



Packaging Variable Guide

Accessories Only

Handbags, Wallets, Sunglasses, Intimates & Basics

QUESTIONS? Creative: Kristin Rechlin, Melissa Carringer | Graphics Production: Darren Lussow, Stacie Leren | GSPS: Lauren Aghijan | PM: Jamie Weidman

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](#) 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

Belts

Size Field 1 Size Variables

Women

- S
- M
- L
- XL
- OS

Women's Plus

- 1X
- 2X
- 3X

Men

- S
- S 30-32
- M
- M 34-36
- L
- L 38-40
- XL
- XL 42-44
- XXL
- XXL 46-48
- XXXL
- XXXL 50-52

Big & Tall

- 2X
- 3X

Size Field 1 Size Variables

NOTE: Kids' alphanumeric sizing is reflected on the size charts.

| | | | | | |
|---|---|---|---|--|---|
| Toddler Underwear <ul style="list-style-type: none">• 2T/3T• 4T | Girls' Basics Tops <ul style="list-style-type: none">• XS• S• M• L• XL• XXL | Girls' Bras <ul style="list-style-type: none">• S• M• L• XL | Girls' Underwear <ul style="list-style-type: none">• XS• S• M• L• XL• XXL | Juniors' Bras <ul style="list-style-type: none">• XS• S• M• L• XL• 32A• 34A• 36A• 32B• 34B• 36B• 34C• 36C• 38C | Juniors' Underwear <ul style="list-style-type: none">• XS• S• M• L• XL |
| Boys' Underwear <ul style="list-style-type: none">• S• M• L• XL | Men's Underwear <ul style="list-style-type: none">• S• M• L• XL• XXL | | | | |

Socks

Size Field 1 Size Variables

Infant/Toddler

- 3-12M
- 12-24M
- 2T-4T

Girls

- S
Shoe size 6-12
- M
Shoe size 11-5
- L
Shoe size 4-10

Boys

- S
Shoe size 5-9.5
- M
Shoe size 9-3.5
- L
Shoe size 3-10

Women

- OS
Shoe size 5-10

Men

- OS
Shoe size 6-12

Men's Big & Tall

- OS
Shoe size 11-14

Quantity Variables

Quantity Field Quantity Variables

Belts

- 2-Pack
- 3-Pack

Handbags & Wallets

- 2-Piece Set
- 3-Piece Set

Intimates & Basics

- 2-Pack
- 3-Pack
- 4-Pack
- 5-Pack
- 5+1 Bonus Pack
- 5+2 Bonus Pack
- 6-Pack
- 10-Pack

Socks

- 5 Pairs
- 6 Pairs
- 8 Pairs
- 10 Pairs
- 12 Pairs
- 20 Pairs

Color Variables

Color Coding Variables

Intimates & Basics Sizing Color Variables

| | | | | | | | |
|---|--|--|--|--|---|--|--|
| 2/3T CMYK 30/5/0/13 (PMS 629) | 4T CMYK 15/26/0/11 (PMS 264) | XS CMYK 0/54/100/0 (PMS 151) | S CMYK 0/21/77/0 (PMS 142) | M CMYK 81/0/38/0 (PMS 326) | L CMYK 52/0/0/0 (PMS 297) | XL CMYK 52/47/0/0 (PMS 2715) | XXL CMYK 26/67/0/0 (PMS 252) |
| | | Additional Sizes: AA | Additional Sizes: A | Additional Sizes: B | Additional Sizes: C | Additional Sizes: D | |

Merchandising Color Variables

Color only, Copy would appear on the planogram only

| | | | | | | | | | | | |
|--------------------------|--------------------------|------------------------------|-------------------------|----------------------------|------------------------|-------------------------|------------------------|------------------------|----------------------------|---------------------------|------------------------------|
| Yellow PMS 100 | Orange PMS 171 | Lt. Orange PMS 150 | Teal PMS 3135 | Lt. Blue PMS 636 | Mint PMS 353 | Green PMS 360 | Red PMS 1787 | Pink PMS 218 | Lt. Pink PMS 182 | Purple PMS 2583 | Lt. Purple PMS 256 |
| Berry PMS 1955 | | | | | | | | | | | |

Item Name Variables

Max Character Count: 40

Cannot exceed 40 characters | If copy meets field & character count requirements but exceeds the space (due to line breaks, etc.), text can be shrunk proportionately to fit – do not skew text or have text across the field different sizing.

NOTE: Item Name Field can be created multiple ways

Opt 1 – a Product

Ex. Boxers

Opt 2 – a Program Name

Ex. [Program Name] TrackLock® Belt

Opt 3 – a name populated through multiple selections from the Program Name & Product lists, led by a program name: 1) Program Name and 2) Product

Ex. [Program Name] Performance [Product] Boxer

Handbags, Wallets, etc.

Item Name Field Product Variables

NOTE: SlimFold® is a registered trademark and cannot be used as a item name. Choose "slim design" as a feature instead.

Wallets

- Bifold
- Billfold
- Card Case
- Front-Pocket Wallet
- Money Clip
- Passcase
- Trifold

Item Name Field Product Variables

Underwear

- Briefs
- Boxers
- Boxer Briefs
- Boxer Shorts
- Trunks

Item Name Field Product Variables

NOTE: Basic tops includes camis and tank tops that are merchandised in the intimates and/or basics area.

Bras

- Balconette
- Bandeau
- Bra
- Bralette
- Sports Bra
- T-Shirt Bra
- Triangle Bra
- Plunge Bra
- Push-Up Bra

Basic Tops

- Cami
- Tank Top

Underwear

- Bikini
- Briefs
- Boyshorts
- Boxer Briefs
- Boxer Shorts
- Cheeky Bikini
- Cheeky Boyshorts
- G-String
- Hipster
- Tanga
- Thong
- V-Thong

Socks

Item Name Field Product Variables

Socks

- Ankle Socks
- Crew Socks
- Cuffed Socks
- Dress Socks
- Half-Crew Socks
- Knee-High Socks
- Liner Socks
- Low-Cut Socks
- No-Show Socks
- Quarter Socks
- Ultra-Low Liner Socks

Program Name / Key Item Variables

IMPORTANT – LEGAL REVIEWS REQUIRED

Program Names, Key Item 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.

Belts

Item Name Field Program Name Variables

NOTE: Item Name Field can be created multiple ways
Belts use Opt 2 – Program Name only

Belts

FLX

- **TrackLock® Belt Unique Code**
 - Press lever to release buckle
 - Ratcheting buckle
 - TrackLock® system adjusts every ¼ inch
- **Pressure-Lock™ Belt Unique Code**
 - Fold buckle to adjust and remove the strap
 - Clamp secures strap
 - Insert strap here

Intimates & Basics

Item Name Field Program Name 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 and 2) Product

Ex. [Program Name] Performance [Product] Boxer

Basics

Men's FLX Underwear

- Performance

Boys' Tek Gear Underwear

- Performance

Other

SO

- Cartwheel Shorts
 - Layer under skirts or dresses for carefree play

Socks

Item Name Field Program Name 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 and 2) Product

Ex. [Program Name] Performance [Product] Boxerv

Socks

Jumping Beans

- Softest Socks
- Softest Tights

Sonoma

- The Everyday
- The Supercozy

SO

- Supersoft

Dress Socks

APT.9 Men

- Performance

Feature Variables

Belts

Feature Field Feature Variables

- **Contains genuine leather**
- **Genuine leather**
- **Reversible**
- **Made to stretch**
- **Pull and twist the buckle to reverse**
- **Vegan leather**

Feature Field Feature Variables

NOTE: SlimFold® is a registered trademark and cannot be used as a feature. Choose "slim design" as a feature instead.

- Beaded by hand
- Contains genuine leather
- Extra capacity (use with wallets only)
- Fits most smartphones
- Fits laptops and tablets up to 13"
- Genuine leather
- Includes bag charm
- Includes card case
- Includes pouch
- Includes scarf
- Includes tassel
- SAFE KEEPER™ RFID-blocking technology
- Slim design (Use for wallets only as an alternative to SlimFold®)
- Vegan leather
- Water resistant

Sunglasses

Feature Field Feature Variables

- Polarized
- UVA-UVB protection
- Scratch resistant
- Impact resistant
- TR90 flexible temples

Feature Field Feature Variables

Bras

- Adjustable straps
- Bonded design
- Convertible
- Cotton
- Front closure
- High impact (Sports Bras only)
- Lined
- Low impact (Sports Bras only)
- Medium impact (Sports Bras only)
- Molded cups
- Natural shape
- Removable pads
- Seamless
- Soft-Lift
- Tag-free comfort
- Unlined
- Wire-Free

Basics Tops

- Cotton
- Seamless
- Tag-free comfort

Underwear

- Cotton
- Pointelle
- Ribbed
- Seamless
- Tag-free comfort

Feature Field Feature Variables

Underwear

- 4-way stretch fabric
- Anti-chafe
- Breathable
- Cooling
- Cotton
- Mesh
- Microfiber
- Moisture wicking
- Shape retention
- Stretch fabric
- Supersoft
- Tag-free comfort

Socks

Feature Field Feature Variables

- Ankle support
- Antimicrobial
- Arch support
- Comfortable toe seam
- Cushioned sole
- Deep heel pocket
- Half cushion
- Heel grip
- Lightweight
- Moisture wicking
- Odor resistant
- Pull tab
- Reinforced heel and toe
- Shock absorption
- Shape retention
- Stay-up fit (dress socks only)
- Ventilation
- Y-heel construction