needs Coaching?

New vendors, plus existing vendors identified by the Digital Visual Content team for quality, compliance, image-related concerns, or changes in how imagery is captured, must complete coaching.

Submission Pause

Vendors asked to complete coaching will have image-submission abilities paused in K-Link until the Digital Visual Content team approves them to resume.

Expectations After Coaching

After the Visual Content team approves a vendor to submit images, the vendor must continue following the K-Link Style Guides. Every image remains subject to the review and approval process.

Questions or Need Support?

If you have questions regarding K-Link access, please reach out to our K-Link support team. For questions related to the new image upload process and requirements, please reach out to the Visual Content Team. For all other questions, reach out to your Merchant partner.



K-Link Access Support **Email: k-link@kohls.com**

Image Upload Support **Email: ec-imageassets@kohls.com**
Subject: Image Webinar Question

The recording of this webinar and FAQ will be added in K-Link under Resources.
Keep an eye out for a more comprehensive demo coming in January that will show the step-by-step process.