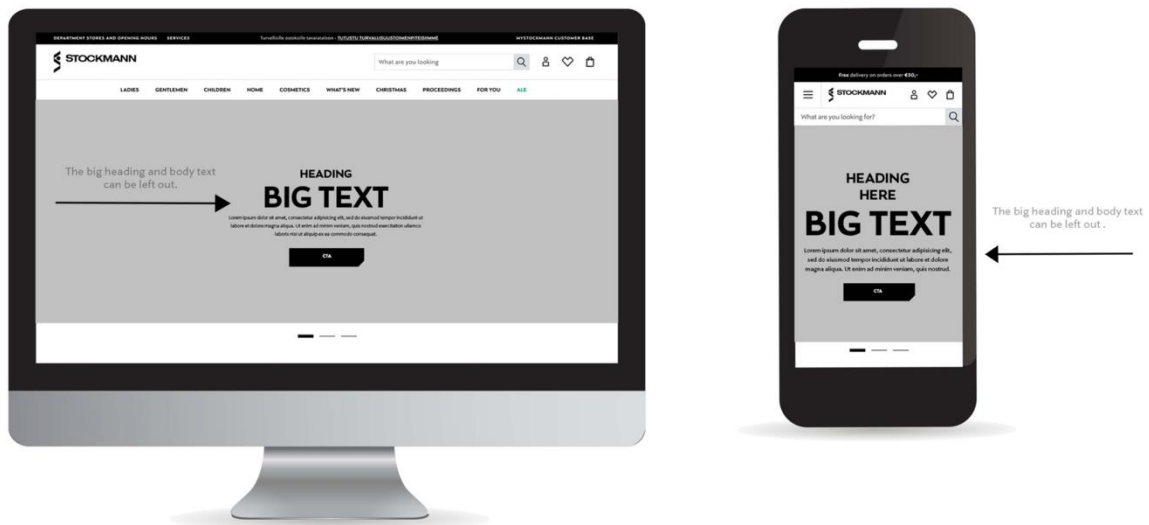# BASIC IMAGE SIZES

Stockmann.com homepage

Banners and any other original images(with background) and SEO-text can be sent to digitalsales@stockmann.com. All new logos(preferably in vector format) can be send to Logos@stockmann.com. We would appreciate pictures from the season collections that are sold by Stockmann. PLEASE NOTICE THAT THE BRAND SEO-TEXT SHOULD BE CREATED EXPLICITLY FOR STOCKMANN (UNIQUE).

Homepage hero banner

Desktop 1920x600 px / Mobile 750x1290 px. Also possibility to add Youtube-video.

3 Tile content block

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
[VISIBLE WHEN MOUSE OVER]

HEADING HERE
CTA →
[VISIBLE WHEN MOUSE OVER]

2 Tile content block

3 TILE CONTENT BLOCK

HEADING
HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING
HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE

CTA →
[VISIBLE WHEN MOUSE OVER]

HEADING HERE

CTA →
[VISIBLE WHEN MOUSE OVER]

Content banner & Inspirational block

ALE – 20 %

KÄYTÄ ETUSI →

862 X 280 PX

Kosmetiikka

1018 X 358 PX

Unelmien kesähiukset

LUE ARTIKKELI →

ALE – 20 %

KÄYTÄ ETUSI →

414 X 207 PX

Kosmetiikka

800 X 600 PX

Kosmetiikka

800 X 600 PX

Unelmien
kesähiukset

LUE ARTIKKELI →

PLEASE NOTICE THIS ›

MOBILE
INSPIRATIONAL BLOCK
800 X 600 PX

VISIBLE AREA IN GRAY
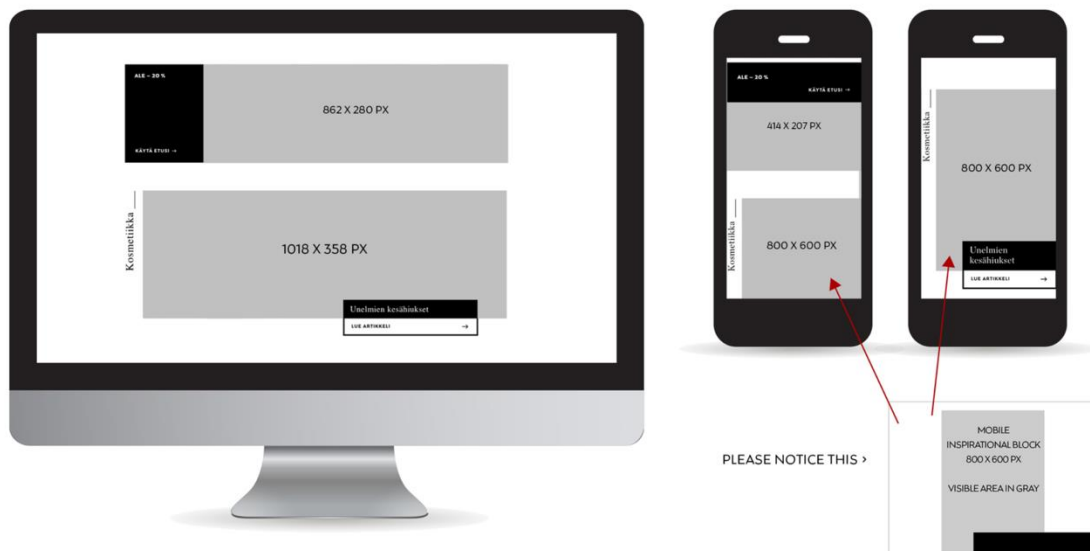
Event section & MyStockmann page (Tile and modal block)

Desktop: 1310 x 550 px. Image behaves responsibly in different sizes. Most relevant content should be in the middle.
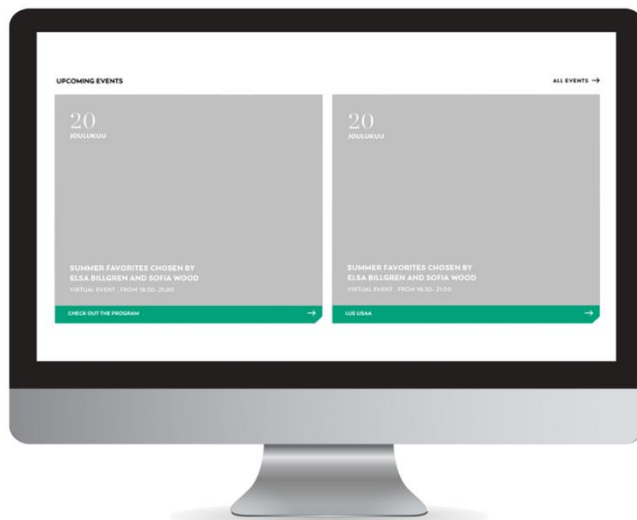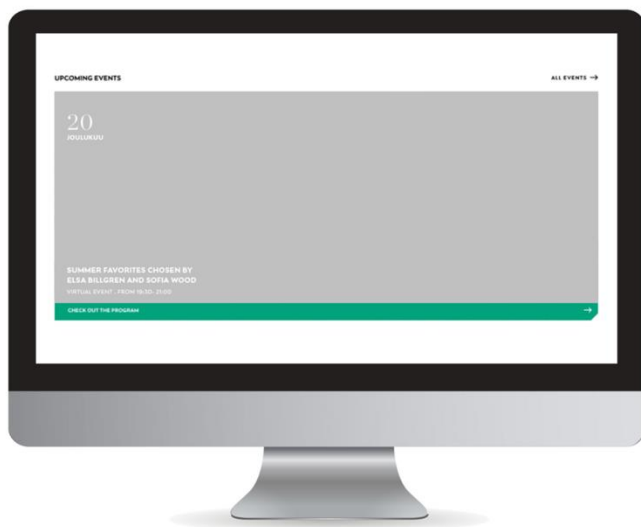
Article block in Stockmann.com

Desktop 460 x 435 px / Mobile 300 x 280 px.

Article content: https://info.stockmann.com/inspiroidu/

The article hero picture can be either horizontal or vertical. Horizontal hero image has one size in both mobile and desktop: 1440 x 653 px. The vertical hero picture has two sizes: mobile 620 x 775 px & desktop 1440 x 653 px. Content image sizes can vary.
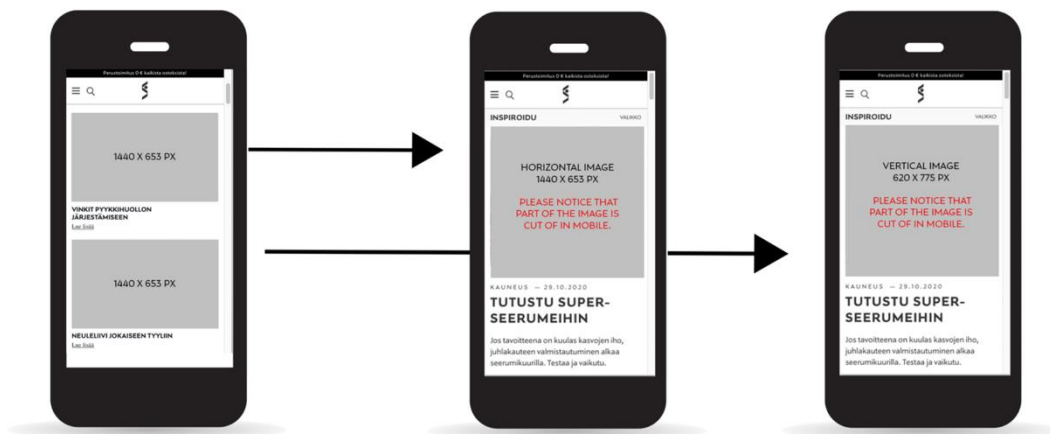
Category page

Category page has some same modules as in homepage.

Category top banner
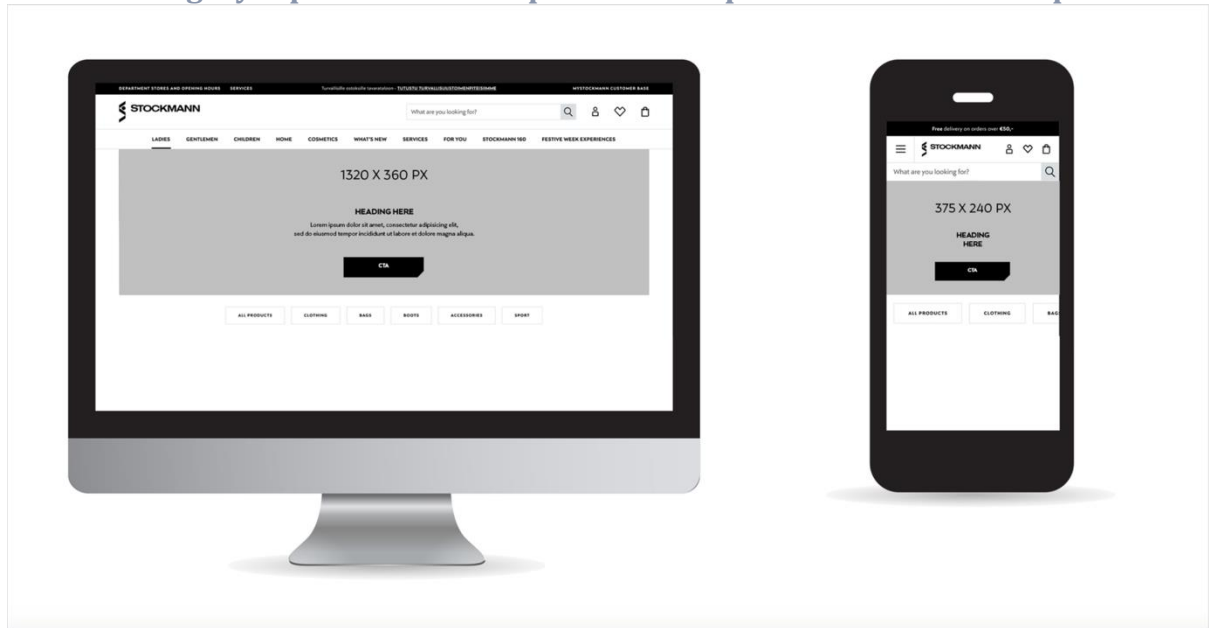
3 Tile content block

Desktop: 480x550 px / mobile: 426X487 px.

Square content block

PINNALLA JUURI NYT

Party benefits
DISCOVER MORE →

Timeless Classics Celebration
WATCH NOW →

Coming soon: Minna Parikka
READ MORE →

Party benefits
DISCOVER MORE →

PINNALLA JUURI NYT

Up to -20% on MyStockmann
banknotes
DISCOVER MORE →
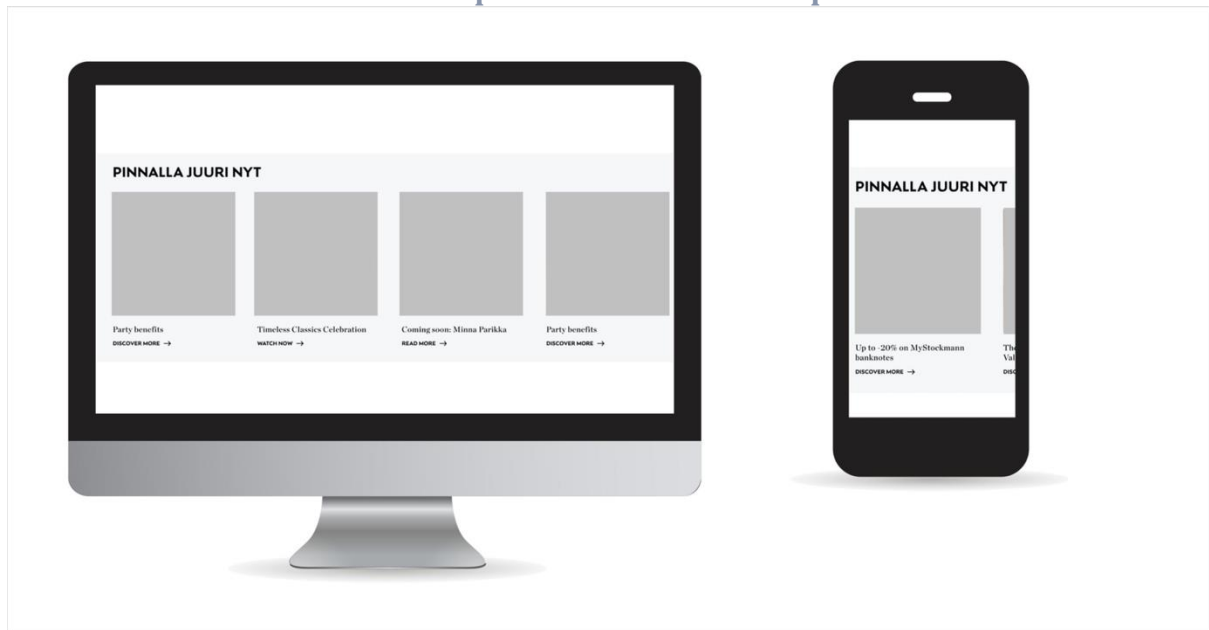
Two tile content block

Desktop 720x550 px / mobile 450x342 px

HEADING
HERE
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
CTA →
(VISIBLE WHEN MOUSE OVER)

HEADING
HERE
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
CTA →
(VISIBLE WHEN MOUSE OVER)

HEADING
HERE
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
CTA →
(VISIBLE WHEN MOUSE OVER)

HEADING
HERE
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
CTA →
(VISIBLE WHEN MOUSE OVER)

HEADING HERE
CTA →
(VISIBLE WHEN MOUSE OVER)

HEADING HERE
CTA →
(VISIBLE WHEN MOUSE OVER)

Complete the look component

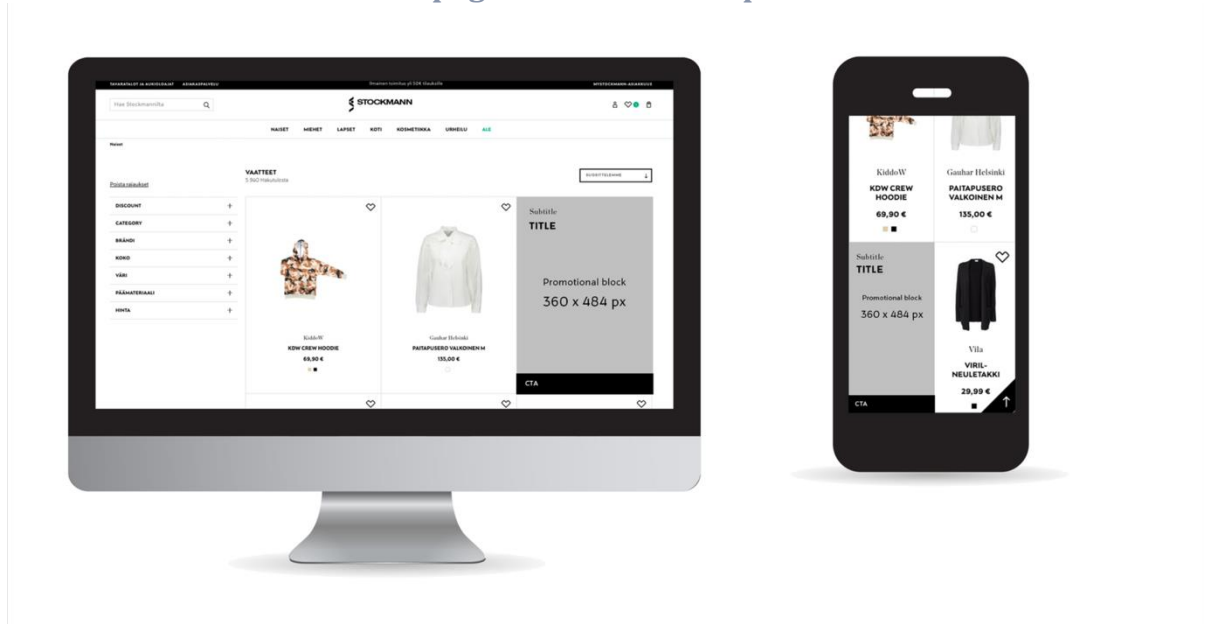## Desktop 360 x 508 px / mobile 344 x 360 px
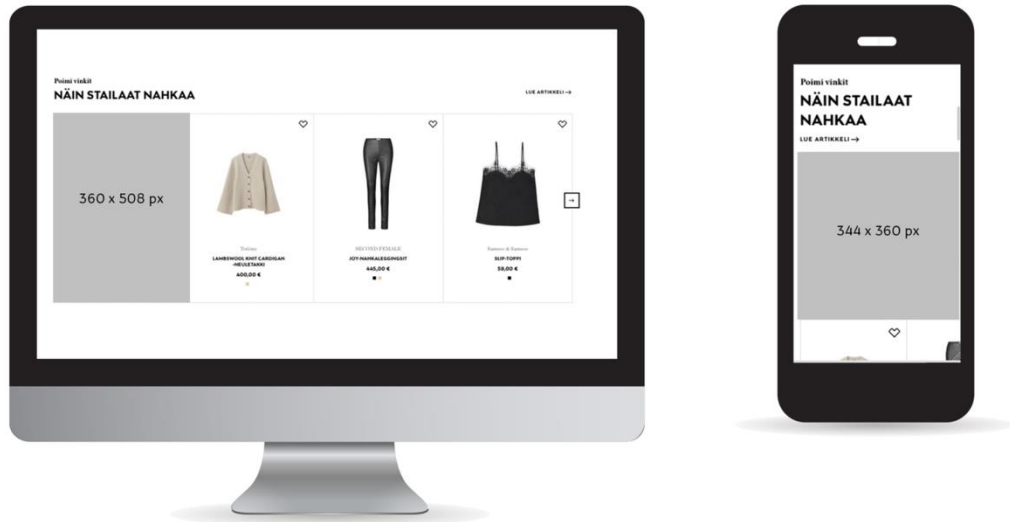
Service block

Desktop 455 x 370 px / mobile 360 x 220 px

Promotional block /Product listing page

Content spot for category, sub-category or sub-sub-category specific product lister page. Size: 360 x 484 px.

Brand pages

Banners and any other original images, logos(preferably in vector format) and SEO-text can be sent to digitalsales@stockmann.com. PLEASE NOTICE THAT THE BRAND SEO-TEXT SHOULD BE CREATED EXPLICITLY FOR STOCKMANN (UNIQUE)!

About Brand pages

We recommended the Regular brand page whenever possible.
The benefit of the Regular brand page is that product are listed right below the brand image
which makes the customer journey as swift and easy as possible.

You can select an Extensive brand page if:
There are at least 150 products in your product selection
Products can be found in several categories or collections

Please contact **digitalsales@stockmann.com** if you do not meet the criteria for the Extended brand page
but feel that it would suit your brand better than Regular brand page.

Regular brand page

Brand name is on top of the image as in the examples below. We prefer logo as a text more than normal logo. Short brand description text can be added on top of the image. Longer brand SEO-text can be added at the bottom of brand page. PLEASE NOTICE THAT THE BRAND SEO-TEXT SHOULD BE CREATED EXPLICITLY FOR STOCKMANN (UNIQUE).
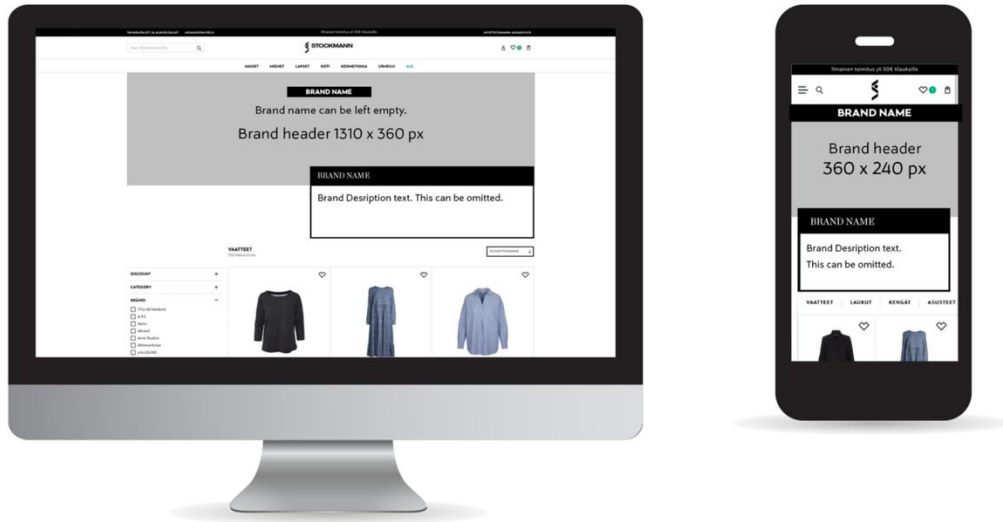
Brand header

Brand header banner desktop 1310 x 360 px / mobile 360 x 240 px. Brand name

is on top of the image as in the examples below.

SEO text field

PLEASE NOTICE THAT THE BRAND SEO-TEXT SHOULD BE CREATED EXPLICITLY

FOR STOCKMANN (UNIQUE)! This text field is at the bottom of brand page. The

SEO-text length can be 250-500 words.

TED BAKER LONDON

Ted Baker on yksi Britannian kuumimmista designer-merkeistä, jonka tunnistaa raikkaista väreistä sekä näyttävistä kukkakuvioista ja muista printtikuoseista. Harkitut yksityiskohdat yhdistyvät laatuun ja istuvuuteen, ja kokonaisuus viimeistellään ripauksella huumoria. Naisten valikoiman timantteja ovat hienostuneet puserot, vyötäröä korostavat a-linjaiset mekot sekä laukut ja kengät. Miesten huoliteltuun pukeutumiseen Ted Baker tarjoaa upeasti istuvia takkeja, paitoja ja housuja sekä laadukkaasta nahasta valmistettuja kenkiä, laukkuja ja asusteita. Ted Baker sai alkunsa miesten paitamallistosta Glasgow'ssa vuonna 1987. Persoonallinen brändi sai nopeasti maineen aikansa parhaana modernien paitojen suunnittelijana, josta sanottiin "No Ordinary Design Label". Tänään Ted Bakerin mallisto on myynnissä Euroopan lisäksi mm. Yhdysvalloissa ja Aasiassa. Laatua, yksityiskohtia ja myös huumoria painottavalta lifestyle-brändiltä löytyy miesten ja naisten vaatteiden lisäksi mm. jalkineita, asusteita, kelloja ja tuoksuja.
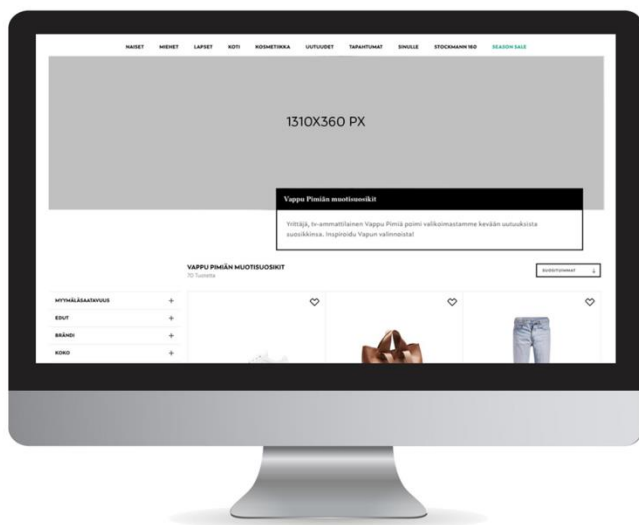
Extensive brand page

Extensive brand page can be populated with more content. For example with multiple sub-category entries and banners with current topics. The brand header is the same size as in regular brand page. All other image sizes are listed below. In the example below are all possible content spots. Not all spots are required.
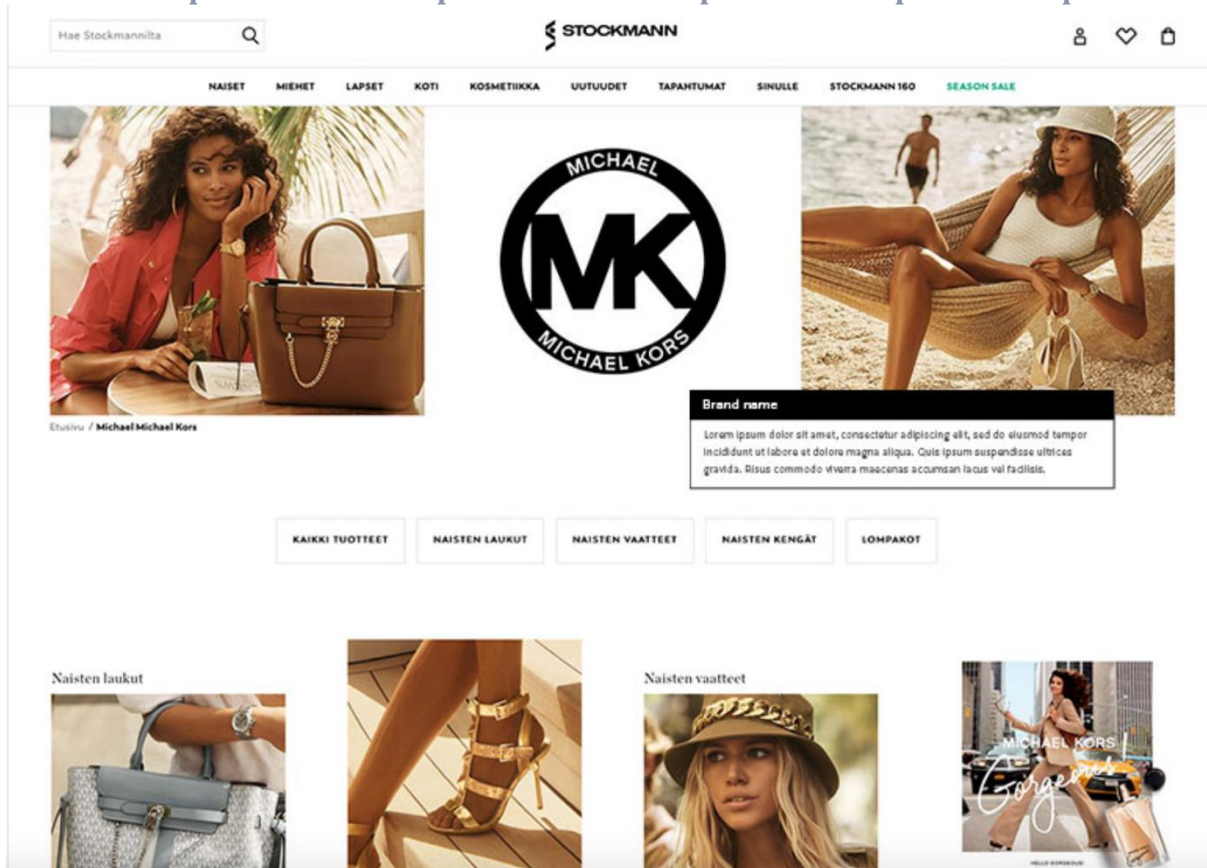
Topic shop

Topic shop is manually assembled selection of specific products. Desktop: 1310 x 360 px / mobile: 360x240 px

Desktop 1310x360 px / Mobile 360x240 px

Article block

Desktop 460 x 435 px / Mobile 300 x 280 px

Makia X Von Wright

Makia lanseeraa yhteistyömalliston Ateneumin taidemuseon kanssa, jota kuvittaa Von Wrightin veljesten luontoaiheinen taide.

LUE ARTIKKELI →

460 X 435 PX

Artikkeli

Makia X Von Wright

Makia lanseeraa yhteistyömalliston Ateneumin taidemuseon kanssa, jota kuvittaa Von Wrightin veljesten luontoaiheinen taide.

LUE ARTIKKELI →

300 X 280 PX

Artikkeli

Article content: https://info.stockmann.com/inspiroidu/

The article hero picture can be either horizontal or vertical. Horizontal hero image has one size in both mobile and desktop: 1440 x 653 px. The vertical hero picture has two sizes: mobile 620 x 775 px & desktop 1440 x 653 px. Content image sizes can vary.