



QVC Italy_Photo Manual

March 2025

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On the following pages, you will find tips on the types of product pictures required for our ecommerce site QVC.it divided according to product categories. These photos should only be sent via the Elements portal see **“Elements_Vendor Portal_Guide2025_ENG”**.

All product-related content must be sent to QVC as soon as you are assigned with a QVC article number (**SKN**).

You will find detailed information about our content requirements within the **Content Checklist**.

We require the following types of product images:

- Main product photos, which serve to present the product to the customer as fully as possible (packshot / product photo on a white or transparent background). At least one primary photo is required as main image.
- Additional sales promotion images (if available), showing the product arranged in an aspirational manner or in real use (mood / lifestyle) or images containing additional information on the function of the product. Of course, we also welcome additional content if you have photographed your product in a different style.

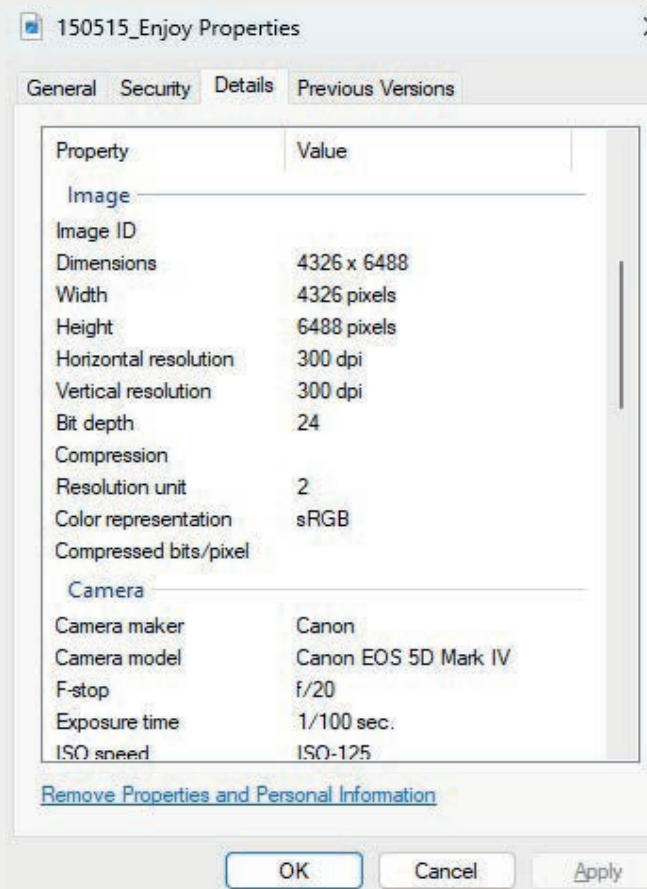
Please enter additional information on main images, mood images, lifestyle images, images containing additional information about the product function, videos or brand content in our Content Checklist. Please send all photos as **JPG** or **PNG** files. The following requirements must be fulfilled:

- Photos must be high resolution
(the shortest side of the image should be at least **2000 pixel**)*
- Good quality (sharp, not too compressed)
- When possible, data with colour profile **RGB** or even better **sRGB**
- Cropped photos with transparency are an optimal contribution
(preferably as **transparent PNG**)
- We prefer atmosphere & lifestyle photos to be sent to us in the original, unedited format, without cuts on relevant objects
- Complex images with text or graphics should preferably be sent as open data files (**TIF** - **PSD** is also possible)
- The text must be in Italian
- Please do not send scanned images
- Animated GIFs or other animated image files are not technically compatible with the QVC website
- In order to correctly identify the content of the product please ensure that each file or folder name contains the QVC article number (**SKN**) and variant (**SKU**). E.g. size or colour if present

Checking Image Files

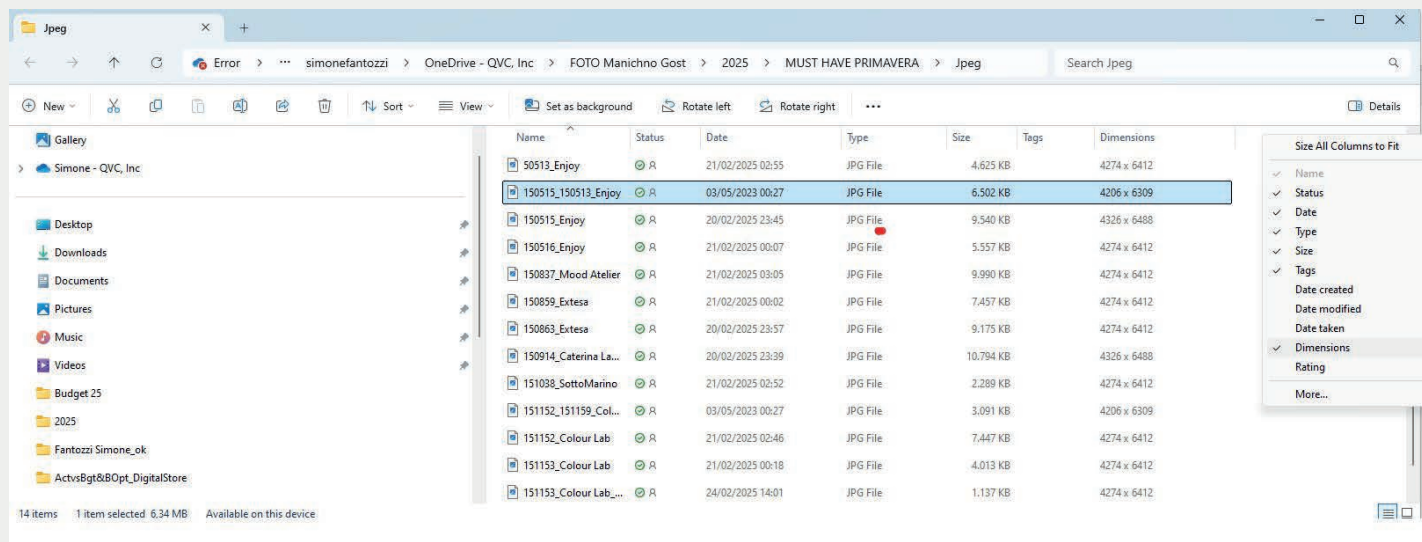
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Checking the image quality can easily be done in your Data Explorer
(Windows): right-click on the file > properties > details > size



Checking Image Files

For even quicker and easier control, we recommend that you set your Explorer to show the “dimensions” column for all image files (right-click on the column bar attributes > more > select dimensions). You will then see the size in pixels of all image files as “dimensions” in a simple overview.



**Please check the resolution of the photos carefully before sending them to QVC. Lower resolutions cannot be accepted.*

1. Fashion

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- Photo on a model
- The product must be clearly visible, not covered



1. Fashion

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- When a photo on a model is not possible, photo on white as a reference



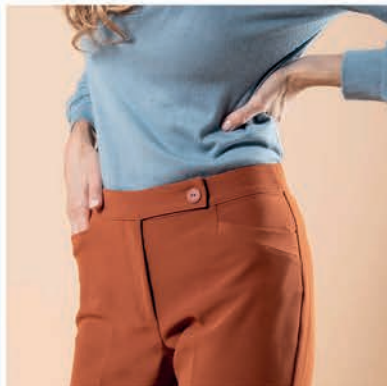
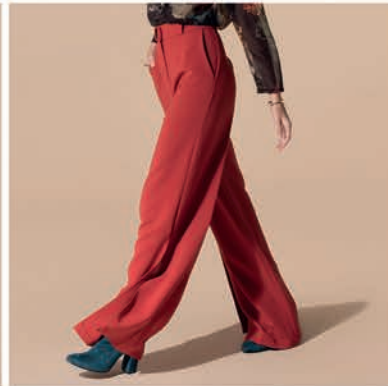
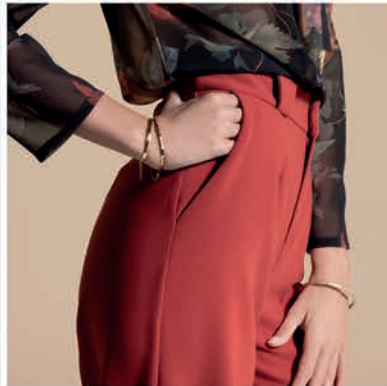
1. Fashion

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1. Fashion

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2. Footwear & accessories

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Shoes / boots

- Left shoe: left profile, back, right, front, from above (see photo)



2. Footwear & accessories

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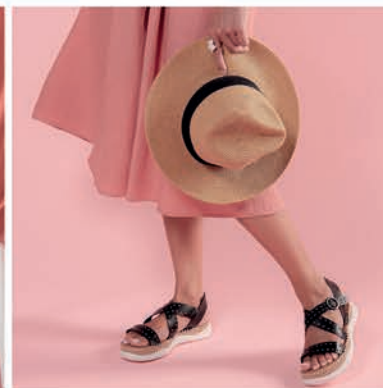
Shoes/boots

- Left shoe: left profile, back, right, front, from above (see photo)



2. Footwear & accessories

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2. Footwear & accessories

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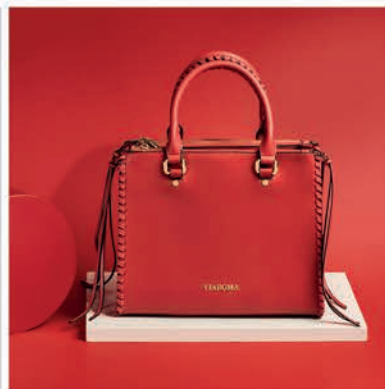
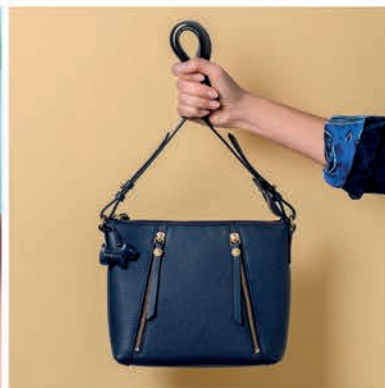
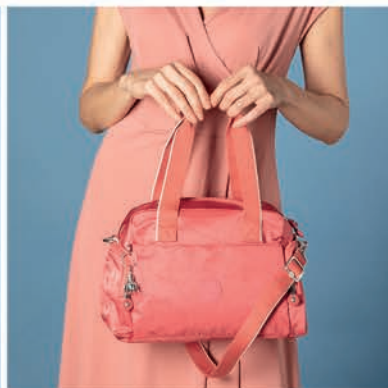
Bags / Suitcases / Wallets

- Front view, left side, back, right side, top view bag open/inside
- In case of accessories (e.g. clutch bag, etc.) please provide overview and detail shots



2. Footwear & accessories

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2. Footwear & accessories

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Scarves / shawls / hats / caps

- Whenever possible on model

Belts

- Still life
- Whenever possible on model



3. Beauty

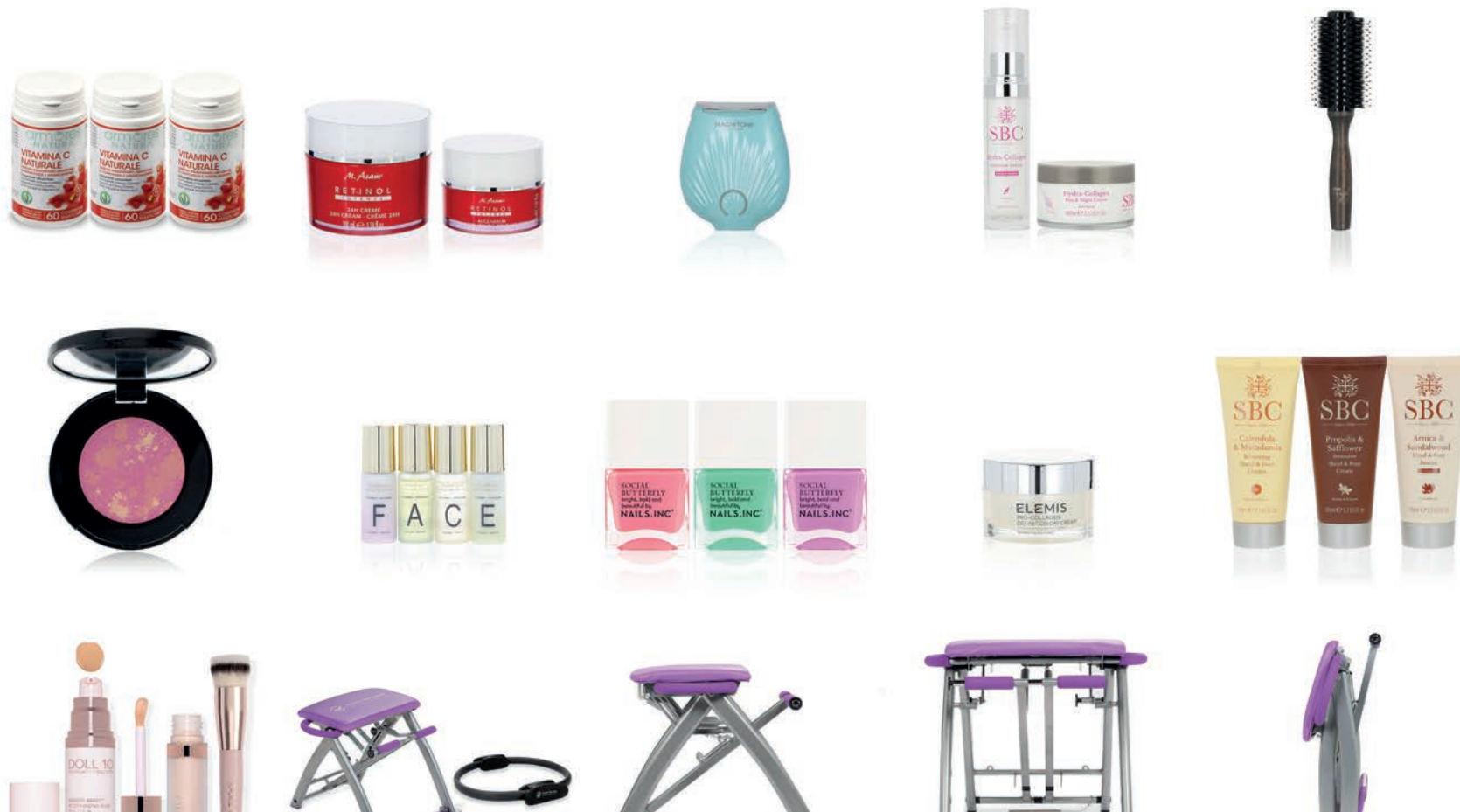
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- Whenever possible, the entire kit in one photo
- In case of special box/packaging, insert image with beauty kit and image only boxes
- Beauty & Wellness tools: see picture



3. Beauty

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3. Beauty

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5. Home textiles & living accessories

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Decorations & candles

- In the main photo, pictures of candles on a white background, they do not have to be lit
- We gladly accept, in addition, atmospheric photos with lit candles and a darker background

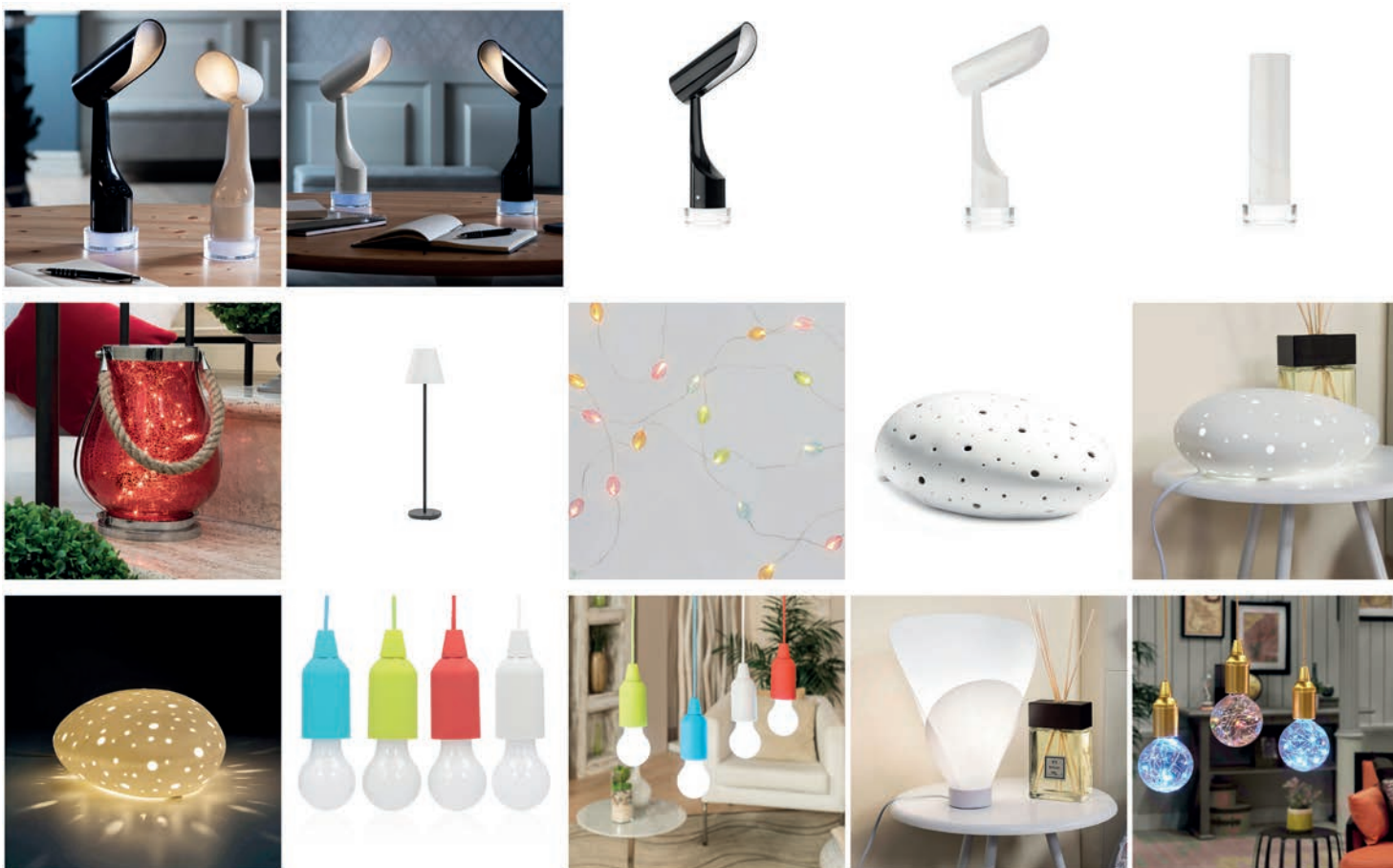


5. Home textiles & living accessories

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Lamps & lighting

- Main photo unlit, on a white background
- We gladly accept, in addition, atmospheric photos with lights turned on and a darker background
- The energy source must be made known (possibly with an additional photo)

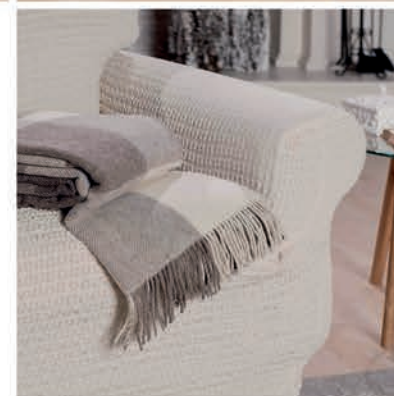
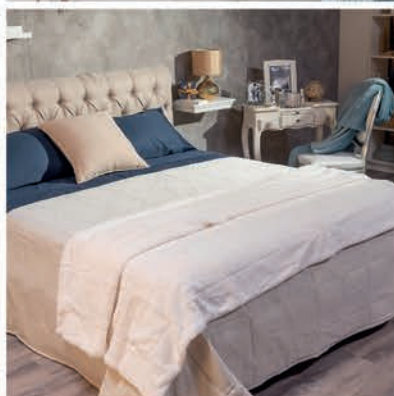


5. Home textiles & living accessories

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Towels & blankets

- Photo still life folded, photo in its entirety + photo detail of pattern if present

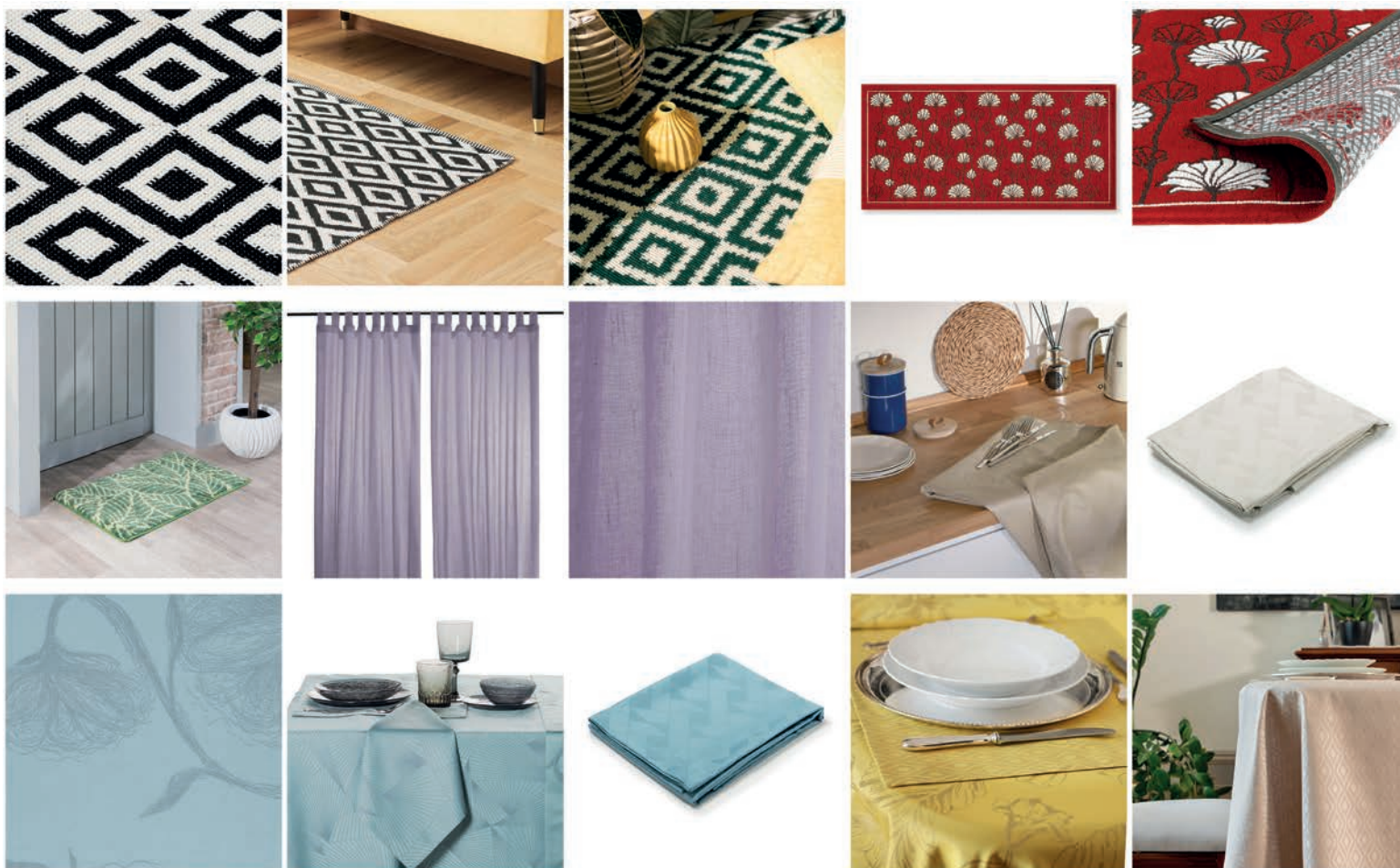


5. Home textiles & living accessories

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Carpets, tablecloths, curtains

- Unrolled, photographed from above
- Hanging curtains

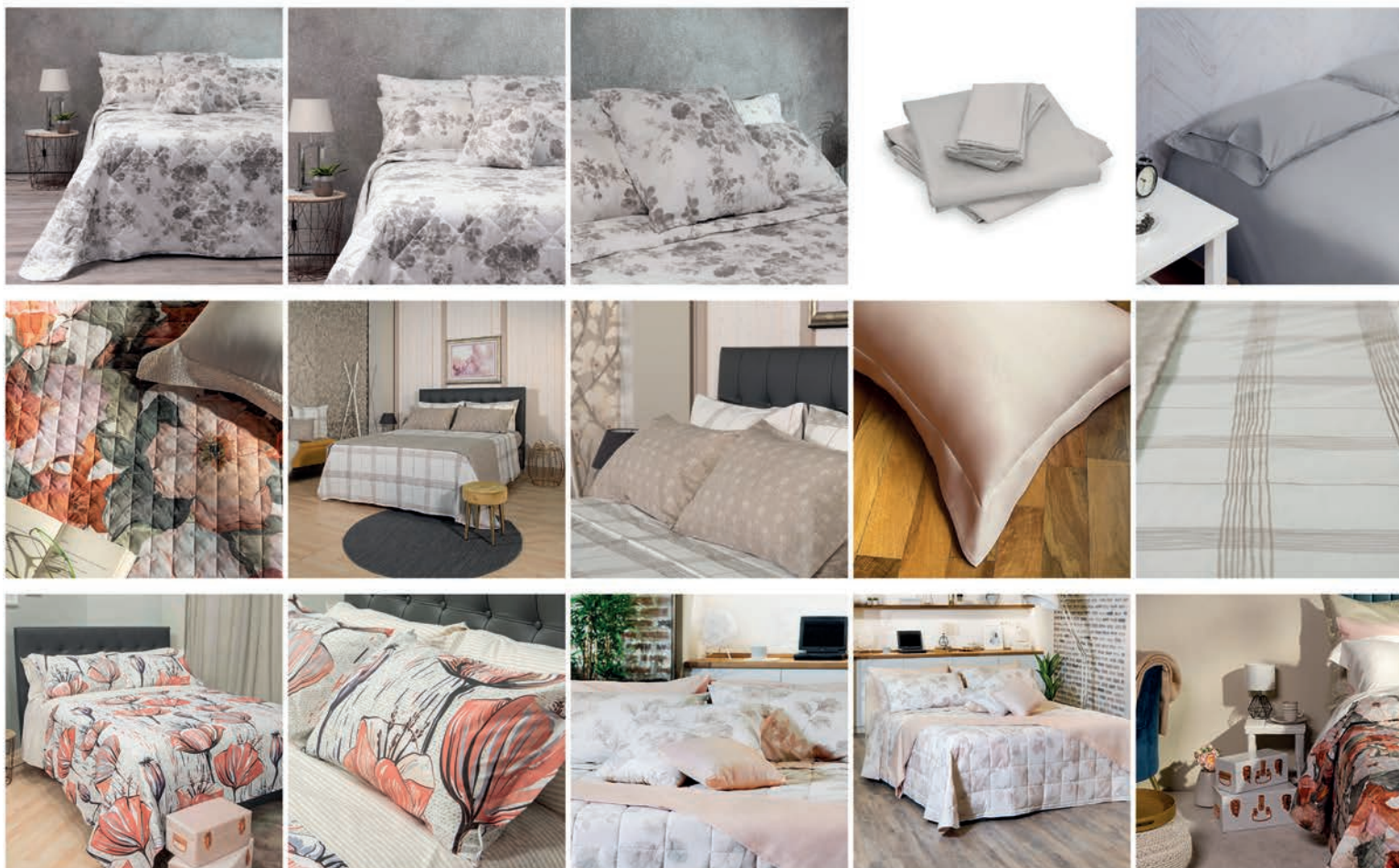


5. Home textiles & living accessories

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Bedsheets

- Optimally: on white background, a photo of the complete kit (including fitted sheet) - composition
- A set shot is welcome, with the outfit set up on the bed (if possible: overview and detail photo)



5. Home textiles & living accessories

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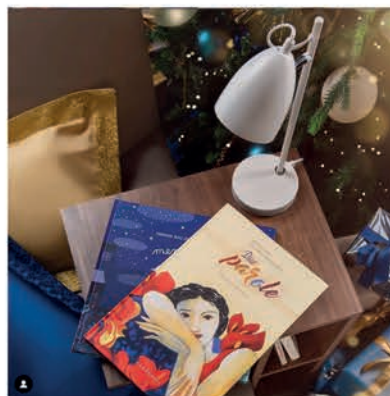
Mattresses



6. Hobby & leisure

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- For kits: at least one overall photo of the kit
- We would also be pleased to receive photos of the finished handicrafts (objects made with the kit) to show the customer the end result and thus entice her to purchase



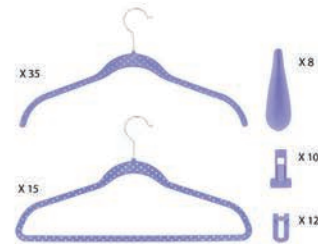
7. Home & Garden

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7. Home & Garden

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8. Kitchen & Food

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Food and Drink

- For food and beverages, a display photo well decorated is effective and invites to purchase



8. Kitchen & Food

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Preparazione, cottura, servizio, conservazione

- È molto utile anche una foto extra con le ricette realizzate con il prodotto o l'elettrodomestico in vendita



8. Kitchen & Food

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9. Technology

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- For all large electronic items and televisions, the energy label is also required as a picture
- Photos: front, left side, back, right side, from above, sockets (usb, etc.), screen on, remote control if present



9. Technology

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