

## CONTENT RESOURCE GUIDE



### 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**

# TABLE OF CONTENTS

## TOPS

Shirts .....	3
Button-ups & Woven Blouses.....	6
Dresses .....	9
Outerwear .....	12

## Bottoms

Pants & Jeans .....	15
Shorts, Skirts & Skorts .....	18

## Intimates

Bras .....	21
Underwear .....	24
Socks & Hosiery .....	27

## Specialty

Activewear .....	30
Swimwear .....	33
Maternity .....	36

## Accessories

Shoes .....	39
Backpacks & Handbags .....	42
Belts and Sunglasses .....	45

**TOPS** | SHIRTS

## Product Name

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

## Example

- George Girls' Short-sleeve Polo
- Faded Glory Women's Plus Studded Trapeze Tee
- Fruit of the Loom Men's V-Neck Tees, 3-Pack

## Product Description

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

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

Example 1



*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

Example 2



*George Men's Big & Tall Graphic Follower T-Shirt*

Pair this faux-layered graphic tee with a pair of jeans for a trendy, casual look that takes minimal effort.

- Body: 100% Cotton; Sleeves: 60% Cotton, 40% Polyester; Rib: 97% Cotton, 3% Spandex
- Wash inside out
- Crew neckline
- Long sleeves

Example 3



*George Men's Basic T-Shirt*

A classic tee like this men's crew neck never goes out of style! This season's hottest colours are a great addition to your casual wardrobe.

- 100% Cotton
- Machine wash cold
- Classic fit
- Crew neckline
- Short sleeves

## **TOPS** | BUTTON-UPS & WOVEN BLOUSES

## Product Name

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

## Example

- No Boundaries Men's Plaid Button-Down Shirt

## Product Description

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- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
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- Sleeves
- Placket detail (if applicable)
- Fit
- Additional details (any info on tag)
- Hem Details
- Bonus item/accessory (if applicable)
- Care instruction

Example 1

*George Men's Resort Shirt*

Let every day feel like you're on vacation in this men's resort shirt. This classic fit button-up has short sleeves and an all-over tropical print to keep you looking and feeling cool.

- 100% Cotton
- Machine wash cold
- Classic fit
- Short sleeves
- Single chest pocket
- All-over print

Example 2

*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

Example 3

*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



# DRESSES

## Product Name

Brand + Category + Defining Quality + Item Name + Colour (if style only comes in a single colour)

## Example

- George Women's Plus Print Jersey Maxi Dress

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

## DRESSES

Example 1



*George Women's Ruffle Sleeve T-Shirt Dress*

Whether you're relaxing at home or running errands, the George women's ruffle sleeve t-shirt dress is a perfect look. Cotton interior will keep you cozy throughout the day.

- 60% Cotton, 40% Polyester
- Machine wash cold
- Cowl neckline
- Knee-length
- Loose fit

Example 2



*George Women's Keyhole Back Swing Dress*

Step out in this eye-catching keyhole back swing dress by George for your next night on the town. It has an all-over print that can be dressed up or down, and an A-line fit to flow over the body.

- 95% Polyester, 5% Spandex
- Machine wash cold
- Crew neckline
- 3/4 length sleeves

Example 3



*George Women's Faux Wrap Dress*

Pull on this chic George women's faux wrap dress that has all the appeal of a wrap dress with none of the fuss. Its 1-piece construction makes for easy and comfortable all-day wear.

- 51% Polyester, 46% Rayon, 3% Spandex
- Machine wash cold
- V-neckline
- Long sleeves
- Faux wrap front
- Slim fit

**TOPS** | OUTERWEAR

## Product Name

Brand + Category + Defining Quality + Item Name + Colour (if style only comes in a single colour)

## Example

- Hanes Men's Big & Tall Zipper Hoodie
- George Men's Suit Jacket
- White Stag Women's Plus Belted Trench Coats

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## Include

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

Example 1



*George Women's Rain Jacket*

Reach for this bright and cheery, fitted women's rain jacket on a rainy day. Stay dry and stylish with a drawstring adjustable hood and front pockets for your keys, phone and more.

- 100% Polyester
- Machine wash cold
- Zip front
- 2 front pockets
- Long sleeves
- Adjustable hood

Example 2



*Canadiana Men's Big & Tall Hooded Parka Jacket*

Weather the storm in this winter-ready parka. It comes with reflective trim and tight cuffs that will protect you all winter long.

- 80% Polyester, 20% Cotton
- Machine wash cold (remove fur ruff)
- Water repellent
- Down blend filling
- Faux fur lined hood

Example 3



*George Men's Bomber Jacket*

Layer up with this men's printed camouflage bomber jacket that can be worn year-round. This lightweight jacket adds a stylish and casual feel to your everyday look.

- 100% Polyester
- Machine wash cold
- 2 front zippered pockets
- Long sleeves
- Ribbed cuffs and hem
- All-over camouflage print

**BOTTOMS** | PANTS & JEANS

## Product Name

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

## Example

- Riders by Lee Juniors Stretch Skinny Jeans
- Faded Glory Girls' Corduroy Flared Pants
- White Stag Women's Plus Stretch Cotton Capris

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## 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



Example 1



*George Women's Cuffed Jogger*

Kick back and relax in our ultra-soft George women's cuffed joggers. This slim fit cut maintains your comfort throughout the day without extra bulk.

- 60% Cotton, 40% Polyester
- Machine wash
- Drawstring waist
- Fitted cuffs
- Slim fit

Example 2



*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

Example 3



*George Plus Women's Drapey Open Leg Pant*

Reach for this pair of George Plus women's open leg pants that have a draped fit and wide leg design to keep you feeling your best.

- 95% Rayon, 5% Spandex
- Machine wash
- Adjustable drawstring waist
- 2 front pockets
- Stretch fabric
- Wide leg

**BOTTOMS** | SHORTS, SKIRTS, SKORTS

## Product Name

Brand + Category + Defining Quality + Item Name + Colour (if style only comes in a single colour)

## Example

- George Women's Classic Career Pencil Skirt
- Faded Glory Men's Twill Belted Cargo Shorts Short
- White Stag Women's Stretch Poplin Skort

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## Include

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

Example 1



*George Men's Sleep Short*

Sleep comfortably in these George men's sleep shorts that are made from 100% cotton jersey to keep you feeling cool throughout the night.

- 100% Cotton
- Machine wash
- Elastic waistband with drawstring
- Knee length

Example 2



*George Maternity Bermuda Joggings 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

Example 3



*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

INTIMATES | BRAS

## Product Name

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

## Example

- Fruit of the Loom Full-Figure Sport Bra, Style 625, 3-Pack

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## Include

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- Collection Name
- Closure details (if applicable)
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)
- Care instruction
- Cup Details
- Strap details

Example 1

*George Plus High Support Full Figure Seamless Bra*

Get the support you're looking for with this George Plus women's full figure seamless bra. It's the perfect underpinning for your fitted blouses and won't show through thanks to its seamless design.

- Nylon 88%, 12% Spandex
- Hand wash
- Underwire
- Unlined cups
- Lace accents
- Hook and eye rear closure

Example 2

*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

Example 3

*George Women's Floral Lace T-Shirt Bra*

This George Women's lace t-shirt bra provides a smooth look that you can wear under your favourite tees. Its all-over lace design makes this an extra-special piece that can be worn every day.

- Body: 86% Nylon 14% Spandex
- Hand Wash cold
- Underwire
- Adjustable straps
- Back closure
- Available in additional colours

**INTIMATES** | **UNDERWEAR**



## Product Name

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

## Example

- Hanes Women's Cotton Bikini Underwear, 6-Pack
- Fruit of the Loom Men's Assorted Boxer Briefs, 5-Pack

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## Product Features

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## Include

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

Example 1



George Men's Big &amp; 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

Example 2



George Women's Microfiber Hipster

Feel smooth and sleek with this set of three George women's microfiber hipster panties. Their seamless design provides coverage and comfort throughout the day.

- 86% Nylon, 14% Spandex
- Machine wash
- Hipster cut
- Elastic waistband
- Low rise
- Lace trim
- 3 pairs

Example 3



George Girls' Cotton Briefs 7-Pack

These essential George girls' briefs are the perfect starting point for your look. Get all-day comfort and breathability from 100% cotton construction.

- 100% Cotton
- Machine wash warm. Wash with like colours
- Only non-chlorine bleach when needed
- Tagless
- 7 pairs

**INTIMATES** | SOCKS & HOSIERY

## Product Name

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

## Example

- Hanes Men's Ankle Socks, 10-Pairs

## Short Description

- Fits Shoe Size: 7-10

## Product Description

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## Product Features

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## Include

- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Collection Name
- Closure details (if applicable)
- Pockets
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)
- Care instruction
- Number of pairs
- Shoe size range

Example 1



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

Example 2



George Mother &amp; 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

Example 3



George Women's 2-Pack Fashion Crew Sock with Lurex Accent

This set of George women's crew socks are the essential pairs that every wardrobe needs. Their classic design provides comfort and style that can be worn everyday.

- 98% Polyester, 2% Spandex
- Machine wash cold, gentle cycle
- Ribbed design
- Crew fit
- Elastic cuffs
- Fits sizes 4-10
- 3 pairs

**SPECIALTY** | ACTIVEWEAR

## Product Name

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

## Example

- Danskin Now Women's Wicking Keyhole Tank Top
- AND1 Men's Performance
- Warm-Up Pants

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## Product Features

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## Include

- Fabric content
- Features and/or attributes related to the product as a whole (pattern, fabric, etc.)
- Collection Name
- Closure details (if applicable)
- Pockets
- Neckline
- Pant Length
- Care instruction
- Wicking/performance features
- Sleeves
- Hem Details

Example 1



*Athletic Works George 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

Example 2

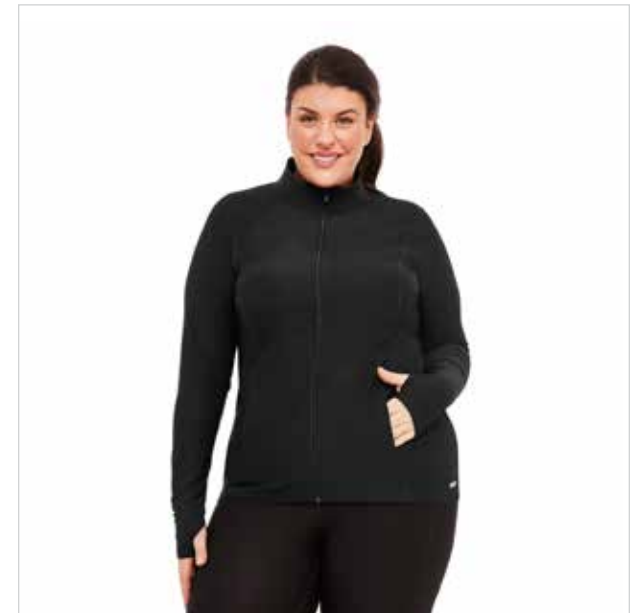


*George Men's Jersey Muscle Top*

Wash and wear this airy George men's muscle tank made from 100% cotton jersey. Whether you're hitting the gym or the streets, you'll feel and look cool.

- 100% Cotton
- Machine wash
- Sleeveless
- Crew neckline
- Loose fit

Example 3



*Athletic Works Plus Women's Ruched Jacket*

Heading to and from the gym, reach for this Athletic Works Plus women's ruched jacket. Its stylish ruched design has a high neckline and full zip closure for a snug fit.

- 85% Polyester, 15% Spandex
- Full zip
- Ruched back
- Thumb holes at banded cuffs



**SPECIALTY** | SWIMWEAR

## Product Name

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

## Example

- Catalina Women's Plus-size Slimming Halter Swimsuit
- OP Men's Big & Tall Cargo Swim Shorts

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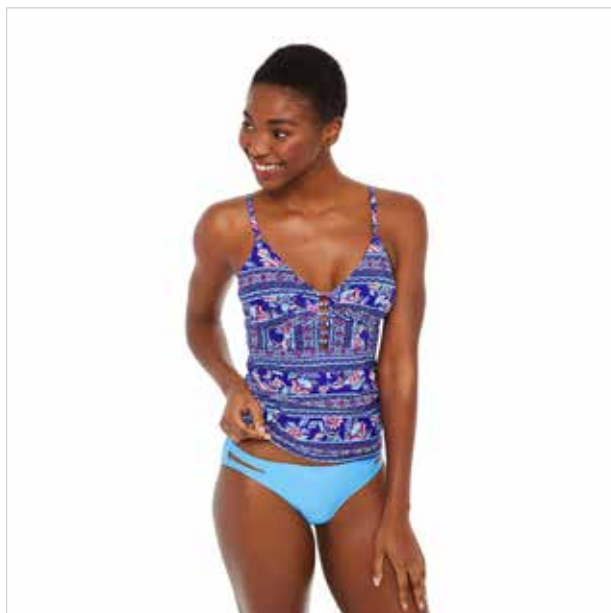
## Product Features

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## Include

- Fabric content
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- Collection Name
- Closure details (if applicable)
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)
- Care instruction
- Wicking/performance features

Example 1



*George Women's Tankini Top*

Hit the beach in our George women's tankini top. Mix and match this bikini top with our range of bottoms to create a customized beach look.

- 82% Nylon, 18% Spandex
- Hand wash cold
- Spaghetti straps
- Cut-out detailing
- V-neckline

Example 2



*George Plus Women's Scallop 1-Piece Swimsuit*

Flatter your figure with our George Plus women's scalloped one-piece swimsuit. Look equally stylish on the beach or in the water with this swimsuit that doubles as a bodysuit for added versatility.

- 82% Nylon, 18% Spandex
- Hand wash cold
- One-piece swimsuit
- Ruched sides
- V-neckline with lace-up details
- Adjustable spaghetti straps
- Removable cups

Example 3



*George Men's Swim Shorts*

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
- Crew neckline
- Short sleeves
- Boxy fit
- Front chest graphic

**SPECIALTY** | MATERNITY

## Product Name

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

## Example

- Maternity Demi-panel Career Pants
- Faded Glory Maternity Lace Trimmed Ribbed Tank Top
- Danskin Now Maternity Knit Capri Pants with Drawstring

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## Include

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

Example 1



*George Women's Maternity Two-Tiered Nursing Dress*

Look and feel stylish when you're out and about in this two-tiered nursing dress. With front panels that make it easy to nurse, you'll feel comfortable feeding anywhere.

- 65% Lyocell, 35% Cotton
- Layered front panel
- Curved hem
- Easy access nursing panels
- Crew neckline
- Sleeveless

Example 2



*George Maternity Printed Jersey Tank*

Layer up in our George maternity jersey tank throughout your pregnancy. This lightweight tank features ruched side details and plenty of room for a growing belly.

- 50% Cotton, 50% Modal
- Machine wash cold
- Curved hem
- Crew neckline
- Sleeveless
- Ruched sides

Example 3



*George Maternity V-Neck Tee*

This George maternity V-neck t-shirt is an essential piece of your pregnancy wardrobe. With ruched side details and a front panel that can grow with you, you'll want to wear this every day!

- 95% Cotton, 5% Spandex
- Machine wash cold
- Curved hem
- V-neckline
- Short sleeves

**ACCESSORIES** | **SHOES**

## Product Name

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

## Example

- Faded Glory Girls' Canvas Slip-On Sneakers
- George Ladies' Tassel Fashion Boot
- Athletic Works Toddler Boys' Hero Sneaker

## Short Description

- Available Sizes 4-12

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## 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 Sole Details
- Outside Details



Example 1

*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

Example 2

*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

Example 3

*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

**ACCESSORIES** | BACKPACKS & HANDBAGS

## Product Name

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

## Example

- George Swissalps Backpack
- No Boundaries Strips Canvas Tote Bag
- NICCI Women's Drawstring Bucket Bag

## Short Description

- Includes Accessories
- Style: Wallet or Cross Body

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- Collection Name
- Main Compartment details/closures
- Additional details (any info on tag)
- Bonus item/accessory (if applicable)
- Care instruction
- Strap type/length
- Overall dimensions

Example 1

*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

Example 2

*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

Example 3

*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

**ACCESSORIES** | BELTS & SUNGLASSES

## Product Name

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

## Example

- George Men's Black Metal Sunglasses
- Urban Planet Men's Circle Aviator Sunglasses
- CTM Women's Multi Color Elastic Braided Belt

## Short Description

- Belts Size: 30" - 42" or One Size
- Sunglasses Size: Adult -or- Size 2+

## Product Description

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

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

Example 1

*George Boys' 25 mm Feather Edge Dress Belt*

A smooth leather-like feel and feather 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

Example 2

*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

Example 3

*George Women's Silver Aviator Sunglasses*

These George Women's 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