THE ICONIC

E-COMMERCE PRODUCT COPY GUIDELINES

KIDS ACCESSORIES

Contents
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THE ICONIC

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 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.

THE ICONIC

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 **Example Brand Classic Night Light - Kids** features xx and xx and is great for when you're on-the-go. - Measurements: Hxxcm x Wxxcm x Dxxcm - Includes white and LED colours - Remote to control colours and functions
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.	

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 **Example Brand Classic Glasses** features xx and xx and is a versatile option for your collection.
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.	- Acetate frame - Optical grade CR39 lens; blue-light tinted

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 **Example Brand Classic Suitcase** 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 - Secure lockable catches - 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 - 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 **Example Brand Classic Necklace** 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 **Example Brand Classic Earrings** 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

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

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 **Example Brand Classic Bag** 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; Depth: xxcm - Shell: 100% Polyurethane; Lining: 100% Polyester - Insulated interior

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 - 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 **Example Brand Classic Tie** features xx and xx and is a versatile option for your collection. - Measurements: Lxxcm x Wxxcm - 100% Wool - Graphic print to front
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.	

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 **Example Brand Classic Watch** 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 - Canvas strap - Two-hand Quartz movement

Accessories - Wraps & Blankets

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 Swaddle Blanket** 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 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.	- Measurements: Lxxcm x Wxxcm - Lightweight bamboo muslin - Set of two

Accessories - Toys

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.	Th**e Example Brand Classic Puzzle** Toy 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 features of product, including relevant age range, with a hyphen and a single space ahead of the text.	- Dimensions: Hxxcm x Wxxcm x Dxxcm; Depth: xxcm - 36 Pieces - Fairy garden floor puzzle - Ages 6+

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 **Example Brand Classic Scarf** 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% Polyester - Woven 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 - 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 Headband** 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 - Stitched bow to front

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 - 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 Hat** features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the brim length 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.	- Brim width: xxcm - 100% Acrylic - Stitched bow to front

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 **Example Brand Classic Wallet** 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 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	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The **Example Brand Classic Belt** features xx and xx and is a versatile option for your collection.
LISTED POINTS	- 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.	- 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 - 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 **Example Brand Classic Sunglasses** 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 - Category 3 sun protection; 100% UV protection

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 Towel - Kids** features xx and xx and is a versatile option for your collection. - Measurements: Hxxcm x Wxxcm - 100% Cotton - Absorbent Cotton terry fabrication
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.	

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 - 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 **Example Brand Classic Speaker** 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 - Rainwear

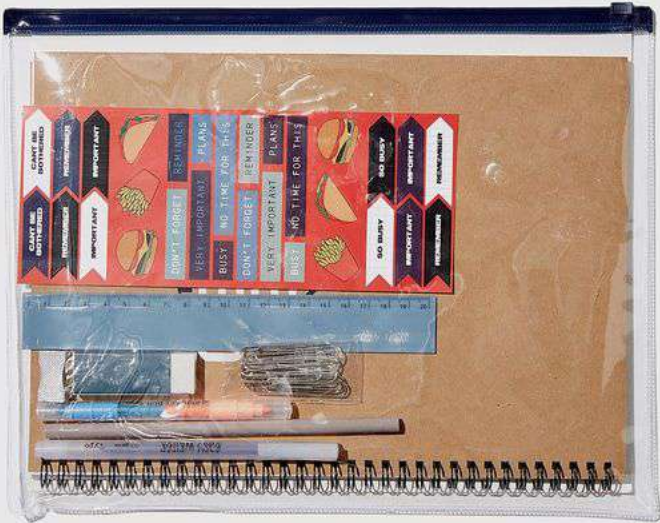| DESCRIPTION FIELD		HOW IT WILL LOOK ON-SITE
DESCRIPTIVE TEXT	Descriptive text is 1-2 sentences about the product, including the Brand Name and Product Name.	The **Example Brand Classic Raincoat** features xx and xx and is a versatile option for your collection.
LISTED POINTS	- As the first point, note the length of the garment in the images, from top to bottom (in cm) followed by the size. - 1-2 following listed points about the tech features of product, with a hyphen and a single space ahead of the text.	- Length: xxcm (size xx) - Snap button-through front - Piping through hemline

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 **Example Brand Classic Umbrella** features xx and xx and is a versatile option for your collection. - Diameter (when opened): xxcm; Folded Length: xxcm - Durable fiberglass ribs - Push release
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.	

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 **Example Brand Classic Daily Diary** features xx and xx and is a versatile option for your collection. - Measurements: Hxxcm x Wxxcm - Lambskin Leather - Nine-piece set with reusable carry case
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.	

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. - Measurements: Hxxcm x Wxxcm - Non-medical grade - Double-layered; 3-ply - Self-tie straps - Suitable for ages 6-16yrs 95% Polyester & 5% Spandex
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 material 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.**	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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