

STYLE GUIDE – FRAGRANCE

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:

[Brand] + [Item Type Name] for [Target Gender]

Examples:

1. Calvin Klein Perfume - Eau De Toilette for Men
2. Giorgio Armani Perfume - Eau De Parfum for Women

For Standalone or Child products

Recommended Format:

[Brand] + [Item Type Name] for [Target Gender], [Scent Name] + [Item Volume] + [Item Volume Unit of Measure]

Examples:

1. Calvin Klein Perfume - Eau De Toilette for Men, Woody 100ml
2. Giorgio Armani Perfume - Eau De Parfum for Women, Citrus 100ml

Target Gender [Male → Men / Female → Women / Unisex → Unisex]

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Giorgio Armani Perfume - Eau De Parfum for Women, Citrus 100ml	Do not use all capital letters: GIORGIO ARMANI PERFUME - EAU DE PARFUM FOR WOMEN, CITRUS 100ML
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:

- Bullet Point 1 – Type of perfume: [Item Type Name]; Item Weight: [Item Volume] + [Item Volume Unit of Measure]
- Bullet Point 2 – Scent Type: [Scent Name]
- Bullet Point 3 – Lasting duration: [Free Text]
- Bullet Point 4 – Best Suited For: [Free Text]
- Bullet Point 5 – Directions to Use: [Free text]

Example:

- Bullet Point 1 – Type of perfume: Perfume - Eau De Toilette; Item Weight: 100ml
- Bullet Point 2 – Scent Type: Citrus
- Bullet Point 3 – Lasting duration: 5 – 6 hours
- Bullet Point 4 – Best Suited For: Business Meetings, Dinner, Date
- Bullet Point 5 – Directions to Use: Spray on pulse points around the body: neck, torso, biceps to increase the intensity of the fragrance

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Directions to Use: Spray on pulse points around the body: neck, torso, biceps to increase the intensity of the fragrance	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:

Explore a wide range of [Item Type Name] from [Brand Name] on Amazon. It is not just an ideal gift for yourself but for your loved ones too.

Example: Explore a wide range of Perfume - Eau De Toilette from Calvin Klein on Amazon. It is not just an ideal gift for yourself but for your loved ones too.

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.

General Image Guidelines

- Main image should have 100% White background
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Each product must compulsorily have **minimum 3 images**
- Secondary images should complement the main image and can include relevant information.
- Main and additional images should not include logos or watermarks.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.
- Secondary images can have non-white background (RGB value: 255,255,255)
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

1



1. Main Image – front shot

2



2. With outer packaging

3



3. About Perfumes – common image

4



4. Scent_type or olfactory group

5



5. Bottle sizing

6



6. Lifestyle Image