



ZALORA
PRODUCTION SERVICES

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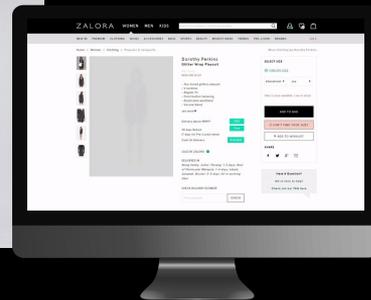


Brand Success
Stories



ZALORA ePRODUCTION SERVICES (ZPS)

As one of the **biggest e-production in Southeast Asia**, we offer our partners the best quality catalog photography and effective product content at the lowest price. With ZPS, putting your products for sale online has never been easier or more effective.



KEY BENEFITS

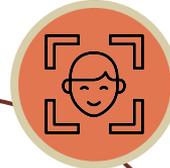
Quality Online Product Catalog

Compelling fashion catalog photography and effective content writing with consistency to local language engagement.



Use of Professional Models

We work with professionally trained, top models available - selected according to the brand's suitability.



Competitive Price

Leverage on our high eProduction volumes to offer you affordable rates compared to other photography studios.



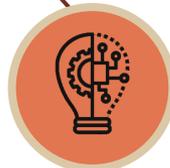
Proven to Improve Sales

Increase Conversion Rates and Click Through Rates



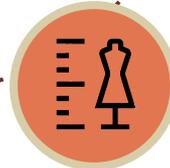
Simplified Operations

Send us your product samples, and let us do the rest.



Customisable eProduction Services

Let us know what you require and only pay for the services you need.



ZALORA
PRODUCTION SERVICES



Available SERVICES.



APPAREL CATEGORY

ZPS offers an **all-inclusive e-production services** in line with industry standards.

“

Data shows that overall, videos help **increase conversion rate by up to 20%** compared to those without

”

APPAREL PHOTO

PRODUCT HANDLING

inbound, processing, and outbound

ZALORA'S CHOICE OF MODEL

inclusive of hair, makeup and styling for male or female model

PHOTOGRAPHY & RETOUCHING

up to four angles of front, back, detail, and styling shot, following ZALORA's guidelines

CONTENT WRITING

product description in bullet points

UPLOADS ONTO SELLER CENTER

for non ZALORA Sellers include upload onto shared GDrive



**No minimum SKU*

UNISEX APPAREL

PRODUCT HANDLING

inbound, processing, and outbound

ZALORA'S CHOICE OF MODEL

inclusive of hair, makeup and styling for a male and a female model

PHOTOGRAPHY & RETOUCHING

up to four angles of front, back, detail, and styling shot, following ZALORA's guidelines

CONTENT WRITING

product description in bullet points

UPLOADS ONTO SELLER CENTER

for non ZALORA Sellers include upload onto shared GDrive

**No minimum SKU*



PHOTO & VIDEO

PRODUCT HANDLING

inbound, processing, and outbound

ZALORA'S CHOICE OF MODEL

inclusive of hair, makeup and styling for a male or female model

PHOTOGRAPHY & RETOUCHING

up to four angles of front, back, detail, and styling shot, following ZALORA's guidelines

VIDEO SHOOT

5-10 seconds video showcasing the product worn on model

CONTENT WRITING

product description in bullet points

UPLOADS ONTO SELLER CENTER

for non ZALORA Sellers include upload onto shared GDrive

**No minimum SKU*



SHOOT STYLE OPTIONS

MODERN

- *Dynamic poses*
- *Various shoot angles on each images*
- *Usage of simple props (chair, blocks, curtains, etc of neutral colors)*



CLASSIC

- *Simple poses*
- *90 degree angle*
- *No props usage*



Seller can opt for one shoot style for each Packing List.
The standard processing style is Modern.
No additional charge.

KIDS APPAREL

PRODUCT HANDLING

inbound, processing, and outbound

PHOTOGRAPHY & RETOUCHING

up to four angles of front, back, and detail of ghost mannequin images, following ZALORA's guidelines

CONTENT WRITING *product description in bullet points*

UPLOADS ONTO SELLER CENTER *for non ZALORA Sellers include upload onto shared GDrive*

**No minimum SKU*



KIDS APPAREL SHOOT OPTIONS

GHOST MANNEQUIN



FLATLAYS



*Kids/junior category can opt for processing with Ghost Mannequin or Flatlays.
Babies category will be processed with Flatlays*



PRODUCT CATEGORY

*Product category includes items such as **bags, shoes,** and **accessories.***

“

*Data shows product on model images boost customer confidence in terms of product size and overall, helps to **increase conversion rate by up to 25%** compared to those without product on model images.*

”

PRODUCT PHOTO

PRODUCT HANDLING

inbound, processing, and outbound

PHOTOGRAPHY & RETOUCHING

up to 6 angles following ZALORA's guidelines

CONTENT WRITING

product description in bullet points

UPLOADS ONTO SELLER CENTER

for non ZALORA Sellers include upload onto shared GDrive

**No minimum SKU*



PRODUCT WITH MODEL

PRODUCT HANDLING *inbound, processing, and outbound*

ZALORA'S CHOICE OF MODEL *Inclusive of hair, makeup and styling (as needed)*

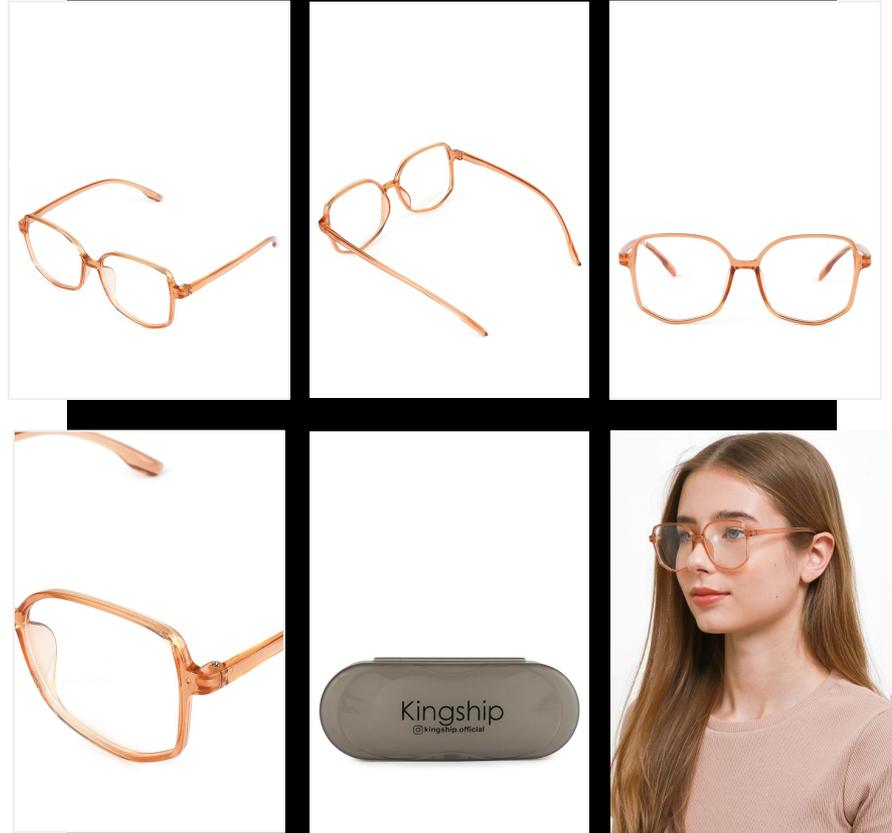
PHOTOGRAPHY & RETOUCHING *up to 6 angles following ZALORA's guidelines*

PRODUCT ON MODEL *one image following ZALORA's standard guideline*

CONTENT WRITING *product description in bullet points*

UPLOADS ONTO SELLER CENTER *for non ZALORA Sellers include upload onto shared GDrive*

**No minimum SKU*



PRODUCT WITH VIDEO

PRODUCT HANDLING

inbound, processing, and outbound

ZALORA'S CHOICE OF MODEL

Inclusive of hair, makeup and styling (as needed)

PHOTOGRAPHY & RETOUCHING

up to 6 angles following ZALORA's guidelines

PRODUCT ON MODEL

one image following ZALORA's standard guideline

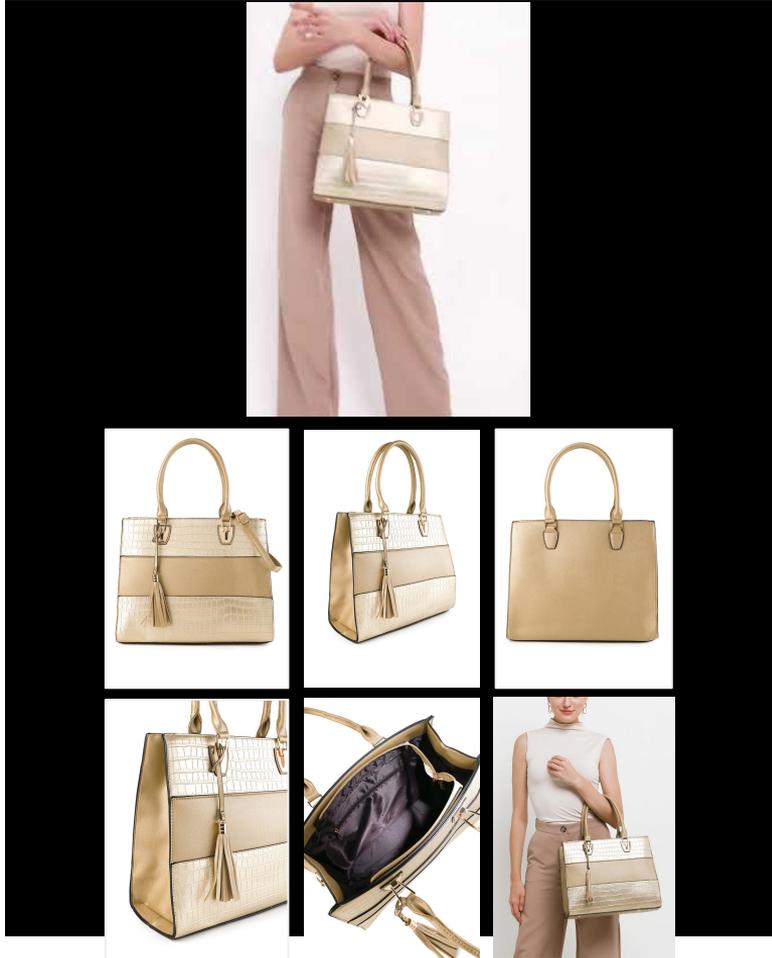
CONTENT WRITING

product description in bullet points

UPLOADS ONTO SELLER CENTER

for non ZALORA Sellers include upload onto shared GDrive

**No minimum SKU*



PRODUCT WITH BAG CAPACITY

PRODUCT HANDLING

inbound, processing, and outbound

PHOTOGRAPHY & RETOUCHING *up to 7 angles following ZALORA's guidelines*

PRODUCT CAPACITY ANGLE *one image showing bag's capacity with props*

CONTENT WRITING *product description in bullet points*

UPLOADS ONTO SELLER CENTER *for non ZALORA Sellers include upload onto shared GDrive*



New Service



IMAGE RETOUCHING

*In addition to ensuring Seller's images are up to ZALORA's high standards, our professional retouchers aim to **enhance and showcase the product's features.***

**No minimum order*

RETOUCHING SERVICE

CATEGORY

Apparel
Non-apparel

INCLUDE

- *Image clean up, cropping, resizing*
- *Background removal*
- *Detail enhancement*
- *Color correction*



Ghost mannequin



Background Removal
Detail enhancement



Color correction



CONTENT WRITING

*Delivering useful information to ensure customers can make **informed shopping decisions** and keep them coming back for more!*

**No minimum SKU*

EDITORIAL

CONCEPT

creative process to make sure it aligns with your brand's identity

PRODUCT HANDLING

inbound, processing, and outbound

MODEL

inclusive of hair, makeup and styling for male or female model

PHOTOGRAPHY & RETOUCHING *five final artwork 996 pixel x 400 pixel @300dpi*

PRODUCTION TIME

seven working days from inbound



FLATLAYS

CONCEPT

creative process to make sure it aligns with your brand's identity

PRODUCT HANDLING

inbound, processing, and outbound

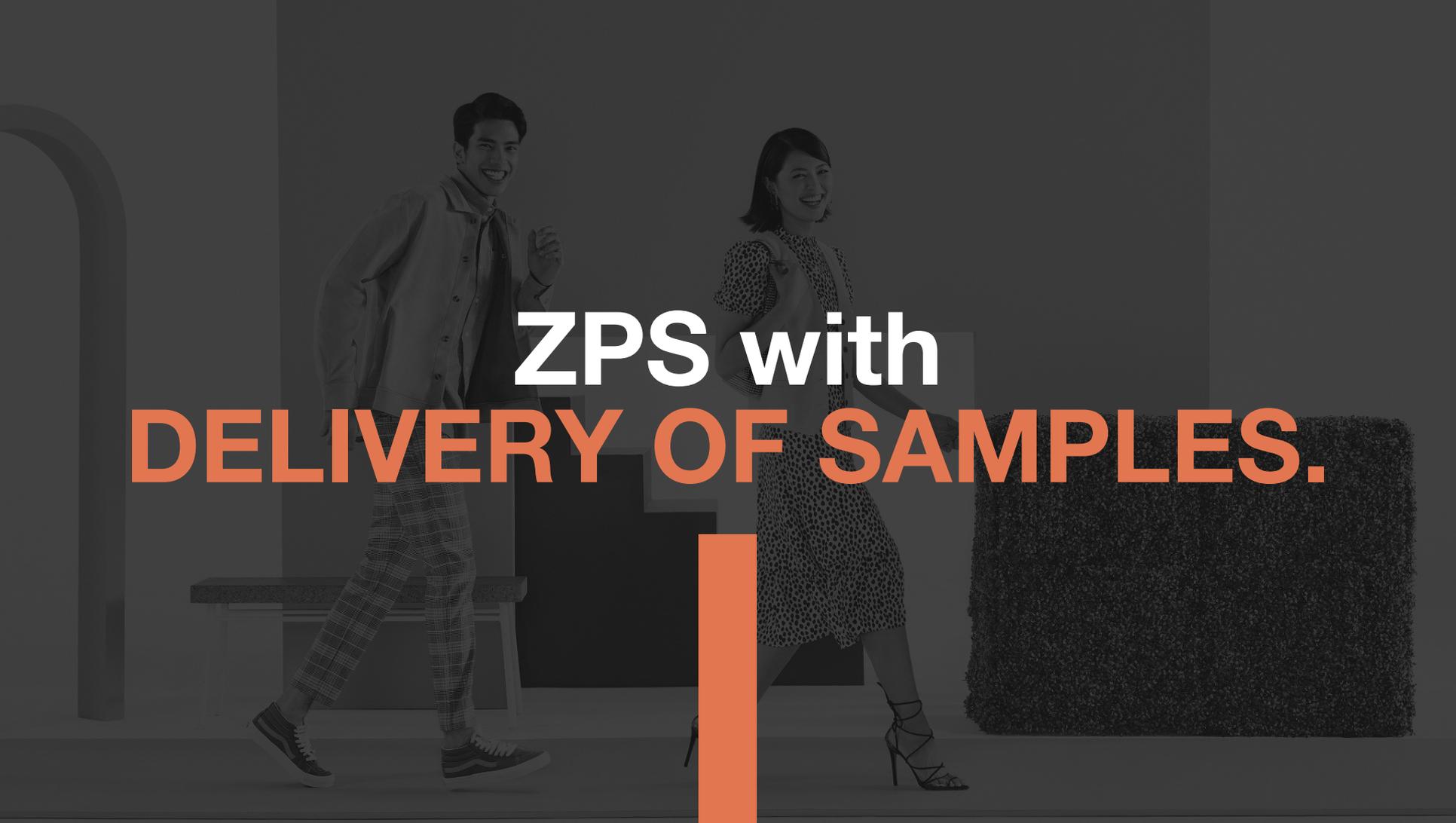
PHOTOGRAPHY & RETOUCHING

five final artwork 996 pixel x 400 pixel @300dpi

PRODUCTION TIME

seven working days from inbound



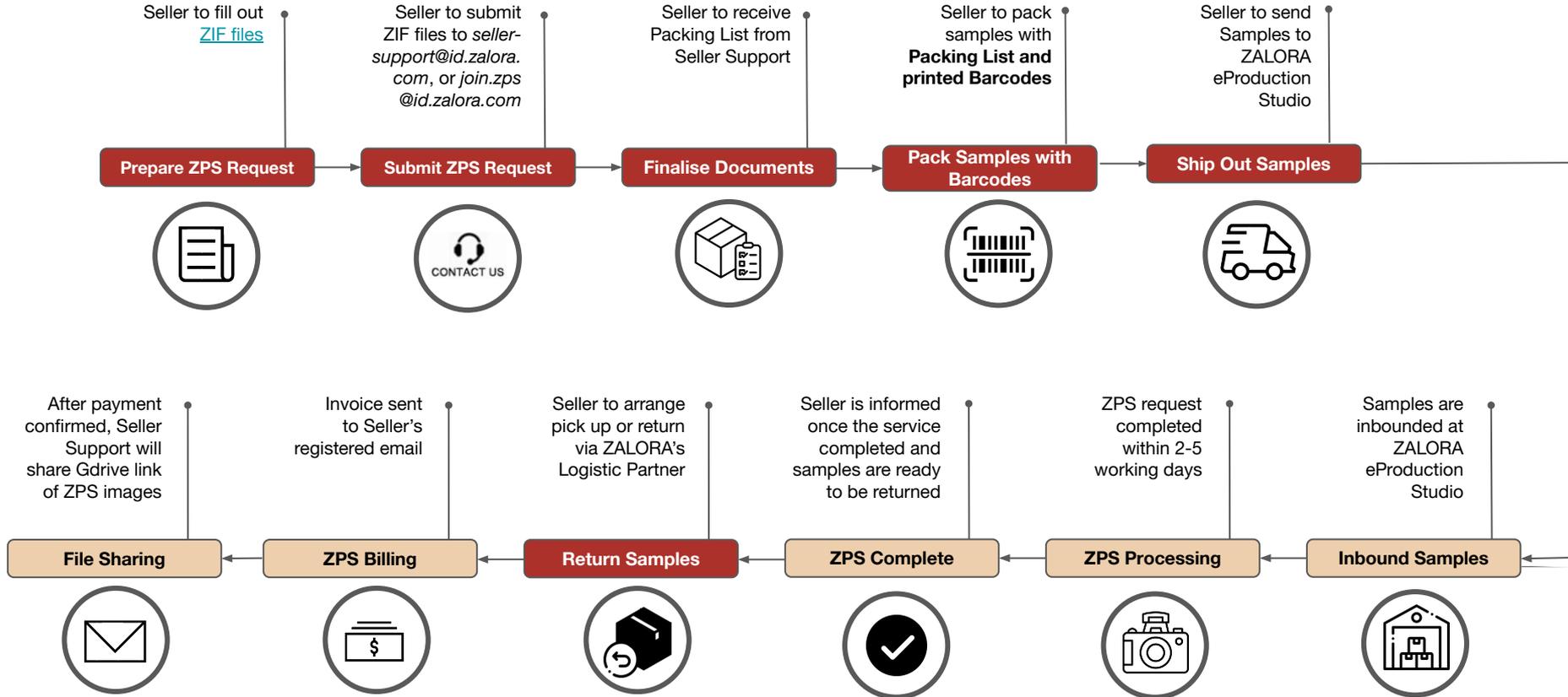
A man and a woman are walking through a modern, minimalist interior space. The man is on the left, wearing a light-colored jacket and plaid trousers, smiling. The woman is on the right, wearing a patterned dress and high heels, also smiling. The background features a large archway, a bench, and a large, textured rectangular object. The text "ZPS with DELIVERY OF SAMPLES." is overlaid in the center, with "ZPS with" in white and "DELIVERY OF SAMPLES." in orange. A thick orange vertical bar is positioned below the text.

ZPS with
DELIVERY OF SAMPLES.

PROCESS FLOW - MP & non-Zalora Seller Shipments

LEGEND:

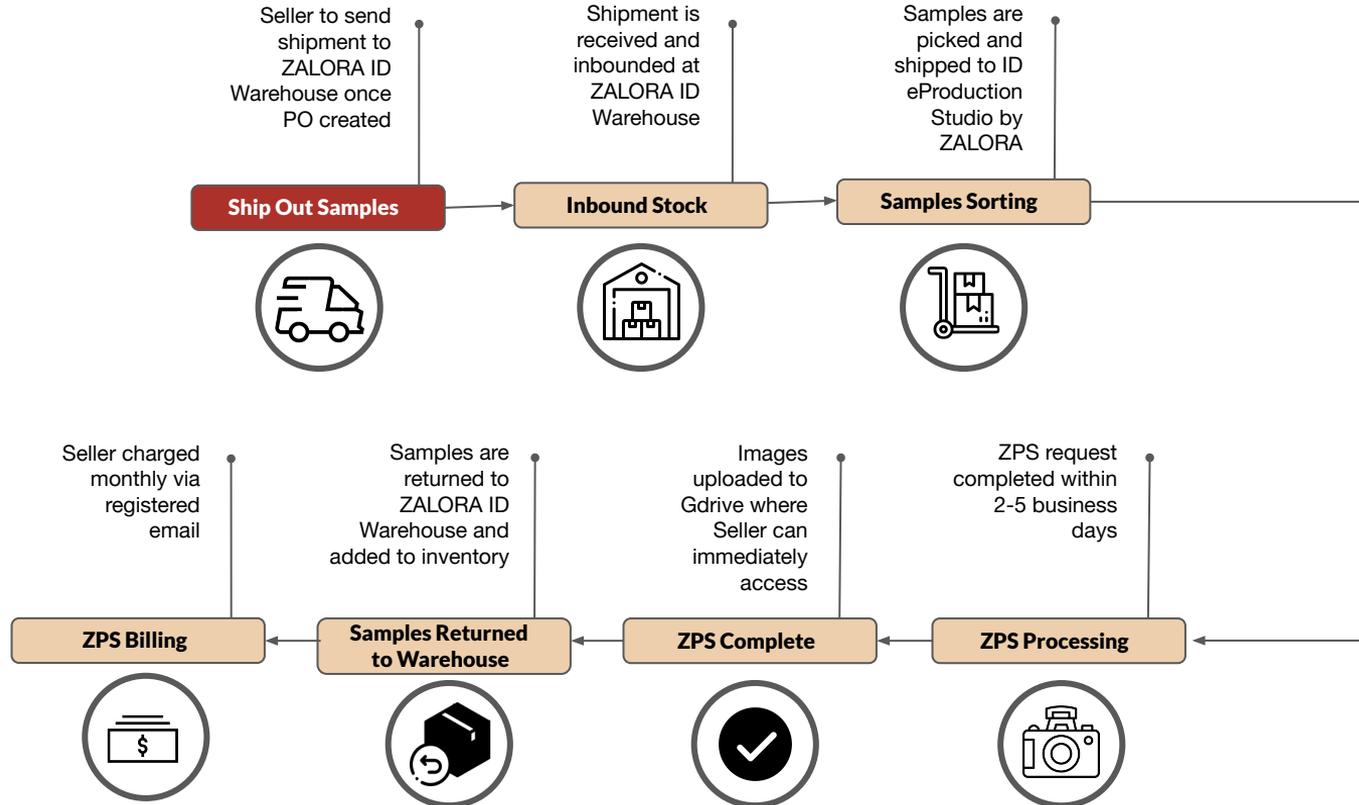
Seller Action Item



PROCESS FLOW - Fulfilled by ZALORA (FBZ) & Consignment

LEGEND:

Seller Action Item



SAMPLE REQUIREMENTS

ADULTS' APPAREL

- Top & Bottom
- Sleepwear & Underwear
- Swim & Beachwear
- Sportswear
- Batik
- Moslemwear



Female

Top or Bottom:
EU 36 | US 8 | UK 10 |
International S
Jeans: Waist Size: 27 in



Male

Tops: EU 52 | US 42 | UK 42
| International L
Bottom or Jeans:
Waist Size 32 in
Suits: EU48/L



Unisex

Please provide 1 apparel
each for Female and Male
according to the
requirements

*Note: The recommended sizes above are **subject to change** based on model and brand's measurement.*

SAMPLE REQUIREMENTS

KIDS' APPAREL

- Top & bottom
- Sleepwear
- Sportswear
- Batik
- Moslemwear

PRODUCT

- Bags
- Footwear
- Eyewear
- Jewelries
- Accessories



Girls

Age size: 6-7 Years

Boys

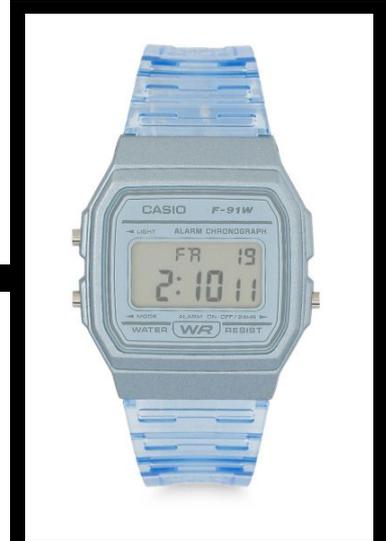
Age size: 7-8 Years



Male

Shoes: EU 42 | US 9 |
UK 8.5

Other Accessories:
One Size



Female

Shoes: EU 38 | US 7 |
UK 5

Other Accessories:
One Size

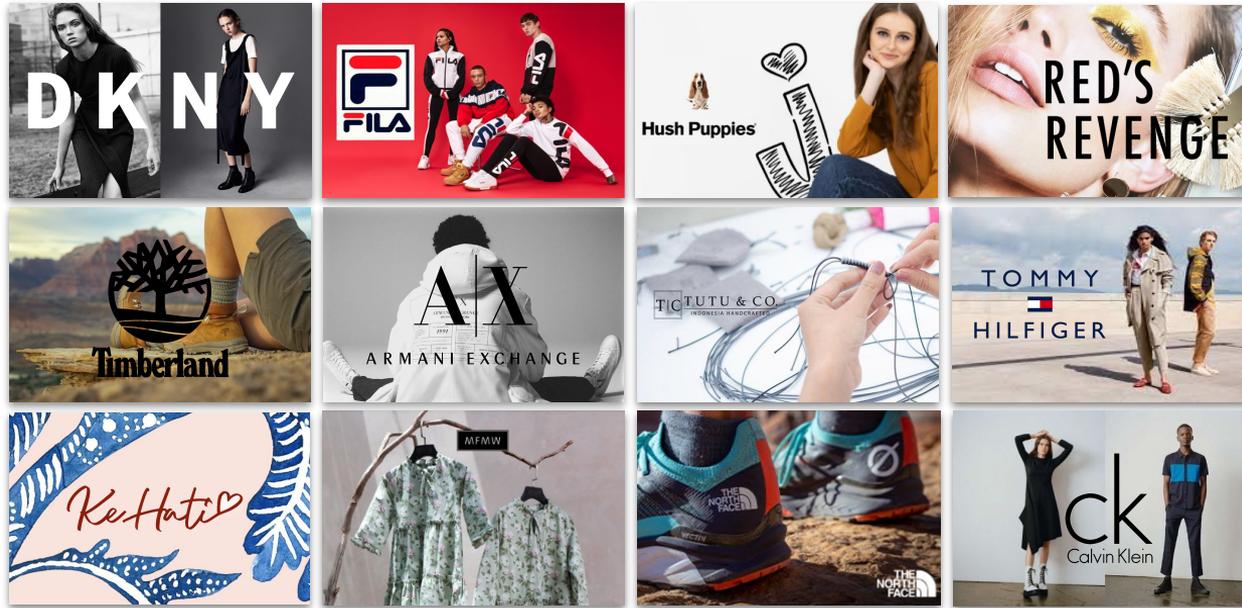
Note: The recommended sizes above are *subject to change* based on the model and brand's measurement.

A grayscale photograph of a man carrying a woman piggyback. The man is in the foreground, wearing sunglasses and a dark, short-sleeved top, smiling broadly. The woman is behind him, wearing a patterned jacket and high heels, also smiling and holding onto him. They are standing on a rooftop or balcony with a city skyline and trees in the background. The image is semi-transparent, serving as a background for the text.

Brand **SUCCESS STORIES.**

BRAND PARTNERS

Our brand portfolio consists of the most desirable international and local brands across a full spectrum of price ranges and styles.



CLIENT TESTIMONIALS

Hundreds of brands & sellers entrust ZPS

“

*Love the efficiency
and quality
produced.* ”

”

CKCALVIN KLEIN

*Tan Yuan Yun
- Commercial Wholesale of ck
Calvin Klein -*

“

*We fully trust
ZPS team that has
been proven to
produce beautiful
photos that sells.* ”

”

LUIRE
by raden Sirait

*Raden Sirait
- Founder of Luire by Raden Sirait -*

“

*Our sales increased
due to the right model
choice.* ”

”

Kehati

*Ryan Lobo Angeles,
- Operations Manager of Kehati -*

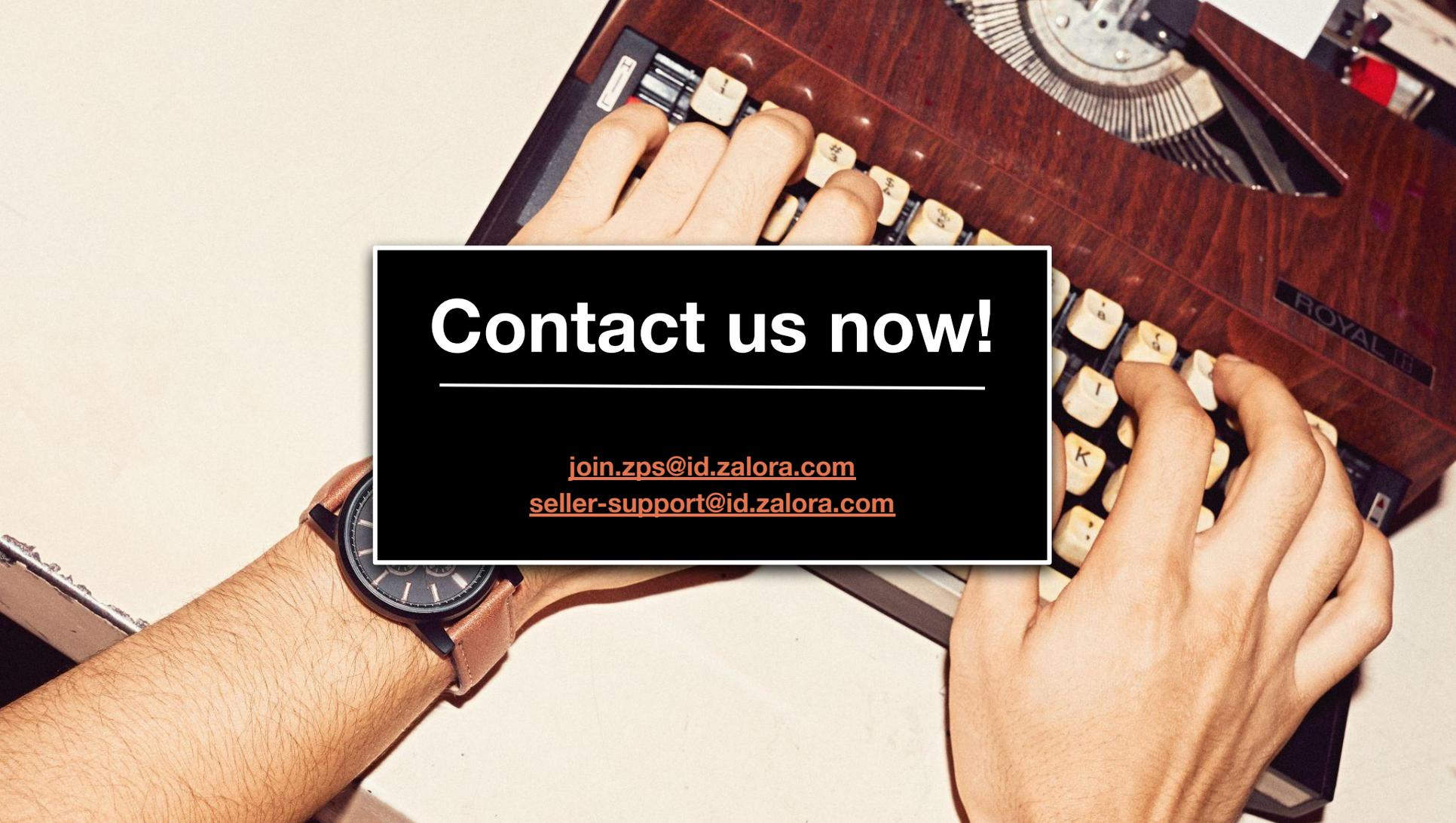
“

*ZPS really helps us
with the monthly
photoshoot with an
affordable price.
We also love the final
outcome. Thumbs up
for ZPS!* ”

”

MFMW

*Cindy Fransisca Samsoemin
- Founder of MFMW -*

A close-up photograph of a person's hands typing on a vintage wooden typewriter. The typewriter is dark wood with a black keyboard and a silver carriage. The person's left hand is on the left side of the keyboard, and their right hand is on the right side. A black rectangular overlay with a white border is centered over the typewriter, containing white text. The person's left wrist is visible, wearing a black watch with a brown leather strap. The background is a plain, light-colored surface.

Contact us now!

join.zps@id.zalora.com
seller-support@id.zalora.com