JOHN LEWIS

E-comm Brand Guidelines

2025

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Specifications



Image Specifications

All imagery should be 3:4 in format

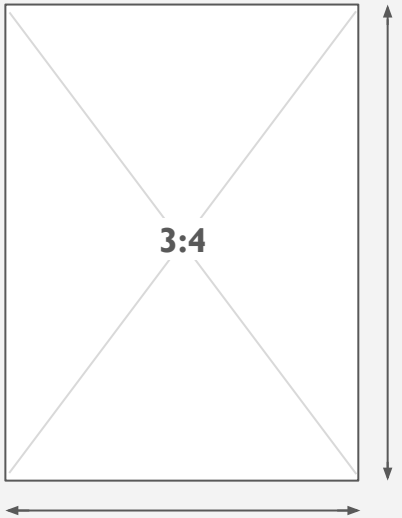
Longest side:
Minimum 1000px (Essential)
Maximum 3000px

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:
stocknumbervid1

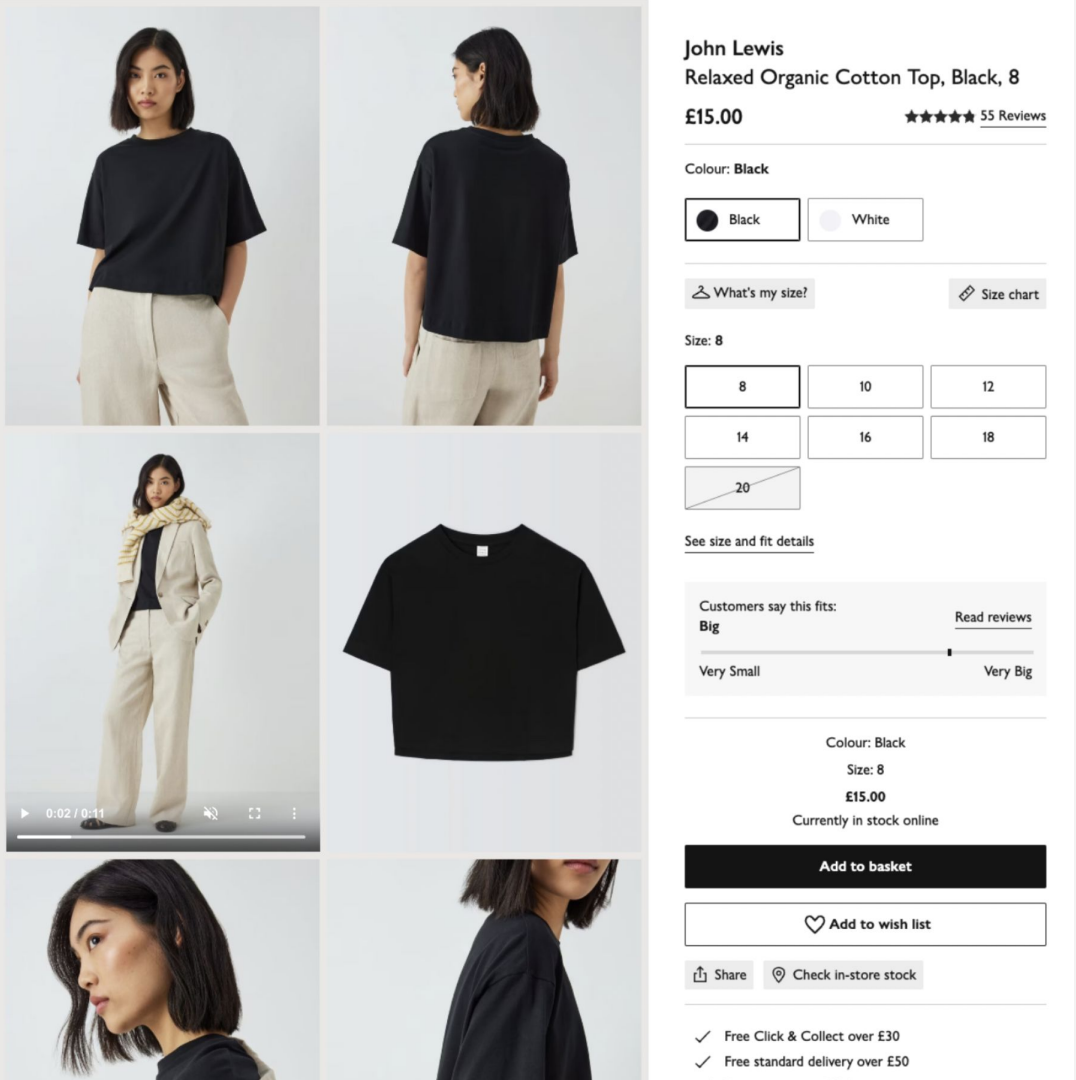
Eg: **2245972 1vid1**
EANnumbervid1
5038775985852vid1

• 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



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 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

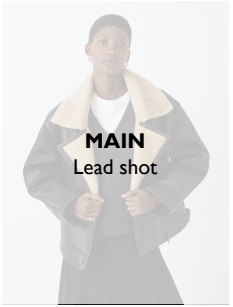


Image hierarchy

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.

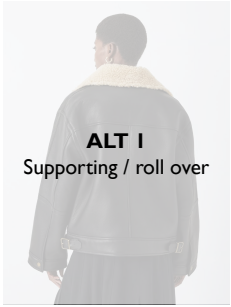
Images must:

- 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



MAIN
Lead shot

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



ALT 1
Supporting / roll over

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



ALT 2
Styling / detail

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



ALT 3
Flat lay / inform

- Shows whole product clearly



ALT 4
Detail / campaign

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



ALT 5
Campaign / video

- 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



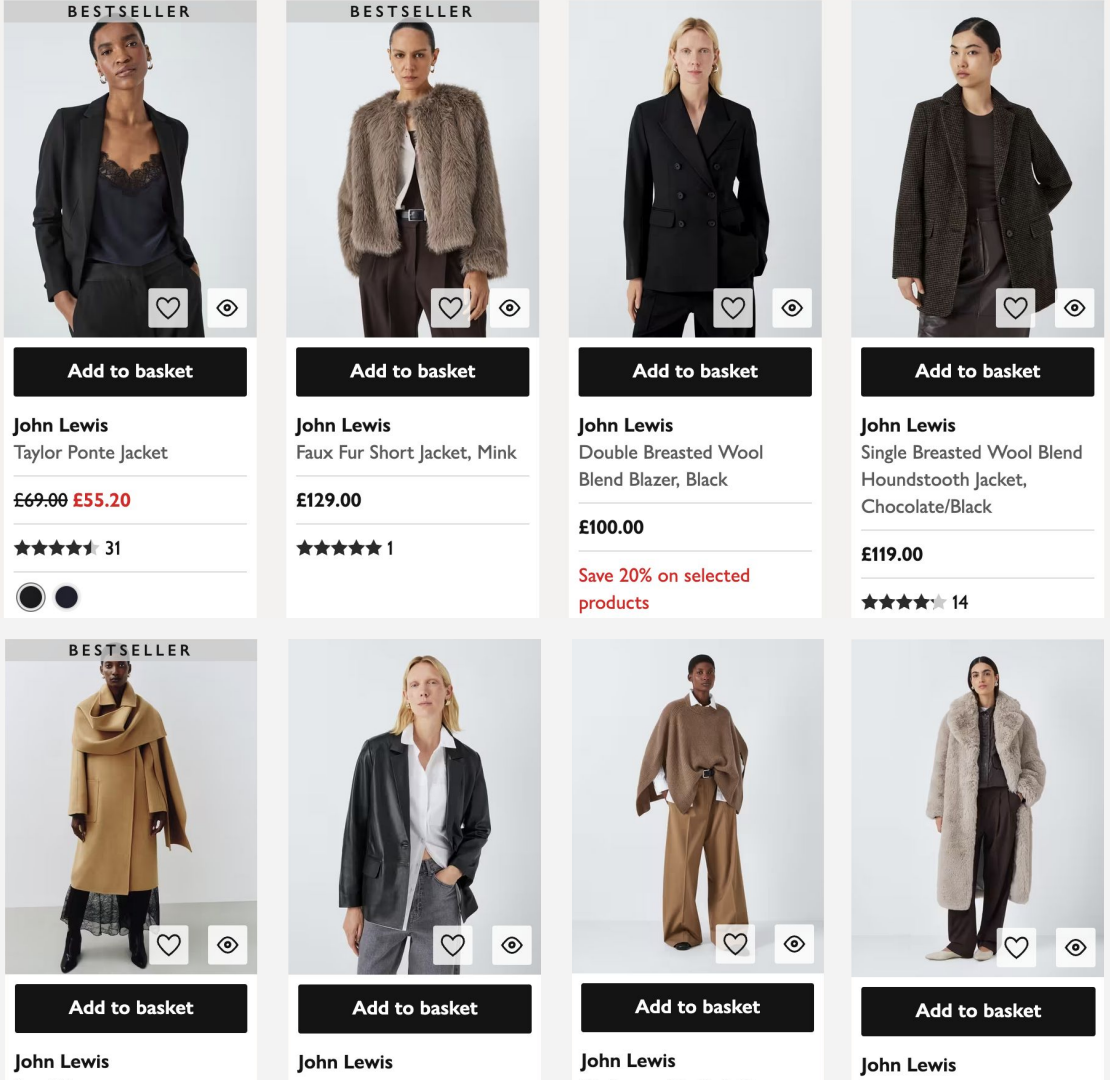
Product Landing Pages: Lead Images

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.

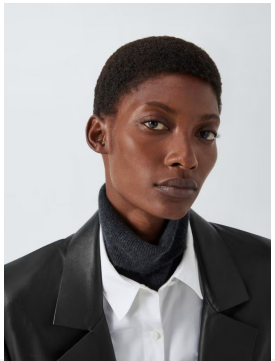
The page feels:

- 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

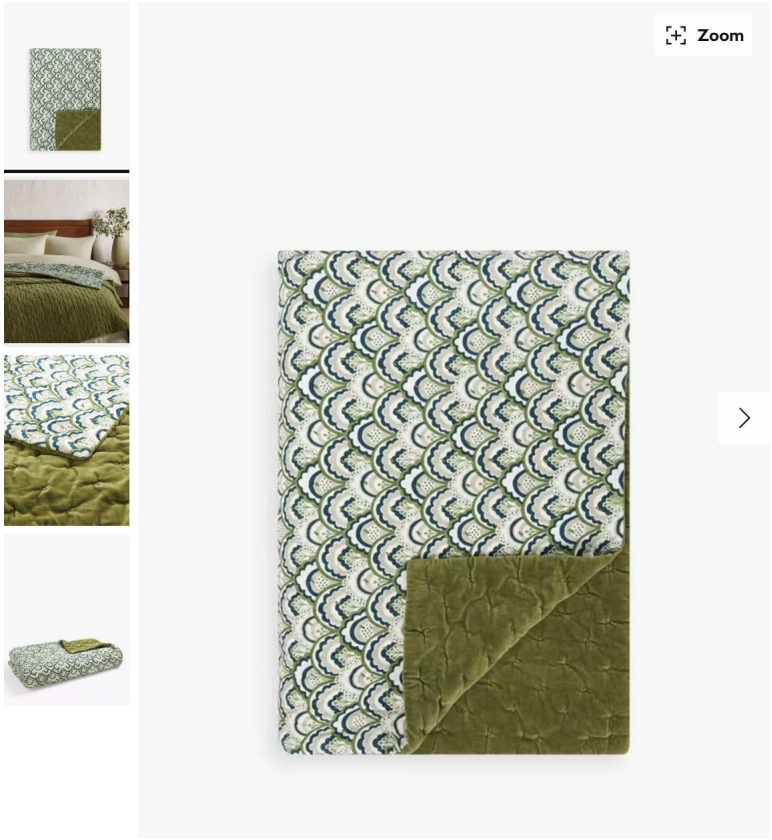
Product description pages allow the customer to learn more, adding context and detail.

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



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

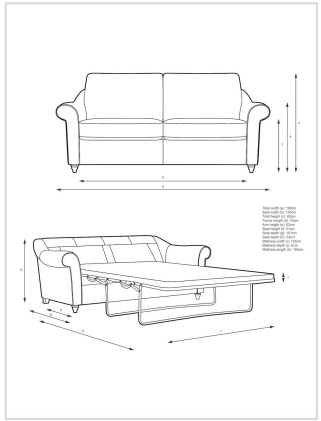
- Have close up shots that show detail or quality of product
- Provide a sense of scale - can be shown on model in a room set or as a diagram (home furnishings, accessories and jewellery)
- Show packaging that adds to the value or quality of product
- Video that shows quality/how to use



Detail of fabrication/quality



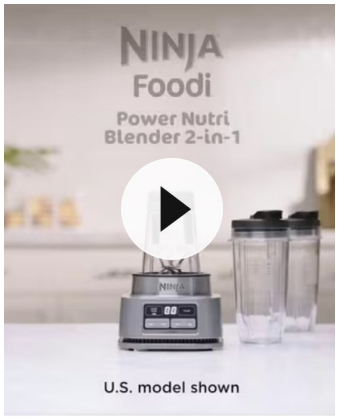
Provides sense of scale



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 (forhome 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**:

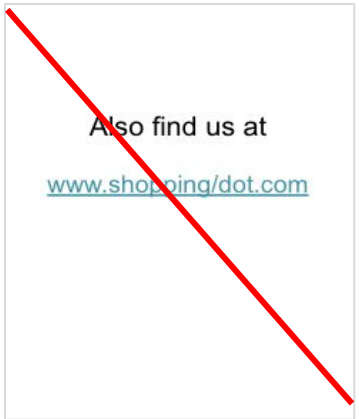
- House infographics and copy that do not pertain to the product
- Misrepresent the product (removal of cords or other product details)
- Include copy or link to another site
- Have logos added to the image



Infographics not related to product



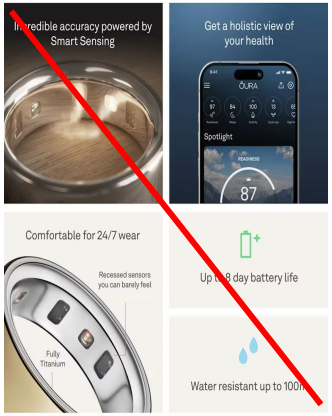
Not representative of product (cord has been removed)



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
Full length styled 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: Bras



MAIN
Selling shot

Shows garment clearly
Posing is relaxed



ALT 1
Back shot

Shows garment clearly
Posing is relaxed



ALT 2
¾ length shot to set if applicable

Opportunity
to up sell
Posing is relaxed



ALT 3
Flat lay product shot

Full product displayed



ALT 4
Detail shot

Close up dynamic details



ALT 5
Detail shot

Close up dynamic details

Full Image Suite: Knickers & Briefs



MAIN
Selling shot

Shows garment clearly
Posing is relaxed



ALT 1
Back shot

Shows garment clearly
Posing is relaxed



ALT 2
¾ length shot to set if applicable

Opportunity
to up sell
Posing is relaxed



ALT 3
Flat lay product shot

Full product displayed



ALT 4
Detail shot

Close up dynamic details



ALT 5
Detail shot

Close up dynamic details

Full Image Suite: Footwear



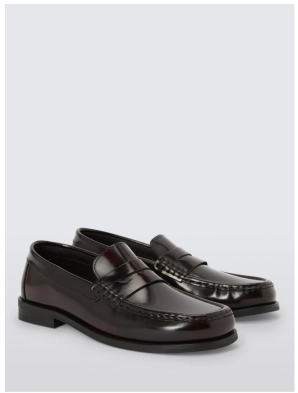
MAIN
Selling shot

Cut out image, side on



ALT 1
Model shot

Shows footwear
Posing is relaxed



ALT 2
Angled product shot

Alternative angle to help show the customer product information



ALT 3
Detail shot

Close up dynamic details



ALT 4
Inside product shot

Overhead shot



ALT 5
Model shot

Full length outfit
(optional to show styling inspiration))

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

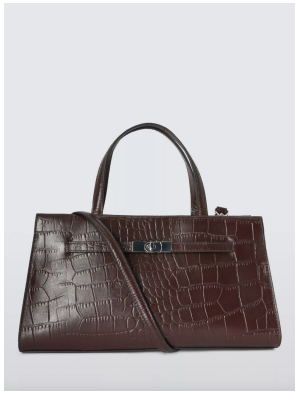
Opportunity to upsell with other products



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: Bed Linen Sets



MAIN
Selling shot

Shows full product clearly with light on



ALT 1
Lifestyle

Styled imagery in simple sets to show inspiration and scale



ALT 2
Detail of Pillows

If different please show both sides of the pillow



ALT 3
Detail

Showing points of interest



ALT 4
Detail

Showing buttons or other details



ALT 5
Detail

Fold & Stack

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



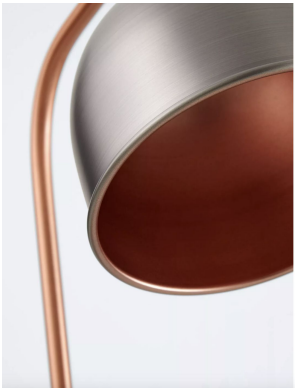
ALT 3
Detail

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



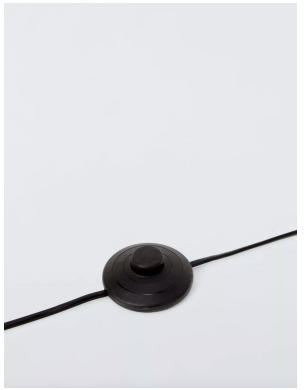
ALT 3
Detail

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

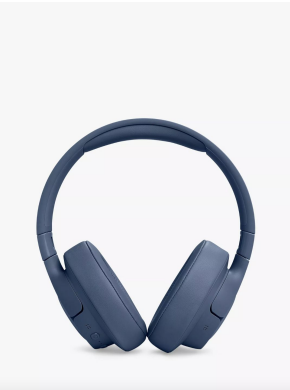
Can help show more brand personality or give more product information

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



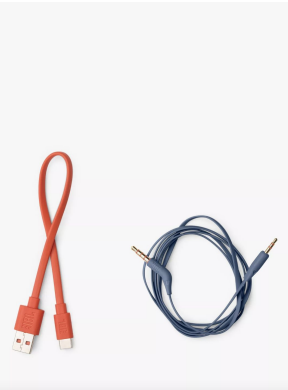
ALT 2
Product shot

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