

THE ICONIC

E-COMMERCE PRODUCT COPY GUIDELINES

FOOTWEAR

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Additional Information Notes

TYPE	NOTE		PLACEMENT	USAGE
SIZING NOTE	This style runs large/small , we recommend buying one size up/down for a regular fit.	Add this note to the bottom of the description box, underneath the listed points.	This note should be used on SKUs where the sizing may run larger or smaller than expected. Adding this note can be helpful for reducing sizing-related customer returns.	
HYGIENE NOTE	This item is sealed for hygiene reasons. It can only be returned if the seal and packaging is intact (unless deemed faulty).	Add this note to the bottom of the description box, underneath the listed points.	Add this note to the bottom of the description box, underneath the listed points.	
BRANDED PACKAGING	This item can only be returned if the branded packaging is intact.	Add this note to the bottom of the description box, underneath the listed points.	This note should be used for SKUs that are sent with additional Seller-branded packaging, such as gift boxes, boxes etc. Adding this note ensures our FC returns team only accept returns where the branded packaging is also returned with the product.	
NZ SHIPPING NOTE	The Iconic is unable to ship this item to New Zealand	Add this note to the top 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 contractually do not ship to New Zealand.	

Footwear - Sneakers

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. Ensure the product name for this product is a plural.	The Example Brand Classic Sneakers features xx and xx and are a versatile option for your collection. - Breathable mesh panel Upper: Textile Inner: Textile Sole: Textile
LISTED POINTS	- 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 Upper, Inner and Sole materials.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Lifestyle Shoes

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Lifestyle Sneakers features xx and xx and are a versatile option for your collection.</p> <p>- Breathable mesh panel</p> <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<p>- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.</p> <p>Underneath the listed points, note the Upper, Inner and Sole materials.</p>	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Boots - Calf/ Thigh High

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Calf High Boots features xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Calf Circumference: xxcm- Heel Height: xxcm- Shaft length: xxcm- Closed-end side zip <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first listed point, note the calf or thigh circumference of the shoe (in cm)- As the second point, note the heel height of the shoe (in cm)- As the third point, note the shaft height of the shoe (in cm)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Boots

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Boots feature xx and xx and are a versatile option for your collection.</p> <p>- Heel Height: xxcm - Almond-shaped toe</p> <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<p>- As the first point, note the heel height of the shoe (in cm) (where applicable)</p> <p>- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.</p>	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Dress Shoes

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Dress Shoes feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Heel Height: xxcm- Goodyear welted construction- Stitched moccasin detailing to the toe and heel <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the heel height of the shoe (in cm) (where applicable)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Casual Shoes

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Casual Shoes feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Goodyear welted construction- Huarache braiding throughout <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the heel height of the shoe (in cm) (where applicable)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Performance Shoes

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Performance Shoes feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Stretch warp-knit upper; delivers comfort and stability with a durable sock-like fit and feel- 3D moulded midfoot with laser perforations; increases ventilation and security <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the heel height of the shoe (in cm) (where applicable)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Slippers

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Slippers feature xx and xx and are a versatile option for your collection.</p> <p>- Cushioned lining</p> <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Slides

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Slides feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Jacquard print- Mesh detailing <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Sandals

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Sandals feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Heel height: xxcm- Jacquard print- Mesh detailing <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the heel height of the shoe (in cm) (where applicable)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Flats

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Casual Flats feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Sling back strap- Pointed toe <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Heels

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Heels feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Heel height: xxcm- Jacquard print- Mesh detailing <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the heel height of the shoe (in cm)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	



Footwear - Wedges

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. Ensure the product name for this product is a plural.	<p>The Example Brand Classic Wedges feature xx and xx and are a versatile option for your collection.</p> <ul style="list-style-type: none">- Heel height: xxcm- Jacquard print- Mesh detailing <p>Upper: Textile Inner: Textile Sole: Textile</p>
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the heel height of the shoe (in cm)- 1-2 following listed points about features of product, with a hyphen and a single space ahead of the text.	
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	

