QUICK REFERENCE GUIDE

Walmart

APPAREL, SHOES & ACCESSORIES DEPARTMENTS

June 26, 2019

*This Walmart.ca Content Resource Guide is written to inform and aid our apparel partners
with the standards and practices for quality, ready-to-publish site content.
Please ensure these guidelines are adhered to as any of the information could be graded on the vendor scorecard.*

FOR SUPPLIERS & VENDORS USE

This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content.
Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal.

Overview

1. **Anatomy: Product Information Page (PIP)**
2. **General Overview**
3. **SEO**
4. **Copy Guidelines**
5. **Imagery Specifications**
6. **Content Examples by Category**
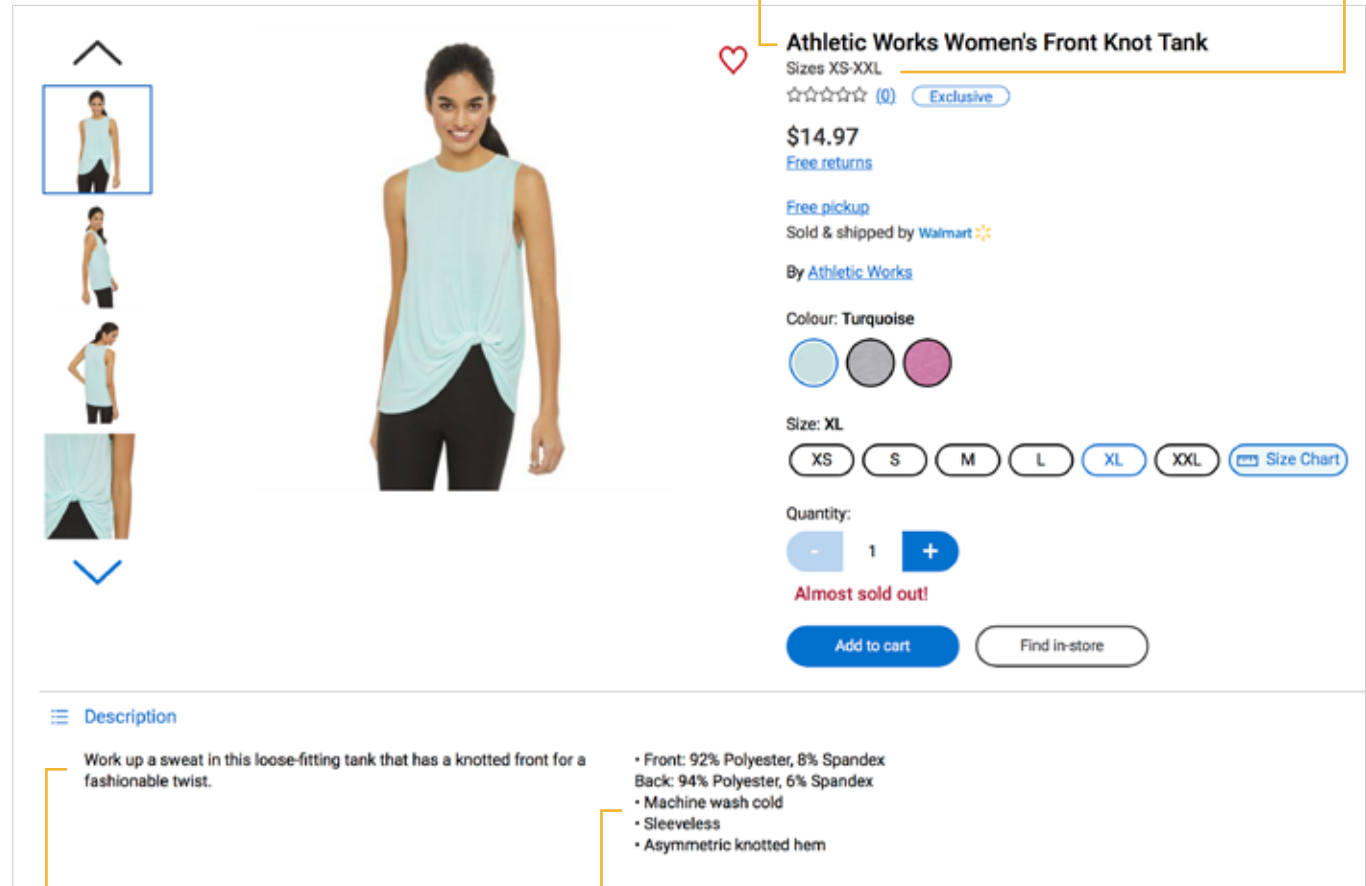
1. Anatomy: Product Information Page (PIP)

Product Name

Short Description

Exclusive

Athletic Works Women's Front Knot Tank

Sizes XS-XXL

Sizes XS-XXL

☆☆☆☆☆ (0) Exclusive

$14.97

Free returns

Free pickup

Sold & shipped by Walmart

By Athletic Works

Colour: Turquoise

Size: XL

XS   S   M   L   XL   XXL   Size Chart

Quantity:

−   1   +

Almost sold out!

Add to cart   Find in-store

Athletic Works Women's Front Knot Tank

Sizes XS-XXL

☆☆☆☆☆ 0 Reviews

$14.⁹⁷

Add to cart

Product Name

Short Description

≡ Description

Work up a sweat in this loose-fitting tank that has a knotted front for a fashionable twist.

• Front: 92% Polyester, 8% Spandex
Back: 94% Polyester, 6% Spandex
• Machine wash cold
• Sleeveless
• Asymmetric knotted hem

Product Description

Features & Specifications

Walmart

2. General Overview

The product page is the equivalent of your product packaging, and the most important part of the conversion funnel. Product content is extremely important in helping our customers make confident, informed purchase decisions, as well as driving the searchability of products.

Brand Voice

The Walmart Brand Voice is defined as clear, relevant, informative, straightforward and positive. We strive to deliver a friendly, straightforward tone and a voice that doesn't insult or mislead our online customers. As a partner, you should always write in a way that is honest, understandable and informative - but don't forget to remain true to your brand. In general, you should:

1. Use an active voice
2. Say more with fewer words
3. Focus on the product featured, highlighting key differentiating characteristics

3. SEO

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher on external search engines, like Google. It can also contribute to stronger conversion metrics.

How to Optimize Your Product Descriptions

1. Provide unique, relevant content that is truly useful to the user.
2. Use the product name within the product description naturally
3. Do not provide the same copy and content to multiple online retailers – it needs to be unique to Walmart Canada.
4. Always build detailed descriptions that read naturally, as if you are speaking to someone who is completely unfamiliar with this commodity.
5. Use simple language and keywords that customers are actually searching the web for – avoid overtly complex descriptions and unfamiliar industry terminology
6. Avoid content that would be considered to be filler and of no use to customer. Additionally, refrain from spammy content that repeats important keywords in an unnatural fashion.

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4. Copy Guidelines

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product. It and is extremely important for the success of both internal and external search results.

*YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

4.1 Product Name

Recommended Characters: 45   *Max Characters: 120*

Brand + **Customer Type*** + **{Defining Quality}** + **{Material}** + **Item Type** + **[Colour] if style only comes in a single colour**

Examples:

Riders By Lee Women's Short Sleeve Knit Polo Shirt
George Women's Plus Size V-Neck Long Sleeve Shirt
George Baby Boys' V-Neck Cotton T-Shirt
George Boys' 3pk Cotton Crew Sock

*Customer Types: Women's, Men's, Girls', Boys', Unisex, Baby Girls', Baby Boys', Toddler Girls', Toddler Boys'

4.2 SHORT DESCRIPTION

Character limit: <30

Short Description for Apparel should be the available Size range. Once the customer has filtered down their assortment the short description section lets customers know if the item comes in their size without having them go to the Product Information page. It is important that all items follow this guideline as consistency is important in maximizing the usefulness of this information.

Examples:

Sizes S-XL
Sizes S-4XL
Plus Sizes 2XL-4XL

English/French guidelines:
2XL/2TG

Kids & Baby sizes to be written as:

0-3 months	Sizes 0-9 months (Shoes - Baby)
6-24 months	Sizes 5-10 (Shoes - Numeric)
Sizes S-XL	Sizes S-XL (Shoes - Alpha)

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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4.3 Product Description

Minimum Characters: 100
Maximum Characters: 4000

The Product Description should be 2-5 sentences to briefly describe any details of the product. The first two sentence should be descriptive enough for people to visualize the product without looking at the image. The remaining sentences can be utilized to explain unique benefits to features that would not be able to be explained in images or bullets.

Examples:

Mid waist, dark wash boot-cut jeans that feature five pockets, metal zipper and top button fastening in the front.

Perfect for warmer weather, but wearable all year.

With a buttoned front, long sleeves, soft knit with drop pockets this versatile sweater will be your favorite wardrobe staple.

4.4 Features & Specifications

Maximum Characters: 200/bullet point
Format: 5-15 bullet points

All other bullet points should be used for style and special features such as hemline, sleeve, length, etc.

The two mandatory bullets are:

1. Material Family and Material
2. Care Instructions

Plus any features/characteristics that is not visible on the image.

Example:

- Material: dress 100% polyester; leggings 95% cotton, 5% Lycra
- Care Instructions: Machine washable
- Invisible zipper on back
- Adjustable waist
- A-line Dress, knee length
- Waterproof

Bullets by Category with example values

Category					
TOPS	**Type** Polos, Blouses, Tank	**Sleeve Length** Sleeveless, Short Sleeve, 3/4	**Neckline** High Neck, Cowl Neck, Turtleneck	**Hoody Type** Zippered, Pullover, Hooded	
BOTTOMS	**Pant Style** Casual, Dress	**Fit** Bootcut, Slim, Straight	**Rise** High Rise, Mid Rise	**Length** Ankle, Capri & Cropped, Full Length	**Wash (Denim)** Dark, Medium, Light
OUTERWEAR	**Length** Short, Mid-Length, Long	**Fill Material** Down, Down Blend, Synthetic	**Style** Anorak, Puffer, Bomber	**Feature** Water Repellant, Packable	
BRAS	**Support** High Support, Medium Support	**Style** Balconnet, Push-Up, Plunge	**Lingerie Style** Kimonos, Chemises, Babydolls		
PANTIES	**Style** Briefs, Thong	**Fit** Hi-Waist, No show			
SHAPEWEAR	**Style** Briefs, Boyshorts	**Control Level** Firm, Medium			
SKIRTS	**Style** A-Line, Pencil, Maxi	**Length** Above the Knee, At the knee			
DRESS	**Length** Mini, Midi, Maxi	**Sleeve Length** Sleeveless, Shortsleeve, 3/4	**Style** Casual, Dress	**Neckline** Boat Neck, Scoop Neck	
SLEEPWEAR	**Style** Tank, Shorts, Pant Set, T-shirt	**Sleeve Length** Capped, Sleeveless, 3/4	**Length** Short, Mid, Long		
SWIMWEAR & COVER-UPS	**Top Type** Bikini Tops, Tankini Tops	**Style** Bandeau, Triangle, High Neck	**Bottom Type** Bikini Bottoms, Swim Shorts	**Sleeve length (Rashguard)** Short Sleeve, Mid Sleeve	
SOCKS, TIGHTS & PANTYHOSE	**Style** Athletic, casual, compression	**Length** Ankle, crew, Thigh-High	**Sheerness Level (Tights)** Opaque, Semi Opaque, Very Sheer		
SHOES	**Width** Narrow, Wide	**Type** Wedge, Slip on, Dressy	**Heel height** 1", 2.5"	**Heel Type** Block Heel, Stiletto Heel	**Boot Length** Ankle, Mid Calf, Knee High / **Toes Style** Round toe, Pointy
BELTS	**Style** Braided, Buckle, Reversable, Skinny Belt				
SUNGLASSES	**Style** Aviator, Navigator,Round	**Features** Polarized, Glass, Mirrored			
JEWELLERY	**Metal Type** Sterling Silver, Gold Plated, White Gold	**Gemstone** Garnet, Ruby	**Category** Fine, Fashion	**Earring Type** Stud, Drop, Hoop	
WATCHES	**Watch Display** Analog, Digital	**Occasion** Casual, Sport, Formal			
HANDBAGS & WALLETS	**Style** Mini, Reversible, Top Handle	**Closure** String, Zipper, Flap	**Wallet Style** Phone Wallets, Wristlets, Coin Purse		

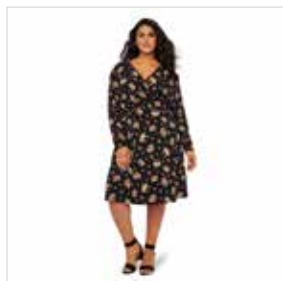**Walmart** ✳

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct or angled front view of product.
- No image of product in-package should be used as the primary image
- **(2-5) Alternative Images (AI)** should include multiple views, including lifestyle images of the product in use, product interior and details. (For baby, include: front, back and detail imagery. For bags, include: front, back and inside detail imagery)
- If the product is a set, please provide a picture of all pieces. It is also recommended to show individual picture of each piece.
- If your product can be folded or its height can be adjusted, we recommend that you show different views of the product.
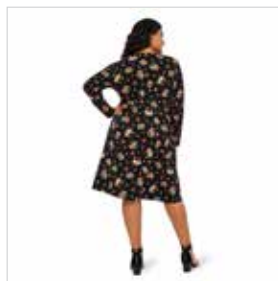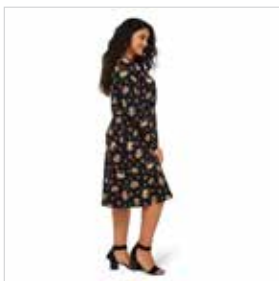
Image Requirements

- **Background:**
  Seamless white background (255/255/255 RGB)
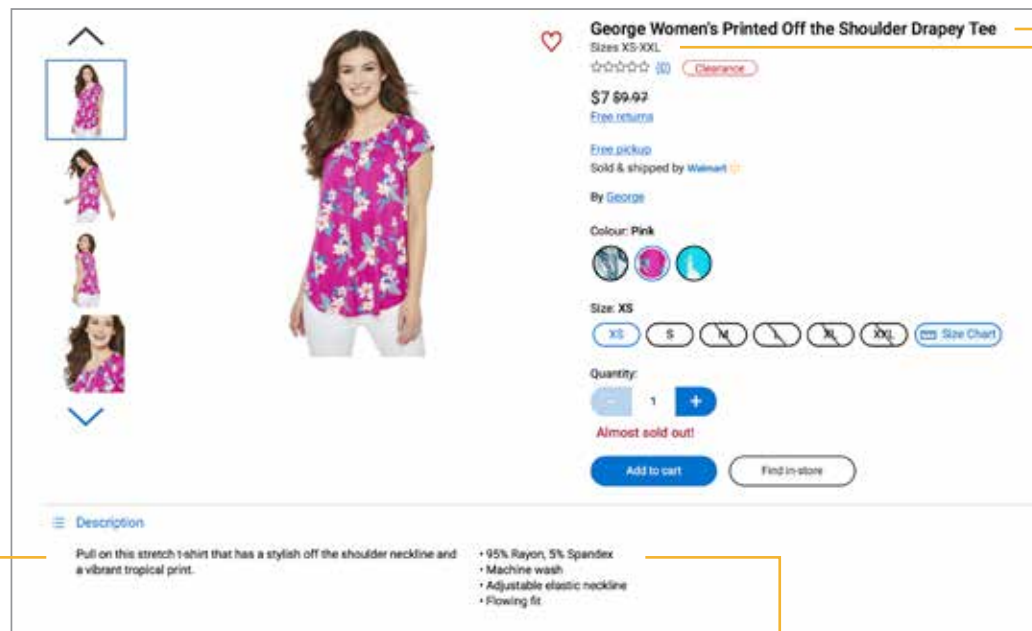- **Pixels:**
  2000x2000
  300 dpi

Primary Image

Alternative Images

6. Content Examples by Category: SHIRTS, BUTTON UP, WOVEN BLOUSES & TANKS

George Women's Printed Off the Shoulder Drapey Tee
Sizes XS-XXL
☆☆☆☆☆ (0) Clearance

$7 $9.97
Free returns

Free pickup
Sold & shipped by Walmart

By George

Colour: Pink

Size: XS
XS | S | M | L | XL | XXL | Size Chart

Quantity:
– 1 +

Almost sold out!

Add to cart | Find in-store

≡ Description
Pull on this stretch t-shirt that has a stylish off the shoulder neckline and a vibrant tropical print.
• 95% Rayon, 5% Spandex
• Machine wash
• Adjustable elastic neckline
• Flowing fit

Product Name
Recommended Characters: 45   Max. Characters: 120

Brand + Customer Type* + {Defining Quality} + {Material} + Item Type + {Colour} if style only comes in a single colour

*YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

Short Description
Character limit: <30

Examples:
Sizes S-XL
Sizes S-4XL
Plus Sizes 2XL-4XL

English/French guidelines:
2XL/2TG

Kids & Baby sizes to be written as:
0-3 months
6-24 months
Sizes S-XL

Product Description
Min. Characters: 100   Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes
For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Features
Max Characters: 200/bullet point   Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include
- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Neckline
- Sleeves
- Placket detail (if applicable)

- Fit
- Additional details (any info on tag)
- Hem Details
- Bonus item/accessory (if applicable)
- Care instruction

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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SHIRTS, BUTTON UP, WOVEN BLOUSES & TANKS

| Example 1 | Example 2 | Example 3 | Example 4 |

George Women's Graphic Tee

Add a cool and casual vibe to any outfit with this women's graphic tee. This t-shirt has a boxy cut and crew neckline that adds a relaxed feel to your look.

- 100% Cotton
- Machine wash cold, inside out
- Boxy fit
- Crew neckline
- Short sleeves
- Front chest graphic

George Men's Oxford Shirt

This men's Oxford shirt is a must-have for any wardrobe! This versatile button-up can go with you from a day at the office to a night on the town and anywhere in-between.

- 100% Cotton
- Machine wash cold
- Classic fit
- Long sleeves
- Single chest pocket
- Collared neckline

George Plus Women's Ruffle Sleeve Tie Front Shirt

You'll be in on the latest trends in this ruffled tie-front shirt. It has a cropped fit that pairs perfectly with high waisted jeans for an easy everyday look.

- 100% Cotton
- Machine wash cold
- Button front panel
- Ruffled short sleeves
- All-over stripe pattern
- Tie-front hem

Athletic Works Men's Muscle Tank

Hit your stride in this Athletic Works men's muscle tank. This classic design is made with moisture wicking fabric to keep you feeling cool and dry for peak performance.
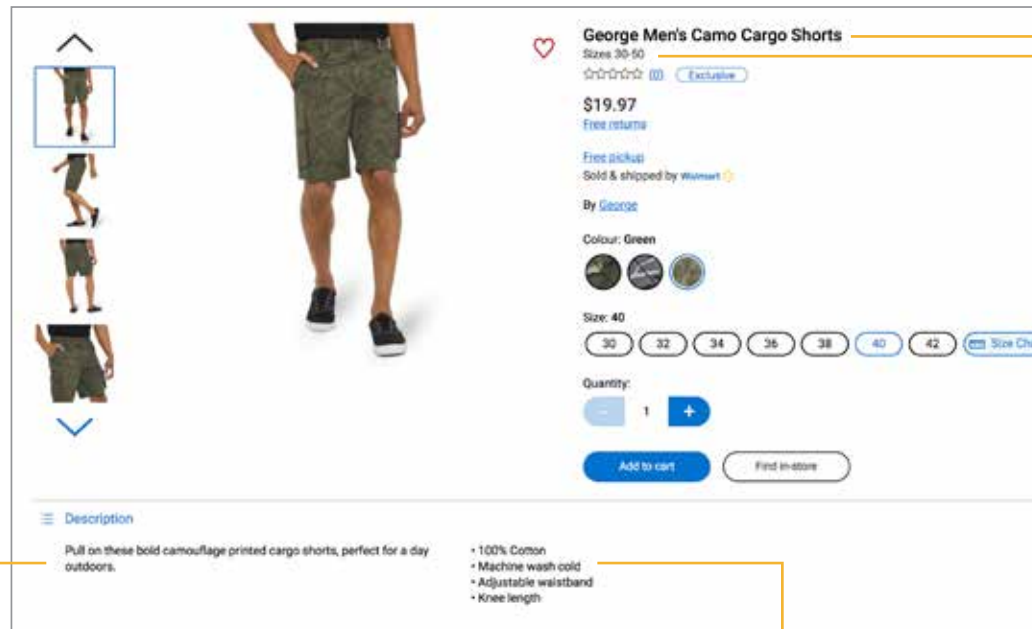
- 100% Polyester
- Machine wash
- Sleeveless
- Crew neckline
- DRI-MORE, moisture-wicking fabric
- Loose fit

Imagery Specifications

Please refer to the Image Resource Guide for additional image requirements and specifications.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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PANTS, JEANS, SHORTS, SKIRTS & SKORTS

Product Name
Recommended Characters: 45   Max. Characters: 120

Brand + Category + {Defining Quality} + Item Name + {Stretch} + Leg Opening Type + {Colour} if style only comes in a single colour

YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

Short Description
Character limit: <30

English/French guidelines:
2XL/2TG

Examples:
Sizes S-XL
Sizes S-4XL
Plus/Big & Tall Sizes 2XL-4XL

Kids & Baby sizes to be written as:
0-3 months
6-24 months
Sizes S-XL

Product Description
Min. Characters: 100   Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes
For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Features
Max Characters: 200/bullet point   Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include
- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Belt loop
- Collection Name
- Closure details (if applicable)

- Pockets
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)
- Care instruction

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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PANTS, JEANS, SHORTS, SKIRTS & SKORTS

Example 1	Example 2	Example 3	Example 4

George Men's Slim Cargo Pants

Our George men's slim cargo pants give you all the pocket space you need along with the slim fit that you love.

- 100% Cotton
- Machine wash cold
- Button and fly closure
- Waistband with belt loops
- 2 side cargo pockets
- 2 side slit pockets
- Slim straight leg

George Maternity Bermuda Jegging Shorts

Stay cool throughout your pregnancy with this pair of George maternity Bermuda shorts. Made from stretch denim with an expandable waistband, these shorts can keep up with your growing tummy.

- 51% Polyester, 45% Cotton, 4% Spandex
- Machine wash cold with like colours, gentle cycle
- Elasticized waistband
- Full stretchy panel
- 2 back pockets

George Women's Swim Skirt Bottom

You'll be beach ready in this George women's swim bottom that has a skirted outer layer for extra coverage. Mix and match this bikini bottom with your favourite top for a personalized look.

- 82% Nylon, 18% Spandex
- Hand wash cold
- Elastic waist
- Low rise
- Integrated bikini bottom with skirt overlay
- Stretch fabrication
- Slim fit

Canadiana Men's Big & Tall Knit Shorts

Bring the comfort of joggers into the summer. These knit shorts are great for active outings or casual days in the sun.
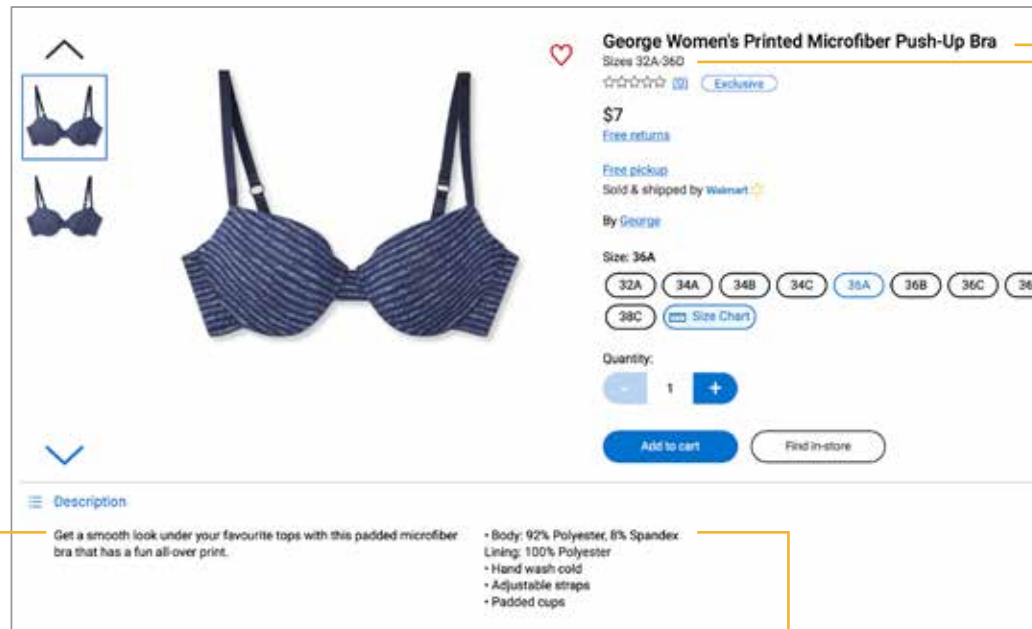
- 80% Cotton, 20% Polyester
- Machine wash cold
- Drawstring waistband
- 2 front pockets, 1 back pocket

Imagery Specifications

Please refer to the Image Resource Guide for additional image requirements and specifications.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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BRAS, UNDERWEAR, SOCKS & HOSIERY

Product Name
Recommended Characters: 45   Max. Characters: 120

Brand + Category + {Defining Quality} + Item Name + {Pack Count} if applicable **+ {Colour}** if style only comes in a single colour)

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Short Description
Character limit: <30

English/French guidelines:
2XL/2TG

Examples:
Sizes S-XL
Sizes S-4XL
Plus Sizes 2XL-4XL

Kids & Baby sizes to be written as:
0-3 months
6-24 months
Sizes S-XL

Product Description
Min. Characters: 100   Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes
For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Features
Max Characters: 200/bullet point   Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include
- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Collection Name
- Closure details (if applicable)
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)

- Care instruction
- Cup Details
- Strap details
- Underwear type
- # in pack, or pairs
- Sock fits shoe sizes 7-10

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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BRAS, UNDERWEAR, SOCKS & HOSIERY

Example 1	Example 2	Example 3	Example 4

George Women's T-Shirt Bra

Start your outfit with the basics! This George women's t-shirt bra provides smooth coverage and medium support that's perfect for wearing under your favourite tees and tanks.

- 91% Polyester, 9% Spandex
- Hand wash
- Back closure
- Adjustable straps
- Lightly lined cups
- Rear hook and eye closure

George Men's Big & Tall Boxer Briefs 3-Pack

This set of three George men's Big & Tall boxer briefs make a great start to your daily look. Get all-day comfort and breathability from 100% cotton fabrication.

- 100% Cotton
- Hand wash
- Elastic waistband
- Boxer briefs
- 3 pairs

George Mother & Child Matching Crew Socks

Mom and child can kick it together with this set of matching crew socks from George. Both pairs feature a matching astronomy design that will make them both smile.

- 97% Polyester, 3% Spandex
- Machine wash
- Unisex design
- Crew fit
- Elastic cuffs
- Fits Ladies' Shoe Size 4-10 and Kids' Shoe Size 11-2
- Astronomy print
- 2 pairs

George Fun Patterned Socks for Men

Keep feet happy with our George men's socks. Made for everyday wear, these socks have an elastic cuff to stay in place and a reinforced heel for added comfort. Three pairs.

- 88% Nylon, 12% Spandex
- Hand wash
- Crew fit
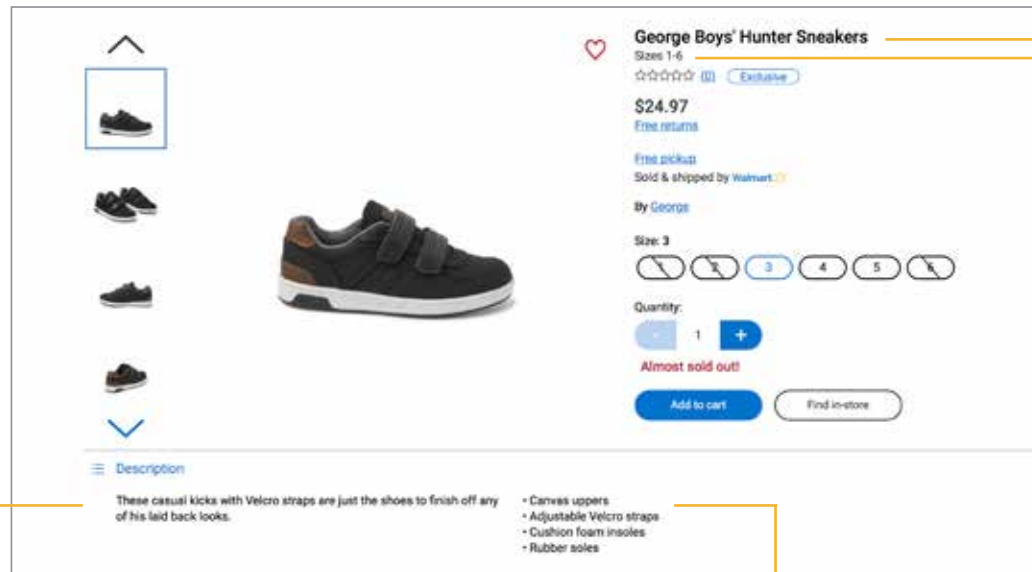- Elastic cuffs
- Fits sizes 7–11
- 3 pairs

Imagery Specifications

Please refer to the Image Resource Guide for additional image requirements and specifications.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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SHOES, JEWELLERY & WATCHES

George Boys' Hunter Sneakers
Sizes 1-6
☆☆☆☆☆ (0) Exclusive

$24.97
Free returns

Free pickup
Sold & shipped by Walmart

By George

Size: 3

Quantity:
– 1 +

Almost sold out!

Add to cart   Find in-store

Description
These casual kicks with Velcro straps are just the shoes to finish off any of his laid back looks.
• Canvas uppers
• Adjustable Velcro straps
• Cushion foam insoles
• Rubber soles

Product Name
Recommended Characters: 45   Max. Characters: 120

Brand + Category + {Defining Quality} + Item Name + {Pack Count} if applicable **+ {Colour}** if style only comes in a single colour)

YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

Short Description
Character limit: <30

English/French guidelines:
2XL/2TG

Examples:
Sizes 4-12 (Shoes)
Sizes 5-9, M (Jewellery)
Size 44mm or Childrens (Watch)

Kids & Baby sizes to be written as:
0-3 months   Sizes 0-9 months (Shoes - Baby)
6-24 months   Sizes 5-10 (Shoes - Numeric)
Sizes S-XL   Sizes S-XL (Shoes - Alpha)

Product Description
Min. Characters: 100   Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes
For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Features
Max Characters: 200/bullet point   Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include
- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Collection Name
- Toe Type
- Heel height in inches
- Additional details (any info on tag)

- Bonus item/accessory (if applicable)
- Care instruction
- Upper Type, Inside/Outside Sole Details
- Main Compartment details/closures
- Strap type/length
- Overall dimensions
- Watch Display type

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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SHOES, JEWELLERY & WATCHES

Example 1	Example 2	Example 3	Example 4

George Men's Oxford Shoes

Put your best foot forward with our George men's Oxford dress shoes. With a classic rounded toe design and lace-up front, these dress shoes can accompany you on any special occasion.

- Lace-up design
- Leather-like upper
- Oxford style
- Rubber outsole
- Rounded toes
- Cushioned insoles

George Men's Rex Casual Shoe

Step out in style with this pair of casual George men's Rex sneakers. Their perforated microsuede exterior adds style and function to keep feet cool with added breathability.

- Lace-up style
- Low cut
- Breathable suede-like upper
- Padded collar for extra comfort
- Rubber outsole
- Memory foam insoles
- Rounded toes

George Girls' Unicorn Casual Shoes

She'll love the easy wear and fun print of these George girls' unicorn sneakers. With a slip-on design and printed side panel, these will become her new go-to casual shoes.

- Lace-up front
- Unicorn printed panel
- Rubber sole
- Memory foam insoles
- Rounded toes
- Elastic heel panel
- Slip-on design

George Women's Amanda Heels

For your next special occasion, step out in this pair of classic two-strap pumps.

- Faux leather uppers
- Adjustable ankle strap
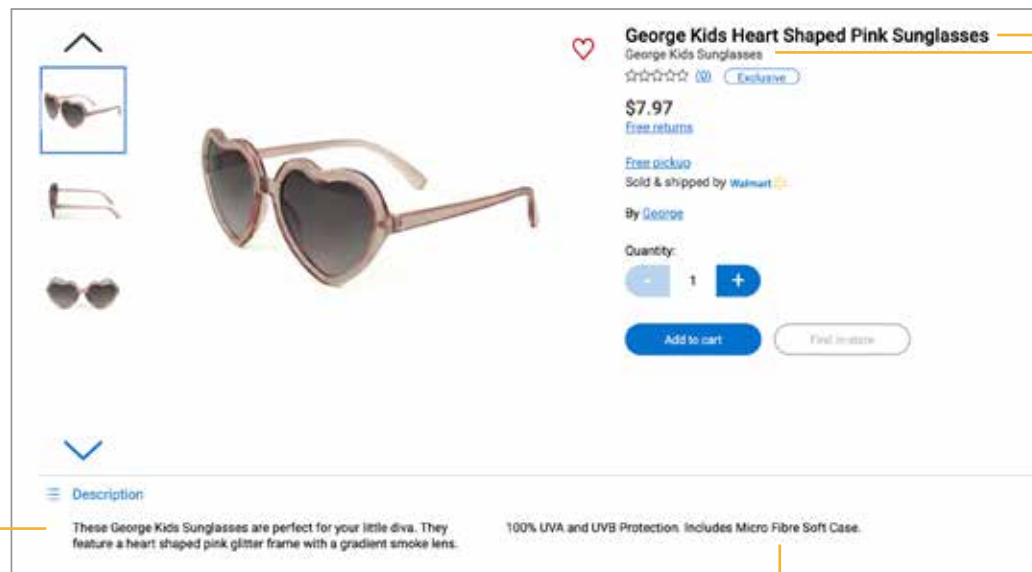- Cushioned insoles
- Rubber soles

Imagery Specifications

Please refer to the Image Resource Guide for additional image requirements and specifications.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

BELTS & SUNGLASSES

Product Name
Recommended Characters: 45   Max. Characters: 120

> **Brand + Category + Defining Quality + Item Name + Pack Count (if applicable) + Colour (if style only comes in a single colour)**

YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

Short Description
Character limit: <30

Examples:

Sizes 30-42" or One Size (Belts)   **English/French guidelines:**

Size Adult or Size 2+ (Sunglasses)   2XL/2TG

Product Description
Min. Characters: 100   Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes
For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Features
Max Characters: 200/bullet point   Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include
- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Collection Name
- Shape or Style
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)
- Care instruction
- UV Protection
- Closure type

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BELTS & SUNGLASSES

| Example 1 | Example 2 | Example 3 | Example 4 |

George Boys' 25 mm Feather Edge Dress Belt

A smooth leather-like feel and feathe edges make this belt ideal to wear with dress pants and casual wear. It features five holes for size and comfort adjustment.

- Material: Polyurethane faux leather
- 25mm or 1" wide
- Feather edges
- 5 holes

George Boys' 30 mm Faux Leather Belt with Eyelets

The perfect belt to wear with jeans. It comes with multiple size options with eyelets that allow for maximum size adjustment.

- Material: Polyurethane Faux Leather
- 30 mm or 1 1/8" wide
- Eyelets
- Maximum size adjustment

George Women's Silver Aviator Sunglasses

These George Womens oversized glasses are perfect to dress up any outfit. They feature a silver frame with black temples, and a gradient smoke lens.

- 100% UVA and UVB Protection
- Includes Micro Fibre Soft Case
- Silver Metal Frame
- Gradient Smoke Lens

George Mens Navy Wayfarer Sunglasses

These George Mens Wayfarer sunglasses feature a rubberized navy frame with blue mirror lens. Perfect with a casual outfit.
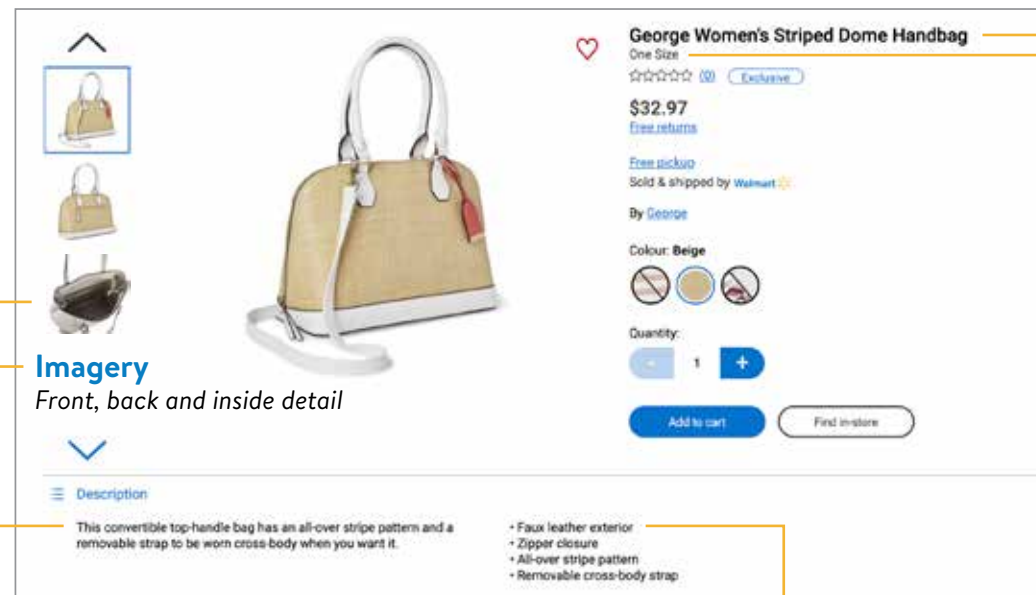
- 100% UVA and UVB Protection
- Includes Micro Fibre Soft Case
- Tinted Lens

Imagery Specifications

Please refer to the Image Resource Guide for additional image requirements and specifications.

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

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BACKPACKS, HANDBAGS & WALLETS

Imagery
Front, back and inside detail

Product Name
Recommended Characters: 45   Max. Characters: 120

> **Brand + Category + Defining Quality + Item Name + Pack Count (if applicable) + Colour (if style only comes in a single colour)**

*YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

Short Description
Character limit: <30

Examples:
Includes Wallet
Cross Body
One Size

Product Description
Min. Characters: 100   Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes
For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Features
Max Characters: 200/bullet point   Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include
- Exterior fabric content
- Interior fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Collection Name
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)

- Care instruction
- Overall dimensions
- Strap or handle
- Strap length
- Closure type

BACKPACKS, HANDBAGS & WALLETS

Example 1

Sample inside detail shot

Example 2

Sample inside detail shot

Example 3

Sample inside detail shot

George Women's Quilted Backpack

Get going and look good doing it in this in-trend quilted backpack with gold accents and a top handle.

- 100% PVC
- Full zip closure
- Adjustable straps
- Top handle
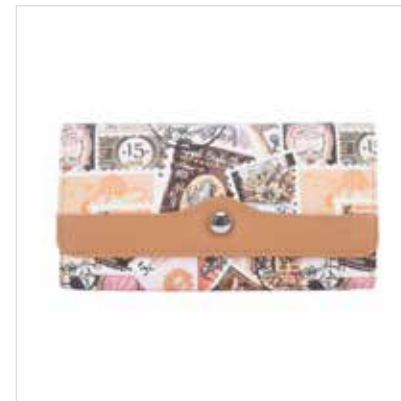- 1 exterior snap pocket, 1 interior zip pocket

George Women's Convertible Dome Satchel

Gift yourself two looks in one with this convertible satchel featuring sturdy dome handles and a cross-body strap for multiple looks.

- 100% PVC
- Full zip closure
- Double dome handles
- Removable, adjustable strap
- 1 interior zip pocket

George File Master Wallet

Keep your cards safe in this George women's file master wallet that comes in an all-over stamp print. Multiple interior slots hold room for up to 10 cards while a zippered pocket keeps change in place.

- 100% PVC
- Spot clean only
- Tri-fold wallet
- Stamp print exterior
- 10 card holder slots
- Interior zip pocket
- Snap button closure

Imagery Specifications

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