

ZALORA

CONTENT & CATEGORISATION GUIDELINES

FOR MARKETPLACE

CONTENT

1. Product Name
2. Color
3. Color Family
4. Material
5. Description
6. Care Label
7. Measurements
8. Model Body Measurements
9. Model Is Wearing

[illegible]

1. PRODUCT NAME

PART 1

Describe **Product Design**
You can include up to 3 designs

i.e.

Origami Dress (1 design)

Mesh Insert Fit And Flare Dress (2 design)

Polka Dot Leather Sling Bag (3 design)

Contrast Piping Platform Heel With Ankle Strap
(3 design)



ZALORA

Ruffle Hem Shift Dress

PART 2

Mention **Product Type**

*Top, Shirt, T-Shirt, Dress, Wedges, Sneakers,
Sunglasses, Necklace, Bracelet, Watch,
Backpack, etc*

i.e.

Origami Dress

Mesh Insert Fit And Flare Dress

Polka Dot Leather Sling Bag

Contrast Piping Platform Heel With Ankle Strap

1. PRODUCT NAME

NO.	GUIDELINES	DON'TS	DOS
1	✓ Title caps	ANKEL STRAP WEDGES	Ankle Strap Wedges
2	✗ Brand name	Charles & Keith Ankle Strap Wedges	Ankle Strap Wedges
3	✗ Color	Blue Ankle Strap Wedges	Ankle Strap Wedges
4	✗ Measurements	5-inch Peep Toe Wedges	Peep Toe Wedges
5	✗ Abbreviation	Ankle Strap Wedges w/ Metal Studs	Ankle Strap Wedges With Metal Studs
		Ankle Strap Wedges w/ Metal Studs	Ankle Strap Wedges With Metal Studs
6	✗ Product codes as it doesn't make sense to customer. If you need the codes, add descriptions for Search Engine purposes.	MM042	MM042 Polarised Sunglasses

2. COLOR

NO.	GUIDELINES	DON'TS	DOS
1	✓ Colour ONLY	Blue Skirt with Green Dots	Blue/Green
2	✓ Title caps	LIGHT BLUE	Light Blue
3	✗ Abbreviation	Blk/Whit	Black/White
4	✗ Brand name	Nike Blue	Blue
5	✗ Colour code	Red #06	Red
6	✗ Pattern/design description	Blue (Flower)	Blue
		Orange Zig-Zag	Orange
		Print	
7	✗ Product description	Black Dress	Black

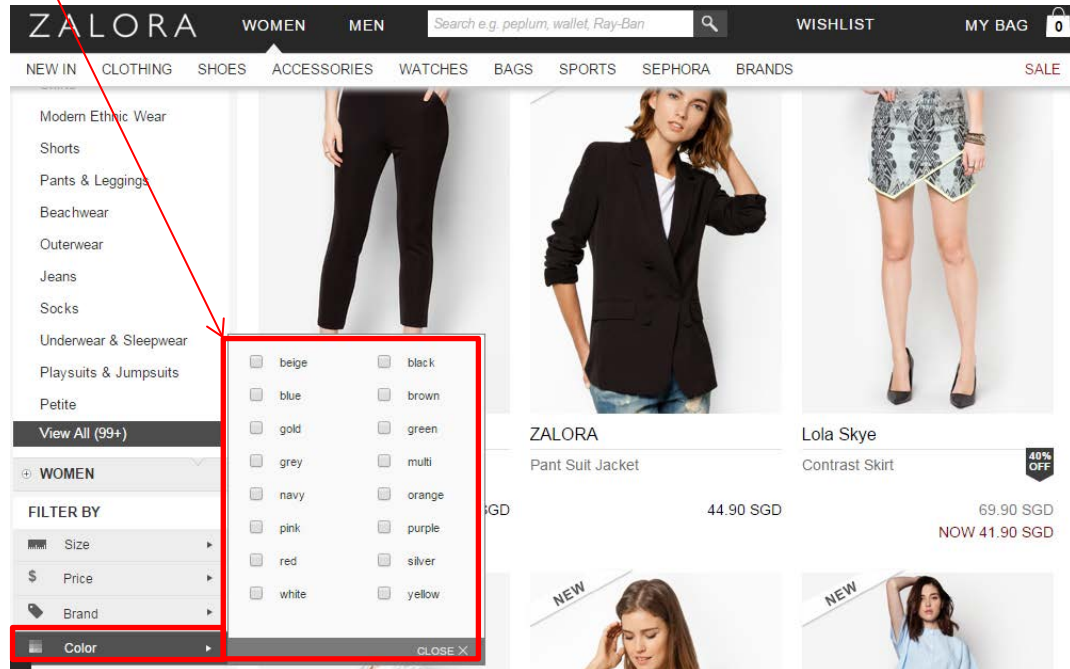
3. COLOR FAMILY

INTRODUCTION

Color Family act as color filter on the website to help online shoppers find their desired coloured product.

Options:

No.	Color Family
1	Beige
2	Black
3	Blue
4	Brown
5	Gold
6	Green
7	Grey
8	Purple
9	Red
10	Orange
11	Silver
12	White
13	Yellow
14	Pink
15	Navy
16	Multi
17	N/A



3. COLOR FAMILY - RULES

RULE #1

Tag **ONE (1)** dominant colour - if two colours are present and are unevenly distributed.

Dominant colour is a colour that covers the most part of the product as compared to other colour(s).

WHY? When users search according to "colour", they expect the product to be mainly of that specific colour



White



Navy



Green



Brown

**For Watches, take note of straps*



Red

**For Beauty products that requires application, take note of the colour of the content. If it's clear, put "N/A"*

3. COLOR FAMILY - RULES

RULE #2

Tag **TWO (2)** colours - if two colours are present and are evenly distributed.



Pink,Black



White,Black



White,Black



Pink,Black



Yellow,Pink

3. COLOR FAMILY - RULES

RULE #3

Tag “**Multi**” if there are **THREE (3)** colours or more...

- a) And if there’s **ONE (1)** colour in the Multi that covers the most part of the product, tag it too



Black,Multi



Navy,Multi



Red,Multi



Purple,Multi

- b) But if there are **TWO (2)** colours in the Multi that covers the product evenly, tag both



Green,Blue,Multi



Blue,Black,Multi



Black,White,Multi



Red,White,Multi

- c) However, if distribution of all colours looks more or less even, then just tag “**Multi**”



Multi



Multi



Multi



Multi

4. MATERIAL

TYPE	REQUIRED FIELD(S)	GUIDELINES	DON'TS	DOS	UNSURE?
APPAREL	Composition	✓ State main material (% optional) ✓ Add comma for more than 1 composition	Cotton-elastane	Cotton 100% Cotton	Polyblend Cotton Blend
ACCESSORIES	Material	✓ Title caps ✗ Color ✗ Descriptive words	COTTON White Cotton Soft Cotton	Cotton, Elastane 95% Cotton, 5% Elastane	Metal Brass
SHOES	Upper Material  Inner Material  Sole Material 				Textile Synthetic



For fake leather products, state 'Synthetic Leather'.

For real leather products, state if it's 'Cow Leather', 'Pig Leather', etc. Customers want to know the type.

5. DESCRIPTION

GUIDELINES

✓ **Maximum 5** unique selling points
IMPORTANT: In batch upload template, add `<br>` (which means break) at the end of each sentence to enable the following text to go to next line

✓ **Hyphen then space** at the start of each sentence

✓ **ONLY Shoe measurements** allowed in 'Description' column, not for other products

APPAREL



- Polka dot pattern `<br>`
- 2 side pockets `<br>`
- Concealed back zipper `<br>`
- Comes with a slim belt `<br>`
- Fit and flare

ACCESSORIES



- Dual adjustable shoulder straps`<br>`
- Magnetic button and drawstring fastening`<br>`
- 1 front pocket with zip and magnetic button fastening`<br>`
- Ventilated air mesh back padding

SHOES



- Strappy design`<br>`
- Gold stud details `<br>`
- Pin buckle fastening strap `<br>`
- Heel height: 16cm/6" `<br>`
- Platform height: 5cm/2"

6. CARE LABEL

NO.	GUIDELINES	DON'TS	DOS
1	 One care instruction per line. Caps first letter of each sentence. IMPORTANT: In batch upload template, add <code>
</code> (which means break) at the end of each sentence to enable the following text to go to next line	Machine/Hand wash in cold water separately, do not soak, do not bleach, do not tumble dry, flat dry, cool iron on reverse	Machine/Hand wash in cold water separately <code>
</code> Do not soak <code>
</code> Do not bleach <code>
</code> Flat dry <code>
</code> Cool iron on reverse
2	 Hyphen	-do not bleach -hang dry -do not tumble dry -hand wash	Do not bleach <code>
</code> Hang dry <code>
</code> Do not tumble dry <code>
</code> Hand wash
3	 Special characters	Machine wash up to 30°C	Machine wash up to 30 degree Celsius

7. MEASUREMENTS - APPAREL

GUIDELINES

✓ State the following **mandatory** measurements under 'Measurements' column. Additional measurements are encouraged.
IMPORTANT: In batch upload template, add `<br>` (which means break) at the end of each sentence to enable the following text to go to next line

✓ If you have measurements in jpeg form, **TYPE IT OUT into the 'MeasurementsGlobal'** column

✗ Do not add shoe measurements in 'MeasurementsGlobal' column, it should be in 'Description' column

APPAREL

TOP / DRESS

Bust circumference x Length `<br>`
 - S (32" x 40") `<br>`
 - M (34" x 40")

BOTTOM

Waist circumference x Length `<br>`
 - S (32" x 50") `<br>`
 - M (34" x 50")

TOP + BOTTOM SET

Top: Bust circumference x Length `<br>`
 - S (32" x 40") `<br>`
 - M (34" x 40") `<br><br>`

Bottom: Waist circumference x Length `<br>`
 - S (32" x 50") `<br>`
 - M (34" x 50")

7. MEASUREMENTS - ACCESSORIES

GUIDELINES

✓ State the following **mandatory** measurements under 'Measurements' column. Additional measurements are encouraged.

IMPORTANT: In batch upload template, add `<br>` (which means break) at the end of each sentence to enable the following text to go to next line

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ACCESSORIES

WATCH

Face Width x Height
- 5cm x 3cm



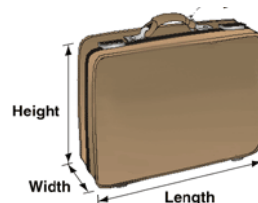
EYEWEAR

Frame Height x Length
- 4cm x 8cm



BAG / WALLET

Length x Height x Width
- 10" x 30" x 4"



NECKLACE (WITH PENDANT)

Pendant Length x Width
- 3cm x 1cm



NECKLACE (NO PENDANT) / CUFFLINK / EARRING / SCARF

Length x Width
- 35cm x 4cm



RING

Inner diameter: 10mm



7. MEASUREMENTS - ACCESSORIES

GUIDELINES

✓ State the following **mandatory** measurements under 'Measurements' column. Additional measurements are encouraged.

IMPORTANT: In batch upload template, add `<br>` (which means break) at the end of each sentence to enable the following text to go to next line

✓ If you have measurements in jpeg form, **TYPE IT OUT into the 'MeasurementsGlobal' column**

✗ Do not add shoe measurements in 'MeasurementsGlobal' column, it should be in 'Description' column

ACCESSORIES

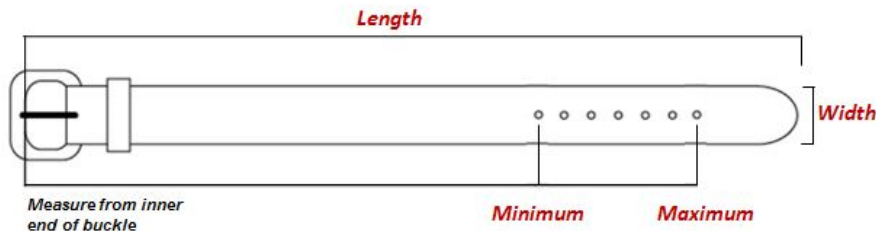
BELT (WITH EYELETS)

Width x Length

- S: 3cm x 108cm (min 85cm; max 95cm)

- M: 3cm x 118cm (min 90cm; max 110cm)

- L: 3cm x 128cm (min 100cm; max 120cm)



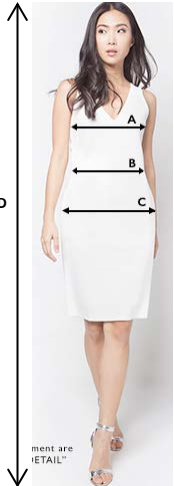
BELT (WITHOUT EYELETS)

Length x Width

- 40cm x 3cm



8. MODEL BODY MEASUREMENTS – APPAREL ONLY

NO.	GUIDELINES	DON'TS	DOS
1	✓ Include Height, Bust, Waist and Hips measurements.  A. BUST Measure around the fullest part of your chest B. WAIST Measure around natural waistline C. HIPS Measure 9 inches from the natural waistline D. HEIGHT Head to heel ✓ One measurement per line. IMPORTANT: In batch upload template, add <code>
</code> (which means break) at the end of each sentence to enable the following text to go to next line.	Height: 175cm Bust: 32"/81cm Waist: 24"/61cm Hips: 34"/86cm	Height: 175cm
Bust: 32"/81cm
Waist: 24"/61cm
Hips: 34"/86cm <i>Format will appear online like below:</i> Height: 175cm Bust: 32"/80cm Waist: 23"/59cm Hips: 35"/89cm
2	✓ For male models, use Chest. Not Bust.		Height: 175cm
Chest: 32"/81cm
Waist: 24"/61cm
Hips: 34"/86cm

9. MODEL IS WEARING – APPAREL ONLY



NO.	GUIDELINES	DOS
1	✓ State the size of what your model is wearing in the photo. This is according to the size on apparel's tag.	S
2	✓ If there's only one size option, state as 'One Size'	One Size



CATEGORISATION

1. How to Categorise?
2. Where to Categorise?

1. HOW TO CATEGORISE?

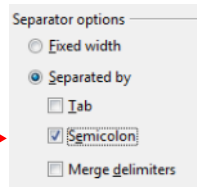
Step 1: Ensure you have **Apache OpenOffice** in your Windows PC. If not, download here:

<https://www.openoffice.org/>

Important: You're advised to use Windows PC as this doesn't work on Macintosh.

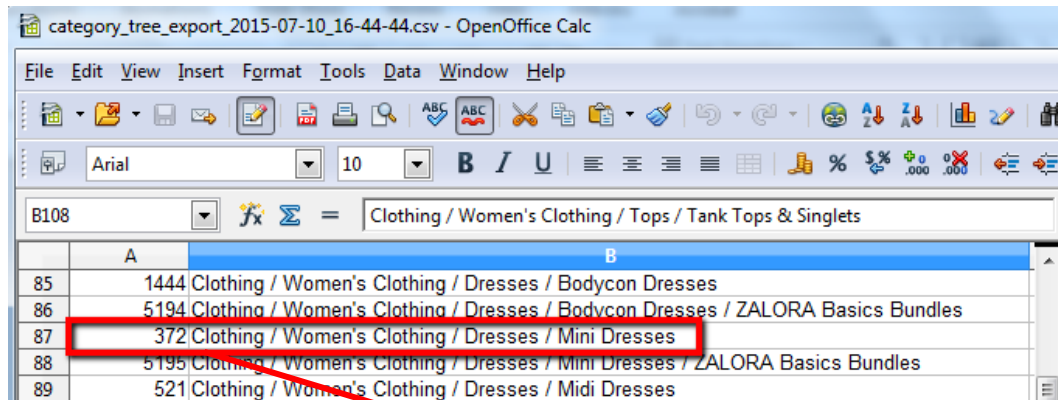
Step 2: Download the Category Tree from Seller Center. Go to: *Products > Import Products > Refer to Download Templates > Click 'Download Category Tree'*

Step 3: To open file, right click "Open with" and select OpenOffice Calc. A pop up will appear, ensure ONLY 'Semicolon' is ticked. →

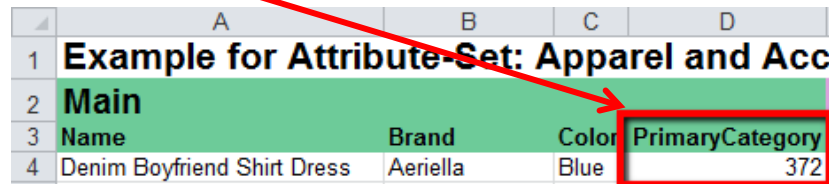


Step 4: Once open, find the category most suitable to your product, then copypaste the category ID into 'PrimaryCategory' column in your batch upload template.

IMPORTANT: ONLY 1 category ID allowed



	A	B
85	1444	Clothing / Women's Clothing / Dresses / Bodycon Dresses
86	5194	Clothing / Women's Clothing / Dresses / Bodycon Dresses / ZALORA Basics Bundles
87	372	Clothing / Women's Clothing / Dresses / Mini Dresses
88	5195	Clothing / Women's Clothing / Dresses / Mini Dresses / ZALORA Basics Bundles
89	521	Clothing / Women's Clothing / Dresses / Midi Dresses



	A	B	C	D
1	Example for Attribute-Set: Apparel and Acc			
2	Main			
3	Name	Brand	Color	PrimaryCategory
4	Denim Boyfriend Shirt Dress	Aeriella	Blue	372

WHERE TO CATEGORISE?

Understanding the difference

WOMEN'S CLOTHING

- DRESS

Mini Dress

Front hemline above knees



Midi Dress

Front hem at knees **OR** below knees



Maxi Dress

Front hem below calf **OR** at ankles



WOMEN'S CLOTHING

- DRESS

Casual Dress

Fit and flare / Loose fit



Summer Dress

Flowery / Tropical patterns



Office Dress

Button / Collar / No cutouts



Party Dress

Shiny / Beaded / Sheer / Cutouts
(dress for night party!)



WOMEN'S CLOTHING

- TOPS

T-Shirt

Short/long sleeve basic t-shirts



Shirts

Button-front sleeveless/short/long sleeve shirts with collar



WOMEN'S CLOTHING

- TOPS

Blouse

Loose-fitting sleeveless/short/long sleeve tops. No t-shirt graphic print. Generally, light airy flowy fabric.



WOMEN'S CLOTHING

- TOPS

Crop Tops

Short top that exposes the waist or navel



Singlets & Tank Tops

Sleeveless tops with no collar



WOMEN'S CLOTHING

- OUTERWEAR

Jumpers & Cardigans

Non-structured, short/long sleeved outerwear



Coats & Jackets

Structured or baggy, short/long sleeved outerwear



WOMEN'S CLOTHING

- PLAYSUITS & JUMPSUITS

Playsuits

Short one-piece



Jumpsuits

Long one-piece



WOMEN'S CLOTHING

- SETS

Skirt Set

Top + skirt to be sold as one item



Shorts/Pants Set

Top + shorts/pants to be sold as one item



**FOR COUNTRIES WITHOUT
'SET' CATEGORY:**

Skirt Set: categorise under 'Dress'

Shorts/Pants Set: categorise
under 'Top'

WOMEN'S CLOTHING
- PANTS

Shorts

Hem above knee.
Add skorts (shorts + skirt outer appearance) here



Leggings

Skin tight pants



Long Pants

Hem below knee.



Jeans

Long/short jeans



WOMEN'S CLOTHING
- SKIRTS

Mini Skirt

Hem above knee



Mid-Length Skirt

Hem at knee/calf



Long Skirt

Hem at ankle



WOMEN'S CLOTHING
- SWIMWEAR

Swimsuit/One-Piece



Bikini



Tankini



Boardshorts



Beachwear

Clothes to relax at the beach.
No swimming clothes.



WOMEN'S BAGS

Sling Bags

Strap long enough to **SLING OVER BODY**. Do not put handbags in here even if it has an optional sling strap



Shoulder Bags

Strap long enough to **HOOK ON SHOULDER ONLY**. Not over body



Wallets

Compartments for paper money and coins



Coin Purses

Purse for COINS ONLY



Backpack

Bag with two back straps



WOMEN'S BAGS

Hand Bags

Straps meant to only **HOLD** or **HOOK ON ARM**.
Not long enough to hook on shoulder



Totes

Large and often unfastened bag. Categorise bags with the name 'Tote' too.



Mango
Pebbled Tote Bag

Weekenders

Duffle bags



Travel Bag

Luggages only



WOMEN'S BAGS

Clutches

Hard case or soft bag to **HOLD IN HAND**. May come with sling strap. DO NOT categorise this in Sling Bag as it's not the main use.



FOOTWEAR
- HEELS

Mid-Low Heels

Heel height: Less than 6cm



< 6 cm



High Heels

Heel height: 6cm and above



≥ 6 cm



FOOTWEAR

- HEELS

Platform Heels

Front sole is thick (2 cm and above)



FOOTWEAR
- WEDGES

Wedges
Triangular-shaped platform



FOOTWEAR

- FLAT SHOES

Ballerinas / Ballet Flats

Rounded / square toe shoes that resemble ballerina shoes



Slip-Ons

Shoes that can be easily slipped on/off. No lace.



FOOTWEAR
- FLAT SHOES

Oxford
Shoe with closed lacing system.



Brogues
Shoe with perforated patterns



FOOTWEAR

- FLAT SHOES

Loafers

Slip-on with a moccasin type stitching at the top or with a tab-like top with side indents



Boat Shoes

Canvas or leather shoe with rubber soles to provide good traction on boat decks. Traditionally feature a 360-degree lacing system.



FOOTWEAR

- SNEAKERS

Sneakers

Casual canvas/leather shoes with lace/velcro fastening.



FOOTWEAR

- FLIP FLOPS

Flip Flops

Y-shaped strap OR straps at toes with no back support



FOOTWEAR

- SANDALS

Flat Sandals

Flats that does NOT fully cover the feet like a shoe - most of the upper part of the foot exposed; strappy top



FOOTWEAR

- SANDALS

Heeled Sandals

Heels that does NOT fully cover the feet like a shoe - most of the upper part of the foot exposed; strappy top



FOOTWEAR
- ESPADRILLES

Espadrilles

Footwear with woven, raffia sole →



FOOTWEAR

- BOOTS

Boots

Flat or high heel boots that covers entire feet up to the ankles/calves OR shoes with thick soles

