

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

## Women's & Juniors Apparel

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**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.

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# TOPS & TEES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Top & Tee 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; juniors, plus, reg, maternity, etc.)

## B. Product Details

1. **FEATURES:**
  - **Product neckline**
  - **Sleeve length**
2. **FIT & SIZING:**
  - **Describe the intended fit**
  - **Dress/Jacket/Coat/Top Length (in inches) from hips to hem**
3. **FABRIC & CARE:**
  - **Material**
  - **Care**
  - **Origin**

Juniors' SO® Seamless High-Neck Tank Top  
SQ

★★★★ 4.2 (17) [Write a review](#) [Ask a question](#)

A



Step out in style with this juniors' SO seamless high-neck tank top.

[Click on this WOMEN'S GUIDE to find the perfect fit and more!](#)

B

1-3

### FEATURES

- High-neck
- Sleeveless

### FIT & SIZING

- Regular fit
- 17.75-in. length from shoulder to hem

### FABRIC & CARE

- Nylon, spandex
- Machine wash
- Imported

# BOTTOMS COPY REQUIREMENTS

Petite Sonoma Goods For Life® Utility Capri Pants

[Sonoma Goods For Life](#)

★★★★☆ 4.3 (24) [Write a review](#) [Ask a question](#)

A

The following is a snapshot of the attributes that are typically required for Shorts, Pants & Skirts 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; plus, reg, maternity, etc.)

## B. Product Details

### 1. FEATURES:

- Product closure
- Waistband
- Cuffs
- Name the construction and describe its feel
- Type & number of pockets
- Lined?

### 2. FIT & SIZING:

- Describe the intended fit
- Provide rise
- Inseam measurement(s)
- Leg opening

### 3. FABRIC & CARE:

- Material
- Care
- Origin

B

These petite utility capri pants from Sonoma Goods For Life are sure to quickly become a favorite in your wardrobe.

[Click on this WOMEN'S GUIDE to find the perfect fit and more!](#)

1-3

#### FEATURES

- Button & zipper front closure
- Back-elastic waistband
- Elastic cuffed legs
- Canvas-plain weave construction; denim construction
- 6 pockets
- Unlined

#### FIT & SIZING

- Relaxed fit through the hip and thigh
- Midrise sits on the high hip
- Petite: 25-in. inseam length
- 7.5-in. leg opening

#### FABRIC & CARE

- Cotton, spandex; cotton, lyocell, spandex
- Machine wash
- Imported



# DRESS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Dress 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; plus, reg, maternity, etc.)

## B. Product Details

1. **FEATURES:**
  - **Product neckline**
  - **Sleeve length**
  - **Name the construction & describe its feel**
  - **Closure**
  - **Type & number of pockets**
  - **Lined?**
2. **FIT & SIZING:**
  - **Dress/Jacket/Coat/Top Length (in inches) from hips to hem**
  - **Designed to hit at location (Dresses/Skirts/Skorts)**
  - **Dresses fit/style**
3. **FABRIC & CARE:**
  - **Material**
  - **Care**
  - **Origin**

A

B

1-3

Petite Lands' End Fit & Flare Mini Dress

[Lands' End](#)

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



You'll love the look of this Fit & Flare mini dress from Lands End. With a stretchy jersey construction, this dress isn't just comfortable, it's extremely flattering.

[Click on this WOMEN'S GUIDE to find the perfect fit and more!](#)

### FEATURES

- V-neck
- Sleeveless
- Jersey construction
- No closure - pullover styling
- Two functional onseam pockets located at front either side
- Unlined

### FIT & SIZING

- 36-in. length from shoulder to hem
- Mini length hits at the thigh
- Fit & flare silhouette

### FABRIC & CARE

- Cotton, rayon, spandex
- Machine wash and tumble dry
- Imported

# SWIMWEAR COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Swimwear 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; plus, reg, maternity, etc.)

## B. Product Details

1. **FEATURES:**
  - **Product neckline**
  - **Special features/Selling features (if applicable)**
  - **Underwire or Wire-Free**
  - **Coverage**
  - **Product closure**
  - **Lined?**
2. **FABRIC & CARE:**
  - **Material - Body**
  - **Material - Lining**
  - **Care**
  - **Origin**

A

B

1-2

Plus Size Freshwater Deep Plunge Strappy One-Piece Swimsuit  
[Freshwater](#)  
★★★★★ 5.0 (1) [Write a review](#) [Ask a question](#)



Splish and splash in style when you choose this women's one-piece swimsuit from Freshwater.

[Click on this WOMEN'S GUIDE to find the perfect fit and more!](#)

### FEATURES

- V-neck
- Removable cups
- Wireless
- Moderate coverage
- No closure - pullover styling
- Partially lined

### FABRIC & CARE

- Nylon, spandex
- Lining: polyester
- Hand wash and line dry
- Imported

# BRA COPY REQUIREMENTS

Vanity Fair® Beauty Back® Simple Sizing Wireless Bra 72118

[Vanity Fair](#)

★★★★★ 4.7 (320) [Write a review](#) [Ask a question](#)

A

The following is a snapshot of the attributes that are typically required for Bra 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, style number 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; plus, reg, maternity, etc.)

## B. Product Details

### 1. FEATURES:

- **Special features/Selling features**
- **Fit style**
- **Name the construction and describe its feel**
- **Style no.**

### 2. LIFT & LINING:

- **Bra: Lift category**
- **Bra: Underwire or wireless**
- **Bra: Padding level**

### 3. STRAPS & HOOKS:

- **Bra: Describe the straps including any convertible/adjustable/detachable details**
- **Bra: Product closure**
- **Bra: Number or Hook Columns**
- **Bra Number of Hook Rows**

### 4. FABRIC & CARE:

- **Material**
- **Care**
- **Origin**

B



The new Beauty Back Simple Sizing Wireless Bra from Vanity Fair is your everyday solution to comfort, support, and smoothing. This bra features wireless channeling under the bust for added support without the discomfort of an underwire. You'll feel confident in any outfit knowing the 4-way stretch back smoothing fabric has your back.

[Click on this INTIMATES & SLEEPWEAR Guide to find the perfect fit and more!](#)

#### FEATURES

- Full-coverage design
- 4-way stretch back smoothing fabric
- Tag free
- Style no. 72118

#### LIFT & LINING

- Wireless channeling under bust for added support
- Lightly lined cups

#### STRAPS & HOOKS

- Adjustable, no slip straps
- Hook-and-eye back
- 3 hook columns
- 4 hook rows

#### FABRIC & CARE

- Nylon, spandex
- Hand wash and line dry
- Imported

1-4

# PANTIES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Panties 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, style number 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; plus, reg, maternity, etc.)

## B. Product Details

1. **FEATURES:**
  - **What's included**
  - **Special Features/Selling Features**
  - **Name the construction & describe its feel**
  - **Style no.**
2. **FIT & SIZING:**
  - **Provide rise**
  - **Silhouette**
3. **FABRIC & CARE:**
  - **Material**
  - **Care**
  - **Origin**

Women's Calvin Klein Invisibles Hipster Panty D3429

[Calvin Klein](#)

★★★★ 4.0 (29) [Write a review](#) [Ask a question](#)



B

With a seamless finish and flexible fit, this women's Calvin Klein Invisibles hipster panty is crafted from smooth microfiber stretch. Designed with compact logo detailing, a full gusset and clean cut edges, this panty is sure to become a foundation favorite.

[Click on this INTIMATES & SLEEPWEAR Guide to find the perfect fit and more!](#)

1-3

### PRODUCT FEATURES

- Smooth, microfiber stretch
- Ultra silky, barely there feel
- Clean cut edges for invisible wear under clothing
- Style no. D3429

### FIT & SIZING

- Hipster styling

### FABRIC & CARE

- Nylon, elastane
- Machine wash
- Imported

# PAJAMAS COPY REQUIREMENTS

Plus Size Lilac+London Print Cami & Shorts Pajama Set

[Lilac+London](#)

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

The following is a snapshot of the attributes that are typically required for Pajama 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; plus, reg, maternity, etc.)

## B. Product Details

1. **FEATURES:**
  - What's included
  - Special Features/Selling Features
  - Name the construction & describe its feel
  - Sleeve length
  - Product neckline
2. **FIT & SIZING:**
  - Describe the intended fit
  - Short inseam measurement
  - Regular/Standard inseam measurement
  - Tall/Long inseam measurement
  - Petite inseam measurement
  - Petite Short inseam measurement
  - Provide rise
3. **FABRIC & CARE:**
  - Material
  - Care
  - Origin

A



B

Enjoy an elegant bedtime style with this plus size Lilac+London print cami & shorts pajama set.

[Click on this INTIMATES & SLEEPWEAR GUIDE to find the perfect fit and more!](#)

### FEATURES

- 2-piece set includes: cami & shorts
- Cami: v-neck, sleeveless, straight hem, lace along neckline, criss cross back, adjustable strap
- Shorts: covered elastic waistband
- Silky satin construction

### FIT & SIZING

- Classic fit
- 26-in. length from shoulder to hem
- 2 1/4-in. inseam
- 18-in. leg opening
- Midrise sits on the high hip

### FABRIC & CARE

- Polyester
- Machine wash delicate and tumble dry low
- Imported

1-3

# OUTERWEAR COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Outerwear 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; plus, reg, maternity, etc.)

## B. Product Details

1. **FEATURES:**
  - Does this have a removable hood?
  - Sleeve length
  - Type & number of pockets
  - Closure
  - Lined?
2. **FIT & SIZING:**
  - Designed to hit at location (Dresses/Skirts/Skorts)
  - Warmth rating
3. **FABRIC & CARE:**
  - Material
  - Care
  - Origin

A

Women's ZeroXposur Serena Quilted Heavyweight Walker Jacket

[ZeroXposur](#)

★★★★★ 5.2 (29) [Write a review](#) [Ask a question](#)



B

Keep warm all winter long wearing this women's ZeroXposur Serena quilted heavyweight walker jacket.

[Click on this WOMEN'S GUIDE to find the perfect fit and more!](#)

### FEATURES

- Removable hood with faux-fur trim
- Long sleeves with fleece storm cuffs
- Two front zip pockets
- One interior lining pocket
- Snap & zipper front
- Lined

### FIT & SIZING

- Designed to hit above the knees
- Heavyweight

### FABRIC & CARE

- Polyester shell & lining
- Machine wash
- Imported

1-3

# WOMEN'S & JUNIORS APPAREL ATTRIBUTES GLOSSARY

This is a list of attributes used in Women's & Juniors Apparel. Similar attributes have been condensed for brevity.

- **Attached Undershorts:** Select whether or not this product has attached undershorts
- **Belted?:** Does this product have any sort of belt?
- **Bottoms Fit/Style:** Describe the way the pants fit on the body (ex: slim fit, skinny fit, straight fit)
- **Bra Type:** Describe what type of bra this is (ex: demi, full figure, longline)
- **Bra: Describe the straps including any convertible/adjustable/detachable details:** Describe what the bra straps are (ex: convertible, adjustable, detachable)
- **Bra: Lift Category:** Describe what the bra lift is (ex: medium, full)
- **Bra: Number of Hook Columns & Bra: Number of Hook Rows:** Describe the number of closure hook columns and number of hook rows on the bra
- **Bra: Padding Level:** Describe the padding level (ex: not padded, full padding)
- **Bra: Product Closure:** Describe the product closure (ex: no closure - pullover, front closure, back closure)
- **Bra: Underwire or wireless:** Select whether this bra has an underwire built in, or if it is wireless
- **Brim (in inches):** Provide the depth of the brim (in inches) of this hat
- **Brim Type:** Select the type of brim this hat has
- **Care / Care - Body / Care - Trim:** Select how the product/body/trim should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash"). **Should match care and content labels.**
- **Character Name/Sports Player:** Provide any characters, licensed properties, athletes, etc. associated with this product
- **Compression:** Describe the amount of pressure applied to the body (ex: light, medium)
- **Convertible/Detachable Style:** Describe any convertible aspects of this product, where they are located and how they function
- **Coverage Dropdown:** Describe the coverage of the bra (ex: full coverage, demi)
- **Cuffs:** Are there cuffs present on the product? **Reference visual guide [here](#).**
- **Describe any maternity or nursing features:** Provide any special features this product has for pregnant or nursing mothers and how these features function
- **Describe the hip/thigh fit:** Describe how the product fits around the hips and thighs (ex: slim fit relaxed fit)
- **Describe the intended fit:** Describe how the product fits on the body (ex: slim fit, regular fit, relaxed fit). **Refer to packaging details in onePLM for guidance.**
- **Describe the straps including any convertible/adjustable/detachable details:** Describe the functionality of any convertible, adjustable or detachable features on the straps

# WOMEN'S & JUNIORS APPAREL ATTRIBUTES GLOSSARY (CONTINUED)

- **Designed to hit at location (Dresses/Skirts/Skorts):** Select the location at which this product is intended to fall length-wise (above the knee, knee, ankle, etc.)
- **Designer/Series Name/Collection Name:** Provide the name of the designer, series or collection name as applicable. **Only use if a part of a celebrity partnership. Do not put the Kohl's designer's name.**
- **Does this have a removable hood?:** Select whether or not this product has a hood that is removable
- **Does this have reflective details? If so, describe location:** List whether or not this product have any reflective details. If it does, provide the location of these details
- **Dress/Jacket/Coat/Top Length (in inches) from hips to hem:** Describe the length of the product in inches from the shoulder to the hemline
- **Dresses Fit/Style:** Describe the overall silhouette and shape of a dress (ex: A-line, sheath, fit & flare)
- **Fabric/Material:** 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
- **Fabric/Material Content - Body/Fill/Gusset Lining/Lining/Trim:** List the material(s) on the Body/Fill/Gusset Lining/Lining/Trim of this product. This should match the materials listed on the **care and content label and onePLM**. Please avoid using abbreviations. **Do not include pocket bag lining.**
- **Fashion Silhouette:** Provide the silhouette of this accessory (infinity, wrap, bucket, thong, etc.)
- **Fit Style:** Describe the overall cut and shape of a garment in relation to the body. **Refer to visual reference [here](#)**
- **Garment Length (in inches) Dropdown:** Provide the numerical value in inches of how long this garment is. **Place one end of the measuring tape at the highest point of the shoulder & run down the length of the garment. Use base fit sample size (ie. Medium) for length measurement.**
- **Gusset lining:** Select whether or not this product has a gusset lining
- **Hemline:** Describe the type of hemline on the product (lace, hi-low etc.). **Refer to visual reference [here](#).**
- **Hood details:** Describe any features of this products hood (faux-fur trim, removable trim, etc.)
- **How to use instructions/Usage Activity & Intended Usage & Recommended Activity:** Provide any usage activity recommendations for this product (ex: yoga, running)
- **Impact Level:** Describe the level of support and impact reduction provided by a sports bra during physical activity (ex: light, medium)
- **Inseam Measurements:** Provide the length of the inner seam of the garment, running from the groin area to the bottom hem of the leg for the specific product the attribute is requesting. Ex: Petite inseam: provide ONLY the inseam for the petite product. **This should match onePLM.**
- **Is this 4-Way Stretch?:** Select whether or not the fabric features 4-way stretch
- **Is this anti-odor? If so, define the technology?:** Provide any anti-odor technology
- **Is this breathable?:** Select whether or not this product features breathability
- **Is this lined?:** Select whether or not this product has a separate lining. **Choose "No Value" instead of "unlined" when the garment is not lined.**

# WOMEN'S & JUNIORS APPAREL ATTRIBUTES GLOSSARY (CONTINUED)

- **Is this moisture-wicking?/What is the moisture-wicking name?:**

Select whether or not this product features moisture-wicking technology and list the name in the "What is the moisture-wicking name?"

- **Is this packable?:** Select whether this product is intended to condense into a significantly smaller size to fit in a small space

- **Is this Plus, Reg, Petite?:** Select the size(s) this product comes in such as plus, regular and/or petite

- **Is this product available in an extended cup size?:** Provide if this bra size extends beyond the standard cup size range offered by many lingerie brands

- **Is this product available in long torso?:** Describe if this product torso or the trunk of the body between the neck and the waist is proportionally longer in relation to the legs

- **Is this reversible:** Select whether or not this product is reversible

- **Leg Opening Measurement (in inches) Dropdown:** Choose "No value" and utilize the Leg Opening Type drop down instead.

- **Leg opening type:** Describe the leg opening of the product (ex: wide leg, flared leg, straight leg). Reference visual guide [here](#). Refer to packaging details in onePLM for guidance.

- **Lift category or Support Rating:** Provide the level of lift or support provided (ex: light lift, medium lift, push-up)

- **Model/Style Number:** List the model number for the product. If multiple model numbers due to color and style, simplify when possible. For example: red: 1112-R, blue: 112-B, green: 1112-G, you would provide "1112" as the model number

- **Name the construction and describe its feel:** Provide the construction so 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). Refer to examples [here](#).

- **Opacity:** Describe the degree to which a material or fabric allows light to pass through it (ex: common in warmwear)

- **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)

- **Overall Length:** Provide the measurement of the full length of a garment from the highest point to the lowest point

- **Padding Level:** Describe how padded the bra is (ex: no padding, medium padding, fully padded)

- **Pockets Attributes:** List pockets (How many, location (front, back, side), closure type, faux or functional. Refer to examples [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 guide [here](#).

- **Product Neckline:** Select the product neckline from the dropdown. Reference visual guide [here](#).

- **Product Technologies (Provide branded names and definitions of technologies):** List and describe the technologies of this product (ex; moisture-wicking technology wicks away sweat, etc.)

# WOMEN'S & JUNIORS APPAREL ATTRIBUTES GLOSSARY (CONTINUED)

- **Provide Rise:** Describe where the waistband sits on the body (ex: low rise, mid rise, high rise). [Refer to packaging details in onePLM for guidance.](#)
- **Provide the type of sizing:** Describe the overall sizing of this product (ex: reg, petite, plus size, [curvy](#), [curvy plus](#))
- **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, see additional guidance \[here\]\(#\).](#)
- **Skirt/Skort length (in inches) from waistband to hem:** Provide the length (in inches) of this skirt/skort starting at the waistband and ending at the hem
- **Sleeve length:** Describe where the sleeves are intended to fall (long, short, 3/4-length, etc.)
- **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.](#)
- **Specialty Sleeve Type:** Describe the unique or distinctive designs of sleeves that deviate from traditional sleeve styles (ex: bell, bishop, puff, cold-shoulder). [Reference visual guide \[here\]\(#\).](#)
- **Swim Fit Features:** Describe all of the design elements featured on this product (bust enhancer, bust minimizer, hip minimizer, thigh minimizer, tummy slimmer, waist minimizer)
- **Type of Product:** Describe the type of product (ex: pants, shorts, top)
- **Tag Free?:** Select whether or not this product does not have a tag
- **Tops & Jackets Fit/Style:** Describe the fit or style of this jacket (ex: slim fit, boxy fit, athletic fit or style: bomber, parka)
- **Type of cup:** Provide the type of cup in this bra (ex: demi cup, full cup, balconette cup)
- **Type of Maternity Waistband Panel:** Specify the feature incorporated into maternity clothing to accommodate the changing shape and size of a pregnant woman's abdomen (ex: over-the-belly, under-the-belly)
- **Type of Product:** Describe the type of product (ex: pants, shorts, top)
- **Underwire or Wire-Free:** Select whether this product has an underwire built in, or if it is wire free
- **UV/UPF Protection & UV/UPF Rating (Numerical):** Select whether or not this product has UV or UPF protection and provide the numerical value of the UV or UPF protection on this product
- **Waistband (elastic, foldover, drawstring):** Describe the waistband functionality. [Reference visual guide \[here\]\(#\).](#)
- **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, list out each individual item

# KOHL'S PRODUCT DETAIL ICONS

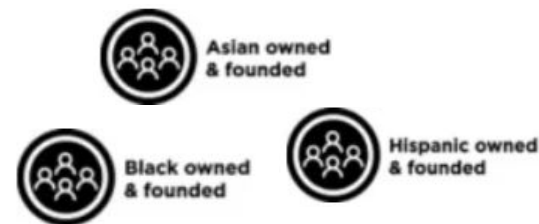
## • Adaptive Icons

- 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/Founded Brand
  - 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 an 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



**Responsible solutions for a brighter future.**

# 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 only 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                               | • Recycled EVA                         | • Lenzing: Lyocell, Modal, Viscose                 |
| • Cotton LEADS Certified                          | • Responsible Down Standard Certified  | • bluesign® Certified                              |
| • Sourced through Better Cotton Initiative™ (BCI) | • EcoVero™ Certified                   | • CertiPUR-US Certified                            |
| • Global Recycled Standard Certified              | • Tencel                               | • Organic 100 Content Standard Certified           |
| • Recycled 100 Claim Standard Certified           | • Ecocory                              | • Organic Blended Content Standard Certified       |
| • Recycled Blended Claim Standard Certified       | • STANDARD 100 by OEKO-TEX® CERTIFIED  | • Global Organic Textile Standard Certified (GOTS) |
|   | • MADE IN GREEN by OEKO-TEX® CERTIFIED | • 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 required. 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.

# WOMEN'S & JUNIORS 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.
- **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"
- **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

# CUFFS - Tops/Tees/Dresses

**Cuffs:** Images for guidance on dropdown selection.

**Barrel cuffs**  
= DO NOT USE  
Use "Button cuff"

**Button cuffs**



**Elastic cuffs**



**French cuffs**



**Ribbed cuffs**



**Rounded cuffs**



**Scalloped cuffs**



**Sewn-rolled cuffs**



**Snap cuffs**



**Thumb holes at cuffs**



**Zipper cuffs**



**Below additional options:** Select "No Value" for Cuffs, go to Special Features: enter "Rolled cuff", "Smocked cuff", "Ruffle cuff" or "Roll-tab cuff"

**Rolled cuff**



**Smocked cuff**



**Ruffle cuff**



**Roll tab cuff**

\*Only available in Active depts



# FIT STYLE - Dresses

**Fit Style:** Images for guidance on dropdown selection. Select the closest option.

**A-line silhouette**  
(A-line cut in Active)



**Babydoll silhouette**



**Blouson silhouette**



**Bodycon styling**



**Empire-waistband silhouette**



Choose Fit Style used in Product description. If not available, refer to images. For example;

Juniors' SO® Long Sleeve **Skater** Mini Dress

Women's Sandra Darren V-neck **A-Line** Dress

Women's Simply Vera Vera Wang **Fit & Flare** Midi Dress

**Evening gown**



**Faux-wrap silhouette**



**Fit & flare silhouette**



**Sheath silhouette**



**Shift silhouette**



**Shirtdress**



**Skater design**  
= DO NOT USE

Use "Skater Silhouette"

**Skater silhouette**



## FIT STYLE - Dresses (Continued)

**Fit Style:** Images for guidance on dropdown selection. Select the closest option.

**Below additional option:** Select "No Value" for Fit Style, go to Special Features: enter "Slipdress silhouette"

### Slipdress silhouette



### Sweaterdress styling



### Swing silhouette



### Tank styling (Tank dress in active)



### Trapeze silhouette



### T-shirt styling (T-shirt dress in Active)



### Wrap silhouette



**\*Below options currently available in Active Depts only.**

### Fitted cut



### Compression Fit (w/ undergarments)



### Relaxed Fit



### Flared A-line styling



### Flared cut = DO NOT USE

Use "Flared A-line styling"

### Midi cut = DO NOT USE

Select No Value or other neckline, choose a landmark under "Designed to Hit at Location"

### Maxi cut = DO NOT USE

Select No Value or other neckline, choose a landmark under "Designed to Hit at Location"

# HEMLINE - Bottoms

**Hemline:** Describe the type of hemline on the product (lace, hi-low etc.).

**Buttoned Hem**



**Cuffed Hem**

(sewn in place)



**Cuffed Hem**

(can be rolled or unrolled)



**Cutoff Hem**



**Raw-edged Hem**

= DO NOT USE

Use "Cut Off Hem"

**Drawstring Hem**



**Elastic Hem**



**Frayed Hem**



**Lace-up Hem**



**Released Hem**



**Roll-tab Hem**



**Scalloped Hem**



**Snap Hem**



**Step Hem**



**Straight Hem**



**Tulip Hem**



**Uneven Hem**

= DO NOT USE

**Vented Hem**



**Zippered Hem**



**Bungee Hem**

Select "No Value" for Hemline, go to Special Features: enter "Bungee Hem"



# HEMLINE - Tops/Tees/Dresses

**Hemline:** Images for guidance on dropdown selection. Select the closest option. Please note, not all options are available in Active depts.

\*Reference these options for Skirts

**4-point hem**  
= DO NOT USE

Use  
“Handkerchief  
hem”

**Asymmetrical  
hem**



**Banded Hem**



**Bubble Hem**



**Drawstring  
hem**



**Elastic hem**



**Flounce hem**



**Frayed hem**



**Handkerchief  
hem**



**High-low Hem**



**Lace-up Hem**



**Layered hem**



**Mock layer  
hem**  
= DO NOT USE

Use “Layered  
hem”

**Peplum hem**



**Pom-pom trim**



**Raw-edged  
hem**



**Roll-tab hem**



**Rounded hem**



**Ruffled hem**



**Scalloped hem**



**Scarf hem**



Continued on next page

# HEMLINE - Tops/Tees/Dresses (Continued)

**Hemline:** Images for guidance on dropdown selection. Select the closest option. Please note, not all options are available in Active depts.

**Shark-bite hem**



**Shirttail hem**



**Snap hem**



**Straight hem**



**Tiered hem**



**Tulip hem**



**Uneven hem**



**Unhemmed**

= DO NOT USE

Use "Raw edge hem"

**Vented hem**



**V-hem**



**Waterfall hem**



**Below additional options:** Select "No Value" for Hemline, go to Special Features: enter "Ribbed hem", "Smocked hem", or "Lettuce edge hem"

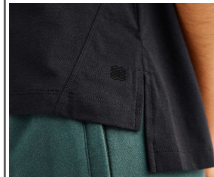
**Bungee cord hem**



**Drawcord hem**  
= DO NOT USE

Use  
"Drawstring  
hem"

**Vented high-low hem**



**Ribbed hem**



**Smocked hem**



**Lettuce edge hem**



\*Below options only available in Active Depts

## LEG OPENING TYPE - Bottoms

**Leg Opening Type:** Images for guidance on dropdown selection. Select the closest option. Please note 'Leg Opening Type' is not a dropdown in Active depts.

### Banded leg opening

(Use for Joggers)



### Bootcut leg opening



### Flared leg opening



### Skinny leg opening



### Slim straight leg opening



Choose Leg type used in Product description. If not available, refer to images. For example;

Juniors' SO® Favorite **Jogger**

Women's Tek Gear **Wide Leg**  
Woven Pants

Women's Nine West Tummy-Control **Slim Straight** Jeans

### Straight leg opening



### Super skinny leg opening



### Tapered leg opening



### Wide leg opening



**Below additional options:** Select "No Value" for Leg Opening Type, go to Special Features: enter, "Jegging", "Legging", or "Barrel"

### Jegging leg opening



### Legging leg opening



### Barrel leg opening



# NAME THE CONSTRUCTION AND DESCRIBE ITS FEEL

- **Name the construction and describe its feel:** Provide the construction so 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).

Blend

Challis

Chambray

Chiffon

Corduroy

Denier

Denim

Faux Fur

Faux Leather

Flannel

Fleece

French Terry

Gauze

Georgette

Hacci

Jacquard

Jersey

Knit

Lace

Mesh

Microfiber

Microfleece

Percale

Ponte

Poplin

Quilted

Ribbed

Ripstop

Sateen

Satin

Scuba

Seersucker

Supima

Tricot

Twill

Velvet

Woven

# 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 labeled as “Traditional 5-pocket design”



# PRODUCT CLOSURE - Bottoms

**Product Closure:** See images for guidance on dropdown selections. Select the closest option.

**No closure - pull on styling**



**Button and zipper closure**



**Button and zipper front**  
= DO NOT USE

Use "button and zipper closure"

**1 button front, 2-button front, 3-button front, 4-button front**  
= DO NOT USE

Use "Button closure"

**Button closure**



**Button front**  
= DO NOT USE

Use "button closure"

**Faux-fly**



**Hook and loop closure**



**Hook and loop front**  
= DO NOT USE

Use "hook and loop closure"

**Hook and eye back**  
= DO NOT USE

Use "hook and eye closure"

**Hook and eye closure**



**Clasp closure**  
= DO NOT USE

Select "Hook and Eye Closure"

**Lace-up closure**



**Snap and zipper closure**



**Snap and zipper front**  
= DO NOT USE

Use "snap and zipper closure"

**Snap closure**



**Snap front**  
= DO NOT USE

Use "snap closure"

**Snap side**



Continued on next page

# PRODUCT CLOSURE - Bottoms (Continued)

**Product Closure:** See images for guidance on dropdown selections. Select the closest option.

**Tie closure**



**Toggle closure**



**Zipper back**



**Zipper closure**



**Zipper front**  
= DO NOT USE

Use "zipper closure"

**Zipper side**



Select "No Value" for Product Closure,  
go to 'Special Features':  
Enter "Snap and half functional fly"

**Snap and half  
functional fly closure**



# PRODUCT CLOSURE - Tops/Tees/Dresses

**Product Closure:** See images for guidance on dropdown selections. Select the closest option.

## No closure - pullover styling



\*Use for Women's styles only, not necessarily for men's tops.

## No closure - open front



## Button and zipper front

= DO NOT USE

Use "Button and zipper closure"

1 button front,  
2-button front,  
3-button front,  
4-button front = DO NOT USE

Use "Button closure"

## Button closure



## Button front

= DO NOT USE

Use "Button closure"

## Button & zipper closure



## Hook and loop closure



## Hook and loop front

= DO NOT USE

Use "Hook and loop closure"

## Hook and eye back

= DO NOT USE

Use "Hook and eye closure"

## Hook and eye closure



## Clasp closure

= DO NOT USE

Select "Hook and eye closure"

## Lace-up closure



## Snap and zipper closure



## Snap and zipper front

= DO NOT USE

Use "Snap and zipper closure"

## Snap closure



## Snap front

= DO NOT USE

Use "Snap closure"

## Snap side



Continued on next page

## PRODUCT CLOSURE - Tops/Tees/Dresses (Continued)

**Product Closure:** See images for guidance on dropdown selections. Select the closest option.

**Tie closure**



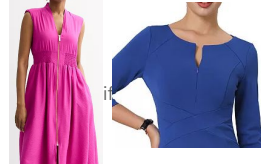
**Toggle closure**



**Zipper back**



**Zipper closure**



**Zipper front**  
= DO NOT USE

Use "Zipper closure"

**Zipper side**



### **Below additional option:**

Select "No Value" for Product Closure, go to Special Features: enter "Button and keyhole"

### **Button and keyhole**



**Faux-fly**  
= DO NOT USE

**Faux Drawstring**  
= DO NOT USE

**Drawstring closure**  
= DO NOT USE

**Drawstring elastic closure**  
= DO NOT USE

**Elastic closure**  
= DO NOT USE

# PRODUCT NECKLINE - Tops/Tees/Dresses

**Product Neckline:** Images for guidance on dropdown selection. Please note for Active Depts this category is called 'Product Neckline'.

**¼ zipped neckline**



**½ zipped neckline**



**Zippered neckline**  
= DO NOT USE

Select "No Value", go to Product Closures and select "Zipper Closure"

**Bateau neckline**  
= DO NOT USE

Use "Boatneck"

**Boatneck**



**Cowlneck**



**Drapeneck**  
= DO NOT USE

Use "Cowlneck"

**Crewneck**



**Halter neckline**



**Henley neckline**



**Illusion neckline**



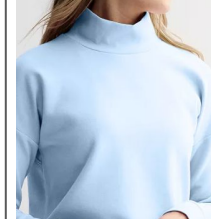
**Jewelneck**



**Lace-up neckline**



**Mockneck**



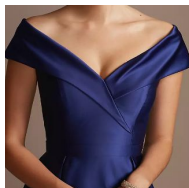
**V-neck**



**Polo neckline**



**Portrait neckline**



**Scoopneck**



**Splitneck**



**Y-neck**



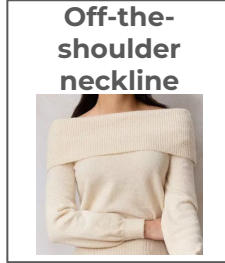
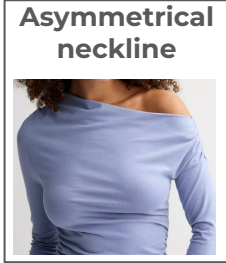
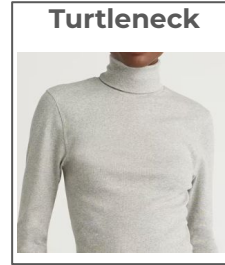
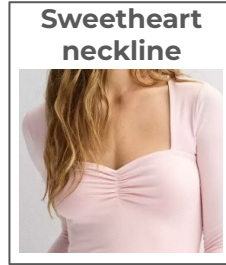
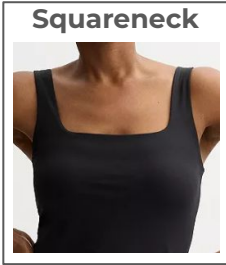
**Notchneck**



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# PRODUCT NECKLINE - Tops/Tees/Dresses (Continued)

**Product Neckline:** Images for guidance on dropdown selection. Select closest option.



**Button Front**  
= DO NOT USE

Select No Value or other neckline, choose "Button Front" under Product Closures

**High neckline**  
= DO NOT USE

Select "Mockneck" or "Turtleneck"

**Below additional options:** Select "No Value" for Neckline Type, go to Special Features: enter, "Drawstring Hood", "Cami", or "Hood"



## Recommended Title/Title Description - (All Categories)

- **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. The highlighted words below correspond to the attribute selections shown directly underneath in red.

Women's Sonoma Goods For Life® **Short-Sleeve** **Crew** Tee

Sleeve length Neckline

Women's LC Lauren Conrad **Flutter Sleeve** **Wrap** **Maxi** Dress

Specialty sleeve type Fit style Overall length

Women's Simply Vera Vera Wang **Fit & Flare** **Midi** Dress

Fit style Overall length

Juniors' SO® **High-Rise** **Smocked** **Wide Leg** Pants

Provide Rise Waistband Leg opening type

**Some descriptions will provide the wording to be added under Special Features until additional choices are available.** In this example, High-Rise will be a selection under “Provide Rise”. \*\*Barrel is a Leg opening type, but is not a drop down choice. In this case, add “Barrel Leg” under Special Features freeform.

Juniors' SO® **High-Rise** **Barrel** Jeans

Provide Rise \*\*Leg opening type

# SPECIALTY SLEEVE TYPES - Tops/Tees/Dresses

**Sleeve Type:** Images for guidance on dropdown selection. Select the closest option. Please note this category is not an available option in Active depts.

**Balloon sleeves**



**Batwing sleeves**



**Bell sleeves**



**Bishop sleeves**



**Cold shoulder sleeves**



**Cuffed sleeves**



**Dolman sleeves**



**Drop-shoulder sleeves**



**Flared sleeves**



**Flutter sleeves**



**Juliet sleeves**



**Kimono sleeves**



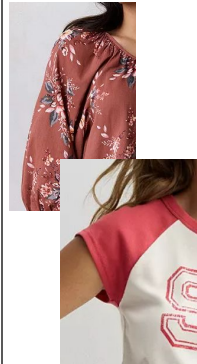
**Laced up sleeves**



**Puffed sleeves**



**Raglan sleeves**



**Rolled sleeves**



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# SPECIALTY SLEEVE TYPES - Tops/Tees/Dresses (Continued)

**Sleeve Type:** Images for guidance on dropdown selection. Select the closest option.

**Roll-tab sleeves**



**Ruffle sleeves**



**Set-in sleeves**



**Split sleeves**



**Tiered sleeves**



**Below additional options:** Select "No Value" for Sleeve Type, go to Special Features: enter "Ruched sleeve"

**Racerback**



**Ruched sleeve**



# WAISTBAND - All Categories

**Waistband (elastic, foldover, drawstring):** See images for guidance on dropdown selections. Select the closest option.

**Back elastic waistband**



**Cinched waistband**  
= DO NOT USE

Select the closest/most application option from Waistband choices

**Contour waistband**



**Drawstring elastic waistband**



**Drawstring waistband**



**Elastic waistband**



**Covered elastic waistband**  
= DO NOT USE

For both covered elastic and exposed elastic waistbands use "Elastic Waistband"

**Faux-drawstring waistband**

(Most frequently used in Kid's - would be tied/tacked. See Tech Pack for details)



**Fold-over waistband**



**Inner adjustable waistband**



**Inner drawstring waistband**



**Partial elastic waistband**



Continued on next page

# WAISTBAND - All Categories (Continued)

**Waistband (elastic, foldover, drawstring):** See images for guidance on dropdown selections. Select the closest option.

**Side elastic waistband**



**Smocked waistband**



**Below additional options:** Select “No Value” for Waistband, go to Special Features: enter “Hollywood waistband”, “Straight waistband”, “Rib Waistband”, etc for each extra option

**Bungee waistband**



**Crossover waistband**



**Flexwear elastic waistband**



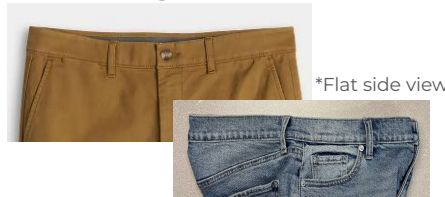
**Elastic waistband with inner adjustable waistband**



**Hollywood waistband**  
(elastic & non)



**Straight waistband**



\*Flat side view

**Paperbag waistband**



**Rib waistband**



# WAISTBAND - Dresses

**Waistband (elastic, foldover, drawstring):** See images for guidance on dropdown selections. Select the closest option.

**Back elastic waistband**



**Cinched waistband**



**Contour waistband**  
= DO NOT USE

**Faux-drawstring waistband**



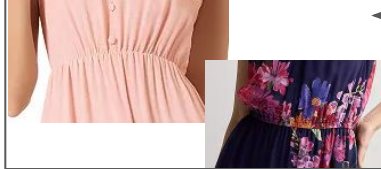
**Drawstring elastic waistband**



**Drawstring waistband**



**Elastic waistband**



**Covered elastic waistband**  
= DO NOT USE

For both covered elastic and exposed elastic waistbands use "Elastic waistband"

**Fold-over waistband**  
= DO NOT USE

**Inner adjustable waistband**  
= DO NOT USE

**Inner drawstring waistband**  
= DO NOT USE

**Partial elastic waistband**



**Side elastic waistband**



**Smocked waistband**

