

## Do & Don't Packshot

To benefit from a good visibility on the exhibitor search online, it is essential to show to the buyers optimum pictures. In order to help you taking your packshot, please find below our tips:

### DO NOT FORGET:

- We recommend photos to be in 1920 \* 1080 px format
- Please upload your pictures in .jpg format

### Model

Your products will always be more attractive to buyers if you use a model or a mannequin to wear them.



### Be creative

If you use a model, try to add an artistic touch to your pictures!



## Packshot background



NO



YES



Make sure that the packshot background is white with enough light (do not lay the garment on the floor for example).



NO



YES

Again, make sure the background is clean, and prefer a white and plain color background. It's important to pay attention to the details (background, label ...).

## Contextualize your packshot

You can also add the original stylist draws, or display the garment from different angles in the same picture:



潍坊玉庆进出口有限公司  
WEIFANG YUQING IMP.&EXP.CO.,LTD

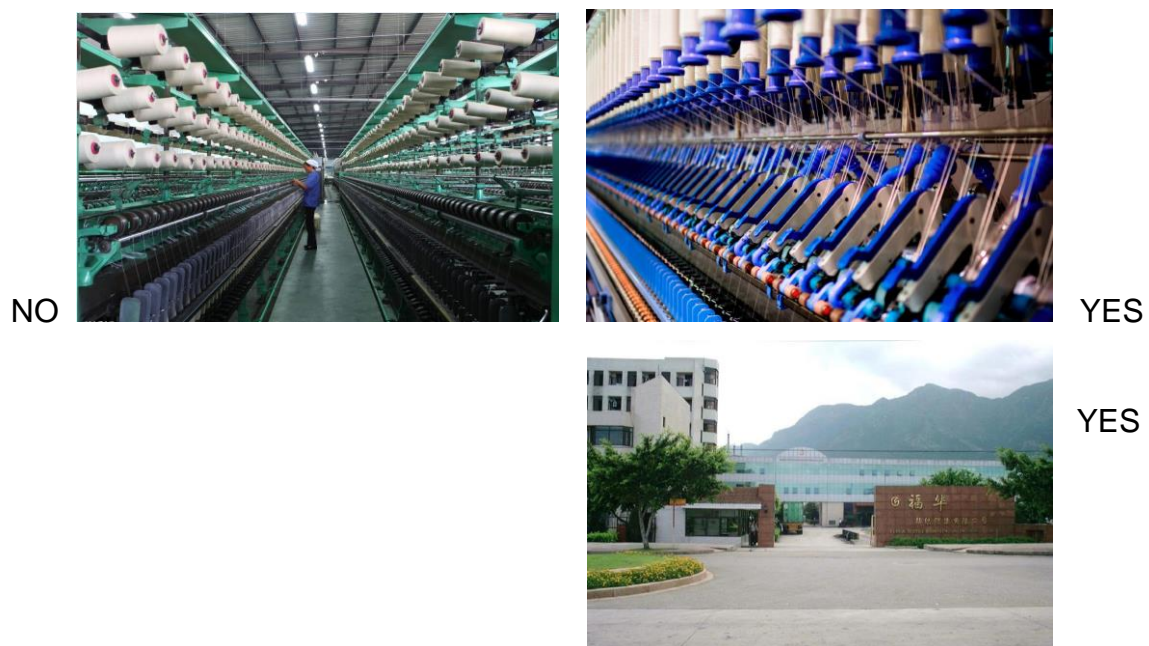
**STYLE: 1833**  
LADY DOWN COAT  
SHELL FABRIC: 95%NYLON5%POLYESTER TWO TONE  
SHELL FABRIC WEIGHT: 38GSM  
LINING: 100%POLYESTER 300T  
FILLING: 80/20 WHITE DUCK DOWN  
DECORATION: FAKE FUR  
RIB CUFF

## Mosaics



The more pictures you have the better for buyers.  
Nevertheless, do not put your pictures in mosaics, if you want to show several products, place them all on the same picture.

## Factories / Production sites



If you want to use factories' pictures, please do not show workers and take pictures of your most innovative machines!