

THE ICONIC

SINGLE PRODUCT CREATION

- Step 1: Click on **Products** → **Add a Product**
- Step 2: Select Primary Category for your product
 - You should select up to the deepest category before clicking “Select”
 - e.g. Clothing > Women’s Clothing > Dresses > Casual Dresses

The screenshot displays the 'Add a Product' interface. At the top, it says 'Add a Product' and 'Please select a primary category for your product'. Below this is a search bar with the placeholder text 'Search for categories, sub-categories,...'. A dropdown menu is open, showing a list of categories. The 'Products' dropdown is highlighted in green, and the 'Add a Product' option is highlighted with a red border. The category selection tree is as follows:

- Products (dropdown)
 - Manage Products
 - Add a Product** (highlighted with red border)
 - Import Products
 - Manage Images
 - API Reference
- Clothing > (highlighted)
 - Shoes >
 - Accessories >
 - Beauty >
 - Dresses & Onesies >
 - Dresses >** (highlighted)
 - Tops >
 - T-Shirts & Singlets >
 - Shirts & Polos >
 - Coats & Jackets >
 - Jumpers & Cardigans >
 - Pants >
 - Skirts >
 - Party Dresses
 - Cocktail Dresses
 - Maxi dresses** (highlighted)
 - Bodycon Dresses
 - Formal Dresses
 - Bridesmaid Dresses

At the bottom of the category selection tree, the text 'Maxi dresses' is displayed above a blue 'Select' button.

PRODUCT CREATION

Single – Product Information

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Shop:

- Shop
- Shop + Curvy
- Shop + Designer (high end fashion only)
- Shop + Maternity
- Shop + Wedding
- Shop + Workwear
- Sports

Brand:

- Auto-complete function

Product Name: Electric Sky Dress

- Tells details of product
- Add Caps for the 1st letter of each word
- Identify product type
- Replace '/' with '&'
- Abbreviation
- Product Code
- Colour

ation	More Product Details !	Group	Product Pricing	Images
id				
Shop *	<input type="text" value="Shop x"/>			
	The Shop Store name Example: Shop or Sports Only			
Brand *	<input type="text" value="Test Brand - do not delete"/>			
	The brand name Example: W. Cooper & Sons			
Name *	<input type="text" value="Electric Sky Dress"/>			
	Name of the product that is displayed in the frontend (Description 2 in NAV) Example: The Houndstooth Jacket			



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PRODUCT CREATION

Single –Product Information

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Example: W. Cooper & Sons

Name *

Name of the product that is displayed in the frontend (Description 2 in NAV)
Example: The Houndstooth Jacket

Primary Category

Additional Categories

The brand name
Example: W. Cooper & Sons

Select additional categories (maximum of 3)

Dresses & Onesies >	Party Dresses	Dresses » Party Dresses
Dresses >	Cocktail Dresses	<input type="button" value="Save Category"/>
Tops >	Maxi dresses	
T-Shirts & Singlets >	Bodycon Dresses	
Shirts & Polos >	Formal Dresses	
Coats & Jackets >	Bridesmaid Dresses	
Jumpers & Cardigans >		

The browse node the item should be assigned to. Please consult the Browse Tree Guide for more information and to find the best node for your product. It is very important that you categorize your product correctly, if you don't provide a node, or if you provide an incorrect node, customers may not be able to find your product easily.



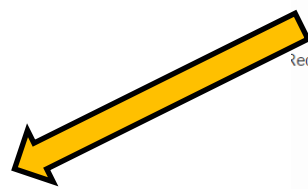
Primary Category

Additional Categories

Recommended Browse Nodes

The browse node the item should be assigned to. Please consult the Browse Tree Guide for more info. It is very important that you categorize your product correctly, if you don't provide a node, or if you provide an incorrect node, customers may not be able to find your product easily.

Add up to 3 different categories (as long as relevant) to boost your sales!!!



Colour Name: Light Pink

- Vendor Colour Name – What you call the colour on the label.
- Replace 'and' with '&'
- CAPS (only first letter)
- Brand name
- Abbreviation



▼ 1. Supplier to Complete

Colour Name *

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

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

Gender *

Gender /Target group

PRODUCT CREATION

Single –Product Details

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

* Indicates required field

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

Item Category *
Item category in Nav specify if an item belong to Fashion, Sports, Kids etc
Example: Fashion

Buying Category *
Category maintained by buyers for reporting purpose NAV name: Product Group 2
Example: Jackets

Sub-Category *
NAV field: Product Group 3
Example: Formal Jackets

Customer Segment *
Customer segment
Example: Fashion

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

Year *
Year of the season
Example: 2015

Weight *
Weight of the product (in kg)



**Fill in ALL other required information
(Don't forget the size system!)**

Size System
sizensystembrand

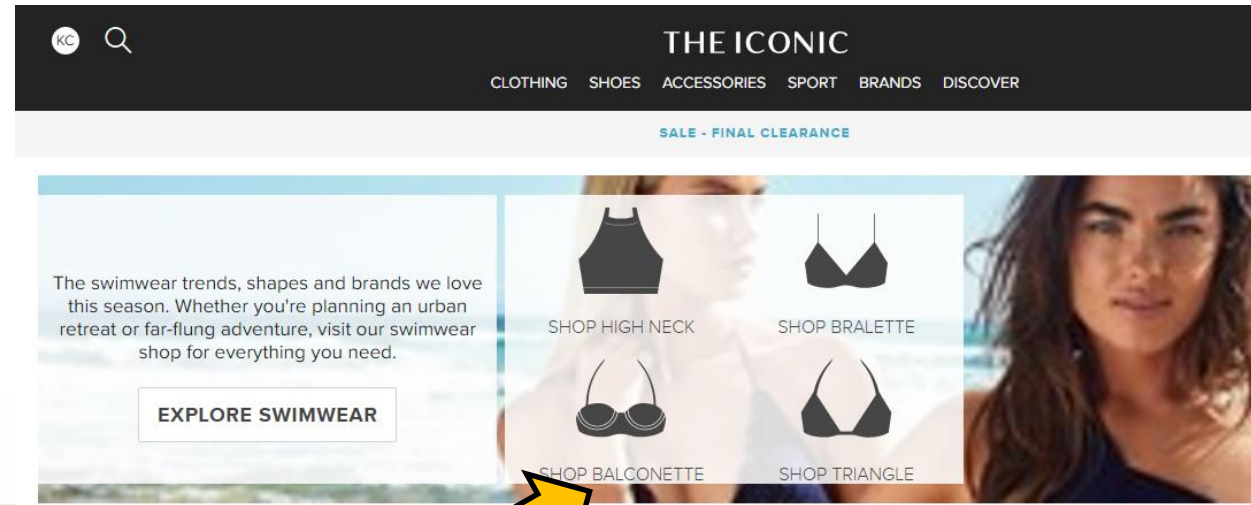
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PRODUCT CREATION

Single – Product Details

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- Step 1: Click on **Content** to expand the tab
- Step 2: **Only for swimwear:** Fill in Swimwear Shape via the dropdown



▸ Content

Swimwear Shape

Content Writer

Sample Type

Example: Apparel

- Balconette
- Bandeau
- Bralette
- Brazilian Bottom
- Cargo
- Classic Bottom
- Crop
- D-F Cup

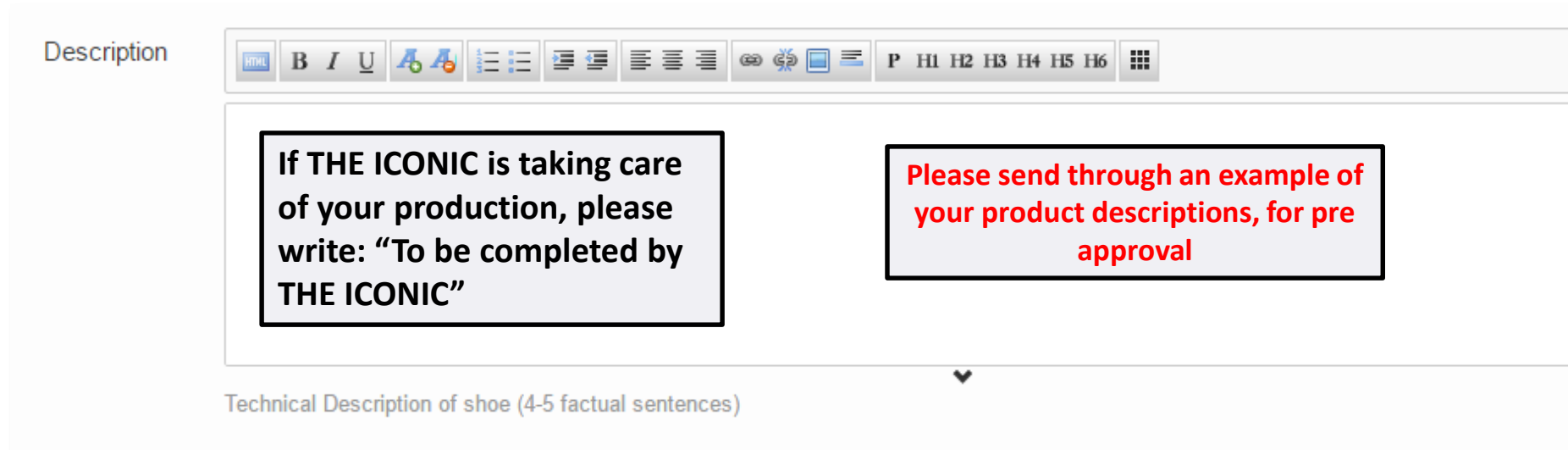
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Also under **CONTENT** tab,

- Step 3: Fill in the **Description box ONLY** with
 - Product Description
 - Product Care Label
 - Measurements



- ✓ Two to three sentences that highlight the main features
 - ✓ Mention Brand and Product Name within first sentence (in bold)
- ✓ Model's measurements
- ✓ Bullet points listing the important information of the product
 - ✓ Length
 - ✓ Fabric and/or type of fabric
- ✓ List your fabric content and care instructions
- ✓ **Must be different from your own website, for SEO purpose**



PRODUCT CREATION

Single – Product Details

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Technical Description of shoe (4-5 factual sentences)

Colour Family

Associated Trend

Occasion

Care Label

Black

Blue

Blue_green

Blue_purple

Brown

Gold

Green

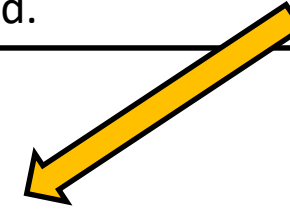
Care Label

B I U

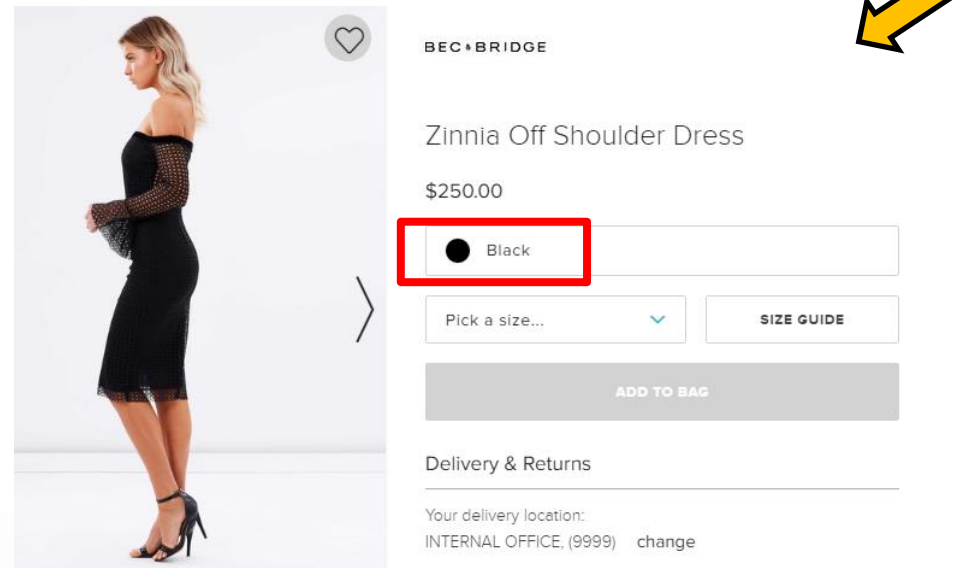
H1 H2 H3 H4 H5 H6

You also have to complete the **Colour Family** field.

The **Colour Family** populates the dot on the frontend.



You can also use **Colour Group** for navigation purposes, for the customer who wants to search for 'that little black dress'



Content

Colour Group Please select

Different from color family used for shop navigation purpose. A SKU can have more than one color family but it's assign to only 1 product group.

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PRODUCT CREATION

Single – Product Details

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Associated Trend

Fashion trend for the product

Occasion

General fashion theme

Care Label



Special care instructions

Fabric/Material

Buyer input for product's fabric or material

Composition

Composition of the product (percentage)

Length/Height/Rise

Outlines the length, height and / or rise of the product

Ignore all the other fields!!

ONLY COMPLETE:

-Colour Group

-Occasion

-Swimwear shape (if applicable)

-Description

-Colour family

-Composition (Apparel only)

-Fabric/Material and Composition (Only if you are sending samples over and the information is not on the samples)


ALL THE PRODUCT INFORMATION IS TO BE PROVIDED IN THE DESCRIPTION

BOX!!!

Enter The **Product Name** of your Product Group – This will group together the colour variations of your products.

They will still appear online as separate products, plus will be linked together

Add a Product to category Clothing > Dresses & Onesies > Dresses & Onesies - Dresses

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

Group

Products in Group

Product Name	Product SKU	Thumbnail
Enter a group name.		

PRODUCT CREATION

Single – Product Pricing

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Filter Size

* Indicates required field




Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date	Sale End Date	
8	BRUXQW-8		20	60.50				
10	BRUXQW-10		10	60.50				
12	BRUXQW-12		10	60.50				
14	BRUXQW-14		10	60.50				


- Select the size system of your product on the 'Filter Size' drop-down list – **Please select “One Size” if you are uploading accessories**
- If your product has more than 1 size variation, Click on 'Add Another Product Variation' to add another product
- Select your product's sizes from the drop-down list and indicate your product quantity
- Seller SKU must be unique for each listing. (If your Seller Center is integrated with your ERP, **make sure the seller SKU codes are matching your system**)
- EAN/UPC/ISBN: Enter your barcode if you have one. This field is not mandatory.
- The price entered should match your product tag (except if it's on sales on THE ICONIC)
- Product prices will automatically be uniform across all sizes - **please note that we give you full control on pricing and will not check on it. – ALWAYS CHECK YOUR PRICES!**
- Sale price, Start date and End date **should not** be indicated
 - Reduction in price only allowed after 4 weeks of product going live

PRODUCT CREATION

Single – Copy SKU

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SELLERCENTER  THE SELLER ACADEMY  CONTACT US Okanui  Awesome!!!
Change Seller Score: 4.5 / 5

Products ▾ Orders ▾ Reports ▾ Settings ▾ Help ▾ Administration ▾ 

[Product Overview](#) ▶ [Edit Product](#)

Edit Product Classic Trucker Cap

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

You can only set one price (sale price with date) for all available variations. ×

* Indicates required field

Size	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date	Sale End Date
One Siz ▾	OKMCS1701-OS	2000575009550	51	34.95			

+ Add another product variation

Upload Images

Finish Editing **Save and Create Copy** Preview

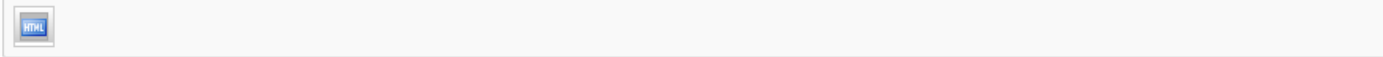
- This function is ideal to duplicate an entire product and make slight changes to details such as Colours, Product descriptions and SKUs when creating a Similar product.

PRODUCT CREATION

More Product Details – Content Example

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Description



Plain text
(when
inputting
content)

Bursting with blushing blooms, the **Camilla & Marc Electric Sky Dress** has a feminine and youthful ethos. We love the flattering wrap bodice which is complemented by the finely pleated skirt.
Our model is wearing a size 8 dress. She usually takes a size AU8, is 5'11" (180cm) tall and has a 61cm waist.
- Length: 87cm - Regular fit - Floral-printed chiffon; lined - Wrap bodice with v-neckline - Pleated butterfly sleeves - Self-tie sash around the waist - Invisible zip fastening - Knife-pleated skirt

Description



Rich text

Bursting with blushing blooms, the **Camilla & Marc Electric Sky Dress** has a feminine and youthful ethos. We love the flattering wrap bodice which is complemented by the finely pleated skirt.

Our model is wearing a size 8 dress. She usually takes a size AU8, is 5'11" (180cm) tall and has a 61cm waist.

- Length: 87cm
- Regular fit
- Floral-printed chiffon; lined

Technical Description of shoe (4-5 factual sentences)

Bursting with blushing blooms, the **Camilla & Marc Electric Sky Dress** has a feminine and youthful ethos. We love the flattering wrap bodice which is complemented by the finely pleated skirt.
Our model is wearing a size 8 dress. She usually takes a size AU8, is 5'11" (180cm) tall and has a 61cm waist.
- Length: 87cm
- Regular fit
- Floral-printed chiffon; lined
- Wrap bodice with v-neckline
- Pleated butterfly sleeves
- Self-tie sash around the waist
- Invisible zip fastening
- Knife-pleated skirt



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