



SHOPEE MALL LISTING GUIDELINES

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**WHY DOES SHOPEE
STANDARDISE SHOPEE MALL
LISTINGS?**

Why does Shopee standardise Shopee Mall listings?

Shopee Mall is a platform for top sellers and leading brands that strives to provide excellent online shopping experience. Shopee encourages our Shopee Mall sellers to follow listing guidelines in order to standardise the platform and adopt professional practices.

Moreover, the high quality listings will better showcase the products while offering guaranteed customer shopping experience.



SHOPEE MALL LISTING REQUIREMENTS

Shopee Mall Listing Requirements

Follow these guidelines to ensure excellent online shopping experience

- 1 **Relevant and high quality images**
- 2 **Structured product name**
- 3 **Correct category**
- 4 **Informative product description**
- 5 **Accurate and comprehensive attributes**
- 6 **Variations**



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SHOPEE MALL LISTING REQUIREMENTS

1) RELEVANT AND HIGH QUALITY IMAGES

Detailed image requirements

Elements	Requirements	Exceptions
All images	- Each listing to have at least 3 non-duplicate images professionally taken - For every image, the product being sold must be clear, sharp, not pixelated and photographed with realistic colour - Images should not have any reflection of people or other objects	Products in Adult categories must meet additional guidelines
Cover images	- Cover image should preferably be against a solid colour background (white is recommended) - The product for sale must cover at least 60% of image frame - No watermark, montage (combination of multiple images), borders, text or other graphics allowed* - The logo must be at top left corner and not exceed 10% of image frame - Full product must be in frame and cannot be cropped - No model in the cover image except Fashion, Health and beauty, Sports and outdoor categories - Product is unwrapped (exceptions allowed)	- Product may be unwrapped if item is a consumables (e.g. food, baby diapers) - Product in Home & Living and Fashion (including accessories, shoes, bags) may use images against environment background
Other images	- Backgrounds and environments are allowed for non-cover images to help demonstrate the use or scale of product - The product and props should fill 50% or more of the image frame - Cropped or close-up images are allowed - Use of model is allowed - Each image should show a different angle of the product	



Cover image criteria - image quality

High quality professional image



Image must be clear, sharp, not pixelated and photographed professionally



Unprofessional and blur image



Images should be professionally taken and have high resolution (not pixelated or blurred)

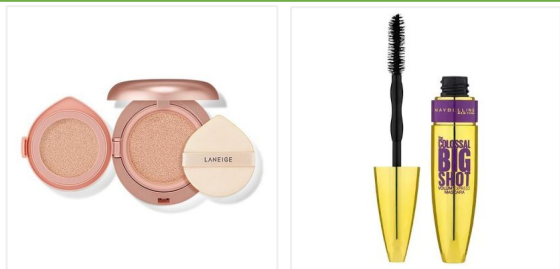


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RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - background

Solid colour background



Solid colour background
(especially white) are preferred



Background with 2 solid colours



Solid colour backgrounds with
up to 2 colours are acceptable



Non-distracting background



Non-distracting patterns on the
backgrounds are acceptable



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RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - background

Live background



Cover images should not have live background except for Apparel and Home & Living products



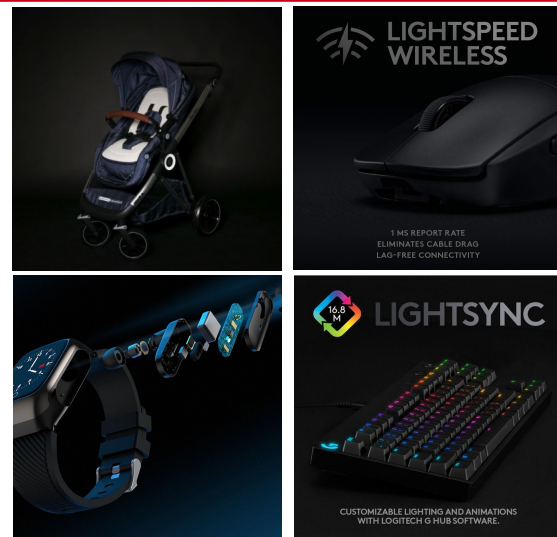
Distracting background



Cover image backgrounds should not be bright and distracting



Low contrast background



Products must be clearly seen against the background



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RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - borders

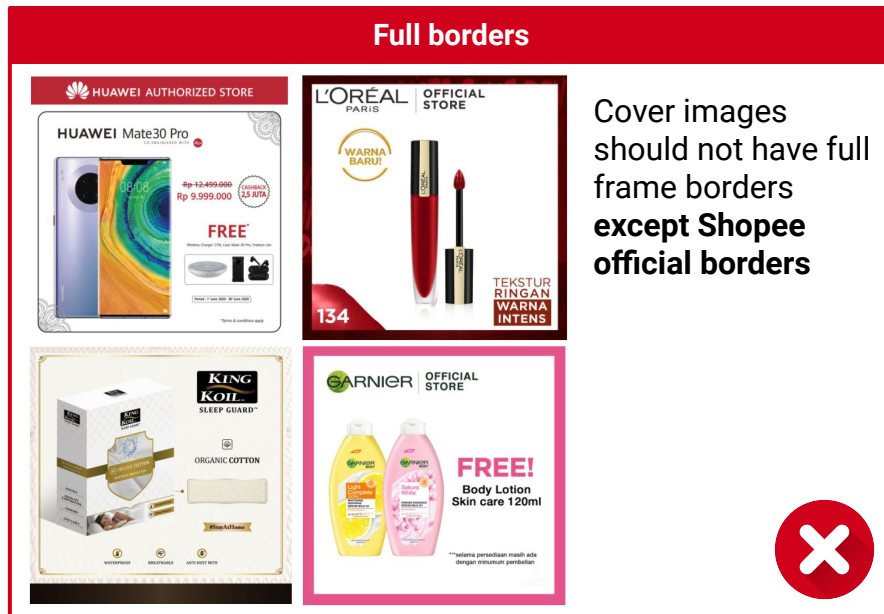
Banners

Banners placed on the top or bottom of the cover image are acceptable



Full borders

Cover images should not have full frame borders except Shopee official borders

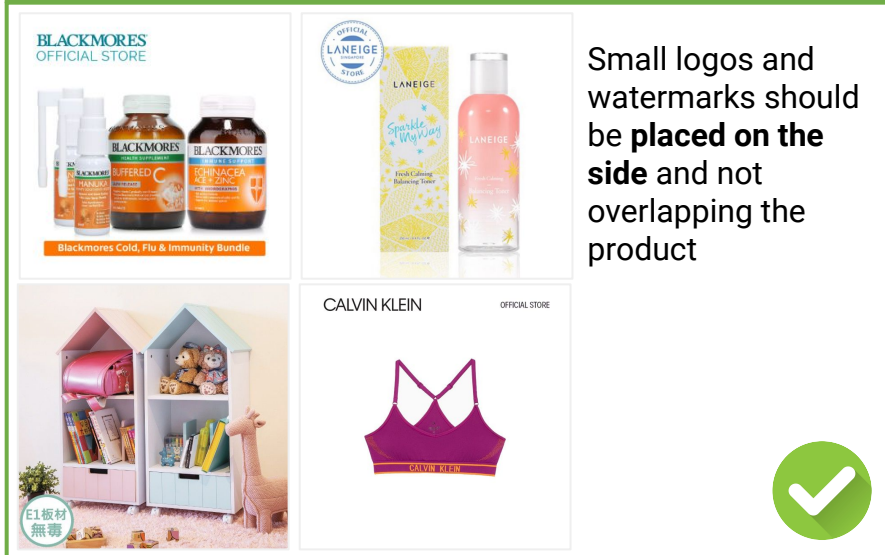


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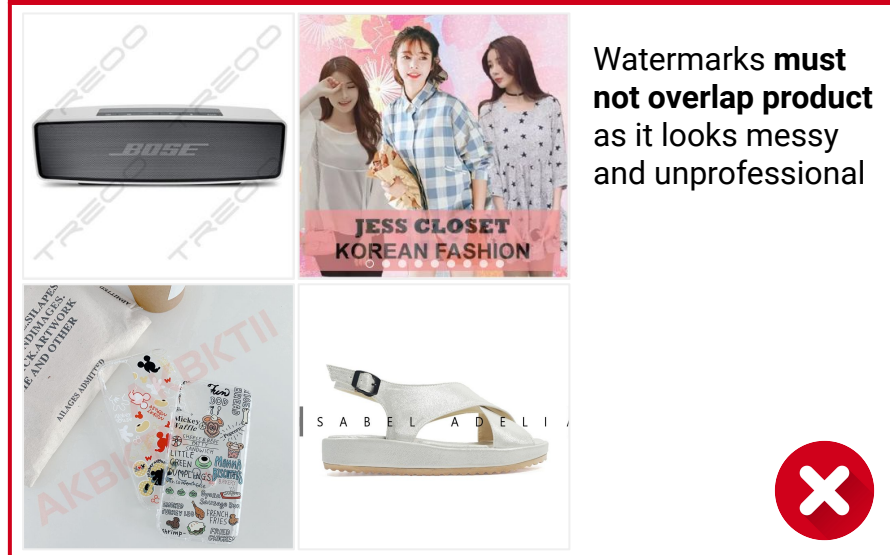
RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - watermark

Not overlapping image



Overlapping image

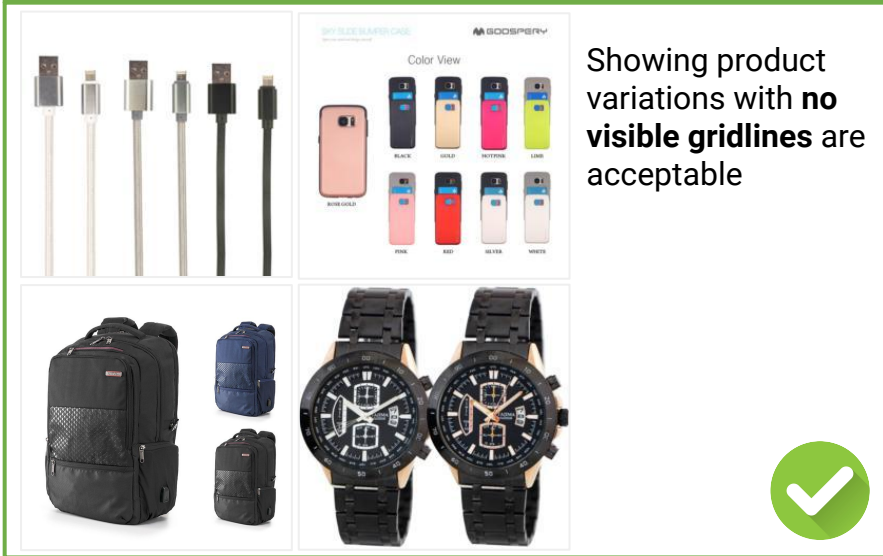


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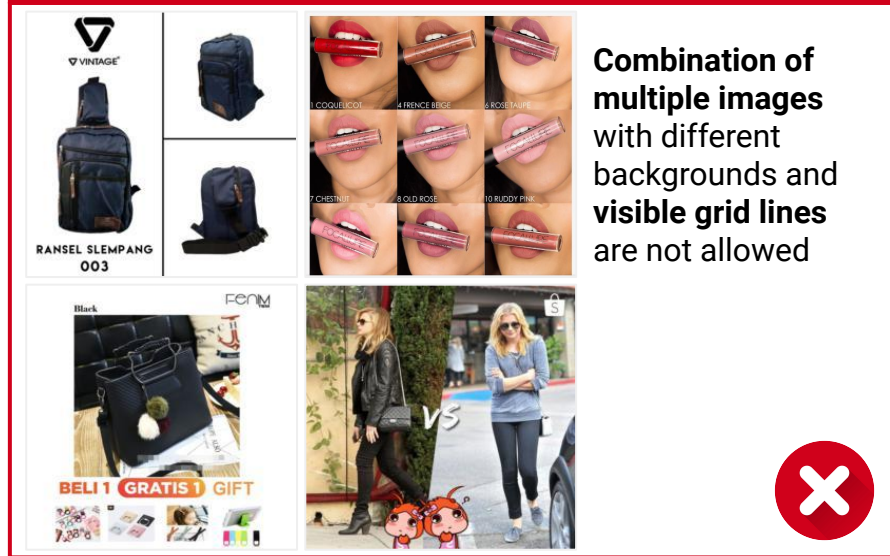
RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - montage

No visible gridlines



Visible gridlines



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RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - model

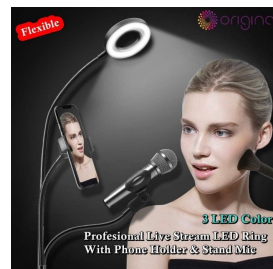
Showing hands and feet



Showing products with **hands and feet** are acceptable



Model



Cover images with human model are not allowed except for products in Fashion, Health, Beauty, Sports and outdoor categories



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RELEVANT AND HIGH QUALITY IMAGES

Cover image criteria - others

Seller Tips!



When listing products in **adult categories**, do take note that there are additional guidelines to be met. For more information, please refer to **Shopee's Adult Listing Guidelines**.

Free gifts



BUNDLE GIFT



Free items should be at the bottom and not taking majority of space



Unwrapped product for illustration



Exceptions for unwrapped product are allowed for clearer illustration



Excessive text

Mirabella BB Cushion Light Beige +
Highlighter Rose Gold + Moisture
Matte Lipstick Raddish Orange

Saatnya beralih ke makeup yang effortless
tapi flawless. Semakin fresh dengan lipstick
orange yang segar dan highlighter rose
gold untuk kulit glowing.



Cover images should not have excessive text as it looks very messy



Product <60% of image



Product must cover at least 60% of the image frame



Cropped product



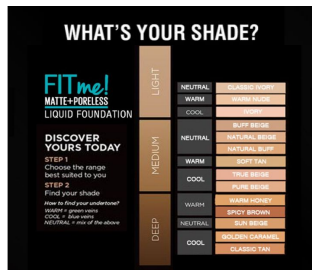
Cropped products are not allowed for cover images



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RELEVANT AND HIGH QUALITY IMAGES

Example of listing with best practice images

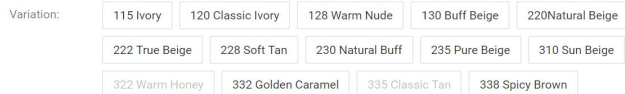


Finale Sales! Maybelline Fit Me Matte + Poreless Liquid Foundation Range

₹599

★★★★★ 4.9 out of 5 (96 Rating) | 162 Sold Monthly

👉 Buy and earn 20 Shopee Coin 🍀



- ✓ Clear, sharp, not pixelated and realistic
- ✓ 3 or more professional images
- ✓ No reflection of people or other objects

All images

- ✓ Solid background (white preferable)
- ✓ Fills 60% of image frame
- ✓ No watermark, montage, borders, text or other graphics
- ✓ Uncropped and in-frame
- ✓ No model (except Fashion, Health and Beauty, Sports and Outdoor Categories)
- ✓ Product Unwrapped

Cover image

- ✓ Shows different angle of the product
- ✓ Fills 50% of image frame
- ✓ Demonstrate the scale and use of the product

Other images



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RELEVANT AND HIGH QUALITY IMAGES

2) STRUCTURED PRODUCT NAME

Structured Product Name

This comprehensive listing name convention offers buyers an informative and easy-to-read product name



=



+



+



+



Listing Name

① Brand

② Product Model

③ Specification

④ Size

① Brand

Garmin Fenix ® 5X Slate Gray

₱20,000

Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)

₱1,050

② Product Model

Herschel Supply Co. Dawson Backpack 20.5L

₱3,049

Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)

₱789

③ Specification

Dell XPS Ultrabook - 13.3" - Core i7 8550U - 16GB RAM - 512GB SSD

₱45,000

Nike Roshe 2 - Pure White

₱3,999

④ Size

Innisfree Green Tea Cleansing Foam (30ml)

₱549

YEOS Justea Green tea white grape 250ml X24

₱1,989



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STRUCTURED PRODUCT NAME

Detailed product name requirements

Categories	Requirements	Exceptions
All (General)	- Product names must follow the naming convention (see below) - The first letter of each word must be capitalized. Do not use ALL CAPS - Subjective commentary such as "Hot Item" or "Best Seller" or Price or promotional messages, such as "Sale" or "Free Shipping" are not allowed - No keyword spam allowed e.g. irrelevant words - No emoticons, symbols or hashtags allowed, including but not limited to: , ~, \$, ^, {, <, !, *, #, :, %, >	Brand name may be in capital letters (eg. MANGO) in accordance to the respective brand attributes.
Computers & Peripheral	Brand + Screen Size + Model + CPU Type E.g. ASUS VivoBook Pro 15 N580GD-E6152T/Intel® Core™ i7-8750	
Mobile & Gadgets	- Cases and Covers: Case Brand (only if applicable, e.g. Spigen. If OEM then blank) E.g. Cases/covers material + Product Type + [for] + Compatible with + (Color) - Mobile phone: Brand + Model + Storage Capacity + (Color) E.g. Xiaomi Redmi 6 3GB+32GB - Screen Guards: Screen guard Brand (only if applicable, if OEM then blank) + Type of screen guard + product type + [for] + compatible with E.g. Spigen Tempered Glass Screen Protector for iPhone X - Power bank: Brand + Model + Power Bank Capacity in mAh + Product Type E.g. Xiaomi Gen 2C 20000mAh Power Bank	



Detailed product name requirements

Categories	Requirements	Exceptions
Home & Living	Brand + Type + Specification (e.g. size, materia, volume, color) E.g. MUJI Diffuser upgrade 600ml Aroma 7 LED light	Brand name may be in capital letters
Sports & Outdoors	Brand + Model + Specification (e.g. size, material, color) E.g. FIBA Official Match ball Molten Original GG7X Size 7 basketball ball	
Shoes	Brand + Gender (optional) + Model + Type + (Color) E.g. Birkenstock Arizona Women Sandals in Blue	
Apparels	Brand + Gender (optional) + Type + (Color) E.g. ZARA Women's Skater Dress, ZARA Pleather Pleated Skirt in Maroon	
Beauty & Personal Care	Brand + Model + Type + Weight/Quantity/Volume E.g. Neutrogena Rainbath Shower And Bath Gel 473ml	
Toys, Kids & Babies	Brand + Model + Type + (Quantity) E.g. Huggies Platinum Diapers x3	



Examples of Product Name



Computers & Peripherals

Brand Screen Size
ASUS VivoBook Pro 15
N580GD-E6152T/Intel® Core™ i7-8750
Model CPU Type



Mobile & Gadgets

Brand Model Product Type
Xiaomi Gen 2C Powerbank
20000mAh
Power Bank
capacity in mAh



Mobile & Gadgets

Xiaomi Redmi 6 3GB+32GB
Brand Model Storage capacity



Mobile & Gadgets

Brand Material
Spigen Tempered Glass
Screen Protector for iPhone X
Product Type Compatibility



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STRUCTURED PRODUCT NAME

Examples of Product Name



Beauty

Brand Model
Neutrogena Rainbath
Shower And Bath Gel 473ml
Type Volume



Women Shoes

Brand Model Gender
Birkenstock Arizona Women
Sandals in Blue
Type Color



Mom & Baby

Huggies Platinum Diapers x3
Brand Model Type Quantity



Mobile & Gadgets

Brand Model Type
ZARA Pleather Pleated Skirt
in Maroon
Color



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STRUCTURED PRODUCT NAME

3) CORRECT CATEGORY

Choose the right categories

Ensure that all 3 categories are chosen correctly

The screenshot displays a three-level category selection interface. The first column, labeled 'Level-1 Main Category', lists various product categories with 'Men's Wear' selected. The second column, labeled 'Level-2 Sub Category', shows sub-categories under 'Men's Wear' with 'Shirts' selected. The third column, labeled 'Level-3 Sub Category', shows sub-categories under 'Shirts' with 'Plain Shirts' selected. Red boxes highlight the selected items in each column.

Level-1 Main Category	Level-2 Sub Category	Level-3 Sub Category
Men's Wear	T-Shirts	Polos
Women's Apparel	Shirts	Others
Mobile & Gadgets	Jackets & Coats	Striped Shirts
Beauty & Personal Care	Sweaters & Cardigans	Overshirts
Food & Beverages	Shorts & Bermudas	Linen Shirts
Toys, Kids & Babies	Accessories	Plain Shirts
Home Appliances	Underwear	Formal Shirts
Home & Living	Others	Printed Shirts
Women's Bags	Pants	Check Shirts
Co...	Jeans	Denim

The currently selected : **Men's Wear > Shirts > Plain Shirts**

Seller Tips!



To ensure that you **select the correct category** for your product, draw reference from a relevant product listing and find the most suitable category. You may find this [comprehensive list of categories](#) helpful!



How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Shopee Seller Centre

Shipment
My Shipment
Mass Ship
Shipping Setting

Order
My Orders
Cancellation
Return/Refund

Product
My Products
Add New Product
Suspended Products

9.9 INCREASE SALES WITH ADD-ON DEALS

4x More product clicks

Add-on discounted products or free gifts

CREATE NOW

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	0 Pending Campaign New

Business Insights (Real-time data until GMT+8 18:00) [More >](#)

Announcements [More >](#)

Ship order via pre-assigned logistics
Dear sellers, always ship your order via pre-assigned logistics. Effective 21 Aug, sellers who use a different channel to facilitate shipping will be at risk of order cancellation.
11 August 2020

- 1 Click on “**Add New Product**” under Product on My Products page in Shopee Seller Centre.



How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Home > My Products > Product Category

Add a New Product

Please choose the right category for your product.

Product Name: 23/120

RECOMMENDED CATEGORIES

- 1- Women's Apparel > Dresses > Maxi dresses
- 2- Women's Apparel > Modest Wear > Jubah
- 3- Women's Apparel > Dresses > Bodycons

Men's Wear >

Women's Apparel >

Mobile & Gadgets >

Beauty & Personal Care >

Food & Beverages >

Toys, Kids & Babies >

Home Appliances >

Home & Living >

Women's Bags >

Computers & Peripherals >

2 Fill in your product name

3 Select the correct category for your product from the list of recommended categories.



How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Home > My Products > Product Category

Add a New Product

Please choose the right category for your product.

Product Name: 0/120

4

Men's Wear	>	Dresses	>	Bodycons	5
Women's Apparel	>	Tops	>	Midi dresses	
Mobile & Gadgets	>	Jumpsuits & Playsuits	>	Maxi dresses	
Beauty & Personal Care	>	Skirts	>	Mini dresses	
Food & Beverages	>	Shorts	>	Others	
Toys, Kids & Babies	>	Pants & Leggings	>	Party Dresses	
Home Appliances	>	Outerwear	>		
Home & Living	>	Lingerie & Sleepwear	>		
Women's Bags	>	Modest Wear	>		
Computers & Peripherals	>	Others	>		

Alternatively, you may select your product category:

4 By searching for a specific category on the search bar

OR

5 By scrolling and choosing your product category



Examples of correct categories

Shopee > Beauty & Personal Care > Skincare > Moisturise > Hada Labo Super Hyaluronic Acid Hydrating Lotion 170ml



Hada Labo Super Hyaluronic Acid Hydrating Lotion 170ml
~~₱1,275.00~~ **₱999.00**

Shop Vouchers **\$3 OFF**

Bundle Deals **Any 2 get 10% off!**

★★★★★ 4.8 out of 5 (92 Rating) | 5 Sold Monthly

Buy and earn 19 Shopee Coin

Beauty & Personal Care

Hada Labo Super Hyaluronic Acid Hydrating Lotion

- ✓ L1 Category : Beauty & Personal Care
- ✓ L2 Category : Skincare
- ✓ L3 Category: Moisturise

Shopee > Bags & Luggage > Backpacks > Casual Backpacks > Herschel Iona - Navy/Red



Herschel Iona - Navy/Red
₱4,500.00

★★★★★ 5 out of 5 (4 Rating) | 13 Sold Monthly

Buy and earn 100 Shopee Coin

Free shipping

Shipping Fee: \$0.00

Bags & Luggage

Herschel Iona - Navy/ Red

- ✓ L1 Category : Bags & Luggage
- ✓ L2 Category : Backpacks
- ✓ L3 Category: Casual Backpacks



Examples of wrong categories

Shopee > Home & Living > Beddings > Pillow & Bolsters > Microfine Pillow Case



Microfine Pillow Case
₱150.00
Lowest Price Guaranteed ⓘ
★★★★★ 4.9 out of 5 (283 Rating) | 16 Sold Monthly
Buy and earn 6 Shopee Coin ⓘ
Free shipping
Shipping Fee: \$0.00 ✓

Home & Living

Microfine Pillow Case

- ✓ L1 Category : Home & Living
 - ✓ L2 Category : Beddings
 - ✗ L3 Category: Pillow & Bolsters
- Correct L3 Category: Cover**

Shopee > Watches > Fashion Watch > Others > French Connection White Satin Dial



French Connection White Satin Dial
₱7,000.00
No ratings yet | 0 Sold Monthly
Buy and earn 100 Shopee Coin ⓘ
Free shipping
Shipping Fee: \$0.00 ✓

Watches

French Connection White Satin Dial

- ✓ L1 Category : Watches
 - ✓ L2 Category : Fashion Watch
 - ✗ L3 Category: Others
- Correct L3 Category: Men's Fashion Watch**



4) INFORMATIVE PRODUCT DESCRIPTION

Informative Product Description

Providing relevant product details in your listing will help to captivate buyers

Include product details



Provide buyers with **technical product details**

Share product uses



Explain the **different ways buyers can enjoy using your product**

Specify warranties



Indicate any available **warranties** and their **duration**

Seller Tips!



Technical product details such as material, weight, dimensions, electrical characteristics and other product defining factors are **especially important for electronics, equipment and tools!**



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INFORMATIVE PRODUCT DESCRIPTION

Recommended informative description

Categories	Requirements
Fashion	• Size chart (in size chart field, see example) • Size the model wears and their body measurements (if applicable) • Material • Washing instructions (if applicable) • Product variations (if applicable)
Health & Beauty	• Ingredients • Purpose/use/ Skin types suitable for How to use • Allergy information (if applicable) • Storage instructions • Manufactured date and shelf life/ Expiry date
Mobiles	• Warranty information



Recommended informative description

Categories	Requirements
Computer and laptops	• Features • Technical specifications, e.g. OS, processor, RAM capacity, etc. • Warranty information
Other consumer electronics	• Technical specifications, e.g. ○ TV: Display h (in) x w (in); resolution h (px) x w(px) Image Aspect Ratio; Refresh Rate Inputs & Outputs ○ Computer accessories • Warranty information • What's in the box



Example of an informative description: Health & Beauty

Seller Tips!



Some product details that beauty and products should include are: **ingredients** and **manufactured/expired date**



Eileen Grace Almighty Snail Repair Revitalising Cream

₱3,000

Shop Vouchers **10%OFF**

No ratings yet | 0 Sold Monthly

Buy and earn 40 Shopee Coin

Free shipping

Shipping Fee: \$0.00

Informative Description

Recommended for:

Blemished/Scarred skin
Sensitive/Fragile skin
Acne-prone skin
Aging/Sagging skin
Inflamed skin
Dry skin
Post-Op/Laser/Postpartum care

Ingredients: Aqua, horse oil, snail secretion filtrate, simmondsia chinensis seed oil, brassica campestris (rapeseed) sterols, cetearyl alcohol, pseudoalteromonas ferment extract, vitamin e acetate, allantoin, hyaluronic acid, palmitoyl pentapeptide-3



Volume: 50ml

Product Origin: Taiwan

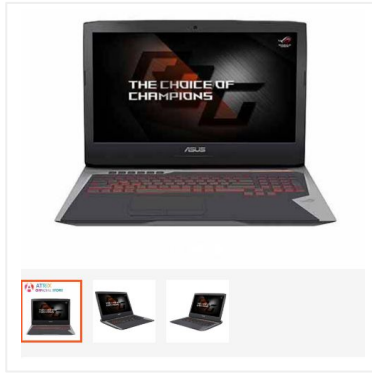
Expiry: 3 years from manufacture date



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INFORMATIVE PRODUCT DESCRIPTION

Example of an informative description: (Computer & Laptops)



ASUS ROG G752VS-GB407T | i7-7820HK | GTX1070 | 32GB Ram | 512GB PCIE SSD+1TB HDD

₱65,075

No ratings yet | 0 Sold Monthly

🚚 Shipping Fee: \$0.00 ▼

Quantity: 1 piece available

Informative Description

ROG G752VS showcases the evolution of the ROG brand, with a revolutionary design finished in an Armor Titanium and Plasma Copper color scheme. With 7th generation Intel® Core™ i7 processor, NVIDIA® GeForce® GTX 10 series graphics, Windows 10 Home and up to 32GB of DDR4 memory, the ROG G752VS delivers gaming-dominating performance.

G752VS is cooled by dual copper heat pipes and the ROG 3D Vapor Chamber for superior cooling and improved reliability. It also features a backlit anti-ghosting gaming keyboard with 30-key rollover for precise command and control in battle.

Product Details

- Processor: Intel® Core™ i7 7820H
- Operating System: Windows 10 Home
- Chipset: Intel® CM238 Express Chipset
- Memory: 32 GB SDRAM
- Display: 17.3" (16:9) LED backlit UHD (3840x2160) Anti-Glare Panel with 100% Adobe with G-Sync
- Graphic, NVIDIA GeForce GTX 1070 , with 8GB GDDR5 VRAM
- Storage: 1TB 5400RPM SATA HDD + 512GB PCIE SSD
- Dimensions: 42.8 x 33.4 x 5.3 cm (WxDxH)
- Warranty: 1 year



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INFORMATIVE PRODUCT DESCRIPTION

5) ACCURATE AND COMPREHENSIVE ATTRIBUTES

Accurate and comprehensive attributes

Product Attributes are characteristics that describe your product such as **Brand, Material** and **Style**. Entering more product attributes creates a rich set of data that **improves discoverability of your listing** by search engines.

Improve Search Ranking



Accurate and comprehensive attributes increase your product ranking in **search results & recommendations**

Drive Conversion Rate



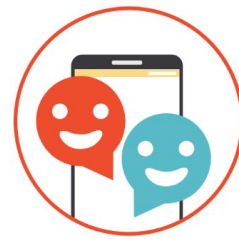
Ensure that your products appear in **filtered search results** after shoppers apply attribute filters

Get Featured in Collections



Attributes are used to **curate product collections** that cater to shopper's preference

Reduce Return Rate



Attributes makes it easy for shoppers to find information they need, **reducing chat enquiries and risk of returns**



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ACCURATE AND COMPREHENSIVE ATTRIBUTES

Fill in descriptive attributes

Improve your search results and guide buyers to your products

Examples of non-brand attribute values

Model and specification values	
Category:	Computers & Peripherals > Laptops > Laptop
Brand:	Lenovo
Model:	Legion Y520
Processor:	7
Storage:	500
Screen Size (Inches):	15.6

Some Non-brand attributes may be optional

Choose from Shopee's list of accepted values.
Note that product attribute options vary depending on the selected category labels

Examples of brand attribute values

Recognized brand value	
Category:	Food & Beverages > Sweets & Chocolates > Chocolate
Brand:	Cadbury

Generic brand value	
Category:	Home & Living > Furniture > Sofa
Dimension:	80cmx90cm,90cmx110cm
Colour:	Green,Cream,Coffee,Grey,Blue,Red
Brand:	No Brand

Brand attributes are mandatory

Choose from Shopee list of accepted category brand values or enter the brand via free text for review. For generic products without a recognized brand, choose "No Brand".



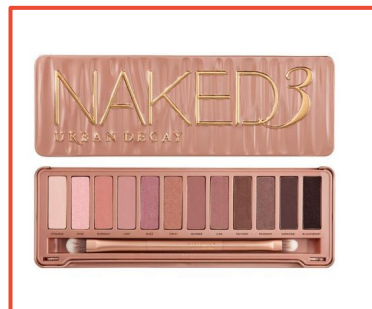
Examples of product attributes

* Category Women's Apparel > Dresses > Midi dresses

* Brand Abercombie & Fitch

2 Material Cotton

1 * Style A-line Dress



Beauty

Type	Eyeshadow
Texture	Powder
* Brand	Naked
Finish	Shimmer
Benefits	Shimmering
Colour	Beige Pink
* Expiry Date	08/2022



Computers & Peripherals

* Brand	HP
* Model	HP Desk Jet 2620 All-in-One Printer
Double Sided Printing	Yes
Input Tray Capacity	1
Print Speed	Up to 5.5 ppm
Mono/Color	Mono & Color
Warranty Period	12 Months
* Safety Mark	Registration No.

There are 2 types of product attributes:

- 1 Mandatory attributes**
Labelled with an asterisk: '*' and compulsory to be filled in
- 2 Non-Mandatory attributes**
Not compulsory but encouraged to be filled in



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ACCURATE AND COMPREHENSIVE ATTRIBUTES

Example of listing with comprehensive product attributes



Portable USB Receiver Wireless Mouse 2.4GHz Gaming Mice for Laptop PC Macbook

15% OFF

~~P384~~ ~~P390~~ **P200 - P249**

Lowest Price Guaranteed ⓘ

Found a cheaper option? Claim for FREE vouchers/coins! >

★★★★☆ 4.6 out of 5 (19 Rating) | 34 Sold Monthly

✓ Preferred

👉 Buy and earn 3 Shopee Coin ⓘ

🌿 Up to \$0.99 off shipping with min order of \$3 for Standard Economy, Up to \$1.69 off shipping with min order of \$9 for Standard Express, 100% off shipping with min order of \$9 for Standard Economy, Up to \$2.99 off shipping with min order of \$15 for Standard Express

✈️ Shipping from: overseas
Shipping Fee: \$0.00 - \$2.99 ▾

Provide product variation

Variations:

Black

Red

Blue

Green

Silver

Gray



Complete Attributes

Category:	Computers & Peripherals > Computer Peripherals > Mice
Model:	Wireless Optical Mouse
Connectivity:	Wireless
Backlight:	Yes
Warranty Period:	1 Month



Informative Description

- Resolution: 400-1600CPI conversion
- Wireless transmission, the longest sensing distance up to 10-15 meters
- Mouse type: Wireless Optical Mouse up to 10 meters of operating distance with 6 Keys, including Scroll Wheel, Page Forward and Page Backward buttons for easy Internet Surfing
- Portable and weight light, very convenient to carry and store
- Size: 95*54*30mm
- Interface: USB
- Specification
 - Power Supply: 2 x AAA Battery (Not included)
 - Power switch for save power
 - Mini adapter Plug and play
- Package include:
 - 1 x 2.4GHz Wireless Mouse
 - 1 x USB receiver



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ACCURATE AND COMPREHENSIVE ATTRIBUTES

6) VARIATIONS

Variations

Arrange your product listing with multiple configurations in a single listing

Variations are different options within the same listing. Variations allow buyers to make their selection based on different attributes including size, colour, or other characteristics from the same product on a single detail page.

Types of variation	When to use	Example
No Variations	There is no configuration available for the product	Any non-variant products
Single Variations	The products vary in one configuration only and buyers can make purchasing decision based on the difference between these configurations	1) Hats available with different colors 2) Laptop model available in 13-inch and 15-inch
Two-tiers variations	The products vary in two configurations and buyers can make purchasing decision by comparing those configurations	1) Dress with different colors <u>and</u> sizes 2) iPhone with different memory sizes <u>and</u> colors



Variations

Arrange your product listing with multiple configurations in a single listing



DO: enable two-tier variation for product listings

Color:

Black

White

Gray-Blue

Sky Blue

Navy Blue

Apricot

Size:

M

XL

XXL

3XL

L



Two-tier variation **assists buyers in selecting their desired variation** of the product

DO NOT: mix different product variations into a single-tier

Variations:

Blue_M

Blue_L

Blue_XL

Blue_XXL

Grey_M

Grey_L

Grey_XXL

White_M

White_L

White_XL

White_XXL

White_XXXL

Blue-L

Blue-XL

Blue-XXL

Blue-XXXL

Black-M



Mixing product variations causes **inconvenience and confusion** to the buyers



How to add variation?

Arrange your product listing with multiple configurations in a single listing

Home > My Products > Add a New Product

Basic information

* Product Name

Zara Women's Maxi Dress

23/120

* Product Description

0/3000

* Category

Women's Apparel > Dresses > Maxi dresses

* Brand

Set Brand

Material

Set Material

Style

Set Style

Sales Information

* Price

\$

Input

* Stock

0

Variations

Enable Variations

Wholesale

Add Price Tier

Wholesale price will not be visible for products in these promotions: Bundle Deal, Add-on Deal, Welcome Package.

1 Add a New Product and click
“Enable Variations” Button

Sales Information

* Price \$ Input

* Stock 0

Variations Enable Variations

Wholesale Add Price Tier

Wholesale price will not be visible for products in these promotions: Bundle Deal, Add-on Deal, Welcome Package.

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VARIATIONS

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How to add variation?

Arrange your product listing with multiple configurations in a single listing

Home > My Products > Add a New Product

Sales Information

Variation 1

Name: Enter Variation Name, eg: colour, etc. 0/14

Options: Enter Variation Options, eg: Red, etc. 0/20

+ Add Options (2/20)

Variation 2

+ Add

Variation Information

	\$ Price	Stock	SKU
Apply To All			

Variation List

Name	Price	Stock	SKU
Option	\$ Input	0	

Wholesale

+ Add Price Tier

Wholesale price will not be visible for products in these promotions: Bundle Deal, Add-on Deal, Welcome Package.

2 Fill in the **Variation Name** and **Variation Options** of the first tier of variation

3 Enable two-tier variation by clicking the **"Add"** Button and fill in the corresponding **Variation Name** and **Variation Options**



What is size chart?

Women

Tops

	S	M	L
Shoulder	13.5	14	14.5
Chest	36	38	40
Hip	40-41	42-43	44-45

T-Shirts

	S	M	L
Shoulder	14	14.5	15
Chest	34	36	38
Hip	38-40	40-42	42-44

Bottom

	28	30	32	34
Waist	28-30	30-31.5	31.5-33	33-34.5
Hips	34-35.5	35.5-37	37-38.5	38.5-40
Inseam	28.75	28.75	28.75	28.75

Footwear

36	37	38	39	40
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Men

Casual Shirts

	S	M	L	XL	2XL
Shoulder	16	17	18.50	19.50	20.50
Chest	19	20	21	22.25	23.75
Length	28.50	29.50	30.50	31.75	33

T-Shirts

	S	M	L	XL	2XL
Shoulder	16	17	18	19	20
Chest	19	20	21 ¹⁰	22 ¹⁰	24
Hip					

Bottom

	30	32	34	36	38
Waist	30	32	34	36	38
Hips	6.50	6.75	7	7.25	7.50
Inseam	33	33	33	33	33

Footwear

41	42	43	44	45
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Size Chart is a feature that allows sellers to upload a guideline on product sizes and measurements.

The aim is to **help buyers make informed decisions** before purchasing fashion-related items in order to **reduce the number of returning products due to unfit size**.

This feature can be accessed by buyers when selecting product variations.



How to upload size chart?

Home > My Products > Add a New Product

Basic information

* Product Name 23/120

* Product Description 0/3000

* Category 

* Brand

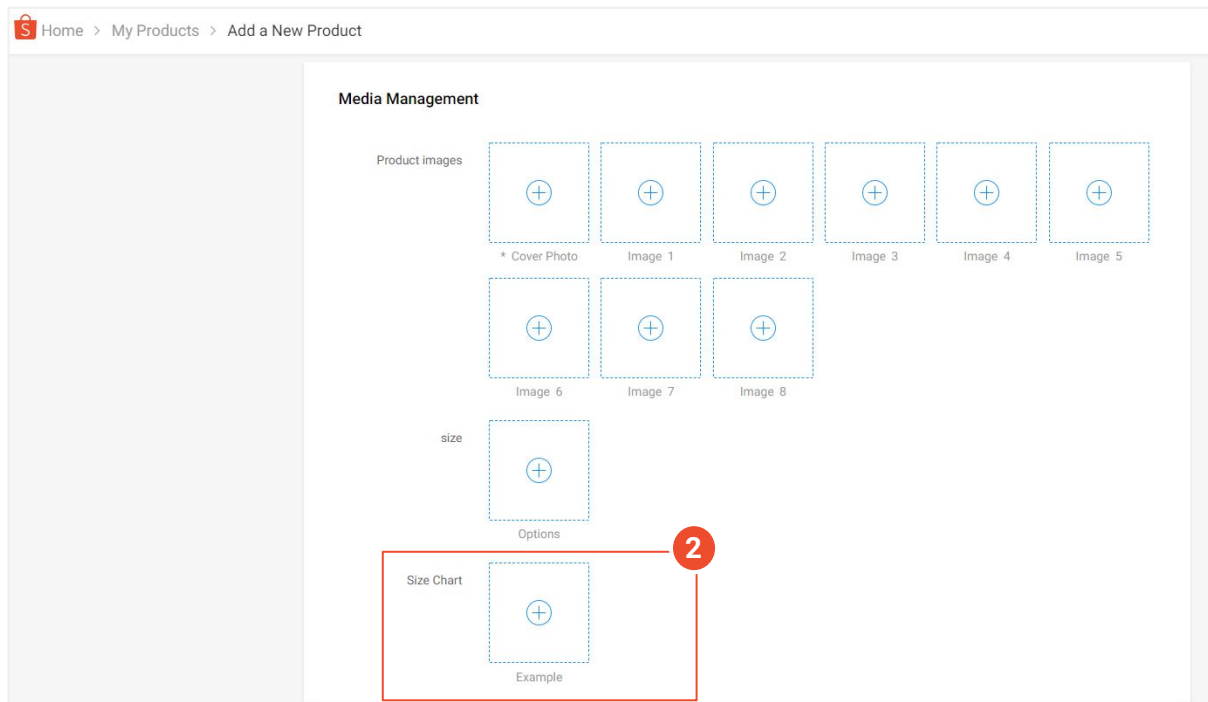
Material

Style

- 1 On "My Products" page, upload the Size Chart by **selecting fashion-related categories** (e.g. Men/Women Clothes & Men/Women Shoes)



How to upload size chart?



- 2 **Add to the Size Chart option** under Media Management. Changes can still be made to update the Size Chart even after the product listing has been uploaded.

Seller Tips!



Do note that Size Chart only supports **image file format only**. To ensure that Size Chart uploads successfully, please only provide JPEG and PNG images.



Example of size chart for fashion related product

Women's Apparel



CLOTHING

Size	34	36	38	40	42	44	46
US Size	26	27	28	29	30	31	32
Chest (cm)	82	86	90	94	98	102	106
Waist (cm)	64	66	70	74	78	82	86
Hips (cm)	90	94	98	102	106	110	114

Size	XXS	XS	S	M	L	XL	XXL
Chest (cm)	80	82	86	90	96	102	108
Waist (cm)	58	62	66	70	76	82	88
Hips (cm)	86	90	94	98	104	110	116

Men's Shoes



FOOTWEAR

UK	US WOMEN	US MEN	EUR	JP	INCHES
5	7	6	38	23.5	9.25"
6	8	7	39	24.5	9.62"
7	9	8	41	25.5	9.93"
8	10	9	42	26	10.25"
9	11	10	43	27	10.56"
10	12	11	45	28	10.94"
11		12	46	29	11.25"
12		13	47	29.5	11.56"
13		14	48		11.87"
14		15	49.5		12.19"
15		16	51		12.5"





Thank you

Learn more about best practices for selling on
Shopee on Seller Education Hub:

<https://seller.shopee.ph/edu>