

# Kohl's Dynamic Alternate Imagery

## What is changing?

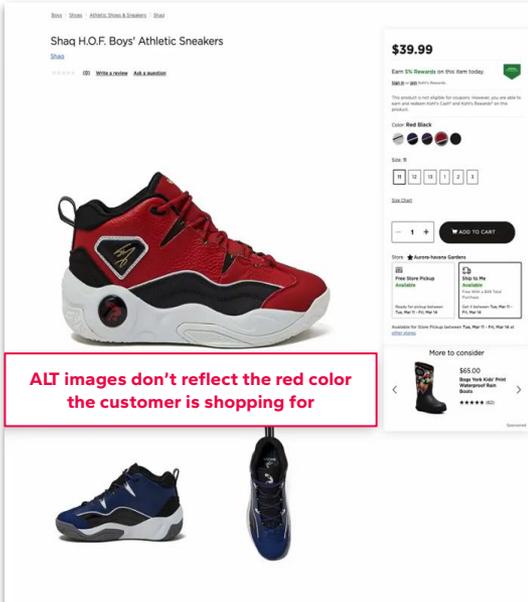
Kohl's is introducing an enhancement to our live site - Dynamic Alternate Images.

Currently, when a customer selects a new color choice, only the main image updates. With this enhancement, both the **main image** and **alternate images** will update to reflect the selected color\*. This will provide our customers with a more seamless and visually engaging experience.

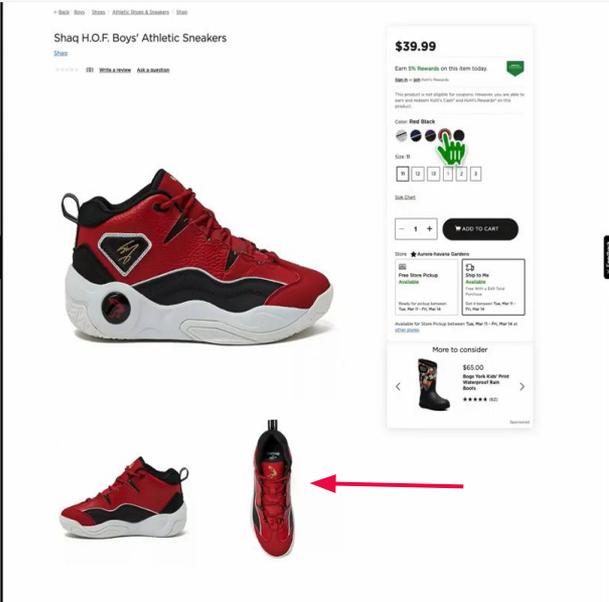
*\*Important Note: This will only apply if the vendor has uploaded additional colorway images for the product.*

## Preview Dynamic Imagery

### Current Experience



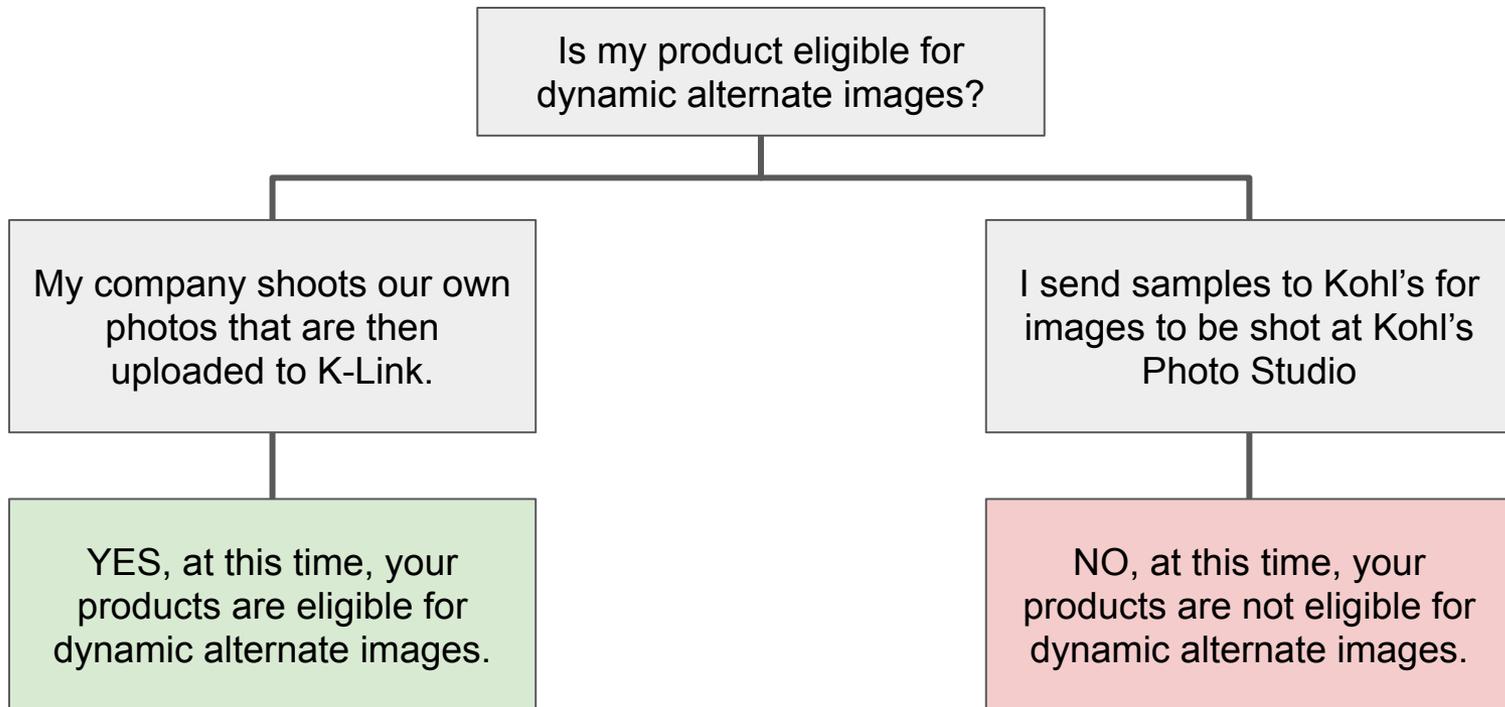
### Future Experience



# Kohl's Dynamic Alternate Image Frequently Asked Questions

- **What products are eligible for dynamic alternate images to be uploaded?**
  - Currently only styles that have vendor provided imagery will be eligible for dynamic alternate images.

If you have any questions, please use the below decision tree to see if your products are eligible.



# Kohl's Dynamic Alternate Image Frequently Asked Questions

- **What alternate images should I be uploading?**
  - Please upload alternate images for each CCID/Customer Choice\* of your style. For guidance on what image views should be provided for each style, please refer to the [Kohl's Photo & Video Style Guide](#) located under the Resources tab in K-Link.

\*A Customer Choice defines how variations of a style are grouped based on factors like color and size. In most businesses CCIDs are broken out by color, but other businesses CCIDs are broken out by color and size.

The screenshot shows the K-Link interface for a merchant group. The breadcrumb trail is 'Merchant Groups > TEST MERCHANT GROUP'. The interface displays a list of items under the 'Images and Samples' tab. Two items are visible:

- Full Size Bedding**: Customer Choice #: 123456, Vendor Color: MAUV SHDWS, NRF Color: 520-BRT PURPLE, Due: 03-03-25.
- Queen Size Bedding**: Customer Choice #: 456789, Vendor Color: MAUV SHDWS, NRF Color: 520-BRT PURPLE, Due: 03-03-25.

Both items have a 'Kohls.com Samples Sent for Entire Style' toggle switch. A callout box with arrows pointing to both items contains the text: 'Upload Alternate Images to both CCIDs even if they are exactly the same.'

In this example, even if the alternate images for the Full size and Queen size bedding are the same, you will need to upload the images to both CCIDs.

# Kohl's Dynamic Alternate Image Frequently Asked Questions

- **When does this go into effect?**
  - Our internal teams started marking images behind the scenes as dynamic on 3/3/2025. If you uploaded alternate colorway/size runs to K-Link prior to this date, they will not show as dynamic on our site.
- **Where can I see this updated?**
  - Currently this enhancement will be available for shoppers on Webstore (Desktop + Mobile, non app) on styles that include vendor-supplied alternate images. We are working to extend this feature to our mobile app.
- **How can I upload additional images?**
  - Continue to upload additional images as you normally would. Click [here](#) for more information on image upload starting on page 51.
- **What order should I input my alternate images in?**
  - Our internal teams use the image file names provided when decided the order the images will show online. For guidance on naming image files in the correct order, please refer to the [Kohl's Photo & Video Style Guide](#) located under the Resources tab in K-Link.

# Kohl's Dynamic Alternate Image Frequently Asked Questions

- **How can I upload additional images for styles set up prior to K-Link?**
  - Please continue utilizing Asset Maintenance/Ad Hoc to upload images for products that were set up prior to K-Link. Click [here](#) for more information on Asset Maintenance/Ad Hoc starting on page 61.
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- **Do I have to re-upload my alternate images if they were uploaded prior to 3/3/2025?**
  - To support timely updates to dynamic imagery, we encourage vendors to re-upload any images submitted prior to March 3, 2025, for carryover and replenishment styles, following the updated naming convention outlined on page 7 of this document.
  - If re-uploading isn't an option, our internal teams will gladly review the existing imagery. While we may not be able to provide a specific timeline for completion, please know that your partnership and continued cooperation are truly appreciated as we work through these updates together.

Note: Removing existing images that you will be uploading a replacement of **isn't required**, but it's helpful to our teams and supports a cleaner, more accurate transition if you are able.

# Kohl's Dynamic Alternate Image

## Frequently Asked Questions

- **How long will it take to see image updates on [Kohls.com](https://www.kohls.com) once I have uploaded the images to K-Link?**
  - If you are uploading images for new products, you will see these when the product goes live on [Kohls.com](https://www.kohls.com)
  - If you are uploading images for existing products, or submitting additional assets to enable dynamic product imagery, our teams will prioritize these within our workstream. Please note that the timing of image updates may vary due to a range of internal factors. While our teams are working as quickly as they can to process all submissions, the timeline may fluctuate depending on current priorities and overall volume.
- **Should I upload images to K-Link if I have sent my merchant partners samples to be shot at Kohl's Photo Studio?**
  - If you are sending samples to be shot at Kohl's Photo Studio, please do not also upload images into K-Link for those styles.
- **Why doesn't the main image update when clicking a new size?**
  - At this time, the main image does not update when a customer selects a new size. However, we are working on enhancing this functionality. Currently, the main image will only update when a different colorway is selected.

# Image File Naming Conventions

- **When should I use “\_dynamic” in my image file names?**
  - Use \_dynamic only when re-uploading alternate images that were originally uploaded before March 3, 2025.
  - If you are uploading images for a new style for the first time (i.e., the style was just set up in K-Link), do not add \_dynamic to your image filenames. Just use the standard naming convention.

<b>Example for new image uploads:</b>	<b>Example for updated image uploads:</b>
<b>StyleNumber_VendorColor_MAIN</b> <b>StyleNumber_VendorColor_ALT1</b>	<b>StyleNumber_VendorColor_ALT1_Dynamic</b> <b>StyleNumber_VendorColor_ALT2_Dynamic</b>

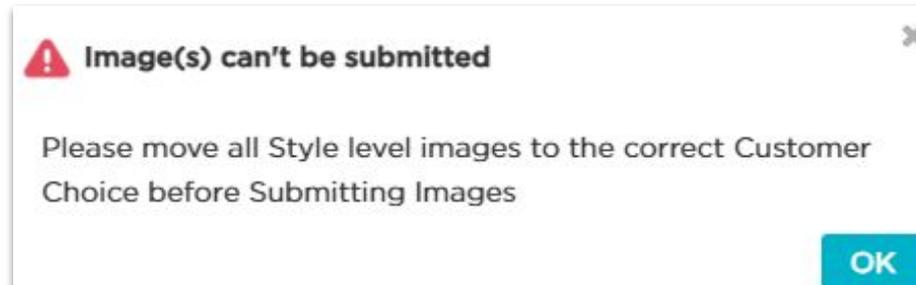
\*All accurate imagery should be loaded to K-link at the same time upon initial setup. However, if the need arises to replace or append existing imagery, load via K-link with the following file appends:

- Use **“ALT\_Add”** at the end of your file name to assist in identifying that this product is already live and this is an additional image being added to the product page.
- Use **“ALT\_Replace”** or **“Main\_Replace”** to indicate we should be overwriting existing imagery

# Kohl's Dynamic Alternate Image Potential Error Messages



- This error message indicates that the style number in your image's file name does not exactly match the style number as it's listed in K-Link. To ensure accuracy, download the [Merchant Group Report \(see page 24\)](#) from K-Link and copy the style number exactly as it appears.



- This error message means that you need to move the uploaded images to their CCID or color choice. If you have a style with one or more color options, you will need to move the image to its matching color so the system can correctly pair the images with the colors. Please reference page 55 of the [Vendor User Guide](#) for more information.

# Kohl's Dynamic Alternate Image Potential Error Messages Continued



FOSSIL INC\_19\_BEDDING SET\_BRONZE\_ALT\_DYNAMIC.jpg

This image was previously linked to this style using the same filename. Please add '\_Replace' or '\_Add' at the end of the filename and re-submit

- This error means the image you're trying to upload—with that exact filename—has already been submitted to our system. Re-uploading a duplicate image the exact same filename can cause internal errors on Kohl's end. To resolve this, please rename the file before uploading it again. You can add a simple suffix like `_Replace` or `_Add` to the end of the filename (e.g., `image123_Add.jpg`) to make it unique.

If you receive a different message and are unsure of how to proceed, please reach out to [K-Link@kohls.com](mailto:K-Link@kohls.com) with a screenshot of the error message.

# Kohl's Dynamic Alternate Image

## Who To Contact

- If you have questions on the below, please reach out to your Kohl's merchant/buying partners
  - What is my product's style number?
  - Is my style considered legacy?
  - What merchant group is my style number in?
- If you have questions on the below, please contact [K-Link@kohls.com](mailto:K-Link@kohls.com).
  - Register for a K-Link account
  - Add an additional vendor to your K-Link profile
  - Questions on the K-Link upload process
  - Any issues with K-Link system