

# KOHL'S<sup>®</sup>

---

## Packaging Variable Guide

### Apparel Only

**QUESTIONS?** Creative: Kristin Rechlin, Melissa Carringer | Graphics Production: Darren Lussow, Stacie Leren | GSPS: Lauren Aghijan | PM: Jamie Weidman

# Purpose

This guide is the current and up-to-date guide for all approved Packaging Variables.

This guide represents the approved formatting for each variable, any exceptions to the formatting shown in this guide will be noted on the specific artwork as necessary.

Please see the [Packaging Execution & Production Share Drive](#) and the [Variable Data Menus](#) for additional information and resources.

## What do I do if I need a Variable not in this Guide?

Production and/or Merchant partners should request a new variable be reviewed, approved and added to the appropriate list via the [variable request form](#).

## Table of Contents

- [Size](#)
- [color coding](#)
  - Fit Color Variables, Intimates Sizing Variables & Jumping Beans Merchandising Variables
- [Intimates Item Type & Name](#)
- [Fit Variables](#)
  - [Fit Modifiers](#)
  - [Fit Rise](#)
  - [Fit](#)
  - [Inseam](#)
  - [Stretch](#)
- [Key Item Name / Program Name](#)
  - Broken out by Brand: SO, Sonoma, C&B, APT 9, FLX, Tek Gear, SVVW, Lauren Conrad, Little Co, Jumping Beans
- [Feature](#)
  - [Sustainability](#)
  - [Adaptive](#)
  - [Feature Stickers](#)
    - Kids / Active
  - [Quantity](#)
    - Piece / Pack / Pair / Set

---

# Size Variables

**SIZE Field 1** – Longest variable: XXL 18/20 (9 characters) -- Would always break onto 2 Lines

Anything over 4 characters should break onto 2 lines when possible, can shrink proportionally if can not be broken

**SIZE Field 2** – Longest variable: Curvy (5 characters) or Regular (7 characters - suits) || SS & HT: Short Curvy (11 characters)

# Kids'

## Size Field 1 Size Variables

### Infants

- NB
- 3M
- 6M
- 9M
- 12M
- 18M
- 24M
- NB-3M
- NB-6M
- NB-24M
- 3-6M
- 6-12M
- 6-24M
- 12-24M

### Toddlers

- 2T
- 3T
- 4T
- 5T
- 2-3T
- 2-5T
- 4-5T

### Girls' 4-6x

- 4
- S 4
- 5
- M 5/6
- 6
- 6X

### Boys' 4-7x

- 4
- S 4
- 5
- 6
- M 5/6
- 7
- L 7
- 7X
- XL 7X

### Girls' 7-16

- 6/7
- 7
- 8
- 7/8
- 9
- 10
- 12
- 10/12
- 14
- 16
- 14/16
- 18
- PLUS ONLY
- 20
- PLUS ONLY
- S 6/7
- S 7
- M 8
- L 10/12
- XL 14/16
- XXL 18/20
- PLUS ONLY

### Boys' 8-20

- 8
- 9
- 10
- 11
- 12
- 14
- 16
- 18
- 20
- XS
- XS 5/6
- S
- S 7/8
- S 8
- M
- M 10/12
- L
- L 14/16
- XL
- XL 18/20

Longest variable: NB-24M (6 characters)

# Women's Size Field 1 Size Variables

Womens	Womens Cont.	Women's Plus	Petities	Women's Plus Petites	Maternity
• 0	• L/XL	• 0X	• 0P	• 0XP	• 2 MAT
• 2	• XL	• 1X	• 2P	• 1XP	• 4 MAT
• 4	• XL/XXL	• 2X	• 4P	• 2XP	• 6 MAT
• 6	• XXL	• 3X	• 6P	• 3XP	• 8 MAT
• 4-6		• 4X	• 8P	• 4XP	• 10 MAT
• 8		• 5X	• 10P	• 5XP	• 12 MAT
• 10		• 6X	• 12P	• 14WP	• 14 MAT
• 8-10		• 14W	• 14P	• 16WP	• 16 MAT
• 12		• 16W	• 16P	• 18WP	• 18 MAT
• 14		• 18W	• 18P	• 20WP	• 20 MAT
• 12-14		• 16-18W	• 20P	• 22WP	• 22 MAT
• 16		• 20W	• PXS	• 24WP	• 24 MAT
• 18		• 22W	• PXS/S	• 26WP	• XS MAT
• 16-18		• 20-22W	• PS	• 27WP	• S MAT
• 20		• 24W	• PS/M	• 28W	• M MAT
• XS		• 26W	• PM	• 29WP	• L MAT
• X/S		• 24-26W	• PM/L	• 30WP	• XL MAT
• S		• 28W	• PL		• XXL MAT
• S/M		• 30W	• PL/XL		
• M			• PXL		
• M/L			• PXXL		
• L					

Longest variable: XL/XXL & 24-26W (6 characters)

# Juniors'

## Size Field 1 Size Variables

### Juniors

- 0
- 0/24W
- 1
- 1/25W
- 2
- 3
- 3/26W
- 5
- 5/27W
- 7
- 7/28W
- 9
- 9/29W
- 11
- 11/30W
- 13
- 13/31W
- 15
- 15/32W
- 17

### Juniors Cont.

- 17/33W
- 19/34W
- XXS
- XS
- S
- M
- L
- XL
- XXL

### Juniors Plus

- 0X
- 1X
- 2X
- 3X
- 4X
- 16W
- 16/35W
- 18W
- 18/36W
- 20W
- 20/38W
- 22W
- 22/40W
- 24W
- 24/42W
- 26W
- 26/44W

Longest variable: XXL MAT (7 characters)

# Men's Size Field 1 Size Variables

Note: Tall sizes add a T to the end of the standard Sportswear sizing, no space between. (Ex. XLT)

## Mens Sportswear

- XS
- S
- M
- L
- XL
- XXL
- 3XL
- 4XL
- 5XL
- 6XL
- 28
- 29
- 30
- 31
- 32
- 33
- 34
- 35
- 36
- 38
- 40
- 42
- 44
- 46
- 48
- 50
- 52
- 54
- 56
- 28x30
- 28x32
- 28x34
- 29x30
- 29x32
- 29x34
- 30x28
- 30x29
- 30x30
- 30x32
- 30x34
- 30x36
- 31x30
- 31x32
- 31x36
- 32x28
- 32x29
- 32x30
- 32x32
- 32x34
- 32x36
- 32x38
- 32x38
- 32x36
- 32x38
- 33x29
- 33x30
- 33x32
- 33x34
- 33x36
- 33x38
- 34x29
- 34x30
- 34x31
- 34x32
- 34x34
- 34x36
- 34x38
- 35x36
- 36x29
- 36x30
- 36x31
- 36x32
- 36x34
- 36x36
- 36x38
- 38x24
- 38x29
- 38x30
- 38x31
- 38x32
- 38x34
- 38x36
- 38x38
- 40x29
- 40x30
- 40x32
- 40x34
- 40x36
- 40x38
- 42x29
- 42x30
- 42x32
- 42x34
- 42x36
- 42x38
- 42x38
- 44x29
- 44x30
- 44x30
- 44x32

## Mens Big

- 1XB
- 2XB
- 3XB
- 4XB
- 5XB
- 6XB

## Mens Robes

- S/M
- L/XL

Longest variable: 56x30 (5 characters)

# Men's Size Field 1 Size Variables

## Mens Sport coats

- 36
- 37
- 38
- 39
- 40
- 41
- 42
- 42X
- 42XL
- 43
- 44
- 44X
- 46
- 46X
- 48
- 48XL
- 50
- 50XL
- 52
- 52XL
- 54
- 54XL
- 56
- 58
- 60

## Mens Nested Suits

- 36R 29
- 36S 29
- 37R 31
- 38S 31
- 40L 33
- 40R 33
- 40S 33
- 42L 35
- 42R 35
- 42S 35
- 44L 37
- 44R 37
- 46L 39
- 46R 39

## Mens Dress Shirts

- XS
- 13-13½
- 32/33
- S
- 14-14½
- 32/33
- M
- 15-15½
- 32/33
- M
- 15-15½
- 34/35
- L
- 16-16½
- 32/33
- L
- 16-16½
- 34/35
- L
- 16-16½
- 36/37
- XL
- 17-17½
- 32/33

## Dress Shirts Cont.

- XL
- 17-17½
- 34/35
- XL
- 17-17½
- 36/37
- XXL
- 18-18½
- 34/35
- 2X
- 18-18½
- 36/37

## Mens Tall Dress Shirts

- LT
- 16-16½
- 38/39
- XLT
- 17-17½
- 38/39
- 2XT
- 17-17½
- 38/39
- 3XT
- 19-19½
- 36/37
- 3XT
- 19-19½
- 38/39

## Mens Big Dress Shirts

- 2XB
- 18½-19
- 34/35
- 2XB
- 18½-19
- 36/37
- 3XB
- 19½-20
- 34/35
- 3XB
- 19½-20
- 36/37
- 4XB
- 20½-21
- 34/35
- 4XB
- 20½-21
- 36/37

Longest variable: 54XL (4 characters)

# Size Field 2 Special Sizes Variables

## Mens

- Short
- Standard
- Relaxed
- Long
- Slim
- Extra-Slim

## Womens / Juniors / Maternity

- Short
- Long
- Tall
- Curvy
- **Short Curvy**  
Size Strips only
- **Long Curvy**  
Size Strips only
- **Tall Curvy**  
Size Strips only

## Kids – Girls'

- Short
- Long
- Tall
- Slim
- Girls' Plus

## Kids – Boys

- Short
- Long
- Slim
- Husky

Longest variable: Short Curvy (11 characters)

## Jammies for Your Families Only

# Gender Field Sleep Gender Variables

- WOMEN
- MEN
- KIDS
- BOYS
- GIRLS
- TODDLERS
- INFANTS
- PETS

---

# Color Variables

# Color Coding Variables

## Intimates Sizing Color Variables

<b>AA / XS</b> CMYK 0/46/60/0 (PMS 163)	<b>A / S</b> CMYK 0/14/80/0 (PMS 1225)	<b>B / M</b> CMYK 33/0/27/0 (PMS 353)
<b>C / L</b> CMYK 47/0/0/0 (PMS 297)	<b>D / XL</b> CMYK 15/38/0/0 (PMS 257)	<b>DD / XXL</b> CMYK 0/60/00 (PMS 218)

## Men's Tailored Fit Modifier Color Variables

Copy is PMS 2147 vs. Black

<b>Straight Fit</b> PMS 150	<b>Slim Fit</b> PMS 604	<b>Extra Slim Fit</b> PMS 142	<b>Modern Fit</b> PMS 389	<b>Classic Fit</b> PMS 636	<b>Regular Fit</b> PMS 171
--------------------------------	----------------------------	----------------------------------	------------------------------	-------------------------------	-------------------------------

## Merchandising Color Variables

PMS 171	PMS 389	PMS 3135	PMS 360	PMS 184	PMS 2583	PMS 1225
PMS 150	PMS 353	PMS 636	PMS 1787	PMS 182	PMS 256	PMS 100

# Color Coding Variables

## Fit Name + Color Variables

<b>Relaxed</b> PMS 256	<b>Shorts</b> PMS 317	<b>Bermuda Shorts</b> PMS 317	<b>Joggers</b> PMS 488	<b>Tapered</b> PMS 372	Mens <b>Tights</b> PMS 2076	Womens <b>Leggings</b> PMS 2076	Womens <b>Crop Leggings</b> PMS 2076	<b>Slim</b> PMS 604	<b>Skinny</b> PMS 182	Mens <b>Loose</b> PMS 636	<b>Bootcut</b> PMS 360
<b>Relaxed Cargo</b> PMS 256	<b>Cargo Shorts</b> PMS 317	<b>Bike Shorts</b> PMS 317	<b>Cargo Joggers</b> PMS 488	<b>Tapered Cargo</b> PMS 372	Mens <b>¾ Tights</b> PMS 2076	Womens <b>¾ Leggings</b> PMS 2076	Womens <b>Capri Leggings</b> PMS 2076	<b>Extra Slim</b> PMS 142	Womens <b>Curvy Skinny</b> PMS 182	Womens <b>Wide Leg</b> PMS 636	Womens <b>Curvy Bootcut</b> PMS 360

<b>Straight</b> PMS 150	Womens <b>Flare</b> PMS 353	Womens <b>Baggy</b> PMS 3135	<b>Regular</b> PMS 171	<b>Fitted</b> PMS 131	Womens <b>Jeggings</b> PMS 184	Womens <b>Barrel</b> PMS 163	Womens <b>Skort</b> PMS 2405	Womens <b>Skirt</b> PMS 218	<b>Capri</b> PMS 358	<b>Crop</b> PMS XXX	<b>Skimmer</b> PMS XXX
<b>Curvy Straight</b> PMS 150	<b>Curvy Flare</b> PMS 353	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	<b>Fit</b> PMS XXX	Mens <b>Athletic</b> PMS 389

---

# Item Name Variables

**NOTE:** Item Name Field can be created multiple ways

**Opt 1 – a product**

Ex. Hoodie

**Opt 2 – a name populated through multiple selection from optional sub lists creating a single item name: 1) Modifier, 2) Sleeve, 3) Neckline and 4) Product**

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Name] Polo

**Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier and 3) Product**

Ex. [Program Name] The Essential [Modifier] Fleece [Name] Hoodie

## Intimates

# Item Type Field Style Variables

NOTE: Item Type Field can be created via multiple selections (up to 2)  
Ex. [Typ 1] Seamless [Type 2] Lightly-lined

### Bras

- Bonded
- Convertible
- Cotton
- Lace
- Lightly Lined
- Lined
- Plunge
- Pointelle
- Push-Up
- Ribbed
- Seamless
- Scoopneck
- Smooth
- Soft-Lift
- Strappy
- Super Soft
- T-Shirt
- Triangle
- Unlined
- Wire-Free
- Wireless

### Underwear

- Cotton
- G-String
- Pointelle
- Ribbed
- Seamless

Longest variable: Balconette Push-Up (18 characters)

## Intimates

# Item Name Field Product Variables

### Bras

- Balconette
- Balconette Push-Up
- Bandeau
- Bra
- Bralette
- Unlined Bra

### Underwear

- Bikini
- Boybrief
- Boyshort
- Boxer Shorts
- Cheekster
- Cheeky Bikini
- Hipster
- Thong
- V-Thong

Longest variable: Cheeky Bikini (13 characters)

# Apparel

## Item Name Field Item Name Modifier Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

- 3-in-1
- All-Day
- Arctic Fleece
- Bomber
- Button-Down
- Button-Front
- Cargo
- Compact-Rib
- Corduroy
- Cozy
- Curvy
- Denim
- Double-Knit
- Essential
- Fashion
- Flannel
- Flat-Front
- Fleece
- Full-Zip
- Golf
- Half-Zip
- Heavyweight
- High-Pile Fleece
- High-Pile Fleece-Lined
- Hooded
- Jersey
- Jean
- Knit
- Long-Sleeve
- Merino Blend
- Microfleece
- Mockneck
- Oversized
- Pajama
- Piqué
- Plush
- Pocket
- Pointelle
- Pull-On
- Quarter-Zip
- Quilted
- Racerback
- Reversible
- Ribbed
- Ribbon-Trim
- Ripstop
- Rugby
- Running
- Sculpting
- Shawl
- Slub
- Snap-Front
- Softshell
- Soft-spun
- Stretch
- Sweater
- Fleece
- Tech
- Textured
- Thermal
- Varsity
- Waffle-Knit
- Waffle-Weave
- Zip-Front

## Women's

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Sleeve (optional)

- 3/4-Sleeve
- Cap-Sleeve
- Elbow-Sleeve
- Long-Sleeve
- Raglan-Sleeve
- Roll-Tab Sleeve
- Short-Sleeve
- Sleeveless

### Neckline (optional)

- Ballet Neck
- Boatneck
- Crewneck
- High-Neck
- Mockneck
- Scoopneck
- Splitneck
- Squareneck
- Turtleneck
- V-Neck

### Product (required)

- Bodysuit
- Button-Down Shirt
- Cami
- Cardigan
- Dress
- Flannel Shirt
- Fleece
- Henley
- Hoodie
- Jacket
- Polo
- Shawl
- Cardigan
- Shell
- Shirt
- Sweater
- Sweatshirt
- Tank Top
- Tee
- Tunic Tank
- Turtleneck

Longest variable: Button-down Shirt (17 characters)

# Women's Dresses & Jumpsuits

## Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Sleeve (optional)

- 3/4-Sleeve
- Cap-Sleeve
- Elbow-Sleeve
- Flutter-Sleeve
- Long-Sleeve
- Raglan-Sleeve
- Short-Sleeve
- Sleeveless

### Neckline (optional)

- Ballet-Neck
- Crewneck
- High-Neck
- Mockneck
- Scoopneck
- Squareneck
- Tie-Waist
- Turtleneck
- V-Neck
- Y-Neck

### Product (required)

- A-Line Dress
- A-Line Midi Dress
- Babydoll Dress
- Bandeau Dress
- Cropped Jumpsuit
- Dress
- Henley Sweater Dress
- Jumpsuit
- Maxi Dress
- Maxi Shirdress
- Midi Bodycon Dress
- Midi Dress
- Mini Dress
- Mini Pinafore
- Mini Relaxed Dress
- Mini Shift Dress
- Midi Shirdress
- Mini T-Shirt Dress
- Quarter-Zip Dress
- Romper
- Shirdress
- Shortalls
- Skater Dress
- Skirtalls
- Slip Dress
- Smocked Dress
- Smocked Challis Dress
- Sweater Dress
- Sweatshirt Dress
- Tank Dress
- Tiered Dress
- Tiered Midi Dress
- T-Shirt Dress
- Unitard
- Wrap Dress

Longest possible variable: Raglan-sleeve Smocked Challis Dress (34 characters)

## Junior's & Girls' 7-16

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Sleeve (optional)

- 3/4-Sleeve
- Cap-Sleeve
- Elbow-Sleeve
- Long-Sleeve
- Raglan-Sleeve
- Short-Sleeve
- Sleeveless

### Neckline (optional)

- Ballet-Neck
- Crewneck
- High-Neck
- Mockneck
- Scoopneck
- Squareneck
- Turtleneck
- V-Neck

### Product (required)

- Babydoll Top
- Baby Tee
- Bandeau Top
- Bodysuit
- Boxy Tee
- Button-Down Shirt
- Button-Front Shirt
- Cami
- Cardigan
- Cinch-Front Tee
- Crop Tank Top
- Crop Top
- Denim Jacket
- Dress Shirt
- Fitted Shirt
- Flannel Shirt
- Fleece
- Flutter Sleeve
- Full-Zip Hoodie
- Graphic Tee
- Halter Top
- Henley
- Hoodie
- Jacket
- Mockneck Tee
- Oversized Tee
- Peplum Top
- Polo
- Puffer Vest
- Pullover
- ¼ Zip Pullover
- Quarter-Zip Pullover
- Rib Tank
- Shacket
- Shelf-Bra Cami
- Skater Tee
- Slim
- Strappy Cami
- Sweater
- Sweatshirt
- Tank
- Tank Bodysuit
- Tank Top
- Tee
- Tank Top
- Tie-Front Tank
- Tie-Front Top
- Tiny Top
- Tube Top

- Tunic
- Tunic Cami
- Tunic Tee
- Turtleneck
- Vest
- Waffle Shirt
- Windbreaker
- Woven
- 90s Loose Shirt

# Junior's & Girls' 7-16 Dresses & Jumpsuits

## Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product  
Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Product (required)

- All Day Play Dress
- Babydoll Dress
- Bandeau Dress
- Cropped Jumpsuit
- Hoodie Dress
- Jumpsuit
- Maxi Babydoll Dress
- Maxi Bodycon Dress
- Midi Bodycon Dress
- Mini Pinafore
- Mini Relaxed Dress
- Mini Shift Dress
- Mini T-Shirt Dress
- Romper
- Shirdress
- Shortalls
- Skater Dress
- Skirtalls
- Slip Dress
- Sweatshirt Dress
- Tank Dress
- Tie-Front Dress
- Tiered Midi Dress
- Tiered Mini Dress
- T-Shirt Dress
- Twofer Dress
- Unitard

Longest variable: Midi Bodycon Dress (18 characters)

## Boys'

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Sleeve (optional)

- Long-Sleeve
- Raglan-Sleeve
- Roll-Tab Sleeve
- Short-Sleeve
- Sleeveless

### Neckline (optional)

- Crewneck
- Mockneck
- Turtleneck
- V-Neck

### Product (required)

- Button-Down Shirt
- Camp Shirt
- Corduroy
- Flannel
- Full-Zip
- Graphic Tee
- Half-Zip
- Henley
- Hoodie
- Jacket
- Oversized Tee
- Pocket Tee
- Polo
- Pullover
- Quarter-Zip
- Rugby
- Rugby Polo
- Skater Tee
- Sweater
- Sweater Hoodie
- Sweater Polo
- Sweatshirt
- Tank
- Tee
- Thermal
- Vest

Longest variable: Roll-Tab sleeve Turtleneck Button Down Shirt (44 characters)

## Men's

# Item Name Field Item Variables

Item Name Fields are populated through a multi select from each sub list within the Tool: 1) Sleeve, 2) Neckline and 3) Product

Ex. [Modifier] All-Day [Sleeve] Long-Sleeve [Neckline] Crewneck [Product] Polo

### Sleeve (optional)

- Long-Sleeve
- Raglan-Sleeve
- Roll-Tab Sleeve
- Short-Sleeve
- Sleeveless

### Neckline (optional)

- Crewneck
- Mockneck
- Turtleneck
- V-Neck

### Product (required)

- Button-Down Shirt
- Button-Front Shirt
- Cardigan Sweater
- Camp Shirt
- Flannel
- Fleece-Lined Flannel
- Full-Zip
- Graphic Tee
- Half-Zip
- Henley
- Hoodie
- Jacket
- Overshirt
- Oversized Tee
- Pocket Tee
- Polo
- Pullover
- Quarter-Snap
- Quarter-Zip
- Rugby
- Shirt
- Shirt Jacket
- Sweater
- Sweater Hoodie
- Sweater Polo
- Sweatshirt
- Tank Top
- Tee
- Trucker Jacket
- Vest
- Waffle Henley
- Waffle Hoodie
- Waffle Tee
- Workwear Jacket

Longest variable: Roll-Tab sleeve Turtleneck Button Down Shirt (44 characters)

# Men's Tailored

## Item Name Field Product Variables

- Dress Shirt
- Dress Pants
- Knit Sport Coat
- Suit Pants
- Suit Jacket
- Sport Coat
- Top Coat

Longest variable: Knit Sport Coat (15 characters)

## Other

# Item Name Field Product Variables

### Swimwear

- Bikini
- Board Shorts
- Cargo Swim Trunks
- Swim Cover-Up
- Swim Shorts
- Swim Skirt
- Swimsuit
- Swimwear
- Swim Trunks
- Tankini

### Outerwear

- Parka
- Puffer Jacket
- Puffer Vest

### Pajamas

- Cuffed Bottom
- Pajama Set
- Pajama Shirt
- Pajama Tee
- Pajamas
- Pajama Pants
- Robe
- Sleepwear
- Slim
- Straight

### Bottoms

- Cropped Pants
- Cropped Trousers
- Jeggings
- Joggers
- Leggings
- Flare Leggings
- Pants
- Pull-On Pants
- Skimmer
- Shorts
- Skirt
- Skort
- Trousers

### Kids' Only

- Essentials
- Sleep & Play
- Scooter

# Program Name / Key Item Variables

# Legal Reviews: Fit, Style or Collection Names & Branded Content

**IMPORTANT:** All fit, style and collection names and any other “branded content” used on products must be reviewed by Kohl’s Legal Team. If a name is “cleared,” it can be used for all products in the category that was cleared as long as the name is used continuously. If the use expands to other categories or the use is not continuous, a new legal review is required.

## Legal Categories of Products

- **Apparel**
  - Tops
  - Bottoms
  - Dresses
  - Pajamas and Robes
  - Outerwear
  - Swimwear
  - Bodysuits
  - Intimate Apparel
  - Socks
- **Cold weather gear**
  - Gloves
  - Earmuffs
  - Scarves
  - Gaiters
- **Headwear**
  - Hats
  - Headbands
- **Neckwear**
  - Fashion Scarves
  - Ties
  - Bandanas
- **Eyewear**
  - Sunglasses
  - Reading Glasses
- **Handbags**
  - Purses
  - Coin Pouches
  - Wallets
  - Duffle Bags
  - Makeup Bags
  - Backpacks
- **Umbrellas**
- **Jewelry**
  - Fine
  - Costume
- **Footwear**
  - Boots
  - Running Shoes
  - Pumps
  - Sandals
  - Slides

**\*\*Please note that there are additional Accessories in other classes.**

# SO

## Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

- **The Favorite**
- **The Cozy**
- **The Supercozy**
- **The Soft**
- **The Supersoft**
- **The Perfectly Soft**
- **The Sporty**

Longest variable: The Perfectly Soft (18 characters) - Program Names always pair with an Item from within Item Name Variables

## Jumping Beans

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

### Jumping Beans

- SOFTEST
- ALL-DAY-PLAY
- CARTWHEEL
- ESSENTIAL
- TOUGH COTTON

### Baby Bean

- Softest Bodysuit

Longest variable: The Perfectly Soft (18 characters) - Program Names always pair with an Item from within Item Name Variables

Little Co

## Program Field Program Name / Key Item Variables

- baby
- essentials
- swimwear
- sleep & play
- sleepwear

Longest variable: sleep and play (14 characters)

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Women's

- The Supercozy
- The Supersoft
- The Everyday
- Flexwear
- Most Wonderful Pajamas
- True to You
- Truly Soft
- Bump to Baby
- All Day

## Men's

- The Essential
- The Supersoft
- The Performance
- The Everyday
- The Side-Elastic
- The Seriously Soft
- The Perfect-Length
- Flexwear
- The Most Wonderful Pajamas
- 5-Pocket Tech Pants
- All-Day Comfort 5-Pocket Pants
- Comfort-Knit Robe

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Women's

- The Effortless Stretch
- The Classic
- The Extra-Soft
- The Extra-Cozy
- The Easy Knit
- The Comfort & Joy
- The Tunic Shirt
- The Essential Sweatshirt
- The Cozy High-Pile Fleece Top

## Men's

- The Easy Care
- The Quick Dry
- The Side-Elastic
- The Outdoor
- The Classic Tee

Longest variable: The Essential Sweatshirt (24 characters) - Program Names always pair with an Item from within Item Name Variables

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Men's

- PREMIER FLEX
- PERFORMANCE
- MODERN LUXE
- WRINKLE FREE

*NOTE: "Performance" can not be combined with item name "Fleece" due to trademarks*

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] Essential Gear [Modifier] Fleece [Product] Hoodie

## All Genders:

- Dry Tek
- Soft Tek
- Essential Gear
- Warm Gear
- 365 Fleece
- Ultrasoft Fleece
- Ultrastretch
- Performance

***NOTE: "Performance" can not be combined with item name "Fleece" due to trademarks***

- Essential Soft
- Adaptive
- Workout Gear
- Ultracomfort
- Sun Gear
- Maternity Gear
- Sport Gear
- Stretch Gear

Longest variable: Ultrasoft Fleece (16 characters) - Program Names always pair with an Item from within Item Name Variables

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Women's

- Affirmation
- Balance
- Embrace
- Restore
- Solace
- Wander

## Men's

- **FLX Premium**
  - **FLX Premium Textured Fleece**
  - **FLX Premium Textured Knit**
  - **Performance**  
*NOTE: "Performance" can not be combined with item name "Fleece" due to trademarks*
  - **Performance Lined**
  - **Performance Tech**
  - **Performance Textured**
  - **Luxury Soft**
  - **Dynamic stretch**
  - **Dynamic comfort**
  - **Synergy Fleece**
  - **Wander**
  - **Wander cozy**
- **Mens Unique codes**
    - **Golf**

Longest variable: Dynamic Comfort (15 characters) - Program Names always pair with an Item from within Item Name Variables

## Nine West (NW)

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

### Unique code - Variable

#### Magic Waist - Y/N, Joker only

- Tummy control
- Sculpting stretch fabric

# Item Name Field Program Name / Key Item Variables

NOTE: Item Name Field can be created multiple ways

Opt 3 – a name populated through multiple selections from optional sub lists led by a program name: 1) Program Name, 2) Modifier, 3) Sleeve, 4) Neckline and 5) Product

Ex. [Program Name] The Essential [Modifier] Fleece [Product] Hoodie

## Unique codes (Fixed, Required)

### POWER STRETCH - Y/N, Joker + Supplemental Hang Tag

- AMAZING STRETCH FABRIC
- IMPECCABLE SHAPE RETENTION MADE TO MOVE WITH YOU.

### LUXE CASHMERE BLEND - Y/N, Hang Tag + Supplemental Hang Tag

- BLENDED WITH A HINT OF CASHMERE FOR LUXURY SOFTNESS.

### THE POLISHED TWILL PANT - Y/N, Joker + Supplemental Hang Tag

- A COMFORTABLE WARDROBE STAPLE, THE STRETCH TWILL PANT IS A YEAR-ROUND FAVORITE.

### THE TAILORED TWILL PANT - Y/N, Joker + Supplemental Hang Tag

- FOR STRUCTURED SUPPORT. A COMFORTABLE YET STRUCTURED STYLE, THE TWILL PANT WORKS WITH YOU ALL DAY.

### THE EFFORTLESS PONTE PANT - Y/N, Joker + Supplemental Hang Tag

- FOR STYLISH COMFORT. DESIGNED IN A DOUBLE-KNIT STRETCH FABRIC, THE PONTE PANT PROVIDES A FLATTERING FIT.

### 4-WAYS-TO-WEAR CARDIGAN - Y/N, Hang Tag + Supplemental Hang Tag

- WEAR MULTIPLE WAYS
  - RELAXED [supported by an illustration]
  - TIED [supported by an illustration]
  - TWISTED + BUTTONED [supported by an illustration]
  - WRAPPED + BUTTONED [supported by an illustration]

# Item Name Field Program Name Variables

- **Feel Good Favorites** **Unique code** (Fixed HT Front), **Collection Hang Tag**
  - Back of HT: standard HT variables with integration
- **Feel Good Jeans** **Unique code, Joker**
  - Back of Joker:
    - LYCRA® for added stretch (Fixed, Optional)
    - [checkmark] Responsible solutions for a brighter future. (Fixed, Optional)
- **The Wildflower** **Unique code, Joker**
  - Back of Joker:
    - Item Name Selection
    - Our most-loved fit with an easy vibe will become your new fave.
    - LYCRA® for added stretch (Fixed, Optional)
    - [checkmark] Responsible solutions for a brighter future. (Fixed, Optional)

---

# Fit Variables

**FIT Field Name – Longest variable: Inset full-coverage belly panel (31 characters)**

# Modifier Field Fit Modifier Variables

Women	Juniors/Girls	Men		Men's Tailored	Boys
<ul style="list-style-type: none"><li>• Baggy</li><li>• Belted</li><li>• Crepe</li><li>• Cropped</li><li>• Curvy</li><li>• Open Hem</li><li>• Ponte</li><li>• Straight Leg</li><li>• Tapered</li><li>• Wide-Leg</li></ul>	<ul style="list-style-type: none"><li>• Baggy</li><li>• Barrel Leg</li><li>• Belted</li><li>• Bootcut</li><li>• Cropped</li><li>• Curvy</li><li>• Double-Waist</li><li>• Elastic-Waist</li><li>• Flare</li><li>• Fold-Over Waist</li><li>• Ponte</li><li>• Pull-On</li><li>• Relaxed</li><li>• Ribbed-Waist</li><li>• Slim</li><li>• Skinny</li><li>• Slouchy</li><li>• Utility</li><li>• Wide-Leg</li><li>• '90s</li></ul>	<ul style="list-style-type: none"><li>• Basketball</li><li>• Cargo</li><li>• Carpenter</li><li>• Chino</li><li>• Cinched</li><li>• Corduroy</li><li>• Flat-Front</li><li>• Flexwear</li><li>• Golf</li><li>• Honeycomb</li><li>• Loose</li><li>• Mesh</li><li>• Pleated</li><li>• Pull-On</li><li>• Running</li><li>• Ripstop</li><li>• Stretch</li><li>• Tech</li><li>• Textured</li><li>• Training</li><li>• Utility</li></ul>	<ul style="list-style-type: none"><li>• Waffle-Knit</li><li>• Waffle-Weave</li><li>• Weekend</li><li>• 5-Pocket</li><li>• Zip-Pocket</li></ul>	<ul style="list-style-type: none"><li>• Classic Fit</li><li>• Extra-Slim Fit</li><li>• Modern Fit</li><li>• Regular Fit</li><li>• Slim Fit</li><li>• Straight Fit</li></ul>	<ul style="list-style-type: none"><li>• Corduroy</li><li>• Loose</li><li>• Slim</li></ul>

Longest variable: Ribbed-Waist (12 characters)

# Rise Field Fit Rise Variables

## Women / Juniors / Girls

- Low-Rise
- Mid-Rise
- High-Rise
- Super High-Rise
- Highest Rise

## Maternity

(Belly panel in place of rise)

- Full-coverage belly panel
- Inset full-coverage belly panel
- Demi-coverage belly panel
- Under-the-belly panel
- Shaped front panel

*overalls, shortalls only*

# Men & Women Only (Includes Active)

## Fit Field 1 Gusset Fit Variables

### (Silhouette)

NOTE: When "shorts" is shown in the Gusset, it can be preceded by an in-seam value from the In-seam Variable list  
Ex. 9-in. inseam Cargo Shorts

#### Womens

- Relaxed
- Relaxed Cargo
- Shorts
- Cargo Shorts
- Bermuda Shorts
- Bike Shorts
- Joggers
- Cargo Joggers
- Tapered
- Tapered Cargo
- Leggings
- $\frac{7}{8}$  Leggings
- Crop Leggings
- Capri Leggings
- Slim
- Extra Slim
- Skinny
- Curvy Skinny
- Wide Leg
- Bootcut
- Barely Bootcut
- Curvy Bootcut

- Straight
- Curvy Straight
- Flare
- Curvy Flare
- Baggy
- Regular
- Fitted
- Jeggings
- Barrel
- Skort
- Skirt

#### Mens

- Cargo Pants
- Relaxed
- Relaxed Cargo
- Shorts
- Cargo Shorts
- Joggers
- Cargo Joggers
- Tapered
- Tapered Cargo
- Tights
- $\frac{3}{4}$  Tights
- Slim
- Extra Slim
- Skinny
- Loose
- Bootcut
- Straight
- Flare
- Baggy
- Regular
- Fitted
- Athletic

Longest variable: Bermuda Shorts (14 characters)

# Women's Fit Field 2 Fit Variables

- Ankle
- Ankle Jeggings
- Ankle Skinny
- Ankle Straight
- Baggy
- Balloon Jeans
- Barely Bootcut
- Barrel
- Barrel Carpenter
- Bermuda
- Bike Shorts
- Bootcut
- Boyfriend
- Boyfriend  
Shorts
- Capris
- Capri Leggings
- Cargo
- Cargo Joggers
- Cargo Pants
- Cargo Shorts
- Cargo Skirt
- Cargo Wide Leg
- Carpenter
- Carpenter Jorts
- Carpenter  
Shorts
- Carpenter  
Straight
- Chinos
- Chino Shorts
- Cinched  
Leggings
- Crop
- Crop Flare
- Cropped  
Jeggings
- Cropped  
Leggings
- Cuffed Jeans
- Cuffed  
Shorts
- Cutoff Shorts
- Dad Jeans
- Dad Shorts
- Dolphin  
Shorts
- Flare
- Flare  
Leggings
- Flare  
Overalls
- Girlfriend
- Girlfriend  
Overalls
- Jeans
- Jeggings
- Joggers
- Jogger  
Jeggings
- Jorts
- Kick Crop
- Kick Flare
- Leggings
- Loose
- Loose  
Overalls
- Loose Shorts
- Loose Wide  
Leg
- Maxi Skirt
- Midi
- Midi Shorts
- Midi Skirt
- Mini Skirt
- Mini Skort
- Mom Jeans
- Mom Midi  
Shorts
- Mom Shorts
- Overalls
- Palazzo
- Pants
- Paperbag  
Shorts
- Paperbag  
Shortie
- Parachute  
Cargo
- Piper
- Pleated  
Skirt
- Ponte  
Leggings
- Running  
Shorts
- Shortie
- Shorts
- Skapris
- Skater  
Jeans
- Skater Skirt
- Skimmer
- Skinny
- Skinny  
Ankle
- Skinny  
Bootcut
- Skinny Cargo
- Skinny Crop
- Skinny Utility
- Skirt
- Skort
- Slim
- Slim Bootcut
- Slim Straight
- Slim-Straight  
Crop
- Slim Trousers
- Slouchy
- Straight
- Straight  
Ankle
- Straight Crop
- Straight  
Overalls
- Stovepipe
- Super Skinny
- Sweatpants
- Tapered
- Tennis Skirt
- Track Pants
- Track Shorts
- Trousers
- Ultra Wide  
Leg
- Utility Pants
- Wide Leg  
 $\frac{7}{8}$  Leggings

## Pajama Bottoms

- Cuffed  
Bottom Fit
- Slim Fit
- Straight Fit

Longest variable: Girlfriend Overalls (19 characters)

# SO® Brand Only - Juniors' & Girls'

## Fit Field 2 Fit Variables

- **Shortie**
- **Midi Shorts**
- **'90s Loose Shorts**
- **Utility Shorts**
- **Boyfriend Shorts**
- **Paperbag Shorts**
- **Jeggings**
- **Bootcut**
- **'90s Straight**
- **'90s Bootcut**
- **Baggy**
- **Baggy Flare**
- **Wide Leg**
- **Cargo Joggers**
- **Pull-On Straight**
- **Pull-On Wide Leg**
- **Pull-On Barrel**
- **Baggy Wide Leg**
- **Flare**
- **Barrel**
- **Ultra Wide Leg**
- **Super Wide Leg**



## Men's

# Fit Field 2 Fit Variables

- Athletic
- Board Shorts
- Bootcut
- Cargo
- Cargo Jeans
- Cargo Joggers
- Cargo Pants
- Cargo Shorts
- Carpenter
- Carpenter Joggers
- Chino
- Classic
- Extra-Slim
- Jeans
- Joggers
- Loose
- Modern
- Pants
- Pull On
- Regular
- Relaxed
- Shorts
- Skinny
- Slim
- Slim Straight
- Straight
- Tapered
- Tapered Cargo
- Tapered Joggers
- Tech Shorts
- Tights
- $\frac{3}{4}$  Tights
- Trek Pants

Longest variable: Carpenter Joggers (17 characters)

## Boys'

# Fit Field 2 Fit Variables

- Board Shorts
  - Bootcut
  - Cargo
  - Cargo Jeans
  - Cargo Pants
  - Cargo Shorts
  - Carpenter
  - Carpenter  
Shorts
  - Classic
  - Joggers
  - Loose
  - Modern
  - Regular
  - Relaxed
  - Relaxed  
Bootcut
  - Relaxed  
Skinny
  - Relaxed  
Straight
  - Shorts
  - Skinny
- Slim
  - Slim Bootcut
  - Slim Straight
  - Standard
  - Straight
  - Tapered

Longest variable: Carpenter Shorts (16 characters)

## Women's & Juniors

# Stretch Field Fit Stretch Variables

- **Superstretch**
- **Stretch**
- **Some stretch**
- **No stretch**
- **No-stretch front +  
superstretch back**

## Shorts Only

# Inseam Field Fit Inseam Variables

NOTE: For the joker gussets only, Fit Field #1 includes the inseam followed by Fit Field #1 variable "Shorts"

Ex. 9-in. inseam Shorts

### Women & Juniors

- 2.25-in. inseam
- 2.5-in. inseam
- 3-in. inseam
- 3.25-in. inseam
- 3.5-in. inseam
- 4-in. inseam
- 5-in. inseam
- 5.5-in. inseam
- 6-in. inseam
- 7-in. inseam
- 8.5-in. inseam
- 9-in. inseam

### Men

- 5-in. inseam
- 6-in. inseam
- 7-in. inseam
- 7.5-in. inseam
- 8-in. inseam
- 8.5-in. inseam
- 9-in. inseam
- 9.5-in. inseam
- 10-in. inseam
- 10.5-in. inseam
- 11-in. inseam
- 11.5-in. inseam
- 12-in. inseam
- 13.5-in. inseam

---

# Feature Variables

**FEATURE Field – Longest variable: Added room through body for comfort and easy dressing (53 characters)**

## Intimates

# Feature Field Intimates Feature Variables

- Adjustable straps
- Convertible straps
- Coordinating bralette sold separately
- Coordinating panty sold separately
- Lace trim
- Natural push-up lift
- Natural shape
- Pull-over comfort bra
- Removable pads
- Seamless ribbed fabric
- Stretch lace trim
- Structured, wire-free cups
- Supersoft fabric
- Tag-free comfort

## Apparel - Testing NOT Needed

# Feature Field Apparel Feature Variables

- Adjustable
- Adjustable straps
- Adjustable waist
- Brushed fleece
- Button-down collar
- Built-in support
- Cinchable hem
- Close-to-body fit
- Comfort waist
- Comfortable
- Compression
- Convertible
- Coordinating bralette sold separately
- Coordinating panty sold separately
- Cotton-rich blend
- Curved hem
- Designed to be worn before and after pregnancy
- Double zipper
- Drawcord waist
- Easy layering
- Extra-fine yarn
- Faux fur
- Flannel lined
- Fleece
- Fleece lined
- Functional drawcord
- Heavyweight fleece
- Hidden lens cloth
- Hidden pockets
- High-pile fleece lined
- Invisible zip pocket
- Includes liner
- Internal drawstring
- Internal pocket
- Sleeve pocket
- Key loop
- Lace trim
- Lightweight
- Linen
- Matching bottoms
- Matching top
- Media pocket
- Mesh
- Midweight
- Mixed media
- Packable
- Packs into self
- Real pockets
- Quilting
- Racerback
- Relaxed fit
- Removable
- Reversible
- Ribbed top
- Seasonless
- Seersucker fabric
- Slim fit
- Soft
- Soft brushed
- Soft touch
- Sculpting stretch fabric
- Supersoft lining
- Tag free
- Textured waffle fabric
- Thumb holes
- Tummy control
- Unlined
- Untucked fit
- Wear tucked or untucked
- Zipped pockets

Longest variable: Wear tucked or untucked (24 characters)

## Apparel- **Testing REQUIRED**

# Feature Field Apparel Performance Feature Variables

The items below are a “Performance Claim” and must be tested for. Please reference the [QA Claims documentation](#) for more details. If you are unsure if the product has been tested, please reach out to Quality Assurance.

- 4-way stretch
- Breathable
- Chlorine resistant
- Cool yarn
- Cooling
- 100% cotton
- Durable fabric
- Easy care
- Fade resistant
- Heat retention
- HEIQ SMART TEMP™
- Moisture wicking
- Preshrunk
- Quick dry
- Reinforced knee
- Resists pilling
- Shrink resistant
- Stain resistant
- Stretch fabric
- Stretch fleece
- Stretch lining
- Stretch waistband
- Thermoregulation
- Ultrasoft LYCRA®
- Ultrastretch fabric
- UPF-15 for good UV protection
- UPF-25 for very good UV protection
- UPF-30+ for very good UV protection
- UPF-40+ for excellent UV protection
- UV resistant
- Waterproof
- Water repellent
- Water resistant
- Wicking
- Windproof
- Wind resistant
- Wrinkle free
- Wrinkle resistant
- Warm (*Outerwear Only*)
- Warmer (*Outerwear Only*)
- Warmest (*Outerwear Only*)
- Machine washable (*Must also be represented on the Care & Content Label*)
- Machine wash & dry (*Must also be represented on the Care & Content Label*)

## Sustainability

# Feature Field Sustainability Feature Variables

For more information and specifics on requirements for usage please reference the [Sustainability Playbook](#) & [Responsible Product Attribute Guidance](#)

### Program Level Message - Required

☑ Responsible solutions  
for a brighter future

### Specific Features

- Contains recycled material
- Supports more-responsible cotton farming
- Contains organically grown cotton
- Organic cotton *(For use in Little Co with GOTs certification only, must meet 95% or more Organic cotton requirement)*
- Fabric tested for harmful chemicals
- Tested for harmful chemicals
- Made from responsibly sourced wood fibers
- Made from responsibly sourced wood pulp
- Contains certified flexible polyurethane foam

**NOTE:** The following disclosure will be present on all packaging.  
See care label for full content information.

# Adaptive Feature Field Adaptive Feature Variables

This mark will be  
used when these  
features are shown



- For comfort and security
- Comfortable stretch waistband
- For easier waistband adjustment
- Adjustable waistline with drawstring feature
- Added room through body for comfort and easy dressing
- For easy dressing
- For added coverage
- Provides coverage
- Hidden magnets
- Hook & loop closure
- Magnetic closure
- Convenient snaps at closure
- For added comfort
- Added room at hip and thigh for comfort while sitting
- Reinforced pull-on loops
- Wide neck & hem

Longest variable: Added room through body for comfort and easy dressing (53 characters)

Kids'

## Feature Field Feature Sticker Variables

- 2-PACK
- 2-PIECE SET
- 2-WAY ZIPPER
- 3-IN-1
- 3-PIECE SET
- ABOVE THE KNEE
- ADJUSTABLE WAISTBAND
- AT THE KNEE
- BRUSHED INTERIOR
- CHECK OUT THE BACK
- COZY-LINED FLARE
- COZY-LINED LEGGINGS
- ELASTIC WAISTBAND
- FLARE
- FUNCTIONAL DRAWCORD
- GLOW IN THE DARK
- JERSEY-LINED PANTS
- MATCH MY OUTFIT
- MOISTURE WICKING
- OVERSIZED FIT
- QUICK DRY
- REINFORCED KNEE
- RELAXED FIT
- RIGID FRONT.
- STRETCHY BACK.
- SOFT
- SOFT + COZY
- STRETCH FABRIC
- UNIFORM FRIENDLY
- WIDE LEG

### Girls' Active Only

- **NEW + IMPROVED SOFTER FABRIC**  
Can not be ordered once product is live for 6+ months

Longest variable: Functional drawcord (19 characters)

Active

## Feature Field Feature Sticker Variables

- Moisture wicking
- Quick dry

# Quantity Field Quantity Variables

## NOTE: Pack vs Piece definitions

Pack = two or more of the same kind of item sold together: 2-Pack Socks

Piece = more than one kind of item packaged and sold together: 2-Piece Pajama Set (*has a top and a bottom*)

### Apparel

- 2-Pack
- 3-Pack
- 4-Pack
- 5-Pack
- 6-Pack
- 2-Piece Set
- 3-Piece Set

### Sleepwear

- 2-Pack
- 3-Pack
- 4-Pack
- 5-Pack
- 6-Pack
- 2-Piece (pajama set only)
- 3-Piece (pajama set only)
- 2-Piece Set
- 3-Piece Set

### Intimates

- 2-Pack
- 3-Pack
- 4-Pack
- 5-Pack
- 6-Pack

---

# Disclaimer Variables

CARE Field – Longest variable: Xxxxx (XX Characters)

## Disclaimers

# Care Field Product Disclaimer Variables

Disclaimer statements are developed by Product Integrity and must be used exactly as shown under **Disclaimer Statement** below without modification. Last updated March 2021.

Code	Description	Disclaimer Statement
D01	Use when dry crocking and appearance issues with improvement after wash.	<b>Designed to fade with each wash.</b>
D03	Use when there are dry/wet crocking issues with NO improvement after wash.	<b>Wash separately or with like colors. Color may transfer to light-colored surfaces.</b>
D08	Use when there is a foreseeable pilling problem.	<b>Pilling may occur due to friction.</b>
D09	Use when there is a unique glitter application.	<b>Glitter application may shed with wash and wear.</b>
D14	Use when the item has been intentionally distressed.	<b>Garment is distressed and may change over time during wash and wear.</b>
D16	Use when the fabric treatment/look of an item varies from one to the next.	<b>Unique fabrication or processing may vary in appearance.</b>
D18	Dry/Wet crocking issues with NO improvement after wash and product has appearance issues.	<b>Designed to fade. Color may transfer to light-colored surfaces.</b>
D21	Hard Home and Accessories - Dry/West Crocking issues.	<b>Color may transfer to light-colored surfaces.</b>