Images & Title Standards:
UK CLOTHING & ACCESSORIES
Clothing & Accessories: Category introduction

Approval is required to sell in this category.

To be approved, you must commit to meeting and maintaining our category guidelines. Failure to maintain standards after launch may result in the removal of listings and your Clothing selling privileges revoked.

Accurate and well-presented product information is crucial to discoverability and sales on Amazon. Providing a clear and concise listing, while following a consistent format of titles and images, will drive customers to your product pages and better inform their buying decision.

Therefore, for the benefit of all customers and sellers on Amazon, we take very seriously product data and how it is displayed on our site. Please read the below guidelines to know how we expect sellers to list titles and display images.

**Title Style**

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 that customers will judge the quality and professionalism of you as a seller. Keep titles concise, informative and accurate, following the Amazon recommended syntax.

Remember that on Amazon, each unique product has just one listing, even if there is more than one seller making 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 this important principle may result in the removal of your Clothing listings and your Clothing selling privileges revoked.
**Do**

- Capitalise the first letter of each word (but see exceptions under Do Not)
- Use numerals (2 instead of two)
- If a bundled product, state value in parenthesis as (Pack of 2)
- Keep it concise, but include critical information
- Limit Parent ASIN titles to 60 characters
- Include size and colour in a Child ASIN title

**Do Not**

- Do not include price
- Do not include quantity, unless the product is a bundle
- Do not include a colour name in a Parent title
- Do not use ALL CAPS
- Do not capitalise:
  - Conjunctions (and, or, for)
  - Articles (the, a, an)
  - Prepositions with fewer than five letters (in, on, over, with, etc.)
- Do not include symbols in your listings, such as exclamation points (!), asterisks (*), dollar or pound signs ($£), question marks (?), or quotes (“”)
- Do not include subjective comments, such as “Hot Item”, “Best Seller”, or “Great Gift”
- Do not include seller-specific information:
  - Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to create seller-specific messaging)
  - Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label
  - Do not include offer-subjective comments, such as “Available in 3 Colours”
- Do not use any language but English in a UK listing

**Note**: Include only standard text.

Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

**Tip: How to express the Parent/ Child relationship in the title**

For the Parent ASIN:
[Brand] + [department/target audience] + [product name/style]

**Calvin Klein Men’s Cotton T-Shirt**

For the Child ASIN:
[Parent name] + [colour] + [size]

**Calvin Klein Men’s Cotton T-Shirt Blue Large**
**Calvin Klein Men’s Cotton T-Shirt Red Large**
**Calvin Klein Men’s Cotton T-Shirt Red Medium**
Good titles:
Bad titles:

- Title is too long
- Gender information is repetitive and confusing
- Capitals not applied correctly
- Subjective comments should not be in the title: “Father’s Day Gift”
- Size should not be in Parent title
- We suggest: **University of Alabama Unisex Crimson Tide Cotton Boxer Shorts**

- Title is too long – majority of information should be in the description
- Size options should not be in Parent title
- Colour options should not be in Parent title
- Capitals not applied correctly
- No symbols should be included (!)
- We suggest: **Women’s Half-Elasticated Waist Trousers**
Image Guidelines

Good images communicate selling points and features of your product, inform and interest customers, and reinforce your brand.

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 become less and less relevant in search rankings.

The best customer experience is a store that is visually clean and consistent, so we require all sellers to commit and maintain the standards detailed below. Failure to comply with Amazon.co.uk’s Clothing image requirements may result in the removal of listings and your Clothing selling privileges revoked.

Understand the Types of Images

Amazon.co.uk can display several images for each product in the catalogue. While only MAIN images are required for all parent ASINs and all child ASINs (every size in every colour), customers can make more informed buying decisions if you can upload several high-resolution product images so customers can make informed buying decisions. You can use four types of images to illustrate your products:

- The Parent ASIN’s MAIN image: Only one main image is used per parent listing. You must supply a parent main image.

- The Child ASIN’s MAIN image: Each child ASIN (corresponding to one SKU) must have a MAIN image that shows only that distinct colourway, and only one view of that item. You must supply a child main image for every colour option that you sell.

- Alternate images: These show different views of the product to help clarify use, detail, fabric, cut, or fit. You can supply up to eight alternate images for each parent or child SKU.

- Swatches: These show different available colours or fabrics. You can supply one swatch per child SKU. Swatches display on the product detail page next to the name of the colour.
How Images are displayed on the Detail Page:

Alternate images allow customers to see different views of the product.

Child Main Image displays when detail page is opened.
**Clothing Category Image Requirements**

Failure to comply with Amazon.co.uk’s Clothing image requirements may result in the removal of listings and your ability to sell in Clothing revoked.

<table>
<thead>
<tr>
<th>Required</th>
<th>Every item must have a MAIN image for the parent ASIN as well as for each child ASIN.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MAIN images must be a true photograph, not a sketch or graphical representation.</td>
</tr>
<tr>
<td></td>
<td>Images must be high resolution; 1001 dpi or better will activate the zoom feature.</td>
</tr>
<tr>
<td></td>
<td>MAIN images must have an aspect ratio close to 3:4, and product must occupy at least 80% of the image area.</td>
</tr>
<tr>
<td></td>
<td>MAIN images must show the entire product.</td>
</tr>
<tr>
<td></td>
<td>MAIN images must be on a pure white background (Hex #FFFFFF or RGB 255-255-255).</td>
</tr>
<tr>
<td></td>
<td>MAIN images must be in colour, not black &amp; white.</td>
</tr>
<tr>
<td></td>
<td>MAIN product images for Women’s and Men’s clothing must be on a human model. A high quality “invisible/ghost mannequin” effect may be acceptable, at Amazon.co.uk’s discretion.</td>
</tr>
<tr>
<td></td>
<td>MAIN product images for Girls’ and Boys’ clothing should be shot flat. A high quality “invisible/ghost mannequin” effect may be acceptable, at Amazon.co.uk’s discretion.</td>
</tr>
</tbody>
</table>

| Preferred | Retail standard aspect ratio and resolution is 1150 pixels wide by 1500 pixels high. |

| Prohibited | Listings without images are prohibited.                                               |
|           | Image place holders such as "temporary image" or "no image available" are prohibited. |
|           | MAIN images must not show packaging or swing tags.                                   |
|           | MAIN images must not have borders, watermarks, text, colour blocks, or other graphics. |
|           | MAIN images must not have coloured backgrounds or lifestyle images.                   |
|           | MAIN images must not be on a mannequin.                                              |
|           | MAIN images must not contain multiple views or multiple colourways.                   |
|           | MAIN images must not contain items or accessories that are not part of the product listing; only include exactly what the customer is buying. |
|           | MAIN images must not contain promotional text such as "Sale" or "Free Ship".          |

**Lingerie and Swimwear Image Guidelines**

In addition to the general Clothing Category Image Requirements above, images of lingerie and swimwear must comply with the following guidelines:

- Images of live models in poses that could be interpreted as indecent, excessively erotic, or lewd are not permitted.
- Images that display full nudity (breasts, genitalia, bare bottoms, and so on) are not permitted. Images with live models wearing sheer products may be permitted at Amazon.co.uk’s discretion, provided that genitalia and breasts/nipples are not exposed or presented in a lewd or provocative manner. No bars, air-brushing or other types of graphics are permitted to cover exposed body parts.
- Thongs and panties must use front views for the main product image. Back views can be uploaded as alternate views.
- Items that do not provide full coverage in the front and back must have images that are shot flat rather than on a human model.
Acceptable and Unacceptable Images

**Good Images:**
**Bad Images:**

- MAIN images must not have coloured backgrounds or lifestyle images.
- MAIN images must be on a pure white background.
- MAIN images must not have borders, watermarks, text, colour blocks, or other graphics.
- MAIN images must not contain multiple views or multiple colourways.
- MAIN images must not be on a mannequin.
- MAIN images must be on a pure white background (Hex #FFFFFF or RGB 255-255-255).
- MAIN images must be a true photograph, not a sketch or graphical representation.