

STYLE GUIDE – UNDERGARMENT SLIP

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 Non-Comb [Women, Girls]

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

Examples [Women, Girls]

1. Marks & Spencer Women's Cotton Full Slip
2. Jockey Girls' Cotton Pant Liner Slip

Recommended Format for Non-Comb [Women, Girls]

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

Examples [Women, Girls]

1. Marks & Spencer Women's Cotton Full Slip (Pack of 2)
2. Jockey Girls' Cotton Pant Liner Slip (Pack of 3)

For Standalone or Child products

Recommended Format for Non-Comb [Women, Girls]

[Brand Name] + [Department Name] + [Material Type] + [Style Name] (Part Number_Color Name_Size Name)

Examples [Women, Girls]

1. Marks & Spencer Women's Cotton Full Slip (ABC_Black_S)
2. Jockey Girls' Cotton Pant Liner Slip (ABC_White_S)

Recommended Format for Comb [Women, Girls]

[Brand Name] + [Department Name] + [Material Type] + [Style Name] (Pack of [Unit Count] Part Number_Color Name_Size Name)

Examples [Women, Girls]

1. Marks & Spencer Women's Cotton Full Slip (Pack of 2 ABC_Black_S)
2. Jockey Girls' Cotton Pant Liner Slip (Pack of 2 ABC_White_S)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex: Marks & Spencer Women's Cotton Full Slip (Pack of 2)	Do not use all capital letters MARKS & SPENCER WOMEN'S COTTON FULL SLIP (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, Girls]:

- Bullet Point 1 - Fabric: [Material Composition]
- Bullet Point 2 - Length: [Item Length Description]
- Bullet Point 3 - Wash Care: [Care_Instructions]
- Bullet Point 4 - Style: [Style Name]

Example [Women]:

- Fabric: 100% Cotton Style: A-Line
- Length: Above knee length
- Wash care: Machine Wash
- Style: Full Slip

Example [Girls]:

- Fabric: 100% Cotton Style: Skater
- Length: Midi
- Wash care: Machine Wash
- Style: Underskirt

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Fabric: 100% Cotton Style: Skater	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]:

Get the support and comfort you've been looking for with this [Style Name] from [Brand Name] on Amazon. Layer with your favorite piece for a comfy ensemble.

Example: Get the support and comfort you've been looking for with this full slip from Marks & Spencer on Amazon. Layer with your favorite piece for a comfy ensemble.

Recommended Format [Girls]:

Ensure maximum comfort and support for your girl with this [Style Name] from [Brand Name] on Amazon.

Example: Ensure maximum comfort and support for your girl with this Pant Liner Slip from Jockey 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 Undergarment Slips

- 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
- For multipacks, MAIN image to have model image of all designs, followed by front and back shot images for each product in the pack.
- Each product must compulsorily have below number of images based on the type of the product:
 - a. **Full Slips:** It must compulsorily have a minimum of **3 images. For all images, the face should be cropped at the nose**
 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

1



2



3



b. Half Slip (Underskirt)/ Pant Liner Slip/ Saree Shapewear 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 crop should only show the product starting from a little above belly button or waist and 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 crop should only show the product starting from a little above belly button or waist and a little below of where the bottom of the product ends
3. Detail shot: highlighting extra detail on the garment

1



2



3



WHAT NOT TO DO



Flat shots are not allowed



Dramatic posing and folding of hands is not allowed



Image must be cropped from nose below and a little below of where the product ends



Mannequin shots are not allowed



No accessories like Hats, sandals etc allowed in the image

Undergarment slip- 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 slip:

1. Girls slip – Main Image



2. Girls slip – Back Image



3. Girls slip – Detail Image



WHAT TO DO –Multipacks Girls slip:

2. Girls slip – Main Image



2. Girls slip – Back Image



3. Girls slip – Detail Image



4. Girls slip – 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