# THE ICONIC

**E-COMMERCE PRODUCT COPY GUIDELINES** 

# **ACCESSORIES**

# **Contents** ACCESSORIES

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### **Additional Information Notes**

TYPE		NOTE	PLACEMENT	USAGE
SIZING NOTE	This style runs large/smal recommend buying one s up/down for a regular fit.		This note should be used on SKUs where the sizing note can be be helpful for reducing sizing-related or	may run larger or smaller than expected. Adding this ustomer returns.
HYGIENE NOTE	This item is sealed for hyg reasons. It can only be returned if the seal and packaging is intact (unless deemed faulty).	the description box, underneath the listed points.	Add this note to the bottom of the description box, t	underneath the listed points.
BRANDED PACKAGING	This item can only be retu if the branded packaging intact.		This note should be used for SKUs that are sent wit boxes, boxes etc. Adding this note ensures our FC r packaging is also returned with the product.	
NZ SHIPPING NOTE	The Iconic is unable to sh this item to New Zealand	Add this note to the <b>top</b> of the description box, above the descriptive text. This note should be bolded and written in all caps.	This note should be used for Sellers that contractua	lly do not ship to New Zealand.

## **Accessories - Bags**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Bag</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the dimensions (in cm) of the product, including height, width, depth and arm drop As the second point, note the materials (with percentages) making up the product composition 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Dimensions: Hxxcm x Wxxcm x Dxxcm; Arm Drop: xxcm - Shell: 100% Polyurethane; Lining: 100% Polyester - Folded top opening; magnetic closure

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



### **Accessories - Watches**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Watch</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the case width and case diameter (in mm) - As the second point, note the materials making up the watch band and watch face 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Case Width: xxmm; Case Diameter: xxmm - Leather strap; glass case - Rose-gold toned indicies



## **Accessories - Sunglasses**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Sunglasses</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the frame materials     -1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Acetate frame - Sepia-tinted lens



### **Accessories - Tech Accessories**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Speaker</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the dimensions (in cm) of the product, including height, width and depth.  1-2 following listed points about the tech features of product, with a hyphen and a single space ahead of the text.	- Dimensions: Hxxcm x Wxxcm - Waterproof; up to 3 feet deep - Bluetooth range: 2.402 - 2.480GHz



### **Accessories - Headwear**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The Example Brand Classic Beanie features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the materials (with percentages) making up the product composition 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- 100% Acrylic - Embroidered branded detail

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
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### **Accessories - Headwear**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The Example Brand Classic Fascinator features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the materials (with percentages) making up the product composition.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- 100% Acrylic - Wide headband

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



## **Accessories - Travel & Luggage**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Suitcase</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the dimensions (in cm) of the product, including height, width and depth.     As the second point, note the materials (with percentages) making up the product composition.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	Dimensions: Hxxcm x Wxxcm x Dxxcm     Shell: 100% Polyurethane; Lining: 100% Polyester     Integrated TSA lock     Internal packing straps and storage pockets
	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



### **Accessories - Wallets**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Wallet</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the dimensions (in cm) of the product, including height, width and depth.     As the second point, note the materials (with percentages) making up the product composition.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Dimensions: Hxxcm x Wxxcm x Dxxcm - Shell: 100% Polyurethane; Lining: 100% Polyester - Interior zip pocket
	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



### **Accessories - Belts**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT  LISTED POINTS	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.  - As the first point, note the shortest and longest lengths of the belt, as well as the width.  - As the second point, note the materials (with percentages) making up the product composition.  -1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	The Example Brand Classic Belt features xx and xx and is a versatile option for your collection.  - Length: Shortest: xxcm; Longest: xxcm; Width: xxcm - 100% Leather - Adjustable buckle
	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



# **Accessories - Jewellery**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Necklace</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the chain drop length and pendant height and width As the second point, note the materials making up the product composition 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Chain Drop: xxcm; Pendant: Hxxcm x Wxxcm     - 14k Gold Vermeil on Sterling Silver     - Hammered beads and freshwater pearl embellishments



## **Accessories - Jewellery**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Earrings</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the diameter of the earrings (in cm).     As the second point, note the materials making up the product composition.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	Diameter: xxcm     14k Gold Vermeil on Sterling Silver     Clear Swarovski crystal     Hoop fastenings for pierced ears



## **Accessories - Sports Equipment**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Stretch Bands</b> features xx and xx and is great for when you're on-the-go.
LISTED POINTS	- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Rubber resistance bands; light, medium and heavy levels - Includes online guide



## **Accessories - Sports Equipment**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Shaving Cream</b> features xx and xx and is great for when you're on-the-go.
LISTED POINTS	As the first point, note the height, width and depth of the product (in cm).     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	Measurements: Wxxcm x Lxxcm x Dxxcm     Includes carry strap     Best for restorative to moderately-paced practices



### **Accessories - Ties & Cufflinks**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Tie Set</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the length and width of the product (in cm) - As the second point, note the materials (with percentages) making up the product composition 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Measurements: Lxxcm x Wxxcm     - 100% Wool     - Adjustable straps; fastenings
	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



### **Accessories - Socks**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Socks</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the materials (with percentages) making up the product composition.     -1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- 100% Cotton - Branded text to bottom

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



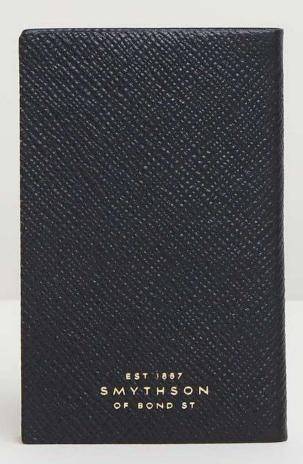
## **Accessories - Optical**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Glasses</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the frame materials.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Acetate frame - Optical grade CR39 lens; blue-light tinted



## **Accessories - Stationery**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Daily Diary</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the height and width of the product (in cm).     As the second point, note the materials making up the product composition.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Measurements: Hxxcm x Wxxcm - Lambskin Leather - Gilt-edged pages - 96 pages



## **Accessories - Swimming/Towels**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Towel</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	As the first point, note the height and width of the product (in cm).     As the second point, note the materials (with percentages) making up the product composition.     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Measurements: Hxxcm x Wxxcm     - 100% Cotton     - Absorbent Cotton terry fabrication
	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



## **Accessories - Swimming/Towels**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The Example Brand Classic Swim Kickboard features xx and xx.  - Measurements: Hxxcm x Wxxcm x
LISTED POINTS	- As the first point, note the height, width and depth of the product (in cm) As the second point, note the product materials - 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	Dxxcm  - Made from heavy duty EVA foam  - Crescent shaped bottom for greater mobility



#### **Accessories - Home**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Candle</b> features xx and xx and will add an elegant touch to your home.
LISTED POINTS	- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- 65 hour burn time - Cedar, amber scent





### **Accessories - Home**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Water Bottle</b> features xx and xx and is great for when you're on-the-go.
LISTED POINTS	- As the first point, note the height, width and depth of the product (in cm) 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Measurements: Hxxcm x Wxxcm x Dxxcm     - Protective silicone case



### **Accessories - Scarves & Gloves**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Scarf</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the height and width of the product (in cm) As the second point, note the materials (with percentages) making up the product composition1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	Measurements: Hxxcm x Wxxcm     100% Polyester     Lightweight pleated satin

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



### **Accessories - Scarves & Gloves**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Gloves</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the materials making up the product composition.     -1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- 100% Polyester - Breathable mesh panel

	CARE LABEL FIELD	HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Leather specialist dry clean only.



## **Accessories - Grooming**

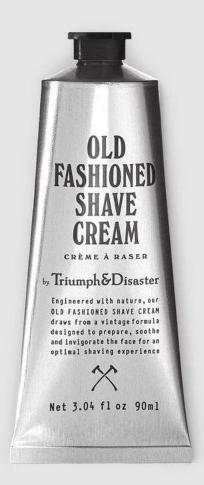
	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Grooming Kit f</b> eatures xx and xx and is great for when you're on-the-go.
LISTED POINTS	As the first point, note the height, width and depth of the product (in cm).     1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	Measurements: Hxxcm x Wxxcm x Dxxcm     Includes one beard comb, one small scissors, one beard brush, and one beard shaping too



### **Accessories - Grooming**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The Example Brand Classic Shaving Cream features xx and xx and is great for when you're on-the-go.
LISTED POINTS	- As the first point, note the volume of the product (in ml).     -1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	- Volume: xxml - Scent - Texture - Useage  Ingredients: Aloe Barbadensis Leaf Juice*, Glycerin*, Decyl Glucoside, Lauryl Glucoside, Coco Glucoside, Polyglyceryl-10-Laurate, Xanthan Gum, Cyamopsis Tetragonoloba Gum, Pelargoniun Graveolens (Geranium) Oil*, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract*, Althea Officinalis (Marshmallow) Root Extract*, Chamomila Recutita Flower Extract*.
INGREDIENTS LIST	Underneath the listed points, list the full ingredients list for your product.	

<u>PLEASE NOTE: Sellers are responsible for ensuring that accurate information is provided within the ingredients list, which should include ALL ingredients within the product.</u>



### **Accessories - Umbrella**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The <b>Example Brand Classic Umbrella</b> features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the diameter of the product (in cm) when opened and the length of the product (in cm) when closed 1-2 following listed points about the tech features of product, with a hyphen and a single space ahead of the text.	Diameter (when opened): xxcm;     Folded Length: xxcm     Durable fiberglass ribs     Push release



#### **Accessories - Face Masks - Adults**

DESCRIPTION FIELD		HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The Example Brand Face Masks features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the height and width of the product (in cm).  - As thenext point, note if the product is medical grade or not medical grade.  - As the next point note the layering and/or ply of the product.  -1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.  - Underneath the listed points note the material composition of the product.  - Underneath the materical composition, add the following note:  PLEASE NOTE: These masks should not be worn by anyone with breathing or respiratory conditions, or those unable to remove the mask without assistance.	- Measurements: Hxxcm x Wxxcm - Non-medical grade - Double-layered; 3-ply - Self-tie straps  95% Polyester & 5% Spandex  PLEASE NOTE: These masks should not be worn by anyone with breathing or respiratory conditions, or those unable to remove the mask without assistance.

## PLEASE NOTE - ALL FACE MASKS SHOULD BE MARKED AS 'NO RETURNS' PER THE ICONIC'S RETURNS POLICY.



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#### **Accessories - Face Masks - Kids**

	DESCRIPTION FIELD	HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The Example Brand Face Masks - Kids features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the height and width of the product (in cm).  - As thenext point, note if the product is medical grade or not medical grade.  - As the next point note the layering and/or ply of the product.  - 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.  - As the last listed point, add the following: - Suitable for ages 6-16yrs  - Underneath the listed points note the material composition of the product.  - Underneath the materical composition, add the following two notes:  PLEASE NOTE: Not Suitable for babies or toddlers. These masks are not toys and should not be placed on children under 5 years of age.  PLEASE NOTE: These masks should not be worn by anyone with breathing or respiratory conditions, or those unable to remove the mask without assistance.	- Measurements: Hxxcm x Wxxcm - Non-medical grade - Double-layered; 3-ply - Self-tie straps - Suitable for ages 6-16yrs  95% Polyester & 5% Spandex  PLEASE NOTE: Not Suitable for babies or toddlers. These masks are not toys and should not be placed on children under 5 years of age.  PLEASE NOTE: These masks should not be worn by anyone with breathing or respiratory conditions, or those unable to remove the mask without assistance.



## PLEASE NOTE - ALL FACE MASKS SHOULD BE MARKED AS 'NO RETURNS' PER THE ICONIC'S RETURNS POLICY.

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