THE ICONIC

E-COMMERCE PRODUCT COPY GUIDELINES

KIDS FOOTWEAR

Contents

KIDS' FOOTWEAR

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

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.	The **Example Brand Classic Lifestyle Sneakers** features xx and xx and are a versatile option for your collection.
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.	- Soft foam cushioning provides long-lasting comfort - Bendable soles made to flex with the foot Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Boots** feature xx and xx and are a versatile option for your collection.
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.	- Almond-shaped toe Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Dress Shoes** feature xx and xx and are a versatile option for your collection.
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.	- Goodyear welted construction - Stitched moccasin detailing to the toe and heel Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Casual Shoes** feature xx and xx and are a versatile option for your collection.
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.	- Goodyear welted construction - Stitched moccasin detailing to the toe and heel Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Performance Shoes** feature xx and xx and are a versatile option for your collection.
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.	- Suitable for firm ground and artificial grass surfaces - TPU outsole; conical and bladed studs Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Slippers** feature xx and xx and are a versatile option for your collection. - Cushioned lining 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 - Thongs

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 Thongs** feature xx and xx and are a versatile option for your collection.
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.	- Slim thong straps; embossed branding - Grip textured sole Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Sandals** feature xx and xx and are a versatile option for your collection.
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.	- (TPR) rubber soles - Self-fastening straps at ankle Upper: Textile Inner: Textile Sole: Textile
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.	The **Example Brand Classic Casual Flats** feature xx and xx and are a versatile option for your collection.
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.	- Tie strap to ankle - Pointed toe Upper: Textile Inner: Textile Sole: Textile
MATERIALS	Underneath the listed points, note the Upper, Inner and Sole materials.	