

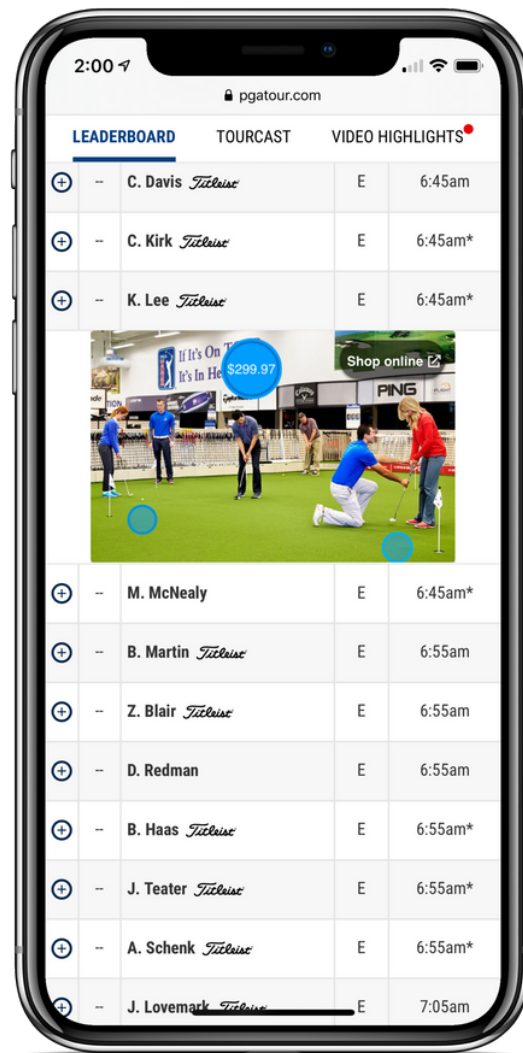


# LOOKBOOK

Specifications & Style Guide

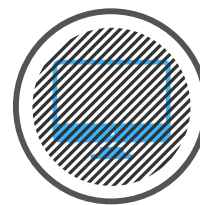


CLICK [HERE](#) TO SEE IT IN ACTION

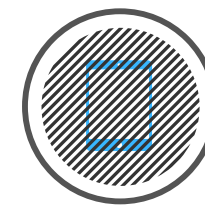


# WHAT ARE YOU GETTING?

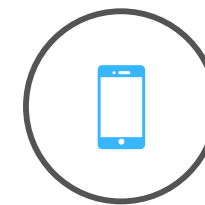
Lookbook is a totally immersive mobile experience that quickly takes your customers from inspiration to information. An eye-catching image showcases multiple separate products or features while pulsating hotspots encourage customers to tap to reveal more details and navigate to your site. Whether showing off a complete outfit or the new features inside the latest car model, or anything in-between, the Lookbook is a great way to entice customers to learn more and take action.



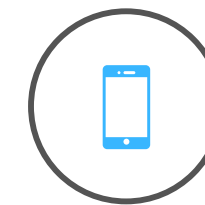
Desktop



Tablet



Mobile  
Web



Mobile  
App

## LOOKBOOK COVER IMAGE

Add a background (hero) image that has an aspect ratio of 1.6:1 or is 720px x 450px, featuring all of your shoppable merchandise. You will add the hotspots on the next page.

## LOGO

Allowed image formats: JPG, JPEG, GIF, PNG  
Image height: 24 pixels  
Image width: (flexible width up to 110) pixels  
Max image file size: 25KB

## HERO IMAGE

Allowed image formats: JPG, JPEG, GIF, PNG  
Image height: 458 pixels  
Image width: 720 pixels  
Max image file size: 200KB

## CALL TO ACTION

CTA Destination Copy: 13 character limit  
CTA Destination URL required

# LOOKBOOK SPECS

## ITEMS & HOTSPOTS

Hotspot top & left coordinates

Destination URL

Description: 60 character limit

Price for item: 10 character limit

Product Card Title: 25 character limit

Product Card Description: 60 character limit

Product Card Image

- Image height: 304 pixels
- Allowed image formats: JPG, JPEG, GIF, PNG
- Image width: (flexible width) pixels
- Max image file size: 200KB

[CLICK HERE TO SEE  
PRODUCT OVERVIEW](#)