

J O H N L E W I S

E-comm Brand Guidelines

2025

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- Beauty
- Tech
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Specifications



Image Specifications

All imagery should be 3:4 in format

Longest side:

Minimum 1000px (Essential)

Maximum 3000px

Grid: 13x10

Export setting

TIFF 8bit

RGB Colour Mode

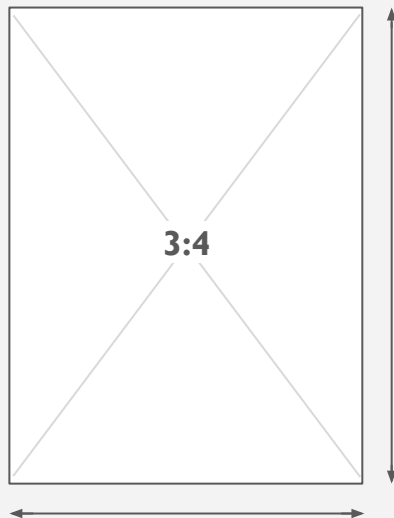
LZW compressed

sRGB

300 res

IBM PC byte order

Ratio



Min: 1000px high
Max: 3000px high

Model



Cutout



Video Specifications

- Video format preferably MP4
Mov files can be accepted but will need to be reformatted which can incur delay

- The video must be named:
stocknumberid

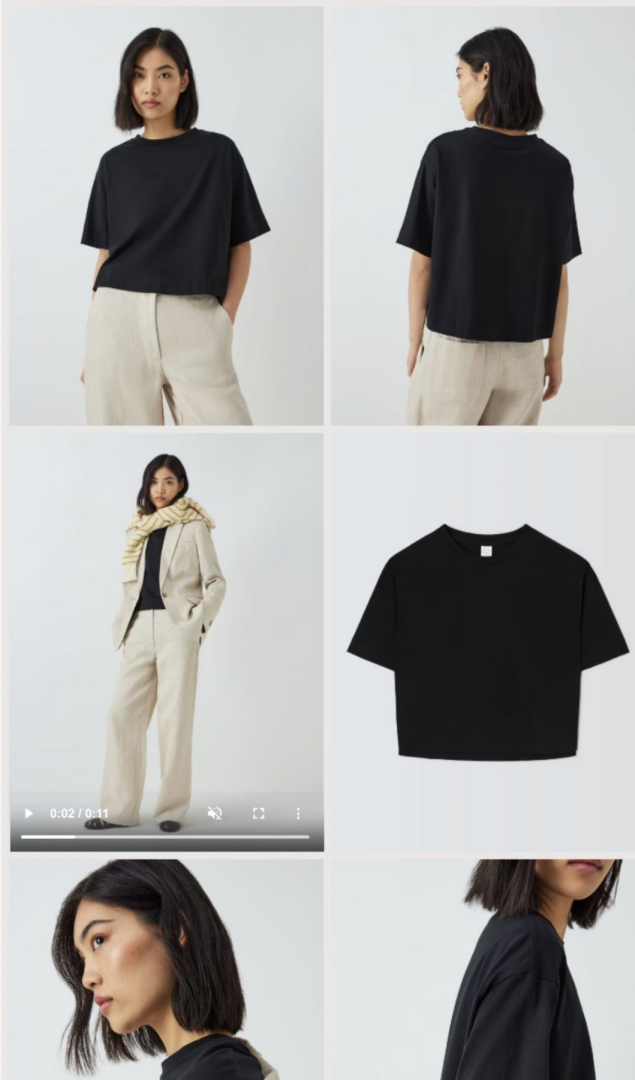
Eg: **22459721vid1**
EANnumberid1
5038775985852vid1

- Video ratio once uploaded will be 3:4 but does not have to be supplied in this ratio

- Videos must not contain URLs to external websites or social media

- There is no length restriction to a video
No file size can be specified due to varying video duration


- Videos will not be accepted if the visuals are poor or the quality of the video is too low



John Lewis
Relaxed Organic Cotton Top, Black, 8
£15.00 ★★★★★ 55 Reviews

Colour: Black



 What's my size?

 Size chart

Size: 8



See size and fit details



Colour: Black

Size: 8


£15.00

Currently in stock online

Add to basket

 Add to wish list

 Share

 Check in-store stock

✓ Free Click & Collect over £30

✓ Free standard delivery over £50

Terminology

PLP

Product Listing Page

PDP

Product Details Page

Studio

Clean background, can be still life or on model

On model

Product shot on a model

Lifestyle

Product shown in context. This can be a location or in a studio

Still life

Product shot with no model

Lead image

The first image shown in the suite of product images. Will be shown on the Product Listing Page (PLP).

Cut out

Product only shot on a plain background

Campaign

Brand campaign image

Creative Overview



Overview

As a mid-premium retailer and to reinforce the value and quality of the products we sell, we look for:

- Consistency across imagery for a cohesive shopping experience
- Imagery that showcases quality and product detail

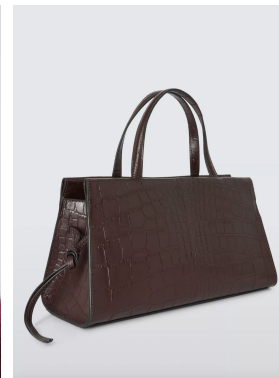


Image Hierarchy

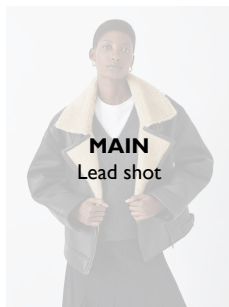


Image hierarchy

Lead images sit alongside multiple other images on product pages. In order to allow customers to shop easily and focus on product, we maintain a consistent look and feel between images.

Images must:

- Show the whole product clearly
- Use even and consistent lighting
- Use a clean, plain background, ideally in cool soft shade of white
- Have **no** additional graphics or information



- Appears alongside other products on PLPs
- Must be clean and product focused



- Alternative product view to encourage conversion
- Fashion: back shot
- Home: lifestyle shot
- Beauty: packaging
- Accessories: model



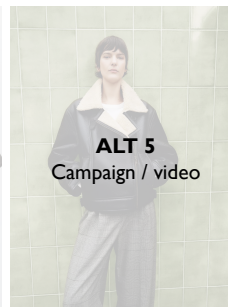
- Full length styled up shot
- Product detail
- Opportunity to upsell



- Shows whole product clearly



- Detail to show product quality and/or features
- Or campaign imagery to give further styling inspiration



- Campaign imagery to give further styling inspiration
- Video content to help show garment movement or inform on how a product works

Category Landing & Product Description Pages



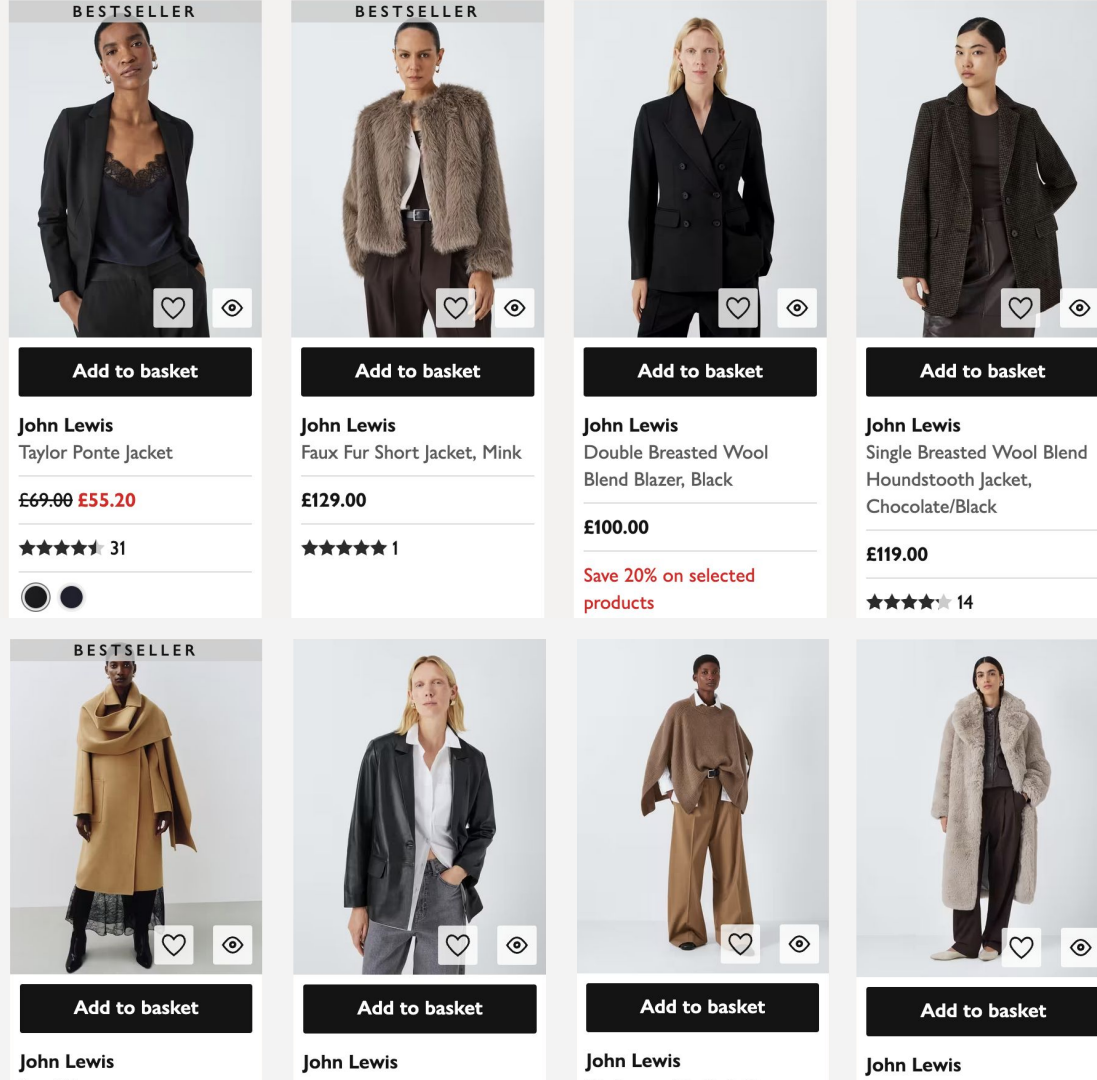
Product Landing Pages: Lead Images

Strong lead imagery is a key part in providing an elevated and inspiring shopping experience for our customer.

NOTE: Our roll over functionality allows the customer to view the secondary image, to further inform and encourage purchase.

The page feels:

- Easy to shop due to clear focus on product
- Like a mid-premium shopping experience with a coherent look and feel



Product Description Page: Fashion

Product description pages allow the customer to learn more, adding context and detail.

We want to move them onto conversion by showing all angles of the product and showcasing its quality. We can support with additional campaign imagery and video.

The page feels:

- Clean and visually easy to process
- Product looks premium and details help inform and drive conversion



John Lewis
Leather Double Breasted Long Coat,
Black

£399.00 ★★★★★ 1 Review

[What's my size?](#) [Size chart](#)

Size

8	10	12
14	16	18
		20

£399.00

[Add to basket](#)

[Add to wish list](#)

[Share](#) [Check in-store stock](#)

✓ Free Click & Collect
✓ Free standard delivery
✓ Free returns until 23 January

[Delivery & returns](#) [Product description](#)

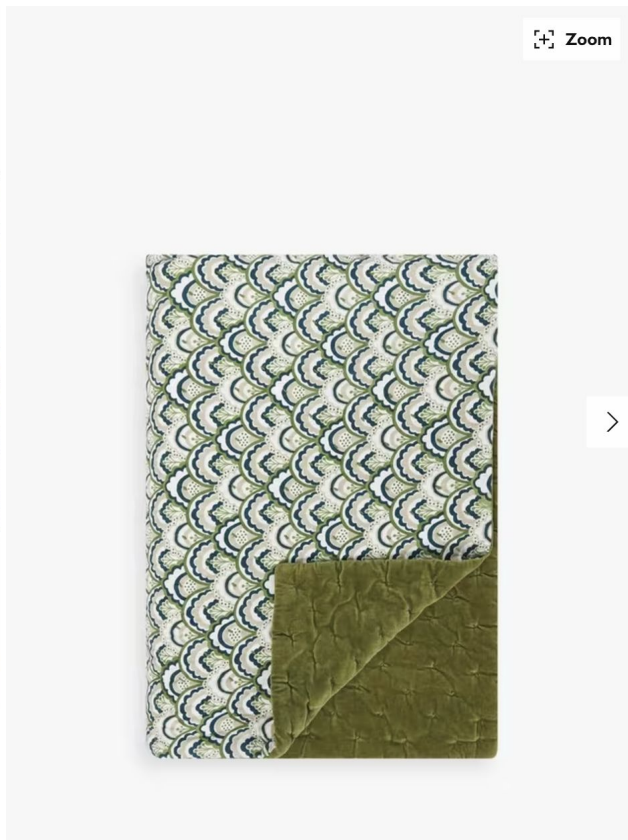
Product Descriptions Page: Home

Product description pages allow the customer to learn more, adding context and detail.

We want to move them onto conversion by showing all angles of the product and showcasing its quality. We can support with additional campaign imagery and video.

The page feels:

- Clean and visually easy to process
- Product looks premium and details help inform and drive conversion



John Lewis
Astra Reversible Quilted Bedspread, Multi
£200.00 ★★★★★ [8 Reviews](#)

Quantity

£200.00

Currently in stock online

Add to basket

Add to wish list

Check in-store stock

Share

- ✓ Free Click & Collect
- ✓ Free standard delivery
- ✓ Free returns until 23 January, restrictions apply

Delivery & returns

Product description

Make 3 payments of £66.66. **Klarna**. [Learn more](#)

18+, T&C apply, Credit subject to status.

Make 4 payments of £50.00 **clearpay**. [Learn More](#)

18+, T&C apply.

Best Practice



Lead Images – Dos

- Show the whole product clearly
- Have even and consistent lighting
- Use a clean plain background in a cool soft shade of white
- Have no additional graphics or information



Lead Images – **Don'ts**

- Include logos or additional graphics
- Be shot on a dark background or be a lifestyle image (on location)
- Show packaging (Unless as part of a gifting set)
- Have the product cropped out of the frame



Shot on dark background



Added graphics to image



Shows packaging and is not a gifting set



Product is cropped and shown in a lifestyle setting

Supporting Images – Dos

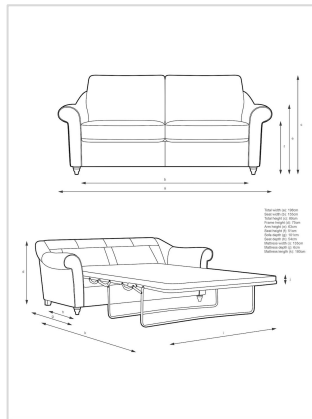
- Have close up shots that show detail or quality of product
- Provide a sense of scale - can be shown on model in a room set or as a diagram (home furnishings, accessories and jewellery)
- Show packaging that adds to the value or quality of product
- Video that shows quality/how to use



Detail of fabrication/quality



Provides sense of scale



Provides detail of size



Added value packaging
increases value of product



Video that shows features
and benefits of product

Supporting Images – Dos

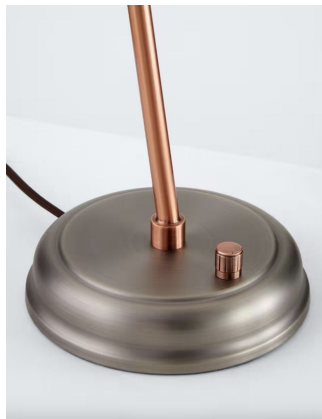
- Have close up shots that show detail or quality of product
- Provide a sense of scale - can be shown on model in a room set or as a diagram (for home furnishings, accessories and jewellery)
- Show packaging that adds to the value or quality of product
- Video that shows quality/how to use



Lifestyle home shot to show sense of scale



Detail shots that show product quality



Close up details to show product functions i.e switches on lights

Supporting Images – **Don'ts**

Images should **not**:

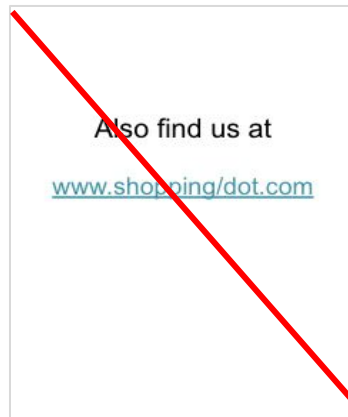
- House infographics and copy that do not pertain to the product
- Misrepresent the product (removal of cords or other product details)
- Include copy or link to another site
- Have logos added to the image



Infographics not related to product



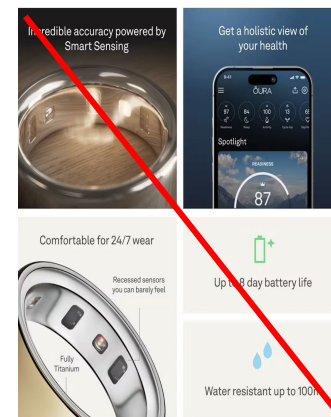
Not representative of product (cord has been removed)



URL directing customers to other sites



Logos added to image



Multiple images in one shot

Guide to Model Retouch – Best Practice

Skin and hair

- Keep skin natural
- Check for blemishes and pimples
- Even out skin tones
- Do not remove tattoos but sense-check if anything could offend
- Check for nose hairs
- Check teeth for food and lighten stains
- Remove any fly away hairs but keeping the shape natural

**WE DO NOT ALTER
BODY SHAPE**

Clothing

- Clothing must feel premium with excellent fit
- Look at the shape of the garment & how it sits on the body
- Check that seams are straight
- Lapels are sitting properly
- Remove any creasing
- Reduce down and smooth lumps in fabrics
- Check for any loose threads
- Gently close any gaping button holes
- Lengthen sleeves/hems to be accurate
- Make sure waistbands are neat and aligned where they meet at the zip

Backgrounds

- General clean up to make sure backgrounds have a premium feel
- Location - clean up on dirt, rubbish, distracting elements
- Studio - Check floor and furniture for dust, fluff or threads
- Remove light switches or plugs if distracting
- Check reflections in glass or mirrors

Full Suite Images



Full Image Suite: Womenswear



MAIN
Selling shot

Shows garment clearly
Posing is relaxed



ALT 1
Back shot

Shows garment clearly
Posing is relaxed



ALT 2
Full length styled
up shot

Opportunity
to up sell
Posing is relaxed



ALT 3
Flat lay product shot

Natural drape of
garment



ALT 4
Detail shot

Close up dynamic details



ALT 5
Campaign /
lifestyle shot

Last alt can help show
more brand personality

Full Image Suite: Menswear



MAIN
Selling shot

Shows garment clearly
Posing is relaxed



ALT 1
Back shot

Shows garment clearly
Posing is relaxed



ALT 2
Full length styled
up shot

Opportunity
to up sell
Posing is relaxed



ALT 3
Flat lay product shot

Natural drape of
garment



ALT 4
Detail shot

Close up dynamic details



ALT 5
Campaign /
lifestyle shot

Last alt can help show
more brand personality

Full Image Suite: Childrenswear



MAIN
Selling shot

Shows garment clearly
Posing is relaxed



ALT 1
Back shot

Shows garment clearly
Posing is relaxed



ALT 2
Front flat lay
product shot

Natural drape of
garment



ALT 3
Back flat lay
product shot

Natural drape of
garment



ALT 4
Detail flat lay shot

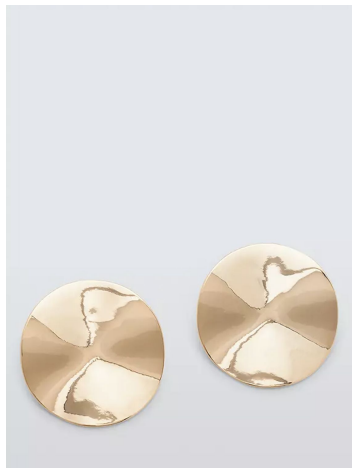
Close up dynamic details



ALT 5
Detail shot

Close up dynamic details

Full Image Suite: Jewellery



MAIN

Selling product shot

Shows jewellery clearly



ALT 1

Item focus model shot

Shows jewellery clearly



ALT 2

Detail close up product shot

Shows back of earrings or
clasp of necklace



ALT 3

Layered up model shot

Opportunity to upsell with
other products

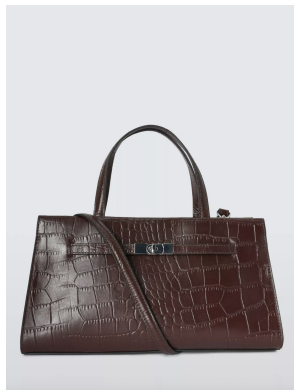


ALT 4

Packaging or box shot
(optional)

Show packaging if it's
important to the customer
experience

Full Image Suite: Accessories



MAIN
Selling shot

Front on product shot
Shows bag clearly



ALT 1
Model shot

Shows bag clearly
Posing is relaxed



ALT 2
Angled product shot

Alternative angle to help
show the customer
product information



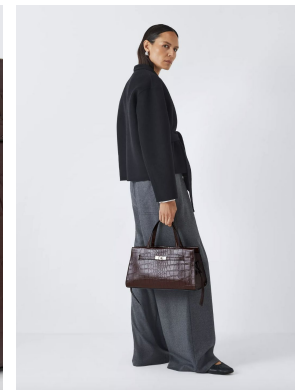
ALT 3
Inside product shot

Overhead shot



ALT 4
Detail shot

Close up dynamic details



ALT 5
Model shot

Full length outfit
(optional to show
alternative strap)

Full Image Suite: Home Smalls



MAIN
Selling shot

Usually an angled shot showing the product clearly



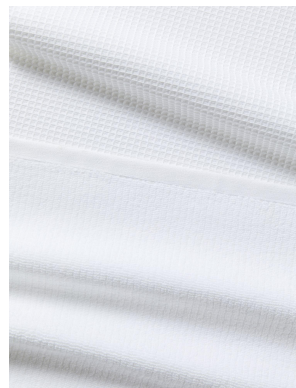
ALT 1
Lifestyle

Styled imagery in simple sets to show inspiration and scale



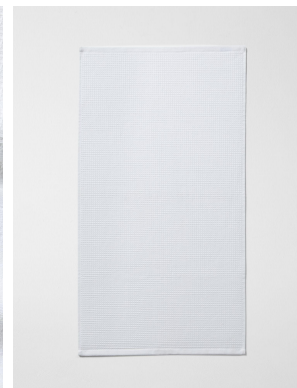
ALT 2
Detail

Showing reverse in a close up on a corner



ALT 3
Close up

Natural drape of garment to show textile quality



ALT 4
Full product overhead

Showing full product clearly



ALT 5
Range shot

Showing different colourways

Full Image Suite: Table Lamp



MAIN
Selling shot
Light on

Shows full product
clearly with light on



ALT 1
Lifestyle

Styled imagery in simple
sets to show inspiration
and scale



ALT 2
Light Off

Full product shot
showing light off



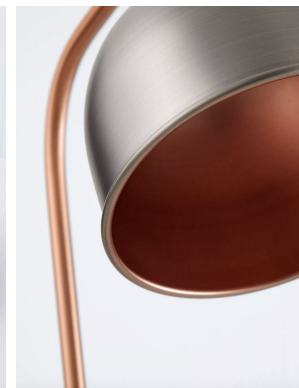
ALT 3
Detail

Showing points of
interest



ALT 4
Detail

Showing points of
interest



ALT 5
Detail

Showing points of
interest

Full Image Suite: Floor Lamp



MAIN
Selling shot
Light on

Shows full product
clearly with light on



ALT 1
Lifestyle

Styled imagery in simple
sets to show inspiration
and scale



ALT 2
Light Off

Full product shot
showing light off



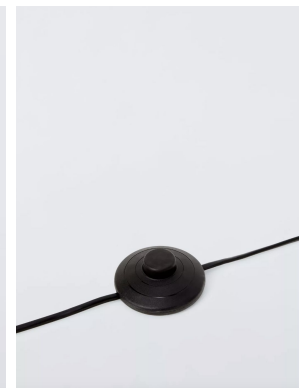
ALT 3
Detail

Showing points of
interest



ALT 4
Detail

Showing points of
interest



ALT 5
Detail

Showing points of
interest

Full Image Suite: Home Furniture



MAIN
Selling shot

Usually an angled shot showing the product clearly



ALT 1
Lifestyle

Styled imagery in simple sets to show inspiration and scale



ALT 2
Front

Showing full product clearly



ALT 3
Side

Showing full product clearly



ALT 4
Back

Showing full product clearly



ALT 5
Detail

Showing a point of interest

Full Image Suite: Beauty



MAIN
Selling shot

Shows product clearly
On neutral background



ALT 1
Packaging shot

Clearly shows the
full packaging



ALT 2
Product detail shot

Close up swatch to show
product texture and
consistency



ALT 3
Product information
shot

Product benefits



ALT 4
Campaign / lifestyle
shot

Can help show more
brand personality or
give more product
information



ALT 5
Campaign / lifestyle
shot

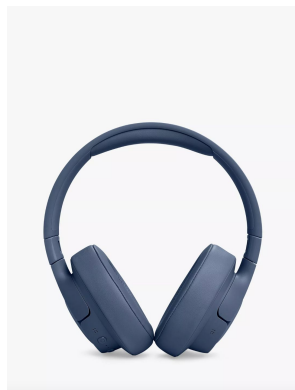
Can help show more
brand personality or
give more product
information

Full Image Suite:Tech



MAIN
Selling shot

Shows product clearly
On neutral background



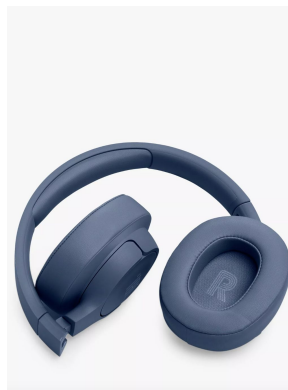
ALT 1
Product shot

Alternative angle to help
show customer product
information



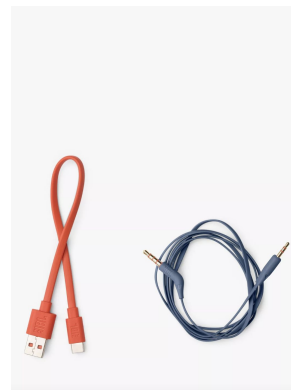
ALT 2
Product shot

Alternative angle to help
show customer product
information



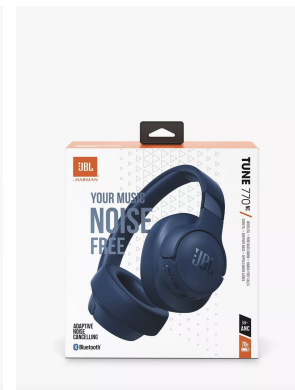
ALT 3
Product shot

Alternative angle to help
show customer product
information



ALT 4
Product accessories
shot

If important to purchase
show accessories that
come with product



ALT 5
Packaging / Campaign /
lifestyle shot

Can help show more
brand personality or
give more product
information

Full Image Suite:Tech



MAIN
Selling shot

Front on, showing the product clearly



ALT 1
Front with door open

Shows important product features clearly



ALT 2
Angle

Alternative angle to help show customer product information



ALT 3
Angle with door open

Alternative angle to help show customer product information



ALT 4
Detail draw open

Shows important product features clearly



ALT 5
Detail close up screen

Shows important product features clearly

Thank you

JOHN LEWIS