June, 2020

Zappos is continuing to work to improve our Time to Site for initial styles to go live. Having the ability to pull images and product information directly from our *OpenText* partner (via *OpenText Active Catalogue*) is an *efficient option*. Imagery that meets are our Style Guide Standards can be used on our product description pages on Zappos.com. Imagery that do not meet these standards can be used to assist our Copywriters to write descriptions before the product is delivered and photographed at our facilities. Along with imagery PIPC (Product Information Product Care) is equally import. This information is required by the FTC and also our Content Team to deliver the best customer experience we can.

➢ Minimum imaging requirement specs
- Pixel size - 1000 x 2000 pixels on the width or height (Minimum is 3000 px total)
- Resolution - Print quality at 300 DPI or 150DPI minimum
- File format - JPEG (JPG) preferred
- 7 shots of each style

➢ PIPC (Product Information Product Care). We have a spreadsheet that can be filled out and submitted if needed. Below is a breakout of required info we need per FTC requirements and description requirements.
- *Footwear needs*
- Country of Origin
- Upper Material
- Lining Material
- Footbed Material
- Midsole (if applicable)
- Outsole Material
- Removable Footbed Y/N
- Special Collection (if applicable)
- Features, Benefits and/or Technical Info
- Closure Type & Location
- Products Main Propose/Function (if applicable)
- Heel Height
- Platform height
- Boot shaft height and circumference
- Shoe weight
- Fur Specific Needs (if applicable)
- Name of Animal
- Country of origin of fur
- Treatment of fur (pointed, dyed, bleached, etc)
- *Apparel Needs*
- Country of Origin
- Materials with Percentages
- Care Instructions
- Special Collections (if applicable)
- Features, Benefits and/or Technical Info

- Closure Type & Location
- Products Main Purpose/Function (if applicable)
- Inseam (in inches)
- Fur Specific Needs (if applicable)
  - Name of Animal
  - Country of origin of fur
  - Treatment of fur (pointed, dyed, bleached, etc)
- *Bags and Luggage*
  - Country of Origin
  - Main Material
  - Lining Material
  - Special Collections (if applicable)
  - Features, Benefits and/or Technical Info
  - Closure Type & Location
  - Products Main Purpose/Function (if applicable)
  - Height
  - Width
  - Bag Capacity (in liters) (If applicable)
  - Luggage Weight (in ounces)
  - Laptop Accommodation Size (in inches) (if applicable)
  - Fur Specific Needs (if applicable)
    - Name of Animal
    - Country of origin of fur
    - Treatment of fur (pointed, dyed, bleached, etc)
- *Other categories*
  - Country of Origin
  - Main Material
  - Special Collections (if applicable)
  - Features, Benefits and/or Technical Info
  - Closure Type & Location
  - Products Main Purpose/Function (if applicable)
  - Care Instructions
  - Please use ounces for all product weight
  - Please use millimeters for eyewear & watches and inches for all other categories.
  - Metal type (watches and jewelry)
  - Fur Specific Needs (if applicable)
    - Name of Animal
    - Country of origin of fur
    - Treatment of fur (pointed, dyed, bleached, etc.)