MYER PRODUCT COPY GUIDELINES

PRODUCT TYPE: BEAUTY

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

PRODUCT TYPE: CLOTHING

Convention	[Product Name/Fashion Story] + [Style/Type] + [Product Type] + [Pack] + [*in* Colour]
Example 1	[High Waisted] + [Skinny] + [Jean] + [Black] **Milk & Honey** High Waisted Skinny Jean in Black
Example 2	[Maestra] + [Underwire] + [Bra] [White] **Dita Von Teese** Maestra Underwire Bra in White
Example 3	[Splice Geo Sport] + [Invisible] + [Socks] + [Red] **New Balance** Splice Geo Sport Invisible Socks in Red

PRODUCT TYPE: SOFT HOME

Convention	[Product Name/Fashion Story] + [Product Type & Range/Set] + [Pack] + [*in* Colour]
Example 1	[Louisiana] + [Quilt Cover Set] + [pink] **Linen House** 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: ACCESSORIES

Convention	[Product Name/Fashion Story] + [Material] + [Style & Product Type] + [Pack] + [*in* Colour]
Example 1	[Charter 40mm] + [Rose Gold] + [Watch] + [in Colour] **Guess** 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: 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 Cognac
Example 2	[Renzo3] + [Dark Blue] + [Croc Heeled Shoe] **D.F. Supersoft** Renzo3 Croc Heeled Shoe in Dark Blue
Example 3	[Glove] + [Echo White Leather] + [Sneaker] **Clarks** Glove Echo Leather Sneaker in White

PRODUCT TYPE: TOYS

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

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] **LG** 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] **VS SASSOON** Elegance Hair Dryer VSD5336A

PRODUCT TYPE: LUGGAGE

Convention	[Product Name/Fashion Story] + [Size Feature] + [Style & Product Type] + [Pack] + [*in* 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] **High Sierra** AT8 Convertible 56cm Carry On Backpack in Black/Zest
Example 3	[19091] + [Leather Shoulder Satchel] + [Black] **Monsac** 19091 Leather Shoulder Satchel in Black

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

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