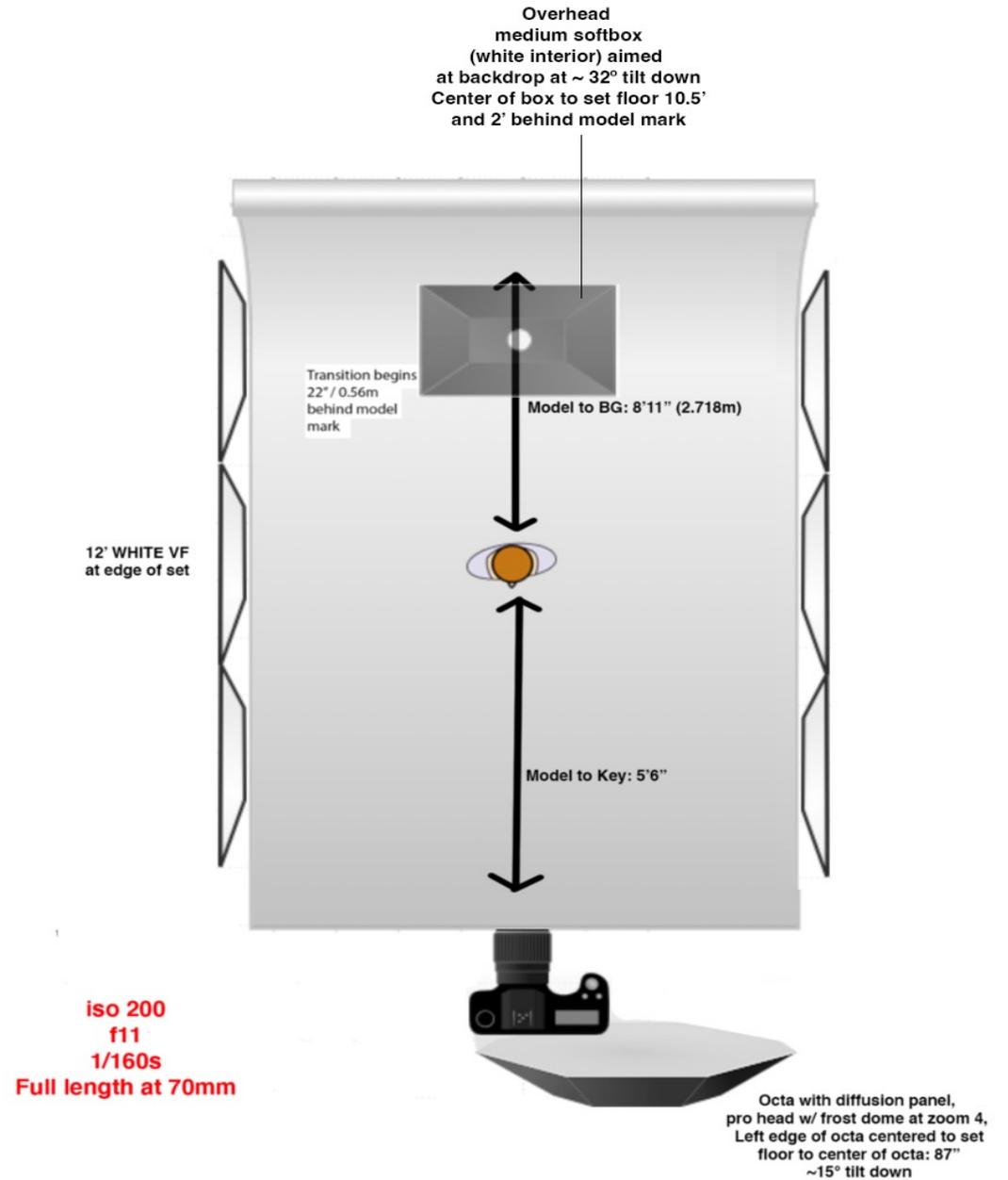


# BERGDORF GOODMAN

## Photography Guide

# Image Specifications

- Images must be full frame with one-inch border
- Size: 4480px by 6720px
- Resolution: 300dpi
- File format: TIFF
- TIFF Compression: 8-bit LZW file
- All images are shot on white, the warm background tone is added in post-production



# RTW On-Fig Ghost Procedure



Shoot RTW item  
on model  
straight to camera



Shoot item again on a wire  
hanger making sure that  
label is centered and visible



Composite images and  
perform final retouch to  
produce end result

# BG Posing Examples



Styling Notes: Please keep styling pieces minimal, nondescript, and relatable. Reference above for examples.

# Dresses



m



a



b



c



z

# Skirts



m



a



b



c



z

# Pants



m



a



b



c



z

# Shorts



m



a



b



c



z

# Jeans



m



a



b



c



z

# Tops



m



a



b



c



z

# Coats



m



a



b



c



z

# Jackets



m



a



b



c



z

# Shawls



m



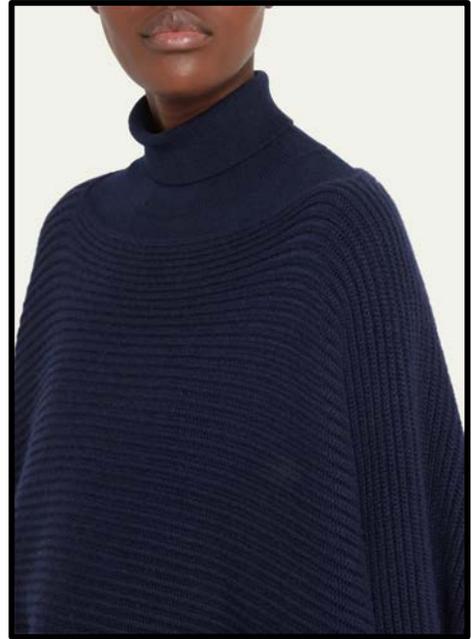
a



b



c



z

# Women's Intimates



m



a



b



z

# Women's Swim



m



a



b



z

# Women's Swim Separate's



m



a



b



z

# Men's Suits



m



a



b



c



z

# Men's Sports Coats



m



a



b



c



z

# Men's Jackets



m



a



b



c



z

# Men's Tops



m



a



b



c



z

# Men's Pants



m



a



b



c



z

# Men's Jeans



m



a



b



c



z

# Men's Shorts



m



a



b



c



z

# Men's Pajama



m



a



b



c



z

# Men's Underwear/Swim



m



a



b



c

# Kids



m



a



b

# Handbags



m



a



b



c



z

# Backpacks



m



a



b



c



z

# Shoes



m



a



b



c



z

# Belts



m



a



m



a

# Hats



m



a

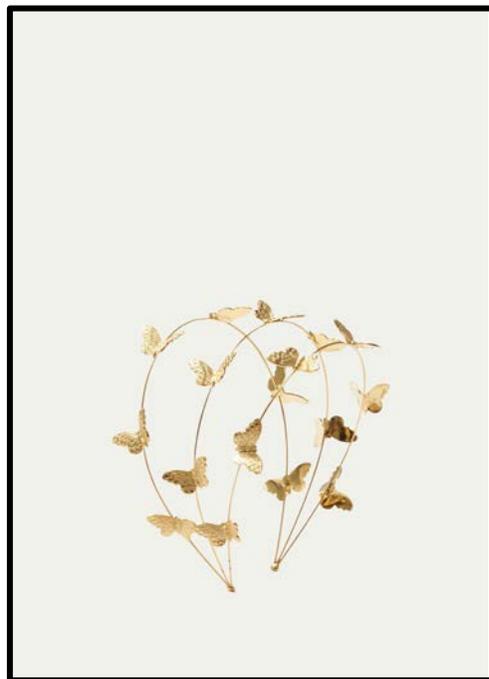


m



a

# Hair Accessories



m



m



a

# Men's Ties



m



m



m

# Gloves



m



m

# Women's Scarves



m



a



b



c

# Wallets



m



a

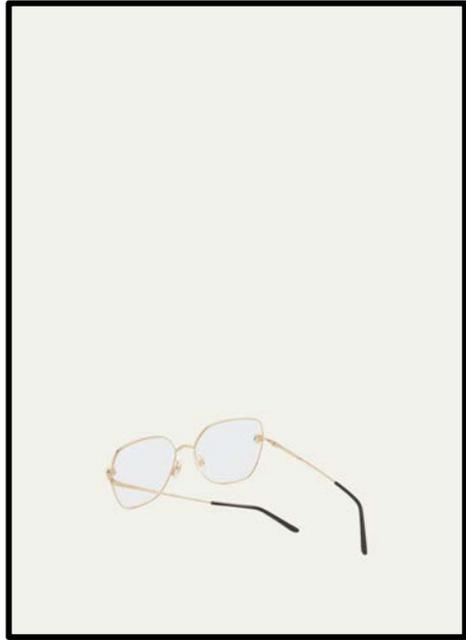


b

# Sunglasses



m



a



b



c



z

# Necklaces



m



a



b



c

# Bracelets



m



a



b



c

# Earrings



m



a



b



c

# Rings



m



a



b



c

# Watches



m



a



b



c

# Cufflinks



m



a



b



c