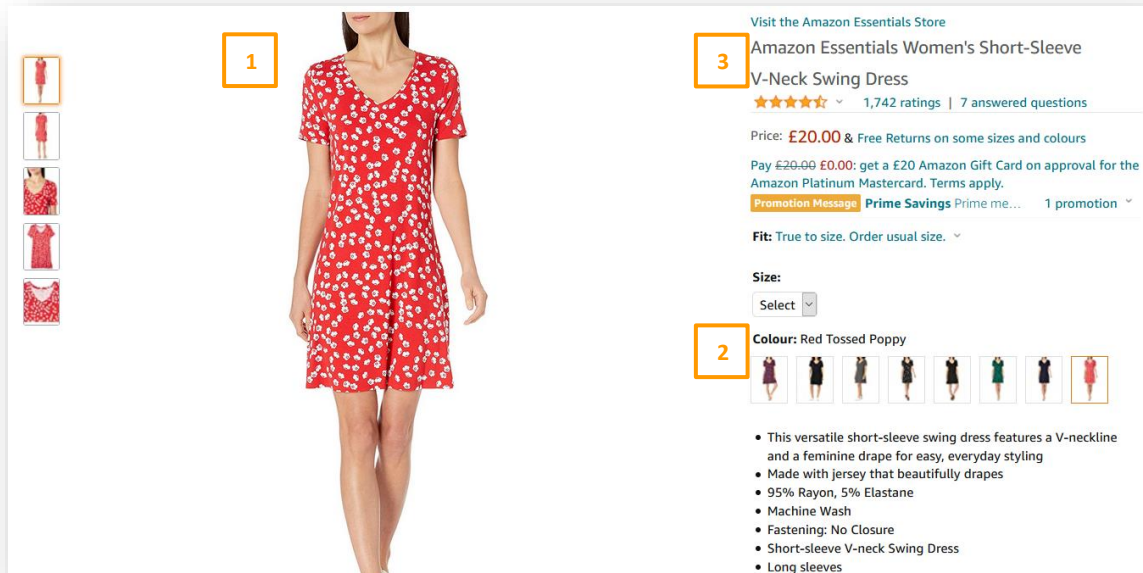


Your success on Amazon.co.uk also depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision. Please note that non-compliance with Amazon requirements may result in your products being hidden (suppressed) from search and browse and your selling privileges revoked for this category. For further information, please refer to the respective section in the Style Guide.



The above dress is an example of what a compliant product listing on Amazon should look like. In the section below, you will find the basic requirements for setting up similar compliant listings for your products.

1. **Images** must be 1,600 pixels or larger in either height or width (to allow for zoom functionality), be on a pure white background, show only the product for sale, show a front product view, have an aspect ratio close to 3:4 (Width:Height), occupy at least 85% of the image area and show a real representation of the product (no sketches) without extra text or graphics. Each colour variation needs an image and for the majority of product types, the product should be worn on a model (except for accessories, transparent products, and clothing for children). Images need to be saved in .jpg, .png, .tif or .gif. **For more information, please see pages 3-4 and visit the full [Image Style Guide](#).**
2. All **variations** of a style of product must be placed in one listing under a parent product. In the above example, we have a size dropdown and three colours. The customer can easily see and select all the sizes and colours available without having to change the page. As each customer visit to a variation will be counted under the parent product detail page, this will increase your chances to sell a product (no. of detail page views is one of the criteria used to determine what appears at the top of search results). **For more information, please see page 4 of the Clothing style guide.**
3. Good **product titles** build customer trust in you as a seller. The format for titles must be as follows: **For Parent ASIN:** [brand_name]+[department_name]+[style_name]+[product_name]+[model_name]+[opacity]+“pack of”+[number of items], **For Child ASINs:** [Parent ASIN Name] + [color_name] + [size_name]. There is a length limit that will suppress products with titles longer than 150 characters. Example of compliant parent title is “**oodji Women Boyfriend Jeans Distressed**”, example of compliant child title is “**oodji Women Boyfriend Jeans Distressed Blue 25W / 32L**”. **For more information, please see page 7 of the Clothing style guide.**

This guide aims to help you to create your catalogue easily and maximise your sales.

Your success on Amazon.co.uk largely depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision.

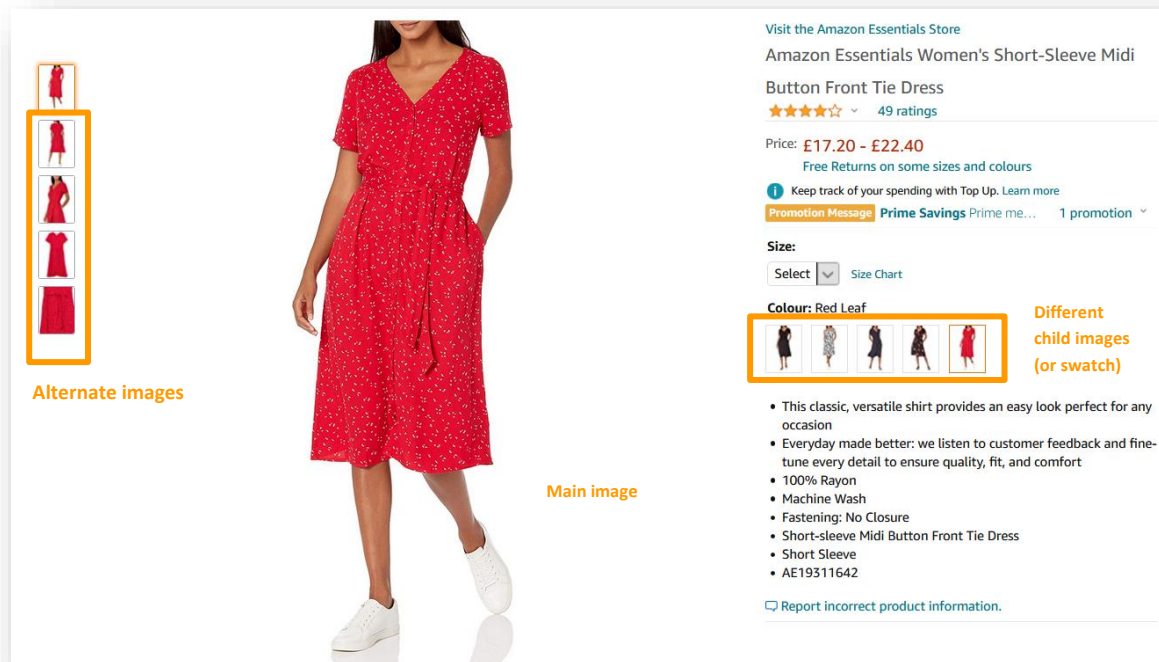
How you present your product information on our site is something we take very seriously for the benefit of customers and sellers on Amazon. Please read the guidelines below to find out how we expect sellers to list titles and display images. Failure to comply with these rules may result in your Clothing listings being removed and your selling privileges revoked for this category.

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A) Images

In an online store, the product image is one of your most valuable marketing tools. Listings with low quality or few images suffer poor conversion rates and over time will appear less and less frequently in search rankings.



Please watch this training [video](#) to learn how applying 12 simple tips can help you optimize your images and visit the full [Image Style Guide](#) to understand requirements across all different apparel product categories.

Important: Listings may be deprioritized in or suppressed from search if they do not meet [all required imaging standards](#).

These listings will continue to be visible in your Seller Central account and accessible from [the Suppressed Listings view](#) in [Manage Inventory](#), where you can upload compliant images and information. We recommend you to regularly check your [Listing Quality and Suppressed Listing Report](#) to identify opportunities, which Amazon detects for you so you can work on improving your listing quality.

Do's	MAIN images:	<ul style="list-style-type: none">✓ Shot on a model (except for childrenswear, accessories, or transparent clothes).✓ Present on pure white background (Hex #FFFFFF or RGB 255-255-255).✓ Shows a frontal view of the product, preferably without any detracting accessories.✓ Shows the product completely, without any part clipped.✓ Min. aspect ratio is close to 3:4 (width/height) and 85% of the total image area occupied.✓ Every parent and child ASIN must have a MAIN image
	MAIN and alternate images:	<ul style="list-style-type: none">✓ Images must be high-resolution professional photos with 1,600 pixels or larger in either height or width to activate the zoom feature.✓ The colour in the image must match the product for sale.✓ When the product is transparent and shot on model, genital parts, breasts and buttocks must be covered. For this purpose, the model must be wearing clothes under the item.
Don'ts	MAIN images:	<ul style="list-style-type: none">✗ Listings without MAIN images or with placeholders (e.g. "no image available") are prohibited.✗ No pure white background✗ True images only, no sketches, drawing or graphical representation.✗ No borders, logos, watermarks, text, colour blocks, inset images or other graphics.✗ Must not contain multiple product views or multiple colourways/sizes except if these are sold together as a multi-pack (which must be mentioned in the title).✗ Not shown on a visible mannequin, hanger or holder; no folded products✗ Not shown as 'selfie', in black and white only, or with model lying down or kneeling

		<ul style="list-style-type: none"> ✗ Must not show any packaging, certificates, tags, or brochures ✗ No distracting accessories (e.g. big earrings, bags or sunglasses)
	MAIN and alternate images:	<ul style="list-style-type: none"> ✗ Images, which are blurry, pixelated or with jagged edges. ✗ Childrenswear must not be shown on a child model. ✗ A resolution less than 1,600 pixels. ✗ Images must not show any visible intimate human parts (intimate parts covered by model hands, sheer products or graphics, visibly provocative genitalia contours, retouching of bare skin etc. are also prohibited). ✗ Images must not show model in suggestive pose or with suggestive face expression (legs must not be spread, eyes must be opened, mouth to be closed, arms along the body, etc.) ✗ Images must not have offensive or controversial content (e.g. promote hate, intolerance, violence, child exploitation, human tragedy etc.).

Please refer to the [full image style guide](#) to see examples of compliant images.

B) EAN

EAN (European Article Number or now the International Article Number) is a unique 13 digit code given to individual articles and is used to identify the product.

Amazon expects each seller to have EANs for their products, which should be provided by the manufacturer.

Important: Listings with missing or wrong EANs (*external_product_id*) will be suppressed if those listings are for brands with known EANs. These listings will continue to be visible and accessible in your Seller Central account from the [Suppressed Listings view](#) in [Manage Inventory](#) where you can upload the appropriate images and information.

If you are the brand owner of products without an EAN (manufacturer - including of customized and hand-made products, private label brand owner or producer of branded white-label products), you can apply for the Amazon Brand Registry. Brands registered here get a Global Catalogue Identifier (GCID), a unique # digit code created by Amazon and recognizable in all Amazon marketplaces worldwide.

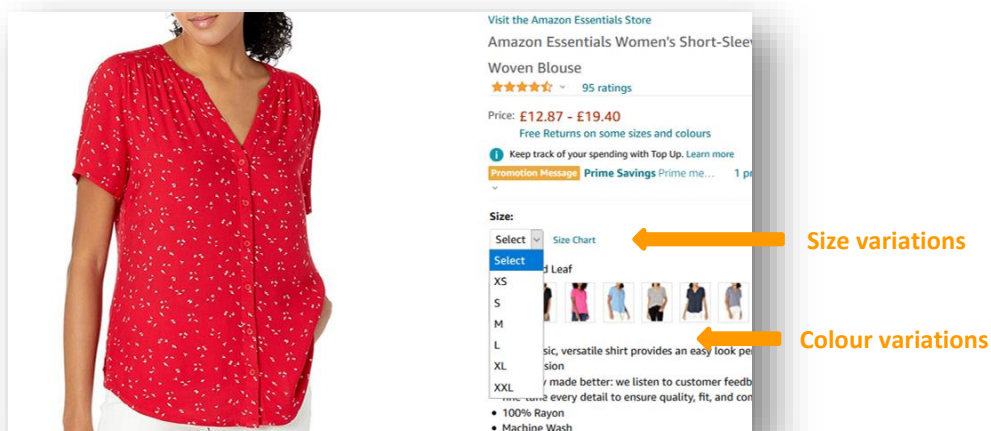
If your products do not qualify for the Amazon Brand Registry, they may still be eligible for an EAN exemption. For more information, log in to Seller Central and search on the keywords “Brand Registry”.

For products already selling on Amazon.co.uk, please make sure to list against an existing ASIN. Do not create an existing product with a new barcode, as this will duplicate the listing on Amazon. Any duplicates will eventually be removed to ensure we keep the site clean for the best customer experience.

C) Variations

We call the different size and colours for the same product “variations”. Variations allow customers to find alternative desired colours or sizes for a product on one detail page.

To create a variation, you must create a product called a “parent” without any colour or size that links to all the “children” products, i.e. all the different colour/size combinations of the product available. All variations related to the same reference must be added to the same product page.



In the above example, the parent product is a ¾ sleeve blouse shirt and the variations are all the sizes and colours available for this top (6 colours and 5 sizes). All sizes and colours have been created on the same product page using variations. It is important to link all the variations of the same “parent” product for two reasons:

- The customer can easily see all the sizes and colours available without having to change the page. A more fluid navigation will lead more often to a purchase, as it is easier to see the different choices.
- Each customer visit to one of the “children” detail pages will be counted under the “parent” detail page. This will ultimately increase your chances to sell a product, as the number of detail page views is one of the criteria used to determine what appears at the top of search results.

Variation creation rules

✓ Required	for Parent ASINs:	<ul style="list-style-type: none"> - Is a placeholder that is not for sale - Contains only generic data (for all product variations) - Must NOT have EAN, price, size or colour - Must have "Parent" value in the "parent-child" inventory template file field - Must have empty "parent_sku" field in the inventory template file - Must have empty "relationship_type" field in the inventory template file - Must have either "Size", "Color" or "SizeColor" value in the "variation_theme" inventory template file field - Must have a title created according to the requirements for Parent ASIN titles
	for Child ASINs:	<ul style="list-style-type: none"> - These are the actual products you can sell, which vary in colour and/or size - If you offer a product that exists in different colours and/or sizes, you must create a product variation (child SKU) even if you only sell one colour or size - Must have SKU, price, size and/or colour. If you create a "Size" variation, your product MUST have a size, the same is true for "Color" and "SizeColor" variations - Must have "Child" value in the "parent-child" inventory template file field - Must have corresponding Parent ASIN SKU value in the "parent_sku" field in the inventory template file - Must have "Variation" value in the "relationship_type" inventory template field - Must have either "Size", "Color" or "SizeColor" value in the "variation_theme" inventory template file field - Must have a title created according to the requirements for Child ASIN titles

Important: Please note that non-compliance of the variation principle can lead to a suppression of your ASINs.

D) Sizes

Clean sizes helps customers to discover your products, simplify making buying decision and reduce product returns due to poor fits.

We believe that customers are entitled to shop in sizes they understand. Unintelligible sizes clutter the size dropdown and lead to duplicate products. In addition, products with clean sizes are discoverable via size and width browse refinements and show better sales conversion compared to products with size defects. Amazon is committed to helping you to meet the data quality bar by providing detailed guidelines during all steps of the listing process. Therefore Amazon standardises size inputs to facilitate a more consistent customer experience.

Amazon will provide a series of values to guide selling partners to provide standardised sizes for each attribute. For example, an attribute may require you to designate if the apparel size is for an Adult or Toddler (under the Age Range Description attribute). Based on the selected option, the later attributes will consolidate to a limited list of applicable values.

For more details on this logic, visit [Apparel Product Listing Experience](#) .

Important: Non-compliance with the below size requirements may result in your listings being hidden (“suppressed”) from search and browse. [“Suppressed” listings](#) are not visible to customers.

More size related attributes

To improve your products discoverability, please also make sure to provide valid values in all other size related attributes applicable for your product type, because values of these attributes are also used in size browse refinement filters:

- For all Clothing products: *size_map*
- For Bras: *cup_size, band_size_num, band_size_num_unit_of_measure*
- For Pants: *inseam_length, waist_size, inseam_length_unit_of_measure, waist_size_unit_of_measure, waist_style*
- For Shirts: *fit_type, neck_size, neck_size_unit_of_measure*
- For Dresses, Skirts and Outerwear: *item_length_description*
- For Belts: *belt_length_derived, belt_length_unit_of_measure*
- For all Clothing products when applicable: *special_size_type*

For all mentioned attributes you must use valid values available in drop down (if any).

Recommendations on how to reduce product returns because of poor sizes

If you follow the correct syntax for *size_name* values for your Clothing products, but customers still often return your products because of poor fit, we recommend you to make sizing information on your product detail pages as accurate and visible to customers as possible. Follow the following recommendations:

1. Use the last **alternate image for your Child ASINs to show a size mapping chart**, accurate and specific for your brand / product
 - a. Include label size
 - b. Include body measurements
 - c. Mention model measurements and what size they wear
 - d. Include information with other region sizes if available
 - e. Mention if product usually runs smaller or larger
 - f. Information on image must be applicable worldwide (because images are global and not marketplace specific)
2. Use **bullet points and/or product description to provide important sizing information:**
Manufacturer Label size, Model Measurements, What size a model shown on images wears, Size mappings.
3. If you are a [Brand Registered Seller](#), provide **brand specific size mapping chart for all departments you sell** (by reaching out to Seller Support).

You will find more details and examples on the best practices to reduce product returns in [this document](#).

E) Colours

The product colour is one of the key information customer will use to make a buying decision and one of the ways by which customers will judge your quality and professionalism as a seller.

To keep colours concise and informative, make sure you are following the below guidelines for *color_name* attribute:

✓ Do's:	<ul style="list-style-type: none"> ✓ Provide the Colour as given by the brand ✓ Keep the Colour clean and informative ✓ Capitalize the first letter of each word ✓ Use 1-3 words to describe the Colour (we allow max. 50 characters) 	Examples: <ul style="list-style-type: none"> ✓ <i>Mint Leaves Print</i> ✓ <i>Harvest Gold</i> ✓ <i>Baby Pink</i> ✓ <i>Blue</i> ✓ <i>Grass Green</i> ✓ <i>Navy White Red</i>
✗ Don'ts:	<ul style="list-style-type: none"> ✗ Do not add additional information about the product (i.e. do not add material, multipack, department name, fit type, sleeve type or waist style information) ✗ Do not use abbreviations ✗ Do not use synonyms and repetitions ✗ Do not use ALL Caps ✗ Do not use too short Colour names ✗ Do not use excessively long Colour names ✗ Do not use extra characters like brackets, exclamation marks, slashes etc. 	Examples: <ul style="list-style-type: none"> ✗ <i>Nvy Bl</i> ✗ <i>DARK NIGHT BLACK</i> ✗ <i>True Chino 14w Cord Wt 0834 Stretch</i> ✗ <i>Blue (Blue Stone Used With Buffies, Floral Embroidery 928)</i>

F) Titles

Good product titles build customer trust in you as a seller.

The product title is the first impression customers will have of your product, but it is also one of the ways by which customers will judge your quality and professionalism as a seller. Keep titles concise, informative and accurate and make sure you are following the syntax Amazon requires. ASINs with non-compliant titles may be suppressed from the website.

Remember that on Amazon each unique product has just one product detail page, even if more than one seller has an offer against that unique product. Therefore, product titles should never contain information that is specific to just one seller, even if that seller initially created the listing. Failure to comply with the below title requirements may result in the removal of your Clothing listings and your Clothing selling privileges being revoked.

Title creation rules

<p>✓ Required</p>	<ul style="list-style-type: none"> - Use the formulas: <ul style="list-style-type: none"> • [brand_name] + [department_name] + [style_name] + [product_name] + [model_name] + [opacity] + “pack of” + [number of items] for Parent ASIN, • [Parent ASIN Name] + [color_name] + [size_name] for Child ASINs, where: <ul style="list-style-type: none"> ▪ [brand_name] – brand or manufacturer of the product. An alphanumeric string; 1 character minimum in length and 50 characters maximum in length, for example “Adidas”. Do not use “unknown”, don’t put “Ltd.” ▪ [department_name] – department / gender in which the product is found. Check the category specific Inventory file for list of valid values (example: “Men”). ▪ [style_name] – style name that best fits for the product. Check the category specific Inventory file for list of valid values (example: “Asymmetric”). ▪ [product_name] – one or two word phrase which describes the item and does not include brand, gender, style or colour. It should answer the question: “What is the product?” (example: “Jeans”). ▪ [model_name] – model name as described by the manufacturer. This field can serve for the further description of the product (one or two words that best highlight the most important feature of your product), e.g. V-Neck, Samba, floral print or alphanumeric number for Jeans. A free text field up to a maximum of 50 characters in length. Do not add numbers since it does not add value for customers. ▪ [opacity*] – opacity of hosiery. Use only for tights. Check the category specific Inventory file for list of valid values (example: “100 DEN”). ▪ Provide [number of items] only if you sell a pack of several products, otherwise skip it. ▪ [size_name] - for FBA products must include both Local and Label sizes if they differ - Use only one term to describe each parameter in the formulas. - Limit ‘Parent ASIN’ titles to 60 characters and ‘Child ASIN’ titles to 150 characters maximum - Capitalise the first letter of each word (but check exceptions below) - Use numerals (‘2’ instead of ‘two’) - Include information about only the product for sale - Include only English text
<p>✗ Prohibited</p>	<ul style="list-style-type: none"> - Do not add more parameters than required formulas include - Do not use more than 150 characters - Do not use ALL CAPS - Do not use offensive words - Do not use repetitive words - Do not use synonyms / multiple words to describe the same product parameter from the formulas - Do not include additional search keywords - Do not include price - Do not include quantity, unless it describes a product bundle - Do not include a colour name and size in a parent title - Do not capitalise conjunctions (and, or, for), articles (the, a, an) or prepositions with fewer than five letters (in, on, over, with, etc.) - Do not include any special symbols (e.g. !, *, £, ?, %, ‘, quotation marks “...”, etc.) - Do not include subjective comments or information specific to a seller, such as “Terrific Item”, “Best Seller”, “Sale”, “Free delivery” or “Great Gift” - Do not include information about extra accessories, additional products which customer can buy separately, etc.

Compliant Parent ASIN Example: oodji Women Boyfriend Jeans Distressed

Compliant Child ASIN Example: oodji Women Boyfriend Jeans Distressed Blue 25W / 32L

G) Increasing discoverability

Products created with accurate and complete data will be found more easily by the customer and will therefore be sold more often.

In addition to your product images, variations and titles, your success on Amazon depends on the quality of the information provided on the product detail page. This is especially true for clothes, as customers very often filter by size, colour or season to narrow the search results. You will find detailed information about required attributes in the inventory file for Clothing products.

1. Browse node

The browse node allows the product to be classified in the Amazon catalogue. It is comparable to a department in a supermarket.

Each department has a node number that you can find in the [Browse Tree Guide](#). If you do not assign a node number to your product, the product will not be found on the website.

✓ Required	<ul style="list-style-type: none">- Always use the most recent version of the Browse Tree Guide.- Assign only one node for each product: identify the gender and the most relevant sub-category. Indicate the number in the «recommended_browse_nodes» field in your inventory file template.- Always assign the most detailed browse node available in the Browse Tree Guide, otherwise your products could disappear as customers refine their search down the product branches. To do this, only use the black browse node IDs in the Browse Tree Guide rather than the light grey IDs which only serves navigation purposes.
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Department
< Clothing
Women
Accessories (56,833)
Blouses & Shirts (19,290)
Dresses (50,841)
Dungarees (177)
Hoodies (3,165)
Jeans (10,181)
Jumpsuits & Playsuits (1,544)
Knitwear (12,128)
Leggings (5,127)
Lingerie & Underwear (24,270)
Maternity (4,446)
Nightwear (6,465)
Outerwear (15,168)

2. Search filters

To search for a product, customers can use either the search bar or the refinements (filters) available in the left navigation bar. For each filter, there is a field in the inventory file template. If you do not fill in the fields, your products will not appear in the results when the customer selects one of these criteria and you will miss the opportunity to increase your sales.

Main search filters

Collection

☐ Autumn/Winter 2014 (11,732)

☐ Spring/Summer 2014 (16,889)

Colour

Featured Brands

☐ Adrianna Papell

☐ Almost Famous

☐ American Retro

☐ Animal

☐ B. Young

Collection

Since Clothing and Accessories are often seasonal items, you need to input the “season” since many of our customers use this filter to narrow search results.


Colour refinement “colour map”

Depending on the models and brands, colour names can vary widely. Blue for a particular item/brand can be renamed light blue or navy blue. In order to facilitate specific searches, you have to fill in the “color_map” field with authorised values. (“Color_name” is a free field that provides a scrolling menu with your specific colour names on the product page – for more information, refer to the Variation section).

Important: Listings will be suppressed if they have a missing colour value (color_name, color_map).

Brand: see Brand section

Main material

Women's Size  UK Sizes <div> <div>4681012</div> <div>1416182022</div> <div>242628</div> </div>	<p>The customer is given the opportunity to filter products by main material. Therefore, it is essential to complete this field correctly (outer_material_type).</p> <p><u>Important:</u> Please adhere to the legal textile labelling regulations regarding "material_composition" in the respective locale, e.g., the Consumer Goods Act, and the Washington protection of endangered species agreement (CITES).</p> <p>Size: see Size section</p>
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3. Other important attributes for Clothing

We recommend that you provide as much information as possible and regularly check [Seller Central for the latest version of the inventory file template](#) because the above refinements and valid values change periodically. Some other attributes will serve the display of bullet points next to the main image, some will enable international localisation. You can download the file to update your catalogue with the new valid values, especially for the following attributes:

- care_instructions
- closure_type
- collar_style
- department_name
- fit_type
- outer_material_type, inner_material_type, material_composition
- inseam_length, waist_size and fabric_wash (for Pants)
- item_length_description (for Dresses, Skirts and Outerwear)
- lifestyle
- model_name
- neck_style
- pattern_type
- sleeve_type
- style_name
- top_style and bottom_style (for Swimwear)
- waist_style (for Pants)

4. Brand


This field helps customers who search using the Amazon search bar or external search engines. It is important that you use the official spelling of the brand for this reason. The brand name must be alphanumeric with at least 1 character and a maximum of 50 characters in length. If your product does not have any brand, you can use the name of the vendor in this field or label it “generic”.

Products with labels that have been cut out may not be sold under the original brand name. No reference to the original brand name may be made for these products, whether in the title, bullet points, search keywords or product description. In addition, the product description must clarify that the label has been removed or is missing.

Important: Listings may be suppressed if they have a missing brand value.

5. Product description

The product description allows you to write a detailed description of your product and should replace the sales pitch. You can publish general information about the brand or information about the style or the material.

 Required	<ul style="list-style-type: none"> - Use this field to fully describe the item and differentiate it from other similar products. - Describe the unique characteristics of the product with the brand, the material, the cut, the model number. - Use simple language based on the official information provided by the manufacturer. - Use correct grammar and complete sentences, not lists. - Include accurate dimensions, care instructions. - Keep it short, but include critical information.
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✖ Prohibited	<ul style="list-style-type: none"> - Do not leave this field blank, you could miss an opportunity to convince the customer. - Do not provide specific details about the vendor or an offer because the description is shown for all vendors of the same product and must be available for all. - Do not include price or delivery details in this field.
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6. Search Keywords

Often the title and the existing search filters are not enough to describe all the aspects of your product. Additional information can be given using search keywords. Search keywords make your products appear during free search. Using the fashion trend, the cut, the material or additional details can increase the visibility of your products. The title is already listed as a search keyword, so it is not necessary to repeat that information. Note that it is prohibited to use search keywords in the title.

✓ Required	<ul style="list-style-type: none"> - Use all available fields. - Use words that are not already in the title. - Use the material, the drawing, the prints (e.g. stripes, dots) - Use details or accessories of the product (e.g. rhinestone, fringe). - Use trends (e.g. 50s, rock, safari, disco). - Use special events (e.g. wedding, Halloween). <p>Use synonyms.</p>
✖ Prohibited	<ul style="list-style-type: none"> - Do not repeat the information in the title. - Do not use the plural or spelling variants, they are covered by our algorithm. - Do not use subjective adjectives (e.g. nice, available, the best). - Do not use generic terms (e.g. jumper, shirt). - Do not mention the vendor name. - Do not use false attributes (e.g. wrong material, other brands). It could lead to your account being suspended.