

# **KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES**

## Jewelry & Watches

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**KOHL'S**

Revised March 19, 2024

## OBJECTIVE

To provide Kohl's vendors with a resource for Kohl's product detail copy standards and to outline specific requirements with regards to vendor-supplied copy content.

## ABOUT KOHL'S COPY STANDARDS

We follow these standards for Kohls.com titles, formatting and copy. Vendor supplied copy is edited to adhere to numerous legal, SEO, DEI and marketing guidelines. This helps Kohl's build customer trust by providing accurate and consistent product pages.

From time to time you may see new attributes requested, as we are always analyzing customer feedback to create a better shopping experience.

## INDEX

Click, or navigate to categories at right.

BRACELET /  
ANKLETS COPY  
REQUIREMENTS

5

CHAIN  
NECKLACE /  
BRACELET COPY  
REQUIREMENTS

6

PENDANTS /  
NECKLACES /  
LOCKETS COPY  
REQUIREMENTS

7

EARRINGS &  
CUFFLINKS COPY  
REQUIREMENTS

8

RINGS COPY  
REQUIREMENTS

9

BODY JEWELRY  
COPY  
REQUIREMENTS

10

JEWELRY SETS  
COPY  
REQUIREMENTS

11

DIAMOND &  
LAB-GROWN  
DIAMOND  
JEWELRY COPY  
REQUIREMENTS

12

GEMSTONE  
JEWELRY COPY  
REQUIREMENTS

13

PEARL JEWELRY  
COPY  
REQUIREMENTS

14

METAL JEWELRY  
COPY  
REQUIREMENTS

15

FASHION  
WATCHES COPY  
REQUIREMENTS

16

WATCHES WITH  
COMPLICATIONS  
COPY  
REQUIREMENTS

17

SMART  
WATCHES/ACTIVITY  
TRACKERS COPY  
REQUIREMENTS

18

FINE JEWELRY &  
FASHION JEWELRY  
ATTRIBUTES  
GLOSSARY

19

WATCHES  
ATTRIBUTES  
GLOSSARY

21

KOHL'S  
SUSTAINABILITY  
RESPONSIBLE  
PRODUCT  
FEATURES

23

JEWELRY &  
WATCHES LEGAL  
GUIDELINES

24

REJECTIONS

25

TIPS, TRICKS & BEST  
PRACTICES

26

# BRACELET / ANKLETS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Bracelets / Anklets copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

1. **FEATURES:**
  - Length
  - Clasp / closure
  - Nickel free (if applicable)
  - Metal
  - Plating
  - Finish
  - Packaging

## C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

## Argento Bella Sterling Silver Cats by the Yard Anklet

[Argento Bella](#)

★★★★★ 5.0 (1) [Write a review](#) [Ask a question](#)



A

B

### Product Details

You'll love the "purrfectly" charming design of this Argento Bella Cats by the Yard anklet.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)

### PRODUCT FEATURES

- Length: 9 in.
- Clasp: lobster claw
- Nickel free
- Metal: sterling silver
- Plating: rhodium, gold tone
- Finish: polished
- Packaging: boxed

1.

# CHAIN NECKLACE / BRACELET COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Chain Necklace / Bracelet copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

### 1. FEATURES:

- Chain type
- Length
- Width (in mm)
- Weight: (in grams)
- Clasp / closure
- Nickel free (if applicable)
- Metal
- Plating
- Finish
- Packaging

## C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

## PRIMROSE 14k Gold Baby Curb Chain Necklace



[PRIMROSE](#)



### Product Details

Accessorize in style with this PRIMROSE 14k gold baby curb chain necklace.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)



### FEATURES

- Chain type: curb
- Width: 0.61 mm
- 16" weight: 0.57 g
- 18" weight: 0.63 g
- 20" weight: 0.69 g
- 24" weight: 0.80 g
- Clasp: spring-ring
- Nickel free
- Metal: 14k gold
- Finish: polished
- Packaging: decorative card

# PENDANTS / NECKLACES / LOCKETS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Pendants / Necklaces / Lockets copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

### 1. FEATURES:

- Pendant dimensions (in mm)
- Chain length (in inches)
- Chain type
- Clasp/closure
- Nickel free (if applicable)
- Metal
- Plating (if applicable)
- Finish
- Photo slots (for lockets)
- Packaging

### C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

## Sterling Silver Lab-Created Sapphire Pendant

[Unbranded](#)



### Product Details

Add timeless elegance to your jewelry collection with this Sterling Silver Lab-Created Sapphire Pendant.

1.

#### FEATURES

- Pendant dimensions: 0.46"X0.27"
- Chain length: 18 in.
- Chain type: rope
- Clasp: spring-ring
- Nickel free
- Metal: sterling silver
- Plating: rhodium
- Finish: polished
- Packaging: boxed

C

#### STONE DETAILS

- Stone type: lab-created sapphire, lab-created white sapphire
- Total weight: 5/8 ct.
- Center stone weight: 3/8 ct.
- Center stone size: 6X4mm
- Shape: pear, shape: round
- Setting: prong

1-4

# EARRINGS & CUFFLINKS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Earrings & Cufflinks copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

1. **FEATURES:**
  - Dimensions (in mm)
  - Backings (for earrings)
  - Nickel free (if applicable)
  - Metal
  - Plating (if applicable)
  - Finish
  - Packaging

## C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

## Designs by Gioelli Sterling Silver Blue Oyster Turquoise Drop Earrings

[Designs by Gioelli](#)



A

B

### Product Details

Turn heads in these eye-catching sterling silver Designs by Gioelli oyster turquoise drop earrings.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)

1.

### FEATURES

- Length: 33.5 mm
- Closures: leverback
- Nickel free
- Metal: sterling silver
- Plating: sterling silver
- Finish: polished
- Packaging: boxed
- Imported

C

1-4

### STONE DETAILS

- Stone type: turquoise
- Center stone size: 14 mm x 10 mm
- Shape: pear
- Setting: prong



# RINGS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Rings copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

### 1. FEATURES:

- Width (in mm)
- Ring size (if applicable)
- Shank style
- Nickel free (if applicable)
- Metal
- Plating
- Finish
- Packaging

## C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

## Designs by Gioelli 14k Gold Over Silver Gemstone Clover Ring

[Designs by Gioelli](#)



A



B

### Product Details

Accessorize in style with this Designs by Gioelli 14k Gold Over Silver Gemstone Clover Ring.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)



1.

### FEATURES

- Width: 13 mm
- Shank style: traditional
- Band fit: half-round
- Metal: sterling silver
- Plating: 14k gold
- Finish: polished
- Packaging: boxed
- Nickel free
- Imported



C

### STONE DETAILS

- Size: 12 mm
- Shape: clover
- Setting: bezel



1-4

# BODY JEWELRY COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Body Jewelry copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

### 1. FEATURES:

- Dimensions (in mm)
- Gauge (if applicable)
- Thread (if applicable)
- Ball diameter (if applicable)
- Nickel free (if applicable)
- Metal
- Plating
- Finish
- Packaging

## C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

Amella Jewels 14k Gold Over Silver Double Cubic Zirconia Belly Ring

[Amella Jewels](#)



A

B

### Product Details

Enhance your look with this Amella Jewels double cubic zirconia belly ring.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)

1.

### FEATURES

- Gauge: 2.81 g
- Bar length: 10 mm
- Bar thickness: 1.0 mm
- Both ball size: 3 mm (Both screw)
- Metal: sterling silver
- Plating: 14k gold
- Finish: polished
- Packaging: velvety pouch
- Nickel free

C

1-4

### STONE DETAILS

- Stone type: cubic zirconia
- Total weight: 1/10 ct.
- Shape: round
- Setting: bezel

# JEWELRY SETS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Jewelry Sets copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, product, metal type, stone type, silhouette and any other necessary information required to title your product for Kohls.com.

## B. Product Details

### 1. FEATURES:

- Includes:
- Pendant dimensions (in mm)
- Chain length (in inches)
- Clasp/closure (chain)
- Bracelet length
- Clasp/closure (bracelet)
- Earring dimensions (in mm)
- Backings
- Ring width
- Nickel free (if applicable)
- Metal
- Plating
- Finish
- Packaging

## C. Additional Copy Requirements

1. [STONE DETAILS](#) (if applicable)
2. [DIAMOND DETAILS](#) (if applicable)
3. [PEARL DETAILS](#) (if applicable)
4. [METAL DETAILS](#)

## Brilliance 18k Gold Flash Plated Cubic Zirconia Hoop Earrings and Butterfly Pendant Necklace Set

[Brilliance](#)



A

B

### Product Details

Add the finishing touches to your outfit with this beautiful earring and necklace set from Brilliance.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)

1.

### FEATURES

- Includes: 1 pair of earrings, 1 pendant and 1 chain
- Pendant drop length: 0.62 in.
- Chain length: 18 in.
- Chain type: box
- Clasp: spring-ring
- Earring dimensions: 15mm
- Backing: huggie
- Nickel free
- Metal: brass
- Plating: 18k gold flash plated
- Finish: polished
- Packaging: boxed

C

1-4

### STONE DETAILS

- Stone type: cubic zirconia
- Total weight: 1 1/6 ct.
- Shape: round
- Setting: pave and prong

# DIAMOND & LAB-GROWN DIAMOND JEWELRY COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Diamond Jewelry copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** For Diamond Jewelry, include total carat weight.

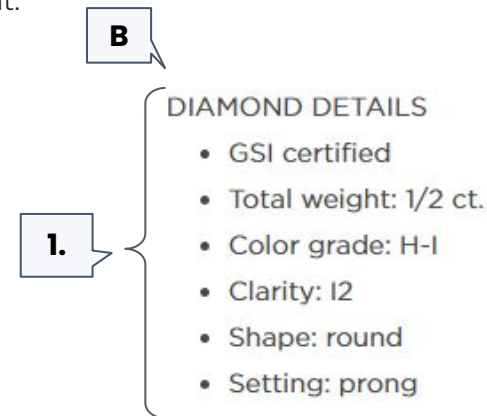
## B. DIAMOND DETAILS

### 1. Attributes

- Certification (if applicable)
- Total weight
- Center stone weight (if applicable)
- Color (only for colored diamonds)
- Color grade
- Clarity grade (not needed for colored diamonds)
- Shape
- Setting

### 2. ADDITIONAL NOTES

- Carat weight is expressed using fractions instead of decimals. For the sake of consistency, we use the fractional values established by the Gemological Institute of America
- Color grade and Clarity are essential attributes for high-end pieces, especially those with sizeable center stones, and stones with very good color and clarity grades.
- Clarity grade is an important attribute for clear diamonds, but is not needed for colored or black diamonds.
- Avoid terms like “flawless,” “perfect,” and “brilliant”



# GEMSTONE JEWELRY COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Gemstone Jewelry copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. STONE DETAILS

### 1. Attributes:

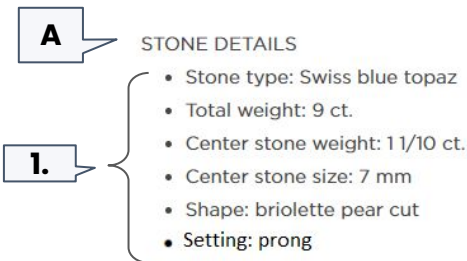
- Stone type
- Total weight
- Center stone weight (if applicable)
- Center stone size (if applicable)
- Shape
- Setting

### 2. LEGAL REQUIREMENTS & ADDITIONAL NOTES

- It is legally required to disclose when a gemstone is man-made. For such items, "Lab-Created" or "Simulated" (whichever is applicable) should be included in the product titles and other relevant attributes.
- Carat weight is not a good indicator of size for gemstones, because not all gemstones have the same density. Therefore, stone size / center stone size (in mm ) is a required attribute for gemstone jewelry.
- Avoid gemstone names to describe an item's color. In jewelry, describing a color as "amethyst" or "emerald" may mislead customers into thinking the item contains those stones. It is acceptable to use the stone name as an adjective, such as, "emerald green" or "ruby red"
- Avoid the term "chocolate" or "truffle" as adjectives for brown diamonds or other gems. These terms are trademarked. "Espresso diamond" is also a trademarked phrase. "Brown diamond" is the preferred descriptor.
- Stone details are not needed for the following material
  - crystals
  - marcasite
  - mother-of-pearl
  - Shell

### 3. JEWELRY WITH MULTIPLE GEMSTONES

- Our PDPs are not optimally set up for products with multiple gemstones on a single item. We combine all of the gemstones into a single set of Stone Details bullets.
- For Stone type, list the stones in order of prominence.
- The Total weight bullet is the combined carat weights of all gemstones on the item



# PEARL JEWELRY COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Pearl Jewelry copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. CULTURED PEARL DETAILS

### 1. ATTRIBUTES

- Pearl type
- Pearl size
- Shape
- Color

### 2. LEGAL REQUIREMENTS

- The word “cultured” should immediately precede “pearl” in product titles and copy. (examples: “freshwater cultured pearl” or “South Sea cultured pearl” )
- If a pearl has been dyed, this must be disclosed in the product titles and other relevant attributes.

**A**

### CULTURED PEARL DETAILS

- 1.**
- Type: freshwater
  - Size: 2.5 mm to 4 mm
  - Shape: near round
  - Color: white

# METAL JEWELRY COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Pearl Jewelry copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. LEGAL REQUIREMENTS

1. For gold products with a fineness of 10k or greater, the karatage should precede "gold" in titles and copy (e.g., "14k Gold").
2. For gold products with less than 10k fineness or gold-colored alloys, use "gold tone" in titles and copy
3. Do not use "silver" or "gold" to describe an item's color to avoid misleading customers.
4. Silver must be 99.9% pure silver to be considered "Fine Silver"
5. Silver must be 92.5% pure silver to be considered "Sterling Silver"
6. If an item is described as "fine silver" or "sterling silver," it must meet these purity standards, or the vendor is liable per our purchase agreement.

1.

Adornia 14k Gold Plated White Enamel Band

[Adornia](#)



2.

Emberly Gold Tone Pave & Plain Band 3-piece Ring Set

[Emberly](#)



# FASHION WATCHES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Fashion Watches copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the

[Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, descriptor/name, material, watch type and any other necessary information required to title your product for Kohls.com.

## B. Product Details

### 1. FEATURES

- Unique/important selling features
- Illumination
- Gemstones (if applicable)
- Date window
- Any additional features

### 2. DISPLAY

- Dial type
- Face cover material

### 3. CASE

- Case material
- Caseback material
- Caseback type (if applicable)
- Case diameter

### 4. BAND

- Band type
- Band material
- Watch closure
- Band length
- Lug width

### 5. DETAILS

- Movement type
- Power source
- Water resistance
- Packaging
- Warranty
- Model no.

## Men's Geneva Diamond Accent Gunmetal Watch

[Geneva](#)



### Product Details

Achieve handsome style with this men's Geneva diamond accent gunmetal watch.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)



1.

#### FEATURES

- Diamond accents

#### DISPLAY

- Dial type: sunray
- Face cover material: glass

2.

#### CASE

- Material: metal alloy
- Caseback material: stainless steel
- Screw-down caseback
- Diameter: 41 mm

3.

#### BAND

- Band type: strap
- Material: faux leather
- Clasp: buckle
- Lug width: 10 mm
- Band length: 145 mm - 205 mm

4.

#### DETAILS

- Movement: quartz
- Power: battery
- Packaging: boxed
- Warranty: manufacturer's 1-year limited
- For warranty information please click [here](#)

5.



# WATCHES WITH COMPLICATIONS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Watches with Complications copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, descriptor/name, material, watch type and any other necessary information required to title your product for Kohls.com.

## B. Product Details : Please refer to [Fashion Watches](#)

1. FEATURES
2. DISPLAY
3. CASE
4. BAND
5. DETAILS

## C. COMPLICATIONS

1. "Complications" refer to the many additional features beyond timekeeping that may be built into a watch. This may include, but is not limited to, the following features:
  - Daily alarms
  - 12/24-hour formats
  - World time: 29 time zones (29 cities) with city name display
  - Chronograph
  - Countdown timer
  - Battery power indicator
  - Power-saving function
  - Power reserve: 7 months
  - Altimeter
  - Barometer
  - Thermometer
  - Digital compass
  - One-touch measurement button
  - Tide graph/data
  - Moon phases

**A** Casio Men's PRO TREK Digital Solar Watch - PRW3500-1CR  
[Casual Home](#)

## Product Details

**B**

Keep your off-the-grid adventures on track with this men's PRO TREK watch fr  
Impressive features including a compass, solar power, atomic timekeeping and i  
ultra functional timepiece perfect for any outdoorsman.



**C.**

## FEATURES

- Calendar: day & date
- Atomic timekeeping
- 12/24-hour formats
- World time: 48 cities
- 4 daily alarms
- Chronograph
- Countdown timer
- Stopwatch
- Water resistance: 200 meters
- Digital compass with bearing
- Altimeter: -2,300 to 32,800 feet
- Barometer
- Thermometer
- Sunrise & sunset data

## CASE & DISPLAY

- Digital display with backlight
- Face cover: mineral crystal
- Case: black resin
- Caseback: stainless steel
- 53-mm diameter

## BAND

- Black resin
- Strap buckle clasp
- Men's standard length

## DETAILS

- Quartz movement
- Solar power
- Manufacturer's 1-year limited warranty
- For warranty information please click [here](#)
- Model no. PRW3500-1CR

**1-5**

# SMART WATCHES/ACTIVITY TRACKERS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Watches with Complications copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

## A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, descriptor/name, material, watch type and any other necessary information required to title your product for Kohls.com.

## B. Product Details : Please refer to [Fashion Watches](#)

1. **FEATURES**
2. **DISPLAY**
3. **CASE**
4. **BAND**
5. **DETAILS**
6. **SPECIFICATIONS**

- Unique to smartwatch and activity tracker PDPs
- Includes details – such as storage capacity and Bluetooth connectivity – that are unique to smartwatches and activity trackers

Citizen CZ SMART Stainless Steel Hybrid Sport Smartwatch with Grey Stainless Steel Bracelet



Citizen



## Product Details

The new CZ Smart smartwatch is designed for every moment. Inspired by the rich design of Citizen's iconic sport technical timepieces, CZ Smart marries modern technologies with the style and quality you expect from Citizen.

[Click on this JEWELRY & WATCHES GUIDE to learn about fit, styles, materials and more!](#)



1-3

### FEATURES

- Chronograph
- Chronograph increments: 1/100-second up to 60 minutes
- Chronograph features: elapsed time
- Sensors: Heart rate, accelerometer
- Easily tracks steps, sleep, and calories

### DISPLAY

- Face cover material: mineral crystal
- Illumination: EL backlight

### CASE

- Material: stainless steel
- Caseback material: stainless steel
- Screw-down caseback
- Diameter: 42 mm

4-5

### BAND

- Band type: link bracelet
- Material: stainless steel
- Clasp: deployment
- Lug width: 15 mm
- Band length: 140-215 mm

### DETAILS

- Power: rechargeable battery
- Water resistance: 30 meters
- Packaging: boxed
- Manufacturer's 2-year limited warranty
- For warranty information please click [here](#)

6.

### SPECIFICATIONS

- Compatible with Android 5.0+ or iOS 5.0+.
- Bluetooth 5.0 LE within 30 feet
- Battery life: 18 days
- Notifications: incoming calls, texts, weather, and more

# FINE JEWELRY & FASHION JEWELRY ATTRIBUTES GLOSSARY

This is a list of attributes used in Fine & Fashion Jewelry. Similar attributes have been condensed for brevity.

- **Alternative Materials:** Materials other than metals and gemstones that are occasionally used in fashion jewelry.
- **Backings:** Earring components that hold the earrings securely in place.
- **Ball Diameter:** Measurement (in mm) of ball-shaped jewelry components, such as beads.
- **Band Fit:** Describes the edges/interior surface of the ring.
- **Bead Hole Diameter (in mm):** The diameter (in mm) of the bead's center hole. Used to determine if hole is wide enough for chain/stringing material
- **Bead Size (in mm):** Measurement of the outer diameter of the bead.
- **Bracelet Length:** Length of non-chain bracelet (in inches) from one end to the other. For bangles, it is the internal diameter of the bracelet.
- **Center Stone Carat Weight:** The weight (in carats) of the piece of jewelry's center stone.
- **Center Stone Size - mm x mm:** The dimensions (in mm) of the piece of jewelry's center stone.
- **Certification:** Any 3rd-party certifications verifying the quality/authenticity of the product's gemstones. List the organization that certified the stones.
- **Chain Length:** Length of chain bracelet (in inches) from one end to the other.
- **Chain Length Longest/Shortest QTY:** Used in fashion jewelry for multistrand necklaces, this is the measurement (in inches) of the longest/shortest strand.
- **Chain Type:** Style of chain as determined by its link type.
- **Chain Width (in mm):** Measurement of the chain's width (in mm) from edge to edge. Helps to determine if the chain should be worn alone, and what size pendants can be paired with it.
- **Charm Size - mm x mm:** The dimensions (in mm) of any charms that may be found on the necklace or bracelet.
- **Diamond Center Stone Carat Weight:** The weight (in carats) of the piece of jewelry's diamond center stone.
- **Diamond Clarity Grade:** Grade given to the diamond(s) based on GIA's Clarity Scale. Provide a range if applicable.
- **Diamond Color Grade:** Grade given to the diamond(s) based on GIA's Color Grade Scale. Provide a range if applicable.
- **Diamond Setting:** The fixture(s) that diamonds are set into to secure them to the piece of jewelry
- **Diamond Specific Cut/Shape:** The name of the diamond's specific facet arrangements, (ex. "oval cut" or "round brilliant cut") or its general shape if there isn't a cut that applies.
- **Diamond Total Carat Weight:** The combined weight (in carats) of all diamonds found on the piece of jewelry.
- **Dimensions:** Used to convey the size of jewelry. L x W is most commonly used. H x W x D may also be used.
- **Drop Length (in inches):** The length (in inches) that the earring drops below its wearer's ear. Used mostly for drop / dangle earrings.
- **Earring Dimensions (in mm):** The length and width (in mm) of an earring. This does not include the backings / findings.
- **Gauge:** Used in body jewelry to describe the thickness of the barbell or other body jewelry
- **Gemstone Specific Cut/Shape:** The name of the gemstone's specific facet arrangements, (ex. "oval cut" or "round brilliant cut") or its general shape if there isn't the cut that applies.
- **Gemstone Specific Type:** The variety or varieties of gemstones found on the piece of jewelry.
- **Gift Box:** How is the product packaged?

# FINE JEWELRY & FASHION JEWELRY ATTRIBUTES GLOSSARY

## (CONTINUED)

- **Height of Embellishment on Headband (Inches):** The height (in inches) of the highest point of any stones or other elements on a headband or tiara.
- **Inscription Phrase/Verbiage/Design:** Used for any quotes or other verbiage that is inscribed, embossed or printed on an item. Attribute can also be used to describe an items' unique design elements.
- **Jewelry Base Material:** The metal or other material at the core of the piece of jewelry.
- **Jewelry Finish:** Surface treatment applied to the piece of jewelry to enhance its appearance or durability. (ex. "polished," "matte," "antiqued," "hammered," etc.)
- **Jewelry Plating:** A thin layer of metal covering the base material.
- **Jewelry Total Weight (in grams):** The weight (in grams) of the piece of jewelry. This attribute is intended for solid metal chains, especially karat gold chains.
- **Nickel Free:** Does the metal or alloy used to make this item contain Nickel?
- **Number of Openings/Photo Slots:** Used to tell how many photo slots or compartments the locket pendant may have.
- **Pearl Color:** The color of the outer surface of the pearl.
- **Pearl Creation:** How the pearl was formed, i.e. "Natural," "Cultured" or "Simulated"
- **Pearl Diameter (in mm):** Measurement of the pearl's diameter. (in mm) Include a range, if applicable.
- **Pearl Shape:** Description of the pearl's shape, as defined by GIA.
- **Pearl Treatment:** Description of any treatments / processes to enhance the color or quality of the pearl.
- **Pearl Type:** What variety of pearl is it?
- **Pendant/Locket Dimensions - "L x "W":** Used to convey the size of pendants and lockets. L x W is most commonly used. H x W x D may also be used.
- **Product Closure - Anklet, Bracelet or Necklace:** The type of clasp or other finding used to secure the necklace, anklet or bracelet.
- **Recommended Title/Title Description:** The title used for this product's PDP. It should be brief, and include details like brand name, metal type, stone type, and silhouette.
- **Ring Size:** Size of the ring as a numerical value based on the standard ring size scale used in the United States.
- **Ring Width QTY:** Measured across the face of the ring at its widest point, from edge to edge. This includes settings, design elements, etc.
- **Setting:** The fixture(s) that gemstones are set into to secure them to the piece of jewelry
- **Shank Style:** Band design and other defining characteristics of the ring.
- **Special Features/Selling Features:** Any unique product features that do not fit in any other attribute, but would be important in understanding or selling the product.
- **Thread:** Is the body jewelry internally threaded or externally threaded?
- **Total Carat Weight:** The combined weight (in carats) of all gemstones found on the piece of jewelry. This does not include diamonds or pearls.
- **What's Included?:** If more than an individual item, list all of the jewelry pieces that are included.

# WATCHES ATTRIBUTES GLOSSARY

This is a list of attributes used in Fine & Fashion Jewelry. Similar attributes have been condensed for brevity.

- **Band length:** Used for interchangeable bands.
- **Band Material:** The type of material the watch's band is made from.
- **Band Type:** The style of the watch's band.
- **Battery Type:** The type of battery the watch uses (if applicable)
- **Bracelet Length:** Used exclusively for watch & bracelet sets, this attribute is asking for the length of the bracelet. (in inches)
- **Case Diameter:** The diameter in mm between the outer edges at the widest point of the watch, not including the crown.
- **Case Material:** The material or materials used to make the watch's case.
- **Caseback Material:** The material or materials used to create the plate on the backside of the watch.
- **Caseback Type:** A more detailed description of the plate on the backside of the watch.
- **Chain Length:** Used exclusively for watch & necklace sets, this attribute is asking for the length of the necklace. (in inches)
- **Chain Type:** Style of chain as determined by its link type.
- **Chronograph Feature:** Additional time-measuring functions that the watch's chronograph mechanism can perform.
- **Chronograph Increments:** The increments of time that can be measured by the watch's chronograph mechanism. (seconds, minutes, hours, etc.)
- **Chronograph Range:** The amount of elapsed time the watch's chronograph can measure. (ex. 60 minutes or 12 hours)
- **Chronograph / Stopwatch:** Choose "Chronograph" if the watch has a chronograph mechanism, choose "No Value" if it does not.
- **Compatibility - list brands and model numbers, devices & apps:** For smartwatches & activity trackers; List things like operating systems, (ex. Android / iOS ) devices and apps that are compatible.
- **Connectivity:** For smartwatches & activity trackers; How the device connects with other systems. (ex. Bluetooth, Wi-Fi)
- **Dial Type:** Style of the watch's dial. may include things like textures, finishes or materials.
- **Gemstone Specific Type:** Type of gemstone or gemstones used to decorate the watch.
- **Gift Box:** A description of the watch's packaging.
- **H x W x D, H x W x L (should include UOM) - For Sets Include Dimensions for Each Piece:** Used for watch gift sets, this attribute is asking for the dimensions of included items other than the watch.
- **Illumination:** What illumination features are built into the watch?
- **Jewelry Base Material:** The metal or other material at the core of the piece of jewelry.
- **Jewelry Finish:** Surface treatment applied to the piece of jewelry to enhance its appearance or durability. (ex. "polished," "matte," "antiqued," "hammered," etc.)
- **Jewelry Plating:** A thin layer of metal covering the base material.
- **Longest Band Circumference/Length (in mm):** Length of the tail side of a watch band, measuring from lug to tip.
- **Longest Band Circumference/Length (in mm):** Length of the tail side of a watch band, measuring from lug to tip.
- **Lug Width:** A measurement of the distance between a watch's lugs. (in mm) Also known as "strap width."

# WATCHES ATTRIBUTES GLOSSARY

## (CONTINUED)

- **Movement Type:** The mechanism that allows the watch to function. Choose the applicable movement type.
- **Notifications:** For smartwatches & activity trackers; list the types of notifications the watch can receive. (ex. texts, missed calls, events/reminders,etc.)
- **Operating System:** For smartwatches & activity trackers; provide the watch's operating system. (ex. Wear OS, iOS )
- **Processor:** For smartwatches & activity trackers; provide the watch's processor. (ex. Snapdragon)
- **Rechargeable Battery Life (in hours):** The amount of time a fully-charged battery can last before running out of power.
- **Recommended Title/Title Description:** The title as you would want it to appear on the product page. It should be brief, and include details like brand name, style name and watch type.
- **Sensors:** Watch features such as heart rate monitors, GPS or exercise tracking.
- **Shortest Band Circumference/Length (in mm):** Length of the buckle side of a watch band, measuring from lug to the outer edge of the buckle.
- **Special Features/Selling Features:** Any unique product features that do not fit in any other attribute, but would be important in understanding or selling the product.
- **Storage/Hard Drive Capacity (in GB):** For smartwatches & activity trackers; the total amount of storage space on the device, in gigabytes.
- **Watch Clock Display:** The transparent material used to make the watch's protective face cover. (aka "crystal")
- **Watch Closure:** The type of buckle, clasp or other closure used to secure the watch to its wearer's wrist.
- **Watch Power Source:** The energy source used to power the watch.
- **Watch Special Features/Selling Features:** Additional, watch-specific features that are notable but don't have their own attributes.
- **Watch Style:** A description of the watch's aesthetics. This is helpful when choosing features to highlight, and the right "voice" in copy.
- **Watch Touchscreen:** For smartwatches & activity trackers; does the watch have a touchscreen interface?
- **Water Resistant:** The water resistance rating of the watch.
- **What's Included?:** If more than an individual watch, list all of the items that are included.

# KOHL'S SUSTAINABILITY RESPONSIBLE PRODUCT FEATURES

**When filling out attributes, you will encounter Kohl's Sustainability Attributes.** See examples below:

- *Does this product contain sustainability features?*
- *Sustainably Sourced: Do you have any of these third party certifications?*
- *Certified Nontoxic: If OEKO-TEX, what is the certification number?*
- *Sustainably Sourced: Recycled Polyester?*

We understand that many products & brands may have eco-friendly aspects, however the specific Sustainability Attributes are only for specific certifications. Please **ONLY** fill out the Sustainability Attributes if the product has **one or more of the following recognized 3rd party certifications:**

- REPREVE Certified
- Cotton LEADS Certified
- Sourced through Better Cotton Initiative™ (BCI)
- Global Recycled Standard Certified
- [re]Cyclo Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified
- EVA (SGS) Tested
- Responsible Down Standard Certified
- Sourced through Better Cotton Initiative™
- EcoVero™ Certified
- Lenzing Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED
- MADE IN GREEN by OEKO-TEX® CERTIFIED
- bluesign® Certified
- CertiPUR-US Certified
- Organic 100 Content Standard Certified
- Organic Blended Content Standard Certified
- Global Organic Textile Standard Certified (GOTS)
- EIM Scored (Water Conscious)

In order to display a “Responsible Product Features” section and apply Sustainability Icons to the PDP, third-party certification is required. Depending on the certification, you may also need to provide a certification # and other substantiating information.

## Common Sustainability Attribute Pitfalls:

- Filling out attributes that are tied to a certification without indicating a certification
  - Tested for harmful substances (only for OEKO-TEX)
  - Phthalate free (only for CertiPur certification)
  - Made from certified sustainable wood pulp (EcoCosy certification only)
- Not providing a certification # for certifications where this is required
  - Global Recycled Standard Certified, Recycled 100 Claim Standard Certified or Recycled Blended Claim Standard Certified, OEKO-TEX, Organic 100/Blended Content Standard Certified, Global Organic Textile Standard Certified (GOTS)
- Not including a material percentage breakdown for recycled or organic materials
  - Applies to ALL claims of recycled/organic material, including recycled/organic products that do not have one of the Kohl's recognized 3rd party certifications.
- Tip: If you have responded "No" to the attribute "Does this product contain sustainability features?" Then you should also be responding "No", "No Value", or "N/A" to all of the rest of the sustainability features attribute questions.

# JEWELRY & WATCHES LEGAL GUIDELINES

- **Trademarks:** If copy or imagery features a trademarked term, brand name or logo, we cannot include the claim without confirmation you have the proper licensing to use it (Common examples include: Velcro, Onesie, Wiffle Ball, Luxury brands like Dior and Chanel, etc.)
- **Faux Fur:** We cannot have any products on kohls.com that contain real fur. You must confirm via the Faux-Fur attribute that "yes", your product contains faux-fur or "no", your product does not contain faux-fur. If you select "No Value", your attribution will be rejected.
- **Made in the USA:** In order to use "Made in the USA" on the PDP, the merchant group name must include "MIUSA"
- **New & Improved:** Kohls.com does not use the terms "new and improved" unless there truly are *substantial* or *significant* features that are both new *and* improved. The FTC closely examines an advertiser's use of the word "new" because it is no longer "new" after a certain period of time.
- **Non-Profits:** For non-profit donations, you must provide specific verbiage to be displayed on Kohls.com. You must also provide confirmation and documentation stating you will notify Kohl's if the donations change or stop.
- **Proposition 65:** Vendors are responsible for providing Kohl's with the warning when it is needed. Specific attributes ask for Prop 65 info. Please fill out this attribute exactly as the disclaimer should appear on the PDP.
- **Testing Claims:** Testing done under specific conditions (ie: multiple variables, disclaimers to testing) *cannot* be called out in copy. Testing done to compare against other models/brands *cannot* be called out in copy. For any copy callouts regarding claims about specific testing you must confirm you can provide documentation if requested to verify testing.
- **Swarovski:** Swarovski branded crystals can only be called out on sunglasses. No other product types may specify Swarovski as a crystal brand.
- **Tribal Names:** Kohls.com will not use any specific tribal names in any copy - this violates the Indian Arts & Crafts Act. Acceptable keywords include; general use of the word tribal, geometric, medallion, scroll, ikat and batik.
- **Vegan Leather:** Any Vegan Leather callouts in attribution require the vendor to provide some form of certification (PETA Certification, Materials Report etc.)



# REJECTIONS

Your attributes may be rejected for many reasons. Some of the most common reasons are listed here:

- You have not filled in a value for a **required attribute**
- You have filled in attributes with **conflicting information** (ex; machine wash and spot clean)
- You have filled in an attribute **incorrectly** (incorrect information, incorrect formatting, etc.)
- You indicated your product is Made in the USA, but the merchant group name does not include this
- You have selected an attribute value that **requires another attribute(s)** to be filled out, but you have **not filled out the additional attribute(s)**;
  - Your product requires a Prop 65 warning label, but you have not provided the text for the label
  - You have listed recycled or organic materials, but have not provided a percentage breakdown totaling 100% for what these materials are
  - Your product is intended to be sat or rode upon and you did not include maximum weight capacity

# TIPS, TRICKS & BEST PRACTICES

- **Attribution Best Practice:** Designated attributes are customized for specific product types to provide accurate information efficiently. Please prioritize the use of designated attribute fields. The special features attributes should be reserved for unique product features that do not fit elsewhere, but would be crucial for understanding or selling the product.
- **Duplicative Information:** Due to the large number of product types Kohl's sells online, occasionally, there may be redundancies in attributes. Please do not provide duplicate information, as editing out redundancies slows the page build process and delays getting the product online.
- **Product Titles:** we advise against using robust marketing copy in your title to ensure readability and a seamless customer experience on our mobile platform. For these reasons, we recommend limiting your titles to 60 characters.
- **Gender:** do not include gender in product titles for non-gendered items
- **Branding:** be sure to enter your brand name exactly as you want it displayed on Kohls.com
- **Long Form Marketing Copy:** Avoid using large blocks of copy. It is preferred to separate copy out into individual features either using the Features 1-9 attributes or in a bulleted/list format in the Special Features/Selling Features attribute. Per guidance from our SEO partners, we do not necessarily use vendor copy verbatim in order to mitigate negatively impacting our SEO value and to stand out from our competitors for Google ranking. Kohl's aims to preserve a clear, concise and positive user experience, for all customers, including our mobile customers.
- **Sentence Case:** ALL CAPS and Proper Case should be avoided when filling out attributes. Please use Sentence Case ONLY when filling out attributes.
- **Controversial Products:** we will not sell controversial products on Kohls.com. These include but are not limited to products featuring; cultural stereotypes, jokes or puns regarding religion, political candidates, political parties, controversial groups, promotion of violence, gore, inappropriate innuendo, profanity, and inappropriate drug or alcohol use
- **Material Percentages:** there is no need to call out the percentages of materials used to create a product, unless you are making recycled or organic claims
- **Not Applicable:** avoid using the term "NA" or "na" without a forward slash "/" between the "N" and the "A" when you wish to skip an attribute or leave it blank. Our system has a problem with this specific term. Instead, please only use "N/A" or "No Value" when you would like to skip an attribute without leaving a value.
- **Dimensions:** Always list as H x W x L (or D) using prime marks. Example of dimension attribute with prime marks: 12"H x 4"W x 3"L. Use decimals instead of fractions
- **Conflicting information:** be cautious not to include conflicting information in your attributes (examples: machine wash and wipe clean; selecting "not included" for batteries, but listing "batteries included" in the Special Features)
- **Good-Faith Advertising:** If a product makes a claim, then that claim should be specific and accurate. Vendors may be asked to provide substantiation for certain claims.
  - Examples: Any claims that generalize the environmental benefits of a product will not be published: "green," "environmentally friendly", "eco-friendly", "Better for the environment/planet" etc.; Testing claims that assert one product to be superior to other models/brands will not be published