



ZALORA
PRODUCTION SERVICES

BY GFG OPERATIONS

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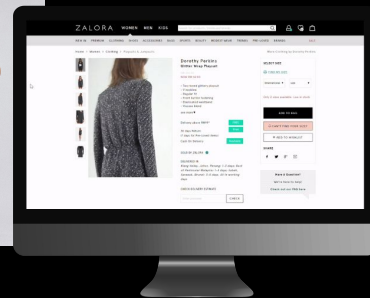
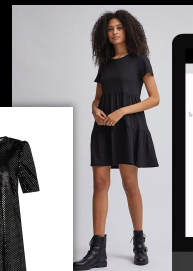
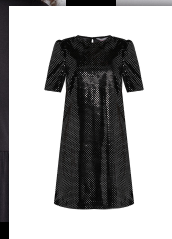


**FAQs & Next
Steps**



ZALORA PRODUCTION 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

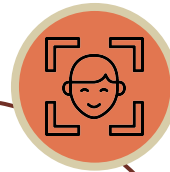
Quality Online Product Catalog

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



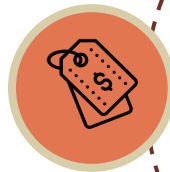
Use of Professional Models

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.



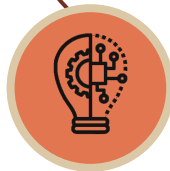
Proven to Improve Sales

Increase Conversion Rates and Click Through Rates



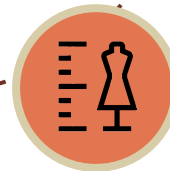
Simplified Operations

Send us your product samples, and let us do the rest. Enjoy a hassle-free process!



Customisable e-Production Services

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





Available **SERVICES.**

- I. Breakdown of Services
 - Packages for Apparel
 - Packages for Unisex Apparel
 - Packages for Product
 - Add Ons / Other Services
- II. Ghost Mannequin Apparels



APPAREL PHOTOSHOOT

ZPS offers an **all-inclusive e-production** services in line with industry standards.



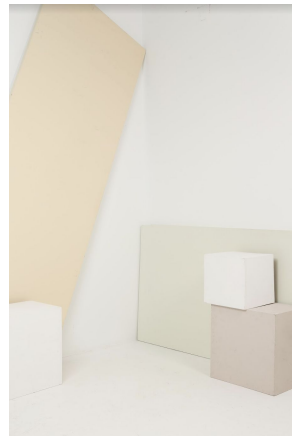
LIFESTYLE APPAREL PHOTOSHOOT

Enhance your engagement through crafted images with one of our four themed sets that inspire customers to envision themselves in your apparel.



HOME LIFESTYLE SET

casual . feminine . relaxed . simple .
comfortable . smart casual . girl next
door . romantic . minimal . natural .



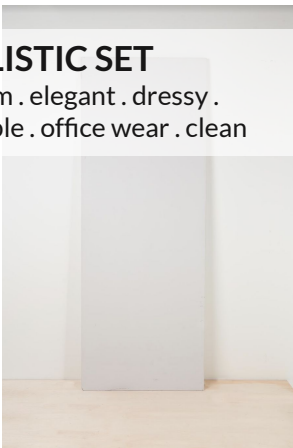
GRAPHIC SET

casual . sporty . sleek . quirky . sexy .
urban . streetstyle . glam . outdoorsy .
fun . bold . elegant . rockstar . modern .
office wear



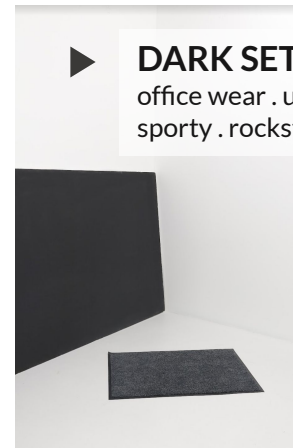
MINIMALISTIC SET

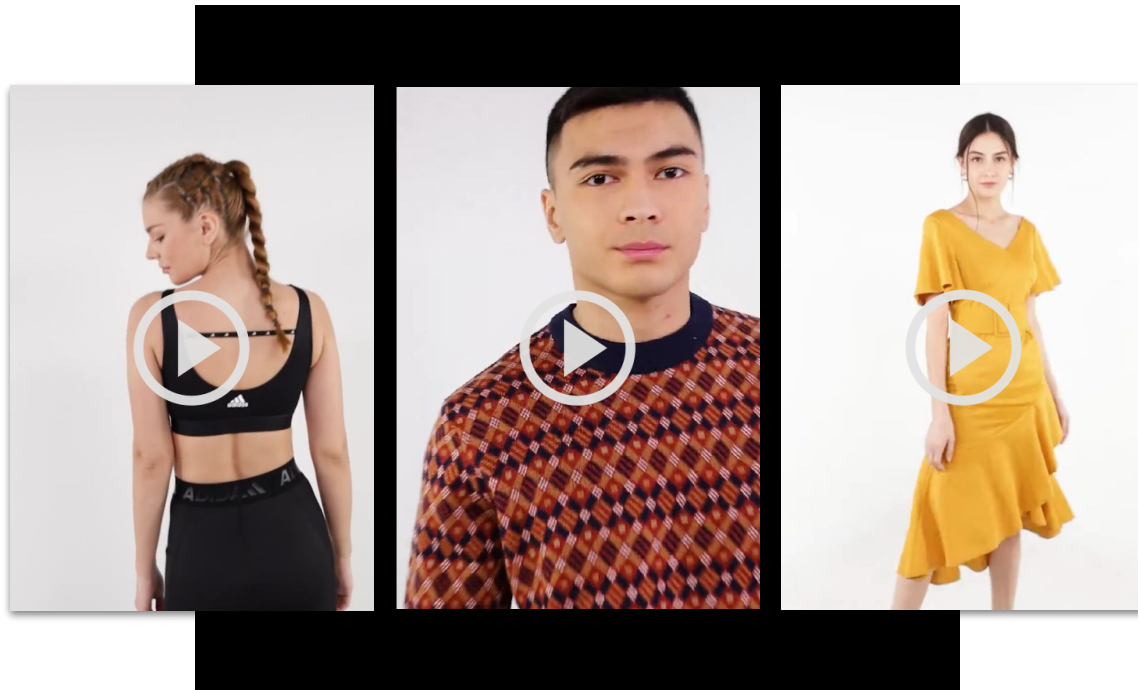
minimal . glam . elegant . dressy .
natural . simple . office wear . clean



DARK SET

office wear . urban . sexy . modern .
sporty . rockstar .





APPAREL VIDEO SHOOT

Some discerning shoppers need to feel or try the product on - so compared to a still life image, showing **high quality videos** is the closest to bridging that gap.

“

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

”



Note: Right click on the images to view the video in a new tab

PACKAGES FOR APPAREL



PREMIUM

VIDEO

LIFESTYLE

STANDARD

SERVICES INCLUDED IN THE PACKAGE

1 Sample Handling

Sample inbound, processing and outbound



2 ZALORA's Choice of Model

Inclusive of hair, makeup and styling



3 Photography

Up to 4 angles of Front, Back, Detail and Full Body



4 Lifestyle Backdrop

Choose from our 4 themed sets; Home Lifestyle, Graphic, Minimalist and Dark



5 Videography

5-10 seconds video showcasing the apparel worn on model



6 Asset Delivery

Delivered via Google Drive





UNISEX APPAREL

*Embrace and showcase your
gender-inclusive clothing.*

PACKAGES FOR UNISEX APPAREL

SERVICES INCLUDED IN THE PACKAGE

1 Sample Handling

Sample inbound, processing and outbound

2 ZALORA's Choice of a Female and a Male Model

Inclusive of hair, makeup and styling

3 Photography

Up to 4 angles of Front (with thumbnail), Back, Detail and Full Body

4 Lifestyle Backdrop

Choose from our 4 themed sets

5 Videography

5-10 seconds video showcasing the apparel worn on ONE model

6 Asset Delivery

Delivered via Google Drive

PREMIUM



VIDEO

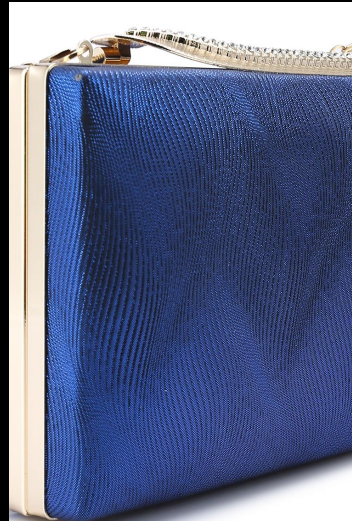


LIFESTYLE



STANDARD





PRODUCT PHOTOSHOOT

Product category includes items such as **bags, shoes, and accessories.**



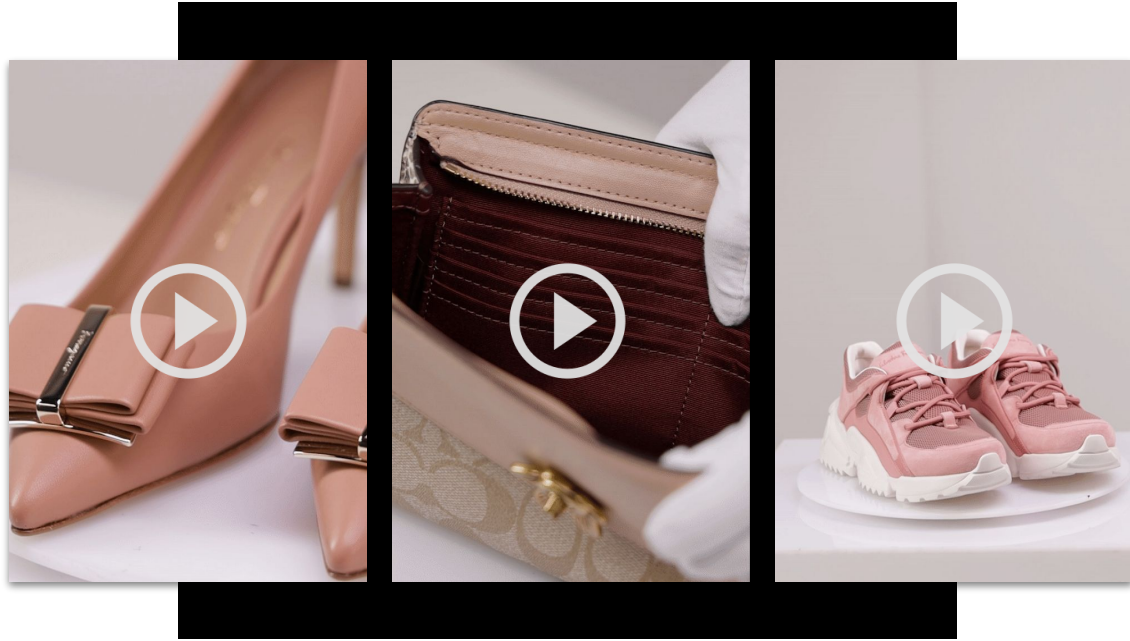
PRODUCT ON MODEL

More **accurate sizing representation** with a real life model can minimize returns!

“

Our 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.

”



LUXE PRODUCT VIDEO (*BAGS & SHOES*)

Let customers **feel** as if they are at the other end of the video and are **physically examining the product**.



Note: Right click on the images to view the video in a new tab

PACKAGES FOR PRODUCT



PREMIUM

LUXE

ON MODEL

STANDARD

SERVICES INCLUDED IN THE PACKAGE

1 Sample Handling

Sample inbound, processing and outbound



2 ZALORA's Choice of Model

Inclusive of hair, makeup and styling



3 Product on Model

1 image with cropped head shot (except for eyewear)



4 Photography

Up to 5 angles



5 Videography

15-20 second video showcasing the product

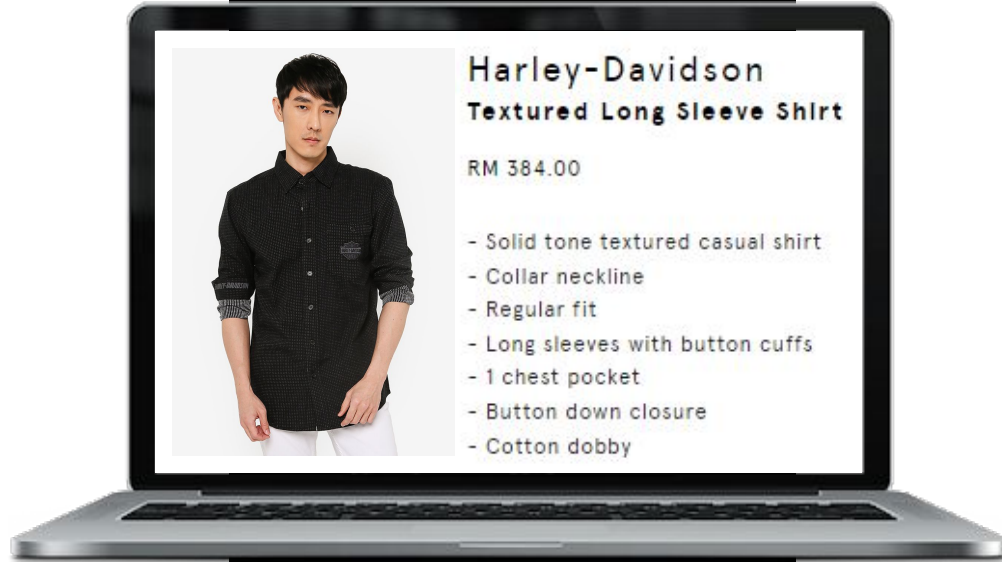


6 Asset Delivery

Delivered via Google Drive



CONTENT WRITING (EN)



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

TRANSLATION (EN + CH)

“

Our data shows product descriptions in the customer's local language **improves inclusivity as well as the shopping experience.**

Overall, content in Chinese helps to **increase in average the click through rate by 20-40% and conversion rate by 15-30%** compared to those with only English content in HK and TW.

”





IMAGE RETOUCHING

Our professional retouchers can **enhance and showcase** the **product's features**

BASIC RETOUCHING

CATEGORY :

Apparel

Shoes

Bags/Wallets

SERVICES

INCLUDE :

- *Image clean up*
- *Image cropping & resizing*
- *Background removal*



Background Removal
Image Clean Up



Image Cropping & Resizing



Background Removal

ADVANCED RETOUCHING

CATEGORY :

Jewellery

Eyewear

Watches

Ghost Mannequin

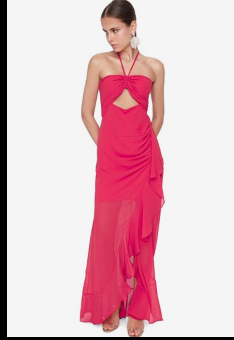
Editorial images

SERVICES INCLUDE :

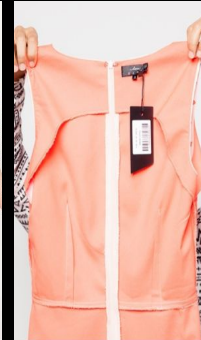
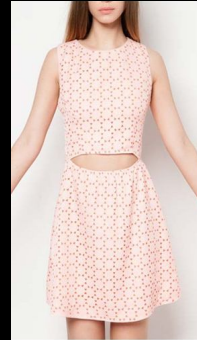
- *All basic services +*
- *Detail enhancement*
- *Colour correction*



Background removal
Detail enhancement



Color correction



Ghost mannequin

ADD-ONS / OTHER SERVICES

SERVICES INCLUDED IN THE PACKAGE

1 File Handling

2 Content Writing (EN)
Product description in English

3 Translation (EN to CH)
Translate product description from English to Chinese

4 Basic Image Retouching up to 6 images per SKU
Image clean up, background removal, cropping & resize

5 Advanced Image Retouching up to 6 images per SKU
Detailed enhancement, colour correction

6 Asset Delivery
Delivered via Google Drive

CONTENT WRITING (EN)



TRANSLATION (EN + CH)



IMAGE RETOUCHING

ADVANCED

STANDARD



GHOST MANNEQUIN APPARELS



Special items such as **male underwear bottoms**, **speedos** and **baby apparel** will only be shot as Products instead of Apparels. This includes **sheer lingerie** that are too revealing for our models. For affected SKUs, 'Product' rates will apply.

Reach out to us if you have any questions!

A man with a beard and sunglasses is carrying a woman on his back. Both are smiling and appear to be in a celebratory mood. They are standing on a rooftop or balcony with a city skyline in the background. The image is overlaid with a semi-transparent dark grey filter. The text 'Brand SUCCESS STORIES.' is centered over 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.

”

CK CALVIN KLEIN

Tan Yuan Yun
- Commercial Wholesale of ck Calvin Klein -

“

The overall presentation, model look, pose & feel including make up and hair-do matched with the brand image.

”



Hazel H
- Founder of My Fame Diva -

“

Our sales increased due to the right model choice.

”

Kehati

Ryan Lobo Angeles,
- Operations Manager of Kehati -

“

Photoshoot was done professionally in a timely manner and the outcome does help to boost up sales. I don't have to worry about my monthly shoot as Zalora ZPS team is always there to assist.

”



COLOURS OF THREAD

Nurul A.,
- Director of Colours of Thread -

FAQs.



FAQs

1 HOW LONG DOES IT TAKE TO **COMPLETE A ZPS REQUEST?**

Once the samples or product images reach our MY Production studio, it takes up to 10 working days to complete a ZPS request, for up to 300 SKUs.

2 WHICH **PRODUCTS ARE ELIGIBLE FOR ZPS?**

Currently, only Fashion products are eligible for ZPS such as Apparel, Shoes and Accessories.

3 IS THERE A **MINIMUM NUMBER OF SKU REQUIREMENT?**

Yes, there is a minimum requirement of 50 SKUs per ZPS request.

4 CAN I UTILIZE THE IMAGES / VIDEOS / CONTENT PRODUCED FROM **ZPS FOR EXTERNAL USE?**

ZPS clients may only utilize or display on online platforms 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. For other uses, please reach out to the ZPS team to submit your request.

A close-up photograph of a person's hands typing on a vintage wooden typewriter. The typewriter has a dark wood finish and a keyboard with light-colored keys. A black rectangular overlay is positioned in the center of the image, containing white text. The person's left wrist is visible, wearing a watch with a black face and a brown leather strap. The background is a plain, light-colored surface.

What's Next

Drop us an email at
[eproduction@zalora.com!](mailto:eproduction@zalora.com)