

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.
- One Sample is required for each style ordered. Alternatively, an image may be accepted provided it meets the image requirements below. Failure to provide a Sample (or alternative image if approved) will 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 the 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

Image codes for footwear are as follows:

- 01 – Side View on Angle Image (Footwear)
- 02 – Front Facing Image (Footwear)
- 03 – Full Side Image (Footwear)
- 04 – Back View Image (Footwear)
- 05 – Profile Image (Footwear)
- 06 – Top View Image – Sole of Shoe (Footwear)
- 07 – Top View Image – Inside Shoe (Footwear)
- SW – Swatch

**On the website the Profile Image is the standard thumbnail view of the product.

- 4.2 Images Guideline -

- 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 a straight angle.

Footwear Image Examples:

Profile Image



114701353_789_ss_05

Alternative Images/Angles

How to Name Alternate Images + Swatch



114701353_789_ss_01



114701353_789_ss_02



114701353_789_ss_03



114701353_789_ss_04



114701353_789_ss_07



114701353_789_ss_06

114701353_789_ss_sw

- 4.2 Images Guideline Continued -

Image codes for footwear are as follows:

- 01 - Profile 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

**On the website the Profile Image is the standard thumbnail view of the product.

Handbag Image Examples:

Profile Image



433223944_421_ss_01



433223944_421_ss_05



433223944_421_ss_04



433223944_421_ss_SW



433223944_421_ss_02



Model Display View : Product ID_123_ss_03

Non-Footwear Product;



933600082_462_ss_01



933600082_462_ss_04

**If the images for the side angles are available, they will "02" and "03" respectively. Model shots can also be included in the series it can be "01" view.



933100069_160_ss_01



933100069_160_ss_03



933100069_160_ss_02

Apparel:

The hero/front image or the image on the collection page/array level will be the "01" view.
 Superimposed or model images are preferred over flat images.



889101014_180_ss_01



889101014_180_ss_03

BOYS SIZE CHART

SIZE	HEIGHT (in.)	CHEST (in.)	WAIST (in.)
2T	34" - 36"	20.5"	20.5"
3T	36" - 38.5"	21"	21"
4T	38.5" - 41"	22"	21.5"
4	38.5" - 41"	22"	21.5"
5	41" - 43"	23"	22"
6	43" - 46"	24"	22.5"
7	46" - 48"	24.75"	23"

889101014_180_ss_04

If the product has the image of a size chart, please ensure it has the same resolution and size as of the product images and should be the last view in the series.



169102205_120_ss_01



169102205_120_ss_02



169102205_120_ss_03



169102205_120_ss_04



169102205_120_ss_05