

THE ICONIC

E-COMMERCE PRODUCT COPY GUIDELINES

WOMEN'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.	

Women’s 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.	<p>The Example Brand Classic Dress features xx and xx and is a versatile option for your weekend wardrobe.</p> <p>Length: xxcm (size xx) Our model is xxcm (x"x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips.</p> <ul style="list-style-type: none">- Inseam pockets- Hidden zip
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.	
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



Women’s 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.	The Example Brand Classic Top features xx and xx and is a versatile option for your weekend wardrobe. Length: xxcm (size xx) Our model is xxcm (x"x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Rolled cuffs - Scooped neckline
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.	
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



Women’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.	The Example Brand Classic Tee features xx and xx and is a versatile option for your weekend wardrobe.
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") bust, a xxcm (xx") waist and xxcm (xx") hips.
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">- Ribbed stretch- Brand print to front

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



Women’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.	The Example Brand Classic Pants feature xx and xx and are a versatile option for your weekend wardrobe.
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") bust, a xxcm (xx") waist and xxcm (xx") hips.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Elasticised waistband - Tapered leg
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



Women’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.	The Example Brand Classic Jeans feature xx and xx and are a versatile option for your weekend wardrobe.
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: xxcn; Front Rise: xxcn; Leg Opening: xxcn (size small) Our model is xxcn (x'x") tall with a xxcn (xx") bust, a xxcn (xx") waist and xxcn (xx") hips.
LISTED POINTS	1-2 listed points about features of product, with a hyphen and a single space ahead of the text.	- Five-pocket design - Button and fly closure
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



Women’s 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.	The Example Brand Classic Skirt features xx and xx and is a versatile option for your weekend wardrobe. Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Five-pocket design - High-rise fit
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.	
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



Women’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.	The Example Brand Classic Jacket features xx and xx and is a versatile option for your weekend wardrobe. Length: xxcm (size xx) Our model is xxcm (x"x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Double-breasted front - Padded shoulders
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.	
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



Women’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.	<p>The Example Brand Classic Hoodie features xx and xx and is a versatile option for your weekend wardrobe.</p> <p>Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips.</p> <ul style="list-style-type: none">- Enveloped hood- Ribbed cuffs
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.	
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



Women’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.	The Example Brand Classic Shorts feature xx and xx and are a versatile option for your weekend wardrobe. Length: xxcm (size xx) Our model is xxcm (x"x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Distressed detailing - Five-pocket design
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.	
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



Women’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.	The Example Brand Classic One-Piece features xx and xx and is a versatile option for your collection. Our model is xxcm (x'x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Best suited for A-D cup sizes - Soft cup; with removable padding
MODEL MEASURES	This includes the height, bust, waist and hips (in cm) of the model in the images.	
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



Women’s Apparel - Lingerie

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 Bra features xx and xx and is a versatile option for your collection. Our model is xxcm (x'x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Underwire cups; slightly padded - Two-eyed hook closure
MODEL MEASURES	This includes the height, bust, waist and hips (in cm) of the model in the images.	
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



Women’s Apparel - Lingerie

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. Our model is xxcm (x'x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Branded text to waistband
MODEL MEASURES	This includes the height, bust, waist and hips (in cm) of the model in the images.	
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

PLEASE NOTE - ALL WOMEN’S UNDERWEAR BOTTOMS & BODYSUITS SHOULD BE MARKED AS ‘NO RETURNS’ PER THE ICONIC’S RETURNS POLICY.



THE ICONIC

Women’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.	The Example Brand Classic Jumper features xx and xx and is a versatile option for your weekend wardrobe. Length: xxcm (size xx) Our model is xxcm (x'x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips. - Ribbed trim - Vent to sides
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.	
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



Women’s 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.	<p>The Example Brand Classic Jumpsuit features xx and xx and is a versatile option for your weekend wardrobe.</p> <p>Length: Inside Leg: xxcm; Front Rise: xxcm; Leg Opening: xxcm (size xx) Our model is xxcm (x"x") tall with a xxcm (xx") bust, a xxcm (xx") waist and xxcm (xx") hips.</p> <ul style="list-style-type: none">- Adjustable waist tabs- Pleated back yoke
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.	
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



Women'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.	<p>The Example Brand Classic Pyjama Set features xx and xx and is a versatile option for your collection.</p> <p>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") bust, a xxcm (xx") waist and xxcm (xx") hips.</p> <ul style="list-style-type: none">- Opalescent buttons- Elasticised waistband
MODEL MEASURES	This includes TOP: The length of the garment (in cm) from top to bottom; BOTTOMS: 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.	
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

