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# Packaging Variable Guide

## Apparel Only

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# Purpose

This guide is the current and up-to-date guide for all approved Packaging Variables.

This guide represents the approved formatting for each variable, any exceptions to the formatting shown in this guide will be noted on the specific artwork as necessary.

Please see the [Packaging Execution & Production Share Drive](#) and the [Variable Data Menus](#) for additional information and resources.

## What do I do if I need a Variable not in this Guide?

Production and/or Merchant partners should request a new variable be reviewed, approved and added to the appropriate list via the [variable request form](#).

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# Size Variables

**SIZE Field 1** – Longest variable: XXL 18/20 (9 characters) -- Would always break onto 2 Lines

Anything over 4 characters should break onto 2 lines when possible, can shrink proportionally if can not be broken

**SIZE Field 2** – Longest variable: Short (5 characters) or Regular (7 characters - suits) || SS & HT: Girls' Plus (11 characters)

# Size Field 1 Size Variables

Infants	Toddlers	Little Girls' 4-6x	Little Boys' 4-7x	Girls' 7-16	Boys' 8-20
• NB	• 2T	• 4	• 4	• 6/7	• 8
• 3M	• 3T	• S 4	• S 4	• 7	• 9
• 6M	• 4T	• 5	• 5	• 8	• 10
• 9M	• 5T	• M 5/6	• 6	• 7/8	• 11
• 12M	• 2-3T	• 6	• M 5/6	• 9	• 12
• 18M	• 2-5T	• 6X	• 7	• 10	• 14
• 24M	• 4-5T		• L 7	• 12	• 16
• NB-3M			• 7X	• 10/12	• 18
• NB-6M			• XL 7X	• 14	• 20
• NB-24M				• 16	• XS
• 3-6M				• 14/16	• XS 5/6
• 6-12M				• 18	• S
• 6-24M				PLUS ONLY	• S 7/8
• 12-24M				• 20	• S 8
				PLUS ONLY	• M
				• S 6/7	• M 10/12
				• S 7	• L
				• M 8	• L 14/16
				• L 10/12	• XL
				• XL 14/16	• XL 18/20
				• XXL 18/20	
				PLUS ONLY	

Longest variable: XL 18/20 (8 characters)

## Women's

# Size Field 1 Size Variables

Womens	Womens Cont.	Women's Plus	Petites	Women's Plus	Maternity
• 0	• L/XL	• 0X	• 0P	• 0XP	• 2 MAT
• 2	• XL	• 1X	• 2P	• 1XP	• 4 MAT
• 4	• XL/XXL	• 2X	• 4P	• 2XP	• 6 MAT
• 6	• XXL	• 3X	• 6P	• 3XP	• 8 MAT
• 4-6		• 4X	• 8P	• 4XP	• 10 MAT
• 8		• 5X	• 10P	• 5XP	• 12 MAT
• 10		• 6X	• 12P	• 14WP	• 14 MAT
• 8-10		• 14W	• 14P	• 16WP	• 16 MAT
• 12		• 16W	• 16P	• 18WP	• 18 MAT
• 14		• 18W	• 18P	• 20WP	• 20 MAT
• 12-14		• 16-18W	• 20P	• 22WP	• 22 MAT
• 16		• 20W	• PXS	• 24WP	• 24 MAT
• 18		• 22W	• PXS/S	• 26WP	• XS MAT
• 16-18		• 20-22W	• PS	• 27WP	• S MAT
• 20		• 24W	• PS/M	• 28W	• M MAT
• XS		• 26W	• PM	• 29WP	• L MAT
• X/S		• 24-26W	• PM/L	• 30WP	• XL MAT
• S		• 28W	• PL		• XXL MAT
• S/M		• 30W	• PL/XL		
• M		• 32W	• PXL		
• M/L			• PXXL		
• L					

Longest variable: XL/XXL & 24-26W (6 characters)

# Size Field 1 Size Variables

## Juniors

- 0
- 0/24
- 1
- 1/25
- 3
- 3/26
- 5
- 5/27
- 7
- 7/28
- 9
- 9/29
- 11
- 11/30
- 13
- 13/31
- 15
- 15/32
- 17

## Juniors Cont.

- 17/33
- 19/34
- XXS
- XS
- S
- M
- L
- XL
- XXL

## Juniors Plus

- 0X
- 1X
- 2X
- 3X
- 4X
- 16W
- 16W/35
- 18W
- 18W/36
- 20W
- 20W/38
- 22W
- 22W/40
- 24W
- 24W/42
- 26W
- 26W/44

## Juniors Swim

- XS 0/1
- S 3/5
- M 7/6
- L 15/17
- XXL 19
- OS XS-XXL

## Juniors Plus Swim

- 1X 16W/18W
- 2X 20W/22W
- 3X 24W/26W
- OS 1X-3X

# Size Field 1 Size Variables

## Mens Sportswear

• XS	• 46	• 32x29	• 36x34	• 42x38	• 52x32
• S	• 48	• 32x30	• 36x36	• 42x38	• 52x34
• M	• 50	• 32x32	• 36x38	• 44x29	• 52x56
• L	• 52	• 32x34	• 37x41	• 44x30	• 54x29
• XL	• 54	• 32x36	• 38x24	• 44x32	• 54x30
• XXL	• 56	• 32x38	• 38x29	• 44x34	• 54x32
• 3XL	• 25x28	• 33x29	• 38x30	• 44x36	• 54x34
• 4XL	• 28x30	• 33x30	• 38x31	• 44x48	• 56x30
• 5XL	• 28x31	• 33x32	• 38x32	• 45x49	
• 6XL	• 28x32	• 33x34	• 38x34	• 46x29	
• 28	• 28x34	• 33x36	• 38x36	• 46x30	
• 29	• 29x30	• 33x38	• 38x38	• 46x32	
• 30	• 29x32	• 34x29	• 40x29	• 46x34	
• 31	• 29x34	• 34x30	• 40x30	• 48x29	
• 32	• 30x28	• 34x31	• 40x32	• 48x30	
• 33	• 30x29	• 34x32	• 40x34	• 48x32	
• 34	• 30x30	• 34x34	• 40x36	• 48x34	
• 35	• 30x32	• 34x36	• 40x38	• 48x36	
• 36	• 30x34	• 34x37	• 40x44	• 48x52	
• 38	• 30x36	• 34x38	• 41x45	• 50x29	
• 40	• 31x30	• 35x36	• 42x29	• 50x30	
• 42	• 31x32	• 36x29	• 42x30	• 50x32	
• 44	• 31x34	• 36x30	• 42x32	• 50x43	
	• 31x36	• 36x31	• 42x34	• 52x29	
	• 32x28	• 36x32	• 42x36	• 52x30	

## Mens Big

• 1XB
• 2XB
• 3XB
• 4XB
• 5XB
• 6XB

## Mens Tall

• ST
• MT
• LT
• XLT
• XXLT
• 3XLT
• 4XLT
• 5XLT
• 6XLT

## Mens Robes

• S/M
• L/XL

# Size Field 1 Size Variables

Mens Sport coats	Mens Nested Suits	Mens Dress Shirts	Dress Shirts Cont.	Mens Tall Dress Shirts	Mens Big Dress Shirts
• 36	• 36R 29	• XS	• XL	• LT	• 2XB
• 37	• 36S 29	13-13½	17-17½	16-16½	18½-19
• 38	• 37R 31	32/33	34/35	38/39	34/35
• 38R	• 38R 31	• S	• XL	• XLT	• 2XB
• 39	• 38S 31	14-14½	17-17½	17-17½	18½-19
• 40	• 40L 33	32/33	36/37	38/39	36/37
• 41	• 40R 33	• M	• XXL	• 2XT	• 3XB
• 42	• 40S 33	15-15½	18-18½	17-17½	19½-20
• 42X	• 42L 35	32/33	34/35	38/39	34/35
• 42XL	• 42R 35	• M	• 2X	38/39	36/37
• 43	• 42S 35	15-15½	18-18½	• 3XT	• 3XB
• 44	• 44L 37	34/35	36/37	19-19½	19½-20
• 44S	• 44R 37	• L		36/37	36/37
• 44X	• 44S 37	16-16½		• 3XT	• 4XB
• 46	• 46L 39	32/33		19-19½	20½-21
• 46S	• 46R 39	• L		38/39	34/35
• 46X	• 46S 39	16-16½			• 4XB
• 48		34/35			20½-21
• 48XL		• L			36/37
• 50		16-16½			
• 50XL		36/37			
• 52		• XL			
• 52XL		17-17½			
• 54		32/33			
• 54XL					
• 56					
• 58					
• 60					

Longest variable: 54XL (4 characters)

# Size Field 1 Size Variables

## Mens Shorts Waist

- 25-28-in. waist
- 28-31-in. waist
- 31-34-in. waist
- 34-37-in. waist
- 37-41-in. waist
- 41-45-in. waist
- 45-49-in. waist
- 40-44-in. waist
- 44-48-in. waist
- 48-52-in. waist
- 52-56-in. waist
- 31-34-in. waist
- 34-37-in. waist
- 37-41-in. waist
- 41-45-in. waist
- 45-49-in. waist

# Size Field 1 Size Variables

## Mens

- XS
- S
- M
- L
- XL
- XXL
- 3XL

## Womens

- XS
- S
- M
- L
- XL
- XXL

## Girls

- S 7
- M 8
- L 10/12
- XL 14/16
- XXL 18/20

## Boys

- S 7/8
- S 8
- M 10/12
- L 14/16
- XL 18/20

## Womens Plus

## Mens Big

- 2XB
- 3XB
- 4XB

- 1X
- 2X
- 3X
- 4X

## Mens Tall

- MT
- LT
- XLT
- XXLT
- 3XLT

## Petite

- PXS
- PS
- PM
- PL
- PXL
- PXXL

Longest variable: XL 18/20 (8 characters)

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# Size Field 2 Special Sizes Variables

<b>Mens</b>	<b>Womens / Juniors /</b>	<b>Kids – Girls'</b>	<b>Kids – Boys</b>
<ul style="list-style-type: none"><li>• Short</li><li>• Standard</li><li>• Relaxed</li><li>• Long</li><li>• Slim</li><li>• Extra-Slim</li></ul>	<ul style="list-style-type: none"><li>• Maternity</li><li>• Short</li><li>• Long</li><li>• Tall</li><li>• Slim</li><li>• Girls' Plus</li></ul>	<ul style="list-style-type: none"><li>• Short</li><li>• Long</li><li>• Tall</li><li>• Slim</li><li>• Girls' Plus</li></ul>	<ul style="list-style-type: none"><li>• Short</li><li>• Long</li><li>• Slim</li><li>• Husky</li></ul>

Longest variable:Girls' Plus (11 characters)

# Jammies for Your Families Only

## Gender Field Sleep Gender Variables

- WOMEN
- MEN
- KIDS
- BOYS
- GIRLS
- TODDLERS
- INFANTS
- PETS

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# Color Variables

# Color Coding Variables

## Men's Tailored Fit Modifier Color Variables

Copy is PMS 2147 vs. Black



## Active Hem & Style Name + Color Variables



## Active Shorts Inseam + Color Variables

(In Store sizes only, color coding is not applied for Ecomm only Products)



# Color Coding Variables

## Fit Name + Color Variables

Relaxed PMS 256	Shorts PMS 317	Bermuda Shorts PMS 317	Joggers PMS 488	Tapered PMS 372	Mens Tights PMS 2076	Womens Leggings PMS 2076	Womens Crop Leggings PMS 2076	Mens Slim PMS 604	Womens Skinny PMS 182	Mens Loose PMS 636	Womens Bootcut PMS 360
Relaxed Cargo PMS 256	Cargo Shorts PMS 317	Bike Shorts PMS 317	Cargo Joggers PMS 488	Tapered Cargo PMS 372	Mens ¾ Tights PMS 2076	Womens ⅞ Leggings PMS 2076	Womens Capri Leggings PMS 2076	Mens Extra Slim PMS 142	Womens Curvy Skinny PMS 182	Womens Wide Leg PMS 636	Womens Curvy Bootcut PMS 360

Womens Straight PMS 150	Womens Flare PMS 353	Womens Baggy PMS 3135	Womens Regular PMS 171	Womens Fitted PMS 131	Womens Jeggings PMS 184	Womens Barrel PMS 163	Womens Skort PMS 2405	Womens Skirt PMS 218	Womens Capris PMS 358	Mens Pedal Pusher PMS XXX	
Curvy Straight PMS 150	Curvy Flare PMS 353	Fit PMS XXX	Fit PMS XXX	Fit PMS XXX	Fit PMS XXX	Fit PMS XXX	Fit PMS XXX	Fit PMS XXX	Fit PMS XXX	Mens Athletic PMS 389	

# Color Coding Variables

## Merchandising Color Variables

Color only, Copy would appear on the planogram only



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# Item Name Variables

NOTE: Item Name Field can be created multiple ways

Opt 1 – a product

Ex. Hoodie

Opt 2 – a name populated through multiple selection from optional sub lists creating a single item name: 1) Modifier, 2) Sleeve, 3) Neckline and 4) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Name] Polo

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier and 3) Product  
Ex. [Program Name] The Essential [Modifier] Fleece [Name] Hoodie

Opt 4 – a name populated through multiple selections from optional sub lists–quantity & product: 1) Quantity, 2) Product  
Ex. [Quantity] 2-piece [Name] pajama set

# Item Name Field Item Name Modifier Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

- 3-in-1
- All-Day
- **Arctic Fleece**
- Baggy
- Baseball
- Basketball
- Beachy
- Belted
- Bomber
- Bow
- Built-In
- Button-Down
- Button-Front
- Breathable
- Cable
- Canvas Skater
- Cargo
- Carpenter
- Capri
- Chino
- Cinch
- Cinch Side
- Compact-Rib
- Corduroy
- Cotton
- Cozy
- Curvy
- Crew
- Denim
- Double-Knit
- Double
- Weave
- Essential
- Embroidered
- Fashion
- Foldover
- Flannel
- Flat-Front
- Fleece
- Fleece-Lined
- Flexwear
- Flutter
- Full-Zip
- Graphic
- Graphic
- Hoodie
- Golf
- Half-Zip
- Heavyweight
- High-Pile
- Fleece
- High-Pile
- Hybrid
- Fleece-Lined
- Hooded
- Jersey
- Jean
- Knit
- Knot Strap
- Johnny Collar
- Lace
- Lined
- Linen
- Linen Blend
- Long-Sleeve
- Lounge
- **Merino**
- Mesh
- **Blend**
- Microfleece
- Mockneck
- Muscle
- Notch Collar
- Oversized
- Pajama
- Performance
- Piqué
- Plush
- Pocket
- Pointelle
- Puff Sleeve
- Pull-On
- Pull-On Cargo
- Pull-On
- Corduroy
- Pull-On
- Hybrid
- Printed
- Quarter-Zip
- Quilted
- Racerback
- Raw-Edge
- Relaxed
- Relaxed Cargo
- Relaxed
- Fashion
- Retro
- Reversible
- Ribbed
- Ribbon-Trim
- Ripstop
- Ruffle
- Rugby
- Running
- Seamed
- Seersucker
- Sculpting
- Shawl
- Side-Elastic
- Skater
- Slub
- Smocked
- Snap-Front
- Softshell
- Soft-Spun
- Soccer
- Station
- Stretch
- Stretch Woven
- Stripe
- Sweater
- Sweater Fleece
- Tech
- Textured
- Textured
- Cargo
- Thermal
- Three Tiered
- Tipped
- Tricot
- Twill
- **Twofer**
- Utility
- Underwire
- Varsity
- Waffle-Knit
- Waffle-Weave
- Woven
- Woven Train
- Zip-Front
- Zip

# Item Name Field Modifier Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

- Buggy
- Basketball
- Breathable
- Fleece
- Heavyweight
- High-Pile Fleece
- Jersey
- Knit
- Lined
- Mesh
- Microfleece
- Oversized
- Quilted
- Reversible
- Rugby
- Running
- Sculpting
- Soft-Spun
- Soccer
- Thermal
- Utility
- Varsity
- Waffle-Knit

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
 Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

Sleeve (optional)	Neckline (optional)	Product (required)
• 3/4-Sleeve	• Ballet Neck	• Bodysuit
• Cap-Sleeve	• Boatneck	• Button-Down
• Elbow-Sleeve	• Crewneck	• Shirt
• Long-Sleeve	• High-Neck	• Cami
• Raglan-Sleeve	• Mockneck	• Cardigan
• Roll-Tab Sleeve	• Scoopneck	• Dress
• Short-Sleeve	• Splitneck	• Flannel Shirt
• Sleeveless	• Squareneck	• Fleece
	• Turtleneck	• Henley
	• V-Neck	• Hoodie
		• Jacket
		• Polo
		• Shawl
		• Cardigan
		• Shell
		• Shirt
		• Sweater
		• Sweatshirt
		• Tank Top
		• Tee
		• Tunic Tank
		• Turtleneck

## Women's Dresses & Jumpsuits

## Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
 Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

Sleeve (optional)	Neckline (optional)	Product (required)	
• 3/4-Sleeve	• Ballet-Neck	• Babydoll Top	• Tunic
• Cap-Sleeve	• Crewneck	• Baby Tee	• Tunic Cami
• Elbow-Sleeve	• High-Neck	• Bandeau Top	• Tunic Tee
• Long-Sleeve	• Mockneck	• Bodysuit	• Turtleneck
• Raglan-Sleeve	• Scoopneck	• Boxy Tee	• <b>Twofer Top</b>
• Short-Sleeve	• Squareneck	• Button-Down	• Vest
• Sleeveless	• Turtleneck	• Shirt	• Waffle Shirt
	• V-Neck	• Button-Front	• Windbreaker
		• Shirt	• Woven
		• Bra tank	• <b>'90s Loose Shirt</b>
		• Cami	
		• Cardigan	
		• Cinch-Front Tee	
		• Crop Tank Top	
		• Crop Top	
		• Denim Jacket	
		• Dress Shirt	
		• Essential Tee	
		• Fitted Shirt	
		• Flannel Shirt	
		• Babydoll Top	• Tunic
		• Flutter Sleeve	• Tunic Cami
		• Full-Zip Hoodie	• Tunic Tee
		• Graphic Tank	• Turtleneck
		• Graphic Tee	• <b>Twofer Top</b>
		• Halter Top	• Vest
		• Henley	• Waffle Shirt
		• Hoodie	• Windbreaker
		• Hoodie Set	• Woven
		• Jacket	• <b>'90s Loose Shirt</b>
		• Mockneck Tee	
		• Oversized Tee	
		• Peplum Top	
		• Polo	
		• Puffer Vest	
		• Pullover	
		• Quarter-Zip	
			• Slim
			• Strappy Cami
			• Sweater
			• Sweatshirt
			• Tank
			• Tank Bodysuit
			• Tank Top
			• Tee
			• Tank Top
			• Tie-Front Tank
			• Tie-Front Top
			• Tiny Top
			• Top
			• Tube Top

Longest variable: Button-down Shirt (17 characters)

# Junior's & Girls' 7-16 Dresses & Jumpsuits

## Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Product (required)

- All Day Play Dress
- Babydoll Dress
- Bandeau Dress
- Cropped Jumpsuit
- Hoodie Dress
- Jumpsuit
- Maxi Babydoll Dress
- Maxi Bodycon Dress
- Midi Bodycon Dress
- Mini Pinafore
- Mini Relaxed Dress
- Mini Shift Dress
- Mini T-Shirt Dress
- Romper
- Shirtdress
- Shortalls
- Skater Dress
- Skirtalls
- Slip Dress
- Smocked Dress
- Smocked Puff Sleeve Dress
- Sweatshirt Dress
- Tank Dress
- Tie-Front Dress
- Tiered Midi Dress
- Tiered Mini Dress
- T-Shirt Dress
- **Twofer Dress**
- Unitard

Longest variable: Midi Bodycon Dress (18 characters)

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
 Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

Sleeve (optional)	Neckline (optional)	Product (required)
• Long-Sleeve	• Crewneck	• Adaptive Layering
• Raglan-Sleeve	• Mockneck	• Tank Bodysuit
• Roll-Tab Sleeve	• Turtleneck	• Button-Down Shirt
• Short-Sleeve	• V-Neck	• Camp Shirt
• Sleeveless		• Corduroy
		• Essential Tee
		• Flannel
		• Full-Zip
		• Graphic Tee
		• Half-Zip
		• Henley
		• Hoodie
		• Hoodie Set
		• Jacket
		• Jersey
		• Muscle Tank
		• Muscle Tee
		• Oversized Tee
		• Pocket Tee
		• Polo
		• Pullover
		• Quarter-Zip
		• Raglan Tee
		• Relaxed Tee
		• Rugby Polo
		• Shirt
		• Shirt Set
		• Skater Tee
		• Softest Fleece Crew
		• Softest Fleece
		• Softest Fleece Hoodie
		• Sweater
		• Sweater Hoodie
		• Sweater Polo
		• Sweatshirt
		• Tank
		• Tank Bodysuit
		• Tee
		• Thermal
		• Vest

Longest variable: Roll-Tab sleeve Turtleneck Button Down Shirt (44 characters)

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
 Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

Sleeve (optional)	Neckline (optional)	Product (required)
• Long-Sleeve	• Crewneck	• Barn Jacket
• Raglan-Sleeve	• Mockneck	• Button-Down Shirt
• Roll-Tab Sleeve	• Turtleneck	• Button-Front Shirt
• Short-Sleeve	• V-Neck	• Cardigan Sweater
• Sleeveless		• Camp Shirt
		• Fashion Tee
		• Flannel
		• Fleece-Lined Flannel
		• Full-Zip
		• Graphic Tee
		• Half-Zip
		• Henley
		• Hoodie
		• Jacket
		• Muscle Tank
		• Overshirt
		• Oversized Tee
		• Pocket Tee
		• Polo
		• Pullover
		• Quarter-Snap
		• Quarter-Zip
		• Raglan Tee
		• Rugby
		• Shirt
		• Shirt Jacket
		• Sweater
		• Sweater Hoodie
		• Sweater Polo
		• Sweatshirt
		• Tank
		• Tank Top
		• Tee
		• Track Jacket
		• Trucker Jacket
		• Vest
		• Waffle Henley
		• Waffle Hoodie
		• Waffle Tee
		• Workwear Jacket

Longest variable: Roll-Tab sleeve Turtleneck Button Down Shirt (44 characters)

## Item Name Field Product Variables

- Dress Shirt
- Dress Pants
- Knit Sport Coat
- Suit Pants
- Suit Jacket
- Sport Coat
- Top Coat

Longest variable: Knit Sport Coat (15 characters)

# Item Name Field Product Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### **Bottoms**

- **Capris**
- **Joggers**
- **Leggings**
- **Pants**
- **Shorts**
- **Skirt**
- **Skort**
- **Sweatpants**

# Item Name Field Product Variables

Swimwear	Outerwear	Pajamas	Bottoms	Shortie	Kids' Only	Quantity
• Bikini	• 3-in-1 Jacket	• Cuffed	• Barrel Jeans	• Shortie	• Essentials	• See list <a href="#">here</a>
• Bikini Top	• Parka	Bottom	• Bermuda Shorts	• Skirt	• Skort	• Sleep & Play
• Bikini Bottom	• Puffer Jacket	• Pajama Set	• Capris	• Sweatpants	• Trousers	• Scooter
• Board Shorts	• Puffer Vest	• Pajama	• Cargo Shorts	• Tech Shorts		
• Cargo Swim	• Snow Bib	Shirt	• Cropped Pants	• Train Shorts		
Trunks		• Pajama	• Cropped Trousers			
• Midkini		Shorts	• Chinos			
• One-Piece		• Pajama Tee	• Golf Pants			
• Swim		• Pajamas	• Golf Shorts			
Cover-Up		• Pajama	• Jeans			
• Swim Shorts		Pants	• Jeggings			
• Swim Skirt		• Robe	• Joggers			
• Swimsuit		• Sleepwear	• Leggings			
• Swimwear		• Slim	• Flare Leggings			
• Swim Trunks		• Straight	• Overalls			
• Tankini			• Pants			
			• Pleated Skort			
			• Pull-On Pants			
			• Skimmer			
			• Skater Shorts			
			• Shorts			

Longest variable: sleep and play (14 characters)

# Program Name / Key Item Variables

# Legal Reviews: Fit, Style or Collection Names & Branded Content

**IMPORTANT:** All fit, style and collection names and any other “branded content” used on products must be reviewed by Kohl’s Legal Team. If a name is “cleared,” it can be used for all products in the category that was cleared as long as the name is used continuously. If the use expands to other categories or the use is not continuous, a new legal review is required.

## Legal Categories of Products

- Apparel
  - Tops
  - Bottoms
  - Dresses
  - Pajamas and Robes
  - Outerwear
  - Swimwear
  - Bodysuits
  - Socks
- Cold weather gear
  - Gloves
  - Earmuffs
  - Scarves
  - Gaiters
- Headwear
  - Hats
  - Headbands
- Neckwear
  - Fashion Scarves
  - Ties
  - Bandanas
- Eyewear
  - Sunglasses
  - Reading Glasses
- Handbags
  - Purses
  - Coin Pouches
  - Wallets
  - Duffle Bags
  - Makeup Bags
  - Backpacks
- Umbrellas
- Jewelry
  - Fine
  - Costume
- Footwear
  - Boots
  - Running Shoes
  - Pumps
  - Sandals
  - Slides

\*\*Please note that there are additional Accessories in other classes.

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

- The Favorite
- The Cozy
- The Supercozy
- The Soft
- The Supersoft
- The Perfectly Soft
- The Sporty

# Item Name Field Program Name / Key Item Variables

**FORMATTING NOTE:** When a Jumping Beans Program Name is used, the remaining elements of the Name should also appear in all caps (Ex. SOFTEST FLEECE)

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product  
Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

### Jumping Beans

- Softest
- All-Day-Play
- Cartwheel
- Essential
- Tough Cotton

### Baby Bean

- Softest Bodysuit

## Program Field Program Name / Key Item Variables

- **baby**
- **essentials**
- **swimwear**
- **sleep & play**
- **sleepwear**

Longest variable: **sleep and play (14 characters)**

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Women's

- The Supercozy
- The Supersoft
- The Everyday
- Flexwear
- The Most Wonderful Pajamas
- True to You
- Truly Soft
- Bump to Baby
- All Day

## Men's & Boys

- The Essential
- The Supersoft
- The Performance
- The Everyday
- The Side-Elastic
- The Seriously Soft
- The Perfect-Length
- Flexwear
- The Vacation
- The Most Wonderful Pajamas
- The Utility
- 5-Pocket Tech Pants
- All-Day Comfort 5-Pocket Pants
- Comfort-Knit Robe
- Heavyweight Cotton

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Women's

- The Effortless Stretch
- The Classic
- The Extra-Soft
- The Extra-Cozy
- The Easy Knit
- The Comfort & Joy

## Men's

- The Easy Care
- The Quick Dry
- The Side-Elastic
- The Outdoor
- The Classic

Longest variable: The Essential Sweatshirt (24 characters) - Program Names always pair with an Item from within Item Name Variables

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Men's

- PREMIER FLEX
- PERFORMANCE  
*NOTE: "Performance" can not be combined with item name "Fleece" due to trademarks*
- MODERN LUXE
- WRINKLE FREE

Longest variable: Performance (11 characters) - Program Names always pair with an Item from within Item Name Variables

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] Essential Gear [Modifier] Fleece [Product] Hoodie

## All Genders:

- Dry Tek
- Soft Tek
- Essential Gear
- Essential Soft
- Essential Knit
- Warm Gear
- 365 Fleece
- Ultrasoft Fleece
- Ultrastretch
- Performance

*NOTE: "Performance" can not be combined with item name "Fleece" due to trademarks*

- Essential Fleece
- Essential Woven
- Workout Gear
- Ultracomfort
- Sun Gear
- Sport Gear
- Stretch Gear

Longest variable: Ultrasoft Fleece (16 characters) - Program Names always pair with an Item from within Item Name Variables

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Women's

- Affirmation
- Balance
- Embrace
- Restore
- Solace
- Wander
- Compass

## Men's

- FLX Premium
- Dynamic stretch
- Wander
- Recharge
- Tech
- Motion
- Weekend
- Commuter

  

- Mens Unique codes
  - Golf

Longest variable: Dynamic Comfort (15 characters) - Program Names always pair with an Item from within Item Name Variables

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

- **9-5 Stretch Unique code**
  - Magic fit
  - [up to 2 additional apparel feature attributes]
- **Stretch Crepe**
- **All Day Stretch**
- **Polished Ponte**

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Unique codes (Fixed, Required)

### POWER STRETCH - Y/N, Joker

- AMAZING STRETCH FABRIC
- IMPECCABLE SHAPE RETENTION MADE TO MOVE WITH YOU.

### LUXE CASHMERE BLEND - Y/N, Hang Tag

- BLENDED WITH A HINT OF CASHMERE FOR LUXURY SOFTNESS.

### THE POLISHED TWILL PANT - Y/N, Joker

- A COMFORTABLE WARDROBE STAPLE, THE STRETCH TWILL PANT IS A YEAR-ROUND FAVORITE.

### THE TAILORED TWILL PANT - Y/N, Joker

- FOR STRUCTURED SUPPORT. A COMFORTABLE YET STRUCTURED STYLE, THE TWILL PANT WORKS WITH YOU ALL DAY.

### THE EFFORTLESS PONTE PANT - Y/N, Joker

- FOR STYLISH COMFORT. DESIGNED IN A DOUBLE-KNIT STRETCH FABRIC, THE PONTE PANT PROVIDES A FLATTERING FIT.

### LUXE TWILL - Y/N, Joker

- DESIGNED TO BALANCE COMFORT AND QUALITY, LUXE TWILL IS A YEAR-ROUND WARDROBE STAPLE.

### LUXE PONTE - Y/N, Joker

- DESIGNED WITH ELEVATED STRUCTURE AND EFFORTLESS STRETCH, LUXE PONTE IS AN ELEGANT STYLE CRAFTED FOR CONFIDENCE.

### LUXE CREPE - Y/N, Joker

- DESIGNED TO FLATTER EVERY SILHOUETTE, LUXE CREPE'S REFINED TEXTURE GLIDES OVER THE BODY WITH AN ELEGANT DRAPE.

### 4-WAYS-TO-WEAR CARDIGAN - Y/N, Hang Tag + Supplemental Hang Tag

- WEAR MULTIPLE WAYS
  - RELAXED [supported by an illustration]
  - TIED [supported by an illustration]
  - TWISTED + BUTTONED [supported by an illustration]
  - WRAPPED + BUTTONED [supported by an illustration]

# Item Name Field Program Name Variables

- **Feel Good Favorites** **Unique code** (Fixed HT Front), **Collection Hang Tag**
  - Back of HT: standard HT variables with integration
- **Feel Good Jeans** **Unique code**, **Joker**
  - Back of Joker:
    - LYCRA® for added stretch (Fixed, Optional)
    - [checkmark] Responsible solutions for a brighter future. (Fixed, Optional)
- **The Wildflower** **Unique code**, **Joker**
  - Back of Joker:
    - Item Name Selection
    - Our most-loved fit with an easy vibe will become your new fave.
    - LYCRA® for added stretch (Fixed, Optional)
    - [checkmark] Responsible solutions for a brighter future. (Fixed, Optional)

---

# Fit Variables

**FIT Field Name – Longest variable: Inset full-coverage belly panel (31 characters)**

# Modifier Field Fit Modifier Variables

Women	Juniors/Girls	Men	Men's Tailored	Boys
<ul style="list-style-type: none"> <li>• Baggy</li> <li>• Belted</li> <li>• Cuffed Ankle</li> <li>• Crepe</li> <li>• Cropped</li> <li>• Curvy</li> <li>• Open Hem</li> <li>• Ponte</li> <li>• Pull-On</li> <li>• Reversible</li> <li>• Straight Leg</li> <li>• Tapered</li> <li>• Underwire</li> <li>• Wide-Leg</li> </ul>	<ul style="list-style-type: none"> <li>• Baggy</li> <li>• Barrel Leg</li> <li>• Belted</li> <li>• Bike Shortie</li> <li>• Bootcut</li> <li>• Cropped</li> <li>• Curvy</li> <li>• Double-Waist</li> <li>• Elastic-Waist</li> <li>• Flare</li> <li>• Fold-Over</li> <li>• Waist</li> <li>• Ponte</li> <li>• Pull-On</li> <li>• Relaxed</li> <li>• Relaxed Midi</li> <li>• Relaxed</li> <li>• Shortie</li> <li>• Reversible</li> <li>• Ribbed-Waist</li> <li>• Slim</li> <li>• Skinny</li> <li>• Slouchy</li> <li>• Shortie</li> <li>• Straight Leg</li> </ul>	<ul style="list-style-type: none"> <li>• Underwire</li> <li>• Utility</li> <li>• Wide-Leg</li> <li>• '90s</li> </ul>	<ul style="list-style-type: none"> <li>• Basketball</li> <li>• Cargo</li> <li>• Carpenter</li> <li>• Chino</li> <li>• Cinched</li> <li>• Classic</li> <li>• Corduroy</li> <li>• Flat-Front</li> <li>• Flexwear</li> <li>• Golf</li> <li>• Honeycomb</li> <li>• Loose</li> <li>• Mesh</li> <li>• Performance</li> <li>• Pleated</li> <li>• Pull-On</li> <li>• Relaxed</li> <li>• Retro</li> <li>• Running</li> <li>• Ripstop</li> <li>• Side-elastic</li> <li>• Stretch</li> <li>• Tech</li> <li>• Textured</li> </ul>	<ul style="list-style-type: none"> <li>• Classic Fit</li> <li>• Extra-Slim Fit</li> <li>• Modern Fit</li> <li>• Regular Fit</li> <li>• Slim Fit</li> <li>• Straight Fit</li> </ul>

Longest variable: Ribbed-Waist (12 characters)

# Women's Only (Includes Active) Rise Field Fit Rise Variables

## Women / Juniors / Girls

- Low-Rise
- Mid-Rise
- High-Rise
- Super High-Rise
- Ultra High-Rise
- Highest Rise

## Maternity

(Belly panel in place of rise)

- Full-coverage belly panel
- Inset full-coverage belly panel
- Demi-coverage belly panel
- Under-the-belly panel
- Shaped front panel

*overalls, shortalls only*

## Fit Field 1 Variables – Gusset

### Mens

- OPEN HEM PANTS
- OPEN HEM CARGO PANTS
- CINCHED HEM PANTS
- JOGGERS
- CARGO JOGGERS

# Men & Women Only (Excludes Active)

## Fit Field 1 Gusset Fit Variables

### (Highest Level Fit Only)

NOTE: When "Shorts" is shown in the gusset for Mens, it will be preceded by an in-seam value from the In-seam Variable list  
Ex. 9-in. inseam Shorts

#### Womens

- **Baggy**
- **Barrel**
- **Bootcut**
  - **Barely Bootcut**
  - **Curvy Bootcut**
- **Capris**
- **Extra Slim**
- **Fitted**
- **Flare**
  - **Curvy Flare**
- **Jeggings**
- **Joggers**
  - **Cargo Joggers**
- **Leggings**
  - **¾ Leggings**
  - **Capri Leggings**
  - **Crop Leggings**
- **Pedal Pusher**
- **Regular**

- **Relaxed**
  - **Relaxed Cargo**
- **Shorts**
  - **Curvy Shorts**
  - **Bermuda Shorts**
  - **Bike Shorts**
  - **Cargo Shorts**
- **Skort**
- **Skinny**
  - **Curvy Skinny**
- **Skirt**
- **Slim**
- **Straight**
  - **Curvy Straight**
- **Tapered**
  - **Tapered Cargo**
- **Wide Leg**

#### Mens

- **Athletic**
- **Baggy**
- **Bootcut**
- **Fitted**
- **Joggers**
  - **Cargo Joggers**
- **Loose**
- **Regular**
- **Relaxed**
- **Shorts** (*pulls in an item from the Inseam variable list*)
  - **Cargo Shorts**
- **Skinny**
- **Slim**
- **Tapered**
  - **Tapered Cargo**
- **Tights**
  - **¾ Tights**
- **Straight**
  - **XXX**

# Fit Field 2 Fit Variables

- Ankle
- Ankle Jeggings
- Ankle Skinny
- Ankle Straight
- Baggy
- Balloon Jeans
- Barely Bootcut
- Barrel
- Barrel Carpenter
- Bermuda
- Bermuda Shorts
- Bike Shorts
- Bootcut
- Boyfriend
- Boyfriend Shorts
- Capris
- Capri Leggings
- Cargo
- Cargo Joggers
- Cargo Pants
- Cargo Shorts
- Cargo Skirt
- Cargo Wide Leg
- Carpenter
- Carpenter Jorts
- Carpenter Shorts
- Carpenter Overall
- Chinos
- Chino Shorts
- Cinched
- Leggings
- Crop
- Crop Flare
- Cropped
- Jeggings
- Jorts
- Kick Crop
- Kick Flare
- Leggings
- Cuffed Jeans
- Cuffed Shorts
- Curvy
- Curvy Shorts
- Cutoff Shorts
- Dad Jeans
- Dad Shorts
- Dolphin Shorts
- Flare
- Flare Leggings
- Flare Overall
- Girlfriend
- Girlfriend Overall
- Girlfriend Shorts
- Jeans
- Jegging
- Jogger
- Joggers
- Kick Flare
- Kick Crop
- Loose
- Loose
- Loose Shorts
- Loose Wide
- Leg
- Maxi Skirt
- Midi
- Midi Shorts
- Midi Skirt
- Mini Skirt
- Mini Skort
- Mom Jeans
- Mom Midi Shorts
- Mom Overall
- Mom Shorts
- Overalls
- Palazzo
- Pants
- Paperbag Shorts
- Paperbag Shortie
- Parachute Cargo
- Pedal Pusher
- Piper
- Pleated Skirt
- Pull-On Pants
- Ponte Leggings
- Relaxed
- Running Shorts
- Shortie
- Shorts
- Skapris
- Skater Jeans
- Skater Skirt
- Skimmer
- Skinny
- Skinny Ankle
- Skinny Bootcut
- Skinny Cargo
- Skinny Crop
- Skinny Utility
- Skirt
- Skort
- Slim
- Slim Bootcut
- Slim Straight
- Slim-Straight
- Shorts
- Skimpy
- Slim Trousers
- Slouchy
- Straight
- Straight
- Straight Ankle
- Straight Crop
- Straight Overall
- Stovepipe
- Super Skinny
- Sweatpants
- Tapered
- Tapered Ankle
- Tennis Skirt
- Track Pants
- Track Shorts
- Trousers
- Ultra Wide Leg
- Utility Pants
- Wide Leg
- Wide Leg
- Ankle
- Wide Leg
- Crop
- Wide Leg
- Wide Leg
- Palazzo
- Wide Leg
- Trousers
- % Leggings

## Pajama Bottoms

- Cuffed
- Bottom Fit
- Slim Fit
- Straight Fit

## Fit Field 2 Fit Variables

- **Shortie**
- **Midi Shorts**
- **'90s Loose Shorts**
- **Utility Shorts**
- **Boyfriend Shorts**
- **Girlfriend Shorts**
- **Paperbag Shorts**
- **Jeggings**
- **Bootcut**
- **'90s Straight**
- **'90s Bootcut**
- **Baggy**
- **Baggy Flare**
- **Wide Leg**
- **Cargo Joggers**
- **Pull-On Shorts**
- **Pull-On Straight**
- **Pull-On Trousers**
- **Pull-On Wide Leg**
- **Pull-On Barrel**
- **Baggy Wide Leg**
- **Flare**
- **Barrel**
- **Ultra Wide Leg**
- **Straight Leg Trousers**
- **Super Wide Leg**
- **Trousers**

# Fit Field 2 Fit Variables

- Ankle
- Ankle
- Jeggings
- Ankle Skinny
- Ankle Straight
- Baggy
- Balloon Jeans
- Barrel Leg
- Barrel
- Carpenter
- Bermuda
- Bike Shorts
- Bootcut
- Boyfriend
- Boyfriend
- Shorts
- Capris
- Cargo
- Cargo Joggers
- Cargo Pants
- Cargo Shorts
- Cargo Skirt
- Cargo Wide
- Leg
- Carpenter
- Carpenter
- Jorts
- Carpenter
- Straight
- Chinos
- Chino Shorts
- Cinched
- Pants
- Crop
- Crop Flare
- Crop
- Jeggings
- Cropped
- Leggings
- Cutoff Shorts
- Dad Jeans
- Dad Shorts
- Dolphin
- Shorts
- Flare
- Flare
- Leggings
- Flare
- Overalls
- Fleece-Lined
- Leggings
- Girlfriend
- Girlfriend
- Overalls
- Jeans
- Jeggings
- Joggers
- Jogger
- Jeggings
- Kick Crop
- Kick Flare
- Leggings
- Loose
- Loose
- Overalls
- Loose Shorts
- Loose Wide
- Leg
- Midi
- Midi Shorts
- Midi Skirt
- Mini Skort
- Mom Jeans
- Mom Midi Shorts
- Mom Shorts
- Overalls
- Paperbag Shorts
- Paperbag Shortie
- Parachute Cargo
- Piper
- Pleated Skirt
- Relaxed
- Relaxed Midi
- Running Shorts
- Scooter
- Shortie
- Skort
- Slim
- Slim Straight
- Slim-Straight
- Crop
- Straight
- Straight
- Ankle
- Shorts
- Skater Jeans
- Skater Skirt
- Skimmer
- Skinny
- Skinny
- Bootcut
- Skinny Cargo
- Skinny Crop
- Skinny Utility
- Skirt
- Skort
- Slim
- Slim Straight
- Slim-Straight
- Straight
- Straight
- Overalls
- Sweatpants
- Tapered
- Tennis Skirt
- Track Pants
- Track Shorts
- Trousers
- Tutu
- Leggings
- Ultra Wide
- Leg
- Wide Leg
- ¾ Leggings

Longest variable: Fleece-lined Leggings (21 characters)

# Fit Field 2 Fit Variables

- Athletic
- Board Shorts
- Bootcut
- Cargo
- Cargo Jeans
- Cargo Joggers
- Cargo Pants
- Cargo Shorts
- Carpenter
- Carpenter Joggers
- Chino
- Classic
- Extra-Slim
- Golf Pants
- Golf Shorts
- Jeans
- Joggers
- Loose
- Loose Pants
- Modern
- Pants
- **Pull On**
- Pants
- Regular
- Relaxed
- Shorts
- Skinny
- Slim
- Slim Straight
- Straight
- Tapered
- Tapered Cargo
- Tapered Joggers
- Tech Shorts
- Tights
- $\frac{3}{4}$  Tights
- Trek Pants

Longest variable: Carpenter Joggers (17 characters)

## Fit Field 2 Variables – Joker Fronts

### Mens

- ATHLETIC
- FITTED
- LOOSE
- REGULAR
- RELAXED
- SLIM
- TAPERED
- STRAIGHT

# Fit Field 2 Fit Variables

- **Baggy**
- **Board Shorts**
- **Bootcut**
- **Cargo**
- **Cargo Jeans**
- **Cargo Pants**
- **Cargo Shorts**
- **Carpenter**
- **Carpenter Shorts**
- **Classic**
- **Joggers**
- **Loose**
- **Modern**
- **Regular**
- **Relaxed**
- **Relaxed Bootcut**
- **Relaxed Skinny**
- **Relaxed Straight**
- **Shorts**
- **Skinny**
- **Slim**
- **Slim Bootcut**
- **Slim Straight**
- **Standard**
- **Straight**
- **Tapered**

Longest variable: Carpenter Shorts (16 characters)

## Stretch Field Fit Stretch Variables

- **Superstretch**
- **Stretch**
- **Some stretch**
- **No stretch**
- **No-stretch front + superstretch back**

# Inseam Field Fit Inseam Variables

NOTE: For the joker gussets only, Fit Field #1 includes the inseam followed by Fit Field #1 variable "Shorts", the fit information within the men's inseam variable does not appear  
Ex. 9-in. inseam Shorts

NOTE: For Mens shorts only, the FIT COMM FIELD will auto-populate based on the information shown underneath the inseams below  
Ex. 5-in. inseam = FIT COMM FIELD DATA: Hits at mid-thigh

### Women & Juniors

- 2.25-in. inseam
- 2.5-in. inseam
- 3-in. inseam
- 3.25-in. inseam
- 3.5-in. inseam
- 4-in. inseam
- 4.5-in. inseam
- 5-in. inseam
- 5.5-in. inseam
- 6-in. inseam
- 7-in. inseam
- 7.5-in. Inseam
- 8-in. inseam
- 8.5-in. inseam
- 9-in. inseam

### Men

- 5-in. inseam  
Hits at mid-thigh
- 6-in. inseam  
Hits at mid-thigh
- 7-in. inseam  
Hits above the knee
- 7.5-in. inseam  
Hits above the knee
- 8-in. inseam  
Hits above the knee
- 8.5-in. inseam  
Hits above the knee
- 9-in. inseam  
Hits above the knee
- 9.5-in. Inseam  
Hits above the knee
- 10-in. inseam  
Hits above the knee
- 10.5-in. inseam  
Hits at the knee
- 11-in. inseam  
Hits at the knee
- 11.5-in. inseam  
Hits below the knee
- 12-in. inseam  
Hits below the knee
- 13.5-in. inseam  
Hits below the knee

## Hem Field Variables

### Hem

- OPEN HEM
- CINCHED HEM

---

# Feature Variables

FEATURE Field – Longest variable: Added room through body for comfort and easy dressing (53 characters)

# Feature Field Apparel Feature Variables

- Adjustable
- Adjustable straps
- Adjustable waist
- Bow
- Built-in support
- Built-in shorts
- Built-in shorts with open-back waistband
- Button-down collar
- Bungee hem
- Brushed fleece
- Cargo pockets
- Cinchable hem
- Close-to-body fit
- Comfort waist
- Comfortable
- Compression
- Convertible
- Coordinating bralette sold separately
- Coordinating panty sold separately
- Cotton-rich blend
- Curved hem
- Designed to be worn before and after pregnancy
- Double brushed for softness
- Double zipper
- Drawcord waist
- Easy layering
- Elastic back waist
- Elastic waistband
- Extra-fine yarn
- Faux fur
- Flannel lined
- Fleece
- Fleece lined
- Functional drawcord
- Heavyweight fleece
- Hidden lens cloth
- Hidden pockets
- High-pile fleece lined
- Invisible zip pocket
- Includes liner
- Internal drawstring
- Internal pocket
- Sleeve pocket
- Key loop
- Key ring
- Knit Denim
- Lace trim
- Lightweight
- Lined
- Linen
- Linen blend
- Matching bottoms
- Matching top
- Media pocket
- Mesh
- Midweight
- Mixed media
- Packable
- Packs into self
- Pockets
- Pull down short
- Pull-on
- Ombre
- Real pockets
- Quilting
- Racerback
- Relaxed fit
- Removable
- Removable belt
- Removable bow brooches
- Reversible
- Ribbed top
- Ripstop fabric
- Ripstop stretch fabric
- Roll Neck
- Seasonless
- Secure zipped pocket
- Seersucker fabric
- Slim fit
- Soft
- Soft brushed
- Soft touch
- Soft spun
- Soft & stretchy
- Sculpting stretch fabric
- Supersoft lining
- Swing-friendly stretch
- Tag free
- Textured
- Textured waffle fabric
- Thumb holes
- Towel ring
- Tummy control
- Ultrasoft
- Unlined
- Untucked fit
- Wear tucked or untucked
- Wear two ways
- Zipped pockets
- Zipped interior pockets

Longest variable: Wear tucked or untucked (24 characters)

## Apparel- Testing **REQUIRED**

# Feature Field Apparel Performance Feature Variables

The items below are a “Performance Claim” and must be tested for. Please reference the [QA Claims documentation](#) for more details. If you are unsure if the product has been tested, please reach out to Quality Assurance.

- 4-way stretch
- Breathable
- Chlorine resistant
- Cool yarn
- Cooling
- 100% cotton
- Durable fabric
- Easy care
- Fade resistant
- Heat retention
- HEIQ SMART TEMP™
- Moisture wicking
- Preshrunk
- Quick dry
- Reinforced knee
- Resists pilling
- Shrink resistant
- Stain resistant
- Stretch fabric
- Stretch fleece
- Stretch lining
- Stretch waistband
- Thermoregulation
- Ultrasoft LYCRA®
- Ultrastretch fabric
- UPF-15 for good UV protection
- UPF-25 for very good UV protection
- UPF-30+ for very good UV protection
- UPF-40+ for excellent UV protection
- UV resistant
- Waterproof
- Water repellent
- Water resistant
- Windproof
- Wind resistant
- Wrinkle free
- Wrinkle resistant
- Warm (*Outerwear Only*)
- Warmer (*Outerwear Only*)
- Warmest (*Outerwear Only*)
- Machine washable (*Must also be represented on the Care & Content Label*)
- Machine wash & dry (*Must also be represented on the Care & Content Label*)

# Feature Field Sustainability Feature Variables

For more information and specifics on requirements for usage please reference the [Sustainability Playbook](#) & [Responsible Product Attribute Guidance](#)

### Program Level Message - Required

Responsible solutions  
for a brighter future

### Specific Features

- Contains recycled material
- Supports more-responsible cotton farming
- Contains organically grown cotton
- Organic cotton (*For use in Little Co with GOTs certification only, must meet 95% or more Organic cotton requirement*)
- Fabric tested for harmful chemicals
- Tested for harmful chemicals
- Made from responsibly sourced wood fibers
- Made from responsibly sourced wood pulp
- Contains certified flexible polyurethane foam

NOTE: The following disclosure will be  
present on all packaging.  
See care label for full content information.

# Feature Field Adaptive Feature Variables

This mark will be used when these features are shown



- For comfort and security
- Comfortable stretch waistband
- For easier waistband adjustment
- Adjustable waistline with drawstring feature
- Added room through body for comfort and easy dressing
- For easy dressing
- For added coverage
- Provides coverage
- Hidden magnets
- Hook & loop closure
- Magnetic closure
- Convenient snaps at closure
- For added comfort
- Added room at hip and thigh for comfort while sitting
- Reinforced pull-on loops
- Stretch fabric
- Wide neck & hem

Longest variable: Added room through body for comfort and easy dressing (53 characters)

# Feature Field Feature Sticker Variables

- 2-PACK
- 2-PIECE SET
- 2-WAY ZIPPER
- 3-IN-1
- 3-PIECE SET
- ABOVE THE KNEE
- ADJUSTABLE WAISTBAND
- AT THE KNEE
- BRUSHED INTERIOR
- CHECK OUT THE BACK
- COZY-LINED FLARE
- COZY-LINED LEGGINGS
- ELASTIC WAISTBAND
- FLARE
- FUNCTIONAL DRAWCORD
- GLOW IN THE DARK
- JERSEY-LINED PANTS
- KNIT DENIM
- MATCH MY OUTFIT

- MOISTURE WICKING
- OVERRSIZED FIT
- PULL-ON
- QUICK DRY
- REINFORCED KNEE
- RELAXED FIT
- RIGID FRONT
- STRETCHY BACK
- SOFT
- SOFT + COZY
- SOFT + STRETCHY
- STRETCH FABRIC
- UNIFORM FRIENDLY
- WIDE LEG

## Girls' Active Only

- NEW + IMPROVED SOFTER FABRIC

Can not be ordered once product is live for 6+ months

## Feature Field Feature Sticker Variables

- **Moisture wicking**
- **Quick dry**

# Quantity Field Quantity Variables

NOTE: Pack vs Piece definitions

Pack = two or more of the same kind of item sold together: 2-Pack Bras

Piece = more than one kind of item packaged and sold together: 2-Piece Pajama Set (*has a top and a bottom*)

## Apparel

- **2-Pack**
- **3-Pack**
- **4-Pack**
- **5-Pack**
- **6-Pack**
- **2-Piece Set**
- **3-Piece Set**

## Sleepwear

- **2-Pack**
- **3-Pack**
- **4-Pack**
- **5-Pack**
- **6-Pack**
- **2-Piece (pajama set only)**
- **3-Piece (pajama set only)**
- **2-Piece Set**
- **3-Piece Set**

Longest variable: X-Piece Set (11 characters)

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# Disclaimer Variables

CARE Field – Longest variable: Xxxxx (XX Characters)

## Disclaimers

# Care Field Product Disclaimer Variables

Disclaimer statements are developed by Product Integrity and must be used exactly as shown under **Disclaimer Statement** below without modification. Last updated March 2021.

Code	Description	Disclaimer Statement
D01	Use when dry crocking and appearance issues with improvement after wash.	<b>Designed to fade with each wash.</b>
D03	Use when there are dry/wet crocking issues with NO improvement after wash.	<b>Wash separately or with like colors. Color may transfer to light-colored surfaces.</b>
D08	Use when there is a foreseeable pilling problem.	<b>Pilling may occur due to friction.</b>
D09	Use when there is a unique glitter application.	<b>Glitter application may shed with wash and wear.</b>
D14	Use when the item has been intentionally distressed.	<b>Garment is distressed and may change over time during wash and wear.</b>
D16	Use when the fabric treatment/look of an item varies from one to the next.	<b>Unique fabrication or processing may vary in appearance.</b>
D18	Dry/Wet crocking issues with NO improvement after wash and product has appearance issues.	<b>Designed to fade. Color may transfer to light-colored surfaces.</b>
D21	Hard Home and Accessories - Dry/West Crocking issues.	<b>Color may transfer to light-colored surfaces.</b>

## Disclaimers

# County of Production Product Disclaimer Options

*COP should reflect the necessary details, the entire statement is variable. Below represent common scenarios.*

- **Made in XXXXX**
- **Knitted in XXXX**  
**Finished in XXXX**