



ZALORA

**Partnership
Catalogue
Content Guide**

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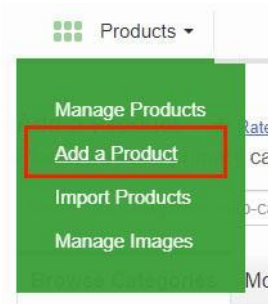




Men & Women Categorizing

How to Categorize

To start uploading an SKU, you'll need to determine the category of the product first



Step 1:

- Click on **Products > Add a Product**

Step 2:

- Select Primary Category for your product
- You should select up to deepest category before clicking "Select"
- e.g. **Clothing > Women's Clothing > Dresses > Party Dresses**

Women's Clothing > Dresses

Summer Dress
Flowery / Tropical patterns



Party Dress
Shiny / Beaded / Sheer / Cutouts
(dress for night party!)



Evening Dress
Glam / Occasional / Dressy
(dress for evening occasion)



Women's Clothing > Dresses

Bodycon Dress
Tight fit / Body-hugging



Work Dress
Collar/Button / Work appropriate /
Formal



Mini Dress
Front hemline above knees



Maxi Dress
Front hemline below calf
OR at ankles



Women's Clothing > Tops

Blouse

Loose fitting top / Not T-shirt /
Generally light airy flowy fabric



T-Shirt

Short or Long sleeve basic tees



Shirt

Button-front shirts with collar



Sleeveless

No sleeve tops without collar /
Tank top / Camisoles



Women's Clothing > Skirts

Mini Skirt
Hem above knee



Midi Skirt
Hem at knee OR calf



Maxi Skirt
Hem at ankle



Pencil Skirt
Slim fitting skirt with a straight,
narrow cut



Women's Clothing > Pants & Leggings

Cropped Pant
Hem above ankle / Culotte



Skinny Pant
Tight fitting / Not legging



Straight Leg Pant
Button-front shirts with collar



Leggings
Skin tight without
buckle or fastening



Wide-legged Pants
Wide cut / Not culotte



Women's Clothing > Shorts

Tailored Short
Structured /



Casual Short
Jeans / For casual wear



Women's Clothing > Jeans

Ripped Jeans
Ripped design



Flare Jeans
Flare-cut hem / Wide Leg
/ Boot cut



Jeggings
Jeans fabric legging / skin tight



Boyfriend Jeans
Boy fit



Skinny Jeans
Tight fitting / Not leggings



Women's Clothing > [categories stated below]

Playsuits & Jumpsuits



Hoodies & Sweatshirts



Knitwear & Cardigans



Blazers



Women's Clothing > Jackets & Coats

Coats
Loose fitting outerwear



Down Jackets
For winter



Trench Coats
Structured outerwear



Leather Jackets
Leather material



Women's Clothing > Jackets & Coats

Bomber Jackets

Jacket with gathered hem and cuffs



Denim Jackets

Denim material



Vest

Sleeveless outerwear



Women's Clothing > Lingerie & Sleepwear

Lingerie
Bra / Underwear / Shapewear /
Corset



Sleepwear
Nightgown / Pajamas / Nighties



Women's Clothing > Swimwear & Beachwear

Bikini
Bikini Top or Bottom



Swimwear
One-piece / Tankini / Rashguard



Women's Clothing > [categories stated below]

Socks & Tights



Petite



Plus Size



Maternity



Men's Clothing > Shirt

Long Sleeve
Shirt with long sleeves



Denim Shirt
Denim material



Checked Shirt
Checker prints



Formal Shirt
Formal / Suitable for work



Men's Clothing > Shirt

Printed Shirt
Shirt with prints



Plain Shirt
Solid color shirt



Short Sleeve
Shirt with short sleeves



Batik Shirt
Batik motif



Women's Clothing > [categories stated below]

T-shirt
Short or long sleeve tees



Polo
Collared t-shirts



Men's Clothing > Outerwear

Jackets & Coats
Bomber, Trench, Denim, etc.



Blazers & Suits
Formal / Casual blazers



Hoodies & Sweatshirts
Hoodies / Sweatshirt



Knitwear & Cardigans
Knitwear / Cardigans



Men's Clothing > Pants

Casual
Joggers / Chino / Cargo



Formal
Slacks / Suitable for work



Skinny Fit
Tight fitting



Slim Fit
Slim fitting but not
tight



Regular Fit
Regular cut



Men's Clothing > Jeans

Skinny Fit
Tight fitting



Regular Fit
Regular cut



Slim Fit
Slim but not tight



Men's Clothing > Shorts

Cargo

Cargo / Multiple pockets design



Sport

Terry cloth / Sport brand / Suitable for sports / Quick dry



Denim

Denim material



Chinos

Chinos

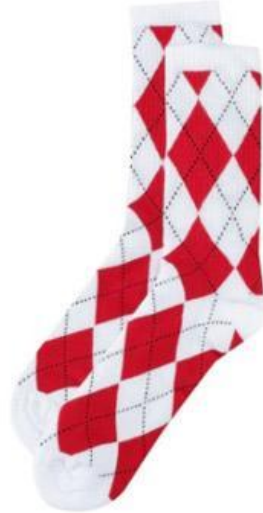


Men's Clothing > [categories stated below]

Underwear & Loungewear
Worn underneath / Pajamas



Socks
Socks



Beachwear
Beach shorts / Rashguards / Swim shorts



Women's Shoes > Heels



Low Heels

Heel height: Less than 4.9cm / 1.9"



Mid Heels

Heel height: 4.9cm / 1.9" to
less than 7.5cm / 2.95"



Mid Heels

Heel height: 7.5cm / 2.95" and above



Platform

Front sole height: 2cm and above

Women's Shoes > Flats



Espadrilles
Covered/Tie-on at ankle

Oxford & Lace Up

Loafers & Boat Shoes

Ballerinas

Peep Toes

Men's & Women's Shoes



Espadrilles
Exposed at ankle

Sandals

Comfort Shoes
Walking shoes / with comfort
inner sole

Slip-Ons
Shoes with elasticated
indents on the side

Formal

Loafers & Boat Shoes

WOMEN'S SHOES > FLATS

WOMEN'S

MEN'S & WOMEN'S

MEN'S

Men's & Women's Bags



Tote Bags
Canvas / Generally handle for hand hold

Shopper Bags
Large, boxy design / Generally handle for shoulder

Crossbody Bags
Small-Medium / Able to sling across body with bag around hip level

Clutches
Small / For hand held

Wallets
Compartments for notes, credit cards and coins

Purses
Small size wallets / Coin pouch

MEN'S & WOMEN'S

WOMEN'S

Men's & Women's Bags



Hand Bags
Handle for hand or
arm held

Backpacks
Bags with two back
straps

Duffel Bags
Weekender bags typically
with a barrel-like shape

Messenger Bags
Boxy sling bag

Laptop Bags
Padded compartment
for laptop

Briefcases
Compartment for
documents

WOMEN'S

MEN'S & WOMEN'S

MEN'S

Men's & Women's > Travel Bags



Weekender
Large bag for short
traveling days

Belt Bags
Fanny packs / Bag
on belt

Hand Luggage
Hand held luggage
allowed to into the
plane cabin

Wheeled Luggage
Large luggage with
wheels

Travel Accessories
Toiletries bag / Travel
Wallet / Passport
holder / Shoe bag /
Travel organizer

Travel Backpacks
Large backpacks meant
for backpacking

Men's & Women's > Watches



Smart Watches
Can show heartbeat,
sleep pattern, walk
distance, etc.

Analogue Watches
Basic hour and minute
hands to tell time

Chronograph Watches
Watch with functional
sub-dials

Digital Watches
Tell time digitally

Men's & Women's > Watches



Dress Watches
Typically suitable for formal or dressy wear

Fashion Watches
Fashionable and trendy design

Casual Watches
For casual wear

Luxury Watches
Elegant and luxurious design

Sports Watches
For sports use



Kids Categorizing

Clothing > Newborn



Gifts & Bundles
Contains more than one piece of clothing that is generally in similar design, probably comes with accessories as well

Organics
Made from cotton that is without the use of any synthetic agricultural chemicals such as fertilizers or pesticides

Clothing > Tops



T-shirts

Blouses

Long Sleeves
Tee-like tops with
long sleeves that are
not shirt or polo

Shirts
Button-down apparel

Polos
Apparel with collar

Clothing > Hoodies & Sweatshirts / Cardigans & Knitwear



Hoodies

Sweatshirts

Cardigans

Knitwear

Clothing > Jackets & Coats



Jackets
Outerwear

Winter Wear
Outerwear that's
suitable for winter

Raincoats

Clothing > Dresses & Jumpsuits



Casual Dresses
Dresses worn as
casual

Occasional Dresses
Dresses worn for
occasions

Jumpsuits & Playsuits
One piece for kids

Clothing > Pants & Leggings



Long Pants

Leggings
Body hugging long
bottoms usually
made from
stretchable material

Clothing > Sleepwear



Pyjamas
Apparel to be worn
for sleeping

Bath Robes

One-piece
One-piece apparel
meant as sleepwear

Clothing > Socks & Tights



Sock

Tights

Baby Booties

Clothing > [categories stated below]



Rompers & Bodysuits
One-piece for babies and toddlers only

Jeans
Trousers made of denim

Skirts

Shorts

Clothing > [categories stated below]



Uniforms
Distinctive clothing for specific purposes

Costumes
Themed based clothing such as cartoon characters, superheroes and etc

Top & Bottom Sets
Two piece set, either top & pants/shorts, top & skirts

Beachwear
Made for swimming or lounging at the beach

Underwear
To be worn underneath clothing

Footwear > [categories stated below]



Ballerina & Flats
Covered/Tie-on at ankle

Sandals & Flip Flops

Sneakers & Sports Shoes

Boots

Dress Shoes

Loafers, Moccasins
& Boat Shoes

Slip ons & Espadrilles

Accessories > Bags & Backpacks



Backpacks
Bags with two back straps

Fashion Bags
Any other type of bags that doesn't belong to any sub-cats

Travel Bags
Bags for traveling purpose

Lunch Bags
Bags for carrying food

Diaper Bags
Bags with compartments and features meant for carrying baby supplies

Accessories > Wallet & Pouches



Wallet
For carrying money

Pouches
Multipurpose pouches
that are not specific for
carrying money

Pencil Case
For carrying stationaries

Accessories > Headwear



Beanies

Hats

Caps

Headbands
Soft material
headbands

Accessories > Scarves & Gloves / Belts & Suspenders



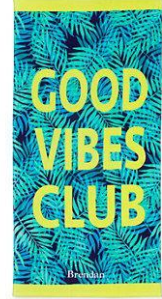
Scarves

Mittens & Gloves

Belts

Suspenders

Accessories > Bibs & Napkins / Towels & Blankets



Bibs

Napkins

Swaddling Blankets

Sleeping Bags

Towels

Accessories > [categories stated below]



Cloth Diapers



Baby Carriers
Any type of carrier to be strap around an adult to carry a child for mobility purpose



Baby Wraps
Cloth meant to wrap around adult and child for mobility purpose



Gift Sets
Non-apparel gift sets



Other Accessories
Any other accessories that doesn't belong to existing categories



Sports > Tops



Tops
Sports brand top



Bottoms
Sports brand bottom



Sneakers & Sport
Shoes
Sports brand shoes



Jogger Sets
Sports brand jogger
set of top and bottom



Sports > Accessories



Swimming Caps

Caps
Sports brand caps

Goggles
Goggles for sports activity

Modest Wear > [categories stated below]



Tops
Girls muslimah top

Shirts
Boys muslimah top

Bottoms
Muslimah brand
bottoms

Dresses
Muslimah brand
dresses

Modest Wear > [categories stated below]



Baju Kurung

Baju Melayu

Kaftans & Jubah

Modest Wear > [categories stated below]



Hijab



Prayer set



Inners
Muslimah brand inner
wear



Product Information

Batch upload VS Single product upload

There are two ways to upload product information onto Seller Center. We recommend to start with manual upload with 1 or 2 product before trying on the batch upload method for our Sellers to get familiar with our guidelines to avoid SKU rejection due to incorrect content format

SINGLE PRODUCT UPLOAD

- Type in text as usual in assigned fields in Seller Center

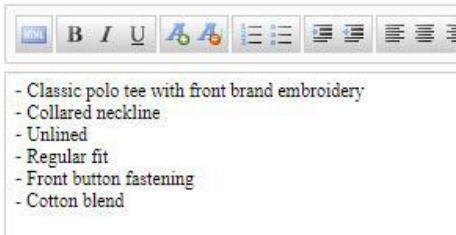
- Classic polo tee with front brand embroidery
- Collared neckline
- Unlined
- Regular fit
- Front button fastening
- Cotton blend

Waist circumference x Length

- S (32" x 50")
- M (34" x 50")

Example in Seller Center:

Description



BATCH UPLOAD

- Upload with CSV file format only
- **MUST add
 at the end of sentence to indicate next paragraph wherever necessary**

- Classic polo tee with front brand embroidery

- Collared neckline

- Unlined

- Regular fit

- Front button fastening

- Cotton blend

Waist circumference x Length

- S (32" x 50")

- M (34" x 50")

Example in csv file:

	A
1	Description
2	- Classic polo tee with front brand embroidery - Collared neckline - Unlined - Regular fit - Front button fastening - Cotton blend
3	

*Batch upload without
 might result in a continuous paragraph for your context, which will be rejected by ZALORA's QC team

Mandatory Fields

Fields that Sellers must have it filled for the SKU to be approved

“Which fields are mandatory to fill ?”

Seller

1. Product Name
2. Primary Category
3. Product Description
4. SkuSupplierConfig
5. Sub Cat Type
6. Main Color
7. Color Family
8. Size System
9. Gender

Product Name	GIGI HADID SWEATSHIRT
Primary Category	Clothing » Women's Clothing » Knitwear & Cardigans
Product Description	This Cotton Sweatshirt is part of an exclusive capsule collection designed by Gigi Hadid and Tommy Hilfiger. - cotton blend - long sleeves - straight hem - Tommy Hilfiger flag embroidery on the sleeve

SkuSupplierConfig	56635-74307
Sub Cat Type *	Dresses
Main Color	Green
Color Family	green
Size System *	International
Gender	Female

***Optional but both mandatory if either one is filled**

- Year
- Season

Year	<input type="text" value="Please select"/>
<small>Year of the season. This is Mandatory when Season is indicated on product. Example: 2018</small>	
Season	<input type="text" value="Please select"/>
<small>Season of the product. This is mandatory if Year is filled in. Choose one from Winter, Summer, Spring, Autumn, Spring-Summer, Autumn-Winter, Year Round Example: Summer</small>	

Product name - Guide

PART 1

Describe Product Design
You can include up to 3 designs

EXAMPLES

- 1 design - Origami Dress
- 2 design - Mesh Insert Fit And Flare Dress
- 3 design - Polka Dot Leather Sling Bag
- 3 design - Contrast Piping Platform Heel With Ankle Strap



PART 2

Mention Product Type
Top, Shirt, T-shirt, Dress, Wedges,
Sneakers, Sunglasses, Necklace,
Bracelet, Watch, Backpack, etc.

EXAMPLES

- Origami Dress
- Mesh Insert Fit And Flare Dress
- Polka Dot Leather Sling Bag
- Contrast Piping Platform Heel With Ankle Strap



MANGO |

Contrast Neck Top

PART 1

| PART 2

Product name - Dos & Don'ts

Issue	 Don'ts	 Do
Whole text in caps	ANKLE STRAP WEDGES	Ankle Strap Wedges
Brand name	Charles & Keith Ankle Strap Wedges	Ankle Strap Wedges
Color	Blue Ankle Strap Wedges	Ankle Strap Wedges
Measurements	5-inch Peep Toe Wedges	Peep Toe Wedges
Abbreviation	Ankle Strap Wedges w/ Metal Studs	Ankle Strap Wedges With Metal Studs
Product code *if you need to input product code add product type for search engine purposes	MM062	MM062 Polarised Sunglasses

Color Family - Guide

Color Family act as **color filter** on the website to help online shoppers find their desired coloured product. The chart on the right is a simple example to help guide you in tagging your product in the right color family.

The screenshot shows the Zalora website interface. At the top, there's a navigation bar with 'ZALORA', 'WOMEN', and 'MEN' tabs, along with a search bar and icons for user profile, heart, and cart. Below this is a secondary navigation bar with categories like 'NEW IN', 'PREMIUM', 'CLOTHING', 'SHOES', 'ACCESSORIES', 'BAGS', 'SPORTS', 'BEAUTY', 'MODEST WEAR', and 'BRANDS'. A sidebar on the left contains a 'FILTER BY' section with 'Show All' and expandable options for 'RANGE', 'PRICE (RM)', 'BRAND', and 'COLOUR'. The 'COLOUR' filter is expanded, showing a list of color families with their respective product counts: Beige (348), Black (1657), Blue (715), Brown (430), Gold (249), Green (310), Grey (395), Multi (520), Navy (397), and Orange (61). The main content area displays a grid of products. The top row features three items: a navy blue t-shirt with 'Believe' text (Something Borrowed, RM 78.00), a striped long-sleeve top (ZALORA, RM 74.50), and blue wide-leg trousers (TOPSHOP, RM 189.00). The bottom row shows three sneakers, each with a 'NEW' tag.

Color Family	Example color specifications
N/A	Clear, transparent or beauty product such as shampoo, soap, mask, etc.
Beige	Beige, Light Brown
Black	Black
Blue	Light Blue, Baby Blue, Sky Blue
Brown	Brown, Dark Brown
Gold	Gold
Green	Light Green, Dark Green, Military Green
Grey	Light Grey, Dark Grey, Charcoal Grey
Multi	3 or more colors
Navy	Navy, Dark Blue
Orange	Burnt Orange, Bright Orange
Pink	Light pink, Soft Pink, Pastel Pink
Purple	Lavender Purple, Royal Purple
Red	Burgundy, Scarlet Red, Ruby Red
Silver	Silver
White	White, Off White
Yellow	Bright Yellow, Canary Yellow

Color - Dos & Don'ts

For more specific color name other than what can be found under 'Color family', you can state it under 'Color'.

Always spell out full name and keep capitalized case.

If more than 1 color, separate with a ' / '. If there's 3 or more colors, input as 'Multi'.

Issue	 Don'ts	 Do
Non-color text	Blue skirt with Green <u>dots</u>	Blue/Green
Whole text in caps	LIGHT-BLUE	Light Blue
Abbreviation	Blk/Wht	Black/White
Brand name	Nike Navy	Navy
Color code	F03 Burgundy	Burgundy
Pattern/Design description	Orange <u>Zig-Zag</u> Blue, White, Red Print Yellow <u>(flower)</u>	Orange Multi Yellow
Product description	Beige Dress	Beige

Color Family & Color - General Guide

Both the Color Family & Color field allows you to tag or state more than 1 color. However, it is important for you to know what is the dominant color of your product. When customers search according to Color Family, they expect the products shown to be mainly of that specific color.

RULE #1

Tag **ONE (1)** dominant color - if two colours are present and are unevenly distributed.

Dominant color is a color that covers the most part of the product as compared to other color(s).



Color Family: White
Color: White/Blue



Color Family: Navy
Color: Navy



Color Family: Green
Color: Emerald Green/Black



Color Family: Brown
Color: Brown/Gold
**For watches, take note of straps usually being the dominant color*



Color Family: Red
Color: Wine Red
**For Beauty products that requires application, take note of the color of content. If it's clean, put N/A*

Color Family & Color - Guide

Both the Color Family & Color field allows you to tag or state more than 1 color. However, it is important for you to know what is the dominant color of your product. When customers search according to Color Family, they expect the products shown to be mainly of that specific color.

RULE #2

Tag TWO (2) colours - if two colours are present and are evenly distributed.



Color Family: Pink, Navy
Color: Pink/Navy



Color Family: White, Black
Color: White/Black



Color Family: White, Black
Color: White/Black



Color Family: Pink, Black
Color: Pink/Black



Color Family: Pink, Yellow
Color: Pink/Neon Yellow

Color Family & Color - Guide

Both the Color Family & Color field allows you to tag or state more than 1 color. However, if it's 3 colors or more, we would recommend to mention 'Multi' instead of stating all the colors. Ultimately, customers would usually refer to the image if many colors are involved.

RULE #3

How to tag "Multi" if there are **THREE (3)** colours or more

- a) And if there's **ONE (1)** colour in the Multi that covers the most part of the product, tag it too



Color Family: Navy, Multi
Color: Navy/Multi

- b) But if there are **TWO (2)** colours in the Multi that covers the product evenly, tag both



Color Family: Blue, Green, Multi
Color: Blue/Green/Multi

- c) However, if distribution of all colours looks more or less even, then just tag "Multi"



Color Family: Multi
Color: Multi



Color Family: Purple, Multi
Color: Purple/Multi






Color Family: Black, White, Multi
Color: Black/White/Multi



Color Family: Multi
Color: Multi

Material

As our customers can't see or touch the physical product while they shop, material is one of the top important information customers acquired.

TYPE	REQUIRED FIELD(S)	GUIDELINES	DON'TS	DOS	UNSURE?
APPAREL	Material	<ul style="list-style-type: none"> ✓ State main material (% optional) ✓ Add comma for more than 1 composition ✓ Title caps 	<ul style="list-style-type: none"> Cotton-elastane COTTON White Cotton Soft Cotton 	<ul style="list-style-type: none"> Cotton 100% Cotton Cotton, Elastane 95% Cotton, 5% Elastane 	<ul style="list-style-type: none"> Polyblend Cotton Blend
ACCESSORIES	Material	<ul style="list-style-type: none"> ✓ ✗ Color ✗ Descriptive words 			<ul style="list-style-type: none"> Metal Brass
SHOES	Upper Material  Inner Material  Sole Material 				<ul style="list-style-type: none"> Textile Synthetic



For fake leather products, state 'Synthetic Leather'.

For real leather products, mandatory to state if it's 'Cow Leather', 'Pig Leather', etc.

Short Description - Men & Women

Description consist of short sentences in bullet points format that highlights the features/details/unique selling point of the product

House rules for Description:

- Descriptions are written in points format.
- Starts with a hyphen '-' following a space then the context.
- Only heel height are to be stated in the Description instead of Measurement.

Example:



- Classic polo tee with front brand embroidery
- Collared neckline
- Unlined
- Regular fit
- Front button fastening
- Cotton blend



- Trendy backpack with strap buckle details
- 1 pouch pocket
- Magnetic fastening
- 2 inner slot pockets
- Textile



- Solid tone textured multi strap heels
- Synthetic upper
- Synthetic insole
- Synthetic outsole
- Heel height: 10cm
- Platform height: 1cm
- Zip fastening

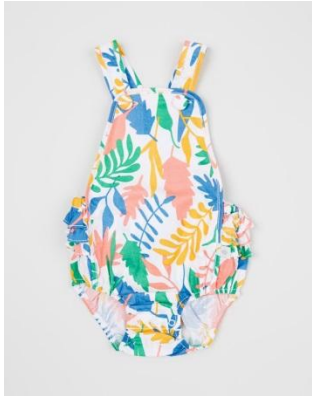
Short Description - Kids

Description consist of short sentences in bullet points format that highlights the features/details/unique selling point of the product

House rules for Short Description:

- Short Descriptions are written in points format.
- Starts with a hyphen '-' following a space then the context.
- Only heel height (if any) are to be stated in the Short Description instead of Measurement.

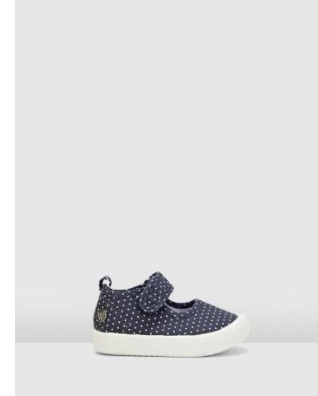
Example:



- Leaf printed playsuit with back frill details
- Square neckline
- Unlined
- Regular fit
- Adjustable shoulder strap with button fastening
- Snap buttons at crotch
- Cotton



- Plane printed lunch bag
- Canvas
- 1 front zip pocket
- Zip fastening
- Lined easy to wipe interior
- One top handle
- Dimensions: L27cm x H20cm x W9.5cm



- Polka dot printed single strap flats
- Textile upper
- Textile insole
- PVC outsole
- Velcro strap fastening
- Round toe

Short Description - Kids

Description consist of short sentences in bullet points format that highlights the features/details/unique selling point of the product

Example:



- Four piece baby boy gift set
- Cotton
- Brand printed hat
- Brand printed booties
- Comes with a pouch
- Contains 4 items



- Floral printed baby hat
- Cotton blend
- Slip on style
- Folded hem



- Floral and polka dot printed swaddling blankets
- Cotton muslin
- Lined hem
- Pack of three
- Dimensions: Lcm x Wcm



- Contrast embroidered bibs
- Soft cotton jersey
- Popper fastening
- Pack of 2

Description (Technical) - Kids (important disclaimers)

As a good practice, ZALORA strictly advise to input any relatable disclaimers for products that could potentially be harmful if misused.

Example disclaimers to input in Description (Technical):

- Suitable for ages xx and above
- Not suitable for children below xx months/years old
- Possible choking hazard

Example products with possible choking hazard:

- Snaps, buttons, zipper heads, bows, rhinestones and other decorative appliques
- Shoelaces, ribbons and other dangling clothing attachments
- Waist-level drawstrings, including those found at the bottom of upper-body clothing and those found around the waist of lower-body clothing

ZALORA WOMEN MEN Search for products, trends and brands

NEW IN ZALORAYA2019 PREMIUM CLOTHING SHOES ACCESSORIES BAGS SPORTS GROOMING MODEST WEAR BRANDS SALE

1st to 3rd May Change

DETAILS SIZE DETAILS REVIEWS RETURNS POLICY DELIVERY INFO

Genuine Leather is a natural material from animals and therefore differs from hide to hide. Whereas Synthetic Leather are treated and reacts differently during coloring and tanning process, to replicate these textures of a Genuine Leather.

While we handle all of our product with utmost care, irregularities such as dents, scars, scratches, wrinkles or blemishes are normal, and should not be considered as a defect.

SKU F7E05AC0BD428DGS

Colour Navy

Material Cow Leather

Desktop site view - Technical description will appear at the bottom of the page above material

14:18 46%

← Timberland

Choose Size

♡ Add to Bag

DETAILS SIZE CARE

- Ankle boots with floral print
- Genuine leather upper
- Textile insole
- Rubber outsole
- Shaft height: 9.5cm
- Lace-up fastening
- Rounded toe

Genuine Leather is a natural material from animals and therefore differs from hide to hide. Whereas Synthetic Leather are treated and reacts differently during coloring and tanning process, to replicate these textures of a Genuine Leather.

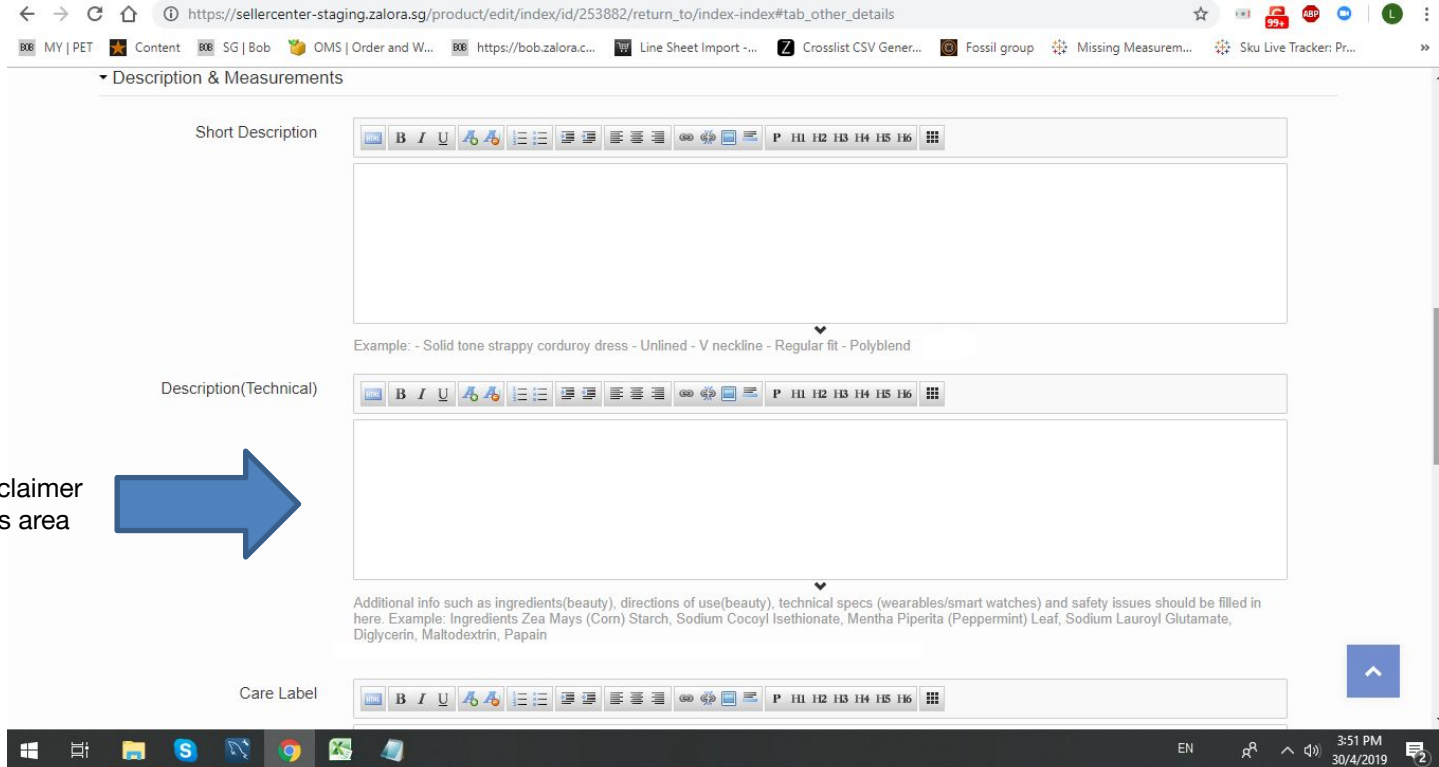
While we handle all of our product with utmost care, irregularities such as dents, scars, scratches, wrinkles or blemishes are normal, and should not be considered as a defect.

Sold by ZALORA

Mobile app view – Technical description will appear at the bottom of the page after bullet points.

Kids - Where to input important disclaimers on SellerCenter?

Under Description & Measurements, any disclaimers are to be input in the Description (Technical) field.



The screenshot shows a web browser window with the URL https://sellercenter-staging.zalora.sg/product/edit/index/id/253882/return_to/index-index#tab_other_details. The page is titled "Description & Measurements". It features three text input fields, each with a rich text editor toolbar above it. The first field is labeled "Short Description". The second field is labeled "Description(Technical)" and contains the text "Example: - Solid tone strappy corduroy dress - Unlined - V neckline - Regular fit - Polyblend". The third field is labeled "Care Label". A blue arrow points to the "Description(Technical)" field with the text "Insert disclaimer text at this area".

Short Description

Description(Technical)

Care Label

Example: - Solid tone strappy corduroy dress - Unlined - V neckline - Regular fit - Polyblend

Additional info such as ingredients(beauty), directions of use(beauty), technical specs (wearables/smart watches) and safety issues should be filled in here. Example: Ingredients Zea Mays (Corn) Starch, Sodium Cocoyl Isethionate, Mentha Piperita (Peppermint) Leaf, Sodium Lauroyl Glutamate, Diglycerin, Maltodextrin, Papain

Insert disclaimer text at this area

Kids - What products with need disclaimers?

Disclaimers are **mandatory** for high-risk products. Example, products with drawstring, small parts that could unattach or highly flammable material would be consider high-risk products.



Technical description:
Suitable for ages 0-12
months



Technical description:
- Possible choking hazard
from buttons



Technical description:
Possible choking hazard
from drawstring

Kids - What products with need disclaimers?

Disclaimers are **mandatory** for high-risk products. Example, products with drawstring, small parts that could unattach or highly flammable material would be consider high-risk products.



Technical description:
Possible choking hazard
from diamante



Technical description:
- Suitable for ages 3/6
months
- Possible choking hazard
from shoe tie



Technical description:
- Suitable for age 1 and
above
- Possible choking hazard
from loose sequins

Care Labels

Applicable for apparels only. Care labels are the instruction often found sewn with the apparel as a small label

Issue	❌ Don'ts	✅ Do
Continuous care instruction in a single paragraph	Machine/Handwash in cold water separately, do not soak, do not bleach, do not tumble dry, flat iron, cool iron on reverse	Machine/Handwash in cold water separately Do not soak Do not bleach Do not tumble dry Flat iron Cool iron on reverse
Hyphen	<ul style="list-style-type: none">- do not bleach- hang dry- do not tumble dry- hand wash	<ul style="list-style-type: none">Do not bleachHang dryDo not tumble dryHand wash
Special Characters	Machine wash up to 30°C	Machine wash up to 30 degree Celcius

IMPORTANT: In batch upload with csv file, add `
` (which means next paragraph) at the end of each sentence to enable the following text to go to next line

Measurements

Measurements are one of the most important information for our customers in shopping online.

APPAREL SIZE VARIATIONS MEASUREMENTS

Size variations should be stated for each garment measurement

Example:

Measurements	Waist circumference x Hip circumference x Inseam x Thigh circumference - S (76cm x 92cm x 75cm x 50cm) - M (82cm x 93cm x 77cm x 54cm) - L (86cm x 94cm x 77cm x 56cm) - XL (88cm x 96cm x 78cm x 57cm)
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NON-APPAREL MEASUREMENTS

Measurement should be provided clearly in the measurements field.

Examples:

Measurements	33 (L) x 21 (W) x 46 (H) ; 31L
Measurements	Dimension L*W*H EU 39 : 25CM x 7.5CM x 1CM Dimension Different (CM) ±0.5cm Length different between each size
Measurements	Length - 4.5cm Height - 5cm Width - 3.5cm

MEASUREMENTS ARE MANDATORY FOR:

All Bags
Accessories – Watches, Jewellery, Scarves, Belts
Laptop sleeves, Phone cover,
Yoga mat.

MEASUREMENTS ARE OPTIONAL FOR:

Apparel (Must have size chart)
Shoes (Must have size chart)
Beanies, Caps, Hat
Sunglasses
Beauty products
Gloves
Headphones/Headset
Headband
Hair ties
Bottle
Other odd items

Measurements - Apparel

Measurements are one of the most important information for our customers in shopping online. It also reduces return rates due to wrong sizing.

Guidelines		
	TOP / DRESS	BOTTOM
<p>✔ State the following measurements under 'Measurements' column. Additional measurements are encouraged.</p> <p>IMPORTANT: In batch upload with csv file, add <code>
</code> (which means next paragraph) at the end of each sentence to enable the following text to go to next line</p> <p>✔ If you have measurements in jpeg form, please TYPE into the 'Measurements' column</p> <p>✘ Do not add heel/boots height in 'MeasurementsGlobal' column, it should be in 'Description' column</p>	Bust circumference x Length - S (32" x 40") - M (34" x 40")	Waist circumference x Length - S (32" x 50") - M (34" x 50")
	TOP + BOTTOM SET	
	Top: Bust circumference x Length - S (32" x 40") - M (34" x 40")	Bottom: Waist circumference x Length - S (32" x 50") - M (34" x 50")

We highly recommend to provide measurements for the best customer shopping experience + reduce return rates.

Measurements - Accessories

Measurements are one of the most important information for our customers in shopping online.

Guidelines

✔ State the following measurements under 'Measurements' column. Additional measurements are encouraged.

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` (which means next paragraph) at the end of each sentence to enable the following text to go to next line

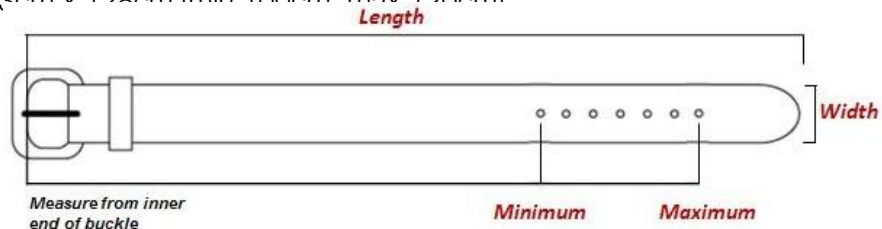
✔ If you have measurements in jpeg form, please **TYPE** into the 'Measurements' column

✘ Do not add heel/boots height in 'MeasurementsGlobal' column, it should be in 'Description' column

BELT (WITH EYELETS)

Width x Length

- S: 3cm x 108cm (min 85cm; max 95cm)
- M: 3cm x 118cm (min 90cm; max 110cm)
- L: 3cm x 128cm (min 100cm; max 120cm)



BELT (WITHOUT EYELETS)

Length x Width

- 40cm x 3cm



Measurements - Accessories

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Guidelines

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IMPORTANT: In batch upload with csv file, add `
` (which means next paragraph) at the end of each sentence to enable the following text to go to next line

✔ If you have measurements in jpeg form, **please TYPE** into the 'Measurements' column

✘ Do not add heel/boots height in 'MeasurementsGlobal' column, it should be in 'Description' column

	WATCH	EYEWEAR	BAG / WALLET
	Face Width x Height - 5cm x 5cm 	Frame Height x Length - 4cm x 8cm 	Length x Height x Width - 10" x 30" x 4" 
	NECKLACE (WITH PENDANT)	NECKLACE (NO PENDANT) / CUFFLINK / EARRING / SCARF	RING
	Pendant Length x Width - 3cm x 1cm 	Length x Width - 35cm x 4cm 	Inner diameter: 10mm 

Size of model's garment (apparel only)

Based on Model Body Measurements, customer will be able to relate the fitting of the size the model is wearing.



State the size of what your model is wearing in the photo.
This is according to the size on apparel's tag.

If there's only one size option, state as 'One Size'.

Example:

<u>SIZE DETAILS</u>	REVIEWS	RETURNS POLICY	DELIVERY INFO
IT (cm) 92 6.36			Model's body measurements 79-63-89 Size of model's garment M

Model's Body Measurements (apparel only)

Some customers like to refer to Model Body Measurements to gauge the length or size of garment in comparison to themselves.

Guidelines	✗ Don'ts	✓ Dos
<p>✓ Include Height, Bust, Waist and Hips measurements.</p> <p>A. BUST Measure around the fullest part of your chest</p> <p>B. WAIST Measure around natural waistline</p> <p>C. HIPS Measure 9 inches from the natural waistline</p> <p>D. HEIGHT Head to heel</p> <p>✓ One measurement per line. IMPORTANT: In batch upload template, add <code>
</code> (which means break) at the end of each sentence to enable the following text to go to next line.</p> <p>✓</p>	<p>Height: 175cm Bust: 32"/81cm Waist: 24"/61cm Hips: 34"/86cm</p>	<p>Height: 175cm Bust: 32"/81cm Waist: 24"/61cm Hips: 34"/86cm</p>
<p>For male models, use the term 'Chest', not 'Bust'.</p>		<p>Height: 185cm Chest: 32"/81cm Waist: 28"/65cm</p>