Product Description
&
Mapping Size

March 2025

ZALORA

Product Description

Create engaging product descriptions

Here are some ways to create an informative product description:

Inform Product Specifications
Provide detailed information on materials, colors, and unique selling points of the product being sold.
*Especially for Beauty & Health products, it is MANDATORY to include the BPOM number.

Inform about the use/benefits of the product
Detail the benefits of the product and instructions on how to use it.

Add information about the warranty (specifically for the Gadget/home living category, if applicable)
Explain the warranty guidelines along with the warranty period of the product being sold (if any).

Sellers are not allowed to include information about store opening and closing hours, links to other websites/platforms, or personal contacts on the product description page.

Create engaging product descriptions

Product description modifications according to category

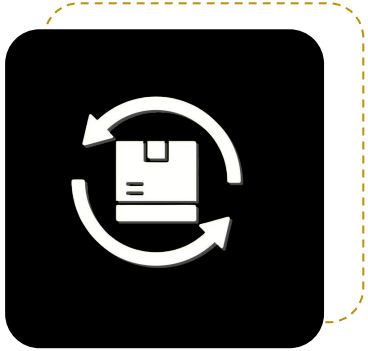
Sellers can provide details about the products sold based on their characteristics and unique selling points by category, making it easier for buyers to find the information they need most about the products.

Category	Description Points
Fashion (Clothing, Shoes, Bags)	Material, color, selling point/product details that can be highlighted
Accessories (Watches, Jewelry)	Material, color, how to clean the product, whether it includes batteries/not, warranty period (if any)
Cosmetics & Skin Care	Composition/Active ingredients, how to use, product benefits, BPOM or FDA number
Gadgets & Electronics	Compatible products, warranty period
Toys & Hobbies	Material, suitable age, SNI number (specifically for toddler toys)
Household Supplies	Material, product size, how to use

Results from Quality Content

A thorough and informative description can engage buyers with the product they seek and decrease the likelihood of returns or refunds..

Zalora will reject the product if the description is deemed uninformative or irrelevant.



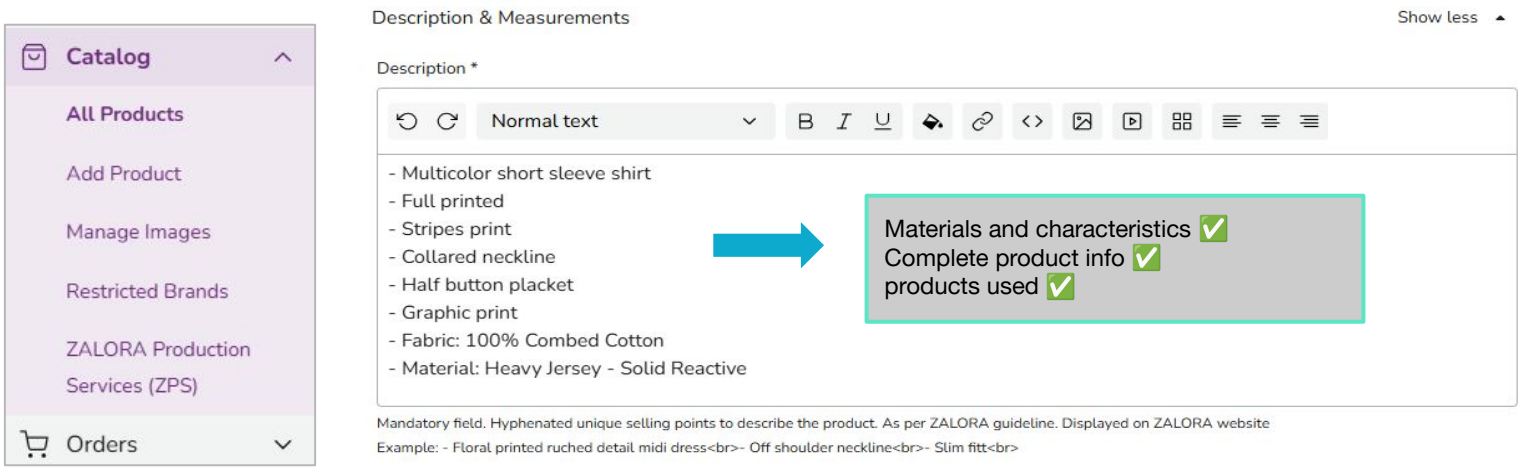
MINIMIZE RETURNS & REFUNDS

IMPROVING CUSTOMER SATISFACTION

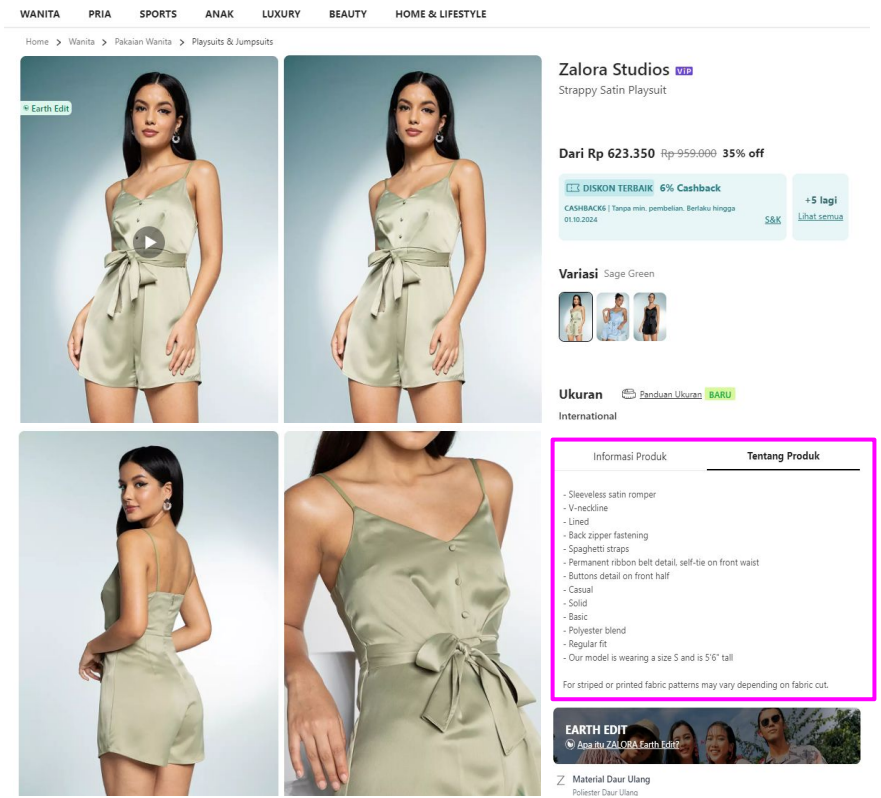
INCREASE SALES

Create product descriptions that are informative and captivating.

The seller provides size information in text format within the **“Product Description”** section of the Seller Center.



Example of a comprehensive and informative product description



Material and characteristics ✅
Complete product info ✅
Model body size and product size used ✅

Example of Product Description

Short Description

Description consist of short sentences in points format that highlights the features/details/unique selling point of the product

House rules for Description:

- Descriptions are written in points format.
- Starts with a hyphen '- ' following a space then the context.
- Only heel height are to be stated in the Description instead of Measurement

Example:

- T-shirt with a checked print pocket
- Crew neckline
- Relaxed fit
- Slip-on style
- Short sleeves
- One chest pocket
- Cotton
- Does not come with a warranty card

- Nylon
- Top grab handle (L x W)cm: 21.5 x 2
- Adjustable shoulder strap (L x W)cm: 89-102 x 1-3.3
- Main compartment with drawstring and magnet button fastening
- 1 Inner pocket
- 1 Inner zip pocket
- 1 Front zip pocket
- 2 Side pockets with zip fastening

Lined interior

- SIZE (L x H x W)cm: 21 x 32 x 12
- WEIGHT (g): 720

- Block heel sandals with oversized studs
- Calfskin leather upper
- Goatskin leather insole
- Calfskin leather outsole
- Heel height: 9cm
- Pin buckle fastening
- Does not come with a warranty card

Example of Product Description - Luxury

MATERIAL:
- Case Material: Stainless Steel
- Strap Material: Leather
- Watch Glass: Sapphire

Glass SIZE:42 mm

PRODUCT DETAILS:
- Watch Label: Swiss made
- Gender:Men's
- Case Material:18k Rose Gold and Stainless Steel
- Case Shape:Dodecagonal
- Dial Color:Charcoal Grey
- Movement:Automatic
- Engine:Corum Caliber CO 395, 4Hz, 28,800 vibrations per hour
- Power Reserve:42-hour power reserve
- Number of Jewels:27 Jewels
- Crystal Material:Sapphire - Anti-reflective
- Case Diameter:42.0 mm
- Case Thickness:9.5 mm
- Bezel Material:18k rose gold
- Bezel Function:Fixed
- Water Resistance:50m / 165ft
- Crown Material:18k Rose Gold, Screw-down
- Calendar:Automatic Date at the 3 o'clock position
- Strap Material:Brown crocodile strap with beige stitching
- Clasp Material:Triple Folding Clasp

PACKAGING DETAILS:
1*Watch, 1*Watch Box, 1*Warranty Card, 1*Care Book

WARRANTY:
2 Years Warranty

RETURN/EXCHANGE:
Only within 7 days. Returns must be unworn, unwashed, undamaged, unused, with the store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes / dust bags. Exchanges are subjected to stock availability.

- Medusa Biggie necklace
- Made in Italy

Highlights
- gold-tone
- metal
- gold-tone hardware
- curb chain
- Medusa plaque detail
- lobster claw fastening

Composition
- Metal

Product measurements

- Width:0.7 Cm
- Length When Open:70 Cm
- Pendant Length:6.4 Cm
- Pendant Width:4.9 Cm

Example of Product Description - Beauty

- Marine floral fragrance
- Fragrance Top Notes: Salt
- Fragrance Heart Notes: Meringue
- Fragrance Base Notes: Lily
- Olfactive Family: Floral
- Long-lasting fragrance
- Elegant packaging
- Eau de Parfum 100 ml

- A comforting, soft second skin like powder foundation
- Performs like a fluid foundation that leaves a natural satin finish
- Offers flexible buildable coverage while its texture remains light-as-air
- Infused with the brand's potent miracle Broth™ compound to soothe & revitalize skin
- Enriched with transformative sea ferments, antioxidants & SPF 30
- Helps plump, soften & protect skin against environmental aggressors
- Skin remains flawless and non-caking throughout the day
- Available in a range of shades for matching

- Weight: 935g
- Cable Length: 2.72m
- Wattage: 1,600W
- Height: 60mm
- Length: 330mm
- Width: 41mm
- Negative Ions: Negative ions help reduce static
- Air Flow: 11.9 l/s
- Power/Heat Setting:
- 2 modes with 3 heat, 3 speed
- Intelligent heat control regulates airflow temperature 30 times a second
- Voltage: 220V – 240V
- Two Styling Modes: Wet to dry and Dry mode
- High-definition LCD color display for live info
- Senses when hair is between the machine's arms and controls the airflow automatically
- Sliding lock feature to lock and unlock the arms of the machine
- Auto pause after three seconds of inactivity

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Tips for uploading product size information

Upload Size Chart

The seller must provide specific size information.

- Size selection and size conversion depend on the size chart provided by the seller
- So that when customers choose a size, they can minimize returns due to inappropriate sizes
- The ZALORA Size Guide table is used if the seller does not provide a size chart. See an example of the ZALORA Size Guide table below:

When the customer clicks on the **Size Guide**, the **Zalora General Size Chart** will appear.

Upload Size Chart

The seller provides specific size information.

Step 1:

Check if the ZALORA **size chart & size conversion** list on PDV* matches your actual size. If it does, please skip the next step.

- **Step 2:**

  If ZALORA's general sizing does not match your brand, please provide a size data file to upload in the format below:

  - File format: excel file
  - File name: ''[BrandName] - MP - [Gender] - [Category]"
  - Size chart category: Shoes/Clothing/Innerwear and Swimwear
  - Size chart conversion will follow the size system: EU (used for shoes), UK, US
  - Size system in the first table (see example below)
  - Size data in the format row is not available in the selection
  - Size chart must be complete according to the size list based on the size data created in Seller Centre
  - You can follow the **Size chart template** for details

Main size system brand and sizes	*Size conversion*			*Measurements*		
International	UK	US	EU	CHEST (CM)	WAIST (CM)	HIPS (CM)
XS	6	2	34	77	63	89
S	8	4	36	82	68	94
M	10	6	38	87	73	99
L	12	8	40	93	79	105
XL	14	10	42	99	85	111

*PDV = Product Display View

Size Information In Product Description

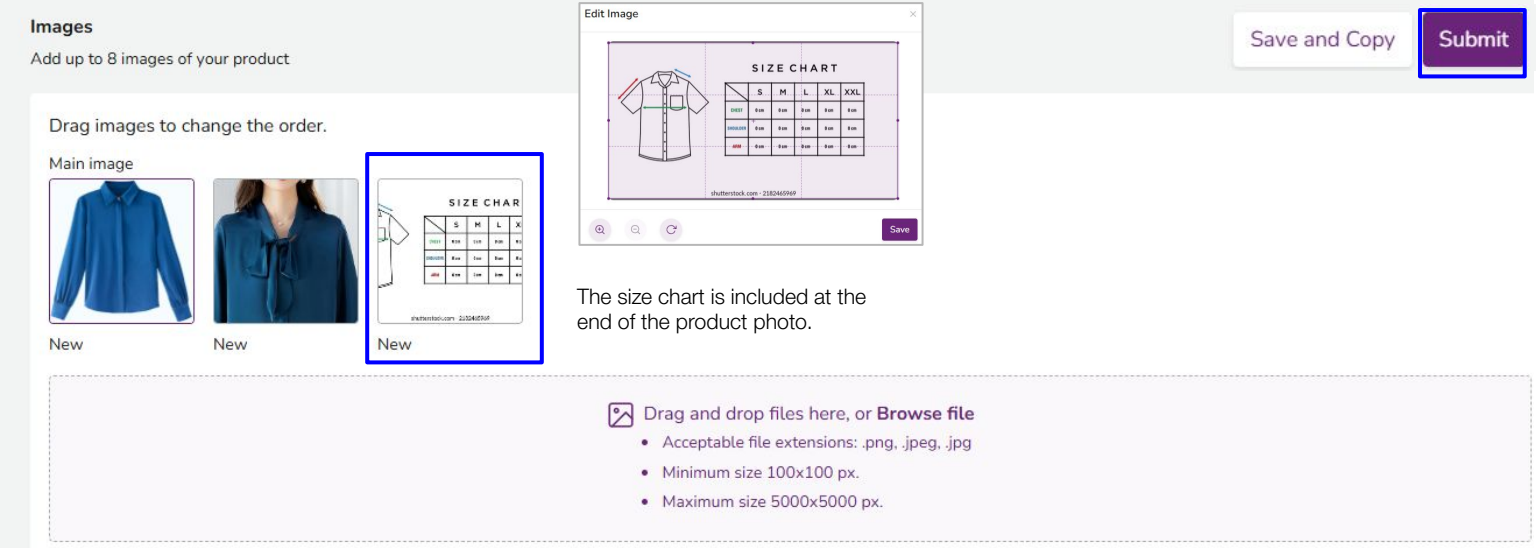
Tips for uploading Size Information:

There are 2 options for displaying size information. Sellers can choose one or both based on the information available.

1. The seller provides size information in text format in the **“Measurements” box.**

Size Information On Product Photos

2. Upload the **size chart** as an image, then insert it at the end of the product photo. Click the **'Edit Product' tab, Drag and Drop Images,** then click **Submit.**



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