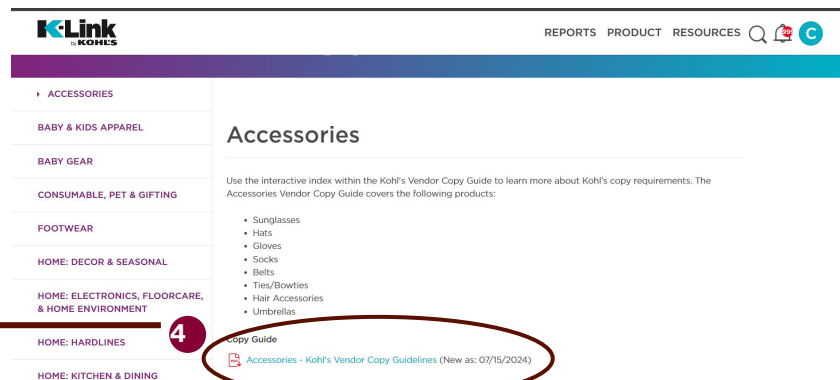
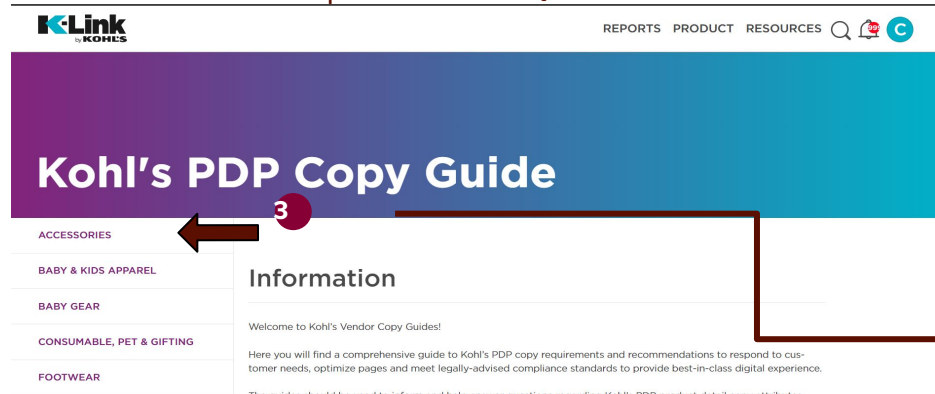
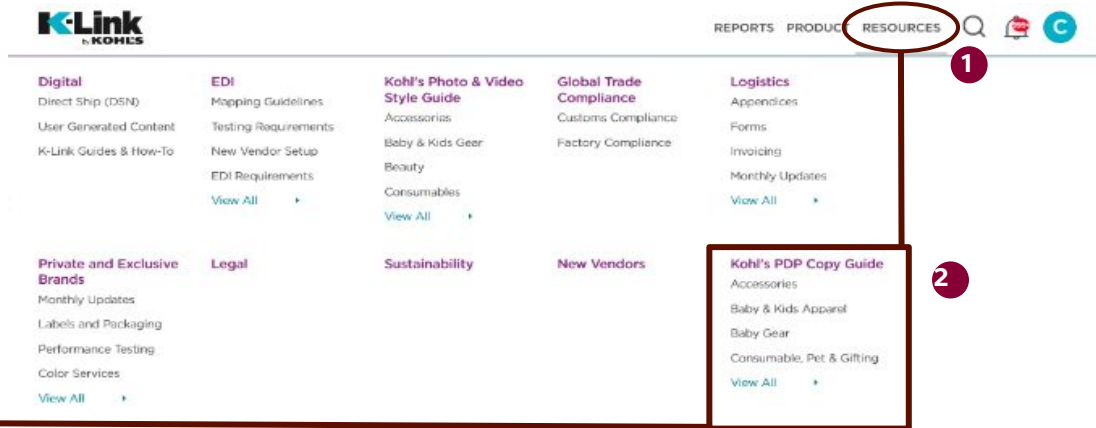


Kohl's Product Detail Page (PDP) Copy Guide

This guide outlines attribute requirements and includes visual examples to assist vendors in accurately providing copy attributes for approval. Additionally, it features an attribute glossary, tips & tricks, and legally-advised compliance guidelines. These resources are designed to clarify requirements, minimize attribute rejections, and enhance our product pages while ensuring adherence to standards!

To Access Guides:

1. Hover over RESOURCES
2. Select Kohl's PDP Copy Guide
3. Select applicable Category of Business
4. Click the link to open



Kohl's Product Detail Page (PDP) Copy Guide

- Use the index page within the guide to select the product you are wishing to attribute
- Clicking directly on this will take you to the page outlining the Copy Requirements for that product and guide you through entering these attributes directly into K-Link

INDEX

Click, or navigate to categories at right.



SUNGLASSES COPY REQUIREMENTS

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

A. Product Title

- Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

- FEATURES:** The following attributes help us build this section of the PDP
 - **Frame Material**
 - **Special Features**
 - **Lens Material**
 - **Lens Features**
 - **Lens Color**
 - **Frame Color**
 - **Origin**
- FIT DETAILS:** The following attributes are necessary to create this section.
 - **How to find your frame size (Kohl's provided link)**
 - **Eye/bridge/temples measurements (in mm)**
 - **Silhouette**

Men's Ray-Ban RB3498 61mm Polarized Rectangle Sunglasses
[See this](#)

A



B

Protect your eyes in style with these sleek, polarized sunglasses from Ray-Ban.

PRODUCT FEATURES

- Metal
- Standard
- This frame is durable
- Lens material: plastic
- Polarized
- Green
- Frame color: black
- Hard
- Imported

FIT DETAILS

- [How do I find my frame size?](#)
- Eye/bridge/temples measurements: 61mm/17mm/135mm
- Silhouette: rectangle

1-2