

Handbags Zappos

Style guide



Bags with Single Shoulder Strap 9 Inches or Longer

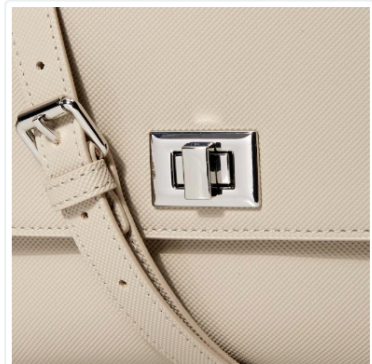
9999-styleid-t



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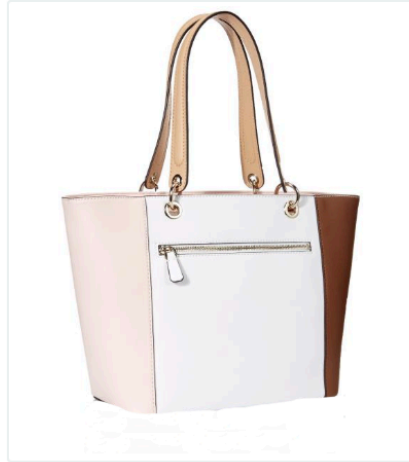
- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The .PT03 is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 is a shot to show an extra feature or add-on item.
- The 6 is the scale shot.

Bags with Shoulder Strap under 9 Inches

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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The .PT03 is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 is a shot to show an extra feature or add-on item.
- The 6 is the scale shot.

Multiple Strap Bags

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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The .PT03 is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 is a shot to show an extra feature or add-on item.
- The 6 is the scale shot.

Reversible Bags

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- The T shot is the front of the bag with any removable straps featured
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2-shot is the bag reversed.
- The 3-shot is a feature or detail image of the bag.
- The 4-shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- If there are more sellable features of the bag you can use the 5-shot image
- The 6-shot is the scale shot.

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Bags with Extra Products

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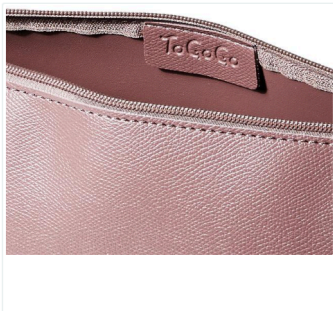
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- The p shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2& 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2& 3 images images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shot at the t-shot angle.

Definition:

Bags with extra pieces or accessories

Expandable Bags

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- The T shot is the front of the bag.
- The 1-shot shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2-shot is a feature or detail image of the bag.
- The 3-shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- See the Handbag Imaging Guide on the Omega Handbag page for more details.
- The 4-shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5-shot is a shot to show an extra feature or add-on item.
- The 6- shot is the scale shot.

Expandable Bags Definition:

Expandable bags are defined be features located on the exterior of the bag such as clasps, zippers, buttons, etc. which alter the bag from its original shape or size. Bags with interior closures that contort the intended shape of the bag should NOT be treated as expandable bags



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Laptop Bags

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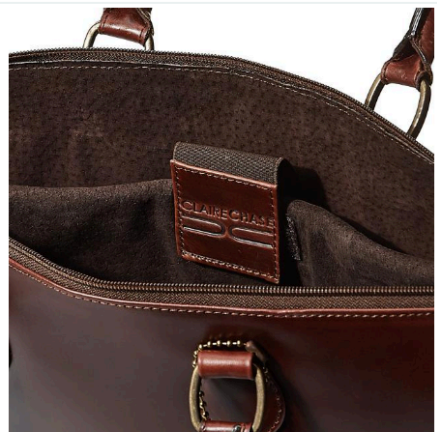
- The p shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a side shot of the bag, front of the bag facing right.
- The 3 shot is a bottom shot of the bag shot parallel to the camera.
- The the 4 shot is an overhead shot angled at 75 degrees of the inside of the bag.
- the 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shot at the P angle.

Laptop Bag

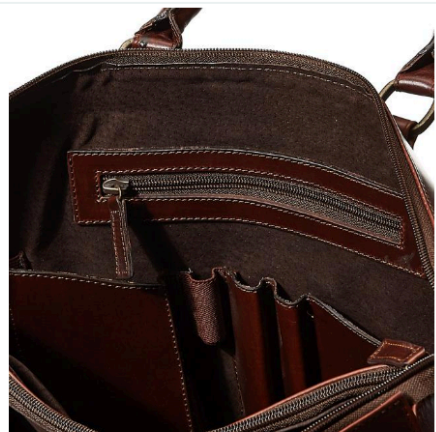
In the MAIN, the longest strap is shown styled down and behind the left side of the bag.

Remove the longer strap on all images except MAIN and PT09 unless details of the strap are being shown.

If the longest strap is not detachable, it is hidden nicely.



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Fold-over bags

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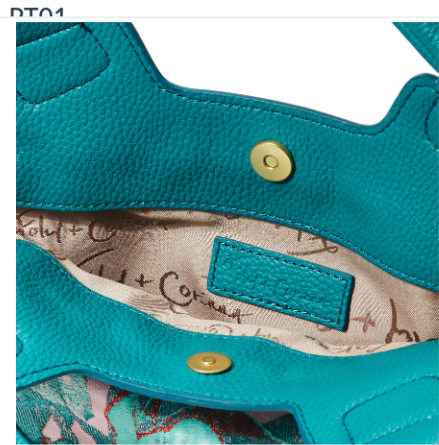
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- The T shot is the front of the bag.
 - The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
 - The 2 shot is a side shot of the bag, front of the bag facing right.
 - The 3 shot is a bottom shot of the bag shot parallel to the camera.
 - The 4 shot is an overhead shot angled at 75 degrees of the inside of the bag.
 - The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.



PT01



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On the T-shot , if there is a long strap, the longest strap is shown styled down and behind the left side of the bag.

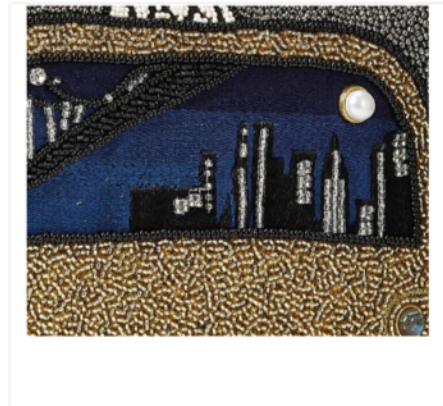
Remove the longer strap on all images except T & 6 shot unless details of the strap are being shown

If the longest strap is not detachable, it is hidden nicely.

The bag should be folded over in the MAIN, PT01, and PT09

Clutch / Minaudière

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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a side shot of the bag, front of the bag facing right.
- The 3 shot is a bottom shot of the bag shot parallel to the camera.
- The 4 shot is an overhead shot angled at 75 degrees of the inside of the bag.
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.

On the T-shot , if there is a long strap, the longest strap is shown styled down and behind the left side of the bag.

Remove the longer strap on all images except T & 6 shot unless details of the strap are being shown

If the longest strap is not detachable, it is hidden nicely.

Fashion Backpacks

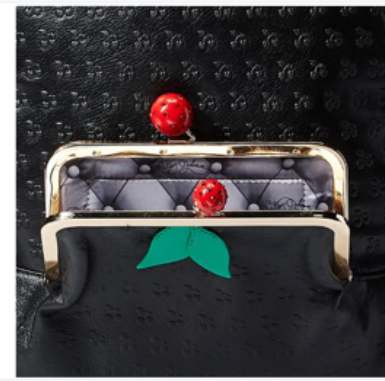
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- The .MAIN shot is the front of the bag.
- 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- 2 shot is a side shot of the bag, front of the bag facing right.
- 3 shot is bottom shot of the bag shot parallel to the camera.
- 4 shot is an overhead shot angled at 75 degrees of the inside of the bag.
- 5 shot is a shot to show an extra feature or add-on item.
- 6 shot is a scale shot
- The T and 1 are shot with straps styled up.

Weekender / Travel Bags

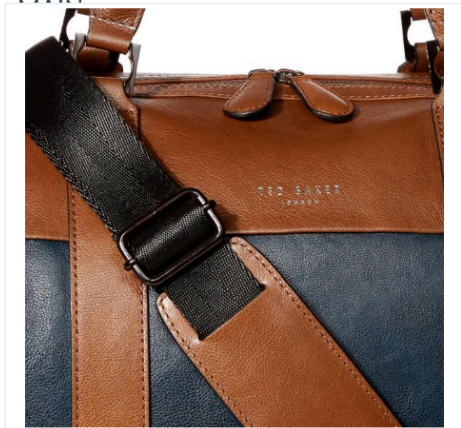
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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 shot images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.

Cellphone Cases

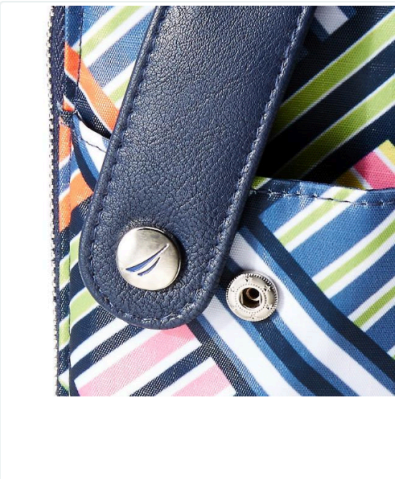
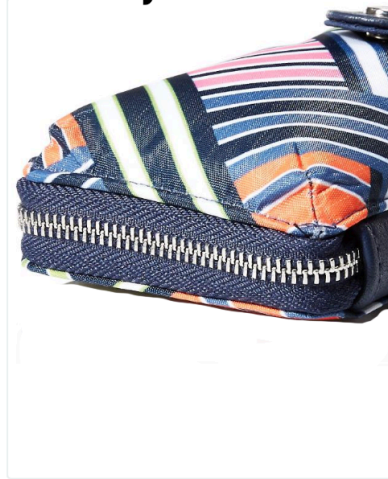
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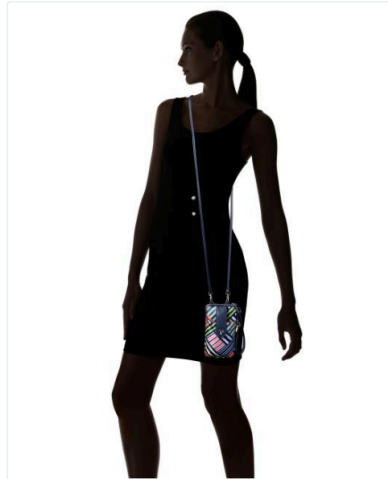
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- The P & T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a side shot of the bag, front of the bag facing right.
- The 4 shot is an overhead shot angled at 75 degrees of the inside of the bag.
- The 6 shot is the scale shot.
- Image Sets
- Wristlet, Cellphone Case, Cross-body Combo
- Any Removable straps are shown on the T & p and 6 shot and detached for the remaining images unless a detail of the strap is being shown.

Lunch Bags

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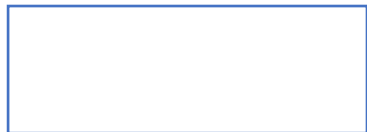
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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.
- Any Additional shots of ways to wear the bag will be shot at the T angle.
- Lunch Bags
- Lunch Bags do not feature a PT03 bottom variant
- Any accessories will be placed to the right of the bag in the 4 & 5 shot

Cosmetic Case Sets

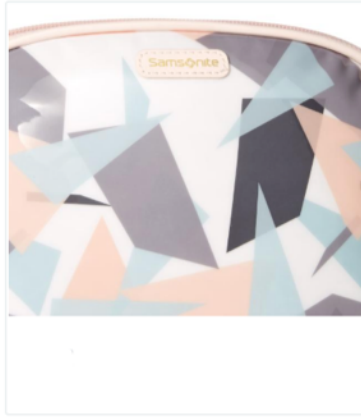
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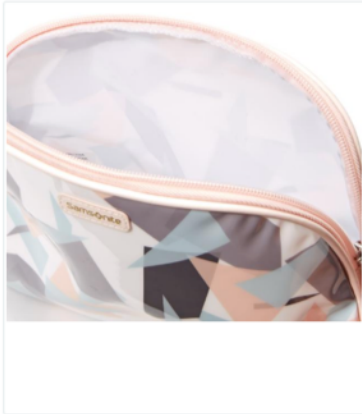
9999-styleid-1



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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.

Hanging Cosmetics Case

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9999-styleid-1



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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag
- The 5 shot is a shot to show an extra feature or add-on item.

Men's Cosmetics bags

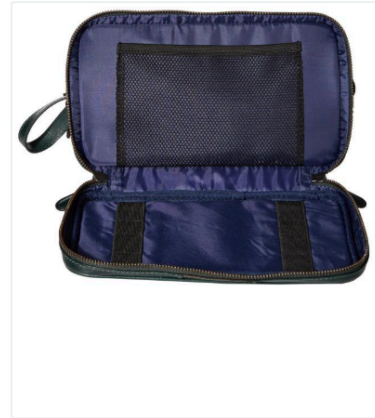
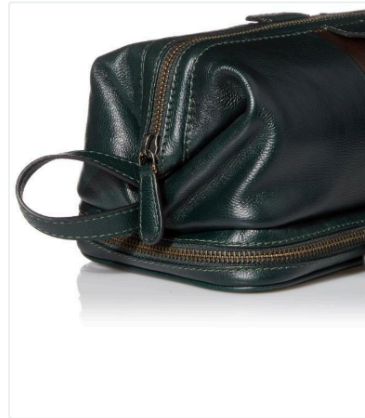
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- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag
- The 5 shot is a shot to show an extra feature or add-on item.

Baby Bags

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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shot at the T angle.
- **Baby Bags**
- **In the T shot, the longest strap is shown styled down and behind the left side of the bag.**
- **Remove the longer strap on all images except in the T shot and 6 shot and PT09**
- **If the longest strap is not detachable, it is hidden nicely.**
- **Extra items that come with the baby bag are featured in the 5 shot**

Changing Pad Clutch

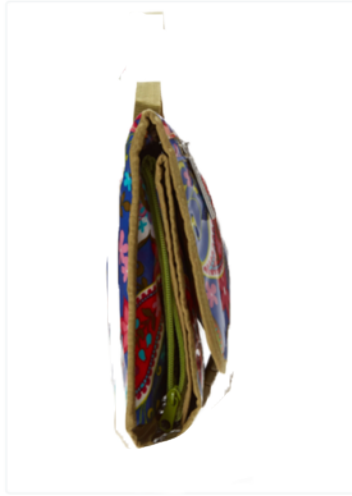
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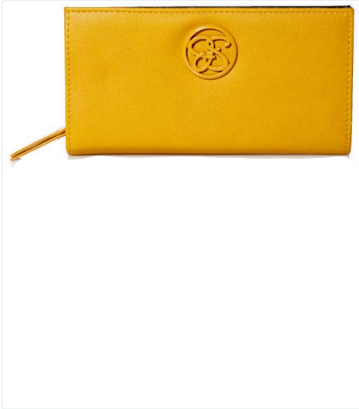


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- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is the changing pad opened flat from a overhead angle
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shot at the T angle.
- **Baby Bags**
- **In the T shot, the longest strap is shown styled down and behind the left side of the bag.**
- **Remove the longer strap on all images except in the T shot and 6 shot and PT09**
- **If the longest strap is not detachable, it is hidden nicely.**
- **Extra items that come with the baby bag are featured in the 5 shot**

Women's Wallets

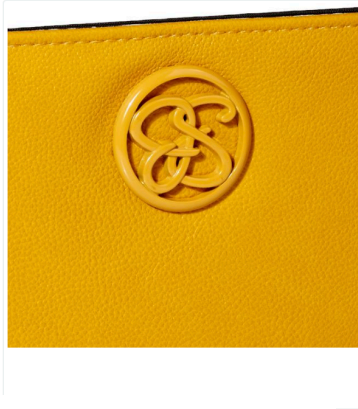
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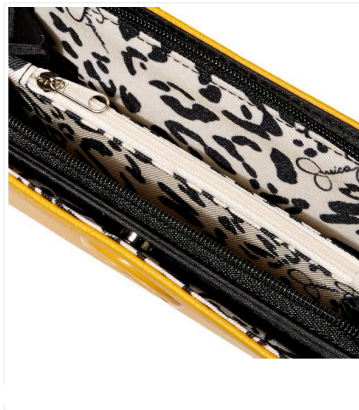
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- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.

Women's Wallets Horizontal opening

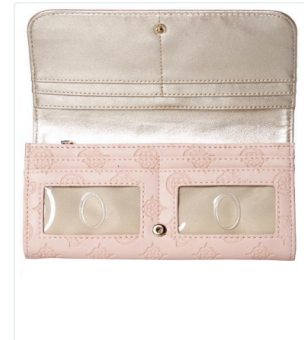
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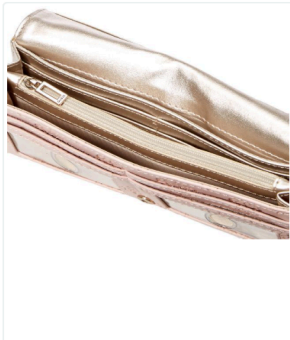
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- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- The 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- The 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.

Convertible Fashion Backpack

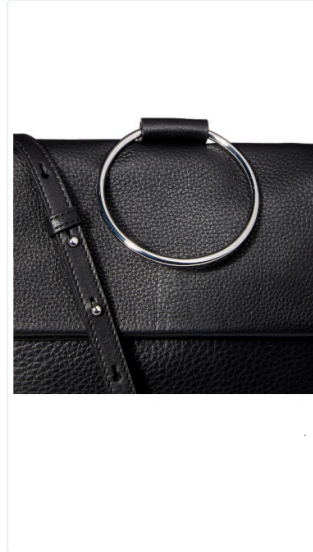
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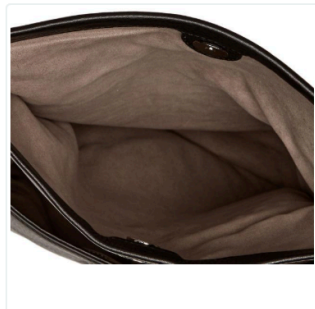
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- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shot at the T angle.

Convertible Waist Bag

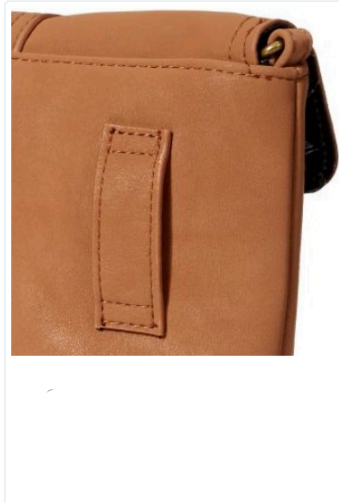
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- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag.
- 4 shot is an inside image of the bag with the front camera at a 3/4 angle and the bag at a 30 degree angle toward the light.
- 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shown at the T angle.

Flip Sequin Bags

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- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- The 2 shot is a feature or detail image of the bag.
- The 3 shot is a feature or detail image of the bag.
- The 2 and 3 images are chosen at the discretion of the imaging team. After looking over the bag the, the team will choose the important features or details that need to be shown.
- The 2 and 3 images will be different from bag to bag. **But these images should be used to showcase the flipping sequins- There will be a dominate sequin color, the color listed in site manager will be the dominate color, and that should be featured in the T shot.**
- 4 shot is an inside image of the bag with the front camera at a 3/4 and the bag at a 30 degree angle toward the light.
- 5 shot is a shot to show an extra feature or add-on item.
- The 6 shot is the scale shot.
- Any Additional shots of ways to wear the bag will be shot at the T angle.

Coin Purses

9999-styleid-t



9999-styleid-1



- The T shot is the front of the bag.
- The .PT01 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
 - Small goods like this do not get a scale shot

Card Holders

9999-styleid-t



9999-styleid-1



- The T shot is the front of the bag.
- The .PT01 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
 - Small goods like this do not get a scale shot

Sun glasses/ Eye glasses holder

9999-styleid-t



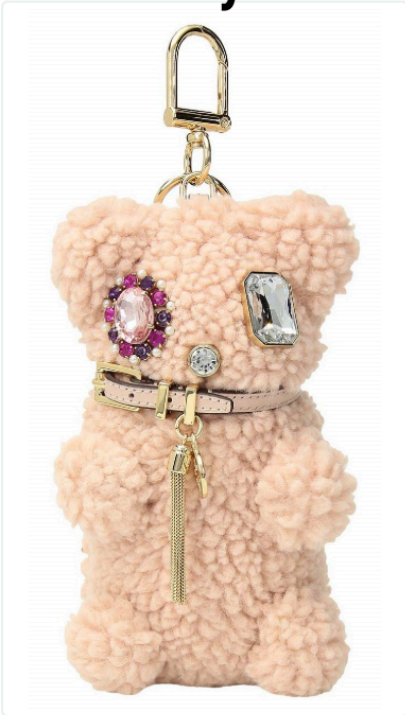
9999-styleid-1



- The T shot is the front of the bag.
- The .PT01 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- Small goods like this do not get a scale shot

Key Chain

9999-styleid-t



9999-styleid-1



- The T shot is the front of the bag.
- The .PT01 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera.
- Small goods like this do not get a scale shot

Men's BI-Fold Wallets

9999-styleid-t



9999-styleid-1



9999-styleid-2



- The T shot is the front of the wallet.
- The 1 shot is a 30 degree angle of the back of the wallet with the left side of the **back** of the wallet closest to the camera.
- The 2 shot is the spine of the wallet
- The 3 shot is the wallet open with the card slots right side up
- If there is an interesting pattern on the inside of the wallet. Please open the wallet up and capture the inside cash portion
- No scale shot



9999-styleid-3

Men's TriFold Wallet

9999-styleid-t



9999-styleid-1



9999-styleid-2



- The T shot is the front of the wallet.
- The 1 shot is a 30 degree angle of the back of the wallet with the left side of the **back** of the wallet closest to the camera.
- The 2 shot is the spine of the wallet
- The 3 shot is the wallet open with the card slots right side up
- If there is an interesting pattern on the inside of the wallet. Please open the wallet up and capture the inside cash portion
- No scale shot



9999-styleid-3

iPad/ Laptop Cases

9999-styleid-t



9999-styleid-1



9999-styleid-2



- The T shot is the front of the case.
- The 1 shot is a 30 degree angle of the back of the case with the left side of the **back** of the wallet closest to the camera.
- The 2 shot is the case open
- No scale shot

Ipad Sleeve

9999-styleid-t



9999-styleid-1



9999-styleid-2



- The T shot is the front of the sleeve.
- The 1 shot is a 30 degree angle of the back of the sleeve with the left side of the **back** of the wallet closest to the camera.
- The 2 shot an overhead shot of the sleeve open
- No scale shot

Re-usable Shopping Bags

9999-styleid-t



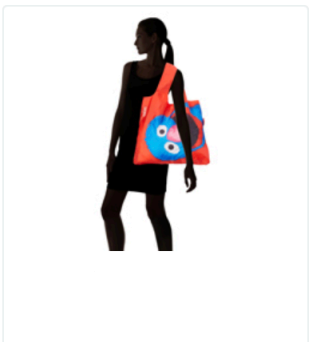
9999-styleid-1



9999-styleid-2



- The T shot is the front of the bag.
- The 1 shot is a 30 degree angle of the back of the bag with the left side of the back of the bag closest to the camera. The 2 shot showcases the bagged rolled up if it does, if does not roll up please use this image slot to showcase any added features.
- 6 shot showcases the scale shot
If the bag comes with two bags, showcase this in the T shot



9999-styleid-6

Handbag Replacement Strap

9999-styleid-t



- T shot showcases the strap folded over to accentuate that it would be used as an extra strap

Amazon VERSUS Zappos Naming

Bags

Main/thumbnail= T

PT01= 1

PT02= 2

PT03=3

PT04=4

PT05=5

PT09=6