

A man with a topknot hairstyle, wearing a grey t-shirt, dark blue leggings, and a black backpack, is crouching on a sandy beach. He is looking back over his shoulder towards the camera with a serious expression. The background features a clear blue sky and turquoise ocean waves. The overall aesthetic is clean and modern, typical of a fashion or lifestyle brand advertisement.

ZALORA

# PRODUCTION SERVICES 2025



## CREATE

Display your products in detail with high quality images



## IGNITE

Overcome the “touch & feel” barrier that makes a sale



## INFLUENCE

Get customers talking about your brand with images for social media



## COST EFFECTIVE

Get quality content in less than 3 days at competitive rates



# WHY CHOOSE ZALORA PRODUCTION?

# ZALORA PRODUCTION SERVICES

## APPAREL & NON APPAREL CATALOG

PACKAGE	PRICE	MODEL	VIDEO	PRODUCT SHOOT / FLATLAY
NON APPAREL	PHP 100.00			✓
APPAREL CATALOG	PHP 200.00	✓		
APPAREL CATALOG + VIDEO	PHP 300.00	✓	✓	
ADDITIONAL ANGLE	PHP 20.00			

- MODEL IMAGE USAGE FOR THE ABOVE RATES ARE LIMITED TO ONLINE USAGE. FOR PRINT, PLEASE REFER TO PAGE 10
- IMAGE SEQUENCE GUIDELINES ARE SUBJECT TO CHANGE BASED ON ZALORA REGIONAL GUIDELINES
- FOR PLUS SIZE MODELS, THERE IS A MINIMUM SKU REQUIREMENT OF 80 SKUS

**\*PRICE IS PER SKU**

# ZALORA PRODUCTION SERVICES

## FLATLAY AND ZMANN PACKAGE

PACKAGE	PRICE	MODEL	VIDEO	GHOST MANNEQUIN/ FLATLAY
GHOST MANNEQUIN / FLATLAY	PHP 100.00			✓
Z MANNEQUIN	PHP 150.00	✓		

- Z MANNEQUIN ITEM WILL BE SUPERIMPOSED ON IMAGE OF A MODEL
- GHOST MANNEQUIN FRONT, BACK, DETAIL SHOT ONLY
- IMAGE USAGE FOR THE ABOVE RATES ARE LIMITED TO ONLINE USAGE. FOR PRINT, PLEASE REFER TO PAGE 10

**\*PRICE IS PER SKU**

# ZALORA PRODUCTION SERVICES

## EDITORIAL PACKAGE

PACKAGE	PRICE	MODEL	VIDEO	FLATLAY
EDITORIAL FLATLAY (WITHOUT MODEL)	PHP 10,000			✓
EDITORIAL WITH MODEL	PHP 25,000	✓		
EDITORIAL (MODEL + VIDEO)	PHP 35,000	✓	✓	
ADDITIONAL MODEL	PHP 15,000			

- MODEL IS AVAILABLE TO WEARABLE ITEMS ONLY
- ALL EDITORIAL FOR ONLINE USE PACKAGES INCLUDE UP TO 10 FINAL EDITED PHOTOS AND MAX. OF 5 LOOKS/LAYOUTS AND LIMITED TO IN-STUDIO SHOOT
- IMAGE USAGE FOR THE ABOVE RATES ARE LIMITED TO ONLINE USAGE. FOR PRINT, PLEASE REFER TO PAGE 10
- FOR ON-LOCATION SHOOT: VENUE/EXTERNAL PROPS COSTS MUST BE SHOULDERED OR PROVIDED BY THE CLIENT.
- EDITORIAL VIDEOS ARE 1-MINUTE BEHIND THE SCENE VIDEOS OR EDITED B-REELS.

# ZALORA PRODUCTION SERVICES

## ADDITIONAL SERVICES

PACKAGE	PRICE	SERVICE DETAILS
BARCODING (PRICE PER ITEM)	PHP 5.00	GENERATING BARCODE AND ATTACHMENT
PRODUCT CREATION*	PHP 10.00	SELLER SKU CREATION IN SELLER CENTER / GSC
RETOUCH ONLY (PRICE PER IMAGE)*	PHP 12.00	IMAGE RESIZING AND EDITING
CONTENT ONLY (PRICE PER SKU)	PHP 20.00	PRODUCT DESCRIPTION CREATION
SEO ARTICLE (UP TO 300 WORDS)	PHP 400.00	CREATION OF SEO ARTICLE / BLOG

# ZALORA PRODUCTION SERVICES

## THIRD PARTY SERVICES

PACKAGE	PRICE	PHOTO	VIDEO
APPAREL CATALOG / NON APPAREL (PHOTO ONLY)	PHP 200.00	✓	
APPAREL CATALOG / NON APPAREL (PHOTO + VIDEO)	PHP 300.00	✓	✓

- MODEL IS AVAILABLE TO WEARABLE ITEMS ONLY
- IMAGES CAN BE USED TO OTHER THIRD PARTY PLATFORMS AND SOCIAL MEDIA.
- IMAGE USAGE FOR THE ABOVE RATES ARE LIMITED TO ONLINE USAGE. FOR PRINT, PLEASE REFER TO PAGE 10

**\*PRICE IS PER SKU**

# ZALORA PRODUCTION SERVICES

## TIKTOK EDITORIAL PACKAGE

PACKAGE	PRICE	MODEL	VIDEO	No. of Video Output
EDITORIAL FLATLAY (WITHOUT MODEL) (Product Review, Unboxing Video)"	PHP 10,000		✓	5 videos
EDITORIAL WITH MODEL (Styling Tips and Tricks, Trends/Challenge Videos, Tutorials)	PHP 25,000	✓	✓	1-2 videos
EDITORIAL (MODEL + VIDEO) (About Your Business, Brand Video, Product Collection, Teaser Videos)	PHP 35,000	✓	✓	1-2 videos
ADDITIONAL MODEL	PHP 15,000			

- PLEASE SEE SAMPLE TIKTOK VIDEOS ON THIS LINK: [https://docs.google.com/presentation/d/15-OBbmS7QuGCZX\\_TfnMtv7jL-qwvtuwVRPZKrDWUvjo/edit?usp=sharing](https://docs.google.com/presentation/d/15-OBbmS7QuGCZX_TfnMtv7jL-qwvtuwVRPZKrDWUvjo/edit?usp=sharing)
- MODELS CAN BE BOOKED SEPARATELY WITH CLIENT COVERING THE PAYMENT.
- FOR ON-LOCATION SHOOTS: VENUE/EXTERNAL PROPS COSTS MUST BE SHOULDERED OR PROVIDED BY THE CLIENT.

# ZALORA PRODUCTION SERVICES

## LIVESTREAM SERVICES

PACKAGE	PRICE	HOST	SESSION ADMIN
LIVESTREAM PER 3 HRS SESSION	PHP 4500	✗	✓
LIVESTREAM HOST	PHP 5000 - 15000 (ACCORDING TO TIER)	✓	✗

• HOST TIER LIST PLEASE SEE ON THIS [LINK](#)

# SAMPLE LIVESTREAM SETUPS



FULL INVENTORY RACKS



SOLID COLORED BG



TEXTURED BACKGROUND



SOFA SETUP



## Campaign Shoot for 3rd Party Use

### for 3rd Party Use (EDITORIAL)

**₱30,000**

Photography, Styling and Editing Services Only

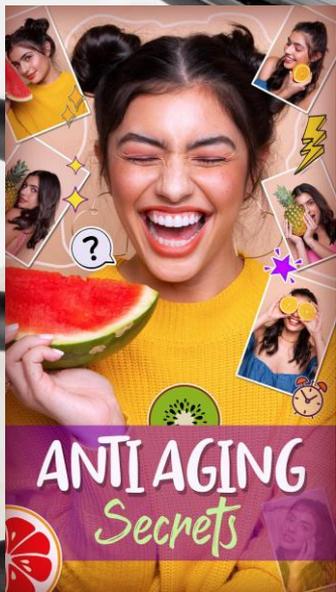
#### Entitlements:

- 6 hrs. studio usage
- Inclusive of photography service
- Inclusive of styling service
- Inclusive of hair & makeup artist
- Inclusive of makeup and tools
- Can be used for online & print

#### **Note:**

**Model not included** for editorial with **any print usage**  
- model must be provided by the client on the date of the shoot.

Venue/external props/model costs  
must be shouldered or provided  
by the client for on-location shoots.



## Premium Digital Graphic Design Package

₱20,000  
Graphic Design

### Features:

- **10 Day Passes:** Flexibly use our services for 10 non-consecutive days as per your brand's needs.
- **Dedicated Professional:** Benefit from the expertise of our seasoned graphic designer dedicated solely to your project.
- **Tailored for Digital:** Designs optimized for online platforms to ensure maximum engagement and impact.
- **Versatile Expertise:** From social media graphics to web banners, we cover all digital design needs.
- **Quick Turnaround:** Fast and efficient service, ensuring your brand is always ahead of the trend.
- **DISCOUNT** of 30% for first time subscribers

(View our Graphics Portfolio on succeeding pages)

Graphic Design Package for  
Digital Use

# VIDEO on Catalog



Visitors are 64-85% more likely to buy a product on an online retail site after watching a video.

Source: [wyzowl.com](http://wyzowl.com)

**\*Note:**  
All Video-on-Catalog are for use specifically on the ZALORA website and will have the ZALORA logo end credits similar to the example features here.

# Catalog Image Examples per Category

## Apparel Catalog (PHP 200.00)



**Ghost Mannequin Top (PHP 100.00)**



## Ghost Mannequin Bottom (PHP 100.00)



Z-Mannequin - Model->Cloth Superimposition (Php 150.00)



## Apparel Catalog + Video (PhP 300.00)



# Editorial Flatlay Without Model (Php 10,000)



SAMPLE 1



SAMPLE 2



# Editorial With Model (Php 25,000)



SAMPLE 1



SAMPLE 2

## Bags Image Sequence (Non Apparel Catalog) PHP 100



Note: Since the body model shoot will be scheduled separately from the product shoot, please expect average lead time of between 3 to 5 working days.

## Watch Image Sequence (Non Apparel Catalog)



## Jewelry Image Sequence (Non Apparel Catalog)



## Sunglasses Image Sequence (Non Apparel Catalog)



## Sneakers and Flats Image Sequence (Non Apparel Catalog)



## Heeled Shoes Image Sequence (Non Apparel Catalog)



## Heeled Shoes Image Sequence (Non Apparel Catalog)



## Flip Flop Image Sequence (Non Apparel Catalog)



## Long String Lace-Up Shoes Image Sequence (Apparel Catalog)

(Shoes on Model falls under the Apparel catalog rate)



## Kids Image Sequence (Flatlay Catalog)





**Kids Apparel with Model (Model Catalog. For Kids Models, talent fee per day is shouldered by the Client.)**

## Examples of Accessories on Model





## OUR PORTFOLIO



  
adidas









**Manila Fashion Festival x  
ZALORA Collaboration**



**On Neutral Ground**  
**ZALORA Campaign**





ZALORA x DJ Luane





**@xxzarryy making his final masterpiece on @djlune for this day**

**#LuaneXZALORA**  
**#StyledbyZALORA**  
**#ZPROduced**



**And that's a wrap!**



**@zalarastudio**  
**@zaloraph**  
**Was so fun styling you @djlune** ❤️

**#LuaneXZALORA**  
**#StyledbyZALORA**  
**#ZPROduced**





Topshop |  
Topman Campaign  
Shoot 2018



DENIM CAMPAIGN

A collage of beauty products and a smiling woman's face. The background is split into three main sections: a white furry surface with various makeup items like eyeshadow palettes, brushes, and sunglasses; a teal surface with more makeup products and blue masquerade masks; and a pink surface with three boxes of 'SKIN by John Robert Power' lipsticks. A large white circle in the center contains the text 'BEAUTY Content for Social Media'. In the top right corner, a close-up of a woman's face is shown, smiling and looking upwards.

# BEAUTY Content for Social Media

## Editorials for Instagram (Editorial with Model)



Theme: Korean-inspired

Focus:

- Flawless and fresh skin
- Innocence
- Bright colors

ZALORA x BLK Cosmetics

## Editorials for Instagram (Editorial with Model)



Theme: Looks for the career woman

Focus:

- Neutral clothing
- Sophisticated
- Modern & chic

ZALORA x SKIN by John Robert Powers

# Campaign Shoot



Note: Models were provided by the Client.

**ZALORA x Benefit Cosmetics**

# Pet Editorials and Videos for social media



Note: Pet talents were provided by the Client.

# Lookbook



Theme: A lipstick for every occasion  
Focus:

- Looks to match lip tints
- Versatility
- Modern

# Infographics for IG Stories

## Get the Look Drape Blush

**Eyes**  
CoverGirl TruNaked Palette ES LMI Ed

**Blush**  
IN2IT Waterproof Triple Blush

**Liner**  
IN2IT Gel Stay Waterproof Gel Liner  
Pen in Very Black & Midnight

**Mascara**  
Max Factor  
Volume Infusion Mascara

**Brows**  
Max Factor  
Brow Shaped Pencil - Chocolate

**Lips**  
Max Factor  
Lipfinity Color  
Gloss in Coral

## The Frizzy Fixers

**YVES ROCHER**  
Argence  
shampooing  
ultra léger  
silicone  
anti-électrostatique

**AVEDA**  
rosemary mint  
conditioner  
moisturizing aroma  
apais-shampooing  
ultra léger  
silicone  
anti-électrostatique

**BRIO**  
hair cream  
moisturizing  
silicone  
anti-électrostatique

## BEAUTY ON A BUDGET: Makeup Essentials for Students

**Maybelline**  
Master Prime-Mattifying  
Primer+Base

**Mistine**  
24 Cover All Eyebrow

**Max Factor**  
Facefinity All Day  
Flawless Concealer

**Blk Cosmetics**  
Blk Cosmetics Mega  
Lift Mini Mascara

# Home and Living



# Beverage



ZALORA

Graphic Design Portfolio

MARKDOWNS FROM 50% OFF AND ABOVE

25% OFF MIX & MATCH! USE CODE: GIVEME25

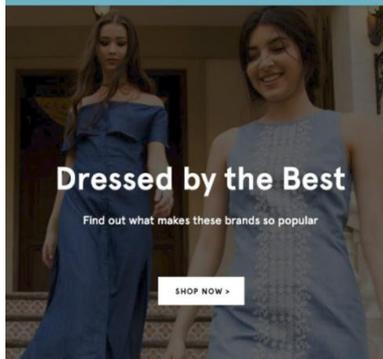


ZALORA

New In Clothing Shoes Accessories [Sale](#)

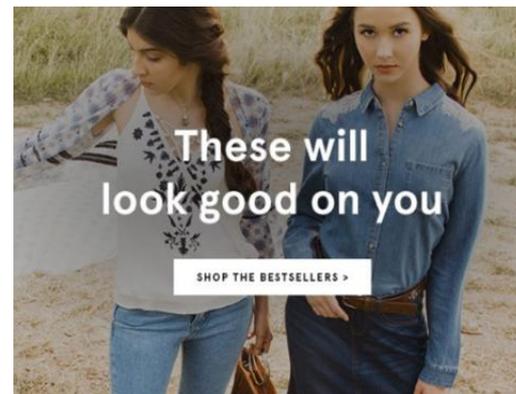


Get 20% OFF with min spend of P 3,000  
Use code: L8KDAY20



Get **FREE SHIPPING** on these shirts

Over 100 styles to choose from



FREE SHIPPING SITEWIDE

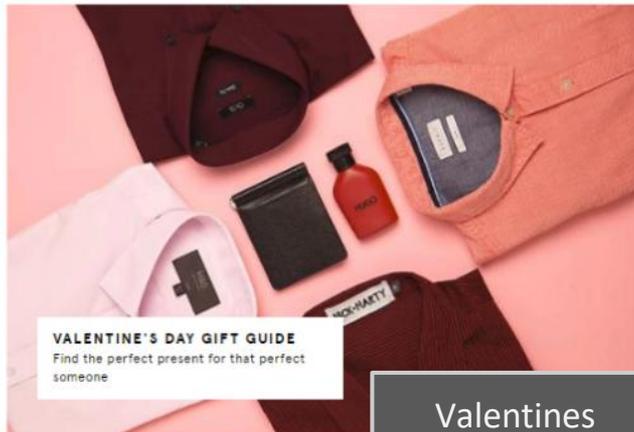
25% OFF ON VALENTINE'S DAY GIFTS! USE CODE: 25VDAY

# Find the One

Valentine's Gift Guide 2019

[For Her >](#)

[For Him >](#)

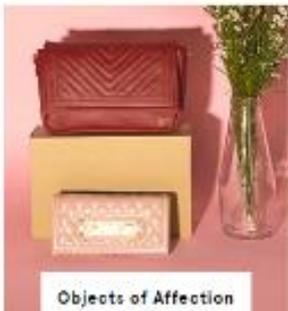


**VALENTINE'S DAY GIFT GUIDE**  
Find the perfect present for that perfect someone

Valentines  
Campaign 2019



Eyes for You



Objects of Affection



Perfect Pairs



In the mood for Love



**VALENTINE'S DAY GIFT GUIDE**  
You want it, we got it! Express your love with the perfect gift for your special someone

*Gents!*

LET'S TALK  
ABOUT BUSINESS  
DRESSING



*Lapel*



*Fit*



# Prints & Patterns QUIZ

How well do you know  
these basic prints and patterns?



**Croc skin** have scales that are thick and rugged and commonly seen in bags and shoes.

**Snake skin** has peculiar but colored spots printed on it and can be seen in clothes and accessories.

# ANTI AGING Secrets

## MEN'S GROOMING

- 


**1. SHAVE**  
WILT  
2 IN 1 DELUXE SHAYER  
(WET N' DRY)
- 


**2. AFTER SHAVE**  
MARKS & SPENCER  
HARVARD AFTERSHAVE 100ML
- 


**3. SKIN CARE**  
ZENUTRIENTS  
COCOA SKIN DEFENSE BALM
- 

**4. BODY CARE**  
MARKS & SPENCER  
HOMME HAIR & BODY WASH 200ML
- 

**7. FRAGRANCE**  
GUESS?  
GUESS MAN EDT 50 ML
- 

**6. HAIR CARE**  
BENCH  
CLAY DOH 80G
- 

**5. BODY CARE**  
DOVE  
ANTI-PERSPIRANT INVISIBLE DRY  
+ BAG 150ML

## Get the Look Drape Blush

- Eyes**  

- Blush**  

- Liner**  

- Mascara**  

- Brows**  

- Lips**  




Cath Kidston Gardener's Club Stanley Mug

## Act as if you're going to go to work

Allot time for yourself to get prepared as if you're going out to wear off the morning slug.

## Designate a working space

Set a particular spot in your home that will psychologically tell you to start working. Avoid your bedroom and that favorite couch.



Topman Brown Textured PU Laptop Bag



Type A3 Magnetic Planner

## Make a to-do list

List down all the things that you need to accomplish within the day in a sticky note or notebook.

## Stick to regular working hours

Work as if you're timed in and end when your shift is done. Don't forget to take a break and stretch those arms.



NIKE Nike TR Hypercharge Twist Bottle 24oz



Skullcandy Jib Earphones

## Listen to music

Stuck in a rut? Pull out those headset and listen to some good music to regain those ideas and inspiration.

# KEEP CALM AND STAY INSIDE

7 tips to keep you relaxed while staying indoors this quarantine season!



## Lighten up the mood with aromatherapy.

Soothe your senses with the relaxing power of scented candles.

## Chill to some relaxing tunes

No matter what time or season is, music's your best bet to escape from the world.



## Take a hot / cold shower.

Who can resist the pleasure of a nice time under the showerhead?



## Write down your thoughts

It's no secret that jotting down your thoughts not just help only in relaxing one's mind; it also eases anxiety.



## Get a massage.

Treat your tired muscles with a body massager that doesn't require another person.

## Pamper yourself with a skincare session.

Nothing can beat the comfort of feeling a fresh and rejuvenated skin!



## Organize and declutter.

There's satisfaction in cleaning and organizing that messy area that have become an eyesore for a long time.

# Meet the HYDRATORS

24 Oz Watermelon Standard Mouth Bottle

## HYDRO FLASK



Tristan Drink Bottle 700ml

## COTTON ON LOST



20oz Fresco Twist & Go Water Bottle

## ALADDIN



Classic Vacuum Bottle 1.3L/1.4QT

## STANLEY



ZALORA