

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 with a focused expression, his right hand raised. The background features a clear blue sky and turquoise ocean waves. The overall scene is bright and energetic.

ZALORA

**PRODUCTION
SERVICES 2022**



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?

SERVICE TYPE	With Model	Without Model	Model + Video	Service Details
Standard Catalog Shoot	✓	✓	✓	Image license limited to ZALORA & Partner Brand.com
Product-on-Model	✓	NA	NA	One angled model shot with the product
Editorial for Online Use	✓	✓	✓	Model with Video includes 1-min. BTS Video
Retouch Only	✓	NA	NA	Includes upload of images to Seller Center
Content Only	✓	NA	NA	Includes upload of product descriptions to Seller Center
Ghost Mannequin	✓	NA	NA	Includes upload of images to Seller Center (e.g. Kids wear)
Extra Model	✓	NA	NA	Extra model for editorial shoot

***Beginning April 2022, Video for apparel with model will be made available and included in the Standard Catalog Shoot With Model package. (Promo Valid until December 2022)**

*Model is available to wearable items only

*Image sequence guidelines are subject to change based on ZALORA Regional Guidelines

*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 4

*For on-location shoots: Venue/external props costs must be shouldered or provided by the client.



**GET YOUR
PRODUCT
LIVE IN
5 DAYS**



Catalog/Editorial Shoot for 3rd Party Use

for 3rd Party Use

Photography, Styling and Editing Services Only

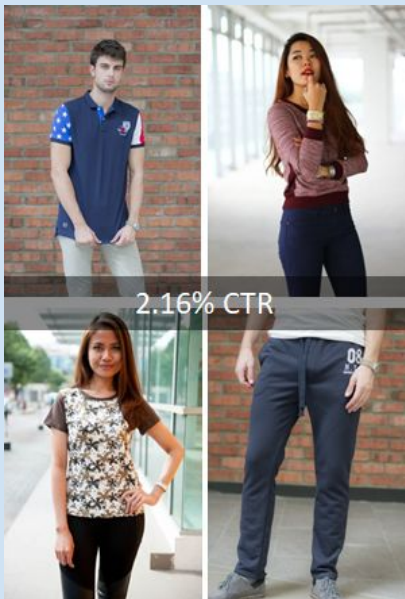
Entitlements:

- 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.



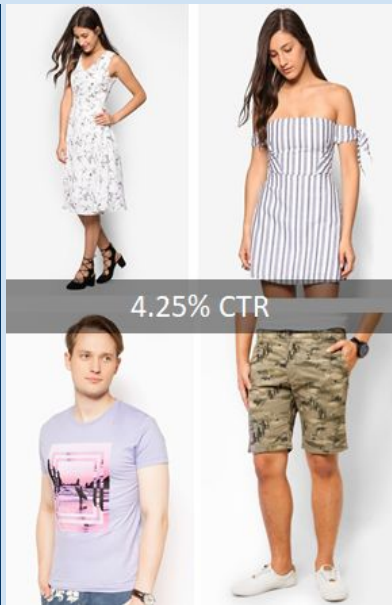
CLICK THROUGH RATE

Report shows images with plain, minimalistic background, good lighting and better quality images and content encourage higher click rates – crucial for sales conversion.

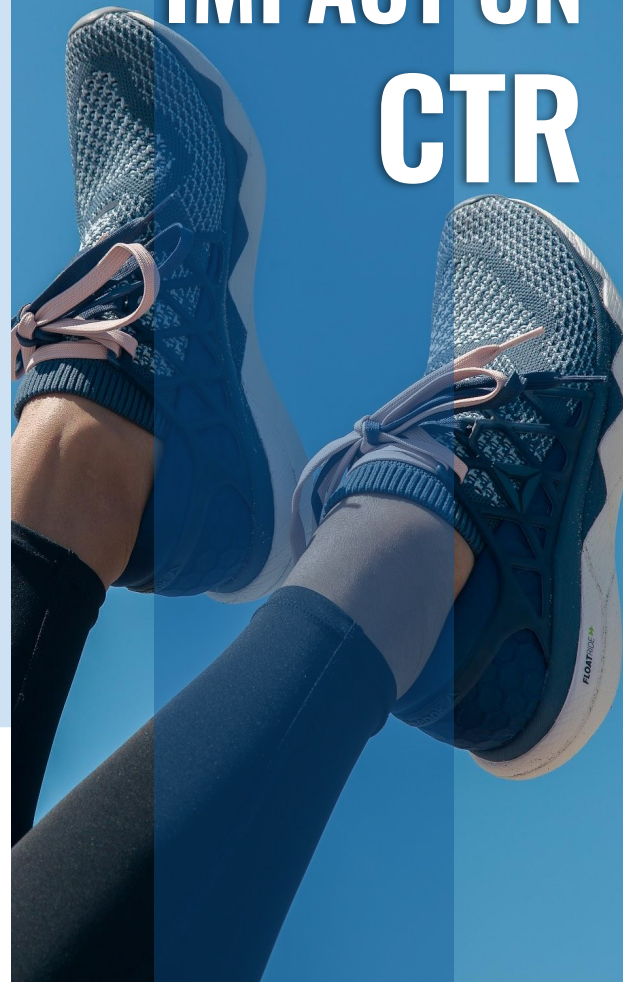
+2.09% CTR Increase

“Comparison is based on same brand”

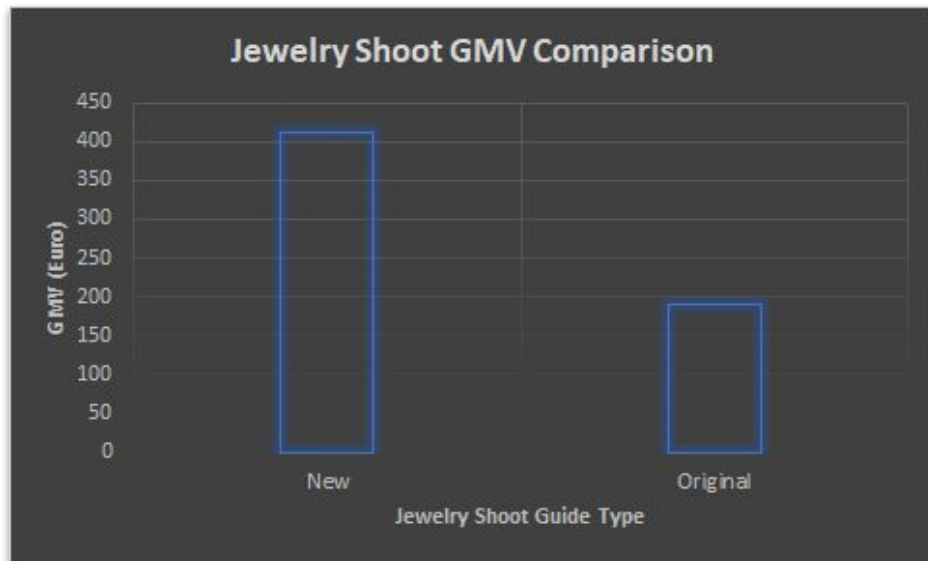
- Model choice
- Hair & Makeup
- Photography
- Product content details



IMPACT ON CTR



Comparative Study: Impact of image quality on GMV taking sample items from the same brand shot using different types of jewelry shoot guides (new & old).



Findings:

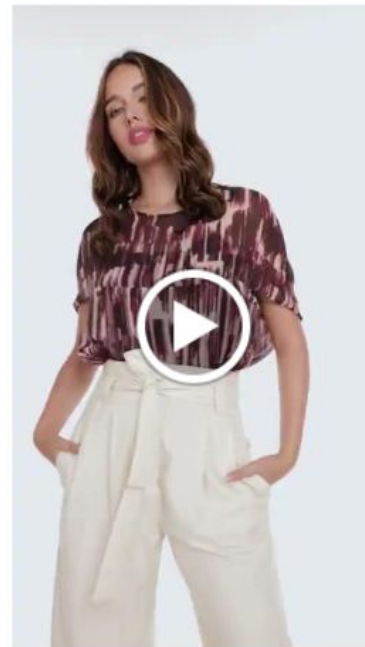
61% of items sold from the sample size in the test were shot with the new shoot guides that focused on better image quality and had an average of 40% higher GMV compared to those items shot with the old/original jewelry shoot guidelines whose images were slightly overexposed/blurry and without the natural shadows.

DOES IMAGE QUALITY IMPACT GMV?

**COMING
IN Q2 2022**



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

***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 Image Sample Sequence (With Model)



Bags Image Sequence (Without Model)

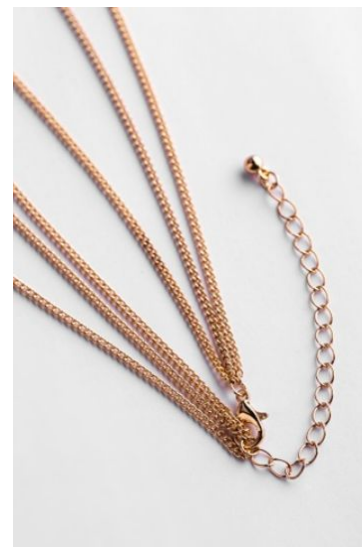


Note: Since the body model shoot will be scheduled separately from the product shoot, please expect average lead time of between 3 to 5 working days.

Watch Image Sequence (Without Model)



Jewelry Image Sequence (Without Model)



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.

Sunglasses Image Sequence (Without Model)



Sneakers and Flats Image Sequence (Without Model)



Heeled Shoes Image Sequence (Without Model)



Long String Lace-Up Shoes Image Sequence

(If shoes are stringed shoes, they will be shot on feet of body model at the Without Model catalog rate.)



Flip Flop Image Sequence



Kids Image Sequence



Examples of Product-On-Model Images (Add-On Service)

- Only 1 image with model face to supplement already existing product shots
- Applicable to accessories and bags only
- Note that Product-On-Model images are add-ons to supplement product images and cannot be the first image in the catalog sequence.
- Since the model shoot will be scheduled separately from the product shoot, please expect average lead time of 5 working days.





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!



#LuaneXZALORA
#StyledbyZALORA
#ZPROduced





Topshop | Topman
Campaign Shoot
2018



DENIM CAMPAIGN





BEAUTY Content for Social Media

Editorials for Instagram



Theme: Korean-inspired

Focus:

- Flawless and fresh skin
- Innocence
- Bright colors

ZALORA x BLK Cosmetics

Editorials for Instagram



Theme: Looks for the career woman

Focus:

- Neutral clothing
- Sophisticated
- Modern & chic

ZALORA x SKIN by John Robert Powers

Flatlay



ZALORA x COVERGIRL



Theme: There's a shade for everyone

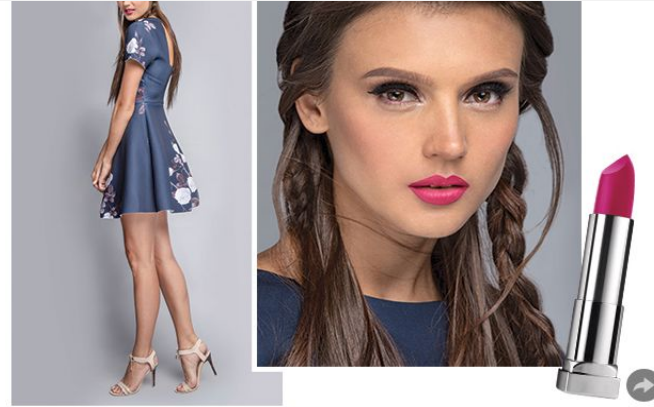
Focus:

- All-inclusive
- Feature 12 shades
- Feminine and fun

Beauty videos for social media



Lookbook



Theme: A lipstick for every occasion

Focus:

- Looks to match lip tints
- Versatility
- Modern

ZALORA x Maybelline



Contact Us

Reach out via your Seller Centre Onboarding Team
or Account Manager