Walmart Creative

March 2026

PDP Master Guidelines

Walmart

Welcome to Your PDP Guidelines

This deck walks you through every step of Walmart's Fashion PDP production process. From lighting & composition to daily checklists, these standards establish consistency across Fashion PDP.

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Art Direction: Off-Figure	3.0
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1.0

Technical Process

1.1

General PDP Lighting
Lighting Diagram
Lighting Test
Photography
Image Size & Cropping
Image Don’ts

General PDP Lighting

General PDP Lighting

Our lighting approach is a unified direction across all general PDP imagery to support a consistent, reliable visual experience.

General PDP lighting is anchored in a big, soft “window light” coming from ~45° camera right. This directional light creates a natural, flattering illumination while keeping shadows minimal & soft, ensuring product is the clear focal point.

Backgrounds should show subtle gradation & natural falloff (target value 241 +/- 3 points), avoiding a flat or overly retouched look. For lighter-colored products, place a card in front of the main light to preserve highlight detail for the edges of the silhouette & to maintain texture.

1.3

General PDP Lighting
Lighting Diagram
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Lighting Test

Lighting Test

Step 1:

Photograph a portrait of the model holding the color card just below the face (chest level) to capture accurate skin tone & lighting conditions.

To read for skin exposure accuracy, place the color reader tool over the highlight on the cheek & look at the red channel number. For fairer skin, the highlight should read between 215–230, for medium skin tones, the highlight should read 205–225, for dark skin tones the highlight can read anywhere from 125–205. Take a screen shot of the range.

Step 2:

Photograph a full head-to-toe image of the model holding the color card at chest height to ensure color consistency across the full frame.

White balance in Capture One using the eyedropper tool on the neutral grey. Use the color checker to confirm background values as needed. The target should be ~ 241 +/- 3 points when looking at the white & blue channels. Screen shot the images.

Step 3:

Let Production know the screen shots are ready to be uploaded to the #setapproval Slack channel.

1.4

General PDP Lighting
Lighting Diagram
Levels/Test
Photography
Image Size & Cropping
Image Don’ts

Photography

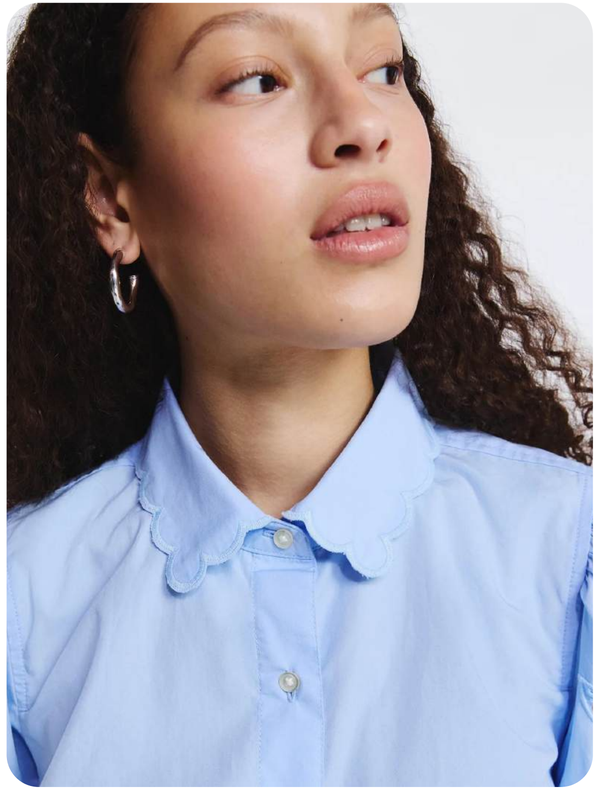
Photography

All PDP photography should be shot with a 35–41mm focal length.

Top product crop: shoot from seated chair height.

Head to toe: shoot sitting on the floor or lowest height of apple box EXCEPT for short items. Shoot shorts, skirts & dress seated at chair height.

Full body front & back: shoot sitting on the floor or lowest height of apple box EXCEPT for short items. Shoot shorts, skirts & dress seated at chair height.



Details: shoot from a creative POV, using a wider focal length than the other images.

1.5

General PDP Lighting
Lighting Diagram
Lighting Test
Photography
Image Size & Cropping
Image Don’ts

Image Size & Cropping

Image Size

All general PDP images are uploaded at 1500px x 2000px.

Cropping

All general PDP images leverage the following cropping guidelines:

- 3x4 ratio
- Allow approximately 85–90 px of white space either above the head or below the feet to create balanced composition & visual breathing room
- Centered consistent framing
- For detail cropping and placement guidance for Shoes and Accessories, please review Product Type Sections below in Section 3

Details

Captured from a creative point of view, detail images use wider focal lengths, dynamic angles & thoughtful composition to create visually engaging imagery. Frame tightly around a single feature to draw the customer in & keep the focus clear & intentional. This is where the team has room to experiment & bring creativity into the PDP experience.

Background color should match hexcode #f1f1f1, White Smoke.

File Requirements

- File Format: JPEG (.jpg)
- File Quality: High (8 or better)
- Color Space: sRGB (sRGB IEC61966-2.1)
- Bit Depth: 8 bits per pixel

Pixel Dimensions:

- Minimum Pixel Dimensions: 1500px x 2000px
- Swatch Pixel Dimensions: 50px x 50px
- Resolution: 300 ppi
- Maximum File Size: 5MB
- Aspect Ratio: 3:4 (Portrait)

File Naming Standards - Examples:

- GTIN_SW.jpg = MAIN or Hero image
- GTIN_SWAV1.jpg = Alternate View #1
- GTIN_SWAV2.jpg = Alternate View #2

PRIVATE AND CONFIDENTIAL

1.5

General PDP Lighting
Lighting Diagram
Lighting Test
Photography
Image Size & Cropping
Image Don’ts

Image Don’ts

Image

Don’ts

Images should be of the product being sold only.

Lifestyle images should not be the Main Image. Main Images should have a grey #F1F1F1 background.

Main Images should have a grey #F1F1F1 background.

Main Images should have a grey #F1F1F1 background.

Main Images should have a grey #F1F1F1 background.

2.0

Art Direction: On-Figure

2.1

Posing Best Practices
Posing Don’ts
HMU Best Practices
HMU Don’ts
Video Best Practices
Apparel

Posing Best Practices

Front Top Crop

Relaxed, confident & natural.

Posing should feel natural, relaxed & effortless, with an elevated look. Keep movements easy & unforced, always ensuring the product remains the primary focus.

Front Bottom Crop

Relaxed, confident & natural.

Posing should feel natural, relaxed & effortless, with an elevated look. Keep movements easy & unforced, always ensuring the product remains the primary focus.

Head to Toe

Relaxed, confident & natural.

Posing should feel natural, relaxed & effortless, with an elevated look. Keep movements easy & unforced, always ensuring the product remains the primary focus.

Back Top Crop

Relaxed, confident & natural.

Posing should feel natural, relaxed & effortless, with an elevated look. Keep movements easy & unforced, always ensuring the product remains the primary focus.

Back Top Crop

Relaxed, confident & natural.

Posing should feel natural, relaxed & effortless, with an elevated look. Keep movements easy & unforced, always ensuring the product remains the primary focus.

Details

Focus on details that make the product special.

Detail shots should highlight the product's best features. Focus on textures, embellishment, shape & unique fabrics that add visual appeal.

Highlight details like embellishments & unique appliqués.

Style details intentionally to enhance visual appeal & inspiration.

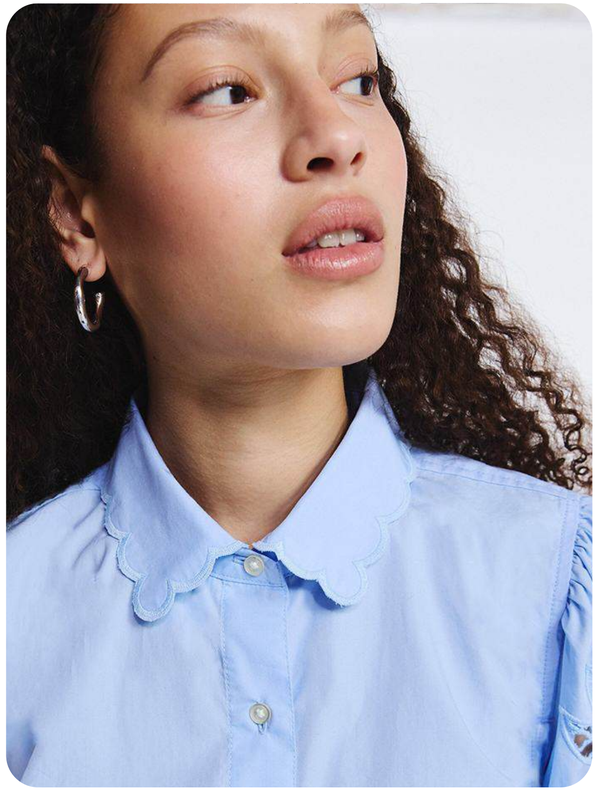
Highlight interesting fabric textures & knits.

Focus on one standout feature at a time.

Additional Detail Shots

Focus on features that make the product special.

These images can be more creative & slightly wider in their framing. Focus on captivating compositions that add context while keeping the product as the hero.



Crop in to emphasize interesting details.

Get creative with posing & shapes to showcase the garment.

Play with portraiture for captivating shots.

Use sculptural posing to showcase the garment.

Accessories

Important note for footwear: always ensure model is facing camera right on a 45-degree angle with one foot ahead of the other with slight separation between feet, as pictured below.

Handbag: option 1
Always have model facing camera right, make sure hands are soft. Avoid clenching or bending the band.

Handbag: option 2
Always have model facing camera right, make sure arms & hands are not distracting from handbag.

Shoes: option 1
Styling should highlight shoes. Always avoid bare legs for shoe shots.

Shoes: option 2
When shoes are styled with mini skirts or shorts, a sliver of fabric must be shown to avoid bare legs.

Accessories

Accessories are an opportunity to explore wider angles, dynamic composition & creative cropping. On-figure images should feel compelling & place the accessory within the context of an outfit. Strong portraiture helps highlight these details & elevate PDP presentation.

Use posing, silhouettes & shape to highlight the jewelry.

Use dynamic composition to draw attention to the accessory.

Play with portraiture & focal length.

Take an elevated approach with captivating, inspiring images.

Extended Sizing

Relaxed, confident & natural.

Posing should feel natural, relaxed & effortless, with an elevated look. Keep movements easy & unforced, always ensuring the product remains the primary focus.

2.2

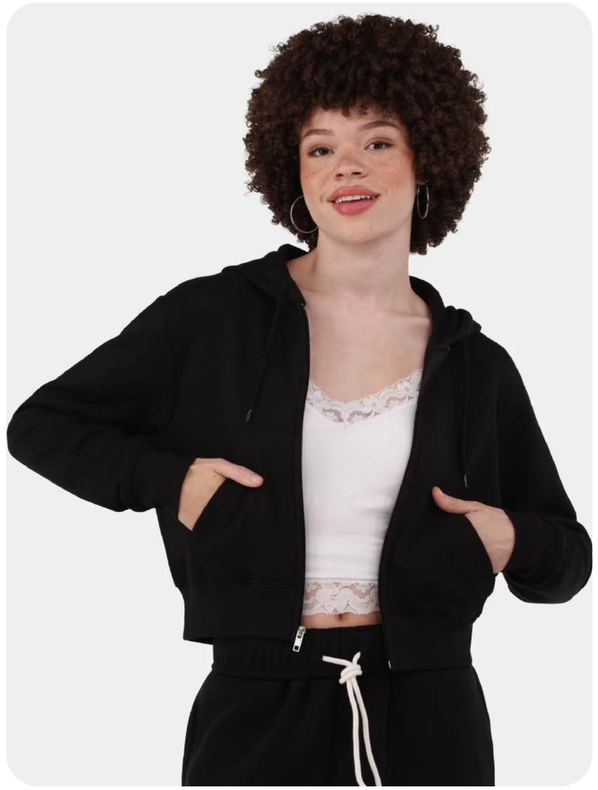
Posing Best Practices
Posing Don’ts
HMU Best Practices
HMU Don’ts
Video Best Practices
Apparel

Posing Don’ts

Posing

Don’ts

Avoid large, exaggerated movements. Posing should never feel forced or stiff.



Avoid thumb out when hand is in pocket.

Avoid straight on frontal foot.

Avoid overly serious or stoic facial expressions.

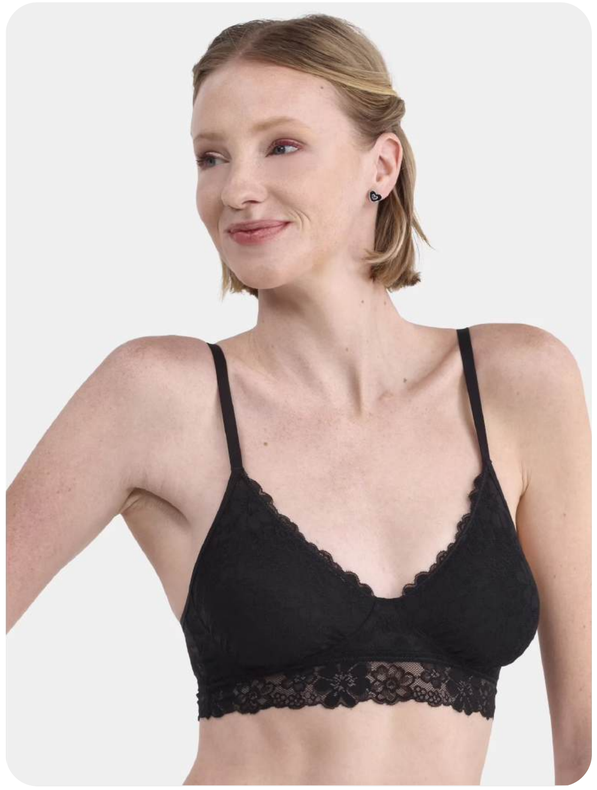
Avoid overly wide stances & pulling down on product.

Posing

Don’ts

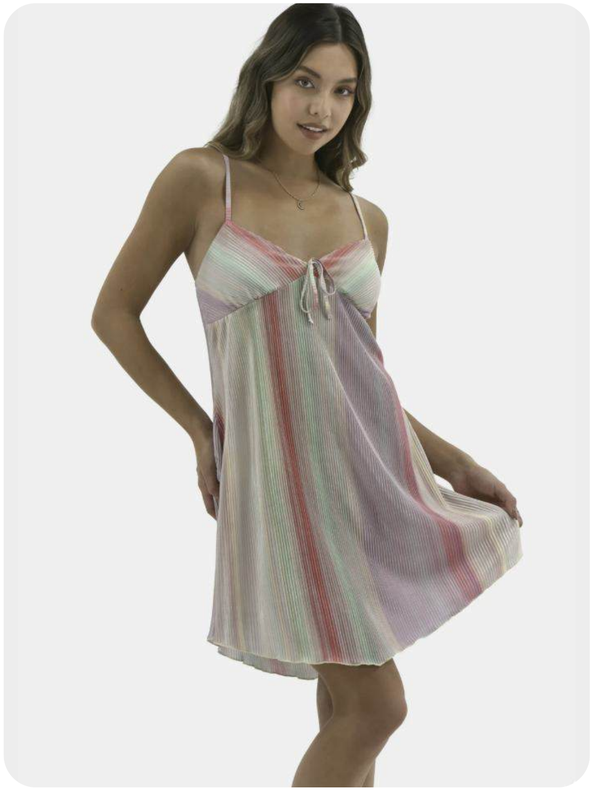
Avoid large, exaggerated movements. Posing should never feel forced or stiff.

Avoid blocking & covering hero product.



Avoid awkward stances & facial expressions.

Avoid toe tap posing with raised heel.



Avoid stretching or tugging on product.

Posing

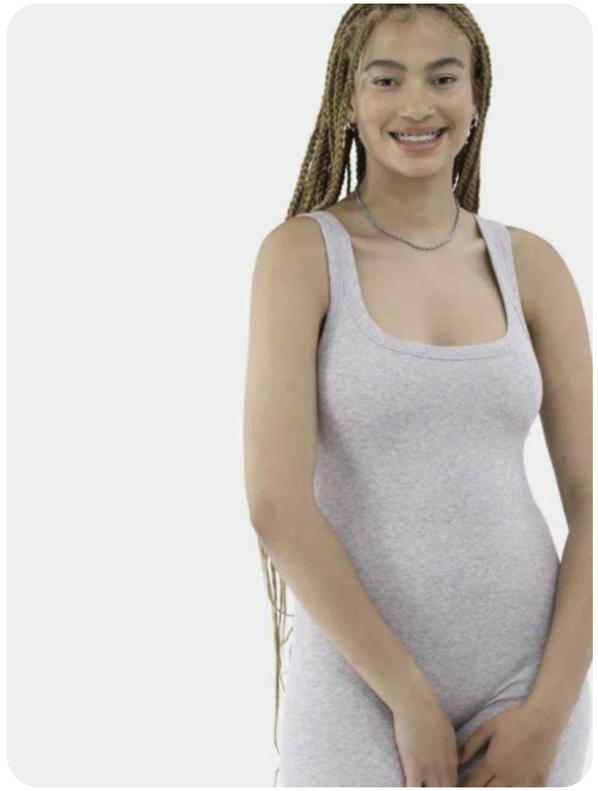
Don’ts

Avoid large, exaggerated movements. Posing should never feel forced or stiff.

Avoid exaggerated walks or expressions.

Avoid posing too much to the side, causing limbs to disappear.

Avoid eyes closed on hero select.



Avoid awkward posing, especially with arms placed in front. This can come across as uncomfortable & uninviting.

2.3

Posing Best Practices
Posing Don’ts
HMU Best Practices
HMU Don’ts
Video Best Practices
Apparel

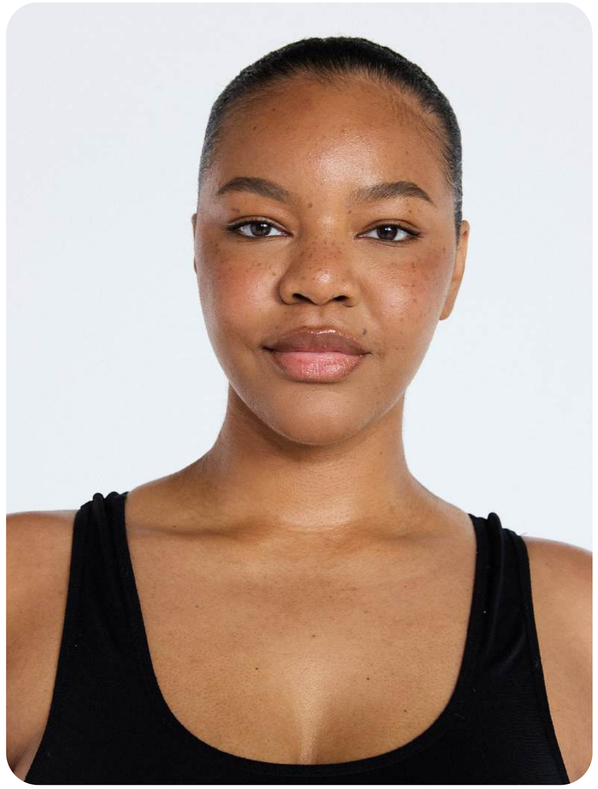
HMU Best Practices

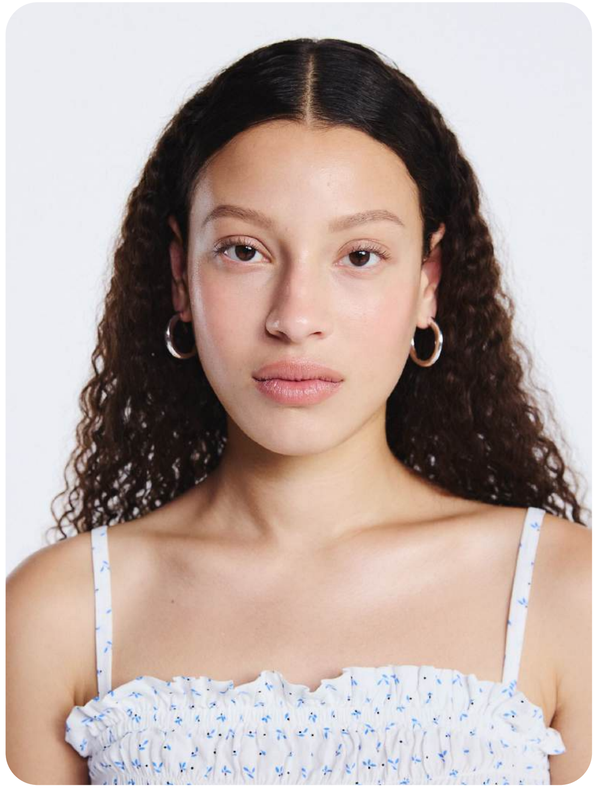
Hair

Hair should feel natural, fresh, youthful & effortless. Ensure hair follows the HMU AD direction as closely as possible.

Makeup

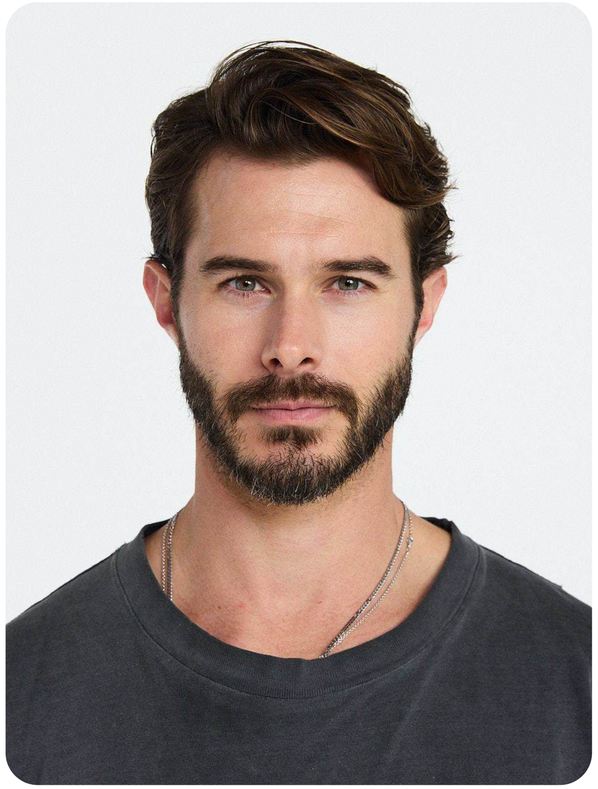
Makeup should feel natural, fresh, youthful & barely-there. Keep makeup minimal & focused on glowing, sun-kissed skin.





Men’s Grooming

Men's grooming should feel very natural. Skin should not have any visible makeup & hair should feel natural & not too stiff or styled.



2.4

Posing Best Practices
Posing Don’ts
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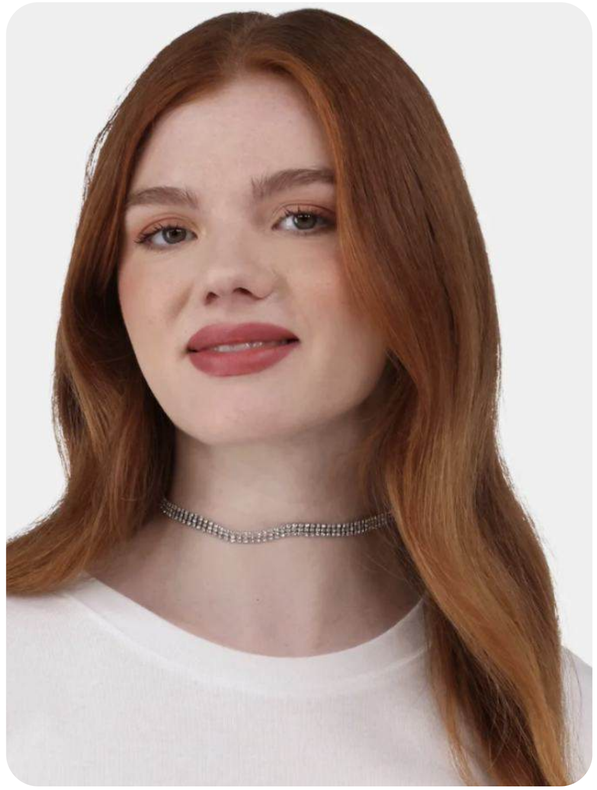
Apparel

HMU Don’ts

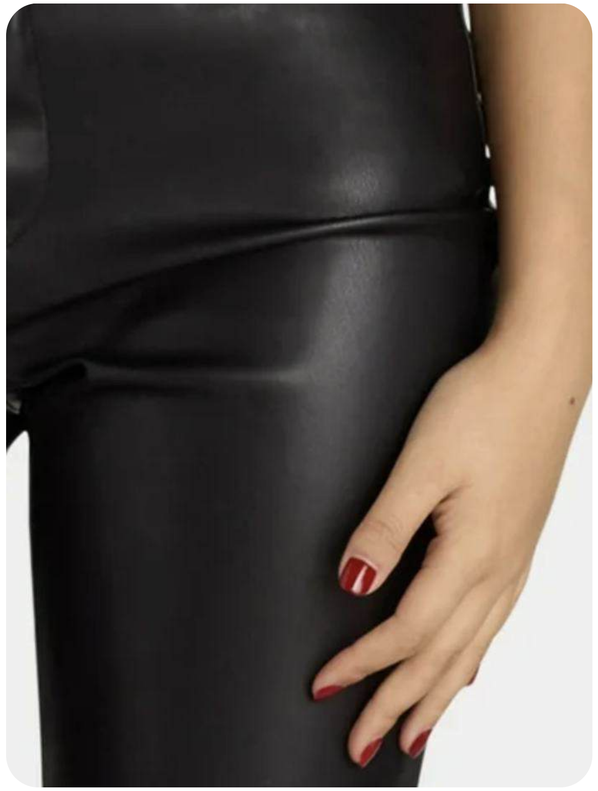
HMU

Don’ts

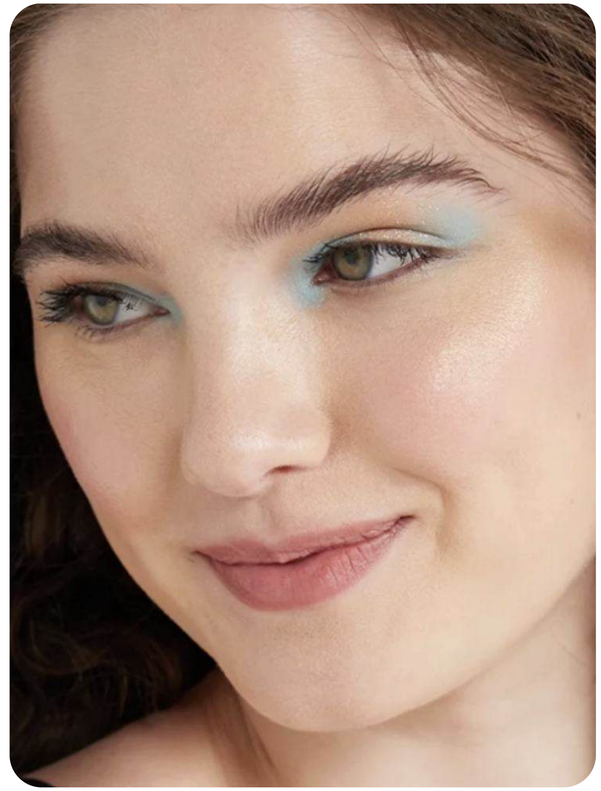


Avoid dark lips, colorful eye makeup, fake lashes or anything that feels heavy on the skin. Avoid overly visible, unnatural makeup.

Please do not use too much product in hair & avoid visible makeup on skin.



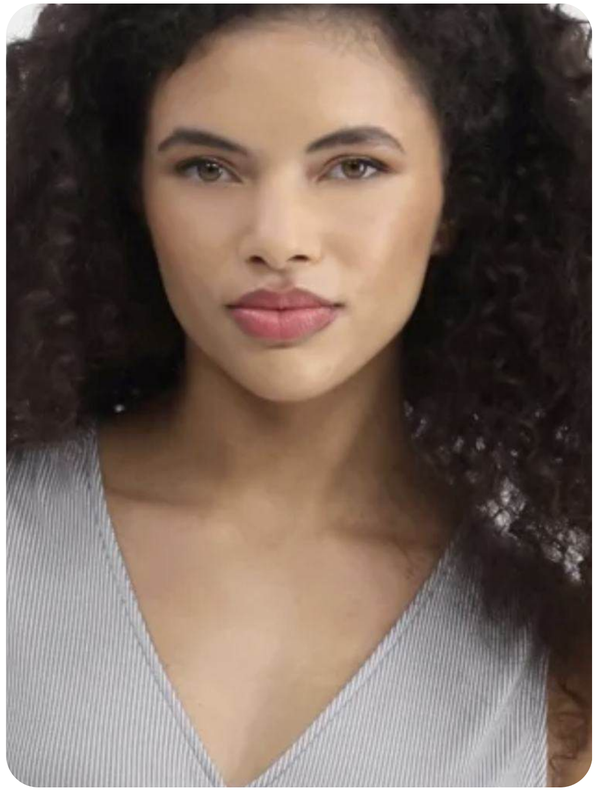
Avoid colored nails. Clean, nude nails are always a best practice.



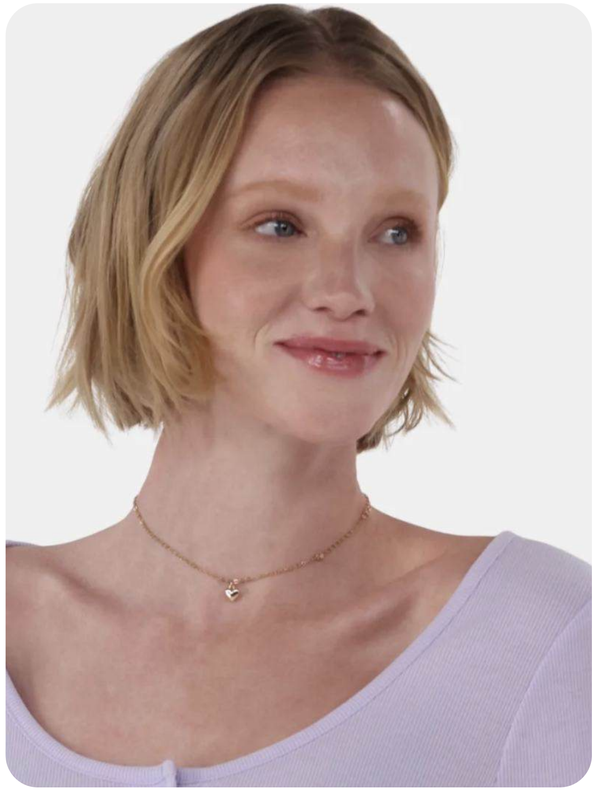
Avoid bright-colored eyeshadow & eyeliner. Makeup should be clean & natural to maintain site consistency.

HMU

Don’ts

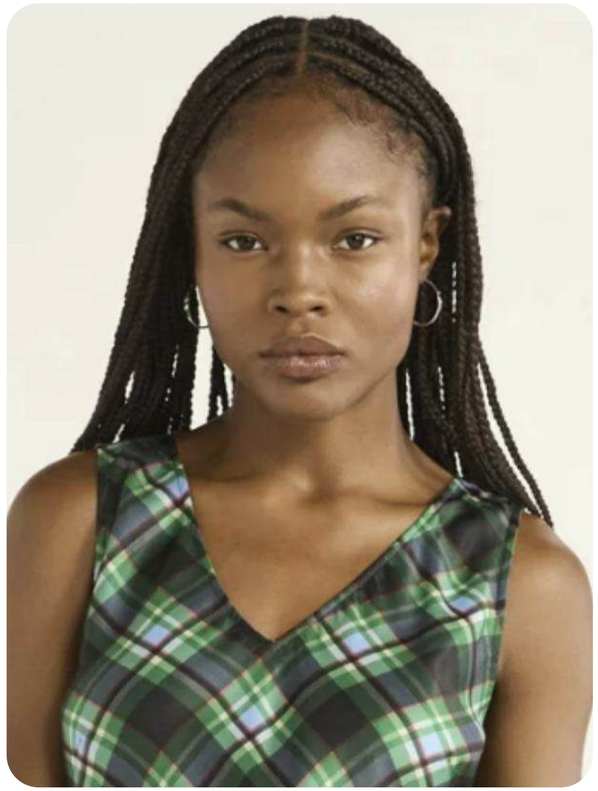


Avoid bright colored lipstick.



If the model’s skin appears overly red or flushed, ensure the redness is toned down & skin tones are evened out.

Smokey-eye makeup should be neutral & natural.

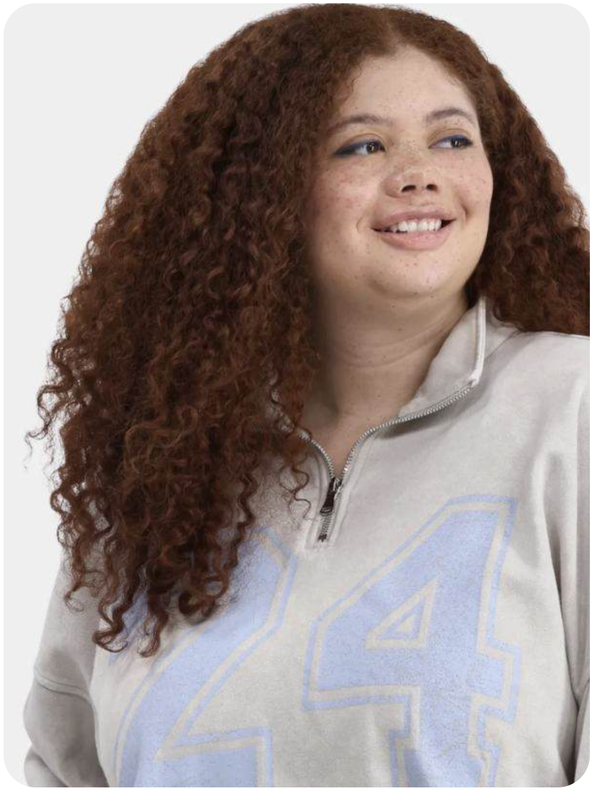


Avoid unnatural & overdone braids & curls.

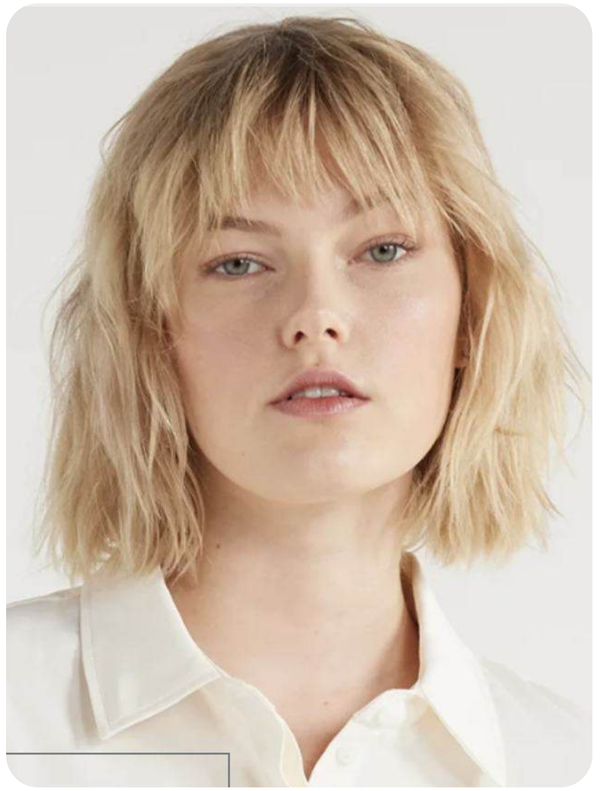
HMU

Don’ts

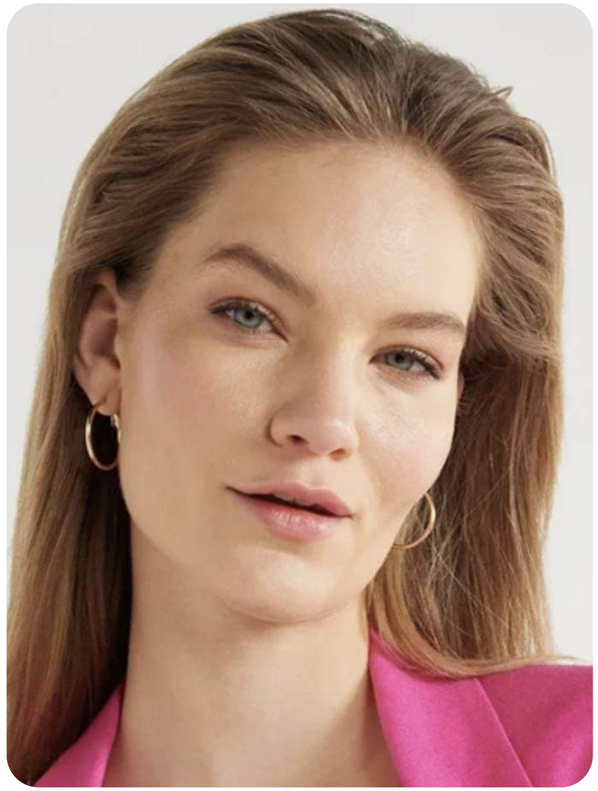
Ensure the hair has texture to create a natural look & avoid a flat, cut-out (silo) appearance.



When styling hair to the side, ensure it doesn’t block graphics or distract from the hero garment.



Avoid hair that appears overly messy, heavily textured, or excessively choppy.



Avoid excessive volume or overuse of styling products in the hair.

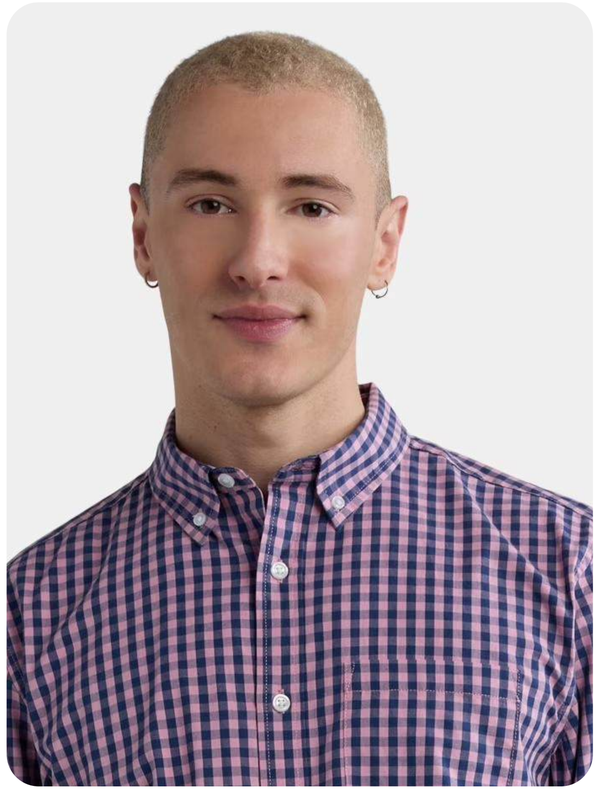
Men’s HMU

Don’ts

Avoid messy, overly flat hair that covers the face.

Avoid overly red skin tone.

Avoid visible tan lines & uneven skin.



Avoid visible makeup.

2.5

Posing Best Practices
Posing Don’ts
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Video Best Practices
Apparel

Video Best Practices

Video

Storyboard

Global note: All PDP videos should be 15 seconds max.

Start standing far back & catwalk toward mark.

Stop at mark facing camera & pose.

Turn clockwise & do side pose facing camera left.

Turn clockwise with back facing camera & pose.

Turn clockwise & do side pose facing camera right.

Turn clockwise again facing camera & do final pose.

Catwalk off set toward camera left.

2.6

Posing Best Practices
Posing Don’ts
HMU Best Practices
HMU Don’ts
Video Best Practices
Apparel

Apparel

Apparel

Long Coats

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: head to toe

Shot 2: head to toe back

Shot 3: detail #1 - w/ coat closed

Shot 4: ghost

Apparel

Jackets

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop front w/ jacket open

Shot 2: product crop front w/ jacket closed

Shot 3: head to toe

Shot 4: detail

Shot 5: product crop back

Shot 6: ghost

Apparel

Women’s Blazers

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop front w/ blazer open

Shot 2: product crop front w/ jacket closed

Shot 3: head to toe

Shot 4: product crop back

Shot 5: detail

Shot 6: ghost

Apparel

Cardigans

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop front w/ cardigan open

Shot 2: product crop front w/ cardigan closed

Shot 3: head to toe

Shot 4: detail

Shot 5: product crop back

Shot 6: ghost

Apparel

Zip Hoodies

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop front w/ zip hoodie open

Shot 2: product crop front w/ zip hoodie closed

Shot 3: head to toe

Shot 4: product crop back

Shot 5: detail

Shot 6: ghost

Apparel

Hoodies

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop front

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Apparel

Maxi Dresses

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: head to toe

Shot 2: head to toe back

Shot 3: product crop

Shot 4: ghost

Apparel

Midi & Mini Dresses

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Apparel

Tops

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Apparel

Bottoms

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Apparel

Ponchos

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: product crop back

Shot 4: product crop

Shot 5: ghost

Apparel

Men’s Suit Jackets

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop front w/ jacket open

Shot 2: product crop front w/ jacket closed

Shot 3: head to toe

Shot 4: product crop back

Shot 5: detail

Shot 6: ghost

Apparel

Men’s Suit Pants

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: detail

Intimates & Sleep

Bras

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: back crop

Shot 3: detail

Shot 4: ghost

Intimates & Sleep

Multi-wear Bras

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: front crop w/o straps

Shot 2: back crop w/o straps

Shot 3: front crop w/ straps

Shot 4: front crop asymmetric

Shot 5: front crop asymmetric

Shot 6: front crop criss-cross

Intimates & Sleep

Bra Multipacks

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: front items stacked center

Shot 2: product crop

Shot 3: back crop

Shot 4: detail

Intimates & Sleep

Panty

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: back crop

Shot 3: detail

Shot 4: ghost

Intimates & Sleep

Panty Multipacks

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile. Capture individual item in their most visually compelling color or print.

Shot 1: front items stacked center

Shot 2: packaging shot

Shot 3: front crop

Shot 4: back crop

Shot 5: detail

Intimates & Sleep

Thong

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Ensure cropping for back crop angles maintains modesty requirements outlined by our Content Policy.

Shot 1: front crop

Shot 2: back crop

Shot 3: detail

Shot 4: ghost

Intimates & Sleep

Thong Multipacks

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile. Capture individual item in their most visually compelling color or print.

Shot 1: front items stacked center

Shot 2: packaging shot

Shot 3: front crop

Shot 4: back crop

Shot 5: detail

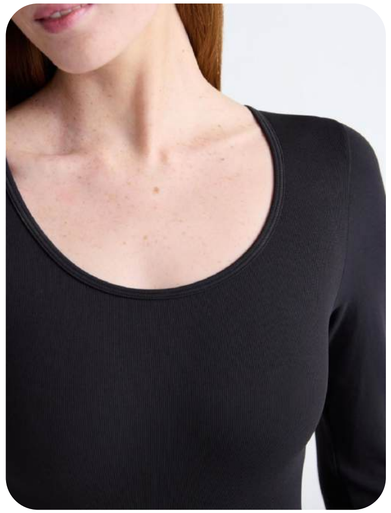
Intimates & Sleep

Bodysuit

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: back crop



Shot 3: detail

Shot 4: ghost

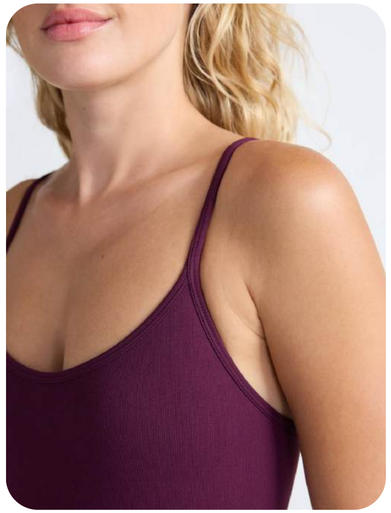
Intimates & Sleep

Bodysuit Thong

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: back crop



Shot 3: detail

Shot 4: ghost

Intimates & Sleep

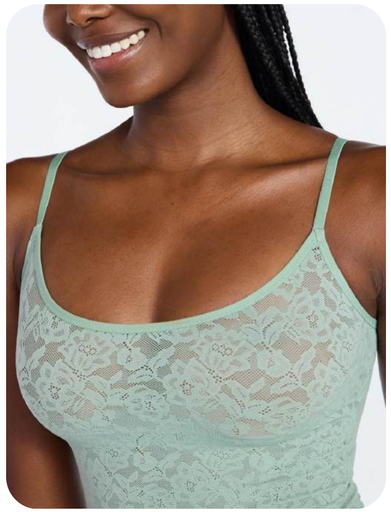
Shapewear Top

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop



Shot 4: detail

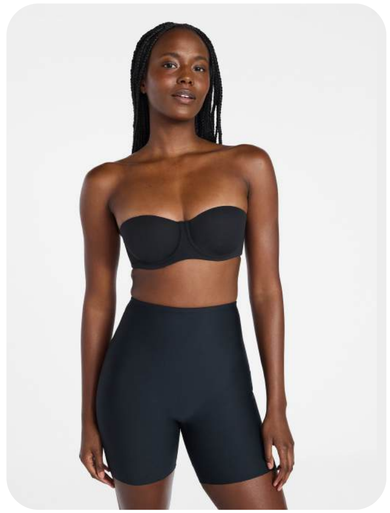
Shot 5: ghost

Intimates & Sleep

Shapewear Bottoms

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: back crop



Shot 2: front crop

Shot 3: detail

Shot 4: alt detail

Shot 5: ghost

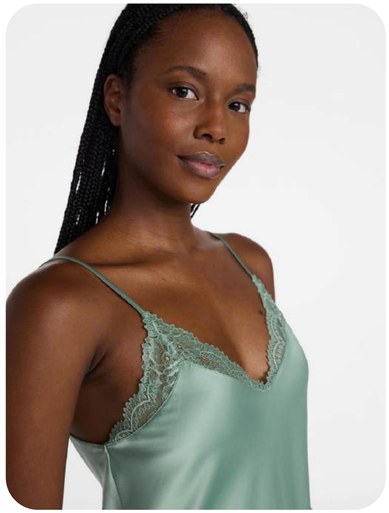
Intimates & Sleep

Long Nightgown

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: head to toe

Shot 2: head to toe back



Shot 3: detail

Shot 4: ghost

Intimates & Sleep

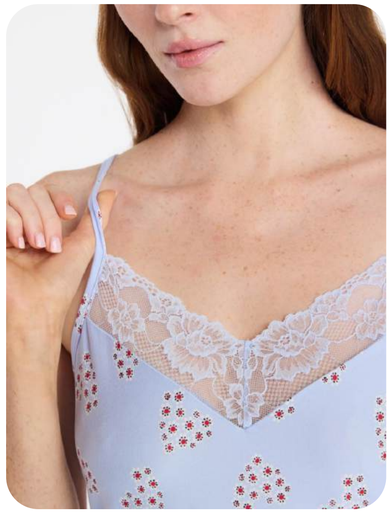
Short Chemise

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: product crop back



Shot 4: detail

Shot 5: ghost

Intimates & Sleep

Robes

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: product crop back

Shot 4: detail

Shot 5: ghost

Intimates & Sleep

Short PJ Set

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: product crop back

Shot 4: detail

Shot 5: ghost

Intimates & Sleep

Long PJ Set

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: head to toe

Shot 2: head to toe back

Shot 3: detail

Shot 4: ghost

Swim

Bikini Top

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Swim

Bikini Bottom

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Swim

One Piece

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Swim

Men’s Trunks

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Swim

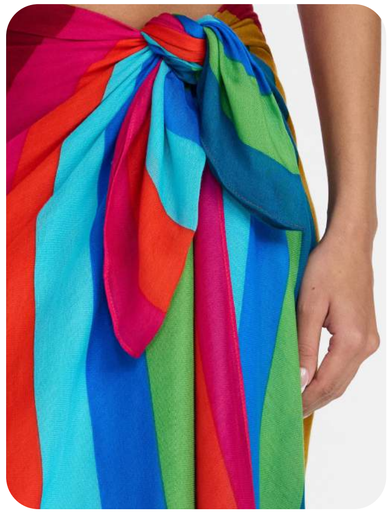
Sarong

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

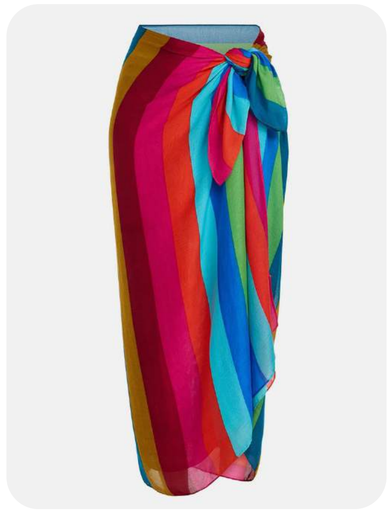
Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop



Shot 4: detail



Shot 5: ghost

Swim

Pareo

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Swim

Coverup

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

Swim

Coverup Pants

Always ensure the hero product is the clear focal point. Capture the model standing straight-on when appropriate, with relaxed, confident energy & a soft, natural smile.

Shot 1: product crop

Shot 2: head to toe

Shot 3: back crop

Shot 4: detail

Shot 5: ghost

3.0

Art Direction: Off-Figure

3.1

Styling Best Practices
Don’ts
Shoes
Bags
Hats

Styling Best Practices

Styling

Do’s

Correct scale of tall boots & shoes with minimal creasing & avoiding inaccurate textures.

Ensure straps are straight, even & uniform.

Shoes are sitting on correct baseline, facing camera right.

Ensure straps or ties are symmetrical. Back shots & added propping are removed in post.

Styling

Do’s

Bag is properly & proportionally stuffed with centered, clean straps.

Appropriate bag scale sitting straight & centered on correct baseline.

Correct styling with strap on the side. Ensure strap remains even, folding toward the back. Avoid twists.

Play with wider & lower camera angles on 3/4 views to highlight heroic product effect. Keep accurate scale & baseline.

Styling

Do’s

Appropriate centered styling. Multipacks can be layered & centered vertically or horizontally, depending on items in pack.

Appropriate vertical styling & layering, going from dark to light.

Ideal multipack vertical styling—showing side by side & centered.

Top & bottom vertical styling, avoiding overlaps & highlighting all details.

3.2

Styling Best Practices
Don’ts
Shoes
Bags
Hats

Don’ts

Styling

Don’ts

Avoid incorrect proportions & style tall boots with care to prevent creasing or folding.

Straps should be even & properly aligned with the heel.

Avoid styling the shoe facing camera left. All shoes should be styled facing camera right.

Do not style with a messy tie & please ensure all styling props are fully retouched in post.

Styling

Don’ts

Do not use incorrect scale, twisted straps, or overall messy styling.

Avoid styling the bag lopsided, all images should be straight & even.

Avoid messy & uneven straps on the side.

Ensure lighter colorways have depth & visible edges, so product looks distinguishable & heroic.

Styling

Don’ts

Avoid staggered or diagonal styling.

Avoid styling product out of order. Arrange from dark to light, ensuring whites are well defined.

Product should be arranged from dark to light, with patterns positioned at the front or top.

Avoid staggered or overlapped styling & overall messy arrangements that hide product features.

Styling

Don’ts

Avoid overly flat styling & incorrect arm bends. Both sides should be symmetrical & properly stuffed for a polished, elevated look.

Do not style with messy or uneven ties.

Avoid uneven folds and off-center zippers.

Avoid styling with a messy composition, arrange tops & bottoms vertically.

3.3

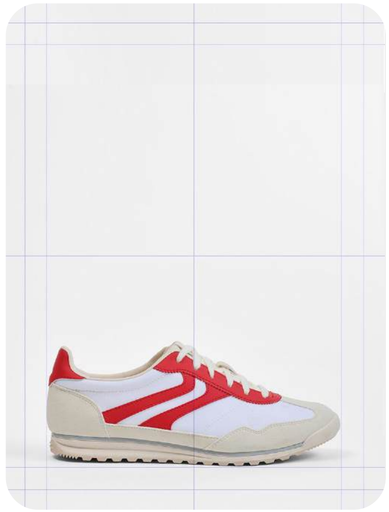
Styling Best Practices
Don’ts
Shoes
Bags
Hats

Shoes

Shoes

Shoe Scale

Shoe heights vary, so maintaining a consistent baseline creates a clean, balanced & uniform presentation across PDPs.



Shoes

Boots

Shot 1: front view

Shot 2: ¾ pair view

Shot 3: back view

Shot 4: detail

Shot 5: top view

Shoes

Heels

Shot 1: front view

Shot 2: ¾ pair view

Shot 3: back view

Shot 4: detail

Shot 5: top view

Shoes

Sneakers & Flats

Shot 1: front view

Shot 2: ¾ pair view

Shot 3: back view

Shot 4: detail

Shot 5: top view

Shoes

Kids’ shoes

Shot 1: front view

Shot 2: ¾ pair view

Shot 3: back view

Shot 4: detail

3.4

Styling Best Practices
Don’ts
Shoes
Bags
Hats

Bags

Bags

Bag Scale

Handbags vary in shape & size, so a consistent baseline creates a clean, balanced & uniform presentation across PDPs.

Bags

Small Bag

Shot 1: front view

Shot 2: ¾ view

Shot 3: detail

Shot 4: interior

Bags

Phone Case Bag

Shot 1: front view

Shot 2: texture crop

Shot 3: detail

Shot 4: interior

Bags

Large Bag

Shot 1: front view

Front 2: ¾ view

Shot 3: interior

Bags

Backpack

Shot 1: front view

Shot 2: ¾ view

Shot 3: back view

Shot 4: detail

Shot 5: interior

Bags

Backpacks with Accessory

Shot 1: front view

Shot 2: ¾ view

Shot 3: accessory front view

Shot 4: detail

Bags

Plush Backpack

Shot 1: front view

Shot 2: ¾ view

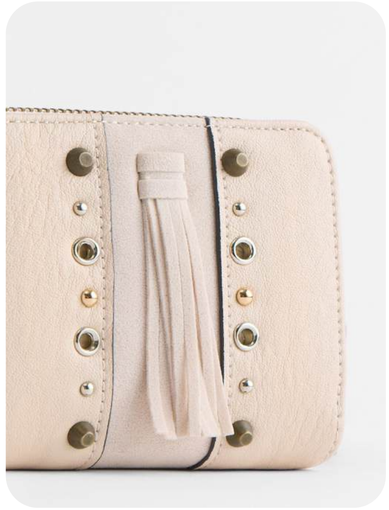
Shot 3: accessory front view

Bags

Women’s Small Wallet

Shot 1: front view

Shot 2: ¾ view



Shot 3: accessory front view

Shot 4: interior

Bags

Women’s Large Wallet

Shot 1: front view

Shot 2: back view

Shot 3: detail

Shot 4: interior

Bags

Men’s Wallet

Shot 1: front view

Shot 2: back view

Shot 3: detail

Shot 4: interior

3.5

Styling Best Practices
Don’ts
Shoes
Bags
Hats

Hats

Hats

Baseball Cap

Shot 1: front view

Shot 2: profile view

Shot 3: detail

Hats

Fashion Hat

Shot 1: front view

Shot 2: profile view

Shot 3: detail

Hats

Beanies

Shot 1: front view

Shot 2: profile view

Shot 3: detail

4.0

Jewelry & Accessories

4.1

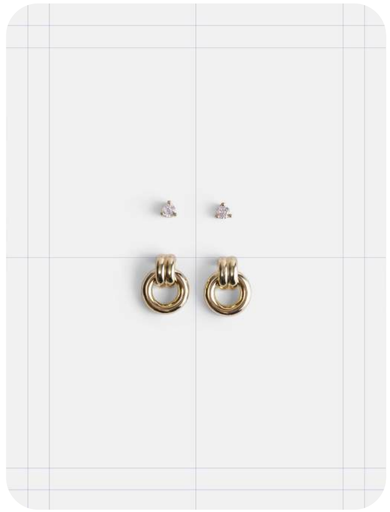
Earrings
Necklaces
Rings
Bracelets
Accessories
Watches
Soft Goods

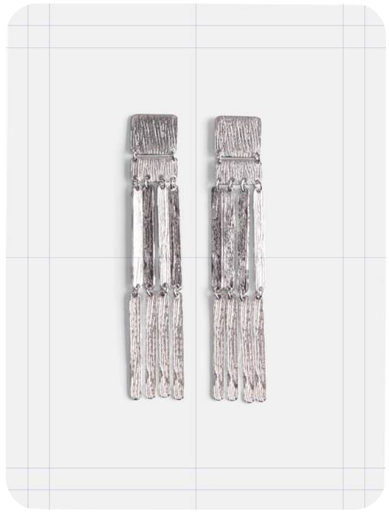
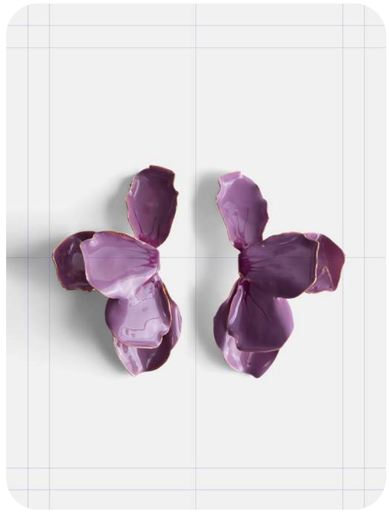
Earrings

Jewelry & Accessories

Earrings Scale

Earrings come in many lengths, shapes & styles. We use a consistent baseline to create a clean, balanced & uniform presentation across PDPs.

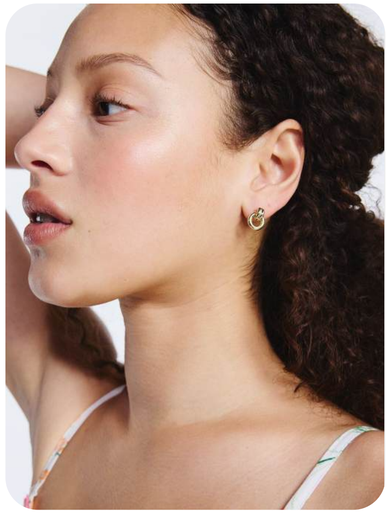


Jewelry & Accessories

Earrings Set

Shot 1: front view



Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Single Earrings

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Hoop Earrings

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Long Earrings

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Large Pendant Earrings

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

4.2

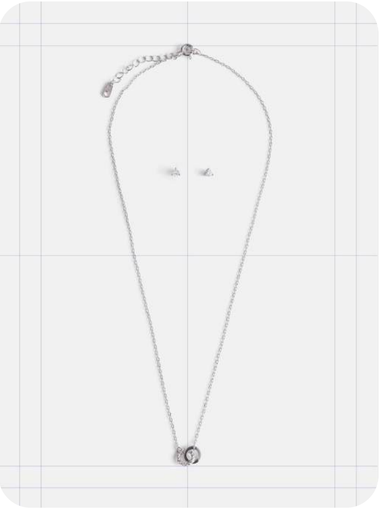
Earrings
Necklaces
Rings
Bracelets
Accessories
Watches
Soft Goods

Necklaces

Jewelry & Accessories

Necklace Scale

Necklaces come in many lengths & styles. We use a consistent baseline to create a clean, balanced & uniform presentation across PDPs.



Jewelry & Accessories

Large Necklace

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

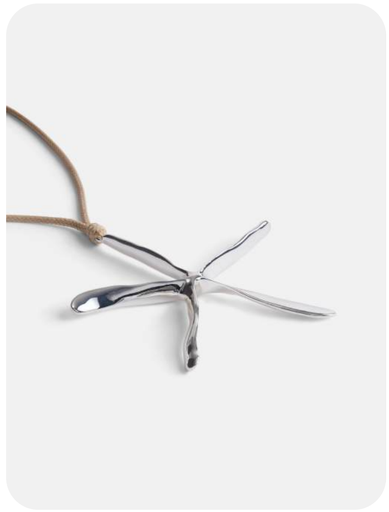
Jewelry & Accessories

Pendant Necklace

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging



Shot 4: detail/close-up

Jewelry & Accessories

Double Necklace

Shot 1: front view

Shot 2: on-figure/scale view

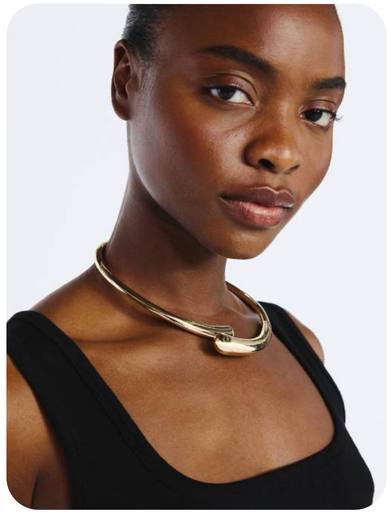
Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Choker Necklace

Shot 1: front view



Shot 2: on-figure/scale view

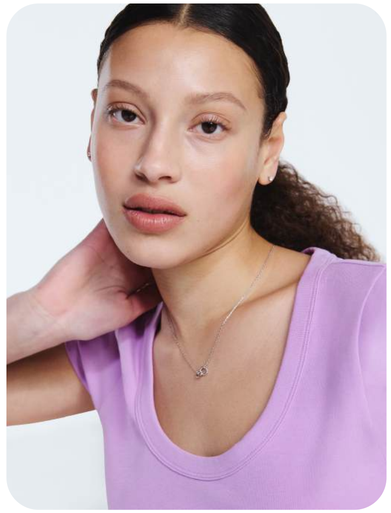
Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Necklace & Earrings Set

Shot 1: front view



Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

4.3

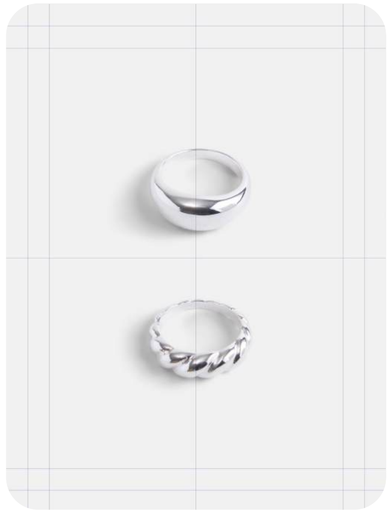
Earrings
Necklaces
Rings
Bracelets
Accessories
Watches
Soft Goods

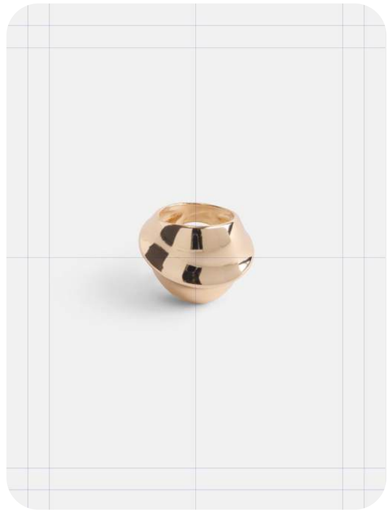
Rings

Jewelry & Accessories

Ring Scale

Rings come in many shapes & styles. We use a consistent baseline to create a clean, balanced & uniform presentation across PDPs.





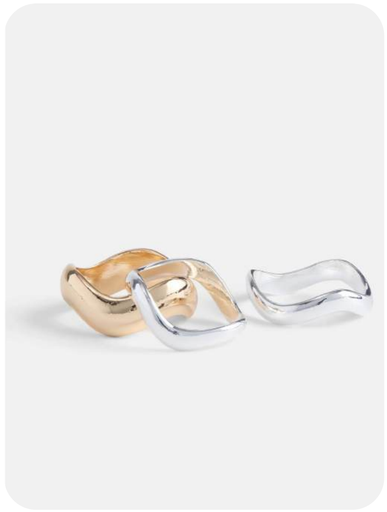
Jewelry & Accessories

Ring Sets

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging



Shot 4: detail/close-up

Jewelry & Accessories

Single Ring

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

4.4

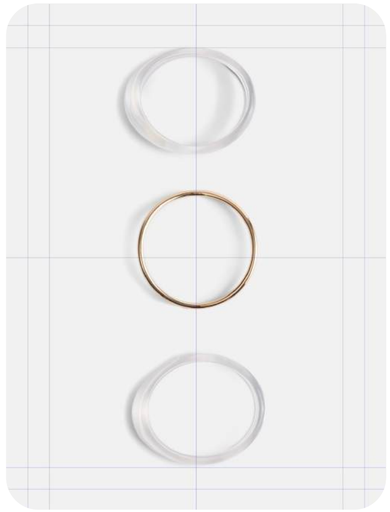
Earrings
Necklaces
Rings
Bracelets
Accessories
Watches
Soft Goods

Bracelets

Jewelry & Accessories

Bracelet Scale

Bracelets come in many shapes & styles. We use a consistent baseline to create a clean, balanced & uniform presentation across PDPs.



Jewelry & Accessories

Large Bracelet Set

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

Jewelry & Accessories

Small Bracelet Set

Shot 1: front view

Shot 2: on-figure/scale view

Shot 3: packaging

Shot 4: detail/close-up

4.5

Earrings
Necklaces
Rings
Bracelets
Accessories
Watches
Soft Goods

Accessories

Jewelry & Accessories

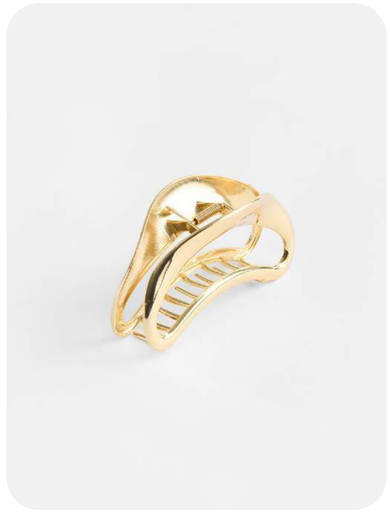
Accessories Scale

Accessories come in many shapes & sizes, so a consistent baseline creates a clean, balanced & uniform presentation across PDPs.

Jewelry & Accessories

Hair Clips

Shot 1: front view



Shot 2: handle view

Shot 3: detail/close-up

Jewelry & Accessories

Headbands

Shot 1: front view

Shot 2: profile view

Shot 3: detail/close-up

Jewelry & Accessories

Headband Multipack

Shot 1: front view

Shot 2: profile view

Shot 3: detail/close-up

Shot 4: detail/close-up

Jewelry & Accessories

Sunglasses

Shot 1: front view

Shot 2: ¾ view

Shot 3: detail/close-up

Jewelry & Accessories

Belts

Shot 1: front view

Shot 2: ¾ view

Shot 3: detail/close-up

Jewelry & Accessories

Gloves

Shot 1: front view

Shot 2: side view

Shot 3: detail/close-up

Jewelry & Accessories

Scarves

Shot 1: hero/front view

Shot 2: full scarf pattern

Shot 3: detail/close-up

Jewelry & Accessories

Umbrellas

Shot 1: front view

Shot 2: button/handle view

Shot 3: detail/close-up

4.5

Earrings
Necklaces
Rings
Bracelets
Accessories
Watches
Soft Goods

Watches

Jewelry & Accessories

Watches

Shot 1: front view

Shot 2: ¾ front view

Shot 3: ¾ back view

Shot 4: detail/close-up

5.0

Soft Goods

5.1

Single Apparel
Multipack Apparel

Single Apparel

Soft Goods

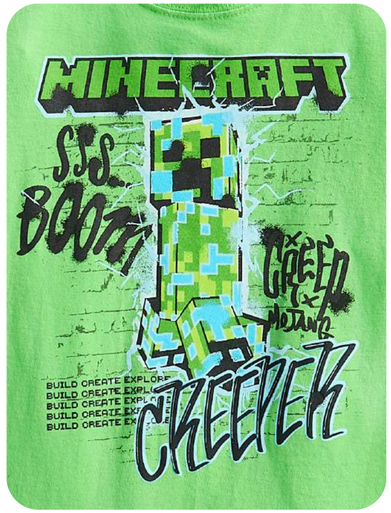
Soft Goods Scale

Soft goods come in many shapes & styles. We use a consistent baseline to create a clean, balanced & uniform presentation across PDPs.

Soft Goods

Kids’ Single Top

All single tops should be styled centered vertically & horizontally with soft shadow & movement.



Soft Goods

Kids’ Single Bottom

All single bottom items should be styled centered vertically & horizontally with soft shadow & movement.

Soft Goods

Coats

All coats should be styled centered vertically & horizontally with soft shadow & movement.

Soft Goods

2-pk Set: Top & Bottom

Top & bottom sets should be styled centered vertically with soft shadow & movement. Include two detail shots as alternate views.

Soft Goods

Sets with Accessory

Sets with an accessory should be styled centered vertically & stacked with soft shadow & movement. Each item should be shown in hero & separately in alternate views.

Soft Goods

Robe + PJ Set

Items within a robe set should be styled outfitted, centered vertically & stacked with soft shadow & movement. Each item should be shown in hero & separately in alternate views.

Soft Goods

Special Occasion

Special occasion items should be centered vertically & horizontally with soft shadow & movement. Items should be outfitted in hero & showcased separately.

Soft Goods

Girls’ Swim

Top & bottom swim sets should be styled centered vertically with soft shadow & movement. Include two detail shots as alternate views.

Soft Goods

Boys' Swim

Top & bottom swim sets should be styled centered vertically with soft shadow & movement. Include two detail shots as alternate views.

5.2

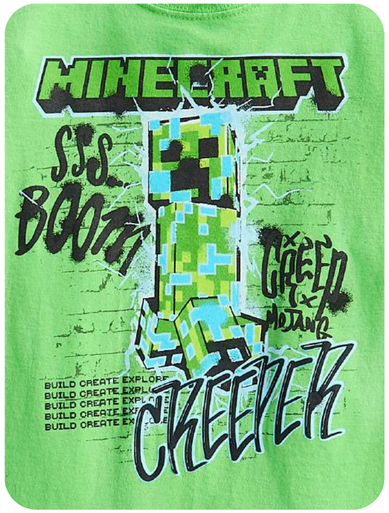
Single Apparel
Multipack Apparel

Multipack Apparel

Soft Goods

Multipack Graphic Tees

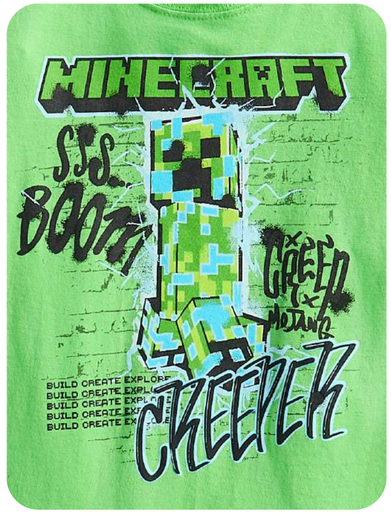
Multipack items should be styled centered vertically, with soft shadow & movement.
Always style from dark to light.



Soft Goods

Multipack Tops

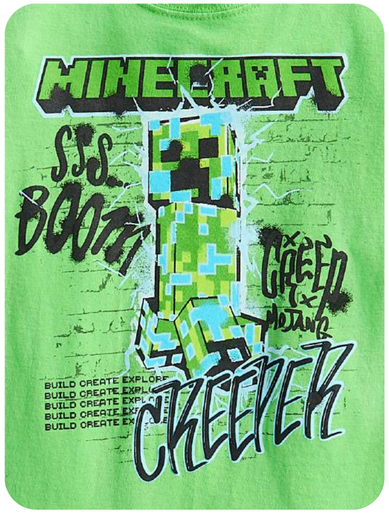
Multipack items should be styled centered vertically, with soft shadow & movement.
Always style from dark to light.



Soft Goods

Multipack Bottoms

Multipack items should be styled centered vertically, with soft shadow & movement.
Always style from dark to light.



6.0

Post

6.1

General RT Notes

Photography & Backgrounds

- Maintain the integrity of original lighting direction; do not remove or alter shadows
- Ensure background value reads 241 or hex #F1F1F1
- Preserve natural backgrounds & shadows—no masking, added elements, or background replacements unless specifically requested
- All on-figure images should be centered with 45–50 pixels of white space above the head or below the feet

Product Retouching

- Keep clothing retouching minimal; reduce excessive wrinkles & creasing only. Natural wrinkles are important to maintain realism of product
- Color match products accurately, including across multiple images of the same item
- Remove lint, dust, markings, pins, clamps & fishing lines, sample stamps & sample holes
- Clean corners on packaging
- Remove “sample” stamps & repair or clean visible tears or holes
- Remove size tags & care instructions in ghost images
- Center logo tags or stamps within the frame
- Double-check leg break folds on pants
- Align shoes naturally to feet & reduce gaps
- Remove any visible shoe straps sticking out

PRIVATE AND CONFIDENTIAL

Model Retouching

- Minimal skin retouching; avoid over-brushing
- Even out skin tone
- Remove bumps, bruises, blemishes & visible veins on arms or hands
- Remove all tattoos

Set & Studio Cleanup

- Extend background where back-of-house areas are visible
- Remove studio markings, dirt & any visible equipment
- Clean dirt or debris from floors
- Remove lines or creases from vinyl flooring

7.0

Copy & Tone

7.1

Copy & Voice Direction

PDP Copy & Voice Direction

PDP copy should clearly highlight the product in an elevated, easy-to-understand way, focusing on what makes the item special.

Our brand voice is guided by three core principles that shape how we write across all of Walmart. These principles can be dialed up or down depending on the PDP need. All PDP writeups should look to these principles as a North Star. Please reference our tone of voice guidelines for more details.

Conversational

Down-to-earth, approachable & human. We show up as the realest voice in retail.

Captivating

Engaging & energizing. PDP copy should hold attention while speaking to the product's unique details.

Confident

Clear, decisive & inspiring. Always lead with clarity & purpose.