

DUPATTA GUIDE

Following are some simple Image related pre-requisites to list on Amazon

Quick Nav.
Crop Guideline
Title Guidelines
What to do.
What to not do

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..



Crop Guideline



IMAGE 1
Show dupatta front side with breathing space from side to side.



IMAGE 2
Center align and show back of the garment

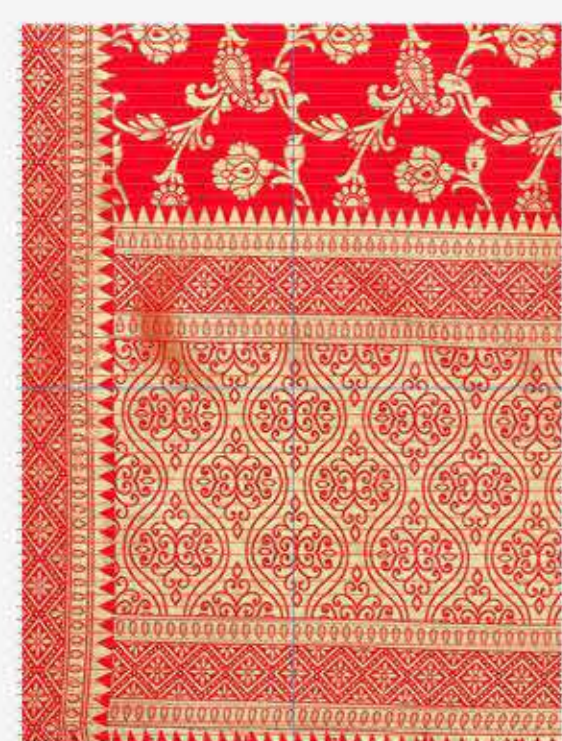


IMAGE 3
Show close up for detail

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]:

[Brand Name] + [Department Name] + [Pattern Type] + [Material Type] + [Name of the Product]

Examples [Women]:

1. Biba Women's Printed Cotton Dupatta
2. Banjara India Women's Tribal Art Silk Dupatta

For Standalone or Child products

Recommended Format [Women]:

[Brand Name] + [Department Name] + [Pattern Type] + [Material Type] + [Name of the Product] + (Part Number_Color Name_Size Name)

Examples [Women]:

1. Biba Women's Printed Cotton Dupatta (ABC0001_Red_Free size)
2. Banjara India Women's Tribal Art Silk Dupatta (ABC1011_Blue_Free Size)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex: Biba Women's Printed Cotton Dupatta	Do not use all capital letters: BIBA WOMEN'S PRINTED COTTON DUPATTA
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]:

- Bullet Point 1 – Material : [Material Type]
- Bullet Point 2 - Length: [Item length] + [Item Dimensions Unit of Measure]
- Bullet Point 3 - Width: [Item Width] + [Item Dimensions Unit of Measure]
- Bullet Point 4 - Embroidery Type | Pattern Type
- Bullet Point 5 – Wash Care: [Care Instructions]

Example:

- Material: Cotton
- Length: 70 cm
- Width: 200 cm
- Embroidery Type: Phulkari | Pattern Type: Printed
- Wash Care: Machine Wash

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Wash Care : Machine Wash	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	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]:

Enrich your look with this [Name of the Product] from [Brand Name] available on Amazon. Comfortable and trendy, this [Pattern Type] [Material Type] [Name of the Product] is a perfect partner for all your looks.

Example: Enrich your look with this Dupatta from Biba available on Amazon.

Comfortable and trendy, this Printed Cotton Dupatta is a perfect partner for all your looks.

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 material 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's Dupatta

- 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 3 images – a front, back and detail shot with the above standards with extra optional detail shots if required to highlight product features (Refer section 2)
 - Flat shots (without model) or mannequin shots are NOT allowed. Model shoot is mandatory
 - 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 to section: WHAT NOT TO DO for more details)
 - The product image must be free of text or watermarks (Refer to section: 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 1b in section 1)
 - 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 be of the same product with the same model and in the same lighting, and there should not be any inconsistency WHITE BACKGROUND for images

1.WHAT TO DO for MAIN IMAGE:



1. Dupatta – Main Image



2. Multipack

• 2.WHAT TO DO for ALL IMAGES:



1. Front shot



2. Back shot

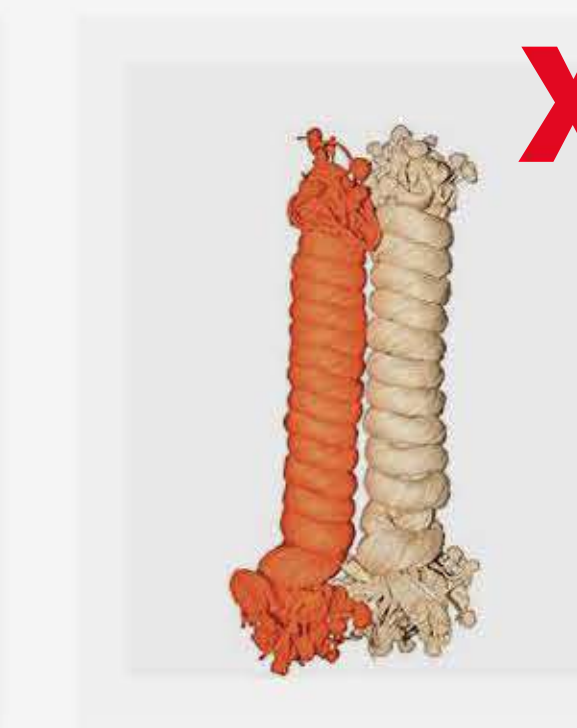


3. Detail shot

3. WHAT NOT TO DO.



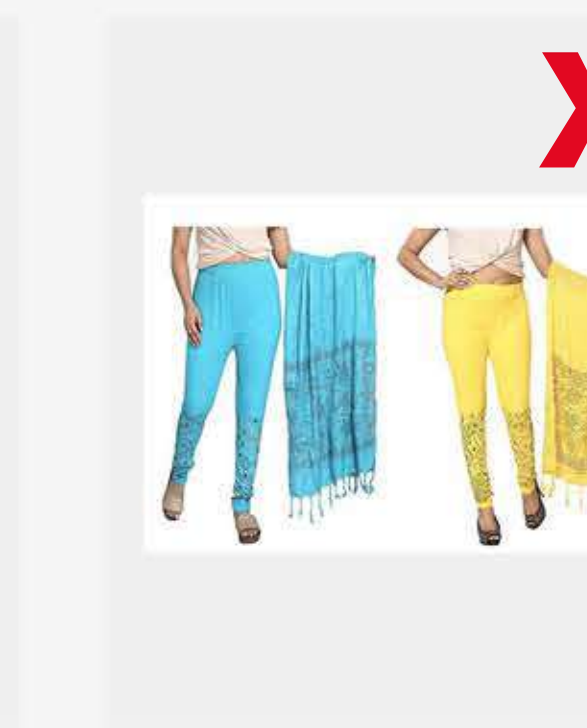
No Mannequins allowed



Flat Shots for multi pack are not allowed



Non-white background are not allowed



Cropped images of sets not allowed



Celebrity images are not allowed



No Hangers shots allowed



Waking poses and bad postures are not allowed



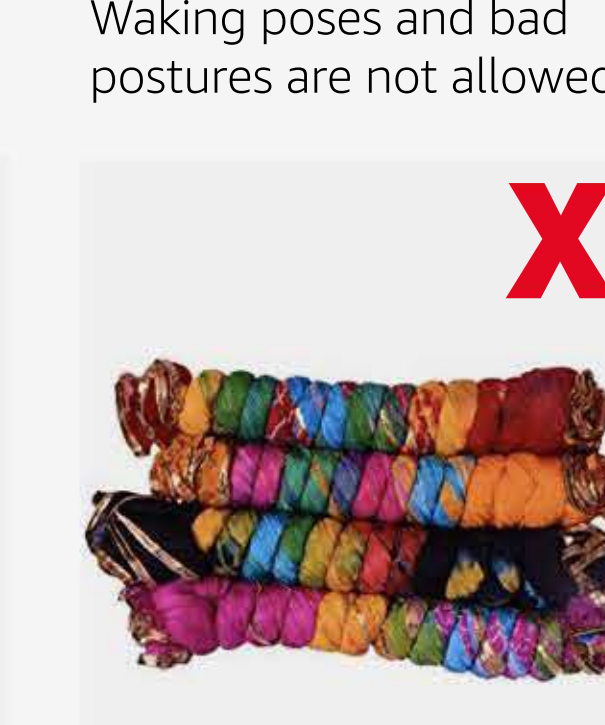
Dramatic poses with arms on head are not allowed



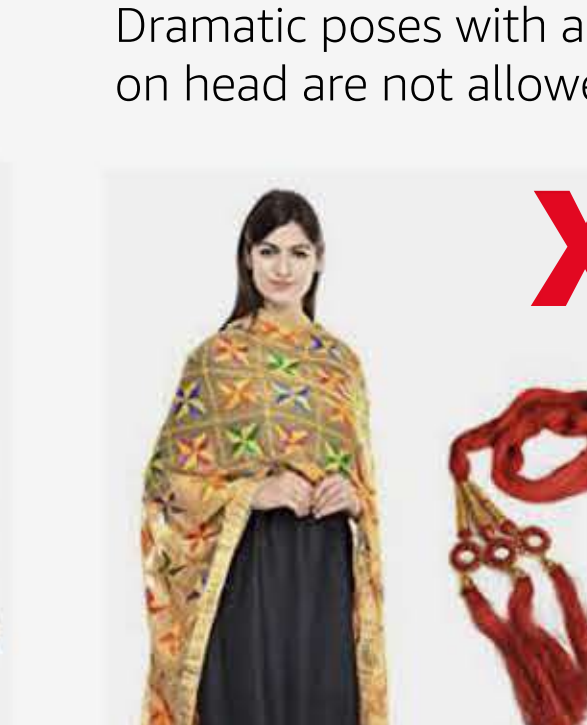
Celebrity images are not allowed



No Hangers shots allowed



Pack of 4 images without models not allowed



Accessories along with main image are not allowed