



KOHL'S

Digital

Vendor

Newsletter





Welcome,

A Note to Our Vendor Partners

At Kohl's Digital, strong imagery plays an important role in creating a seamless shopping experience and building customer confidence. As new technology continues to emerge, we want to support thoughtful innovation, including the use of AI-generated vendor photography, while maintaining the standards expected for our digital experience.

In this newsletter, we are sharing our new AI-Generated Vendor Photography Submission Guidelines and highlighting an important disclosure requirement that will take effect on June 9, 2026. Because this space is evolving quickly, Kohl's reserves the right to update these guidelines as technology and industry expectations evolve. We encourage you to read through this edition carefully so you are prepared for what is ahead.

Thank you for your continued partnership with Kohl's!

The Kohl's Digital Team





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GENERAL K-LINK UPDATES

Utilize Your Resources!

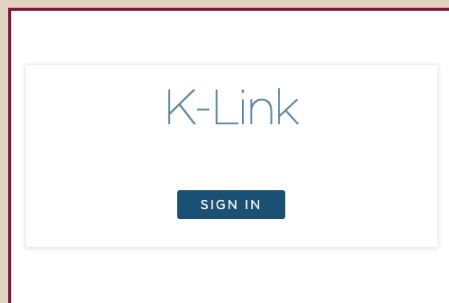
K-Link Resources houses a wide range of vendor-facing tools and guidance across topics like K-Link assistance, EDI, Logistics, Global Trade Compliance, Legal, and more, all designed to help vendors successfully navigate the Kohl's ecosystem. Make it your first stop when looking for directions, best practices, or the latest monthly updates, all in one convenient place.

Please Note: While K-Link serves as a central hub for these resources, the K-Link team does not own or manage all the processes behind each document. For questions related to specific resources, please reach out directly to the appropriate team.

How to Find K-Link Resources

1

Log into K-Link



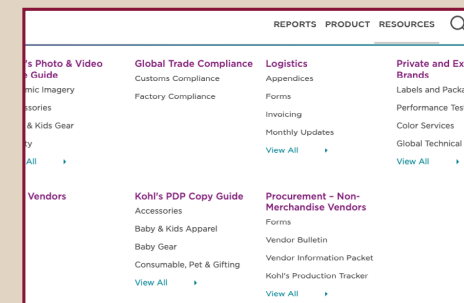
2

Hover over the Resources tab in the upper right corner



3

Select your desired Category/Subcategory



IMAGERY & VIDEO

AI-Generated Imagery

With the arrival of AI-generated imagery the Kohl's Digital Visual Content Team has been working on updating style guides and file naming conventions to ensure our customers have an exceptional experience when shopping on Kohls.com.

The Digital Visual Content team has seen an increase in the usage of AI-generated imagery and, along with the Kohl's Studio, would like to remind our vendors that ***"We welcome innovation - but the bar remains high. AI does not lower standards. It raises the need for precision."*** While AI-generated imagery can be used as a tool to create efficiencies and accelerate processes, it can also create confusion and distrust with our customers. To avoid this, if a vendor would like to start submitting imagery created with any AI tools, [Vendor Coaching](#) is required before any imagery or video is uploaded to K-Link. This will give our vendors an idea of the standard our team is holding AI-generated imagery to and prevent any delays in the image approval process.



Common AI-Gen Issues to Avoid:

- Anatomy Defects (extra/mushed together fingers, extra arms/legs in people grouped together, wonky eyes/faces)
- Text and Pattern Distortion (patterns/textures being "stretched", illegible text)
- Perspective, Lighting, and Grounding Issues
- Product Inaccuracy (scale, not true-to-life)
- Synthetic Performers being used for regular sizing, plus sizing, and maternity sizing all with the same face



Grounding Issues: Product appears to be floating and does not blend into the environment

Anatomy Defects: An extra finger is shown and shoes blend into the model's feet with no distinct edge.



AI Generated

Synthetic Performers

(AI-Generated Models)

New York State’s Synthetic Performers Law, effective **June 9, 2026**, requires advertisements that include AI-generated synthetic performers who appear to be human to include a clear disclosure.

To support compliance, all vendors using AI-generated human models in imagery submitted to Kohl’s **must include “_GENAI” in the file name**. This naming convention alerts our internal process that the image includes an AI-generated model and may require disclosure.

If the image does not already include a disclosure, Kohl’s will add one using our standard specifications. Vendors may also choose to add the disclosure themselves before submitting imagery. If doing so, please follow the same specifications listed below unless advised otherwise by your legal counsel.

Please note: Kohl’s will only add the disclosure when the submitted file name includes “_GENAI” and the image does not already include the required disclosure. Kohl’s will not add disclosures to imagery submitted by Marketplace vendors or vendors with an approved direct-feed process.

Vendors are ultimately responsible for ensuring any required disclosure appears correctly on their imagery once live on Kohls.com. Kohl’s is not liable for vendor-submitted imagery that violates the New York Synthetic Performers Law.

Disclosure text: “AI-Generated”
Placement: Lower left corner of the image
Font: Standard font
Color: #454545 (use light outline if on a dark background)
Size: 1.5% of the image size

Without Disclosure



With Disclosure



*The green box is only shown in example to highlight disclosure placement area

IMAGERY & VIDEO

PDP STYLE GUIDE UPDATES

Accessories	Home	Personal Care
Baby & Kid's Gear	Household Supplies	Pets
Beauty	Intimates	SVVW
Consumables	Jewelry	Women's
Footwear	Junior's	Kid's
Men's	Young Men's	

[KOHL'S PHOTO & VIDEO STYLE GUIDE](#)

[AI-GENERATED VENDOR PHOTOGRAPHY SUBMISSION GUIDELINES](#)

[IMAGE APPROVAL COACHING FOR NEW AND EXISTING VENDORS INBOX](#)

FAQs

Please reach out to your Kohl's merchant/buying partners for the following:

- What is my product's style number?
- Is my style considered legacy?
- What merchant group is my style number in?

Please reach out to K-Link@kohls.com for the following:

- Register for a K-Link account
- Add an additional vendor to your K-Link profile
- Questions on the K-Link upload process
- Any issues with K-Link system

- If the vendor is uploading alternate images in bulk for older products, please include EC-ImageAssets@kohls.com on the email thread.

- More FAQs [Here](#)

PRODUCT ATTRIBUTION

Help Us Craft Strong Product Titles!

The Recommended Title/Title Description attribute plays a key role in generating your product title during Page Build. To set your product up for success, be sure this field includes important details such as branding, style names, and any unique identifiers that help distinguish it from similar items.

For additional product details—like features and selling points—use the Feature or Special Features/Selling Features attribute fields for each style. This content will automatically populate on the PDP as easy-to-read bullet points, helping customers quickly understand what makes your product stand out.

Good Recommended Title/Title Description:



SONOMA Goods for Life® Men's Straight-Fit Stretch Jeans

Why it works:

Includes the brand, product type, and key style identifier, making it easy to distinguish from similar items.

Recommended Title/Title Description

SONOMA Goods for Life® Men's Straight-Fit Stretch Jeans

Bad Recommended Title/Title Description:



Comfortable Stretch Denim Jeans with Classic Fit

Why it misses the mark:

Focuses on features rather than key identifiers like brand and style. These details should instead be included in Feature or Special Features/Selling Features attribute fields.

Recommended Title/Title Description

Comfortable Stretch Denim Jeans with Classic Fit

Want to learn more about attribution? Check out the Kohl's PDP Copy Guide in K-Link by navigating to:
[Resources > Kohl's PDP Copy Guide > Choose Relevant Category of Business](#)

Resources

[K-Link Vendor User Guide](#)

Resources > Digital > K-Link Guides & How-To > Guides

[Kohl's PDP Copy Guide](#)

Resources > Digital > K-Link Guides & How-To > Guides

[Made In USA FAQs](#)

Resources > Digital > K-Link Guides & How-To > Guides

[Kohl's Photo & Video Style Guide](#)

Resources > Kohl's Photo & Video Style Guide > Choose Relevant Category of Business

[Dynamic Imagery FAQs](#)

Resources > Kohl's Photo & Video Style Guide > FAQ's

[Synthetic Performers New York State Senate Bill S8420A](#)





What is K-Link?: K-Link is a dynamic, cloud-based web user interface that serves as a one-stop entry point into the Kohl’s ecosystem, connecting vendors and internal teams to Kohl’s product information.

Product Attribution: Product details (including descriptions, features, measurements etc.) Provided by the vendor that feed directly to PDPs on Kohls.com.

Dynamic Imagery: In Spring 2025 we introduced a new site enhancement: Dynamic Alternate Images. When a customer selects a color on a product, both the main and alternate images now automatically update to reflect that specific colorway*. This feature offers a more interactive shopping experience and helps customers feel confident in their purchase decisions. To take advantage of this functionality, please upload alternate images for each available colorway of your products. **This will only apply if the vendor has uploaded additional colorway images for the product.*

Merchant Group: This is an organizational tool used to group related styles together—most commonly based on buy or season, though each merchant office may organize them in the way that works best for their area. Merchant groups follow a standard naming convention: Vendor Name_Dept Number_Name of Group.

Sample Sent Indicator/Toggle: A K-Link toggle that vendors are required to flip after sending product samples to Kohl’s for studio photography. This indicator is intended only for Turn-In Vendors whose samples require eCommerce imagery to be shot at the Kohl’s studio for Kohls.com PDPs.

PDP: Stands for product detail pages. It is the individual product page on Kohls.com that displays all key information a customer needs to make a purchase. This includes product images, descriptions, pricing, available colors and sizes, shipping options, and vendor-provided attributes that originate from systems like K-Link.

Synthetic Performer: Per New York State Senate Bill S8420A: A digitally created asset created, reproduced, or modified by computer, using generative artificial intelligence or a software algorithm, that is intended to create the impression that the asset is engaging in the audiovisual and/or visual performance of a human performer who is not recognizable as any identifiable natural performer.

