

ZALORA

Product Upload

New UI

Feb 2025



A Manual Product Upload

- ☐ Product Information
- ☐ Additional Product Details
- ☐ Group
- ☐ Product Price and Size
- ☐ Image

B Bulk Product Upload

- ☐ Download Templates
- ☐ Template Filling
- ☐ Save Template
- ☐ Import Template
- ☐ Image

ZALORA

Single Product Upload



Steps to Upload a Single Product in Seller Center

Mandatory & Non-editable Fields	Mandatory & Editable Fields	
• Sub Cat Type • Brand • Gender • Size System (for reference please refer to this table for "allowed" size system + size combination) • Size • Shipment Type	• Name (Product Name) • SKU Supplier Config • Seller SKU • Price • Product Description • Packaging size and weight • PrimaryCategory • Browse Nodes	• Color • ColorFamily • Price • Variation (Size) • Material • Description • CareLabel • Measurements

When uploading a product in Seller Center, it is crucial to fill in all required fields with accurate and complete information.

- Make sure every mandatory field (marked with an asterisk * or highlighted in the template) is completed.
- Double-check that all information entered is correct and matches the actual product details.
- Once submitted, some fields (like SKU, category, and brand) cannot be changed later.
- Incorrect or missing information in required fields will result in the product being rejected during the review process.
- Carefully review all entries before clicking "Save" or "Submit."
- If you are using a CSV template for bulk upload, ensure all required columns are filled for each product.

☐ Fill all required fields with the correct and complete information. Updates to certain fields (like SKU, category, and brand) cannot be made after submission. Leaving any required field blank will result in rejection of your product upload.

Steps to Upload a Single Product in Seller Center

Step 1. Select the **Catalog menu > Add Product** > fill in the *Basic information* section.

SELLER CENTER

Search

Home

Catalog

All Products

Add Product

Manage Images

Restricted Brands

ZALORA Production Services (ZPS)

Orders

Promotions

Finance

Reports

Zalora Ads Platform

< Products

Add New Product

Save and Copy

Submit

Basic Information

Information regarding the product

Product Name & Brand

Name*

Sportswear Older Kids' T-Shirt

Name of the product. For a better listing quality, the name should consist of the actual product name, item style, edition, and/ or speciality
Example: Floral Off Shoulder Dress

Brand*

Nike

MANDATORY, NON-EDITABLE - Brand of the product displayed on ZALORA website. Please make sure to input approved brand only.
Example: ZALORA

Fill in your product name. Make sure that the product name reflects the actual product. Do not use abbreviations, product codes, symbols

Enter your product brand and match it with the brand that has been registered with the Zalora Team.

Steps to Upload a Single Product in Seller Center

Step 2. Select the **main category** for your product > Click **"Browse all categories"**

- You must select up to the deepest category available before clicking **"Select"**
- Example: Clothing > Women's Clothing > Dress > Mini Dress

The screenshot shows the ZALORA Seller Center interface. On the left is a sidebar with navigation links: Home, Catalog, Add Product, Manage Images, Restricted Brands, ZALORA Production Services (ZPS), Orders, Promotions, Finance, Reports, Zalora Ads Platform, System, Store Builder, Platform Services, Settings, Help & FAQs, and Rate this page. The main area is titled 'Add New Product'. It contains a search bar with 'blue dress', a product name field, a brand field with 'ZALORA', and a category field. The category field is highlighted with a box, and a callout points to the 'Browse all categories' link. The 'Add Primary Category' modal is open, showing a list of categories with 'Mini Dress' selected and marked with a green checkmark. The 'Select' button at the bottom right of the modal is also highlighted with a box.

Make sure to select the category to the deepest sub-category before clicking **"Select"**

If the seller does not select the category to the deepest category, the Select button will not work.

Steps to Upload a Single Product in Seller Center

Step 2. (Optional) You can add additional categories for your product to appear in other category segments by clicking **“Add Browse Nodes”**

- The categories added to the Browse nodes must be categories that are relevant to your product's main category
Example: Main category: **Clothing > Women's Clothing > Dress > Mini Dress**
Additional categories (browse nodes): **Clothing > Women's Clothing > Dress > Party Dress**

Add New Product

Save and Copy

Submit

Content Score

0% ⓘ

Category

Primary Category*

Mini Dress in Pakaian > Pakaian Wanita > Dress > Mini Dress



Recommended Browse Nodes

Party Dress in Pakaian > Pakaian Wanita > Dress > Party Dress



+ Add Browse nodes

The browse node the item should be assigned to. Please consult the Browse Tree Guide for more information and to find the best node for your product. It is very important that you categorize your product correctly; if you don't provide a node, or if you provide an incorrect node, customers may not be able to find your product easily

✓ Basic Information

Product Name & Brand

Category

✓ Images

ⓘ Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Steps to Upload a Single Product in Seller Center - Beauty Products

Beauty Products Categorization

- Seller must input '**Women's Beauty**' category in the primary category, and '**Beauty's Make up**' category in Browse Nodes.

For example:

1 Primary category - Lipstick in Beauty > Women's Beauty > Makeup > Lips > Lipstick

2 Recommended Browse Nodes - Lipstick in Make up > Beauty's Make up > Lips > Lipstick

Category

Primary Category*

Lipstick in Beauty > Women's Beauty > Makeup > Lips > Lipstick

Recommended Browse Nodes

Lipstick in Make up > Beauty's Make up > Lips > Lipstick

Steps to Upload a Single Product in Seller Center - Luxury Products

Luxury Products Categorization

- If Seller under **Luxury Attributes** the primary category must be '**(Luxury)**' only **relevant specific type of product's** falls under the primary category, and the '**Recommended Browse Nodes**' will be under '**Women's Bags**' category

For example:

1 Primary category - Wallets in (Luxury) Women's Bags > Women's Bags > Wallets & Purses > Wallets

2 Recommended Browse Nodes - Wallets in Bags > Women's Bags > Wallets & Purses > Wallets

Category

Primary Category*

Wallets in (Luxury) Women's Bags > Women's Bags > Wallets & Purses > Wallets



Recommended Browse Nodes

Wallets in Bags > Women's Bags > Wallets & Purses > Wallets



Steps to Upload Product Photo/Images

Step 3. Upload your product photo

- For the Main Image, select a photo that shows the front view of your product, followed by a photo of the side/top/inside of your product
- The photo background does not have to be white, make sure the product photo is clearly visible and not covered by your product brand logo/watermark.

Images

Add up to 8 images of your product

Drag images to change the order.

Main image



New



New



New



New



New



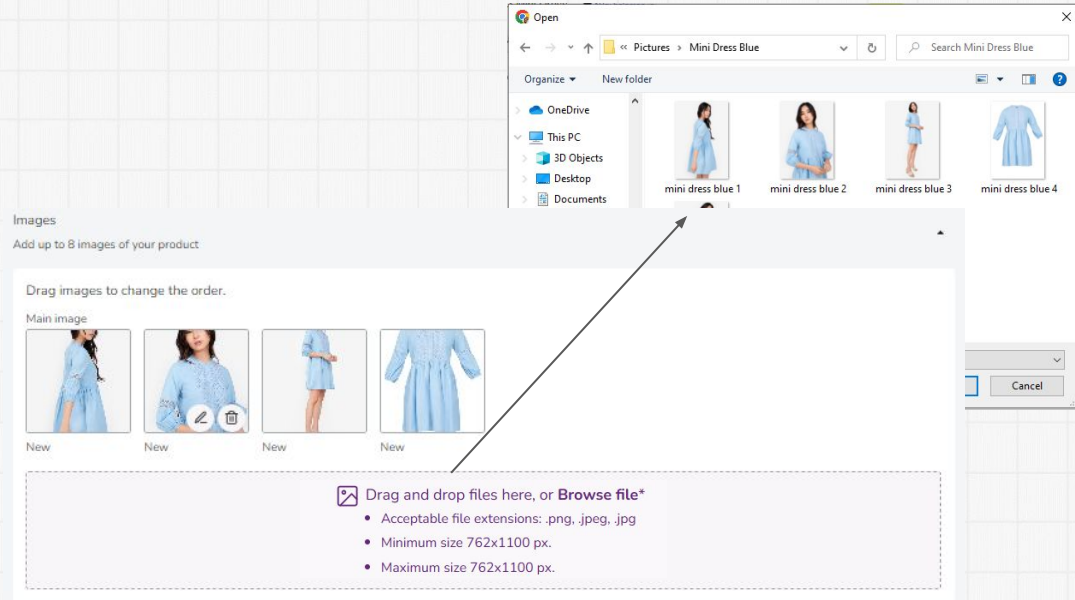
Drag and drop files here, or **Browse file***

- Acceptable file extensions: .png, .jpeg, .jpg
- Minimum size 762x1100 px.
- Maximum size 762x1100 px.

Product photos can be uploaded in square or portrait in jpeg format. For maximum results, upload product photos in portrait format with a size of 762 x 1100 px

Steps to Upload Product Photo/Images

- Upload product images in the following order: **Front – Side – Back – Close-up**
- The Main (First) Image must face the front and show the entire product
- Visit The Seller Academy to view ZALORA Image Guidelines



Steps to Upload Product Photo/Images

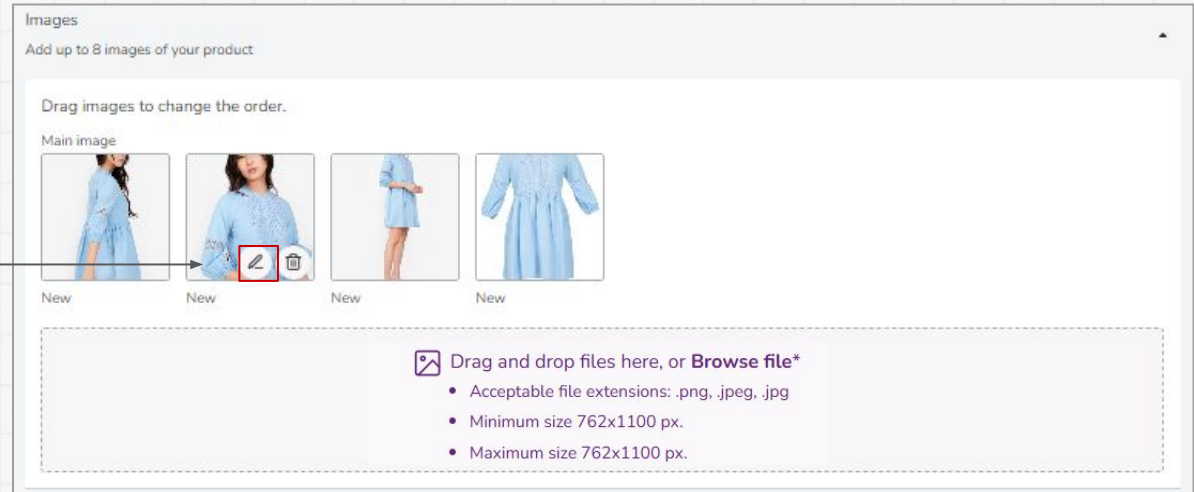
After uploading your product images, you can rearrange them or click on the **'Edit'** icon to explore some simple editing options:

- **Image Cropping**
- **Image Rotating**

Must comply with **ZALORA guidelines**

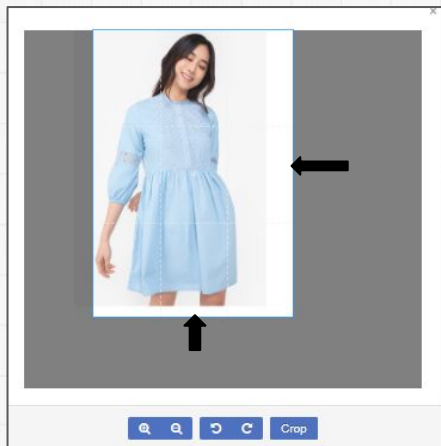
Front – Side – Back – Close-up

Icon Edit

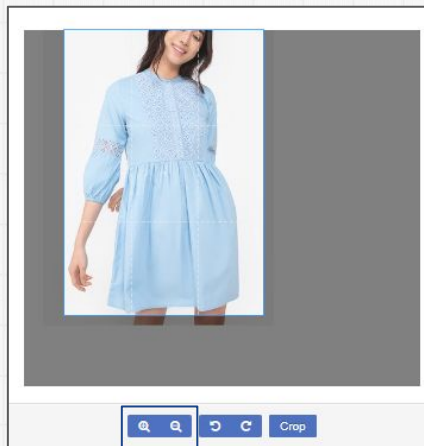


Steps to Upload Product Photo/Images

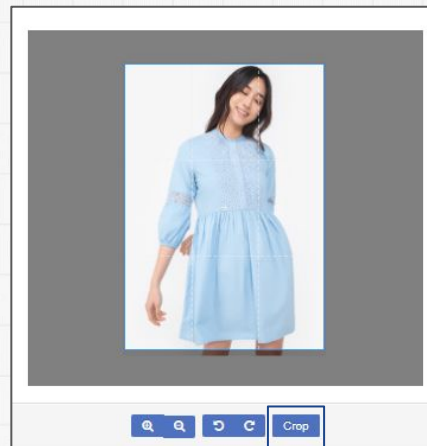
Cropping Images



- Image does not meet size requirements
- White spaces at the top and bottom
- The image size do not fit on ZALORA'S required guidelines



- Sellers can click on icons to zoom in or out and rotate to fit image to required frame
- Image does not meet requirements
- Product displayed with a wrong angle
- Sellers can click on icons rotate image to the left and/or right



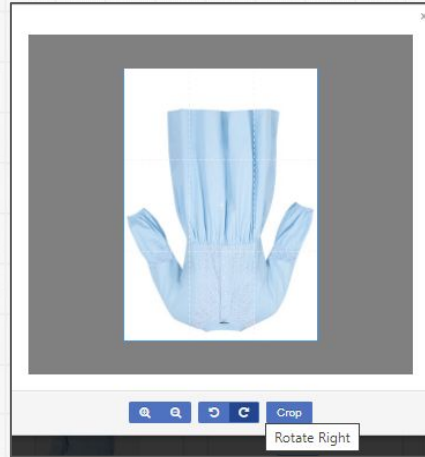
- Once the image fit on the PDV page frame then click "Crop"
- Image is cropped to correct size within ZALORA's required guidelines
- If the image correctly crop the standard size will reflect at the bottom of the frame

Steps to Upload Product Photo/Images

Cropping Images



- Image does not meet requirement
- Product is displayed with a wrong angle



Sellers can click on the rotation icons to rotate the image to the right angle



Image is rotated to the correct angle

Steps to Upload a Single Product in Seller Center

Step 4. Fill in your product details in the Additional Information > Main section.

Check this section if you want your product to be used as a GWP (Gift With Purchase) sample product.

In this section with the MAIN SKU of your product along with color information
1 color = 1 sku config

Product Type (i.e. blouse, t-shirt, skirt, dress, jeans)
Select **Sub Cat Type automatically** from the drop down provided

Write the color of your product that you want to display on the website.

Color family is useful for color **filter on Zalora website**. Select the color that matches your product color from the drop down provided.

Add New Product

[Save and Copy](#)[Submit](#)

Additional Information

Information regarding the product

Main

Show less

☐ This Product is a Sample

Use this only if the product is a sample in a Free Gift promotion.

SkusupplierConfig*

Zalora-Mini Dress-Blue

22/255

MANDATORY, NON-EDITABLE - Style Code or supplier SKU. Different Sizes / Variation of this product must have the same SkusupplierConfig. Max 18 characters/numbers.
Example: THJ01-WHITE

Sub Cat Type

Dresses

MANDATORY, NON-EDITABLE - Type of Product. Please refer to the Seller Academy for the list of correct Sub Cat Type based on your selected Primary Category.

Colour

Blue

4/255

Color that is displayed in the ZALORA website. This is the color shown on the product label
Example: Light Blue

Color Family

Blue

Color for the color filter on the ZALORA website. Customer uses this to find the product using color filters on website
Example: Blue

Content Score

50%

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

Pricing & Sizes

Steps to Upload a Single Product in Seller Center

Sku Supplier Config – Seller SKU – Parent SKU

Example:

Product Name	SkuSupplierConfig	Parent SKU	Seller SKU
Black Top	ABC111-BLK	ABC111-BLK	ABC111-BLK-S
Black Top	ABC111-BLK	ABC111-BLK	ABC111-BLK-M
Black Top	ABC111-BLK	ABC111-BLK	ABC111-BLK-L
Red Top	ABC111-RED	ABC111-RED	ABC111-RED-S
Red Top	ABC111-RED	ABC111-RED	ABC111-RED-M
Red Top	ABC111-RED	ABC111-RED	ABC111-RED-L

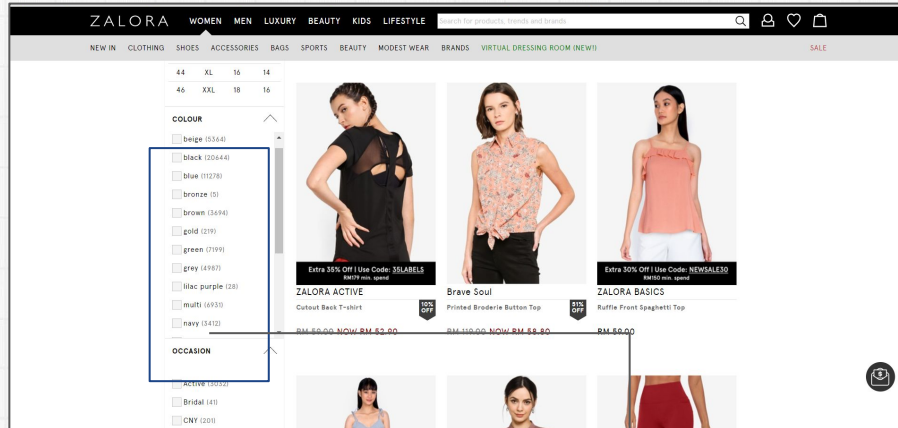
Sku Supplier Config : Product Code + Color
Seller SKU : Product Code + Color + Size
Parent SKU : Product Code + Color (same as SkuSuppConfig)

Steps to Upload a Single Product in Seller Center

Product Information > Color Filters

Color Family/Color Filter on Zalora website helps shoppers find the desired color products.

These are the Color Filters displayed on the Zalora Website.



- COLOUR**
- ☐ beige (5364)
 - ☐ black (20644)
 - ☐ blue (11278)
 - ☐ bronze (5)
 - ☐ brown (3694)
 - ☐ gold (219)
 - ☐ green (7199)
 - ☐ grey (4987)
 - ☐ lilac purple (28)
 - ☐ multi (6931)
 - ☐ navy (3412)

Steps to Upload a Single Product in Seller Center

Step 4. Fill in your product details in the Additional Information > **Main section.**

(required) The height of your product packaging in **centimeters (cm)**. If your product is packed in a poly mailer or pouches, please fill in **0.1**.

(required) Length of your product packaging in **centimeters (cm)**. If your product is packed in a poly mailer, please fill in **0.1**.

(required) Width of your product packaging in **centimeters (cm)**. If your product is packed in a poly mailer, please fill in **0.1**.

(required) Weight of your product after packaging in **Kilograms (Kg)**

Add New Product

Save and Copy

Submit

Box Height (cm)

10

2/10

Box height in cm
Example: 10, 20, 30

Box Length (cm)

20

2/10

Box length in cm
Example: 10, 20, 30

Box Width (cm)

30

2/10

Box width in cm
Example: 10, 20, 30

Product Weight (Kg)

1

1/10

Product weight in kilogram (Kg)
Example: 1, 2, 3

Content Score

50% ⓘ

✓ Basic Information

Product Name & Brand

Category

✓ Images

ⓘ Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

Steps to Upload a Single Product in Seller Center

Step 5. Fill in your product details in the Additional Information > **Additional Product Data section.**

Select the gender that suits your product through the drop down provided.

(Optional) The material column can be filled with the main material of the product (example: Cotton, Leather, Poly Cotton)

(Optional) The year of the season that has been selected must be selected when the Season column is filled in

(Optional) Season of the product. Must be selected when filling in the product year.

(Optional) Enter the 11 digit video ID from your product's Youtube link (example: <https://www.youtube.com/watch?v=Ih7G41KBdD8>, input in the column only the last 11 digits, Ih7G41KBdD8)

Add New Product

Save and CopySubmit

Additional Product Data

Show less

Gender*

Female

MANDATORY, NON-EDITABLE - Gender of the product. Please refer to the Seller Academy for the list of correct Gender for the selected Sub Cat Type and Primary Category.
Example: Female, Male

Material

100% cotton

The Product fabric or material information. Displayed on ZALORA website
Example: 100% cotton

Tahun

2024

Year of the season. This is Mandatory when Season is indicated on product.
Example: 2018

Season

Spring-Summer

Season of the product. This is mandatory if Year is filled in. Choose one from Winter, Summer, Spring, Autumn, Spring-Summer, Autumn-Winter, Year Round
Example: Summer

Video Link (YouTube)

Ih7G41KBdD8

To include an instructional video in product images in the website. YouTube video only, only input the video ID
Example: Ih7G41KBdD8

Content Score

15%

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

Pricing & Sizes

Steps to Upload a Single Product in Seller Center

Additional Product Details > Material

CATEGORY	FILLED SECTION	EXAMPLE
Clothing	Composition	Polyblend
		Cotton Blend
Accessories	Material	Metal
		Brass
Shoes	Upper Material	Textiles
	Inner Material	Synthetic
	Sole Material	



For man-made leather products, specify **'Synthetic Leather'**.
For genuine leather products, specify whether it is **'Cowhide'**, etc.

Composition



Write Main Ingredients



Add commas for more than 1 ingredient



Capitalize first letter



Do not include colors



Abbreviations



If you curate your products from suppliers, remember to ask them for the product composition/ingredients before filling in this information.

Steps to Upload a Single Product in Seller Center

Step 5. Fill in your product details in the section **Additional Information > Additional Product Data**

(Required) Unit size for your product. The product size that will be selected must match the unit size system used.

Example: EU, UK, US, International

(Optional) Fill in the care instructions for your product (example: Machine washable, Hand washable)

(Optional) For women's products. If the product is intended for a certain body shape. Choose **ONLY** between Maternity Clothes, Mini Size or Plus Size. (example: Maternity, Petite, Plus Size)

Add New Product

Save and Copy

Submit

Size System

International

Apparel Size system used by brand Sizes of the product must be within range of the chosen Apparel Size System Brand
Example: EU, UK, US, International

Perawatan

Bisa Mesin Cuci

Care for the Care filter on the ZALORA website. The customer uses this to find the product using color filters on the website
Example: Tak perlu setrika, Dapat Dicuci dengan Mesin, Cuci Kering, etc.

Range Filter

Ukuran Besar

If product is made for certain range of body type Choose between Maternity, Petite atau Plus Size (women's clothing only)
Example: Maternity, Petite, Plus Size

Content Score35%

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Steps to Upload a Single Product in Seller Center

Step 6. Fill in your product details in the Additional Information > **Description & Measurements** section.

A short description of your product

- 3-5 product selling points
- Mention the material, instructions for use (if any), product advantages.
- Can be in the form of bullet points or paragraphs
- Please only include relevant information about the product

For sellers who have **beauty products**, make sure to include the following information in the product description:

- **Product composition**
- **Benefits**
- **How to use**
- **BPOM No.**
- **Expiration date**

For sellers who have electronic products and have a product guarantee from the seller's store, the seller can include information about the guarantee in the product description.

Add New Product

Save and CopySubmit

Description & MeasurementsShow less ▲

Product Description

↺↻Normal text▼B I U ↵ ↶ ↷ ↸ ↹

≡ ≡ ≡

- Solid tone mini bodycon dress
- Halter neckline
- Slim fit
- Self tie fastening at the neck
- Sleeveless
- Polyblend

Hyphenated unique selling points to describe the product. As per ZALORA guideline, provide at least 3 unique selling points / product descriptions. Displayed on ZALORA website.

Content Score100% ⓘ

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

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.



COLOUR

Rose Gold

MATERIAL

Plated Brass + Glass

SIZE & FIT

Pendant Length: 0.5"

Chain Length: 16"-18"

PRODUCT DETAILS

Master understated elegance with the Coach Open Circle Stone Necklace, perfect for adding a dainty & delicate touch to your outfit every day.

Pendant Necklace

Signature Lobster Claw Closure

PACKAGING DETAILS

Coach Product Tag Included

Official Brand's Dust Bag/ Box/ Paper Bag Not Included

Item Packed in Plastic Packaging

Rest Assured that Your Product Will Be Delivered in Great Condition

RETURN/ EXCHANGE

Returns must be unworn, unwashed, undamaged, unused, with the Pink Orchard store tag attached. Returns will only be accepted if the product is returned in its original condition with all provided boxes/ dust bags/ product tags/ product care card & all packaging materials. All packaging must not be damaged or defaced in any manner.

Note: Luxury sellers may refer to the luxury guidelines for more details.

Example of Product Description - Beauty



The potent blend of plant oils and botanical extracts in this luxurious treatment oil helps address visible signs of ageing, and protects the complexion from environmental aggressors

HOW TO USE: Dispense 2-3 drops onto fingertips and gently press onto face, neck and décolletage until absorbed. Use morning or night. A few drops can be mixed in with moisturisers for added hydration.

KEY BENEFITS: Formula free of parabens, PEGs, silicone and artificial colours or fragrances. Protects skin against environmental aggressors. Skin is left feeling firmer, hydrated and luminous.



- 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

Note: Beauty sellers may refer to the beauty guidelines for more details.

Steps to Upload a Single Product in Seller Center

Step 6. Fill in your product details in the Additional Information > **Description & Measurements** section.

Fill this section with **care instructions** for your product. Customize it according to your product type.

- Example:
- machine washable
 - do not bleach
 - do not dry clean

(Required for Fashion category) Fill in the size guide for your product.

Add New Product

Save and Copy

Submit

Content Score

100%

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

Pricing & Sizes

Care Label

Normal text

B I U

- Machine wash / hand wash / dry-clean

- Washing temperature (hot / warm / cold)

- Washing machine programme (delicate / permanent press / normal cycle)

Enter information about the care of the product, provided by the manufacturer. As per ZALORA guideline. Displayed on ZALORA website

Example: Wash separately in mild detergent Do not soak Do not bleach Do not tumble dry Flat dry Cool iron on reverse

Measurements

Normal text

B I U

Ukuran Produk

S = Bust 71-96 cm Waist 60-82 cm Hips 74-98 cm Length 78 cm

M = Bust 75-100 cm Waist 62-86 cm Hips 77-102 cm Length 80 cm

L = Bust 78-104 cm Waist 67-92 cm Hips 78-104 cm Length 82 cm

Steps to Upload a Single Product in Seller Center

Additional Product Details > Size Details
(Clothing)



Tops/Dresses

Chest x Length (Required)

Additional measurements are recommended

Example:

Chest x Length x Waist

Size S: 91cmx82cmx94cm

Size M: 94cm x 84cm x 98cm

Size L: 98cmx86cmx102cm

Subordinate

Waist x Length (Required)

Additional measurements are recommended

Example:

Waist circumference x Length x Hips

Size S: 66cm x 75cm x 98cm

Size M: 70cmx76cmx100cm

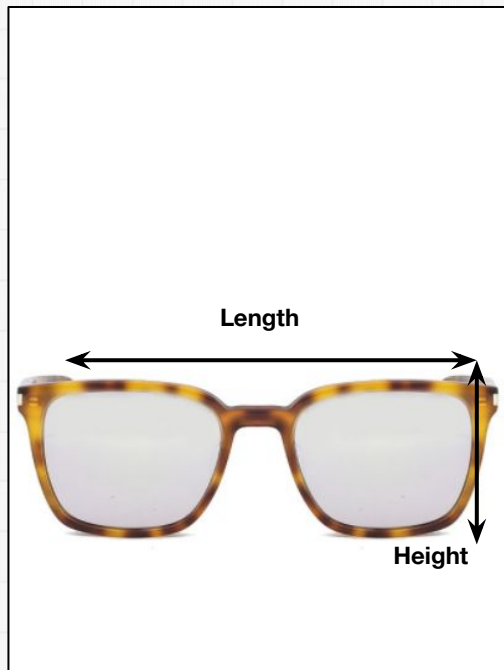
Size L: 74cmx77cmx102cm

Steps to Upload a Single Product in Seller Center

Additional Product Details > Size Details (Accessories)



- Front width x Height
- 5cm x 3cm



- Frame height x Length
- 4cm x 8cm



- Length x Height x Width
- 55cm x 23cm x 10cm

Steps to Upload a Single Product in Seller Center

Step 6. Fill in your product details in the Additional Information > **Description & Measurements** section.

(optional) Fill in the clothing size worn by the model in your product image

(optional) Fill in the model's body size information if your product uses an image with a model. Especially for clothing products. Example: Height 160 cm, chest circumference 70 cm, waist circumference 61 cm, etc.

Add New Product

Save and CopySubmit

Size of model's garment

UK 84/255

Size of the garment the model is wearing Displayed on ZALORA website
Example: UK 8

Model's Body Measurements

Height: 178cm, Fits UK623/255

Model's body measurements relevant to the product Displayed on ZALORA website
Example: Height: 178cm, Fits UK6

Content Score100%

✔ Basic Information

Product Name & Brand

Category

✔ Images

✔ Additional Information

Main

Steps to Upload a Single Product in Seller Center

Step 7. (Optional) Fill in your product details in the Additional Information > **Earth Edit (Sustainability)** section.

If your product is made from environmentally friendly materials, you can add the Earth Edit tag to your product.

Open the drop down earth edit tag. You can adjust the options to your product.

From the Earth Edit tag options, you can describe in more detail the criteria for your product's Earth Edit tag.

Provide supporting links as proof of your claims (links to product pages, third-party certification websites, certification documents, etc.)

Add New Product

Save and Copy

Submit

Earth Edit (Sustainability)

Show less

Earth Edit Tag

Sustainable Materials

Select one from the dropdown below

Earth Edit Criteria

Sustainable Materials - More than 50% of linen

Select one from the dropdown below

Link to Proof

0/255

Please provide the supporting link as a proof to your sustainability claim (a link to product page, third party certification website, certification documents, etc.)

Content Score 100%

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Home > Wanita > Pakaian > Dress > Mini Dress > Party Dress

Earth Edit

Earth Edit logo display on Zalora website

Steps to Upload a Single Product in Seller Center

Step 8. (Optional) Fill in your product details in the Additional Information > **Pre-Loved Luxury Product Attributes** section.

If your product is included in the **Pre-Loved luxury** product category, you must add a **condition** tag to your product.

Open the **Condition** tag drop down. You can customize the options to suit the condition of your pre-loved product.

Add New Product

Save and CopySubmit

Content Score100%

Pre-Loved Luxury Product AttributesShow less

Condition (Only for Pre-Loved Items)

Please select

Please select

Brand New

Fair

Good

Very Good

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Note: Sellers **NOT** under “Pre-Loved Luxury” are not eligible to select any of these options and should leave it blank.

Steps to Upload a Single Product in Seller Center

Product Grouping

Grouping different color variations of the same product design is one point that can help increase sales because customers can:

- Choose from a larger variety
- there is a higher probability of purchase by customers
- Find alternatives easily
- customers can purchase other available colors if their first choice is out of stock

Other **variations** are displayed under the product if you use the grouping feature.



Trendyol VIP 4.4 ★★★★★ 168

Knee Length Strap Dress

★ Best Price Guaranteed >

Php 520.45

Php 1,040.90 ~~Php 1,849.00~~ -72%

BEST DEAL 50% off
50GOLDEN | Min. spend Php2,995.00. Valid till 28.04.2025 [T&C](#)

Variations Black



Size [Size Guide](#)

EU International UK US

+6 more [View all](#)

Steps to Upload a Single Product in Seller Center

Step 6. (Optional) Fill in your product details in the Additional Information > **Product Group** section.

In the Group column, enter the group name with the product name that has similarities (1 parent sku).

If you have chosen a group name, products that have the same group name will automatically appear in your product group list.

Add New Product

Save and Copy

Submit

Product Group

Add a group to your products

Groups

Filter by group

You must choose a valid brand in order to group your product.

Group Mini dress selected

Your product will be added to this group

Image	Name	SKU
	Mini Dress Black	RMQM-BLACK
	Mini Dress Blue	RMQM-BLUE

Content Score

100%

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

Steps to Upload a Single Product in Seller Center

Step 9. Fill in your product details in the Additional Information > **Pricing & Sizes** section.

Fill this section with your product's **Parent SKU**.

- Find the right size by opening the available drop down
- Don't forget to click **Add Size** so that the seller can fill in the details of each size

Add New Product

Save and CopySubmit

Content Score100%

Pricing & Sizes

Set baseline and sales price to your product

ParentSku ⓘ
Zalora-Mini Dress-Blue
To group variations (e.g. different sizes) of a product together fill this field with the SellerSKU of the first product.
Example: TH101

Size*
Q S x M x L x XL x Please search and select size

☐ XXS

☒ S

☐ XS

☐ XXL

☒ XL

☒ L

☒ M

☐ XXXL

☐ One size

☐ XXXS

+ Add Size

Basic Information

Product Name & Brand

Category

Images

Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

Pricing & Sizes

Steps to Upload a Single Product in Seller Center

Step 9. Fill in your product details in the section
Additional Information > Pricing & Sizes

Seller SKU: Product SKU With per-size information. Each Seller SKU must be unique for each color variation
1 color = 1 SKU
5 colors = 5 SKUs

Stock: Make sure you have enough stock to sell on Zalora

Price: Fill in the price of your product.

Make sure the price for each size is the same price

Discount price, discount start date, discount end date: fill this section with the discount price, start and end date of the discount price period updated on the logo 

Status: you can set your product status per size (**active/inactive**)

Add New Product

Save and Copy Submit

Content Score100%

ParentSKU 

Zalora-Mini Dress-Blue

To group variations (e.g. different sizes) of a product together fill this field with the SellerSKU of the first product.
Example: THJ01

Size*

Q Please search and select size

+ Add Size

Q Search by Size, SKU, Status

1-4 of 4 < > 

☐ Size	Seller SKU*	Stock*	Price*	Sale Price	Status*
☐ S 	zalora-mini dress	2	IDR 200000	- % 50.00 IDR 100000 	 
☐ M 	zalora-mini dress	1	IDR 200000	- % 50.00 IDR 100000 	 
☐ L 	zalora-mini dress	1	IDR 200000	- % 50.00 IDR 100000 	 
☐ XL 	zalora-mini dress	1	IDR 200000	- % 50.00 IDR 100000 	 

 Basic Information

Product Name & Brand

Category

 Images

 Additional Information

Main

No Group Selected

Additional Product Data

Description & Measurements

Earth Edit (Sustainability)

Pre-Loved Luxury Product Attributes

Product Group

 Pricing & Sizes

Steps to Upload a Single Product in Seller Center

If the uploaded image is appropriate, click **Submit**.

After that, your product has been successfully uploaded.

[< Products](#)

Add New Product

Save and Copy

Submit

① Content Score 85%

Categories Selection

Add primary and additional categories for your product

Primary Category*

Mini Dress in Pakaian > Pakaian Wanita > Dress

Recommended Browse Nodes

+ Add Browse nodes

The browse node the item should be assigned to. Please consult the Browse Tree Guide for more information and to find the best node for your product. It is very important that you categorize your product correctly; if you don't provide a node, or if you provide an incorrect node, customers may not be able to find your product easily

Product Information

Information regarding the product

Steps to Upload a Single Product in Seller Center

Products > **All Products**

If your product has been successfully uploaded, it will appear on the main page. **All Products**

Please wait up to 2-3 business days for your product's Quality Control process approval

If your product has been approved, then the icon  will turn into 

Products

ImportExportAdd New

Q Search by Products, SKU, Status

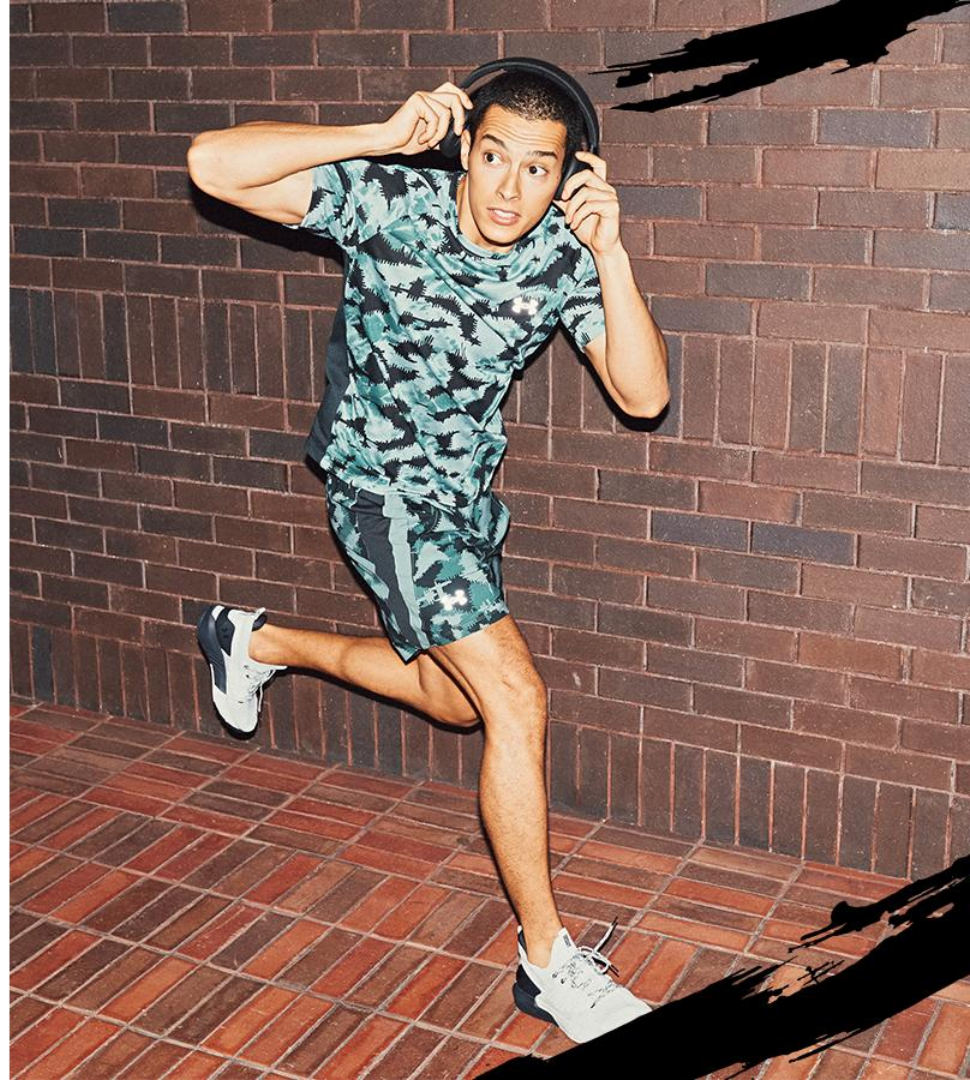
1-20 of 605<>⚙

☐	Image	Name	SKU	Created	Updated	Price	Sale Price	Stock	Visibility
☐		Minidress - Soft Blue	ZID123Minidress - Soft Blue	6/7/2023	6/7/2023	Rp 200.000,00	-	0	✓ ⚠ ⋮

- ✓ Product status is active
 - ✓ Seller status is active
 - ⚠ Quality Control pending
 - ✓ Brand status is active
 - ✓ Images uploaded
 - ✓ Product has active categories
 - ✓ Brand is approved
 - ✓ Product is authorized
 - ✗ Not yet uploaded to shop
- Not yet uploaded to shop

ZALORA

Bulk Product Upload



Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

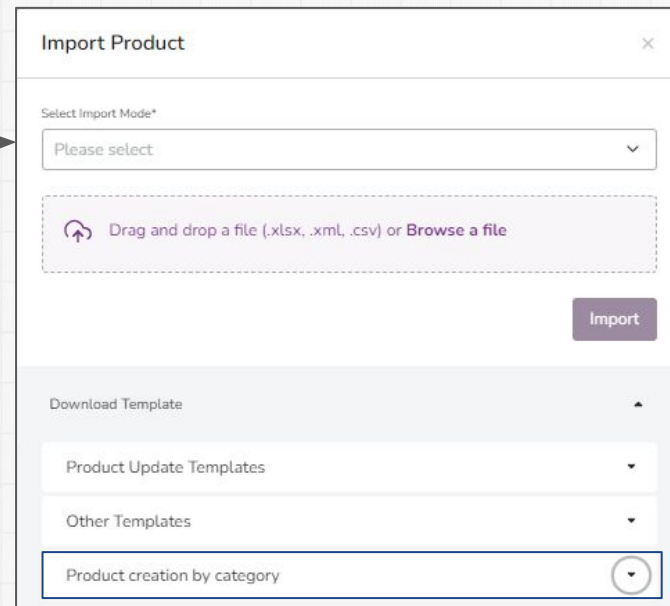
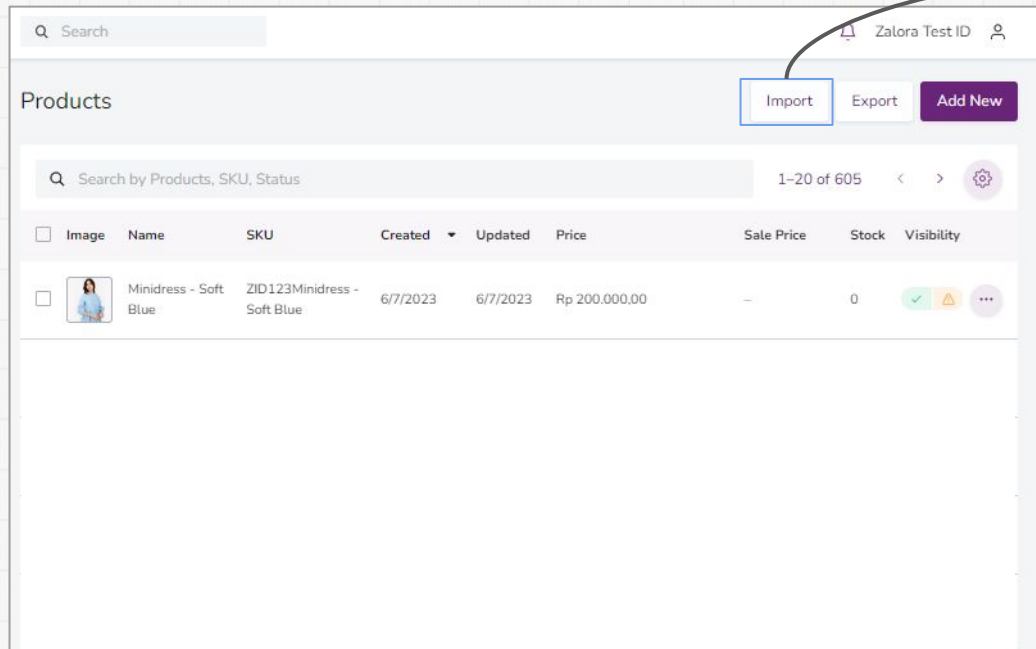
Import Template

Image

If you have many products and want to upload them to Seller Center in bulk, you can use the **Batch upload template**.

Steps to download the template:

- 1 Select the **Products** menu > **All Products**
Then, click **Import** > **Download Template** > **Product creation by Category**



Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

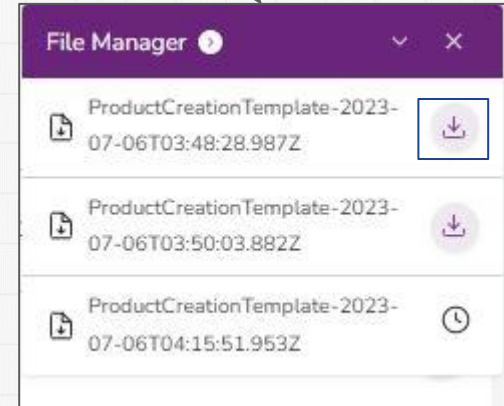
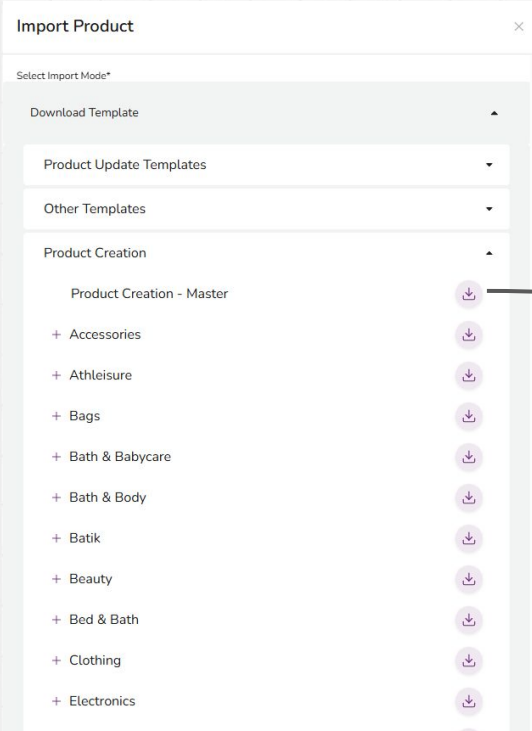
Image

2

Select Master Template or a template according to your product category. Then, wait about a minute for the template to finish downloading.

3

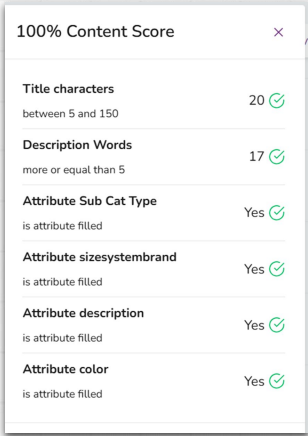
Click Icon  to save your batch upload template



Steps to upload your products - Bulk Product Upload

Fields below are mandatory

Mandatory & Non-editable Fields	Mandatory & Editable Fields	
• Sub Cat Type • Brand • Gender • Size System (for reference please refer to this table for "allowed" size system + size combination) • Size • Shipment Type	• Name (Product Name) • SKU Supplier Config • Seller SKU • Price • Product Description • Packaging size and weight • Browse Nodes	• Color • ColorFamily • Price • Variation (Size) • Material • Description • CareLabel • Measurements



Mandatory & Non-editable Fields should be final

Please make sure that information that we feed into Seller Centre when it comes to mandatory & non-editable fields is correct and final. Updates to these fields are not possible and SKUs with missing information on these fields will be rejected. If amendment is required, please proceed to delete and recreate the SKU.

Maintain information aligned

All mandatory fields need to be the same across all ventures where the product will be created (e.g. same in Seller Centre HK, TW, SG, etc.)

Note: PrimaryCategory-(is not editable when ZALOORA skus has been generated

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

Product SKU code.
1 sku = 1 Sku Config

Fill with SkuSuppConfig from
your product sku

Your product code per size.

Fill in your product
brand

Select the gender according to your product

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

[Download Templates](#)

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

Identifier for the collections
the product belongs to.

Composition of the product.

Please refer to [Options] tab -
"MaterialComposition" for the options
available.

For ZALORA website filter.

For Accessories category only.

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

UpperMaterial	InnerMaterial	SoleMaterial	InnerSoleMaterial	LeatherType
Material of the upper part of shoes. For Shoes category only. Will display on ZALORA website.	Material of the inside of shoes. For Shoes category only. Will display on ZALORA website.	Material of the outside of shoes sole. For Shoes category only. Will display on ZALORA website.	Material of the inside of shoes sole. For Shoes category only. Will display on ZALORA website.	Type of leather. For Shoes category only. Will display on ZALORA website.
Non-mandatory Editable e.g. Cow Leather	Non-mandatory Editable e.g. Polyurethane	Non-mandatory Editable e.g. Rubber	Non-mandatory Editable e.g. Rubber	Non-mandatory Editable e.g. Cow

Material of the upper part
of shoes.

Material of the inside
of shoes.

Material of the outside of shoes sole.

Material of the inside
of shoes sole.

Type of leather.
For Shoes category only.

[Download Templates](#)

Template Filling

Import Template

Image

For Beauty category only. Please refer to [Options] tab - "SunProtection" for the options available. If more than 1, use "," as separator. Mandatory when SubCatType = Beauty Sun-care, Sun-care Editable e.g. SPF under 15, SPF 30 and under	For Beauty category only. Please refer to [Options] tab - "BristleType" for the options available. If more than 1, use "," as separator. Non-mandatory Editable e.g. Natural, Synthetic			For Beauty category only. Please refer to [Options] tab - "BrandOrigin" for the options available. If more than 1, use "," as separator. Non-mandatory Editable e.g. Korean, Japanese
SunProtection	BristleType	FaceFinish	FaceCoverage	BrandOrigin
SPF under 15, SPF 30 and under	Natural, Synthetic			Korean, Japanese

Non-mandatory
Editable

For Beauty category only.
Non-mandatory

For Beauty category only.
Non-mandatory

For Beauty category only.
Non-mandatory

For Beauty category only.
Non-mandatory

[Download Templates](#)

Template Filling

Import Template

Image

Howto	Ingredients	Description	CareLabel	MeasurementsGlobal
Instructions for the product (application, frequency, etc). For Beauty category only. Non-mandatory Editable	Ingredients of the product. For Beauty category only. Non-mandatory Editable	Unique selling points to describe the product. Will display on ZALORA website. Mandatory Editable e.g. - Floral printed ruched detail midi dress
 Off shoulder neckline
 Slim fit
 * As best practices: - At least 3 unique selling points/descriptions - Add a dash symbol "-" in front of every points - Add a line break "
" at the end of the point for a spacing in sentence - For Beauty category, input expiry date to help customers	Manufacturer's regular care and instructions for the product. Will display on ZALORA website. Non-mandatory Editable e.g. Machine wash gentle * As best practices: - Max 255 characters - Add a dash symbol "-" in front of every points - Add a line break "
" at the end of the point for a spacing in sentence	Measurements of the different sizes of product As per ZALORA guideline. Displayed on ZALORA website
For Beauty category only. Non-mandatory	Ingredients of the product. For Beauty category only.	Unique selling points to describe the product.	Manufacturer's regular care and instructions for the product.	Measurements of the different sizes of product

Download Templates

Template Filling

Import Template

Image

[illegible]

Size of the garment the model is wearing

Model's body measurements relevant to the product.

Product attributes that present ethical or environmental benefits.

Product attributes that present ethical or environmental benefits.

Please provide the supporting link as proof of your sustainability claim

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

Catalog type for sku to filter in shop	Name of the model	Please select status of FDA license or BPS certification: (1) Existing (2) Under Renewal (3) With exemption	Luxury category specification. For luxury products only. Input must be the same as the dropdown options available. Non-mandatory Editable e.g. Lux Outlet * If not selected, the product will not show up in ZALORA's luxury segment.	For luxury sellers only. Input 1 for Yes, 0 for No. Non-mandatory Editable e.g. 0 * Please input 1 if you are the official seller of the luxury brand and have been advised to do so.
Catalogtype Main,Outlet	Model	HasLicense	Luxury Lux Outlet	OfficialStore 0
Catalog type for sku to filter in shop	Name of the Model	Please select status of FDA license	For luxury products only.	For luxury products only.

Download Templates

Template Filling

Download Templates
Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

Condition of the pre-loved items

Size of the product

Size system used for the product

Age group of the product

If you wish to include the SKU to the Editor's Pick

```

graph LR
    A[Download Templates] --> B[Template Filling]
    B --> C[Import Template]
    C --> D[Image]
  
```

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

[illegible]

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

After the template is downloaded, fill in the information about your product in the template on the 'Upload Template' sheet.

MainImage	Image2	Image3	Image4	Image5	Image6	Image7	Image8	ProductGroup
Main image of the product.	Additional image of the product.	Additional image of the product.	Additional image of the product.	Additional image of the product.	Additional image of the product.	Additional image of the product.	Additional image of the product.	Reference ID on a product level. Style code printed on product hang tag. This field will group different colors of the same style on ZALORA website.
* Requires at least 1 image to be live	* Requires at least 1 image to be live	* Requires at least 1 image to be live	* Requires at least 1 image to be live	* Requires at least 1 image to be live	* Requires at least 1 image to be live	* Requires at least 1 image to be live	* Requires at least 1 image to be live	Non-mandatory Editable e.g. THJ01

Steps to upload your products - Bulk Product Upload

Download Templates

Template Filling

Import Template

Image

1

Select **Tab Products > All Products**
> click **Import**

Then select **Create New Products** in
the dropdown

2

After the template is uploaded, click
Import then wait until the file is
successfully uploaded.

Import Product

Select Import Mode*

Please select

Create New Products

Update Products

Update Products Stock

Update Products Images

Remove Products

Download Template

Import Product

Select Import Mode*

Create New Products

ProductCreationTemplate-Product Upload.csv

Import

Download Template

Steps to upload your products - Bulk Product Upload

Products > **All Products**

If your product has been successfully uploaded, it will appear on the main page. **All Products**

Please wait up to 2-3 business days for your product's Quality Control process approval

If your product has been approved, then the icon  will turn into 

Products

ImportExportAdd New

Q Search by Products, SKU, Status

1-20 of 605<>⚙

☐	Image	Name	SKU	Created	Updated	Price	Sale Price	Stock	Visibility
☐		Minidress - Soft Blue	ZID123Minidress - Soft Blue	6/7/2023	6/7/2023	Rp 200.000,00	-	0	✓ ⚠ ⋮

- ✓ Product status is active
 - ✓ Seller status is active
 - ⚠ Quality Control pending
 - ✓ Brand status is active
 - ✓ Images uploaded
 - ✓ Product has active categories
 - ✓ Brand is approved
 - ✓ Product is authorized
 - ✗ Not yet uploaded to shop
- Not yet uploaded to shop

ZALORA