

## Style Guide for Intimate wear

### 1. Imaging Guidelines

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

### 2. Bras

*Products included:* Everyday bras, sports bras, maternity/nursing bras, shapewear bra

#### a. Bra – Title

- Brand+special feature+type of bra  
Ex: Lovable multiway non-wired maternity bra

#### b. Attribute coverage

- **Mandatory Attributes :** Band\_Size, Brand, Colour name and Colour Map, Cup Size, Size Name, size map, Department, Item Name, Part Number, Recommended Browse Node, Special Feature, External Product ID, External Product ID type, Item Price, MRP, Support Type, Bullet Points, Product Type, Image, Material
- **Preferred attributes (90% coverage):** Relationship type, Variation Theme, Control type (only for shapewear bra)
- **Special features:** Please include multiple values ex. same bra can be multiway, padded and underwired – please add all 3 values under three different columns

#### c. Bra – Bullet points

- All Special Features of the bra. Eg. Pushup bra, underwired, multi way straps
- Material composition Eg 98% cotton with 2% spandex
- Wash Care instructions
- Any accompaniments: Eg. Comes with detachable spare set of straps

### 3. Underwear - *Products included:* briefs, thongs, hipsters, tangas, boxers, and shaping underwear, shorts & suit

#### a. Underwear – Title

- Brand+department+type of underwear  
Ex: Triumph women multipack hipster underwear

#### b. Underwear – Attribute coverage

- **Mandatory Attributes:** Brand, Colour name and Colour Map, Size Name, size map, Department, Item Name, Part Number, Recommended Browse Node, External Product ID, External Product ID type, Item Price, MRP, Bullet Points, PTD, Image, Material Preferred attributes (90% coverage): Relationship type, Variation Theme, Control type (only for shapewear)

#### c. Underwear – Bullet points

- Type of underwear Eg: high waist, multi pack, maternity, tummy tucker, bikini brief
- Number of total units: Eg. 3 units for pack of 3
- Material composition: Eg 98% cotton and 2% spandex
- Wash care instructions
- Call out that “Underwears cannot be returned or exchanged if opened or tried for hygiene reasons” This does not apply to shapewear

#### 4. Sleepwear

*Products included:* night suit sets, pyjamas, sleep shorts, sleep tees and vests, nightwear, baby dolls, negligees, chemises.

##### a. Title

- Brand+department+product specialty+type of nightwear  
Ex: July Women mickey print pyjama & top set

##### b. Attribute coverage

- **Mandatory Attributes:** Band\_Size, Brand, Colour name and Colour Map, Size Name, Department, Item Name, Part Number, Recommended Browse Node, External Product ID, External Product ID type, Item Price, MRP, Bullet Points, PTD, Image, Material
- **Preferred attributes (90% coverage):** Relationship type, Variation Theme, Sleeve Type

##### c. Bullet points

- Material composition Eg 98% cotton and 2% spandex
- Type of nightwear eg night wear with gown, shorts & vest set etc
- Wash care instructions
- No. of units - eg 2 for a top and bottom set