

Hi All,

We are in the process of rolling out a new and exciting feature on the site –

**Shop The Collection.** This feature will allow customers to view alternate products belonging to one collection on a PDP. For example, when a customer clicks into a suit jacket, the matching suit pant and suit vest will be visible on PDP, prompting customers to also shop for these products. As matching products can live on different category pages online, this will enhance the ease of the shopping experience for our customers on myer.com.au.

The **Shop The Collection** feature will pull information from PEP, so it's imperative enrichment is completed accurately and effectively.

There are two attributes that will be used to drive this functionality:

1. **Collection Name**
2. **Shop The Look**

In order for this feature to work effectively on the website, we require the attribute **Collection Name** to be filled out during the enrichment process. If you enrich in bulk, the column heading will be **collection\_fashion\_story**.

Collection Name

It's important to note that collection names such as **AW23, Spring/Summer, Blue...** etc, are not sufficient. It must also be noted that not all items will belong to a collection. If a product does not belong to a collection, this attribute can be left blank.

**Shop The Collection** will group collections together using the **Shop The Look** attribute, using the below automated concatenation:

***Brand + Collection Name + Supplier Colour***

This is to prevent incorrect groupings where more than one brand utilises the same collection name.

For any collection that has been incorrectly grouped, please alter the '**Shop The Look**' attribute as required, noting as above that this value is automatically concatenated and should only be edited by exception. Updating the **Collection Name** attribute will not retrigger the concatenation.

Please feel free to reach out to [onlineenrichment@myer.com.au](mailto:onlineenrichment@myer.com.au) if you have any questions.

Thanks,