

STYLE GUIDE – Blazer

This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business. A product detail page shows information about the product- including title, bullet points, product description and images. This data is crucial to ensure that customers will be able to find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance the discoverability of your products.

In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

- A. **Title Guidelines:** Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

For the Parent of Variation

Recommended Format: [Men, Women, Boys, Girls, Baby Boys, Baby Girls]

[Brand Name] + [Department Name] + [Fit Type] + [Style Name] + [Name of the Product]

Examples:

1. Raymond Men's Tailored Fit Bandhgala Blazer
2. Max Women's Slim Fit Open Front Blazer
3. Allen Solly Boys' Regular Fit Single Breasted Blazer
4. Mothercare Girls' Slim Fit Open Front Blazer

For child or stand-alone products

Recommended Format: Recommended Format: [Men, Women, Boys, Girls, Baby Boys, Baby Girls]

[Brand Name] + [Department Name] + [Fit Type] + [Style Name] + [Name of the Product] + (Part Number_Color Name_Size Name)

Examples:

1. Raymond Men's Tailored Fit Bandhgala Blazer (ABC_Blue_L)
2. Max Women's Slim Fit Open Front Blazer (ABC_Black_M)
3. Allen Solly Boys' Regular Fit Single Breasted Blazer (ABC_Green_S)
4. Mothercare Girls' Slim Fit Open Front Blazer (ABC_Red_S)

Size Name Recommendations			
Men	Women	Boys/Girls	Baby Boys/Baby Girls
34 to 54	5XS to 10XL	2-3 Years to 17-18 Years	0-3 Months to 18-24 Months
36	M	5-6 Years	3-6 Months

What to Do	What Not to Do
Capitalize the first letter of each word. Ex: Raymond Men's Tailored Fit Bandhgala Blazer (ABC_Blue_L)	Do not use all capital letters RAYMOND MEN'S TAILORED FIT BANDHGALA BLAZER (ABC_BLUE_L)
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

- B. **Bullet Point Guidelines:** Bullet points specify details of your product and can influence the customer purchase decision. The bullet points should be constructed in the following manner and contain only the below attributes:

Recommended Format: [Men, Women, Boys, Girls, Baby Boys, Baby Girls]

- Bullet Point 1 – Fabric: [Material Composition]; Wash Care: [Care Instructions]

- Bullet Point 2 – Style: [Style Name]; Pattern: [Pattern Type]; Fit: [Fit Type]
- Bullet Point 3 – Closure: [Closure Type]; Occasion: [Occasion Type]
- Bullet Point 4 – Number of outside pockets: [Number of Outside Pockets]; Number of inside pockets: [Number of Inside Pockets]

Example:

- Bullet Point 1 - Fabric: 68% Cotton, 30% polyester and 2% elastane; Wash Care: Machine Wash
- Bullet Point 2 – Style: Bandhgala; Pattern: Embellished; Fit: Tailored fit
- Bullet Point 3 – Closure: Button; Occasion: Ethnic
- Bullet Point 4 – Number of outside pockets: 4; Number of inside pockets: 2

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Fabric: 68% Cotton, 30% polyester and 2% elastane; Wash Care: Machine Wash	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

C. **Product Description Guidelines:** This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for product descriptions:

Recommended Format: [Men, Women, Boys, Girls, Baby Boys, Baby Girls]

Shop from a wide range of [Name of the Product] from [brand name]. Perfect for office meetings and parties, you could pair it with a stylish shirt to complete the look.

Example: Shop from a wide range of Blazers from Raymond. Perfect for office meetings and parties, you could pair it with a stylish shirt to complete the look.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Provide styling tips that enable customers to make purchase decision	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length

D. Image Guidelines:

Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

Men's Blazer:

- The product should occupy 90% of the image area
- The background must be 100% white with RGB value 255,255,255
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Each product **must compulsorily have a minimum of 4 images** – a front, back, detail shot and full length image complying with the above standards – with extra optional detail shots if required to highlight product features
- The product crop should only show the product till the hemline (*Refer Section 1.A - Image 1*); full length image can be the last image (*Refer Image 4*)
- The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses
- Include only what the customer will receive in the first image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers – unless they are accompanied with the product (*Refer section 2: WHAT NOT TO DO for more details*)

- The product image must be free of text or watermarks (*Refer section 2: WHAT NOT TO DO for more details*)
- For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for each product in the pack (*Refer Image 1 in Section 1.B*)
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Main image and back image should complement to each other and there should not be any inconsistency

1.A WHAT TO DO: Blazers for Men



1.B MULTI PACKS for Men's Blazer:

For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for any one product in the pack

Image 1 (Mandatory): Front Shot on Model for all designs in the pack

Image 2 (Mandatory): Front Shot on Model for any 1 design in the pack

Image 3 (Mandatory): Back Shot on Model for the same design as in Image 2

Image 4 (Mandatory): Detail Shot on Model for the same design as in Image 2

Image 5-7 (Optional): Full length and other detail shots for products in the pack



Main Image

2. WHAT NOT TO DO



Flat shots not allowed



Non-white background not allowed



Seated poses not allowed



Accessory/props are not allowed in main image



Mannequin or ghost mannequin not allowed



Model's face should not be cut from the image



Body movements that distort natural silhouette of the product not allowed



Dramatic poses with one or both hands above the shoulder or on the head are not allowed



Crop error: Main image should be cropped at the hemline. Full length shots are not allowed as first image

Women's Blazer:

- The product should occupy 90% of the image area
- The background must be 100% white with RGB value 255,255,255
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Each product **must compulsorily have a minimum of 4 images** – a front, back, detail shot and full length image complying with the above standards – with extra optional detail shots if required to highlight product features
- The product crop should only show the product till the hemline (*Refer Section 3.A - Image 1*); full length image can be the last image (*Refer Image 4*)
- The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses
- Include only what the customer will receive in the first image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers – unless they are accompanied with the product (*Refer section 4: WHAT NOT TO DO for more details*)
- The product image must be free of text or watermarks (*Refer section 4: WHAT NOT TO DO for more details*)
- For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for each product in the pack (*Refer Image 1 in Section 3.B*)
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Main image and back image should complement to each other and there should not be any inconsistency

3.A WHAT TO DO: Blazers for Women



3.B MULTI PACKS for Women Blazer:

For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for any one product in the pack

Image 1 (Mandatory): Front Shot on Model for all designs in the pack

Image 2 (Mandatory): Front Shot on Model for any 1 design in the pack

Image 3 (Mandatory): Back Shot on Model for the same design as in Image 2

Image 4 (Mandatory): Detail Shot on Model for the same design as in Image 2

Image 5-7 (Optional): Full length and other detail shots for products in the pack



Main Image

4. WHAT NOT TO DO



Flat shots not allowed



Non-white background not allowed



Seated poses not allowed



Accessory/props are not allowed in main image



Mannequin or ghost mannequin not allowed



Model's face should not be cut from the image



Body movements that distort natural silhouette of the product not allowed



Dramatic poses with one or both hands above the shoulder or on the head are not allowed



Crop error: Main image should be cropped at the hemline. Full length shots are not allowed as first image

Blazers- Boy/Girl/Baby

- The product should occupy 90% of the image area
- The background must be 100% white with RGB value 255,255,255
- Images must be with a resolution of 1000 DPI to allow the zoom function to be enabled
- Products must be shot on a flat surface and **NOT on a model**
- Each product **must compulsorily have minimum 3 images**– front shot (. MAIN) back shot (. BACK) and detail shot will be required complying with the above standards (Refer to section *WHAT TO DO*)
- Close up shot of sleeve/ collar/ logo/ closure type/waist detail will be optional
- Include only what the customer will receive in the main image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers – unless they are accompanied with the product (*Refer to section: WHAT NOT TO DO for more details*)
- For multipacks (Refer to section: WHAT TO DO FOR for multipack)
 - a. MAIN image to have image of all designs, followed by front, back, side and detail shot image for each product in the pack
 - b. The product placed at back should definitely have detailed shots of front and back
- The product image must be free of text or watermarks (*Refer to section: WHAT NOT TO DO for more details*)
- Main image and back image should be of the same product and in the same lighting, and there should not be an inconsistency

1. WHAT TO DO- Blazer:

1. Blazer– Main Image



2. Blazer– Back Image



3. Blazer– Detail Image



1. WHAT TO DO- multipacks:

2. Blazer- Main Image



2. Blazer1 - front Image



3. Blazer 1- back Image



1. WHAT NOT TO DO



Model shots are not allowed



Hangers shots are not allowed



Mannequins are Not allowed



No watermarks should be there on the image



No accessories unless included should be shown



Background color should not be colored



In multi-packs the garments should not overlap



Folding of garment is not allowed



Pack shots are Not allowed



Product should not be wrinkled



Product should not be irregularly placed



Cropping not as per standard will not be allowed