

Neiman Marcus

Photography Guide

Vendor Photography Technical Requirements

Image Specifications

Minimum Size:

1200 Pixels x 1500 Pixels

4" x 5" Vertical Format

300 ppi/dpi

RGB preferred

JPG or TIF files are acceptable.

Submitted tiff files must be flattened, with alpha channels removed. Must be 25 Mb or less per file, with an "8-bit LZW compression" format applied.

Preferred Size:

2400 Pixels x 3000 Pixels

8" x 10" Vertical Format

300 ppi/dpi

8-bit LZW compression

Video File Specifications

Option 1: Sell videos on the PDP:

1080 x 1350 vertical crop

.mp4 format

H.264 compression

4x5 Ratio 100mb max file size

Naming Convention follows standard VPI naming convention, starting with
the PIM ID #

color ID of 100000 is designated for video files being submitted to Production
the shot type of "v" for video

Example:

nm_1234567_100000_v.mp4

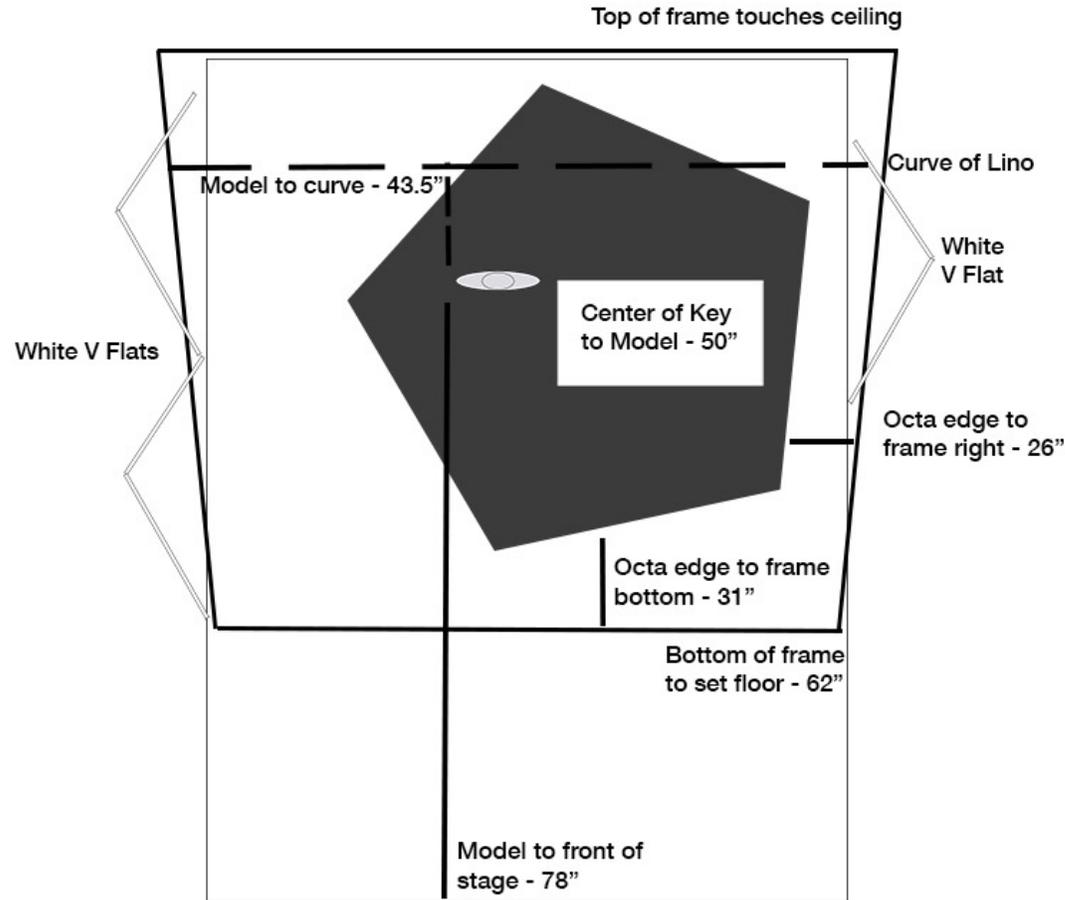
Option 2: Pop Up Videos

All video content should be in .mp4 format & H.264 compression with High Profile 4.1
AAC-LC stereo 48 kHz audio, with up to: 1080p resolution, 60 fps, & 160 Kbps audio bitrate
16:9 aspect ratio, preferred resolution 1920 x 1080px - minimum resolution 640 x 360px.

No file size limit

On-Model Lighting Diagram

- Images must be full frame with one-inch border
- Size: 4 x 5
- Resolution: 300dpi
- File format: TIFF
- TIFF Compression: 8-bit LZW file



*Obviously, diagram is NOT to scale



Meter Readings:
Key: f16

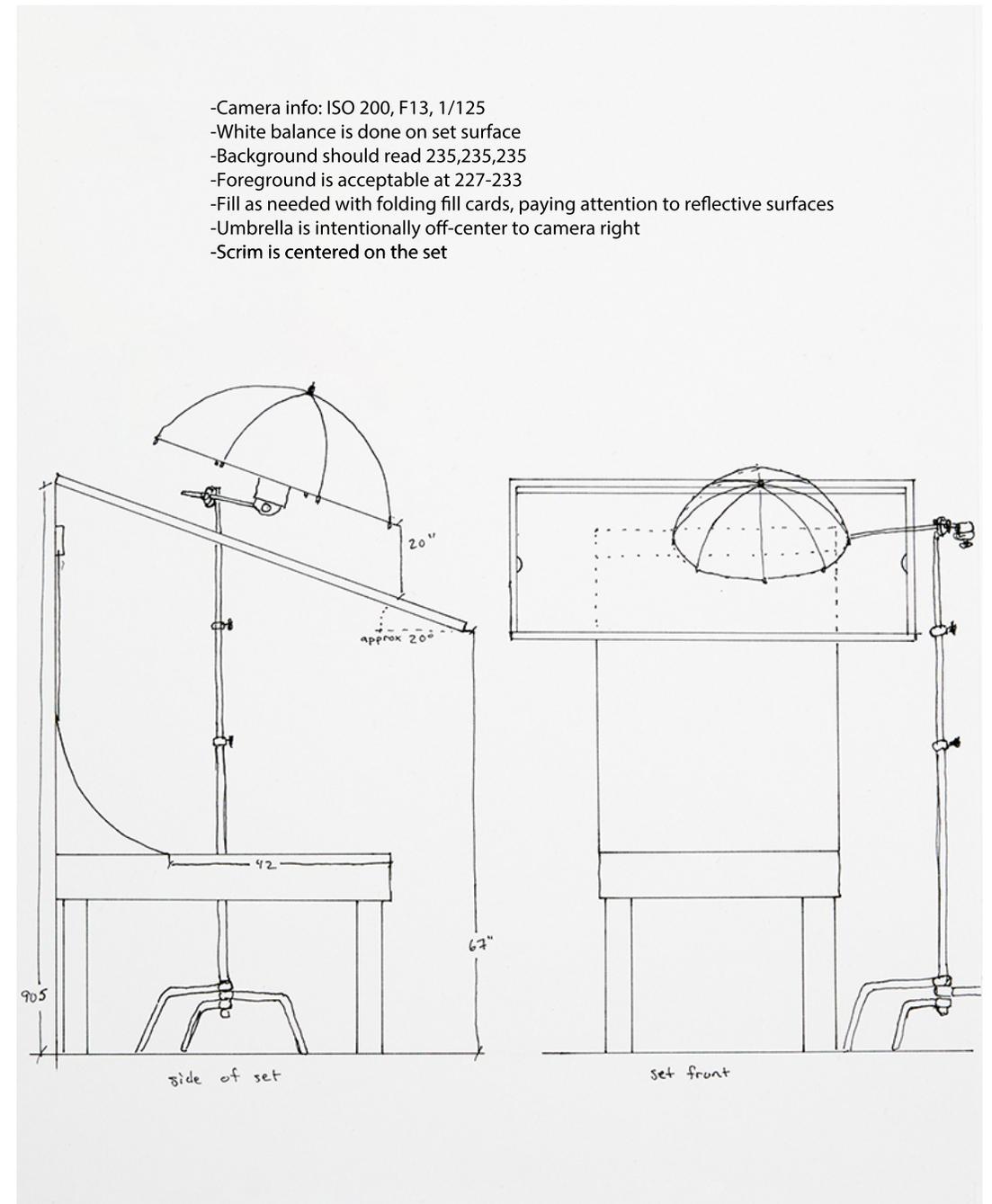
Camera settings
f11 1/160sec ISO200

Capture One settings:
Shadow Recovery +15

White Balance: Off background

Still Lighting Diagram

- Images must be full frame with one-inch border
- Size: 4 x 5
- Resolution: 300dpi
- File format: TIFF
- TIFF Compression: 8-bit LZW file



RTW On-Model 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

RTW On-Model Ghost PJ's and Suits



NAME_A



NAME_REF1_A



NAME_REF2_A

WOMENS POSING – FULL LENGTH

Notes: Should feel **balanced and natural**, not like a pose. No walking or sticking legs too far out. Should be able to see the front or $\frac{3}{4}$ view of the clothing.



POSING – EDITORIAL DETAIL

Note: Can be cropped or full, depending on what highlights fabric or garment details best.



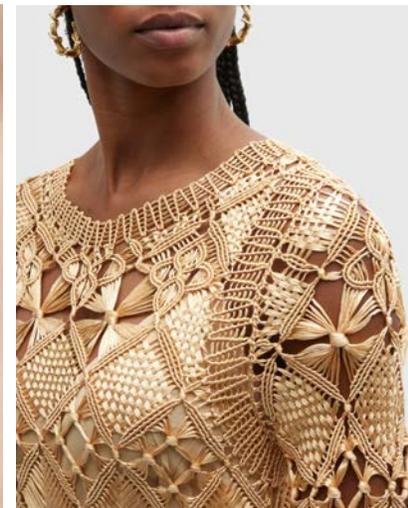
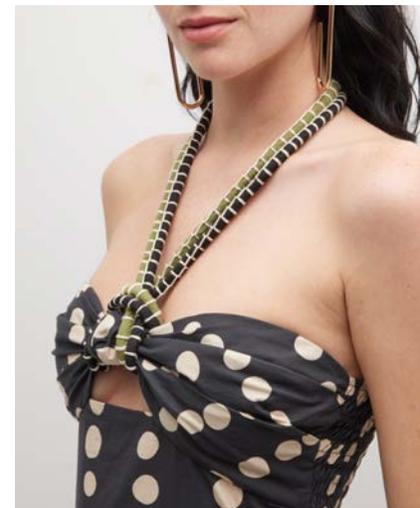
POSING – CROPS

Note: Should be able to see the front of the clothing but can be slightly more ¾ view to show details if necessary.



POSING – SUPER DETAIL

Notes: Should show details, function, or fabrication. Crop should **not** look like a swatch **unless** fabric has intricate detail. If you are featuring the neckline, please include model's face cropped below the nose. Cropping below the chin is not preferred. Please utilize negative space to show a little bit of backdrop color.



Dresses

■ = required
■ = highly preferred



m



a



b



c



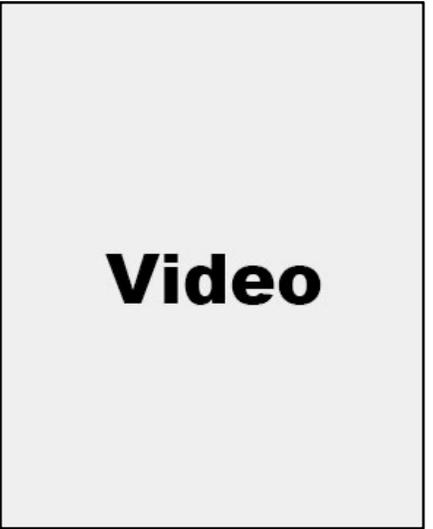
z



d



h



V (on-model)
Top Investment Only

Skirts

■ = required
■ = highly preferred



m



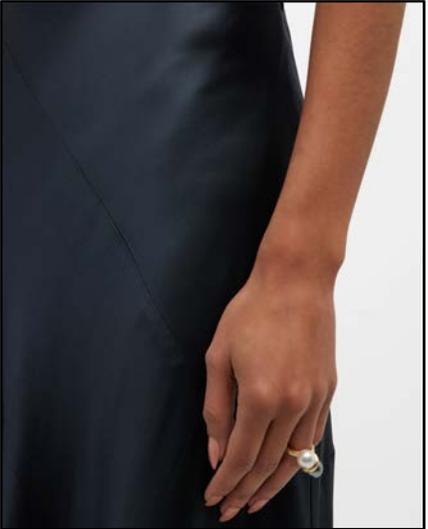
a



b



c



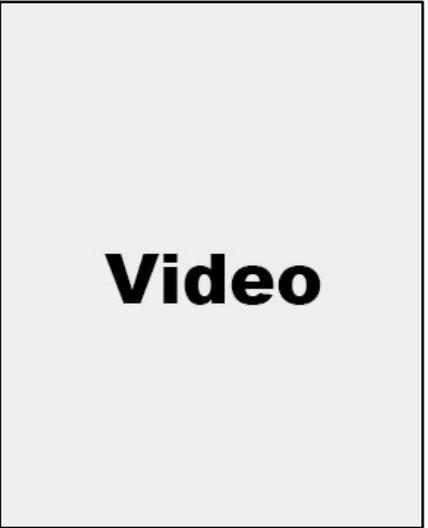
z



d



h



V (on-model)
Top Investment Only

Pants

■ = required
■ = highly preferred



m



a



b



c



z



d



h



V (on-model)
Top Investment Only

Shorts

 = required

 = highly preferred



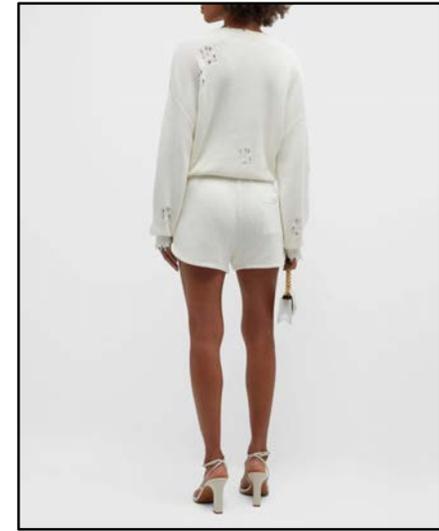
m



a



b



c



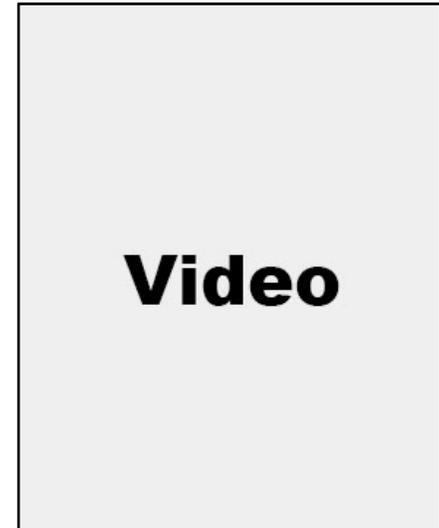
z



d



h



V (on-model)
Top Investment Only

Jeans

■ = required
■ = highly preferred



m



a



b



c



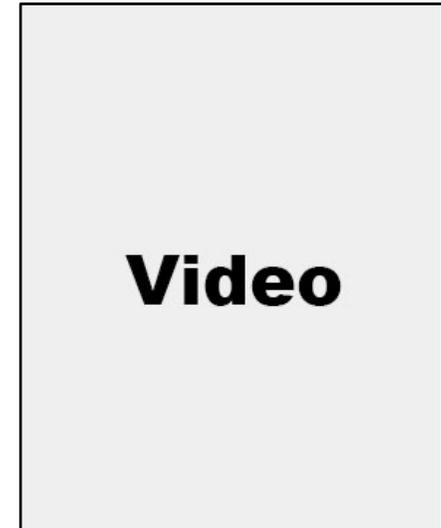
z



d



h



V (on-model)
Top Investment Only

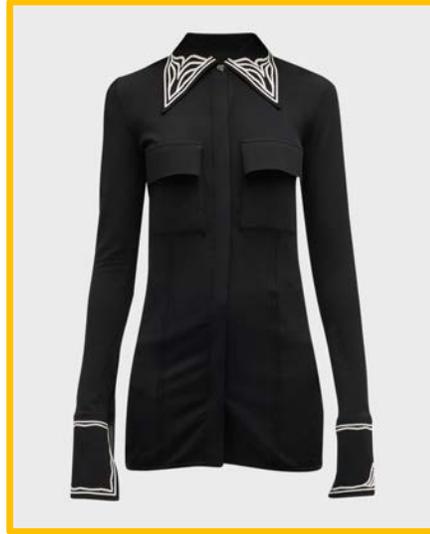
Tops

 = required

 = highly preferred



m



a



b



c



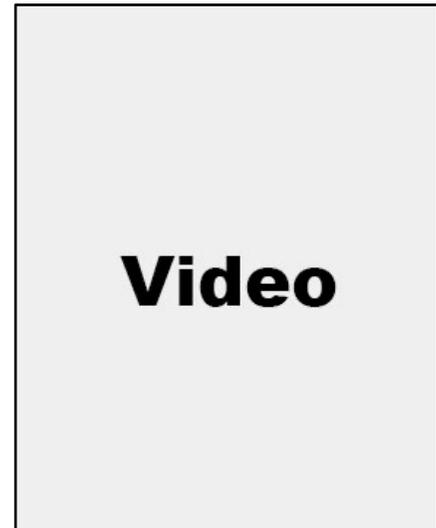
z



d



h



V (on-model)
Top Investment Only

Coats

 = required

 = highly preferred



m



a



b



c



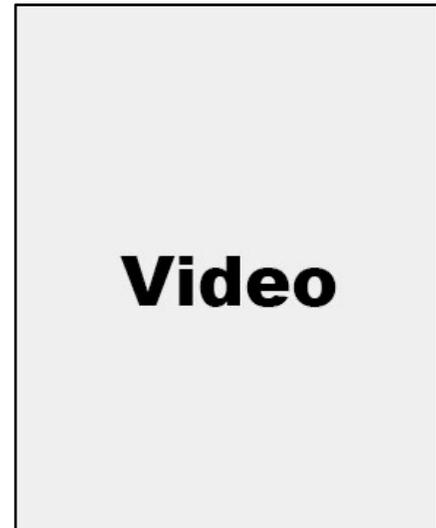
z



d



h



Video

V (on-model)
Top Investment Only

Jackets

 = required

 = highly preferred



m



a



b



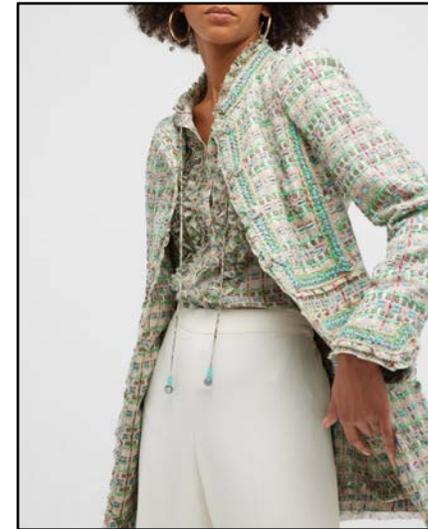
c



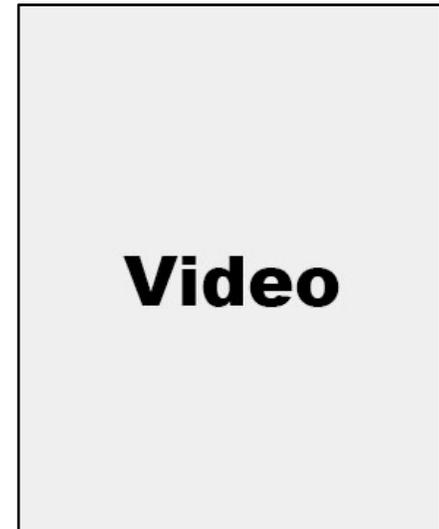
z



d



h



Video

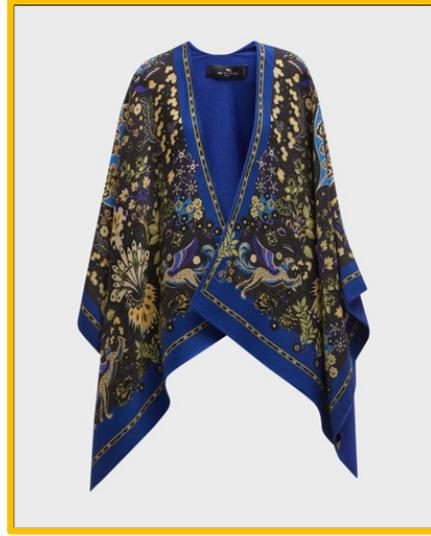
V (on-model)
Top Investment Only

Shawls

 = required
 = highly preferred



m



a



b



c



z



d



h

Active

 = required

 = highly preferred



m



a



b



c



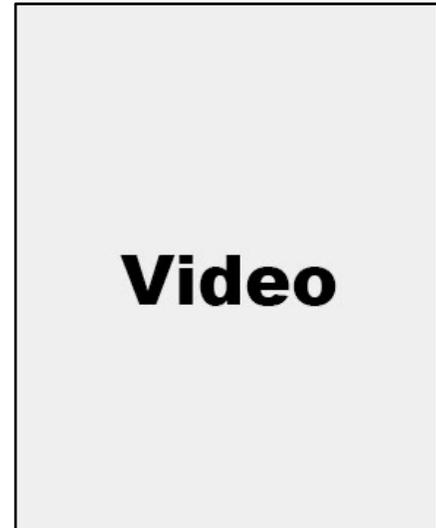
z



d



h



Video

V (on-model)
Top Investment Only

Bodysuits

 = required
 = highly preferred



m



a



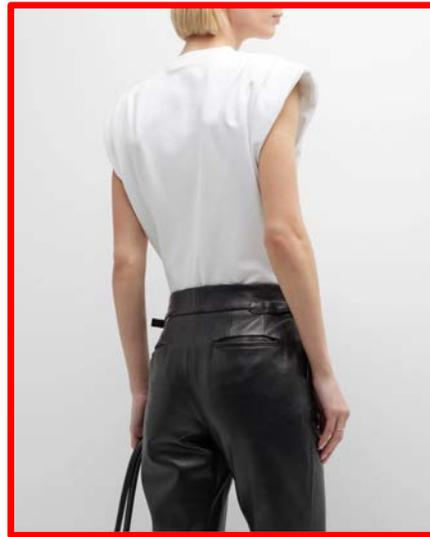
b



c



z



d



h

Pajamas

 = required
 = highly preferred



m



a



b



c



z



d

Robes

 = required
 = highly preferred



m



a



b



c



z



d

Dickeys

 = required

 = highly preferred



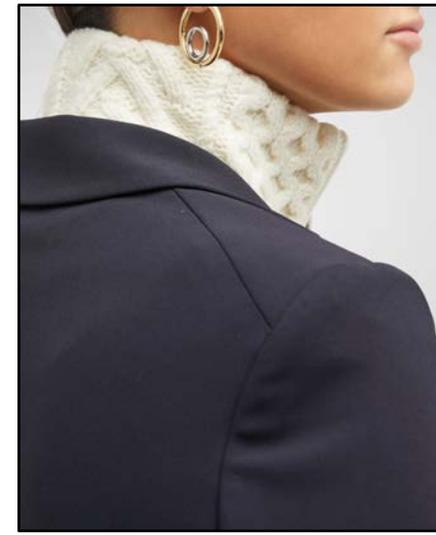
m



a



b



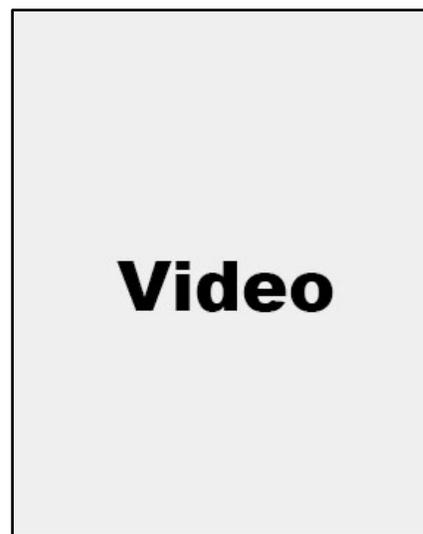
c



z



d



V (on-model)
Top Investment Only

Intimates Set

■ = required
■ = highly preferred



m



a



b



c



z



d

Intimates Matching Separates

■ = required
■ = highly preferred

Intimate Top



m



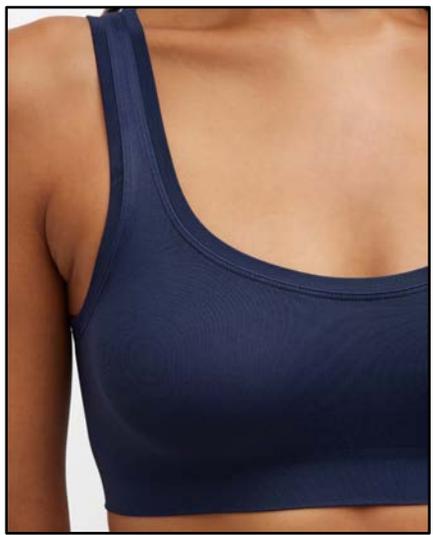
a



b



c



z

Intimate Bottom



m



a



b



c



z

Intimates Mismatching Separates

■ = required
■ = highly preferred

Intimate Top



m



a



b



c



z

Intimate Bottom



m



a



b



c



z

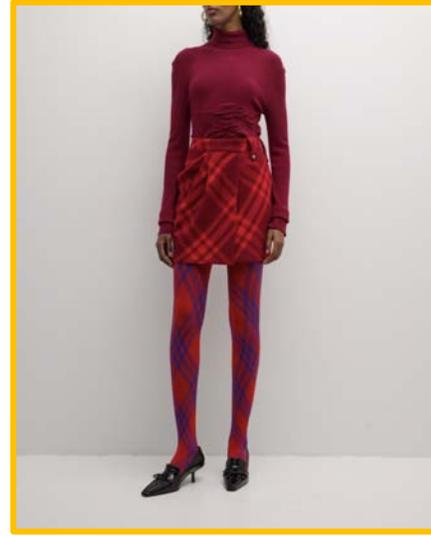
Tights

 = required
 = highly preferred

Tight as pant



m



a

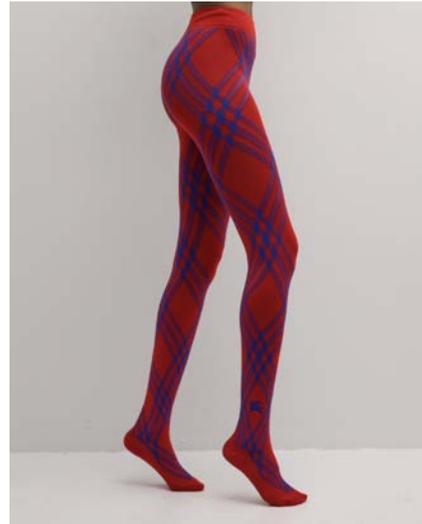


b



c

Tight Only_m



z

Swim

 = required

 = highly preferred

Swim One Piece



m



a



b



c



z

Swim Two Piece



m



a



b



c



z

Swim Matching Separates

■ = required
■ = highly preferred

Swim Top



m



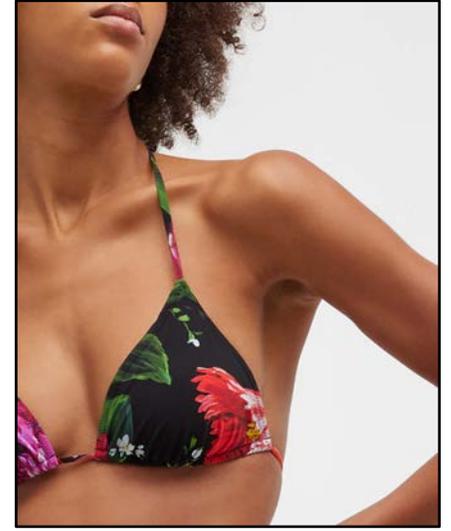
a



b



c

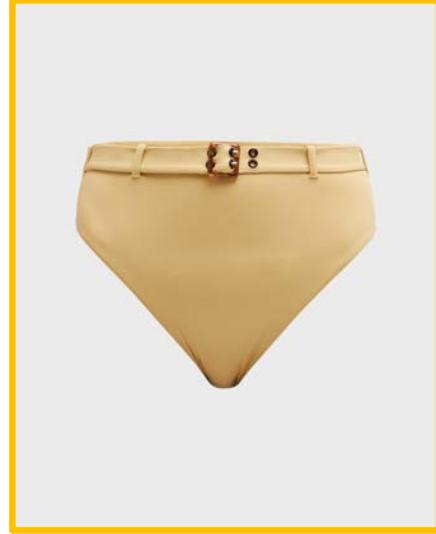


z

Swim Bottom



m



a



b



c



z

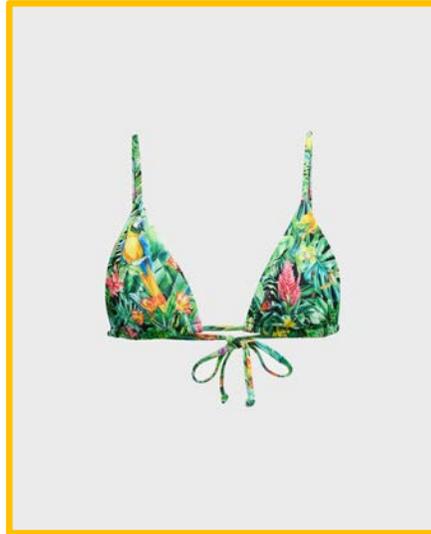
Swim Mismatching Separates

 = required
 = highly preferred

Swim Top



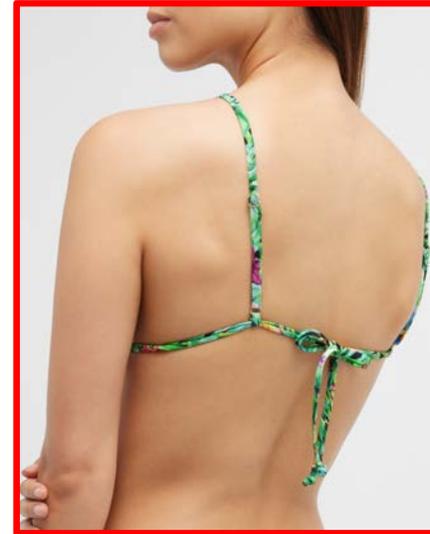
m



a



b



c

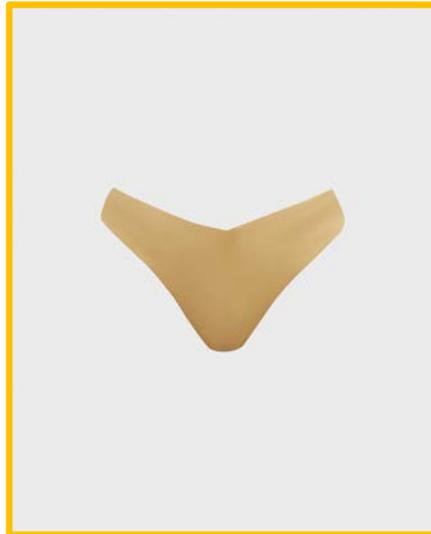


z

Swim Bottom



m



a



b



c



z

Swim Cover-Up

 = required
 = highly preferred



m



a



b



c



z



d

Handbags

■ = required
■ = highly preferred



m



a



b



c



z



d



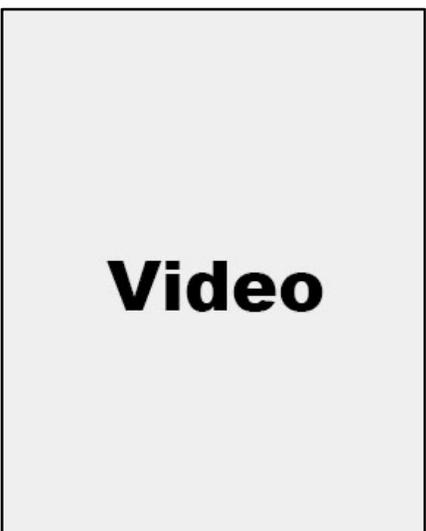
h



n



p



V (360)

Top Investment Only

NM Posing Examples



Suits

 = required
 = highly preferred



m



a



b



c



z



d



h



n



p



q

Tuxedos

■ = required
■ = highly preferred



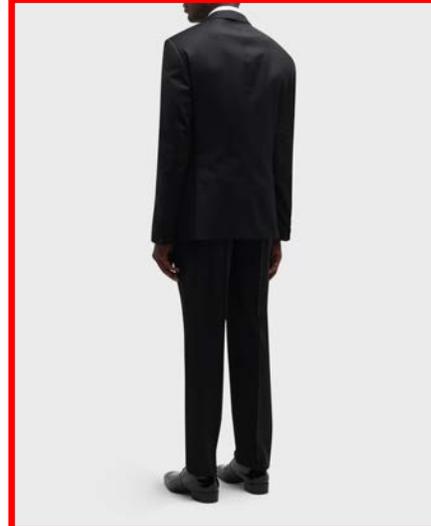
m



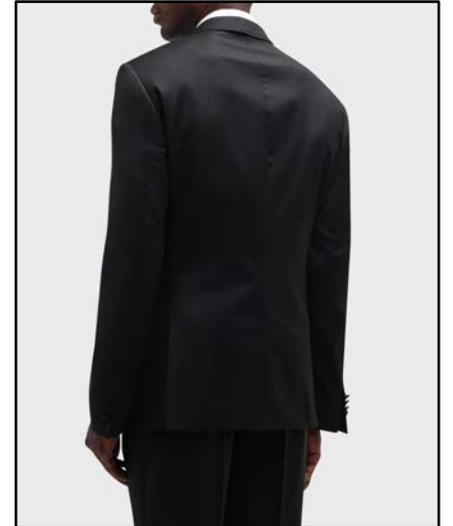
a



b



c



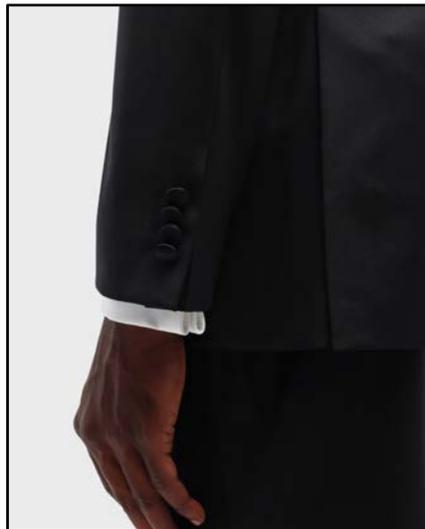
z



d



h



n



p



q

Sport Coats

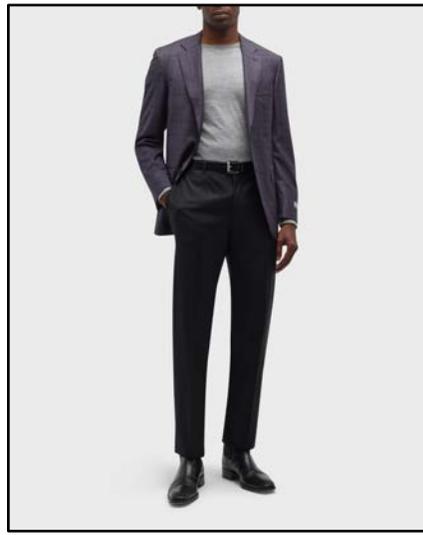
 = required
 = highly preferred



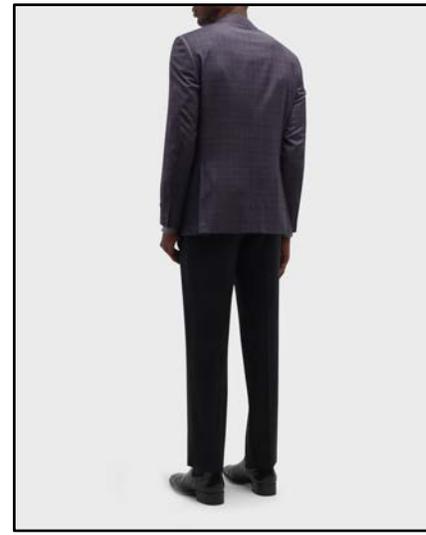
m



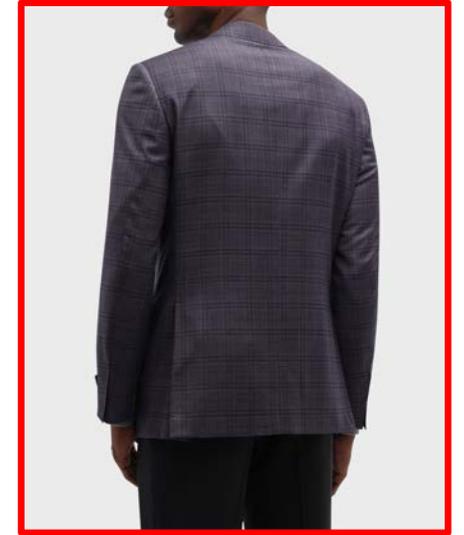
a



b



c



z



d



h



n



p

Tops

 = required
 = highly preferred



m



a



b



c



z



d



h

Jackets

 = required
 = highly preferred



m



a



b



c



z



d



h

Pants

■ = required
■ = highly preferred



m



a



b



c



z



d



h

Jeans

 = required
 = highly preferred



m



a



b



c



z



d



h

Shorts

■ = required
■ = highly preferred



m



a



b



c



z



d



h

Swim

■ = required
■ = highly preferred



m



a



b



c



z

Bags

 = required

 = highly preferred



m



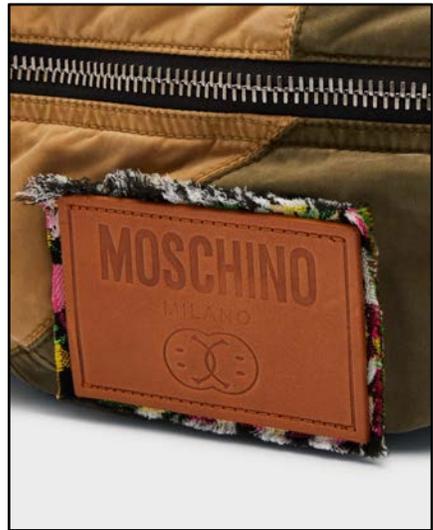
a



b



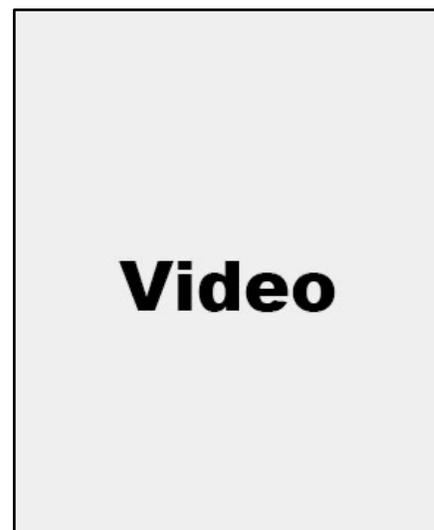
c



z



d



V (360)

Ties

■ = required
■ = highly preferred



m

Kids

 = required
 = highly preferred



m



a



b



c



m



a



b

On-Fig Shoe Inspiration



Shoes

■ = required
■ = highly preferred



m



a



b



c



z



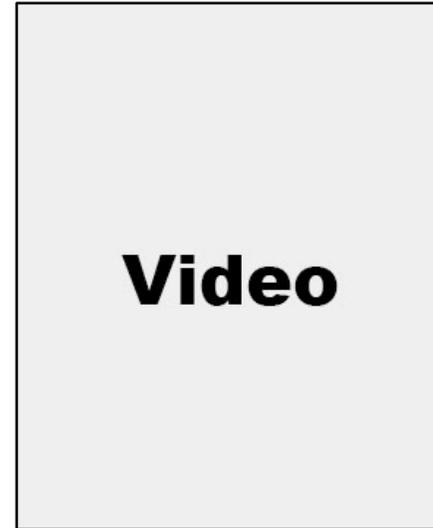
d



h



n



Video

V (360)

Top Investment Only

Backpacks

■ = required
■ = highly preferred



m



a



b



c



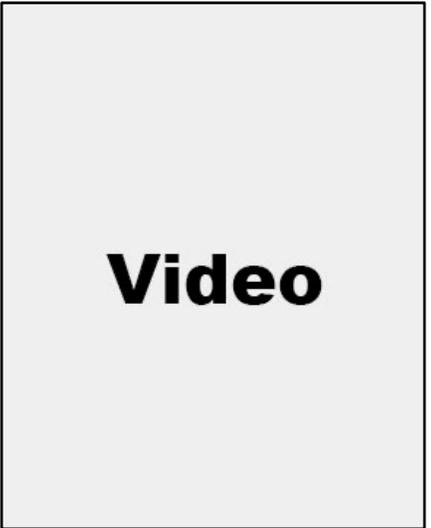
z



d



h



V (360)

Belts

■ = required
■ = highly preferred



m



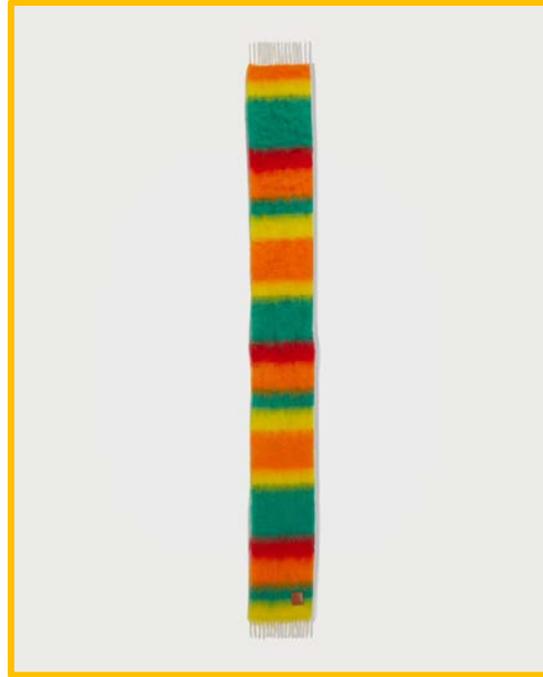
a

Scarves

 = required
 = highly preferred



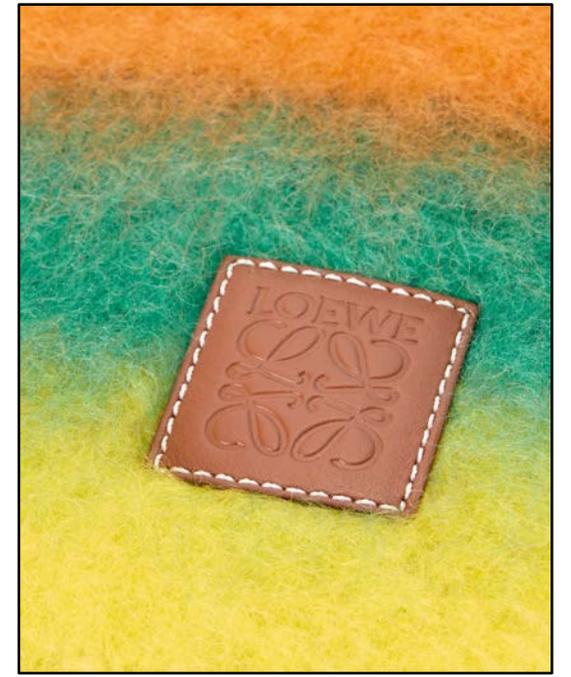
m



a



b



c

Hats

■ = required
■ = highly preferred

Example 1



m



a

Example 2



m



a

Hair Accessories

■ = required
■ = highly preferred

Example 1



m



a



b

Example 2



m

Gloves

■ = required
■ = highly preferred



m

Wallets

 = required
 = highly preferred



m



a



b



c



z

Sunglasses

 = required
 = highly preferred



m



a



b



c



z

Necklaces

■ = required
■ = highly preferred



m



a



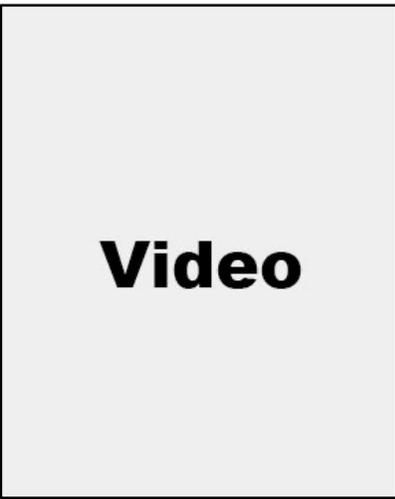
b



c



z



V (360)

Bracelets

■ = required
■ = highly preferred



m



a



b



c



z



V (360)

Earrings

 = required
 = highly preferred



m



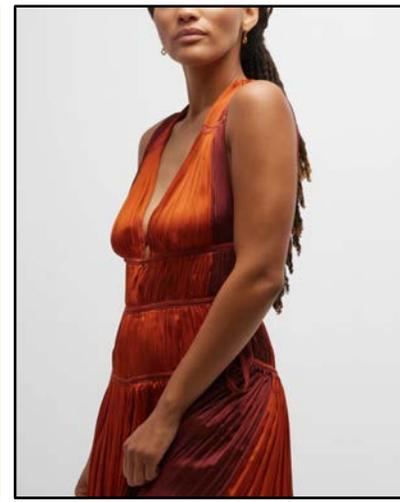
a



b



c



z



V (360)

Rings

■ = required
■ = highly preferred



m



a



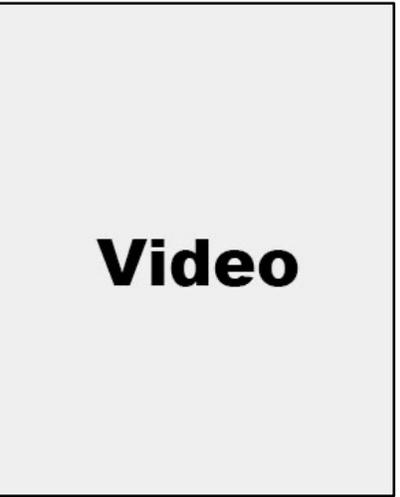
b



c



z



V (360)

Watches

 = required
 = highly preferred



m



a



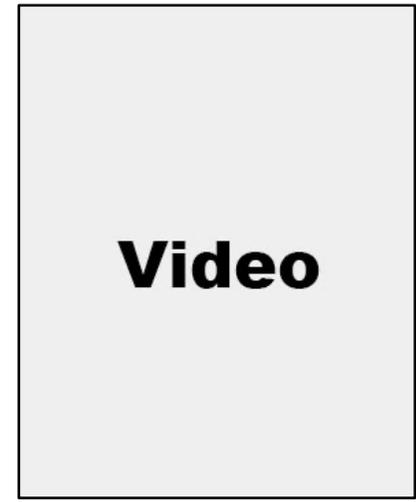
b



c



z



V (360)

Cufflinks

 = required
 = highly preferred



m



a



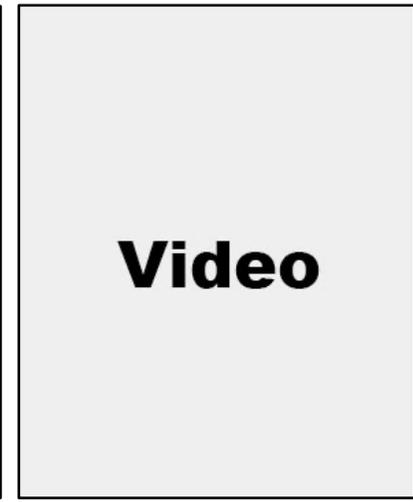
b



c



z



V (360)

Sheet Set

 = required
 = highly preferred



m



a

Towel Set

■ = required
■ = highly preferred



m



a