

STYLE GUIDE

In today's online world, presentation is everything. The way your product looks online is reality to the customer. We want to give you all the tools you need to show just how wonderful your product really is.

By following this style guide, you are setting yourself up for successful sales on BelleChic and having your products selected for the front page, marketing campaigns and BelleChic's social media.

Photos

They say a picture is worth a thousand words, but in the online world, it's closer to a million. When buying online, the customer cannot touch the product to feel the quality. They rely solely on the photo to grasp what makes the product special.

BelleChic Cannot Accept

- Filters that change the coloring of an image.
- Watermarks, Logos, or Borders, Small or pixelated images. (Minimum photo size is 800 x 800)

We would like to see the following types of photos in each listing on BelleChic:

Lifestyle/Lookbook Photo

Get a model to wear or interact with your product, or set it on a beautiful table next to some flowers. Make the image special, eye-catching and "Pin-able" (meaning, you would notice this image on Pinterest if you were scrolling through all the images).



All Angles of a Product

No one likes surprises when it comes to a product they are buying. Show customers exactly what they are getting. If it's a bag, show them the inside. If it's a piece of clothing, show them what the back looks like. This will help the customer trust you enough to buy the product.



Sizing

Photos must be a minimum of 800x800 pixels. We request all photos be in square orientation so that they fit the layout of our site. Anything other than that will look blurry or will be cut off at the edges.



It's All About the Details

Customers need specific information to feel comfortable about making the decision to buy. Make sure all details about the product are included in the product description.

INFORMATION BELLECHIC REQUIRES

Jewelry | Length of Chain | Size of Pendant, Earring, or Ring | Metal/Material

Clothing | Material | Care Instructions | Sizing Chart | Fit

Other Products | Size of the Product | Material | Weight

A Picture is Worth a Thousand Words?

In the online world, it's closer to a million! Great photography can mean the difference between hundreds of sales vs. no sales. We now have an on site BelleChic photographer ready to take your photos to the next level.

Two Ways To Get Better Photos

For Use On The BelleChic Website Only - Free!

Send in a sample of your product(s) at least 5 days prior to your daily deal. The photos will be copyright to BelleChic.

For Use On Any Website - \$10/product

Send in a sample of your product(s) at least 5 days prior to your daily deal. You will receive 3 high resolution images via email that are yours to keep. You will be billed via PayPal.

Send your products to:
BelleChic
Attn: Jessica
25 South Arizona Place
Suite 410
Chandler, Arizona 85225

Please include your name and shop name on the envelope

If you want to use your own photos, please note that we:

Do not accept photos with watermarks, text, or filters & needs a 1:1 ratio (square)

Follow this BelleChic Style Guide to give yourself the best opportunity for success while selling on BelleChic. You already have the incredible product, not showcase it to the world. For more information, please contact style@bellechic.com

BelleChic