

STYLE GUIDE – NECKTIE

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 Boys/Baby Girls]:

Brand_Name + Department_Name + Material Type + RBN + (Pack Of [number_of_items])

Examples [Women/Men/Girls/Boys/Baby Boys/Baby Girls]:

1. Michelangelo Women's Satin Necktie (Pack of 2)
2. Bonjour Men's Cotton Skinny Necktie (Pack of 2)
3. Hopscotch Boys' Satin Bow Tie (Pack of 2)
4. FabSeasons Girl's Satin Neck Tie (Pack of 2)
5. Hopscotch Baby Girl's Cotton Neck Tie (Pack of 3)
6. Mothercare Baby Boy's Satin Bow Tie (Pack of 3)

For Standalone or Child products

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

Brand_Name + Department_Name + Material Type + RBN + (Pack Of [number_of_items])(part_number+colour_name)

Examples [Women /Girls]

1. Michelangelo Women's Satin Necktie (Pack of 2) (Tie101_Beige/Black)
2. Bonjour Men's Cotton Skinny Necktie (Pack of 2) (DHGFK_White with Colored lines)
3. Hopscotch Boys' Satin Bow Tie (Pack of 2) (DEHG034_Pink) (kid-01_Black/Red)
4. FabSeasons Girl's Satin Neck Tie (Pack of 2) (DEHG034_Pink)
5. Hopscotch Baby Girl's Cotton Neck Tie (Pack of 3) (Necktie01_White and Pink)
6. Mothercare Baby Boy's Satin Bowtie (Pack of 3)(IL201_Multicolor)

What to Do	What Not to Do
Capitalize the first letter of each word. Eg. Michelangelo Women's Satin Necktie (Pack of 2) (Tie101_Beige/Black)	Do not use all capital letters: MICHELANGELO WOMEN'S SATIN NECKTIE (PACK OF 2) (TIE101_BEIGE/BLACK)
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/Men/Girls/Boys/Baby Boys/Baby Girls]

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

Example 1:

- Fabric: 90% Satin, 10% Polyester
- Pola Dots
- Pack of 2
- Wash Care: Machine Wash

Example 2:

- Fabric: 65% Cotton, 35% blended
- Pattern: Striped
- Pack of 2
- Wash Care: Dry Clean only

Example 3:

- Fabric: 70% Wool, 30% Polyester
- Pattern: Cartoon
- Pack of: Single
- Wash Care: Hand Wash

Example 4:

- Fabric: 80% Satin and 20% nylon
- Pattern: Checkered
- Pack of 2
- Wash Care: Machine Wash

Example 5:

- Fabric: 80% Cotton and 20% Acrylic
- Pattern: Cartoon
- Pack of 3
- Wash Care: Hand Wash

Example 6:

- Fabric: 90% Satin, 10% Cotton
- Pattern: Checkered
- Pack of 3
- Wash Care: Hand Wash

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Wash Care: Dry Clean	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 [Men/Women]:

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

Example: Men/Women

Enrich your look with this Necktie from Michelangelo available on Amazon. Stylish and trendy , this Satin Necktie will get you noticed for all the right reasons

Enrich your look with this Skinny Necktie from Bonjour available on Amazon. Stylish and trendy , this Cotton Skinny Necktie will get you noticed for all the right reasons

Recommended Format [Boys/Girls/Baby Boys/Baby Girls]:

Style your little [Department - boy/girl] with this trendy [Pattern Type] [Material Type] [RBN] from [Brand Name] available on Amazon.

Example: Boys/Girls/Baby Boys/Baby Girls

Style your little Girl with this trendy Satin Necktie from FabSeasons available on Amazon.

Style your little Boy with this trendy Satin Bow Tie from Hopscotch available on Amazon.

Style your little Girl with this trendy Cotton Neck Tie from Hopscotch available on Amazon.

Style your little Boy with this trendy Satin Bow Tie from Mothercare 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 pattern and material type	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 GUIDE

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.

Ties & Pocket Squares:

- 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
- Images
 - a. Necktie: Each product **must compulsorily have 3 images** – a front shot & a detail shots (Refer Section 3.A) complying with the above standards
 - b. Bow tie: Each product **must compulsorily have 3 image** – a front shot and detail shots (Refer Section 3.B) complying with the above standards
 - c. Ties with Pocket Square: Each product **must compulsorily have 3 images** – a combined main shot of tie with pocket square, a shot of unfolded pocket square, and a detail shot (Refer Section 3.C) complying with the above
 - d. Pocket Squares: : Each product **must compulsorily have 3 images** –a main shot, a shot of unfolded pocket square and detail shot (Refer Section 3.D) complying with the above
 - e. Tie, Pocket Square & Coat Pin with a box: Each product **must compulsorily have 3 images** – a main shot of products placed inside the box, a second shot of products neatly arranged (Refer Section 3.E) and detail shot 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 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)
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place

3.A WHAT TO DO for Ties



Front Shot- Compulsory



Detail Shot- Compulsory

3.B WHAT TO DO for Bow Ties



Front Shot- Compulsory



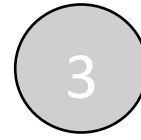
3.C WHAT TO DO for Ties with Pocket Squares



Combined Shot- Compulsory



Pocket Square Main Shot - Compulsory

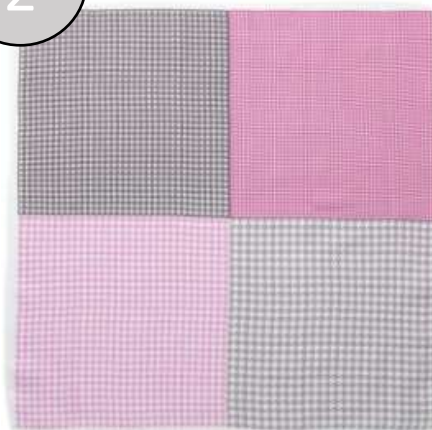


Detailed Shot

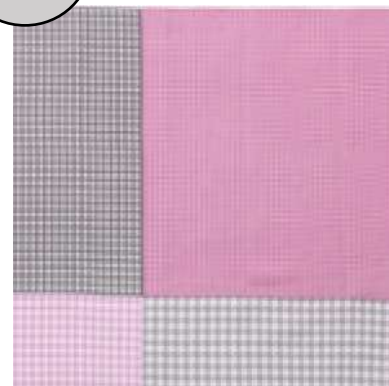
3.D WHAT TO DO for Pocket Squares



Main Shot- Compulsory



Unfolded Shot- Compulsory



Detailed Shot

WHAT TO DO for Tie, Pocket Square & Coat Pin with a box

1



Compulsory

2



3



Compulsory

4. WHAT NOT TO DO:



Model shots not allowed



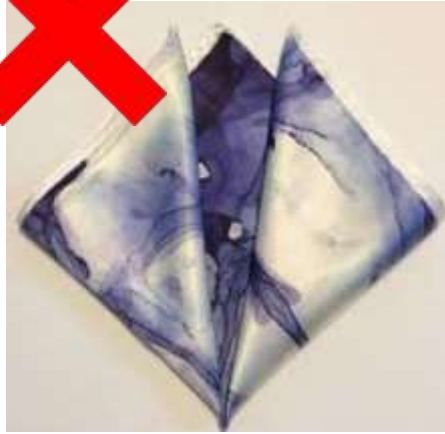
Old & soiled product images not allowed



Non White Backgrounds not allowed



No text or watermarks allowed on the image



Irregular folding of products not allowed



Crumpled product images not allowed