

Zappos Product Imagery Style Guide

Accessories

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Image Sets

Standard



.MAIN

Mittens

Mittens



.MAIN

Removable Insert

Removable Insert: PT01



.MAIN



.PT01

removable insert

Convertible Mitten

Convertible Mitten: PT01



.MAIN

Cuff Links

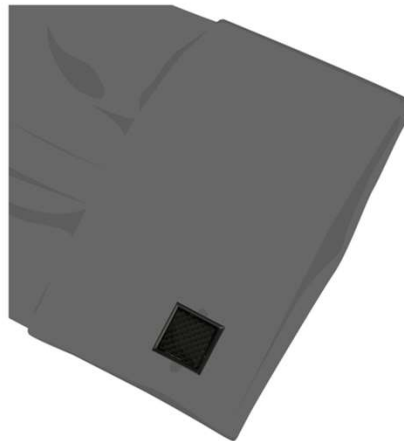
Cuff Links

[Detail Page](#)



MAIN

Cuff Links



PT05

Scale



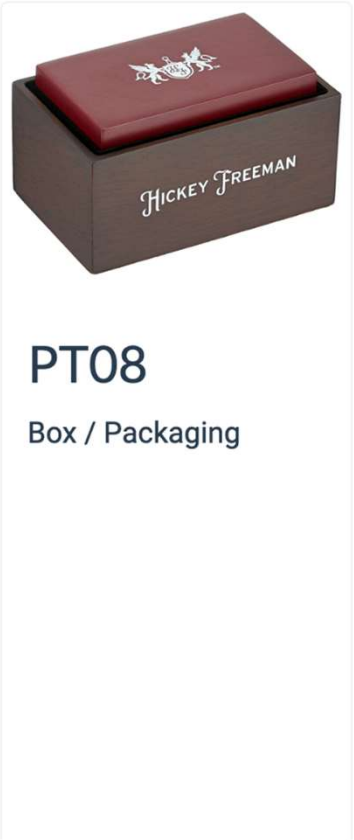
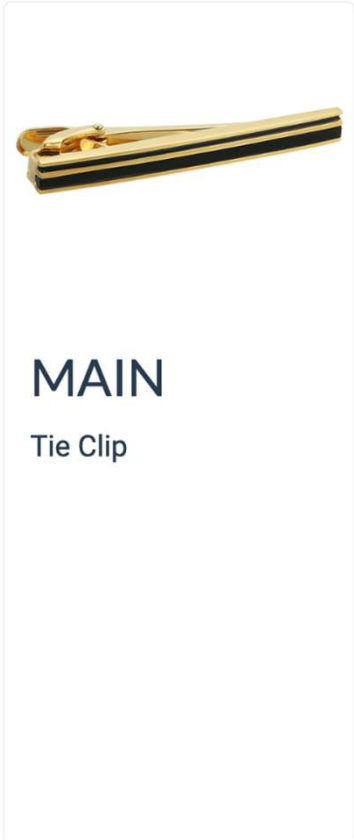
PT08

Box / Packaging

Tie Clip

Tie Clip

[Detail Page](#)



Tie Clip & Cuff Link Set

Tie Clip & Cuff Link Set

[Detail Page](#)



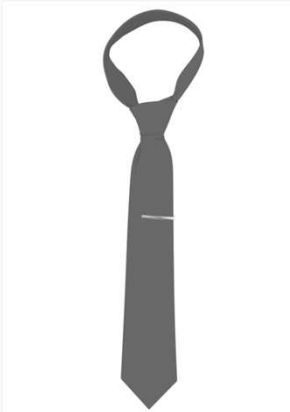
MAIN

Tie Clip & Cuff Link Set



PT05

Scale



PT06

Scale



PT08

Box / Packaging



Money Clip

Money Clip

[Detail Page](#)



MAIN
Money Clip



PT05
Scale



PT08
Box / Packaging

Key Chains

Key Chains

Please note this is only applicable to key chains that fall under the GL of Jewelry. If a key chain is under a different GL please reference the appropriate Style Guide.

Detail Page



MAIN
Key Chain



PT05



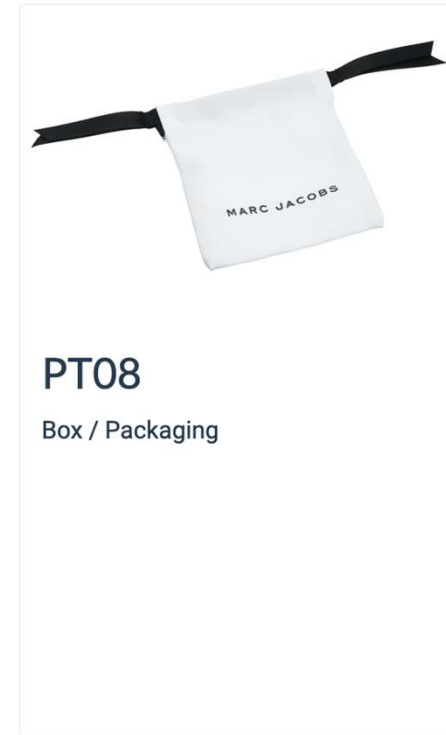
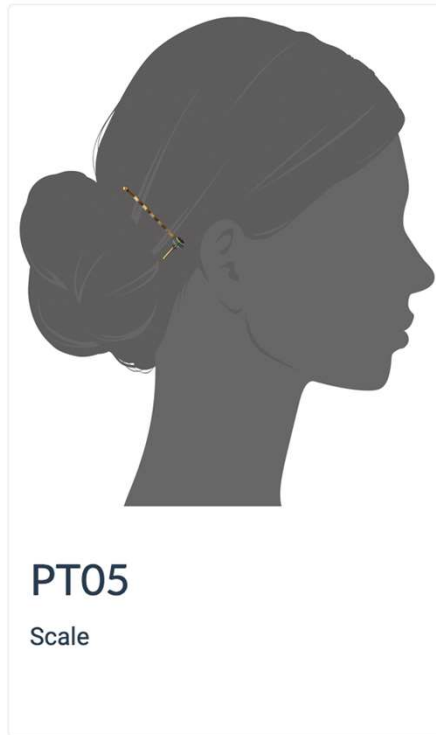
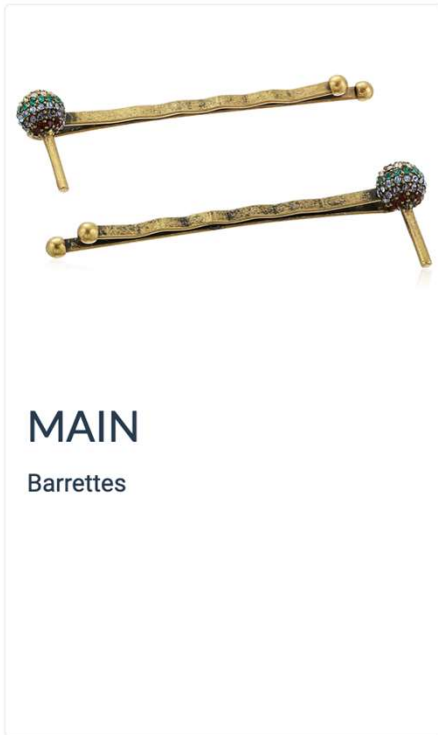
Box / Packaging

Scale

Barrettes

Barrettes

[Detail Page](#)



Hair Combs

Hair Combs

[Detail Page](#)



MAIN

Hair Combs



PT05

Scale



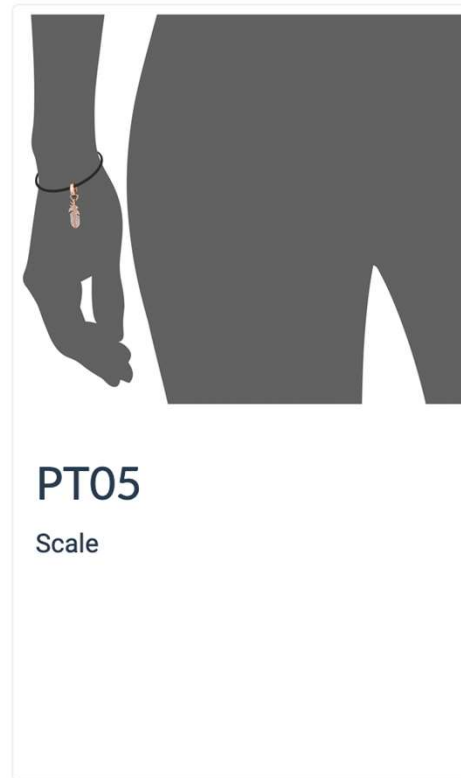
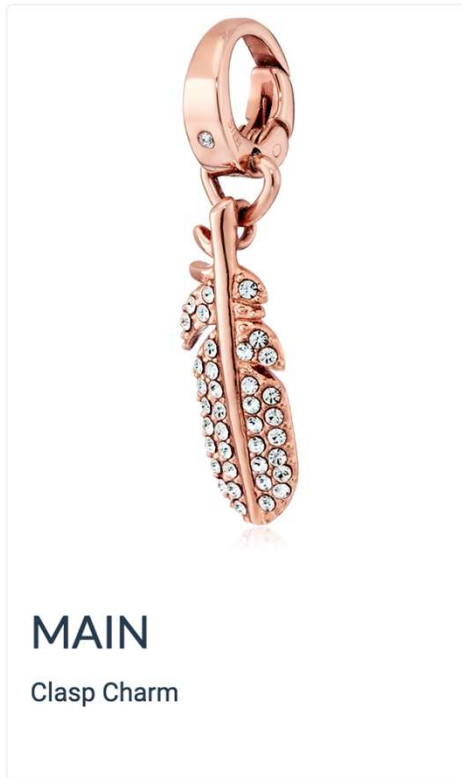
PT08

Box / Packaging

Clasp Charms

Clasp Charms

[Detail Page](#)



Men's Brooches / Lapel Pins / Pins

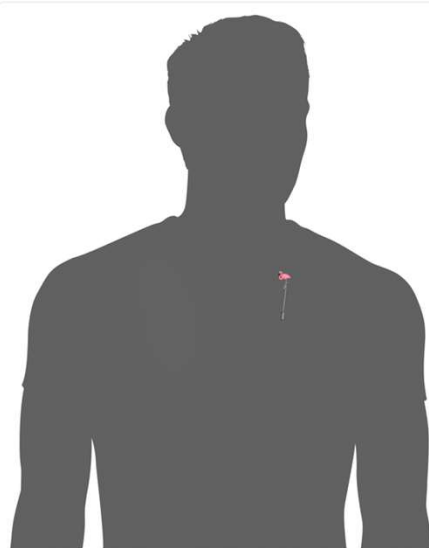
Men's Brooches / Lapel Pins / Pins

[Detail Page](#)



MAIN

Men's Brooch / Lapel Pins



PT05

Scale



PT08

Box / Packaging

Women's Brooches

Women's Brooches

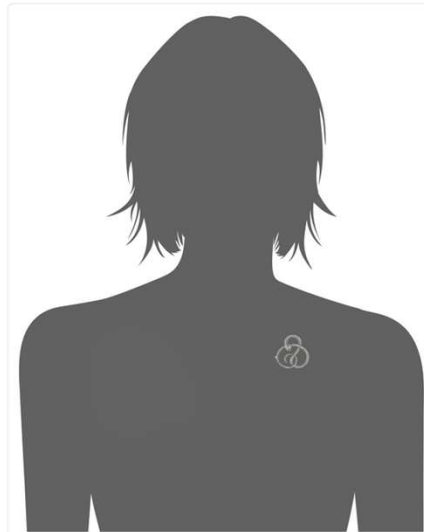
Brooches / Lapel Pins

[Detail Page](#)



MAIN

Women's Brooch



PT05

Scale



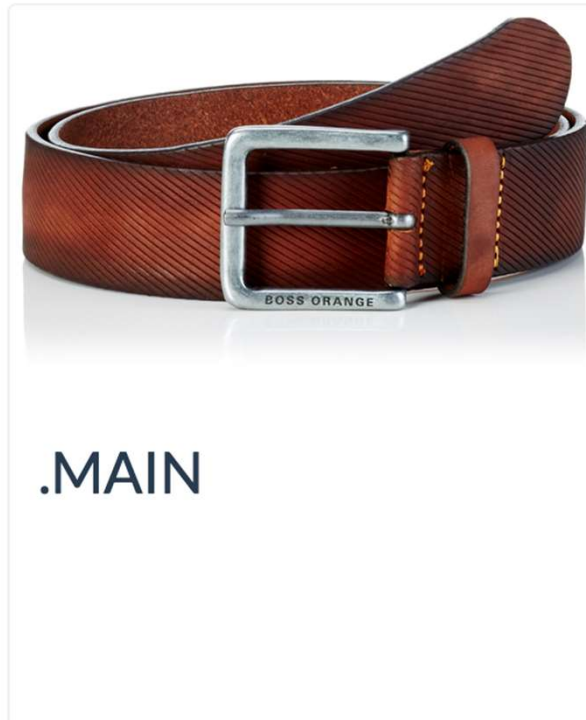
PT08

Box / Packaging

Men's Belt - Standard

Standard Men's

Belt is coiled 2x with the end facing the right.



.MAIN

Men's Belt - Reversible

Reversible Men's



.MAIN



.PT01

Men's Belt – Removable Buckle

Removable Buckle Men's



Women's Belt - Standard

Standard Women's

Belt is coiled 2x with the end facing the left.



Women's Belt - Reversible

Reversible Women's



.MAIN



.PT01

Tassel Belt

Tassel Belts

Image tassel-style belts atop a plexi riser to allow the tie to cascade.



Men's Belt – Non-Repeating Pattern

Belt with Non-Repeating Pattern Men's

.MAIN- Image as directed for 'Standard Men's' Belt

.PT01- Image belt with buckle on bottom left, aligned with end of belt to the right.



.MAIN



.PT01

Adaptive Velcro Belts

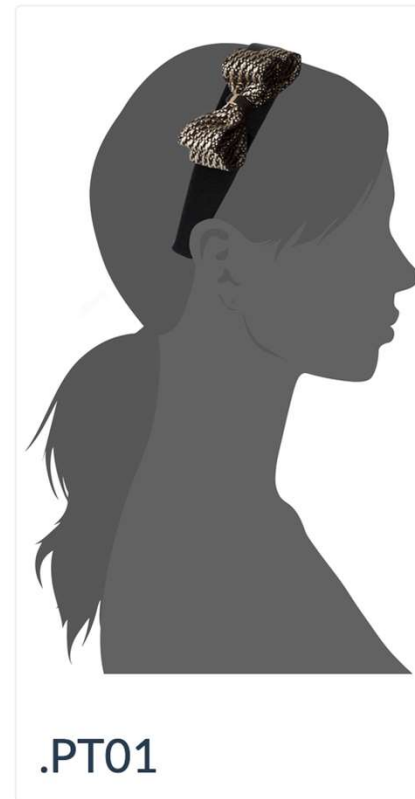
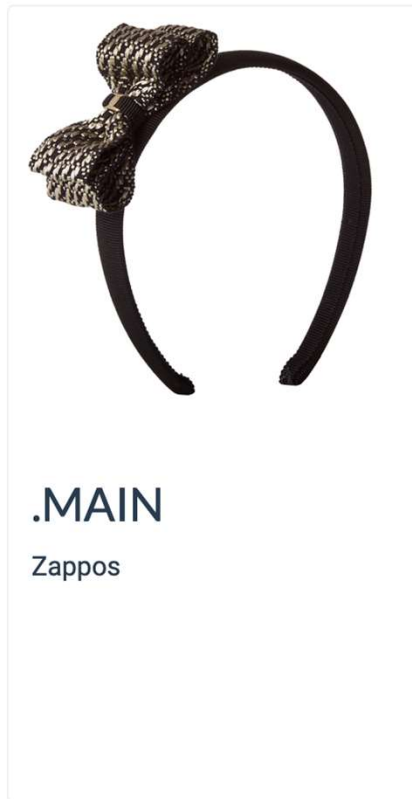
Adaptive Velcro Belts



MAIN

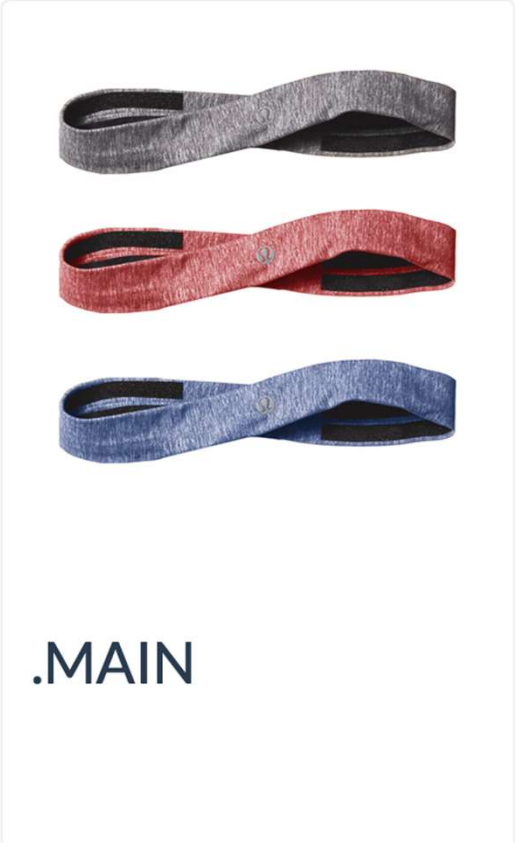
Hard Headband

ZAPPOS: Hard Headband



Soft Headband Multipack

Soft headband multipack



Soft/Knit Headbands

ZAPPOS: Soft/Knit Headbands



.MAIN

Zappos



.BACK

Zappos



.PT09

Zappos

Elastic Headbands

ZAPPOS: Elastic Headbands

Arrange in a "figure-eight" to show underside detail and emphasize elasticity.



.MAIN

Zappos



.PT09

Zappos only

Hair Clips

Hair Clips

Clip-Closure



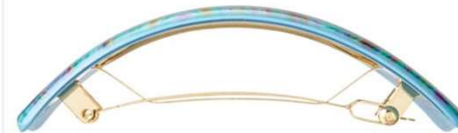
.MAIN

Back of Hair Clip



.PT01

Back of Hair Clip

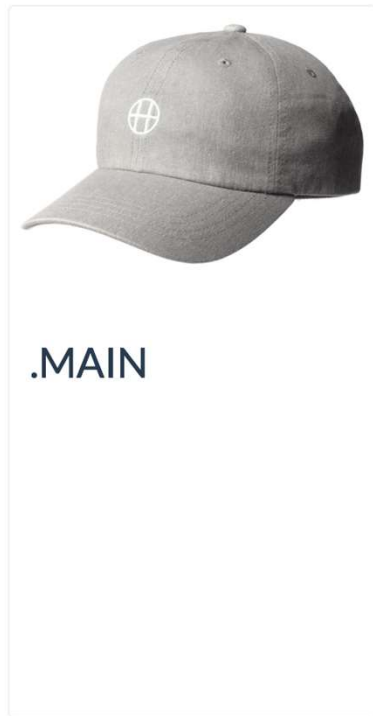


.PT02

Image Clip Profile

Billed Hat

Billed Hat



Fedora

Fedora



.MAIN



.BACK



.PT01

Newsboy Cap

Newsboy Cap



.MAIN



.BACK



.PT01

Standard Beanie/Skullie

Standard Beanie/Skullie

If there are additional features on the back of the hat, continue on with a .BACK image.



Slouchy Beanie

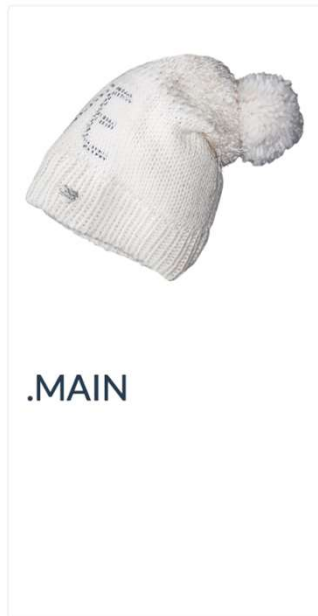
Slouchy Beanie

Should a beanie exceed 11" [excluding pom-pom], image as "slouchy". Beanies with more than one pom-pom should not receive a slouchy treatment.

Image a .PT01 with the hat flat to show pertinent design details if necessary.

Use the shoulder-angle tool to achieve the proper angle placement.

If there are additional features on the back of the hat, continue on with a .BACK image.



Sunhat (Large Brimmed Hats)

Sunhat (large brimmed hats)

Imaging guidelines apply to all hats where the brim is at least 4" wide. Product will be elevated from the table's surface to show the movement of the brim. Should the hat exceed 17" in diameter, please route ASIN to be imaged on a Tabletop set [do not run through AIS].



.MAIN



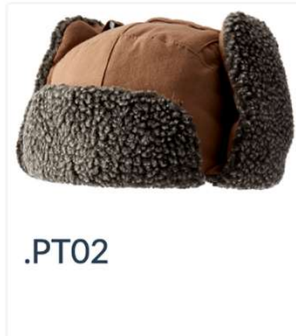
.BACK



PT01

Structured Trapper Hat

Structured Trapper Hat



Billed Beanies

Billed Beanies

Most billed beanies should be able to be imaged flat and in profile as shown. Use the flats shoulder angle tool to achieve the desired angle.

Should the bill be too stiff to image in this manner, image on tabletop. Details soon to follow.



Beanie Sets

Beanie Sets

For multi-packs of beanies, arrange stair-stepped downward with 2" vertical spacing from the crown and half-way over the product.



Berets: Structured and Knit

Berets: Structured and Knit

Use the shoulder angle tool to establish the standardized angle.

For both structured and knit berets, please use the plastic hat form to achieve shape.

Any adjustable internal sizing strings in berets are to be tucked so that the string is not visible in the image



Facemasks/Balaclavas

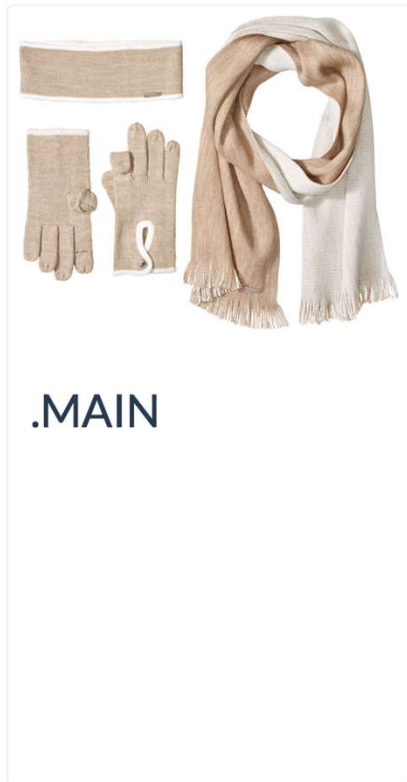
Facemasks/Balaclavas

Allow balaclava to face left, styled flat.



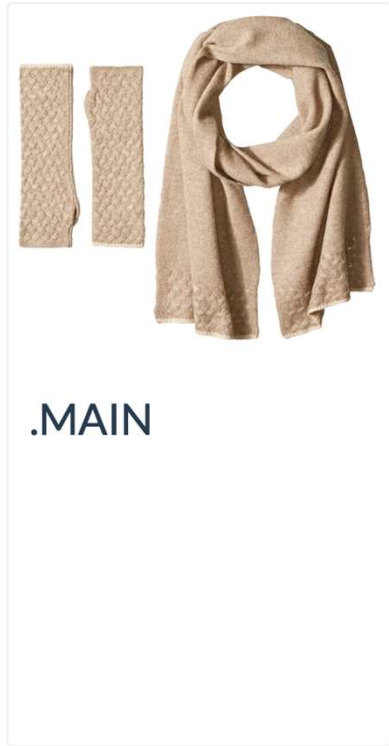
Headwear/Glove/Scarf

Headwear/Glove/Scarf



Scarf/Glove

Scarf/Glove



Headwear/Infinity Scarf

Headwear/Scarf



Headwear/Standard Scarf

Headwear/Scarf



Headwear/Gloves

Headwear/Gloves



Scarf - Standard

Standard



Scarf – All Over Design/Graphic

All Over Design/Graphic

This scarf will feature a completely open shot for the .PT01 to display the entire design printed on the scarf.



Scarf – Unique Shape

Unique Shape



.PT01

The PT01 for uniquely shaped scarves should be styled in a way to feature the shape.



Scarf - Infinity

Infinity



.MAIN



.PT01



Suspenders

Suspenders



.MAIN

Necktie

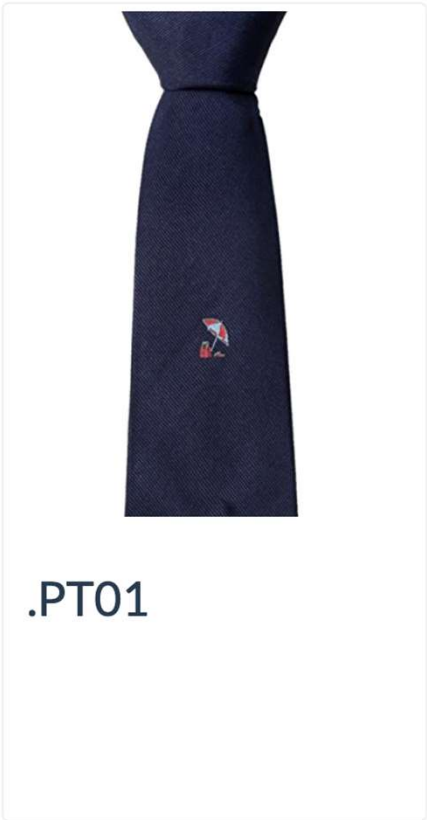
Necktie



Tie with Detail

Tie with detail

For ties with a detail hidden when rolled for .MAIN



Untied Bow Tie

Untied Bow tie



.MAIN



.PT01

Pretied Bow Tie

Pretied Bow tie



.MAIN

Tie and Pocket Square

Tie and Pocket Square



Tie with Pocket Square

Tie with pocket square: PT01



Bow Tie with Pocket Square

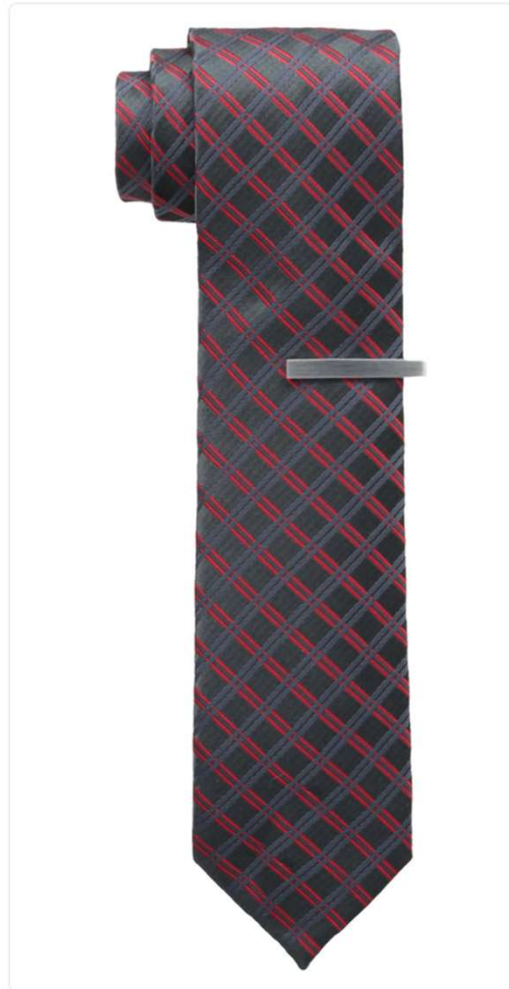
Bow tie with pocket square



.MAIN

Tie with Tie Clip

Tie with tie clip



Tie and Pocket Square Set

Tie and pocket square set

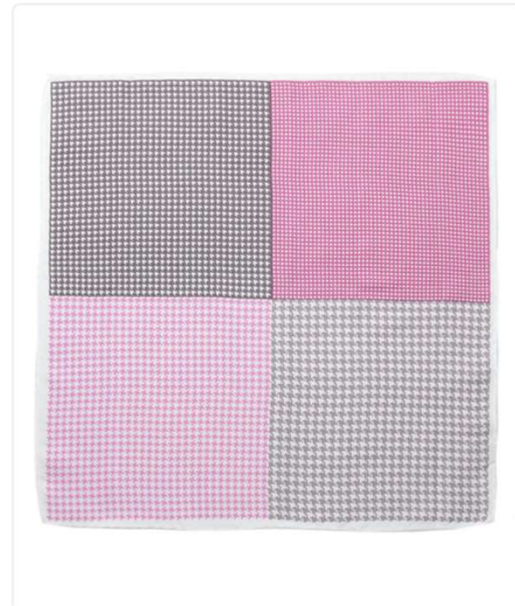


Tie Multipack

Tie multipack



Pocket Square



Umbrella

Umbrella



.MAIN

Straight into the side of the umbrella. Curved handles angle up unless it is a character umbrella. In that case, orient according to graphic.



.PT01

Straight into the top of the umbrella.



.PT02

Closed with product angled at 140 Degrees

Headphones

Headphones



MAIN



PT02



PT03



PT05

Additional Feature
(Swivel/Collapsing)



PT12

Earphones

Earphones



MAIN



PT01