

Style Guide for Men's Top Wear

T-shirts

1) **Title** -

Parent Asin - [Brand] + [Gender] + [Neck]+ [RBN]

For eg – Campus Sutra Men's Round Neck T-shirt

Child Asin - [Brand] + [Gender] + [Neck]+ [RBN] + [Part number]+ [Color name]+ [Size name]

For eg – Campus Sutra Men's Round Neck T-shirt [0123, White, Medium]

2) **Attribute Coverage –**

Mandatory Attribute –

Recommended browse nodes, item Sku, external product id, external product id type, brand name, part number, item name, is adult product, color map, size map, Material type, outer material type, fit type, color name, material composition, department name, sleeve type, size name, main image url, Maximum retail price.

Preferred attributes (90% coverage)-

Parent child, relationship type, Variation theme, Other image url 1, Other image url 2, Other image url 3, other image url 4, Other image url 5, Number of items, Bullet points, generic key words, Model name, collection name, Product description, Neck Style, Pattern type, Care instructions, standard price, main offer image.

3) **Bullet Points –**

- Material Composition – For eg -100% Cotton
- Color map – for eg - Blue
- Fit type – for eg – Slim Fit
- Pattern type – for eg - Solid
- Any special treatment given to the fabric – for eg - Peach finish to soften the fabric
- Print/embroidery/ Styling/ Construction- for eg - contrast cut & sew panel, flock chest print with embroidery detailing.
- Care instructions – for eg – Machine Wash
- Any special instructions given by the brand (if any)

4) **Product Description –**

To keep it simple by describing the product – Material composition, color, Fit, Pattern, any key detailing etc which will help the customer in making well informed buying decision.

For eg – This 100% cotton black slim fit round neck T-shirt has contrast colored embroidered logo and has a pocket. Its easy to maintain and can be hand washed.

Please do not add descriptions like 'best t-shirt and will make you look great & handsome '.

Polo's

1) **Title** -

Parent Asin - [Brand] + [Gender] + [Fit]+ [RBN]

For eg – Allen Solly Men's Regular Fit Polo

Child Asin - [Brand] + [Gender] +[Fit]+ [RBN] + [Part number]+ [Color name]+ [Size name]

For eg – Allen Solly Men's Regular Fit Polo [0123, White, Medium]

2) **Attribute Coverage –**

Mandatory Attribute –

Recommended browse nodes, item Sku, external product id, external product id type, brand name, part number, item name, is adult product, color map, size map, Material type, outer material type, fit type, color name, material composition, department name, sleeve type, size name, main image url, Maximum retail price.

Preferred attributes (90% coverage) -

Parent child, relationship type, Variation theme, Other image url 1, Other image url 2, Other image url 3, other image url 4, Other image url 5, Number of items, Bullet points, generic key words, Model name, collection name, Product description, Pattern type, Care instructions, standard price, main offer image.

3) **Bullet Points** –

- Material Composition – For eg -100% Cotton
- Color map – for eg – Blue
- Pattern type – for eg - Printed
- Any special treatment given to the fabric – for eg – Anti- sweat property which helps in absorbing the sweat quickly and keeps the fabric dry.
- Print/embroidery/ Styling/ Construction- for eg -Contrast detailing on the collar of checks fabric, printed logo on the collar.
- Care instructions – for eg – Hand Wash
- Any special instructions given by the brand (if any)

4) **Product Description** –

To keep it simple by describing the product – Material composition, color, Fit, Pattern, any key detailing etc which will help the customer in making well informed buying decision.

For eg – This 100% cotton Red slim fit printed polo has contrast colored embroidered logo. Has velvet ribbed detailing on the sleeves. Its easy to maintain and can be hand washed.

Please do not add descriptions like ‘best Polo and will make you look great & handsome’.

Casual shirts

1) **Title** -

Parent Asin - [Brand] + [Gender] +[Pattern]+ [Fit]+ [RBN]

For eg – Parx Men’s Printed Regular Fit Casual shirt

Child Asin - [Brand] + [Gender] +[Pattern]+ [Fit]+ [RBN] + [Part number]+ [Color name]+ [Size name]

For eg – Parx Men’s Printed Regular Fit Casual shirt [0123, White, Medium]

2) **Attribute Coverage** –

Mandatory Attribute –

Recommended browse nodes, item Sku, external product id, external product id type, brand name, part number, item name, is adult product, color map, size map, Material type, outer material type, fit type, color name, material composition, department name, sleeve type, size name, main image url, Maximum retail price.

Preferred attributes (90% coverage)-

Parent child, relationship type, Variation theme, Other image url 1, Other image url 2, Other image url 3, other image url 4, Other image url 5, Number of items, Bullet points, generic key words, Model name, collection name, standard price, Product description, Collar Style, Pattern type, Care instructions, main offer image.

3) **Bullet Points** –

- Material Composition – For eg -100% cotton
- Color map – for eg - Blue
- Sleeves Type – for eg – Full sleeves
- Collar Style – for eg – Classic
- Any special treatment given to the fabric – for eg – Special wrinkle free treatment
- Print/embroidery/ Styling/ Construction - for eg- Slim fit with contrast snap buttons, relaxed fit with contrast detailing on the placket, has optional roll up sleeve tabs.
- Care instructions – for eg – Machine wash
- Any special instructions given by the brand (if any)

4) **Product Description** –

To keep it simple by describing the product – Material composition, color, Fit, Pattern, any key detailing etc which will help the customer in making well informed buying decision.

For eg – This 100% cotton blue shirt has vintage wash, comes with contrast snap buttons and has optional roll up sleeves tabs with signature sunglass loop. Needs to be machine washed or dry cleaned.

Please do not add descriptions like ‘best casual shirt and will make you look great & handsome’.

Sweater

1) **Title** -

Parent Asin - [Brand] + [Gender] +[Pattern]+ [RBN]

For eg – Duke Men’s Solid Sweater

Child Asin - [Brand] + [Gender] +[Pattern]+[RBN] + [Part number]+ [Color name]+ [Size name]

For eg – Duke Men’s Solid Sweater [0123, White, Medium]

2) **Attribute Coverage** –

Mandatory Attribute –

Recommended browse nodes, item Sku, external product id, external product id type, brand name, part number, item name, color map, size map, Material type, outer material type, color name, material composition, department name, sleeve type, size name, main image url, Maximum retail price

Preferred attributes (90% coverage)-

Parent child, relationship type, Variation theme, Other image url 1, Other image url 2, Other image url 3, other image url 4, Other image url 5, Number of items, Bullet points, generic key words, Model name, collection name , fit type, Product description, Closure type, Neck style, Pattern type, Care instructions, standard price, main offer image.

3) **Bullet Points** –

- Material Composition – For eg – 100% Acrylic
- Color map – for eg - Blue
- Fit Type – For eg - Slim fit
- Closure type – For eg – zip, buttoned
- Print/embroidery/ Styling/ Construction- for eg- Ribbed collar, cuffs and hem
- Care instructions – for eg – Dry Clean only
- Any special instructions given by the brand (if any)

4) **Product Description** –

To keep it simple by describing the product – Material composition, color, Fit, Pattern, any key detailing etc which will help the customer in making well informed buying decision.

For eg – This 100% acrylic v- neck sweater is sleeveless with ribbed collar, hem and cuff. Has contrast color piping at the collar. Needs to be dry cleaned.

Please do not add descriptions like ‘best sweater and will make you look great & handsome’.

Sweatshirt –

1) **Title** -

Parent Asin - [Brand] + [Gender] + [RBN]

For eg – US Polo Men’s Sweatshirt

Child Asin - [Brand] + [Gender] + [RBN] + [Part number]+ [Color name]+ [Size name]

For eg - US Polo Men’s Sweatshirt [0123, White, Medium]

2) **Attribute Coverage –**

Mandatory Attribute –

Recommended browse nodes, item Sku, external product id, external product id type, brand name, part number, item name, color map, size map, Material type, outer material type, color name, material composition, department name, sleeve type, size name, main image url, Maximum retail price.

Preferred attributes (90% coverage)-

Parent child, relationship type, Variation theme, Other image url 1, Other image url 2, Other image url 3, other image url 4, Other image url 5, Number of items, Bullet points, generic key words, Model name, collection name, fit type, Product description, Care instructions, standard price, main offer image.

3) **Bullet Points –**

- Material Composition – For eg – 100% Cotton
- Color map – for eg - Blue
- Fit Type – For eg - Slim fit
- Print/embroidery/ Styling/ Construction- for eg- Applique chest print ; Center pouch pocket for storage, lined hood
- Care instructions – for eg – Dry clean only
- Any special instructions given by the brand (if any)

4) **Product Description –**

To keep it simple by describing the product – Material composition, color, Fit, Pattern, any key detailing etc which will help the customer in making well informed buying decision.

For eg – This 100% cotton black sweatshirt comes with a hood and concealed zip detailing with applique chest print at the back and embroidered logo.

Please do not add descriptions like ‘best sweatshirt and will make you look great & handsome’.

Jackets & Coats

1) **Title** -

Parent Asin - [Brand] + [Gender] + [Style]+ [RBN]

For eg – Fort Collins Men’s Parka Jacket

For eg – UCB Men’s Trench Coat

Child Asin - [Brand] + [Gender] + [Style]+ [RBN] [Part number]+ [Color name]+ [Size name]

For eg – Fort Collins Men’s Parka Jacket [0123, White, Medium]

For eg - UCB Men’s Trench Coat [0123, White, Medium]

2) **Attribute Coverage –**

Mandatory Attribute –

Recommended browse nodes, item Sku, external product id, external product id type, brand name, part number, item name, color map, size map, Material type, outer material type, color name, material composition, department name, size name, main image url, Maximum retail price

Preferred attributes (90% coverage)-

Parent child, relationship type, Variation theme, Other image url 1, Other image url 2, Other image url 3, other image url 4, Other image url 5, Number of items, Bullet points, generic key words, Model name, collection name, Inner material type, Product description, Style name, Care instructions, item length description, fit type, Sleeve type, standard price, main offer image.

3) **Bullet Points** –

- Material Composition – For eg – 80% Polyester, 20% wool
- Color map – for eg - Blue
- Fit Type – For eg - Slim fit
- Sleeve Type – For eg – Sleeveless
- Print/embroidery/ Styling/ Construction- for eg- Down jacket with contrast color printed lining
- Care instructions – for eg – Dry Clean only
- Any special instructions given by the brand (if any)

4) **Product Description** –

To keep it simple by describing the product – Material composition, color, Fit, Pattern, any key detailing etc which will help the customer in making well informed buying decision.

For eg – This down jacket has fleece lining and has multiple pockets. It has contrast color zip opening and piping at the hem.

Please do not add descriptions like ‘best Jacket or Coats and will make you look great & handsome’.