

Style Guide for Women Ethnic Wear

1. Ethnic Wear - Imaging Guidelines

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

2. Ethnic Wear - Title guide

- Parent ASIN: brand+department+material+style+sub-cat
Ex: 'ithika Women's Chiffon A-line Kurta
Ex: Maya Women's Red Unstitched Salwar Suit Material
- Child ASIN : brand+department+material+style+sub-cat (part_number+col+size name)
Ex: 'ithika Women's Chiffon A-line Kurta (001_Green_Small)
Ex: Maya Women's Red Unstitched Salwar Suit Material

3. Ethnic Wear - Bullet points

- Style details: Eg: pre-pleated saree, A-line kurta etc
- Accompaniments: Eg. comes with unstitched blouse piece of 0.80 meters; comes with dupatta of 1.5 meter; Sold with sleeve separates
- Embroidery and weave details if any
- Total number of items sold: 3 for SKD, 2 for saree+blouse piece, 3 for SKD unstitched material etc
- Detailed wash care instructions. Eg: Wash separately in cold water; do not bleach; dry in shade; medium to hot iron
For all fabric, semi stitched, unstitched salwar suit material products: fabric measurements are mandatory

4. Ethnic Wear - Product description

To be kept simple and focused only on the product. A good example is: This Coral Pink black bodice floor length net anarkali has tailored kalis and black raw silk bodice with sequined full sleeves. It has a scoop neck and open back with drawstrings and tapers at the empire waist ending with a wide flare at the hemline. Includes Black Net Dupatta with floral embroidery on all sides; Black Italian Crepe Leggings. Front Neck - 8 inches; Back Neck -12 inches; Anarkali Length - 57 inches darted cut bodice ending at the waistline with built in cups with double lining for a perfect form fit.
Fabric: Imported soft net Fully Lined in Italian Crepe Concealed Side Zip Entry

A bad example: "Look ravishing in this blue chikankari kurta this summer and catch everyone's eyes at the party. This suit is tailored to perfection to make you look beautiful and elegant."

5. Ethnic Wear - Attribute coverage

- **Mandatory Attributes:** brand, collection name, color map, colour name, department, item name, outer material, part number, recommended browse nodes, style, external product id, external product id type, item price, Size map, Size name, bullet points, PTD, image, relationship type
- **Preferred attributes1 (90% coverage):** Care instructions, embroidery type, number of items, occasion type, pattern, target gender, main image url, other image url, parent child, item length description, chest size,
- **Preferred attributes2 (80% coverage):** sleeve type, weave, swatch image url, neck, neck style

6. Ethnic Wear - Bad Keywords

- Please remove all references to “Designer” “Replica” and “Bollywood” from the feed.
- Please check keywords there should be no abuse eg saree keyword added for lehenga, using brand words like BIBA for other products that are not from BIBA

7. Ethnic Wear - Semi Stitched Salwar suit (additional to the above guide):

- Semi-stitched items to be classified as Free Size under Size name but the detail page MUST give details of width (chest size, hip size) and length in inches
- Detail Page should clarify that the product on display is for representation only and should call out if anything in the image is different or does not come with the product (matching leggings, dupatta etc)
- Share a swatch of the embroidery if any
- The Title **MUST** state that the item is **semi-stitched**
- The image uploaded could be that of the stitched suit on body (compliant with the overall image guide as mentioned above)
- **Note: Please remove all references to “Designer” and “Bollywood” from the feed.**

8. Ethnic Wear – Unstitched Salwar Suit Material (additional to the above guide):

- Unstitched Salwar Suit Material/Unstitched Kurta Material items to be classified as Free Size under Size name but the detail page MUST give length and width of the fabric for the kurta, lehenga, bottom and the dupatta
- The Detail page bullets MUST give details of the colour and fabric type for the bottom, kurta and dupatta and neck details (round or V); DP should clarify that the product on display is for representation only and should call out if anything in the image is different or does not come with the product (matching leggings, dupatta etc)
- Share a swatch of the embroidery if any
- The Title **MUST** clarify that the item is **unstitched**
- The image uploaded could be that of the stitched suit on body (compliant with the overall guide as mentioned above). The ideal image is that the kurta be wrapped (as shown below) to indicate that this is fabric being sold.
- **Note: Please remove all references to “Designer” and “Bollywood” from the feed.**
- **Note: DO NOT use the word ‘Dress Material’ in the Title, Bullet Point or Generic Keywords. Only use **Unstitched Salwar Suit/Kurta Material** for reference to the product.**