

Who We Are, Tone of Voice, Rules and Principles, Technical Requirements, Examples

MY STORE

The purpose of this pack is to assist external agencies and our Suppliers to create product copy that adheres to our overarching guidelines and brand tone of voice.



An Australian retail stalwart, Myer has been a trusted Aussie brand for more than 120 years, providing everyday shoppers with everything they need to live the quality of life they want.

Helping Australians live their best life is all about showing the role our products can play in their world and the value they can bring. Our online copy should embody Australian Life Is Our Living, with storytelling that compels via insight, vitality, and purpose to create relatable, but aspirational moments.

Our online messaging works to connect our products with needs, speaking to:

- Versatility
- Durability
- Curation
- Value adds

Renowned for our quality, relevance and value for money, Myer shows that with a little ingenuity, you can live your best life.

We've defined 4 pillars for how Myer will help Australians live in 2024.



Durability.

Buying better quality means buying less often, so let's inspire customers with stories that highlight products with enduring style and quality that's worth investing in.



Now's the time to make our purchases work harder.

Our stories will inform and inspire customers to think creatively about how one product might fulfill many roles. Because more uses = more value and more to love.



From new season must-haves to enduring essentials, customers know they can always trust MYER to provide the curated edits and style tips they need to make smarter purchases.

Value Adds.

It's time to shop smarter and take matters into our own hands. MYER has everything Australians need to live their best life with clever swaps and cost-saving alternatives.

TONE OF VOICE

Our goal in all communications is to build rapport and trust with our customers through use of our recognisable MYER tone of voice – warm, witty, engaging and authentic.

our tone of voice: Inviting, inspiring, warm + witty.

We're the real deal. We're here for you. We find the fun in things. We're for all of us. We bring the energy. We go deep.





- We're authentic, sincere and conversational. We embrace real life with two (accessorised and moisturised) hands.
- We're that friend you can rely on to know what you need at just the right moment.
- We're playful. We like to laugh and be a little unexpected. Because life's too short to be dull and serious.
- We're always learning and evolving our language and imagery to make sure we reflect the diversity and nuances of the world around us.
- Our language is lively and engaging. You always want to hear what we have to say.
- We go deep. Because we know it's important to understand our customers in order to create moments that matter to them.



What we are Playful Witty Confident Energetic **Authentic** Warm Conversational Purposeful Modern Inclusive Australian

What we aren't

- \times Frivolous
- \times Slapstick
- × Boastful
- \times Frenetic
- × Earnest
- \times Sappy
- × Unfiltered
- \times Self-righteous
- × Controversial
- × Tokenistic
- \times Slangy

BRAND PERSONALITY

BRAND PERSONALITY



WRITING PRINCIPLES



- Write each description with no assumed knowledge. Include all defining, need-to-know details about the item such as the fastening on a garment, sleeve length, a beauty product's formula.
- Be discerning. Don't include unnecessary or obvious details i.e.: no need to mention that a t-shirt has a neck hole.
- Write with accessibility for all customers in mind. Ensure all copy is completely clear for audio descriptions.
- Speak to all customers. Avoid using exclusive language or words that not all customers will understand. PDs need to be totally inclusive for all – after all, everyone shops! For example: Use a word like 'understand' instead of 'comprehend' or 'party' instead of 'soiree'



- Adhere to the Myer tone of voice. Myer is friendly, approachable and all about speaking to the Australian shopper in a professional yet relaxed manner. Get all the information across but keep it light and fun.
- Feel-good descriptors are great. Make the customer feel confident in their new purchase and get them excited.
- Do not, however, use descriptive words that imply the opposite is a negative. For example, don't use the word 'normal' as it implies the opposite is abnormal.
- Top tip: always read the PD aloud to yourself. This helps determine whether your sentences are flowing as they should be. This also helps put yourself in the shoppers' shoes – do you feel like you've got all the info you need to confidently make a purchase?
- Always use correct Australian spelling, grammar and punctuation.
- Remember: FAB. Features, Attributes, Benefits.

THE FUNDAMENTALS

Four rules to write by

1. LEAD WITH THE POSITIVE

Myer is upbeat and optimistic by nature, so our online voice must always reflect that. If delivering an unwelcomed message or faced with a negative attribute or instance to describe, language is your best friend. Delivery cost? Don't worry, we'll do all the work so you can rest easy for a just _ dollars. Can't Click & Collect at your selected store? Don't stress, we have a raft of other potential options for you!

2. BE AUTHENTIC

Myer is all about speaking to the Aussie shopper from a place of authenticity and relatability. Our customers want to feel they're being heard and understood, not constantly delivered a carefully curated marketing spiel from an AI bot.

3. REMAIN TRANSPARENT

Customers want to feel they're being told the whole truth without risk of a sneaky bombshell coming their way. It's our job to deliver this truth in the most transparent, digestible way.

4. BE WARM, WELCOMING AND FRIENDLY

Always maintain a warm and friendly disposition. It's the Australian way.

TECHNICAL REQUIREMENTS

Formatting requirements, HTML, character limits

LONG DESCRIPTION FORMATTING

Online Long Description E-commerce 🖼 en	•	Br
	•	Er
Feminine design meets trending style. The Leah Side Cut-Out Mini Dress from Forever New is the piece your wardrobe's been waiting for. Perfect for that summer brunch or a casual evening out.	•	Tł
Features:		b
A feminine mini dress with modern detailing		
Length: 86cm (Size 8)	K	EY F
Regular fit		
Luxe linen fabrication	•	Bu
Round neckline		0
Cropped blouson sleeves		~
Statement cut-out on side-waist		O
Mini skirt		
Back keyhole and button	•	M
Concealed zip		
• Lined	•	Δ١

IMPORTANT: The minimum character limit of the Online Long

Description is 300 characters!

PRODUCT COPY:

- Copy to be in Sentence case
- Minimum 2-3 key sentences describing the product
- Brand and Product Name to be **bolded**
- Ensure <u>single</u> line break between paragraphs
- The word 'Features' to be in Sentence case and **bolded** followed by a colon (:)

KEY FEATURES:

- Bullet points to be in 'black dot' format and not numeric, hyphen or any other format
- Minimum of 4 bullet points outlining key features of product
- Avoid any duplication of attribute copy in the long description (e.g. Fabrication details are to be
- listed under Fabrication attribute only and not duplicated in the Long Description field)
- External brand links are restricted from being added anywhere in the Long Description
- Copy in all 'free text' attributes to be in Sentence case

HTML TAGS

- It is important that only supported HTML tags are included in the product Long Description. Any unsupported HTML tags or links will be automatically stripped from the Online Long Description or rejected for correction
- If you are copy/pasting the Online Long Description from another source, right click and 'paste as plain text' to avoid unsupported HTML being pasted in

SUPPORTED HTML TAGS

✓ Paragraph

✓ Underline <u></u>

✓ Bold

✓ Italics <i></i>

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✓ Break <br>></br></br>
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✓ Lists & Bullet Points <u/>
</u>>,

UNSUPPORTED HTML TAGS

X Links to external websites/hyperlinks <o:p></o:p><meta>

X Changes to font, font size or font colour <style> </style> <colgroup> </colgroup> </col>

X Tables

X Borders/Frames

X Margins

X Images < img>

X iFrames <iframe></iframe>

PRODUCT DESCRIPTIONS

MYER's product descriptions should be informative and easy to understand. Our aim is to inspire confidence in our customer and ignite excitement.

FASHION

Women's & Men's Fashion

FASHION

- Type of fastening is it a zip? Buttons? Is the zip concealed?
- Sleeve length/type 3/4 or full length? is it sleeveless with a thin strap? Is the strap adjustable? Is it a capped sleeve?
- Length of garment is it a midi, mini or maxi? Is it a cropped pant or full-length?
- Silhouette/shape of the garment sleek, slim-fit, slip-style, voluminous, A-line, column, wide leg etc.
- Fabric 1. Fibre content cotton, wool, polyester etc. 2. How it sits, feels and wears flowing, bodycon, fitted, draped etc.
- Occasion casual or formal? To slip on at the beach or wear to a wedding?
- Patterns/colours
- Any notable details distressed denim, beading, embellishments etc

KEY

TOUCHPOINTS

FASHION

Women > Clothing > Dresses > Midi Dresses



Recycled Ring Detail Satin Slip			
Midi Dre	ess in As	sorted	
\$45.0	0 \$89.95		
🐑 +90 MYER	one Credits. Jo	oin Now ★	** 4
Reduced to	clear Take a	further 30% off	i.
We are unal you change details.	ble to accept re your mind. See	turns on clearar our full <u>returns (</u>	nce items if policy for
	ther 30% off o id out more	n already red	uced
Colour : Fru	uit Check		
Colour : Fru		n you can't try it	on
		n you can't try it	
What's n		n you can't try it AU 10	<u>9/21 0</u>
What's n Size:	ny size? Whe		on <u>977.0</u> AU 12
What's n Size: AU 6	my size? Whe		<u>9/21 0</u>

Description

- Fabrication: 100% Recycled Polyester
- Care and Use Instructions: Warm Gentle Machine Wash With Like Colours, Do Not Bleach. Dry In Shade. Do Not Tumble Dry. Warm Iron. Dry Cleanable.
- Size and Fit: Model is 176cm (5'9") and is wearing a size 10.

The perfect addition to your summer wardrobe, this sleek satin midi makes dressing for your next event simply effortless. With slim straps and a slipstyle silhouette, the classic design is elevated by a vibrant all-over gingham fruit print and ruched ring detail at the bodice. This chic dress can be styled up or down to suit any and every occasion.

Features:

- Made from 100% recycled polyester with a satin-look finish
- Adjustable slim straps
- · All over gingham fruit print
- Sleek slip style silhouette
- Ruched ring detail at the bodice
- Midi length

Miss Shop is exclusive to MYER

Style no. MSRS23720A

Product code 925025320

Show less 🔨

MYER MY STORE

PRODUCT ATTRIBUTES

LONG DESCRIPTION

KEY FEATURES

PRODUCT DESCRIPTIONS - FASHION

FOOTWEAR & ACCESSORIES

Shoes, Watches, Jewellery, Hats, Belts, Sunglasses

FOOTWEAR

- Attributes: style, colour(s), shape, heel size (if applicable),
- Notable features (level of support, materials, notable technology i.e.: sport cushioning, specialised materials for impact protection)
- Fastening i.e.: Velcro, lace-up, slip-on
- Potential occasions to wear to

ACCESSORIES

Jewellery

- Materials: gold-plated, silver, gold/silver/rose gold-toned metal, stones used, colours, type of chain
- Closure/design: slip-on, lobster clasp, spring clasp, barrel clasp, clip, bar and toggle, hook and eye

Watches

- Analogue/digital
- Number of clocks/faces
- Fastening (buckle, slip-on, clip)

Sunglasses

- Materials: acetate, plastic, metal
- Lense colour

Belts/hats

- Attributes: materials, colour, length, waist or hip size, type of closure, shape of hat (cap, wide-brim, bucket, floppy)
- Occasion (casual/dressy)

KEY

TOUCHPOINTS

FOOTWEAR



SIZE GUIDE 11 \heartsuit

+

+

The perfect combination of style and function, the DC Striker Leather Shoe has been designed for total comfort and durability. Constructed from highquality leather with easy Velcro closure and a cushioned rubber sole featuring DCs trademark Pill Pattern herringbone tread for maximum grip and Impact-ALG airbag technology for impact protection.

Fabrication: Upper: Leather (Cow) / Outsole:

Features:

Description

Gender: Men

Rubber

Lining: Textile

- · Premium leather upper
- · Foam padded tongue and collar for added comfort and support
- Cupsole construction
- · Impact-ALG technology features a polyurethane airbag to provide superior cushioning and impact protection
- DC's trademarked Pill Pattern tread with herringbone for maximum grip
- Textile lining

Style No. ADYS100716-BIB

Product code 935420590

Show less A



LONG DESCRIPTION







\$39.	90	(0)
0		(0)
Colour: (Sold	
	Add to Bag	\heartsuit
Find in sto	ore	+
Delivery		+

Description	-		
 Fabrication: 90% Zinc, 10% Brass 	-		PRODUCT ATTRIBUTES
Make a statement and add a glamourous golden touch to your everyday outfits with Basques Statement Chain Bracelet . Crafted from high-quality gold-toned metals, the chunky rectangular links are connected by an invisible clasp for a seamless, uninterrupted design. Wear as a standalone statement piece or as part of a stack with other bracelets.	_	→	LONG DESCRIPTION
 Features: 90% zinc 10% brass Gold-toned setting Chucky rectangular chain link design Invisible clasp for a seamless design Easy to stack and layer 		→	KEY FEATURES
Basque is exclusive to MYER Style no. A86216BA			

Product code 982713070

Show less 🔨

KIDS & TOYS

Children's Fashion & Accessories, Toys

KIDS

- When writing copy for kids, remember you're speaking to the parent. They want to know the fibre content for how the garment will wear/wash. They want to know the type of fastening – particularly for babies, is it easy to quickly remove/put on?
- Parents also care about occasion (is it special or 'everyday' wear)
- Style for kids. Preppy, sporty, Princess etc

TOYS

- Product attributes
- What's included
- Is it part of a set?
- Age range

KEY

TOUCHPOINTS

CHILDRENSWEAR

Kids > Boys (3-16 years) > Shirts





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AU 5	
9	\heartsuit
	9





BEAUTY

Skincare, Makeup, Grooming, Hair Care



BEAUTY

- Type of formula lightweight, gel-like, balm-like etc.
- Type of finish matte or dewy? Creamy or glossy?
- Coverage full, medium or light? Subtle pigment or dense?
- Prominent or 'active' ingredients that are beneficial to the customer i.e.: the inclusion of vitamin E for nourishing the skin, hyaluronic acid for hydration, aloe vera for soothing
- Don't make claims. Steer away from making any claims that link to anything even remotely medical - we're not doctors that can explain how an SPF will protect them from the sun, we're there to describe how the product looks and feels only.

Description BEAUTY Formulation: Balm PRODUCT Finish: Sheer Key Ingredients: Fragrance-Free **ATTRIBUTES** How To Use: Apply directly to lips. Can easily be layered. Coverage: Medium A Clinique classic. Not quite lipstick, not quite gloss, its texture is more like Beauty > Best Sellers a balm you can easily layer. Clinique Almost Lipstick Transparent pigment glides on a sheer, glossy slip of lightweight colour. \$42.00 Emollient-rich formula gives lips a () +84 MYER one Credits. Join Now sleek, moist finish. Cult-classic Black ***** 4.7 (1415) LONG Honey is famous for its chameleon-Colour: Pink Honey DESCRIPTION like ability to flatter all skin tones yet look different on everyone. Dont be \odot Add to Bag fooled by the way it looks in the tube. The sheer formula is part of its mystique. Its also very forgiving, you Find in store dont even need a mirror to put it on. Delivery Features: Description Sheer, lightweight coverage Formulation: Balm Soft-shine finish Finish: Sheer Key Ingredients: Fragrance-Free · Combines the benefits of both How To Use: Apply directly to lips. Can **KEY** lipstick and lip gloss easily be layered. · Coverage: Medium Unique Black Honey shade looks a **FEATURES** little different on everyone Deposits subtle pigment thats designed to suit all skin tones Can be worn alone, or under or over other lip colour 1.9g slim-line bullet design for easy touch-ups on the go Free of parabens and phthalate Fragrance free Product Ingredients: Ingredients: PRODUCT Ricinus Communis (Castor) Seed Oil, Glyceryl Triacetyl Ricinoleate, Cetyl **INGREDIENTS** Ricinoleate, Euphorbia Cerifera (Candelilla) Wax\Candelilla

MYER MY STORE

BEAUTY



Description

- Formulation: Gel
- Skin Type: All Skin Types
- Finish: Natural
- Features: Volumizes, tames & tints brows, Natural-looking & buildable, Waterresistant & long-wearing
- How To Use: Thin brows? Skimpy brows? Solved! Simply stroke brush tip along brow to define shape. Brush through to blend & build.
- Coverage: Full
- Beauty Tip: Use the precision tip to define narrow parts of your brow like the arch & tail.

Full Brows NOW! Create natural, fullerlooking brows in an instant with **Benefits** all-in-one brow perfecter. Water-resistant and long-wearing, this cult favourite combines the sculpting power of a tinted brow gel with microfibre technology to produce perfectly defined and volumized brows in just a few quick swipes. Fitted with a custom-designed tapered brush for total precision, Gimme Brow Gel is formulated to suit a range of brow shapes, sizes and colours with 10 adaptable shades. Poof...fuller-looking brows magically appear!

Features:

- Gel forumlation
- Deposits pigmented microfibre gel to tint, volumize and define brows
- Custom-designed tapered brush for precise application
- Water-resistant & long-wearing
- 10 adaptable shades to suit a range of hair colours
- Suited to all skin types

Product Ingredients: Shades 1, 2, 3, 3.5, 3.75 4, 4.5, 5, 6, Cool Grey: Aqua (Water), Mica, Glyceryl Stearate, Polypropylene, Magnesium Aluminum

MYER MY STORE

PRODUCT ATTRIBUTES

LONG DESCRIPTION

KEY FEATURES

PRODUCT INGREDIENTS

PRODUCT DESCRIPTIONS - BEAUTY

PAGE 38

HOME & ENTERTAINMENT

Home, Electrical & Marketplace

HOME

- Which room it's for living room, bedroom, outdoors
- Fabric look and feel soft, silky, textured, ruched
- Thread count of sheets
- Design/pattern/embellishments
- Appliance attributes for example, a Kitchen Aid: the wattage, number of fittings included, settings etc.
- Item style Art Deco,

ENTERTAINMENT

- Product specs for example, a TV: is it a Smart TV? What apps are included? What's the size of the screen?
- Warranty period

KEY

TOUCHPOINTS





PAGE 41

HARD HOME



Description

Release your inner pro chef with **The Cooks Collective 4-Piece Knife Pack**. Chop, dice and slice with a premium chef-designed knife suited to any and every job in the kitchen. Constructed from quality 420J2 Japanese steel with a finely tapered cutting edge, each blade cuts seamlessly with a durable non-stick coating thats dishwasher safe for easy clean-up. Executed in a sleek design for a stylish addition to the kitchen, each knife features ergonomic handles and a protective sheath for comfortable cutting and safe use.

Set Includes: Chefs Knife 18cm with Sheath, Bread Knife 18cm with Sheath, Santoku Knife 13cm with Sheath, Paring Knife 9cm with Sheath

Features:

- Quality 420J2 Japanese Steel
- Non-Stick Coated blades
- Fine tapered cutting edge
- Ergonomic handles
- Protective sheath for each knife
- Quality 420J2 Japanese Steel
- ABS Sheath
- Dishwasher Safe

The Cooks Collective is exclusive to Myer

Item No. 8214

Product code 897169330

MYER MY STORE

LONG DESCRIPTION

> KEY FEATURES

PRODUCT DESCRIPTIONS - HOME & ENTERTAINMENT

PAGE 42

ENTERTAINMENT

Home > Electronics > TVs & Entertainment > TVs > 4K Ultra HD TVs





<u>rct</u> P735 Series 75" (190cm) 4K Google TV 75P735 **\$990.00** streesee

Sale ends: 15/06/2023 11:59pm AEST

(a) +1980 MYER one Credits. Join Now (0)

Big & Bulky items cannot be returned for change of mind. <u>Find out more</u>

Colour : No Colour



Description

- Energy Rating: 6
- Screen Size (Inches): 75
- Screen Type: LED/LCD
- Dimensions: 1668mm x 1023mm x 362mm
- Energy Consumption: 459 Kwh Per Year
- Screen Resolution: Ultra HD
- Smart Features: Netflix
- Weight: 21.8
- Features: 4K Ultra HD Resolution / HDR10+ / Dolby Vision / Dolby Atmos / Google TV / AIPQ Engine / Hands Free Voice Control / Google Assistant / Works with Alexa / Chromecast Built-in / 100CMR / Netflix / Stan / Amazon Prime / YouTube
- Connectivity: 1 x HDMI
- Warranty Type: Manufacturer
- Warranty Duration: 3 Years



Transform your TV-viewing experience with the **TCL P735 Series 4K Google TV**. Be immersed in a world of entertainment with 4K Ultra HD Resolution across a crystal-clear LED/LCD screen featuring Dolby Vision and Atmos, Google TV, built-in Chromecast, hands-free voice control, access to top streaming apps plus so much more. Lightweight with an ultraslim, sleek design, the P735 Series blends seamlessly into any space.

Product code 958252330

Show less A

PRODUCT ATTRIBUTES

MYER MY STORE

LONG DESCRIPTION

ENTERTAINMENT



Description

- Dimensions: Hight: 272mm Length: 41mm Width: 48mm
- Weight: 0.611kg
- Warranty Duration: 2 year Dyson guarantee
- Warranty Type: Manufacturer
- Care and Use Instructions: Use on damp hair. Finish with setting spray.

Create the ultimate at-home blow dry with the world-renowned **Dyson Airwrap Multi-Styler**. Equipped with six multi-functional attachments, the Airwrap is the only styler to smooth, curl, wave, straighten and dry with no extreme heat, minimising damage and stress on your locks. Featuring a filter-cleaning brush and bundled in a luxe Dyson-designed presentation case, you have all you need to create effortless long-lasting hairstyles while maintaining healthy, shiny hair.

PRODUCT ATTRIBUTES

LONG DESCRIPTION

In the box:

- 1 x Dyson Airwrap Mutli Styler Complete Long
- 1 x Coanda Smoothing attachment
- 1 x 30mm Airwrap long barrel
- 1 x 40mm Airwrap long barrel
- 1 x Soft smoothing brush
- 1 x Firm smoothing brush

Product code 926030440

Show less ~



PRODUCT NAME GUIDELINES

PRODUCT NAME GUIDELINES

PRODUCT TYPE: BEAUTY

Convention	[Product Name/Fashion Story] + [Product Type] + [Pack]
Example 1	[Repairwear Anti-Gravity] + [Eye Cream] <i>Clinique</i> Repairwear Anti-Gravity Eye Cream
Example 2	[Code Colonia] + [EDT] <i>Giorgio Armani</i> Code Colonia EDT
Example 3	[Little luxuries heart-warming hand cream] + [trio] <i>Mor</i> Little Luxuries Heart-Warming Hand Cream Trio

PRODUCT TYPE: CLOTHING

Convention	[Product Name/Collection Name] + [Style/Type] + [Product Type] + [Pack] + [<i>in</i> Colour]
Example 1	[Bare Essentials] + [Full Brief] + [Black] <i>Ambra</i> Bare Essentials Full Brief in Black
Example 2	[Maestra] + [Underwire] + [Bra] [White] <i>Dita Von Teese</i> Maestra Underwire Bra in White
Example 3	[Splice Geo Sport] + [Invisible] + [Socks] + [Red] New Balance Splice Geo Sport Invisible Socks in Red

PRODUCT TYPE: ACCESSORIES

Convention	[Product Name/Fashion Story] + [Material] + [Style & Product Type] + [Pack] + [<i>in</i> Colour]
Example 1	[Charter 40mm] + [Rose Gold] + [Watch] + [in Colour] <i>Guess</i> Charter 40mm W0637 Watch in Rose Gold
Example 2	[On My Corner Saffiano] + [Leather] + [Satchel Bag] Calvin Klein On My Corner Saffiano Leather Satchel Bag in Red
Example 3	[Round Evolve] + [Gold] + [RB3447N/Model Number] +[Sunglasses] Ray-Ban Round Evolve RB3447N Sunglasses in Gold

PRODUCT TYPE: ELECTRICAL & APPLIANCES

Convention	[Product Name] + [Size] + [Style & Product Type] + [Manufacturer Product Code] + [Pack]
Example 1	[E8 Series] + [55 inch] + [4K Ultra HD OLED TV] + [OLED65E8PUA] <i>LG</i> E8 Series 55 inch 4K Ultra HD OLED TV OLED65E8PUA
Example 2	[Cyclone V10 Animal] + [Vacuum Cleaner] + [226419-01] Dyson Cyclone V10 Animal Vacuum Cleaner 226419-01
Example 3	[Elegance] + [Hair Dryer] + [VSD5336A] <i>VS SASSOON</i> Elegance Hair Dryer VSD5336A

PRODUCT TYPE: FOOTWEAR

Convention[Product Name/Fashion Story] + [Material] + [Style & Product Type]+
[Pack] + [*in* Colour]Example 1[Mascot] + [Cognac] + [Glove Boot]
Wide Steps Mascot Glove Boot in CognacExample 2[Renzo3] + [Dark Blue] + [Croc Heeled Shoe]
D.F. Supersoft Renzo3 Croc Heeled Shoe in Dark BlueExample 3[Glove] + [Echo White Leather] + [Sneaker]
Clarks Glove Echo Leather Sneaker in White

PRODUCT TYPE: LUGGAGE

Convention	[Product Name/Fashion Story] + [Size Feature] + [Style & Product Type] + [Pack] + [<i>in</i> Colour]
Example 1	[Eco Spark] + [Large 79cm] + [Soft side Spinner Suitcase] + [Black] Samsonite Eco Spark Large 79cm Soft Side Spinner Suitcase in Black
Example 2	[AT8 Convertible] + [56cm] + [Carry On Backpack] + [Black/Zest] <i>High Sierra</i> AT8 Convertible 56cm Carry On Backpack in Black/Zest
Example 3	[19091] + [Leather Shoulder Satchel] + [Black] <i>Monsac</i> 19091 Leather Shoulder Satchel in Black

PRODUCT TYPE: SOFT HOME

Convention	[Product Name/Fashion Story] + [Product Type & Range/Set] + [Pack] + [<i>in</i> Colour]
Example 1	[Louisiana] + [Quilt Cover Set] + [pink] <i>Linen House</i> Louisiana Quilt Cover Set in Pink
Example 2	[Honolulu Jacquard] + [Cotton Towel Range] + [Blue] Vue Honolulu Jacquard Cotton Towel Range in Blue
Example 3	[Sandy Cape] + [Sheet Set] + [Mineral Grey] Australian House & Garden Sandy Cape Sheet Set in Mineral Grey

PRODUCT TYPE: TOYS

Convention	[Product Name] + [Assortment] + [Pack]
Example 1	[Creative Bricks] + [Manufacturer Product Code/Model Number] <i>Lego</i> Creative Bricks 80123
Example 2	[Supermarket] + [Assorted] Barbie Supermarket Assorted
Example 3	[Imaginet DC Super Friends Batmobile] Fisher-Price Imaginet DC Super Friends Batmobile

Additional Notes:

- Brand names in the above examples in *BOLD* are not to be put into the Online Name. This will be auto-populated by the system
- Sunglasses & Watches are the only Accessories that require a Model Number

MYER