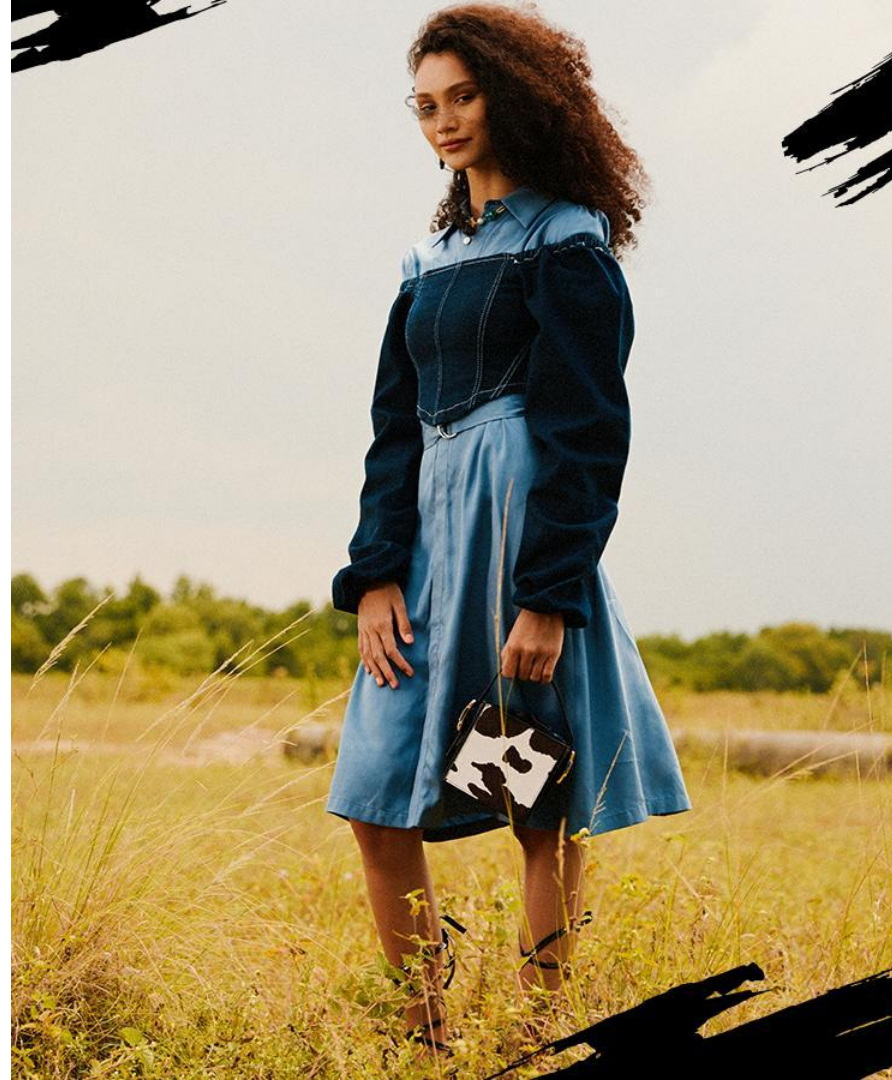# ZALORA

Enhance Sales and Customer Trust with Comprehensive and Accurate Product Size Information

Measurement Guideline
2025

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Enhance Sales and Customer Trust with Comprehensive and Accurate Product Size Information

One effective way to ensure customers don't hesitate to purchase the products you offer is by including essential information in the available column. Product size is a key aspect. By providing clear and accurate size details, you not only enhance the customer experience but also build trust, encouraging customers to return to your store.

Customer feedback regarding product dimensions

- Please enhance the accuracy of clothing sizes used in the models, as it often appears to be a copy-paste job for the descriptions, which confuses buyers.

- Many brands still fail to provide detailed sizing information, and numerous products have sizes that do not correspond to those listed.

- A lot of items lack specific sizes or do not align with the measurements in CM. I find it challenging and am hesitant to purchase products that do not offer the actual size of a garment.

"Data indicates that 47% of products were returned because of size issues (either too big or too small)."

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Tips for Creating Product Size Information

To ensure that product size information is easily understood by customers, consider the following points:

1.   Size details should be clearly written and not abbreviated to avoid confusing customers.
     For example: **Chest circumference x Waist width** ✅
     LD x LP ❌

2. Use the most familiar unit of measurement for customers, which is **centimeters (CM)**.

3. **Include size information in the designated column** to help customers easily find the information they need.
   - Input size information in the "Size Details" column in the Seller Center or the "Measurements" column in the Product Import Template.
   - If you have **model body size information**, input it into the "Model Body Size" column in the Seller Center or the "Model Body Measurements" column for the model's body size, and the "Fashion Wearing" column for the product size used by the model in the Product Import Template.

4. For non-fashion products such as beauty items, **simply include the product weight** in the Measurements column.

5. The categories of **Stationery (ATK), Electronics, Gadgets, and Gadget Accessories** do not require filling in the measurement column.
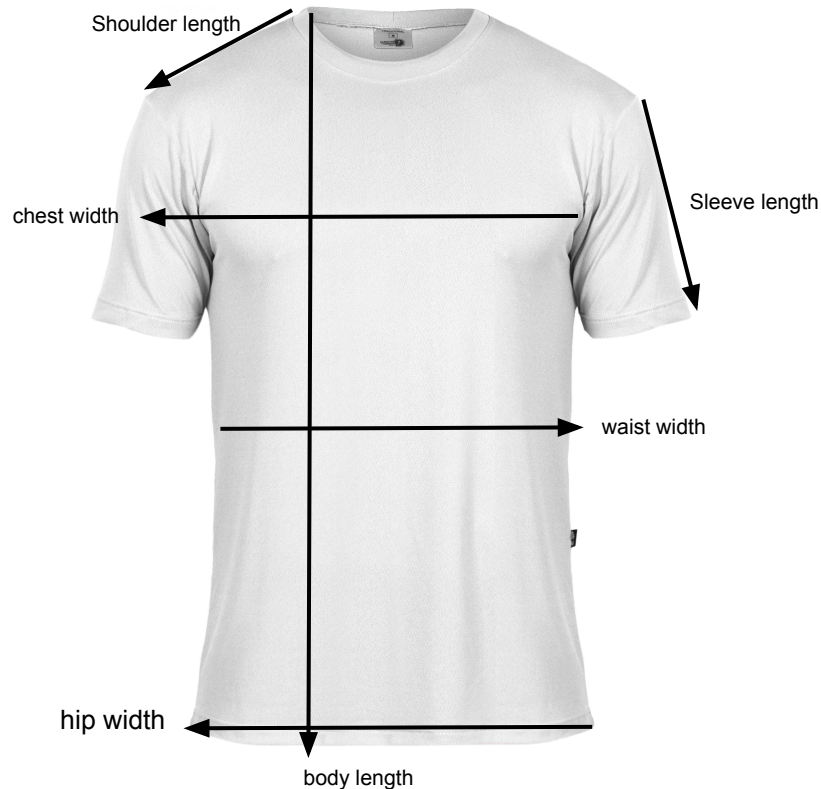
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Guideline for Product Measurement under Clothing

Product Size Information Most Needed by Customers

Including the key measurements of your product will significantly aid customers in making informed shopping decisions.

Size Details	For Product Type
● Chest circumference ● Length ● Waist circumference	Blouse, Tunic, Top, T-shirt, Jacket, Sweater, Dungaree/overall, Jumpsuit/playsuit, Set (Top+Pants/Skirt), Dress
● Waist circumference ● Length ● Hip circumference	Skirts (Mini/Midi/Long), Pants (Short/Long/Jeans)
● Insole/Outsole Length ● Heel/wedge/platform height	Heels/Wedges/Platforms Shoes
● Insole/Outsole Length	Sneakers/Flats/Moccasins/Sandals/Loafers

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Measurement Guide - Tops

Shoulder length

chest width

Sleeve length

waist width

hip width

body length

Chest circumference:
Calculated by multiplying the chest width by 2.

Shoulder width:
Measured from the collar to the shoulder top.

Arm length:
Measured from the upper arm's base to the arm's end.

Hip circumference:
Calculated by multiplying the hip width by 2.

Body length:
Measured from the shirt's top straight down to its bottom.

Measurement Guide - Bottoms

Waist circumference:
Measured by multiplying the width of the waist by 2.

Hip circumference:
Measured by multiplying the width of the hips by 2.

Short length:
Measured from the outside of the waist to the end of the pants.

Thigh width:
Measured by multiplying the width of the thigh by 2.

Inseam length:
Measured from the inside of the thigh to the end of the pants.

Example of Suggested Size Detail Format (Clothing)

Tops/Dress
Chest circumference x Waist circumference
x Length
- S (76cm x 76cm x 81cm)
- M (80cm x 80cm x 83cm)
- L (84cm x 84cm x 85cm)
- XL (88cm x 88cm x 87cm)

Bottoms
Waist circumference x Hip circumference x
Length
- 27 (82cm x 104cm x 64 cm)
- 28 (84cm x 108cm x 66 cm)
- 29 (88cm x 112cm x 68 cm)
- 30 (92cm x 116cm x 70 cm)

Top and Bottom (One Set)
Chest circumference x Shirt length x Waist
circumference x Pants length
- One size (94cm x 70cm x 100cm x 85cm)
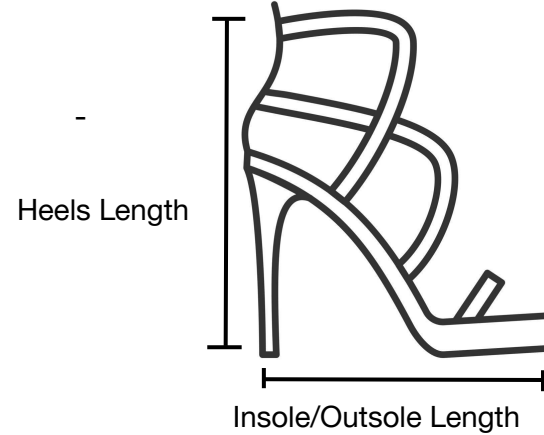
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Guideline for Product Measurement under Footwear

Insole/Outsole Length

Heels Length

Insole/Outsole Length

<u>Shoes</u>
(Sneakers/Flats/Moccasins/Sandals/Loafers, sandals)

- Insole/Outsole Length

<u>Shoes</u>
(Heels/Wedges/Platforms)
Insole/Outsole Length

- High Heels/Wedges/Platform

Recommended Size Detail Format Example (Shoes & Sandals)

Sneakers/Flats/Moccasins/Sandals/Loafers
Insole Length (In EU):
- 36: 22.5cm
- 37: 23cm
- 38: 24cm
- 39: 24.5cm
- 40: 25cm
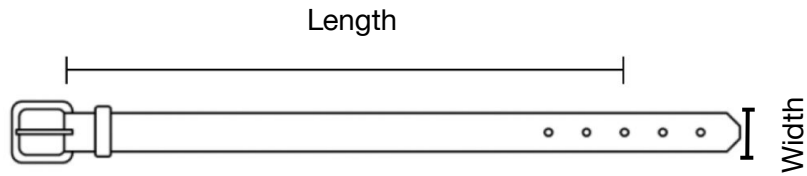
Heels/Wedges/Platforms Shoes
Heel height: 5cm
Insole length (EU):
36 : 22 cm
37 : 23 cm
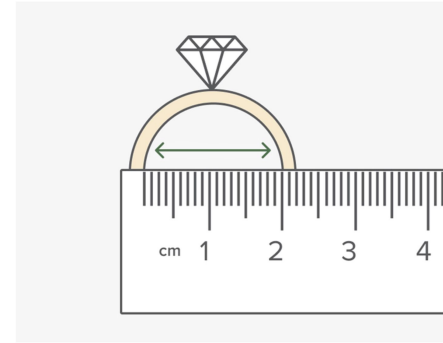38 : 24 cm
39 : 25 cm
40 : 26 cm

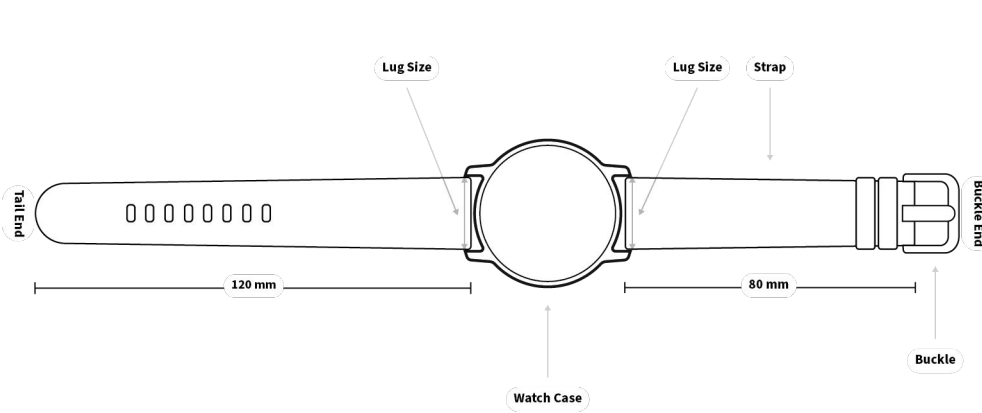**Guideline for Product Measurement under Accessories**

Accessories

Length

Width

Belt
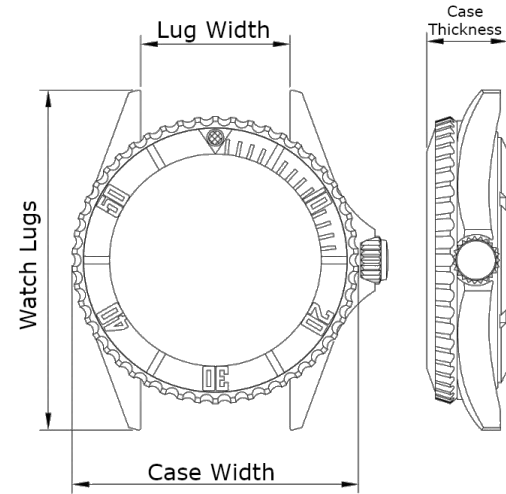- Length
- Width

Ring
- **Diameter (Inner)**

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Accessories

Watch (round)

- Diameter
- Case length
- Case width
- Strap length

Watch (box)

- Case length
- Case width

Accessories

Length of the bracelet

Circumference of the bracelet

Necklace Length

Pendant Width/Height

Earring length

Earring width

Bracelet
- Length
- Circumference of the bracelet

Necklace
- Necklace Length
- Pendant Width
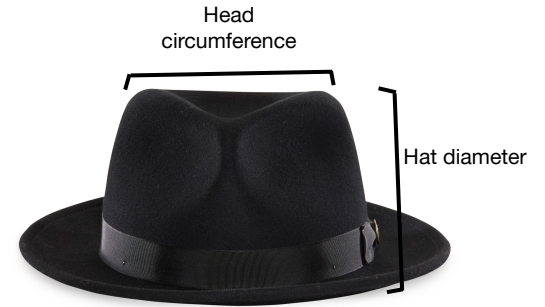- Pendant Height

Earrings
- Earring length
- Earring width

Accessories

Frame Width

Frame Height

Handle drop

Bag height

Bag width

Bag length

Head circumference

Hat diameter

Glasses
- Frame Width
- Frame Height

Bag
- Bag length
- Bag width
- Bag height
- Handle drop
- Strap length

Hat
- Hat diameter
- Head circumference

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Example of Suggested Size Detail Format (Accessories)

Category	Format Size Details
Necklace	Necklace length x Pendant width x Pendant height 50cm x 2cm x 2cm
Earrings	Earring length x Earring width 2cm x 3cm
Bracelet	Bracelet length/Bracelet diameter: 17cm
Ring	Inner diameter: 1.6 cm
Hat	Head circumference: 55cm

Category	Format Size Details
Wallet	Length x Thickness x Width: 20cm x 2cm x 7cm
Bag	Length x Width x Height: 30cm x 12cm x 20cm Handle drop: 24cm Strap length: 28cm
Watch (box)	Case length x case width: 2cm x 2cm
Watch (round)	Case diameter x Strap length: 20cm x 7cm

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