

Holiday Edition



KOHL'S
Digital Vendor Newsletter





Welcome,

A Note to Our Vendor Partners

Welcome to the Q3 Vendor Newsletter! Soon lights will be twinkling, snow will be flying, and millions of customers will be turning to Kohl's for the perfect gift for family, friends, and all of the special people in their life. To help bring this to life at Kohl's, many, many hands will work together behind the scenes from now until November. That's why this edition is all about Holiday 2026 prep and smart efficiencies you can take note of along the way, ensuring your products are a part of this special moment with our customers.

Inside, you'll find one major date to star on your calendar: **October 9, 2026**. That is our live-to-site cutoff for K-Link imagery and attribution submissions to ensure your items are live for key holiday events. We're also breaking down quick tips on imagery requirements, ways to ensure you're filling out only the attribution necessary for your products, essential information on fabric/material/construction attribution, and inventory loading timeframes for Direct Ship Vendors. Finally, we've included a brief refresher on our associate gift policy as the season of giving approaches.

We encourage you to read through these updates carefully so we can hit the ground running together. Thank you for your continued partnership, we couldn't do it without you!





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GENERAL K-LINK UPDATES

Reminder: Kohl's Gifts & Entertainment Policy

As we head into the upcoming season, please remember that Kohl's associates must follow specific guidelines when accepting gifts or entertainment from vendor partners.

What May Be Accepted:

- Infrequent, nominal gifts valued at less than \$100
- Perishable gifts shared with associates on Kohl's premises
- An occasional business meal
- Pre-approved entertainment when a representative from the vendor also attends

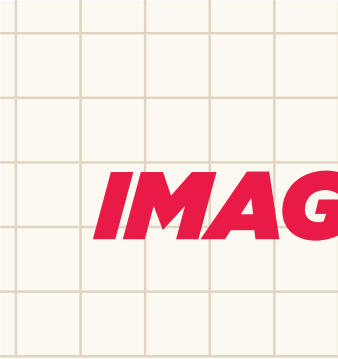


What may never be accepted:

- Gifts valued at more than \$100
- Cash or cash equivalents, including gift cards
- Gifts for spouses or family members
- Special discounts not available to the public or all Kohl's associates
- Airfare or lodging



Please review the attached letter for the full policy and share it with the appropriate employees within your organization. The letter is also available anytime in K-Link under [Resources > Legal > Vendor Gifting Policy](#). Thank you for helping us maintain ethical and transparent business relationships!



IMAGERY & VIDEO



2026 Holiday Deadline!

Vendor Supplied Imagery must be uploaded to K-Link by 10/9.
Any images uploaded after 10/9 are not guaranteed to be processed
before your preferred live date.



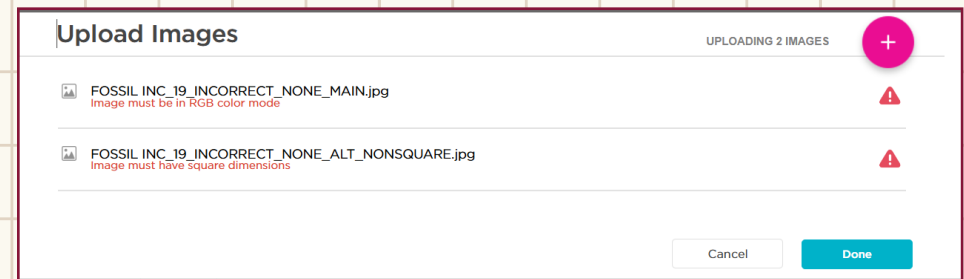
IMAGERY & VIDEO

General Imagery Reminders

- Uploading imagery in a timely manner is crucial for getting product live, regardless of it being the holiday season. Please allow ample time for processing and potential image rejections.
- General guidance for image submission is 5-8 high quality images for basic items and 8-15 for complex, high-ticket, or apparel products. **Please do not upload more than 15 per CCID.**
- File naming convention reminder - please use the Kohl's Style guide as an ALT image reference guide.
- **Before submitting AI generated images, please review our AI Photography Guidelines.**

Imagery Updates

- As stated in the Kohl's Style Guides, all images must be **square (1:1)** and utilize a **RGB** colorspace. K-Link will no longer accept images that do not meet these standards. Please adjust your imagery accordingly before attempting to upload.
- Please remove any QR codes before submitting imagery. Any images with QR codes will be rejected.
- Check for color/pattern accuracy and consistency across all images submitted to a style.



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	

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

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

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



2026 Holiday Deadline!

Vendor Supplied Attribution must be submitted to K-Link by **10/9.
Any attribution submitted after **10/9** is not guaranteed to be processed
before your preferred live date.**

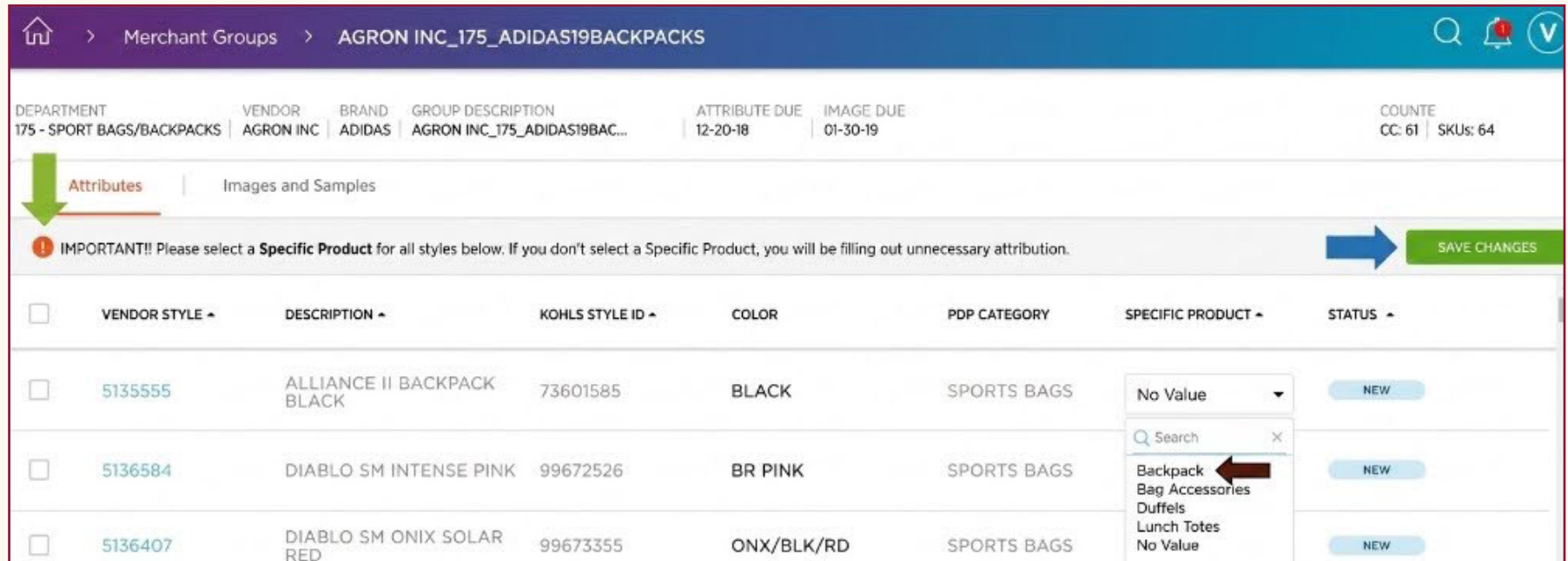


PRODUCT ATTRIBUTION

Specific Products

Before starting the attribution process, be sure to select the appropriate **Specific Product** most applicable for your item. A **Specific Product** is the product type you choose in K-Link, and this selection determines which attributes and values are available during attribution. For example, if your item is a Backpack and falls under the Sports Bags PDP Category, you would select Backpack as the Specific Product. Selecting the correct Specific Product narrows the attribute list to only those that apply to your item, making the attribution process faster and more efficient.

You also have the option to select No Value. When selected, all attributes available for the associated PDP Category will be displayed. Example: If your item is a Backpack within the Sports Bags PDP Category and you select No Value as the Specific Product, you'll see all attributes available for the Sports Bags PDP Category instead of only those applicable to Backpacks. Important: No Value is the default selection for the Specific Product field.



Merchant Groups > AGRON INC_175_ADIDAS19BACKPACKS

DEPARTMENT: 175 - SPORT BAGS/BACKPACKS | VENDOR: AGRON INC | BRAND: ADIDAS | GROUP DESCRIPTION: AGRON INC_175_ADIDAS19BAC... | ATTRIBUTE DUE: 12-20-18 | IMAGE DUE: 01-30-19 | COUNT: CC: 61 | SKUs: 64

Attributes | Images and Samples

IMPORTANT!! Please select a **Specific Product** for all styles below. If you don't select a Specific Product, you will be filling out unnecessary attribution.

☐	VENDOR STYLE	DESCRIPTION	KOHL'S STYLE ID	COLOR	PDP CATEGORY	SPECIFIC PRODUCT	STATUS
☐	5135555	ALLIANCE II BACKPACK BLACK	73601585	BLACK	SPORTS BAGS	No Value	NEW
☐	5136584	DIABLO SM INTENSE PINK	99672526	BR PINK	SPORTS BAGS	Backpack	NEW
☐	5136407	DIABLO SM ONIX SOLAR RED	99673355	ONX/BLK/RD	SPORTS BAGS	No Value	NEW

SAVE CHANGES

PRODUCT ATTRIBUTION

Reminder for Direct Ship Vendors

Vendors will receive an automated email from K-Link once one or more styles within a Merchant Group have completed the full workflow process including attribution and imagery. This email will identify which styles/SKUs are ready for inventory to be loaded in DSCO. Please load inventory as soon as possible after receiving this email so your products are able to go live by the Product Launch Date.

- Please note that page build will not begin for a style until the full workflow process has been completed. Page builds will then be prioritized based on Product Launch Date.
- You can view the Merchant Group Timeline Product Launch Date on the Merchant Group Landing Page shown below. However please reach out to your merchant partners for the most accurate Product Launch Date for your individual styles.

Product Launch

This column shows the date the item is expected to go live on Kohls.com. By clicking on the header, you can sort the groups to see which groups launch the soonest.

Merchant Groups (1)

393 Selected

VENDORS

BRANDS

ASSIGNED TO

MAP STATUS

Advanced Filters

STATUS

PRODUCT LAUNCH
DATE

MERCHANT GROUPS

ASSIGNED TO

DUE DATE

STATUS

06/11/2026

FOSSIL INC_19_TEST7.31

Styles: 1 | SKUs: 6



Not Assigned

Take ownership

09/11/2026

UNDER VENDOR REVIEW

VIEW

Test Vendor1
VU

09/11/2026

UNDER VENDOR REVIEW

VIEW

PRODUCT ATTRIBUTION

Most Common Rejected Attributes: Fabric & Material vs. Construction

Rejection Scenario	Correction
Fabric or material information was not provided.	Product fabric/material is a required attribute.
Vendor has NOT used the construction attribute to provide an appropriate description and describes the product's feel.	Please use this field to name the product's construction and describe its feel (ex: knit & soft, woven & smooth, fleece & plush, etc.).
Vendor has listed fabric/material rather than a description for the product's fabric construction.	The information you provided refers to a fabric/material. Construction describes how the product feels. Please use this field to name the product's construction and describe its feel.

Attribution Guides:

[Adding Attributes & Selecting a Specific Product](#)

[K-Link User Guide – Vendor Role](#)

See Slide 32, Selecting a Specific Product

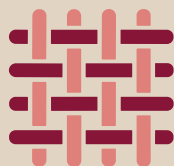
PRODUCT ATTRIBUTION

Fabric & Material vs. Construction Cheat Sheet



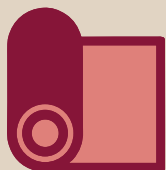
Fabric (What softline products are made of)

- Cotton (regular & Egyptian) • Poly/Polyester • Rayon/Ray • Viscose • Spandex/Span • Lycra • Nylon • Acrylic
- Lyocell • Modal • Linen • Wool • Silk • Elastane



Construction (How softline products feel)

- Jersey • Quilted • French Terry • Knit • Satin • Fleece • Flannel • Chiffon • Georgette • Chambray • Poplin • Seersucker
- Velvet • Denim • Twill • Hacci • Gauze • Faux Leather • Faux Fur • Scuba • Mesh • Ponte • Lace • Woven • Tricot
- Jacquard • Blend • Corduroy • Challis • Ribbed • Sateen • Microfiber • Percale • Supima • Microfleece • Ripstop • Denier



Material (What hardline products are made of)

- PVC • Ceramic • Stoneware • Plastic • ABS • Acrylic • Wood • MDF • PP/Polypropylene • PU/Polyurethane • Metal
- PE/Polyethylene • Glass

Resources

[K-Link Vendor User Guide](#)

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

[Kohl's PDP Copy Guide](#)

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

[Dynamic Imagery FAQs](#)

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

[Made In USA FAQs](#)

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

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

[Vendor Gifting Guidelines Reminder](#)

Resources > Legal > Vendor Gifting Policy



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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.

