

Attribution Training Guide

Factory Direct Vendors | April 2025

Table of Contents

Vendor-Supplied Attributes & Best Practices *Slide 3*

Rejected Attributes *Slide 4*

Sample Toggle Reminders *Slide 5*

Attribution Examples *Slide 6*

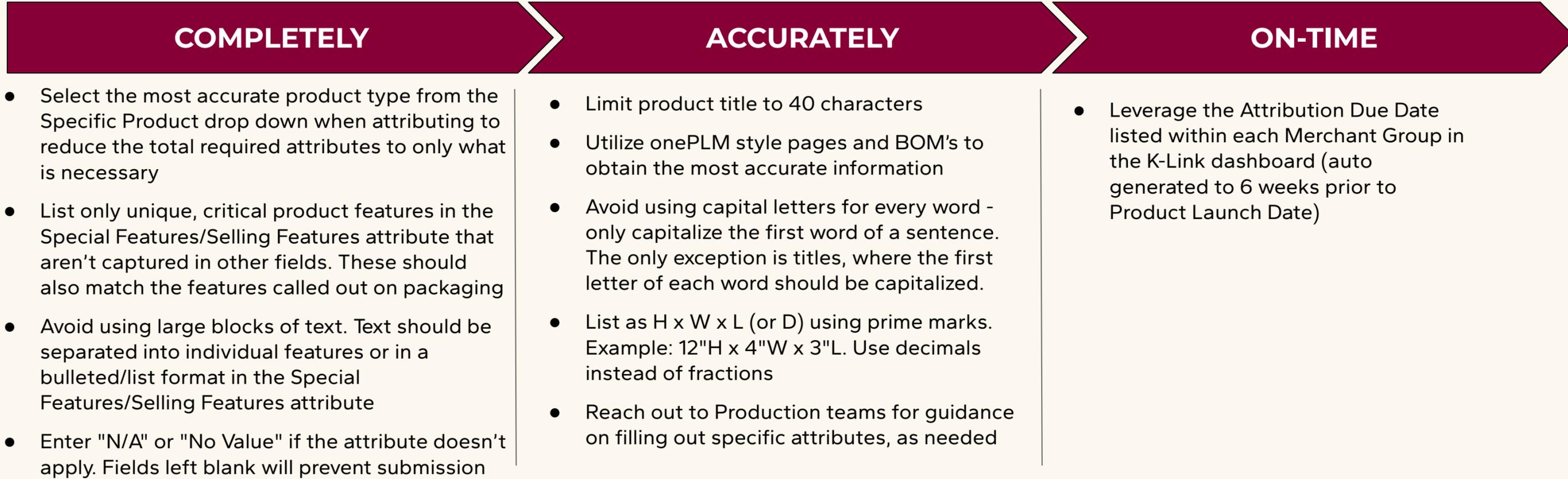
Resources *Slide 7*

Vendor-Supplied Attributes Overview

- Product details (including descriptions, features, measurements etc.) that feed directly to product pages on Kohls.com and play a crucial role in customers finding the product when applying certain search filters online.
- Specific title, formatting, and copy guidelines must be followed to maintain consistency and accuracy across product pages.
- *Note: Kohl's may add or change attributes based on customer feedback to continually improve the shopping experience.*

Best Practices

To maintain high- quality product pages and avoid delays in product going live on Kohls.com, it is critical that attributes are submitted:



Rejected Attributes

Kohl's may reject attributes if information is inaccurate or additional information is needed. Rejections are sent via K-Link email alerts and visible in the K-Link dashboard. As a vendor, you will see seven workflow statuses throughout the progression of the merchant group.

Underlined statuses indicate where vendors are required to take action.

1 New
Work has not begun on this merchant group.

5 Rejected
Attribution and/or images have been rejected by Kohl's and are back in your queue for updating.

2 In Progress
Vendor has begun attribution or uploading images, but have not submitted the styles to Kohl's.

6 Approved
Attribution and/or images have been approved by Kohl's.

3 Ready to Submit
Attribution and/or images are complete, but haven't been submitted to Kohl's.

7 Complete
Merchant group attribution and images are complete.

4 Submitted
Attribution and/or images are complete and have been submitted to Kohl's.

Steps for Resolution

- Within the rejected Merchant Group, click on the **orange comment icon** to the right of the Status column to see specific comments related to the rejections
- Open the style to update all rejected attributes (*attributes should not be updated within the comments section*)
- Once all rejected attributes have been updated, the status will change to "Ready to Submit" and you will be able to submit back to Kohl's. Once submitted, the status will change to "Submitted"
- Reference the K-Link dashboard on a regular basis to track rejected attributes

The screenshot displays the K-Link dashboard interface. At the top, filters for DEPARTMENT (13 - CLASSIC TOPS), VENDOR (CROFT & BARROW), BRAND (CROFT & BARROW), GROUP DESCRIPTION, ATTRIBUTE DUE (02-20-25), and IMAGES DUE (03-20-25) are visible. Below the filters, there are tabs for 'Attributes' (selected) and 'Images and Samples'. Action buttons include 'Mass Update', 'Attribute Grid View', and 'Manage CPs'. A table lists attributes with columns: VENDOR STYLE, DESCRIPTION, KOHLS STYLE ID, CP ID, COLOR, PRODUCT (P3), PDP CATEGORY, and SPECIFIC PRO. The table contains three rows of 'VEE NECK UTILITY...' items, each with a 'Color Add' status. A 'Comments' pop-up window is open on the right, showing two rejection messages from 'McKenzie Beach' dated November 13, 2024. The first message asks for third-party certification selection, and the second asks for lining information. A 'REJECTED' button is highlighted in red at the bottom of the pop-up. A 'SUBMIT' button is located at the bottom right of the dashboard.

VENDOR STYLE	DESCRIPTION	KOHL'S STYLE ID	CP ID	COLOR	PRODUCT (P3)	PDP CATEGORY	SPECIFIC PRO
STYLE 1234 Color Add	VEE NECK UTILITY...	19032146	6530664	6 colors available...	Tops & Tees	Croft & Barrow Tops	Tops
STYLE 2345	VEE NECK UTILITY...	30902431	6530664	NVY TCKNG	Tops & Tees	Croft & Barrow Tops	Tops
STYLE 3456 Color Add	VEE NECK UTILITY...	75328378	6530664	3 colors available...	Tops & Tees	Croft & Barrow Tops	Tops

Sample Toggle Reminders

Factory Direct vendors are **required** to manually select the sample toggle whenever samples are sent to Kohl's photo studio to shoot website imagery.

Steps for Completion

- Select the "All style's sample sent" toggle when sending samples for **all colors of a style**.
- Select the "Samples sent" toggle next to the appropriate color when sending samples for only **some colors of a style**.
- **Note:** These steps can be disregarded if vendor is providing their own images.

The screenshot displays a vendor management interface for '5TH AND OCEAN_17_1903061600465281'. It features a table with columns for 'VENDOR STYLE', 'IMAGES', and 'COMMENTS'. The 'IMAGES' column contains 'All style's samples sent' and 'Samples sent' toggles. An orange arrow points from the 'All style's samples sent' toggle in the first row to a detailed view of the 'IMAGES' section on the right. A green arrow points from the 'Samples sent' toggle in the second row to a detailed view of the 'Samples sent' section in the same detailed view. The detailed view shows a toggle for 'All style's samples sent' and three 'Samples sent' toggles, each with an 'Add Image' button below it.

VENDOR STYLE	IMAGES	COMMENTS
Test601 Wisconsin Badgers Tee CC: 2 Images: 0 Due: 08-08-18	All style's samples sent <input type="checkbox"/>	<input type="text"/>
Customer Choice #: 14429765 Vendor Color: RED NRF Color: 600-RED Images: 0 Due: 08-08-18	Samples sent <input type="checkbox"/>	<input type="text"/>
Customer Choice #: 14429766 Vendor Color: GRAY NRF Color: 020-GREY Images: 0 Due: 08-08-18	Samples sent <input type="checkbox"/>	<input type="text"/>

Vendor Attribution Visual Examples on Kohls.com

Note: Certain attribute fields do not show on product pages and are used instead for left-hand navigation and search functionality. Attributes, including Title / Title Description, should align with OnePLM.

- A. Recommended Title/Title Description
- B. Features
- C. Size + Set (Ex: Twin Set, Full Set, etc.)
- D. Construction & Care

- A. Recommended Title/Title Description
- B. Features
- C. Fit & Sizing
- D. Fabric & Care

A Koolaburra by UGG Koolawash Wavy Clip Jack Comforter Set with Shams

[Koolaburra by UGG](#)

★★★★ 4.3 (28) [Write a review](#) [Ask a question](#)



A Juniors' SO® Seamless High-Neck Tank Top

[SO](#)

★★★★ 4.2 (12) [Write a review](#) [Ask a question](#)



Add style and most ultimate softness to your bed with the Koolaburra by UGG Koolawash Wavy Clip Jack Comforter Set with Shams.

B FEATURES

- Pre-washed fabric for extra softness
- Textured clip-jack pattern
- Prefect for all ages
- Easy care
- Hyproallergenic
- Reversible

C TWIN/TWIN XL SET

- 2-Piece Set
- Comforter: 68" x 92"
- Sham: 20" x 26"

D FULL/QUEEN SET

- 3-Piece Set
- Comforter: 90" x 92"
- Two Shams: 20" x 26"

D KING SET

- 3-Piece Set
- Comforter: 106" x 96"
- Two Shams: 20" x 36"

D CONSTRUCTION & CARE

- Face: polyester clip jacquard microfiber
- Back: polyester pre-washed microfiber
- Machine wash
- Imported
- [Law Label](#)

Step out in style with this juniors' SO seamless high-neck tank top.

[Click on this WOMEN'S GUIDE to find the perfect fit and more!](#)

B FEATURES

- High-neck
- Sleeveless

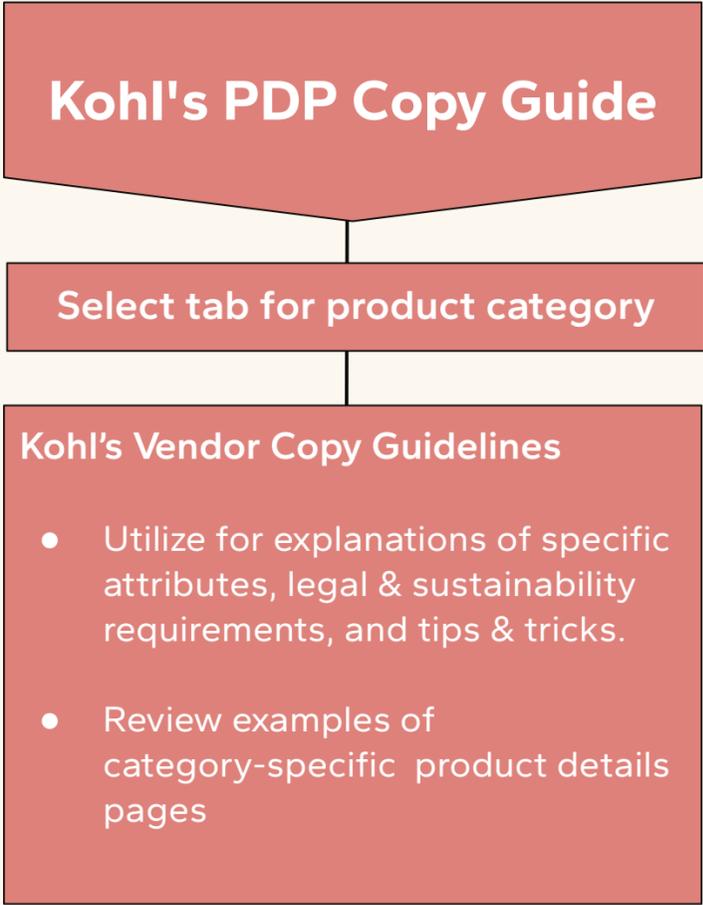
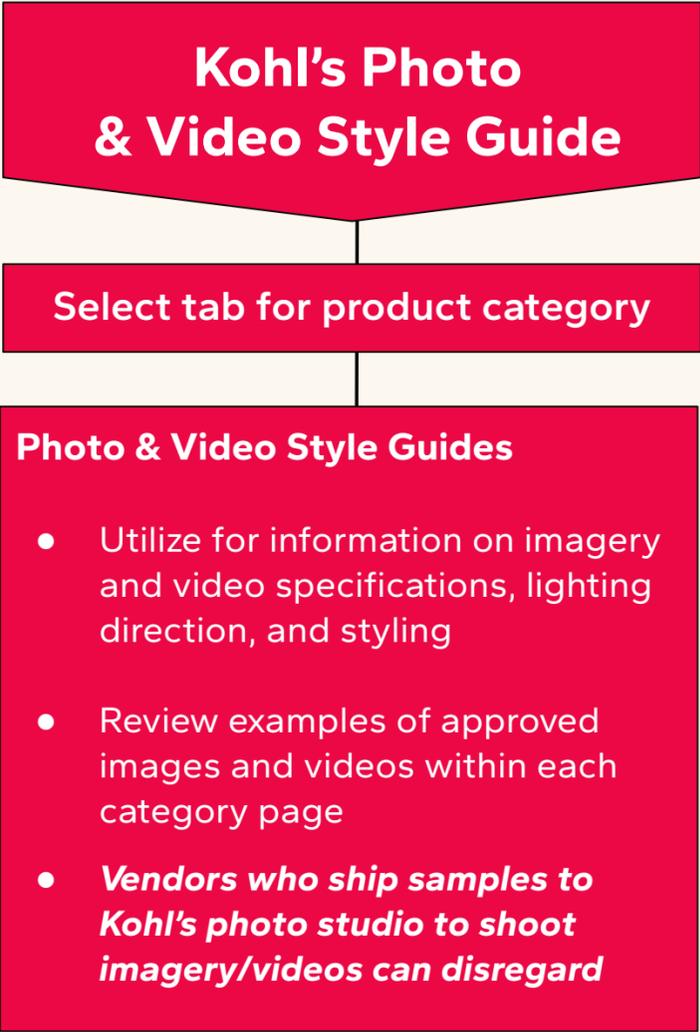
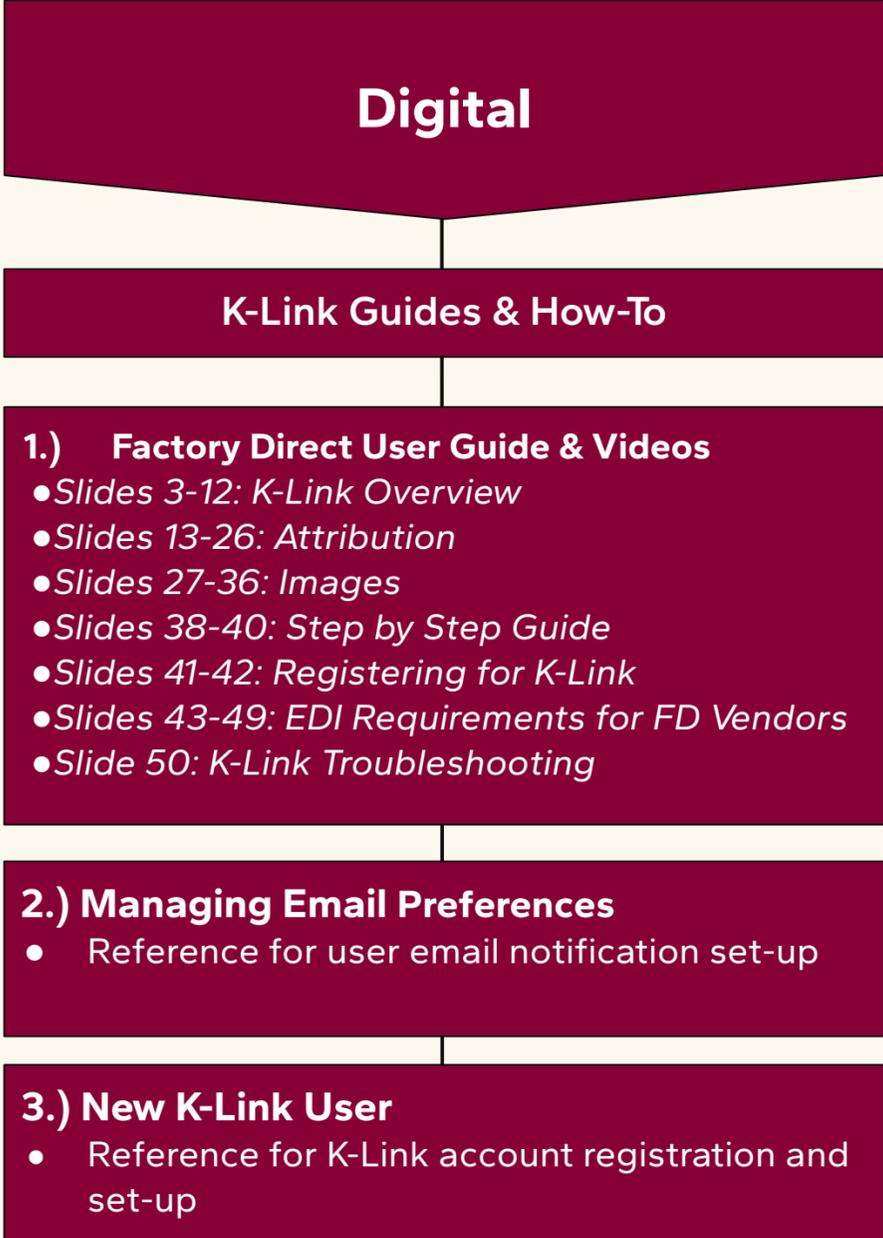
C FIT & SIZING

- Regular fit
- 17.75-in. length from shoulder to hem

D FABRIC & CARE

- Nylon, spandex
- Machine wash
- Imported

Vendor Resources



An abstract geometric pattern on the right side of the slide, featuring various shapes in shades of red, white, and maroon. The shapes include triangles, squares, and rounded forms, some overlapping and some creating negative space. The overall effect is a dynamic, modern design.

Thank you!

Questions? Contact

Maggie.Spencer@kohls.com

Sabrina.Barrena@kohls.com

Tracy.Jackson@kohls.com