



REI PRODUCT PHOTOGRAPHY VENDOR STYLE GUIDE

APPAREL

09/24/2019

QUICK LINKS

IN THIS DOCUMENT

TOPS

[Image: Tops Styling](#)

[Image: Tops Shot List](#)

[Images: Tops w/ Graphic](#)

[Images: Tops](#)

[Images: Tops w/ Rolled Sleeves](#)

[Images: Cycle Tops](#)

[Images: Outerwear Tops](#)

BOTTOMS

[Image: Bottoms Styling](#)

[Image: Bottoms Shot List](#)

[Images: Convertible Pants](#)

[Images: Bottoms](#)

[Images: Bike Bottoms](#)

UNDERWEAR

[Images: Underwear Bottoms](#)

[Images: Underwear Tops](#)

SWIM

[Images: One Piece Swimwear](#)

[Images: Two Piece Swimwear](#)

[Images: WetSuit](#)

GENERAL

[Images: Special Features](#)

[Images: Lifestyle](#)

[Images: Studio Setup](#)

[Shadow: Fill Ratio](#)

OTHER HELPFUL GUIDES

[Submitting Content](#)

[Image File Requirements](#)

[Product Info Guide](#)

[Video Submission Guide](#)



TOPS



IMAGE : STYLING

- The look is organic and loose. Less stuffing, with movement that gives the garment "energy," showing texture and weight of fabric.
- Shoulders should be level and the outline of garment should remain true to the construction of the garment.
- Neck size should be proportionate to garment.
- Show returns as they naturally lay. Do not force them.
- Clean lint and debris from fabric.
- **Arms** styled straight down with a slight natural bend at the elbow. No strong articulations, do not put arms behind the garment.
- **Button shirts:** Unbutton one button from the top
- **Soft fabric hoods (with no structure)** are styled down, tucked behind the garment, showing a little of the top peaking up from behind.
- **Technical hoods (and hoods with structure)** are styled up to look as it would if someone was wearing it.
- **Back shot:** If there is a design on back of a top that you cannot see from the front shot, do a back shot to show this design.



IMAGE : SHOT LIST

Always Shoot:

1. Front Shot
2. Swatch Shot

Shoot As Needed:

1. Back Shot:
 - Shoot when there is a graphic on the back of the shirt
 - Shoot when there is a detail that is technical or functional that cannot be seen from the Front Shot.
2. Detail Shot:
 - Shoot when there is a technical or functional detail (ie: the liner of a 3-in-1 Jacket).



IMAGES : **TOPS W/ GRAPHIC**

Laydown front



Laydown back



IMAGES : TOPS

Laydown



Top with hood
Laydown



IMAGES : **TOPS W/ ROLLED SLEEVES**

Laydown



Additional feature: rolled sleeves



IMAGES : CYCLE TOPS

Cycle Jersey: Laydown front



Cycle Jersey: Laydown back



IMAGES : OUTERWEAR TOPS

Vest: Laydown



Rain jacket: Laydown



IMAGES : OUTERWEAR TOPS

Hoodies: Laydown



Windbreaker: Laydown



IMAGES : OUTERWEAR TOPS

Fleece: Laydown



Puffy: Laydown



IMAGES : OUTERWEAR TOPS

Shell w/ Liner: Laydown



Liner jacket: Laydown



Swatch



BOTTOMS



IMAGE : STYLING

- The look is organic and loose. Less styling, with movement that gives the garment "energy," showing texture and weight of fabric.
- Waistbands are styled horizontally straight and the outline of garment should remain true to the construction of the garment.
- Show returns as they naturally lie. Do not force them.
- **Men's bottoms:** Style without hips. Waistband and hips should stay in line
- **Women's bottoms:** Style with hips. Waist band should be styled slightly narrower than hips to allude to a feminine form.
- **Fitness and bike bottoms:** **STYLED FLAT** not on form. Show liners as a detail shot when they are removable .
- **Base layer bottoms:** Styled in a "V-Fold" with the front facing left, unless branding dictates otherwise.
- **Swim:** If item is reversible, style to show the design on the reverse side in the return(s). If there is a design or way to tie in the back that cannot be seen from the front shot, do a back shot to show that detail.



IMAGE : SHOT LIST

Always Shoot:

1. Front Shot
2. Swatch Shot

Shoot As Needed:

1. Back Shot:
 - Shoot when there is a detail that is technical or functional that cannot be seen from the Front Shot.
2. Detail Shot:
 - Shoot when there is a technical or functional detail (ie: The shorts conversion of convertible pants).



IMAGES : CONVERTIBLE PANTS

Laydown



Detail: Laydown, legging removed



IMAGES : **BOTTOMS**

Shorts: Laydown



Fitness pants: Laydown



IMAGES : **BOTTOMS**

Skirt: Laydown



Dress: Laydown



IMAGES : BIKE BOTTOMS

Cycle Bib: Laydown



Cycle Pants: Laydown



IMAGES : BIKE BOTTOMS

Cycle Shorts: Laydown



Cycle Liner: Laydown



IMAGES : UNDERWEAR BOTTOMS

Base Layer: Folded Laydown



Women's and Men's Underwear: Laydown



IMAGES : UNDERWEAR TOPS

Sports Bra: Laydown front



Sports Bra: Laydown back



Camisole: Laydown



IMAGES: ONE PIECE SWIMWEAR

Laydown front



Laydown back



IMAGES : TWO PIECE SWIMWEAR

Bikini Top: Laydown front



Bikini Bottom: Laydown



IMAGES : WETSUIT

Wetsuit: Laydown front



IMAGES : SPECIAL FEATURES

PLEASE MAKE SURE TO SHOW TECHNICAL FEATURES/ADDITIONAL ACCESSORIES.



IMAGES : SPECIAL FEATURES

PLEASE MAKE SURE TO SHOW TECHNICAL FEATURES/ADDITIONAL ACCESSORIES.



IMAGES : LIFESTYLE

Please include lifestyle images.



Confidential

[Return to Category Selection](#)

[Image File Requirements](#)

[Delivery Instructions](#)

IMAGES : LIFESTYLE

Please include lifestyle images.



[Return to Category Selection](#)

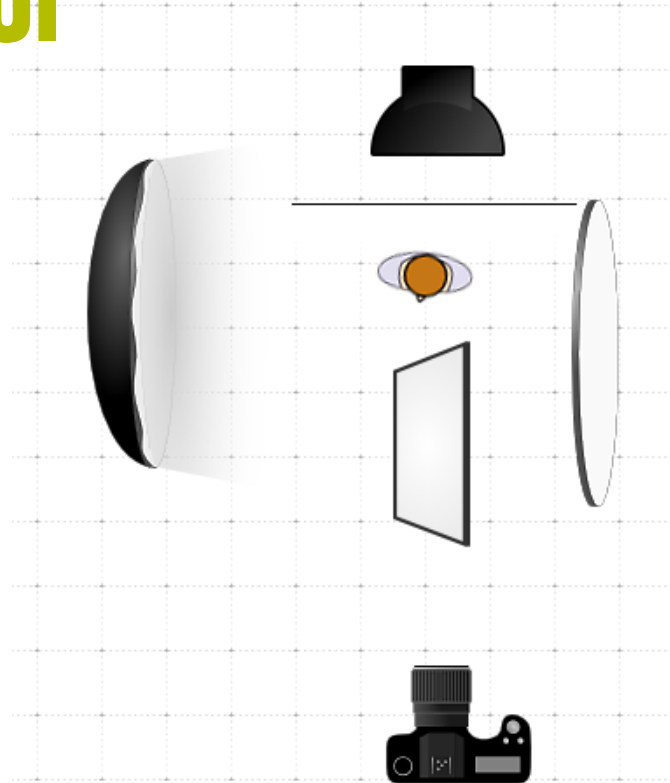


[Image File Requirements](#)

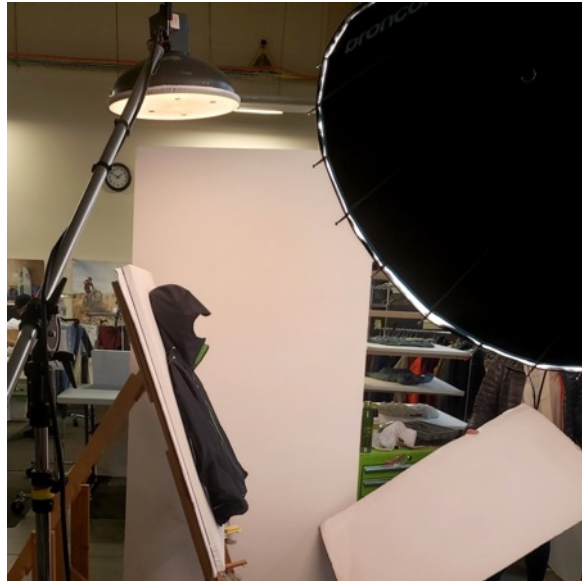
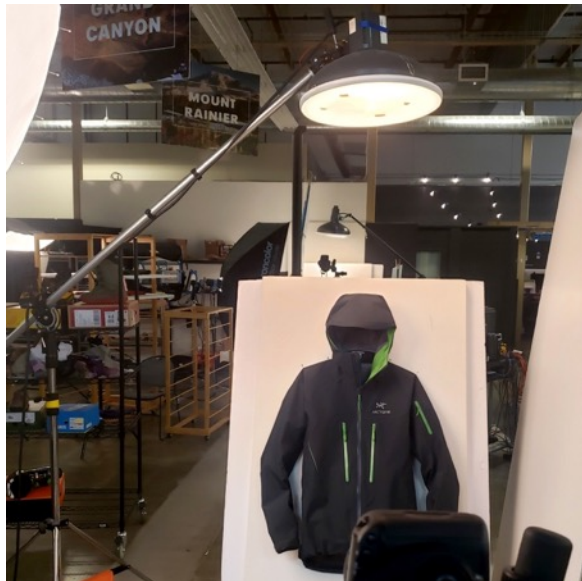
[Delivery Instructions](#)

IMAGES : STUDIO SETUP

- Camera angle parallel to the clothing board.
- PARA 133 LIGHT.
- Beauty dish overhead .
- F 16 1/160 speed
- Two fill cards, one to the side and another in the front of the set. The distance of the cards should adjust according to the amount of fill the product needs.



IMAGES : STUDIO SETUP



SHADOW : FILL RATIO

