

THE ICONIC

MENS APPAREL IMAGE BRIEF

MARKETPLACE & SUPPLIER



CONTENTS

- 1 Image specifications
- 2 Retouching brief
- 3 Men's Apparel Brief

[TOPS & SHIRTS](#)

[SHORTS](#)

[PANTS](#)

[SUITS](#)

[MULTI PACKS](#)

[UNISEX](#)

[ADAPTIVE APPAREL](#)

- 4 Men's Sports Apparel Brief

[COMPRESSIONS](#)

[SHORTS](#)

[PANTS](#)



IMAGE SPECIFICATIONS



Canvas Size

PET (WHOLESALE): 2362 (w) x 2953 (h) px, 300 dpi

SELLER CENTER (MARKETPLACE): 1600 (w) x 2000 (h) px, 300 dpi
(images uploaded directly into Seller Center must be <2MB)



Colour Profile

Working RGB - sRGB



Grey Background Values

RGB value on the grey background must be 230.230.230



File Naming

Each file is named according to their SKU - a unique code assigned to a product. Each SKU must be followed by an underscore (_) and a number which corresponds to the order shown on the website

For example:

CO362AA13NKW_1
CO362AA13NKW_2
CO362AA13NKW_3
CO362AA13NKW_4
CO362AA13NKW_5



Model Usage

Any models being used by sellers and suppliers for external shoots must first be approved by THE ICONIC before shooting



RETOUCHING BRIEF

At THE ICONIC we believe in showing a more realistic depiction of the body and individualism to our customers. We embrace natural beauty and individuality.

We don't over-retouch stretch marks, cellulite, scars, tattoos, pigmentation and natural skin texture. We don't clip clothing to appear smaller and we don't liquify to change the models size and body shape.

Please do not remove or retouch:

- Stretch marks and cellulite
- Pigmentation and natural skin texture
- Tattoos (unless required for brand reasons)

Please do not liquify:

- Models body shape
- Shape of product to change the natural fit

Please remove or retouch out:

- Eye bags
- Bruises, scars and skin abrasions
- Acne and blemishes
- Rashes and skin conditions
- Backgrounds should remain clean and free of dirt and dust



MENS APPAREL*TOPS & SHIRTS // casual***1 FRONT**

- ✓ crop from below the eyes to below the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ move image 3 to front if detail is on back of product

2 SIDE

- ✓ crop from below the eyes to below the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ move image 3 to front if detail is on back of product

3 BACK

- ✓ crop from below the eyes to below the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ move image 3 to front if detail is on back of product

4 FEATURE

- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE

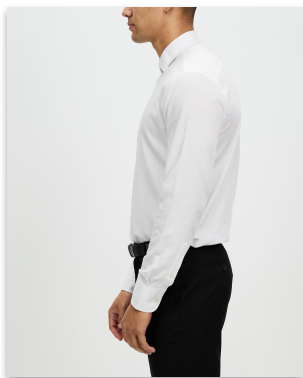
- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE

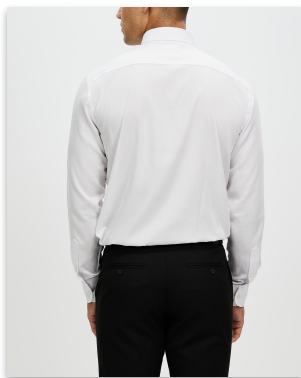
- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

MENS APPAREL*TOPS & SHIRTS // business***1 FRONT**

- ✓ crop from below the eyes to below the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ shirt should be neatly tucked for all images

2 SIDE

- ✓ crop from below the eyes to below the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ shirt should be neatly tucked for all images

3 BACK

- ✓ crop from below the eyes to below the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ shirt should be neatly tucked for all images

4 FEATURE

- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE

- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE

- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

1 FRONT



- ✓ crop from above the product to the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ no product to be cropped out of frame

2 SIDE



- ✓ crop from above the product to the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ no product to be cropped out of frame

3 BACK



- ✓ crop from above the product to the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ no product to be cropped out of frame

4 FEATURE



- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

1 FRONT



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

2 SIDE



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

3 BACK



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

4 FEATURE



- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

1 FRONT



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

2 SIDE



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

3 BACK



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

4 FEATURE



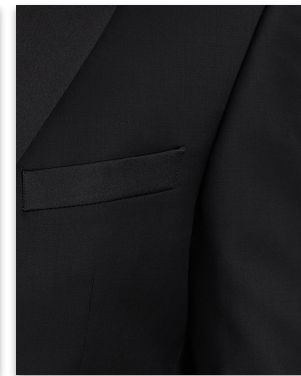
- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

MENS APPAREL

MULTI PACKS

1 FRONT (flatlay)



2 FRONT (1st colour)



3 FRONT (2nd colour)



4 FRONT (3rd colour)



5 SIDE (3rd colour)



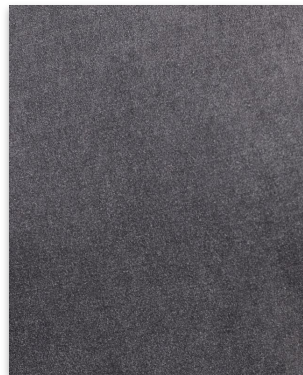
6 BACK (3rd colour)



7 STYLE (any colour)



8 TEXTURE (any colour)



- ✓ this is an example for a 3 pack, reduce or increase front crops for smaller or larger packs
- ✓ please use individual category guidelines to determine front, side and back crops
- ✓ place flatlay on 2.5cm guidelines

1 FRONT (double)



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ can crop the shoes off slightly

2 FRONT (mens)



- ✓ crop according to category that has been shot
- ✓ if full length model and shoes must not be cropped
- ✓ keep movement minimal and simple

3 SIDE (mens)



- ✓ crop according to category that has been shot
- ✓ if full length model and shoes must not be cropped
- ✓ keep movement minimal and simple

4 BACK (mens)



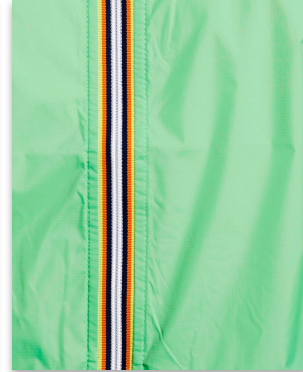
- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 FEATURE (mens)



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

1 HERO



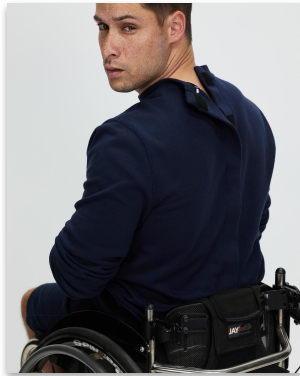
- ✓ crop determined by the photographer to best hero the product
- ✓ negative space ok, can bleed out of frame to left and right
- ✓ please add styling and props where applicable to elevate the product

2 FEATURE 1



- ✓ closer crop showing a main functional feature of the product
- ✓ crop determined by photographer
- ✓ can bleed out of frame to the left and right

3 FEATURE 2



- ✓ closer crop showing a main functional feature of the product
- ✓ crop determined by photographer
- ✓ can bleed out of frame to the left and right

4 STYLE



- ✓ image showing the full styled outfit
- ✓ model and shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side

5 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot additional features here if required

1 SIDE ANGLE



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

2 FRONT



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

3 BACK



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

4 FEATURE



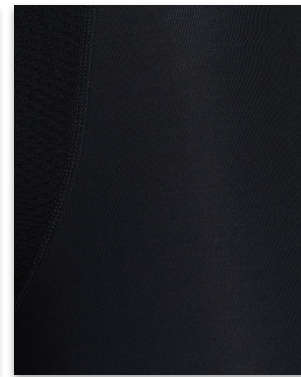
- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

MENS SPORTS APPAREL

SHORTS

1 FRONT



- ✓ crop from above the product to the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

2 SIDE



- ✓ crop from above the product to the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

3 BACK



- ✓ crop from above the product to the knees
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

4 FEATURE



- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible

PANTS

1 FRONT



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

2 SIDE



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

3 BACK



- ✓ crop from above the product to below the shoes
- ✓ keep movement minimal and simple, product should be focus
- ✓ no top to be worn for sports compressions images 1-3

4 FEATURE



- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ if models face is shown crop below the eyes
- ✓ if additional shot is required for more than one feature, add after style

5 STYLE



- ✓ crop from below the eyes to below the shoes
- ✓ shoes must not be cropped off
- ✓ negative space ok, can be off centre to either side
- ✓ keep movement minimal and simple, product should be focus

6 TEXTURE



- ✓ no skin or background to be shown
- ✓ detail shot of the fabric only
- ✓ show texture of the fabric clearly
- ✓ must be sharp
- ✓ shoot a neat area of the fabric where possible