

A fashion advertisement featuring four models standing against a plain, light-colored wall. From left to right: a man with curly hair wearing a silver hat and a light-colored top; a woman wearing a brown beret and a cream-colored knit sweater; a woman with long dark hair wearing a large black hat and a light-colored jacket; and a man wearing a green cap and a light-colored button-down shirt. A large black rectangular box with a white border is centered over the models, containing the text 'ZALORA' in large white letters and 'PRODUCTION SERVICES' in smaller white letters below it. The models' lower bodies and feet are visible at the bottom of the frame, showing various styles of pants, skirts, and shoes.

ZALORA
PRODUCTION SERVICES

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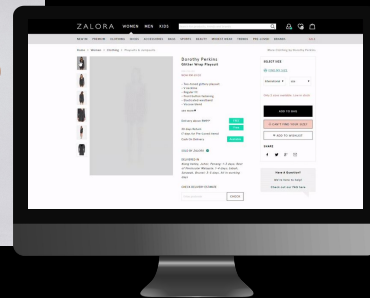
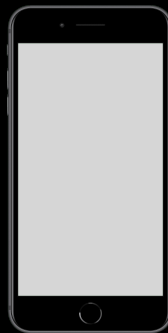


Brand Success
Stories



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

Quality Online Product Catalog

Compelling fashion catalog photography and effective content writing with consistency to local language engagement.



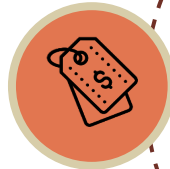
Use of Professional Models

We work with professionally trained, top models available - selected according to the brand's suitability.



Competitive Price

Leverage on our high eProduction volumes to offer you affordable rates compared to other photography studios.



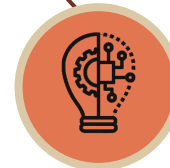
Proven to Improve Sales

Increase Conversion Rates and Click Through Rates



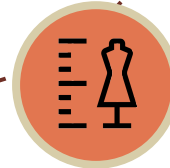
Simplified Operations

Send us your product samples, and let us do the rest.



Customisable eProduction Services

Let us know what you require and only pay for the services you need.



ZALORA
PRODUCTION SERVICES



Available **SERVICES.**

Breakdown of Services



APPAREL CATEGORY

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

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

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

*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*





IMAGE RETOUCHING

*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

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

**No minimum SKU*

EDITORIAL

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

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





ZPS with DELIVERY OF SAMPLES.

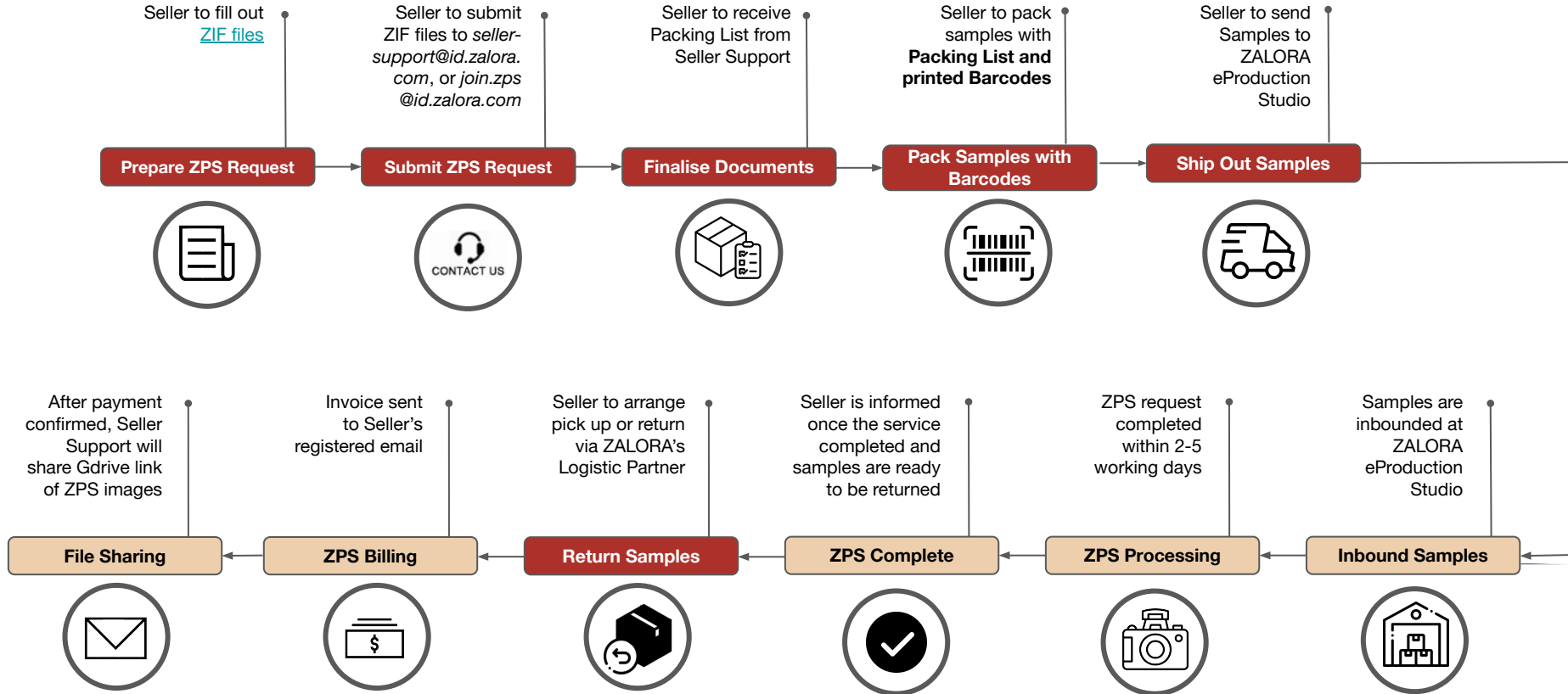
Applicable to:

- I. Full Package
- II. Video shoot
- III. Editorial & Flatlays

PROCESS FLOW - MP & non-Zalora Seller Shipments

LEGEND:

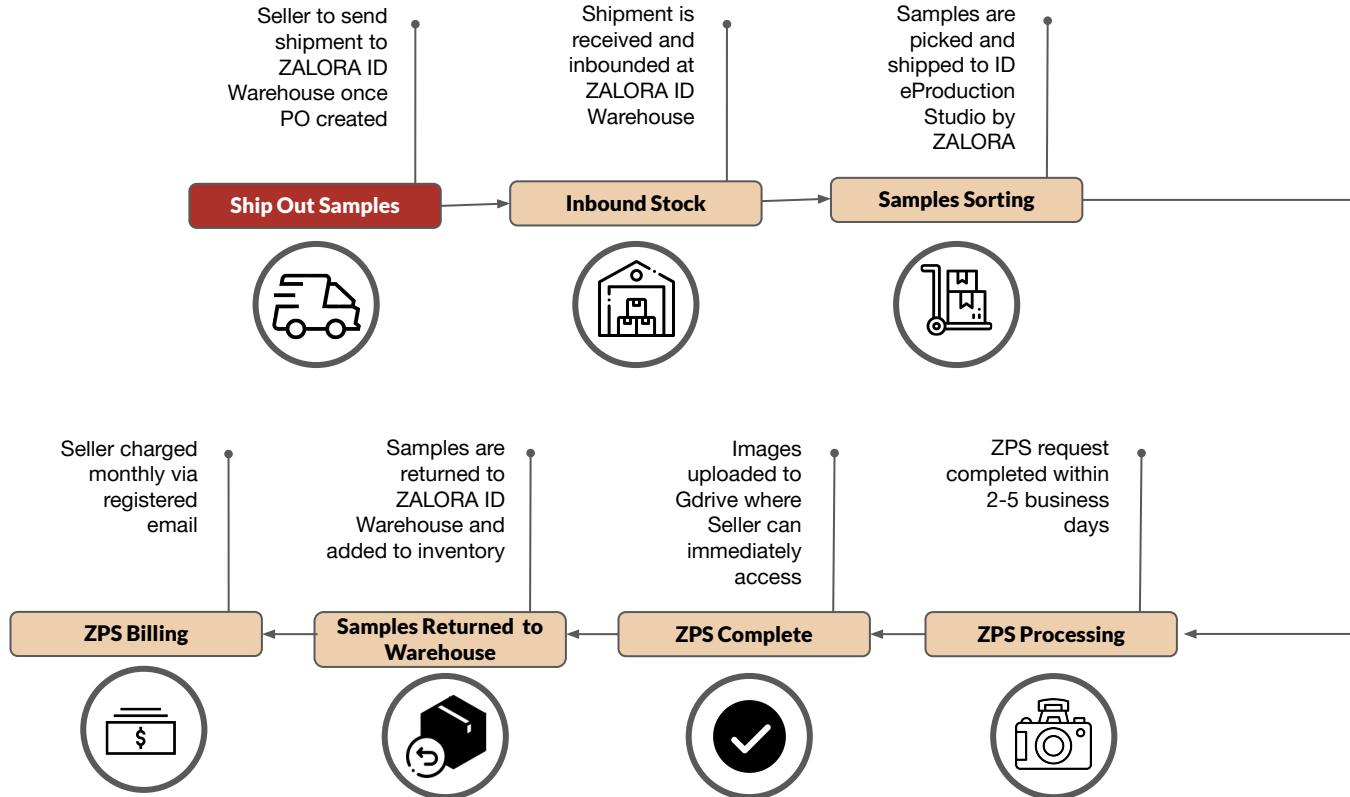
Seller Action Item



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

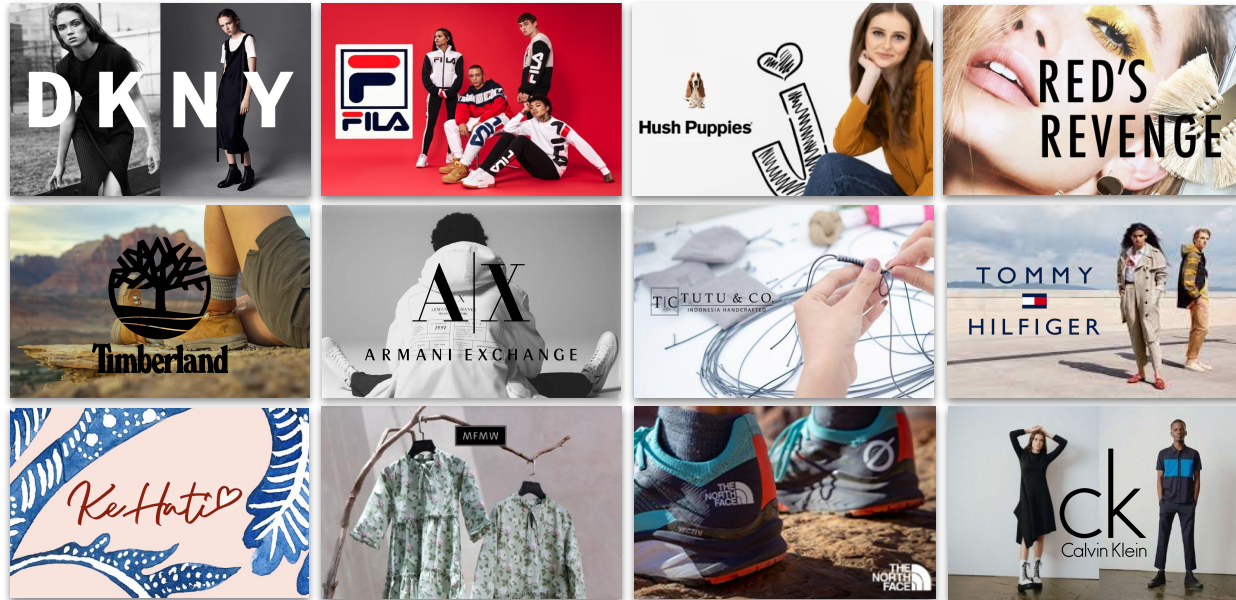
Note: The recommended sizes above are *subject to change* based on the model and brand's measurement.

A man with a large afro hairstyle, wearing sunglasses and a dark, short-sleeved top, is carrying a woman on his shoulders. The woman is wearing a patterned jacket and high-heeled shoes, and she has a joyful expression with her mouth open. They are standing on a rooftop or balcony with a city skyline in the background, including several skyscrapers. The entire scene is overlaid with a semi-transparent dark grey filter. The text 'Brand SUCCESS STORIES.' is centered across the middle of the image. 'Brand' is in white, and 'SUCCESS STORIES.' is in orange. A thick orange vertical bar is positioned below the word 'SUCCESS'.

Brand SUCCESS STORIES.

BRAND PARTNERS

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.* ”

”

CKCALVIN 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!* ”

”

MFMW

Cindy Fransisca Samsoemin
- Founder of MFMW -



Contact us now!

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seller-support@id.zalora.com