

PICTURE THIS

Photography and curation guide

depop

Get inspired. Learn more. Sell more.



We get asked ‘How do I get on the Explore page?’ a lot. So we’ve created this guide with a few tips to help you.

This guide will:

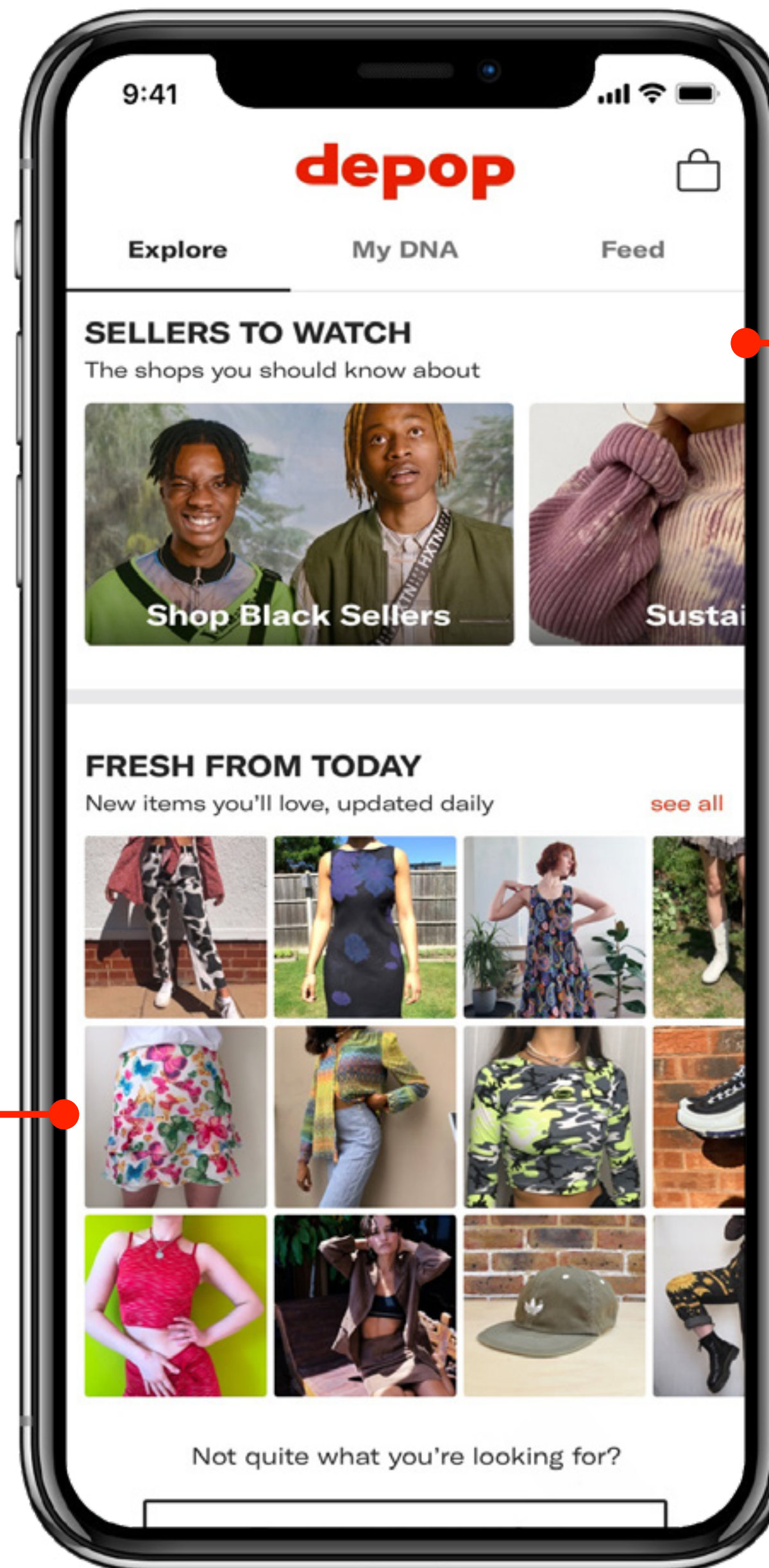
- Introduce you to our curation team — and what they look for when selecting listings.
- Give you insight into opportunities for promotion.
- Give you tips on how to show your items through photography.

The Explore page

The Explore page is the heart of our community. It's a place for us to show the creativity, diversity and unique inventory of our sellers. It's a space for you to express yourself.

Fresh from today

This section is picked by our curation team – the aim is to show relevant, exciting pieces, often picked around a certain theme. Fresh from today is updated daily with 150 new items – then old items move below. You'll see tailored content here for each market – UK, US, AUS, IT, FR, GER and rest of world.

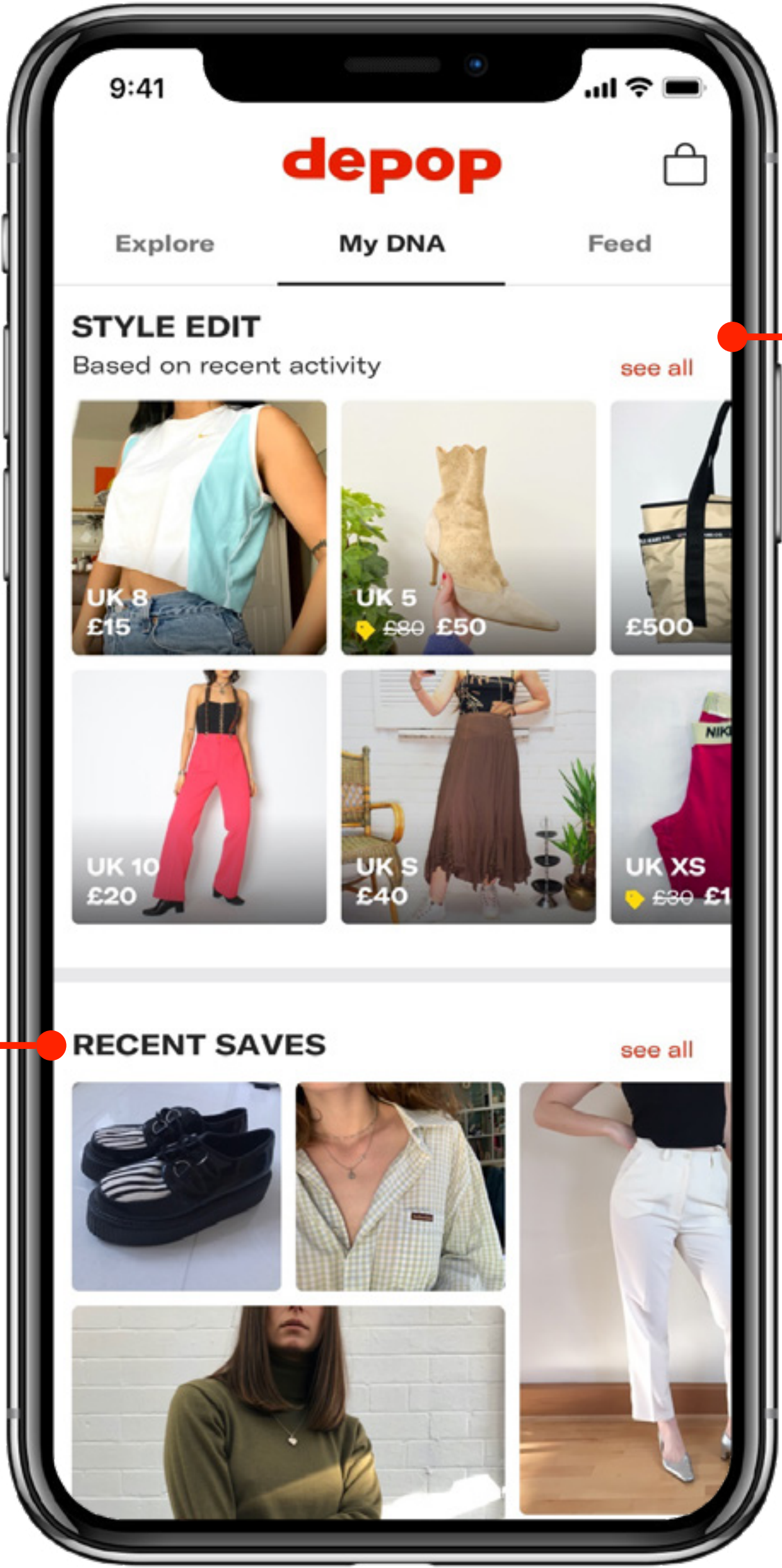


Sellers to watch

The sellers to watch section shows a selection of curated Depop shops within a certain category.

My DNA

This isn't picked by our curation team. It's a personalised page that's based on your style.



Style edit
Discover items recommended for you here. These are based on your Depop likes.

Recent saves
Get quick access to your favourites here.

The curation team

Who are the curation team?

The curation team own the fresh from today and sellers to watch promotion channels (excluding the UK, where sellers to watch is run by our seller team) on the explore page. They also help source imagery and sellers for Depop emails, social channels and campaigns.

What do they do?

They search through listings on a daily basis, looking for creative sellers and unique items. They give visibility to the individuality and diversity of the community.

How do they do it?

They use an internal tool to search through any listings from the past 90 days. Each curator checks up to 24K items on a daily basis to find and select the ones that best represent a cross-section of the community.



Why 90 days?

We want to make sure the sellers we're promoting are as active on the app as possible, so buyers get a good experience with the items we select.

What are searches based on?

To find listings to promote, each curator looks for specific terms. These terms are based on:

- Trending searches on the app
- Fashion trends
- Business projects – cultural moments, Depop campaigns, partnerships

How do I get featured?

Your images are how you'll catch the attention of a potential buyer – and our curation team. By working on your photography, you'll increase your chances of your item selling. And your chances of being featured on the Explore page.

Photography basics

Lighting

Make sure your image is well-lit so potential buyers can see the product clearly.

Visibility

Make sure your image isn't blurred and is good quality.

Format

Photos to be square so they'll fit on the grid within the app.

Background

A busy background can distract from the item.

Preparation

Make sure your item is washed, ironed and looking good.

Consistency

The most successful shops have a consistent look and feel throughout their listings.

Keep it professional

Flat lays, modelled shots and wooden hangers perform best.



Model shots vs. flat lays

Model shots help a buyer see what an item looks like on.
Flat lays show the item laid out on a flat surface.
However you choose to shoot, we've put together some tips.

Model shots

DO

- Use a diverse range of models so that more customers feel represented in your shop.
- Style your item imaginatively to inspire potential buyers.
- Use the self timer on your phone if you don't have a model.
- Make sure your item is centered in the shot.
- Use a simple, bold background to focus attention on your item.
- Use dynamic, confident poses.

DON'T

- Clutter the background. Large furniture, mirrors and other items can be distracting.
- Shoot in the dark. A dark background will detract from your item.
- Go overboard. An over-lit background can be just as distracting as a dark one.
- Cover the item with your phone if you're taking a selfie.

Flat lays

DO

- Use a plain surface to help your item stand out.
- Experiment with different fabrics and textures.
- Consider what colour backgrounds will make your item pop.
- Use additional props to create your own branding. Think objects, plants and flowers.
- Arrange or fold your item neatly.
- Make sure your item is centered in the shot.

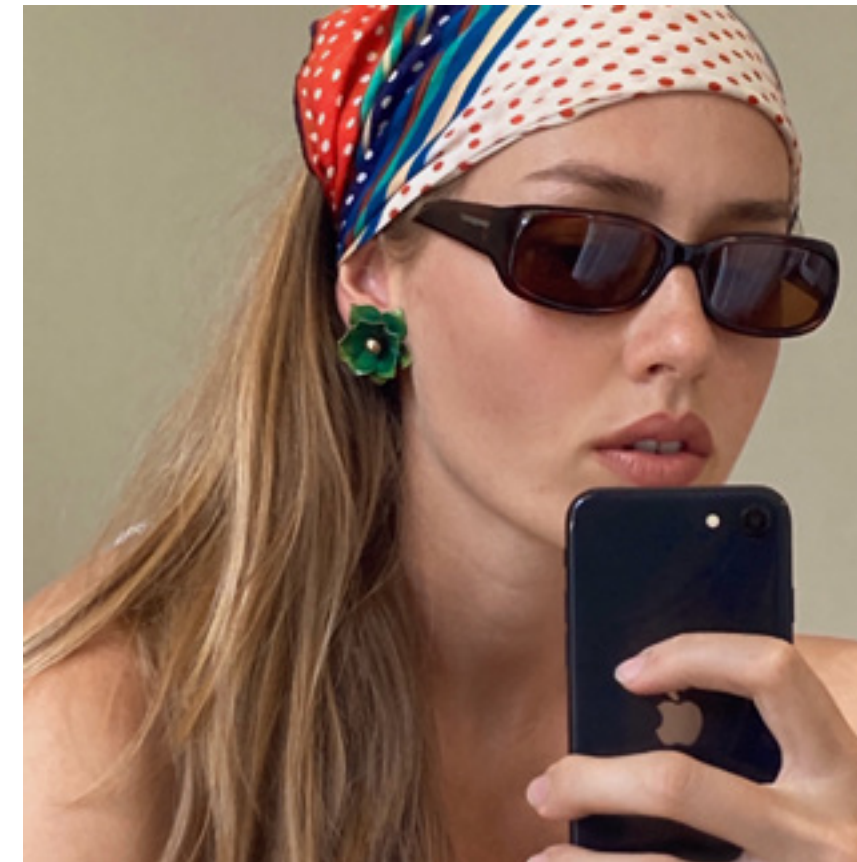
DON'T

- Shoot in a dark room.
- Cut parts of your item off. Make sure you can see the whole thing.
- Use patterned backgrounds that clash or distract from your item. Some pattern is fine, but consider how it looks together.

Model shot inspiration



Selfie inspiration



Fabric inspiration



Floor inspiration



Hanger inspiration



There's more

Photography is important, but it isn't everything. Here are a few extra things to bear in mind to make sure your item sells.

Don't break the rules

Make sure you read our [community guidelines](#), [seller guidelines](#) and [terms of service](#). Don't spam your listings with keywords, use stock images or ask for payment out-of-app.

Seasonality

Think about the weather and what's going to sell during the current season.

Price point

Do your research. Look at similar items on Depop and take into account the time you spend sourcing, shooting and listing items when you decide how much to sell for.



Get inspired

Taking great images doesn't have to be hard. Here are some shops we love that are using simple but effective techniques.



Bring texture and volume to your images with a simple white fabric.



Get creative with outdoor locations and colour so your images pop.



Use neutral backdrops and darker lighting for an elevated feel.



Experiment with different materials to make your shop stand out.



Switch up your poses and show some personality.



Style it your way. Show how you'd wear the item to inspire potential buyers.



Have fun. You can pin fabric like this glitter curtain to a wall at home and create your own studio.



An at-home set up doesn't have to be hard. Great styling and a simple pinned backdrop go a long way.

depop