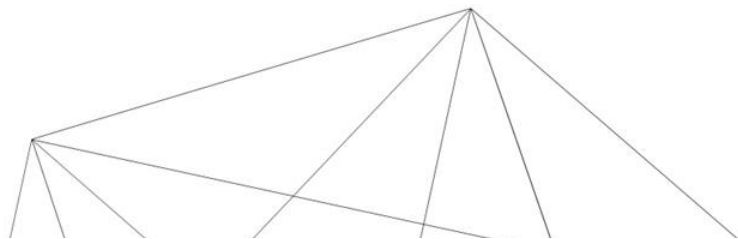


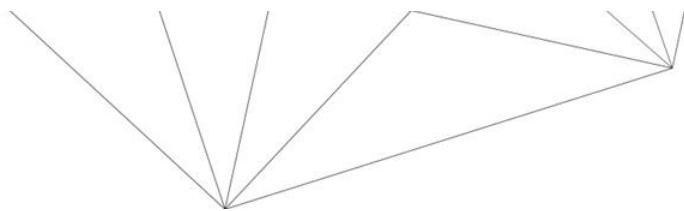
**ZALANDO LOUNGE  
CONTENT SOLUTIONS**

---

**PARTNER ARTICLE  
IMAGE PRODUCTION**



AMAZING OUR CUSTOMERS WITH  
INSPIRING CONTENT POWERED BY  
SEAMLESS PRODUCTION PROCESSES  
AND CREATIVITY.  CONTENT SOLUTIONS





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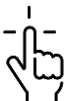
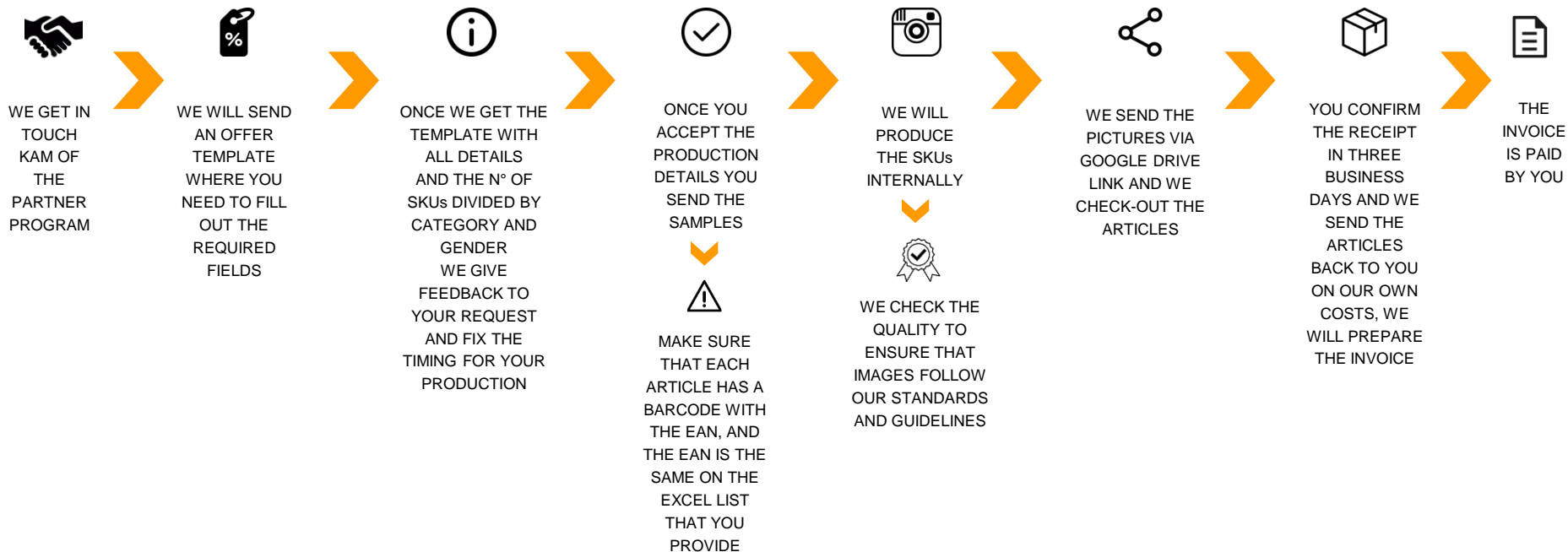
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15

### *STYLING CLUSTER*

22

## HOW THE PROCESS WILL RUN



## HOW THE PROCESS WILL RUN

### ZALANDO SHOOTING INFORMATION (STANDARD)

**Usage rights** 2 years from shooting day, social media, Zalando SE and subsidiaries

**Picture size** 762 wide, 1100 high

**Delivery through** Google Drive Link

**Receipt confirmation & claims** Within 3 business days after the picture delivery



Currently we can offer our service for the following commodity Groups: Apparel, Shoes, Lingerie, Jewelry, Bags/Luggage, Accessories.

We are working on the implementation for Kids and Beauty articles. Nevertheless we can not offer those commodity groups now.

## **NUMBER OF PICTURES BY COMMODITY GROUP**

<b>Commodity Group</b>	<b>Gender</b>	<b>Packshot</b>	<b>Product Picture</b>	<b>Cube</b>	<b>Model Picture</b>
Textile	Women/Men	1			4
Underwear	Women/Men	1			4
Textile	Baby		2		
Textile	Kids		2		
Footwear	Women/Men/Kids	1	5		from May 2020 on (1 picture)
Bags	Women/Men	1		4	
Bags	Women/Men	1		4	1
Gloves	Women/Men/Kids	1	3		
Scarf	Women/Men/Kids	1	1		
Scarf	Women/Men	1	1		1
Cap/Hat	Women/Men/Kids	1		3	
Cap/Hat	Women/Men	1		4	1
Sunglasses	Women/Men/Kids	1		3	
Sunglasses	Women/Men	1		3	1
Belt	Women/Men/Kids	1		3	
Belt	Women/Men	1		3	1
Necklace/Ring/Jewellery set	Women/Men	1	2		
Necklace/Ring/Jewellery set	Women/Men	1	2		1
Bracelet/Earring	Women/Men	1	1		
Bracelet/Earring	Women/Men	1	1		1

## ***WHAT ARE THE BENEFITS OF WORKING WITH US***

Model expertise: we select a model that suits your brand and image.



## **WHAT ARE THE BENEFITS OF WORKING WITH US**

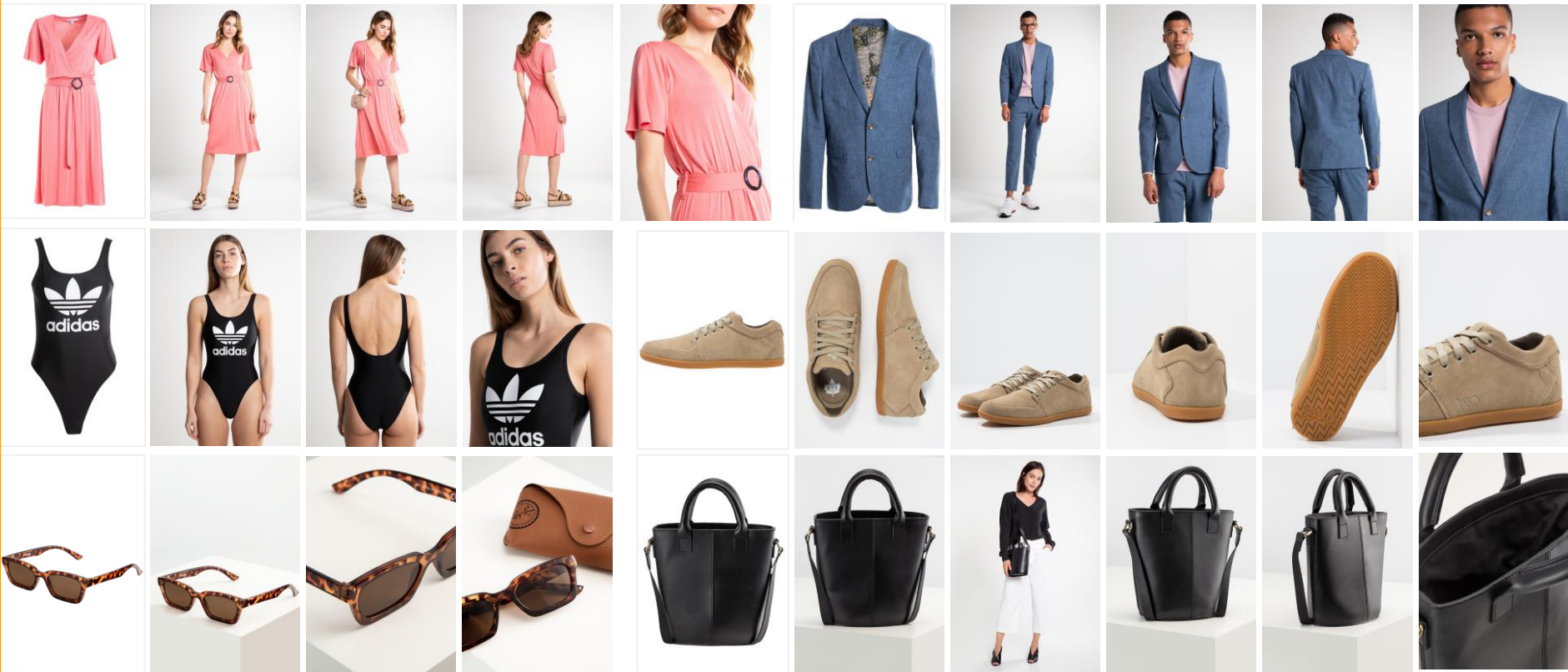
Our stylists and art directors utilise our extensive and up-to-date Zalando fashion wardrobe to style your articles, representing your brand in the best possible way with the latest styles.





## WHAT ARE THE BENEFITS OF WORKING WITH US

We guarantee that your images meet the Zalando Partner guidelines with all required views included in the package.



## WHAT WE NEED FROM YOU

### STANDARD ARTICLE SIZES FOR THE PHOTOSHOOT

CATEGORY*	WOMENS*	MENS*	
Textile Tops		Men: M (48/50)	Women:
	<del>S (36)</del>		
		Men Shirts: 40	
	Women Plus: 44		
Textile Bottoms		Men: 32/31	Women:
	27/32		
		Or 32/32	
	Women Plus: 44		
Underwear		Men Pants: M (48)	Women
	Bra: 75B		

\* All sizes mentioned refer to European sizes. In case of special sizes (as Petite, Plus, Maternity) please contact us. Please let us also know if you can not provide standard sizes.

## WHAT WE NEED FROM YOU

### INFORMATION

### DESCRIPTION

#### Article List

No .	Item No.	Size	EAN (scanable code)	Brand	Title/Name	Colour	Product Type	Gender
1	516785-123	M	5421369875263	Champion	Urban Retro Hoody	black	Pants/Trousers	Male
2	987532-221	S	3258964125879	Lacoste	Classic Stripe T-Shirt	white	Top/Sweater	Female
3	325987-415	Onesize	9854785888965	Eastpak	DNA Distorted	orange	Backpack	Unisex
...	...	...	...	...	...	...	...	...

**Articles total**  
description.

The final number and the document with EAN, category and

code.

Every article needs a label with EAN and scan

Please ensure that the sizes are correct (page

9).

If you have plus or petite sizes please let us

know.

**Article arrival date:**

We will confirm production dates upon receiving samples.

**Picture sequence:**

All images produced are in compliance with the [Zalando Partner](#)

11 [Program Image Guides](#)

**Picture delivery deadline:**

Standard deliveries: 9 working days from when we receive the articles.





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## CONTACT

**If you are interested, please contact your Key-Account Manager at Zalando's Partner Program**

### **Shipping Address**

Zalando Lounge Content Solutions SE & Co. KG  
Köpenicker Straße 180  
10997 Berlin  
Germany

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# MODEL CATEGORIES

# MODEL CATEGORIES

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MODEL TYPE SELECTIONS FOR  
PARTNER PRODUCTION  
&  
QUESTIONNAIRE FOR USAGE  
RIGHTS

KATHLEEN KELLY - JULIANE MEYER - MAXI IRTHUM

23-07-2019





## MODEL CATEGORIES

---

- FASHION
- CLASSIC
- TREND
- SPORT & PERFORMANCE
- PROCESS EXTENDED USAGE RIGHTS
- QUESTIONNAIRE



## FASHION



- URBAN
- DIVERSE
- YOUNG
- COOL
- PLAYFUL

TATTOOS  
MAY APPEAR

YOUNG



## CLASSIC



- ELEGANT
- RELAXED
- BUSINESS
- MATURE
- FRIENDLY

NO  
TATTOOS

MATURE



## TREND



- EDITORIAL
- ELEVATED
- DEFINED
- EXPRESSIVE
- AVANTGARDE

TATTOOS  
MAY APPEAR

YOUTHFUL



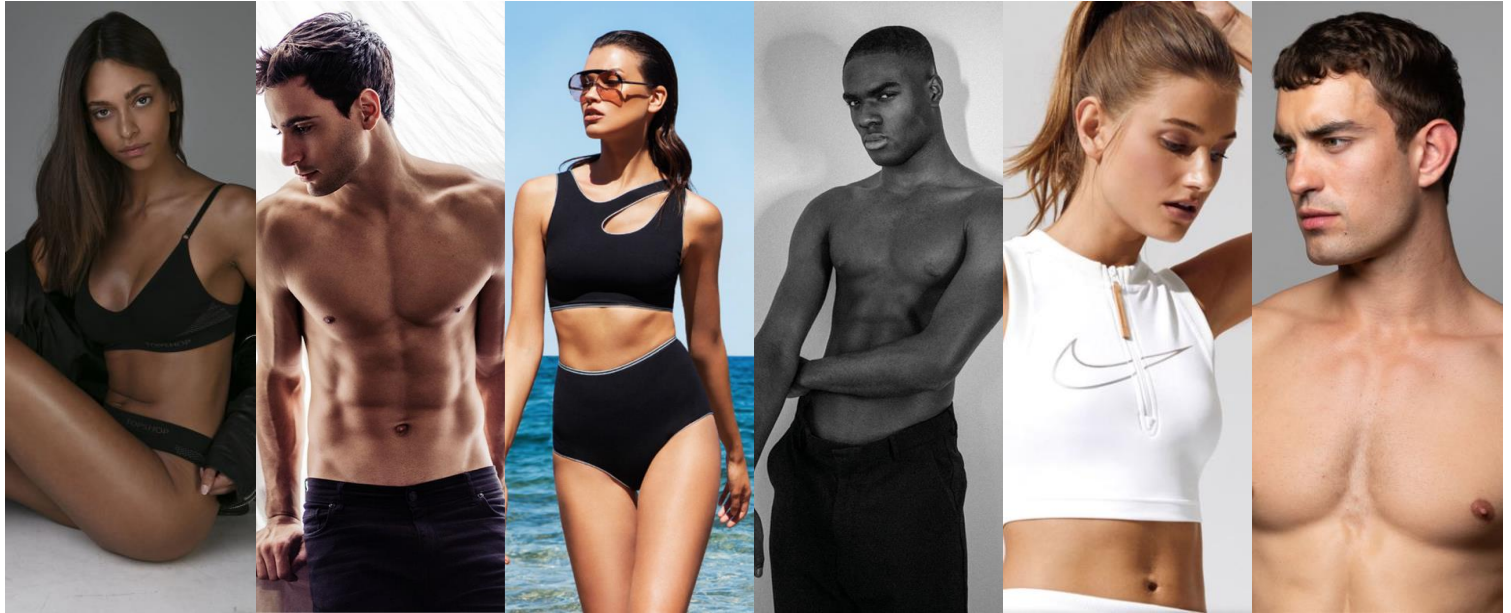
## SPORT & PERFORMANCE



- DYNAMIC
- HEALTHY
- FIT
- STRONG
- DOWN TO EARTH

TATTOOS  
MAY APPEAR

YOUNG



# STYLING CLUSTER



CLUSTER MOODBOARD  
2019/20



## AGENDA

- CLASSIC
- FASHION
- TREND
- SPORT
- SHOES
- ACC.





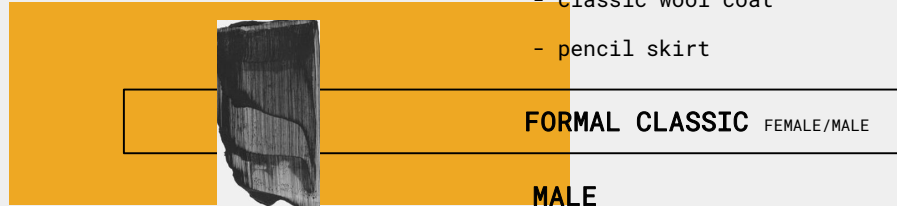
**CLASSIC** CASUAL/FORMAL





## FEMALE

- white blouse
- narrow trousers (black & white)
- blazer black & white
- blouses, with neckline,
- basic t-shirts (not too wide) in grey, white and black
- etui Dress black
- turtleneck
- trench
- classic wool coat
- pencil skirt



**FORMAL CLASSIC** FEMALE/MALE

## MALE

- shirt (White, black, blue, gray)
- suit (black, gray, blue)
- classic trousers (black)
- classic knitwear
- turtleneck
- trench
- suit coat



**FORMAL CLASSIC** FEMALE





FORMAL CLASSIC MALE



## FEMALE

- classic Jeans
- t-shirt white
- dress, with neckline
- casual Blazer
- tank top, silky, high quality
- cardigan
- coats, jacket
- long sleeve



## CASUAL CLASSIC FEMALE/MALE

## MALE

- classic Jeans
- casual pants
- t-shirt white
- light knit sweater (without & with neckline)
- casual suit
- shirts with pattern
- cardigan
- long sleeve



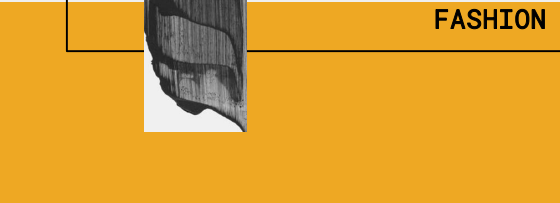
CASUAL CLASSIC FEMALE





CASUAL CLASSIC MALE





**FASHION** URBAN/STREET/YOUNG



## FEMALE

- Jeans, different cuts
- t-shirt (cropped, far etc.)
- leather jacket
- corduroy jacket/blazer/pants
- denim jacket
- checked pattern (shirt/jacket)
- denim/military overalls
- leather skirt/leggings



## URBAN FASHION FEMALE/MALE

## MALE

- jeans, different cuts
- leather jacket
- corduroy jacket/pants
- check shirt
- plain sweatshirt / thick knit pullover
- t-shirts plain & mottled
- denim jacket/shirt
- parka





URBAN FASHION FEMALE





URBAN FASHION MALE



## FEMALE

- blouson
- quilted jacket
- coats/parka (oversize)
- training pants (without logo)
- jeans(used/relaxed fit)
- hoodie
- sweatshirts (without logos/oversize)
- dresses/skirts (pattern/cord/leather)



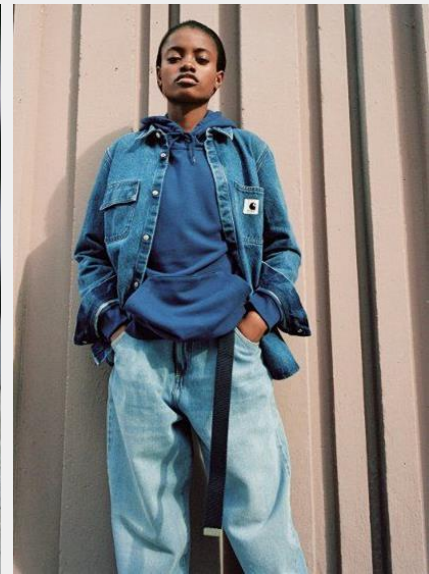
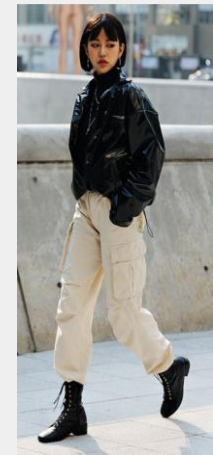
## STREETWEAR FASHION FEMALE/MALE

## MALE

- blouson
- quilted jacket
- coats/parka (oversize)
- training pants (without logo)
- jeans(used/relaxed fit)
- hoodie
- sweatshirts (without logos/oversize)
- cloth pants (colored)



**STREETWEAR FASHION** FEMALE





STREETWEAR FASHION MALE



## FEMALE

- dresses (floral)
- t-shirts (stripes/colored)
- denim/corduroy jacket
- ruffle tops/skirts
- pants(cord/denim)
- Flares



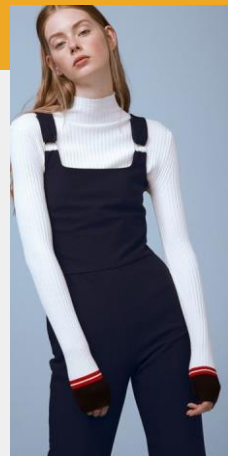
## YOUNG FASHION FEMALE/MALE

## MALE

- t-shirts (stripes/colored)
- denim/corduroy jacket & shirts
- pants(cord/denim)
- hoodie
- sweatshirts (without logos/oversize)
- cloth pants (colored)

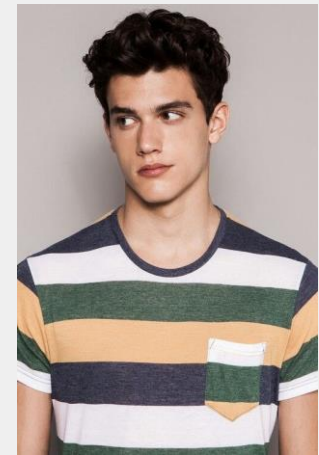


YOUNG FASHION FEMALE

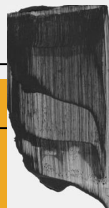




YOUNG FASHION MALE







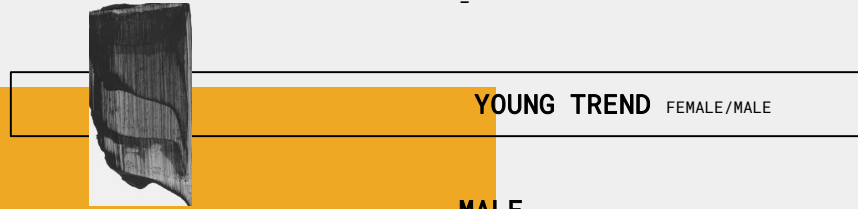
**TREND** YOUNG TREND/AVANTGARDE/DESIGNER BRANDS



## FEMALE

- young/dynamic

- 
- 
- 
- 
- 



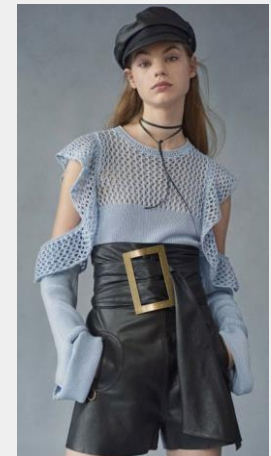
**YOUNG TREND** FEMALE/MALE

## MALE

- 
- 
- 
- 
-

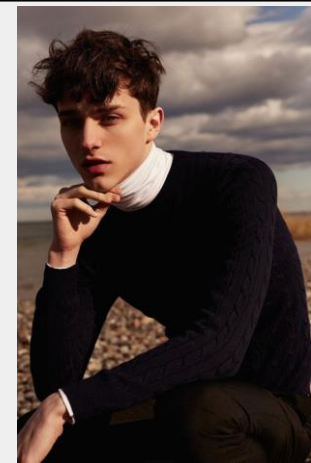


YOUNG TREND FEMALE





YOUNG TREND MALE



## FEMALE

- creative designs
- unusual cuts
- eyecatcher
- applications
- plain colors



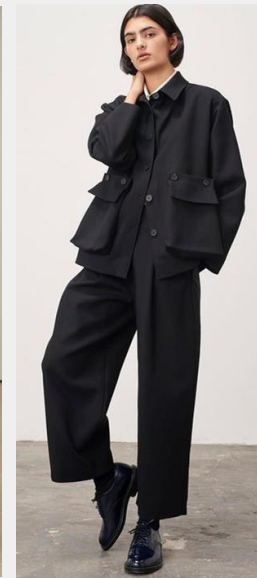
**AVANTGARDE** FEMALE/MALE

## MALE

- creative designs
- unusual cuts
- eyecatcher
- applications
- plain colors

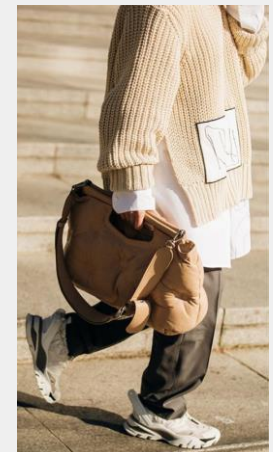


AVANTGARDE FEMALE





AVANTGARDE MALE



## FEMALE

- plain colors
- exclusive
- exceptionally high quality fabric
- trend-setting
- limited in quantity
- for labels to be classified as a high fashion brand, the designer must show their collection at one of the world's four annual major fashion weeks in Paris, Milan, London or New York.

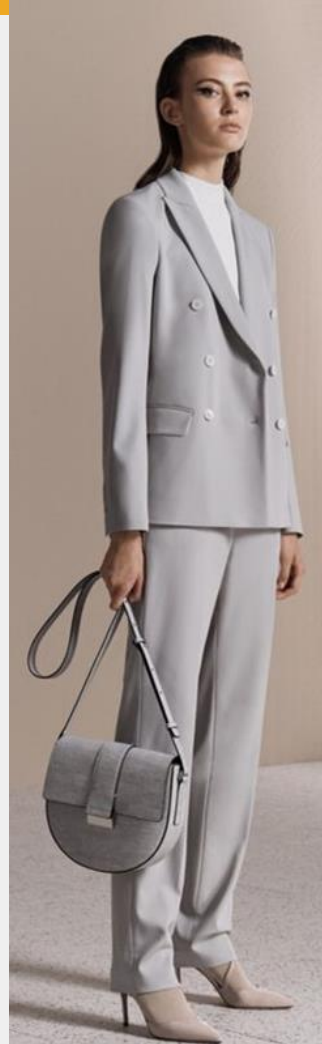


## DESIGNER BRANDS FEMALE/MALE

## MALE

- plain colors
- exclusive
- exceptionally high quality fabric
- trend-setting
- limited in quantity
- for labels to be classified as a high fashion brand, the designer must show their collection at one of the world's four annual major fashion weeks in Paris, Milan, London or New York.



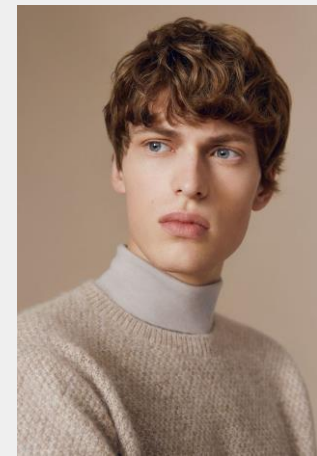


DESIGNER BRANDS FEMALE





DESIGNER BRANDS MALE



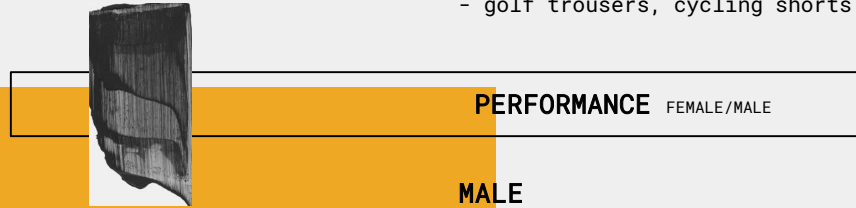


**SPORT** PERFORMANCE/OUTDOOR



## FEMALE

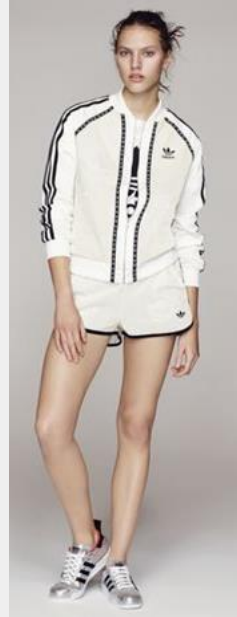
- tights (black, colored)
- shorts
- sports bra / tank, short tops
- t-shirts, longsleeves
- swimsuit, bikini (plain colors)
- golf trousers, cycling shorts



**PERFORMANCE** FEMALE/MALE

## MALE

- tights (black, colored)
- shorts
- t-shirts, longsleeves
- swim Shorts (plain colors)
- golf trousers, cycling shorts



PERFORMANCE FEMALE





PERFORMANCE MALE



## FEMALE

- outdoor pants (without logo shorts)
- outdoor jackets (fleece)
- rain jackets
- t-shirts, longsleeves
- ski & snowboard pants



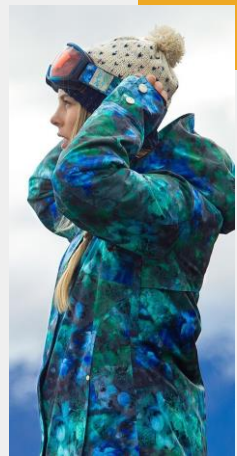
## OUTDOOR FEMALE/MALE

## MALE

- outdoor pants (without logo shorts)
- outdoor jackets (fleece)
- rain jackets
- t-shirts, longsleeves
- ski & snowboard pants



**OUTDOOR** FEMALE

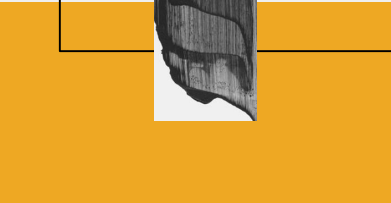






OUTDOOR MALE





**SHOES** FEMALE/MALE



## FEMALE

- performance shoes (go through the list of brands from the fundus:  
no -name sneaker/ hiking Boots/ cycling shoes / golf shoes /  
Timberlands)
- saisonal
- pay attention of new sneaker trends
- pay attention to sizes
- variance
- festive shoes
- overknees



SHOES FEMALE/MALE

## MALE

- performance shoes (go through the list of brands from the fundus:  
no -name sneaker/ hiking Boots/ cycling shoes / golf shoes /  
Timberlands)
- saisonal
- pay attention of new sneaker trends
- pay attention to sizes
- variance
- festive shoes
- boots



**SHOES** FEMALE





SHOES MALE





ACCESSOIRES

FEMALE/MALE



## FEMALE

- seasonal
- jewelry / watches / sunglasses / glasses
- monochrome scarves
- gloves
- hats
- small sport bags
- hair accessories (please ask Yohana)
- different bags



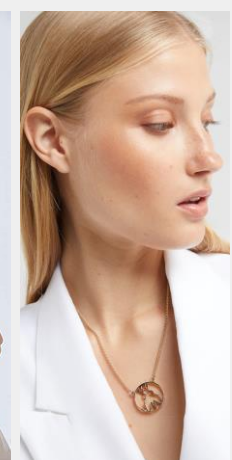
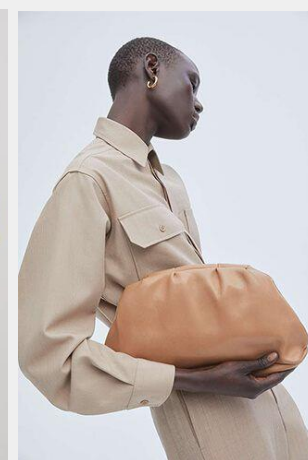
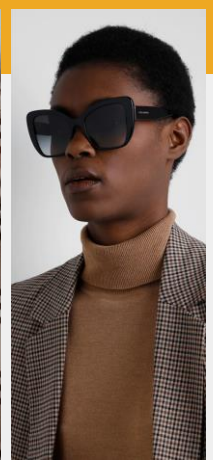
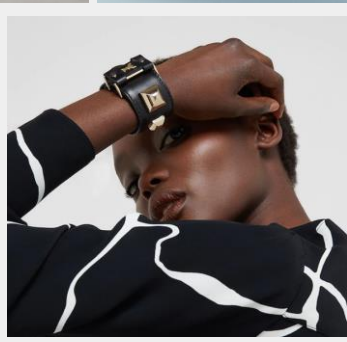
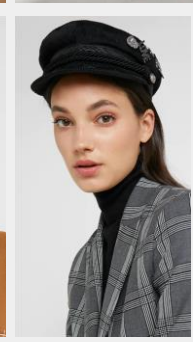
## ACCESSOIRES FEMALE/MALE

## MALE

- seasonal
- jewelry / watches / sunglasses / glasses
- monochrome scarves
- gloves
- hats
- small sport bags
- socks
- ties



ACCESSOIRES FEMALE







ACCESSOIRES MALE

