

Generic rules for creation of titles for your product listings in Fashion categories

Good product titles build customer trust in you as a seller. Title should be: concise, informative and accurate.

Title = the column "Item Name" in Inventory File. Follow these generic rules and the formulas when creating a title for your listing:

- Limit 'Parent ASIN' titles to 60 characters and 'Child ASIN' titles to 150 characters maximum
- Capitalise the first letter of each word (but check exceptions below)
- Use numerals ('2' instead of 'two')
- For a product bundle, provide the value in brackets, e.g. (pack of 2)
- Include information about only the product for sale
- Do not add more parameters than required formulas include
- Do not use ALL CAPS
- Do not use offensive words
- Do not use repetitive words
- Do not use synonyms / multiple words to describe the same product parameter from the formulas
- Do not include additional search keywords
- Do not include price and/or shipping cost
- Do not include quantity, unless it describes a product bundle
- Do not include a colour name and size in a parent title
- Do not capitalise conjunctions (and, or, for), articles (the, a, an) or prepositions with fewer than five letters (in, on, over, with, etc.)
- Do not include any special symbols (e.g.!, *, £, ?, %, ', quotation marks "...", etc.)
- Do not include subjective comments or information specific to a seller, such as "Terrific Item", "Best Seller", "Sale", "Free delivery" or "Great Gift". Refer to more examples of "restricted phrases" on page 10 of this document.
- Do not include information about extra accessories, additional products which customer can buy separately, etc.

Apparel

Marketplace	Title	Example
UK	<p>Parent ASIN [brand_name] + [department_name] + [style_name] + [product_name] + [model_name] + [opacity*] + "pack of" + [number of items]</p> <p>Child ASINs [Parent ASIN Name] + [color_name] + [size_name]</p>	<p>oodji Women Boyfriend Jeans Distressed</p> <p>oodji Women Boyfriend Jeans Distressed Blue 25W / 32L</p>
DE	<p>Parent ASIN [Marke] + [Name der Abteilung] + [Stil/Form] + [Produktname] + [Modellname] + [Blickdichte*] + [Anzahl Artikel] + "er Pack"</p> <p>Child ASINs [Parent ASIN Name] + [Farbe] + [Größe]</p>	<p>oodji Ultra Damen A-Linie Kleid Gerippt</p> <p>oodji Ultra Damen A-Linie Kleid Gerippt Grün 38</p>
FR	<p>Parent ASIN [Marque] + [Nom modele] + [Nom du produit] + [Nom style] + [Département] + [Opacite*] + [nombre d'articles] + "pc"</p> <p>Child ASINs [Parent ASIN Name] + [Couleur fournisseur] + [Taille fournisseur]</p>	<p>New Look Floral Robe Asymétrique Femme</p> <p>New Look Floral Robe Asymétrique Femme Rose 36</p>
IT	<p>[Marca] + [Nome modello] + [Nome prodotto] + [Reparto] + [Trasparenza*] + [Stile] + [Numero di articoli] + "pz"</p> <p>Child ASINs [Parent ASIN Name] + [Colore] + [Taglia]</p>	<p>Armani Casual Vestito Donna Lungo</p> <p>Armani Casual Vestito Donna Lungo Nero Small</p>
ES	<p>Parent ASIN [Marca] + [Estilo] + [Nombre del producto] + [Modelo] + "para" + [Departamento] + [Opacidad*] + [Número de artículos] + "piezas"</p> <p>Child ASINs [Nombre del "Padre" ASIN] + [Color] + [Talla]</p>	<p>United Colors of Benetton Ajustado Vestido Verano para Mujer</p> <p>United Colors of Benetton Ajustado Vestido Verano para Mujer Azul 38</p>
CN	<p>Parent ASIN [品牌] + [商品部门] + [款式] + [商品名] + [型号名称] + [丝袜厚度*] + "pack of" + [商品数量 (阿拉伯数字)]</p> <p>Child ASINs [父商品名称] + [颜色] + [尺寸]</p>	<p>oodji Women Boyfriend Jeans Distressed</p> <p>oodji Women Boyfriend Jeans Distressed Blue 25W/32L</p>

*opacity – applicable only for tights

Shoes & Accessories

Marketplace	Title	Example
UK	Parent ASIN [brand_name] + [department_name] + [model_name] + [style_name] + [product_name] Child ASINs [Parent ASIN Name] + [color_name] + [size_name]	New Look Women Melizabeth Low-Top Sneakers New Look Women Melizabeth Low-Top Sneakers White 3 UK
DE	Parent ASIN [Marke] + [Abteilung] + [Stilbezeichnung] + [Modellbezeichnung] + [Produktname] Child ASIN [Parent Titel] + [Variationsfarbe] + [Größe (Variation)]	Ted Baker Damen Low-top Deyor Sneaker Ted Baker Damen Low-top Deyor Sneaker Schwarz 38 EU
FR	Parent ASIN [Marque] + [Nom du Modèle] + [Nom du produit] + [Nom Style] + [Département] Child ASINs [Parent ASIN Name]+ [Couleur] + [Nom de taille]	Dune Catelyn Escarpins Salomé Femme Dune Catelyn Escarpins Salomé Femme Rouge 38 EU
IT	Parent ASIN [Marca] + [Nome modello] + [Nome Prodotto] + [Stile] + [Genere] Child ASINs [Parent ASIN Name]+ [Colore] + [Dimensione]	Shoe Biz Anna Sandali alla Schiava Donna Shoe Biz Anna Sandali alla Schiava Donna Marrone 38 EU
ES	Parent ASIN [Marca] + [Estilo] + [Nombre del producto] + [Modelo] + "para" + [Departamento] Child ASINs [Nombre_del_ASIN_Padre]+ [Color] + [Tamaño_o_talla]	Vagabond Botines Chelsea Alice para Mujer Vagabond Botines Chelsea Alice para Mujer Negro 38 EU
CN	Parent ASIN [品牌] + [商品部门] + [型号名称] + [款式] + [商品名] Child ASINs [父商品名称]+ [颜色] + [尺寸] + "EU"/"UK"	New Look Women Melizabeth Low-Top Sneakers New Look Women Melizabeth Low-Top Sneakers White 3 UK

Notes: 1) Shoes: if Label size is not UK size, then you must mention both sizes in the Child title (EU and UK) 2) Size is not applicable for Bags and Accessories

Jewellery

Marketplace	Title	Example
UK	[brand_name] + [target audience*] + [metal_stamp] + [metal_type] + [stone_shape] + [gem_type] + [size_per_pearl] + [product_name] + [Defining Features]	Miore Women 375 Gold 14ct 2 Colour Gold Oval Ruby Engagement Ring Size K
DE	[Marke] + [Abteilung*] + [Produktname] + 'aus' + [Edelmetallstempel] + [Metalltyp] + 'mit' + [Stein Form] + [Steintyp] + [Größe pro Perle] + [weitere Grundmerkmale]	Pandora Damenring aus 925 Sterling Silver Silber mit Tropfenschliff Zirkonia Ringgröße 44 (14.0)
FR	[Marque] + [Nom du produit] + 'pour' + [département*] + 'en' + [Cachet (Poinçon) métal] + [Type de métal] + 'avec' + [type de pierre1] + [taille par perle] + [Forme de la pierre1] + [Autres caractéristiques de base*]	So chic Bague pour Femme en Argent 925/1000 avec Oxyde de Zirconium rond Taille 40
IT	[Marca] + [Nome Prodotto] + 'da' + [target audience*] + 'in' + [Tipo di metallo] + [Timbro metallo] + 'con' + [Tipo di pietra] + [Forma pietra] + [Misura perla] + [altri Dettagli di base]	Carissima Gold Anello da Donna in Oro bianco 9k_(375) con Zirconia cubica Rotonda Misura 14
ES	[Nombre de la marca] + [Nombre del producto] + "para" + [target audience*] + [Tipo de metal] + [Sello de metal] + "con" + [Tipo de gema] + [Talla de cada perla] + [Características especiales]	Swarovski Anillo para Mujer chapado de Oro 9K (375) con Diamante Talla 14 (17,2 mm)
CN	[品牌] + [目标消费群体] + [金类] + [金属] + [宝石形状] + [宝石] + [宝石尺寸] + [商品名] + [定义特征]	Miore Women 375 Gold 14ct 2 Colour Gold Oval Ruby Engagement Ring Size K

Watches

Marketplace	Title	Example
UK	[brand_name] + [target_audience_keyword] + [display_type] + [watch_movement_type] + "Watch" + "with" + [band_material_type] + "Bracelet" + [part_number]	Invicta Men's Chronograph Quartz Watch with Stainless Steel Bracelet 0076
DE	[Marke] + [Zielpublikum] + "Uhr" + [Display] + [Uhrwerk-Typ] + "mit" + [Bandmaterialtyp] + „Armband“ + [Artikelnummer]	Invicta Herrenuhr Chronograph Quarzwerk mit Edelstahlarmband 14876
FR	[Marque] + "Montre" + [Public cible] + [Affichage] + [Type de mouvement de montre] + "avec Bracelet en"* + [Type de matériau du ruban] + [Numéro de pièce]	Invicta Montre Homme Analogique Quartz avec Bracelet en Argent 1654
IT	[Marca] + "Orologio" + [Pubblico di riferimento] + [Schermo] + [Tipo di movimento] + "con Cinturino in" + [Materiale cinturino] + [Codice articolo produttore]	Invicta Orologio Uomo Analogico Al quarzo con Cinturino in Acciaio INOX 5698
ES	[Marca] + "Reloj" + "para" + [Público objetivo] + [Pantalla] + [Tipo de movimiento] + "con Correa de" + [Material de la correa] + [Número de pieza del fabricante]	Invicta Reloj para Hombre Cronógrafo de Cuarzo con Correa de Piel de tiburón 0072
CN	[品牌] + [目标消费群体] + [展示类型] + [机芯类型] + "Watch" + "with" + [表带材质类型] + "Bracelet" + [制造商零件编号]	Invicta Men's Chronograph Quartz Watch with Stainless Steel Bracelet 0076

Amazon Fashion - Title creation rules

Luggage

Marketplace	Title	Example
UK	<p>Suitcase and Travel Bags [brand_name] + [style_name] + [model_name] + [item_length] + [item_dimensions_unit_of_measure] + [volume_capacity_name] + [volume_capacity_name_unit_of_measure] + [number_of_wheels] + "Wheels" + [color_name] + [lock_type]</p> <p>Luggage Sets [brand_name] + [style_name] + [model_name] + [number_of_items] + "pcs" + [color_name]</p> <p>Travel Accessories [brand_name] + [style_name] + [model_name] + [color_name]</p> <p>For the rest product types [brand_name] + [style_name] + [model_name] + [volume_capacity_name] + [volume_capacity_name_unit_of_measure] + [color_name]</p>	<p>Samsonite Suitcase Meteor 75 Centimeters 94 Liters 4 Wheels Midnight Blue Number Lock</p> <p>Travelite Luggage Set Meteor 3 pcs Red</p> <p>Go Travel Travel Pillow Ultimate Black</p> <p>Berghaus Trekking Backpack Twentyfourseven Plus 20 Liters Black</p>
DE	<p>Koffer und Reisetaschen [Markenname] + [Produktart] + [Modell Name] + [Artikellänge] + [Maßeinheit für Abmessungen] + [Volumen oder Fassungsvermögen] + [Maßeinheit des Volumens] + [Anzahl der Räder] + „Räder“ + [Farbe] + [Schlosstyp]</p> <p>Gepäck Sets [Markenname] + [Produktart] + [Modell Name] + [Anzahl Artikel] + "-teilig" + [Farbe]</p> <p>Reise Accessoires [Markenname] + [Produktart] + [Modell Name] + [Farbe]</p> <p>Andere Produkttyps [Markenname] + [Produktart] + [Modell Name] + [Volumen oder Fassungsvermögen] + [Maßeinheit des Volumens] + [Farbe]</p>	<p>Samsonite Koffer S'cure Dlx 69 Zentimeter 79 Liter 4 Räder Blau Nummernschloss</p> <p>AmazonBasics Koffer-Set Hartschalen 3-teilig Marineblau</p> <p>daydream Reisekissen mit Kunstfaserfüllung Schwarz</p> <p>FjällRäven Rucksack Kanken 16 Liter Blau</p>
FR	<p>Suitcase and Travel Bags [Nom de la marque] + [Nom Style] + [Nom du modèle] + [Longueur de l'article] + [Unité de mesure des dimensions de l'article] + [Volume ou capacité] + [Unité de mesure du nom du volume de la capacité] + "avec" + [Nombre de roues] + "Roues" + [Couleur] + [Type de verrou]</p> <p>Luggage Sets [Nom de la marque] + [Nom Style] + [Nom du modèle] + [nombre d'articles] + "pc" + [Couleur]</p> <p>Travel Accessories [Nom de la marque] + [Nom Style] + [Nom du modèle] + [Couleur]</p> <p>For the rest product types [Nom de la marque] + [Nom Style] + [Nom du modèle] + [Volume ou capacité] + [Unité de mesure du nom du volume de la capacité] + [Couleur]</p>	<p>Aerolite Bagage Confort 65 Centimètres 40 Liter avec 4 Roues Rouge Serrure à combinaison</p> <p>5 Cities Set de bagages Vacances 3 pc Noir</p> <p>Go Travel Oreiller de voyage Deluxe Bleu</p> <p>Berghaust Sac à dos de trekking Twentyfourseven Plus 60 Liter Rouge</p>

Amazon Fashion - Title creation rules

<p>IT</p>	<p>Suitcase and Travel Bags [Marca] + [Nome Stile] + [Nome modello] + [Lunghezza articolo] + [Unità di misura delle dimensioni dell'articolo] + [Volume o capacità] + [Unità di misura per volume o capienza] + [Numero di ruote] + "Ruote" + [Colore] + "con" + [Tipo di chiusura]</p> <p>Luggage Sets [Marca] + [Nome Stile] + [Nome modello] + [Numero di articoli] + "pz" + [Colore]</p> <p>Travel Accessories [Marca] + [Nome Stile] + [Nome modello] + [Colore]</p> <p>For the rest product types [Marca] + [Nome Stile] + [Nome modello] + [Volume o capacità] + [Unità di misura per volume o capienza] + [Colore]</p>	<p>Samsonite Valigia Meteor 75 Centimetri 94 Litro 4 Ruote Blu con Lucchetto a combinazione</p> <p>Travelite Set di Valigie Meteor 3 pz Rosso</p> <p>Go Travel Cuscino da viaggio Ultimate Nero</p> <p>Berghaus Zaino da Escursionismo (fino a 45 L) Twentyfourseven Plus 20 Litro Nero</p>
<p>ES</p>	<p>Suitcase and Travel Bags [Marca] + [Nombre del estilo] + [Nombre del modelo] + [Longitud del artículo] + [Unidad de medida de las dimensiones del artículo] + [Volumen o capacidad] + [Unidad de medida del volumen o capacidad] + "con" + [Número de ruedas] + "Ruedas" + [Color] + "con" + [Tipo de cierre]</p> <p>Luggage Sets [Marca] + [Nombre del estilo] + [Nombre del modelo] + [Número de artículos] + "piezas" + [Color]</p> <p>Travel Accessories [Marca] + [Nombre del estilo] + [Nombre del modelo] + [Color]</p> <p>For the rest product types [Marca] + [Nombre del estilo] + [Nombre del modelo] + [Volumen o capacidad] + [Unidad de medida del volumen o capacidad] + [Color]</p>	<p>Lixada Mochila de Trekking Tranverz 51 Centímetros 42 Litros con 4 Ruedas Azul con Cierre numeric</p> <p>Vida XL Set de maletas de viaje 5 piezas Negro</p> <p>Trekrite Almohada de viaje Ergonómica Azul Marino</p> <p>Lumanuby Bolsa de aseo Verano 2018 Polka Dot Marrón</p>
<p>CN</p>	<p>Suitcase and Travel Bags [品牌] + [款式] + [型号名称] + [商品长度] + [商品长度单位] + [容量] + [容量单位] + [轮子数量] + "Wheels" + [颜色] + [锁类型]</p> <p>Luggage Sets [品牌] + [款式] + [型号名称] + [商品件数] + "pcs" + [颜色]</p> <p>Travel Accessories [品牌] + [款式] + [型号名称] + [颜色]</p> <p>For the rest product types [品牌] + [款式] + [型号名称] + [容量] + [容量单位] + [颜色]</p>	<p>Samsonite Suitcase Meteor 75 Centimeters 94 Liters 4 Wheels Midnight Blue Number Lock</p> <p>Travelite Luggage Set Meteor 3 pcs Red</p> <p>Go Travel Travel Pillow Ultimate Black</p> <p>Berghaus Trekking Backpack Twentyfourseven Plus 20 Liters Black</p>

Amazon Fashion - Title creation rules


Definitions	
[brand_name]	The brand or manufacturer of the product. An alphanumeric string; 1 character minimum and 50 characters maximum in length, for example “Adidas”. Do not use “unknown”, do not put “Ltd.”
[department_name]/[target_audience_keyword]	The department/ gender in which the product is found. Please check the category specific Inventory file for list of valid values, for example “Men”
[style_name]	The style name that best fits for the product. Please check the category specific Inventory file for list of valid values, for example “Asymmetric”
[product_name]	One or two word phrase which describes the item and does not include brand, gender, style or color. If suitable use the value from column [feed_product_type]. Alternatively, should answer the question: What is the product? For example “Jeans”
[model_name]	The model name as described by the manufacturer. This field can serve for the further description of the product (one or two words that best highlight the most important feature of your product) e.g. V-Neck, Samba, floral print or alphanumeric number for Jeans. A free text field up to a maximum of 50 characters in length. Do not add numbers since it does not add value for customers.
[opacity]	Opacity only applicable for hosiery. Please check the category specific Inventory file for list of valid values, for example “100 DEN”. Only applicable for tights.
[color_name]	The original color name of the product. An alphanumeric text string; 1 character minimum and 50 characters maximum, for example: Blue”
[size_name]	The original size name of the product. An alphanumeric string detailing the local size of the product that a customer would select when purchasing. It should include the size in local format, for example “Medium”; for UK: use standard UK sizes (6, 8, 10 etc.), for EU use EU standard sizes or use international sizes. For child title mention both, manufacturer and local size if they differ.
[metal_stamp]	The stamp (quality) of metal if there is metal in your product. Please check the category specific Inventory file for list of valid values, for example “375 Gold”
[metal_type]/ [material_type]	The type of metal/ material used in your product. Please check the category specific Inventory file for list of valid values, for example “Silver”
[stone_shape]	The shape of the stone. Please check the category specific Inventory file for list of valid values, for example “Oval”
[gem_type]	Which gem(s) are in the product. Please check the category specific Inventory file for list of valid values, for example “Amethyst”
[size_per_pearl]	The size per pearl. Add this value as soon as you used ‘Pearl’ as [gem_type], for example “6.0-6.5-mm”
[Defining Features]	You can add variation values as [ring_size], [color_name] or [item_display_length]. Please check the category specific Inventory file for list of valid values.
[display_type]	The display type of the product. Please check the category specific Inventory file for list of valid values, for example “Chronograph”

Amazon Fashion - Title creation rules

[watch_movement_type]	The movement type for the product. Please check the category specific Inventory file for list of valid values, for example "Quartz"
[band_material_type]	The material used in the band of the product. Please check the category specific Inventory file for list of valid values, for example "Fabric"
[part_number]	The manufacturers model number for the product. An alphanumeric string; 40 characters maximum in length, for example "8968"
[item_length]	The length of the product. A number with up to 10 digits to the left of the decimal point and 2 digits to the right of the decimal point. Please do not use commas, for example "55"
[item_dimensions_unit_of_measure]	The unit of measure is used to describe the dimensions (width, length, height) of the product, for example "Centimeters"
[volume_capacity_name]	The volume of the bag or suitcase in liters. A number with up to 10 digits to the left of the decimal point and 2 digits to the right of the decimal point. Please do not use commas, for example "19"
[volume_capacity_name_unit_of_measure]	Specifies the Volume Capacity Name Unit of Measure. Select from these values: cup, gallon, liter, ounce, pint, quart
[number_of_items]	The number of items that are included in the product if selling a pack of items. A whole number, for example "2"
[number_of_wheels]	The number of wheels on the luggage. A whole number, for example "4"
[lock_type]	The type of lock that the product includes. Please check the category specific Inventory file for list of valid values, for example "Number Lock"

Amazon Fashion - Title creation rules

Examples of Restricted phrases

Hot Sale	new arrival	Christmas Sale
Top Seller	bestseller	Brand new
Best Seller	Money Back [Guarantee]	Seen on TV
Popular Best	available in different colors	Offer of the day
100% Quality	custom size	[100%] Satisfaction Guaranteed
Best Gift Ever	free worldwide shipping	*FREE DELIVERY*
Sexy 	2-3 days shipping	All Other Sizes and Styles on Request
Wholesale	Buy 2 Get 1 Free	Perfect Fit.
prime day deals	Great price	The package will arrive before Christmas
High Quality	Guaranteed or Money Back ★	Not to miss
# 1 Best Rated	NEW COLORS AVAILABLE!	Limited edition