KOHL'S PRIVATE / EXCLUSIVE BRAND PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Baby & Kids Apparel

KOHL'S

OBJECTIVE

To provide Kohl's vendors with a resource for Kohl's Private & Exclusive Brand 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.

BABY & KIDS DRESSES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby & Kids Dresses copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the <u>Attribute Glossary</u>

Baby & Toddler Girl Jumping Beans® Flounce Bow Tie Back Dress

Jumping Beans

★★★★★ 5.0 (1)   Write a review   Ask a question

A. **Product Title**
   1. **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
   2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; petite, husky, long, short, etc.)
   3. **Specific Size Range Offered:** List the numerical sizes to be offered on Kohls.com for this product (ex; 4, 5, 6, 6x)

B. **Product Details**
   1. **FEATURES:** The following attributes help us build this section of the PDP
      - **Neckline**
      - **Sleeve length**
      - **Waistband**
      - **Hemline**
      - **Overall Length**
      - **Fit & Style**
      - **Lining**

   2. **FABRIC & CARE:** The following attributes are necessary to create this section.
      - **Fabric Contents**
      - **Care**
      - **Origin**

B

Product Details

Your little one with love the look and feel of this girls' 4-12 Jumping Beans tie-back dress.

1 & 2

FEATURES
- Squareneck
- Short sleeves
- 26-in. length from shoulder to hem
- Elastic waistband
- Knee length
- No pockets
- Lined

FABRIC & CARE
- Cotton, viscose, linen
- Lining: Cotton
- Machine wash
- Imported

BABY & KIDS TOPS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby & Kids Tops 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 and any other necessary information required to title your product for Kohls.com.
  2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; petite, husky, long, short, etc.)
  3. **Specific Size Range Offered:** List the numerical sizes to be offered on Kohls.com for this product (ex; 4, 5, 6, 6x)

B. **Product Details**

  1. **FEATURES:** The following attributes helps build this section of the PDP.
      - **Construction**
      - **Sleeve length**
      - **Pockets**
      - **Closure**
      - **Neckline**

  2. **FABRIC & CARE:** The following attributes are necessary to create this section.
      - **Fabric Contents**
      - **Care**
      - **Origin**

A Boys 8-20 Sonoma Goods For Life® Woven Poplin Shirt in Regular & Husky

Sonoma Goods For Life

★★★★☆ 4.5 (47)   Write a review   Ask a question

B **Product Details**

Sonoma Goods For Life defines casual comfort and style with this boys' poplin shirt.

1 & 2

FEATURES
- Poplin construction
- 1-chest pocket
- Button front
- Long sleeves

FABRIC & CARE
- Cotton, polyester
- Machine wash
- Imported

BABY & KIDS BOTTOMS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby & Kids Bottoms 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 and any other necessary information required to title your product for Kohls.com.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; petite, husky, long, short, etc.)
3. **Specific Size Range Offered:** List the numerical sizes to be offered on Kohls.com for this product (ex; 4, 5, 6, 6x)

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
   - **Closure**
   - **Waistband**
   - **Rise**
   - **Fit**
   - **Construction**
   - **Pockets**
   - **Style**

2. **FABRIC & CARE:** The following attributes are necessary to create this section.
   - **Fabric Contents**
   - **Care**
   - **Origin**

A

Girls 7-16 Levi's® Classic Bootcut Jeans

Levi's

★★★★★ 4.6 (51)   Write a review   Ask a question

B → Product Details

Levi's defines timeless style with the look and durability of these girls' Levi's classic bootcut jeans.

PRODUCT FEATURES
- Button closure & zip fly
- Inner adjustable waistband
- Mid rise
- Fitted through hip & thigh
- Stretch denim
- 5 functional pockets
- Bootcut

1 & 2

FABRIC & CARE
- Cotton, polyester, viscose, elastane
- Machine wash
- Imported

BABY & KIDS OUTERWEAR COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby & Kids Bottoms 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 and any other necessary information required to title your product for Kohls.com.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; petite, husky, long, short, etc.)
3. **Specific Size Range Offered:** List the numerical sizes to be offered on Kohls.com for this product (ex; 4, 5, 6, 6x)

B. **Product Details**
1. **FEATURES:** The following attributes helps build this section of the PDP.
   - **Closure**
   - **Waistband**
   - **Rise**
   - **Fit**
   - **Construction**
   - **Pockets**
   - **Weight**

2. **FABRIC & CARE:** The following attributes are necessary to create this section.
   - **Fabric Contents**
   - **Care**
   - **Origin**

A

Baby Boy Columbia Mountain Fleece Midweight Jacket

Columbia

★★★★★ 4.8 (255)   Write a review   Ask a question

B Product Details

Your little one will be so warm and comfy in this jacket from Columbia.

PRODUCT FEATURES
- Zipper closure
- Lightweight
- 2 zip pockets
- Long sleeves

1 & 2

FABRIC & CARE
- Polyester
- Machine wash
- Imported

BABY & KIDS SETS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Baby & Kids Bottoms 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 and any other necessary information required to title your product for Kohls.com.
2. **Sizing Type:** Sizing type helps ensure the product title on Kohls.com is correct (ex; petite, husky, long, short, etc.)
3. **Specific Size Range Offered:** List the numerical sizes to be offered on Kohls.com for this product (ex; 4, 5, 6, 6x)

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
   - **What's included**
   - **Closure(s)**
   - **Waistband**
   - **Fit**
   - **Construction**
   - **Pockets**
   - **Sleeve length**
   - **Neckline**

2. **FABRIC & CARE:** The following attributes are necessary to create this section.
   - **Fabric Contents**
   - **Care**
   - **Origin**

A — Baby Boy Carter's "Ready To Play" Active Top & Pants Set

B — Product Details

This boys' Carter's active set features a coordinated top and pants ensemble.

1 & 2

PRODUCT FEATURES
- 2-piece set includes: top & pants
- Top: crewneck, long sleeves, "Ready To Play 01" lettering, ribbed neckline & cuffs
- Pants: elastic waistband

FABRIC & CARE
- Cotton, polyester
- Machine wash
- Imported

BABY & KIDS APPAREL ATTRIBUTES GLOSSARY

This is a list of attributes used in Baby & Kids Apparel. Similar attributes have been condensed for brevity.

- **Age Appropriate:** List the age(s) this product is intended for, if applicable

- **Belted?:** Does this product have any sort of belt?

- **Bloomers attached?:** Select "Yes" if the product has bloomers attached

- **Brim (in inches):** (For hats) Add the length of the brim (in inches)

- **Built-in cups & bra attributes:** Select/describe applicable types/features (padded, underwire, built-in etc.)

- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash") Should match care and content labels.

- **Construction Attributes:** Construction attributes help the customer know how the product will look and feel (ex; jersey, twill, denim, etc.). This is not the material content (ex; cotton, polyester, spandex).

- **Convertible/Detachable/Removable Attributes:** Describe an convertible aspects of this product, where they are located and how they function

- **Cuffs:** Are there cuffs present on the product? Reference visual guide here.

- **Fit & Style Attributes:** There are multiple attributes that call for specific fit (loose, relaxed, fitted, etc.) and style (wide leg, a-line, fit & flare, etc.) information. These details help customers understand the intended fit and style. Refer to packaging details in onePLM for guidance. Reference visual guides starting here

- **Flame Resistant:** Select the correct legal disclaimer for your children's pajamas

- **Front (i.e. fly front, Y fly front, faux fly):** Select "No Value" and instead use "Product Closure" selections.

- **Gift Box:** Does this product come with a gift box?

- **H x W x D, H x W x L (should include UOM**) - For Sets Include Dimensions for Each Piece: There are various attributes that request dimensions. Please use the format listed for a specific attribute. For general dimensions (H x W x D or H x W x L) provide the assembled/opened measurements of the product. Include the UOM after each metric. Example: if UOM is inches, 4"H x 5"W x 2"D. Please use decimals instead of fractions

- **Hemline:** Describe the type of hemline on the product (lace, hi-low etc.). Reference visual guides starting here

- **Is this Adjustable?:** Does the product have any part of it that adjusts length or sizing

- **Length Attributes:** There are multiple attributes that call for specific types of length. If a length attribute applies to your product, include the specific length for that attribute and provide the unit of measurement (ex; 30-in., knee length, knife blade length: 6.5-in. etc.)

- **Licensed Property Name:** List any characters, movies, musicians, video games, sports teams etc.

- **Lining & Backing Material Attributes:** There are multiple attributes that call for type of lining or backing. If your product falls into one of these categories, please provide the specific type of lining or backing (faux-fur, jersey, non-skid, etc.)

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BABY & KIDS APPAREL ATTRIBUTES GLOSSARY
(CONTINUED)

- **Material Attributes:** List all materials for the specific product. This should match the materials listed on the care and content label and onePLM. Please avoid using abbreviations

- **Origin:** Provide the origin of this product. If you are providing a domestic (made in the USA) origin, ensure than you have followed the legal documentation process for doing so (if you are unsure, reach out to your merchant partners)

- **Organic & Recycled Materials:** For all products that claim to be recycled or organic, you must provide the percentage of recycled or organic material: total product material content breakdown is needed and should add up to 100%

- **Pockets Attributes:** Please provide number of pockets and as much detail as possible so customers know pocket type & functionality. Reference visual guide here

- **Product Closure:** There are multiple products that require a closure attribute. Provide the functionality of the closure for your product (ex; button, hook & loop, magnetic, lobster-claw clasp, etc.). Reference visual guides starting here

- **Product Neckline:** Select the product neckline from the dropdown. Reference visual guide here

- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com. This should match the "Item Name" on packaging or onePLM Style Description if no "Item Name" is provided.

- **Sizing Type Attributes:** Sizing type helps ensure the product title on Kohls.com is correct (ex; petite, husky, long, short, etc.)

- **Sleeve length:** Describe where the sleeves are intended to fall (long, short, 3/4-length, etc.). Reference visual guide here

- **Special Features/Selling Features:** Provide desirable qualities of your product to help the customer. Do not provide duplicative information from other fields. Should match the "product features" listed on packaging in onePLM.

- **Specific Gender:** Select the specific gender this product is intended for

- **Support Level:** Select the level of support this product provides

- **Technology attributes:** List and describe the technologies of this product (ex; moisture-wicking technology wicks away sweat, etc.)

- **Thumbholes:** Select 'Yes' is this product has thumbholes on the sleeves

- **UV Protection:** Select the numerical value of the UV protection on this product

- **Waistband (elastic, foldover, drawstring):** Describe the waistband functionality. Reference visual guides starting here

- **Warmth Rating:** Select the weight category of this product. This helps customers determine if the product will be warm or lightweight enough without feeling the product.

- **What is the type of water protection?:** Describe if this product is water resistant, waterproof, etc.

- **What's Included?:** List all items that are included for this product. For example, if the title lists a 3-pc. set, please list out each individual item

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KOHL'S PRODUCT DETAIL ICONS

• **Adaptive Icons**
  - To have the adaptive Icon added to your product pages, work with your merchant to have "Adaptive" included in the merchant group
  - Include "Adaptive" in the titles of relevant product
  - Include features that explain why the product is adaptive

• **DIverse Owned Icons**
  - If your brand is diverse owned or founded, please work with you merchant partners to learn the process to become approved as a Diverse Owned/Founded brand for Kohls.
  - We offer Diverse Owned and/or Founded Icons for the following groups:
    - Black Owned Brand/Founded
    - Woman Owned/Founded Brand
    - Hispanic Owned/Founded Brand
    - Asian/Founded Owned
    - LGBTQIA+ Founded/Owned
    - Veteran Owned

• **Responsible Product Icons**
  - Kohls recognizes a number of 3rd party certifications that will prompt a icon to display on the PDP.
  - Refer to the Responsible Product Features slide for more information on recognized certifications.
  - **IF** you have a product that is certified by one of Kohl's recognized 3rd party certifications, during vendor attribute submission please complete all relevant responsible product attributes

12

KOHL'S RESPONSIBLE PRODUCT FEATURES

When filling out attributes, you will encounter Kohl's Responsible Product Attributes. See examples below:
- *Responsible Solutions: Do you have any of these third party certifications?*
- *OEKO-TEX: If OEKO-TEX, what is the certification number?*
- *Organic: Do you have any of these third party Organic certifications?*

We understand that many products & brands may have eco-friendly or sustainable aspects, however the Responsible Product Attributes are <u>only</u> for specific certifications. Please **ONLY** fill out the Responsible Product 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
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified

- Recycled EVA
- Responsible Down Standard Certified
- EcoVero™ Certified
- Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED
- MADE IN GREEN by OEKO-TEX® CERTIFIED

- Lenzing: Lyocell, Modal, Viscose
- 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 Responsible Product Icons to the PDP, third-party certification is <u>required</u>. Depending on the certification, you may also need to provide a certification # and other substantiating information.

Recognized Third Party Certifications that Kohl's has agreed to display on a PDP, but will not have the icon displayed:
- UL GREENGUARD Certified
- UL GREENGUARD GOLD Certified
- UL 2884 Environmental Claim Validation Procedure (ECVP) for Substance Content Claims - Formaldehyde Free Claim Validation

Common Sustainability Attribute Pitfalls:
- 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.
- For OEKO-TEX: Not selecting "Yes - OEKO-TEX Certification is displayed on the product packaging":
  - If your product has an OEKO-TEX certification, if this question is selected as "No", we will be unable to display the OEKO-TEX claim on the PDP.

BABY & KIDS APPAREL LEGAL GUIDELINES

- **Bamboo & Hypoallergenic:** Product that is/has rayon from bamboo or viscose from bamboo is acceptable. Vendors must provide the percentage of a product that is crafted of rayon from bamboo or viscose from bamboo, and any other materials used in crafting the product. If your product is *antimicrobial* you must submit documentation that the product has been treated with an antimicrobial agent. If your product is *odor resistant / odor absorbing* you must submit documentation, such as a test report showing this is true. Products made with bamboo and bamboo-derived materials *cannot have a hypoallergenic callout.*

- **Bonus Packs:** Legally, we are not permitted to call any extra item(s) out as "free" on Kohls.com. We can call out "Bonus" items if the pricing truly reflects the price of the product without the bonus item (ex: a 3 pack of socks with a 4th bonus pair of socks must cost the customer what a 3 pack of socks costs).

- **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.

- **Pajama Disclaimers:** For children's safety, pajamas must be snug fitting or flame resistant. Please select to applicable pajama disclaimer from the dropdown.

- **Loungewear vs. Sleepwear:** In compliance with US Customs H140735, you must specify whether your product is specifically intended as sleepwear (worn in private situations or with intimate family and friends) or specifically intended as loungewear (worn in informal situations in and around the home)

- **Made in the USA:** In order to use "Made in the USA" on the PDP, the merchant group name must include "MIUSA". Work with your merchant partner to complete the verification process to be able to display "Made in the USA" on product pages.

- **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.

- **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.

- **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.

- **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.

- **Utah Law Label:** Any article of bedding, upholstered furniture, quilted clothing, or filling material sold must be labeled and tagged correctly, and that the label is easily accessible to the consumer for examination before purchase. Because Kohl's is an online retailer, and these products will be on Kohls.com, we request that you upload to K-Link an image or rendering of the law label for each bedding, upholstered furniture, quilted clothing, or filling material product that will be sold on Kohls.com.

- **Wool:** If a product is 100% wool, you must state this specifically in attribution and be able to provide proof if requested.

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

Recommended Title/Title Description - (All Categories)

Recommended Title/Title Description: Use Product Description from PLM. Use the description for indications on choice selections. Below are some Kid's examples. The highlighted words match to the choice selections directly under in red.

Girls 7-20 SO® **Short Sleeve** **Oversized** Graphic Tee

           Sleeve length   Fit Style

Girls 6-20 SO® **Puff Sleeve** **Square Neck** Dress

    Specialty sleeve type   Neckline

Boys 7-20 Sonoma Goods For Life® **Slim Fit** Flexwear Jeans

                      Fit style

Girls 6-20 SO® Essential **High Rise** Bike Shorts

             Provide Rise

Some descriptions will provide the wording to be added under Special Features until additional choices are available. In this example, 'Smocked Waist' is a Waistband type, but is not a drop down choice. In this case, add "Smocked" under Special Features freeform.

Girls 6-20 SO® **Smocked Waist** Romper

           Waistband

CUFFS - Tops/Dress

Cuffs: Images for guidance on dropdown selection. Select the closest option. If there is no close match, choose "No Value"

Elastic cuff

Cuffed

Below additional options: Select "No Value" for Cuffs, go to Special Features: enter "Roll tab", "Rib Cuff", "Thumbhole cuff".

Roll tab

Rib cuff

Thumbhole

FIT STYLE - Dresses (Girls)

Fit Style: Images for guidance on dropdown selection. Select the closest option. If there is no close match, choose "No Value".

A line	Fit & Flare	Skater silhouette	Swing	Babydoll	Midi silhouette = DO NOT USE Select No Value or other Fit Style, choose a landmark under "Overall Length"	Maxi silhouette = DO NOT USE Select No Value or other Fit Style, choose a landmark under "Overall Length"

Below additional options: Select "No Value" for Fit Style, go to Special Features: enter "Polo dress", "Jumper dress", "Dropped waist dress", "Bodycon dress"

Polo dress	Jumper dress	Dropped waist dress	Bodycon dress

FIT STYLE - Tops

Refer to packaging details in OnePLM style description for guidance. If there is no information, reach out to your Kohls partner. Example:

Baby & Toddler Boy Jumping Beans® Short Sleeve Relaxed Varsity Graphic Tee
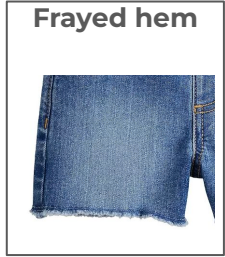
FIT STYLE - Bottoms

Refer to packaging details in OnePLM style description for guidance. If there is no information, reach out to your Kohls partner. Example:
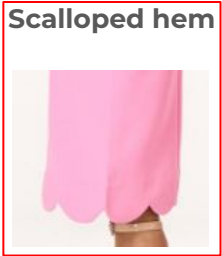
Boys 7-20 Sonoma Goods For Life® Flexwear Slim Fit Twill Pants in Regular & Husky

HEMLINE - Bottoms

Hemline: Images for guidance on dropdown selection. Select the closest option. If there is no close match, choose "No Value".
*For Skirts, see 'Tops/Tees/Dresses visual guide page.

Frayed hem	Cuffed	Banded hem (only available in baby)	Ribbed hem (only available in baby)

Below additional options: Select "No Value" for Hemline, go to Special Features: enter "Scalloped hem", "Cut off hem", "Elastic hem", "Vented hem", "Zippered hem", "Snap hem", "Bungee hem" and "Top applied hem"

Scalloped hem	Cut off hem	Elastic hem	Vented hem	Zippered hem	Snap hem	Bungee hem	Top applied trim hem

HEMLINE - Tops/Dresses

Hemline: Images for guidance on dropdown selection. Select the closest option. If there is no close match, choose "No Value"
*Not all choices are available in Tops or Dresses. If there is no available dropdown, select "No Value" and use the verbiage shown.
*Reference these options for Skirts

Rounded hem	Shirttail hem	Vented hem	High-low Hem	Asymmetrical hem	Raw-edged hem	Shark-bite hem

Drawstring hem	Scalloped hem	Frayed hem	Handkerchief hem

Below additional options: Select "No Value" for Hemline, go to Special Features: enter "Banded hem", "Cut off hem", "Ribbed hem", "Elastic hem", "Straight hem", "Bubble hem", "Lettuce edge hem", "Ruffle hem".

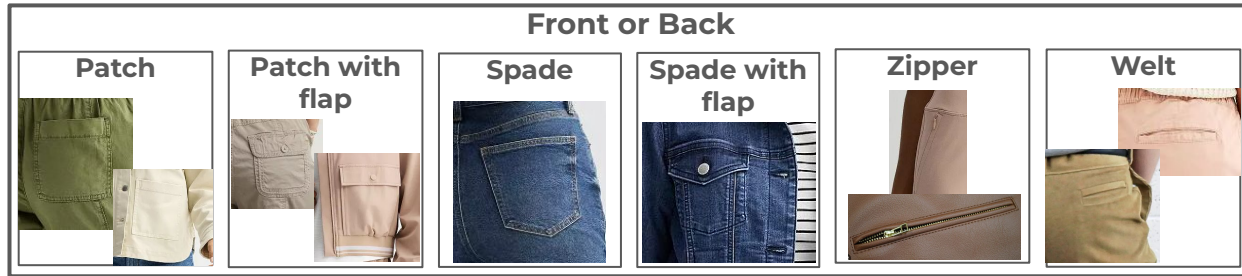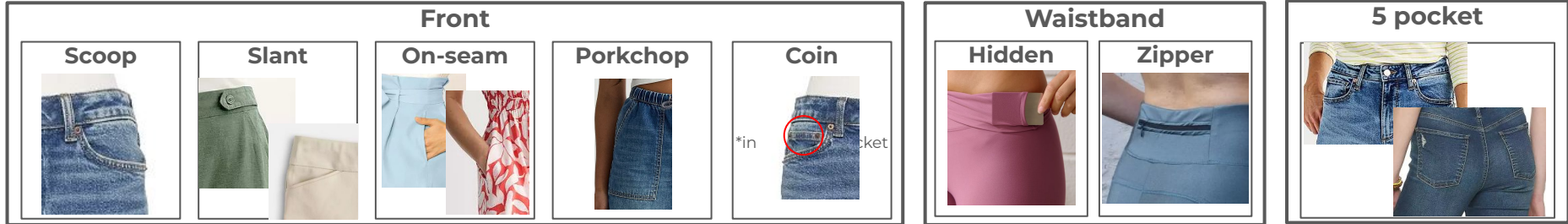| Banded hem	Cut off hem	Ribbed Hem	Elastic hem	Straight hem	Bubble hem	Lettuce edge hem	Ruffle hem

POCKETS - All Categories

Pockets: Images for guidance on type selection. Freeform type format, use the closest option.
Format for attributing pockets: *List number, location, and type of pocket(s).* Example: 2 Front Scoop, 2 Back Welt
If any pockets are non-functional, please note this in the description. Example: 1 Non-functional back welt pocket.
Denim and other casual pants/shorts: Styles with 2 front scoop, 1 coin, and 2 back pockets should be be labeled as "Traditional 5-pocket design"

Front

Scoop	Slant	On-seam	Porkchop	Coin

*in ___ cket

Waistband

Hidden	Zipper

5 pocket

Front or Back

Patch	Patch with flap	Spade	Spade with flap	Zipper	Welt

Front - Tops

Chest	Kangaroo

Usually Side

Utility Pocket	Carpenter	Cargo	Phone	Interior Phone Pocket

PRODUCT CLOSURE - Tops/Dresses

Product Closure: See images for guidance on dropdown selections. Select the closest option. If there is no close match, choose "No Value"
*Not all choices are available in Tops or Dresses. If there is no available dropdown, select "No Value" and use the verbiage shown.

Button front closure/Button Front	Button back closure	Back button closure = DO NOT USE Use Button back closure	Button and zipper closure	1/2 zip front	2-button front, 3-button front = DO NOT USE Use "Button front closure"

Button & zipper closure	Hook and loop closure	Button & loop closure	1/4 zip front	Hook and eye	Tie closure

Snap-button closure	Front zipper closure/Zip front	Back zipper closure	Front snap closure	Back snap closure	Snap & zipper closure

Product Closure: See images for guidance on dropdown selections. Select the closest option. If there is no close match, choose "No Value"
*Not all choices are available in Tops or Dresses. If there is no available dropdown, select "No Value" and use the verbiage shown.

Snap and zipper closure/Zip front	**Drawstring closure** = DO NOT USE	**Faux drawstring closure** = DO NOT USE	**Faux fly** = DO NOT USE	**Zip and button fly closure** = DO NOT USE

Below additional options: Select "No Value" for Product Closure, go to Special Features: enter "No closure - pull on styling", "No closure - open front", or "Button and keyhole".

No closure - pull on styling *Use for Woven styles only, not necessary for knit tops.	**No closure- open front**	**Button and keyhole**

PRODUCT CLOSURE - Bottoms

Product Closure: See images for guidance on dropdown selections. Select the closest option. If there is no close match, choose "No Value"

Button front closure	Button back closure/Back button closure = DO NOT USE	Back Snap closure = DO NOT USE	Front snap = DO NOT USE Use "Snap closure"	Hook and loop closure	Back zipper closure = DO NOT USE

Front zipper closure = DO NOT USE	Button and zipper closure	Snap and zipper closure	Drawstring closure = DO NOT USE	Faux fly	Hook and eye closure

Tie closure = DO NOT USE	Zip and button fly closure = DO NOT USE Use "Button and zipper closure"	Faux Drawstring = DO NOT USE	Snap closure	Snap-button closure = DO NOT USE

PRODUCT CLOSURE - Bottoms (Continued)

Product Closure: See images for guidance on dropdown selections. Select the closest option. If there is no close match, choose "No Value"

Below additional options: Select "No Value" for Hemline, go to Special Features: enter "No closure-pull on styling", "Button & buttonhole strap closure", "Snap and half functional fly closure", "Buckle slider & button closure", "Snap side".

| No closure - pull on styling | Button & buttonhole strap closure | Snap and half functional fly closure | Buckle slider & button closure | Snap side |

PRODUCT NECKLINE - Tops/Dresses

Neckline: Images for guidance on dropdown selection. Select the closest option. If there is no close match, choose "No Value".

Crewneck	V-neck	Envelope Neckline	Mockneck	Scoopneck	Turtleneck	Squareneck	Off-the-Shoulder

Below additional options: Select "No Value" for Product Neckline, go to Special Features: enter "Cowlneck", "Collared", "Hood", "Splitneck", "¼ zip neckline", "½ zip neckline", "Henley neckline", "Polo neckline".
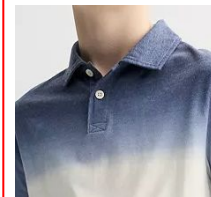
Cowlneck	Collared	Hood	Splitneck	¼ zip neckline	½ zip neckline	Henley neckline	Polo neckline

SLEEVE LENGTH - Tops/Dresses

Sleeve Length: Images for guidance on dropdown selection. Select the closest option. If there is no close match, choose "No Value".

Short sleeves	Long sleeve	3/4 sleeve	Cap	Sleeveless	Flutter	Short Raglan sleeves	Long Raglan sleeves

WAISTBAND - Dresses (Girls)

Waistband (elastic, foldover, drawstring): See images for guidance on dropdown selections. Select the closest option. If there is no close match, choose "No Value"

Back elastic waistband	Functional drawstring waistband	Faux-drawstring waistband *Use for non functional drawstrings only*	Tacked bow/button waistband

Fold-over waistband = DO NOT USE	Elastic waistband	Covered elastic waistband = DO NOT USE For both covered elastic and exposed elastic waistbands use "Elastic waistband"	No-pinch elastic waistband

Chambray interior waistband = DO NOT USE	Covered elastic ribbed waistband

Below additional options: Select "No Value" for Waistband, go to Special Features: enter "Side elastic waistband", or "Smocked Waistband".

Side elastic waistband	Smocked waistband

WAISTBAND - Bottoms

Waistband (elastic, foldover, drawstring): See images for guidance on dropdown selections. Select the closest option. If there is no close match, choose "No Value"

Back elastic waistband	Faux-drawstring waistband *Non-functional - would be tied/tacked	Inner adjustable waistband	Functional Drawstring waistband

Elastic waistband	Tacked bow/button waistband = DO NOT USE	Fold-over waistband

Below additional options: Select "No Value" for Bottoms, go to Special Features: enter "Drawstring elastic waistband", "Inner drawstring waistband", "Partial elastic waistband", "Paperbag waistband", "Smocked waistband", "Contour waistband", "Side elastic waistband", "Rib waistband", "Elastic with inner adjustable waistband", "Straight waistband", "Elastic interior waistband" or "Exposed elastic waistband".

Drawstring elastic waistband	Inner drawstring waistband	Partial elastic waistband

WAISTBAND - Bottoms (Continued)

Paperbag waistband	Smocked waistband	Contour waistband	Side elastic waistband

*Flat side view (Contour waistband)

Rib waistband	Elastic with inner adjustable waistband	Straight waistband	Elastic interior waistband

*use for woven styles, for knits select "Elastic waistband" (Elastic interior waistband)

*Flat side view (Straight waistband)