

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 right shoulder towards the camera. The background features a clear blue sky and a turquoise ocean with white foam from waves breaking on the shore.

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

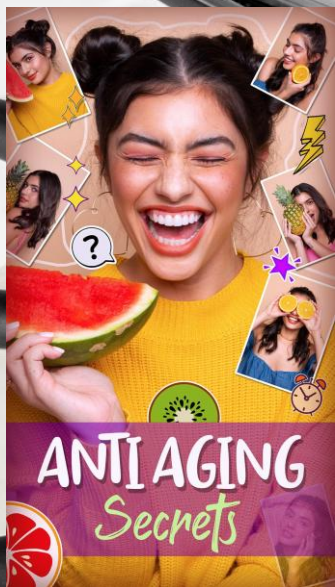
#### Entitlements:

- 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

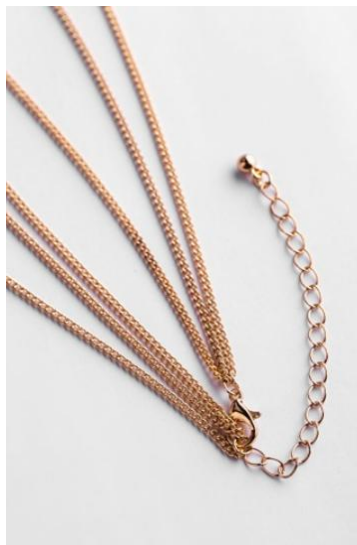


Note: Since the body model shoot will be scheduled separately from the product shoot, please expect average lead time of between 3 to 5 working days.

## 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**







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 fur surface with various makeup items (eyeshadow, mascara, brushes, sunglasses, foundation, lipstick) in the top left; a teal surface with more makeup (eyeshadow, mascara, blush, lip gloss) and a blue masquerade mask in the bottom left; and a pink surface with three boxes of 'SKIN by John Robert Power' lip gloss in the bottom right. A large white circle in the center contains the text 'BEAUTY Content for Social Media'. A close-up of a smiling woman's face is in the top right corner.

# 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.

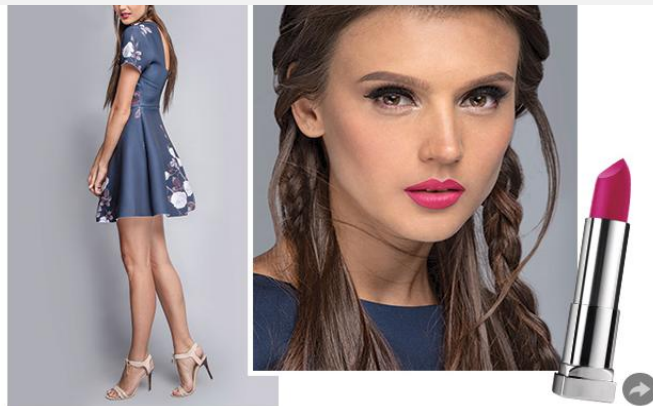
**ZALORA x Benefit Cosmetics**

## 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

ZALORA x Maybelline

# Infographics for IG Stories



## Home and Living



## Beverage



# ZALORA

Graphic Design Portfolio

MARKDOWNS FROM 50% OFF AND ABOVE

25% OFF MIX & MATCH! USE CODE: GIVEME25



ZALORA

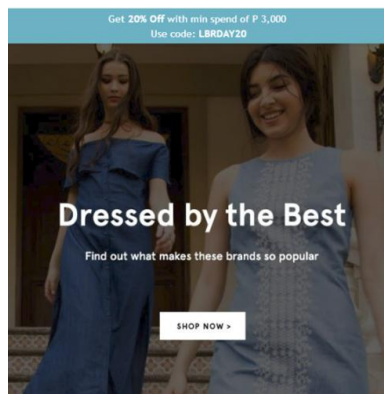
New In

Clothing

Shoes

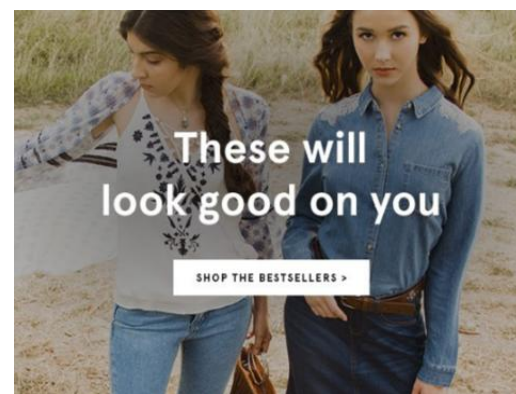
Accessories

[Sale](#)



Get  
**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

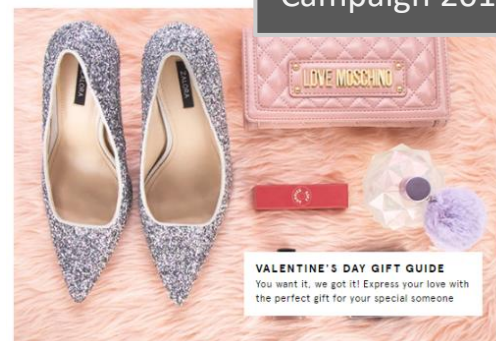
Valentine's Gift Guide 2019

[For Her >](#)

[For Him >](#)

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

Valentines  
Campaign 2019



*Gents!*

LET'S TALK  
ABOUT BUSINESS  
DRESSING



*Notch it,*

*Lapel*



*to ace it*



*Precision is the key*

*Don't make it  
too loose*

*Fit*



*or make it  
too light*

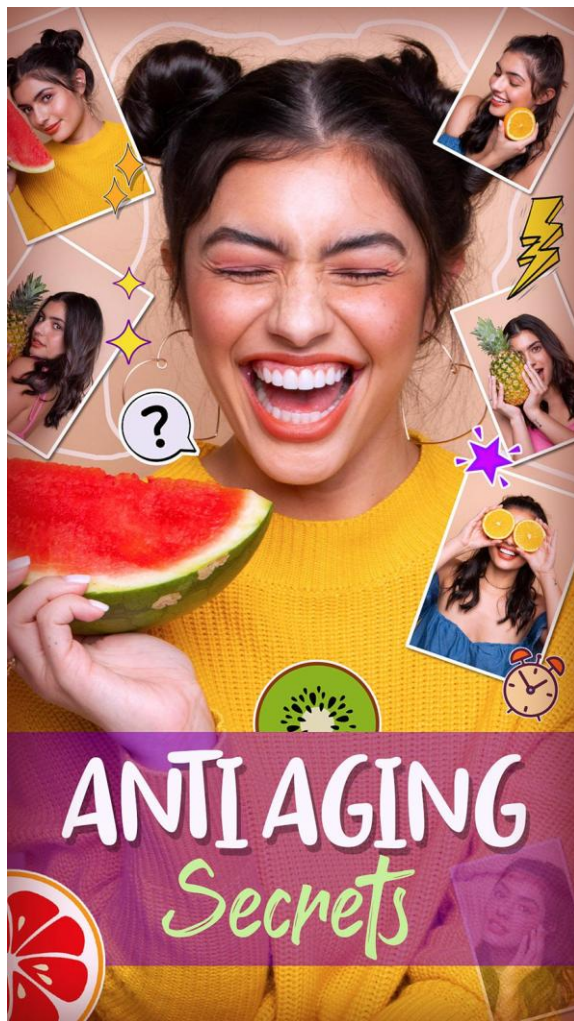
# Prints & Patterns QUIZ

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.





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



Typo 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 head-set 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.

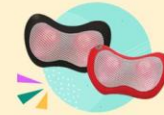


## Take a hot / cold shower.

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



Tritan Drink Bottle 700ml

## COTTON ON LOST



20oz Fresco Twist & Go Water Bottle

## ALADDIN



Classic Vacuum Bottle 1.3L/1.4QT

## STANLEY



ZALORA