Shopee

# SHOPEE MALL LISTING GUIDELINES

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# WHY DOES SHOPEE STANDARDIZE SHOPEE MALL LISTINGS?

# Why does Shopee standardize 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 standardize 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**

# 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*<br>• For every image, the product being sold must be clear, sharp, not pixelated and photographed with realistic colour<br>• Images should not have any reflection of people or other objects | • Products in Adult categories must meet additional guidelines<br>• Products in the following L1 categories may have less than 3 images: Hobbies & Stationery, Tickets, Vouchers & Services, Food & Beverages, Health, Beauty, Home & Living |
| **Cover images** | • Cover image should preferably be against a solid colour background (white is recommended)<br>• The product for sale must cover at least 60% of image frame<br>• No montage (combination of multiple images), borders, text or other graphics allowed (see exceptions in next slides)<br>• The brand logo must be at the top left/ top right/ bottom left/ bottom right corner and not exceed 10% of image frame<br>• Full product must be in frame and cannot be cropped<br>• No model in the cover image except Fashion, Health and beauty, Sports and outdoor categories<br>• Product should not be unwrapped (exceptions allowed) | • Product may be unwrapped if item is a consumables (e.g. food, baby diapers)<br>• Products in the following L1 categories may use images against non-solid white backgrounds or environmental backgrounds: Fashion (Fashion Accessories, Men Bags, Men Clothes, Men Shoes, Women Bags, Women Clothes, Women Shoes, Muslim Fashion, Baby & Kids Fashion), Home & Living, Sports & Outdoors, Automobiles, Motorcycles, and Tickets, Vouchers & Services |
| **Other images** | • Backgrounds and environments are allowed for non-cover images to help demonstrate the use or scale of product<br>• The product and props should fill 50% or more of the image frame<br>• Cropped or close-up images are allowed<br>• Use of model is allowed<br>• Each image should show a different angle of the product | |

# Detailed image requirements

| Violation | Requirements | Updated Exceptions |
|---|---|---|
| **Blur Image** | The product being sold must be clear, sharp, not pixelated and photographed with realistic color.<br>Images should not have any reflection of people or other objects. | Products in Adult categories must meet additional guidelines.<br>Reflection requirement is exempted for Fashion.<br>K-pop and entertainment categories merchandise under Hobbies & Collections categories are allowed to have blurred images |
| **Non-solid background** | Cover image must be against a solid background (white preferably). | Backgrounds with 2 solid colours or with non-distracting patterns are allowed but product should be clear against the background.<br>**L1 Categories with Exemption:** Fashion(Fashion Accessories, Men Bags, Men Clothes, Men Shoes, Women Bags, Women Clothes, Women Shoes, Muslim Fashion, Baby & Kids Fashion), Home & Living, Sports & Outdoors, Tickets, Vouchers & Services, Automobiles, and Motorcycles |
| **Border** | Full Borders are not allowed, except for Shopee's official border. | Full frame borders (both self made and brand made) are not acceptable. Banners (not a full border) placed on top or on the bottom of the image are acceptable. |
| **Watermark** | Small logos/ watermarks are acceptable only if they do not overlap the product; they should be placed on the side of the image. | For product stickers extending parts of the packaging from the item, we will allow as long as they're not too big to be the main spotlight of the image. |
| **Montage** | Montage (image that is a combination of multiple photos with visible grid lines) are not allowed. | Images that are a combination of photos (same or multiple products) with no visible grid lines and same background are allowed |
| **Human model in the image** | No model in the cover image. | Excluding specific categories:<br>• Fashion, Health, Beauty, Sports & Outdoor, Stationery & Books, Tickets, Vouchers & Services, Wigs, Baby Carriers.<br>Showing only hands & feet are acceptable<br>Other specific exceptions using brand ambassador will be allowed on case by case basis. |

# Detailed image requirements

| Violation | Requirements | Updated Exceptions |
|---|---|---|
| **Text** | Text or graphic suggest to be placed on either side of the corner on the photo that are intended as additional info regarding product feature or specification are allowed, and must not block the product picture.<br><br>Text or graphic that is intended to clarify a specification of a product is acceptable. (e.g, lipstick shade for lipstick SKUs, paint (shade for spray-paint SKUs) | Text or graphic is allowed to describe any kind of free gift, as long as the main product is sized 60% of the cover image. |
| **Cropped** | Full product must be in frame and cannot be cropped | Crop Image:<br>1. For EL: cables, earphones, hair dryer / hair straightener (for its cables)<br>2. For FACC: necklaces (focusing on pendants)<br>3. For FMCG: cropped packshots are allowed as long as it displays clearty the brand and the product variant<br>4. For Beauty: makeup brush |

# Detailed image requirements

| Other Types of Listing Violations | | |
|---|---|---|
| **Unwrapped** | Product is unwrapped (exceptions allowed) | Product may be wrapped if item is a consumables (e.g. food, baby diapers)<br>Not applied for fashion, beauty, box set products |
| **Logo** | Logo is allowed, and must be placed at the top left/ top right/ bottom left/ bottom right corner and does not exceed 10% of image frame | |
| **Text** | Text or graphic suggest to be placed on either side of the corner on the photo that are intended as additional info regarding product feature or specification are allowed, and must not block the product picture.<br>Text or graphic that is intended to clarify a specification of a product is acceptable. (e.g, lipstick shade for lipstick SKUs, paint (shade for spray-paint SKUs) | Text or graphic is allowed to describe any kind of free gift, as long as the main product is sized 60% of the cover image. |
| **Cropped** | Full product must be in frame and cannot be cropped | Crop Image:<br>1. For EL: cables, earphones, hair dryer / hair straightener (for its (cables)<br>2. For FACC: necklaces (focusing on pendants)<br>3. For FMCG: cropped packshots are allowed as long as it displays clearty the brand and the product variant<br>4. For Beauty: makeup brush |

# 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)

# 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

# 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

# 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**

# Cover image criteria - watermark

## Not overlapping image













Small logos and watermarks should be **placed on the side** and not overlapping the product

## Overlapping image







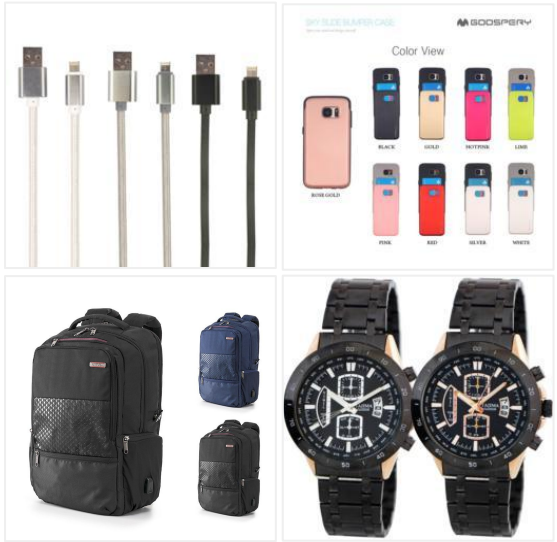





Watermarks **must not overlap product** as it looks messy and unprofessional

# Cover image criteria - montage

## No visible gridlines




Showing product variations with **no visible gridlines** are acceptable

## Visible gridlines




**Combination of multiple images** with different backgrounds and **visible grid lines** are not allowed

# 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

# Cover image criteria - product and logo size

## Product must cover 60% of the image



**The product for sale must cover at least 60% of image frame.**

Note: The red guide boxes shown take up 60% of the image frame. The product should generally take up these spaces.

## Logo size and placement




**The brand logo must be at the top left/ top right/ bottom left/ bottom right corner and not exceed 10% of image frame.**

Note: The red guide boxes shown take up 10% of the image frame. Logos must generally fall inside these spaces.

# Cover image criteria - others

## Free gifts



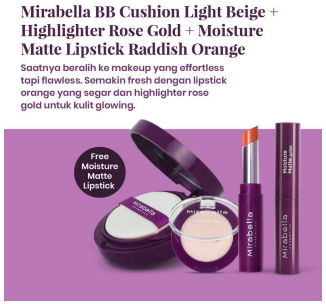

Free items should be at the bottom and not taking majority of space

## Unwrapped product for illustration




Exceptions for unwrapped product are allowed for clearer illustration

## Excessive text




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

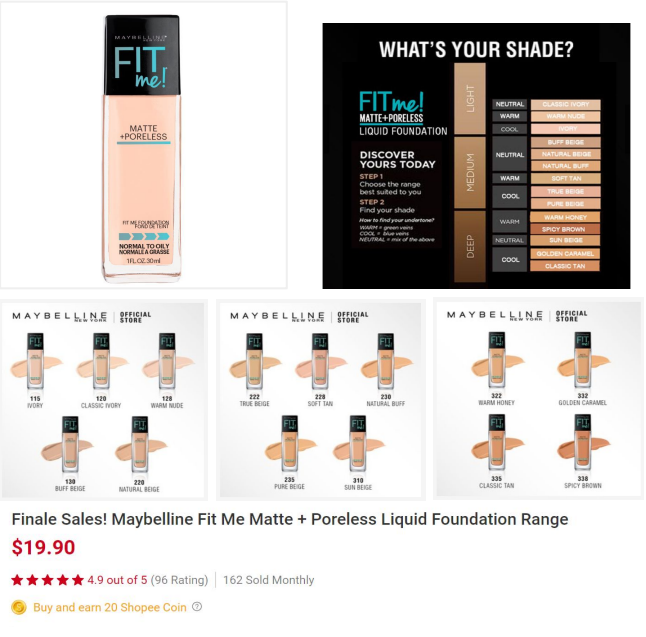


Cropped products are not allowed for cover images

## 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**.

# Example of listing with best practice images




**All images**

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

**Cover image**

- ☑ 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

**Other images**

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

# 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
**$1,099.00**
Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)
**$19.90**

### 2 Product Model

Herschel Supply Co. Dawson Backpack 20.5L
**$59.90**
Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)
**$19.90**

### 3 Specification

Dell XPS Ultrabook - 13.3" - Core i7 8550U - 16GB RAM - 512GB SSD
**$2,699.00**
Nike Roshe 2 - Pure White
**$90.90**

### 4 Size

Innisfree Green Tea Cleansing Foam (30ml)
~~$3.90~~ **$2.90**
YEOS Justea Green tea white grape 250ml X24
**$8.14**

# Detailed product name requirements

| Categories | Requirements | Exceptions |
|---|---|---|
| **All (General)** | • Product names must follow the naming convention (see below)<br>• The first letter of each word must be capitalized. Do not use ALL CAPS<br>• Subjective commentary such as "Hot Item" or "Best Seller" or Price or promotional messages, such as "Sale" or "Free Shipping" are not allowed<br>• No keyword spam allowed e.g. irrelevant words<br>• 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.<br>• Specific punctuation such as “( ) - . / +” are approved as long as these are part of the title and in proper use<br>• Celebrities related products may be in capital letters (eg. BLACKPINK, IU) |
| **Computers & Peripheral** | • Brand + Screen Size + Model + CPU Type<br>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)<br>E.g. Cases/covers material + Product Type + [for] + Compatible with + (Color)<br>• Mobile phone: Brand + Model + Storage Capacity + (Color)<br>E.g. **Xiaomi Redmi 6 3GB+32GB**<br>• Screen Guards: Screen guard Brand (only if applicable, if OEM then blank) + Type of screen guard + product type + [for] + compatible with<br>E.g. **Spigen Tempered Glass Screen Protector for iPhone X**<br>• Power bank: Brand + Model + Power Bank Capacity in mAh + Product Type<br>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)<br>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)<br>E.g. **FIBA Official Match ball Molten Original GG7X Size 7 basketball ball** | |
| Shoes | • Brand + Gender (optional) + Model + Type + (Color)<br>E.g. **Birkenstock Arizona Women Sandals in Blue** | |
| Apparels | • Brand + Gender (optional) + Type + (Color)<br>E.g. **ZARA Women's Skater Dress, ZARA Pleather Pleated Skirt in Maroon** | |
| Beauty & Personal Care | • Brand + Model + Type + Weight/Quantity/Volume<br>E.g. **Neutrogena Rainbath Shower And Bath Gel 473ml** | |
| Toys, Kids & Babies | • Brand + Model + Type + (Quantity)<br>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

# 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*

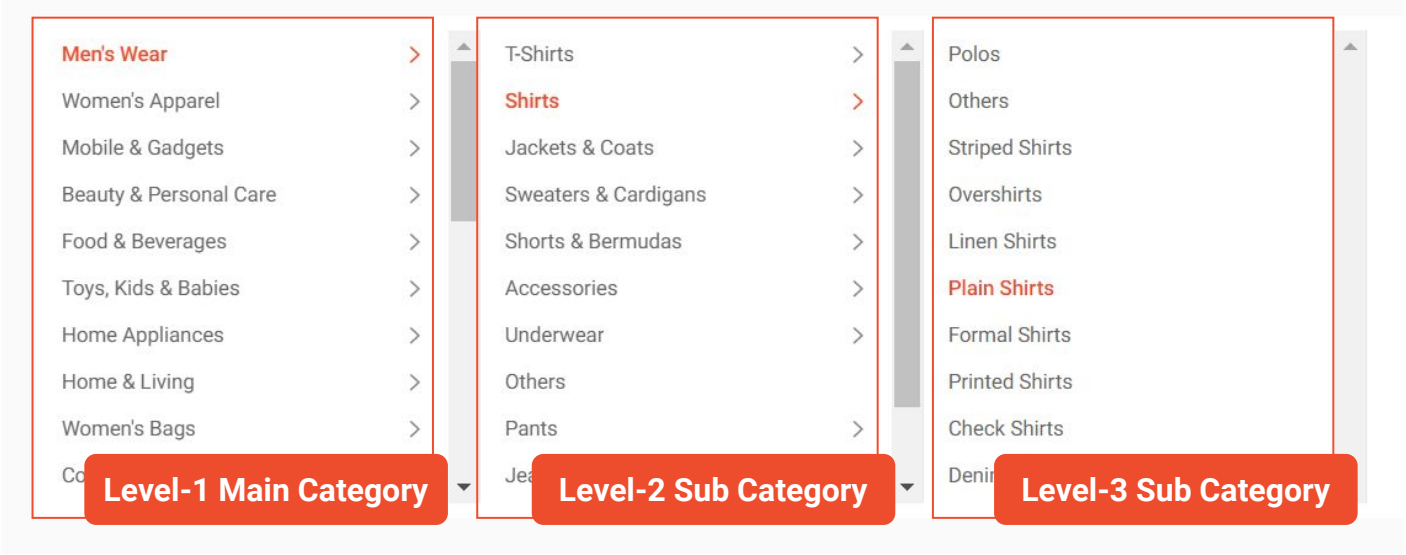
**ZARA Pleather Pleated Skirt in Maroon**

*Color*

# 3) CORRECT CATEGORY

# Choose the right categories

Ensure that all 3 categories are chosen correctly



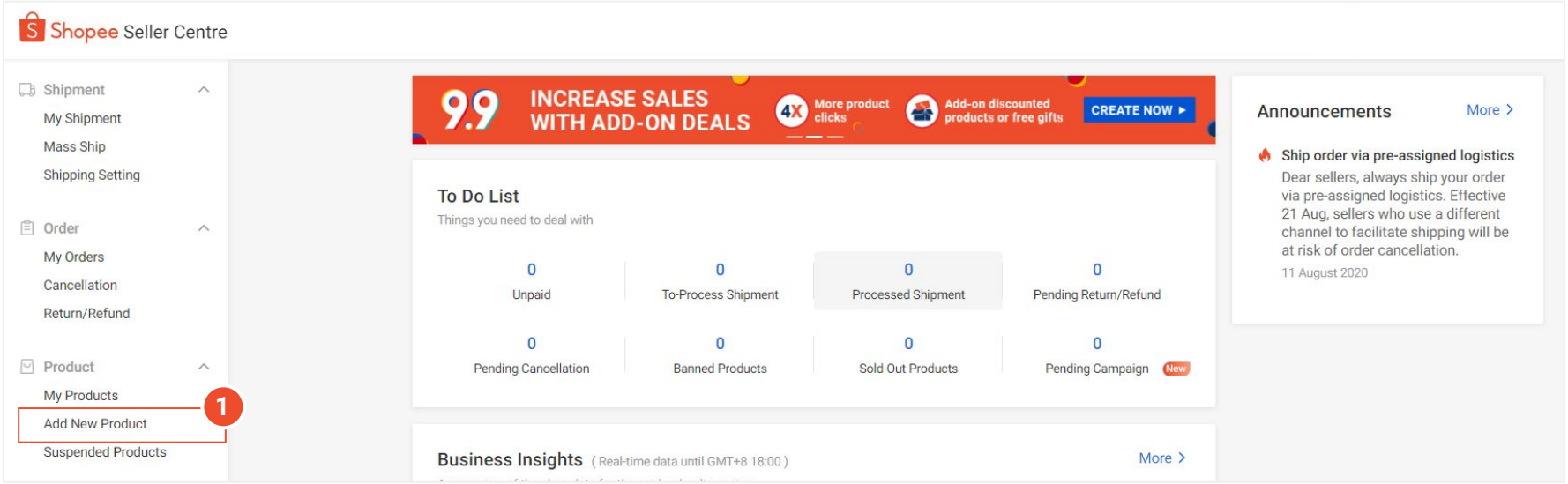

The currently selected : Men's Wear > Shirts > Plain Shirts

**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?

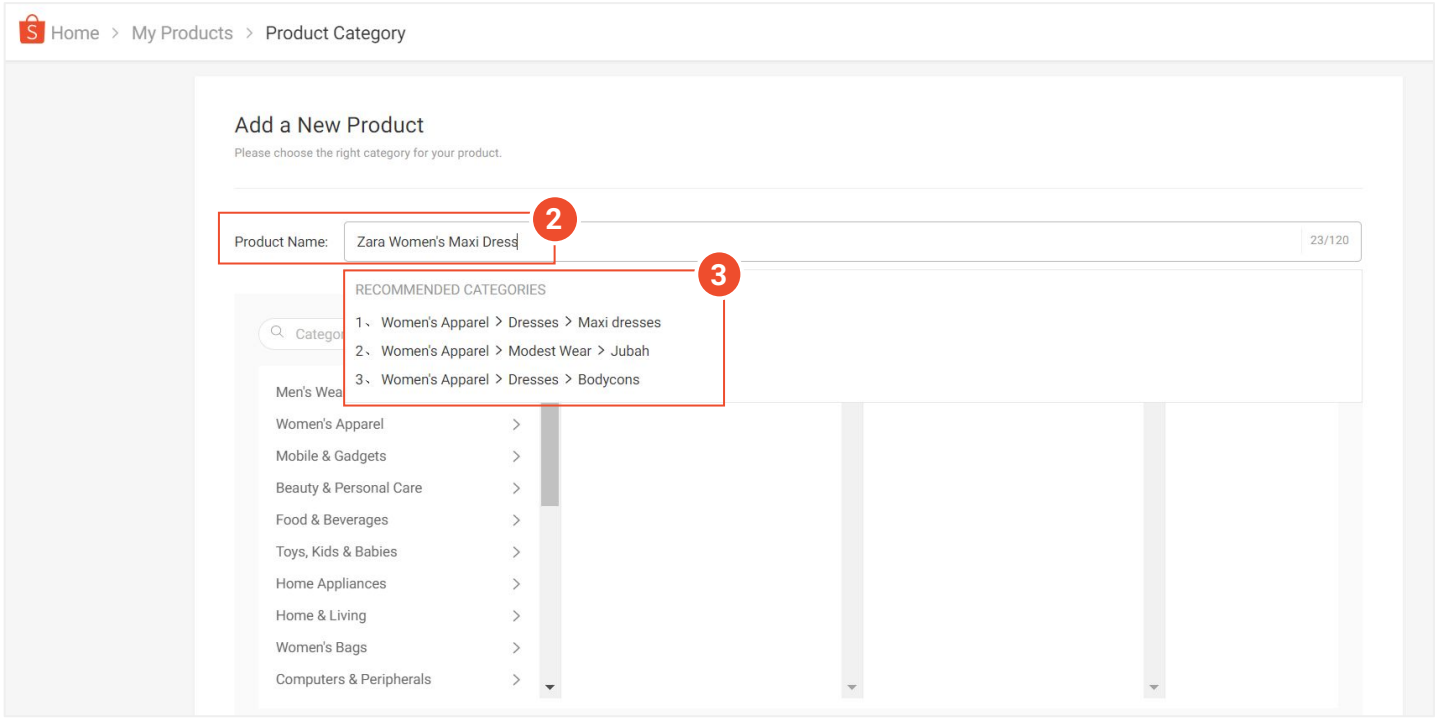
Use Shopee's recommended category to help you find the correct category for your product




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

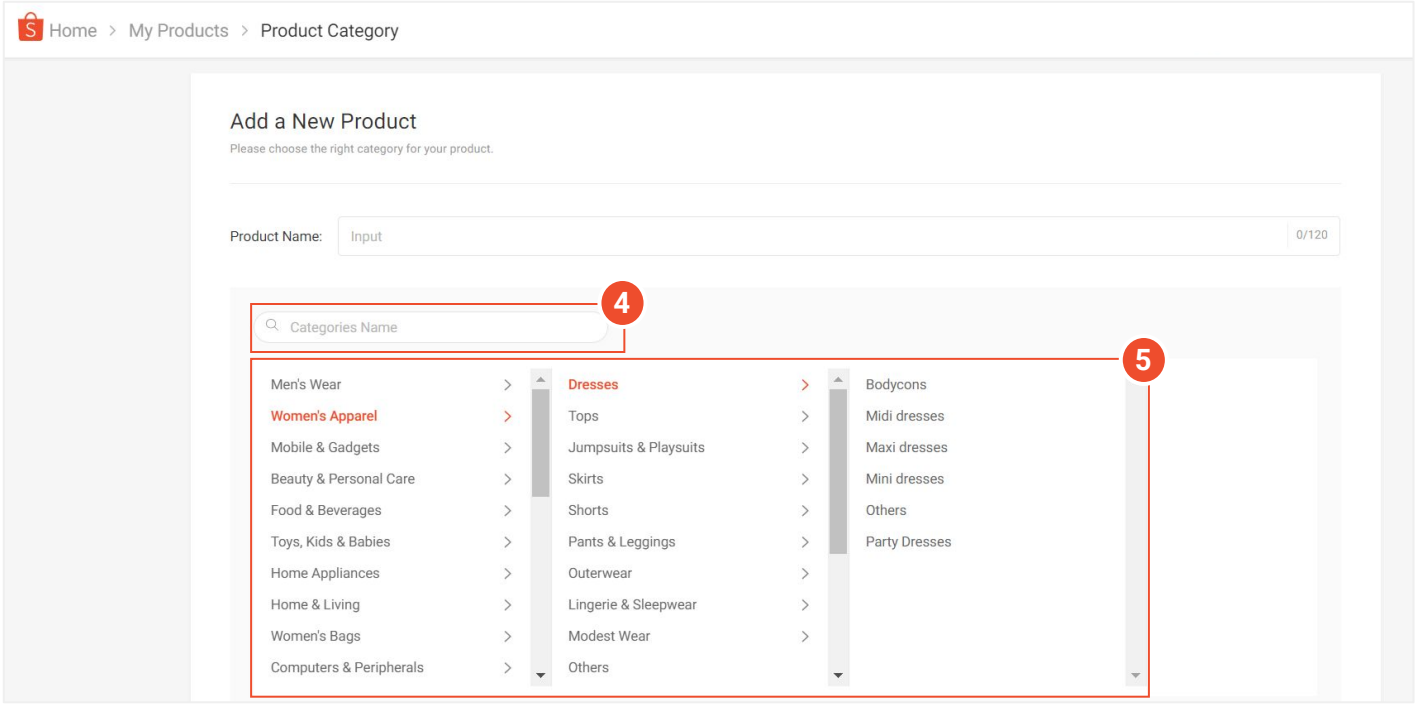



2. Fill in your product name

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



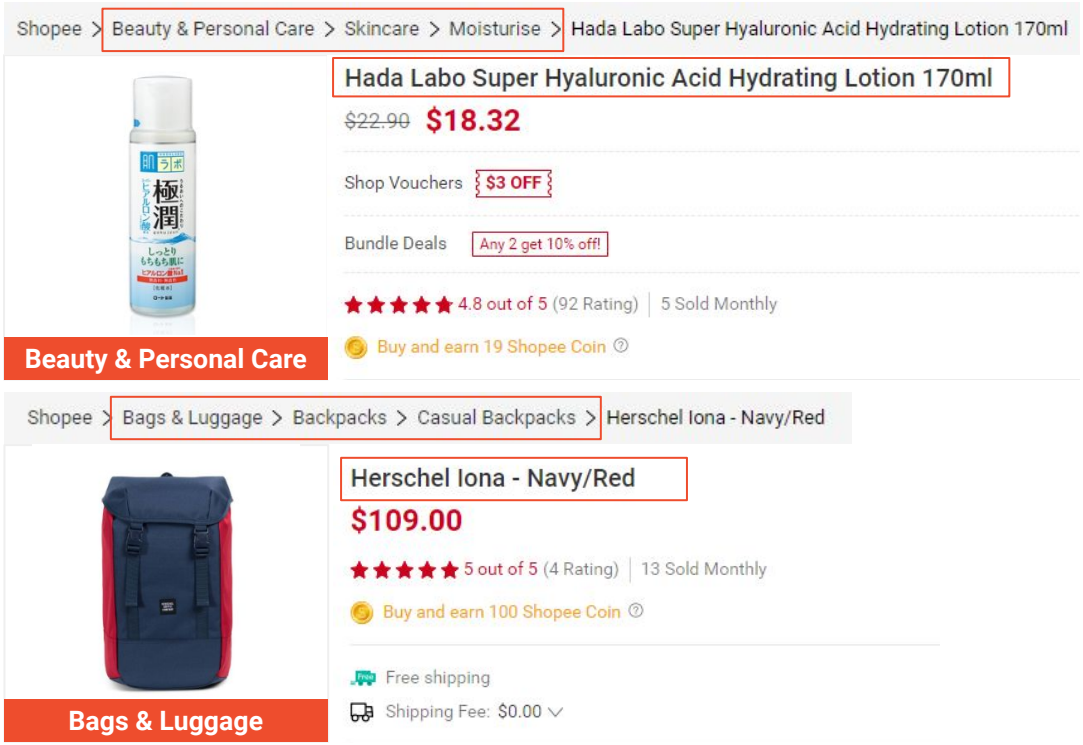

Alternatively, you may select your product category:

4 By searching for a specific category on the search bar

**OR**

5 By scrolling and choosing your product category

# Examples of correct categories




**Hada Labo Super Hyaluronic Acid Hydrating Lotion**

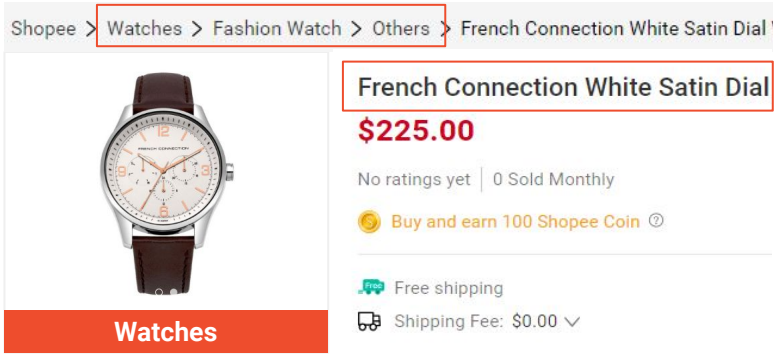
- L1 Category : Beauty & Personal Care
- L2 Category : Skincare
- L3 Category: Moisturise

**Herschel Iona - Navy/ Red**

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

# Examples of wrong categories




**Microfine Pillow Case**

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

Correct L3 Category: Cover

**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**!

# Recommended informative description

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

# Recommended informative description

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

# Example of an informative description: Health & Beauty




Eileen Grace Almighty Snail Repair Revitalising Cream

$39.80

Shop Vouchers 10%OFF

No ratings yet | 0 Sold Monthly

Buy and earn 40 Shopee Coin

Free shipping

Shipping Fee: $0.00

**Seller Tips!**

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

## 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

# Example of an informative description: (Computer & Laptops)




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

$3,999.00

No ratings yet | 0 Sold Monthly

Shipping Fee: $0.00

Quantity: − 1 + 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

# 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**

# 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

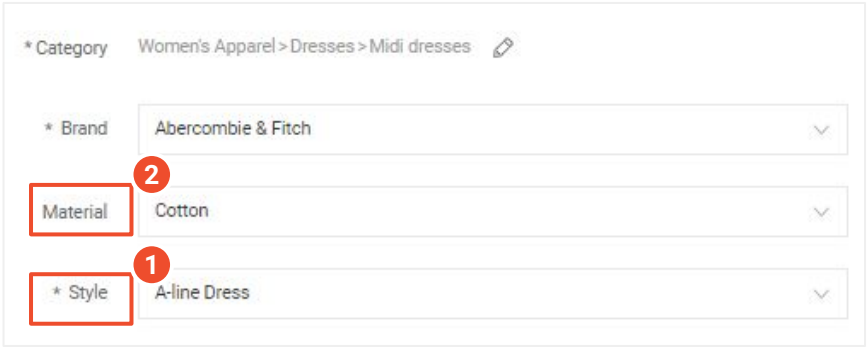
| Recognized brand value | |
|---|---|
| Category: | Food & Beverages > Sweets & Chocolates > Chocolate |
| Brand: | Cadbury |

| 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'.

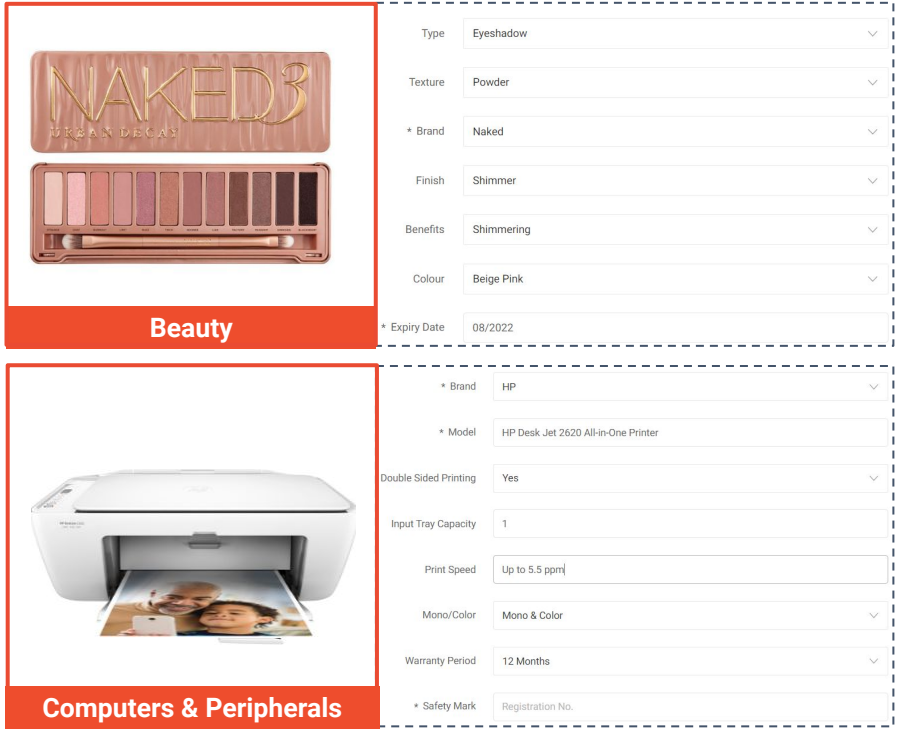
# Examples of product attributes




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



# Example of listing with comprehensive product attributes






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

15% OFF

~~$2.80-$3.00~~ $2.38-$2.55

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

# 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<br>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 and sizes<br>2) iPhone with different memory sizes and 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

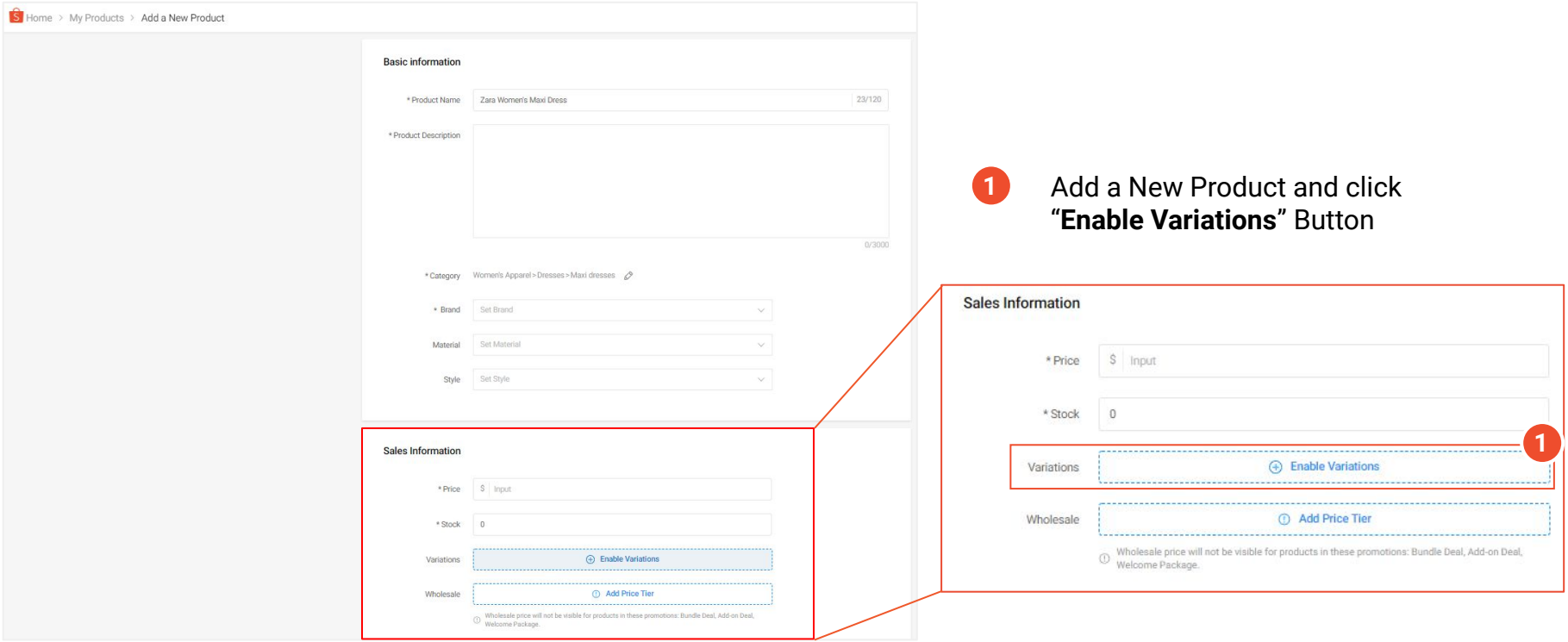
## DO NOT: mix different product variations into a single-tier

| | | | | | | |
|---|---|---|---|---|---|---|
| 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?

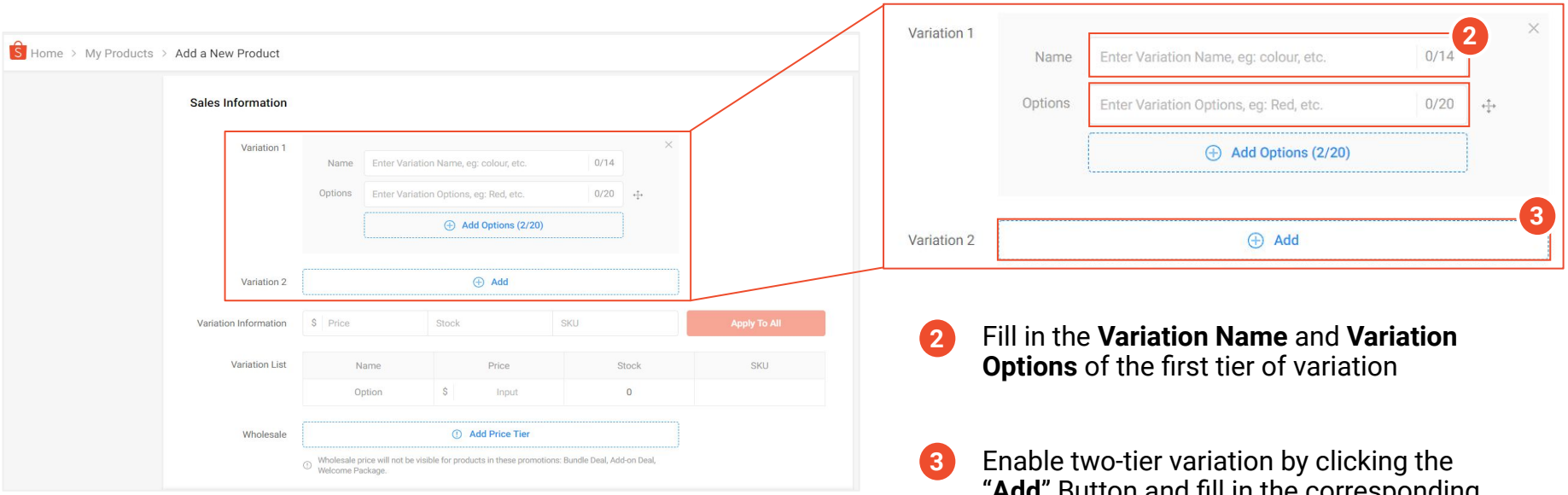
Arrange your product listing with multiple configurations in a single listing




1 Add a New Product and click "**Enable Variations**" Button

# How to add variation?

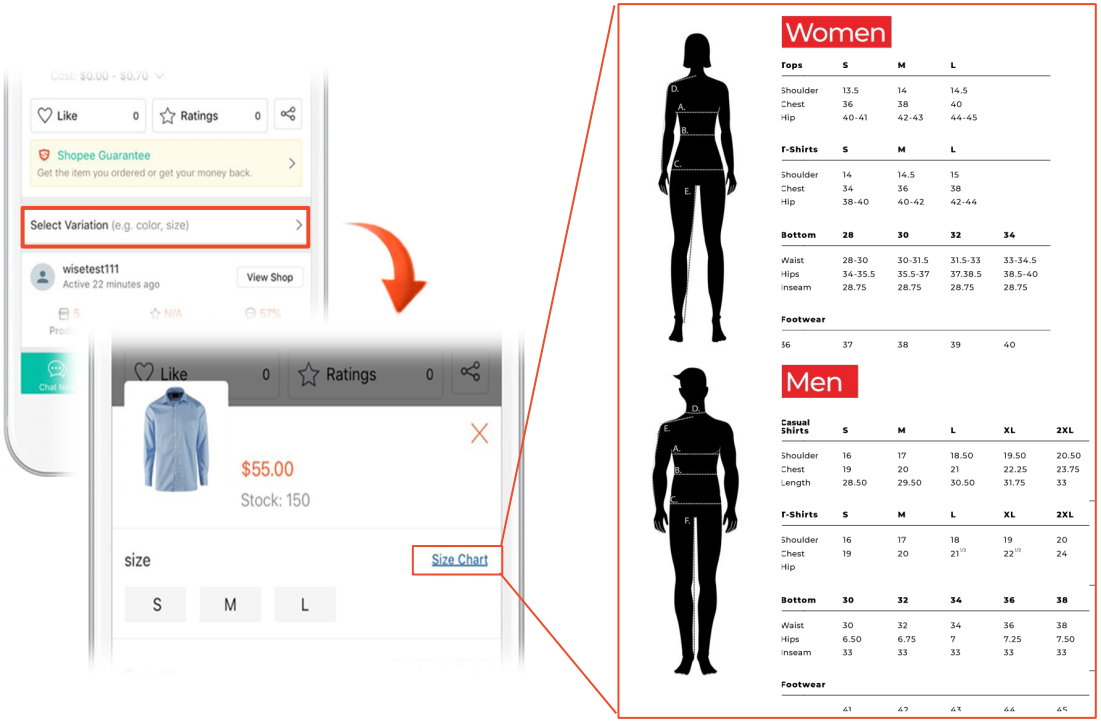
Arrange your product listing with multiple configurations in a single listing




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?

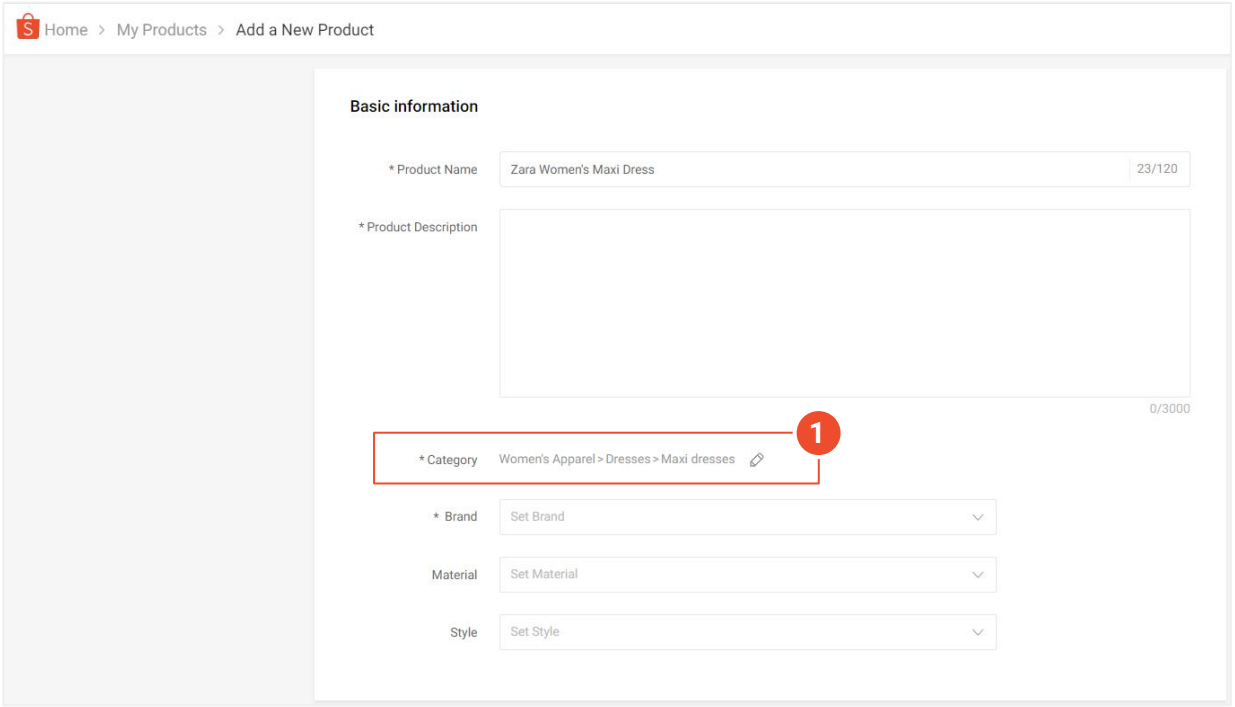



Size Chart is a feature that allows sellers to upload a guideline on product sizes and measurements.

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**.

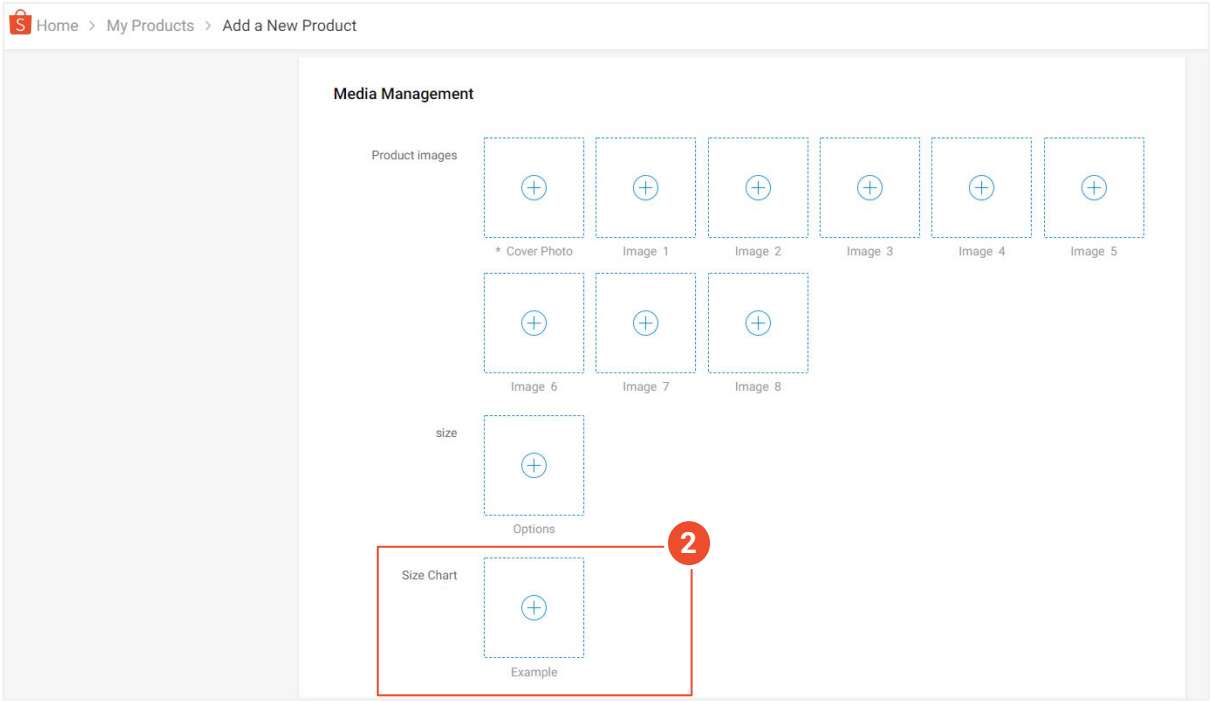
This feature can be accessed by buyers when selecting product variations.

# How to upload size chart?




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.my/edu**