THE ICONIC

OUTLET
IMAGE BRIEF

MARKETPLACE & SUPPLIER

CONTENTS

RETOUCHING BRIEF | apparel

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

RETOUCHING BRIEF | footwear & accessories

At THE ICONIC we believe in showing our product to the highest quality, to create the best possible shopping experience to our customers. The below retouching brief should be carried out on all product to show a true depiction of our product.

Please remove or retouch out:
- dust
- dirt
- uneven paper
- creases
- scratches
- fishing line
- pins
- blu tac

Please liquify:
- shape of product
- uneven edges

Please do not:
- paint over background
- remove background texture
- remove shadows
- remove texture of product
- save imagery in low quality

THE ICONIC

IMAGE SPECIFICATIONS

ICONIC IMAGE GUIDELINES

The following outlines the specifications for imagery that can be submitted to follow the in house ICONIC image brief

✓ **Canvas Size (for images ready to upload)**

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 for apparel and 240.240.240 for footwear and accessories

✓ **Model Usage**

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

✓ **Number of images**

Number of images can be reduced to 2 images over all categories, with front and back required to be shown for apparel

1 FRONT

- crop from above the hair to below 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 SIDE

- crop from above the hair to below the product
- negative space ok, can be off centre to the left and right
- model can bleed out of frame to left and right

3 BACK

- crop from above the hair to below the product
- negative space ok, can be off centre to the left and right
- model can bleed out of frame to left and right

4 FEATURE

- closer crop showing a main feature of the product
- crop determined by photographer
- can bleed out of frame to the left and right
- show movement and mood where required

5 STYLE

- crop from above the hair to below the shoes
- model and shoes must not be cropped off
- negative space ok, can be off centre to either side
- change pose from front if feature is on side or back of product

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

WOMENS APPAREL
BOTTOMS

1 *FRONT*

- crop from the shoulders to below the shoes
- can crop the shoes off slightly
- negative space ok, can be off centre to either side

2 *SIDE*

- crop from the shoulders to below the shoes
- can crop the shoes off slightly
- negative space ok, can be off centre to either side

3 *BACK*

- crop from the shoulders to below the shoes
- can crop the shoes off slightly
- negative space ok, can be off centre to either side

4 *FEATURE*

- closer crop showing a main feature of the product
- crop determined by photographer
- can bleed out of frame to the left and right
- show movement and mood where required

5 *STYLE*

- crop from above the hair to below the shoes
- model and shoes must not be cropped off
- negative space ok, can be off centre to either side
- change pose from front if feature is on side or back of product

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

WOMENS APPAREL
DRESSES & FULL LENGTH APPAREL

1 *FRONT*

2 *SIDE*

3 *BACK*

4 *FEATURE*

5 *STYLE*

6 *TEXTURE*

1 FRONT
- crop from above the hair to below the shoes
- model and shoes must not be cropped off
- negative space ok, can be off centre to either side

2 SIDE
- crop from above the hair to below the shoes
- model and shoes must not be cropped off
- negative space ok, can be off centre to either side

3 BACK
- crop from above the hair to below the shoes
- model and shoes must not be cropped off
- negative space ok, can be off centre to either side

4 FEATURE
- closer crop showing a main feature of the product
- crop determined by photographer
- can bleed out of frame to the left and right
- show movement and mood where required

5 STYLE
- crop from above the hair to below the shoes
- model and shoes must not be cropped off
- negative space ok, can be off centre to either side
- change pose from front if feature is on side or back of product

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

SWIM & LINGERIE
TOPS

1 *FRONT*

- ✓ crop from above the hair to the waist
- ✓ no skirting to be shown
- ✓ negative space ok, can be off centre to the left and right
- ✓ model can bleed out of frame to left and right

2 *BACK*

- ✓ crop from above the hair to the waist
- ✓ no skirting to be shown
- ✓ negative space ok, can be off centre to the left and right
- ✓ model can bleed out of frame to left and right

3 *FEATURE*

- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ can bleed out of frame to the left and right
- ✓ show movement and mood where required

4 *SET (optional)*

- ✓ crop from above the hair to the knees
- ✓ negative space ok, can be off centre to either side
- ✓ must show bra and underwear set if applicable
- ✓ front on angle of image required

SWIM & LINGERIE
BOTTOMS

1 *FRONT*

- ✓ crop from the shoulders to the knees
- ✓ no skirting to be shown
- ✓ can be slightly off centre to the left and right of image if required
- ✓ no product to be cropped out of frame

2 *BACK*

- ✓ crop from the shoulders to the knees
- ✓ no skirting to be shown
- ✓ can be slightly off centre to the left and right of image if required
- ✓ no product to be cropped out of frame

3 *FEATURE*

- ✓ closer crop showing a main feature of the product
- ✓ crop determined by photographer
- ✓ can bleed out of frame to the left and right
- ✓ show movement and mood where required

4 *SET (optional)*

- ✓ crop from above the hair to the knees
- ✓ negative space ok, can be off centre to either side
- ✓ must show bra and underwear set if applicable
- ✓ front on angle of image required

SWIM & LINGERIE
BODYSUITS & ONE PIECES

1 *FRONT*

- crop from above the hair to mid thigh
- no skirting to be shown
- negative space ok, can be off centre to the left and right
- model can bleed out of frame to left and right

2 *BACK*

- crop from above the hair to mid thigh
- no skirting to be shown
- negative space ok, can be off centre to the left and right
- model can bleed out of frame to left and right

3 *FEATURE*

- closer crop showing a main feature of the product
- crop determined by photographer
- can bleed out of frame to the left and right
- show movement and mood where required

MENS APPAREL
TOPS

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

1 FRONT

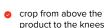- crop from above the product to the knees
- keep movement minimal and simple, product should be focus
- no product to be cropped out of frame

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

MENS APPAREL
PANTS

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 *SIDE*

- resize to fit 2.5cm (v) guides (200px for Seller)
- place on 22.5cm (h) baseline
- height should not exceed 2.5cm (h) guide

2 *PAIR (sole/instep)*

- shoot pair of shoes to feature sole and instep of shoe
- shoot and style accordingly to shoe category
- if only one shoe available shoot one shoe only
- image and crop determined by photographer and will vary depending on shoe category

3 *FEATURE (back)*

- shoot close up to feature back of shoe
- shoot and style accordingly to shoe category
- if only one shoe available shoot one shoe only
- image and crop determined by photographer and will vary depending on shoe category

4 *FEATURE (additional option)*

- shoot optional close up of any additional details
- shoot and style accordingly to shoe category
- if only one shoe available shoot one shoe only
- image and crop determined by photographer and will vary depending on shoe category

1 *FRONT*

- resize to fit 2.5cm (v) guides (200px for Seller)
- place on 22.5cm (h) baseline
- height should not exceed 2.5cm (h) guide

2 *FEATURE (depth)*

- feature shot to feature depth of bag
- shoot and style accordingly to bag category
- include back of bag here also if required
- image and crop determined by photographer and will vary depending on bag category
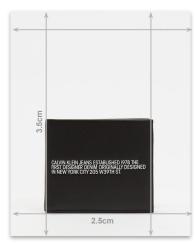
3 *FEATURE (inside)*

- feature shot to feature inside of bag
- shoot and style accordingly to bag category
- image and crop determined by photographer and will vary depending on bag category

4 *FEATURE (texture)*

- feature shot to feature texture and fabric of bag
- image and crop determined by photographer

WALLETS

1 *FRONT*

- resize to fit 3.5cm (v) guides (280px for Seller)
- place on 22.5cm (h) baseline
- height should not exceed 2.5cm (h) guide

2 *FEATURE (depth)*

- resize to fit 3.5cm (v) guides (280px for Seller)
- place on 22.5cm (h) baseline
- height should not exceed 2.5cm (h) guide

3 *FEATURE (inside)*

- feature shot to feature inside of wallet
- shoot and style accordingly for the wallet type
- image and crop determined by photographer and will vary depending on wallet type
- if no inside of wallet, skip image 3 and move to image 4

4 *FEATURE (zip/clasp/texture)*

- feature shot to feature any additional features of wallet
- image and crop determined by photographer and will vary depending on wallet type

BELTS

1 *FRONT*

2 *FEATURE*

- resize to fit 3.5cm (v) guides (280px for Seller)
- centre on the canvas

- feature shot to feature any additional features of belt
- image and crop determined by photographer and will vary depending on belt type
- this is an example of how a womens belt may be shot

CAPS & HATS

1 *FRONT ANGLE*

2 *BACK ANGLE*

3 *FEATURE*

- resize to fit 2.5cm (v) guides (200px for Seller)
- centre on the canvas

- resize to fit 2.5cm (v) guides (200px for Seller)
- centre on the canvas

- feature shot to feature any additional features of hat
- image and crop determined by photographer and will vary depending on where feature of hat is

WATCHES

1 *FRONT*

- resize to fit 2.5cm (v) guides (200px for Seller)
- centre on canvas
- height should not exceed 2.5cm (h) guide

2 *FEATURE (band)*

- feature shot to feature the strap and clasp of watch
- image and crop determined by photographer and will vary depending on watch type
- use plinths or props where required for premium product

3 *FEATURE (dial)*

- feature shot to feature the dial or any other external details of watch
- image and crop determined by photographer and will vary depending on watch type
- use plinths or props where required for premium product
- if no features or details to show please skip image 3

4 *PACKAGING*

- packaging shot of box or packaging
- image and crop determined by photographer
- keep cropping consistent for similar products
- if no packaging image is not required

SUNGLASSES

1 *FRONT*

- resize to fit 2.5cm (v) guides (200px for Seller)
- centre on canvas

2 *BACK ANGLE*

- feature shot to feature the back angle and the arm of sunglasses
- keep angle and cropping similar to that of image supplied above

3 *FEATURE (additional)*

- feature shot to feature any other external details of sunglasses
- image and crop determined by photographer and will vary
- use plinths or props where required for premium product
- if no features or details to show please skip image 3

4 *PACKAGING*

- packaging shot of box or packaging
- image and crop determined by photographer
- keep cropping consistent for similar products
- if no packaging image is not required

JEWELLERY

1 *HERO* **2** *DETAIL* **3** *BOX (OPTIONAL)*

- hero shot of jewellery on grey background
- crop determined by photographer

- additional shot to cover off any other details of jewellery product not covered in the hero shot
- this shot can also show entire product or clasps if not shown in hero

- if jewellery box provided please shoot here

ACCESSORIES
FLATLAY PRODUCT

1 *FRONT*

2 *BACK*

3 *FEATURE*

- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ centre on canvas

- ✓ resize to fit 2.5cm (v) guides (200px for Seller)
- ✓ height should not exceed 2.5cm (h) guides
- ✓ centre on canvas

- ✓ detail shot of a feature
- ✓ resize to fit on canvas

IMAGE SPECIFICATIONS

ALTERNATIVE OUTLET IMAGERY OPTIONS

For supplied outlet imagery, imagery that isn't able to follow the ICONIC in house brief, will be accepted for some categories.

However, alternative outlet imagery options will still need to fall under the following options.

✓ **Supplied Image Dimensions (for Retouching)**

Images supplied for retouching that do not have a plain grey or white background must be supplied in a 4:5 canvas ratio format, images that can't be retouched into the specified canvas dimensions above will be rejected

✓ **Colour Profile & Background colours**

Colour profile: Working RGB - sRGB
Backgrounds: Backgrounds must be either of a grey or neutral tone - coloured backgrounds will need to be pre-approved on a case-by-case basis by brand

✓ **Model Usage**

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

✓ **Number of images**

Number of images can be reduced to 2 images, with front and back required to be shown for apparel

WOMENS & MENS APPAREL
BACKGROUND EXCEPTIONS

1 *CONCRETE FLOORING*

- ✓ images with a concrete floor and a white, grey or neutral coloured backdrop can be provided
- ✓ pre-approval of images is required by THE ICONIC production team and not all flooring will be approved

2 *PLINTHS & SET ADDITIONS*

- ✓ images with plinths or set additions and a white, grey or neutral coloured backdrop can be provided
- ✓ pre-approval of images is required by THE ICONIC production team and not all sets will be approved

3 *COLOUR*

- ✓ images can be provided with a coloured backdrop can be provided
- ✓ pre-approval of images is required by THE ICONIC production team and not all colours will be approved

4 *OTHER FLOORINGS (WOODEN ETC.)*

- ✓ images with other floorings (floorboards etc.) and a white, grey or neutral coloured backdrop can be provided
- ✓ pre-approval of images is required by THE ICONIC production team and not all flooring will be approved

5 *BACKGROUND SETS (CURTAINS ETC.)*

- ✓ images with minor backdrop adjustments (curtains, skirting boards etc.) , to a white, grey or neutral coloured backdrop can be provided
- ✓ pre-approval of images is required by THE ICONIC production team and not all sets will be approved

6 *PROPS ON SET*

- ✓ images with suitable fashion props added to a white, grey or neutral coloured backdrop can be provided
- ✓ pre-approval of images is required by THE ICONIC production team and not all sets will be approved

TOP

WOMENS & MENS APPAREL
UNREC

1 *FRONT*

✓ crop from below the eyes to below the product or feet

2 *SIDE*

✓ crop from below the eyes to below the product or feet

3 *BACK*

✓ crop from below the eyes to below the product or feet

4 *FEATURE*

✓ closer crop showing a main feature of the product

5 *STYLE*

✓ crop from below the eyes to below the product or feet

6 *TEXTURE*

✓ detail shot of the fabric only

TOP

APPAREL
FLATLAY & GHOST MANNEQUIN // TOPS

1 *FRONT*

2.5cm

2.5cm

2 *BACK*

2.5cm

2.5cm

3 *FEATURE*

- ● resize to fit 2.5cm (v) guides (200px for Seller)
- ● height should not exceed 2.5cm (h) guides
- ● centre on canvas
- ● can be either flatlay product or ghost mannequin

- ● resize to fit 2.5cm (v) guides (200px for Seller)
- ● height should not exceed 2.5cm (h) guides
- ● centre on canvas
- ● can be either flatlay product or ghost mannequin

- ● detail shot of a feature
- ● resize to fit on canvas

1 *FRONT*

2 *BACK*

3 *FEATURE*

- resize to fit 2.5cm (v) guides (200px for Seller)
- height should not exceed 2.5cm (h) guides
- centre on canvas
- can be either flatlay product or ghost mannequin

- resize to fit 2.5cm (v) guides (200px for Seller)
- height should not exceed 2.5cm (h) guides
- centre on canvas
- can be either flatlay product or ghost mannequin

- detail shot of a feature
- resize to fit on canvas

APPAREL
FLATLAY & GHOST MANNEQUIN // DRESSES & ONESIES

1 *FRONT*

2 *BACK*

3 *FEATURE*

- resize to fit 2.5cm (v) guides (200px for Seller)
- height should not exceed 2.5cm (h) guides
- centre on canvas
- can be either flatlay product or ghost mannequin

- resize to fit 2.5cm (v) guides (200px for Seller)
- height should not exceed 2.5cm (h) guides
- centre on canvas
- can be either flatlay product or ghost mannequin

- detail shot of a feature
- resize to fit on canvas

THE ICONIC

1 *FRONT*

2 *BACK*

3 *FEATURE*

- resize to fit 2.5cm (v) guides (200px for Seller)
- height should not exceed 2.5cm (h) guides
- centre on canvas
- can be either flatlay product or ghost mannequin

- resize to fit 2.5cm (v) guides (200px for Seller)
- height should not exceed 2.5cm (h) guides
- centre on canvas
- can be either flatlay product or ghost mannequin

- detail shot of a feature
- resize to fit on canvas