



ZALORA
PRODUCTION
SERVICES
(ZPS)

Being one of the biggest eProduction in the region, we offer our brands 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.



ZALORA



CONTENT

Why ZPS?

4-6

Available Services

7-20

FAQs

21-25

Terms and Conditions

26

Key Benefits

Reasons to subscribe to ZALORA Production Services

QUALITY ONLINE
PRODUCT CATALOGUE



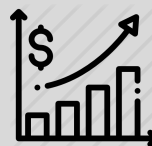
COMPETITIVE PRICE

USE OF PROFESSIONAL
MODELS



CUSTOMISABLE
ePRODUCTION SERVICES

SIMPLIFY
OPERATIONS



**PROVEN TO
IMPROVE SALES**



Brands before ZPS

CTR: 6.3%
CR: 0.7%

>

CTR: +2.3%
CR: +0.2%

>

Brands after ZPS

CTR: 8.6%
CR: 0.9%

We pride ourselves in providing the best catalog image and content eproduction solution to our brands.

Reports show that brands engaged with ZPS will **strengthen average Click Through Rate and Conversion Rate**. From model selection, product styling, image and content consistency to local language engagement, all these elements are impactful to create an effective online catalog for the customers' shopping experience.

Contact our team today to find out more about ZPS.

What Our Clients Say

Hundreds of brands & sellers entrust ZPS



Kehati



Our sales increased
due to the right
model choice



Era Maya



Good photo
outcome!



Cat in the Bowl



Fast production!

“ Excellent performance! ”

“ Professional choice of models ”

“ Much cheaper compared to others ”



AVAILABLE SERVICES

Breakdown of Services

Ghost Mannequin Apparels

Sample Requirements

ZPS | FULL PACKAGE (Apparel)



Package includes:

- **Sample Handling** - Inbound and Outbound
- **ZALORA's choice of model**
- **Hair and makeup for model**
- **Photography** - up to 4 angles of Front, Back, Detail and Full body shot following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Content Writing** - Product Description
- **Image and Content upload on Seller Center**
- **Guaranteed Quality Check approval**

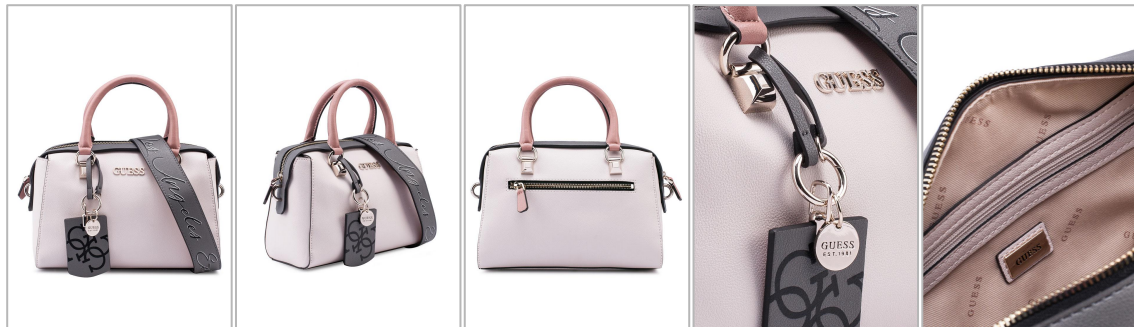
ZPS | FULL PACKAGE (Unisex Apparel)



Package includes:

- **Sample Handling** - Inbound and Outbound
- **ZALORA's choice of male & female model**
- **Hair and makeup for model**
- **Photography** - up to 4 angles of Front (with thumbnail), Back, Detail and Full body shot following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Content Writing** - Product Description
- **Image and Content upload on Seller Center**
- **Guaranteed Quality Check approval**

ZPS | FULL PACKAGE (*Product)



Package includes:

- **Sample Handling** - Inbound and Outbound
- **Photography** - up to 5 angles following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Content Writing** - Product Description
- **Image and Content upload on Seller Center**
- **Guaranteed Quality Check approval**



*Product includes items such as bags, shoes, and accessories that **do not** require model photoshoot.*

ZPS | PHOTOSHOOT + RETOUCHING (Apparel)



Package includes:

- **Sample Handling** - Inbound and Outbound
- **ZALORA's choice of model**
- **Hair and makeup for model**
- **Photography** - up to 4 angles of Front, Back, Detail and Full body shot following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Image upload on Seller Center (762 x 1100 px)**

ZPS | PHOTOSHOOT + RETOUCHING (Unisex Apparel)



Package includes:

- **Sample Handling** - Inbound and Outbound
- **ZALORA's choice of male & female model**
- **Hair and makeup for model**
- **Photography** - up to 4 angles of Front (with thumbnail), Back, Detail and Full body shot following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Image upload on Seller Center (762 x 1100 px)**

ZPS | PHOTOSHOOT + RETOUCHING (*Product)



Package includes:

- **Sample Handling** - Inbound and Outbound
- **Photography** - up to 5 angles following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Image upload on Seller Center (762 x 1100 px)**



*Product includes items such as bags, shoes, and accessories that **do not** require model photoshoot.*

ZPS | VIDEOSHOOT (Available as add-on for apparel photoshoot only)

*

CR: +20%



Package includes:

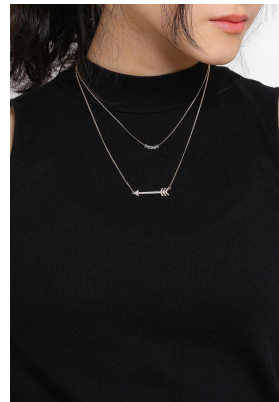
- **Sample Handling** - Inbound and Outbound
- **Videography** - 5-10 seconds video showcasing the apparel worn on model
- **Video editing** - cropping and frame cutting, minor light adjustment
- **Video upload on website**



Data shows that overall, apparel videos help **increase conversion rate by up to 20%** compared to those without videos.

ZPS | **PRODUCT ON MODEL** (Available as add-on for product photoshoot) *

CR: +25%



Package includes:

- **Sample Handling** - Inbound and Outbound
- **ZALORA's choice of model**
- **Photography** - 1 image, cropped head (except for eyewear) shot following ZALORA's standard guideline only
- **Photo Retouching** - Size cropping, background clean up, removal of excessive wrinkles, minor touch-up
- **Image upload on Seller Center (762 x 1100 px)**



*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.*

Burberry

Burberry BE4289D Sunglasses

RM 1,009.00

- Two tone cat eye sunglasses
- Acetate frame
- Gradient tinted lenses
- 100% UV protection
- Silicone nose pads
- Slim arms with curved tips
- 2 years international warranty
- Comes with a case and a cleaning cloth

FILA

Husky Long Hoodie

S\$ 178.00

- Front embroidered Husky
- Long hoodie design
- Drawstring hood
- Comfortable and stretchable
- Ribbed trims

Calvin Klein

Omega 牛仔外套 - Calvin Klein Jeans

HK\$ 2,190.00

- 洗水牛仔外套
- 恤衫領
- 寬鬆裁剪
- 無內襯
- 鈕扣設計
- 2個前袋
- 2個內袋
- 棉

Converse

條紋運動鞋

NT\$ 2,980

- 紫色條紋運動鞋
- 合成皮革鞋面
- 紡織物料鞋墊
- 人造材質鞋底
- 綁帶
- 圓型鞋頭

Package includes:

- **File Handling** - Receive images and any other additional information file
- **Content Writing** - Product Description (Chinese content is inclusive of English content)
- **Content upload on Seller Center**



*Our writers create content based on images only therefore the detail of information may be limited. In case you **prefer to ship physical goods** to our Content Team, **FULL PACKAGE (*Product) fees will apply.***

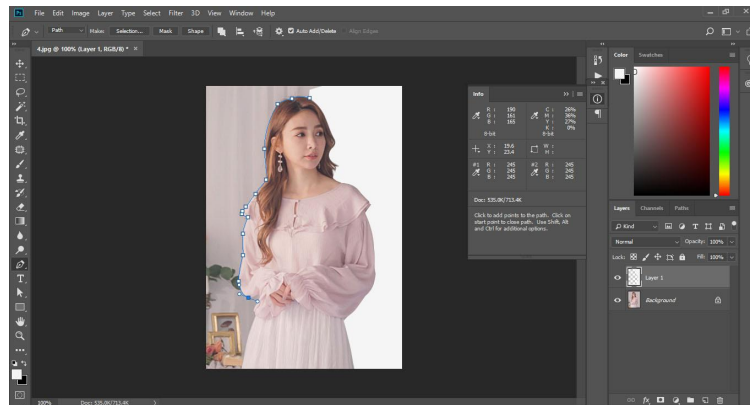
ZPS | TRANSLATION

C	D	E	F
name	name	color	color
Flowy Printed Dress	Flowy 印花洋裝	Natural White	白色
Basic Midi Skirt	基本Midi Skirt	Black	黑色
Basic Midi Skirt	基本Midi Skirt	Navy & White Stripe	海軍藍 & 白色 條紋
Flowy Straight-Fit Trousers	飄逸直筒長褲	Beige	米色

Package includes:

- **File Handling** - Receive any information file
- **Content Translation** - Product Description
- **Content upload on Seller Center**

ZPS | IMAGE RETOUCHING



Package includes:

- **File Handling** - Receive and sort image files
- **Photo Retouching** - Image resizing, background clean up, removal of excessive wrinkles, minor touch-up. Up to a maximum of 6 images only.
- **Logo Removal** - If needed, logo must not overlap with the actual product image
- **Image upload on Seller Center (762 x 1100 px)**



*Product includes items such as bags, shoes, and accessories that **do not** require model photoshoot.*

ZPS | SAMPLE REQUIREMENTS



APPAREL

- Top & bottom garment
- Sleepwear & Underwear
- Swim & Beachwear
- Sportswear
- Traditional Wear

Female

Top or Bottom:

EU 34 | UK 8 | International S

Jeans: Waist Size: 25 in



Male

Tops: International L

Bottom or Jeans: Waist Size 32 in

Suits: EU48

Unisex

Please provide 1 apparel each for Female and Male according to the requirements above



PRODUCT

- Bags
- Footwear
- Eyewear
- Jewelries
- Accessories

Female

Shoes: EU 38 | US 7 | UK 5

Other Accessories: One Size



Male

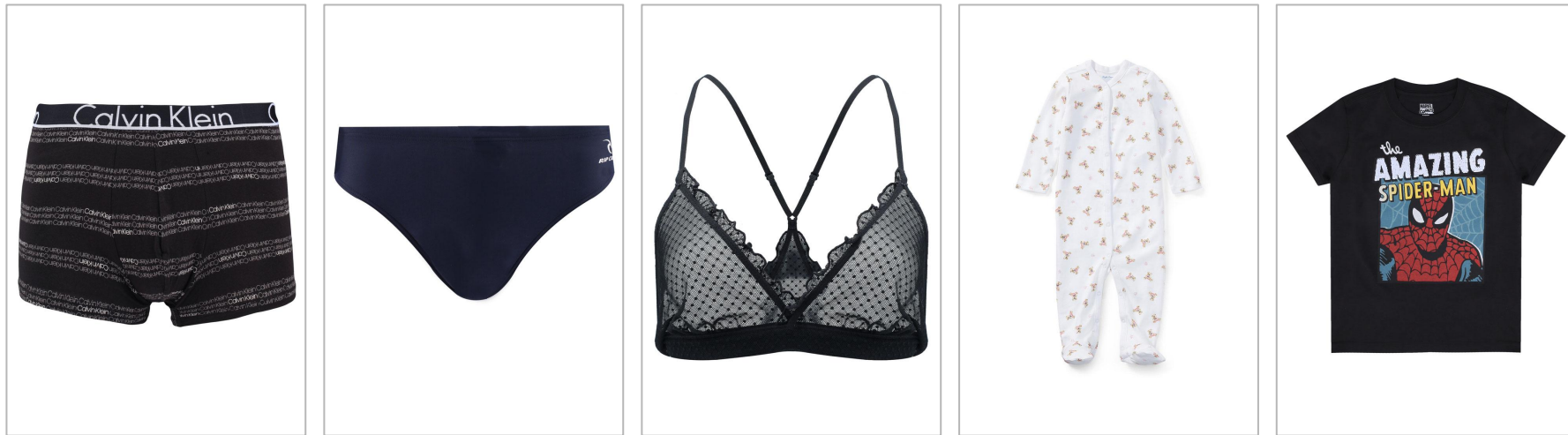
Shoes: EU 45 | US 11 | UK 10

Other Accessories: One Size



The recommended sizes above are **subject to change** based on the model and brand's measurement.

ZPS | GHOST MANNEQUIN APPARELS



Kindly note that ZALORA will only shoot product images (without model) for certain items such as male underwear bottoms, speedos and childrens apparel. As for sheer lingerie, the ZALORA Studio team will try our best to photoshoot it on a model, however if it's too obscenely exposed to show on our website, it'll be shot without a model. Feel free to reach out to us via ZALORA's Seller Centre Contact Form for more information.

For affected SKUs, 'Product' photoshoot rates will be applied instead of the equivalent 'Apparel' rate.



If you require photoshoots of children's apparels on models or any other service we currently do not offer, reach out to us! We will see how we can cater to your needs.



FAQs

FAQs

How long does it take to complete a ZPS request?

Once your samples (for photoshoots) or product images (for non-photoshoots) reaches our MY Production studio, it takes up to 10 working days to complete a ZPS request.

Which products are eligible for ZPS?

Currently, the following categories are eligible for ZPS: Apparel, Shoes, Accessories and Kids. For other categories, reach out to our ZPS team and we will review your request.

Can I utilize the images / videos / content produced from ZPS for external use?

ZPS clients may only utilize or display on online platform(s) limited to it's 'brand.com', brand's social media, and e-commerce websites under the brand's account (e.g. ZALORA, LAZADA, Shopee, Tokopedia, Asos) worldwide.

What is the size of the photographed images produced?

Images are produced in 762 x 1000 pixels according to ZALORA's Production Guidelines.

FAQs

How are samples delivered for ZPS?

Dropship Sellers

MY:

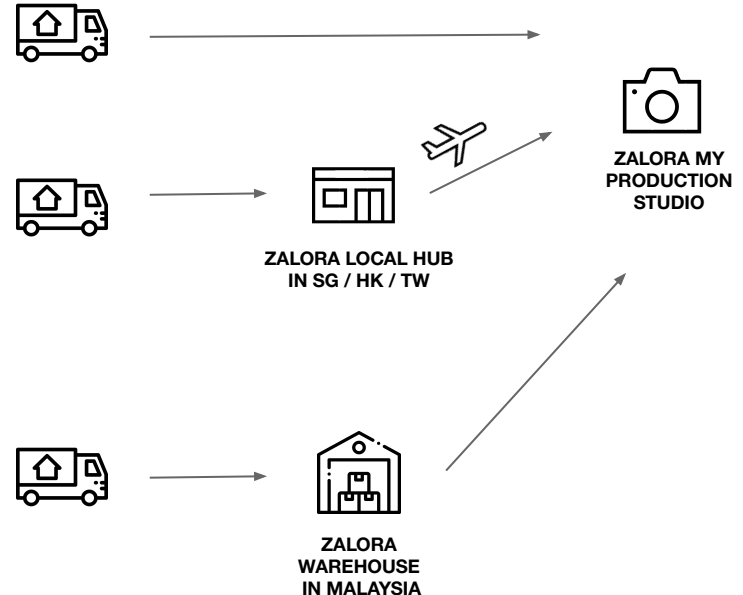
Seller sends the samples directly to the Production Studio

Non-MY:

Seller sends the samples to a ZALORA local hub and ZALORA will then send the samples to MY Production Studio

Fulfilled-by-ZALORA (FBZ) Sellers

ZALORA will pull out the samples when you deliver your stocks to our ZALORA MY Warehouse.



FAQs

How are samples returned after ZPS request has been completed?

Dropship Sellers

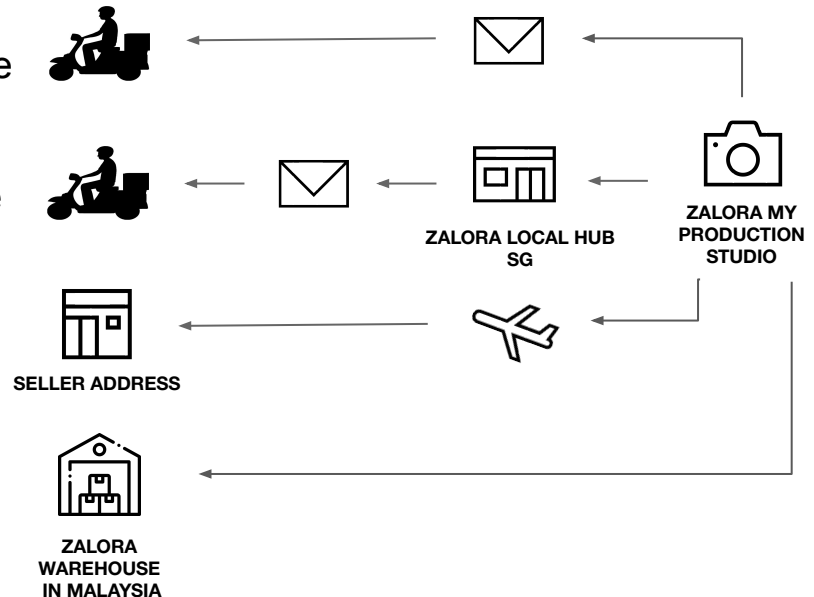
MY: Sellers are informed via email to pick up the samples from the Production Studio at own expense

SG: Sellers are informed via email to pick up the samples at ZALORA SG Local Hub at own expense

HK & TW: The samples will be returned to the Seller's address

Fulfilled-by-ZALORA (FBZ) Sellers

The samples will be returned to our ZALORA MY Warehouse and be inbounded as stock for listing



FAQs

What happens to samples that are not picked up by Seller within the allocated time?

These samples will be disposed of by ZALORA.

How are ZPS fees billed to Sellers?

ZPS fees are charged to the Seller's Account Statement in their respective Seller Center and the fee shall be deducted from the sale from that particular month of billing.

When will Sellers be charged for ZPS?

ZPS fees are only charged once the production service has been completed and quality approved by ZALORA's Production team.

How can Sellers subscribe to ZPS?

Simply contact us via ZALORA's [Seller Centre Contact Form](#) and we'll assist you.

Terms and Conditions

1. Sellers are required to deliver Samples on the agreed upon date and time, as advised via Seller Help Desk.
2. Upon receiving Samples at ZALORA eProduction Studio in Malaysia, the standard time frame to complete the photoshoot of the Samples is ten (10) Business Days. (This excludes the time frame to outbound the shipment).
3. Samples delivered to ZALORA shall be in an acceptable condition for the purposes of the ZPS being clean, complete with packaging, not excessively wrinkled, and packed in an acceptable manner to avoid damage.
4. Samples shall be clearly labelled with barcode generated code, showing the complete style number and ZALORA SKU Code.
5. ZALORA reserves the right to not render ZPS in the event that Samples are not provided in accordance to the conditions stated above; including Samples that are incomplete or do not match the SKU Codes as declared in the RPF and/or Sample delivery being less than 20 SKUs.
6. Samples will be handled with care during the photoshoot. However, make-up stains or other minor defects will undoubtedly occur amid the photoshoot as it is styled on actual models.
7. In the event of make-up stains or other minor-defects occurred, Samples are not permitted for reimbursement.
8. Upon completion of the Production Services, ZALORA shall pack the Samples back into the original packaging received from the Seller. For packages that are not resealable, ZALORA shall be entitled to return the Samples without packaging, on a reasonable commercial efforts basis.
9. Sellers are required to arrange outbounding and the return of the Samples within three (3) Business Days from the scheduled release date from ZALORA eProduction Studio, at the Seller's cost. In the event that the Seller does not do so within the stipulated time and after one (1) reminder by ZALORA, ZALORA shall be entitled to dispose of the Samples at its sole discretion without notice or reference to the Seller.
10. Payment will be charged in Account Statement in Seller Center once Shipment has been outbound from ZALORA eProduction Studio in Malaysia.
11. Sellers who intends to use the images shot for ZPS shall submit a request via Contact Us form. This is subject to ZALORA's prior written consent and is revocable by ZALORA at any point in time.

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 the text 'Any Questions?'. Below this, a white line is followed by the text 'Contact us via ZALORA's Seller Centre [Contact Form](#)'. The person's left wrist is visible, wearing a black watch with a brown leather strap. The background is a plain, light-colored surface.

Any Questions?

Contact us via ZALORA's Seller Centre [Contact Form](#)