4.0 Sample / Image Requirements

- 4.1 Overview –

- The SAMPLE process is a continuous process that occurs throughout all Banners and is initiated/agreed upon by both parties when the Vendor Agreement is signed.
- For each style ordered, the vendor shall provide; (i) a high-resolution image that meets the image requirements set below; or (ii) one physical sample sent to Designer Brands. Failure to provide an image or sample as required may result in chargebacks.
- The requirement to have samples satisfies three areas within the business:
    1) Seasonal Line Reviews; supports the Merchandising Team
    2) E-Commerce initiatives
    3) Marketing & Public Relations (PR) requirements
- Buyers will request Samples from vendors upon initial discussions regarding intent to buy. This is further supported in the Vendor Agreement.
- Requests for Samples may come via notification of a PO or samples may be requested via email correspondence.
- Samples are expected to be shipped to the Company at the expense of the vendor. If a Sample is required to be returned to the vendor, this will be accommodated via vendor pick up or COD only.
- Any expense to the Company to receive or return a Sample will be charged back to the vendor.
- Samples are to be shipped to the Company at the following address:

    Attn: Buyer/Assistant Buyer
    Designer Brands Canada
    44 Kodiak Crescent
    Toronto, ON, Canada
    M3J 3G5

Samples are required to be labelled prior to shipment as follows:

- Vendor item style number
- Vendor item style name
- Style Description
- Style Color Description
- Designer Brands Style Number (if provided to the vendor in advance)

- 4.1.1. Image Identification -

For the Company's system to be able to upload images, images are required to be labelled using a standard format as follows:

- Nine digit Designer Brands Canada style number
- Underscore _
- Three digit DBC colour
- Underscore _ss
- Two digit code matching type of image
- E.g. 114701353_789_ss_05

The hero/front image or the image on the collection page/array level will be the "01" view.

- Vendor images received should be of highest resolution.
- Image size should be no smaller than 1300 x 1300 pixel; 96 DPI
- On all websites, the profile shot is the default image that appears as the thumbnail.
- The right foot shoe should be photographed on an angle.

- 4.2 Images Guideline –

Image codes for footwear are as follows:

- 01 – Side View on Angle Image (Footwear)
- 02 – Front Facing Image (Footwear)
- 03 – Full Left-Side Image (Footwear)
- 04 – Back View Image (Footwear)
- 05 – Full Right-Side Image (Footwear)
- 06 – Top View Image – Sole of Shoe (Footwear)
- 07 – Top View Image – Inside Shoe (Footwear)
- SW – Swatch (optional)
  **On the website the Profile Image is the standard thumbnail view of the product.

Footwear Image Examples:

Profile Image



114403384_420_ss_01

Alternate Image/Angles



114403384_420_ss_02



114403384_420_ss_03



114403384_420_ss_04



114403384_420_ss_05



114403384_420_ss_06



114403384_420_ss_07



114403384_420_ss_sw

- 4.2 Images Guideline Continued –

Image codes for Handbags are as follows:

- 01 - Front Facing Image (Handbag)
- 02 - Back Facing Image (Handbags)
- 03 - Model display view (Handbag)
- 04 - Inside of Handbag Arial Image (Handbags)
- 05 - Side View on Angle Image (Handbags)
- SW – Swatch (optional)
  **On the website the Profile Image is the standard thumbnail view of the product.

Handbag Image Examples:

Profile Image



430805841_822_ss_01

Alternate Image/Angle



430805841_822_ss_02



430805841_822_ss_03



430805841_822_ss_04



430805841_822_ss_05



430805841_822_ss_sw

- 4.2 Images Guideline Continued –

Image codes for Hats are as follows:

- 01 - Front Facing Image (Hats)
- 02 – Side View Angle Image (Hats)
- 03 – Side View Right Facing Image (Hats)
- 04 – On model Image (Hats)
- 05 - Back Facing Image (Hats)
- SW – Swatch (optional)
  **On the website the Profile Image is the standard thumbnail view of the product.

Profile Image



975301224_320_ss_01

Alternate Image/Angle



975301224_320_ss_05



975301224_320_ss_sw

Profile Image



975501203_521_ss_01

Alternate Image/Angle



975501203_521 _ss_05



975501203_521 _ss_sw

**For all non-footwear styles, image angle "01" and “05” are mandatory. Submission of all other image angles is optional.

- 4.2 Images Guideline Continued –

Image codes for Socks are as follows:

- 01 - Front View Packages Image (Socks)
- 02 – Side View Image (Socks)
- 03 – Top View Image (Socks)
- 04 – Back Pack View Image (Socks)
- 05 – Flat Lay View Image (Socks)
- SW – Swatch (optional)
  **On the website the Profile Image is the standard thumbnail view of the product.

Profile Image



Alternate Image/Angles









Superimposed or model images are preferred over flat images.

- 4.2 Images Guideline Continued –

Image codes for Soft Accessories are as follows:

- 01 - Front View Image (Soft Accessories)
- 02 – Back View Image (Soft Accessories)
- 03 – Flat View Image (Soft Accessories)
- 04 – Detail View Image (Soft Accessories)
- SW – Swatch (optional)
  **On the website the Profile Image is the standard thumbnail view of the product.

Profile Image



430805841_822_ss_01

Alternate Image/Angle



430805841_822_ss_02



430805841_822_ss_03

Profile Image



430805841_822_ss_01

Alternate Image/Angle



430805841_822_ss_02



430805841_822_ss_03



430805841_822_ss_05



430805841_822_ss_sw