THE ICONIC

E-COMMERCE PRODUCT COPY GUIDELINES

MEN'S APPAREL

Contents

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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 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

Men's 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.	Add some style to your everyday collection with the Classic Tee from Example Brand.
MODEL MEASURES	This includes the length of the garment (in cm) from top to bottom, and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Logo print to chest

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

THE ICONIC

Men's 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.	Add some style to your everyday collection with the Classic Shirt from Example Brand.
MODEL MEASURES	This includes the length of the garment (in cm) from top to bottom, and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist. - Button-down front
LISTED POINTS	1-2 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.	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

THE ICONIC

Men's 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.	Add some style to your everyday collection with the **Classic Pants** from Example Brand.
MODEL MEASURES	This includes the inside leg, front rise and leg opening measurements of the garment (in cm), and the height, bust, waist and hips (in cm) of the model in the images.	Length: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size small) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Zip fly with button fastening

	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

THE ICONIC

Men's 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.	Add some style to your everyday collection with the **Classic Hoodie** from **Example Brand**.
MODEL MEASURES	This includes the length of the garment (in cm) from top to bottom, and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Ribbed cuffs and sleeves

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

THE ICONIC

Men's 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.	Add some style to your everyday collection with the **Classic Jacket** from **Example Brand**.
MODEL MEASURES	This includes the length of the garment (in cm) from top to bottom, and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Tapered stitching detail

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

THE ICONIC

Men's 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.	Add some style to your everyday collection with the **Classic Shorts f**rom **Example Brand.**
MODEL MEASURES	This includes the length of the garment (in cm) from top to bottom, and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Twin hip pockets - Branded detail to hem

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

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Men's 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.	Add some style to your everyday collection with the **Classic Jeans** from **Example Brand**.
MODEL MEASURES	This includes the inside leg, front rise and leg opening measurements of the garment (in cm), and the height, bust, waist and hips (in cm) of the model in the images.	Length: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Five-pocket design

CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
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COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex

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Men's Apparel - Suits & 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.	Add some style to your everyday collection with the **Classic Suit fr**om **Example Brand.**
MODEL MEASURES	This includes: JACKET: The length of the garment (in cm) from top to bottom; TROUSERS: The inside leg, front rise and leg opening measurements of the garment (in cm), and the height, chest and waist (in cm) of the model in the images.	Length: Jacket: xxcm; Trousers: Length: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx) (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Twin back vents - Double-breasted jacket

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

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Men's 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.	Add some style to your everyday collection with the **Classic Boardshort**s from **Example Brand**.
MODEL MEASURES	This includes the inside leg, front rise and leg opening measurements of the garment (in cm), and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Quick-dry swim fabric; non-stretch - Built-in briefs

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

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Men's 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.	Add some style to your everyday collection with the **Classic Jumper** from **Example Brand.**
MODEL MEASURES	This includes the inside leg, front rise and leg opening measurements of the garment (in cm), and the height, bust, waist and hips (in cm) of the model in the images.	Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Ribbed cuffs and neckline

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

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Men's 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.	The **Example Brand Classic Pyjama Set** features xx and xx and is a versatile option for your collection.
MODEL MEASURES	This includes SHIRT: 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, and the height, chest and waist (in cm) of the model in the images.	Length: Top: xxcm; Bottoms: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") chest and a xxcm (xx") waist.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Twin pockets - Branded logo to chest

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

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Men's Apparel - Undwear & 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 **Example Brand Classic Briefs** feature xx and xx and are a versatile option for your collection.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Moulded pouch

CARE LABEL FIELD		HOW IT WILL LOOK ON-SITE
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COMPOSITION FIELD		HOW IT WILL LOOK ON-SITE
GARMENT MATERIALS	List materials (with percentages) making up the garment composition.	95& Polyester & 5% Spandex

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