

## STYLE GUIDE – Track suit

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 [Men/ Women/Girls/Boys]:

[Brand Name] + [Department Name] + [Material Type] + [Name of the Product]

Examples [Men/ Women/Girls/Boys]:

1. Monte Carlo Women's Synthetic Track Suit
2. Adidas Men's Poly Cotton Track Suit
3. Cherokee Girl's Cotton Track Suit
4. Marvel Boy's Cotton Track Suit

### For Standalone or Child products

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

[Brand Name] + [Department Name] + [Name of the Product] + (Part Number\_Color Name\_Size Name)

Examples [Men/ Women/Girls/Boys]:

1. Monte Carlo Women's Synthetic Track Suit (SS101\_Pink\_Small)
2. Adidas Men's Poly Cotton Track Suit (YTP084\_Grey Melange\_Medium)
3. Cherokee Girl's Cotton Track Suit (RTG04\_Orange\_XX-Small)
4. Marvel Boys' Geometric Cotton Track Suit (GKS043\_Navy Blue\_XX-Small)

| What to Do  | What Not to Do   |
|---|--|
| Capitalize the first letter of each word. Ex: Monte Carlo Women's Synthetic Track Suit (SS101_Pink_Small) | Do not use all capital letters MONTE CARLO WOMEN'S SYNTHETIC TRACK SUIT (SS101_PINK_SMALL) |
| 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 [Men/Women/Girls/Boys]:

- Bullet Point 1 - Fabric: [Material Composition]
- Bullet Point 2 - Pack of: [Unit Count]
- Bullet Point 3 – Pattern: [Pattern Type]
- Bullet Point 4 – Wash Care: [Care\_Instructions], Top Style: [Top Style]
- Bullet Point 5 - Sleeve: [Sleeve Type], Closure: [Closure Type]

Example [Women]:

- Fabric: Fabric: 90% Polyester, 10% cotton
- Pack of 2
- Pattern: Geometric Print
- Wash Care: Machine Wash, Top Style: T-shirt
- Sleeve: Full Sleeve, Closure: Elastic closure

Example [Men]:

- Fabric: 65% Cotton, 35% blended
- Pack of 3
- Pattern: Solid
- Wash Care: Dry Clean only, Top Style: Hoodie
- Sleeve: Half sleeve, Closure: Drawstring closure

Example [Girls]:

- Fabric: 90% Cotton, 10% Polyester
- Pack of 5
- Pattern: Printed
- Wash Care: Hand Wash, Top Style: Jacket
- Sleeve: Sleeveless, Closure: Elastic closure

Example [Boys]:

- Fabric: 80% Blended Cotton and 20% wool
- Pack of 3
- Pattern: Solid
- Wash Care: Machine Wash, Top Style: Sweatshirt
- Sleeve: Full Sleeve, Closure: Drawstring closure

| WHAT TO DO  | WHAT NOT TO DO   |
|---|--|
| Begin each bullet point with a capital letter. Ex Fabric: 80% Blended Cotton and 20% 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]:

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

Example 1: Enrich your look with this Track Suit from Monte Carlo available on Amazon. Comfortable and trendy, this Geometric Print Synthetic Track Suit will get you noticed for all the right reasons

Example 2: Enrich your look with this Track Suit from Adidas available on Amazon. Comfortable and trendy, this Solid Poly Cotton Track Suit will get you noticed for all the right reasons

Recommended Format [Girls/boys]:

Ensure comfort with style for your little [department-boy/girl] with this 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 comfortable Printed Cotton Track Suit from Cherokee available on Amazon.

Example 2: Ensure comfort with style for your little Boy with this soft and comfortable Solid Cotton Track Suit from Marvel 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.

#### Track suits for Men and Women:

- 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
- Each product **must compulsorily have minimum of 4 images** – a full length front, back & side shot and a detail shot of the top wear complying with the above standards – with extra optional detail shots if required to highlight product features (Refer Section 1.A)
- The first image must capture the front view of the product and the model should not make dramatic hand gestures or poses
- 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*)
- For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for each product in the pack (*Refer Images in Section 1.B*)
- Celebrity images are NOT allowed unless you have a legal contract with the celebrity to use their images on an ecommerce market place
- Main image and back image should be of the same product with the same model and in the same lighting, and there should not be any inconsistency

## 1. A WHAT TO DO: Men's & Women's Tracksuits



## 1. B Main Image for MULTI PACKS for Men's Track Suits

For multipacks, MAIN image to have model image of all designs, followed by front, back, side and detail shot image for all one product in the pack



## 2. WHAT NOT TO DO



Flat shots are not allowed



Dramatic posing and folding of hands is not allowed



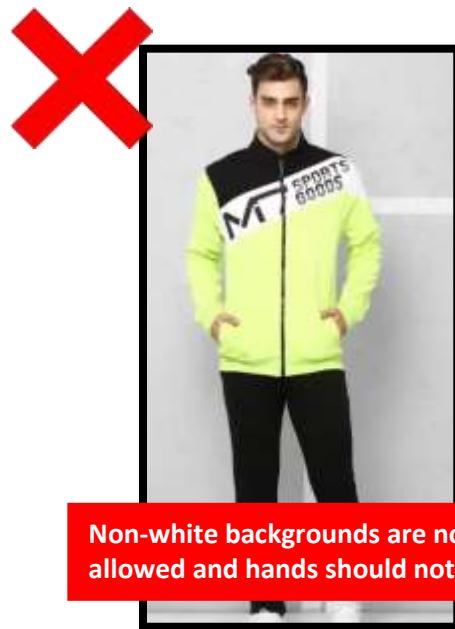
Seated pose not allowed  
Overlapping of products in multi-



Hanger shots are not allowed



Model's face should not be cut in the image



Non-white backgrounds are not allowed and hands should not be



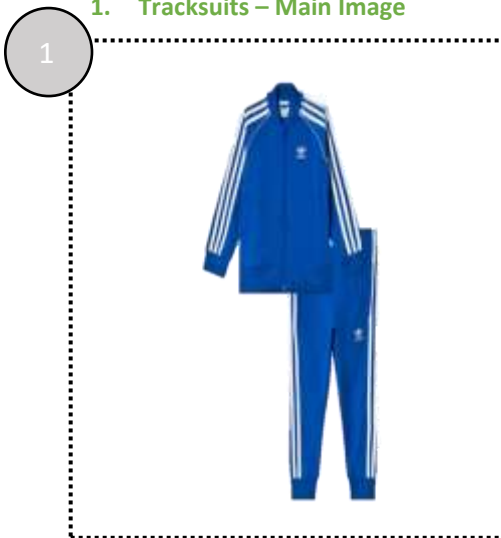
Mannequin or ghost body shots are not allowed

## Tracksuits-Boys/ Girl/Baby

- 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) 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
- Tops will be placed in front of bottoms. Bottoms will be half covered by the top (*Refer to section: WHAT TO DO for details*)
- Legs should be clearly spread apart
- 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*)
- 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
- 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 placed at back should definitely have detailed shots of front and back

### 1. WHAT TO DO- Tracksuits:

1. Tracksuits – Main Image



2. Tracksuits– Back Image



3. Tracksuits– Detail Image



4. Tracksuits– Detail Image





**1. WHAT NOT TO DO**



**Model shots are not allowed**



**Hangers shots are not allowed**



**Mannequins are Not allowed**



**In multi-packs the garments should not overlap**



**Folding of garment is not allowed**



**Pack shots are Not allowed**



No watermarks should be there  
On the image



No accessories unless included  
should be shown



Background color  
Should not be colored



Product should not  
be wrinkled



Product should not be irregularly  
placed



Cropping not as per standard will  
not be allowed