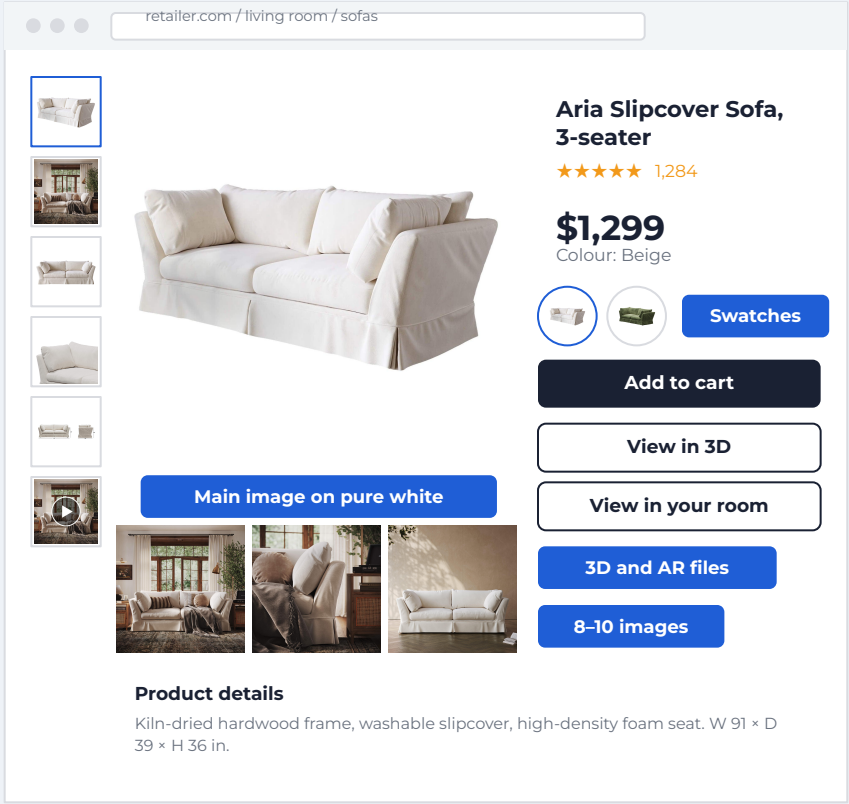
CGIFURNITURE

GUIDE FOR HOME BRANDS · UPDATED NOVEMBER 2026

Retailer Image Guide: requirements and best practices for 38 retailers

Shot lists, file specs, rules by asset type and a card for every retailer. For e-commerce and content teams that list products on marketplaces.



ABOUT THIS GUIDE

How to use it

Who it is for

E-commerce, trade marketing and content teams that prepare product images for retailer and marketplace listings.

How we built it

From official vendor and seller guides where they are public, and from counting images on live product pages where they are not. Every rule names its retailer. Required and Recommended come from the retailer's own guide; Observed is what we counted on live product pages, not a rule.

Rules change

Confirm in your vendor portal before a big upload. Checked November 2026.

A **What to produce** p. 5
Shot list, image order, master file and exports

B **Rules by asset type** p. 9
Main image, room shots, variants, details, video, 360, 3D

C **Where to sell and retailer rules** p. 16
Six categories, then a card for every retailer

D **Submit and check** p. 30
Portals, file naming, checklist, rejections, sources

START HERE

Three rules most retailers share



01

Main image: the product only, on pure white

RGB 255,255,255 at Amazon, Walmart, Lowe’s and Bol. No text, logos, badges, props or packaging. The product fills most of the frame: 85% at Amazon, 90% at Lowe’s.



02

At least 1000 × 1000 px. Plan for 2000

1000 px is the floor at Wayfair, Home Depot, Lowe’s and MediaMarkt, and the zoom threshold at Amazon. Wayfair recommends 2000 × 2000. Portrait marketplaces need 3:4 files of 1500 × 2000 px and up.



03

One image is never enough

Minimums are 1 to 4 images, but live listings carry far more: of the 24 pages we counted in full, the median had 9.5 images and two in three had 8 or more. Amazon recommends a main image, six more and a video.

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

PLAN THE SET

What to produce, by category

Brief one SKU from its column. Retailer-specific rules follow in section C.

	Furniture	Lighting	Decor, rugs, textiles	Kitchen and bath	Appliances	Flooring
Main image	silo on white, 3/4 view	fixture on white	on white; a room main is OK for rugs at Amazon	product on white, the exact finish	front view on white	plank or tile close-up
Room shots	one wide for scale, one close for texture	a room shot for every finish	room shots for scale and style	installed in a real bathroom or kitchen	in the kitchen, in use	an in-room shot on every item
Details	fabric, legs, mechanism	material, shade, mounting	weave, pile, texture	finish, handle, spout	controls, interior, features	texture, edge, joints
Dimensions	W × D × H on a silo	dimension drawing	size on a silo	dimension drawing, CAD	line drawing, cut-out size	plank or tile size
Variants	a swatch for every fabric	an image for every finish	a swatch for every colour	every finish shown exactly	an image for every colour	a swatch for every colour
Video	recommended at Amazon, Wayfair	optional	optional	product or install film	common at AO, Currys	optional
3D / AR	AR at Amazon, Target, home24	room renders: no Amazon AR for ceiling items	Amazon AR for decor and wall items	2D/3D drawings for Ferguson	ask your retailer	room visualizers (Floor & Decor)

Our planning recommendation, built from the retailer rules and live pages in this guide. Not a list of requirements.



A

What to produce

The shots retailers expect, in the order that works, and one master file for every export you need.

SHOT LIST

10 images for a complete listing

Matches Wayfair's five shot types and Amazon's main image plus six more.



01 Main silo
3/4 view on pure white



02 Room, wide
style and scale



03 Front
frontal mains: Walmart, Bol



04 Side
depth and arm shape



05 Back
for pieces placed mid-room



06 Detail
fabric, weave, stitching



07 Detail
legs, hardware, mechanism



08 Dimensions
W × D × H on a silo



09 Room, close
texture in context

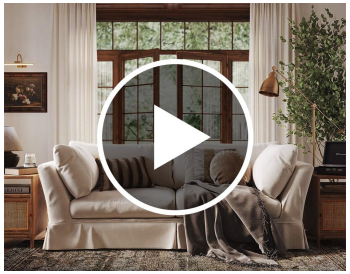


10 Room, mood
banners and ads

Example images: cgifurniture.com/e-com. Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

BEYOND STILLS

Video, 360°, 3D and colourways



Product video

10–15 s is enough. Amazon recommends one; Lowe's takes 1280 × 720+ H.264.



360° spin

Lowe's: 24 frames at 15°, 2500 px, on white.

3D / AR model

Amazon: GLB or glTF, ≤200K triangles, real scale. Scan the code.

Swatches and colourways

A close-up of every colour or finish: Amazon shows it as the variant thumbnail (SWCH), Lowe's has a "Swatch – Color/Finish" type, Wayfair recommends digital swatches. One 3D model gives every colourway the full set.



Beige



Green

IMAGE ORDER THAT WORKS

1	Main silo, 3/4 on white
2	Room shot, wide
3–5	Front, side, back silos
6–7	Details
8	Dimensions
9	Room shot, close
10	Video
+	Swatches per finish, 360, 3D

Put what decides the purchase in the first four: Next asks for key details there.

Click the video, spin, QR and colourway images to open live examples.

FILES

Produce once, export many

Master file

Make every shot once at 4000 px or more on the long side, sRGB, product centred with margin for both square and portrait crops.

Main shots pure white RGB 255, product only

Lifestyle full-bleed room, no text

Colour match the real finish; Home Depot and Lowe's reject wrong colours

Keep layered or raw files, so new sizes and finishes need no reshoot

Export	Size	Use for
Square, white	2000 × 2000 px JPEG	Amazon, Wayfair, Home Depot, Lowe's, Walmart, Bol, MediaMarkt, Target
Portrait 3:4	2250 × 3000 px JPEG	Next (min 1800 × 2400), About You (ideal 1500 × 2000, max 2 MB), John Lewis (reported)
Portrait 1:1.44	1801 × 2600 px JPEG	Zalando (min 762 × 1100, max 20 MB)
Tall cut-out	≥ 500 × 1000, max side 4500	Otto (cut-out or light neutral background)
Light square	1200 × 1200 px	zoom threshold at Bol; small files
360 frames	2500 × 2500, 24 per row	Lowe's spin (zipped, max 500 MB)
Video	1920 × 1080 MP4 H.264	Amazon, Lowe's (min 1280 × 720), Wayfair, Bol

File basics JPEG in sRGB is accepted by every retailer in this guide; Home Depot takes JPEG only. Under 10 MB for Bol, under 2 MB for About You JPEGs. No umlauts or special characters in names (Otto). Image URLs must end in .jpg or .png (MediaMarkt).

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.



B

Rules by asset type

What retailers say about main images, room shots, variants, details, video, 360 spins and 3D models.

MAIN IMAGE

Do and don’t



Dashed line: the product’s outline. It spans about 90% of the frame width; Amazon asks for ~85%, Lowe’s for 90%.

DO

✓ Pure white RGB 255,255,255 (Amazon, Walmart, Lowe’s); white with no visible shadow (Bol); cut-out or light neutral (Otto)

✓ Product fills ~85% of the frame (Amazon), 90% (Lowe’s)

✓ Frontal (Walmart, Bol) or front-facing (Lowe’s); 3/4 also works at Amazon and Wayfair

✓ One unit, out of the packaging, nothing cropped (Amazon, Bol)

✓ The exact colour and finish you sell (Home Depot, Lowe’s)

DON’T

✕ Text, logos, badges, watermarks, overlays (Amazon, Walmart, Lowe’s, Home Depot, Bol)

✕ Props, people or pets (Home Depot); models (Bol)

✕ A room shot as main at Amazon, except beds, bed frames, mattresses, rugs, rug pads, sofas; never at Bol

✕ Phone or app screenshots (MediaMarkt)

✕ Under 1000 × 1000 px: rejected at MediaMarkt, no zoom at Amazon

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

ROOM SHOTS

Lifestyle: one wide, one close



Zoomed-out: the full room sells style and scale



Zoomed-in: the vignette sells texture and quality

Wayfair names both as separate shot types; Lowe's splits them into "Room – Lifestyle/In Use" and "Vignette – Lifestyle Close-Up". Room shots appeared on 14 of the 25 live pages we counted, and home24 already mixes AI-made mood rooms into its galleries.

Wayfair
zoomed-in and zoomed-out environmental shots next to silos

Lowe's
fully propped room and vignette close-up types

Amazon
room shots in extra slots; as main only for beds, mattresses, rugs, sofas

Walmart
extra images may show the item in a setting

Bol
lifestyle only as an extra image

Zalando Home
primary views may be plain, lifestyle or ambient

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

VARIANTS

Colours, finishes and swatches



Beige



Green: same model, new texture





Amazon a swatch image per variant (SWCH); without it the main image becomes the thumbnail

Lowe's "Swatch – Color/Finish" close-up; exact colour sold

Home Depot swatches per category checklist; correct colour required

Wayfair UK digital swatches and detailed close-ups

Otto colour tiles accepted, 500 × 1000 px min

Observed Connox: a packshot for each of 38 colours of one chair. Heal's: up to 100 fabrics on one sofa

Minimum per variant: main silo + swatch for every colour, the full set for the best seller.

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

DETAILS AND DIMENSIONS

Material, function, size



Material



Function





Wayfair

a “functional” shot type (mechanisms, storage) and a “dimensional” one

About You Home

1–2 detail images next to the packshot

Observed

detail close-ups fill most of home24’s 20+ image galleries; Victorian Plumbing and Lumens show dimension drawings, AO line drawings

Tip

label width, depth and height on a clean silo, in the market’s units: inches for the US, centimetres for Europe

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

VIDEO

One short product film per SKU

Retailer	What they say
Amazon	one video recommended per product, with a main image and six more
Lowe's	1280 × 720 (16:9) or more; H.264 MP4, MOV, M4V or WMV; 24–60 fps; 1 MB–1 GB; under 2 min
Home Depot	"should be loaded", through the Vendor Video Portal
Wayfair	recommended: show the product in action or hidden features
Bol	supported, not required
Observed	video on 11 of 25 pages: Currys (up to 2), AO, Coolblue, Reuter, Westwing



Spec that meets every guide here 1920 × 1080, H.264 MP4, 25–30 fps, 10–30 s, licensed music or none, the product in the first two seconds. Click the image for a sample.

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

360°, 3D AND AR

Spins, models and view-in-room

360° spin

Lowe's 24 JPEG frames per row at 15° on white 255, up to 3 rows, 2500 × 2500, 300 DPI, zipped, max 500 MB

Note spins are a set of stills, not a video

Ferguson / Build its content partner DDS collects 360 images

Amazon no spin on the current guide: 3D models replace it

3D model (Amazon spec)

Format GLB recommended, or glTF + PNG/JPG textures

Geometry up to 200K triangles

Textures 2K–4K, power-of-two, PBR

Scale real-world size

Shows as View in 3D and View in Your Room; not for ceiling-mounted items

Who brand owners; review about two weeks

Other retailers

Wayfair builds its own 3D and serves GLB; supplier contact 3DModeling@wayfair.com

Target "See It in Your Space" for furniture, decor, rugs, patio

home24 AR viewer on product pages

Ferguson 2D and 3D drawings via DDS

Tip keep one master model; export GLB and USDZ from it

ONE 3D MODEL, EVERY ASSET



Silo render



Room render



360° spin

AR: scan the code



Product video



New colourway

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.



C

Where to sell and retailer rules

Six categories with retailers, portfolio examples and case studies. Then where to upload and what each retailer asks for.

WHERE TO SELL

Furniture



United States

Wayfair
Amazon
Perigold
Target
Walmart
Home Depot
Lowe's
Lumens
2Modern

United Kingdom

Wayfair UK
Amazon UK
John Lewis
Heal's
Dunelm
Next Home
Nest.co.uk
Cuckooland

Europe

Otto
home24
Westwing
Connox
AmbienteDirect
MOHD
Made in Design
Nordic Nest
Flinders
Maisons du Monde
Bol.com



FROM OUR PORTFOLIO

Dorel Home →

one visual system for a furniture range sold through retail partners

EQ3 →

e-commerce product pages without photoshoots

WHAT MATTERS HERE

A swatch for every fabric (Heal's lists up to 100 on one sofa), room shots for scale, a dimensions image. AR is live at Amazon, Target and home24.

Dark names: retailers with a rules card in this section. Grey: specialists where we found brands of this category. Images: cgifurniture.com case studies.

WHERE TO SELL

Lighting





FROM OUR PORTFOLIO

Livex Lighting →

a lifestyle scene for every fixture in every finish, 360+ fixtures

Capitol Lighting →

fixtures in realistic rooms (images on this slide)

United States

Lumens
Lightology
Lamps Plus
Build.com / Ferguson
Home Depot
Lowe's
Amazon
Wayfair

United Kingdom

Lights.co.uk
John Lewis
Heal's
Nest.co.uk
Amazon UK

Europe

Lampenwelt
light11
AmbienteDirect
Connox
Reuter
MOHD
Made in Design
Nordic Nest
Flinders
Otto

WHAT MATTERS HERE

A room shot for every finish, a dimension drawing (Lumens shows one on every page). Amazon's View in Your Room AR does not support ceiling-mounted items: plan room renders instead.

Dark names: retailers with a rules card in this section. Grey: specialists where we found brands of this category. Images: cgifurniture.com case studies.

WHERE TO SELL

Decor, Rugs and Textiles





FROM OUR PORTFOLIO

Kaleen →

rug collections in realistic interiors

Unify →

premium candle imagery for e-commerce and social

United States

Wayfair
Perigold
Amazon
Target
Lumens
2Modern

United Kingdom

John Lewis
Amara
Heal's
Dunelm
Next Home

Europe

Nordic Nest
Connox
Otto
home24
Westwing
MOHD
Flinders
Zalando Home
About You Home
Maisons du Monde

WHAT MATTERS HERE

Amazon allows a room shot as the main image for rugs and rug pads. Fashion-led marketplaces (Zalando, About You) want portrait 3:4 files. Nordic Nest galleries are half room shots.

Dark names: retailers with a rules card in this section. Grey: specialists where we found brands of this category. Images: cgifurniture.com case studies.

WHERE TO SELL

Kitchen and Bath



United States

Build.com / Ferguson
Home Depot
Lowe's
Amazon
Wayfair

United Kingdom

Victorian Plumbing
Plumbworld
QS Supplies
Tap Warehouse
B&Q
Wickes

Europe

Reuter
Megabad
Skybad
emero
Sanitairwinkel
Espace Aubade
Otto
ManoMano
Leroy Merlin



FROM OUR PORTFOLIO

Hotbath →

the whole bathroom fixture collection in every finish

Chicago Faucets →

installation animation for faucets and valves

WHAT MATTERS HERE

Every finish shown exactly (Lowe's "Swatch – Color/Finish"), dimension drawings (Victorian Plumbing), CAD and 2D/3D drawings for Ferguson's content partner DDS. Reuter adds a product video.

Dark names: retailers with a rules card in this section. Grey: specialists where we found brands of this category. Images: cgifurniture.com case studies.

WHERE TO SELL

Appliances



United States

Abt
AJ Madison
Home Depot
Lowe's
Best Buy
Build.com / Ferguson
Amazon

United Kingdom

AO.com
Currys
John Lewis
Marks Electrical
Appliance City

Europe

MediaMarkt / Saturn
Otto
Coolblue
Darty
Boulanger
Bol.com



FROM OUR PORTFOLIO

Broan-NuTone →

kitchen ventilation for e-commerce and trade channels

Vineyard Wine Cellars →

wine storage in every finish and layout

WHAT MATTERS HERE

The longest galleries in home: 11–23 images at AO, 17 at Currys, with video, line drawings, feature tiles and energy labels. MediaMarkt rejects main images under 1000 × 1000 px.

Dark names: retailers with a rules card in this section. Grey: specialists where we found brands of this category. Images: cgifurniture.com case studies.

WHERE TO SELL

Flooring and Surfaces





FROM OUR PORTFOLIO

Mannington →

flooring textures and room scenes at scale

TileShop →

tile visualization for e-commerce pages

United States

Floor & Decor
Lowe's
Home Depot
Build.com / Ferguson
BuildDirect
BestLaminate

United Kingdom

Topps Tiles
Tile Mountain
Walls and Floors
Flooring Superstore
B&Q
Wickes

Europe

Espace Aubade
Sanitairwinkel
Tegeldepot
Allfloors
Leroy Merlin
Otto

WHAT MATTERS HERE

A plank or tile close-up plus an in-room shot on every item (Floor & Decor), a swatch per colour (Lowe's). Floor & Decor also lets shoppers try the floor in their own room.

Dark names: retailers with a rules card in this section. Grey: specialists where we found brands of this category. Images: cgifurniture.com case studies.

RETAILER RULES

Amazon (US and UK)

Images

Upload Seller Central (sellers) or Vendor Central (suppliers)

Required one compliant MAIN image

Recommended six more images and one video

MAIN pure white RGB 255; product ~85% of frame; whole product, one unit; no text, logos, props or packaging

Lifestyle MAIN only beds, bed frames, mattresses, rugs, rug pads, sofas

Size 500 px min on the longest side, 1000+ for zoom, 10,000 max; 72 dpi; JPEG preferred, also TIFF, PNG, GIF

Codes, variants and 3D

Slot codes MAIN for the main image; PT01, PT02 and so on for extras

Angle codes FRNT, BACK, LEFT, RGHT, TOPP, BOTT, SIDE

Swatch SWCH, shown as the variant thumbnail

3D GLB or glTF, ≤200K triangles, 2K–4K power-of-two PBR textures, real scale

AR View in Your Room for furniture, decor, wall items; not ceiling-mounted

Sources Seller Central help G1881 (images), G7RGSNQFZ2BAG7K3 (3D)

A FULL AMAZON LISTING, SLOT BY SLOT


MAIN


PT01 room


PT02 front


PT03 side


PT04 detail


PT05 size


PT06 close


SWCH


Video

3D / AR (GLB)

RETAILER RULES

Wayfair, Wayfair UK and Perigold

Images

Upload Partner Home (partners.wayfair.com); dropship suppliers, no open marketplace

Minimum US: at least two, three to start an assortment; UK: three or more

Shot types single-product silo, zoomed-in environmental, zoomed-out environmental, functional, dimensional

Size 1000 × 1000 px minimum to be featured; 2000 × 2000 recommended

Mix high-resolution room shots with silhouettes

Extras

Video recommended: show the product in action or hidden features

Swatches digital swatches and detailed close-ups (UK)

3D Wayfair builds its own models, serves GLB; 3DModeling@wayfair.com; spec not public

Perigold a Wayfair brand: same Partner Home and rules

Sources sell.wayfair.com Imagery 101; sell.wayfair.co.uk onboarding checklist

WAYFAIR'S FIVE SHOT TYPES



Single-product silo



Zoomed-in environmental



Zoomed-out environmental



Functional



Dimensional

RETAILER RULES

The Home Depot and Lowe's

The Home Depot

Upload Supplier Hub; IDM Vendor Portal / Vendor Enrich; Vendor Video Portal

Size 1000 × 1000 px min; JPEG only

Main product only: no props, icons, text, watermarks, logos, people, pets

Extras encouraged: lifestyle and alternate views

Swatches per-category checklist; correct colour

Video should be loaded

Source THD Style Sheet (2019); category sheets may differ

Lowe's

Upload Vendor Gateway; content via Syndigo CES or Lowe's IMA

Size 1000 × 1000 px min, 72 DPI min, 5 KB–50 MB; sRGB or Adobe RGB; product fills 90%

Main front-facing silo on white; no text, logos, badges

Types alternate silo, Room – Lifestyle, Vignette close-up, Swatch – Color/Finish

360 24 JPEGs per row at 15°, white, up to 3 rows, 2500 px, zipped

Video 1280 × 720+, H.264, 24–60 fps

Source Asset Specifications v5 (2023, via Syndigo)

LOWE'S IMAGE TYPES



Front silo (main)



Alternate silo



Room – Lifestyle/In Use



Vignette close-up



Swatch – Color/Finish



360° spin (24 frames)

RETAILER RULES

Walmart, Target and US specialists

Walmart

Upload Seller Center; Supplier One / Item Manager

Minimum two images

Main seamless white 255, frontal; no graphics, logos, text

Extras item in a setting

Target

Upload Partners Online; Target Plus by invitation

Spec behind the login

Observed 8–12 slots incl. customer photos

AR See It in Your Space

Ferguson / Build.com

Upload content partner DDS (CONTENT/io)

Collects hi-res images, 360, video, spec sheets, CAD, 2D/3D drawings

Spec no sizes published

Floor & Decor

Spec no public guide

Observed 4–5 images incl. an in-room shot

Extra See in my room visualizer

AJ Madison

Spec no public guide

Observed 3 images; source files 5000 px

Note no video, 360 or AR seen

Lumens, Best Buy

Lumens vendor manual not public

Best Buy Product Shot Guides behind login

Tip ask your buyer for the current guide

RETAILER RULES

United Kingdom

Next Home

Upload Brands at Next

Minimum 4 per style; flat shot; key details in first four

Size 3:4, 1800 × 2400 min, 2250 × 3000 preferred, no logo

John Lewis

Upload JLP supplier portal

Spec not public; reported 3:4, 800–3000 px

Observed 7–9 images

AO.com

Upload via Icecat

Observed 11–23 images: video, lifestyle, drawings, feature tiles

Currys

Spec no public guide

Observed 17 images, up to 2 videos

B&Q (Kingfisher)

Upload Kingfisher Merchant Hub (Mirakl)

Observed 6–11 images incl. energy labels

Wickes

Spec Data Quality Standards, not public

Observed 3–4 images

Dunelm

Spec no public guide

Observed 9–10 images

Victorian Plumbing

Spec no public guide

Observed 4–5 images plus a dimension drawing

Heal’s

Spec no public guide

Observed 5–8 images; up to 100 swatch options

RETAILER RULES

Germany

Otto

Upload OTTO Market (Partner Connect or API)

Main cut-out, else light neutral background

Size 500 × 1000 min, max side 4500; JPG/PNG; RGB

Files no umlauts in names; colour tiles OK

MediaMarkt / Saturn

Upload Mirakl marketplace

Required one main image, 1000 × 1000 min or rejected

Files URL ends .jpg or .png; no app screenshots

home24

Upload supplier or Mirakl; guide not public

Observed 20–21 images incl. AI mood rooms, sketch

Extra AR viewer on sofas

Westwing

Upload wholesale: partner@westwing.de

Observed 10–11 images plus video

Connox

Spec no public guide

Observed 2–17 images; a packshot per colour

Reuter

Spec no public guide

Observed 6–7 images plus video

RETAILER RULES

Benelux, France, Nordics and fashion-led marketplaces

Bol.com

Upload partnerplatform / leveranciers

Main white, no shadow, front view; no lifestyle, text, logos

Size 500–6000 px, 1200 for zoom; 30 KB–10 MB

Note since July 2025 only self-promotion rules enforced

Coolblue

Spec no public guide

Observed 8–13 images plus video

Zalando Home

Upload Partner Program (zDirect)

Required 2 images, primary packshot first

Size 762 × 1100 min, 1801 × 2600 best, 1:1.44; JPG sRGB ≤20 MB

About You Home

Upload Seller Center

Required one packshot on white or transparent

Size 3:4, 1125 × 1500 min, 1500 × 2000 ideal; JPEG ≤2 MB

Maisons du Monde

Upload selective Mirakl marketplace

Observed 7–8 images incl. room shots

Nordic Nest

Spec no public guide

Observed 6–11 images, half room shots



D

Submit and check

Where content goes in, how to name files, a checklist before upload and the most common reasons for rejection.

PORTALS

Where product content goes in

Retailer	Portal or channel
Amazon	Seller Central · Vendor Central
Wayfair, Perigold	Partner Home
The Home Depot	Supplier Hub · IDM Vendor Portal · Video Portal
Lowe's	Vendor Gateway · Syndigo CES or IMA
Walmart	Seller Center · Supplier One / Item Manager
Target	Partners Online · Target Plus (invite)
Ferguson / Build.com	DDS CONTENT/io
AO.com	Icecat syndication

Retailer	Portal or channel
B&Q	Kingfisher Merchant Hub (Mirakl)
Next	Brands at Next
Otto	OTTO Market Partner Connect / API
MediaMarkt, home24, MdM	Mirakl back office
Bol.com	partnerplatform · leveranciers
Zalando	Partner Program zDirect
About You	Seller Center
Westwing	partner@westwing.de (wholesale)

FILES

Naming and delivery

A naming scheme that survives every portal

Pattern SKU_colour_slot_ratio.jpg

Examples SOFA123_beige_01-main_1x1.jpg · SOFA123_beige_02-room_3x4.jpg · SOFA123_beige_SWCH_1x1.jpg

Why SKU first sorts files per product; the slot keeps your order; the ratio tells square and portrait apart

Characters Latin letters, digits, hyphen, underscore: Otto rejects umlauts

Amazon product identifier, then the slot code: ASIN.MAIN.jpg, ASIN.PT01.jpg, ASIN.SWCH.jpg

Deliver as a package per SKU

Folders /square, /portrait-3x4, /video, /360, /3d, /swatches

3D GLB for Amazon, Google and the web; USDZ for Apple Quick Look

360 24 or 36 frames in rotation order, zipped (Lowe's: ZIP up to 500 MB)

Video MP4 H.264 plus a poster frame

Sheet CSV of SKU, colour, file names and alt text for your team or PIM

Hosting Mirakl marketplaces take image URLs: stable public links ending in .jpg or .png

CHECKLIST

Before you upload

- [ ] Main image on pure white RGB 255, nothing else in frame
- [ ] Product fills 85–90% of the main image
- [ ] No text, logos, badges or watermarks on the main
- [ ] Exact colour and finish of the SKU
- [ ] At least 1000 × 1000 px; 2000 px for square exports
- [ ] Portrait 3:4 set for Next, About You, John Lewis
- [ ] 8–10 images: silos, details, dimensions, rooms
- [ ] Key selling points in the first four images
- [ ] A swatch image for every colour or finish
- [ ] Video 10–30 s, 1080p MP4
- [ ] JPEG sRGB; size limits checked (About You 2 MB)
- [ ] File names: Latin characters, SKU and slot number

REJECTIONS

The most common reasons

Too small

under 1000 × 1000 px (MediaMarkt rejects); under 762 × 1100 at Zalando (error 117); under 1125 × 1500 at About You

Wrong background

main not on pure white; a room shot as main where not allowed (Amazon outside beds, rugs, sofas; Bol)

Extra elements

text, logos, badges, watermarks, props, people or packaging on the main

Wrong colour

the image does not match the SKU's colour or finish (Home Depot, Lowe's)

Wrong file

not JPEG at Home Depot; URL not ending .jpg/.png at MediaMarkt; JPEG over 2 MB at About You

Bad 3D file

over 200K triangles, textures not power-of-two, wrong scale (Amazon)

Sources: official vendor and seller guides of 38 retailers and marketplaces, plus 25 live product pages at 20 retailers. Checked November 2026.

SOURCES

Where the rules come from

— Amazon Seller Central help: G1881 (images), G7RGSNQFZ2BAG7K3 (3D models), G200270100 (style guides); Amazon UK equivalents

— Wayfair: Imagery 101 (sell.wayfair.com); UK onboarding checklist (sell.wayfair.co.uk)

— The Home Depot: Style Sheet for Product Marketing Content, 2019, the latest public version; verify in Supplier Hub

— Lowe's: Asset Specifications Guide v5 and Vendor FAQ, Dec 2023 (Syndigo)

— Walmart Marketplace: Item Setup Content Policies, 2019; Walmart.ca Furniture Content Guide

— Next: Seasons at Next onboarding deck and PIF briefing, Jan 2025

— Otto: OTTO Market API best practices · MediaMarktSaturn Content Guidebook, Benelux, May 2025

— Bol: optimise images · Zalando Partner University image guidelines · ABOUT YOU product image requirements

— Target: See It in Your Space · Ferguson: DDS · Kingfisher Merchant Hub FAQ · Wickes Supplier Manual v4

— Behind a login (Target, Best Buy, Lumens, John Lewis, home24): verify in your vendor portal

— Observed: 25 live product pages at 20 retailers, counted 3 November 2026; full image counts on 24

Click a document name to open it. Undated help pages were checked in November 2026. Rules change: confirm before a big upload.

GET THE FULL SET

Marketplace-ready SKU pack


Main silo


Front


Side


Back


Detail

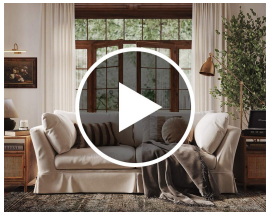

Detail


Dimensions


Room, wide


Room, close


Room, mood


Video, 10–15 s



360° spin

AR: scan me

$200 per SKU, one finish

- ✓ 3D model of the product, yours to reuse
- ✓ 4 silos on white: main 3/4, front, side, back
- ✓ 2 close-up details
- ✓ 1 dimensions image
- ✓ 3 lifestyle images in ready-made 3D rooms
- ✓ 1 product video, 10–15 s, Full HD
- ✓ 360° spin, 24–36 frames on white
- ✓ AR files: GLB + USDZ, ≤200K triangles
- ✓ Square 2000 × 2000 and portrait 3:4 exports, JPEG sRGB

Covers Amazon, Wayfair, Home Depot, Lowe's, Walmart, Target, Next, Otto, Bol and more. Extra finishes and volume pricing on request.

Examples from our demo product page: cgifurniture.com/e-com.

FREE IMAGE PLAN

Get a free image plan for one SKU

Send your product category, a product link and the retailers you sell through. We reply with the asset list and a quote.

Request the plan →

PHONE, US	**+1 607 383 2001** New York
PHONE, UK	**+44 203 617 1683** London
EMAIL	**sales@cgifurniture.com**
WEB	**cgifurniture.com**

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