

Style Guide for Men's Bottomwear

1. Imaging Guidelines

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

2. Jeans, Trousers and Shorts

a. Title

- [brand_name] + [<department_name>'s] + [fit_type] + [RBN name]
Eg. Levi's Men's Slim Fit Jeans
- Child ASIN [brand_name] + [<department_name>'s] + [fit_type] + [RBN name] + [part_number]
Eg. Levi's Men's Slim Fit Jeans (00563_Blue_32)

b. Attribute coverage

- **Mandatory Attribute** : Recommended Browse Nodes, Seller SKU, Brand Name, Manufacturer Part Number, Item Name (aka Title), Style Name, Adult Flag, Colour Map, Size Map, Material type, Outer Material Type, Outer Material Type, Colour, Material Composition, Department, Size, Standard Price, Quantity, Main Image URL, Maximum Retail Price
- **Preferred attributes (90% coverage)** : Closure Type, Occasion description, Waist Style, Product Care Instructions, Package Quantity, Number of Items

Exceptions: Please do not mention 'other' as value in title

c. Bullet points

- Material composition (in percentages adding up to 100%) Eg. Material composition: 98% cotton 2% elastane
 - Wash Care instructions Eg. Wash care: Machine Wash
 - Style – Fit type Eg. Fit type: Slim
 - Color Eg. Color: Grey
 - Stretch properties Eg. Stretchable
 - Any additional feature of the product Eg. Quick Dry technology or Eg. Distress on left knee
 - Special instructions by brand if any
- Bullet points must be about the product **DO NOT** add any bullet points which are specific to the seller or company

d. Product description

Product Description: Provide a brief synopsis of the product describing its material composition, style, colour, occasion etc. You may also include a brief style tip on how to wear the product or what to pair the product with Eg: This high-stretch denim is made with a unique fabric that has dual-core technology and enhances stretch and shape retention of the product. This product is perfect for everyday use and may be paired with a checked shirt. Please **do not** add subjective lines like "will make you look handsome, stylish etc."

