

Style Guide for Kidswear

1. Imaging Guidelines

Please refer to <https://sellercentral.amazon.in/gp/help/G200498950> for Imaging guidelines on clothing

2. Product Description SOP Guidelines

Cat	Subcat	Product Description
Topwear	Tshirt, Shirt, Tops	Make your kids style up with this trendy tshirt/shirt/tops from Brand XXX and wear it with their favorite pair of jeans and sneakers
Dress	Dress, Jumpsuits	Please check Styleguide: Style Guide for Dresses
Bottomwear	Jeans, shorts, Trouser	Let your kids make a style statement with this funky jeans/shorts/trouser from Brand XXX and pair it up with your favorite tees and sneakers
Outerwear	Jackets, Sweatshirt, Sweater	Shop from a wide range of sweaters from Brand XXX It is the perfect winter accessory you need!
Ethnicwear	Kurta, Lehenga Choli, Salwar	This festive gets your kids styled up with this trendy Kurta set from Brand XXX available on Amazon
Accessories	Belts, Caps, Gloves	Buy this funky cap for your kids to beat the heat from Brand XXX available on Amazon
Innerwear	Briefs, Vests, Bra, Camisoles	Buy this comfort vest for this summer from brand XXX available on Amazon
Bodysuit	Bodysuit	Give your little one's basics a refresh with these bodysuits. Bodysuits can be worn on their own when it's warm, or layered under other items when it's chilly. Team with a jumper or cardigan to create an
Clothing sets	Clothing sets	Your little one will be delighted with this clothing set. The two can be mixed and matched with other items in your baby's wardrobe for extra versatility.

3. Title SOP Guidelines

Cat	Subcat	Parent Title	Child Title	Example
Topwear	Tshirt, Shirt, Tops	[Brand Name] + Department] + Subcategory	[Brand Name] +[Department] + Subcategory(PartNumber_Color Name_Size Name)	Pepe Jeans Boys Tshirt
Dress	Dress, Jumpsuits	Please check Styleguide: Style Guide for Dresses		
Bottomwear	Jeans, Shorts, Trouser	[Brand Name] +[Department] + Fit Type +Subcategory	[Brand Name] +[Department] + Fit Type +Subcategory(PartNumber_Color	Cherokee Boys Slim Fit Jeans
Outerwear	Jackets,	[Brand Name] +[[Brand Name] +[Department] +	Fort Collins

	Sweatshirt, Sweater	Department] + Subcategory	Subcategory(PartNumber_Color Name_Size Name)	Boys Sweatshirt
Ethnicwear	Kurta, Lehenga Choli, Salwar suit	[Brand Name] +[Department] + Subcategory	[Brand Name] +[Department] + Subcategory(PartNumber_Color Name_Size Name)	AJ Dezines Boys Kurta Set
Accessories	Belts, Caps, Gloves	[Brand Name] +[Department] + Subcategory	[Brand Name] +[Department] + Subcategory(PartNumber_Color Name_Size Name)	Nike boys socks
Innerwear	Briefs, Vests, Bra,Camisoles	[Brand Name] +[Department] + Subcategory	[Brand Name] +[Department] + Subcategory(PartNumber_Color Name_Size Name)	Jockey Girls Bra
Bodysuit	Bodysuit	[Brand Name] +[Department] + Subcategory	[Brand Name] +[Department] + Subcategory(PartNumber_Color Name_Size Name)	Mothercare Baby Girls Bodysuit
Clothing set	Clothing set	[Brand Name] +[Department] + Subcategory	[Brand Name] +[Department] + Subcategory(PartNumber_Color Name_Size Name)	Mothercare Baby Girls Clothing

4. Bullet Points

Cat	Subcat	Bullet Points 1	Bullet Points 2	Bullet Points 3	Bullet Points 4	Bullet Points 5
Topwear	Tshirt, Shirt, Tops	Fit Type	Material Composition	Neck Type	Sleeve Type	Washcare Instructions
Dress	Dress, Jumpsuits,skirts	Please check Styleguide: Style Guide for Dresses				
Bottomwear	Jeans, Shorts, Trouser	Fit Type	Material Composition	Style	Waist Type	Washcare Instructions
Outerwear	Jackets, Sweatshirt,	Fit Type	Material Composition	Style/Pattern	Sleeve Type	Washcare Instructions
Ethnicwear	Kurta, Lehenga Choli, Salwar suit	Material Composition	Style	Sleeve Type	Washcare Instructions	
Accessories	Belts, Caps, Gloves	Material Composition	Style		Washcare Instructions	
Innerwear	Briefs, Vests, Bra,Camisoles	Material Composition	Style		Washcare Instructions	
Bodysuit	Bodysuit	Material Composition	Style		Washcare Instructions	
Clothing set	Clothing set	Material Composition	Style		Washcare Instructions	

5. Attribute Coverage

Cat	Subcategory	Mandatory Attribute	Preferred Attribute (90% coverage)
Topwear	Tshirt, Shirt, Tops	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material

Dress	Dress, Jumpsuits	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material
Bottomwea r	Jeans, shorts, Trouser	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material

Outerwear	Jackets, Sweatshirt, Sweater	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material
Ethnicwear	Kurta, Lehenga Choli, Salwar suit	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material
Accessories	Belts, Caps, Gloves	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material
Innerwear	Briefs, Vests, Bra,Camisoles	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product	pattern, closure type, special size type (if applicable), inner material

		other image url, parent child, relationship type, variation theme, bullet point, care instructions	
Bodysuit	Bodysuit	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material
Clothing sets	Clothing sets	brand, color, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, size map, waist size, item length, instructions, number of items, occasion type, product description, target gender, product type, main image url, other image url, parent child, relationship type, variation	pattern, closure type, special size type (if applicable), inner material