

Men's Clothing Title Style Guide

1. **Casual Wear**
 - a. Jeans
 - b. Chinos/Casual pants
 - c. T- Shirts
 - d. Polos
 - e. Casual Shirts
 - f. Short
2. **Formal Wear**
 - a. Suits, Blazers, Formal Jacket, Tuxedos, Suit Jacket, Tuxedo Jacket
 - b. Safari Suit
 - c. Formal Shirt
 - d. Formal Trouser
 - e. Waist coat
3. **Outer wear & Sweater**
 - a. Jackets/ Track Jacket
 - b. Sweatshirts/ Sweaters/ Hoodie
 - c. Cardigan
 - d. Trench Coats/ Coat
 - e. Gilets
4. **Ethnic Wear**
 - a. Kurta Pyjamas/ Kurtas
 - b. Bottoms
 - c. Dhotis, Mundus, Lungi
 - d. Jacket & Gilets
 - e. Stoles
 - f. Head gear (Turbans & Safas)
 - g. Cumberbund
5. **Active Wear**
 - a. Tracksuit/ Base Layers
 - b. Tights & Leggings
 - c. Track pants / shorts
6. **Swimwear**
7. **Men's Innerwear**
 - a. Vest
 - b. Underwear (Briefs, Boxers, Trunks)
8. **Sleep & Lounge**
 - a. Lounge Bottoms (Lounge Pants, Track Pants, Shorts)
 - b. T-shirts
 - c. Polo
9. **Socks & Hoisery**
10. **Fabrics**

1. Casual Wear

a. Jeans

Parent ASIN

[BRAND] + [GENDER] + [MODEL NAME] + [FIT NAME] + ["JEANS"]

Example

- Wrangler Men's Skanders Slim Fit Jeans

- Levis Men's 501 Skinny Fit Jeans

Child ASIN

[BRAND] + [GENDER] + [MODEL NAME] + [FIT NAME] + ["JEANS"]+ [EAN_MODEL No._COLOR_SIZE]

- Wrangler Men's Skanders Slim Fit Jeans 8902733295314_Blue_34

- Levis Men's 501 Skinny Fit Jeans 8902733295291_Black_32

b. Chinos/ Casual Pants

Parent ASIN

[BRAND] + [GENDER] + [OCCASSION] + [SUB_CAT]

Example

- Wrangler Men's Formal Trouser

- Levis Men's Casual Trouser

Child ASIN

[BRAND] + [GENDER] + [OCCASSION] + [SUB_CAT]+ [COLOR]+ [EAN_MODEL No._COLOR_SIZE]

- Wrangler Men's Formal Jeans 8902733295314_Green_30

- Levis Men's casual Jeans 8902733295291_Beige_32

c. T-shirts

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT]

Example

- Lee Men's Cotton T-shirt

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT] +[COLOR]+ [EAN_MODEL No._COLOR_SIZE]

- Levis Men's Cotton T-shirt 8907036833560_Red_S

d. Polos

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT]

Example

- Wrangler Men's Jersey Polo

- Levis Men's Cotton Polo

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT] + [COLOR]+ [EAN_MODEL No._COLOR_SIZE]

- Jack and Jones Men's Cotton Polo 8907036833508_Blue_M

e. Casual Shirts

Parent ASIN

[BRAND] + [GENDER] + [SUBCAT]

Example

- Levis Men's Casual Shirt

Child ASIN

[BRAND] + [GENDER] + [SUB CAT]+ [EAN_MODEL No._COLOR_SIZE]

Example

- Levis Men's Casual Shirt 8907036833508_Green_S

f. Shorts

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT]

Example

- Levis Men's Cotton Shorts

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT]+ [COLOR]+ [EAN_MODEL No._COLOR_SIZE]

Example

- Levis Men's Cotton Shorts 8907036833508_White_32

2. Formal wear

a. Suits, Blazers, Formal Jacket, Tuxedos, Suit Jacket, Tuxedo Jacket

Parent ASIN

[BRAND] + [GENDER] + [FIT] + [BROWSE NODE]

Example:

- Park Avenue Men's Slim Fit Suit
- Raymond Men's Classic Fit Suit
- Arrow Men's Modern Fit Suit

Child ASIN

[BRAND] + [GENDER] + [FIT] + [BROWSE NODE]+ [EAN_MODEL No._COLOR_SIZE]

Example:

- Park Avenue Men's Slim Fit Suit 89567389257893_Navy_40

b. Safari Suit

Parent ASIN

[BRAND] + [GENDER] + [BROWSE NODE]

Example:

- Arrow Men's Safari Suit
- Raymond Men's Safari Suit

Child ASIN

[BRAND] + [GENDER] + [BROWSE NODE] + [EAN_MODEL No._COLOR_SIZE]

Example:

- Arrow Men's Safari Suit 89567389257893_Navy_42

c. Formal Shirt

Parent ASIN

[BRAND] + [GENDER] + [OCCASSION] + ["SHIRT"]

Example:

- Arrow Men's Formal Shirt
- Raymond Men's Formal Shirt

Child ASIN

[BRAND] + [GENDER] + [OCCASSION] + [BROWSE NODE]+ [EAN_MODEL No._COLOR_SIZE]

Example:

- Arrow Men's Formal Shirt 89567389257893_Red_38

d. Formal Trouser

Parent ASIN

[BRAND] + [GENDER] + [OCCASSION] + [BROWSE NODE]

Example:

- Van Heusen Men's Formal Trouser
- Arrow Men's Formal Trouser

Child ASIN

[BRAND] + [GENDER] + [OCCASSION] + [BROWSE NODE] + [EAN_MODEL No._COLOR_SIZE]

Example:

- Van Heusen Men's Formal Trouser 89567389257893_Navy_34

e. Waistcoat

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE]

Example:

- Van Heusen Men's Polyester Waistcoat
- Park Avenue Men's Woolen Waistcoat

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL No._COLOR_SIZE]

Example:

- Van Heusen Men's Polyester Waistcoat 89567389257893_Black_40

3. Outerwear & Sweaters

a. Jackets/ Track Jacket

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +

[BROWSE NODE] Example:

- Wrangler Men's Cotton Jacket
- Lee Men's Nylon Jacket

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL

No._COLOR_SIZE] Example:

- Wrangler Men's Cotton Jacket 89567389257893_Red_M

b. Sweatshirts/ Sweaters/ Hoodie

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +

[BROWSE NODE] Example:

- Wrangler Men's Cotton Sweater
- Lee Men's Acrowool Sweater
- Pepe Jeans Men's Cotton Sweatshirt
- UCB Men's Cotton Hoodie

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL

No._COLOR_SIZE] Example:

- Wrangler Men's Cotton Sweater 89567389257893_Red_M

c. Cardigan

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +

[BROWSE NODE] Example:

- Pepe Jeans Men's Acrowool Cardigan
- Pepe Jeans Men's Cotton Cardigan

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL

No._COLOR_SIZE] Example:

- Pepe Jeans Men's Acrowool Cardigan 89567389257893_Red_M

d. Trench Coats/ Coat

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB_CAT]

Example:

- Wrangler Men's Nylon Trench Coat
- Lee Men's Polyester Coat

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB_CAT] + [EAN_MODEL No. _COLOR_SIZE]

Example:

- Wrangler Men's Nylon Trench Coat 89567389257893_Red_M

e. Gilets

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN] Example:

- VOI Jeans Men's Nylon Gilet
- Pepe Jeans Men's Polyester Gilet

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE]+ [EAN_MODEL No. _COLOR_SIZE] Example:

- VOI Jeans Men's Nylon Gilet 89567389257893_Red_M

4. Ethnicwear

a. Kurta Pyjamas/ Kurtas

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] Example:

- Manyavar Men's Cotton Kurta Pyjama
- Burnt Umber Men's Cotton Kurta
- Ethnicity Men's Silk Sherwani

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL No. _COLOR_SIZE] Example:

- Manyavar Men's Cotton Kurta Pyjama MN1234_Red_L

b. Bottoms

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +[STYLE]

Example:

- Manyavar Men's Cotton Pathanis
- Burnt Umber Men's Cotton Churidaars

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] +[STYLE] + [EAN_MODEL No. _COLOR_SIZE]

Example:

- Manyavar Men's Cotton Pathanis MN1234_WHITE_M

c. Dhotis, Mundus, Lungi

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUBCAT]

Example:

- Manyavar Men's Cotton Dhoti
- Burnt Umber Men's Silk Mundu

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUBCAT] + [EAN_MODEL No._COLOR_SIZE]

Example:

- Manyavar Men's Cotton Dhoti MN45678_WHITE_FREESIZE

d. Jacket & Gillets

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUBCAT]

Example:

- Manyavar Men's Cotton Jacket
- Burnt Umber Men's Cotton Gillet

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUBCAT] + [EAN_MODEL No._COLOR_SIZE]

Example:

- Manyavar Men's Cotton Jacket MN45678_WHITE_FREESIZE

e. Stoles

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +

[BROWSE NODE] Example:

- Manyavar Men's Cotton Stole

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL

No._COLOR] Example:

- Manyavar Men's Cotton Stole MN45678_WHITE_FREESIZE

f. Headgear (Turbans & Safas)

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE]

Example:

- Manyavar Men's Cotton Headgear

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL

No._COLOR_SIZE] Example:

- Manyavar Men's Cotton Headgear MN45678_WHITE_FREESIZE

g. Cumberbund

Parent ASIN

[BRAND] + [GENDER] +

[BROWSE NODE] Example:

- Manyavar Men's Cumberbund

Child ASIN

[BRAND] + [GENDER] + [BROWSE NODE] + [EAN_MODEL

No._COLOR_SIZE] Example: Manyavar Men's

Cumberbund (6789_903_Green_Small)

5. Active wear

a. Tracksuit/ Base Layers

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +

[BROWSE NODE] Example:

- PUMA Men's Nylon Tracksuit
- Reebok Men's Polyester Tracksuit

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE] + [EAN_MODEL

No. _COLOR_SIZE] Example:

- PUMA Men's Nylon Tracksuit 89567389257893_Red_M

b. Tights & Leggings

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] + [Tights]

Example:

- PUMA Men's Nylon Tights
- Nike Men's Polyester Leggings

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [Tights] + [EAN_MODEL No. _COLOR_SIZE]

Example:

- PUMA Men's Nylon Tights 89567389257893_Red_M

c. Track Pants/ Shorts

Parent ASIN

[BRAND] + [GENDER] + [WEAVE TYPE] +

[BROWSE NODE] Example:

- PUMA Men's Woven Track Pants
- Nike Men's Knitted Shorts

Child ASIN

[BRAND] + [GENDER] + [WEAVE TYPE] + [BROWSE NODE] + [EAN_MODEL

No. _COLOR_SIZE] Example:

- PUMA Men's Woven Track Pants 89567389257893_Red_32

6. Swim wear

a. Trunks/ Boardshorts

Parent ASIN

[BRAND] + [GENDER] + [MATERIAL] +

[BROWSE NODE] Example:

- PUMA Men's Nylon Trunks
- UCB Men's Polyester Trunk

7. Mens Innerwear

a. Vest

Parent ASIN

Brand + Gender + Fabric + Sub Cat +(Packing)

Example

- Frenchie Men's Cotton Vest
- French Connection Men's Cotton Vest (Pack of 2)

Child ASIN

Brand + Gender + Fabric + Sub Cat +(Packing) +[EAN_MODEL No._COLOR_SIZE]

Example

- Frenchie Men's Cotton Vest (RN80_White_80)
- French Connection Men's Cotton Vest (Pack of 2) (TGCFB_White_S)

b. Underwear (Briefs, Boxers, Trunks)

Parent ASIN

Brand + Gender + Fabric + Sub Cat +(Packing)

Example

- Frenchie Men's Cotton Brief
- Crusoe Men's Cotton Brief (Pack of 2)

Child ASIN

Brand + Gender + Fabric + Sub Cat +(Packing) +[EAN_MODEL No._COLOR_SIZE]

Example

- Frenchie Men's Cotton Brief (TGCFB_White_80)

8. Sleep & Lounge

a. Lounge Bottoms (Lounge Pants, Track Pants, Shorts)

Parent ASIN

Brand + Gender + Fabric + Sub Cat

Example

- French Connection Men's Cotton Lounge Pant
- Crusoe Men's Striped Cotton Lounge Pant

Child ASIN

Brand + Gender + Fabric + Sub Cat + [EAN_MODEL No._COLOR_SIZE]

Example

- French Connection Men's Cotton Lounge Pant (TGBBQ_White_S)
- Crusoe Men's Cotton Lounge Pant (4003_White_S)

b. T-shirts

Parent ASIN

Brand + Gender + Fabric + Sub Cat +(Packing)

Example

- Crusoe Men's Cotton T-shirt
- Hanes Men's Cotton T-shirt (Pack of 2)

Child ASIN

Brand + Gender + Fabric + Sub Cat + (Packing) + [EAN_MODEL No._COLOR_SIZE]

Example

- Crusoe Men's Cotton Polo 8907036833508_White_S
- Hanes Men's Cotton T-shirt (Pack of 2) 8907036833560 White_S

c. Polos

Parent ASIN

c[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT]

Example

- Wrangler Men's Jersey Polo
- Levis Men's Cotton Polo

Child ASIN

[BRAND] + [GENDER] + [MATERIAL] + [SUB CAT] + [COLOR]+ [EAN_MODEL No._COLOR_SIZE]

- Jack and Jones Men's Cotton Polo 8907036833508 White_S

9. Socks & Hoisery

a. Socks & Hoisery

Parent ASIN

Brand + Gender + Pattern+ Sub Cat +(Packing)

Example

- Playboy Men's Solid Socks (Pack of 2)
- Hanes Men's Dobby Socks

Child ASIN

Brand + Gender + Pattern+ Sub Cat +(Packing)+ [EAN_MODEL No._COLOR]

Example

- Playboy Men's Solid Socks (Pack of 2) (FPB 2_Navy Blue)
- Hanes Men's Dobby Socks (C358-615-CP_Black)

10. Fabrics

a. Fabrics

Parent ASIN

Brand + Dept + BROWSE NODE+ Sub Cat

Example

- Grasim Men's Shirt Fabrics
- Grasim Men's Combo Sets Fabrics

Child ASIN

Brand + Gender + BROWSE NODE+ Sub Cat + [EAN_MODEL No._COLOR]

Grasim Men's Combo Sets Fabrics (1112223334442}

Grasim Men's Shirt Fabrics (GSMF 1234_Blue)

IMAGING GUIDELINE

MENS APPAREL

Model Selection Criteria

Face Look:

- Forehead- Not too broad/ Large
- Eyebrows - not too bushy
- Skin - Clear and Moisturized
- No long sideburns
- Clean shaven - No stubble/beard/ Moustache
- Hair not too long
- No visible tattoo marks

Make Up

- Very minimal make up (complexion should be even, well moisture & energized face
no visible lip balm or gloss)
- Clean short nails
- No chapped lips
- Short hair preferred
- Curly but short is ok
- Hair should be off the face
- Natural with light mousse – no hair gel to be used

Body Type:

- Lean looking body – 40/32/38
- Not too muscular especially / hairy on the shoulders and not too thin on the legs
- No large visible tattoos / scars
- Defined waistline
- No varicose veins on hands or legs
- Good Calf Muscles for Shorts
- No large scars on hands/shoulders/legs especially for shorts
- Shaven chest & legs

Looks

- Pleasant and easy
- No scowls

Image Size & Quality

- 300 DPI for all images
- Min 1500 Pixels (3000 X 3900 Pixel for all Apparel on body except innerwear, 3000 X 3000 for Innerwear on body, 1000 X 1000 for table tops / flats)
- Aspect Ratio MUST be 1:1.3

MENS IMAGING GUIDELINE

CASUAL WEAR

T-Shirts & Polos

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot will be required
2. Close Up Shot of any detail
3. All product Shots to be on White Background
4. Face should be cropped so as not to show the ears
5. The image should be cropped till mid thigh level
6. Posture should be at ease with one leg stepped forward and bent knee
7. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
8. Face should be oriented towards the side
9. Should be styled with Denim or casual trousers (as appropriate)
9. Reversible Products must have 4 shots (Front & Back of Both sides)



T-Shirts & Polos

Guidelines (DONTs) :

1. Model should not be standing with hands in the pockets (refer to image 1 & 2)
2. Model should not be standing at an angle for the front & the back shot (refer image 3)
3. Models face should not appear in the shot
4. No Background Color allowed
5. The T-Shirt/ Polo must not be tucked in
6. No mannequin images allowed
7. No Flat images allowed.
8. No Watermarks or texts on the images
9. No Accessories like Watch, Chain, Wrist band and belt
10. No Exaggerated pose
11. Cropping not as per standard will not be allowed



Multi packs

T-shirts, Polos & Underwear

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot will be required
2. Close Up Shot of any detail
3. All product Shots to be on White Background
4. All shots to be flats and not on model
5. T-Shirts & Tanks: Front piece overlapping and cascading to the right
6. Boxers, Briefs & Trunks: Stair step down and to the right, positioning top piece 1/4 over and 1/2 down

Vests & T-Shirts



Briefs, Trunks, Boxers

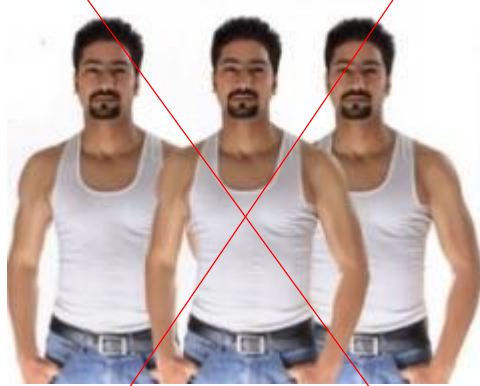


Multi packs

T-shirts , Polos & Underwear

Guidelines (DONTs) :

1. No Random overlapping of products
2. No Products shot in package
3. No Model shots
4. No Multiples of models
5. No background color
6. No watermarks and shadows



T-Shirts & Polos

Guidelines (DONTs) :

1. Model should not be standing with hands in the pockets (refer to image 1 & 2)
2. Model should not be standing at an angle for the front & the back shot (refer image 3)
3. Models face should not appear in the shot
4. No Background Color allowed
5. The T-Shirt/ Polo must not be tucked in
6. No mannequin images allowed
7. No Flat images allowed.
8. No Watermarks or texts on the images
9. No Accessories like Watch, Chain, Wrist band and belt
10. No Exaggerated pose
11. Cropping not as per standard will not be allowed



Casual Shirts

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot will be required
2. Detail Shot if required
3. Face should be cropped so as not to show the ears
4. The image should be cropped till mid thigh level
5. Posture should be at ease with one leg stepped forward and bent knee
6. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
7. Face should be oriented towards the side
8. Should be styled with Denim or casual trousers (as appropriate)
9. The shirt can be rolled up if required to show any details like contrast inner cuff. (Ref Image 1)
10. Back image Must have sleeve rolled down
11. Shirts should Not be tucked in
12. Reversible Products must have 4 shots (Front & Back of Both sides)



Casual Shirts

Guidelines (DONTs) :

1. No Background color allowed
2. Hands should not be in the pants (refer to image 2)
3. Hands should not be in any other positions (refer to image 1 & 3)
4. Shirt must not be tucked in
5. No mannequin images allowed
6. No Flat images allowed.
7. No Watermarks or texts on the images
8. No Accessories like Watch, Chain, Wrist band and belt
9. No Exaggerated pose
10. Cropping not as per standard will not be allowed



Sweatshirts (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with denim
4. In the back shot, the hood should be clearly visible
5. If it is a zipper hoodie/sweatshirt should be zipped
6. Use a round neck or V neck t-shirt inside the hoodie/sweatshirt



Sweatshirts (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Make sure that one is using a polo t-shirt underneath the collar does not stand out
8. Model's hand should not obstruct the products



Sweaters (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with denim
4. Use a round or a V neck t-shirt inside for Long Sleeves sweater
5. Do not roll the sleeves
6. Use a full length shirt to team up with sleeveless sweater
7. The collar of the shirt should not stand out



Sweaters (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Collar underneath the sweater should not stand out
8. For a full sleeve sweater please do not use a tie when using a shirt
9. Should not style sleeveless sweaters with a half sleeve t-shirt or a shirt
10. Model's hand should not obstruct the products



Cardigan (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with denim
4. Use a round or a V neck t-shirt or a casual shirt inside
5. Do not roll the sleeves
6. Button up the cardigan



Cardigan (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Collar underneath the cardigan should not stand out
8. Do not use a tie when using a shirt
9. Model's hand should not obstruct the products



Jackets (DOs)

Guidelines (DOs) :

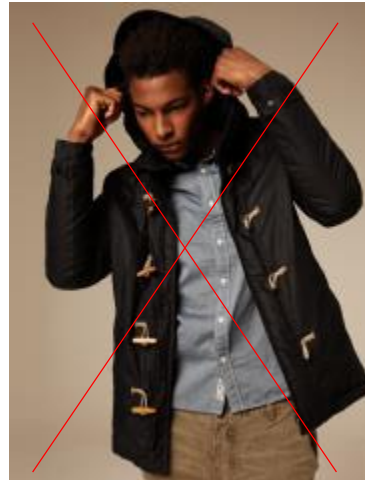
1. (.MAIN) & (.BACK) shot required
2. Full length images to be shot
3. All Product Shots on white background.
4. Style it with denim appropriate layering pieces & shoes
5. If it is zipper / button jacket, leave it open. Ref Image 1 and 2
6. The collar of inner garment should be strictly inside the outerwear
7. For Sleeveless vests style with long sleeve shirt. Sleeves may be rolled up
8. Do not style sleeveless jackets with short sleeve shirt/ t-shirt
9. For Jackets with hidden hoods PT01 is required with the hood released from the pack.



Jackets (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Jacket images must be full length images. No cropped images allowed
3. Models face should not appear in the shot
4. No Exaggerated pose
5. No mannequin Shots
6. No Non- Model Shots
7. No Flat Images Allowed
8. Collar underneath should not stand out
9. Model's hand should not obstruct the products



Trench Coats(DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with denim + Shirt/ Polo
4. Trench coats should be zipped/buttoned or tied up depending on the closure type



Trench Coats (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Jacket images must be full length images. No cropped images allowed
3. Models face should not appear in the shot
4. No Exaggerated pose
5. No mannequin Shots
6. No Non- Model Shots
7. No Flat Images Allowed
8. Collar underneath should not stand out
9. Coat should not be unfastened
10. Model's hand should not obstruct the products



Multi Utility Jackets (Dos)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required in full length.
2. PT01, PT02, PT03 required as per cropping.
3. PT01 Showing the inner layer is removable from the outer layer
4. PT02 showing the main image of inner layer
5. PT03 showing back of inner layer
6. All Product Shots on white background.
7. Style it with denim



Multi Utility Jackets (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. All layers to be shot on model
8. The collar of shirt underneath should not stand out
9. Model's hand should not obstruct the products



Bottoms (Dos)

1. Jeans, 2. Chinos, 3.Cargos

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required.
2. All Product Shots on white background.
3. Close up shot required if there are any details to be shown at hem.
4. Legs should be comfortably apart with hands comfortably resting on the sides
5. One leg to be slightly bent forward to give a casual look (refer to images 2&3)
6. Style with a Polo t-shirt or a normal tee which should be tucked in at all times to not obstruct any denim detail
7. Do not style with a belt
8. In the (.BACK) shot ensure that the denim back view is fully visible. Model should not stand at an angle
9. Legs should be comfortably apart with hands comfortably resting on the sides
10. Change shoes after every 4 shots

(.MAIN) – FRONT SHOT



One leg can be slightly bent forward & one backward to give a “casual pose” impression

(.BACK)- SHOT



Bottoms (DONTs)

1. Jeans, 2. Chinos, 3. Cargos

Guidelines (DONTs):

1. No Background color/ text/ watermark
2. No hand(s) in the Pocket(s)
3. One Leg should not be over the other
4. Feet should not be very wide apart
5. Leg(s) should not be bent side ways
6. Model must not stand at 45 degree or a 60 degree angle for the back shot (refer image 1 , 3 & 4)
7. Hands should not be kept ay the back (refer image 2)
8. No mannequin Shots
9. No Non- Model Shots
10. No Flat Images Allowed

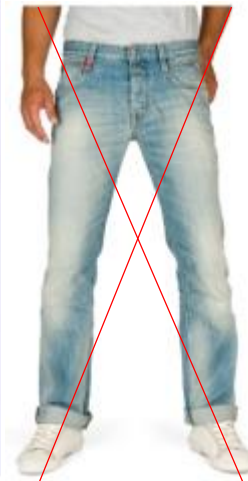
(.MAIN) – FRONT SHOT



Hands should not be in the Pocket(s)



One leg should not be over the other



Feet should not be so wide apart



Leg(s) should not be so bent sideways



No Mannequin Shots



No Non Model Shots



No Flat Shots



1.



2.



3.



4.

Bottoms- Shorts (Dos)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required.
2. All Product Shots on white background.
3. Close up shot required if there are any details to be shown at hem.
4. Legs should be comfortably apart with hands comfortably resting on the sides
5. Model Legs must be clean shaven.
6. Style with a Polo t-shirt or a normal tee which should be tucked in at all times to not obstruct any waistband detail
7. Do not style with a belt
8. Style with appropriate shoes



Bottoms- Shorts (DONTs)

DONTs

- 1. No Background color/ text/ watermark
- 2. No Exaggerated pose
- 3. No mannequin Shots
- 4. No Non- Model Shots
- 5. No Flat Images Allowed
- 6. Model's hand should not obstruct the products
- 7. Feet should not be bare or in slippers/ flipflops



Bottoms Footwear Selection

1. Jeans, 2. Chinos, 3.Cargos

Guidelines

1. Choice of footwear must not overpower the look. The point is to highlight the denim & not the footwear.
2. No bright/neon colored footwear
3. No flip flops or slippers. It has to be shoes
4. Logo/ Branding on the shoes must not be visible.

DENIMS



CHINOS



CARGOS



MENS IMAGING GUIDELINE

ACTIVE WEAR

SHIRTS & TEES (DOs)

Guidelines (DOs) :

1. Face should be cropped so as not to show the ears
2. The image should be cropped till mid thigh level
3. Posture should be at ease with one leg stepped forward and bent knee
4. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
5. Face should be oriented towards the side
6. Can be styled with Denim/ Track pants
7. Style Untucked without any layering
8. Reversible Products must have 4 shots (Front & Back of Both sides)



SHIRTS & TEES (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. The T-Shirt/ Polo must not be tucked in
8. All layers to be shot on model
9. The collar of shirt underneath should not stand out
10. Model's hand should not obstruct the products



SWEATSHIRTS/HOODIES (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with Active wear pants (tights, track pants)
4. In the back shot, the hood should be clearly visible
5. If it is a zipper hoodie/sweatshirt should be zipped
6. Use a round neck or V neck t-shirt inside the hoodie/sweatshirt



SWEATSHIRTS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Should not be styled with a shirt
8. The collar underneath should not stand out
9. Model's hand should not obstruct the products



PANTS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with a tee loosely tucked in and model's arms showing.
4. Use trainers for footwear



PANTS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Should not be styled with a T-shirt. No bare torso
8. No bare feet
9. Model's hand should not obstruct the products



SHORTS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style it with a tee loosely tucked in and model's arms showing.
4. Crop to the Floor.
5. Model needs to have shaved legs.
6. Socks should not be shown in any shots.
7. Shoe laces should be clean and tied nicely.
8. Use trainers for footwear



SHORTS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Should not be styled with a T-shirt. No bare torso
8. No bare feet
9. Model's hand should not obstruct the products



BASE LAYERS/UNDERWEAR/TOPS (DOs)

Guidelines (DOs) :

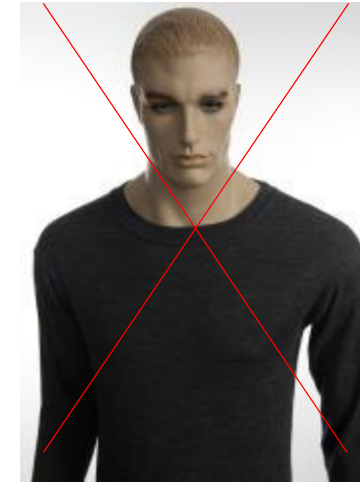
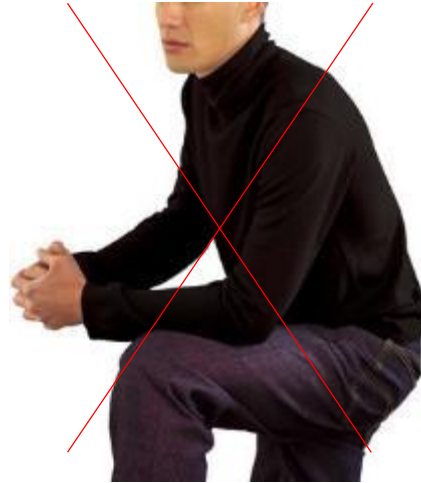
1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style with Active Pants/ tights



BASE LAYERS/UNDERWEAR/TOPS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Model's hand should not obstruct the products



BASE LAYERS/UNDERWEAR/TIGHTS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style with bare stomach and bare feet
4. Crop to the Floor.



BASE LAYERS/UNDERWEAR/TIGHTS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. No footwear



BASE LAYERS/BODYSUIT (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. style with bare feet, completely zipped.
4. PT01 is required in case of special feature / detail



BASE LAYERS/BODYSUIT (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed



MENS IMAGING GUIDELINE

FORMAL WEAR

SUIT

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required full-length suit with tie and belt AND (.PT01) and (.PT02) of pants with belt, but without tie, or jacket.
2. All Product Shots on white background.
3. Classic suits - style with a dress shirt, belt, coordinating dress shoe and tie.
4. Modern suits - style with a dress shirt, dress shoe and tie. Use a coordinating belt unless the waistband of the pant has a tab.
5. Shoes should be either black or brown depending on the attire. Brown shoes for beige/brown/light colored attire and black shoes for navy/grey/black colored attire
6. Be sure that shirt cuffs are evenly visible about 1/4 inch in front and back shots of full length.



Main- front



Main- Back



PT01



PT02

SUIT (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. Should not be a half length image
5. No mannequin Shots
6. No Non- Model Shots
7. No Flat Images Allowed
8. Cannot be styled with T-shirt
9. The collar of the shirt should not stand out
10. Model's hand should not obstruct the products by buttoning it action



THREE PIECE SUIT

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as a full look. PT01 and .PT02 full length without jacket. image waist down as .PT03 and .PT04.
2. All Product Shots on white background.
3. Style with a dress shirt, dress shoe and tie. Use a coordinating belt unless the waistband of the pant has a tab.
4. Shoes should be either black or brown depending on the attire. Brown shoes for beige/brown/light colored attire and black shoes for navy/grey/black colored attire
5. Be sure that shirt cuffs are evenly visible about 1/4 inch in front and back shots of full length.



Main- front

Main- Back

PT01

PT02

PT03

PT04

THREE PIECE SUIT

DON'Ts

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. Should not be a half length image
5. No mannequin Shots
6. No Non- Model Shots
7. No Flat Images Allowed
8. Cannot be styled with T-shirt
9. The collar of the shirt should not stand out
10. Model's hand should not obstruct the products by buttoning it action



TUXEDOS

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required of full length suit with tie and belt . (.PT01) and (.PT02) of waist down without tie, belt or jacket.
2. All Product Shots on white background.
3. Style with tuxedo shirt, shoe and bow tie.
4. Be sure that bow tie is at the very top of the collar and that collar is tucked into jacket.
5. Shoes should be either black or brown depending on the attire. Brown shoes for beige/brown/light colored attire and black shoes for navy/grey/black colored attire
6. Be sure that shirt cuffs are evenly visible about 1/4 inch in front and back shots of full length.



Main- front



Main- Back



PT01



PT02

TUXEDOS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. Should not be a half length image
5. No mannequin Shots
6. No Non- Model Shots
7. No Flat Images Allowed
8. Cannot be styled with T-shirt
9. The collar of the shirt should not stand out
10. Model's hand should not obstruct the products by buttoning it action



SPORT COATS/ BLAZERS

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required full-length.
2. All Product Shots on white background.
3. Close up shot required if there are any details to be shown
4. Shirt cuffs should be visible for front and back shots.
5. The blazers can be buttoned or not buttoned depending on the suggestion of the stylist. (preferably Buttoned for formal and Double breasted blazers and unbuttoned for Casual and sports jackets)
6. Shirt/t-shirt to be worn inside.
7. The collar of the shirt should not stand out
8. Can be worn with denim or formal trouser
9. Can be worn with a tie as appropriate



.MAIN



.BACK

SPORT COATS/ BLAZERS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. Cropping not as per standard will not be allowed
5. No mannequin Shots
6. No Non- Model Shots
7. No Flat Images Allowed
8. Model's hand should not obstruct the products



WAISTCOATS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Style with a Dress shirt and denim or a formal trouser as suggested by the stylist
6. Waistcoat must be buttoned.
7. The collar of the shirt should not stand out and must be fully buttoned
8. Can be worn with denim or formal trouser



WAISTCOATS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Cannot be styled with T-shirt
8. Waistcoat should not be teamed with a tie or a bow tie
9. Model's hand should not obstruct the products by buttoning it action



FORMAL SHIRTS (DOs)

Guidelines (DOs) :

1. (.MAIN) shot required as per template.
2. (.PT01) to be close shot near collar to show the texture of fabric
3. All Product Shots on white background.
4. Shirt is neatly pressed and folded with all buttons closed. Use the template provided
5. Only the (wearers) right cuff is folded over right at the seam so only the cuff is showing. This is horizontal and about 1" from the bottom fold
6. Lift collar so it does not appear flattened. Use cardboard strip if needed
7. In case of internal details on cuff, open and show
8. In case of internal detail on inside placket, open top button to show detail



FORMAL SHIRTS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Only flat folded images allowed
3. No model shots
4. No mannequin Shots
5. Cannot be styled with Tie or other accessory



FORMAL TROUSERS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required as per cropping.
2. All Product Shots on white background.
3. Pair with a tucked in dress shirt and dress shoes
4. Shoes should be either black or brown depending on the attire. Brown shoes for beige/brown/light colored attire and black shoes for navy/grey/black colored attire



FORMAL TROUSERS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. One Leg should not be over the other
8. Model's hand should not obstruct the products



MENS IMAGING GUIDELINE

ETHNIC WEAR

KURTAS LONG (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required in full length
2. All Product Shots on white background.
3. Pair with a white pajamas only
4. Style with top button open
5. To be teamed up with ethnic footwear (jootis or mojris or chappals)
6. Posture should be at ease with one leg stepped forward and bent knee
7. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
8. Face should be oriented towards the side



KURTAS LONG (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. One Leg should not be over the other
8. Model's hand should not obstruct the products



KURTAS SHORT (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required
Cropped. (follow same cropping as shirts)
2. All Product Shots on white background.
3. Pair with a denim
4. Posture should be at ease with one leg stepped forward and bent knee
5. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
6. Face should be oriented towards the side



KURTAS SHORT (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Model's hand should not obstruct the products



KURTA PYJAMA SET/ PATHAN SUIT (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required in full length
2. All Product Shots on white background.
3. Style with top button open
4. To be teamed up with ethnic footwear (jootis or mojris or chappals)
5. Posture should be at ease with one leg stepped forward and bent knee
6. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
7. Face should be oriented towards the side



KURTA PYJAMA SET/ PATHAN SUIT (DOs)

DON'Ts

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. Model's hand should not obstruct the products



KURTA PYJAMA SET with DUPATTA (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required in full length
2. All Product Shots on white background.
3. Style with dupatta draped on shoulder
4. To be teamed up with ethnic footwear- jootis or mojris
5. Posture should be at ease with one leg stepped forward and bent knee
6. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
7. Face should be oriented towards the side



KURTA PYJAMA SET with DUPATTA (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. Dupatta should not be held separately
4. No Cropped images
5. No Exaggerated pose
6. No mannequin Shots
7. No Non- Model Shots
8. No Flat Images Allowed
9. Model's hand should not obstruct the products



SHERWANIS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required in full length
2. All Product Shots on white background.
3. Style with dupatta draped on shoulder
4. To be teamed up with ethnic footwear- jootis or mojris
5. Posture should be at ease with one leg stepped forward and bent knee
6. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
7. Face should be oriented towards the side



SHERWANIS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Models face should not appear in the shot
3. Dupatta should not be held separately
4. No Cropped images
5. No Exaggerated pose
6. No mannequin Shots
7. No Non- Model Shots
8. No Flat Images Allowed
9. No Accessorisation with cummerband / brooch
10. Model's hand should not obstruct the products



DHOTIS, MUNDUS, LUNGIS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required
2. All Product Shots on white background.
3. Follow same cropping as bottoms
4. Do not shoot Bare Chested.
5. To be styled with a solid color short kurta or shirt
6. To be teamed up with ethnic footwear- jootis or mojris
7. Posture should be at ease with one leg stepped forward and bent knee
8. No hands to be visible



DHOTIS, MUNDUS, LUNGIS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. Arms should not appear in the shot
3. No Exaggerated pose
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed



SAFARI SUITS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required full-length.
2. All Product Shots on white background.
3. Close up shot required if there are any details to be shown
4. Image 1 is only for posture reference
5. Style with formal shoes. Color to coordinate with suit color



SAFARI SUITS (DONTs)

DONTs

1. No Background color/ text/ watermark
2. No Exaggerated pose
3. No mannequin Shots
4. No Non- Model Shots
5. No Flat Images Allowed`



JACKETS & GILLETTS (DOs)

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required
Cropped. (follow same cropping as shirts)
2. All Product Shots on white background.
3. Style over a long kurta with sleeves rolled up or down
4. Gillet must be buttoned up
5. Posture should be at ease. Hands should be resting comfortably at the sides without obstructing the product view.
6. Face should be oriented towards the side



JACKETS & GILLETs (DONTs)

DONTs

1. No Background color/ text/ watermark
2. No Exaggerated pose
3. No mannequin Shots
4. No Non- Model Shots
5. No Flat Images Allowed
6. No Bare arms
7. Gillet must not be unbuttoned



MENS IMAGING GUIDELINE

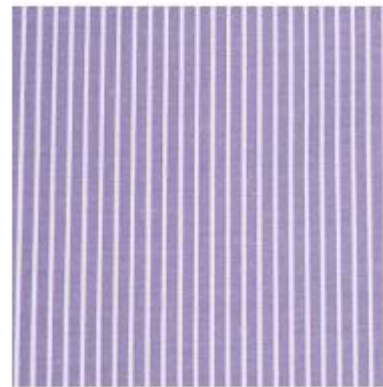
FABRICS

FABRICS

1. Shirts 2.Trouser 3. Suit Lengths 4.Combo Sets (Shirt & Trouser, Shirt & Suit)

Guidelines (DOs) :

1. (MAIN) shot required
2. (PT01) required for close up the fabric texture. If it is combo set, then close up of Both fabrics required
3. All products to be on white background
4. All image to show single fold from top to bottom to represent drape of fabric
5. For combo fabric, shirt fabric must be on top and trouser/ suit fabric to be bottom
6. No image of fabric inside packaging
7. Image must be cropped to show both fabrics equally.
8. No borders allowed

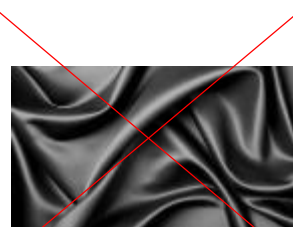
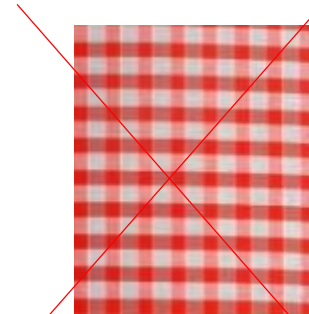
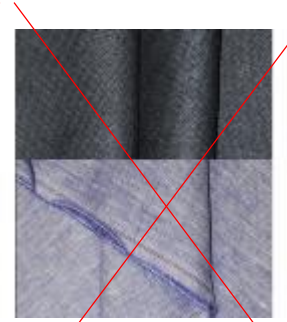


FABRICS

1. Shirts 2.Trouser 3. Suit Lengths 4.Combo Sets (Shirt & Trouser, Shirt & Suit)

Guidelines (DONTs) :

1. No flat swatch allowed
2. No bundles and packaging allowed
3. No mannequin or model allowed
4. Multiple folds not allowed
5. Rolls and stacks of fabric not allowed
6. Bundles or swatches scattered not allowed
7. Imaged shot at angles not allowed
8. No 'fan' or drapes allowed
9. No artistic folds allowed



MENS IMAGING GUIDELINE

MEN'S ACCESSORIES

HEADGEAR (TURBANS)

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. Product shot without model



CUMMERBUNDS

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. Product shot without model- Flat or 3D



MENS IMAGING GUIDELINE

SLEEP & LOUNGE WEAR

Lounge Bottoms

Knit pants, Pajamas

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required.
2. All Product Shots on white background.
3. Resolution to be 1000 dpi
4. Bottom to be styles with bare stomach and bare feet
5. Posture to be easy & relaxed
Legs should be comfortably apart with hands comfortably resting on the sides
6. One leg to be slightly bent forward to give a casual look
7. (.BACK) shot to be shot at an angle

(.MAIN) – FRONT SHOT



(.BACK)- SHOT

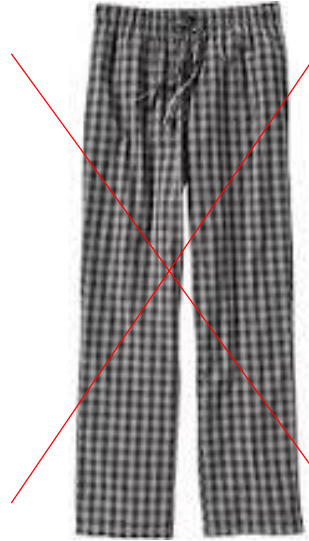


Lounge Bottoms

Knit pants, Pajamas

Guidelines (DONTs) :

1. No Background color/ text/ watermark
2. No hand(s) in the Pocket(s) or One Leg should not be over the other that obstructs the view of the product
3. No Odd Postures
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. No images in the packaging
8. No Pants styled with shoes as this would go into active store



Lounge Sets

Pajama Sets, Top& Bottom Sets

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required.
2. All Product Shots on white background.
3. Resolution to be 1000 dpi
4. Shoot together as full Set.
5. Shoot bottom waist down to show detail
6. Posture to be easy & relaxed
Legs should be comfortably apart with hands comfortably resting on the sides
7. Style with bare feet and shoot bottom with bare stomach
8. One leg to be slightly bent forward to give a casual look
9. (.BACK) shot to be shot at an angle

(.MAIN) – FRONT SHOT



Lounge Sets

Pajama Sets, Top& Bottom Sets

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No hand(s) in the Pocket(s) or One Leg should not be over the other that obstructs the view of the product
3. No Odd Postures
4. No mannequin Shots
5. No Non- Model Shots
6. No Flat Images Allowed
7. No images in the packaging
8. No styling with shoes as this would go into active store



MENS IMAGING GUIDELINE

INNERWEAR

UNDERWEAR

1. Thongs, 2. Brief, 3. Trunks, 4. Boxers

Guidelines (DOs) :

1. (.MAIN) & (.BACK) shot required
2. All products to be on white background
3. Cropping: Torso just above belly button, mid thigh above knee
4. The image should be cropped till knees (knees should not feature in the shot)
5. Shaven stomach & thighs
6. No hands in the product shot
7. Model to stand at angle and not full frontal.
8. Model to stand at an angle for the back shot so as not to show full rear
9. Model to stand at Side angle for Thongs rear short. No Rear to be shown

(.MAIN) – FRONT SHOT



Briefs



Trunks



Boxers

(.BACK) – ANGULAR SHOT



Briefs



Trunks

UNDERWEAR

1. Thongs, 2. Brief, 3. Trunks, 4. Boxers

Guidelines (DONTs) :

1. Face should not be included in the shot
2. No Background color allowed
3. No full leg shot
4. Cropping to be maintained- No shoulders and arms
5. No product shots on mannequins
6. No Flat images
7. No Exaggerated poses cropped inadequately
8. No full rear shot
9. No product shots with packing
10. No Water marks/ Texts in product shot
11. No top wear allowed. Must be bare Torso

(.MAIN) – FRONT SHOT



UNDERWEAR

1. Undershirts, 2. Vests, 3. Tank Tops

Guidelines (DOs) :

1. (.MAIN) shot required for Regular undershirt unless the back has some detail
2. All product shots to be on white background only
3. (.MAIN) & (.BACK) shot will be required if it is a tank top
4. Posture to be relaxed and slightly at an angle- Front and back
5. Face should be cropped so as not to show the ears
6. The image should be cropped till mid thigh level
7. Hands should be resting comfortably at the sides without obstructing the product view. It should not be very far away from the body
8. Vests should be styled with Solid colored trunks only.

(.MAIN) – FRONT SHOT



Vest



Undershirt

(.BACK) SHOT



Vest

Only if there is a detail to be shown on the back

Undershirt

UNDERWEAR

1. Undershirts, 2. Vests, 3. Tank Tops

Guidelines (DONTs) :

1. Hands should not be folded over each other (refer image 1)
2. Hands should not be doing any activity (refer image 2, 3 & 4)
3. Hands should not be at the back (refer image 5)
4. Face should not be included in the shot (refer image 6)
5. No Exaggerated Poses allowed
6. No background color allowed
7. No Flat Images Allowed
8. No Packaging image for product shot
9. No watermark/ text on product shot
10. No Product Shots on mannequins



UNDERWEAR

Multi Packs Only

Guidelines (DOs) :

1. T-Shirts & Tanks: Front piece overlapping and cascading to the right
2. Boxers, Briefs & Trunks: Stair step down and to the right, positioning top piece 1/4 over and 1/2 down

Vests & T-Shirts



Briefs, Trunks, Boxers

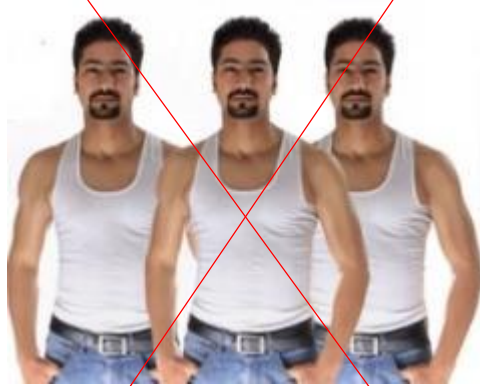


UNDERWEAR

Multi Packs Only

Guidelines (DONTs) :

1. No Random overlapping of products
2. No Products shot in package
3. No Model+ flat shots
4. No Multiples of models
5. No background color
6. No watermarks and shadows



MENS IMAGING GUIDELINE

ACCESSORIES

BELTS

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. The .MAIN and .PT01 shots are coiled with the buckle centered.
4. The tip of the belt should be on the right.
5. where buckle/clasp warrants direction change The tip of the belt in such a case will be left
6. for REVERSIBLE BELTS The .PT01 should be coiled to match the MAIN side.
7. for REMOVABLE BUCKLE BELTS The .MAIN is coiled with the buckle centered. In the .PT01, remove buckle and place on the left of the belt angled towards the belt



Main



Reversible Belts- Main



Reversible Belts- PT01



Removable Clasp- Main

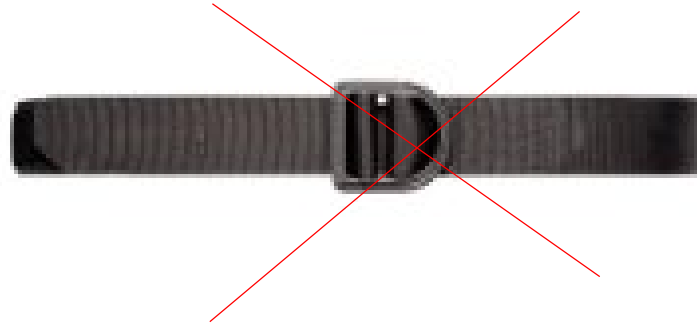


Removable Clasp- PT01

BELTS

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls
4. No full length or ½ length images



HATS & CAPS

Baseball Cap, Trucker cap, Trilby/ Fedora, Cowboy Hat, Beret, Visor

Guidelines (DOs) :

1. (.MAIN)& (.BACK) image required
2. (.PT01) image required when there is a detail inside.
3. All Product Shots on white background.
4. Shoot on balloon/form or suspended with monofilament) to show detail and structure of the hat.



HATS & CAPS

Skullies and Beanies

Guidelines (DOs) :

1. (.MAIN)& image required
2. All Product Shots on white background.
3. Pin flat-style on boards
4. Use Batting to create shape and movement (waves)



HATS & CAPS

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No Mannequin Images
4. No uneven rolls
5. No model images



HANDKERCHIEFS & POCKET SQUARES

Guidelines (DOs) :

1. (.MAIN) image required
2. (.PT01) Image required to show a difference in the pattern which could not be captured in (.MAIN) image. It should be laid out flat
3. All Product Shots on white background.
4. Image to be shot from above
5. In case of set, Pocket squares/ Handkerchiefs should be quartered and shot from above in a cascading style as shown in the example.



(.Main) Image



(.Main) Image



(.PT01) to show inside pattern

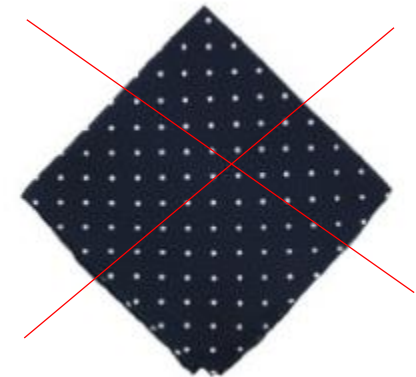
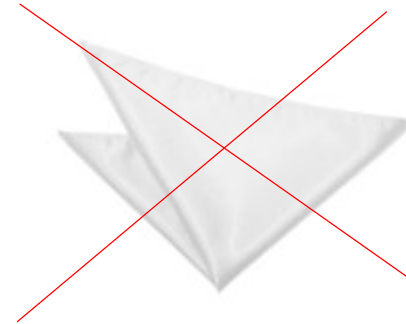


(.Main) Image For Sets

HANDKERCHIEFS & POCKET SQUARES

Guidelines (DONTs) :

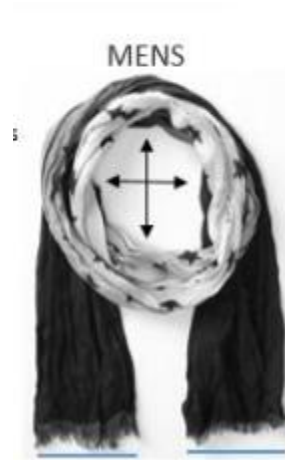
1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ Folds/ Layers



SCARVES

Guidelines (DOs) :

1. (.MAIN) image required overhead shot of the scarf styled in a loop
2. Scarfs must be single/ double wrapped
Double wrap longer scarfs to avoid longer ends
3. Scarf edges to be straight across
4. Neck opening 5" across, 6" down
5. PT01 overhead shot of the scarf open & flat to show shape & pattern
6. All Product Shots on white background.



.MAIN



.PT01

SCARVES

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls
4. No Mannequin images
5. No Model images



SOCKS

Guidelines (DOs) :

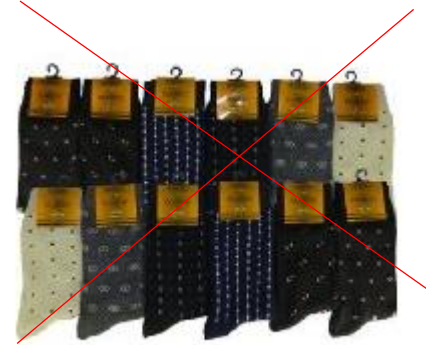
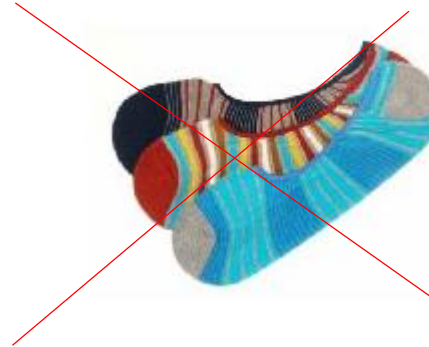
1. (.MAIN) image required
2. All Product Shots on white background.
3. Shoot Flat facing right
4. Casading effect to showcase the pair
5. For Sets, each different pair to be lined up to give a cascading effect.



SOCKS

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ folds/ stacks
4. No images in packaging
5. No images on models



TIES

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. Ties should be styled with a 10 inch drop and a 2 tier cake effect.
4. For Bow ties: The .MAIN shot is straight on of the front, tied.
5. The .PT01 is required only for bow ties that untie fully. Lay the bow tie out flat (in a sideways "M" shape).
6. Shoot any latch or piece of hardware the bow tie might have.



FOUNDATIONAL RULE



A B C D E F



A: Roll 2 tiers at .5 in (1.25 cm) each.

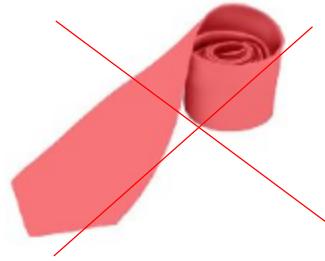
B : C: Top to tip of tie should measure 10 in (25.5 cm)

D: Side should be straight down

TIES

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ Folds/ Stacking
4. No images with knots
5. No images on mannequins or models



CUMMERBUND

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. The (.MAIN) should be a front flat view or the product.
4. The (.PT01) image should capture the closure type of the cummberbund.



CUMMERBUND

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ folds/ stacking
4. No images on mannequins or models



SUSPENDERS

Guidelines (DOs) :

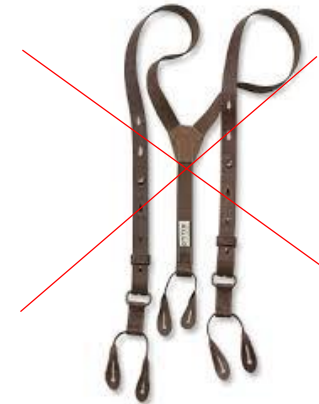
1. (.MAIN) image required
2. All Product Shots on white background.
3. should be laid out nicely with both the back and buttons/buckles facing to the front.



SUSPENDERS

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No rolls/ folds/ stacking
4. No mannequin or model images



GLOVES

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. image vertically, parallel and lengthwise
4. Adjust positioning as needed to ensure that logos are upright
5. The thumb of the glove being clearly seen in the image.
6. (.PY01) is required to show additional features displaying those selling points, such as a convertible mitten or some long fold down knit gloves.



(.Main) Image



(.PT01) to show inside pattern

GLOVES

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ folding/ stacking/ overlapping
4. No mannequin or model images



ARMWARMERS

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. For Pairs, image vertically, parallel and lengthwise like gloves. Adjust positioning as needed to ensure that logos are upright.
4. For Single, image vertically and lengthwise like gloves. Adjust positioning as needed to ensure that logos are upright.



.MAIN



.MAIN



.MAIN

ARMWARMERS

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ folding/ stacking/ overlapping
4. No mannequin or model images



COLD WEATHER SETS

Guidelines (DOs) :

1. (.MAIN) image required
2. All Product Shots on white background.
3. Place items flat and within a square space to shoot Refer image



COLD WEATHER SETS

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ folding/ stacking/ overlapping
4. No mannequin or model images



HEADBAND

Guidelines (DOs) :

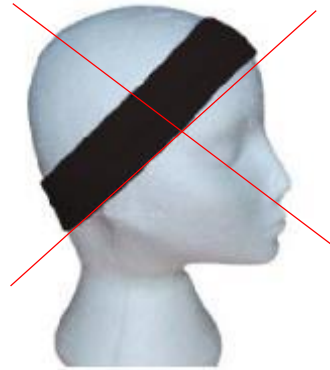
1. (.MAIN) image required as a flat shot
2. All Product Shots on white background.
3. PT01 shot required to show detail at the back



HEADBAND

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No uneven rolls/ folding/ stacking/ overlapping
4. No mannequin or model images



EARMUFF

Guidelines (DOs) :

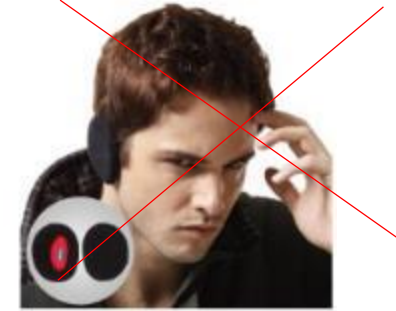
1. (.MAIN) image required
2. All Product Shots on white background.
3. Main Image to be shot on Form



EARMUFF

Guidelines (DONTs) :

1. No Background color/ text/ watermark/ Shadows
2. No images in the packaging
3. No folding/ stacking/ overlapping
4. No mannequin or model images



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