

Criteria for product pictures on Fabrique 1840

You have the option of submitting your own photos or doing business with our in-house photography service. Pricing will be supplied to you on request.

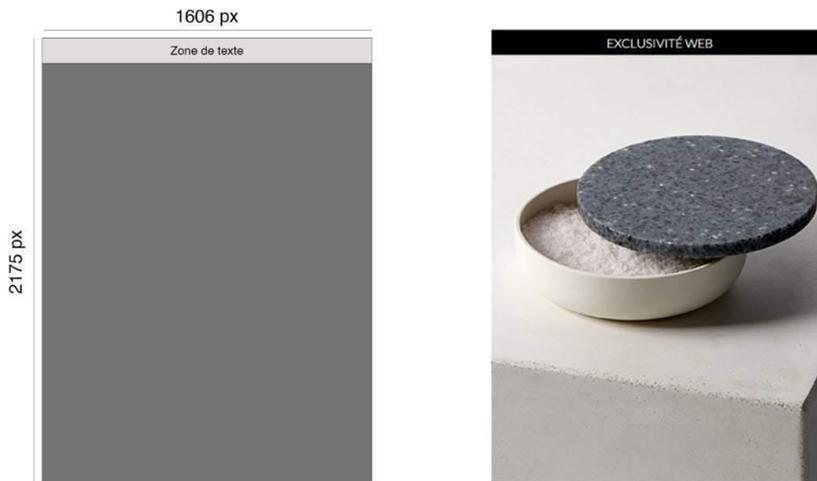
If you decide to supply your own images, please be aware that we will only accept them if they meet our requirements.

The Web platform used by Fabrique 1840 can contain a maximum of 3 images per product.

In cases where an item comes in multiple colors or materials, each of the variants will be considered as a product in and of itself to be photographed individually.

Technical Specifications

- **Type of file:** JPEG
- **ICC Profile:** SRGB
- **Size:** 1606 px (wide) X 2175 px (high) rectangle
- **Orientation:** verticale



The native resolution must be at least 1606 px X 2175 px once centered, without pixel interpolation.

Features of the Web Platform View

Main photo

The subject must be able to be clearly identified at first glance. The object must be understandable, and the photo must contain as much information as possible.

Objects that are sold individually must be photographed on their own. This goes for sets as well: all the items must be visible in the same photo.

It should be noted that this image will be found in many galleries and that, consequently, it must respect a certain aesthetic uniformity. The image must encourage the customer to go to the product description and make them want to find out more.

We don't accept monochrome photos (black and white, sepia, etc.) for this view.

Secondary and tertiary photos

These complementary photos can serve, as needed, to highlight different features of the product or add information that was omitted in the main photo.

Suggestions :

- A close-up in order to highlight the material and quality of the design.
- A technical photo serving as a reference for the dimensions.
- A photo in context in order to inspire the customer.
- A photo of a collection or set of similar products in order to encourage cross-selling.
- A photo that presents a different way to use the product.

If all of the object's properties have been presented in the first two shots, you can add a third photo that's a bit more creative. However, we will maintain the right to refuse it if we feel that it doesn't correspond with Simons' philosophy or aesthetic vision.

Quality of the Image

In order to respect our visual standards:

- No photos taken with a cellphone will be accepted.
- The focus must be on the product and the depth of field must cover the essentials of the subject. If there are blurry areas, they must be controlled so as not to affect the understanding of the item.



Focus in the wrong area

Appropriate focus

- An adequate white balance is required. It's necessary that the color of the image represents the true color of the product. Pay particular attention to the different color temperatures from various lighting in the same photo (daylight, tungsten, neon, etc.).



Bad white balance

Good white balance

Different colour temperatures

- We'll favor lighting that has one main light source. Avoid multiple shadows that go in opposing directions. The direction of the lighting is generally more aesthetically pleasing when the light comes from the top down.



**Two sources of light
in opposing direction**

**One main source of
light**

- Too much digital noise, whether voluntary or not, will not be accepted in the main photo. Because lowlight photos require the use of a high ISO, they don't provide a sufficient image quality. Therefore, the product's appearance is altered.
- A macro lens is necessary for photographing very small objects.



Image that's too grainy

Aesthetic Criteria

Here are some criteria that will guide our analysis during the approval process of your photos:

- In case the object will be cut out, keep a shadow or natural reflection so that the item doesn't appear to be floating in the image.



Natural shadow



Without shadow

- In case the original background will be kept, make sure that it is clean, free from dust, and well exposed. Avoid textures and colors that are too distracting and that draw attention away from the subject.



Dirty and damaged background



Underexposed



Poor choice of background for the object

- The object must be clean. Make sure that it is free of dust, that there are no fingerprints, etc.
- Carefully position the object in order to display it at its best angle.
- Have a nice image composition. Take into consideration that the image is vertical when positioning elements.
- Choose an appropriate camera view.
- The choice to include decor in the image must be with the goal of highlighting the object.



Horizontal composition less appropriate for vertical framing.

The placement of the object highlights the box more than the

Photo on a Living Model

When the object is photographed on a living model, certain details must be considered.

A flawless manicure as well as neat and professional hair and makeup are advised. We expect clean clothing that's free of animal fur, dandruff, dust, lint, and unwanted wrinkles. Pimples, wounds, and other blemishes must be retouched. Pay careful attention to stretch marks, varicose veins, cellulite, ingrown hairs, etc. A uniform skin tone without tan lines is greatly appreciated.

Note that beauty marks, freckles, wrinkles, tattoos, piercings, and some scars are not considered to be imperfections. These distinctive features are often part of the charm of a person and give the image a unique character.

Ensure that the item takes up enough space in the image. Jewelry and fashion accessories are among the categories in which we have recorded the highest number of returns. One of the main reasons for these returns is the lack of understanding of the size of the object. We strongly suggest that you provide a supplementary photo that will act as a reference for when the object is worn.

The photographer's point of view and focal length should be carefully chosen in order to highlight the proportions of the model.

The framing must be aesthetically pleasing and create a harmonious composition. In the case of very tiny items that requires you to zoom in, be sure to keep a minimum of anatomy in the frame.

Here is a gallery of images that meet the [company's aesthetic vision.](#)

