



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](#).

Table of Contents

- [Size](#)
- [color coding](#)
 - Fit Color Variables, Sizing Variables & Jumping Beans Merchandising Variables
- [Fit Variables](#)
 - [Fit Modifiers](#)
 - [Fit Rise](#)
 - [Fit](#)
 - [Inseam](#)
 - [Stretch](#)
- [Key Item Name / Program Name](#)
 - Broken out by Brand: SO, Sonoma, C&B, APT 9, FLX, Tek Gear, SVVW, Lauren Conrad, Little Co, Jumping Beans
- [Feature](#)
 - [Sustainability](#)
 - [Adaptive](#)
 - [Feature Stickers](#)
 - Kids / Active
 - [Quantity](#)
 - Piece / Pack / Pair / Set

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)

Kids'

Size Field 1 Size Variables

Infants

- NB
- 3M
- 6M
- 9M
- 12M
- 18M
- 24M
- NB-3M
- NB-6M
- NB-24M
- 3-6M
- 6-12M
- 6-24M
- 12-24M

Toddlers

- 2T
- 3T
- 4T
- 5T
- 2-3T
- 2-5T
- 4-5T

Little Girls' 4-6x

- 4
- S 4
- 5
- M 5/6
- 6
- 6X

Little Boys' 4-7x

- 4
- S 4
- 5
- 6
- M 5/6
- 7
- L 7
- 7X
- XL 7X

Girls' 7-16

- 6/7
- 7
- 8
- 7/8
- 9
- 10
- 12
- 10/12
- 14
- 16
- 14/16
- 18
- PLUS ONLY
- 20
- PLUS ONLY
- S 6/7
- S 7
- M 8
- L 10/12
- XL 14/16
- XXL 18/20
- PLUS ONLY

Boys' 8-20

- 8
- 9
- 10
- 11
- 12
- 14
- 16
- 18
- 20
- XS
- XS 5/6
- S
- S 7/8
- S 8
- M
- M 10/12
- L
- L 14/16
- XL
- XL 18/20

Longest variable: NB-24M (6 characters)

Women's Size Field 1 Size Variables

Womens	Womens Cont.	Women's Plus	Petities	Women's Plus Petites	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)

Juniors'

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

Men's Size Field 1 Size Variables

Mens Sportswear

• XS	• 46	• 32x29	• 36x34	• 42x38
• S	• 48	• 32x30	• 36x36	• 42x38
• M	• 50	• 32x32	• 36x38	• 44x29
• L	• 52	• 32x34	• 37x41	• 44x30
• XL	• 54	• 32x36	• 38x24	• 44x32
• XXL	• 56	• 32x38	• 38x29	• 44x34
• 3XL	• 25x28	• 33x29	• 38x30	• 44x36
• 4XL	• 28x30	• 33x30	• 38x31	• 44x48
• 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

Men's Size Field 1 Size Variables

Mens Sport coats

- 36
- 37
- 38
- 38R
- 39
- 40
- 41
- 42
- 42X
- 42XL
- 43
- 44
- 44S
- 44X
- 46
- 46S
- 46X
- 48
- 48XL
- 50
- 50XL
- 52
- 52XL
- 54
- 54XL
- 56
- 58
- 60

Mens Nested Suits

- 36R 29
- 36S 29
- 37R 31
- 38R 31
- 38S 31
- 40L 33
- 40R 33
- 40S 33
- 42L 35
- 42R 35
- 42S 35
- 44L 37
- 44R 37
- 44S 37
- 46L 39
- 46R 39
- 46S 39

Mens Dress Shirts

- XS
13-13½
32/33
- S
14-14½
32/33
- M
15-15½
32/33
- M
15-15½
34/35
- L
16-16½
32/33
- L
16-16½
34/35
- L
16-16½
36/37
- XL
17-17½
32/33

Dress Shirts Cont.

- XL
17-17½
34/35
- XL
17-17½
36/37
- XXL
18-18½
34/35
- 2X
18-18½
36/37

Mens Tall Dress Shirts

- LT
16-16½
38/39
- XLT
17-17½
38/39
- 2XT
17-17½
38/39
- 3XT
19-19½
36/37
- 3XT
19-19½
38/39

Mens Big Dress Shirts

- 2XB
18½-19
34/35
- 2XB
18½-19
36/37
- 3XB
19½-20
34/35
- 3XB
19½-20
36/37
- 4XB
20½-21
34/35
- 4XB
20½-21
36/37

Longest variable: 54XL (4 characters)

Men's 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 2 Special Sizes Variables

Mens

- Short
- Standard
- Relaxed
- Long
- Slim
- Extra-Slim

Womens / Juniors / Maternity

- Short
- Long
- Tall

Kids – Girls'

- Short
- Long
- Tall
- Slim
- Girls' Plus

Kids – Boys

- Short
- Long
- Slim
- Husky

Jammies for Your Families Only

Gender Field Sleep Gender Variables

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

Longest variable: Toddlers (8 characters)

Color Variables

Color Coding Variables

Men's Tailored Fit Modifier Color Variables

Copy is PMS 2147 vs. Black



Merchandising Color Variables

Color only, Copy would appear on the planogram only



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	Slim PMS 604	Skinny PMS 182	Mens Loose PMS 636	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 ¾ Leggings PMS 2076	Womens Capri Leggings PMS 2076	Extra Slim PMS 142	Womens Curvy Skinny PMS 182	Womens Wide Leg PMS 636	Womens Curvy Bootcut PMS 360

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

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

Apparel

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

Women's

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)

- 3/4-Sleeve
- Cap-Sleeve
- Elbow-Sleeve
- Long-Sleeve
- Raglan-Sleeve
- Roll-Tab Sleeve
- Short-Sleeve
- Sleeveless

Neckline (optional)

- Ballet Neck
- Boatneck
- Crewneck
- High-Neck
- Mockneck
- Scoopneck
- Splitneck
- Squareneck
- Turtleneck
- V-Neck

Product (required)

- Bodysuit
- Button-Down Shirt
- Cami
- Cardigan
- Dress
- Flannel Shirt
- Fleece
- Henley
- Hoodie
- Jacket
- Polo
- Shawl Cardigan
- Shell
- Shirt
- Sweater
- Sweatshirt
- Tank Top
- Tee
- Tunic Tank
- Turtleneck

Longest variable: Button-down Shirt (17 characters)

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

Sleeve (optional)

- 3/4-Sleeve
- Cap-Sleeve
- Elbow-Sleeve
- Flutter-Sleeve
- Long-Sleeve
- Raglan-Sleeve
- Short-Sleeve
- Sleeveless

Neckline (optional)

- Ballet-Neck
- Crewneck
- High-Neck
- Mockneck
- Scoopneck
- Squareneck
- Tie-Waist
- Turtleneck
- V-Neck
- Y-Neck

Product (required)

- A-Line Dress
- A-Line Midi Dress
- Babydoll Dress
- Bandeau Dress
- Cropped Jumpsuit
- Dress
- Henley Sweater Dress
- Jumpsuit
- Maxi Dress
- Maxi Shirtdress
- Midi Bodycon Dress
- Midi Dress
- Mini Dress
- Mini Pinafore
- Mini Relaxed Dress
- Mini Shift Dress
- Midi Shirtdress
- Mini T-Shirt Dress
- Quarter-Zip Dress
- Romper
- Shirtdress
- Shortalls
- Skater Dress
- Skirtalls
- Slip Dress
- Smocked Dress
- Smocked Challis Dress
- Sweater Dress
- Sweatshirt Dress
- Tank Dress
- Tiered Dress
- Tiered Midi Dress
- T-Shirt Dress
- Unitard
- Wrap Dress

Junior's & Girls' 7-16

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)

- 3/4-Sleeve
- Cap-Sleeve
- Elbow-Sleeve
- Long-Sleeve
- Raglan-Sleeve
- Short-Sleeve
- Sleeveless

Neckline (optional)

- Ballet-Neck
- Crewneck
- High-Neck
- Mockneck
- Scoopneck
- Squareneck
- Turtleneck
- V-Neck

Product (required)

- Babydoll Top
- Baby Tee
- Bandeau Top
- Bodysuit
- Boxy Tee
- Button-Down Shirt
- Button-Front Shirt
- Bra tank
- Cami
- Cardigan
- Cinch-Front Tee
- Crop Tank Top
- Crop Top
- Denim Jacket
- Dress Shirt
- Essential Tee
- Fitted Shirt
- Flannel Shirt
- Fleece
- Flutter Sleeve
- Full-Zip Hoodie
- Graphic Tank
- Graphic Tee
- Halter Top
- Henley
- Hoodie
- Hoodie Set
- Jacket
- Mockneck Tee
- Oversized Tee
- Peplum Top
- Polo
- Puffer Vest
- Pullover
- ¼ Zip Pullover
- Quarter-Zip Pullover

- Rib Tank
- Shacket
- Shelf-Bra Cami
- Skater Tee
- Softest Fleece Crew
- Softest Fleece Hoodie
- Slim
- Strappy Cami
- Sweater
- Sweatshirt
- Tank
- Tank Bodysuit
- Tank Top
- Tee
- Tank Top
- Tie-Front Tank
- Tie-Front Top
- Tiny Top
- Top
- Tube Top

- Tunic
- Tunic Cami
- Tunic Tee
- Turtleneck
- Twofer Top
- Vest
- Waffle Shirt
- Windbreaker
- Woven
- '90s Loose Shirt

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

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

Sleeve (optional)	Neckline (optional)	Product (required)	
• Long-Sleeve • Raglan-Sleeve • Roll-Tab Sleeve • Short-Sleeve • Sleeveless	• Crewneck • Mockneck • Turtleneck • V-Neck	• Adaptive Layering Tank Bodysuit • Button-Down Shirt • Camp Shirt • 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: Rugby Lab sleeve Turtleneck Button Down Shirt (44 characters)

Men's

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)

- Long-Sleeve
- Raglan-Sleeve
- Roll-Tab Sleeve
- Short-Sleeve
- Sleeveless

Neckline (optional)

- Crewneck
- Mockneck
- Turtleneck
- V-Neck

Product (required)

- Barn Jacket
- Button-Down Shirt
- Button-Front Shirt
- Cardigan Sweater
- 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
- Trucker Jacket
- Vest
- Waffle Henley
- Waffle Hoodie
- Waffle Tee
- Workwear Jacket

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

Men's Tailored

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

Swimwear	Outerwear	Pajamas	Bottoms	Kids' Only	Quantity
• Bikini • Board Shorts • Cargo Swim Trunks • Swim Cover-Up • Swim Shorts • Swim Skirt • Swimsuit • Swimwear • Swim Trunks • Tankini	• Parka • Puffer Jacket • Puffer Vest	• Cuffed Bottom • Pajama Set • Pajama Shirt • Pajama Shorts • Pajama Tee • Pajamas • Pajama Pants • Robe • Sleepwear • Slim • Straight	• Capris • Cargo Shorts • Cropped Pants • Cropped Trousers • Chinos • Golf Pants • Golf Shorts • Jeans • Jeggings • Joggers • Leggings • Flare Leggings • Overalls • Pants • Pull-On Pants • Skimmer • Skater Shorts • Shorts • Skirt • Skort • Sweatpants • Trousers	• Essentials • Sleep & Play • Scooter	• See list here Slide 58

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.**

SO

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

Longest variable: The Perfectly Soft (18 characters) - Program Names always pair with an Item from within Item Name Variables

Jumping Beans

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**

Longest variable: The Perfectly Soft (18 characters) - Program Names always pair with an Item from within Item Name Variables

Little Co

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 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
- Maternity 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

Nine West (NW)

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

- Baggy
- Belted
- Cuffed Ankle
- Crepe
- Cropped
- Curvy
- Open Hem
- Ponte
- Pull-On
- Straight Leg
- Tapered
- Wide-Leg

Juniors/Girls

- Baggy
- Barrel Leg
- Belted
- Bike Shortie
- Bootcut
- Cropped
- Curvy
- Double-Waist
- Elastic-Waist
- Flare
- Fold-Over
- Waist
- Ponte
- Pull-On
- Relaxed
- Relaxed Midi
- Relaxed
- Shortie
- Ribbed-Waist
- Slim
- Skinny
- Slouchy
- Shortie
- Straight Leg
- Utility

- Wide-Leg
- '90s

Men

- Basketball
- Cargo
- Carpenter
- Chino
- Cinched
- Classic
- Corduroy
- Flat-Front
- Flexwear
- Golf
- Honeycomb
- Loose
- Mesh
- Performance
- Pleated
- Pull-On
- Relaxed
- Retro
- Running
- Ripstop
- Side-elastic
- Stretch
- Tech
- Textured

- Training
- Utility
- Waffle-Knit
- Waffle-Weave
- Weekend
- 5-Pocket
- Zip-Pocket

Men's Tailored

- Classic Fit
- Extra-Slim Fit
- Modern Fit
- Regular Fit
- Slim Fit
- Straight Fit

Boys

- Baggy
- Corduroy
- Loose
- Slim

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

Longest variable: Inset full-coverage belly panel (31 characters)

Men & Women Only (Includes Active)

Fit Field 1 Gusset Fit Variables

(Silhouette)

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

Ex. 9-in. inseam Shorts

Womens

- Relaxed
- Relaxed Cargo
- Shorts
- Cargo Shorts
- Curvy Shorts
- Bermuda Shorts
- Bike Shorts
- Joggers
- Cargo Joggers
- Tapered
- Tapered Cargo
- Leggings
- $\frac{7}{8}$ Leggings
- Crop Leggings
- Capri Leggings
- Slim
- Extra Slim
- Skinny
- Curvy Skinny
- Wide Leg
- Bootcut
- Barely Bootcut
- Curvy Bootcut
- Straight
- Curvy Straight
- Flare
- Curvy Flare
- Baggy
- Bermuda
- Regular
- Fitted
- Jeggings
- Barrel
- Skort
- Skirt
- Paperbag Bermuda
- Shorts
- Utility Shorts
- Utility Bermuda
- Shorts
- Capris
- Paperbag Capris
- Pedal Pusher
- Pull-On Pants
- Curvy

Mens

- Cargo Pants
- Relaxed
- Shorts
- Cargo Shorts
- Joggers
- Cargo Joggers
- Tapered
- Tapered Cargo
- Tights
- $\frac{3}{4}$ Tights
- Slim
- Extra Slim
- Skinny
- Loose
- Bootcut
- Straight
- Flare
- Baggy
- Regular
- Fitted
- Athletic

Longest variable: Bermuda Shorts (14 characters)

Women's

Fit Field 2 Fit Variables

• Ankle	• Carpenter	• Girlfriend	• Palazzo	• Skinny Ankle	• Track Pants
• Ankle Jeggings	• Shorts	• Overalls	• Pants	• Skinny	• Track Shorts
• Ankle Skinny	• Carpenter	• Jeans	• Paperbag	• Bootcut	• Trousers
• Ankle Straight	• Straight	• Jeggings	• Shorts	• Skinny Cargo	• Ultra Wide Leg
• Baggy	• Chinos	• Joggers	• Paperbag	• Skinny Crop	• Utility Pants
• Balloon Jeans	• Chino Shorts	• Jogger	• Shortie	• Skinny Utility	• Wide Leg
• Barely Bootcut	• Cinched	• Jeggings	• Parachute	• Skirt	• Wide Leg
• Barrel	• Leggings	• Jorts	• Cargo	• Skort	• Ankle
• Barrel Carpenter	• Crop	• Kick Crop	• Pedal	• Slim	• Wide Leg
• Bermuda	• Crop Flare	• Kick Flare	• Pusher	• Slim Bootcut	• Wide Leg
• Bermuda Shorts	• Cropped	• Leggings	• Piper	• Slim Straight	• Crop
• Bike Shorts	• Jeggings	• Loose	• Pleated	• Slim-Straight	• Wide Leg
• Bootcut	• Cropped	• Loose	• Skirt	• Crop	• Palazzo
• Boyfriend	• Leggings	• Overalls	• Pull-On	• Slim Trousers	• Wide Leg
• Boyfriend	• Cuffed Jeans	• Loose Shorts	• Pants	• Slouchy	• Trousers
• Shorts	• Cuffed	• Loose Wide	• Ponte	• Straight	• ¾ Leggings
• Capris	• Shorts	• Leg	• Leggings	• Straight	Pajama Bottoms
• Capri Leggings	• Curvy	• Maxi Skirt	• Relaxed	• Ankle	○ Cuffed
• Cargo	• Curvy Shorts	• Midi	• Running	• Straight Crop	○ Bottom Fit
• Cargo Joggers	• Cutoff Shorts	• Midi Shorts	• Shorts	• Straight	○ Slim Fit
• Cargo Pants	• Dad Jeans	• Midi Skirt	• Shortie	• Overalls	○ Straight Fit
• Cargo Shorts	• Dad Shorts	• Mini Skirt	• Shorts	• Stovepipe	
• Cargo Skirt	• Dolphin	• Mini Skort	• Skapris	• Super Skinny	
• Cargo Wide Leg	• Shorts	• Mom Jeans	• Skater	• Sweatpants	
• Carpenter	• Flare	• Mom Midi	• Jeans	• Tapered	
• Carpenter Jorts	• Flare	• Shorts	• Skater Skirt	• Tapered	
	• Leggings	• Mom Shorts	• Skimmer	• Ankle	
	• Flare	• Overalls	• Skinny	• Tennis Skirt	
	• Overalls				
	• Girlfriend				

Longest variable: Girlfriend Overalls (19 characters)

SO® Brand Only - Juniors' & Girls'

Fit Field 2 Fit Variables

- Shortie
- Midi Shorts
- '90s Loose Shorts
- Utility Shorts
- Boyfriend 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

Girls'

Fit Field 2 Fit Variables

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

Longest variable: Fleece-lined Leggings (21 characters)

Men's

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
- ¾ Tights
- Trek Pants

Longest variable: Carpenter Joggers (17 characters)

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

Shorts Only

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
- 8.5-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

Longest variable: 23.5-in. inseam (15 characters)

Feature Variables

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

Apparel - Testing NOT Needed

Feature Field Apparel Feature Variables

- Adjustable
- Adjustable straps
- Adjustable waist
- Bow
- Brushed fleece
- Button-down collar
- Built-in support
- Built-in shorts
- 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
- Real pockets
- Quilting
- Racerback
- Relaxed fit
- Removable
- Removable belt
- Removable bow brooches
- Reversible
- Ribbed top
- Ripstop fabric
- Ripstop stretch fabric
- 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*)

Sustainability

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)

Kids'

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
- OVERSIZED FIT
- 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

Active

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 Socks

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)

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

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