

## STYLE GUIDE – Camisole

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 Products

Recommended Format [Women/Girls]:

[Brand Name] + [Department Name] + [Material type] + [Name of the Product]

Examples [Women/Girls]:

1. Jockey Women's Cotton Camisole
2. Fruit of the loom Girls' Cotton Camisole

### For Standalone or Child products

Recommended Format [Women/Girls]:

[Brand Name] + [Department Name] + [Material type] + [Name of Product] + (Part Number\_Color Name\_Size Name)

Examples [Women/Girls]:

1. Jockey Women's Cotton Camisole (ABC001\_ White \_L)
2. Fruit of the loom Girls' Cotton Camisole (ABC1011\_White\_6-8 years)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex: Jockey Women's Cotton Camisole	Do not use all capital letters: JOCKEY WOMEN'S COTTON CAMISOLE
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 the below attributes:

Recommended Format [Women/Girls]:

- Bullet Point 1 - Fabric: [Material Composition] *Material composition should always add to 100%*
- Bullet Point 2 - Strap Type: [Strap Type]
- Bullet Point 3 - Padding: [Pad Type]
- Bullet Point 4 - Wash Care: [Wash Care Instructions]

Example:

- Fabric: 90% Cotton, 10% Polyester
- Strap Type: Halter
- Padding: Non-Padded
- Wash Care: Hand Wash

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Strap Type: Halter	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
Add product relevant and value adding information as bullet points 5	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 [Women]:

Soft and comfortable, this [Name of the Product] from [Brand Name] available on Amazon is an essential part of every woman's wardrobe.

Example: Soft and comfortable, this camisole from Jockey available on Amazon is an essential part of every woman's wardrobe.

Recommended Format [Girls]:

Ensure all day comfort for your little girl with this soft and comfortable [Name of the Product] from [Brand Name] on Amazon

Example: Ensure all day comfort for your little girl with this soft and comfortable camisole from Fruit of the loom on Amazon.

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'
Include product specific information like strap type, wash care etc	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
Provide styling tips that enable customers to make purchase decision	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.

##### D.1 Women' Camisoles

- 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
- Flat shots (without model) or mannequin shots are NOT allowed. Model shoot is mandatory
- **Each product must compulsorily have 3 images – front, back and detail shot images in respective order complying with the above standards – with extra optional detail shots if required to highlight product features**
- **For all images, the face should be cropped at the nose**
- The product crop should only show the product till the hemline; full length image can be an optional last image
- The first shot 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 main image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers – unless they are accompanied with the product
- The product image must be free of text or watermarks
- For multipacks, MAIN image to have model image of all designs, followed by front and back image for each product in the pack
- 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



WHAT NOT TO DO:



Flat Shots are not allowed.  
Product should be on the  
body of a model



Seated poses are not allowed



Dramatic poses are not allowed.



Face of the model should be cropped at the nose



Images of live models that use poses that could be interpreted as indecent, excessively erotic, or lewd are not permitted.



No mannequin or ghost body shots are allowed. Model shots only



No props allowed in the frame. The image should be only of the model wearing the product



No other accessory like pendants, goggles, bags etc. to be put in the frame. No other top wear should be worn by the model

## D.2 Camisoles for girls:

- 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
- Minimum 3 images – front shot (. MAIN), back shot (. BACK) and detail shot will be required
- Images on model not accepted
- No mannequins or props permitted.
- Flat images acceptable with white background only
- Do not use images of wrinkled products.
- For multipacks, MAIN image to have image of all designs, followed by front and back images for each product in the pack
- 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
- The product image must be free of text or watermarks
- Main image and back image should complement to each other and there should not be any inconsistency





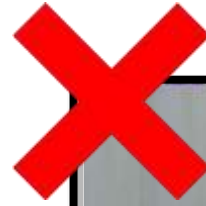
WHAT NOT TO DO:



Model shots are not allowed.



Products on hanger are not allowed.



Products on mannequin are not allowed.



Watermark or text on products are not allowed.



Grey backgrounds are not allowed.



Accessories are not allowed in the image unless all the items in the image are sold as a bundle

## Example of a Compliant Product Detail Page:

Main Image - Front View  
Second Image - Back view  
3rd - Detail shot

Title should be in this format  
Brand Name + Department Name + Material type + Name of the Product

### Marks & Spencer Women's Cotton Camisole

★★★★★ 3 ratings

M.R.P.: ₹ 499.00  
Price: ₹ 219.00 **Fulfilled** **FREE Delivery** on orders over ₹ 499.00 . [Details](#)  
You Save: ₹ 280.00 (56%)  
Inclusive of all taxes

Pay on Delivery    30 Days Returns & Exchange    Amazon Delivered

**Only 5 left in stock (more on the way).**

Delivery by: **Mar 19 - 20**  
Fastest delivery: **Thu, Mar 19**  
Order within 5 hours and 5 minutes [Details](#)

Sold by [Cloudtail India](#) (4.5 out of 5 | 216,496 ratings) and **Fulfilled by Amazon**.

Size:  [Size Chart](#)

- Fabric: 90% Cotton, 10% Polyester
- Strap Type: Halter
- Padding: Non Padded
- Wash Care: Hand Wash

Bullet Points

1. Fabric: [Material Composition]
2. Strap Type: [strap type]
3. Padding: [pad type]
4. Wash Care: [Care Instructions]

### Product description

Soft and comfortable, this camisole from Marks & Spencer available on Amazon is an essential part of every woman's wardrobe.

Retain the same product description format for all your Camisole

## Example of a Non-Compliant Product Detail Page:



1. No Dramatic poses allowed
2. Non-white background images are not allowed
3. Inappropriate back shot and there is no detail shot

Title should not have details like price/ irrelevant keywords/promotional information

### ABC Seamless Bra Slip/Camisole/Vests

★★★★☆ 129 ratings | 38 answered questions

M.R.P.: ₹ 245.00

Price: ₹ 205.00 + ₹ 65.00 Delivery charge [Details](#)

You Save: ₹ 10.00 (5%)

Inclusive of all taxes



Pay on  
Delivery



30 Days  
Returns &  
Exchange



Amazon  
Delivered

Usually dispatched in 2 to 3 days

Delivery by: **Mar 21 - 23** [Details](#)

Fit: **As expected (80%)**

Size:

32

#### Sample of Bad bullet points

1. Should not contain irrelevant details
2. No details of material composition
3. No details of padding

- It's the right fit if you are able to breathe.
- Adjustable straps
- Beware of fake sellers who use our brand name

### Product description

It has seamless pattern cups with double layered fabric that gives you no sign of stitching or line on your outfit. Its adjustable straps lets you adjust according to your comfort. Also you can view our latest collections on our website: [www.abc.com](http://www.abc.com). This product is available at best price and we assure you 100% guaranteed satisfaction on our material.

#### Sample of Bad Product Description

Pricing info, diverting content with website/phone contacts/delivery/discounts should not be displayed. Given space should be utilized to display product related information only.