KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Women's & Juniors Apparel

KOHL'S

Revised March 19, 2024

OBJECTIVE

To provide Kohl's vendors with a resource for Kohl's product detail copy standards and to outline specific requirements with regards to vendor-supplied copy content.

**ABOUT KOHL'S
COPY STANDARDS**

We follow these standards for Kohls.com titles, formatting and copy. Vendor supplied copy is edited to adhere to numerous legal, SEO, DEI and marketing guidelines. This helps Kohl's build customer trust by providing accurate and consistent product pages.

From time to time you may see new attributes requested, as we are always analyzing customer feedback to create a better shopping experience.

INDEX

Click, or navigate to categories at right.

TOPS & TEES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> 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

SO

★★★★·   4.2 (17)   Write a review   Ask a question

A

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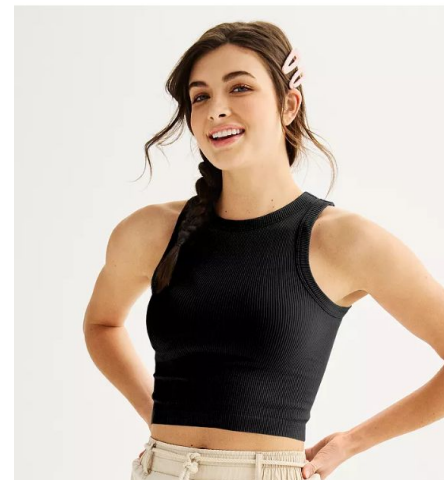
Step out in style with this juniors' SO seamless high-neck tank top.

Click on this WOMEN'S GUIDE to find the perfect fit and more!

FEATURES
- High-neck
- Sleeveless

FIT & SIZING
- Regular fit
- 17.75-in. length from shoulder to hem

1-3

FABRIC & CARE
- Nylon, spandex
- Machine wash
- Imported

BOTTOMS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> 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**

Petite Sonoma Goods For Life® Utility Capri Pants
Sonoma Goods For Life
★★★★☆ 4.3 (94)   Write a review   Ask a question

A

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 <u>required</u> for Dress copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the <u>Attribute Glossary</u>

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**

Petite Lands' End Fit & Flare Mini Dress

Lands' End

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

A

B

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.

<u>Click on this WOMEN'S GUIDE to find the perfect fit and more!</u>

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

1-3

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 <u>required</u> for Swimwear copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the <u>Attribute Glossary</u>

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**

Plus Size Freshwater Deep Plunge Strappy One-Piece Swimsuit

Freshwater

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

A

B

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

1-2

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

BRA COPY REQUIREMENTS

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

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**

Vanity Fair® Beauty Back® Simple Sizing Wireless Bra 72118

Vanity Fair

A

★★★★★ 4.7 (320) Write a review Ask a question

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

1-4

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

PANTIES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> 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

A

★★★★ 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

The following is a snapshot of the attributes that are typically underlined_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**

Plus Size Lilac+London Print Cami & Shorts Pajama Set

Lilac+London

☆☆☆☆☆ (0)   Write a review   Ask a question

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 <u>required</u> for Outerwear copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the <u>Attribute Glossary</u>

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

★★★★★ 4.7 (70)   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!

1-3

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

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 time 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")
- **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?
- **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)
- **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
- **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 product tag. 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 product tag. Please avoid using abbreviations
- **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

- **Garment Length (in inches) Dropdown:** Provide the numerical value in inches of how long this garment is
- **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.)
- **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.
- **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

KOHL'S

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:** Provide the width in inches of the leg opening of this product
- **Leg opening type:** Describe the leg opening of the product (ex: wide leg, flared leg, straight leg)
- **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).
- **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:** Multiple attributes ask for pocket information. Please provide number of pockets and as much detail as possible so customers know the functionality & location of the pockets.
- **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.)
- **Product Neckline:** Select the product neckline from the dropdown
- **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.)

KOHL'S

WOMEN'S & JUNIORS APPAREL ATTRIBUTES GLOSSARY (CONTINUED)

- **Provide Rise:** Describe the where the waistband sits on the body (ex: low rise, mid rise, high rise)
- **Provide the type of sizing:** Describe the overall sizing of this product (ex: reg, petite, plus size)
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
- **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.
- **Specialty Sleeve Type:** Describe the unique or distinctive designs of sleeves that deviate from traditional sleeve styles (ex: bell, bishop, puff, cold-shoulder)
- **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
- **Warmth Rating:** Select the weight category of this product. This helps customers determine if the product will be warm or lightweight enough without feeling the product.
- **What is the type of water protection:** Describe if this product is water resistant, waterproof, etc.
- **What's Included?:** List all items that are included for this product. For example, if the title lists a 3-pc. set, please list out each individual item

KOHL'S PRODUCT DETAIL ICONS

- **Adaptive Icons**

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

- **DIverse Owned Icons**

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

Responsible Product Icons

- Kohls recognizes a number of 3rd party certifications that will prompt an icon to display on the PDP.
- Refer to the Responsible Product Features slide for more information on recognized certifications.
- IF certified, during vendor attribute submission, select the relevant responsible product attributes
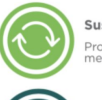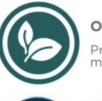
Asian owned & founded

Black owned & founded

Hispanic owned & founded

Sustainably Sourced
Produced by using responsible methods and materials

Organic
Produced with organic methods and materials

Certified Nontoxic
Product tested for substances known to be harmful to human and environmental health.

KOHL'S SUSTAINABILITY RESPONSIBLE PRODUCT FEATURES

When filling out attributes, you will encounter Kohl's Sustainability Attributes. See examples below:
- *Does this product contain sustainability features?*
- *Sustainably Sourced: Do you have any of these third party certifications?*
- *Certified Nontoxic: If OEKO-TEX, what is the certification number?*
- *Sustainably Sourced: Recycled Polyester?*

We understand that many products & brands may have eco-friendly aspects, however the specific Sustainability Attributes are only for specific certifications. Please **ONLY** fill out the Sustainability Attributes if the product has **one or more of the following recognized 3rd party certifications:**

- REPREVE Certified
- Cotton LEADS Certified
- Sourced through Better Cotton Initiative™ (BCI)
- Global Recycled Standard Certified
- [re]Cyclo Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified

- EVA (SGS) Tested
- Responsible Down Standard Certified
- Sourced through Better Cotton Initiative™
- EcoVero™ Certified
- Lenzing Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED

- MADE IN GREEN by OEKO-TEX® CERTIFIED
- bluesign® Certified
- CertiPUR-US Certified
- Organic 100 Content Standard Certified
- Organic Blended Content Standard Certified
- Global Organic Textile Standard Certified (GOTS)
- EIM Scored (Water Conscious)

In order to display a "Responsible Product Features" section and apply Sustainability 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.

Common Sustainability Attribute Pitfalls:
- Filling out attributes that are tied to a certification without indicating a certification
  - Tested for harmful substances (only for OEKO-TEX)
  - Phthalate free (only for CertiPur certification)
  - Made from certified sustainable wood pulp (EcoCosy certification only)
- 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.
- Tip: If you have responded "No" to the attribute "Does this product contain sustainability features?" Then you should also be responding "No", "No Value", or "N/A" to all of the rest of the sustainability features attribute questions.

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