

## STYLE GUIDE – TIGHTS

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 /Girls]:

[Brand Name] + [Department Name] + [Material Type] + [Pattern Type] + [Opacity] + [Style Name] + Name of product

Examples [Women /Girls]:

1. Xs and Os Women's Nylon Fishnet Sheer High Waist Stocking
2. Clovia Girl's Nylon Solid Semi-sheer Thigh-High stocking

### For Standalone or Child products

Recommended Format [Women /Girls]:

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

Examples [Women /Girls]

1. Xs and Os Women's Nylon Fishnet Sheer High Waist Stocking(ABC\_Black\_M)
2. Clovia Girl's Nylon Solid Semi-sheer Thigh-High stocking(ABC\_Blue\_15-16 Years)

What to Do	What Not to Do
Capitalize the first letter of each word. Eg. Clovia Girl's Nylon Solid Semi-sheer Thigh-High stocking(ABC_Blue_15-16 Years)	Do not use all capital letters: CLOVIA GIRL'S NYLON SOLID SEMI-SHEER THIGH-HIGH STOCKING(ABC_BLUE_15-16 YEARS)
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 /Girls]

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

Example 1:

- Fabric: Fabric: 60% Nylon 40% Elastane
- Pattern: Fishnet
- Opacity: Sheer
- Wash Care: Hand Wash

Example 2:

- Fabric: 60% Nylon 40% Elastane
- Pattern: Solid

- Opacity: Semi-sheer
- 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 [Women]:

Shop from a wide range of [Name of Product] from [Brand Name] on Amazon. Super comfortable, this [Name of product] will give perfect shape to your legs.

Example: Women

Shop from a wide range of stockings from Xs and Os on Amazon. Super comfortable, this stocking will give perfect shape to your legs.

Recommended Format [Girls]:

Shop from a wide range of [Name of product] from [brand name] on Amazon for your girl. Super comfortable, this [Name of Product] will give perfect shape to her legs.

Example: Girls

Shop from a wide range of stocking from Clovia on Amazon for your girl. Super comfortable, this stocking will give perfect shape to her legs.

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.

##### **Women Tights/Stockings/ Pantyhose**

- 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 – unless they are accompanied with the product
- The product image must be free of text or watermarks
- All images should be of the same product and in the same lighting, and there should not be any inconsistency
- Images that use poses that could be interpreted as indecent, excessively erotic, or lewd are not permitted.
- Each product must compulsorily have below number of images based on the type of the product:

a. **High Waist Stocking, Control Top Pantyhose, Garter Belt Thigh High Stocking:** It must compulsorily have a minimum of **3 images**

1. **Main:** The first image must capture the close-up view of the stocking on the leg form (of a mannequin) facing left in profile. The image must extend from the feet extending up to the upper thigh only
2. **PT01:** This shot must be the side view of the stocking on the leg form facing left. The image must be cropped at the waist a little above of where the stocking starts
3. **PT02:** This is the front view of the stocking on the leg form  
Other detail shots highlighting any extra detail on the garment are optional



b. **Thigh-Highs** must compulsorily have a minimum of **2 image**

1. **Main:** The first image must capture the close-up view of the Thigh High stocking on the leg form facing the left in profile. The image must extend from the feet extending up to the upper thigh only
2. Detail shots highlighting any extra detail on the garment



c. **Multipacks** – The Main image must have the on-mannequin (on the leg form facing left ) shots of all the ASINs juxtaposed followed by individual side- view shots of each ASIN in the pack

### Tights- 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 –Girls tight:

1. Girls tight – Main Image



2. Girls tight – Back Image



3. Girls tight – Detail Image



## 2. WHAT TO DO –*Multipacks Girls tight:*

1. Girls tight – Main Image



2. Girls tight – Back Image



3. Girls tight – 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