

## STYLE GUIDE – GLOVE

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, Men, Girls, Boys, Baby Girls, Baby Boys, Unisex]:

[Brand Name] + [Department Name] + [Material Type] + [Name of the Product] + (Pack of [Unit Count])

Examples [Women, Men, Girls, Boys, Baby Girls, Baby Boys, Unisex]:

1. London Patee Women's Cotton Gloves (Pack of 2)
2. Probiker Men's Leather Gloves
3. Probiker unisex-adult Leather Gloves
4. FabSeasons Girls' Woolen Gloves (Pack of 3)
5. Brats N Beauty Boys' Woolen Gloves (Pack of 2)
6. Uva Baby Girls' Cotton Gloves
7. Cucumber Baby Boys's Cotton Gloves (Pack of 3)

### For Standalone or Child products

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

[Brand Name] + [Department Name] + [Material Type] + [Name of the Product] + Pack of [Unit Count]) + (Part Number\_Color name)

Examples [Women, Men, Girls, Boys, Baby Girls, Baby Boys, Unisex]:

1. London Patee Women's Cotton Gloves (Pack of 2)(XYZ01\_Beige/Black\_S)
2. Probiker Men's Leather Gloves (ADC10\_Black\_L)
3. Probiker unisex-adult Leather Gloves (ADC10\_Black\_L)
4. FabSeasons Girls' Woolen Gloves (Pack of 2)(GLOVE1\_Pink/Red/White\_2-5 Years)
5. Brats N Beauty Boys' Woolen Gloves (Pack of 2) (NOT89\_Red/Blue\_6-7 Years)
6. Uva Baby Girls' Cotton Gloves (ASD\_Pink\_3-4 months)
7. Cucumber Baby Boys's Cotton Gloves (Pack of 3) (2234T\_Multicolor\_5-6 months)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex: London Patee Women's Cotton Gloves (Pack of 2)	Do not use all capital LETTERS LONDON PATEE WOMEN'S COTTON GLOVES (PACK OF 2)
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 [Women, Men, Girls, Boys, Baby Girls, Baby Boys, Unisex]:

- Bullet Point 1 - Fabric: [Material Composition] [Free Text]
- Bullet Point 2 - Pack of: [Unit Count]
- Bullet Point 3 – Wash Care: [Care Instructions]
- Bullet Point 4 – Pattern: [Pattern Type] [Free Text]

- Bullet Point 5 - Style: [Style Name]

Example [Women]:

- Fabric: 90% Cotton, 10% polyester
- Pack of 2
- Wash Care: Hand wash
- Pattern: Printed
- Style: Half finger

Example [Men]:

- Fabric: 80% Leather and 20% cotton
- Pack of 2
- Wash Care: Dry Clean only
- Pattern: Solid
- Style: Fingerless

Example [Unisex]:

- Fabric: 80% Leather and 20% cotton
- Pack of 5
- Wash Care: Hand Wash
- Pattern: Solid
- Style: Fingerless

Example [Girls]:

- Fabric: 75% Wool and 25% Acrylic
- Pack of 3
- Wash Care: Machine Wash
- Pattern: Polka Dot
- Style: Full Finger

Example [Boys]:

- Fabric: 80% Wool and 20% Cotton
- Pack of 3
- Wash Care: Machine Wash
- Pattern: Solid
- Style: Fingerless

Example [Baby Girls]:

- Fabric: 78% Blended Cotton and 22% wool
- Pack of 3
- Wash Care: Hand wash or Machine wash
- Pattern: Printed
- Style: Full Finger

Example [Baby Girls]:

- Fabric: 65% Blended Cotton and 35% wool
- Pack of 3
- Wash Care: Machine Wash
- Pattern: Solid
- Style: Full Finger

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Fabric: 65% Blended Cotton and 35% wool	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/Unisex]:

Enrich your look with these [Product Type] from [Brand Name] available on Amazon. Comfortable and trendy, these [Pattern Type] [Material Type] [Name of the Product] will get you noticed for all the right reasons

Example 1: Enrich your look with these gloves from London Patee available on Amazon. Comfortable and trendy, these Printed Cotton Gloves will get you noticed for all the right reasons

Example 2: Enrich your look with these gloves from Probiker available on Amazon. Comfortable and trendy, these Solid Leather Gloves will get you noticed for all the right reasons

Example 3: Enrich your look with these gloves from Probiker available on Amazon. Comfortable and trendy, these Solid Leather Gloves will get you noticed for all the right reasons

Recommended Format [Girls/boys/baby girls/Baby Boys]:

Ensure comfort with style for your little [department - boy/girl] with these soft and comfortable [Pattern Type] [Material Type] [Name of the Product] from [Brand Name] available on Amazon.

Example 1: Ensure comfort with style for your little girl with this soft and trendy Polka Dot Woolen Gloves from FabSeasons available on Amazon.

Example 2: Ensure comfort with style for your little boy with these soft and trendy Solid Woolen Gloves from Brats N Beauty available on Amazon.

Example 3: Ensure comfort with style for your little girl with these soft and trendy Printed Cotton Gloves from Uva available on Amazon.

Example 4: Ensure comfort with style for your little boy with these soft and trendy Solid Cotton Gloves from Cucumber available 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, material type, patter type 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.

## Gloves & Mittens for Men, Women & Kids:

- 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) are MANDATORY. Shots with models are not allowed
- Each product **must compulsorily have 3 image** – a shot with both gloves and detail shots to highlight product features (Refer Section 1.A) complying with the above standards.
- Include only what the customer will receive in the main image; no additional accessories to be included in the shot
- The product image must be free of text or watermarks
- 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*)
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place

## 1. A WHAT TO DO: Gloves & Mittens for Men, Women & Kids



## 2. WHAT NOT TO DO:



Shots with hands not allowed



Dirty & soiled product images not allowed



Non White Backgrounds not allowed



No text or watermarks allowed on the image



Overlapping of gloves not allowed



Crumpled product images not allowed



Both gloves should not be facing up and placed in the same manner