



ZALORA

**Attract Customers with Your Product
Name**

Product Naming Guidelines
2025

Attract Customers with Your Product Name

The product name serves as a key identity, allowing customers to easily locate and recognize the type of product you are offering.

Here are some tips to ensure that your brand's product name is easily discoverable and understandable for customers:

Choose a distinctive product name that clearly conveys what you are selling.

Example:

Push Lock Top Handle Sling Bag
Essential Rylee Embellished Ballet Flats
Hoodie Gemini Geometric
Culottes with Self Tie
Genuine Leather Rfid Short Wallet

We **suggest** your product name to:

1. Do not use product codes as product names.
It is preferable to maximize the product name to clearly convey to customers what you are selling.

Example: Crystal Analog Watches 2888 BFBRGSL 

2888 BFBRGSL 

2. There is no need to include color in the product name.
The product color is already specified in the product details and can be mentioned in the product description.

Example: Push Lock Top Handle Sling Bag 

Beige Push Lock Top Handle Sling Bag 

3. There is no need to include your brand name in the product name.
Your brand title is already displayed in the live catalog.

Example: Bi-Fold RFID Blocking Long Wallet 

Swiss Polo Bi-Fold RFID Blocking Long Wallet 

Converse Wave Trainer Ox Sneakers



Converse ^{VIP}

Converse Wave Trainer Ox Sneakers

Php 5,790.00

3 payments of **Php 1,930.00**, 0% interest with



Metrobank Php300 off

MFRIDEALS | Min. spend Php3,000.00. Valid till 13.06.2025

[T&C](#)

Variations Cream



Your brand name is already listed right here. So there is no need to include the brand name in the product name

You also don't need to include the product color in the product name. You can mention the product color in the product description or details.

Variations Cream



Details

SKU: CED24SHB0A7A3DGS

Color: Cream

Upper Material: Suede

Inner Material: Textile

Sole Material: Rubber

Product names to avoid in order to **prevent rejection by QC:**

There are several factors that may lead to your product being rejected by Quality Control, as they could disrupt the web search system. Here are the factors:

1. Use the Subcat type name only as the product name.
Use explanatory words after the subcat type so that your product can be easily found by customers.
Example: T-shirt, Dresses, Jeans ❌
Long sleeve print T-shirt, Jehanna Dresses, Wide high jeans ✅
2. Listing many subcategories in the product name.
Please list 1 type of subcategory in the product name
Example: Women's Bags Korean Bags Crossbody Backpacks ❌
Korean Style Crossbody Bag ✅

WWW.ZALORA.COM