

THE ICONIC

THE ICONIC- Marketplace Content Guidelines

This document is to support any seller questions regarding THE ICONIC's Content & QC Approval process.

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[Content Requirements Overview](#)

Content requirements for THE ICONIC are designed to provide our customers with informative product descriptions that highlight the features in a clear, succinct and accurate way.

Descriptions should inform customers of current fashion trends and provide broad styling advice.

All content must be completely original to THE ICONIC (cannot be copied from brand site, or any other sources).

This is for SEO purposes. Original content ensures that your brand, and The ICONIC stay at the top of the google search results. Research shows that 90% of all click throughs via Google happen on that first page.

All content that does not comply with the above and following guidelines will be rejected when it reaches Quality Control assessment.

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Content Layout

Content on THE ICONIC is divided into three sections:

Descriptive Paragraph - Two or three selling sentences that highlight the main features. This section should include the product name, brand name and include original content.

Model measurements and size of garment - The exact formatting of these details can be found under the relevant apparel, accessories and footwear or sports guidelines.

Important information for the customers, listed in (-) bullet points in this order: Length, fit, fabric, colour, features. The descriptive paragraph, model measurements and (-) bullet points must be separated by a single line.

Descriptive Paragraph

Example: *Reach your new-season fashion goals with the latest from **Atmos&Here**. From must-have dresses to classic off-duty tees and denim you'll never want to take off, look to the brand for on-trend pieces in the latest shapes, colours and prints to match any dress code.*

Must mention the **Brand** within the first sentence (bolded), and should include key words to help with Search Engine Optimization (SEO).

Brand name should be written in title caps, rather than all lower case, or all upper case.

Acceptable: Classic Tee

Not Acceptable: classic tee or CLASSIC TEE.

Alternatively, you can provide a stock sentence. This comprises of 2-3 sentences about the brand (touching on the brands products broadly, where possible) that can be used in place of the descriptive text for all skus. This content must be original to THE ICONIC and can be submitted for approval prior to use.

Example: *Reach your new season fashion goals with the latest from **Atmos&Here**. From must-have dresses to classic off-duty tees and denim you'll never want to take off, look to the brand for on-trend pieces in the latest shapes, colours and prints to match any dress code.*

Model and Size Measurements

Adding in the size worn by the model, and the model's measurements is crucial for keeping our customers happy. The model measurements should be added in in the format below. Please feel free to use this template when adding in your model measurements, changing the bolded elements.

Our model is wearing a size **x dress**. **She/He** usually takes a standard **AUxx/small** and is **x'xx" (xxcm)** tall, has a **xxcm** bust, **xxcm** hips and a **xxcm waist**.

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Example: *Our model is wearing a size AU 8 dress. She usually takes a standard AU 8/Small, is 5'11" (180cm) tall, has a 85cm bust, 90cm hips and a 60cm waist.*

When you are adding in the model measurements as above, please ensure the measurements you are adding (size, height, bust, waist and hips) are an exact match to the sizing and measurements on the model's agency comp card. It is crucial that this information is correct on every SKU. Inconsistencies may result in customer dissatisfaction and your products having to be taken offline.

Listed Information

This is where you list all the important elements of the product. Points should be listed in the order below. For specific details on how to format these points for sports, footwear and accessories, please refer to the relevant pages in the guidelines.

Please ensure that you add in as much information as possible.

- Length: (in cm), followed by the sample size on model, e.g. *Length: 23cm (size 8)*
- The type of fit (e.g. relaxed, slim, loose, tight, etc)
- Fabric and/or type of fabric, e.g. crepe, genuine leather, etc.
- Followed by bullets listing the other main features of the product, e.g. pockets, fastenings, neckline, sleeve types
- Stretch of fabric
- Sheerness of fabric

Composition fabric + Care details – eg. 100% Cotton. Dry clean only.

- For instructions on how to list the measurements of accessories and jewellery, please refer to the accessories guidelines.

All additional important information must be listed in bullet points below. Each bullet point must start with (-). All other bullet icons will be rejected.

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Example:

Details, Size & Fit



Descriptive Text

Reach your new-season fashion goals with the latest from **Atmos&Here**. From must-have dresses to classic off-duty tees and denim you'll never want to take off, look to the brand for on-trend pieces in the latest shapes, colours and prints to match any dress code.

Model Measurements

Our model is wearing a size AU 8 dress. She usually takes a standard AU 8/Small, is 5'11" (180cm) tall, has a 85cm bust, 90cm hips and a 60cm waist.

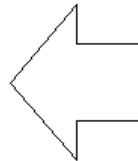
- Length: 119cm (size AU 8)
- Fitted
- Floral guipure lace; non-stretch
- White shade; apricot blush lining
- High round neckline
- Gold-toned eyelet details
- Cut-outs to sides
- Flared panel to hemline; scalloped edges; sheer
- Invisible zip fastening to back

Garment length



Listed Information

Important features



Warm machine wash. Warm iron.

Material: 50% Polyester & 50% Nylon

SKU: AT049AA74WMN

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Content Requirements by Category

Apparel

Follow the content instructions detailed on pages 3 and 4 of the Content Guidelines.

Things to Remember!

- Length must be measured from the neckline to the hemline in centimetres.
- Strapless garments, shorts and skirts measure the side seam length.
- Pants and jumpsuits use the following formula "Length: Inside Leg: _cm; Front Rise: _cm; Leg Opening: _cm"
- List the main features from top to bottom and prioritise features that cannot be clearly seen in the photographs.

(-) Important Information

Always mention "good fabrics" e.g. silk, leather, cotton, wool.

For blended fabric compositions, e.g. 95% Cotton & 5% Elastane, use "cotton-rich", "blended cotton" when describing the fabric in the listed information part of the description.

Specify amount of stretch in fabric, e.g. minimal stretch, non-stretch, stretch.

Note with white/pale fabrics how sheer it is - specify if it's sheer under light or opaque or lined.

Don't mention "bad" fabrics e.g. viscose, polyester, polyurethane - instead use "leather-look", "leatherette", "faux suede" etc. or talk about the type of fabric e.g. "soft-touch, jersey fabric", "sheer chiffon fabric", "lightweight woven fabric" etc.

Avoid referring to current celebrities by name or using references that will date quickly.

Avoid using words that are generic and vague – please don't use "sexy", "classy".

For more examples of apparel content, please go to www.theiconic.com.au

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Example: Women's Apparel

An amalgamation of traditional and modern elements, **Hansen & Gretel** pieces are inspired by the style classics. Elegant and eternally flattering, their modern dresses and separates are just what you need to build an affordably chic wardrobe that will take you from the daily 9-5 to relaxed weekends with ease.

Our model is wearing a size 1 dress. She usually takes a standard AU 8/Small, is 5'10" (178cm) tall, has an 81cm bust, 88cm hips and a 61cm waist.

- Length: 142cm (size 1)
- Fitted silhouette
- Knitted yarn overlay; generous stretch
- Ivory white shade; partially lined, non-sheer
- Keyhole feature to front
- Unlined, peephole design to arms and past knees
- Flared half-sleeves
- Knee-high side slits
- Low V-backline; slender tie fastening
- Slim black ribbon trim to cuffs and hemline

Example: Men's Apparel

Based in Sydney, menswear label **Staple Superior** delivers wardrobe essentials made with superior grade cotton fabrics, which offer a superior handfeel, strength and lasting quality. With a focus on key styles and shapes that every man needs in his wardrobe, you'll be ready for anything life may throw at you. Whether your look is clean and casual or sharp and sophisticated, Staple Superior has what you need to achieve that effortlessly cool style.

Our model is wearing size 32 pants, and usually takes a size medium/32 pants. He is 6'1.5" (187cm) tall with a 38" (96cm) chest and a 32" (81cm) waist.

- Length: Inside Leg: 68cm; Front Rise: 35cm; Leg Opening: 28cm (size 32)
- Relaxed fit
- Lightweight, stretch cotton
- Sand shade
- Zip fly; belt looped waistband
- Twin hip pockets
- Rear welt pockets
- Cinched, elasticised cuffs; ribbed

Cold machine wash.

Length: Inside Leg: 68cm; Front Rise: 35cm; Leg Opening: 28cm

Material: 98% Cotton & 2% Elastane

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Footwear

Things to Remember!

- Always mention heel measurements and closures, even for men's footwear.
- Low Heels are less than 4cm
- Mid-Heels are between 5cm-7cm
- High Heels are 8cm or more

(-) Important Information

When describing **shoes**, start with the upper then describe the features from the toe to the heel and finish with the outsole. Some brands come in AU/UK/US sizing which needs to be mentioned as the last bullet point. **For more examples of footwear content, please go to www.theiconic.com.au**

Example- Women's Footwear

Celebrated for its affordability and on-trend collections, **Spurr** is designed for the style-savvy shoeaholic. Launched in 2011, the brand stepped into the fashion industry and was quickly recognised for its value and contemporary designs. From summer sandals to killer boots, Spurr shoes will add versatility to your wardrobe and elevate any ensemble.

- Denim upper
- Open toe; almond shape
- Mid-blue wash
- Knotted cross-toe strap
- Wrap-around ankle tie fastening

Inner: Synthetic

Sole: Synthetic

Upper: Textile

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Example- Men's Footwear

With a supple leather construction and perforated panelling, The Corner Dress Shoes by Double Oak Mills are an essential for the modern man.

- Genuine leather upper
- Tan hue
- Snipped toe
- Lace-up fastening
- Perforated panelling on the heel counter
- Small stacked heel

Inner: Synthetic

Sole: Synthetic

Upper: Leather

Accessories

Things to Remember!

- Bags are measured by the height, width and depth, in this format: Hxxcm x Wxxcm x Dxxcm
- Necklaces are measured from the pendant followed by the neck drop (half the length of the necklace): Hxxcm x Wxxcm; Neck Drop:xxcm
- Watches must include the watch face diameter as the first dot point in centimetres.

(-) Important Information

Always say "100% Genuine leather" where possible. Use "gold-toned" or "silver-toned" unless the product is made from real gold or silver.

For more examples of accessories content, please go to www.theiconic.com.au

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Example – Bags

Effortlessly combining street cool and versatility, **PETA & JAIN** offer handbags that will take you from the office to the weekend and everything in between. Crafted from superior materials, each bag is artfully crafted, taking inspiration from the latest international trends.

- Measurements: H19cm x W18cm x D10cm
- Faux leather shell; tan shade
- Front flap with magnetic fastening; metallic ring detail
- Gold-toned metal hardware
- Functional zip details to front
- Internal zip and pouch pockets
- Metallic brand badge to back
- Lined

100% Polyurethane

Example- Watches

With over 150 years of watchmaking experience, **TIMEX** is a veteran among leading watch brands. The brand produces quality, stylish timepieces at an affordable price point, with a focus on redesigned classics that make a bold statement. From the streets to the boardroom, TIMEX has a stylish timepiece to suit your needs.

- Stainless steel 41mm case
- Gold-tone
- Beige dial
- Two-hand mechanism
- Quartz movement
- One-eye sub-dial
- Applied hour markers
- Brown leather strap; buckle fastening
- Comes in presentation box

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Sport

(-) Important Information

Description must be technical and include specific sports suitable for product (where possible).

Features and benefits must be listed e.g. "Climacool fabric technology draws moisture away from your body to keep you cool and dry".

Please include any technical information that makes the product special.

Example 1

American sportswear giant **Nike** has established an inimitable reputation for performance and innovation. Combining a technical understanding of an athlete's needs with a strong eye for style, Nike has become the go-to for professional and amateur athletes alike. With a roster that spans apparel, shoes and accessories suitable for any and every athletic pursuit, Nike has positioned themselves as a leader in their field with an extensive range that encompasses every aspect of a healthy lifestyle. From performance footwear to printed tights to moisture wicking running shorts, their extensive range of athletic products is designed to help keep you at the top of your game.

- Length: 304.8cm
- Ball bearing handles for increased speed
- Non-slip grip handles
- Black and fluorescent orange construction
- Branding to handles

Example 2

The compression fit and moisture-wicking stretch fabric of the **Skins A400 Long Tights** make them the ideal partner for demanding workouts. The flat-lock seams prevent chafing, while the high-rise waist offers support.

Our model is wearing size large tights, and usually takes a size medium/32 pants. He is 6'1" (185cm) tall with a 43" (109cm) chest and a 33 1/2" (85cm) waist.

- Length: Inside Leg: 74cm; Front Rise: 25cm; Leg Opening: 19cm (size large)
- Compression fit
- Smooth, high-stretch fabric
- Moisture wicking technology
- Black shade; grey and dark gold placement prints
- Elastic waistband
- Flat-lock seams
- Elastic cuffs
- Hidden pocket on back waistband

Cold machine wash.

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Premium

Things to Remember!

For premium brands, we require that all product descriptions include original descriptive content, rather than a stock sentence.

The guidelines will be the same as for apparel, footwear or accessories depending on the product, with the exception that these products need to include 2-3 sentences of original descriptive text.

- Description needs to include the product name and brand name. **Both must be bolded.**
- The descriptive product content needs to be original to THE ICONIC.
- Needs to also include all of the elements outlined in the relevant product guidelines (apparel, footwear, accessories or sport).

Example 1 – Women's

At once ethereal and feminine, the **Watercolour A-Line Mini** by Australian designer label **LOVER** is the perfect dress for warm weather soirees this season. The super smooth fabrication is adorned with an exclusive sprawling floral print in a palette of cool mint, forest green and cloud grey. The fluted skirt skims the thighs, lending a playful element to the streamlined silhouette.

Our model is wearing a size AU 8 dress. She usually takes a standard AU 8/Small, is 5'11" (180cm) tall, has a 81cm bust, 86cm hips and a 61cm waist.

- Length: 85cm (size AU 8)
- Body-con fit through torso, waist and hips; fluted skirt
- Smooth, lightweight stretch scuba; unlined
- Cool mint base; LOVER exclusive *Watercolour* floral print
- Round neckline
- Full-length vertical seams through torso
- Sleeveless
- Invisible back zip fastening

Cold hand wash. Drip dry. Cool Iron.

Length: 85cm

Material: 97% Polyester & 3% Elastane

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Example 2 – Women's

Details, Size & Fit



The **Faithful Keeper Shirt Dress** by KITX is the embodiment of modern femininity. It's crafted from a lightweight textured linen and anchored with an elasticised waistline for comfort and a bespoke fit. Slip it on with simple sandals and accessories to complete the look.

Our model is wearing a size AU 8 dress. She usually takes a standard AU 8/Small, is 5'10" (178cm) tall, has an 81cm bust, 88cm hips and a 61cm waist.

- Length: 130cm (size AU 8)
- Regular fit
- Lightweight, textured linen
- Off-white shade
- V-neckline
- Half-length sleeves; rolled cuffs
- Elasticised, ruched waistline
- Three press-stud fastenings on waist
- Button-down from waist to hem
- Partially lined

Cold hand wash.

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Example 1 – Men's

An elevated take on the classic denim shirt, the Polo Ralph Lauren Chambray Shirt is ornamented with the brand's iconic logo embroidered at the chest. The sky-blue shirt is woven from pure cotton, for all-day breathability.

Our model is wearing a size medium shirt, and usually takes a size medium/38 shirt. He is 6'1" (186cm) tall with a 38" (96cm) chest and a 32" (76cm) waist.

- Length: 73cm (size medium)
- Relaxed fit
- 100% Cotton; lightweight and non-stretch
- Light blue chambray tone
- Pointed, buttoned collar
- Button-through design
- Buttoned cuffs
- Applique at chest

Cold machine wash.

Example 2 – Men's

The Scotch & Soda Medium Length Swim Shorts are made from quality swim fabric with a bold Hawaiian floral print. The shorts feature fine mesh briefs for modesty and mesh-lined pockets. Wear yours with a white crew-neck tee when relaxing beach-side.

Our model is wearing size medium boardshorts, and usually takes a size medium/32 pants. He is 6'1" (185cm) tall with a 39" (99cm) chest and a 32" (81cm) waist.

- Length: 40cm (size medium)
- Regular waist; straight leg
- Quality swim fabric
- Tropical floral print
- Navy, neon yellow and orange, teal and cobalt
- Elasticised waistband with drawstring
- Mesh-lined hip pockets
- Welt pocket with Velcro fastening at back
- Navy mesh briefs

Cold hand wash.

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Example 1 – Footwear

A distinctly modern take on the classic, the **Calf Leather Ballerina Pump** by Joseph features a smooth calf leather upper in a statement dark mustard shade and a practical mid-heel. This streamlined design is finished with an exaggerate heel pull tab. Style this premium pair with wide leg trousers and a chunky knit for an undeniably chic look.

- Genuine calf leather upper and lining
 - Dark mustard shade
 - Ballerina pump design
 - Statement heel pull tab
 - Almond toe
 - 6cm rounded block heel; stacked wood-effect
 - Made in Spain
-

Example 2 – Footwear

The **Granet** brogues from **Ted Baker** combine traditional details with a modern tan suede finish. These handsome shoes are crafted from genuine leather and feature classic perforated details, patterned trim, a stacked heel and brown laces.

- Leather upper and lining
- Suede finish
- Thin lace up front
- Traditional brogue detailing
- Stacked heel
- Rubber sole

Example - Accessories

A signature style from Australian bohemian-luxe brand **Camilla**, the **Small Canvas Clutch** features a vibrant print and ample space for your everyday essentials.

- Measurements: H19cm x W27cm x D1cm
- Canvas construction; contrast pink cotton lining
- Vivid print; multicoloured
- Silver-toned hardware
- Zipped main compartment; internal pocket
- Zipped pocket on the front
- Embellished tassel zip pull; detachable lobster clasp
- Designed in Australia

Shell: 100% Polyester; Lining: 100% Cotton

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Model Measurements

In Seller Academy, you will find all the information that you need to produce great SKUs in Seller Center for THE ICONIC.

Please refer to the **PRODUCTION TIPS** doc in Seller Academy for information on model selection, movement and posing, correct default images and RGB values.

If you are unsure of which models to use, you can use the **Model Information _ 2018** google doc, which houses headshots and measurements for all of the models we use regularly in-house at THE ICONIC as a reference. If you do decide to use one of the models in this doc, please ensure that the model measurements added to the content (refer to page 3) are correct, matching the information that is inside Model Information 2018 doc AND the model's agency comp card.

If you are using a model that is not regularly used by THE ICONIC, please ensure that any NEW models are sent in to your accounts team via Zendesk for approval, prior to uploading for QC. Only approved models will be able to pass QC.

Once the model has been approved, images shot and you are uploading the images and content, please ensure that the model measurements added to the content (refer to page 3) are correct, matching the model's agency comp card. For more on the correct structure of model measurements, please refer to page 3.

Things to Remember!

- If you decide to remove the images you have behind a SKU and replace them with images featuring a different model, please make sure that the model measurements are amended in the content as well. It is really important that the model measurements are always up to date and match the model in the images.

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Kids

Things to Remember!

- Features that allow the item to be used/worn past the child's current size. Highlight anything adjustable, customisable or anything that can grow.
- Highlight trans-seasonal qualities of product where relevant - allows child and parent to get more use from product.
- Note if the product is unisex - allows the product to be passed between siblings. Breakdown of traditional gender roles in society/pop culture makes unisex products more appealing to many millennial parents.
- Features that allow for convenience. Highlight fastenings and anything that makes the product easier for parent/child to use, including care instructions.
- Features that promote durability of the product eg. Reinforced seams/feet for crawlers/toddlers.
- Safety features/hazards of the product. Note if any fastenings are unsuitable for infants below a certain age, or whether a product has moveable/removable parts that may pose a choking hazard.
- Avoid words or phrases that could be construed as sexualising/inappropriate for children.

(-) Important Information

Ranges are divided into: Baby (up to 24 months); Toddler (2-4 years) and Girl or Boy (4-8 years).

Content Layout

Descriptive Paragraph

Example: For a wardrobe staple he'll love to wear, look no further than **Country Road's** signature **Twill Cargo Pants**. These soft slim bottoms are designed with a little more room through the seat to accommodate a nappy, while the concealed buttons let you adjust the waistband as they grow. We love the perennial navy blue hue that works just as well with his favourite printed tee as it does with a smart button-down, and the quality stretch cotton fabrication that remains durable and comfortable wash after wash.

Must mention the **Brand** within the first sentence (bolded), and should include key words to help with Search Engine Optimization (SEO).

Brand name should be written in title caps, rather than all lower case, or all upper case.

Acceptable: Classic Tee

Not Acceptable: classic tee or CLASSIC TEE.

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Listed Information

This is where you list all the important elements of the product. Points should be listed in the order below.

Please ensure that you add in as much information as possible.

- Length: (in cm), followed by the sample size in images, e.g. *Length: 12cm (size 00)*
- The type of fit (e.g. relaxed, slim, loose, tight, etc)
- Fabric and/or type of fabric, does it stretch
- Colour of garment
- Safety features/hazards
- Note if product is unisex
- Functional features
- Followed by bullets listing the other main features of the product, e.g. pockets, fastenings, neckline, sleeve types

Composition fabric + Care details – eg. 100% Cotton. Dry clean only.

Example - 1

Keep your little one cute and comfortable all year round in the **Mini Zip-Through Romper by Cotton On Kids**. This on-trend all-in-one is crafted from high quality cotton jersey with softness and stretch for complete comfort without compromising their freedom to move and play. The diagonal two-way zip makes for effortless dressing and quick nappy changes, while the graphic monochrome pattern is a stylish choice for boys and girls alike.

- Length: 50cm (size 00)
- Cotton jersey with stretch; soft, breathable handle
- Black and white mixed spot and stripe print
- Finely ribbed self-bind around collar and cuffs for comfort
- Round collar; enveloped zip casing to prevent irritation
- Diagonal two-way front zip fastening from collar to ankle
- Long sleeves; foldable mitten cuffs on sizes 0000-0
- Full-length leg; textured grip dots to soles for traction and stability

2-3 sentences of descriptive text, showing off the features of the product, whether it is suitable for boys/girls both, the fabric and design.

Dot points including: Length, fabric, design, features, any differences between sizes, functional design/features



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Example - 2

For a wardrobe staple he'll love to wear, look no further than **Country Road's** signature **Twill Cargo Pants**. These soft slim bottoms are designed with a little more room through the seat to accommodate a nappy, while the concealed buttons let you adjust the waistband as they grow. We love the perennial navy blue hue that works just as well with his favourite printed tee as it does with a smart button-down, and the quality stretch cotton fabrication that remains durable and comfortable wash after wash.

- Length: Inside Leg: 30cm; Front Rise: 10cm; Leg Opening: 10cm approx. (size AU 4)
- Slim fit; roomier through seat
- Lightweight cotton twill with stretch
- Navy blue hue
- Elasticised waistband with concealed adjustable buttons to sides of waist
- Belt loops; functional zip fly with single button fastening
- Functional front and back cargo flap pockets; large single button fastenings
- Functional front slant pockets; lined
- Elasticised cuffs

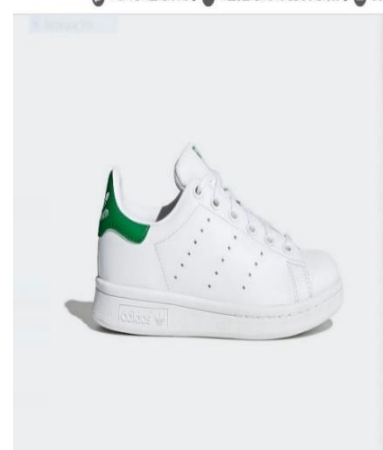


PLEASE NOTE: Sizes 000-2 are free from buttons on pockets.

Example - 3

A sneaker icon, reimagined flawlessly for your mini-me. The unisex **Stan Smith** sneakers are an **adidas Originals** signature, crafted from quality genuine leather that endures even the toughest adventures with ease. An antimicrobial sock liner manages moisture and odour to keep them comfortable and dry, while the textured rubber sole delivers traction when they need it most. Team these trainers with everything from shorts and denim to sugar-sweet skirts for a dose of downsized downtown cool.

- Genuine full grain leather upper
- Soft and comfortable terry cotton lining; faux leather collar trim
- OrthoLite antimicrobial sock liner wicks moisture away and controls odour
- White upper, inner and outsole; green heel counter with white Trefoil logo
- Round toe
- Five-eye lace-up fastening
- Padded collar and tongue
- Rubber outsole for traction



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- Perforated 3-Stripes to sides
- Unisex

Example - 4

Work one of this season's favourite trends into her wardrobe with the **Spot Tie Waist Dress** from **Seed Heritage**. This sweet smock dress offers a relaxed fit that leaves her comfortable and completely free to move all day, while the adjustable drawstring and partially elasticised sides allow the garment to grow as she does. We love the metallic spots and shoulder panels set on fresh white - team with sparkling sandals for a sweet summer look, and layer over her favourite pair of leggings or tights when the temperature cools.

- Length: 43cm (size AU 4)
- Relaxed fit; smock silhouette
- 100% Cotton jersey; lightweight slubbed handle with natural stretch
- White base; navy blue metallic polka dots; metallic gold shoulder panels
- Round neckline; finely ribbed self-bind for comfort
- Cap sleeves
- Functional drawstring waistband; elasticised sides
- Functional hip pockets; lined

VE / CHILD / GIRL (1-10 YRS) / SPOT TIE WAIST DRESS



Example - 5

Bring a little prep to his step with **Witchery's** short sleeved **Marle Polo**. This smart little shirt is crafted from breathable pure cotton pique that delivers enough stretch to keep them comfortable all day long. We love the simple two-button collar and contrasting trims - simply team this top with chino shorts and his go-to sneakers for a combination that channels collegiate cool.

- Length: 35cm (size AU 4)
- Regular fit
- 100% Cotton pique; natural stretch; lightweight and breathable
- Light grey marle shade; red and navy blue trim
- Comfortable ribbed knit polo collar; functional two-button placket
- Short sleeves; ribbed knit cuffs
- Vented sides for ease of movement
- Pull-on entry



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Checklist for Content

There are **19** things to check when you're sending in skus with content to ensure that your products aren't rejected at QC.

Page 1. – Product Information

1. Shop
 - a. **ALL** products should be listed in shop (as well as any relevant additional shops).
2. Product Name
 - a. Your product name should be written in title caps (eg. Classic Tee). Product name should not include the colour of the item or the brand name.
3. Categories
 - a. Please refer to the categories information given to you and add in any and all categories that are applicable.

Product Information | More Product Details | Group | Product Pricing | Images

* Indicates required field

1.

Shop *

The shop type for the frontend
Example: Shop or Sports Only

Brand *

The brand name
Example: W. Cooper & Sons

2.

Name *

Name of the product (no colour, codes or abbreviation)
Example: The Houndstooth Jacket

THE ICONIC Shop SKU TE787AA02OQN-1792990, TE787AA02OQN-1792991, TE787AA02OQN-1792992, TE787AA02OQN-1792993, TE787AA02OQN-1792994

3.

Primary Category

Additional Categories

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THE ICONIC- Marketplace Content Guidelines

Page 2. - More Product Details – Under Supplier to Complete sub-heading

NOTE: Most, if not all, of these fields will be filled in when you do the sku set up.

1. Colour name – The colour name of the product.
2. Colour – Same as above
3. Gender – Please fill in if it is female, male or unisex.
4. Product group
5. Item Category
6. Buying Category
7. Sub Category
8. Year
9. Weight – The weight of the item in grams.
10. Size System

Product Information | **More Product Details** | Group | Product Pricing | Images

* Indicates required field

1. Supplier to Complete

1. Colour Name *
This is the colour that will be displayed in the front end.
Example: Colour displayed on the label - Indigo

2. Colour *
This is the internal colour name
Example: The best colour represented by colour name - Blue

Skusupplierconfig *
Style Code or supplier SKU
Example: THJ01-WHITE

3. Gender *
Gender /Target group
Example: Male

4. Product Group *
Apparel, Footwear, Accessories etc
Example: Apparel

5. Item Category *
Item category specifies if an item belongs to Fashion, Sports, Kids etc
Example: Fashion

6. Buying Category *
Sub-Category maintained by account managers/buyers for reporting purpose
Example: Formal Jackets

Customer Segment *
Customer segment
Example: Fashion

Season *
Season of product
Example: Winter 15 (Main Season)

8. Year *
Year of the season
Example: 2015

9. Weight *
Weight of the product (in kg)

10. Size System
The size system the brand is using
Example: AU

