

Style Guide for Men's Unstitched Fabrics

1. Imaging Guidelines

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

2. Men's Unstitched Fabrics

a. Title

i. Single-piece Fabric (Shirt / Trouser / Suiting)

[BRAND] + [GENDER] + [MATERIAL] + [BROWSE NODE]+ [SUB CAT] +[COLOR_NAME]

- Grasim Men's Cotton Shirt Fabric (Black)
- Raymond Men's Poly Cotton Trouser Fabric (Blue)
- Donear Men's Poly viscose Suiting Fabric (Red)

ii. Multi-pack Fabrics

[BRAND] + [GENDER] + [BROWSE NODE]+ [SUB CAT] + ["Pack of"]+[Number of Items]

- Grasim Men's Shirt Fabrics (Pack of 2)
- Raymond Men's Trouser Fabrics (Pack of 3)

iii. Gift Boxes

[BRAND] + [GENDER] + ["Combo of SHIRT & TROUSER"]+[SUB CAT]]+[Shirt-Color/Trouser-Color]

- Grasim Men's Combo of Shirt & Trouser Fabric Set (Red/black)
- Raymond Men's Combo of Shirt & Trouser Fabric Set (Blue/gray)

DO'S

- The order of the attributes in the title should be the same as mentioned above
- Create separate listings for different color variations of the same products

DON'Ts

- Include "Pack of n" only if it is a multipack ASIN. If the ASIN is a single pack, then it is not required.
e.g. Raymond Men's Combo Sets Fabrics **Pack of 1** is not correct
- Title should only contain the required information and should be crisp.
e.g. Raymond Makers Men's Combo of **Unstitched Blended** Shirts and Trousers Fabric **Multi-color Free Size** (Pack of 3) is wrong.
This title should be: Raymond Makers Men's Combo of Shirt & Trouser Fabric Set (Pack of 3)
e.g. Linen Club - **60 Lea Pure Linen Yarn Dyed Fabric with Digital Prints (Multicolor)** is wrong.
The correct title is: Linen Club Men's Linen Shirt Fabric (Multicolor)

b. Attribute coverage

- **Mandatory Attribute** : size name (should have the length of the fabric in meters e.g. 1.2 meters), Size map (One size), brand, collection name, color, department, item name, material, part number, recommended browse nodes, style, item price, size map (length should be filled), main image URL, other image URL, product type, product description, bullet point, care instructions, Package content details, number of items, MRP

- **Preferred attributes (90% coverage)** : occasion type, material composition, pattern

c. Bullet points

- Fabric composition
- Wash Care instructions
- Style
- Is the product packed in a gift box or not
- Special instructions by brand if any

d. Product description

- **Product Description:**

DO's:

Provide a brief synopsis of the product describing its material composition, style, color, occasion etc.
E.g.: The purple trio check shirt is a great collaboration of 3 colors and forming gingham checks type pattern. Make this one yours with your choice of collars, cuff, pocket and placket. This functional blend offers all the benefits for increased comfort and mobility. This trouser fabric is stylish and sophisticated, a fine clothing fabric. This top quality poly-viscose suiting fabric features a Solid Self Design. Its lightweight Poly-Viscose (Polyester, Viscose) ,a versatile fabric makes it a perfect choice for Business Clothing, Trousers, Formal Wear, Party Wear, Casual and Evening wear. This fabric has a Soft Touch finish to it, making it feel like a very high-end fabric. This fabric is slightly absorbent, and is great for perspiration, making it feel even better on skin. This Pant Fabric is good for all Indian Seasons - Summer Wear, Spring Wear, Winter Wear or Autumn Wear. Look cool and smart, feel comfortable and make the right impression with this trousers fabric from Raymond.

DON'Ts:

1. Do not add descriptions like “best shirt, will make you look beautiful”.
2. Do not call the product **Bollywood, replica** or **designer**.
3. Do not include any Seller information or contact numbers
4. Do not include any links to external sites

- **Brand Description:**

DO's:

Provide 2-3 lines about the brand- origin, USP, core product category.
E.g. Raymond is the world's largest producer of worsted suiting fabrics commanding over 60% market share in India. With a capacity of 31 million meters, Raymond is among the few companies in the world, fully integrated to manufacture worsted fabrics, wool and wool blended fabrics. A great style and perfect fit are instrumental for good dressing.

DON'Ts:

1. Please do not add descriptions like “best western wear maker, most fashionable products” etc.

