



A fashion advertisement featuring four models standing against a plain, light-colored wall. The models are dressed in a cohesive, earthy-toned outfit. From left to right: a man wearing a patterned fedora and a light-colored top; a woman wearing a brown beret and a textured knit sweater; a woman wearing a wide-brimmed black hat and a light-colored jacket; and a man wearing a tan cap and a light-colored button-down shirt. The models' lower bodies and feet are visible below a large black rectangular box that contains the text. They are wearing various styles of shoes, including loafers, boots, and sandals. A large, light-colored pole leans against the wall on the left side of the frame.

# ZALORA

PRODUCTION SERVICES

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# 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

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**Available SERVICES.**



## APPAREL CATEGORY

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*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

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## 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

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## 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*

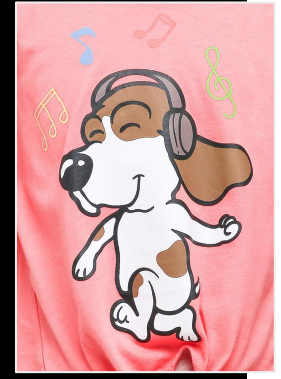
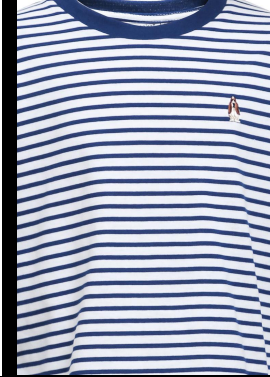
## PHOTOGRAPHY & RETOUCHING

*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

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*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*

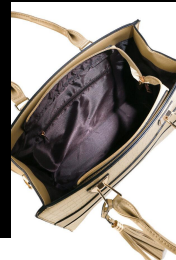
## CONTENT WRITING

*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

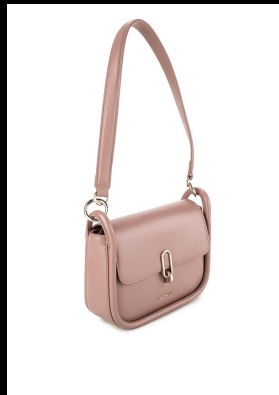
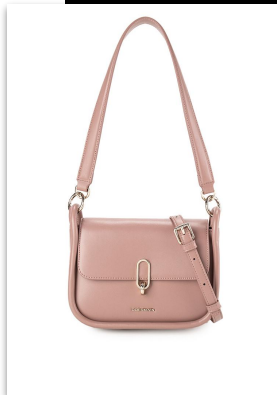
*one image showing bag's capacity with props*

## CONTENT WRITING

*product description in bullet points*

## UPLOADS ONTO SELLER CENTER

*for non ZALORA Sellers include upload onto shared GDrive*



New Service



# IMAGE RETOUCHING

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*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*

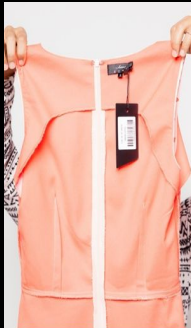
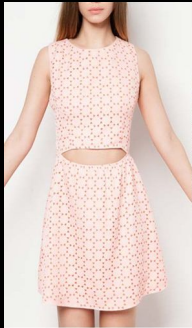
# RETOUCHING SERVICE

## 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

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

*\*No minimum SKU*



# EDITORIAL

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## 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

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## 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*



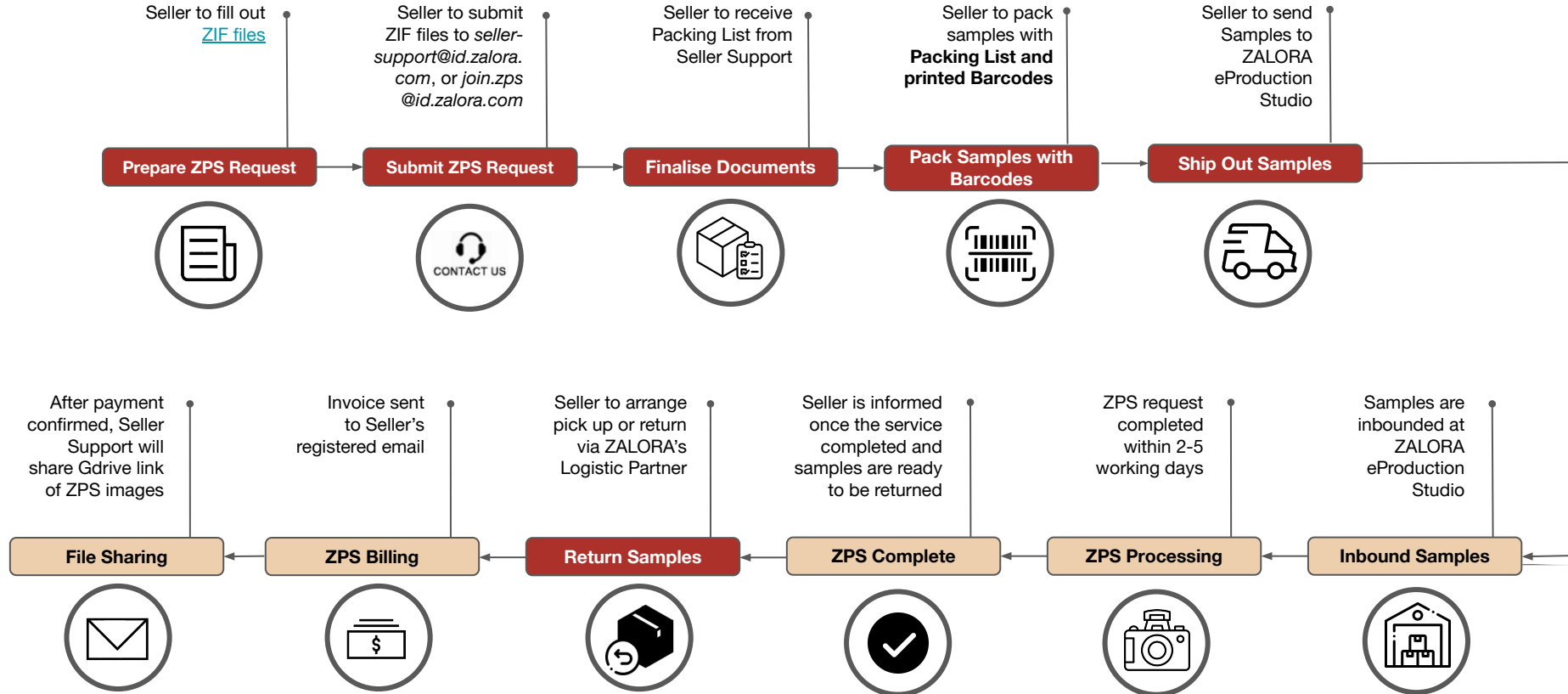
A man and a woman are walking towards the camera in a modern interior space. The man is on the left, wearing a light-colored jacket, a dark shirt, and plaid trousers. The woman is on the right, wearing a leopard-print dress and high-heeled sandals. The background features a large arched doorway on the left, a dark bench, and a large, dark, textured rectangular object on the right. The entire image is overlaid with a dark gray filter. Large, bold text is centered over the image: "ZPS with" in white and "DELIVERY OF SAMPLES." in orange. A thick orange vertical bar is positioned below the text, between the man and the woman.

**ZPS with  
DELIVERY OF SAMPLES.**

# PROCESS FLOW - MP & non-Zalora Seller Shipments

LEGEND:

Seller Action Item

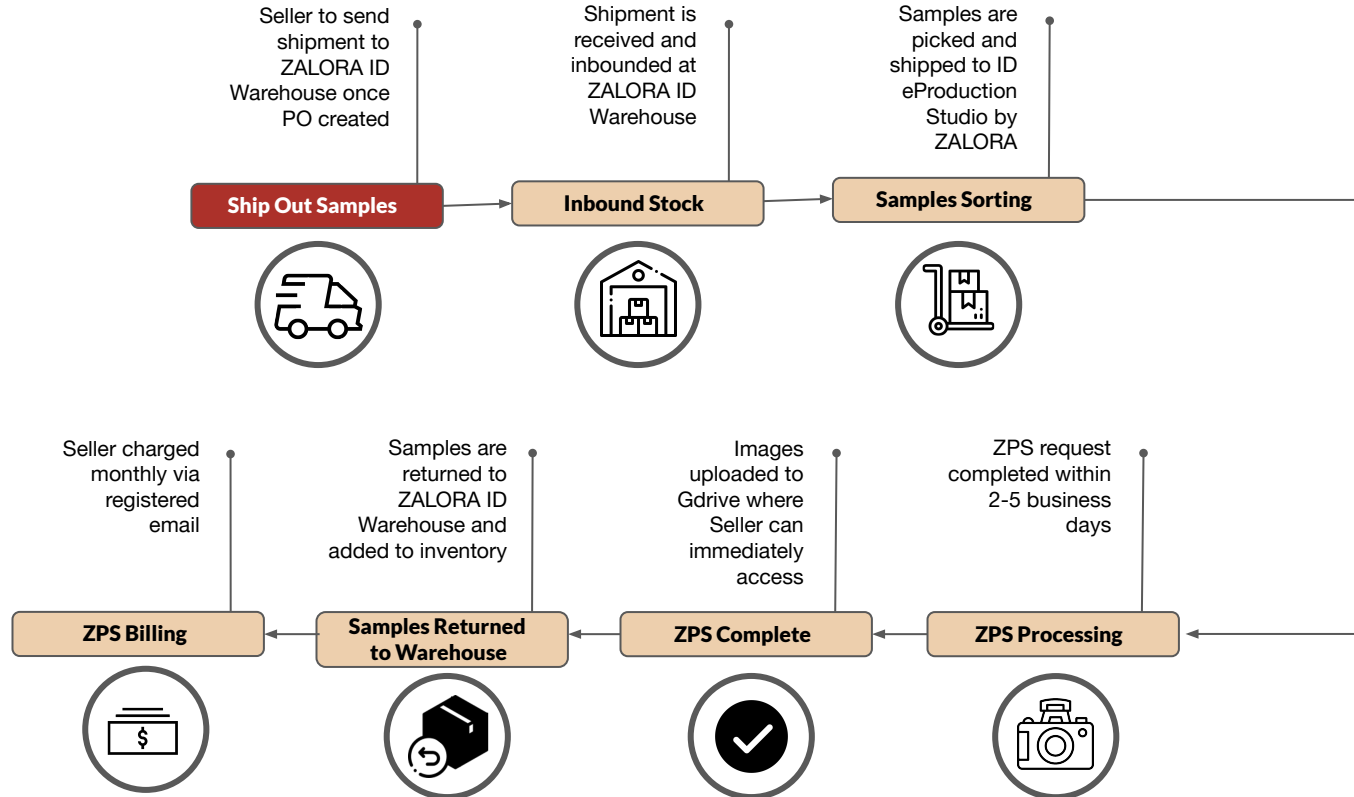




# PROCESS FLOW - Fulfilled by ZALORA (FBZ) & Consignment

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 man and a woman are celebrating on a rooftop. The man, in the foreground, is wearing sunglasses and a dark sweater, with his arms outstretched in a joyful pose. The woman, behind him, is wearing a patterned blazer and high heels, also smiling and posing. The background shows a city skyline with various skyscrapers under a cloudy sky. The overall image has a dark, monochromatic feel with selective color for the text and a vertical bar.

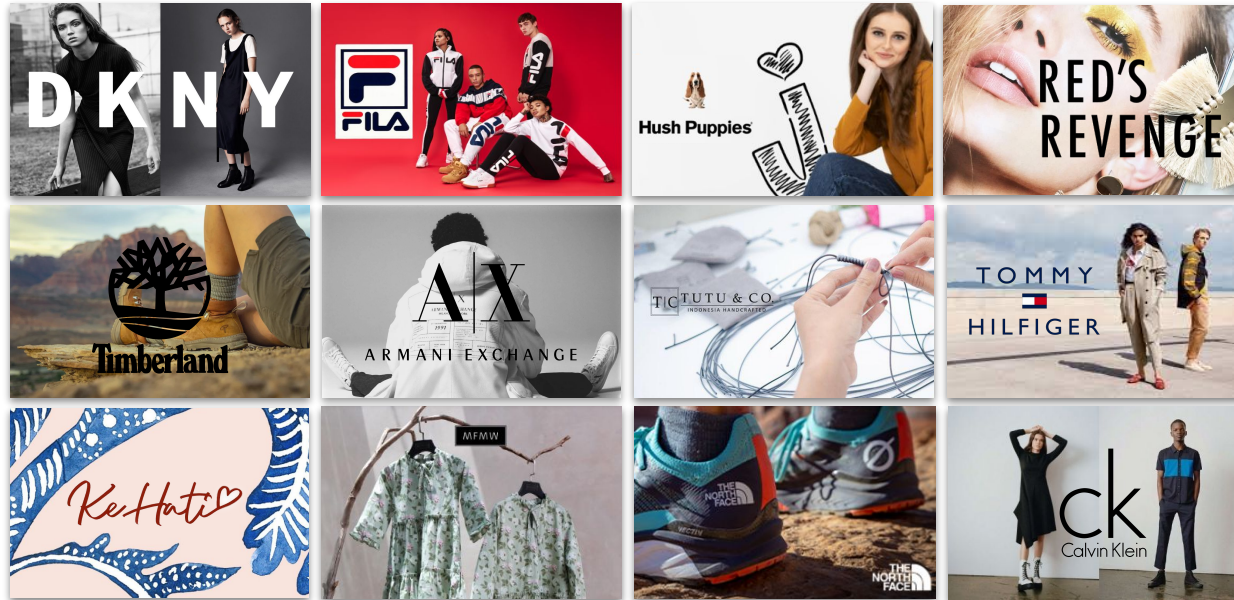
**Brand SUCCESS STORIES.**



# BRAND PARTNERS

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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.* ”

”

CK CALVIN 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!* ”

”

**MF MW**

*Cindy Fransisca Samsoemin*  
- Founder of MF MW -

A close-up photograph of a person's hands typing on a vintage wooden typewriter. The typewriter has a dark wood finish and cream-colored keys. A black rectangular overlay with a white border is positioned in the center of the image, 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!

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