

Zappos Product Imagery Style Guide

Footwear

Footwear

Standard Footwear Imagery



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

This styling will be applied to any shoe without a styling exceptions.. see next slide for **What is an Exception?**

What is an Exception?

An Exception: A footwear product that deviates from the average shoe. An exception can also be a styling direction that is implemented in order to innovate beyond industry standards. Basically, each of these items are going to have a different order of images with a different styling treatment.

Boots/shoes over 10 inches

Heely's

Bowling Shoes with convertible insoles

Fold over slippers

Fold over boots

Baby's First/Infant Packaged Styles

Reversible Shoes

Shoes with removable Baubles

Double Tongue Shoes

Boots with a removable shaft

Boots with removable cover

Shoes with built-in socks

3-piece bootie

Zip-down Bootie

Shoes sold with socks

Shoes sold with blankets (ugg kids)

Multiple shoes sold as one product

Boot chaps

Insoles

Side by side product

Flip flops

Adaptive Fly-Ease

Adaptive Billy Footwear

Convertible Shoes

How do I get an Exception?

Have you gotten brand feedback or a request for a change?

- Please give an exact detailing of what quality issues that brand is noticing, and the exception desired.

Do you have a new product that will break ALL the rules?

- If you don't see your footwear type in the exceptions list, but you know that there is a detail or selling feature that isn't being correctly shown please reach out.

Email me:

Ichaves@zappos.com

Boots/Shoe Styles > 10 inches



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Only deviation is that the 1-shot will only showcase the toe of the shoe, simply because the shaft would cover a full view of the toe.

Heely's



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Always imaged with the wheel in the shoe

Bowling Shoes With Insert Soles



MAIN = t shot



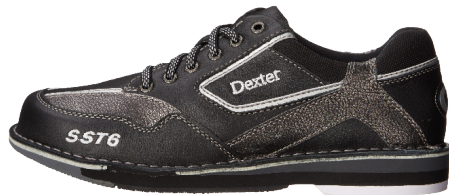
Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Bowling Shoes with Sole Inserts should be imaged with the inserts unattached to the shoe in the .TOPP variant side by side with 1 inch between each insert.

Fold Over Boot Slippers



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot is where the styling deviates, one boot is folded over and the other is unfolded. Following the pair shot all other images should feature it folded down.

Fold Over Boots



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot is where the styling deviates, one boot is folded over and the other is unfolded. Following the pair shot all other images should feature it folded down.

Baby's First/Infant Packaged Styles



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Any infant/crib shoes that include a box with a clear display window packaging, plastic pouches and containers should not be considered as display boxes.

Reversible Shoes



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Styling deviates at the pair shot where the shoe is reversed.

Shoes with removable baubles



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The left varriant will feature the shoe without the bauble

Double Tongued Shoes



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The PAIR features the shoe folded up on the RIGHT shoe.

Removable Shaft Boots



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot will feature the boot at both heights

Removable Boot Cover



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot will feature the boot with both the cover and the cover off

Shoes with Built in Socks



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot will feature the boot at both heights

3 Piece Bootie



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot will feature the boot at both heights and the 5 shot will have the third length attachment.

Zip Down Bootie



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The .PAIR features the zipper all the way up on the right shoe. A zip down boot features an interior design that features a different

Convertible Strap Shoe



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Image variants feature strap styled on back heel based on logo orientation on the strap.
P-shot features the strap moved forward onto the prod-

Shoes w/Sock Combo



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Sock will be featured on form in that will be added to the T shot so it can be featured on the 5 shot.

Shoes sold with blankets



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The P-shot will feature the set

Multiple Shoes Sold as a Single Product



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

These shoes are offered under the same ASIN as one product. The set will be featured P shot with the toes facing downward.

Boot Chap



Pair = P shot

This just recieves one image, a P-shot.

Insoles



Pair = P shot



Main= T shot



PT01= 1 shot

This receives a p and t shot, and a 1-shot

Products That Need a Side by Side Shot



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

Designs that spread across the shoe - Right and left are different from each other.

Flip Flops



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

The pair shot will be overhead, and if there is a graphic it will be oriented so the graphic can be read.

Adaptive Fly Ease



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

These shoes have additional features for an easy to take on/off capabilities. These shoes will be imaged showcasing their adaptive features.

Adaptive Billy Footwear



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

These shoes have additional features for an easy to take on/off capabilities. These shoes will be imaged showcasing their adaptive features.

Collapsible Heels



MAIN = t shot



Pair = P shot



TOPP = 1 shot



BOTT = 2 shot



LEFT = 3 shot



BACK = 4 shot



RGHT = 5 shot



FRNT = 6 shot

These shoes have an extra functionality that converts the loafer into a mule, this will be represented in the pair shot.