

# THE ICONIC

E-COMMERCE CONTENT GUIDELINES

# Content Guidelines

## Women's Apparel

- Tops & Shirts
- T-Shirts & Singlets
- Sweats & Hoodies
- Jumpers & Cardigans
- Coats & Jackets
- Denim Jackets
- Dresses
- Skirts
- Jumpsuits & Playsuits
- Jeans
- Pants
- Shorts
- Sports Bras & Crops
- Sports Tights
- Swimwear
- Sleepwear
- Lingerie
- Base Layers

## Men's Apparel

- T-Shirts & Singlets
- Performance T-Shirts
- Shirts & Polos
- Coats & Jackets
- Jumpers & Cardigans
- Pants
- Sweats & Hoodies
- Sleepwear
- Jeans
- Swimwear
- Shorts
- Suits & Blazers
- Underwear

## Product

- Backpacks
- Handbag
- Purse
- Wallet
- Sunglasses
- Watch
- Hats, Caps & Beanies
- Headband & Fascinators
- Scarf
- Necklace
- Ring
- Earrings
- Bracelets
- Sets
- Tie
- Cufflinks
- Belt
- Socks
- Travel & Luggage
- Swimming/Towels
- Keyring

## **Footwear**

- Knee-High Boots
- Heels
- Boots
- Sneakers
- Flats
- Sandals
- Wedges
- Dress Shoes
- Lifestyle Shoes
- Performance Shoes
- Kids Apparel
- Kids Footwear
- Kids Accessories

# Quick Notes

- ***These guidelines are based on significant feedback from our customers on what they want to see.***
- Descriptive content needs to be **unique** to THE ICONIC for optimised SEO for both THE ICONIC and your brand.
- Descriptive content should be written in THIRD PERSON, not first person to avoid confusion for the customer.
- Make sure your dot points are short and sweet and cover off as many features as possible (especially the hidden features!)
- Fabric composition and care instructions should be added to the 'composition' and 'care instructions' boxes
- As a brand, you are responsible for adding/advising of any additional information notes required for your products (slide 4)
- **MUST-HAVES:** Descriptive text, model measurements, garment length, fit of garment, fabric type, colour of garment + all other features.
  - REMEMBER: Adding as much detail as possible has been shown to reduce returns and increase click-through rates.

# Additional Info Notes

- **Sizing Notes** - *To be added underneath dot points, where applicable:*
  - PLEASE NOTE: This style runs large/small, we recommend buying one size up/down for a regular fit.
- **Hygiene Note** - *To be added underneath dot points for Women's swim bottoms/one-pieces:*
  - PLEASE NOTE: This item is sealed for hygiene reasons. It can only be returned if the seal and packaging is intact (unless deemed faulty).
- **No Returns Note** - *To be added underneath dot points for earrings and underwear:*
  - PLEASE NOTE: This item cannot be returned, unless deemed faulty.
- **Beauty Products Note** - *To be added underneath dot points for beauty products:*
  - PLEASE NOTE: This item cannot be returned if opened and/or used.
- **Branded Packaging Note** - *To be added underneath dot points (or within description box if **ICONIC is completing production**), where applicable (for items that are sent with non-ICONIC branded packaging inside **THE ICONIC satchels**):*
  - PLEASE NOTE: This item can only be returned if the branded packaging is intact.
- **Shipping Note** - *To be added (in all caps and bolded) underneath dot points, where applicable (approved by AM):*
  - **PLEASE NOTE: THE ICONIC IS UNABLE TO SHIP THIS ITEM TO NEW ZEALAND.**

# Women's Apparel

# Tops & T-Shirts

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU tee. She is \_cm (\_' \_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit and silhouette
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour; including all-over prints or patterns
- Neckline
- Sleeves; cuffs
- T-Shirt front details; italicising text; describing motifs or placement prints and listing all included colours
- T-Shirt back details
- Hemline



## Example

The **Calli Classic Tee** is cut from breezy cotton jersey and stamped with **Calli's** signature lettering in a muted leopard pattern for an on-trend update.

Our model is wearing a size AU 8 tee. She is 168cm (5'5") tall with an 84cm (33") bust, 64cm (25") waist and 88cm (35") hips.

- Length: 59cm (size AU 8)
- Regular fit
- Pure lightweight cotton jersey; natural stretch; unlined; slight sheerness under light
- Optic white
- Ribbed crew neckline
- Short sleeves; fixed folded cuffs
- Calli. beaded across chest in gold-toned beads
- Straight hemline

# Tops & T-Shirts

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ top. She is \_cm (\_' \_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit and silhouette
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour; including all-over prints or patterns
- Neckline
- Sleeves; cuffs
- T-Shirt front details; italicising text; describing motifs or placement prints and listing all included colours
- T-Shirt back details
- Hemline



## Example

The **Atmos&Here Bella Gingham Top** exudes vintage-style appeal with voluminous sleeves and a ruched waist to accentuate and flatter your figure.

Our model is wearing a size AU 8 top. She is 175.3cm (5'9") tall with a 73.7cm (29") bust, a 58.4cm (23") waist and 83.8cm (33") hips.

- Length: 47cm (size AU 8)
- Regular fit; slightly cropped
- Puckered woven fabric; some sheerness; unlined; non-stretch
- Black and white gingham print
- Rounded scoop neckline
- Long sleeves; ruched cuffs
- Ruched waist

Format

# T-Shirts & Singlets

Example

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ tank. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size\_\_)
- Fit and silhouette
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour; including all-over prints or patterns
- Neckline
- Sleeves; cuffs
- T-Shirt front details; italicising text; describing motifs or placement prints and listing all included colours
- T-Shirt back details
- Hemline



Ideal for your next yoga session, the **Dri-FIT Tank** from **Nike** is infused with the brand's signature performance technology that wicks moisture from the skin for comfortable wear.

Our model is wearing a size small tank. She is 167.6cm (5'6") tall with a 83.8cm (33") bust, a 66.0cm (26") waist and 91.4cm (36") hips.

- Length: 69cm (size small)
- Relaxed fit
- Lightweight ribbed construction with Dri-FIT moisture-wicking technology; some stretch; unlined; slightly sheer under light
- Dusty pale indigo shade
- Ribbed halter-style neckline
- Sleeveless
- Racerback for freedom of movement
- Black Swoosh logo print to the nape
- Curved hemline



# Sweats & Hoodies

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU sweatshirt. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; interior or lining; opacity
- Colour
- Neckline
- Type of sleeves; type of cuffs
- Other details i.e placement print; colour of print
- Hemline



## Example

**Reebok's Hyper Crew Sweatshirt** will make a vibrant update to your streetwear repertoire crafted in pure cotton sweat fabric lined with comfortable terry and cut with a relaxed fit ideal for layering over tees and jogger pants.

Our model is wearing a size small sweatshirt. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 63.5cm (25") waist and 88.9cm (35") hips.

- Length: 75cm (size small)
- Relaxed fit
- Pure cotton sweat fabric; stretch; terry looped lining
- Optic white shade
- Ribbed crew neckline
- Long sleeves; ribbed cuffs
- Ribbed hemline
- Black, green and pink graphic panel to chest with optic white branding

# Sweats & Hoodies

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU hoodie. She is \_cm (\_'\_) tall with a \_cm (\_) bust, a \_cm (\_) waist and \_cm (\_) hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; interior or lining; opacity
- Colour
- Neckline
- Hood; drawstring etc
- Type of sleeves; type of cuffs
- Other details i.e placement print; colour of print
- Hemline



## Example

Spun from a soft cotton-rich jersey with a brushed fleece backing, the **Vol Stone Hoodie** by **Volcom** is a surf-to-street style that offers maximum comfort as the mercury begins to drop.

Our model is wearing a size AU 8 hoodie. She is 180.3cm (5'11") tall with a 83.8cm (33") bust, a 64.8cm (25.5") waist and 90.2cm (35.5") hips.

- Length: 63cm (size AU 8)
- Regular fit
- Soft cotton-rich jersey; brushed fleece backing; ribbed stretch; opaque
- Pale grey marle
- Drawstring hoodie
- Stone logo print with roses
- Long sleeves; ribbed cuffs
- Kangaroo pocket
- Ribbed hemline

# Jumpers & Cardigans

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU jumper. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_ )
- Fit
- Type of knit; weight; amount of stretch; lining (if applicable); opacity
- Colour
- Neckline
- Type of sleeves; type of cuffs
- Other details i.e an intarsia design
- Hemline



## Example

Crafting exquisite pieces with natural textures, **Marle** delivers the **Jo Jumper**. Complete with a ribbed design, this jumper is soft to the touch thanks to its merino blend construction, and knitted in a versatile buff hue, ensuring you'll never want to take it off.

Our model is wearing a size AU 8 jumper. She is 176.5cm (5'9.5") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Length: 72cm (size AU 8)
- Relaxed fit
- Soft merino-blend knit; some stretch; unlined; opaque
- Buff hue
- Ribbed finished
- Drop shoulders; long sleeves
- Ribbed crew neckline
- Ribbed cuffs and hem

# Jumpers & Cardigans

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU cardigan. She is \_cm (\_'") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit and silhouette
- Type of knit; weight; amount of stretch; lining (if applicable); opacity
- Colour
- Front design; open or button fastened
- Type of sleeves; type of cuffs
- Other details i.e pockets, tie belt
- Hemline features



## Example

The **Aubrey Balloon Sleeve Cardigan** by **Atmos&Here** is the perfect lightweight cardigan to slip on and off throughout winter, thanks to its versatile grey shade and voluminous sleeves.

Our model is wearing a size small cardigan. She is 177.8cm (5'10") tall with a 80.0cm (31.5") bust, a 57.2cm (22.5") waist and 91.4cm (36") hips.

- Length: 105cm (size small)
- Relaxed fit; longline
- Soft knitted construction; mid-weight; stretch; minimal sheerness
- Grey melange
- Open front
- Long balloon sleeves; ribbed cuffs
- Hand pockets
- Twin vents at hemline

# Coats & Jackets

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU blazer. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; lining; opacity
- Colour or pattern
- Collar or lapel
- Type of front fastening; button type
- Type of sleeves; type of cuffs
- Pockets
- Hemline; any vents or features; decorative, concealed or open



## Example

The **Dazie Born This Way Check Blazer** will finish off any workplace ensemble, featuring a soft fabrication with a hint of wool and a tonal yellow check print.

Our model is wearing a size AU 8 blazer. She is 167.6cm (5'6") tall with a 76.2cm (30") bust, a 58.4cm (23") waist and 86.4cm (34") hips.

- Length: 71cm (size AU 8)
- Regular fit
- Woven fabric with a hint of wool; non-stretch; lined throughout; opaque
- Black shade with grey and yellow check print
- Notched lapel
- Long sleeves
- Double-breasted design
- Twin flap pockets to front

# Denim Jacket

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU jacket. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; lining; opacity
- Type of wash; fading or whiskering
- Collar
- Type of placket; button type
- Type of sleeves; cuffs
- Chest pockets
- Hip pockets
- Any distressing
- Hemline; any buttons or fastenings; distressing



## Example

Cut in a classic silhouette, the **Baxter Denim Jacket** by **Atmos&Here** is featured in a mid-blue shade with contrasting caramel stitching. Partner the jacket with denim jeans for an 80s-inspired look.

Our model is wearing a size AU 8 jacket. She is 180.3cm (5'11") tall with a 83.8cm (33") bust, a 61.0cm (24") waist and 94.0cm (37") hips.

- Length: 58cm (size AU 8)
- Regular fit
- Pure cotton denim; non-stretch
- Mid-blue shade
- Pointed collar
- Silver-toned button-through front
- Long sleeves; adjustable buttons at cuff
- Twin patch pockets at chest; flap and button closure
- Side pockets
- Straight hemline
- Contrasting caramel stitching

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU gown. She is \_\_cm ( '\_\_" ) tall with a \_\_cm ( '\_\_" ) bust, a \_\_cm ( '\_\_" ) waist and \_\_cm ( '\_\_" ) hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; opacity; lining
- Colour
- Neckline
- Darts to bodice or waist detail if applicable
- Sleeves or straps; fixed or adjustable; cuffs if applicable
- Skirt and hem features; if applicable
- Nape detail if applicable
- Reverse or side fastenings

# Dresses



## Example

Gracefully designed with an artful asymmetrical neckline, the **Amber Drape One-Shoulder Gown** by **Bariano** features a show-stopping silhouette crafted from fluid crepe and finished with moulded cups for shape.

Our model is wearing a size AU 8 dress. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 63.5cm (25") waist and 91.4cm (36") hips.

- Length: 150cm (size AU 8)
- Slim fit
- Mid-weight crepe fabric; lined; non-stretch; opaque
- Black shade
- Sweetheart neckline
- Moulded cups to bodice; internal silicon grip tape for non-slip wear
- Draped single shoulder strap
- Deep side split to skirt
- Invisible zip fastening to centre back

# Dresses

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU dress. She is \_\_cm (\_\_'\_\_") tall with a \_\_cm (\_\_") bust, a \_\_cm (\_\_") waist and \_\_cm (\_\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; opacity; lining
- Colour
- Neckline
- Darts to bodice or waist detail if applicable
- Sleeves or straps; fixed or adjustable; cuffs if applicable
- Skirt and hem features; if applicable
- Nape detail if applicable
- Reverse or side fastenings



## Example

The **Pru Wrap Dress** from **Atmos&Here Curvy** is adorned in textured doobby fabric and features a comfortable elasticised waistline for easy all-day wear.

Our model is wearing a size AU 18 dress. She is 180.3cm (5'11") tall with a 113.0cm (44.5") bust, a 91.4cm (36") waist and 119.4cm (47") hips.

- Length from shoulder: 95cm (size AU 18)
- Slim fit; mini-length; wrapped appearance
- Dobby fabrication; non-stretch; lined throughout; opaque
- Burgundy hue
- V-neckline
- Long sleeves; shirred cuffs
- Elasticised waist; tie feature
- Slightly frilled skirt



## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ skirt. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size\_\_)
- Fit; rise of waist; length
- Type of denim; weight; stretch, lining and opacity
- Colour of wash and finish ie. fading and whiskering; colour of topstitching; colour of hardware
- Type of waistband; fitted or elasticised; belt loops
- Type of fly fastening
- Types of pockets and how many
- Distressing details (if applicable)
- Details to the waist or leg reverse ie. leather brand patch
- Shape of hemline; any distressing

# Skirts



## Example

Exuding street-ready appeal in a washed black handle, The **Denim Skirt** by **Jag** features a stretchy cotton denim construction, high rise waist and raw hemline. Style yours with a vintage tee and ankle boots for insouciant off-duty style.

Our model is wearing a size AU 8 skirt. She is 170.2cm (5'7") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 86.4cm (34") hips.

- Length: 45cm (size AU 8)
- High-rise; mini length
- Stretchy cotton denim; opaque; unlined
- Washed black shade; burnished silver-toned hardware
- Concealed zip with button closure
- Belt-looped waistband
- Functional five-pocket design
- Raw hem
- Yoke to back
- Designed in Australia

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU skirt. She is \_\_\_cm (\_\_\_") tall with a \_\_\_cm (\_\_\_") bust, a \_\_\_cm (\_\_\_") waist and \_\_\_cm (\_\_\_") hips.

- Length: \_\_\_cm (size\_\_\_)
- Fit; rise of waist; length
- Fabric; stretch, lining and opacity
- Type of waistband; fitted or elasticised; belt loops
- Types of pockets and how many
- Details to the waist or leg reverse ie. leather brand patch
- Shape of hemline

# Skirts



## Example

The **Atmos&Here Pleated Midi Skirt** is the ultimate day-to-night silhouette cast in a playful leopard print.

Our model is wearing a size AU 8 skirt. She is 176.5cm (5'9.5") tall with a 82.6cm (32.5") bust, a 62.2cm (24.5") waist and 88.9cm (35") hips.

- Length: 76cm (size AU 8)
- A-line silhouette; high-waisted; midi-length
- Lightweight crepe de Chine; non-stretch; unlined; opaque
- Khaki brown, dark brown and black leopard print
- Elasticised ruched waistband with drawstring
- Accordion pleating through skirt

# Jumpsuits & Playsuits

## Format

## Example

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ Jumpsuit. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: Inside Leg: \_\_cm; Front Rise (from waist or shoulder): \_\_cm; Leg Opening: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; opacity; lining
- Colour
- Neckline
- Sleeves; length and style
- Waist detailing; if applicable
- Hem features; if applicable
- Rear detailing and fastenings

*Note:*

Jumpsuit = long legs

Playsuit = short legs



Renowned for their use of innovative textiles and beautiful prints, the **Tigerlily** brand represents beauty, strength, individuality and confidence. The **Andina Jumpsuit** is adorned in a bohemian-inspired pattern and finished with playful ruffle trims that succinctly encapsulate the ubiquitous 70s tone of the moment.

Our model is wearing a size AU 8 jumpsuit. She is 170.2cm (5'7") tall with a 78.7cm (31") bust, a 59.7cm (23.5") waist and 91.4cm (36") hips

- Length: Inside Leg: 78cm; Front Rise (from waist): 34cm; Leg Opening: 72cm (size AU 8)
- Fitted bodice; wide leg
- Stretchy woven fabrication; lightweight; non-stretch; opaque; unlined
- Rust shade; all-over beige peacock motif
- V-neckline
- Flutter sleeves; finished at elbow
- Ruching to centre-front; adjustable drawcord
- Empire waist
- Flared, pleated hems

# Jumpsuits & Playsuits

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ playsuit. She is \_cm (‘\_’”) tall with a \_cm (‘\_’”) bust, a \_cm (‘\_’”) waist and \_cm (‘\_’”) hips.

- Length: \_cm (size x) (measured as high point shoulder to hem)
- Fit
- Type of material; weight; amount of stretch; opacity; lining
- Colour
- Neckline
- Sleeves; length and style
- Waist detailing; if applicable
- Hem features; if applicable
- Rear detailing and fastenings

### Note:

Jumpsuit = long legs

Playsuit = short legs

## Example

Designed for women with an edge, **Elliatt** delivers high-end quality pieces that won't break the bank. Channel new notions of femininity with the **Deja Vu Playsuit**. Cut from a lightweight crepe with tonal striped stitch detailing, the playsuit drapes fluidly over the form for a relaxed yet refined allure.

Our model is wearing a size small playsuit. She is 175.3cm (5'9") tall with a 82.6cm (32.5") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Length: 76cm (size small)
- Relaxed fit; mini length
- Lightweight crepe; textural stripe stitching throughout; non-stretch; lined; opaque
- Midnight navy hue
- Dipped V-neckline
- Long blouson sleeves; elasticised cuffs
- Elasticised waist; belt loops and removable waist tie
- Frilled hemline
- Concealed zip back closure



## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ jeans. She is \_cm (\_'") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size\_\_)
- Fit and silhouette
- Type of fibres and type of denim; weight, stretch, lining and opacity properties
- Colour of wash and the finish ie. fading, distressed rips and whiskering; colour of topstitching; colour of hardware
- Type of waistband; fitted or elasticised; belt-loop details or drawstrings
- Type of fly fastening
- Types of pockets and how many
- Details through the leg front ie. knee rips or defined seam stitching
- Cut of the cuffs
- Details to the waist or leg reverse ie. leather brand patch



# Jeans

## Example

The **AG Adriano Goldschmied Farrah Skinny Ankle Jeans** will serve you well, season after season. Cut to form a mid-rise, skinny-leg fit, the jeans are figure-flattering. Wear yours around the clock with jersey tees and statement sneakers.

Our model is wearing size 26 jeans. She is 176.5cm (5'9.5") tall with a 81.3cm (32") bust, a 63.5cm (25") waist and 91.4cm (36") hips.



- Length: Inside Leg: 70cm; Front Rise: 24cm; Leg Opening: 26cm (size 26)
- Mid-rise, skinny-leg fit
- Stretch cotton denim
- Medium blue wash; subtle whiskering
- Belt loops; zip fly
- Classic five-pocket design
- Burnished silver-toned hardware
- Split hems

# Pants

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_\_ pants. She is \_\_cm ( '\_\_" ) tall with a \_\_cm ( '\_\_" ) bust, a \_\_cm ( '\_\_" ) waist and \_\_cm ( '\_\_" ) hips.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size \_\_)
- Fit and silhouette
- Fabric, stretch, lining and opacity properties
- Colour of garment and any hardware
- Type of waistband; fitted or elasticised; belt-loop details or drawstrings
- Type of fly fastening
- Types of pockets and how many
- Details through the leg front ie. knee rips or defined seam stitching
- Cut of the cuffs
- Details to the waist or leg reverse ie. leather brand patch



## Example

Adorned in a rich caramel hue, the **Atmos&Here Frankie Culotte Pants** have been cut in the ubiquitous wide leg silhouette of the season, in a pared-back design that exudes modern minimalist appeal.

Our model is wearing size AU 8 pants. She is 175.3cm (5'9") tall with a 73.7cm (29") bust, a 58.4cm (23") waist and 83.8cm (33") hips.

- Length: Inside Leg: 64cm; Front Rise: 32cm; Leg Opening: 56cm (size AU 8)
- High waist; wide leg; crop
- Lightweight woven fabrication; some stretch; opaque; unlined
- Rich caramel hue
- Concealed zip; dual button closure
- Belt-looped waistband
- Twin front pockets
- Darts to back

# Pants

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ pants. She is \_cm (\_' \_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size \_\_)
- Fit and silhouette
- Fabric, stretch, lining and opacity properties
- Colour of garment and any hardware
- Type of waistband; fitted or elasticised
- Types of pockets and how many
- Details through the leg front
- Cut of the cuffs
- Details to the waist or leg reverse



## Example

The **ID Striker Pants** by **adidas Performance** feature a simple design with adjustable zipped hems for greater movement during your workout.

Our model is wearing size small pants. She is 175.3cm (5'9") tall with a 83.8cm (33") bust, a 66.0cm (26") waist and 91.4cm (36") hips.

- Length: Inside Leg: 71cm; Front Rise: 31cm; Leg Opening: 26cm (size small)
- Regular tapered fit; slimmer through the leg opening
- Cotton-blend double-knit; opaque; unlined; natural stretch
- Ink black; white 3-Stripes on sides of legs
- Elasticised waistband; drawstring
- Straight hem; zip adjustment
- Twin zipped hip pockets

# Shorts

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shorts. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_cm (size AU \_)
- Fit
- Fabric, stretch, lining and opacity properties
- Colour of garment and any hardware
- Type of waistband; fitted or elasticised; belt-loop details or drawstrings
- Type of fly fastening
- Types of pockets and how many
- Details through the leg front ie. knee rips or defined seam stitching
- Cut of the cuffs
- Details to the waist or leg reverse ie. leather brand patch



## Example

The **Dorothy Perkins Boy Fit Shorts** are the perfect denim style for summer. The powder pink wash offers a fun-loving look and the boyfriend fit will add edge to your band tees and sneakers.

Our model is wearing size UK 8 shorts. She is 170.2cm (5'7") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Length: 28cm (size UK 8)
- Boyfriend fit
- Pure cotton denim; rigid
- Powder pink wash
- Belt-looped waistband
- Silver-toned shank and zip-fly fastening
- Five-pocket design
- Rolled cuffs; fixed



# Shorts

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shorts. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_cm (size AU \_)
- Fit
- Fabric, stretch, lining and opacity properties
- Colour of garment and any hardware
- Type of waistband; fitted or elasticised
- Types of pockets and how many
- Details through the leg front
- Details to the waist or leg reverse



## Example

Crafted from a moisture-wicking Dri-FIT fabrication, the **Nike Pro 3" Shorts** boast an incredibly elasticity that allow for maximum movement and flexibility.

Our model is wearing size small shorts. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 63.5cm (25") waist and 91.4cm (36") hips.

- Length: 26cm (size small)
- Second-skin fit
- Nike Pro stretch performance fabric with Dri-FIT technology; moisture-wicking and quick-drying; generous stretch; unlined; opaque
- Neon fuchsia shade with pastel orange contrast
- Elastic waistband with contrast jacquard branding
- Swoosh logo to lower leg
- Flat-locked seams

# Sports Bras & Crops

## Example

### Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shorts. She is \_cm (\_'\_) tall with a \_cm (\_) bust, a \_cm (\_) waist and \_cm (\_) hips.

- Suitable for \_ cup sizes
- Fit
- Fabric; stretch; technology (moisture-wicking, stretch etc)
- Colour; details
- Neckline
- Design at back
- Underbust details; any padding, hooks, elasticised, etc



The **Ombre Racerback Sports Bra** from **Calvin Klein Performance** has been crafted from quick-drying performance fabric, offering multi-way stretch that moves with you through every workout.

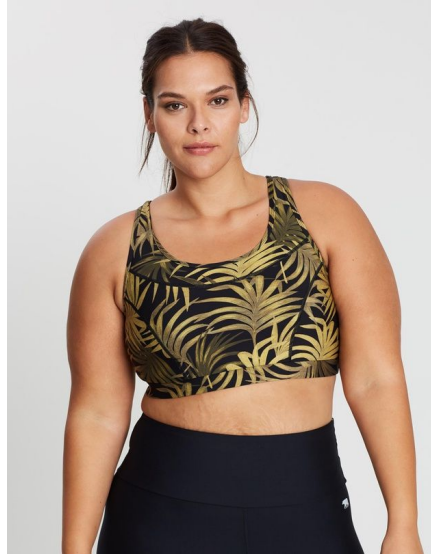
Our model is wearing a size small sports bra. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Suitable for A-C cup sizes
- Fitted design
- Cotton-rich performance fabric with mesh inserts; multi-way stretch; quick-drying; opaque
- Lined throughout
- Black hue with contrast peony pink ombre print
- Scoop neckline
- Text logo print across front
- Flatlock seams
- Moulded, removable cup padding
- Elastic under-bust band
- Racerback design
- Mesh panelling to back
- Metallic silver logo text print to back
- Pull-over design

# Sports Crop

## Format

- Fit (no length, due to amount of stretch)
- Type of technical fabrication; any patented technology; performance properties; amount of stretch; lining; opacity
- Colour
- Neckline
- Straps; (adjustable or fixed? wide or slim?)
- Any additional details i.e. seams; cut-outs
- Brand print (could be reflective)
- Underbust band or hemline



## Example

- Fitted; cropped
- RB Runway performance fabrication with moisture-wicking technology and UV protection; generous stretch; lined; opaque
- Black base with lime green palm print
- Scoop neckline
- Flat-locked seam panelling to reduce chafe
- Racerback straps
- Cut-out detail to back for breathability
- Elastic underbust band

**Categories:** Clothing > Sports Crops & Bras > Crop Tops

# Sports Tights

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shorts. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size\_\_)
- Fit
- Fabric; stretch; technology (moisture-wicking, stretch etc)
- Colour; details
- Waist cut; any elastics; pockets; cut at ankle
- Seams
- Technology in garment; panelling etc



## Example

Detailed with floral motifs and mesh panelling, bring your workout wardrobe up to date with **MOVEMAMI's** ultra-supportive and stylishly considered **Maya Leggings**.

Our model is wearing a size small tights. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Length: Inside Length: 63cm; Front Rise: 26cm; Leg Opening: 24cm (size small)
- Fitted second-skin design; high-rise
- Smooth performance fabric; four-way stretch; moisture-wicking
- Dusty lilac hue
- Wide, supportive waistband; lined
- Anti-irritation flat-lock seams
- Cut-out floral motifs
- Sheer mesh panelling
- In-seam pockets to side of thighs
- Silver-toned logo to the back of waist

## Format

Descriptive text + Model measurements

Top/ Shirt/ Cami:

- Length: \_\_ (size\_\_)
- Fit and silhouette
- Type of fabric and type of fibres; stretch, weight, lining and opacity properties
- Colour and finish ie. all-over prints or sheen
- Neckline cut and/or collar
- Sleeves; cuffs
- Details through front ie. buttons, pockets, darts
- Details through back ie. yokes, darts, pleats
- Hemline ie. cut and slits, vents and trims

Shorts/ Pants:

- Length: \_\_ (size\_\_) \*from side seam if shorts; three-way measurements if pants
- Fit and silhouette
- Type of fabric and type of fibres; stretch, weight, lining and opacity properties
- Colour and finish ie. all-over prints or sheen
- Waistband ie. fitted or elasticised; adjustable drawstring features
- Details through leg front ie. pockets and trim
- Details through leg reverse ie. pockets and trim
- Type of cuffs ie. cut and trim

# Sleepwear



## Example

Flourishing since inception, Papinelle offers women of all ages delicate, ornate and feminine sleep and loungewear. Crafted from pure silk the Silk Shortie Set is a luxuriously soft sleep ensemble that will have you dreaming of Parisian weekends spent indulging inside vine-covered terraces, sipping fresh coffee. The vintage pink hue exudes playful femininity with its luminous sheen. These pyjamas create an ethereal soft silhouette that will have you waking up on cloud nine.

Our model is wearing a size small set. She is 175.3cm (5'9") tall with a 83.8cm (33") bust, a 66.0cm (26") waist and 91.4cm (36") hips.

- Length: Cami: 60cm; Shorts: 26cm (size small)
- Relaxed fit
- Lightweight pure silk; non-stretch; unlined; slightly sheer under light
- Vintage pink hue
- Collared neckline
- Button-through front placket; woven vintage pink buttons
- Patch pocket to left chest
- Short sleeves; fixed rolled cuffs
- Side slits to hemline
- Adjustable drawcord closure; elasticised
- Side curved hemline
- Designed in Australia

# Swimwear

## Format

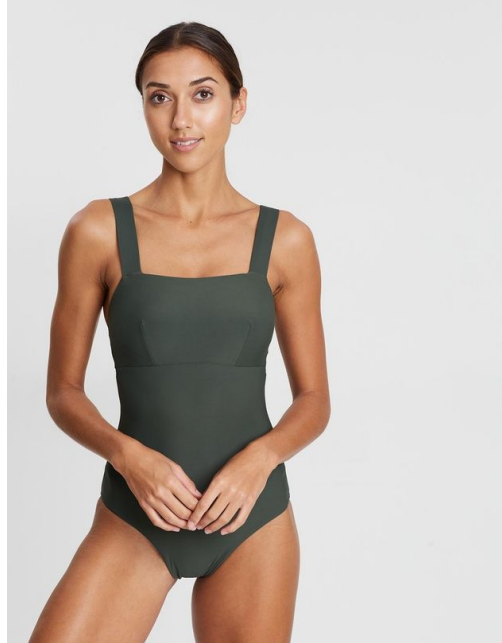
Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ one-piece. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Suitable for \_ cup sizes
- Fabric, stretch, lining, opacity
- Colour and finish
- Neckline cut and/or collar
- Details on any removable cups/padding, extra support/features
- Cut of swimsuit

## Fabric composition

**ADD THIS NOTE:** PLEASE NOTE: This item is sealed for hygiene reasons. It can only be returned if the seal is intact (unless deemed faulty).



## Example

The **Bondi Born Aerin II One-Piece** is pulled together by a minimal square-neck design. Through the combination of its invisible under-bust support and unique Sculpteur™ fabric, the one-piece fits like a glove, supporting, smoothing and sculpting the body beautifully, while at the same time, feeling soft and lightweight against the skin.

Our model is wearing a size AU 8 one-piece. She is 180.3cm (5'11") tall with a 81.3cm (32") bust, a 63.5cm (25") waist and 91.4cm (36") hips.

- Suitable for D+ cup sizes
- Smooth, stretch swim fabric; double lined
- Moss green shade
- Squared neckline
- Wide shoulder straps
- Removable padded cups
- Invisible under-bust support
- High-cut leg
- Made in Australia

PLEASE NOTE: This item is sealed for hygiene reasons. It can only be returned if the seal is intact (unless deemed faulty).

# Swimwear

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ bikini. She is \_cm (\_'\_) tall with a \_cm (\_) bust, a \_cm (\_) waist and \_cm (\_) hips.

- Suitable for \_ cup sizes
- Fabric, stretch, lining, opacity
- Colour and finish
- Neckline cut and/or collar
- Details on any removable cups/padding, extra support/features
- Cut of swimsuit

Fabric composition

**ADD THIS NOTE:** PLEASE NOTE: This item is sealed for hygiene reasons. It can only be returned if the seal is intact (unless deemed faulty).



## Example

Handcrafted in England, **Hunza G's Gloria Bikini Set** is cut to a classic bandeau and brief design with a unique crinkled texture and trending tortoiseshell-effect ring accents.

Our model is wearing a one-size-fits-most set. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 63.5cm (25") waist and 91.4cm (36") hips.

- Best suited for sizes UK 6 to 14
- Fitted two-piece design; bandeau top; hipster briefs
- Shirred crinkle swim fabrication with generous stretch; unlined
- Metallic bronze hue
- Strapless slip-on design
- Tortoiseshell-effect resin rings to centre of chest and hips
- Medium coverage to rear
- Made in England

# Lingerie

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ bra. She is \_cm (\_'\_) tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Suitable for \_ cup sizes
- Fabric, stretch, lining, opacity
- Colour and finish
- Neckline cut and/or collar
- Details on any removable cups/padding, extra support/features
- Bonding, finishes, fastenings



## Example

Made from sheer stretch lace, the **Pom Pom Lace Bra** from **Calvin Klein** will be a playful and feminine addition to your lingerie collection.

Our model is wearing a size small bra. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Suitable for A-C cup sizes
- Sheer stretch lace fabrication
- Ivory hue
- Embroidered pattern throughout; shades of white, pink, orange, and pink
- Soft moulded cups
- Scalloped edges
- Adjustable elasticised shoulder straps; lustrous finish
- Flexible boning to sides for added structure and support
- Hook and eye fastenings to back
- Unlined



# Lingerie

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ briefs. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Rise, fit, silhouette
- Fabric, stretch, lining, opacity
- Colour and finish
- Details on any finishes, fastenings etc



## Example

Detailed with splashes of playful colour, the **Pom Pom Lace Briefs** from **Calvin Klein** are delicate and feminine.

Our model is wearing size small briefs. She is 177.8cm (5'10") tall with a 81.3cm (32") bust, a 61.0cm (24") waist and 88.9cm (35") hips.

- Mid-rise waist; bikini silhouette
- Sheer stretch floral lace
- Ivory shade
- Elasticised lace; cut-out lace trim
- Embroidered pattern throughout; shades of white, pink, orange, and blue
- Scalloped edges
- Lined gusset

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU    top. She is   cm (  '  ") tall with a   cm (  " ) bust, a   cm (  " ) waist and   cm (  " ) hips.

- Length:   cm (size   )
- Fit and silhouette
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour; including all-over prints or patterns
- Neckline
- Sleeves; cuffs
- Front details; italicising text; describing motifs or placement prints and listing all included colours
- Back details
- Hemline

# Base Layers



## Example

Global lifestyle label **RVCA** offers an extensive range of artist-driven clothing, sportswear and accessories for men and women. From skate-inspired jersey basics to sweat-ready activewear, no weekend wardrobe should be without a slice of RVCA.

Our model is wearing a size small top. She is 180.3cm (5'11") tall with a 83.8cm (33") bust, a 61.0cm (24") waist and 91.4cm (36") hips.

- Length: 60cm (size small)
- Compression fit
- Dense four-way stretch performance fabric; unlined
- Black shade
- Round neckline
- Long raglan sleeves
- Contrast print branding to chest, nape and sleeve
- Flat-locked seams for non-chafe wear
- Anti-microbial Bac Out fabric; moisture-wicking

# Men's Apparel

# T-Shirts & Singlets

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ tee. He is \_cm (\_'\_) tall with a \_cm (\_") chest and \_cm (\_") waist.

- Length: \_\_cm (size\_\_)
- Fit and silhouette
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour; including all-over prints or patterns
- Neckline
- Sleeves; cuffs
- Front details; italicising text; describing motifs or placement prints and listing all included colours
- Back details
- Hemline



## Example

Spun from soft cotton jersey with a classic crew silhouette and striped design, the **Short Sleeve Pocket T-Shirt** by **Gap** is an everyday staple that will slip seamlessly into your tee rotation.

Our model is wearing a size medium t-shirt. He is 185.4cm (6'1") tall with a 96.5cm (38") chest and a 76.2cm (30") waist.

- Length: 72cm (size medium)
- Regular fit
- Pure cotton jersey; natural stretch; opaque
- Cobalt blue shade; white, pink, red and sky blue stripes
- Ribbed crew neckline
- Patch pocket to chest
- Short sleeves

# T-Shirts & Singlets

### Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU **\_top**. He is **\_cm** (**\_'****\_"**) tall with a **\_cm** (**\_"**) chest and **\_cm** (**\_"**) waist.

- Length: **\_cm** (size**\_**)
- Fit and silhouette
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour; including all-over prints or patterns
- Neckline
- Sleeves; cuffs
- Front details; italicising text; describing motifs or placement prints and listing all included colours
- Back details
- Hemline



### Example

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.

Our model is wearing a size medium top. He is 185.4cm (6'1") tall with a 99.1cm (39") chest and a 81.3cm (32") waist.

- Length: 70cm (size medium)
- Regular fit
- Moisture-wicking Dri-FIT fabric; stretchy; lightweight
- Black shade
- Ribbed collar
- Half-zip design offers adaptable coverage
- Long sleeves with thumbholes
- Reflective Swoosh logo on the chest

# Performance T-Shirt

## Format

- Length: \_\_cm (size \_\_)
- Fit
- Type of technical fabrication; any patented technology; performance properties; amount of stretch; opacity
- Colour
- Neckline
- Type of sleeves
- Any additional details i.e. seams
- Prints and branding (could be reflective)
- Hemline; could be vented or dipped



## Example

- Length: 72cm (size medium)<br />
- Regular fit<br />
- Lightweight cotton-rich jersey with dri-FIT moisture-wicking technology; breathable; generous stretch<br />
- Teal hue<br />
- Crew neckline<br />
- Short sleeves<br />
- Flat-locked seams to reduce chafe<br />
- Graphic cut-mark Swoosh print to front-left; white shade<br />
- Vented hem for increase range of movement

# Shirts & Polos

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shirt. He is \_cm ( \_' \_") tall with a \_cm ( \_") chest and \_cm ( \_") waist.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; lining (if applicable); opacity
- Colour or pattern
- Collar
- Type of placket; button type
- Type of sleeves; cuffs (if applicable)
- Pocket (if applicable)
- Reverse yoke features (if applicable)
- Hemline shape; any vents or steps



## Example

Fusing contemporary silhouettes with timeless designs, **Rochambeau** bring you the **Pocket Short Sleeve Shirt**. Boasting a striking salmon pink shade and rendered in a silky fabrication, this shirt completes any casual ensemble.

Our model is wearing a size medium shirt. He is 182.9cm (6'0") tall with a 94.0cm (37") chest and a 76.2cm (30") waist.

- Length: 70cm (size medium)
- Relaxed fit
- Lightweight silky fabrication; non-stretch; unlined; opaque
- Salmon pink hue
- Pointed collar
- Button-through front
- Patch pocket to chest
- Short sleeves
- Back yoke

# Shirts & Polos

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shirt. He is \_cm (\_'\_") tall with a \_cm (\_'") chest and \_cm (\_'") waist.

- Length: \_\_cm (size \_\_ )
- Fit
- Type of material; weight; amount of stretch; lining (if applicable); opacity
- Colour or pattern
- Collar
- Type of placket; button type; any taping features
- Type of sleeves; type of cuffs
- Pocket (if applicable)
- Reverse yoke features
- Hemline shape; any gussets, vents or steps



## Example

British-based label **Burton Menswear** caters to every corner of the modern man's wardrobe. Taking the classic polo and giving it their own spin, the **Jacquard Collar Polo** is a contemporary take on the wardrobe staple. Rendered in a white shade, this polo is crafted from pure cotton jersey and features jacquard detailing to the collar and cuffs.

Our model is wearing a size 3XL polo. He is 195.6cm (6'5") tall with a 116.8cm (46") chest and a 106.7cm (42") waist.

- Length: 80cm (size 3XL)
- Regular fit
- Pure cotton jersey; natural stretch; sheer under light
- Optic white base shade; dark grey collar and cuffs with white speckled detail
- Jacquard collar and cuffs
- Ribbed collar; three-button placket; dark grey buttons
- Short sleeves; ribbed cuffs
- Branded tag to left side
- Straight hemline



# Shirts & Polos

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shirt. He is \_cm (\_'\_) tall with a \_cm (\_) chest and \_cm (\_) waist.

- Length: \_\_cm (size \_\_ )
- Fit
- Type of material; weight; amount of stretch; lining (if applicable); opacity
- Colour or pattern
- Collar
- Type of placket; button type; any taping features
- Type of sleeves; type of cuffs
- Pocket (if applicable)
- Reverse yoke features
- Hemline shape; any gussets, vents or steps



## Example

The perfect blend of sophistication and style, the **Brando Shirt** is sure to make a superb addition to your wardrobe. This **Academy Brand** shirt features a clean design with a baby blue hue that's sure to compliment any look, smart or casual.

Our model is wearing a size medium shirt. He is 185cm (6'1") tall with a 96cm (38") chest and a 80cm (31.5") waist.

- Length: 75cm (size medium)
- Regular fit
- 100% Cotton; non-stretch
- Baby blue; off-white buttons
- Button-down collar
- Long sleeves
- Buttoned cuffs

# Coats & Jackets

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ jacket. He is \_cm (\_'\_) tall with a \_cm (\_) chest and \_cm (\_) waist.

- Length: \_\_cm (size \_\_)
- Fit
- Type of shell material; technology; weight; amount of stretch; lining; opacity
- Colour
- Hood (if applicable); hood lining; drawstring if any
- Type of front fastening; any zip guard
- Type of sleeves; cuffs
- Internal and external pockets
- Ventilation points if any i.e. yoke, sides, sleeves
- Hemline; drawstring or elastic if any



## Example

Insulated with ultra-lightweight LifaLoft® technology and finished with a puffer style body, the **LifaLoft Hybrid Insulator Jacket** by **Helly Hansen** is equipped for any activity you have in store.

Our model is wearing a size medium jacket. He is 185.4cm (6'1") tall with a 94.0cm (37") chest and a 81.3cm (32") waist.

- Length: 69cm (size medium)
- Regular fit
- Smooth, lightweight shell; fleece lining
- Stretch fabrication through arms
- Navy with camouflage design through body
- Zip-through front
- Funnel collar
- Twin zip pockets to front
- Long sleeves
- Branded patch to left chest; black
- LifaLoft® technology for weightless insulation

# Coats & Jackets

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ jacket. He is \_cm ( \_' \_") tall with a \_cm ( \_") chest and \_cm ( \_") waist.

- Length: \_\_cm (size \_\_ )
- Fit
- Fabric; amount of stretch; lining; opacity
- Colour
- Type of front fastening
- Type of sleeves; cuffs
- Internal and external pockets
- Hemline; drawstring or elastic if any



## Example

Tap into the resurgence of Americana style with the **Tommy Hilfiger Icon Cotton Harrington Jacket**. Style the flag-adorned twill jacket over black chinos and low-top sneakers.

Our model is wearing a size medium jacket. He is 188.0cm (6'2") tall with a 96.5cm (38") chest and a 81.3cm (32") waist.

- Length: 69cm (size medium)
- Relaxed fit
- Cotton-rich twill; non-stretch; lined; opaque
- Sand brown hue
- Stand-up collar with polished wood-look button fastening
- Navy, red and white-stripped jacquard collar lining
- Zip-through front
- Long raglan sleeves
- Embroidered monogram brand flag to the left sleeve
- Navy, red and white-stripped ribbed cuffs
- Dual snap-fastened hand pockets
- Dual internal snap-fastened pockets
- Herringbone ribbed hem

# Jumpers & Cardigans

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ jacket. He is \_cm (\_") tall with a \_cm (\_") chest and \_cm (\_") waist.

- Length: \_\_cm (size \_\_)
- Fit
- Fabric; amount of stretch; lining; opacity
- Colour; prints
- Neckline
- Type of sleeves; cuffs
- Hemline; drawstring or elastic if any



## Example

The **Mondrian Knit Jumper** by **Afends** nods to the Cubist painter Piet Mondrian, courtesy of the intarsia shapes to the arms which add a postmodern outlook to any edit.

Our model is wearing a size medium sweatshirt. He is 182.9cm (6'0") tall with a 94.0cm (37") chest and a 76.2cm (30") waist.

- Length: 74cm (size medium)
- Relaxed fit
- Organic cotton knit; natural stretch; opaque; unlined
- Black hue; intarsia shapes to arms and back in red, blue and yellow
- Ribbed crew neckline
- Long sleeves; ribbed cuffs
- Ribbed hemline

# Jumpers & Cardigans

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_\_ jacket. He is \_\_cm (\_\_' \_\_") tall with a \_\_cm (\_\_") chest and \_\_cm (\_\_") waist.

- Length: \_\_cm (size \_\_)
- Fit
- Fabric; amount of stretch; lining; opacity
- Colour; prints
- Neckline
- Type of sleeves; cuffs; buttons
- Hemline; drawstring or elastic if any



## Example

A polished wardrobe classic, the **Marine Cardi Knit** by **Academy Brand** offers a chunky pure cotton cable knit finished with a smart shawl collar and branded wooden buttons for sophisticated weekend dressing.

Our model is wearing a size large cardigan. He is 186.7cm (6'1.5") tall with a 95.3cm (37.5") chest and a 80.0cm (31.5") waist.

- Length: 79cm (size large)
- Relaxed fit
- Chunky cable knit; pure cotton; natural stretch
- Warm ivory white shade
- Ribbed shawl collar
- Button-through front; wooden buttons
- Long sleeves; ribbed cuffs
- Patch pockets to front
- Ribbed hemline

# Pants

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ jacket. He is \_cm (\_'\_) tall with a \_cm (\_") chest and \_cm (\_") waist.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size\_\_)
- Fit and length
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour
- Type of waistband; fitted or elasticised; belt-loop details
- Type of fly fastening
- Types of front pockets and how many
- Details through the leg front ie. leg creases, pleating or darts
- Cut of the cuffs
- Details to the waist or leg reverse ie. back pockets



## Example

Smartly tailored to a slim tapered fit, **The Bruzer Pants** by **3 Wise Men** will add a polished appeal to work days and special soirees alike with their textured navy herringbone suiting fabric.

Our model is wearing size 32 chinos. He is 188.0cm (6'2") tall with a 96.5cm (38") chest and a 81.3cm (32") waist.

- Length: Inside Leg: 82cm; Front Rise: 25.5cm; Leg Opening: 35cm (size 32)
- Slim tapered fit
- Textured cotton suiting with slight stretch; unlined; opaque
- Navy herringbone
- Belt-looped waistband
- Zip fly and button fastening
- Side angled pockets
- Welt pockets to rear

# Pants

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ jacket.  
He is \_cm (\_'\_) tall with a \_cm (\_") chest and \_cm (\_") waist.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size\_\_)
- Fit and length
- Type of fibres and type of fabric; weight, stretch, lining and opacity properties
- Colour
- Type of waistband; fitted or elasticised; belt-loop details
- Type of fly fastening
- Types of front pockets and how many
- Details through the leg front ie. leg creases, pleating or darts
- Cut of the cuffs
- Details to the waist or leg reverse ie. back pockets



## Example

Australian label **SABA** excels at creating polished pieces that meld restrained minimalism with modern tailoring, with a view to producing designs that stand the test of time. The **Baxter Chino Pants** are such an offering, with a modern, slim-fit silhouette and comfortable stretch cotton sateen construction. Rendered in a versatile light beige shade, the pair are the perfect partner to printed shirts for a smart, off-duty look.

Our model is wearing size 32 pants. He is 185.4cm (6'1") tall with a 96.5cm (38") chest and a 76.2cm (30") waist.

- Length: Inside Leg: 77cm; Front Rise: 27cm; Leg Opening: 34cm (size AU 32)
- Slim fit
- Sateen cotton fabric; minimal stretch
- Soft beige hue
- Belt loops
- Zip and clip fastening
- Twin hand pockets
- Rear welt pockets

# Sweats & Hoodies

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ hoodie. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; interior or lining; opacity
- Colour
- Neckline
- Hood; drawstring etc
- Type of sleeves; type of cuffs
- Other details i.e placement print; colour of print
- Hemline



## Example

Made from cosy fleece jersey, the **Axe Slouch Hoodie** from **Thrills** will quickly become your weekend essential.

Our model is wearing a size medium hoodie. He is 185.4cm (6'1") tall with a 94.0cm (37") chest and a 78.7cm (31") waist.

- Length: 72cm (size medium)
- Slightly relaxed fit
- Mid-weight cotton fleece; minimal stretch
- Dark charcoal grey shade
- Drawstring hood
- Cracked white printed logo to chest
- Long sleeves; ribbed cuffs
- Kangaroo pouch to front
- Ribbed hemline



# Sweats & Hoodies

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ sweatshirt. She is \_cm (\_'") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of material; weight; amount of stretch; interior or lining; opacity
- Colour; print; write out text prints in italics
- Neckline
- Type of sleeves; type of cuffs
- Other details i.e placement print; colour of print
- Hemline



## Example

Imbued with **Reebok's** heritage athletic charm, the **Classics Vector Piped Crew Sweatshirt** is finished with the brand's iconic Vector logo.

Our model is wearing a size medium sweatshirt. He is 182.9cm (6'0") tall with a 94.0cm (37") chest and a 76.2cm (30") waist.

- Length: 78cm (size medium)
- Relaxed fit
- Cotton French terry with natural stretch; opaque
- Navy shade; red piped trims along shoulders and sleeves
- Crew neckline
- Long sleeves; ribbed cuffs
- White Vector logo print to upper front
- Ribbed hemline

## Format

Descriptive text + Model measurements

Top/ Shirt/ Cami:

- Length: \_\_ (size\_\_)
- Fit and silhouette
- Type of fabric and type of fibres; stretch, weight, lining and opacity properties
- Colour and finish ie. all-over prints or sheen
- Neckline cut and/or collar
- Sleeves; cuffs
- Details through front ie. buttons, pockets, darts
- Details through back ie. yokes, darts, pleats
- Hemline ie. cut and slits, vents and trims

Shorts/ Pants:

- Length: \_\_ (size\_\_) \*from side seam if shorts; three-way measurements if pants
- Fit and silhouette
- Type of fabric and type of fibres; stretch, weight, lining and opacity properties
- Colour and finish ie. all-over prints or sheen
- Waistband ie. fitted or elasticised; adjustable drawstring features
- Details through leg front ie. pockets and trim
- Details through leg reverse ie. pockets and trim
- Type of cuffs ie. cut and trim

# Sleepwear



## Example

Coming in a stylish blue and white tartan plaid pattern, the **BOSS Urban Pyjamas** are an elevated daily essential. The pure cotton fabrication and a relaxed cut ensures maximum comfort and breathability.

Our model is wearing a size medium pyjama set. He is 185.4cm (6'1") tall with a 97.8cm (38.5") chest and a 76.2cm (30") waist.

Top:

- Length: 75cm (size medium)
- Relaxed fit
- Lightweight woven cotton; non-stretch
- Blue and white tartan plaid pattern
- Notched collar
- Button-through front
- Dark navy embroidered logo to chest
- Long sleeves
- Straight hemline

Pants:

- Length: Inside Leg: 76cm; Front Rise: 33cm; Leg Opening: 45cm (size medium)
- Relaxed fit
- Lightweight woven cotton; non-stretch
- Blue and white tartan plaid pattern
- Elasticised waistband
- Concealed buttoned fly
- Twin hip pockets

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_\_ jeans. She is \_\_cm (\_\_' \_\_") tall with a \_\_cm (\_\_") bust, a \_\_cm (\_\_") waist and \_\_cm (\_\_") hips.

- Length: Inside Leg: \_\_cm; Front Rise: \_\_cm; Leg Opening: \_\_cm (size \_\_)
- Fit and silhouette
- Type of fibres and type of denim; weight, stretch, lining and opacity properties
- Colour of wash and the finish ie. fading, distressed rips and whiskering; colour of topstitching; colour of hardware
- Type of waistband; fitted or elasticised; belt-loop details or drawstrings
- Type of fly fastening
- Types of pockets and how many
- Details through the leg front ie. knee rips or defined seam stitching
- Cut of the cuffs
- Details to the waist or leg reverse ie. leather brand patch

# Jeans

## Example



Built in **Diesel's** signature durable stretch cotton denim, the **Tepphar Jeans** offer a modern slim fit finished with authentic amber top-stitching and sand-blast fading for a laidback edge.

Our model is wearing size W32/L32 jeans. He is 185.4cm (6'1") tall with a 94.0cm (37") chest and a 81.3cm (32") waist.

- Length: Inside Leg: 84cm; Front Rise: 28cm; Leg Opening: 32cm (size W32/L32)
- Slim fit
- Cotton-rich denim with stretch
- Mid blue with sand-blasted fading and distressing
- Five-pocket design
- Brass-toned shank and button-up fly
- Belt-looped waistband
- Contrast amber top-stitching

# Swimwear

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ swim shorts. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of fabric; stretch; lining; sheerness when wet (if applicable)
- Colour, all-over pattern or print
- Waistband; drawstring if any
- Pockets; pocket lining
- Any additional features (drainage eyelets; faux fly etc.)
- Branding



## Example

With a lightweight design and earth-toned hue, the **Sun Beams Trunks** by **Rhythm** are an off-duty essential that will take you from the beach to the street.

Our model is wearing size 32 shorts. He is 189.2cm (6'2.5") tall with a 96.5cm (38") chest and a 81.3cm (32") waist.

- Length: 42cm (size 32)
- Relaxed fit
- Lightweight, quick-drying fabric; non-stretch; unlined; opaque
- Light beige and mocha-toned hue; all-over graphic circle print
- Covered button fly; adjustable drawstring fastening
- Small brand patch to left thigh
- Buttoned flap pocket to back

# Swimwear

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ swim briefs. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Fit
- Type of fabric; stretch; lining; sheerness when wet (if applicable)
- Colour, all-over pattern or print
- Any additional features (drainage eyelets; faux fly etc.)
- Branding



## Example

A poolside essential for the maximalist at heart, the **Friend In Flora Swim Briefs** by **CAMILLA** boast an exclusive print inspired by antique Turkish boudoirs. Fitted with an elasticised waistband and internal drawstring, the vibrant pair offer a secure fit while you're in the surf.

- Fitted swim briefs
- Stretch swim fabric; lined; quick-drying
- CAMILLA exclusive *Friend In Flora* print inspired by Turkish boudoirs
- Black base; digital collage print ornate gold fleur de lis imagery and blooming florals
- Elasticised waistband with internal drawstring

# Shorts

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

Our model is wearing a size AU \_ shorts. She is \_cm (\_") tall with a \_cm (\_") bust, a \_cm (\_") waist and \_cm (\_") hips.

- Length: \_\_cm (size \_\_)
- Fit
- Type of fabric; weight; amount of stretch; lining
- Colour; all-over pattern or print
- Waistband; drawstring, zip fly and shank; belt loops
- Pockets; pocket lining
- Any additional features e.g. fixed cuff rolls and branding



## Example

Cut in stretch cotton twill, the **Chino Shorts** from **Burton Menswear** are a stylish and understated design perfect for everyday styling with crisp shirts and polos.

Our model is wearing size 32 shorts. He is 188.0cm (6'2") tall with a 96.5cm (38") chest and a 81.3cm (32") waist.

- Length: 50cm (size 32)
- Regular fit
- Stretch cotton twill construction; opaque
- Stone beige shade
- Belt-looped waistband
- Zip and button fly
- Front angled pockets
- Single welt pocket to rear

# Suits & Blazers

Descriptive text + Model measurements

Jacket:

- Length: \_\_ (size \_\_)
- Fit and silhouette
- Type of fabric and type of fibres; stretch, weight, lining and opacity properties
- Colour and finish ie. all-over prints or sheen
- Neckline cut and/or collar
- Sleeves; cuffs
- Details through front ie. buttons, pockets, darts
- Details through back ie. yokes, darts, pleats
- Hemline ie. cut and slits, vents and trims

Pants:

- Length: \_\_ (size \_\_) \*from side seam if shorts; three-way measurements if pants
- Fit and silhouette
- Type of fabric and type of fibres; stretch, weight, lining and opacity properties
- Colour and finish ie. all-over prints or sheen
- Waistband
- Details through leg front ie. pockets and trim
- Details through leg reverse ie. pockets and trim
- Type of cuffs ie. cut and trim



Spun from pure virgin wool, the **Grigio Suit** by **Emporio Armani** blends refined minimalism with a touch of Italian luxury. Worked in a washed charcoal hue, the subtle crosshatch woven design will lend a textural touch of sartorial dynamism to any well-curated wardrobe.

Our model is wearing a size INTL 50 suit. He is 185.4cm (6'1") tall with a 96.5cm (38") chest and a 80.0cm (31.5") waist.

Jacket:

- Length: 72cm (size INTL 50)
- Slim fit
- Pure virgin wool shell; semi-lined; non-stretch; opaque
- Washed charcoal shade; crosshatch woven texture
- Peak lapels
- Double-breasted button closure
- Welt breast pocket
- Twin flap pockets to hips
- Padded shoulders
- Long sleeves; four-button barrel cuffs
- Split hemline vents to back

Pants:

- Length: Inside Leg: 89cm; Front Rise: 25cm; Leg Opening: 36cm (size INTL 50)
- Slim fit
- Pure virgin wool; unlined; non-stretch; opaque
- Washed charcoal shade; crosshatch woven texture
- Zip fly and flat hook closure
- Belt-looped waist
- Slanted hip pockets
- Buttoned back welt pockets
- Raw hemline for easy tailoring

# Underwear

## Format

- Fit and silhouette (i.e. trunk, brief, thong, high-waisted etc.)
- Type of fabric; lining (fully or just to pouch/gusset); stretch; sheerness
- Colour
- Waistband
- Additional features (i.e. placement prints, seams)



## Example

An **Emporio Armani** classic, the **Logo Knit Trunks** feature a premium stretch cotton jersey construction. Finished with the brand's signature eagle logo to the waistband, these are the ideal everyday pair to add a touch of luxe to your underwear collection.

- Classic trunk design
- Stretch cotton jersey construction
- Red shade
- Elasticised waistband with eagle and wordmark branding; grey and black
- Double-layered pouch; flat-locked seams for comfort



PRODUCT

# Backpack

## FORMAT

Descriptive text (with brand name and product name bolded)

- Measurements: Hcm x Wcm x Dcm
- Fabric
- Colour
- Top handles
- Entry to main compartment
- Internal pocket
- External pocket
- Branding
- Straps



## EXAMPLE

A modern city essential, the **Herschel Pop Quiz** backpack features three zip compartments and a fleece-lined laptop sleeve.

- Measurements: H45cm x W30cm x D13cm
- Black plain weave construction; brown leather-look base
- Fleece-lined media pocket on the top
- Zipped main compartment
- Zip pocket on the front
- Internal fleece-lined laptop sleeve
- Headphone portal
- Padded shoulder straps

# Handbag

Descriptive text (with brand name and product name bolded)

- Measurements: Hcm x Wcm x Dcm;
- Strap Drop: cm
- Fabric; lining
- Colour
- Top handles
- Entry to main compartment
- Internal pocket
- External pocket
- Branding
- Straps
- Hardware
- Gift box or dust bag if applicable



Channeling **Tommy Hilfiger's** signature modern charm, the black **Core Tote** is fitted with multiple organisational compartments and accented with faux-leather and gold-toned chain details.

- Measurements: H31cm x W44cm x D15cm
- Durable smooth woven shell with faux-leather accents
- Midnight black shade; gold-toned hardware
- Twin leather-look carry handles; approx. 24cm drop
- Top zip opening to main compartment
- Internal zip and organisational slip compartments
- Gold-toned metal plaque to the front
- External zip pocket with gold-toned chain detail

# Purse

Descriptive text (with brand name and product name bolded)

- Measurements: Hcm x Wcm x Dcm
- Fabric
- Colour
- Fastening detail
- External branding
- Internal compartments
- Card slot details
- Coin compartment; if applicable
- Internal branding
- Gift box or dust bag if applicable



Rendered in timeless black, the **DKNY Bryant Zip-Around Wallet** is a sleek everyday staple. The wallet is made from genuine leather and features black branded jacquard lining. The eight card compartments, zip coin pocket, and note compartments ensure there is room for all your monetary essentials.

- Measurements: H10cm x W19.5cm x D2cm
- Genuine leather shell; ripple texture
- Black shade
- Gold-toned zip-around fastening
- Gold-toned metal branding at the front
- Large slip pocket to back
- Internal zip coin compartment with gold-toned zip
- Two note pockets
- Twelve card pockets
- Black branded jacquard lining

# Wallet

Descriptive text (with brand name and product name bolded)

- Measurements: Hcm x Wcm x Dcm
- FABRIC
- COLOUR
- Bifold / trifold design
- Branding
- Internal pockets and compartments
- External pockets
- Gift box if applicable



Polished and practical, the **Majestic Six Bifold Wallet** from designer label **BOSS** will undoubtedly keep your loose notes and extensive collection of cards in one place. Made from a matte finished cow leather, the jet black wallet features a classic bifold design, allowing you to access your essentials with ease. The wallet includes two large inner sleeves for loose notes, two multipurpose sleeve pockets and six card slots. For a refined finish, the wallet is branded with the iconic logo atop of a grained contrast.

- Measurements: H8.5cm x W11.5cm x D1.5cm
- Smooth cow leather with grain contrast; matte finish; woven lining
- Jet black hue
- Classic bifold design
- Printed logo to front
- Two large inner sleeve compartments for notes
- Two concealed sleeve pockets; six card slots
- Bonded inner seams for polished finish
- Delivered inside a branded box

# Sunglasses

Descriptive text (with brand name and product name bolded)

- Silhouette
- Composition
- Colour
- Colour of lenses
- Category X UV protection
- Nose bridge; if notable
- Moulded/Adjustable silicone nose pads
- Engraved branding to temples
- Arms; tips
- Hard case included



Worked in a brushed gold-tone with gradient brown-tinted lenses and featherlight frames, the **Berlin Sunglasses** by **Kapten & Son** are a sleek and sophisticated everyday style with effortless appeal.

- Featherlight brushed gold-toned frames
- Round gradient-tinted brown lenses
- Silicone nose pads
- Curved brown bar
- Slim arms; black coated tips
- Category 3 sun protection
- Delivered with a grained semi-hard case inside a branded wooden box

Temple Length: 143

Lens Bridge Size: 47 18

# Watch

Descriptive text (with brand name and product name bolded)

- Diameter: mm
- COMPOSITION
- COLOUR
- Mineral crystal face
- Indices
- X-hand movement
- Water resistant to 100m
- Strap; buckle fastening
- Case or gift box included



This German designed **Campus 40mm Woven Leather** watch from **Kapten & Son** exudes practicality with its classic two-hand function and basket-woven wristband.

- Case Diameter: 40mm; Band Width: 20mm
- Polished stainless steel case; silver-toned
- Two-hand function; silver-toned
- Black dial; white and silver-toned markings
- Mineral glass display
- 5ATM water resistance
- Basket-woven leather band; sand brown hue with silver-toned buckle
- Designed in Germany
- Delivered inside a branded box

# Hat

Descriptive text (with brand name and product name bolded)

- Brim width: \_\_cm
- Design type
- Fabric
- Colour
- Crown feature



Update your off-duty accessories with **Fallen Broken Street's The Santana** fedora, which is crafted from pure wool with a colourful woven band around the crown.

- Brim Width: 6cm
- Wool felt construction
- Ink black shade
- Flat brim
- Pinched, shaped crown
- Woven band around crown; warm-toned colourway of red, orange, black, white, purple and yellow
- Twill inner crown lining



# Cap

Descriptive text (with brand name and product name bolded)

- X-panel design
- FABRIC
- COLOUR
- Flat / Curved peak
- Crown feature
- Embroidered eyelets
- Fastening



Sporting a classic flat brim and large embroidered branding to the front crown, the **Park Kampala Cap** is crafted from a black twill with contrasting green to the under-brim.

- Brim Width: 7cm
- Six-panel design
- Woven twill construction
- Black hue; green under-brim
- Large *PARK* embroidered to front of crown; white hue
- Snapback fastened rear

# Beanie

Descriptive text (with brand name and product name bolded)

- Fit
- Fabric
- Colour
- Crown feature (if any)
- Cuff



The **Fair Isle Beanie** by **The North Face** features a fine ribbed knit construction embellished with a wool-look pom-pom for a touch of seasonal cool.

- Snug fit
- Fine ribbed knit construction
- Clover green shade; ski intarsia in shades of blue, off-white, rust orange and red
- Ribbed cuff
- Wool-look pom-pom embellishment
- Brown imitation suede brand patch to the cuff

# Headband / Fascinator

Descriptive text (with brand name and product name bolded)

- Structure
- FABRIC
- COLOUR
- Crown feature
- Lining



For a winter carnival headpiece that's destined to captivate, indulge in the rich woollen-feel and sculptured design of the **Twisted Felt Winter Racing Fascinator** by Melbourne's bespoke accessory boutique **Max Alexander**.

- Felted material
- Scarlet red hue
- Twisted spiral design
- Wide headband base sheathed in tonal satin

# Scarf

Descriptive text (with brand name and product name bolded)

- Measurements: Lcm x Wcm
- Fabric
- Colour
- Main features; i.e. bonded seams, fringing



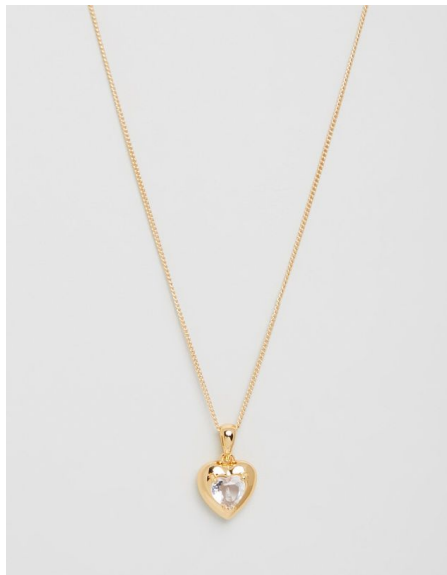
The **Morgan and Taylor Leona Scarf** is spun from a soft, brushed felt in a dusty pink and grey two-toned palette for warmth and styling versatility.

- Measurements: L204cm x W61cm
- Brushed felt construction; minimal stretch; super soft handle
- Dusty pink and grey two-toned palette
- Fringed edges

# Necklace

Descriptive text (with brand name and product name bolded)

- Chain Length: cm; Pendant: cm x cm; Extender: cm
- COMPOSITION
- COLOUR (if not included in composition)
- Feature
- Chain style
- X clasp fastening
- Gift box or pouch included



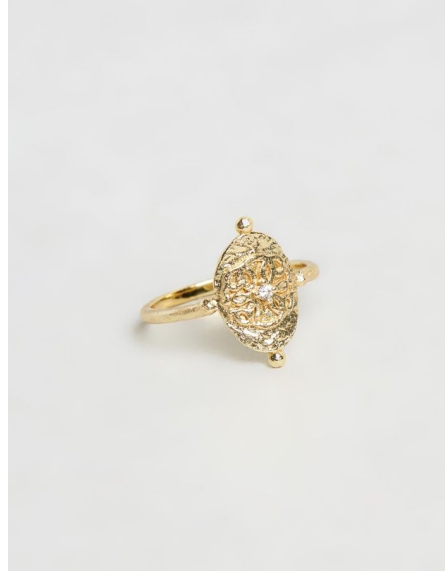
Carefully crafted from 18k gold-filled metal, the **Dark Heart Necklace** by **Reliquia Jewellery** promises to add some much needed romance to your daily ensemble.

- Chain Length: 44cm; Pendant: H1.3cm x W1.1cm
- 18k gold-filled metal construction
- Clear stone
- Fine chain
- Spring ring clasp fastening
- Comes with branded box

# Ring

Descriptive text (with brand name and product name bolded)

- Diameter: cm (size)
- COMPOSITION
- COLOUR (if not included in composition)
- Shape
- Feature



A divine addition to any day-to-day collection, the **By Charlotte Path of Life Ring** features a hammered-finish pendant with an enlightening motto engraved to the reverse.

- Diameter: 1.7cm (size medium)
- Gold-plated sterling silver
- Ellipse shaped pendant; hammered finish and lotus flower-style detailing to the front with single white cubic zirconia crystal; smooth finish to the reverse with cursive *Divine purpose* engraving

# Earrings

Descriptive text (with brand name and product name bolded)

- Diameter: \_\_cm
- Composition
- Colour (if not included in composition)
- Shape
- Feature
- Type of backing for pierced ears



Boasting a 24K rose gold plating, the classic **Valentine Hoops** by **Carly Paiker** are a medium-sized open hoop design that perfects pared-back femininity.

- Measurements: H3.2cm x W3.2cm
- 24K rose gold-plated stainless steel
- Classic medium-sized open hoops
- Stud back fastenings for pierced ears
- Comes as a pair

# Bracelets

Descriptive text (with brand name and product name bolded)

- Diameter: \_\_cm (and/or) Pendant Drop: \_\_cm
- Composition
- Colour (if not included in composition)
- Shape
- Feature
- Type of backing for pierced ears



Founded in 2014, Sydney-based jewellery brand **Brie Leon** focuses on creating beautifully crafted accessories that are sure to become core pieces in your collection. Inspired by timeless treasures and designed to be cherished season after season, Brie Leon earrings and necklaces update classic silhouettes with an effortlessly wearable modern twist. Featuring a gold-plated curb chain with five freshwater pearls, the **Chain Pearl Bracelet** channels an easy-going charisma.

- Bracelet length: 20cm
- Gold-plated metal
- Curb chain bracelet
- Five freshwater pearl charms; fixed
- Lobster clasp fastening



# Jewellery Set

Descriptive text (with brand name and product name bolded)

- Length: Item 1: Xcm; Item 2: Xcm; Item 3: Xcm; Item 4: Xcm
- COMPOSITION
- Item 1: DETAIL
- Item 2: DETAIL
- Item 3: DETAIL
- Item 4: DETAIL
- Can be worn layered or separately
- Gift box or pouch included



Leap into the realm of the divine with the **Sovereign Ring Pack** from **Chained & Able**. Comprised of three gold-toned rings, they can be worn together or solo.

- Band diameter: 2cm
- Signet, chain and plain design
- Lightweight gold-toned metal
- Pack of three

# Tie & Bow Tie

Descriptive text (with brand name and product name bolded)

- Blade Width: Xcm
- COMPOSITION; lining
- COLOUR
- Keeper loop to reverse

Made from a smooth woven twill, the **Small Floral Tie** from **Burton Menswear** is a refined wardrobe essential ideal for work and special occasions.

- Blade Width: 6cm
- Smooth woven twill; slight sheen
- Grey base with navy, cornflower and sky blue floral print
- Keeper loop to reverse



Descriptive text (with brand name and product name bolded)

- Width: Xcm
- COMPOSITION; lining
- COLOUR
- Pre-tied bow
- Strap
- Fastening

Polish up your ensemble with the **Texture Dot Bow Tie** from Sydney-born menswear label **Staple Superior**. Boasting an adjustable strap and a lustrous polka dot navy finish, this practical pre-tied bow will cover all your upcoming formal affairs.

- Width: 12.5cm
- Wale fabric; herringbone weave; sheeny
- Navy blue hue; dobby-loomed white and royal blue polka dot pattern
- Pre-tied bow
- Adjustable strap
- Hook-and-loop fastening

# Cufflinks

Descriptive text (with brand name and product name bolded)

- Diameter: \_cm
- Material
- Colour
- Design and features; accents; embossed text etc



Put the finishing touches on your formal suiting with the **Noberto Cufflinks** from **BOSS**. Made from shiny silver-toned metal, the elegant cufflinks are finished with branded accents.

- Diameter: 1.6cm
- Polished silver-toned metal
- Push-through design
- Blue accent with branding

# Belt

Descriptive text (with brand name and product name bolded)

- Width: \_\_cm
- Composition
- Colour
- Buckle design; hardware detail
- Branding details; if applicable
- Tip edge



Expertly crafted in Italy from genuine leather, **Armani Exchange** draws on vintage Western style to create the cognac brown **Buffalo Hide Belt**.

- Width: 4cm
- Genuine buffalo hide leather
- Cognac brown hue
- Adjustable branded buckle; antique-look silver-toned hardware
- Made in Italy
- Comes with branded dust bag

# Socks

Descriptive text (with brand name and product name bolded)

- Style
- Composition
- Colour
- Cuffs
- Features



The **Calvin Klein Quilt Crew Socks** feature a luxuriously soft Egyptian cotton blend knit that's perfect for all day wear.

- Crew silhouette
- Soft Egyptian cotton blend knit; stretch
- Grey shade with black geometric pattern and trims
- Red rubberised brand applique to ankle

# Travel & Luggage

Descriptive text (with brand name and product name bolded)

- Dimensions: H\_cm x W\_cm x D\_cm
- Shell materials
- Colour; texture; design
- Handles; wheels; TSA locks
- Grips and pockets
- All other features



Functional and generously proportioned, update your travel repertoire with **Samsonite's** latest edit of the **Lite-Locked FL Spinner 75/28**.

- Dimensions: H50m x W75cm x D32cm
- Hard case design; shell-like textured silhouette
- Off-white shade; subtle woven texture
- Adjustable T-shaped handle
- Integrated TSA lock and two-point locks for extra security
- 360-degree multi-directional spinner wheels
- Elastic crossed ribbon to secure internal belongings
- Divider pad for organisation
- Bottom grip for lifting

# Swimming/Towels

Descriptive text (with brand name and product name bolded)

- Measurements: L\_cm x W\_xm
- Fabric; lining; feel
- Colour
- Other details



Boasting an updated take on **Paul Smith's** inimitable rainbow, the **Artist Large Towel** is rendered in an eclectic mix of colourful stripes. The plush cotton towel will be the perfect companion for your next tropical holiday or poolside getaway.

- Measurements: H158cm x W80cm
- Pure cotton towelling
- Multicoloured stripe design

# Key Rings

Descriptive text (with brand name and product name bolded)

- Measurements: H\_cm x W\_cm
- Materials
- Colour; design
- Clasps, buckles etc
- Composition



Crafted from genuine calfskin leather, the **Psycho Billy Keyring** from **McQ by Alexander McQueen** will add a playful edge to your keys or bags.

- Measurements: H9.5cm x W7.5cm
- Genuine calfskin leather
- Black shade; screen-printed design of Psycho Billy in shades of white and red
- Chunky silver-toned carabiner clasp and key loop; polished finish



# Knee-High Boots

Descriptive text (with brand name and product name bolded)

- Calf Circumference: cm
- Upper
- Colour
- Toe
- Lace-up front / Elasticised side gussets
- Detail
- Xcm shaft
- Xcm heel

Upper:  
Inner:  
Sole:



Realised in a plush taupe brown microsuede, the **Kaylee Knee High Boots** from **SPURR** feature a gathered detail through the shaft perched atop a towering block heel.

- Calf Circumference: 40cm
- Microsuede upper
- Taupe brown shade
- Enclosed almond toe
- Gathered through shaft
- Pull-on design
- 40cm shaft height
- 9.5cm block heel

**Please Note: For Thigh-High Boots please provide *Thigh Circumference: cm* as the first bullet point**

# Heels

Descriptive text (with brand name and product name bolded)

- Upper; lining (if leather)
- Colour
- Toe
- Vamp
- Fastening
- Open/Closed heel; type
- \_\_cm (descriptor) heel

Upper:

Inner:

Sole:



**Atmos&Here's Marika Leather Pumps** showcase a luxurious pony-hair finish leather upper with a sleek pointed toe and 5cm block heel.

- Genuine leather upper; pony-hair finish
- Biscotti base with dark chocolate leopard spots
- Pointed toe
- Slightly cushioned footbed
- Closed heel
- Slip-on design
- 5cm block heel

# Boots

Descriptive text (with brand name and product name bolded)

- Upper
- Colour
- Toe
- Lace-up front / Elasticised side gussets
- Detail
- Xcm shaft
- Xcm heel

Upper:

Inner:

Sole:



Festooned with Western-inspired top-stitching and featuring a gusseted outer, the **Ayla Boots** from **OFFICE** will swing you indisputably into the sartorial saddle.

- Smooth leather upper; partial leather lining
- Black hue
- Pointed toe
- Tonal top-stitching to vamp
- Western-inspired top-stitching to front shaft
- Elasticised gusseted outer
- Inner zip fastening
- Heel pull tab
- 7cm stacked block heel

# Sneakers

Descriptive text (with brand name and product name bolded)

- Upper
- Low / High-top profile
- Colour
- Toe
- Lace-up front
- Branding
- Heel counter detail
- Cushioned footbed
- Midsole
- Rubber outsole

Upper:

Inner:

Sole:



A timeless design that has been in production since 1911, the **Superga 2750 Cotu Classic** tennis shoes feature an extra strong, breathable cotton-canvas upper and a vulcanised rubber outsole.

- Durable cotton canvas upper
- White hue
- Rounded toe
- Six-eye lace up front
- Branded tab on the side and heel counter
- Vulcanised rubber outsole

# Flats

Descriptive text (with brand name and product name bolded)

- Upper
- Low / High-top profile
- Colour
- Toe
- Branding
- Design detail
- Footbed

Upper:  
Inner:  
Sole:



Sleek and simple, the genuine leather **Emerald II** ballet flats by **Nina Armando** effortlessly cater to the comfort and style requisites of the contemporary hard-working sophisticate.

- Genuine leather upper
- Deep navy shade
- Patent leather toe cap and heel
- Round enclosed toe
- Self-fabric bow detail to the vamp
- Enclosed heel counter and sides
- Genuine leather-lined insole
- 2cm block heel

# Sandals

Descriptive text (with brand name and product name bolded)

- Upper and lining
- Colour
- Strap details
- Design at toe
- Design at heel
- Buckles etc

Upper:  
Inner:  
Sole:



A stylish choice for warm-weather dressing, the **Saltwater Sandals Original SWS** feature a smooth leather upper, interlocking straps and a sling-back buckle fastening.

- Genuine leather upper and lining
- Black shade; brown sole
- Three interlocking straps across the front
- Slender ankle strap
- Buckle fastening on the side

# Wedges

Descriptive text (with brand name and product name bolded)

- Upper
- Materials in construction
- Colour and accents
- Design features at toe
- Design features at ankle
- Wedge details
- Heel height: \_cm

Upper:  
Inner:  
Sole:



Versatile and on-trend, the tropical **Muschett** wedges from **ALDO** will instantly elevate your warmer weather ensembles with their sumptuous suede upper and playful tie-up ankle strap.

- Genuine suede upper
- Woven construction to heel counter
- Tan brown hues with straw brown accents
- Round toe
- Wrap-around ankle strap
- Plaited jute-like construction to wedge
- 9cm wedge heel

# Dress Shoes

Descriptive text (with brand name and product name bolded)

- Upper and lining
- Colour and finishes
- Toe design
- Lace up details; eyelets; tongue
- Stitching detail
- cm stacked heel
- Outsole

Upper:  
Inner:  
Sole:



Carefully crafted from genuine calf leather, the **Kabul** dress shoes by **Florsheim** feature a classic design with a streamlined chisel toe and smooth black finish. The rubber outsole and comfortable leather lining lend a timeless appeal that makes these lace-ups a must-have investment for any man's wardrobe.

- Genuine leather upper and lining
- Smooth black finish
- Slim chisel toe
- Four-eye lace-up design
- Tonal topstitching
- 2.5cm stacked heel
- Rubber outsole



# Lifestyle Shoes

Descriptive text (with brand name and product name bolded)

- Upper
- Low / High-top profile
- Colour
- Toe
- Lace-up front
- Branding
- Tongue and collar details (where applicable)

Upper:  
Inner:  
Sole:



Cool, classic and clean, the **adidas Originals Stan Smith** sneakers have a soft, premium leather upper and perforated 3-Stripes on the sides. A contrast heel counter lends a pop of colour to this minimalist pair.

- Genuine leather upper
- Optic white shade
- Seven-eye lace-up front
- Rounded toe
- Perforated 3-Stripes on the sides
- Visa terry sockliner
- Contrast black heel tab
- Endorsed by former world No.1 tennis player, Stan Smith

# Performance Sneakers

Descriptive text (with brand name and product name bolded)

- Upper
- Colour
- Toe
- Lace-up front
- Branding
- Tongue and collar details
- Side details
- Heel counter detail
- Technology specifications (bullet point for each tech)
- Midsole
- Rubber outsole

Upper:  
Inner:  
Sole:



Featuring a supportive sock-like design, the **Air VaporMax 2019** shoes provide ultimate comfort blended with unrivaled contemporary style. The shoes are finished with the brand's signature Air Max cushioning for a lightweight fit with super bounce.

- Textured stretch upper; semi-transparent; lined
- Charcoal and black colourway
- Round toe
- Sock-like fit
- Lace-up front
- Iconic Swoosh detail to sides
- Branded tab to tongue; silver metallic
- Padded ankle cushioning
- VaporMax Air technology provides lightweight comfort and responsiveness
- Mid-foot cage for extra support
- Flexible Air Max sole; transparent with grey tint

Kids Apparel,  
Accessories and  
Footwear

# Kids Apparel

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

- Length: \_\_cm (size\_\_)
- Fit
- Fabric; feel; stretch; opacity
- Seams, design details
- Waist details
- Pockets and stitching
- Design at ankles

**NOTE: Please include fire safety note and image for babies apparel and sleepwear.**

## Example

Woven in cotton, the **Chinos** by **Milky** feature an adjustable cord waistband offering a secure fit for casual everyday wear.

- Length: 60cm (size 4)
- Regular fit
- Woven cotton
- Hunter green shade
- Adjustable cord waistband
- Angled pockets to front
- Detailed stitching to front
- Rear patch pockets
- Banded cuffs



# Kids Apparel

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

- Length: \_\_cm (size\_\_)
- Fit
- Fabric; feel; stretch; opacity
- Seams, design details
- Waist details
- Pockets and stitching
- Design at ankles

**NOTE: Please include fire safety note and image for babies apparel and sleepwear.**

## Example

Wrap your little one in the utmost comfort and warmth during nap time with the organic cotton **Zip Growsuit** from **Purebaby**.

- Length: 72cm (size 0)
- Regular fit
- Pure organic cotton jersey; natural stretch; unlined; slightly sheer under direct sunlight
- Baby blue marle with navy blue all-over leaf print
- Round neckline
- Long raglan sleeves with optional mittens
- Full zip opening from neckline to foot; two-way zint
- Footed design for extra warmth
- Made using organic cotton, a more sustainable fibre

Caution: Fire hazard, please keep away from heat and flame



# Kids Footwear

## Format

Descriptive text (1-2 sentences; brand name and product name bolded).

- Upper
- Colour of item
- Lace-up detail; eyelets; any technology in the item
- Collar
- Toe design
- Heel design
- Insole
- Extra features

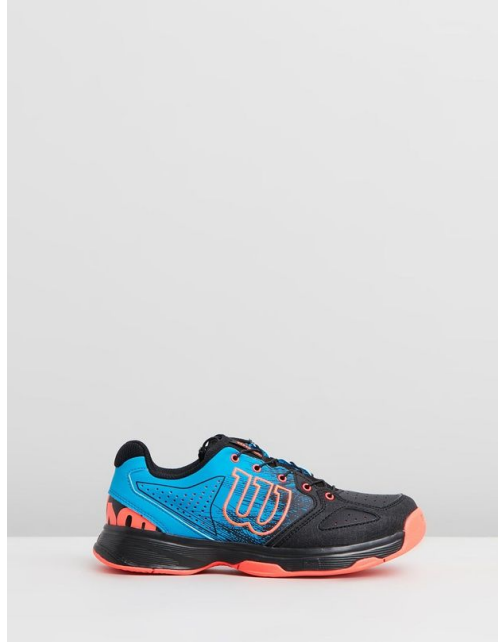
Upper:  
Inner:  
Sole:

**NOTE: Please write accessories as per the relevant page of the Footwear Content Guidelines section.**

## Example

They'll outshine the competition on the court in the lightweight **Wilson Kaos Junior Tennis Shoes**, built with a Pro Torque chassis for support and stability, fitted with a Duralast outsole to withstand tough surfaces and finished in a dramatic blue and coral colour-way.

- Mesh upper with TPU overlays
- Marine blue, neon coral and black colour-way
- Quicklace lace-up technology; toggle fastening
- Cushioned collar
- Laser-cut perforation across toe and quarters
- Toe guard for protection
- 2D-FS technology for better responsiveness
- Pro Torque chassis for stability and flexibility
- DF2 technology with 9mm drop
- R-DST+ technology for cushioning and fast bounce-back
- Endofit insole that moulds to the foot for natural wear
- Duralast rubber sole for durability against hard surfaces



# Kids Accessories

## Format

Descriptive text (with brand name and product name bolded)

- Measurements: Hcm x Wcm x Dcm
- Fabric
- Colour
- Top handles
- Entry to main compartment
- Internal pocket
- External pocket
- Branding
- Straps

**NOTE: Please write accessories as per the relevant page of the Accessories Content Guidelines section.**



## Example

Rendered with **Cath Kidston's** whimsically colourful prints, the floral **Padded Rucksack with Mesh Pocket** boasts ample space for your little one's belongings, along with a coated cotton canvas shell that can be wiped down for easy cleaning.

- Measurements: H37cm x W29cm x D11cm
- Durable coated cotton canvas; flexible; lined
- Vintage floral posy print; light pink base; mint, yellow, magenta pink and blue palette; magenta pink trimming
- Woven top handle
- Zip-fastened main compartment
- Branded front pocket; rubber zipper
- Twin padded shoulder straps; adjustable
- Mesh bottle holder; elasticised
- Name tag to rear