

Style Guide for Men's Formal Bottomwear

1. Imaging Guidelines

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

2. Formal Trousers

a. Title

- [brand_name] + [<department_name>'s] + [fit_type] + [RBN name]
Eg. Van Heusen Men's Regular Fit Formal Trousers, Arrow Men's Straight Fit Formal Trousers
- Child ASIN [brand_name] + [<department_name>'s] + [fit_type] + [RBN name] + [part_number]
Eg. Van Heusen Men's Regular Fit Formal Trousers (89567389257893_Navy_34)

b. Attribute coverage

- **Mandatory Attribute** : Recommended Browse Nodes, Vendor Code, Brand Name, External ID Type, External ID, Style Code, Maximum Retail Price, Brand color, Generic color, Fabric, Fabric composition, Brand size, Generic waist size, Pleat type, Open length, item length, Fit Type, Closure, Pattern Type, Stretchable, Pack of, Number of Items, Wash Care Instructions
- **Preferred attributes (90% coverage)** : Season, Product Type, Front Pocket Style, Back Pocket Style, With belt

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 warm, wash dark colors separately, do not bleach, tumble dry low, warm iron
- 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
- Any extra products included (shrugs/belts/scarves/bows/sash)
- If accessory is for representation only, then the same needs to be clearly mentioned "eg: belt on model for representation only"
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.”

3. Formal Shirt

a. Title

- [brand_name] + [<department_name>'s] + [fit_type] + [RBN name]
Eg. Van Heusen Men’s Regular Fit Formal Shirt, Arrow Men’s Straight Fit Formal Shirt

Child ASIN [brand_name] + [<department_name>'s] + [fit_type] + [RBN name] + [part_number]
Eg. Van Heusen Men’s Regular Fit Formal Shirt (89567389257893_Navy_34)

b. Attribute coverage

- **Mandatory Attribute** : Recommended Browse Nodes, Vendor Code, Brand Name, External ID Type, External ID, Style Code, Maximum Retail Price, Brand color, Generic color, Fabric, Fabric composition, Brand size, Generic size, Fit Type, Collar Style, Sleeve length, Pattern Type, Occasion Type, Pack of, Wash Care Instructions
- **Preferred attributes (90% coverage)** : Season, Pocket

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 warm, wash dark colors separately, do not bleach, tumble dry low, warm iron
- Style – Fit type Eg. Fit type: Slim
- Color Eg. Color: Grey
- Any additional feature of the product Eg. Quick Dry technology or Eg. Distress on left knee
- Special instructions by brand if any
- Any extra products included (shrugs/belts/scarves/bows/sash)
- If accessory is for representation only, then the same needs to be clearly mentioned “eg: belt on model for representation only”
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: Blue self-design formal shirt, has a spread collar, long sleeves, curved hem, one patch pocket. Pull off a formal look any day of the year with this Louis Philippe shirt. When you’re attending a family outing, pair this blue piece with slim jeans and easy loafers.

Please **do not** add subjective lines like “will make you look handsome, stylish etc.”

4. Suits

a. Title

- [brand_name] + [<department_name>'s] + [fit_type] + [RBN name]
Eg. Park Avenue Men’s Slim Fit Suit, Raymond Men’s Classic Fit Suit

Child ASIN [brand_name] + [<department_name>'s] + [fit_type] + [RBN name] + [part_number]
Eg. Park Avenue Men's Slim Fit Suit 89567389257893_Navy_40

b. Attribute coverage

- **Mandatory Attribute** : Recommended Browse Nodes, Vendor Code, Brand Name, External ID Type, External ID, Style Code, Maximum Retail Price, Brand color, Generic color, Fabric, Fabric composition, Blazer Brand size, Blazer Generic size, Trouser Brand size, Trouser Generic size, Open length, Inseam length, Fit Type, Front Styling, Collar Style, Pattern Type, Occasion Type, Pack of, Wash Care Instructions
- **Preferred attributes (90% coverage)** : Season

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 warm, wash dark colors separately, do not bleach, tumble dry low, warm iron
 - Style – Fit type Eg. Fit type: Slim
 - Color Eg. Color: Grey
 - Any additional feature of the product Eg. Quick Dry technology or Eg. Distress on left knee
 - Special instructions by brand if any
 - Any extra products included (shrugs/belts/scarves/bows/sash)
 - If accessory is for representation only, then the same needs to be clearly mentioned "eg: belt on model for representation only"
- 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: Navy blue solid blazer, has a notched lapel, single breasted with double button closures, long sleeves, one welt pocket and two flap pockets, and a double-vented back hem. Navy blue solid mid-rise trousers, has a zip fly with a button and a hook-and-bar closure, four pockets, a waistband with belt loops The stylist has styled this suite with a bow tie, it does not come with a bow tie. Please **do not** add subjective lines like "will make you look handsome, stylish etc."

5. Blazer

a. Title

- [brand_name] + [<department_name>'s] + [fit_type] + [RBN name]
Eg. Park Avenue Men's Slim Fit Blazer

Child ASIN [brand_name] + [<department_name>'s] + [fit_type] + [RBN name] + [part_number]
Eg. Park Avenue Men's Slim Fit Blazer 89567389257893_Navy_40

b. Attribute coverage

- **Mandatory Attribute** : Recommended Browse Nodes, Vendor Code, Brand Name, External ID

Type, External ID, Style Code, Maximum Retail Price, Brand color, Generic color, Fabric, Fabric composition, Brand size, Generic size, Fit Type, Front Styling, Collar Style, Pattern Type, Occasion Type, Pack of, Wash Care Instructions

- **Preferred attributes (90% coverage)** : Season

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 warm, wash dark colors separately, do not bleach, tumble dry low, warm iron
- Style – Fit type Eg. Fit type: Slim
- Color Eg. Color: Grey
- Any additional feature of the product Eg. Quick Dry technology or Eg. Distress on left knee
- Special instructions by brand if any
- Any extra products included (shrugs/belts/scarves/bows/sash)
- If accessory is for representation only, then the same needs to be clearly mentioned “eg: belt on model for representation only”

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: Grey self-design formal blazer, has a notched lapel, single-breasted with button closures, long sleeves, three pockets, an attached lining with three inner pockets and comes with a lapel pin. Team it up with a shirt, trouser and Derbys for the perfect look.

Please **do not** add subjective lines like “will make you look handsome, stylish etc.”

6. Jackets, coats and waistcoats

a. Title

- [brand_name] + [<department_name>'s] + [RBN name]
Eg. Park Avenue Men’s Jacket

Child ASIN [brand_name] + [<department_name>'s] + [RBN name] + [part_number]

Eg. Park Avenue Men’s Jacket 89567389257893_Navy_40

b. Attribute coverage

- **Mandatory Attribute** : Recommended Browse Nodes, Vendor Code, Brand Name, External ID Type, External ID, Style Code, Maximum Retail Price, Brand color, Generic color, Fabric, Fabric composition, Brand size, Generic size, Item length, Closure, Pattern Type, Pack of, Wash Care Instructions
- **Preferred attributes (90% coverage)** : Season, Product Type, Fit Type, Collar Style, Sleeve length

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 warm, wash dark colors separately, do not bleach, tumble dry low, warm iron
 - Style – Fit type Eg. Fit type: Slim
 - Color Eg. Color: Grey
 - Any additional feature of the product Eg. Quick Dry technology or Eg. Distress on left knee
 - Special instructions by brand if any
 - Any extra products included (shrugs/belts/scarves/bows/sash)
 - If accessory is for representation only, then the same needs to be clearly mentioned “eg: belt on model for representation only”
- 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: Black Nehru jacket, has a stand collar, sleeveless, a full button placket, three welt pockets, vented hem. Layer it over a crisp shirt and a pair of trousers to complete the look. Please **do not** add subjective lines like “will make you look handsome, stylish etc.”