

## STYLE GUIDE – SWIMWEAR

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 for [Women, Men, Girls, Boys, Baby Boys, Baby Girls]

[Brand Name] + [Department Name] + [Material Type] + [Pattern Type] + [Style Name]

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

1. Calvin Klein Women's Nylon Solid One Piece Swimsuit
2. Speedo Men's Polyester Solid Swim Brief
3. H&M Girl's Polyester All over Print One Piece Swimsuit
4. Speedo Boy's Polyester Solid Swim Shorts
5. Max Baby Boy's Polyester All over Print Swim Nappies

### For Standalone or Child products

Recommended Format for [Women, Men, Girls, Boys, Baby Boys, Baby Girls]

[Brand Name] + [Department Name] + [Material Type] + [Pattern Type] + [Style Name] (Part Number\_Color Name\_Size Name)

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

1. Calvin Klein Women's Nylon Solid One Piece Swimsuit (ABC\_Pink\_M)
2. Speedo Men's Polyester Solid Swim Brief (ABC\_Blue\_32B)
3. H&M Girl's Polyester Solid One Piece Swimsuit (ABC\_Blue\_10-11 years)
4. Speedo Boy's Polyester Solid Swim Shorts(ABC\_Black\_8-9 Years)
5. Max Baby Boy's Polyester All over Print Swim Nappies (ABC\_White\_18-24 Months)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex: Calvin Klein Women's Nylon Solid One Piece Swimsuit	Do not use all capital letters CALVIN KLEIN WOMEN'S NYLON SOLID ONE PIECE SWIMSUIT
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 Boys, Baby Girls]:

- Bullet Point 1 - Fabric: [Material Composition]
- Bullet Point 2 - Pattern: [Pattern Type]
- Bullet Point 3 - Wash Care: [Care Instructions]
- Bullet Point 4 - Style Name: [Style Name]

Example [Women]:

- Fabric: Fabric: 80% Nylon 20% Cotton
- Pattern: Solid

- Wash Care: Machine Wash
- Style Name: One Piece Swimsuit

Example [Men]:

- Fabric: 53% polyester, 47% PBT polyester
- Pattern: Solid
- Wash care: Machine Wash
- Style Name: Swim Brief

Example [Girls]:

- Fabric: 19% Elastane, 81% Polyester
- Pattern: Solid
- Wash care: Machine Wash
- Style Name: One Piece Swimsuit

Example [Boys]:

- Fabric: 100% polyester
- Pattern: Solid
- Wash care: Machine Wash
- Style Name: Swim Shorts

Example [Baby Boys/Girls]:

- Fabric: 100% Polyester
- Pattern: All over Print
- Wash care: Machine Wash
- Style Name: Swim Nappies

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Fabric: Fabric: 80% Nylon 20% Cotton	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 [Women]:

Be swim-ready always with this [Style Name] from [Brand Name] on Amazon which is a perfect mix of style, comfort and performance.

Example: Be swim-ready always with this One Piece Swimsuit from Calvin Klein on Amazon which is a perfect mix of style, comfort and performance.

Recommended Format [Men]:

Be swim-ready always with this [Style Name] from [Brand Name] on Amazon which is a perfect mix of style, comfort and performance

Example: Be swim-ready always with this Swim Brief from Speedo on Amazon which is a perfect mix of style, comfort and performance.

Recommended Format [Girls]:

Give your [Department Name] a perfect mix of style, comfort and performance with this [Style Name] from [Brand Name] on Amazon.

Example: Give your girl a perfect mix of style, comfort and performance with this One Piece Swimsuit from H&M on Amazon.

Recommended Format [Boys]:

Give your [Department Name] a perfect mix of style, comfort and performance with this [Style Name] from [Brand Name] on Amazon.

Example: Give your boy a perfect mix of style, comfort and performance with this Swim Short from Speedo on Amazon.

Recommended Format [Baby Girls/Boys]:

Give your [Department Name] a perfect mix of style, comfort and performance with this [Style Name] from [Brand Name] on Amazon.

Example: Give your baby girl/boy a perfect mix of style, comfort and performance with this Swim Nappies from Max 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.

#### Women Swimwear

- 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
- Include only what the customer will receive in the first image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers, hats – unless they are accompanied with the product
- The product image must be free of text or watermarks
- No mannequin shots, no ghost shots are allowed
- All images should be of the same product with the same model and in the same lighting, and there should not be any inconsistency.
- Images of live models that use poses that could be interpreted as indecent, excessively erotic, or lewd are not permitted.
- No scars or tattoos on the model body are permitted in the image shots
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Each product must compulsorily have below number of images based on the type of the product:
  - a. **Swim Suits/ Tankinis/Cover-ups/Sarongs:** It must compulsorily have a minimum of **3 images**

1. **Front:** The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses. The image must be cropped from a little below of where the bottom of the product ends
2. **Back:** The 'BACK' shot must feature the back of the product and is the 2nd image in the detail page image sequence. The image must be cropped from a little below of where the bottom of the product ends
3. **Side:** This is a detail side shot highlighting the side details. The image must be cropped from a little below of where the bottom of the product ends

Other detail shots highlighting any extra detail on the garment are optional



**b. Bikini Top/Swim Crop Top/Swim Top:** It must compulsorily have a minimum of 3 images

1. **Front:** The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses. The image must be cropped from a little below of where the bottom of the product ends
2. **Back:** The 'BACK' shot must feature the back of the product and is the 2nd image in the detail page image sequence. The image must be cropped from a little below of where the bottom of the product ends
3. Detail shots highlighting extra detail on the garment



**c. Swim Bottoms/ Bikini Bottoms/ Swim Shorts:** must compulsorily have a minimum of **3 images**

1. Front: The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses. The image crop should only show the product starting from a little above belly button or waist and ending at a little above the thigh.
2. Back: The 'BACK' shot must feature the back of the product and is the 2nd image in the detail page image sequence. The image crop should only show the product starting from a little above belly button or waist and ending at a little above the thigh.
3. Detail shots highlighting extra detail on the garment



**d. Swim Set/Bikini Set** must compulsorily have a minimum of **5 images**

1. Front: The first image must capture the front view of the product. The image crop should only show the product ending at a little above the thigh.
2. Back: The 'BACK' shot must feature the back of the product and is the 2nd image in the detail page image sequence. The image crop should only show the product ending at a little above the thigh.
3. Side: This is a detail side shot highlighting the side details. The image crop should only show the product ending at a little above the thigh.
4. Top close-up This will be a close crop of the top, the same will magnify the fabric & neckline detail. The face must be cropped from nose below in this shot
5. Bottom Close-up: This will be a close crop of the bottom. The image crop should only show the product starting from a little above belly button or waist and ending at a little above the thigh.

Other detail shots highlighting any extra detail on the garment are optional

1



2



3



4



5



d. **Multipacks:** For multipacks, MAIN image to have model image of all designs, followed by front and back shot images for each product in the pack.

1



2



3



4



5



## WHAT NOT TO DO



Flat shots are not allowed



Dramatic posing and folding of hands is not allowed



The Hands should not be inside the pocket or touching the garment



Hanger shots are not allowed



No seated poses and Only White background images allowed



No accessories like Hats, sandals etc allowed in the image

### Men Swimwear

- 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
- Include only what the customer will receive in the first image; no accessories like sunglasses, extra jewelry, belts, scarves, flowers, hats – unless they are accompanied with the product
- The product image must be free of text or watermarks
- No mannequin shots, no ghost shots are allowed
- All images should be of the same product with the same model and in the same lighting, and there should not be any inconsistency.
- Images of live models that use poses that could be interpreted as indecent, excessively erotic, or lewd are not permitted.
- No scars or tattoos on the model body are permitted in the image shots

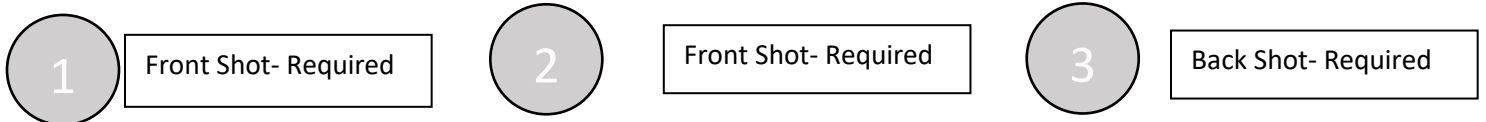
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Each product must compulsorily have below number of images based on the type of the product:

**a. Swim Shorts/ Briefs/ Trunks/ Jammers:** must compulsorily have a minimum of **3 images**

4. Front: The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses. The image crop should only show the product starting from a little above belly button or waist and ending at a little above the thigh.
5. Back: The 'BACK' shot must feature the back of the product and is the 2nd image in the detail page image sequence. The image crop should only show the product starting from a little above belly button or waist and ending at a little above the thigh.
6. Detail shots highlighting extra detail on the garment



**b. Multipacks:** For multipacks, MAIN image to have model image of all designs, followed by front and back shot images for each product in the pack.





4

Front Shot- Required



5

Back Shot- Required



### WHAT NOT TO DO



Flat/Ghost shots are not allowed



Dramatic posing and folding of hands is not allowed



The Hands should not be inside the pocket or touching the garment



Hanger shots are not allowed



No seated poses and Only White background images allowed



No accessories like Hats, sandals etc allowed in the image



Text/Watermarks not allowed



Non- White background not allowed

### Swimwear-Boys/ Girl

- 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 and **NOT on a model**
- Each product **must compulsorily have minimum 3 images**– front shot (. MAIN), back shot (. BACK) and detail shot will be required complying with the above standards (Refer to section *WHAT TO DO*)
- Close up shot of logo/ closure type/waist detail will be optional
- 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 (Refer to section: *WHAT NOT TO DO for more details*)
- For multipacks, MAIN image to have image of all designs, followed by front, back, side and detail shot image for each product in the pack
- The product image must be free of text or watermarks (Refer to section: *WHAT NOT TO DO for more details*)
- Main image and back image should be of the same product and in the same lighting, and there should not be an inconsistency

## 1. WHAT TO DO- Boys/Girls swimwear:

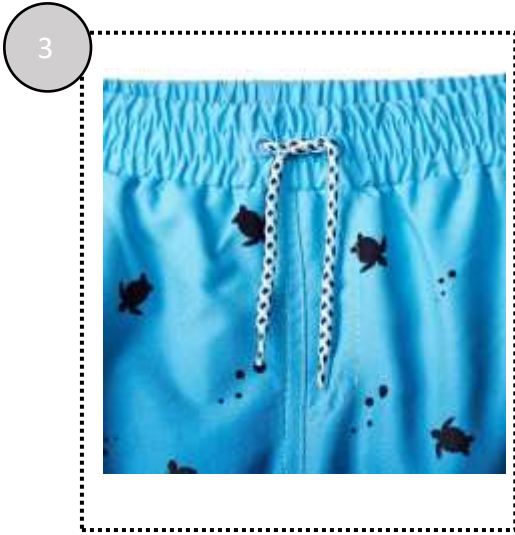
### 1. Boys Swimwear – Main



### 2. Boys Swimwear – Back Image



3. Boys Swimwear – Detail Image



2. WHAT TO DO –Girls Swimwear:

2. Girls Swimwear – Main



2. Girls Swimwear – Back Image



3. Girls Swimwear – Detail Image



# 1. WHAT NOT TO DO



Model shots are not allowed



Hangers shots are not allowed



Mannequins are Not allowed



No watermarks should be there on the image



No accessories unless included should be shown



Background color should not be colored



In multi-packs the garments should not overlap



Folding of garment is not allowed



Pack shots are Not allowed



Product should not be wrinkled



Product should not be irregularly placed



Cropping not as per standard will not be allowed