

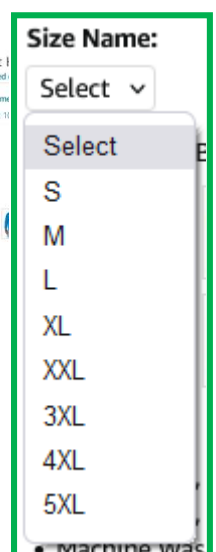
# Apparel Sizes in Amazon Europe

## Why are compliant Apparel sizes so important?

Clean sizes help customers to:

1. Discover your products via size filters
2. Simplify buying decision
3. Reduce product returns due to poor fit

**Important:** Non-compliance with the below size requirements may result in your listings being hidden from the list of sizes displayed on the detail page.



## What are the acceptable Clothing sizes for UK marketplace?

To ensure your Clothing sizes display properly on the website, we request you to include the following information for each apparel size you submit:



**Important:** Size attributes must be filled **only for Child ASINs**, but NOT for Parent ASINs

Attribute	Required?	Examples	Notes
<b>Clothing Size System</b>	Required	<i>UK</i>	Clothing Size System is associated with the selected marketplace and is used to display marketplace-specific Clothing sizes to customers on the site.
<b>Clothing Size Class</b>	Required	<i>Age, Alpha, Numeric</i>	Select the class of clothing size representation. <i>Numeric</i> represents values such as 8, 10, 12 <i>Alpha</i> represents values such as One Size, S, XL <i>Age</i> represents values such as 6 Months, 2 Years
<b>Clothing Size Body Type</b>	Conditionally mandatory	<i>Regular, Plus</i>	Values are dependent on product type and may not be required for specific products or age range descriptions.
<b>Clothing Size Height Type</b>	Conditionally mandatory	<i>Petite, Regular, Short, Tall, Extra Tall</i>	Values are dependent on product type and may not be required for specific products or age range descriptions.
<b>Clothing Size Value</b>	Required	<i>8, S, 3XL, 6 Months, One Size</i>	Values are dependent on Size Class selection. <ul style="list-style-type: none"> <li>Numeric – will display values such as 8, 10</li> <li>Numeric Range – will display values such as 10, 12</li> <li>Alpha – will display values such as One Size, XX-Small, Medium, X-Large</li> <li>Alpha Range – will display values such as Small/Medium, Medium/Large</li> <li>Age – will display values such as 6 Months (up to 24 Months), 2.5 Years (up to 5 Years)</li> <li>Age Range – will display values such as 6-12 Months (up to 24 Months), 2-3 Years (up to 5 Years)</li> </ul>
<b>Clothing Size To Value</b>	Optional	<i>10, M, 4XL, 12 Months</i>	If providing a range of sizes for a product, select the ending clothing size range value here. Valid selection here should be greater than Clothing Size Value.

## Product type specific size attributes

In addition to the attributes above, the following attributes will be available for certain product types.

Attribute	Product type	Required?	Examples	Notes
<b>Waist Size Value</b>	Trousers, Shorts, Dungarees, Skirt	Conditionally mandatory	<i>32W, 32W Short, 32W Long, 32W Extra Long, 32W / 34L</i>	This field is mandatory when Size Class is equal to Waist or Waist Inseam.
<b>Inseam Size Value</b>	Trousers, Shorts, Dungarees, Skirt	Conditionally mandatory	<i>32W / 34L</i>	This field is mandatory when Size Class is equal to Waist Inseam.
<b>Neck Size</b>	Shirt	Conditionally mandatory	<i>14.5, 15, 15.5</i>	This field is mandatory when Size Class is equal to Neck or Neck Sleeve. An additional attribute will be available to provide a range of neck sizes for a product.
<b>Sleeve Length Value</b>	Shirt	Conditionally mandatory	<i>32, 33, 34</i>	This field is mandatory when Size Class is equal to Neck Sleeve. An additional attribute will be available to provide a range of sleeve sizes for a product.
<b>Shapewear Cup Size Value</b>	Bra, Corset, Underwear Slips, Swimwear	Conditionally mandatory	<i>B, C, D</i>	This field is mandatory when Size Class is equal to Cup Band. An additional attribute will be available to provide a range of cup sizes for a product.
<b>Shapewear Band Size Value</b>	Bra, Corset, Underwear Slips, Swimwear	Conditionally mandatory	<i>28, 30, 32</i>	This field is mandatory when Size Class is equal to Cup Band. An additional attribute will be available to provide a range of band sizes for a product.

## Size attribute examples and details

Using the separate fields that exist for each of the individual clothing size attributes, they will be automatically combined into a customer-friendly format once the required sizing information has been designated. The combined attributes will be displayed on the detail page as in the examples below:

Product Type	Target Gender	Age Range Description	Apparel Size Class	Apparel Size	Apparel Size to Range	Apparel Size Body Type	Apparel Height Type	Detail page size value (customer-facing)
Shirt	Female	Adult	Numeric	16	18	Plus	Regular	16-18 Plus
Dress	Female	Adult	Numeric	8		Regular	Petite	8 Petite
Pant	Female	Adult	Alpha	M		Regular	Regular	M
Coat	Female	Adult	Alpha	L		Regular	Regular	L
Shirt	Female	Toddler	Age	2 Years	3 Years	Regular	Regular	2-3 Years
Pant	Male	Adult	Numeric	32		Regular	Regular	32
Shirt	Male	Adult	Alpha	L		Regular	Regular	L
Hat	Unisex	Adult	Alpha	One Size				One Size

### Shirt-specific size examples

Product Type	Target Gender	Age Range Description	Shirt Size System	Shirt Size Class	Shirt Size Value	Shirt Size To Range	Neck Size Value	Neck Size To Value	Sleeve Length Value	Sleeve Length To Value	Shirt Body Type	Shirt Height Type	Detail Page Size value
shirt	Female	Adult	UK	Alpha	M						Plus	Regular	<b>M Plus</b>
shirt	Female	Adult	UK	Numeric	14						Plus	Short	<b>14 Plus Short</b>

### Trousers, Shorts and Dungarees-specific size examples

Product Type	Target Gender	Age Range Description	Bottoms Size System	Bottoms Size Class	Bottoms Size Value	Bottoms Size To Range	Waist Size Value	Inseam Size Value	Bottoms Body Type	Bottoms Height Type	Detail Page Size value
pants	Male	Adult	UK	Waist			40		Regular	Regular	<b>40</b>
pants	Male	Adult	UK	Waist & Inseam			37	32	Regular	Regular	<b>37W/ 32L</b>
shorts	Female	Adult	UK	Numeric	14				Regular	Regular	<b>14</b>
overalls	Female	Adult	UK	Alpha	M				Plus	Short	<b>M Plus Short</b>

### Swimwear, Bra, Corset and Underwear Slip-specific size examples

Product Type	Target Gender	Age Range Description	Size System	Size Class	Size Value	Shapewear Size To Range	Band Size Value	Cup Size Value	Body Type	Height Type	Detail Page Size value
bra	Female	Adult	UK	Cup & Band			36	B	Regular	Regular	36B
bra	Female	Adult	UK	Numeric	14				Plus	Regular	14 Plus
swimwear	Female	Adult	UK	Alpha	M				Regular	Regular	M

### Skirt-specific size examples

Product Type	Target Gender	Age Range Description	Skirt Size System	Skirt Size Class	Skirt Size Value	Skirt Size To Range	Waist Size Value	Skirt Body Type	Skirt Height Type	Detail Page Size value
skirt	Female	Adult	UK	Waist			30	Regular	Regular	30
skirt	Female	Adult	UK	Numeric	14			Regular	Regular	14

### Hat-specific size examples

Product Type	Target Gender	Age Range Description	Headwear Size System	Headwear Size Class	Headwear Size Value	Headwear Size To Range	Detail Page Size value
hat	Female	Adult	UK	Alpha	S		S
hat	Male	Adult	UK	Alpha	One Size		One Size
hat	Male	Adult	UK	Numeric	7	7 1/8	7-7 1/8

To **download the comprehensive list of valid values** for the attributes used to construct the valid Clothing size, click on the corresponding marketplace:

[List of valid UK clothing sizes](#)

[List of valid DE clothing sizes](#)

[List of valid FR clothing sizes](#)

[List of valid IT clothing sizes](#)

[List of valid ES clothing sizes](#)

[List of valid NL clothing sizes](#)

# Recommendations on how to reduce product returns because of poor sizes

If you follow the guidelines above, but customers still often return your products because of wrong size or poor fit, we recommend you to make sizing information on your detail pages as accurate and visible to customers as possible. Here are our recommendations:

For [Brand Registered Sellers](#):

- Please provide a [brand specific size charts](#) for all departments you sell (by reaching out to [Seller Support](#)).
- You can also use [A+ Content](#) for branded ASINs. Using this tool, you can describe your product features in a different way by describing the fit, including a unique brand story, enhanced images, and text placements.

Other recommendations:

- Use the last **alternate image** for your Child ASINs to show a **size mapping chart**, accurate and specific for your brand / product:
  - Include label size
  - Include body measurements
  - Include information about other countries' sizes if available
  - Mention if product usually runs smaller or larger

**Important:** Information on image must be applicable worldwide (because images are global and not marketplace specific)
- Use **bullet points** and/or **product description** to provide important sizing information:
  - Model measurements
  - What size the model shown on the image wears
  - Size mappings

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