

THE ICONIC

E-COMMERCE PRODUCT COPY GUIDELINES

KID'S APPAREL

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KID'S APPAREL

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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.

Kids Apparel - 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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Socks - Kids are perfect for your little one.
LISTED POINTS	- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Crew length - Baby pink base hue; apple red cuff, heel and toe
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Underwear

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Briefs - Kids are perfect for your little one.
LISTED POINTS	- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Pack of 4 bikini briefs - Elasticised waistband with white jacquard branding
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



⁵ **PLEASE NOTE - ALL KIDS UNDERWEAR SHOULD BE MARKED AS ‘NO RETURNS’ PER THE ICONIC’S RETURNS POLICY.**

Kids Apparel - Dresses

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Dress- Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none"> - 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 listed points about features of product, with a hyphen and a single space ahead of the text. 	<ul style="list-style-type: none"> - Length: xxcm (size xx) - Gathered waistline - Pull-on entry
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Tops

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Top- Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- 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 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: xxcm (size xx)- Vented hems
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - T-Shirts & Singlets

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic T-Shirt - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- 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 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: xxcm (size xx)- Vented hems
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Shirts & Polos

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Shirt - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none"> - 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 listed points about features of product, with a hyphen and a single space ahead of the text. 	<ul style="list-style-type: none"> - Length: xxcm (size xx) - Button-down collar - Long sleeves; buttoned cuffs
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Coats & Jackets

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Jacket - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- 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 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: xxcm (size xx)- Ribbed collar, cuffs and hem- Plush teddy fleece; jersey lining; non-stretch
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Jumpers & Cardigans

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Cardigan - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none"> - 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 listed points about features of product, with a hyphen and a single space ahead of the text. 	<ul style="list-style-type: none"> - Length: xxcm (size xx) - Cable knitted cotton; generous stretch - Ribbed cuffs and waistband
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Pants

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Pants - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the inside leg, front rise and leg opening measurements of the garment (in cm) followed by the size.- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx)- Cotton-blend fleece jersey; stretch; opaque- Elasticised cuffs
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Rompers

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Romper - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the inside leg, front rise and leg opening measurements of the garment (in cm) followed by the size.- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: Inside Leg: xxc; Front Rise: xxc; Leg Opening: xxc (size xx)- Cotton-blend fleece jersey; stretch; opaque- Elasticised cuffs
FIRE SAFETY NOTE	FOR BABY SLEEPWEAR - Per Australian Product Safety Legislation, add relevant fire safety note. For levels 1-3: Caution: Fire hazard, keep away from heat and flame. For level 5: Warning: High fire danger, keep away from heat and flame.	
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Skirts

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Skirt - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- 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 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: xxcm (size xx)- Lightweight tulle overlay; woven lining; non-stretch- Elasticised waistband
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Swimwear

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic One-Piece-Kids is perfect for your little one.
LISTED POINTS	- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Quick-drying Endurance+ fabric; chlorine and fading resistant; generous stretch; lined; opaque- Slim adjustable straps; cut-out back
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Sweats & Hoodies

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Hoodie - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none"> - 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 listed points about features of product, with a hyphen and a single space ahead of the text. 	<ul style="list-style-type: none"> - Length: xxcm (size xx) - Twin hand pockets - Ribbed hemline
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Jeans

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Jeans - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the inside leg, front rise and leg opening measurements of the garment (in cm) followed by the size.- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: Inside Leg: xxcn; Front Rise: xxcn; Leg Opening: xxcn (size xx)- Minimal stretch denim; unlined- Five-pocket design
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Shorts

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Shorts - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- 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 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: xxcm (size xx)- Elasticised waist with drawstring- Pocket to rear
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Jumpsuits & Playsuits

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Jumpsuit - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note the inside leg, front rise and leg opening measurements of the garment (in cm) followed by the size.- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: Inside Leg: xxc; Front Rise: xxc; Leg Opening: xxc (size xx)- Button-fastened shoulder straps; non-adjustable- Unfixed folded cuffs
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95% Polyester & 5% Spandex



Kids Apparel - Sleepwear

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 - Suffix (eg Baby or Kids or Teens). Ensure the product name for this product is a plural.	Made with kids comfort in mind, the Example Brand Classic Pyjamas- Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note: TOP: The length of the garment (in cm) from top to bottom; PANTS: the inside leg, front rise and leg opening measurements of the garment (in cm) followed by the size.- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: Top: xxcm; Bottoms: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx)- Ribbed crew neckline; ribbed cuffs- Two-piece set
FIRE SAFETY NOTE	FOR BABY SLEEPWEAR - Per Australian Product Safety Legislation, add relevant fire safety note. For levels 1-3: Caution: Fire hazard, keep away from heat and flame. For level 5: Warning: High fire danger, keep away from heat and flame.	
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Onesies

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 - Suffix (eg Baby or Kids or Teens).	Made with kids comfort in mind, the Example Brand Classic Onesie - Kids is perfect for your little one. - Length: xxcm (size xx) - Ribbed crew neckline; ribbed cuffs - Two-piece set
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 listed points about features of product, with a hyphen and a single space ahead of the text.	
FIRE SAFETY NOTE	FOR BABY SLEEPWEAR - Per Australian Product Safety Legislation, add relevant fire safety note. For levels 1-3: Caution: Fire hazard, keep away from heat and flame. For level 5: Warning: High fire danger, keep away from heat and flame.	

CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



Kids Apparel - Sets

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 - Suffix (eg Baby or Kids or Teens).	Made with kids comfort in mind, the Example Brand Classic Skirt - Kids is perfect for your little one.
LISTED POINTS	<ul style="list-style-type: none">- As the first point, note: TOP: The length of the garment (in cm) from top to bottom; PANTS: the inside leg, front rise and leg opening measurements of the garment (in cm) followed by the size.- 1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	<ul style="list-style-type: none">- Length: Top: xxcm; Bottoms: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx)- Round neckline; sleeveless- Faux button-fly and hip pockets
CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
CARE DETAILS	1 line (maximum) noting how this garment should be cared for.	Cold hand wash. Dry flat
COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex



FIRE SAFETY LABEL REQUIREMENTS

Per [Australian Product Safety Legislation](#), there is a mandatory requirement for safety testing and labelling of children's nightwear and paper patterns for making children's nightwear. This standard applies to **nightwear for children (sizes 00-14) including the following:**

- Pyjamas (whether sold as top and bottom together or nightwear separates)
- Size 3 - 14 knitted nightwear all-in-ones
- Size 00 - 14 woven nightwear all-in-ones
- Predominantly knitted all-in-one garments in the size range size 00-2 made from fabrics that have a pile or nap, or include fabrics with a pile or nap
- Nightdresses and nighties
- Nightshirts
- Dressing gowns
- Bathrobes
- Boxer shorts of a loose style commonly used as nightwear
- Infant sleep bags with sleeves or arm openings
- Blankets and towels that incorporate a sleeve or arm opening

Exclusions include:

- Knitted all-in-one garments up to and including size 2 that are not made from fabrics that have a pile or nap, and do not include fabrics with a pile or nap
- Woven all-in-ones for daywear
- Knitted trunks or boxer shorts in form fitting styles commonly worn as underwear
- Tee-shirts, singlets, track tops and similar where they are not sold as nightwear and are not a component of a nightwear set
- Towels and blankets that do not incorporate a sleeve or arm opening
- Headwear, footwear and hand-wear
- Infant sleep bags without sleeves or arm openings
- Sleeping bags in all sizes, as typically used for camping
- Baby wraps and swaddles
- Detachable capes, hoods, wings, tutus and similar costume accessories

In instances where sellers are listing kids styles on THE ICONIC that fit the above criteria, the onus sits with the seller to ensure that the Fire Safety label requirements are included within the SKU in both written and image form. Products that do not adhere to these guidelines and standards specified, will be rejected by THE ICONIC QC Team and will be removed from THE ICONIC at a SKU or brand level, until appropriate amendments are made. Listing items with incorrect or incomplete Fire Safety information can result in large fines and further action from the Australian Competition and Consumer Commission.

FIRE SAFETY LABEL COPY REQUIREMENTS

FIRE SAFETY LABEL CATEGORIES

There are **four** categories that dictate which (of **two**) fire safety content note, you will need to add to your Kids SKU.

1. Garments made from fabric and trims that pass low flammability tests. Examples include wool, some synthetics and some heavy cottons.
2. Garments that are close fitting, such as pyjamas, do not ignite or burn as readily. As a result, they may be made from more flammable fabrics.
3. Babies' all-in-one garments in sizes 00–2, such as jumpsuits and rompers. Garments made mostly from knitted fabrics and where the close-fitting portion of the garment occupies 80% or more of the total surface area of the garment.
4. Garments that do not fit categories 1, 2 or 3 but still meet some fabric, size and burning test requirements.

FIRE SAFETY LABEL NOTES

CATEGORY 1, 2 & 3:

Caution: Fire hazard, keep away from heat and flame

CATEGORY 4:

Warning: High fire danger, keep away from heat and flame

*Examples below

Launched in the summer of 2003, **Rock Your Baby** delivers fun and fresh collections of kidswear your little one's bound to love. Playful prints and whimsical patterns sit alongside urban-inspired basics and outerwear, creating the perfect foundation for stylish kids who aren't afraid to be bold and stand out.

- Length: 46cm (size 6-12 months)
- Regular fit
- Cotton-rich jersey, some stretch
- Black shade: all-over tiger print in brown, off-white and red
- Ribbed neckline
- Snap-fastening to the shoulder
- Short sleeves
- Snap-fastened gusset for easy changing

Caution: Fire hazard, keep away from heat and flame

The **Bonds Baby Winter Sleeping Bag** features an all-in-one padded style with a soft jersey shell and sleeveless design to ensure a comfortable yet cosy temperature.

- Length: 85cm (size 1 year)
- Regular fit
- Soft cotton jersey shell, quilted padding; lined, opaque
- Mid-grey marle; white all-over brand print with small love hearts
- Round ribbed neckline
- Two-way zip-front opening; anti-snap fabric backing
- Sleeveless
- Covered hem

Warning: High fire danger, keep away from heat and flame

**FIRE SAFETY LABEL IMAGE
REQUIREMENTS**

Based on the safety category level for your product, you will be required to add one of the two following images to the images field within each applicable SKU in Seller Center.

If THE ICONIC provides production services for your brand, please ensure the correct label image is added into each applicable product prior to sending in samples for production.

This will ensure delays are minimised and we can get your products on site at THE ICONIC as soon as possible.

You can download the applicable fire safety label image [here](#).

CATEGORY 1, 2 & 3



CATEGORY 4

