

Kohl's Dynamic Alternate Imagery

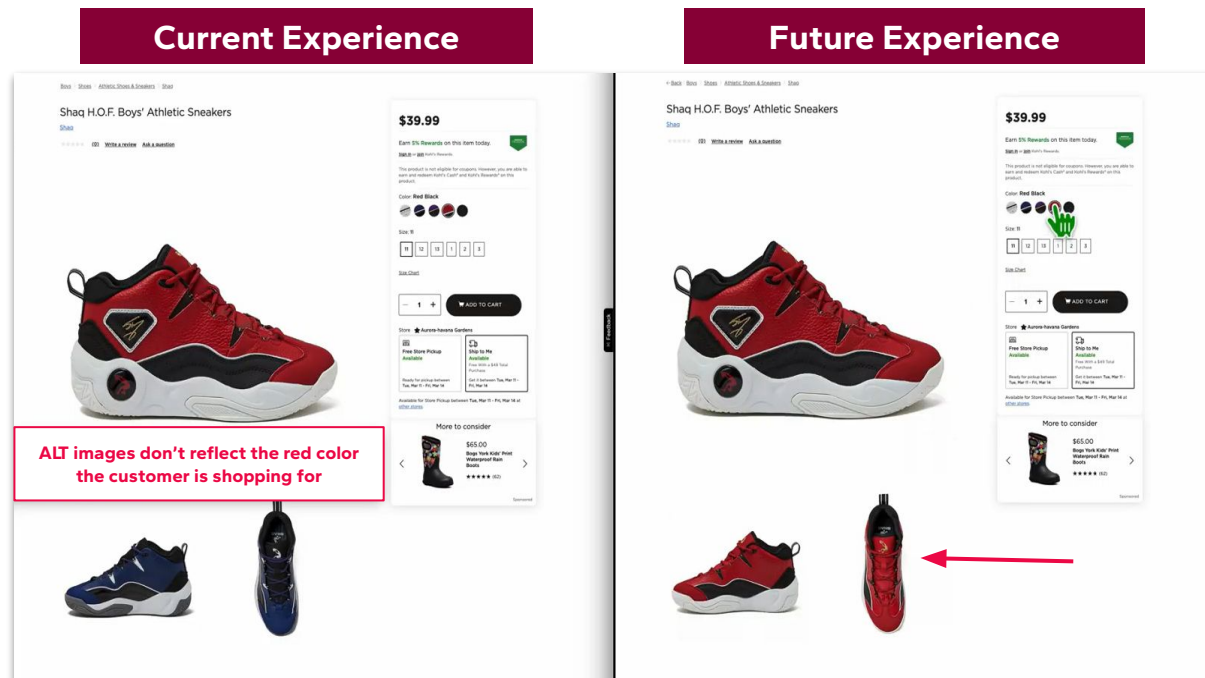
What is changing?

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.*

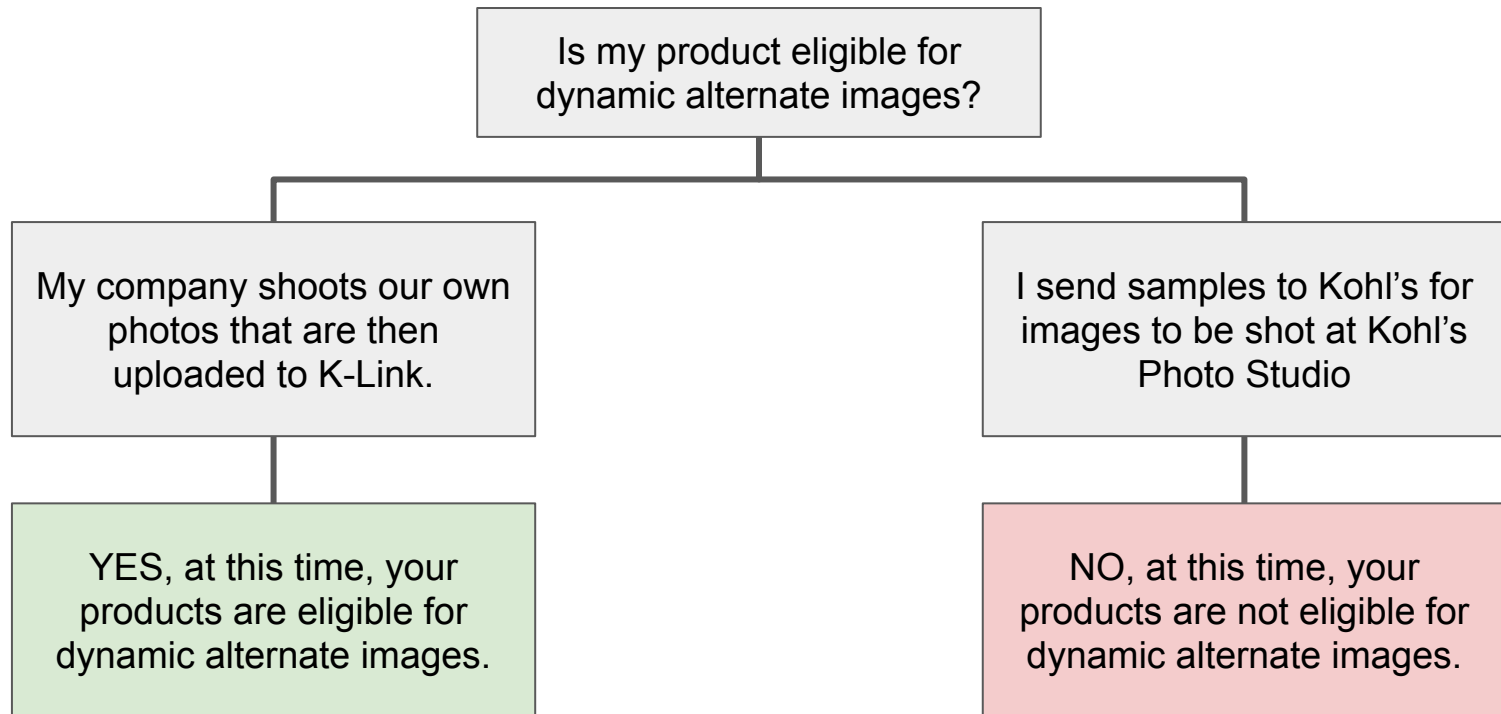
Preview Dynamic Imagery



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.

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 'TEST MERCHANT GROUP' interface. It has a header with a home icon, 'Merchant Groups', and 'TEST MERCHANT GROUP'. Below is a table with columns: DEPARTMENT, VENDOR, BRAND, GROUP DESCRIPTION, ATTRIBUTE DUE (07-06-25), and IMAGES DUE (03-03-25). The 'Images and Samples' tab is selected. Two rows are visible: 'Full Size Bedding' and 'Queen Size Bedding'. Each row has a 'Kohls.com Samples Sent for Entire Style' toggle. A callout box with the text 'Upload Alternate Images to both CCIDs even if they are exactly the same.' has arrows pointing to the 'Customer Choice #' fields for both rows.

DEPARTMENT	VENDOR	BRAND	GROUP DESCRIPTION	ATTRIBUTE DUE	IMAGES DUE
				07-06-25	03-03-25

Attributes | **Images and Samples**

Full Size Bedding Kohls.com Samples Sent for Entire Style ☐

CCs: 2 | Images: 0 | Due: 03-03-25

Customer Choice #: 123456
Vendor Color: MAUV SHDWS
NRF Color: 520-BRT PURPLE
Due: 03-03-25

Queen Size Bedding Kohls.com Samples Sent for Entire Style ☐

CCs: 2 | Images: 0 | Due: 03-03-25

Customer Choice #: 456789
Vendor Color: MAUV SHDWS
NRF Color: 520-BRT PURPLE
Due: 03-03-25

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?**
 - Please refer to the [Kohl's Photo & Video Style Guide](#) in K-Link for what order the alternate images should be in.

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.
 - The image naming convention needs to be different for this upload from when you uploaded prior. We suggest adding Dynamic to the end of your image name.
For Example:
 - **Style Number_Vendor Color_ALT1_Dynamic**
 - **Style Number_Vendor Color_ALT2_Dynamic**
- **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 6 of the attached 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 the image updates live once I have uploaded the images to K-Link?**
 - If you are uploading images for new product, you will see these when the product goes live on Kohls.com
 - If you are uploading images for existing products, our teams will work to prioritize these into our workstream
- **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 images for existing styles that were originally uploaded before March 3, 2025, or if you're updating or replacing images that are already live on Kohls.com.
 - 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.

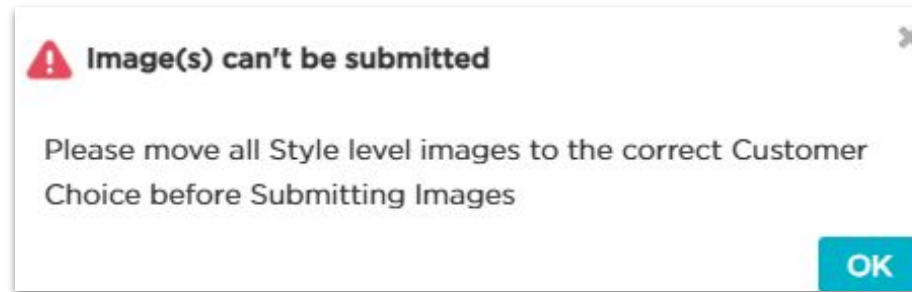
Example for new image uploads:	Example for updated image uploads:
StyleNumber_VendorColor_MAIN StyleNumber_VendorColor_ALT1	StyleNumber_VendorColor_ALT1_Dynamic StyleNumber_VendorColor_ALT2_Dynamic

*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:

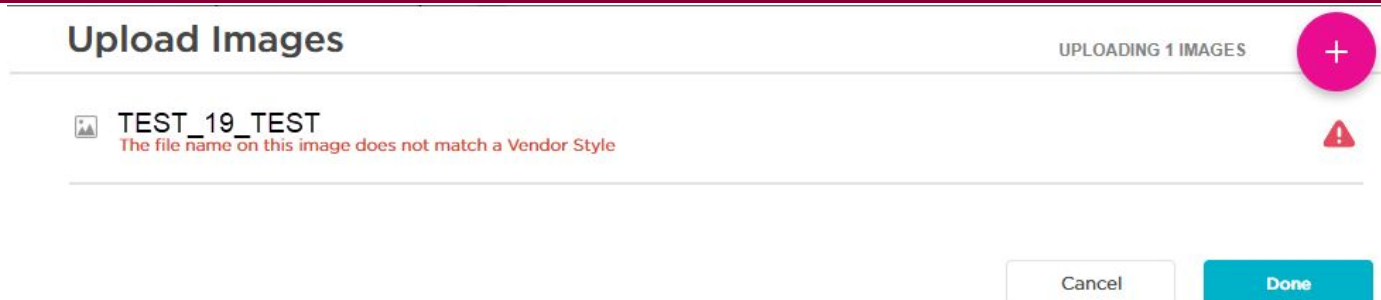
- Use **“ALT_Add”** at the end of your file name to assist in identifying that this product is already live and this is an additional image being added to the product page.
- Use **“ALT_Replace”** or **“Main_Replace”** to indicate we should be overwriting existing imagery

Kohl's Dynamic Alternate Image

Potential Error Messages



- This error message 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 it's 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.



- 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.

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.
 - 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