

2017 Jewelry Browse Refresh FAQs

In September 2017, Amazon.com refreshed the structure of the Jewelry browse tree. Here are some Frequently Asked Questions about this update.

In summary:

- Previously, the Jewelry browse tree had segmentations for Fine, Fashion, and Religious types of jewelry, and the Fine jewelry segment only included ASINs from sellers who have been approved to sell fine jewelry.
- The browse tree refresh has removed these segmentations. Women's Jewelry is now segmented by product silhouettes – such as rings, earrings, and necklaces – rather than by Fine, Fashion and Religious.
- Soon, the Religious node will be removed from the Men's, Girls and Boys Jewelry browse trees as well.

FAQs

1. How does this impact sellers?

There should be no practical impact to sellers. No changes are needed to ASIN product data; the Item Type Keywords have not changed. There is no change in the Jewelry category application or approval process; sellers still need approval if they wish to sell jewelry made with fine materials. Amazon's Jewelry category policies and ASIN data requirements have not changed, either.

2. How does this impact customers?

Customers no longer see the Fine, Fashion and Religious nodes within Women's Jewelry. Instead, they see browse nodes for different jewelry silhouettes, plus a Wedding & Engagement store within the Women's and Men's Jewelry trees. This makes Jewelry shopping easier for customers, since they don't have to toggle from Fine to Fashion to Religious to see our full selection. . In the future, we will be implementing additional improvements by adding browse refinement "pickers" that allow customers to choose multiple metals and materials, and to filter on just religious jewelry. Now it's faster and easier for customers to find exactly what they're looking for.

3. Is there anything I need to do to make my ASINs show up properly in the new browse tree?

No, there's nothing you need to do. Sellers don't need to make any changes for their items to show up in the new browse structure, because the Item Type Keywords (ITKs, which determine browse node assignment) are the same as before the change. However, we always recommend Jewelry sellers check the Browse Tree Guide periodically to make sure they are using the most up-to-date ITKs. Also, if you have not assigned complete and accurate values for Material Type, Metal Type, Gem Type, Pearl Type, Stone Creation Method and other specifications and keyword attributes, your ASINs will not surface when customers use the new Metal and Material refinement pickers. It's especially important to make sure you are using valid values for every attribute you've populated. (Valid values lists are provided on the Valid Values tab of the Jewelry inventory file template, here: <https://s3.amazonaws.com/seller-templates/ff/na/us/Flat.File.Jewelry.xlsm>).

4. I can't find the Fine/Fashion/Religious jewelry store anymore – where are my listings/ASINs?

The Fine, Fashion and Religious browse branches were recently removed from Women's Jewelry browse tree to make shopping easier for customers. Every ASIN from those three branches is now appearing within the browse node for its silhouette. This means customers can now browse our whole selection by silhouette. For example, if an ASIN was previously listed under *Women: Jewelry: Fine: Earrings*, it is now available under *Women: Jewelry: Earrings*. The same is true for ASINs previously listed in *Women: Jewelry: Fashion: Earrings* or *Women: Jewelry: Religious: Earrings* – those items also now appear under *Women: Jewelry: Earrings*.

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5. My listings/ASINs are not appearing under Fine Jewelry anymore. Have I lost my privileges?

The Fine, Fashion and Religious browse branches were recently removed from the Jewelry browse tree to make shopping easier for customers. This browse change did not affect any sellers' Fine Jewelry selling privileges. All the ASINs from those three branches are now pooled together under individual silhouette nodes (rings, earrings, necklaces, etc.), so customers can browse our whole selection by silhouette. For example, if an ASIN was previously listed under Women: Jewelry: Fine: Earrings, it is now available under Women: Jewelry: Earrings.

6. Was another fine jewelry store created?

No. There is no longer any store or browse node just for fine jewelry. Customers looking for jewelry made with diamonds, gemstones, pearls, and/or precious metals can use the refinements (in the left navigation, below the browse nodes) to find these items.

7. I sell fine jewelry on Amazon. How will customers find my listings? / Why is Amazon making this change?

We found that customers were not actively using the Fine and Fashion segments that we were showcasing to them. Instead, customers were using refinements like gold, diamond, silver, crystal, pearls, etc. The new structure makes it faster and easier for customers to find exactly what they're looking for. To help customers find your items, make sure your ASINs have complete and accurate values assigned for Metal Type, Material Type, Gem Type, Pearl Type, and other relevant specifications (such as metal stamp, stone creation method, etc.). This ensures your ASINs are assigned to all the refinements they are eligible for, so that customers can find them with ease. See the Item Data Requirements section on the Amazon Jewelry category help page (here: <https://sellercentral.amazon.com/gp/help/200332590>) for information on what attributes are required for fine jewelry. Also, check the Valid Values tab on the Jewelry inventory file template (here: <https://s3.amazonaws.com/seller-templates/ff/na/us/Flat.File.Jewelry.xlsm>) to make sure you are using valid values for your ASIN attributes. We recommend doing a valid values check at least 1x per year to ensure your ASINs remain optimally discoverable.

8. I still need to assign a FINE or FASHION Product Type to my ASINs – why is this information still needed if the Fine and Fashion browse segments are gone?

For quality assurance and item setup purposes, we still think about jewelry ASINs as being either “fine” or “fashion.” This is because of the U.S. Federal Trade Commission’s regulations about how different quality levels of jewelry products may be advertised. Products that contain ANY fine metal, gemstone or pearl must be set up with a FINE Product Type: see the Categorization of Fine vs. Fashion Jewelry page for more information (here: <https://sellercentral.amazon.com/gp/help/201450260>). The Jewelry category policy on selling fine jewelry has not changed: sellers still need approval to list jewelry products made with fine materials. Sellers who want to list jewelry made with precious metals, gemstones and pearls must apply for this privilege (or re-apply, if their privileges were removed); pay an application fee (as of September 2017, this fee is \$5,000 USD), and submit sample products for quality review. See the Amazon Jewelry category help page for category policies, and a link to apply (here: <https://sellercentral.amazon.com/gp/help/200332590>)

9. Are my ASINs being placed in the Novelty store?

There has been no change in the logic that assigns ASINs to the Novelty & More browse branch. If an ASIN was in *Novelty & More* before the browse structure change, unless its item data or price changed, it is still in *Novelty & More* now. Likewise, if an ASIN was in *Women: Jewelry* before, unless its item data or price changed, it is still in *Women: Jewelry* now.

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10. My products are under a browse branch called “Novelty & More.” How can I get them out?

There has been no change in how ASINs are assigned to the Novelty & More browse branch. Jewelry on Amazon is a broad category, with items made from a wide variety of materials and prices ranging from pennies to tens of thousands of dollars. To provide the best experience for our customers, we are continually evaluating which types of items to surface in the Women, Men, Girls, Boys and Novelty & More branches of the Jewelry browse structure. We typically consider item characteristics (such as the metals, gemstones, pearls, and other materials an item is made from), the item's title, and its recent price history. Assignments to these nodes are automated, based on these ASIN and offer data; browse assignments cannot be manually changed by sellers or by Amazon.

11. Did search ranking change with the new structure change?

There has been no change in the search discoverability or ranking logic. However, since any given node (such as *Women: Jewelry: Earrings: Stud*) now includes ASINs from the former Fine, Fashion and Religious segments, the ranking of all these ASINs together may appear to have changed. For example, if a religious-themed gold ring was ranked #2 within *Women: Jewelry: Fine: Rings* or *Women: Jewelry: Religious: Rings*, it may now surface at a lower rank within the *Women: Jewelry: Rings* node, since it is now among a larger pool of products; however, when customers use the refinements to filter on Gold and/or Religious products, the ring's rank will bump up higher again.

12. How will this affect my business?

This change allows customers to stay in one women's jewelry store, and consolidates traffic rather than splitting it between Fine, Fashion and Religious segments. With this change to a new unified store, sellers may see more customer visits and improved sales rates per visit. Additionally, we know that customers actively use refinement filters when they shop for jewelry. If ASIN data is complete and accurate, customers will be able to find the products they want to buy. (It's important to note that each refinement filter only includes ASINs that have valid values assigned to the relevant attribute. This is why it's so important to make sure you are using valid values when setting up ASINs.)

13. Do I still need to apply to sell in Fine Jewelry? What happens to the fees I paid to sell in Fine Jewelry?

There is no change in the Jewelry category application policies or processes. Jewelry remains a restricted (or “gated”) category, and just like before the browse change, sellers must apply and receive approval before they may list Jewelry products. Just like before the browse change, sellers who want to list jewelry made with precious metals, gemstones and pearls must apply for this privilege (or re-apply, if their privileges were removed); pay an application fee (as of September 2017, this fee is \$5,000 USD), and submit sample products for quality review. See the Amazon Jewelry category help page for category policies and a link to apply (here: <https://sellercentral.amazon.com/gp/help/200332590>).

14. I am not currently approved to sell fine jewelry. Now that the Fine Jewelry browse nodes are gone, does this mean I can sell fine jewelry now?

No. There is no change in the Jewelry category application policies or processes. Jewelry is a restricted (or “gated”) category, and just like before the browse change, sellers must apply and receive approval before they may list Jewelry products. Additionally, just like before the browse change, sellers who want to list jewelry made with precious metals, gemstones and pearls must apply for this privilege (or re-apply, if their privileges were removed); pay an application fee (as of September 2017, this fee is \$5,000 USD), and submit sample products for quality review. See the Amazon Jewelry category help page for category policies and a link to apply (here: <https://sellercentral.amazon.com/gp/help/200332590>).