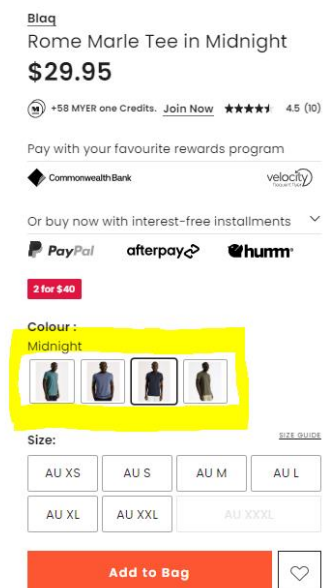


NEW FEATURE – SHOP BY COLOUR

Dear Suppliers,

We have created a new PEP attribute that will now power the functionality that allows for varying colourways of a product to be displayed on the same product page. The attribute that will drive this functionality on the Myer website is '**Shop By Colour**'. This will give all Suppliers the opportunity to tag varying colourways of a product together and have them displayed on the same product page. For example, when a Customer clicks on a white t-shirt, the same product in other colourways will be visible on PDP, prompting customers to also view and shop these products.



Until recently, the Enrichment Team has been updating this attribute manually to enable all colourways to sit on the same page. Moving forward, Suppliers will be responsible and have the ability to populate this field if they want different associated colourways are to be displayed on the same product page.

Shop By Colour

The Shop By Colour feature on the Myer website will pull information from PEP, so its imperative that products are enriched accurately when submitting to Myer. This feature will be driven by the Shop By Colour attribute which is a concatenation of:

Brand + Digital Supplier Style

This concatenation is used to prevent incorrect groupings where more than one Brand utilises the same Digital Supplier Style.

WHAT DO I NEED TO DO?

In order for this feature to work effectively, we require the attribute '**Shop By Colour**' to be populated with the same code across all the different colourways. If all the varied colourways have the same Digital Supplier Style, PEP will automatically concatenate to produce the same 'Shop By

Colour' code. However, if your products have different Digital Supplier Style codes, you will need to update the 'Shop By Colour' attribute with the same code. If you are updating this attribute in bulk, the column heading when importing into PEP is 'shop_by_colour'. For any styles that have been incorrectly grouped on the website, please update the 'Shop By Colour' attribute as updating the 'Digital Supplier Code' will not retrigger the concatenation.

As always, please reach out to onlineenrichment@myer.com.au if you need further clarification on this new attribute.