

Selling on Amazon

CATEGORY STYLE GUIDE: CLOTHING & ACCESSORIES



About this document

This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business in the Clothing & Accessories category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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Clothing & Accessories

To be successful selling Clothing & Accessories, accurate data is crucial to ensuring that customers will be able to find and purchase your products. Providing a clear and concise listing that follows a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

Before going any further into how to maximize your business, let's first identify which products should be listed in the Amazon Clothing Store:

- **Women's (including Juniors'), and Girls':** Tops, Sweaters, Bottoms (Pants, Capris, Leggings, Jeans, Skirts, Shorts), Dresses, Blazers and Jackets, Outerwear, Suits, Jumpsuits, Rompers and Overalls, Athletic Wear, Maternity Clothing, Intimate Apparel and Underwear, Sleepwear, Swimwear, Socks and Hosiery
- **Men's (including Young Men's), and Boys':** Tops, Sweaters, Bottoms (Pants and Shorts), Blazers and Jackets, Outerwear, Suits, Tuxedos, Underwear, Sleepwear, Swimwear, Socks
- **Accessories:** Belts, Suspenders, Men/Boys' Wallets, Shawls and Pashminas, Neckties and Bow ties, Gloves, Scarves, Hats, Mittens
- **Baby Boys', Baby Girls', and Unisex-Baby's:** Layette Sets, Bodysuits, Rompers, Dresses, Bottoms, Tops, Sleepwear including Sleepers, Clothing Sets, Hats, Mittens, Sweaters, Outerwear, Snowsuits, Bibs
- **Costumes and Costume Accessories in adult or infant sizes**
- **Exotic Apparel and Accessories**
- **Related products that are listed in other categories (not in Apparel) include:**
 - Children's Costumes, listed in the Toys category year-round
 - Handbags and Women's Wallets, listed in Shoes
 - Sunglasses, listed in Shoes

Note: Related products should not be listed in Clothing using the Clothing Accessories template. Please download the appropriate inventory file template for each category.

Title Style

Your product title is the first thing customers see when visiting your detail page. Does your title provide the customer with the right information? Will they continue looking at your product offering?

Amazon uses the words in product titles to display your products in search results. A concise (maximum length of 80 characters) and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

Tips on how to create a great title

Required Elements to Concatenate Titles

For the Parent of Variation Products:

[Brand] + [department/ (and Special Size, if applicable)] + [product name]

- Example: XYZ Brand Women's Plus Size Cable Knit Cardigan

For Stand Alone or Child Products:

[Brand] + [department/ (and Special Size, if applicable)] + [product name] + [size*] + [color]

*For foreign sizing, include foreign size and marketplace relevant conversion [size] = [US Medium, CN Large]

- Example: XYZ Brand Women's Plus Size Cable Knit Cardigan US Small, Red

Valid departments* for the title include: Women's, Men's, Juniors, Big Girls', Big Boys', Little Girls', Little Boys', Baby Girls', Baby Boys' & Unisex Baby

*Note that the following are not valid departments for the title: Unisex Adult, Youth, Unisex Child, Teen, Kids, Child, etc.

Do	Do Not
<ul style="list-style-type: none"> • Capitalize the first letter of each word (but see exceptions under Do Not) • Use numerals (2 instead of two) • If a bundled product, state value in parenthesis as (pack of X) • Keep it short, but include critical information • 80 characters maximum • Include size and/or color in a Child title only <p>Note: Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none"> • Do not include price and quantity • Do not use ALL CAPS • Do not capitalize: <ul style="list-style-type: none"> • Conjunctions (and, or, for) • Articles (the, a, an) • Prepositions with fewer than five letters (in, on, over, with, etc.) • Do not include specific seller information • Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging) • Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label • Do not include symbols in your listings, such as exclamation points (!), asterisks (*), dollar signs (\$) and question marks (?) • Do not include subjective comments, such as "Hot Item", "Best Seller," "Great Gift" or " • Do not include subjective comments, such as "Available in 3 Colors" • Do not include search terms in titles • Do not include a size or color name in a Parent title

Examples

Good:



The image shows a product listing for a Tommy Hilfiger Women's Plus-Size Trench Coat. On the left, there is a large main image of a woman wearing a bright blue trench coat with a matching belt, and three smaller thumbnail images above it. To the right of the images, the product title is "Tommy Hilfiger Women's Plus-Size Trench Coat" with a 5-star rating and "27 customer reviews". Below the title, the list price is \$248.00, the current price is \$74.99 with "FREE Returns", and the savings is \$143.01 (65%). The fit is listed as "As expected (58%)". There is a "Size" dropdown menu set to "Select" and a "Size Chart" link. The color is "Nautical Blue", with five color swatch options shown below. A list of product details includes: 62% Cotton/38% Nylon, Imported, Dry Clean Only, Classic trench coat with double-breasted buttons featuring self-belt, chambray lining, and detachable hood, Center-back length: 35", and Made in China.

Tommy Hilfiger Women's Plus-Size Trench Coat
★★★★★ 27 customer reviews

List Price: \$248.00
Price: **\$74.99** & FREE Returns. [Details](#)
You Save: **\$143.01 (65%)**

Fit: **As expected (58%)**

Size:
Select [Size Chart](#)

Color: Nautical Blue

- 62% Cotton/38% Nylon
- Imported
- Dry Clean Only
- Classic trench coat with double-breasted buttons featuring self-belt, chambray lining, and detachable hood
- Center-back length: 35"
- Made in China

Bad:



The image shows a product listing for UA University of Alabama Crimson Tide Boxers. On the left is a large image of the boxer shorts, which feature a repeating pattern of the UA elephant head logo on a red and black background. To the right, the title is "UA University of Alabama Crimson Tide Boxers XL Cotton Boxer Shorts- Father's Day Gift Fathers Gifts for Dad - Men or Ladies Unisex Apparel Fit for Women - HIM or HER Man or Woman Pajamas Sleep Shorts". Below the title, it says "Other products by [Broad Bay](#)" and "No customer reviews yet. [Be the first.](#) | [More about this product](#)". A dashed line separates this section from the pricing information below. The list price is ~~\$48.99~~, the current price is \$14.99, and the savings is \$4.00 (21%). The status is "In Stock." and it says "Ships from and sold by [Broad Bay Cotton.](#)"

UA University of Alabama Crimson Tide Boxers XL Cotton Boxer Shorts- Father's Day Gift Fathers Gifts for Dad - Men or Ladies Unisex Apparel Fit for Women - HIM or HER Man or Woman Pajamas Sleep Shorts

Other products by [Broad Bay](#)
No customer reviews yet. [Be the first.](#) | [More about this product](#)

List Price: ~~\$48.99~~
Price: **\$14.99**
You Save: **\$4.00 (21%)**

In Stock.
Ships from and sold by [Broad Bay Cotton.](#)

Brand & Manufacturer

Brand information allows the customer to determine the model and brand of the product offered. These fields improve the specificity of your data listings. Custom brand-based size charts for Clothing are also dependent on these fields.

Note:

- Do not use your seller name for manufacturer or brand unless your seller name is a Private Label or you are an authorized reseller of the brand.
- Do not use a distributor or drop ship vendor name for brand unless they are the manufacturer.
- The brand associated with the product ID (i.e. UPC, EAN) must match the actual brand of the product.
- **DO NOT** Use brand names that do not match the product being sold. Brand mismatch is against Amazon policy and may result in the removal of your selling privileges.

Key Product Features

The Key Product Features bullets on the detail page tell the customer the details of your product and can influence the customer purchase decision. The description helps customers evaluate a product, so any non-product-specific information can distract from a customer’s purchase decision. Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

- Highlight the key features you want customers to consider. We recommend the following:
 - Material (Fabric Type)
 - Import Designation (Made in the USA, Imported, Made in the USA and Imported, Made in the USA or Imported)
 - Fur Description Attributes (required if items contain real fur)
 - Care instructions
 - Fit information
 - Quantity in package
 - Dimensions
 - Country of Manufacture/Origin
- Maintain a consistent order.
 - If your first bullet point of your first product is material, keep that same order for all your products.
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information

Content	Example: Feature Bullets
Materials (Fabric Type)	Cover: 90% Cotton/10% Rayon. Trim: 100% Acrylic (Faux Fur). Stuffing: 100% Polyester
Import Designation	Imported
Care Instructions	Machine wash warm, tumble dry; Dry clean only; Hand wash, hang to dry
Fit	Slim fit; Authentic fit - not too fitted, not too loose
Quantity in Package	6 pack
Dimensions	Tapered leg with 16 1/2" leg opening
Specific product benefit	Interior security pocket; Smooth and slims entire waistline; Radial sleeves for easier arm movement
Country of	Made in China

Note: Tips to improve readability

- Write all numbers as numerals
- Separate phrases in one bullet with semicolons
- Spell out measurements such as quart, inch, feet, and so on
- Material Fabric will automatically display as a bullet point if a value is provided for the Fabric Type attribute in the inventory file. Do not include the material fabric as a bullet, which will create duplicate Fabric bullet points.

Do Not:

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

Examples

Good – Dress: **Product Features**

- 97% Polyester, 3% Spandex
- Dry Clean Only
- Cap-sleeve dress featuring split neckline, shirred surplice bodice, and empire waist
- Exposed back zipper
- Center-back vent
- Made in the USA

Good – Shirts: **Product Features**

- 100% Cotton
- Imported
- Machine wash cold, gentle cycle, only non-chlorine bleach when needed, Dry flat, cool iron as needed
- Contrast heathered placket henley in soft cotton jersey fabrication
- Classic fit
- Signature tonal croc applique
- Made in Peru

Good – Pants: **Product Features**

- 98% Cotton, 2% Spandex
- Imported
- Machine Wash
- Five pocket styling, zip fly, button closure
- 10.5-inch front rise
- 33.75-Inch inseam
- 17-inch leg opening
- Made in Mexico

Good – Outerwear:

Product Features

- 88% Polyester, 10% Rayon, 2% Spandex
- Imported
- Front button closure
- Machine Wash
- Faux fur collar trim
- Faux fur cuffs and hem
- Made in Guatemala

Good – Real Fur Scarf:

Product Features

- Main color: Multicolor - Blue/Black/Off-White
- Imported
- Fur origin: Belgium
- Fur Type: Rabbit sections
- Knit scarf with fringe trim
- Made in Belgium

Bad:

Product Features

- Wear it today
- A great gift for Birthdays/Graduations/Holidays
- for your bed**
- Comes in multiple colors
- FREE SHIPPING!
- More items available at morestyles.com
- * * * NEW! * * *
- 100% Brand New, Sexy and Quality Guarantee ===== Amazon delivery

Product Descriptions

As you describe your product, you might want to include some key features listed in your bullet points. However, go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product. Put yourself in your customers' shoes: what would they want to feel, touch, ask, and want? Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2000 characters.

Do	Do Not
<ul style="list-style-type: none"> • Describe the major product features and list product information including size, used-for and style • Keep it short, but include critical information • Include accurate dimensions, care instructions and warranty information • Use correct grammar and complete sentences 	<ul style="list-style-type: none"> • Do not include your seller name, e-mail address, website URL, or any company-specific information • Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying • Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool in your seller account)

Examples

Good

Product Description

Our Cashmere V-neck is the perfect combination of luxury and versatility. Starting with the fleece — the world's finest from Inner Mongolia. It's tightly spun into a fine yarn and knit into a fabric that's incomparably smooth and durable. The higher V-neck accommodates a necktie easily and layers comfortably over a dress shirt. Looks great under a blazer too. Subtle refinements include perfectly balanced rib knitting at the cuffs and bottom. Each sweater is knit to size, one panel at a time, and then grafted together by hand for a naturally comfortable fit. 100% cashmere. Dry clean or hand wash. Imported.

Product Description

To create our Microfiber Raincoat, we took densely-woven polyester twill fabric and put it through a process called "sanding" to give it a nice, soft texture. On top of that, the fabric itself is naturally wrinkle-resistant, so this coat maintains a smooth look even after packing. With sealed seams and the fabric's waterproof properties you won't have to worry about water sneaking in. 100% polyester. Machine wash. Imported.

Bad

Product Description

TOP OF THE LINE SUIT COAT MADE WITH FINEST MATERIALS!!! Check out this awesome suit - multiple colors! FREE SHIPPING!! YOU CANNOT FIND A BETTER PRICE. More styles available at www.suits4cheap.com. Call us to ask about how we can customize your suit for you! Keywords: Suit, Blazer, Men's. We are the top online seller of suits. Check out our feedback!!

Images

Good Images are Important to Your Products' Success

In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.com pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away.

Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Every SKU must have a main image. Learn more about ***Amazon's Image Requirements*** and the ***Clothing Store's Image Best Practices*** below and by searching in Seller Central Help.

Diversity & Inclusion

Amazon values all forms of diversity including ethnicity, gender identity, size, age and ability. Models representing product should be as diverse as Amazon's customer base.

Understand the Types of Images

Amazon.com can display several images for each product in the catalog. As a seller, it is in your interest to provide several high-resolution product images for your products so that customers can make informed buying decisions. Listings with missing images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities. You can use four types of images to illustrate your products:

- **Parent SKU main image:** Only one main image is used per parent product. *You must supply a parent main image.*
- **Child SKU main image:** Used to show a view of the product in the specific color for the given child SKU. The main image for the child SKU shows in the image pop-up window and on the Browse page; when customers click the smaller picture, the full-size picture appears in a pop-up window. Each child SKU has just one main image, representing the child product in the specified color. *You must supply a child main image that matches the color for every item that you sell.*
- **Alternate images:** Used to show different views of the product to help clarify use, detail, fabric, cut, etc. You can supply up to eight alternate images for each parent or child SKU. The alternate image for a parent product appears in the image pop-up window. If a customer clicks a specific color in the image pop-up window (for example, a blue sample), then the pop-up window shows the alternate image for the "blue" SKU. The first alternate image (PT01) is also used for the "back" or rotating view on a Browse page for certain category lines.

How images are displayed on the Detail Page

Child main image displays when detail page is opened.



Image must be at least 1,001 pixels for customers to zoom in on specific details



Clicking on alternate images displays the alternate views



Lucky Brand Lucky Brand Men's 329 Classic Straight Jean in Lakewood
★★★★★ 8 customer reviews

Price: \$45.66 - \$99.00 & FREE Returns. [Details](#)

Fit: As expected (86%) ▾

Size:
Select ▾ [Size Chart](#)

Color: Lakewood

- 100% Cotton
- Imported
- Machine Wash
- Straight-leg jean in medium wash featuring whiskering at hip and fading to knee
- Made in Indonesia

Main Parent and Main Child Image Requirements

Your product images must meet certain technical and style requirements. **Failure to meet those requirements will result in the suppression of your ASIN from search and could result in the suspension of your seller account.**

Technical Image Requirements

Required	<ul style="list-style-type: none"> • The MAIN image must only depict the actual item included in the purchase • MAIN images must show the actual product (not a graphic or illustration) • The background of the image must be pure white (pure white blends in with the Amazon search and item detail pages (RGB 255, 255, 255; hex #FFFFFF)) • The product must fill 85% or more of the image • Product images should be in color, not black and white • Product images should be at least 1500 pixels or larger on the longest side at a minimum of 72dpi. This will enable zoom function on the website • Amazon accepts JPEG (.jpg) and TIFF (.tif) (JPEG is preferred) • Image aspect ratio must be at least 190 pixels by 246 pixels • Women’s & Men’s Clothing must be photographed on model or flat • Women’s & Men’s Accessories must be photographed flat including scarves, belts, hats, ties & cold weather accessories • All Kids & Baby items must be photographed flat and not on a model <ul style="list-style-type: none"> ○ MAIN image must represent the actual child product being listed. If you are listing different colors of the same t-shirt it is important that you provide images that represents all variant colors. • Main images are required for both Parent and Child SKUs • All color variations must include a “child SKU main image” representative of that specific color • Main image must be a single product, not stacks of images containing multiple products <ul style="list-style-type: none"> ○ Exception for multi-pack underwear or socks Alternate images can be different angles or views, swatches, etc., but must adhere to the same image quality/size guidelines • Product image should depict the actual product to be purchased. Accessories that are not part of the product should not be shown. • Main images must be of the front of the product and if on a model, the model should be standing
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	<ul style="list-style-type: none"> • Main images must match the gender of the department listed for that product (i.e. female images for women’s product and male images for men’s products) • Images must be appropriate for all ages
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Prohibited	<ul style="list-style-type: none"> • Images with a non-pure white background (RGB less than 255) • Images with part of the product for sale cropped by a frame edge • MAIN image must NOT show accessories or props that are not included with purchase • Product images photographed on mannequin or digitally modified images, except for stockings or socks • Images that show packaging or brand or swing tags, except for stockings or socks • Images of second hand or slightly used products • Borders, logos, watermarks, inset images, text, color blocks, or other decorations • Sketches or drawings of the product; use real images only • Main images of the back of the product • Main image with model that is sitting, kneeling, leaning, or lying down (models must be standing) • Multiple product views in a single image • Stacks of products or images containing multiple products • Other products, items, or accessories that are not part of the product listing • Image placeholders (such as “temporary image” or “no image available”) • Images containing graphs of product ratings • Promotional text such as “sale” or “free ship” (use the Manage Promotions tool instead) • Size charts, delivery zones maps, or any graphic not related to the product • Nudity or sexually suggestive images • Images that are blurry, pixelated, or have jagged edges • Images of Kids & Baby underwear or swimwear that are photographed on a model
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Note: Zoom Functionality

When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

Additional Images

For additional images a white background is recommended, but not required. In addition, these images must not include or display brand/manufacturer/promotion Logos or watermarks. All props/accessories must be presented in a way that does not cause customer confusion about what is included, or not included, when ordering the item.

Additional images must be:

- Showing the product in use and/or in an environment.
- Showing the cross sections/texture/brand tag or other details of the product.
- Awards/certificates the product is associated with, displaying the various usability of the product.
- Any image which conveys the use of the product and enhances the buying experiences is allowed as additional shot.

Additional images must not be:

- Placeholder images.
- Displaying other website URLs or any selling information which might lead the customers to other websites.
- Deceiving/misleading with partial/inaccurate information.
- Mentioning any shipping details or discounts.
- Brand logo images.

Note:

- SKUs missing a main image will have the offer suppressed from the site.
- The back or rotating image that displays when a customer hovers over a product on a Browse page is the first Alternate (PT01) image available on a child SKU.

Image Requirements for Undergarments and Swimwear for Kids, Intimate Apparel and Exotic/Erotic Clothing for Adults

In addition to the *'Main Parent and Main Child Image Requirements,'* sellers must consider the below points if your products are listed in any of the below given categories. **Any image that violates the subsequent image requirements will be considered 'Obscene' and subject to removal and seller violation.**

- Undergarments and Swimwear (Kids)
 - If your listing covers KIDS UNDERGARMENTS and SWIMWEAR, you must submit images only as 'flats' and shooting underwear/swimwear products on kids is **strictly prohibited**.
- Intimate Apparel (Men & Women)

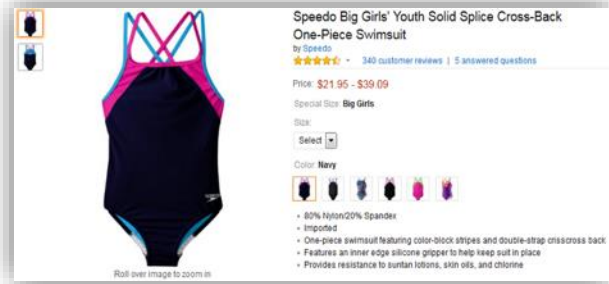
- Images of intimate apparel, lingerie, and swimwear products may not be sexually explicit or obscene, as determined by Amazon.
- Exotic/Erotic Clothing
 - For Exotic/Erotic Clothing (Sexy Lingerie, Erotic clothing), it is mandatory to set the "is_adult" flag during the creation of the listing.

Images of products listed in the aforementioned categories must comply with the following rules:

- Images that display full nudity (breasts, nipples, genitals) are not permitted. Hands, bars, graphics, air-brushing, "pasties", are NOT considered acceptable coverage--Breasts, nipples and genitals must be covered with clothing.
- Pasties/ Breast petals must be imaged as 'flats' or on mannequins.
- Sheer products and thongs/panties may be acceptable, provided that genitalia, or the gluteal cleft are not exposed. Nipples must not be visible behind sheer products and breasts must not be fully exposed. The MAIN must be the front view of these products
- Men's intimate apparel may not exhibit genitalia or the pubic area where the genitalia or pubic area shape or contour is visible and the person is depicted in a sexually provocative way, which is defined as one of the following:
 - Focal point is on genitalia or pubic area
 - Sexually suggestive location, pose, or expression
 - Depiction is otherwise intended to elicit a sexual response in viewers
- Lewd or provocative images are not permitted: no fondling, implied masturbation, implied sexual contact between two or more people, or blatant prurient activity.
- Images of live models that use poses that could be interpreted as indecent, excessively erotic, or lewd are not permitted.
- Images that display full nudity (breasts, genitalia, bare bottoms, and so on) are not permitted. Images with live models wearing sheer products might be permitted, provided that genitalia and breasts/nipples are not exposed or presented in a lewd or provocative manner. No bars or other types of graphics are permitted to cover exposed body parts.
- Thongs and panties must use front views for the main product image. Back views can only be uploaded as alternate views.
- Thongs and panties that do not provide full coverage in the front and back must have flat product images that are not displayed on a model. Air-brushing is not permitted for exposed skin areas.
- Images cannot contain nudity, even if it appears on the product packaging. (If the packaging contains nudity or the product in use, you should show a picture of the actual product without the packaging)

Good Image Examples: Undergarments and Swimwear (Kids)

Good Image Examples: Intimate Apparel and Exotic/Erotic (Adult Men's and Women's)



Good (Adult Intimate Apparel and Exotic/Erotic):



Variation Relationships

Variations allow customers to choose the desired color and size of your product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

The parent products are the initial display on the detail page. The child products are the products that are related to each parent and display when the variation is selected by the buyer. The relationship of parent to child is the variation theme: Size, Color, or Size-Color. For most products in the Clothing category, Size-Color is preferred. Exceptions are Costumes and Luggage, which are discussed further in those sections.

Components of Parent/Child Relationships

There are three components of a parent/child relationship: the *parent product*, the *child products*, and the *variation theme*.

Parent Product

The parent product illustrates what the child products have in common. Although the parent product must be part of your product data, you do not offer it for sale on Amazon.com. Instead, the Amazon.com catalog uses the parent product to establish relationships between other products. For example, if two shirts have the same parent (such as “Men’s Calvin Klein Dress Shirt”), they are related and are considered child products. The parent product title will be displayed in search results and should follow our format guidelines: Parent Title: [Brand] + [Department/(and Special Size, if applicable)] + [Product Name]

Child Products

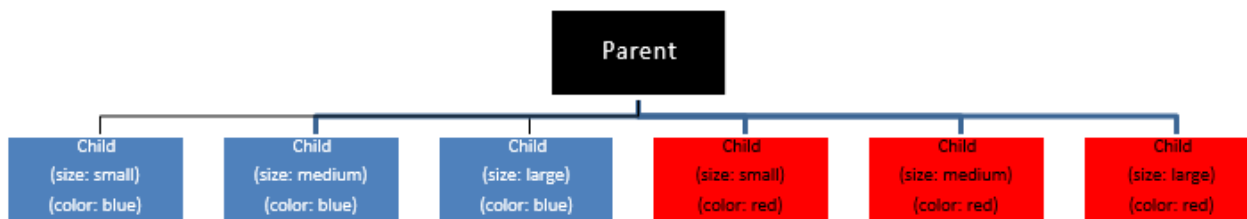
The child product is a particular product, such as a “Calvin Klein Men’s Dress Shirt Royal Blue Medium.” You can have many child products that are all related to one parent product. Each child varies in some way. In Clothing, Color and Size are key variations.

Child or Standalone Product Title Format:

[Brand] + [Department/(and Special Size, if applicable)] + [Product Name] + [size] + [color]

Variation Theme

Variation themes set the parent/child relationship by defining how related products differ from each other. For example, in the Clothing, Accessories & Luggage category, child products can differ from each other by size, color or both. Customers pick the size and color they want from the drop-down menus to select a particular shirt size and color. (Drop-down menus appear automatically when you use variation themes).



When to use Variation Relationships

All Clothing & Accessories categories support variation relationships. Amazon requires that you include your products in a parent/child relationship that establishes correct variation themes.

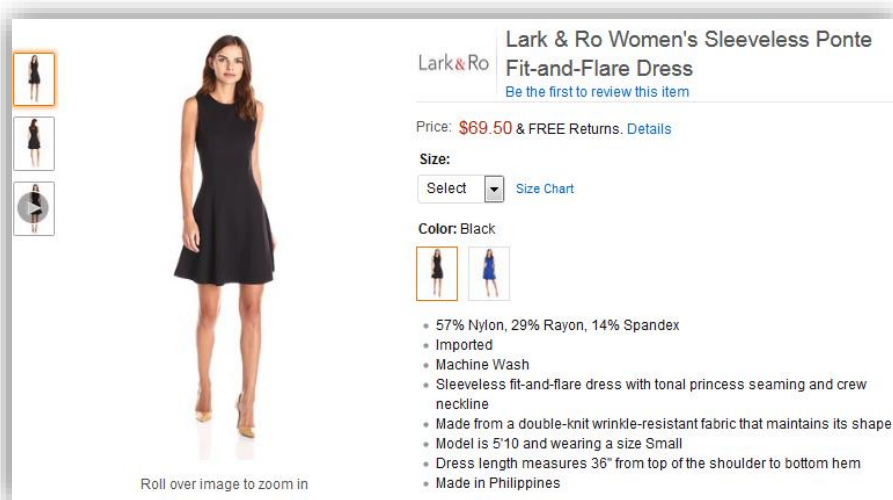
Note: Amazon can remove products that do not correctly establish variation themes.

Use Single Variations (Size or Color)	<ul style="list-style-type: none"> For single variation examples, see the Luggage and Costume category information in this document.
Use Double Variations (Size and Color)	<ul style="list-style-type: none"> This is the preferred configuration for Clothing products, even if a product currently comes in one color or size. For products that currently come in one color, list the same color name for each child SKU to allow for future additions of other colors. For products that are one size, use the value One Size in the size field for each child SKU.
No Variations	<ul style="list-style-type: none"> The product exists in one configuration only and does not vary by size or color. Some accessories may fall into this group, but it is best to set up the product with a Size/Color variation theme if there might be other colors or sizes offered in the future.

Single Variation



Double Variation



When creating variations, you must provide information in these required fields:

- SKU
- Parentage (identify for that SKU, either "parent" or "child")
- Parent SKU (for child SKUs only, enter the parent SKU for that child)
- Relationship Type (enter "variation" if the product is part of a variation set)
- Color
- Size
- Variation Theme (Size, Color, Size/Color)

Note: If you enter the Relationship Type and fail to enter the color or size, you might receive an error when uploading your data or your product might not display properly on the website. Make sure you have entered all required variation fields for your products. If you fail to enter any of the required fields, your products could be suppressed from display on the Amazon.com web site. If you have questions, search for **Creating Parent/Child Variation Relationships in Help**.

Required	<ul style="list-style-type: none"> • Fully describe each child product so that they will be included in browse and search results. • Add the size and color to the child product title (For details, see Section II: Title Styles). • Use SKUs to build relationships using field for SKU and Parent SKU. • List the Child offers under the Parent SKU in the flat-file or XML.
-----------------	---

Prohibited	<ul style="list-style-type: none"> Do not include price and quantity values for parent products. The parent title should not include size or color. Do not choose a variation theme ID other than size, color, size-color. Do not link any products that are not a variation of size or color to the parent product. Child listings must be the same style as the parent and cannot be materially different. For example, if the parent listing is a long sleeve style the child cannot be a short sleeve style. Do not include multiple departments in a single variation. Items that come in Men’s and Women’s sizes should be split into separate variations.
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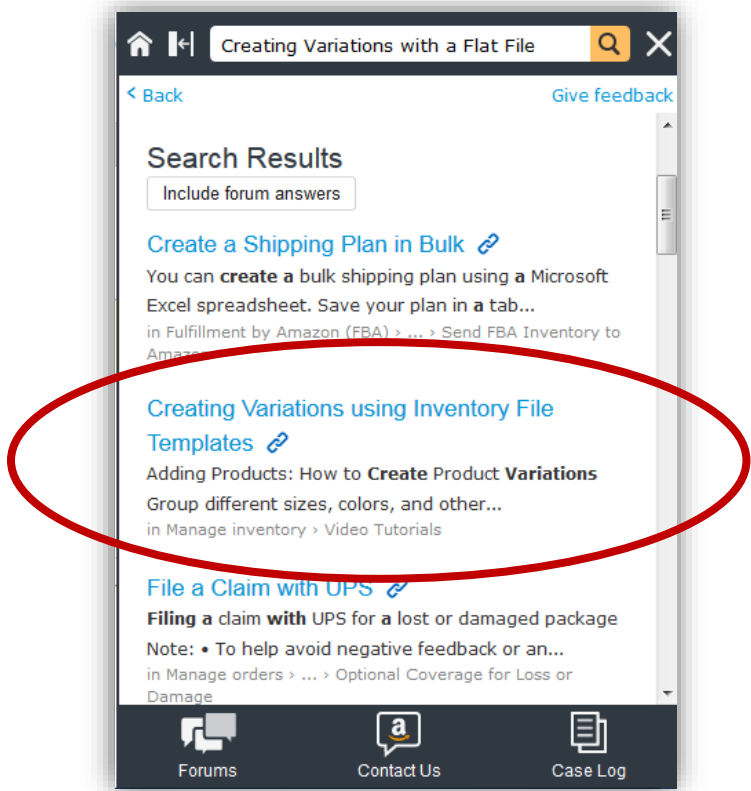
Note:

- For Costumes, unless the specific style is available in more than one color we recommend using the Size variation theme.
 - Refer to the **Costumes Classification-Browse** Section on page 34 for more detail on Theme and Style Keywords

How to set up variations for a product

Using Feeds:

To properly set up your variation theme and product relationships, log in to Seller Central, Search for “Creating Variations with a Flat File,” and watch the video tutorials.



Example text-file for a shirt in 4 sizes and 2 colors:

	A	D	L	M	O	BF	BG	BH	BI
1	TemplateType=Clothing								
2	sku	product-name	clothing-type	size	color	parent-child	parent-sku	relationship-type	variation-theme
3	Shirt101	Cool Shirt	Shirt			parent		variation	size-color
4	Shirt101-BlueL	Cool Shirt - Blue, Large	Shirt	L	blue	child	Shirt101	variation	size-color
5	Shirt101-BlueXL	Cool Shirt - Blue, X-Large	Shirt	XL	blue	child	Shirt101	variation	size-color
6	Shirt101-Blue-M	Cool Shirt - Blue, Medium	Shirt	M	blue	child	Shirt101	variation	size-color
7	Shirt101-Blue-S	Cool Shirt - Blue, Small	Shirt	S	blue	child	Shirt101	variation	size-color
8	Shirt101-RedL	Cool Shirt - Red, Large	Shirt	L	red	child	Shirt101	variation	size-color
9	Shirt101-RedXL	Cool Shirt - Red, X-Large	Shirt	XL	red	child	Shirt101	variation	size-color
10	Shirt101-Red-M	Cool Shirt - Red, Medium	Shirt	M	red	child	Shirt101	variation	size-color
11	Shirt101-Red-S	Cool Shirt - Red, Small	Shirt	S	red	child	Shirt101	variation	size-color
12									

XML Help:

Seller Central Help: XML Automation & Integration: Tasks & Tools: Product-Related Feeds: Relationships Feed: Relationships Feed Overview

XML Sample Feed:

Seller Central Help: Download Templates and Guides: Sample XML Feeds

Item Package Quantity

The Item Package Quantity (IPQ) provides customers with information on the number of units within an offer. Make sure you enter the correct IPQ in your listing data so your product will attach to the correct detail page.

Note: Most manufacturers create UPCs for products that are sold as a single unit or as a “set of” (for example, 2 bodysuits sold as 1 unit). However, some sellers bundle the single units to be sold as a set. To minimize detail page errors and customer confusion, it is important to always include the IPQ for products that could be sold either in a set or as single units.

Your Product	Your Product IPQ	Why?
Hanes Men's 6 pack cushion crew socks	1	The customer will receive 1 package with 6 pairs of socks.
5 bags of Hanes Men's 6 pack cushion crew socks	5	The customer will receive 5 packages with 6 pairs of socks, a total of 30 pairs of socks.

How to Set Up IPQ for a Product:

Add a Product in Seller Central

- **Your Product Details: Optional**

Quantity:

(Quantity of the item for sale in one package)

Text-file Feed Template

fx ItemPackageQuantity					
BM	BN	BO	BP	BQ	BR
UnitOfMeasure	DisplayWeight	DisplayWeightUnitOfMeasure	Volume	VolumeUnitOfMeasure	ItemPackageQuantity

XML

"Brand Y" boxers available as either a 4-pack or a single would be entered as:

- Set of 2 4-pack: (Title) = "Brand Y Men's Boxers, Set of 2 (4-Pack)" >> (UPC) = "000123456789" >> **(IPQ) = "2"** >> (Price) = \$40
- 4-pack: (Title) = "Brand Y Men's Boxers, (4-Pack)" >> (UPC) = "000123456789" >> **(IPQ) = "1"** >> (Price) = \$20
- Single: (Title) = "Brand Y Dress Socks" >> (UPC) = "000123456788" >> **(IPQ) = "1"** >> (Price) = \$6

Browse & Search

Customers find your products by using the browse option or by using search terms. Make sure customers can find your products either way. Drive traffic by providing a well-constructed title, search and required Item Type Keyword (for browse).

Classification- Browse

Thousands of sellers sell millions of products on Amazon.com. To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type. Make your Item Type keywords more specific and watch your sales grow!

Amazon uses your Item Type Keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level. This means that your polo shirts should be classified as polo-shirts and not just as shirts or clothing.

Example of the browse-tree category structure on Amazon.com:

Department

◀ Clothing & Accessories

◀ Women

Tops & Tees

Knits & Tees

Blouses & Button-Down

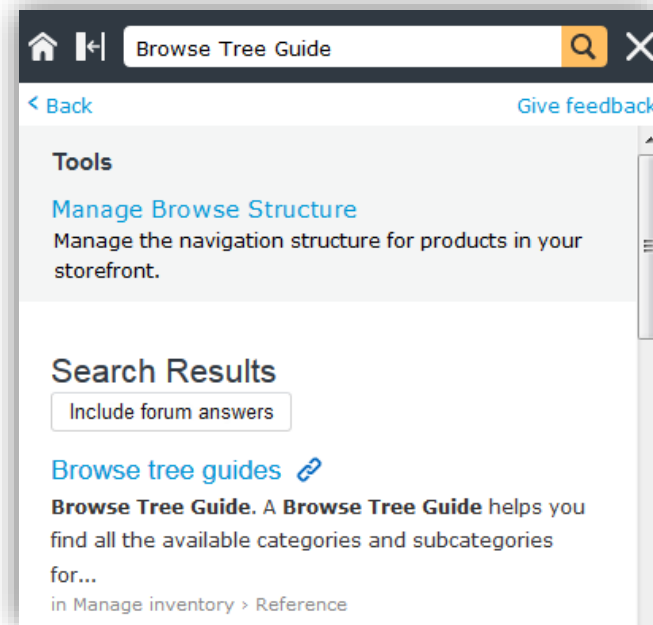
Shirts

Tanks & Camis

Polos

How to Pick and Apply Terms to a Product

Download the latest version of the Browse Tree Guide (BTG) from Seller Central. The Browse Tree Guide is updated periodically throughout the year and contains information on the Department Name and Item Type Keyword (ITK) mappings that are required to properly classify your product within the Amazon.com Clothing Store.



For example, to classify a women's denim miniskirt, you would complete the following steps:

1. Refer to the latest Amazon Clothing BTG in Seller Central.
2. Filter for the item type on the Node Path column on the Apparel worksheet tab (in this case, "skirts").
3. Filter for the department on the Query column on the Apparel worksheet tab (in this case, "women").

Note:

- Item Type Keyword and Department must have the same exact spelling and formatting as listed in the BTG. **Typos and misspellings will prevent your product from being assigned to the correct Browse node.**
- Make sure all of your products have a single Item Type Keyword and a single Department name, as specified in the BTG. Use the most refined item type keyword and not a top level item type- Using of multiple Item Type Keywords or Departments will result in products being misclassified.

Kids and Baby Classification

Item Type Keywords for unisex are to be used only for Baby and NOT for Girls and Boys. Sellers should list only one department per ASIN. Listing ASIN under multiple departments will cause your ASIN to be misclassified.

The following are classification examples for Unisex-Baby, Baby-Girls' and Girls:

- **Baby-Girls/Pajamas:**

Department = baby-girls

Item Type Keyword = infant-and-toddler-pajama-sets

Note: You must use infant-and-toddler as the ITK for Baby Girls'/Baby Boys', which includes sizes 0-24 Months. Toddler sizes (2T-5T) however should be included with Little Girls or Little Boys ASIN families, not Baby.

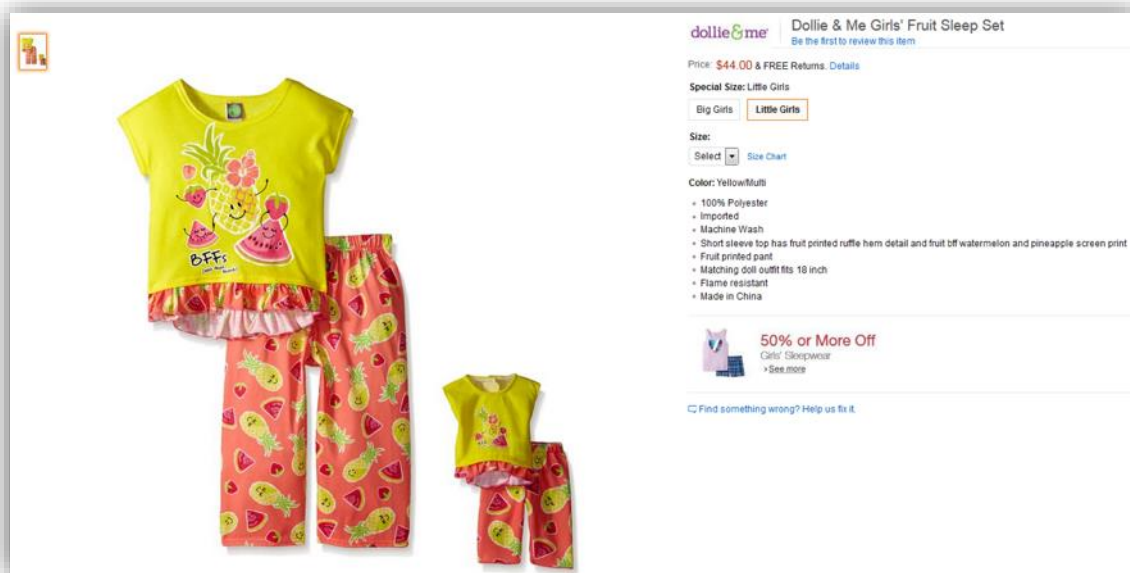


- **Little Girls/Pajamas:**

Department = girls

Item Type Keyword = pajama-sets

Note: You must use Boy or Girl ITKs for Little Girls (sizes 2T-6x) and Little Boys (sizes 2T-7)



- **Big Girls/Pajamas:**

Department = girls

Item Type Keyword = pajamas-sets

Note: You must use Boy or Girl ITKs for Big Girls (sizes 7-16) and Big Boys (sizes 8-20)



- **Unisex-baby: Department=Unisex-baby and Item Type Keyword=infant-and-toddler-pajama-sets**

Note: As long as your entire ASIN family (parent and children) are assigned to department=unisex-baby your products will browse in the unisex node, the baby girls node, as well as the baby-boys node. Multiple departments cannot be used in an ASIN family. For example, if a blue color child variation is set up with department baby-boys and a pink color child variation is set up with department baby-girls these items would not surface in any of the right browse nodes as a result of the variation family containing both baby-boys and baby girls as a department. The whole family should be under unisex-baby, or separate ASIN families should be created for baby-girl and baby-boy.



Classification- Special Size Type

Adding a Special Size Type for your listing is a great way to help customers find their right fit.

Department	Special Size Type Valid	When To Use
womens	plus-size	For women’s plus size apparel. Use this value for sizes 18 and up and size XXX-Large or above. If the entire product line is plus size, enter for all sizes.
womens	petite	For women’s petite apparel, typically designed for women less than 5’4” tall, including short length pant/jean styles.
womens	petite-plus-	For women’s petite plus apparel, including short length plus size pant/jean styles.
womens	tall	For women’s tall apparel, typically designed for women taller than 5’7”.
womens	tall-plus-size	For women’s tall plus apparel
mens	big	For men’s big apparel in regular lengths. Use this value for sizes XXX-Large or above.
mens	tall	For men’s tall sizes and long inseams in sizes below XXX- Large
mens	big-tall	For men’s tall sizes and long inseams in sizes XXX-Large and larger
mens	short	For men’s short length pants
girls	plus-size	For girls’ plus size apparel
girls	slim	For girls’ slim fit apparel
boys	husky	For boys’ husky fit apparel
boys	slim	For boys’ slim fit apparel

Note:

- A value should not be entered for the Special Sizing field for Regular sizes.
- The Special Size Type is case sensitive.

To add one of the Special Size values listed in the chart above to your listing, the Special Size Type field can be found:

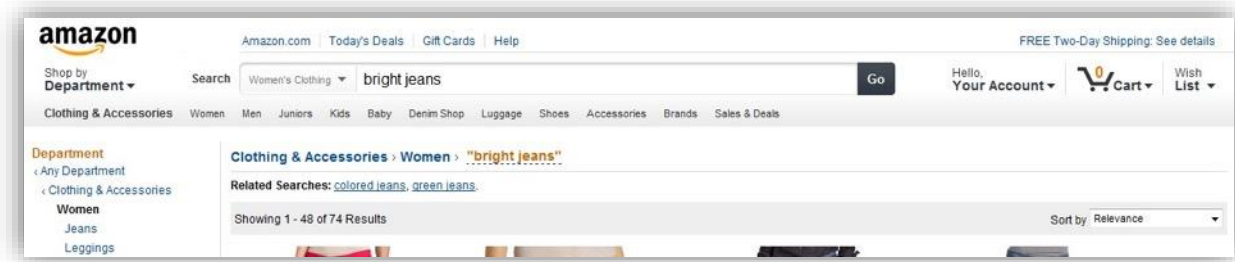
Inventory (Flat) File: update to special-size-type

Product Feed XML: SpecialSizeType

Add a Product: Special Size Type

Search

Search terms help customers find your products. Your product titles and brand name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!



Guidelines for listing your Search Terms

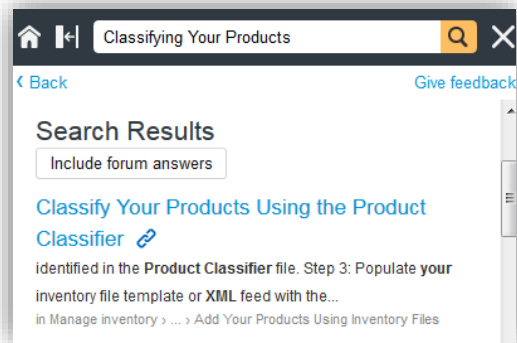
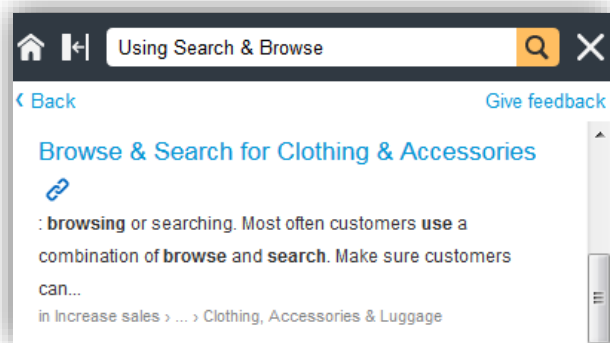
- Each product can have up to five search lines of 50 characters per field (250 characters available for your search terms).
- The words you choose are the terms our search engine uses when customers search Amazon.com.
- The individual words of the title, seller, and brand are also automatically included as search terms and do not need to be repeated in your search terms.
- Any combination of title words and search terms are fully searchable.
- **DO NOT SPAM** search terms with other brands or inappropriate terms. Using brand terms that do not match the product being sold is against Amazon policy and may result in the removal of your selling privileges.

Examples

Text-file feed

AJ	AK	AL	AM	AN
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see *Using Search & Browse* in seller Central Help. Learn about *Classifying Your Products* using XML.



Add a Product in Seller Central

<p>Search Terms: (Provide specific search terms to help customers find your product.)</p>	<p>fill this space with your search terms</p> <p>you should fill up all 5 lines with words</p> <p>you don't need to repeat your title words</p> <p>customers search these words to find your products</p> <p>word space word space word space</p> <p>Example: Dark Chocolate, Apples, Cookies</p>
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Costumes

While Costumes is mostly a seasonal business, customers are shopping for theme and holiday related costumes year round. Listed below are key attributes that are unique to the Costumes category. Learn more about best practices for Costumes in Seller Central Help.

Item data

Providing good item data affects many aspects of the customer shopping experience.

- Costumes should be set up using the Size variation theme.
- Use the dominant color of the costume in the color field for all Child SKUs (e.g. 'red' for Spider Man costume)
- The size attribute should only have the general sizing available for the brand. Gender or age terms, such as "Women's" or "Youth", should not be included. If a costume is available in both adult and kid sizes, you will need to set up different variation families for each size range.
- Costumes that are one size should have the size attribute value "One Size".
- The product title should reflect the official title and not additional descriptive terms like "Sexy."

Variations

All costume styles manufactured in more than one size should be set up in an ASIN family.

Unless the costume style is known to be manufactured in multiple colors for a single costume style, it's Amazon.com best practice for Costumes to use the Size variation theme. This prevents a poor customer experience on the detail page when a costume displays "multiple color options" when the style is manufactured in a single color.

Note:

- Plus Size costumes often have a style number ID that is a modified version of the Regular sized costumes. In this instance, the Plus Size costume should have its own ASIN family.

DETAIL PAGE EXAMPLES FOR CORRECT SIZE/COLOR VARIATION SET UP



InCharacter
InCharacter Costumes Women's Huntress Costume
★★★★☆ 302 customer reviews | 24 answered questions

Price: **\$23.36 - \$90.77** & FREE Returns. [Details](#)
Sale: Lower price available on select options

Fit: As expected (82%)

Size:
Select [Size Chart](#)

Color: Grey/Black

- 100% Polyester
- Imported
- Machine Wash
- Hooded cape with chain closure, tunic dress with lace-up front
- Attached strap, printed gauntlets and waist cinching belt



InCharacter
InCharacter Baby Dinky Dragon Costume
★★★★☆ 490 customer reviews | 8 answered questions

Price: **\$13.65 - \$76.60** & FREE Returns. [Details](#)
Sale: Lower price available on select options

Fit: As expected (71%)

Size:
Select [Size Chart](#)

Color: Teal/Green

- 100% polyester
- Imported
- Machine Wash
- Lined zippered jumpsuit with snap leg closures for easy diaper change
- Slip-on booties with skid resistant bottoms (booties for indoor use only), character hood with snap/velcro closure.

DETAIL PAGE EXAMPLES FOR INCORRECT SIZE/COLOR VARIATION SET UP

In this example, the same style has variations for color names “As Shown”, “Supergirl” and “Multicolored,” which may confuse the customer with the difference between the costumes.



Tips on how to create a great costume title

Costume Titles

In order for your product to show up under the correct theme in browse, and to optimize search results, it is important to include the “theme” of a costume in the title. Not including a theme in the product/item name may result in misclassification of your ASIN and be difficult for customers to find.

Example

For a vampire costume make sure the name includes the theme “vampire”.

Good:

Boys Prince Of Darkness Vampire Costume

Bad:

Prince Of Darkness Costume

Costumes Classification- Departments

Costumes can be attributed to one of six departments: women’s, men’s, girls’, boys’, baby-girls’, or baby-boys’. For all other costumes and costume related accessories, one of the aforementioned departments should be selected based on the closest match to the product and/or the gender of the model.

Note: For tween costumes, select the department and related ITK for ‘girls’ or ‘boys’. For older teen costumes, select the department and related ITK for ‘women’ or ‘men’.

Appendix I: Examples of Acceptable Product Images

Acceptable Images - Women's



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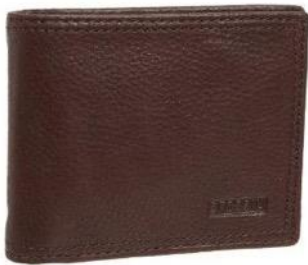
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