

ePDP Format
Video Guideline

Lifestyle Video Guidelines

April 2026



zalando

Mandatory requirements

- One video file
- Include one preview image (thumbnail) with each video
- Portrait format
- Aspect ratio (height / width): 1.44 to 1.8
- Video position: centered

Video file specifications

- Format: .MP4
- Codec: H.264
- Minimum dimensions (width): 762 px
- Minimum dimensions (height): 1100 px
- Aspect ratio (height / width): 1.44 to 1.8
- Frame rate: min. 24 fps
- Minimum bitrate: 2000 Kb/s
- Size: max. 250 MB

The duration of the video should ideally be 15 seconds, but edits can sit between 12-18 seconds.

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VIDEO

Preview image file specifications

Minimum dimensions (width): 762 px
Minimum dimensions (height): 1100 px
File type: .jpeg or .png

Video should highlight the Hero SKU, with model and good pose. Model and styling should be in line with imagery

Avoid

- too quick changes between the scenes
- multiple models in the video (except unisex)
- too many articles in one video (no clear main hero article focus)
- spotlight and dusk scenes
- sports equipment for lifestyle articles
- hard shadows
- showing the set
- too many similar shots in a row
- overstyling hair and make-up
- phones as props

The Elevated PDP (EPDP) video format features enhanced studio shots and some outdoor location footage. The goal is to elevate the brand and product experience by using dynamic settings, refined lighting, and more expressive storytelling, while still following general PDP standards for product clarity.



Lifestyle background references for video inspiration



Static references for video inspiration

Note: This guide uses photography to define the aesthetic direction. Please translate these visual cues into movement, lighting, and transitions for video production.



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Examples



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Thank you!



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