belk

Copy & Image
Vendor Requirements

TABLE OF CONTENTS

** IMPORTANT **

COPY & ATTRIBUTES

- All products should have, at minimum, the following information provided:

    o Preferred Copy Name

    o Product Description

    o Dimensions

    o Closure (if applicable)

    o Care

    o Country of origin

    o Material/fabrication

- Additional, more specific, product requirements can be found throughout the guide.

IMAGE

- Front, back and detail shots are required for all apparel, with up to two additional alternate views.

- Still life and laydowns should highlight product on a white background*, with one main image and up to 4 alternate views.

    * **EXCEPTION**: Bedding, mattresses, bath collections and window treatments can have a lifestyle shot as the main image.

- Product-specific image order can be found throughout the guide

** IMPORTANT **

Belk.com size guides should be parallel to Belk's data governance team. Below is a list of abbreviated measurements that should be reflected in product copy name, product copy text and copy lines.

The following list of abbreviated units of measure should only be used when more than one dimension is provided and should always be in uppercase:

- W = Width
- H = Height
- D = Depth
- L = Length

Weights and measurements should always be lowercased:

- Inch(s) – "
- Feet – '
- Centimeter(s) – cm
- Millimeter(s) – mm
- Pound(s) - lb/lbs
- Gallon(s) - gal
- Pint(s) - pt
- Ounce(s) – oz
- Kilogram(s) - kg
- Milligram(s) - mg
- Liter(s) – l
- Milliliter(s) – ml
- Gram(s) – g
- Quart(s) – qt
- Fluid ounce(s) – fl oz
- Meter(s) - m
- Diameter – dia
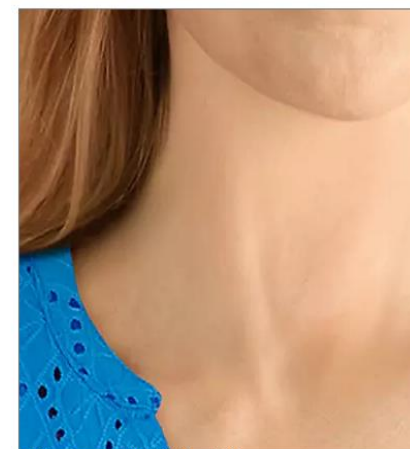
PDP EXAMPLES – WOMENS

belk

Size: | Size Chart | Qty:
Select ⌄ | 1 ⌄

Congrats! You've earned FREE Shipping.
Select size to see delivery options.

Add to Bag

+ 🎁 Registry | + 📋 Wish List

Description | Shipping & Returns

A fun spin on an eyelet favorite, this women's diamond eyelet knit top is lined with a tank-top and features a split V-neckline and short flutter sleeves.

Product Details
- Pullover
- V-neck
- Short flutter sleeves
- Unlined
- Imported

Product Specifications
- 27" L

Material & Care
- Polyester, spandex
- Machine washable

PDP EXAMPLES – CENTER CORE

MICHAEL Michael Kors
Medium Top Zip Tote
UPC: 0196163134550

★★★★★ (10) | **Write a Review**

$228.00
or 4 interest-free payments of **$57.00** with afterpay ⓘ

Color: CAMEL

Size: **Qty:**

One Size ▾   1 ▾

Eligible for Same Day Delivery ⓘ to 29710 ▾

○ **Ship It - You've earned FREE Shipping**
In stock.

○ **FREE Store Pickup Today**
3 left at Gastonia NC ▾
Get it fast with contactless curbside pickup

Add to Bag

+ 🎁 Registry | + 📋 Wish List

Description   Shipping & Returns

Complete with side slip pockets for easy access, this medium top zip tote from MICHAEL Michael Kors is wonderfully rendered in subtly textured leather.

Product Details
- Zip closure
- Shoulder strap
- Exterior: 2 side slip pockets, front slip pocket
- Interior: back zip pocket, 2 front slip pockets
- Imported

Product Specifications
- 15" W x 10" H x 4.75" D

Material & Care
- Leather
- Wipe clean

PDP EXAMPLES - SHOES

Vince Camuto
Brelanie Woven Heeled Sandals
Style #: VCBRELANIE
★★★★☆ (164) | Write a Review

$79.00
or 4 interest-free payments of **$19.75** with afterpay ⓘ

Color: YELLOW 02

Size: Size Chart   **Qty:**
Select ⌄   1 ⌄

Congrats! You've earned FREE Shipping.
Select size to see delivery options.

Add to Bag

+ 🎁 Registry | + 📄 Wish List

Description   Shipping & Returns

Woven-strap mules are a trend pulled straight from the runway! This pair from Vince Camuto is crafted of basket weave leather and styled with an open square toe. The modern mule silhouette is set on a flared high heel.

Product Details
· Slip-on
· Padded insole
· Imported

Product Specifications
· 3.54" heel
· Medium width

Material
· Upper: leather, Lining: synthetic, Midsole: synthetic, Outsole: synthetic
· Leather

PDP EXAMPLES - HOME

belk

Makers Collective
Sunny Garden Quilt Set by Teresa Chan
Style #: A030021YLNFS

★★★★★ (0) | Write a Review

$80.00 - $88.00 ~~$220.00~~
or 4 interest-free payments of **$22.00** with afterpay⊘ ⓘ

Coupon Excluded

Color: YELLOW

Size: **Qty:**

Select ⌄   1 ⌄

Congrats! You've earned FREE Shipping.
Select size to see delivery options.

Add to Bag

+ 🎁 Registry   + 📋 Wish List

Description   Shipping & Returns

⌄

Garden florals fill this bright collection designed by Teresa Chan in collaboration with Makers Collective. Sunny Garden was inspired by the designer's California back yard garden. She would love to share these seasonal blooms with you all year round. These bright colors and beautiful blossoms will cheer up any bedroom!

The Makers Collective brand is a curated exhibition of makers that celebrate a fresh voice for the home and believes in bringing quality design and craftsmanship to every home lifestyle.

Full/Queen Set includes:
Comforter: 88" x 90"
2 Shams: 20" x 26"

King Set includes:
Comforter: 104" x 90"
2 Shams: 20" x 36"

Product Details
· 3-piece set
· 140-thread count
· Imported

Material & Care
· Cotton fill
· Cotton
· Machine washable

PDP EXAMPLES - MENS

PGA TOUR
Men's Short Sleeve Heather T-Shirt
Style #: PVKSA0G7DS
★★★★★ (0) | Write a Review

$44.50

$17.80 after coupon
☐ Add 60% coupon FLASHSALE
Ends 6/23 Details
or 4 interest-free payments of **$4.45** with afterpay ⓘ

Color: GREY HEATHER

○ ◉ ●

Size: Size Chart   **Qty:**

Select ⌄   1 ⌄

Congrats! You've earned FREE Shipping.
Select size to see delivery options.

Add to Bag

+ 🎁 Registry | + 📋 Wish List

Description   **Shipping & Returns**   ⌄

Simply stylish, this PGA TOUR men's t-shirt is a smart addition to your casual wardrobe. Its jersey fabrication is lightweight and breathable. A hint of stretch makes it easy to move around. Ideal for casual weekends, this crew neck t-shirt looks as good as it feels.

Easy care
Moisture-wicking
Sun protection
Performance stretch fabric

Product Details
· Pullover
· Crew neck
· Short sleeves
· Imported

Material & Care
· Polyester, elastane
· Machine washable

PDP EXAMPLES - KIDS

Little Me
Baby Boys Golf Sunsuit and Hat
Style #: LCD11666N
★★★★★ (0) | <u>Write a Review</u>

$32.00

$12.80 after coupon
☐ Add 60% coupon FLASHSALE
Ends 6/23 <u>Details</u>
or 4 interest-free payments of **$3.20** with afterpay⬦ ⓘ

Color: GREEN

Size: <u>Size Chart</u>   **Qty:**

Select ⌄   1 ⌄

Congrats! You've earned FREE Shipping.
Select size to see delivery options.

Add to Bag

+ 🎁 Registry | + 📋 Wish List

Description   **Shipping & Returns**

A golf motif freshens up a newborn baby boys' woven sunsuit paired with a matching bucket hat for stylish sun protection.

Product Details
· 2-piece set
· Snap closure
· Round neck
· Imported

Material & Care
· Cotton
· Machine washable

VENDOR IMAGE REQUIREMENTS

IMAGE SIZE

PREFERRED: 1760 x 2500 ppi   **MINIMUM:** 900 x 1200 ppi

- NO interpolation / up-sizing images to meet requirements.
- Increasing dimensions of an image manually to fit guidelines may result in pixelation and make the image blurry.

HIGH RESOLUTION FILE

PREFERRED: 300 ppi   **MINIMUM:** 72 ppi

** IF file is 72 ppi, it MUST be larger than minimum image size

COLOR MODE

RGB (8 bits per channel)

WHITE BACKGROUND

Backgrounds MUST be knocked out to white (R/255, G/255, B/255). No color cast on shadows or backgrounds.

NATURAL SHADOW

Shadows should look realistic whether naturally occurring or manufactured.

FILE FORMATS ACCEPTED

JPG – level 10 compression
PNG – with transparent background
TIFF – compressed

PRODUCT PHOTOGRAPHY

- White background (R/255, G/255, B/255)
- White seamless sweep or white table top
- Slight natural shadow for grounding
- Open space around product – No cropping

ON FIGURE PHOTOGRAPHY

- White background (R/255, G/255, B/255)
- White seamless sweep
- Slight natural shadow for grounding
- Space above and below model
- Include front, back and detail shots
- Additional alt shots / lifestyle shots preferred

IMAGE UPLOAD ORDER

- Vendor images should be uploaded in the order they will be viewed on the product description page (PDP).
- Belk.com utilizes "A" for the main image and "B" through "E" for alternate shots.

** Most examples shown are of FINAL images that have been edited by Belk E-Commerce.

Vendor provided images may be used at the sole discretion of Belk E-Commerce. Failing to adhere to the guidelines in this document may result in images being rejected / not used. All inquiries concerning Belk E-Commerce image specifications can be directed to your Digital Merchandising partner.

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TOPS, SWEATERS, HOODIES, COATS, JACKETS, BLAZERS, DRESSES, SKIRTS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Striped Button Down Top**', '**Crepe Floral Dress**').

Product copy text should describe the product in detail along with product type (ie., 'blouse,' 'skirt,' 'dress') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Electrified by a foil print, this long sleeve blouse from The Limited features slim cuffs at the sleeves and a V-neck panel that's perfect for wearing to holiday parties.

PRODUCT DETAILS

- Type of closure (i.e., pullover, button closure, zip closure)
- Neckline (i.e., V-neck, crew neck, boat neck)
- Sleeves – length/type (i.e., short sleeves, ¾ set-in sleeves, dolman sleeves)
- # of pockets and style pocket(s) (i.e., 1 chest pocket, 3 on-seam pockets, 2 zip pockets)
- Type of lining (i.e., fully lined, partially lined)
- Hood (if the garment has a back hood)
- Type of pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Measurements in inches (length of garment)

FABRIC & CARE

- Type of fabric (i.e., woven or knit)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, dry clean only)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D

Front   *Back*   *Detail*   *Alt 1*
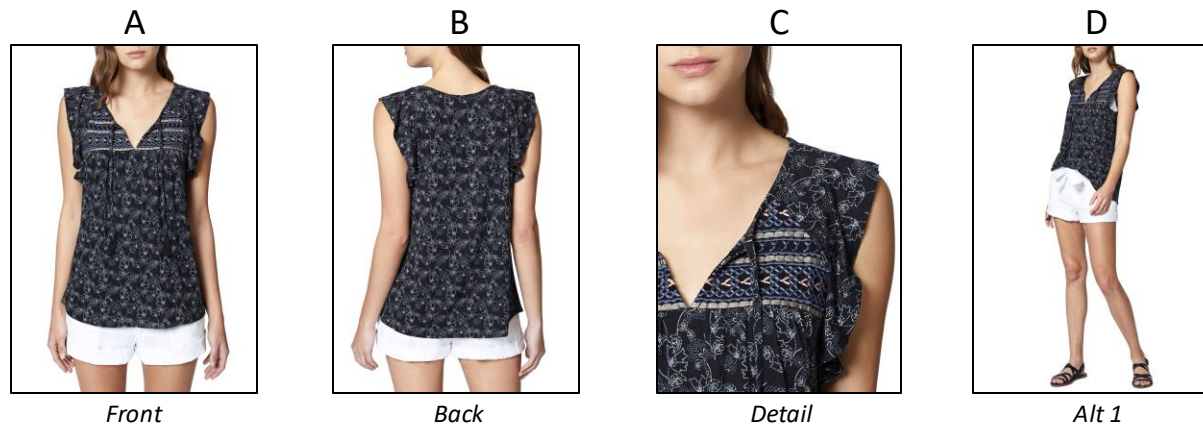
PANTS, JEANS, LEGGINGS, TROUSERS, JUMPSUITS, ROMPERS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Denim Leggings**,' '**Short Sleeve Metallic Jumpsuit**')

Product copy text should describe the product in detail along with product type (i.e., 'pants,' 'jumpsuit,' 'leggings') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: These essential Infinite Straight Denim Jeans by Jessica Simpson are detailed with trendy destruction that heightens its edgy look and flattering fit.

PRODUCT DETAILS

- Type of closure (i.e., button closure, zip closure)
- # of pockets & style pocket(s)
  (i.e., Classic 5-pocket styling, 3 on-seam pockets)
- Fit (i.e., slim fit, regular fit)
- Style of leg (i.e., skinny leg, bootcut leg)
- Lining (i.e., fully lined, half lined)
- Wash color (i.e., light wash, medium rinse wash)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Inseam measurement in inches

FABRIC & CARE

- Type of fabric (i.e., woven or knit)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, dry clean only)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	*Back*	*Detail*	*Alt 1*

SETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**2-Piece Jacket and Skirt Set**')

Product copy text should describe the product in detail along with product type (i.e., '2-piece jacket and skirt set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Lavished by lace design, this stretch crepe skirt suit by Tahari is tailored to the body for a flattering fit. Exude sophistication entering any meeting of the workweek wearing this crisply-refined duo.

PRODUCT DETAILS

- # of pieces in set
- Top/Jacket: closure (i.e., button closure, zip closure), neckline (i.e., collar, V-neck), sleeve type & length (i.e., long set-in sleeves, short sleeves), # of pockets and style pockets (i.e., 2 on-seam pockets), hood (if the garment has a back hood)
- Bottom: closure (ie., button closure, zip closure), # of pockets and style pockets (i.e., 2 welt pockets)
- Lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, chevron pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Top/Jacket: length measurement in inches
- Bottom: <u>FOR SKIRTS</u> – length measurement in inches; <u>FOR PANTS</u>: inseam measurement in inches

FABRIC & CARE

- Type of fabric (i.e., rib knit, woven)
- Type of material (i.e., polyester, cotton)
- Care for garment (i.e., dry clean only, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A   B   C   D

Front   *Back*   *Detail*   *Alt 1*
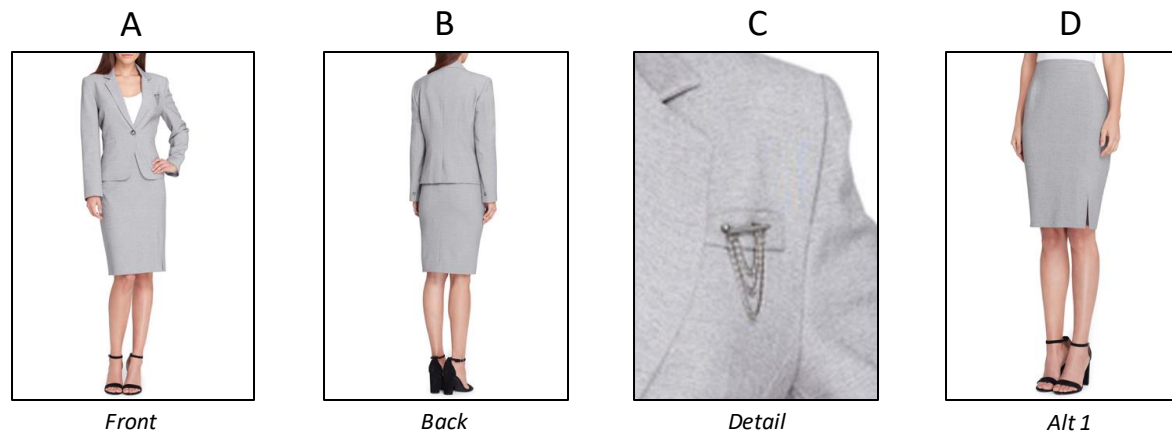
PANTIES SETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Low Rise Lace Panty**')

Product copy text should describe the product in detail along with product type (i.e., 'panty,' 'underwear') and the brand name. It's important to call out details that a customer may not catch based on an image.

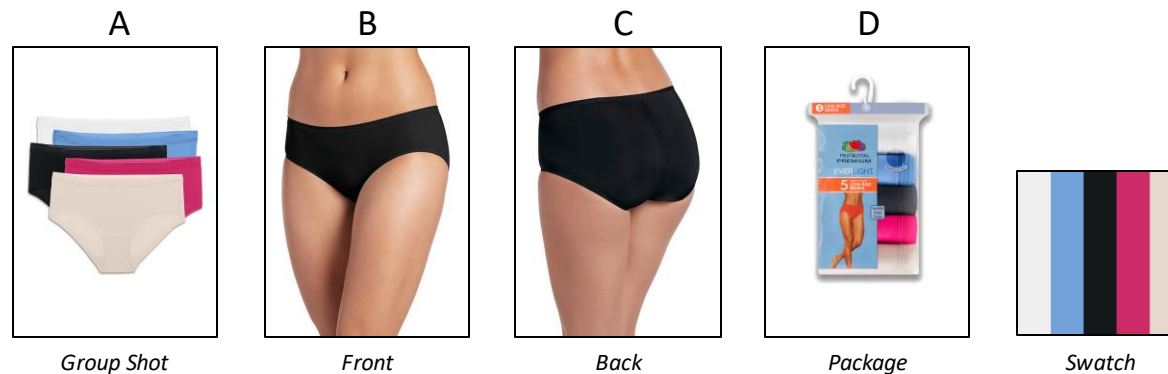**EXAMPLE:** This gorgeous Lace to Love Panty by Wacoal features romantic floral lace with on an intricate mesh ground.
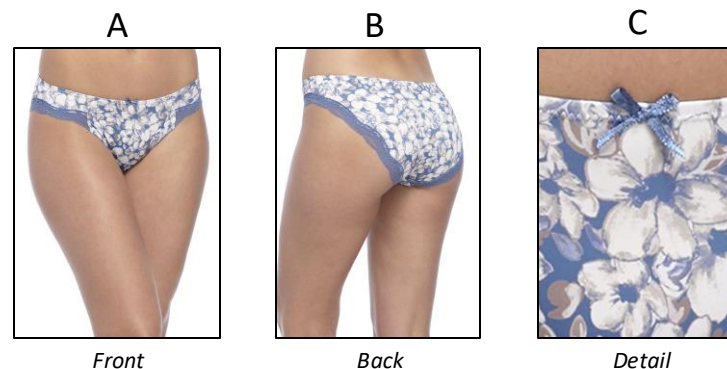
PRODUCT DETAILS

- # of pieces in set – *if applicable*
- Rise (i.e., low rise, high rise)
- Seamless (if the garment is without seams)
- Pattern (i.e., floral pattern, polka dot pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., lace, jersey)
- Type of material (i.e., rayon, spandex)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	
Group Shot	*Front*	*Back*	*Package*	*Swatch*

PANTIES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Low Rise Lace Panty**')

Product copy text should describe the product in detail along with product type (i.e., 'panty,' 'underwear') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: This gorgeous Lace to Love Panty by Wacoal features romantic floral lace with on an intricate mesh ground.

PRODUCT DETAILS

- # of pieces in set – *if applicable*
- Rise (i.e., low rise, high rise)
- Seamless (if the garment is without seams)
- Pattern (i.e., floral pattern, polka dot pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., lace, jersey)
- Type of material (i.e., rayon, spandex)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Front	*Back*	*Detail*

SHAPEWEAR

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**High Waist Thigh Slim Shapewear**')

Product copy text should describe the product in detail along with product type (i.e., 'slip' 'shapewear') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Featured in a comfortable spandex blend and extra firm control, this high waist thigh slimmer by Miraclesuit® is perfect for delivering a figure-flattering look under any ensemble.

PRODUCT DETAILS
- Type of control (i.e., tummy control, firm control)
- Where it targets on the body (i.e., hips, stomach)
- Tag-free (if the garment is without a tag)
- Pattern (i.e., floral pattern, tribal pattern)
- Country of origin (i.e., Imported or Domestic/Made in the USA)
- Belk Exclusive (is the item exclusive to Belk?)

FABRIC & CARE
- Type of fabric (i.e., jersey, knit)
- Type of material (i.e., rayon, nylon, spandex)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D

| Front | Back | Detail | Alt 1 |
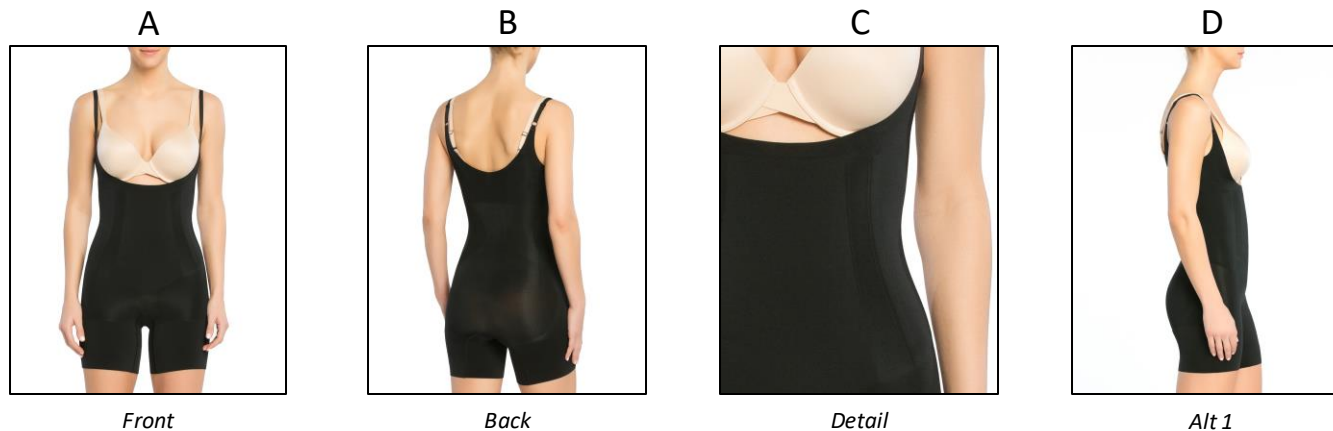
BRAS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Seam-Free Satin Bra**')

Product copy text should describe the product in detail along with product type (i.e., 'bra') and the brand name. It's important to call out details that a customer may not catch based on an image.

**EXAMPLE**: Detailed by adjustable straps and molded cups for total comfort, this bra by Glamorise® is equally fabulous with a knit lace design.

PRODUCT DETAILS

- Type of closure (i.e., snap closure)
- Type of straps (i.e., adjustable straps, strapless)
- Type of cups (i.e., molded cups)
- Underwire or Wireless (if the garment has wire or not)
- Fit (i.e., average figure fit)
- Pattern (i.e., floral pattern, polka dot pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., lace, jersey)
- Type of material (i.e., rayon, spandex)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
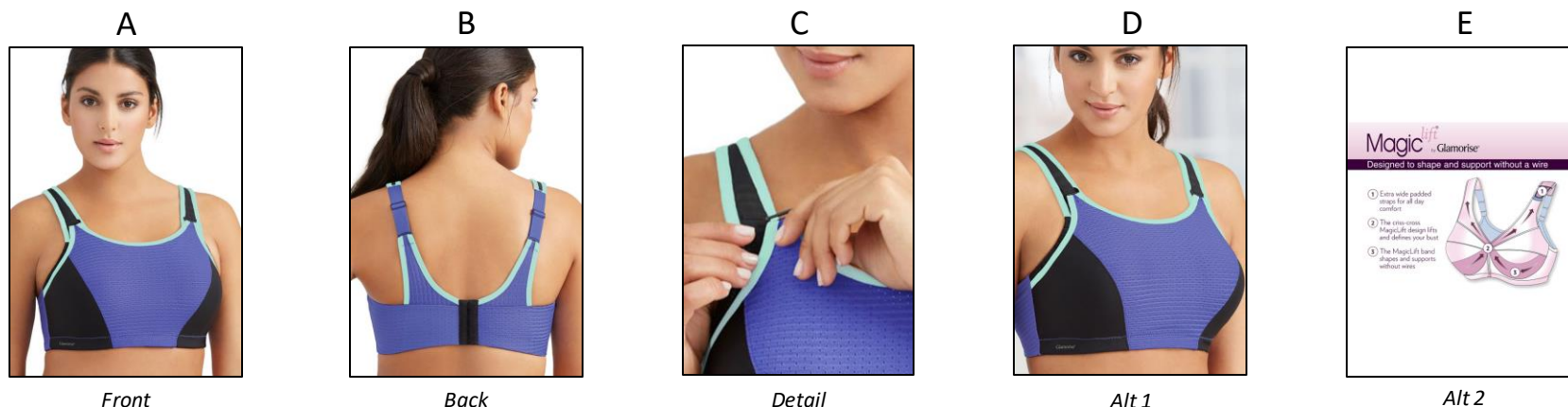
Front   *Back*   *Detail*   *Alt 1*   *Alt 2*

SLEEPWEAR – PAJAMA SETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**2-Piece Striped Pajama Set**')

Product copy text should describe the product in detail along with product type (i.e., '2-piece pajama set) and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Made in a brushed knit fabric for ultimate softness, this 2-piece pajama set from by HUE® is complete with a cowl neck top and comfy plaid pants.

PRODUCT DETAILS

- # of pieces in set
- Top: closure (i.e., button closure, pullover), neckline (i.e., V-neck, collar), sleeve length and type (i.e., sleeveless, short set-in sleeves), # of pockets/style of pockets (i.e., 1 chest pocket)
- Bottom: closure (i.e., drawstring closure, elastic waistband), # of pockets/style of pockets (i.e., 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
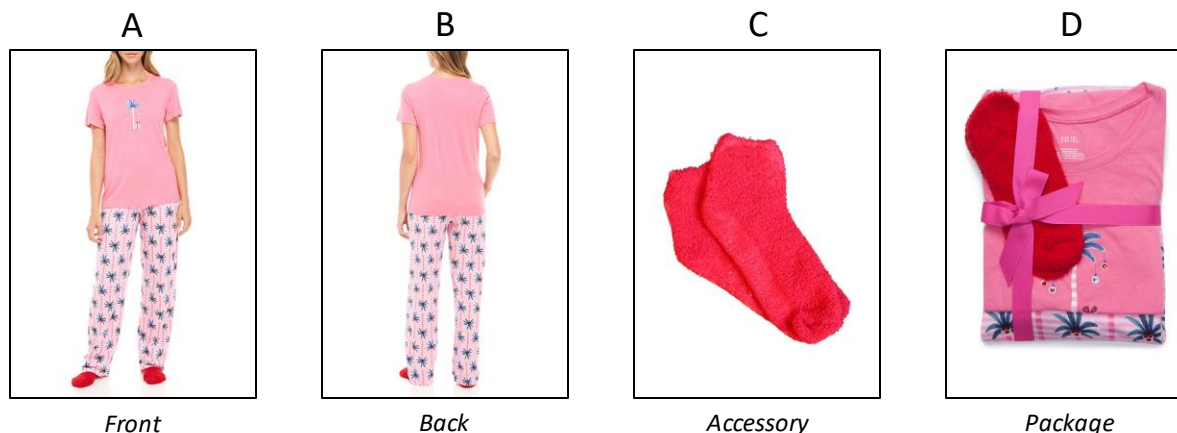- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Top: length measurement in inches
- Bottom: inseam measurement in inches

FABRIC & CARE

- Type of fabric (i.e., lace, jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	*Back*	*Accessory*	*Package*

SLEEPWEAR – LOUNGE BOTTOMS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Polka Dot Pajama Shorts**')

Product copy text should describe the product in detail along with product type (i.e., 'pants') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: A drawstring closure and elastic waistband allow you to adjust these pajama pants by HUE® to your best fit. Whether lounging around the house or heading for bed, you'll enjoy the soft comfort of these classics.

PRODUCT DETAILS
- Type of closure (i.e., drawstring closure, elastic waistband)
- # of pockets and style pocket(s) (i.e., 2 slip pockets, 1 back pocket)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Inseam measurement in inches

FABRIC & CARE
- Type of fabric (i.e., satin, lace)
- Type of material (i.e., cotton, polyester)
- Care for garment (I.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	*Back*	*Detail*	*Alt 1*
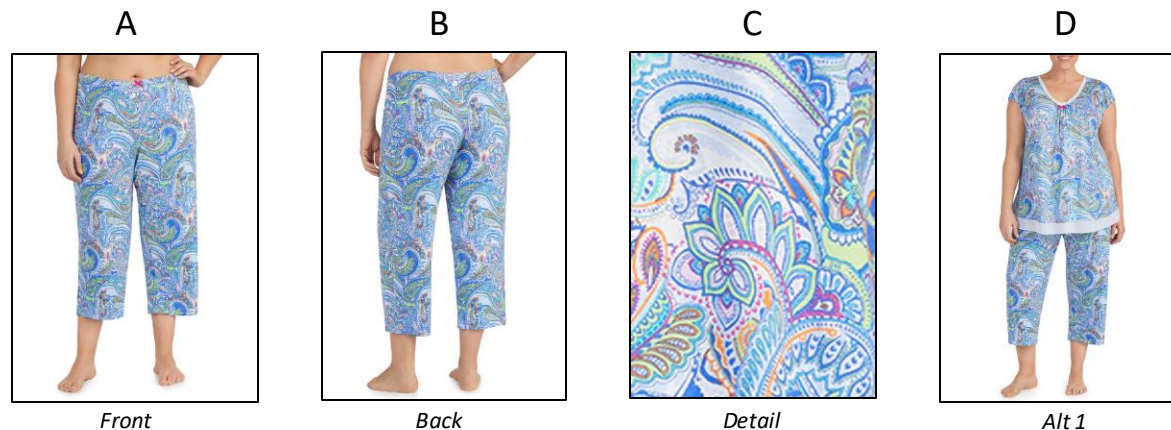
SLEEPWEAR – BABYDOLLS, CHEMISES, TOPS, NIGHTGOWNS, SLEEPSHIRTS, ROBES, SLIPS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '¾ Sleeve Lace Nightgown')

Product copy text should describe the product in detail along with product type (i.e., 'nightgown', 'top', 'robe') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: An incredibly soft knit construction makes this effortlessly elegant chemise by Wacoal time and time again. It features convenient adjustable straps for a perpetually custom and comfy fit, and lace trim that ensures you feel as fabulous as you look!

PRODUCT DETAILS

- Type of closure (i.e., pullover, button closure)
- Neckline (i.e., V-neck, crew neck, boat neck)
- Sleeves – length/type (i.e., short sleeves, adjustable straps)
- # of pockets and style pocket(s) (i.e., 2 front pockets, 1 back slip pocket)
- Type of lining (i.e., fully lined, half lined)
- Hood (if the garment has a back hood)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length measurement in inches

FABRIC & CARE

- Type of fabric (i.e., lace, satin)
- Type of material (i.e., jersey, nylon)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	*Back*	*Detail*	*Alt 1*

SWIMWEAR

Preferred copy name should include detailed information about the product, the word 'swim' and the product type at the end (i.e., '**Floral High Neck Swim Top**')

Product copy text should describe the product in detail along with product type (i.e., 'tankini swim top', 'bikini swim bottom) and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Supported with a built-in bra, the Desert Sands bikini top by New Directions® is equally fashionable with glistening rhinestones for the perfect beach-bound style.

PRODUCT DETAILS

- # of pieces in set (if applicable)
- Type of straps (i.e., adjustable straps, strapless)
- Type of cups (i.e., molded cups, built-in bra)
- Chlorine resistant (if the product can resist chlorine)
- Type of lining (i.e., fully lined, partially lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., lace, jersey)
- Type of material (i.e., nylon, spandex)
- Care for garment (i.e., hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Detail*	*Alt 1*	*Alt 2*
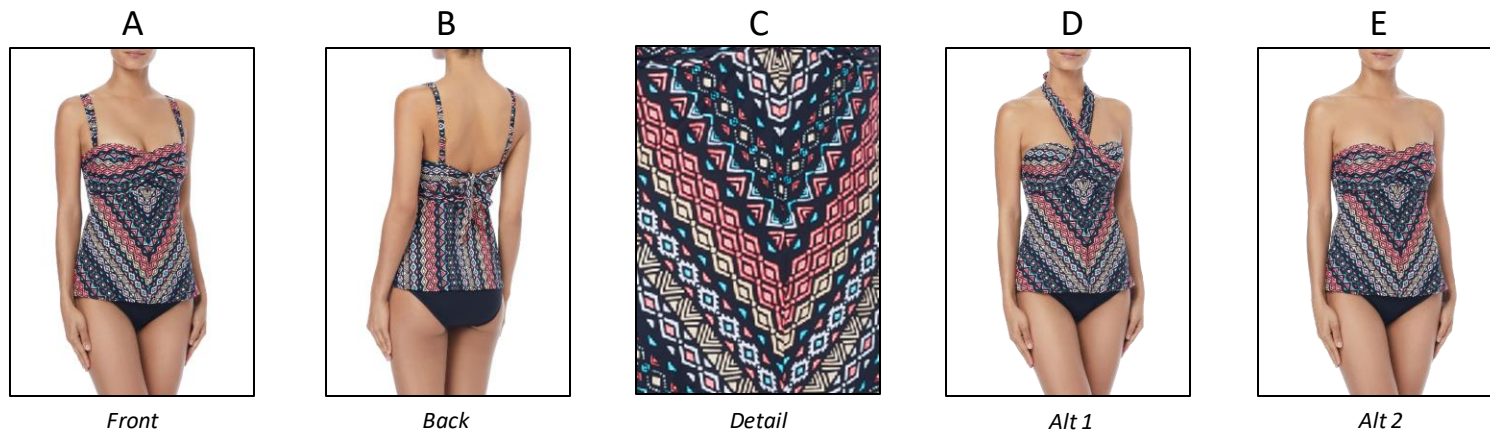
SWIMWEAR – COVER UPS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Chevron Kimono Sleeve Swim Cover Up**')

Product copy text should describe the product in detail along with product type (i.e., 'swim cover-up') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Brimming in wanderlust, this cover-up by Jessica Simpson features a fun chevron pattern on a flirty, sheer silhouette. It's the perfect style for layering over swimsuits from the pool to the beach.

PRODUCT DETAILS

- Type of closure (i.e., pullover, tie closure)
- Neckline (i.e., V-neck, crew neck, off-the-shoulder neck)
- Sleeves – length/type (i.e., short flutter sleeves, short kimono sleeves)
- # of pockets and style pocket(s) (i.e., 2 front pockets, 1 back slip pocket)
- Type of lining (i.e., fully lined, half lined)
- Hood (if the garment has a back hood)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length measurement in inches

FABRIC & CARE

- Type of fabric (i.e., jersey, chiffon)
- Type of material (i.e., cotton, polyester
- Care for garment (i.e., machine washable, dry clean only

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	*Back*	*Detail*	*Alt 1*
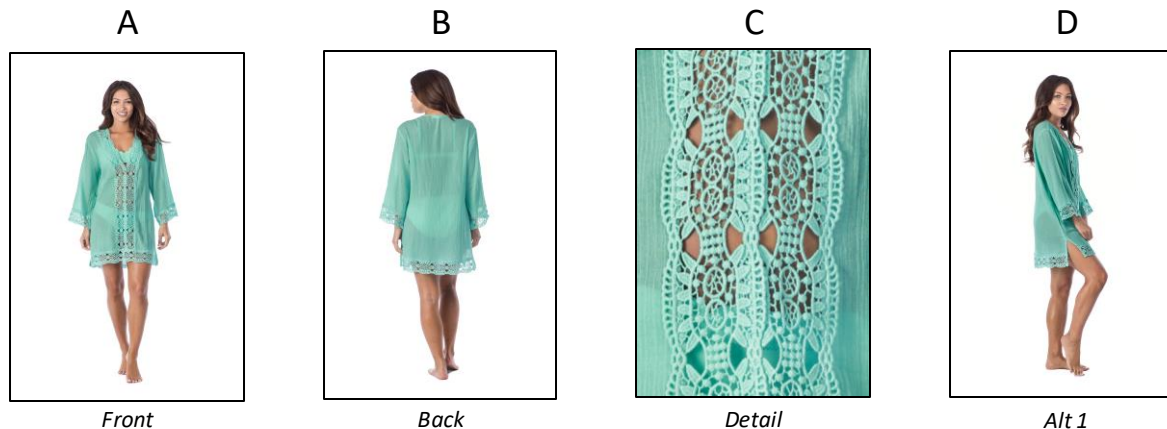
HANDBAGS / WALLETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., **'Snake Printed Wristlet Wallet'**)

Product copy text should describe the product in detail along with product type (i.e., 'shoulder bag', 'wallet', 'purse') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: With a clean and organized design, the Color Block Everyday Crossbody by Kim Rogers® will fit your daily essentials seamlessly with an abundance of interior and exterior storage pockets.

PRODUCT DETAILS

- Type of closure (i.e., zip closure, snap closure)
- Exterior pocket details (i.e., 1 back zip pocket, 1 front slip pocket)
- Interior pocket details (i.e., 1 zip divider, 1 back slip pocket)
- Handles (i.e., 2 grab handles)
- Shoulder strap details and drop measurement (i.e., Adjustable/removable shoulder strap with 23" drop)
- Trim details (i.e., leather trim, self-color stitch trim)
- Pattern (i.e., floral pattern, tribal pattern)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches

FABRIC & CARE

- Type of fabric (i.e., quilted, pebbled)
- Type of material (i.e., faux leather, suede)
- Care for accessory (i.e., spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Interior*	*Side or Bottom*	*On Figure*
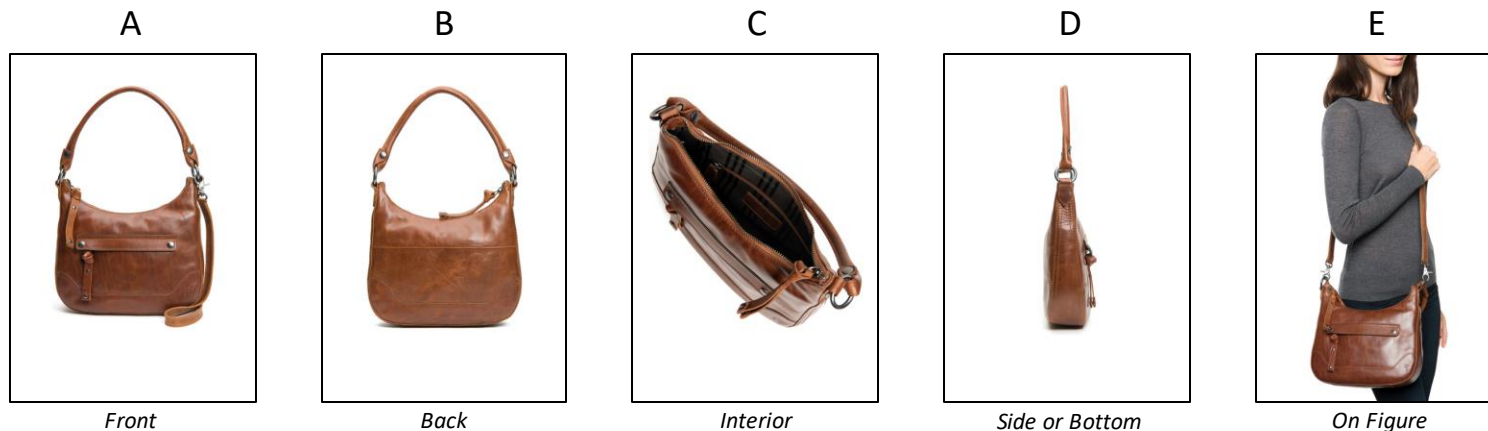
HATS, BELTS, SOCKS, SUNGLASSES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Cap Toe Mickey Mouse Printed Socks**')

Product copy text should describe the product in detail along with product type (i.e., 'hat' or 'cap') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Pay homage to your Christmas tree in these non-skid printed holiday socks by Hot Sox®. This festive pair will keep your feet warm all season long!

PRODUCT DETAILS

- # pieces in set - *if applicable*
- Type of closure - *if applicable* (i.e., buckle closure, snap closure)
- Pattern (i.e., tortoise pattern, stripe pattern)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length measurement in inches

FABRIC & CARE

- Type of fabric (i.e., woven, knit)
- Type of material (i.e., plastic, cotton)
- Care for accessory (i.e., spot clean, machine washable)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C

Front   *Detail*   *On Figure*
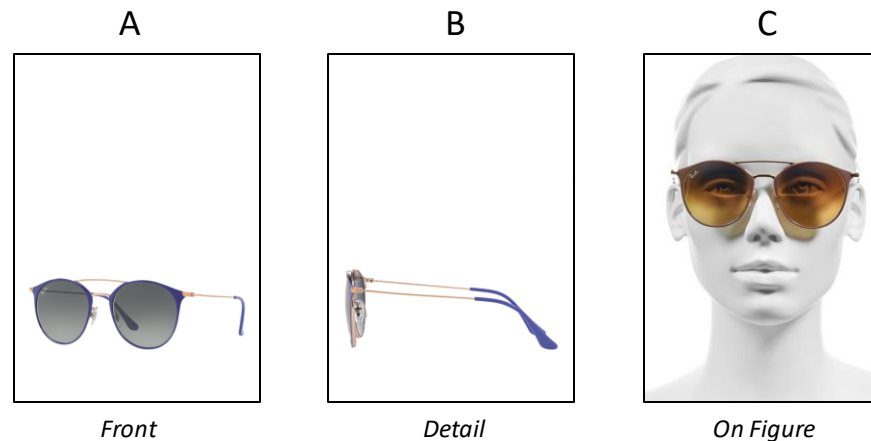
WATCHES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Stainless Steel Crystal Dial Watch**')

Product copy text should describe the product in detail along with the product type (i.e., 'watch') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Inspired by the racetrack and designed by NASCAR driver Joey Logano, this exclusive watch from Pulsar is constructed in a silver-tone case and sporty leather strap, along with Logano's signature on the case in special packaging. The black patterned dial features luminous hands and markers to create a stand-out timepiece for every day.

PRODUCT DETAILS

- Type of closure (i.e., deployant clasp closure, buckle closure)
- Type of strap (i.e., leather strap, bracelet strap)
- Watch dial (i.e., analog dial)
- Type of movement (i.e., Japanese quartz movement, chronograph movement)
- What it displays (i.e., calendar display, date display)
- Water resistant (if the watch is resistant to water)
- Battery details (i.e., battery operated)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Case size measurement in millimeters

FABRIC & CARE

- Type of material (i.e., stainless steel, leather)
- Care for accessory (i.e., spot clean, requires specialty care)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Detail*	*On Figure / Mannequin*	*Size Chart*

belk
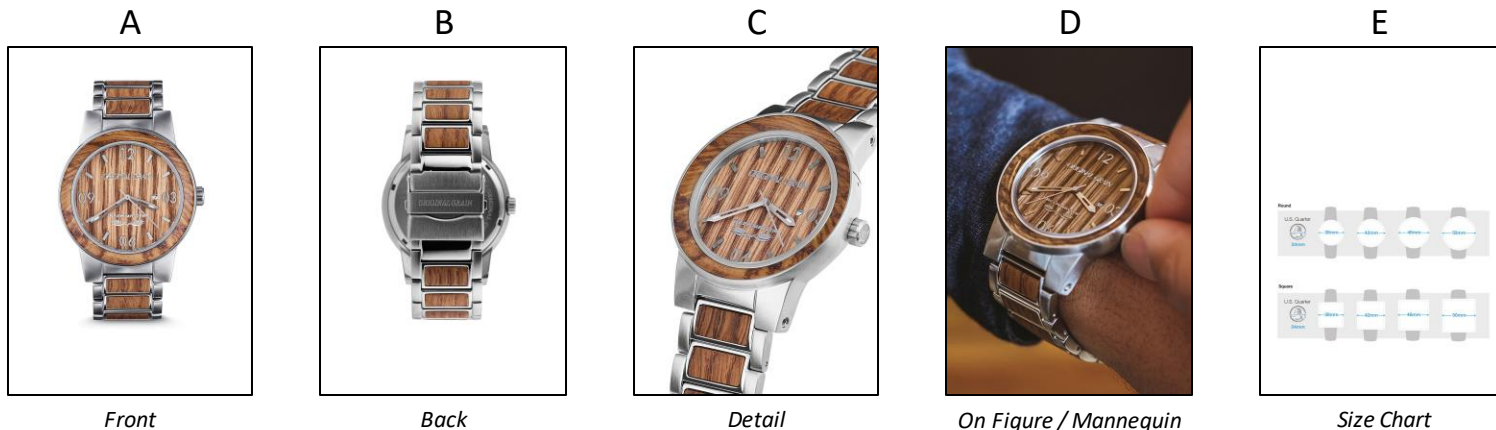
NECKLACES / EARRINGS / BRACELETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Gold-Tone Crystal Charm Bracelet**')

Product copy text should describe the product in detail along with product type (i.e., 'necklace', 'earrings', 'bracelet') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: This signature Belk Silverworks necklace is rendered in fine silver-plated metal and is defined by a unique turquoise elephant pendant with a black cubic zirconia eye.

PRODUCT DETAILS
- # pieces in set
- Type of closure (i.e., lobster closure, post back earring)
- Type of finish (i.e., polished finish, antique finish)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Measurements in inches

FABRIC & CARE
- Type of material (I.e., sterling silver, gold-tone metal
- Care for accessory (I.e., spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	A	B	C
Front	*Back / Detail*	*On Figure*	*Front*	*Detail*	*On Figure*
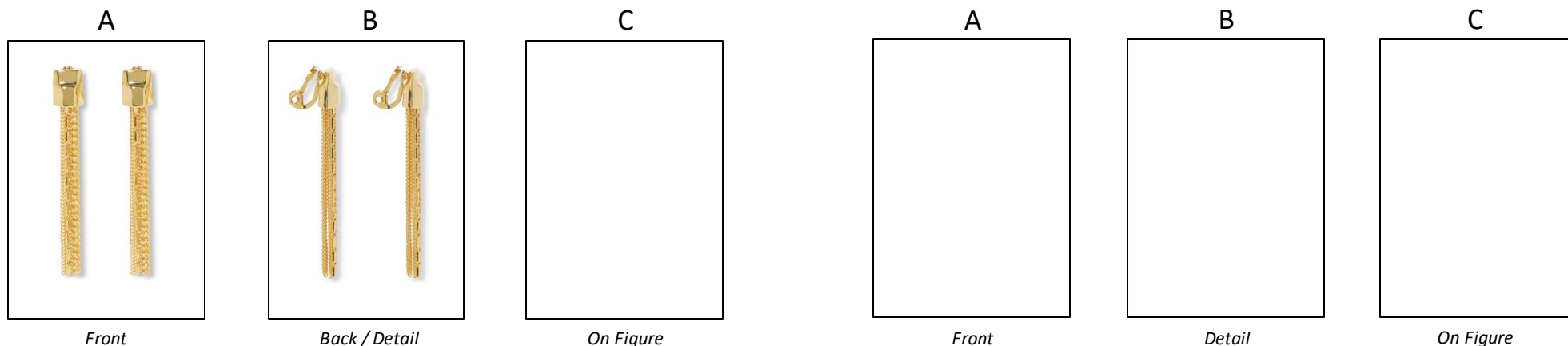
RINGS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Blue Crystal Swirl Boxed Ring**')

Product copy text should describe the product in detail along with product type (i.e., 'ring') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: This beautiful ring by New Directions® features a deep blue crystal center that is punctuated by a shimmering swirl of clear crystals. Elegantly boxed, this accessory is a must-have for gift giving!

PRODUCT DETAILS
- Type of closure (i.e., slip-on, adjustable)
- Type of finish (i.e., polished finish, antique finish)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Measurement in millimeters

FABRIC & CARE
- Type of material (i.e., silver-tone metal, stainless steel)
- Care for accessory (i.e., spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Front	*Detail*	*On Figure*
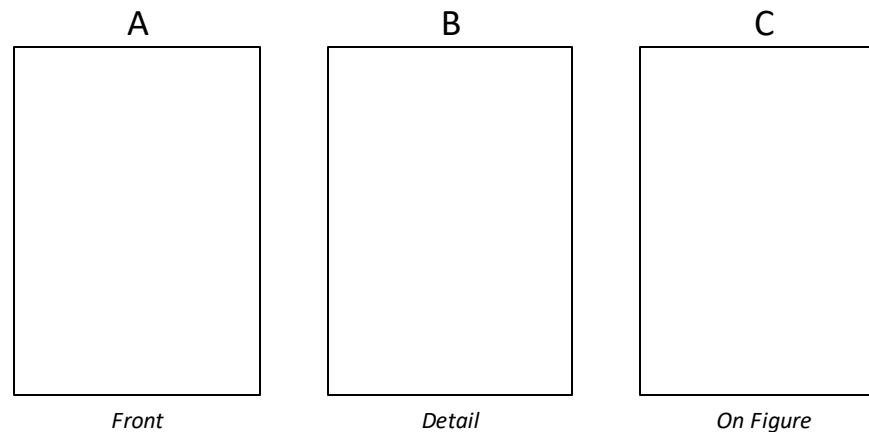
JEWELRY SETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Rose Gold-Tone Earring and Necklace Set**')

Product copy text should describe the product in detail along with product type (i.e., 'necklace and earring set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Dynamic with a blue stone necklace and matching drop earrings, this 2-piece set will add a layer of simplistic elegance to any look.

PRODUCT DETAILS

- # of pieces in set
- Necklace: type of closure (i.e., lobster closure)
- Earrings: type of closure (i.e., French wire earring)
- Type of finish (i.e., polished finish, antique finish)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Necklace measurement in inches
- Earrings measurement in inches

FABRIC & CARE

- Type of material (i.e., silver-tone metal, stainless steel)
- Care for accessory (i.e., spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Group	*Detail*	*Package*
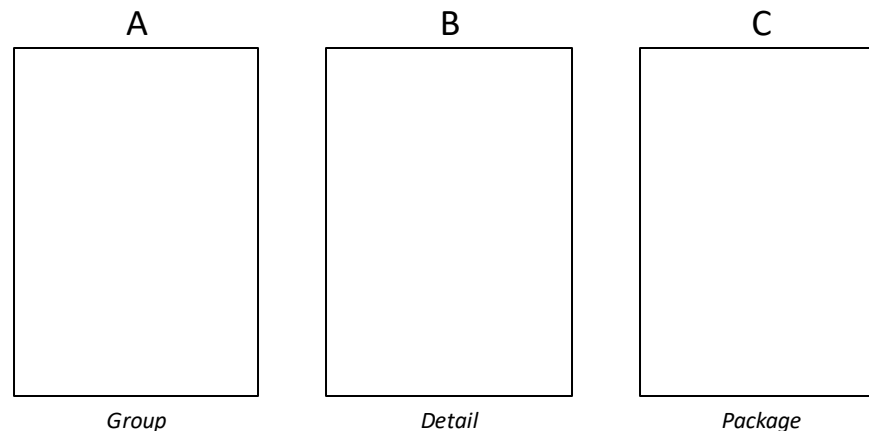
FINE JEWELRY

Vendors: Le Vian®, Belk & Co., Effy® (B&H Co.)

Preferred copy name should include carat weight, stone(s), product type and metal type (i.e., ('**¾ ct. t.w. Emerald Ring in 14k Yellow Gold**')

Product copy text should include carat weights and type of metal along with product type (i.e., 'ring,' 'earrings') and the brand name.

EXAMPLE: This gorgeous ¾ ct. t.w. Emerald Ring is designed in 14k Yellow Gold for a scintillating appeal.

PRODUCT DETAILS
- Stone count
- Color rating
- Clarity rating
- Closure
- Metal finish
- Setting
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)
- Warranty – *if applicable*

PRODUCT SPECIFICATIONS
- Carat weight
- Measurement in inches/millimeters

FABRIC & CARE
- Type of material (i.e., Yellow gold)
- Care for accessory (i.e., use gold polishing on gold items)

**** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view.
Up to 2 additional alts are optional – 5 images total ****

A	B	C	D	E
Front	Detail	On Figure	Alt 1	Size Chart
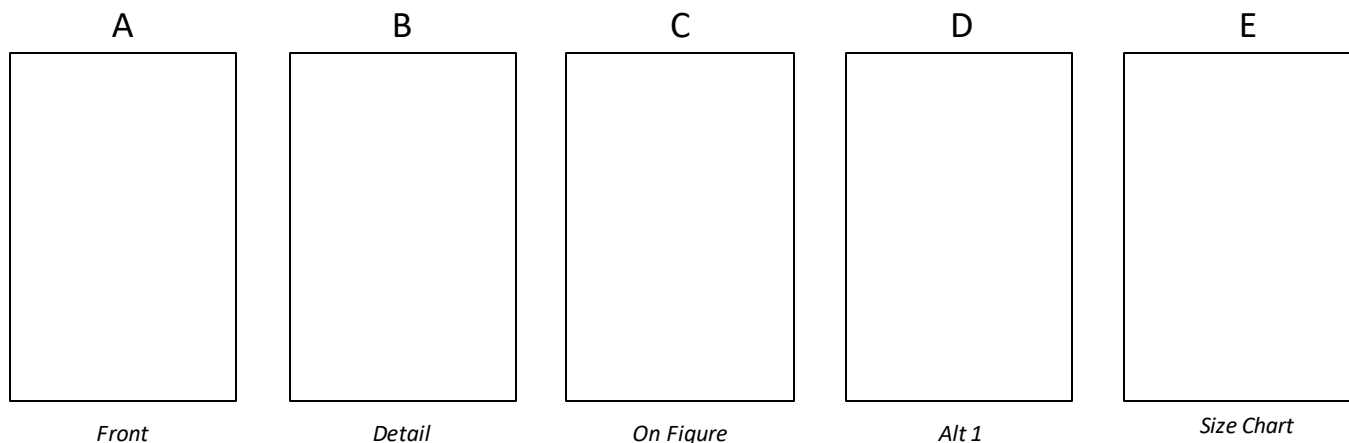
Please convert diamond weights to fractions using below guide:
Under 1/10 show as decimal
Over 1.0 show as decimal

Decimal	Fraction
0.085-.11	1/10
.115-.14	1/8
.145-.17	1/6
.18-.22	1/5
.23-.28	1/4
.29-.36	1/3
.37-.44	3/8
.45-.57	1/2
.58-.68	5/8
.69-.82	3/4
.83-.94	7/8
1.0	

SHOES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Leopard Print Pumps**')

Product copy text should describe the product in detail along with product type (i.e., 'shoe', 'wedge', 'heel') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Classic in all the right ways, these leopard print pumps by Steve Madden feature a pointed toe for ultra-femme appeal. The slip-on silhouette is ideal for your on-the-go philosophy.

PRODUCT DETAILS

(MEN'S & WOMEN'S)

- Type of closure (i.e., slip-on, buckle closure)
- Insole details (i.e., padded insole)
- Outsole details (i.e., polyurethane outsole)
- Lining information (i.e., faux fur lining)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

(WOMEN'S)

- Heel height measurement in inches

FABRIC & CARE

(MEN'S & WOMEN'S)

- Type of fabric (i.e., knit, woven)
- Type of material (i.e., faux suede, leather)
- Care for shoe (i.e., spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E

Outside View   *Inside View*   *Rear View*   *Top View*   *Bottom View*
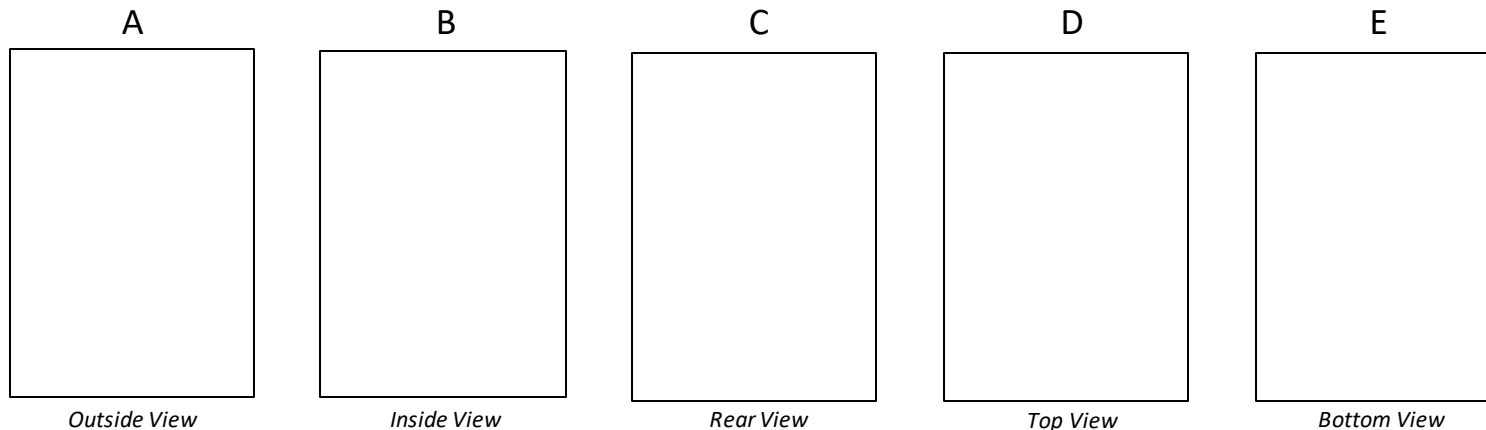
- Main image <u>MUST</u> face right

BOOTS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Chelsea Leather Boots**')

Product copy text should describe the product in detail along with product type (i.e., 'boots') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Made from Frye's distinctly soft antiqued Italian leather, the heritage-inspired, Allison boots feature a low heel, making them perfect for riding or bar hopping. The boots can be easily kicked off as they have elasticated gores at sides - in true Chelsea fashion.

PRODUCT DETAILS

(MEN'S & WOMEN'S)

- Type of closure (i.e., slip-on, buckle closure)
- Insole details (i.e., padded insole)
- Outsole details (i.e., polyurethane outsole)
- Lining information (i.e., faux fur lining)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

(MEN'S & WOMEN'S)

- Heel height measurement in inches
- Shaft height measurement in inches
- Calf circumference measurement in inches

FABRIC & CARE

(MEN'S & WOMEN'S)

- Type of fabric (i.e., knit, woven)
- Type of material (i.e., leather, suede)
- Care for boot (i.e., spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Outside View	*Inside View*	*Rear View*	*Top View*	*Bottom View*
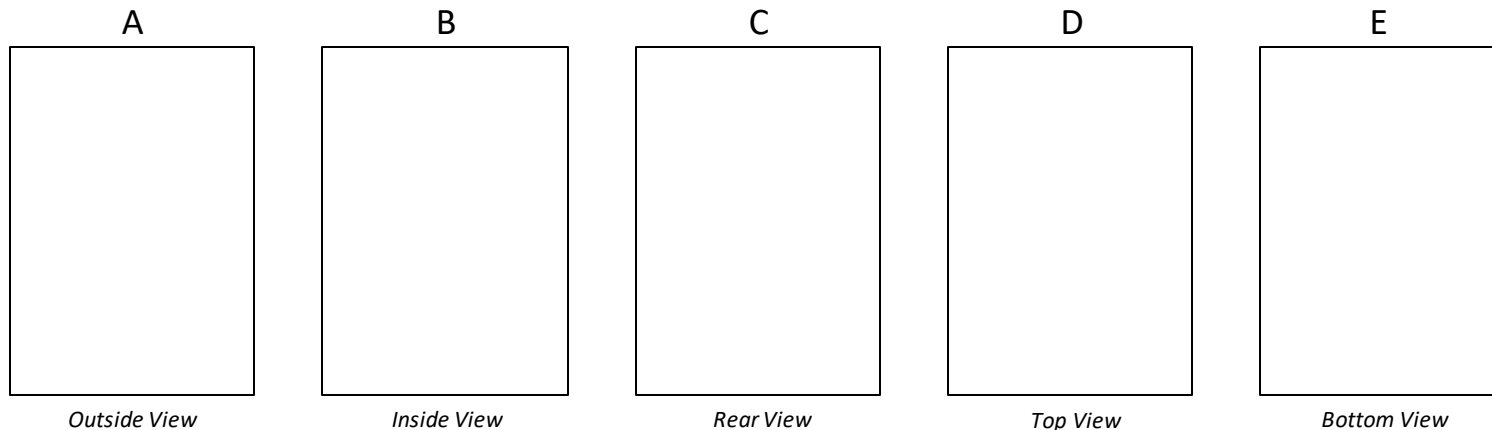
- Main image <u>MUST</u> face right

BEDDING / SHEETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Stars and Stripes Sheet Set**')

Product copy text should describe the product in detail along with product type (i.e., 'comforter set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: see next slide.

PRODUCT DETAILS

- # of pieces in set
- # thread count (i.e., 310-thread count)
- Pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Twin length, width and height measurements in inches
- Twin XL length, width and height measurements in inches
- Full length, width and height measurements in inches
- Queen length, width and height measurements in inches
- King length, width and height measurements in inches
- California king length, width and height measurements in inches

FABRIC & CARE

- Type of fill (i.e., Cotton fill) – *if applicable*
- Type of material (i.e., cotton, polyester)
- Care for set (i.e., machine washable)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D

Stack   *Detail*   *Package*   *Alt 1*
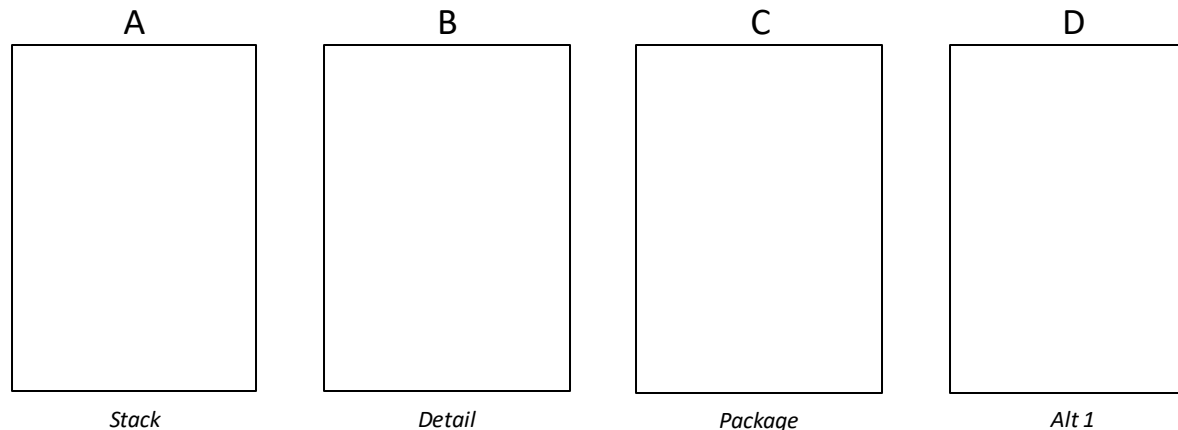
BEDDING EXAMPLE

Update your personal oasis in chic style with this Mariner Reversible Bed-In-A-Bag by Home Accents®. The calming colors and playful pattern invite total relaxation into your home, so you'll feel refreshed and ready to take on the busy day ahead.

Full Quilt 6-Piece Bed-in-a-Bag includes:

Quilt: 78" x 90 "

Bedskirt: 54" x 75" + 14" drop

2 Quilted Standard Shams: 20" x 26" + 2" Flange

Oblong Decorative Pillow: 12" x 18"

Square Decorative Pillow: 16" x 16"

Queen Quilt 6-Piece Bed-in-a-Bag includes:

Quilt: 90" x 90"

Bedskirt: 60" x 80" + 14" drop

Quilted Standard Shams: 20" x 26" + 2" Flange

1 Oblong Decorative Pillow: 12" x 18"

1 Square Decorative Pillow: 16" x 16"

King Quilt 6-Piece Bed-in-a-Bag includes:

Quilt: 102" x 90"

Bedskirt: 78" x 80" + 14" drop

2 Quilted King Shams: 20" x 36" + 2" flange

Oblong Decorative Pillow: 12" x 18"

Square Decorative Pillow: 16" x 16"

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Lifestyle	Alt 1	Alt 2	Alt 3	Package
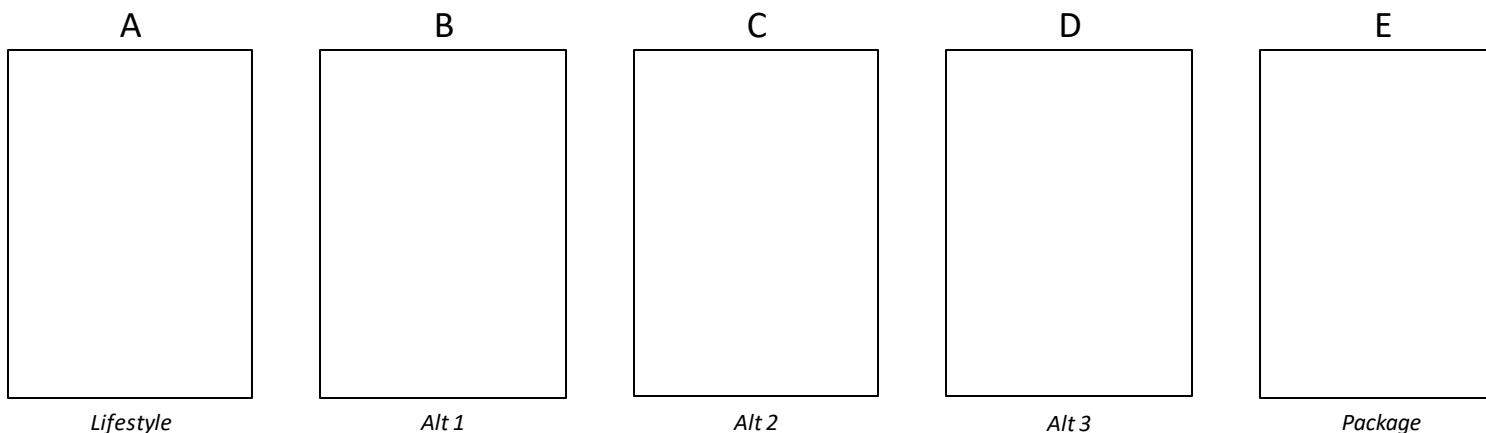
MATTRESS PADS / TOPPERS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Superior Comfort Mattress Pad**')

Product copy text should describe the product in detail along with product type (i.e., 'mattress pad', or 'mattress topper') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Experience ultimate comfort on this luxurious mattress pad by Biltmore®. The 500-thread count, 100-percent cotton cover is overfilled with down alternative fiber for premium comfort and support. Also included are Scotchgard Stain Release and Microban Antimicrobial protection to protect against odor-causing bacteria. The quiet, waterproof barrier protects your mattress from accidental spills and stains.

PRODUCT DETAILS

- # thread count (i.e., 310-thread count)
- Antimicrobial details (is the product antimicrobial?)
- Hypoallergenic details (is the product hypoallergenic?)
- Anti-odor technology (does the product have it?)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches

FABRIC & CARE

- Type of fiber fill (i.e., down alternative fiber fill, polyester fill)
- Type of material (i.e., cotton)
- Care for product (i.e., machine washable)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Product	*Detail*	*Package*	*Alt 1*
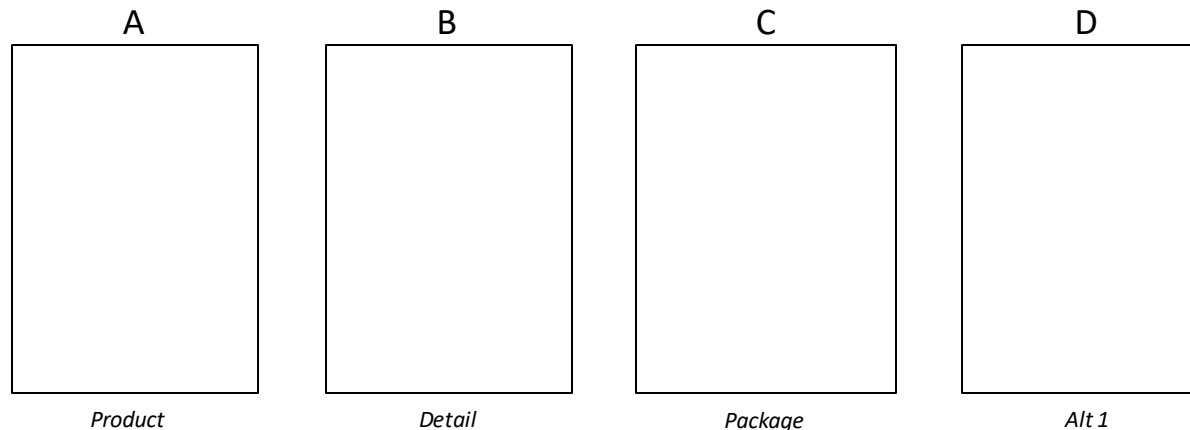
PILLOWS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Firm Support Down Pillow**')

Product copy text should describe the product in detail along with product type (i.e., 'pillow') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: The Firm Support Down Pillow by Biltmore® features a 500-thread count, cotton cover that includes a classic dobby stripe design and offers unbeatable softness. It's convenient with a zippered finish for easy removal when cleaning, with the generous fill of lofty down providing the support that you need. This pillow creates a medium amount of support, perfect for those that sleep on their stomachs.

PRODUCT DETAILS
- # thread count (i.e., 500-thread count)
- Type of closure (i.e., zip-off closure)
- Type of pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Length, width and height measurements in inches

FABRIC & CARE
- Type of fiber fill (i.e., down alternative fiber fill, polyester fill)
- Type of material (i.e., cotton)
- Care for product (i.e., machine washable)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Product	*Alt 1*	*Detail*	*Alt 3*	*Alt 4*
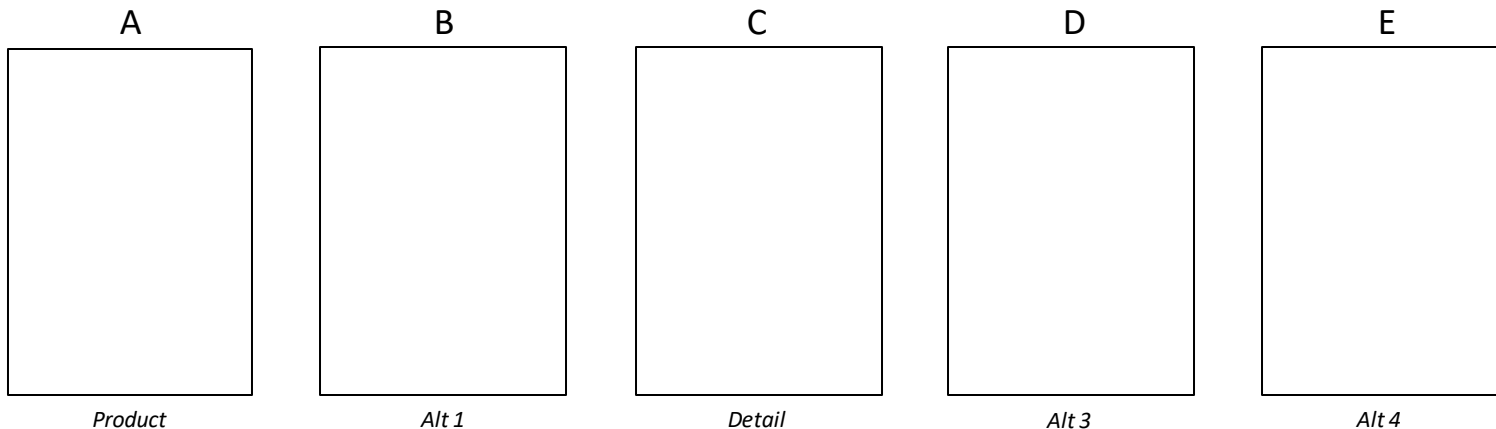
TOWELS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Pima Cotton Bath Towels**')

Product copy text should describe the product in detail along with product type (i.e., 'towel', 'towel set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Wrap up in soft, luxurious towels by Biltmore® and enjoy the fabulous feel of pure, durable and ultra-soft cotton. These plush, daily accessories are naturally absorbent and feature reinforced hems that prevent fraying to ensure long-lasting use.

PRODUCT DETAILS

- # of pieces in set – *if applicable*
- Type of pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches

FABRIC & CARE

- Type of fabric (i.e., knit, woven)
- Type of material (i.e., cotton)
- Care for product (i.e., spot clean, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A   B   C

Stack   *Individual*   *Detail*
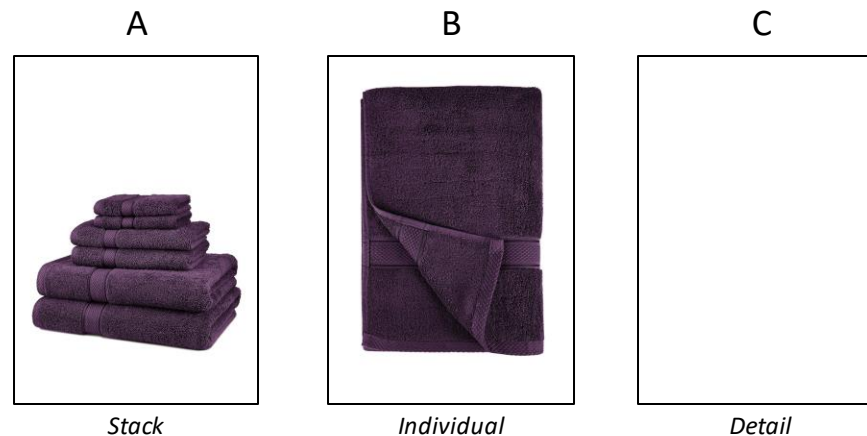
SHOWER CURTAINS, BATH ACCESSORIES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Belle Bath Collection**')

Product copy text should describe the product in detail along with product type (i.e., 'shower curtain', 'bath collection', 'toothbrush holder') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: This faux cast iron cutwork collection by Creative Bath are perfect for adding elegance to the guest bathroom or your own! With a tissue box, soap dispenser and other resin-crafted pieces, these items will create a unique display paired together or separately.

PRODUCT DETAILS
- # of pieces in set – *if applicable*
- Type of pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Length, width and height measurements in inches

FABRIC & CARE
- Type of material (i.e., stainless steel, glass)
- Care for product (i.e., spot clean, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Front	*Detail*	*Collection*
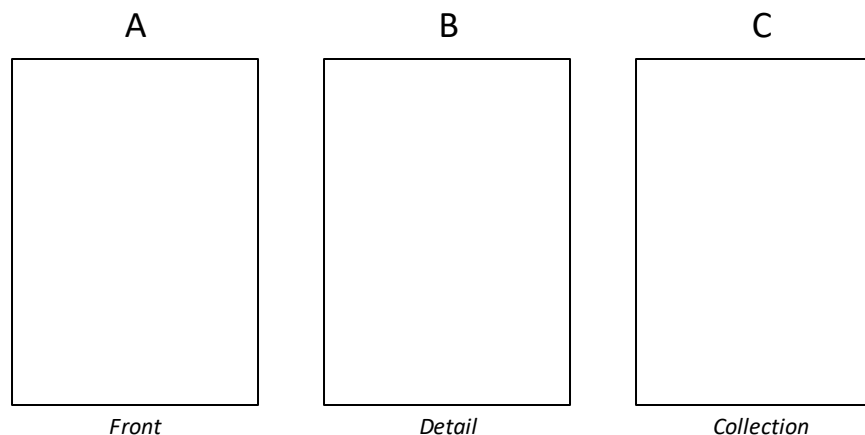
COOKWARE

Preferred copy name should include detailed information about the product with the product type at the end (i.e., 'Belly Shaped Stainless 13 Piece Cookware Set')

Product copy text should describe the product in detail along with product type (i.e., 'pan', 'pot') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Crafted from the highest quality stainless steel, this 13-piece Bil1804171S1018WT1102BPtmore® Cookware Set boasts a bonded encapsulated aluminum bottom in a unique belly shape. It's suitable for most cooking surfaces, including gas, electric, and smooth top. The fry pans feature Whitford Eclipse non-stick coating for low-fat cooking and hassle-free cleanup, while tempered, steam-vented glass lids and wide, stainless steel rims offer visibility and protection.

PRODUCT DETAILS

- # of pieces in set – *if applicable*
- Any safety features (i.e., non-stick coating, cool grip handles)
- Is it free of chemicals? (i.e., BPA-free, PFOA-free)
- Type of finish – if applicable (i.e., glazed finish)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches
- Capacity (i.e., 3.5 qt)
- Weight (i.e., 22 lb)

FABRIC & CARE

- Type of material (i.e., glass, plastic)
- Is it stain-resistant?
- Is it chip-resistant?
- Is it microwave safe?
- Is it oven safe, and up to how many degrees? (i.e., Oven safe (up to 350 degrees)
- Care for product (i.e., dishwasher safe, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Product / Group	Alt 1	Alt 2	Alt 3	Package
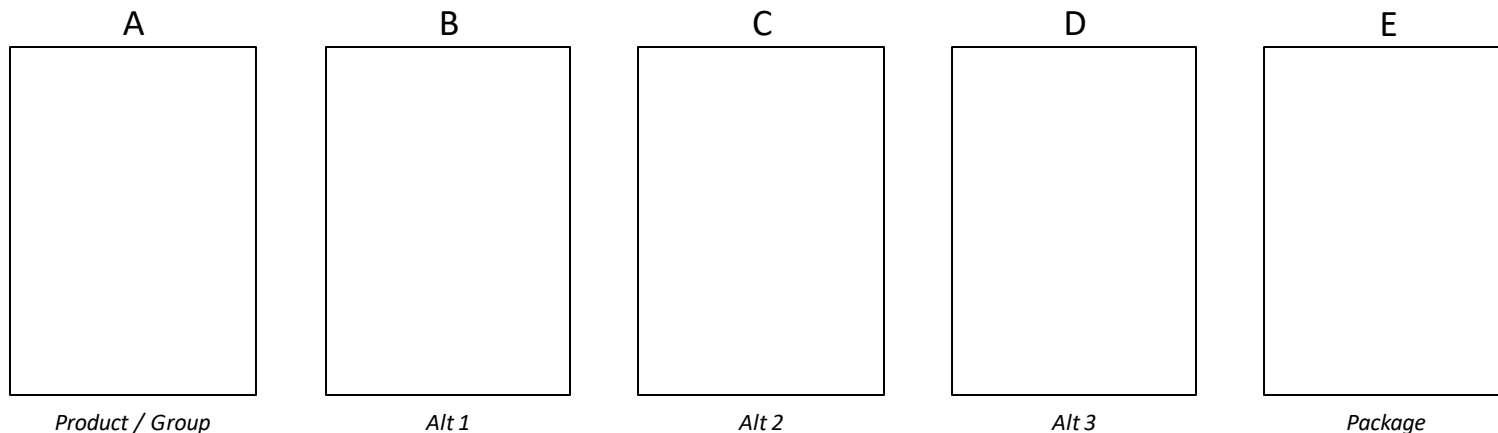
SMALL APPLIANCES – BLENDERS, FOOD PROCESSORS, MIXERS, JUICERS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., **'Artisan Mini 3.5 qt Stand Mixer K5689LV'**)

*all KitchenAid items should include the product's style number at the end of the product copy name

Product copy text should describe the product in detail along with product type (i.e., 'blender', 'mixer') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Meet the new Artisan Mini Stand mixer by KitchenAid®. The stand mixer you know and love is now 25 percent lighter and 20 percent smaller*, making it great for smaller kitchens. With a 3.5 qt bowl to make up to 5 dozen cookies and with more than 10 available attachments, you'll want to make everything from fresh pasta to burgers, veggie noodles and more. And with new colors ranging from bold to understated, there is a Mini to match both your kitchen and your style. Make the new Artisan mini the culinary center of your kitchen.

PRODUCT DETAILS

- Watts (i.e., 325 watts)
- # of speeds (i.e., 3 speeds)
- Any safety features
- Assembly information (is assembly required?)
- Is it free of chemicals? (i.e., BPA-free, PFOA-free)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches
- Weight (i.e., 22 lb)
- Capacity (i.e., 3.5 qt)

FABRIC & CARE

- Type of material (i.e., stainless steel, metal)
- Care for product (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Product	*Detail*	*Package*	*Alt 1*
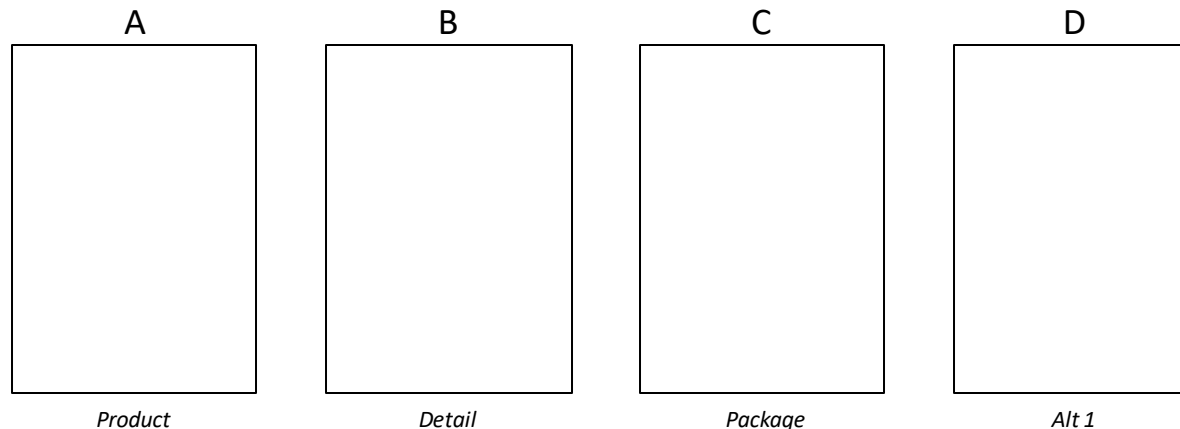
DINNERWARE, DRINKWARE, FLATWARE

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '3-Piece Bistro Meal Set')

Product copy text should describe the product in detail along with product type (i.e., 'silverware', 'mug' 'plate') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: An American classic with definitive Deco flair, the 3-Piece Bistro Meal Set by Fiesta® features a dinner plate, a luncheon plate and a bistro bowl that's ideal for upgrading your table setting. Available in a variety of bold colors, you can create a set of the same shades or mix and match to develop a unique design.

PRODUCT DETAILS

- # of pieces in set – *if applicable*
- Type of finish (i.e., glazed finish, polished finish)
- Type of pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic/Made in the USA)
- Belk Exclusive (is the item exclusive to Belk?)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches or diameter measurement

FABRIC & CARE

- Type of material (i.e., glass, plastic)
- Is it stain-resistant?
- Is it chip-resistant?
- Is it microwave safe?
- Is it oven safe, and up to how many degrees? (i.e., Oven safe (up to 350 degrees)
- Care for product (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Product / Group	Alt 1	Alt 2	Alt 3	Alt 4
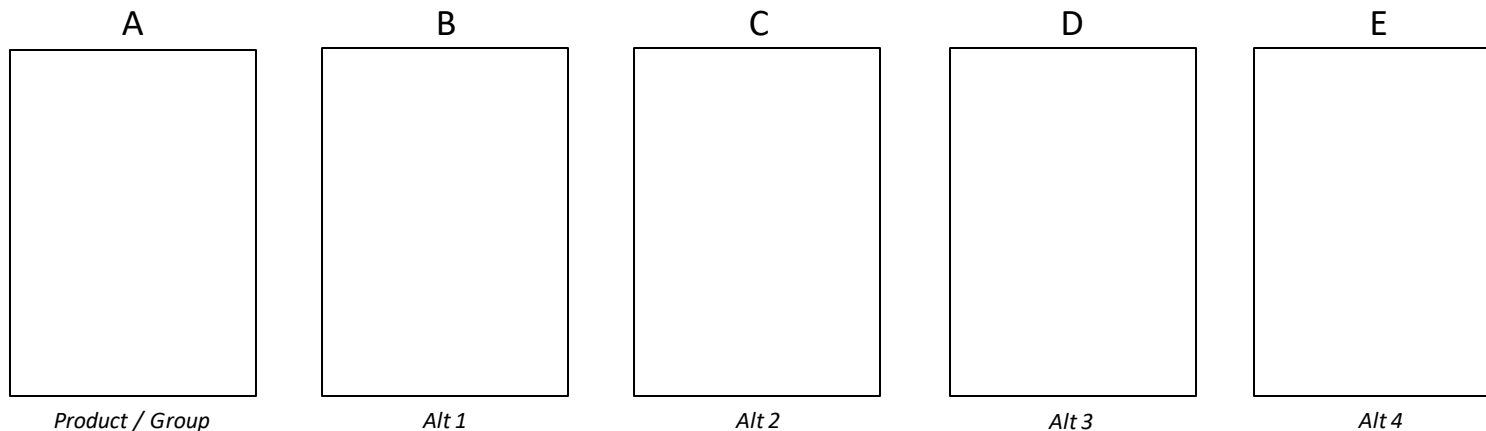
CURTAINS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., ''Gramercy Floral Curtain")

Product copy text should describe the product in detail along with product type (i.e., 'curtain') and the brand name. It's important to call out details that a customer may not catch based on an image. The second sentence should describe where the customer can wear the product, or how to style the product.

EXAMPLE: The Gramercy Floral Curtain by HiEnd Accents is classic with a tonal Jacobean floral print on a textured aqua ground. The floral is mixed with a wide woven stripe in shades of vintage white and taupe, perfect for adding a calming accent to your home.

PRODUCT DETAILS
- Type of pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Length, width and height measurements in inches

FABRIC & CARE
- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Detail*	*Alt 1*	*Alt 2*
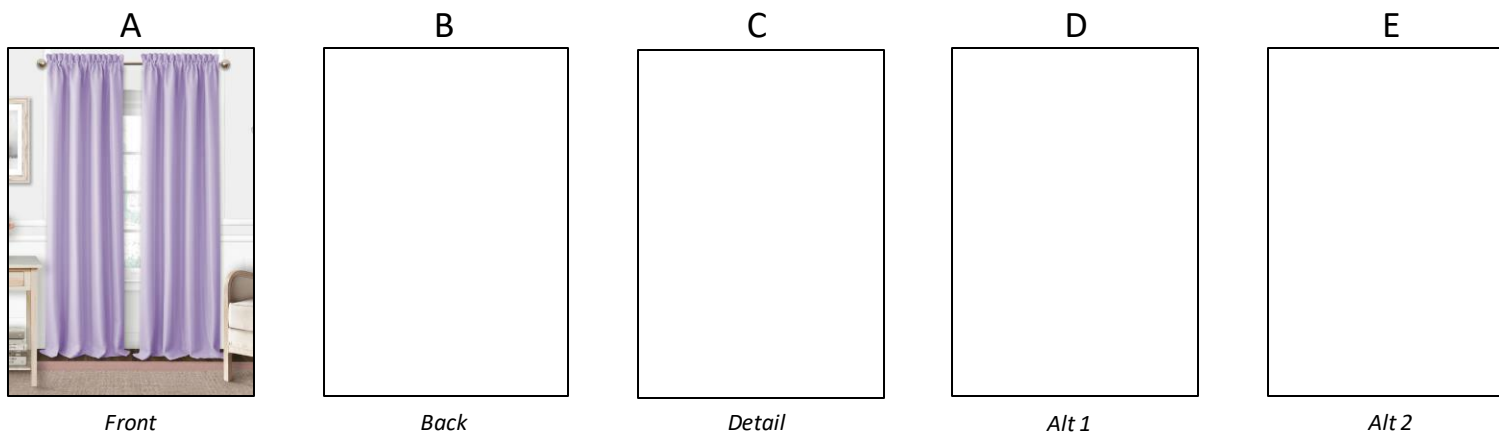
RUGS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Mohawk Striped Rug**')

Product copy text should describe the product in detail along with product type (i.e., 'rug') and the brand name. It's important to call out details that a customer may not catch based on an image. The second sentence should describe where the customer can wear the product, or how to style the product.

EXAMPLE: A carnival of color gives the Mohawk Striped Rug by Mohawk Home a bold look. Printed on the same machines that manufacture one of the world's leading brands of printed carpet, this rug is extremely durable and vibrant. This technology allows the use of multiple colors to create a rug that is wonderfully designed and applicable to any room in your home. Crafted completely in the USA, this rug is made from durable stain-resistant nylon.

PRODUCT DETAILS

- Type of pattern (i.e., floral pattern, tribal pattern)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurement in inches
- Weight in pounds

FABRIC & CARE

- Is the style stain-resistant?
- Type of fabric (i.e., woven, knit)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Front	*Back*	*Detail*
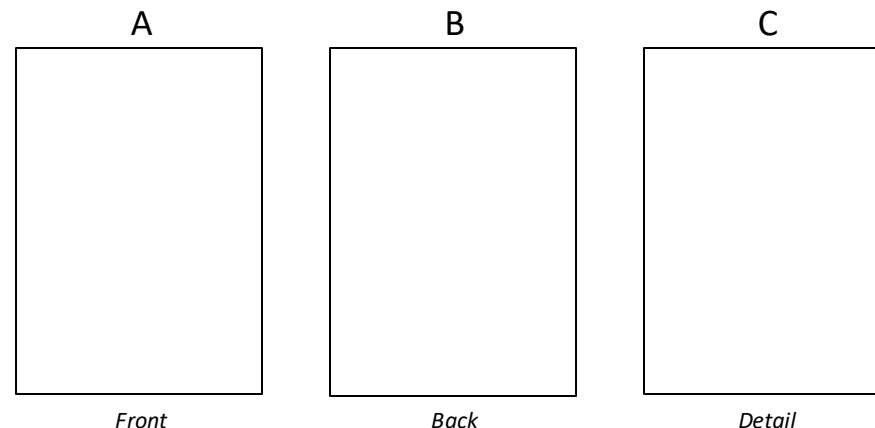
LAMPS / LIGHTING

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Odel Table Lamp**')

Product copy text The first sentence of the product copy text should describe the product in detail along with product type (i.e., 'lamp') and the brand name. It's important to call out details that a customer may not catch based on an image. The second sentence should describe where the customer can wear the product, or how to style the product.

EXAMPLE: The Odel Table Lamp by Modern. Southern. Home.™ is designed in a sleek, oval-shaped ceramic base with a smooth matching fabric shade. Perfect for a living room, office, or college dorm, this practical table lamp meets your lighting needs with chic, minimalist-inspired style.

PRODUCT DETAILS
- Type of pattern (i.e., floral pattern, tribal pattern)
- Assembly information (is assembly required?)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Length, width and height measurement in inches

FABRIC & CARE
- Type of fabric (i.e., satin)
- Type of material (i.e., stainless steel, metal)
- Care for product (i.e., Wipe with damp cloth)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	Back	Detail	Alt 1
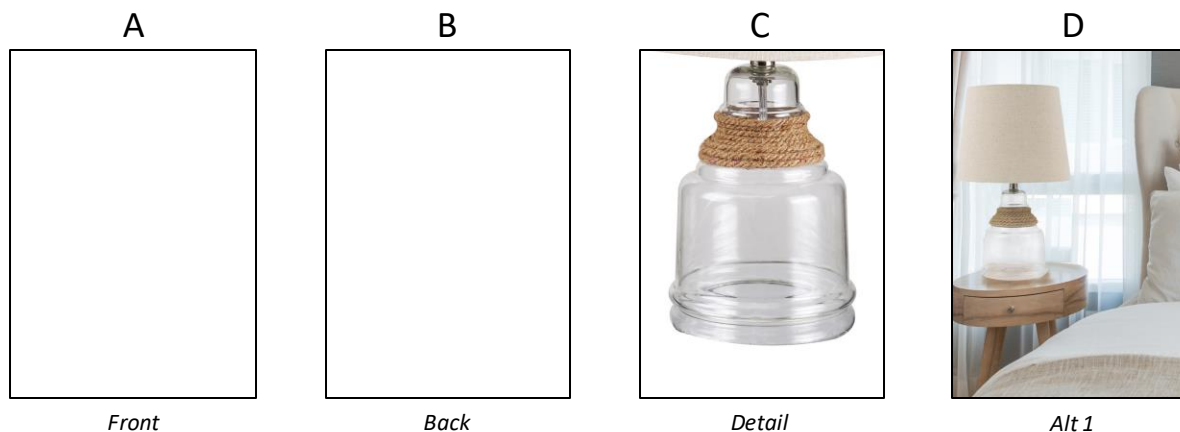
FURNITURE

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Mesquite Jute Cocktail Ottoman**')

Product copy text should describe the product in detail along with product type (i.e., 'table', 'chair') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: The Mesquite Jute Cocktail Ottoman by Butler Specialty Company is southwestern-inspired with a mountain lodge design aesthetic handcrafted in select wood solids.

PRODUCT DETAILS

- Type of pattern (i.e., floral pattern, tribal pattern)
- Hardware details (i.e., gold-tone hardware, silver-tone hardware)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length, width and height measurements in inches
- Weight in pounds
- Weight capacity - *if applicable*

FABRIC & CARE

- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
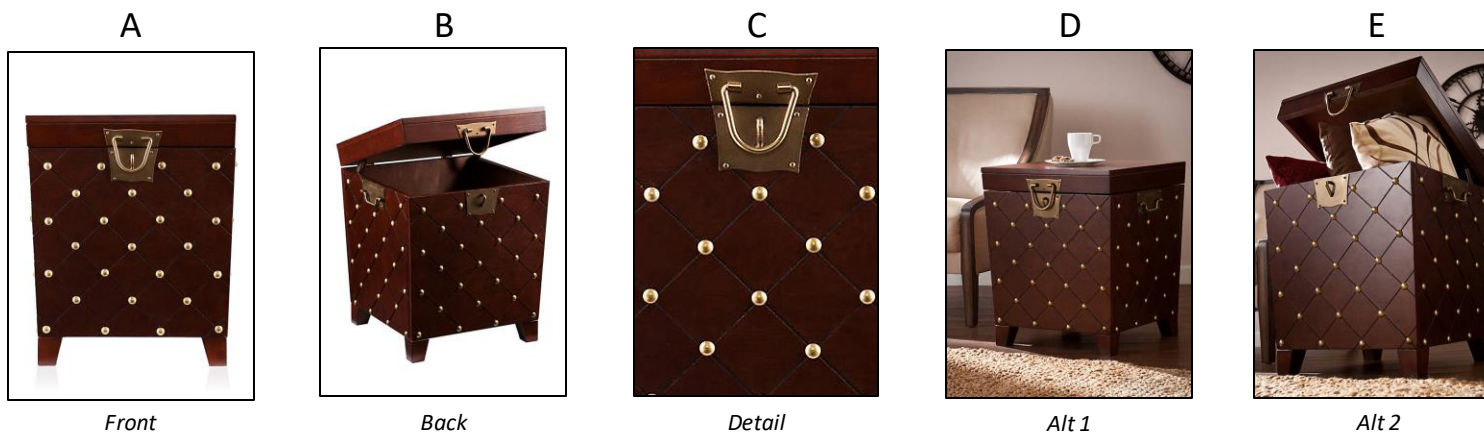
Front	*Back*	*Detail*	*Alt 1*	*Alt 2*

FRAMES, WREATHS, WALL ART, DECORATIVE ACCENTS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Sunburst Mirror**')

Product copy text should describe the product in detail along with product type (i.e., 'frame', 'wreath', 'vase') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: The Sunburst Mirror by Safavieh is detailed with delicate wire spokes radiating from a central disc in rich shades of gold and bronze, creating the perfect glow to reflect your room's lighting night and day.

PRODUCT DETAILS

- Type of pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Warranty information (i.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic/Made in the USA)
- Belk Exclusive (is the item exclusive to Belk?)

PRODUCT SPECIFICATIONS

- Length, width and height measurement in inches
- Weight in pounds

FABRIC & CARE

- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for product (i.e., Wipe with damp cloth)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Detail*	*Alt 1*	*Alt 2*

belk
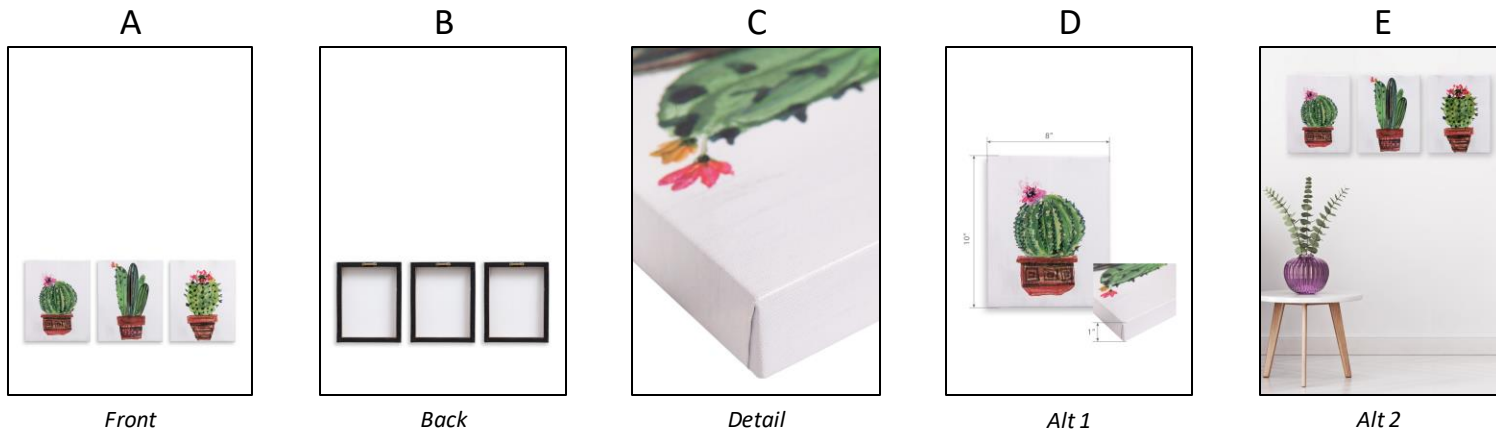
LUGGAGE

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Hyperglide Expandable Spinner Luggage**')

Product copy text should describe the product in detail along with product type (i.e., 'carry-on bag' 'suitcase') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Designed with a durable and lightweight design, the Hyperglide Expandable Spinner Luggage by Delsey has all the features without all the weight, featuring the Delsey dual-density, silent-core double spinner wheels for smooth and easy maneuvering and a quiet ride. The exterior offers two front pockets for organization, an ergonomic trolley handle with soft-touch grip, and rubber corner protectors to shield your case from normal wear and tear. This checked piece also includes the patented Delsey overweight indicator that specifies when your bag weighs over 48.5 lbs. This piece also includes a BONUS, removable tri-fold organizer with two zippered pockets and one zippered wet pouch, with an interior large mesh zippered pocket, a side pocket and tie-down straps so all your belongings are secured and ready to travel.

PRODUCT DETAILS

- Type of closure (i.e., zip closure, snap closure)
- Exterior pocket details (i.e., 1 back zip pocket, 1 front slip pocket)
- Interior pocket details (i.e., 1 zip divider, 1 back slip pocket)
- Handles (i.e., Push-button locking trolley handle, top handle)
- Shoulder strap details (i.e., Adjustable/removable shoulder strap with 23" drop)
- Trim details i.e., leather trim, self-color stitch trim)
- Pattern (i.e., floral pattern, tribal pattern)
- Warranty information (I.e., 10-year limited liability warranty)
- Country of origin (i.e., Imported or Domestic)
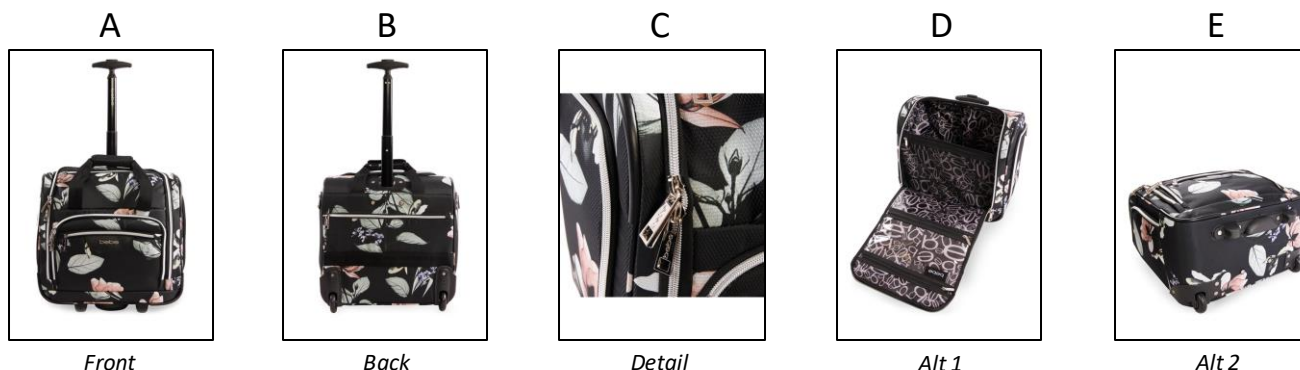- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length measurement in inches
- Weight in pounds
- Weight capacity - *if applicable*

FABRIC & CARE

- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for product (i.e., Wipe with damp cloth)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Detail*	*Alt 1*	*Alt 2*

MEN'S SHIRTS, TOPS, SWEATERS AND HOODIES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Long Sleeve Plaid Flannel Shirt')**

Product copy text should describe the product in detail along with product type (i.e., 'jacket,' 'blazer') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: This woven shirt from Crown & Ivy™ will supply your wardrobe with plenty of appeal from its button cuffs to its plaid pattern.

PRODUCT DETAILS

- Type of closure (i.e., button closure)
- Neckline (i.e., V-neck, crew neck, boat neck)
- Sleeves – length/type (i.e., short sleeves, ¾ set-in sleeves, dolman sleeves)
- # of pockets and style pocket(s) (i.e.,1 chest pocket, 3 on-seam pockets, 2 zip pockets)
- Type of lining (i.e., fully lined, half lined)
- Hood (if the garment has a back hood)
- Type of pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length measurement in inches

FABRIC & CARE

- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D

Front   *Back*   *Detail*   *Alt 1*

MEN'S JACKETS, BLAZERS AND COATS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Big & Tall Multi Herringbone Sport Coat**')

Product copy text should describe the product in detail along with product type (i.e., 'jacket,' 'blazer') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Balancing comfort and form, this handsome sport coat from Crown & Ivy™ features notch lapel and classic fit that's made to be worn with confidence.

PRODUCT DETAILS

- Single breasted or double breasted design
- Type of closure (i.e., button closure)
- Lapel details (i.e., notch lapel, peak lapel)
- Neckline (i.e., V-neck, crew neck, boat neck)
- Sleeves – length/type (i.e., short sleeves, ¾ set-in sleeves, dolman sleeves)
- # of pockets and style pocket(s) (i.e.,1 chest pocket, 3 on-seam pockets, 2 zip pockets)
- Type of lining (i.e., fully lined, half lined)
- Vent style (i.e., center vent, side vents)
- Hood (if the garment has a back hood)
- Type of pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
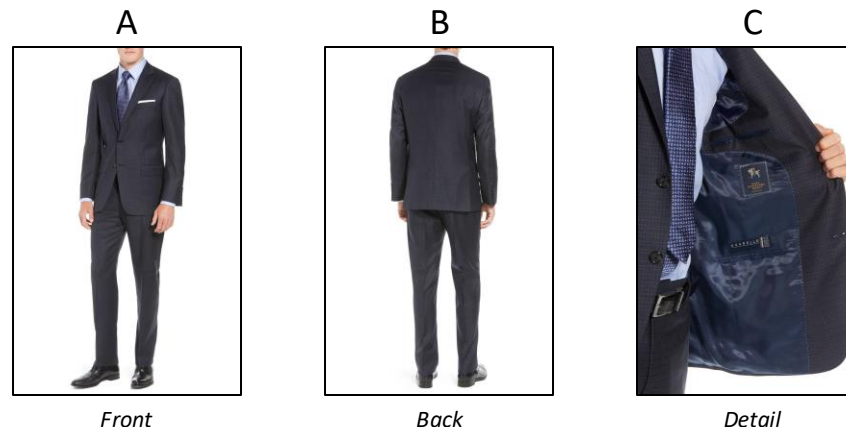- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length measurement in inches

FABRIC & CARE

- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
Front	*Back*	*Detail*	*Alt 1*	*Alt 2*

MEN'S SUITS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., **'2-Piece Jacket and Pant Set'**)

Product copy text should describe the product in detail along with product type (i.e., '2-piece jacket and pant set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: With a professional cut and a polished profile, this sophisticated 2-piece jacket and pant suit set by MICHAEL Michael Kors features an unfinished hem that allows a customized and tailored fit.

PRODUCT DETAILS
- # of pieces in set
- Top/Jacket: closure (i.e., button closure, zip closure), neckline (i.e., collar, V-neck), sleeve type & length (i.e., long set-in sleeves, short sleeves), # of pockets and style pockets (i.e., 2 on-seam pockets), hood (if the garment has a back hood), vent style (i.e., center vent)
- Bottom: closure (ie., button closure, zip closure), # of pockets and style pockets (i.e., 2 welt pockets)
- Lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, chevron pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Length measurement in inches
- Inseam measurement in inches

FABRIC & CARE
- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Front	*Back*	*Detail*

MEN'S JEANS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., **'Tapered Stretch 5 Pocket Jeans')**

Product copy text should describe the product in detail along with product type (i.e., 'jeans') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: From the five-pocket spread to the belt loop detailing, these tapered stretch jeans by Saddlebred® are classic in all the right ways. The straight leg and roomy, regular fit create an instant go-to for any occasion.

PRODUCT DETAILS

- Type of closure (i.e., button closure, zip closure)
- # of pockets & style pocket(s) (i.e., Classic 5-pocket styling, 3 on-seam pockets)
- Fit (i.e., slim fit, regular fit)
- Style of leg (i.e., skinny leg, bootcut leg)
- Lining (i.e., fully lined, half lined)
- Wash color (i.e., light wash, medium rinse wash)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
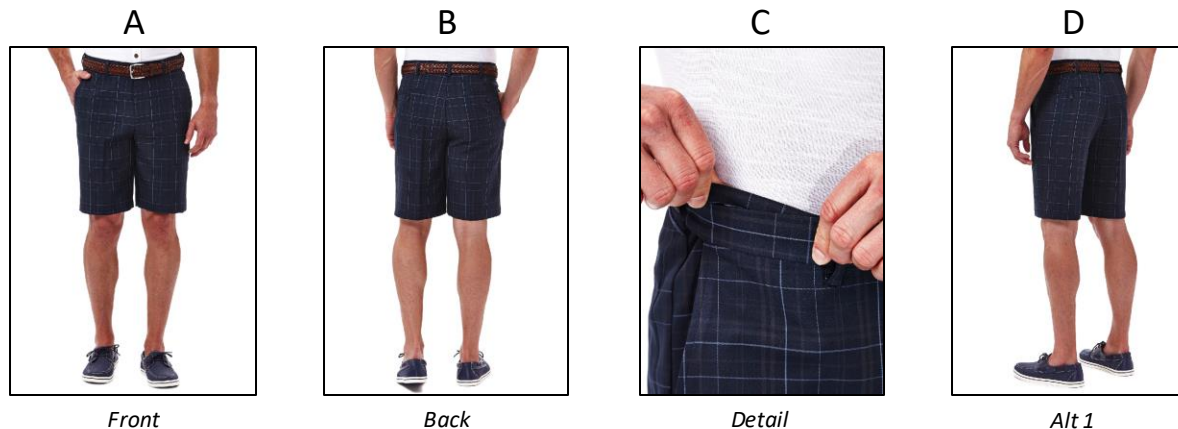- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length/inseam measurement in inches

FABRIC & CARE

- Type of fabric (i.e., denim)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E

| *Front* | *Back* | *Detail* | *Alt 1* | *Alt 2* |
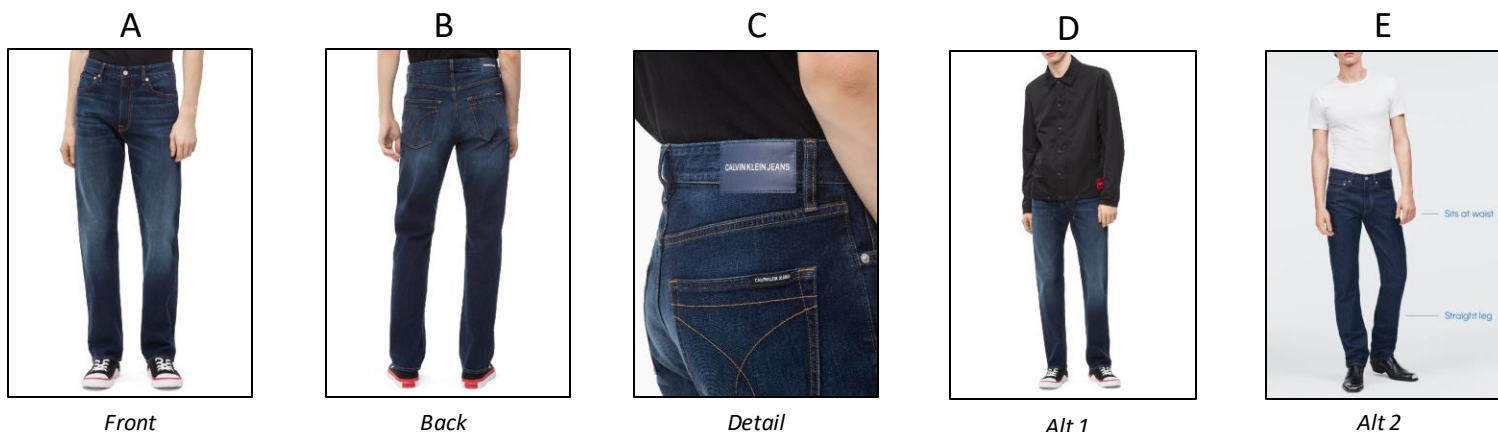
MEN'S SHORTS / SWIM

Preferred copy name should start with detailed information about the product, the word 'swim' (*for swim items*) and the product type at the end (i.e., '**Tropical Floral Swim Board Shorts**')

Product copy text should describe the product in detail along with product type (i.e., 'shorts') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Swim in island style wearing these Crown & Ivy™ Swim Shorts featuring a comfortable drawstring closure and tropical floral print.

PRODUCT DETAILS
- Type of closure (i.e., drawstring closure, elastic waistband)
- # of pockets/style of pockets (i.e., 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., striped pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
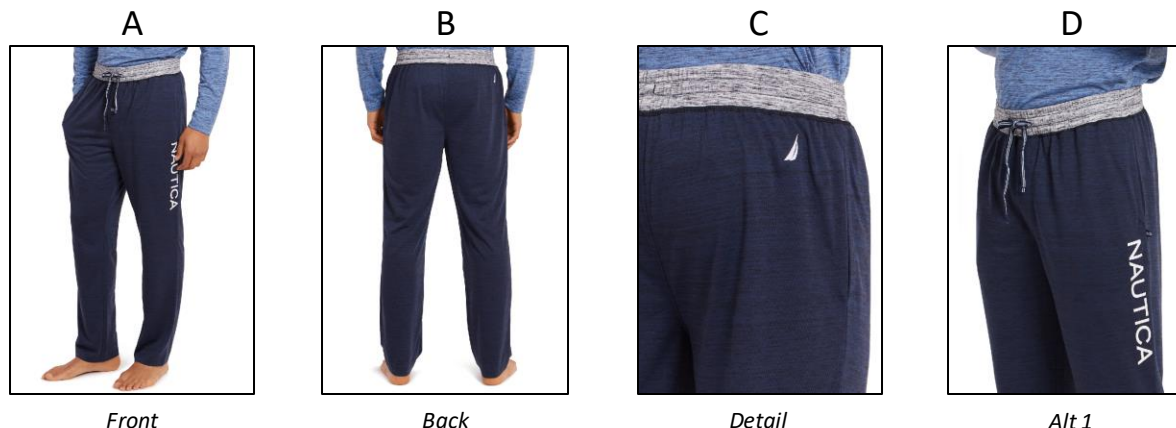- Length measurement in inches
- Inseam measurement in inches

FABRIC & CARE
- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	*Back*	*Detail*	*Alt 1*

MEN'S SLEEP AND LOUNGE PANTS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Flannel Plaid Lounge Pants**')

Product copy text should describe the product in detail along with product type (i.e., '2-piece pajama set) and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Made from soft flannel and punched with a vibrant plaid print, these lounge pants by Crown & Ivy™ promise comfort with an elastic waistband and loose fit.

PRODUCT DETAILS

- Type of closure (i.e., drawstring closure, elastic waistband)
- # of pockets/style of pockets (i.e., 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., striped pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic/Made in the USA)
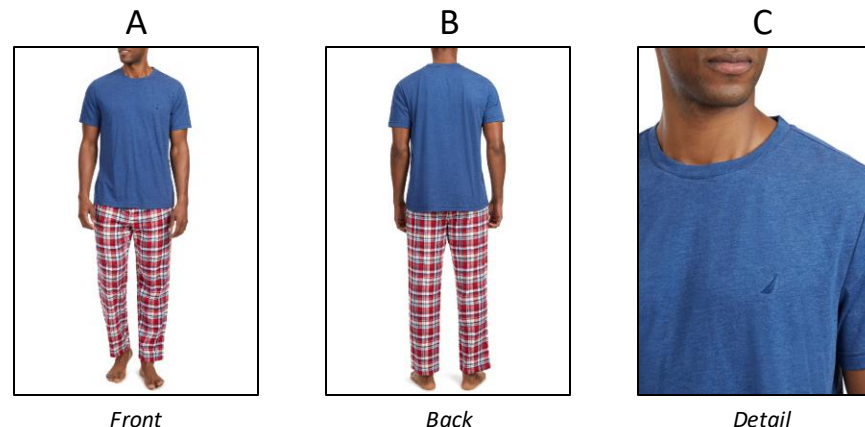- Belk Exclusive (is the item exclusive to Belk?)

PRODUCT SPECIFICATIONS

- Length measurement in inches
- Inseam measurement in inches

FABRIC & CARE

- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Front	Back	Detail	Alt 1

MEN'S PAJAMA SETS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**2-Piece Striped Pajama Set**')

Product copy text should describe the product in detail along with product type (i.e., '2-piece pajama set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Made in a brushed knit fabric for ultimate softness, this 2-piece pajama set from by HUE® is complete with a cowl neck top and comfy plaid pants.

PRODUCT DETAILS

- # of pieces in set
- Top: closure (i.e., button closure, pullover), neckline (i.e., V-neck, collar), sleeve length and type (i.e., sleeveless, short set-in sleeves), # of pockets/style of pockets (i.e., 1 chest pocket)
- Bottom: closure (i.e., drawstring closure, elastic waistband), # of pockets/style of pockets (i.e., 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., striped pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Top: length measurement in inches
- Bottom: inseam measurement in inches

FABRIC & CARE

- Type of fabric (i.e., satin)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A   B   C

Front   *Back*   *Detail*

MEN'S BOXERS, BRIEFS AND UNDERWEAR

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Bull Dog Novelty Boxers**')

Product copy text should describe the product in detail along with product type (i.e., 'boxer', 'brief', 'underwear') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: These breathable novelty boxers by Crown & Ivy™ are prepared with vented side seams and a covered waistband, while spandex stretch and a classic fit complete the unrivaled comfort of this fresh pair.

PRODUCT DETAILS

- # of pieces in set – *if applicable*
- Closure (I.e., elastic waistband)
- Type of fly (i.e., button fly)
- Packing detail (i.e., packing strap)
- Rise (i.e., low rise, high rise)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., French terry)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	SWATCH

Group — *Front* — *Back* — *Alt 1*
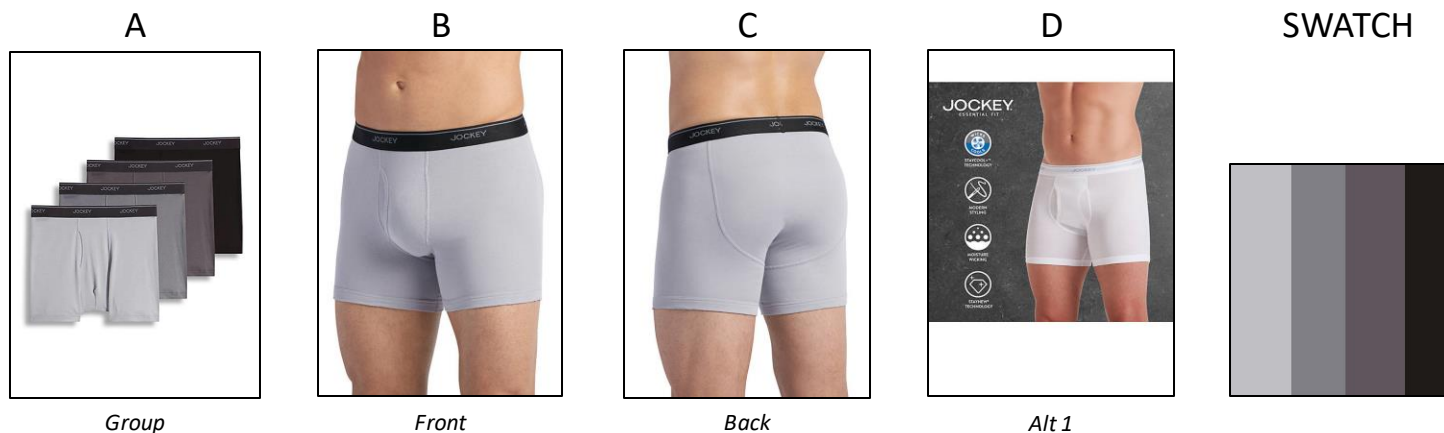
MEN'S ROBES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Nailhead Kimono Robe**')

Product copy text should describe the product in detail along with product type (i.e., 'robe') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Wrap yourself in comfort with the Nailhead Kimono Robe from Saddlebred®. Handsomely finished with contrasting piping along the full opening, it has the perfect look for lounging around the house. The fit, feel and design make this an essential for every man's wardrobe.

PRODUCT DETAILS

- Type of closure (i.e., tie closure)
- Sleeve length and type (i.e., long sleeves)
- # of pockets/style of pockets (i.e., 1 chest pocket, 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic/Made in the USA)
- Belk Exclusive (is the item exclusive to Belk?)

PRODUCT SPECIFICATIONS

- Length measurement in inches

FABRIC & CARE

- Type of fabric (i.e., French terry)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C

Front   *Back*   *Detail*
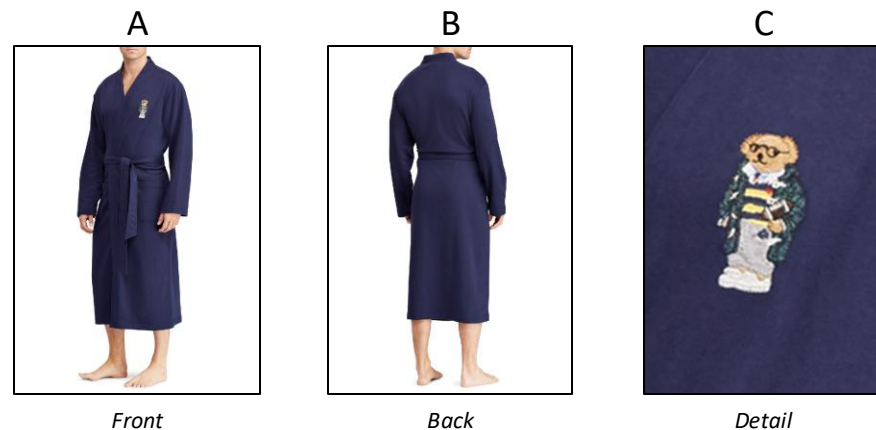
TIES, BOW TIES, POCKET SQUARES

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Classic Satin Bow Tie**')

Product copy text should describe the product in detail along with product type (i.e., 'bow tie', 'tie', 'pocket square') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Available in a range of vibrant and bold colors to pair with any ensemble, this classic satin bow tie by Saddlebred® allows you to customize every time. Lend a handsome finishing touch to any look with this dapper accessory.

PRODUCT DETAILS

- # of pieces in set – *if applicable*
- How it's tied (i.e., self-tied, pre-tied)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS

- Length or width measurement in inches

FABRIC & CARE

- Type of fabric (i.e., satin, jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C

Front	*Back*	*Alt 1*
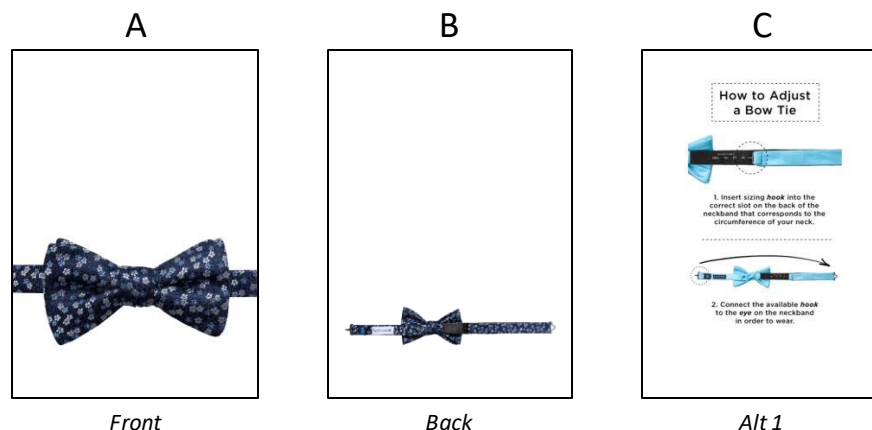
TOPS, COATS, JACKETS, DRESSES, JUMPSUITS, ROMPERS, PAJAMAS, LAYETTES/BODYSUITS

Preferred copy name should start with the life stage with detailed information about the product and the product type at the end (i.e., '**Baby Boys Striped Rain Jacket**')

Product copy text should describe the product in detail along with product type (i.e., 'jacket,' 'dress,' 'bodysuit') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: This infant girls' coverall by Bonnie Jean is perfectly accented with pretty ruffles and bows along with glittery applique. It's perfect for holiday season!

PRODUCT DETAILS

- Type of closure (i.e., drawstring closure, elastic waistband)
- Neckline - *if applicable* (i.e., scoop neck)
- Sleeve length and type – (i.e., short sleeves)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C

Front   *Back*   *Detail*

GIRLS' & BOYS' BOTTOMS

Preferred copy name should start with the life stage with detailed information about the product and the product type at the end (i.e., '**Baby Boys 2-Pack Pull-On Pants**')

Product copy text should describe the product in detail along with product type (i.e., 'pants', 'shorts') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: From day to play, baby boy will love the soft comfort and elastic waistband construction of Carter's® 2-pack of pull-on pants, featuring a a subtle striped design and rolled cuffs.

PRODUCT DETAILS

- Type of closure (i.e., drawstring closure, elastic waistband)
- Style and # of pockets (i.e., 2 patch pockets) – *if applicable*
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A   B   C

Front   *Back*   *Detail*
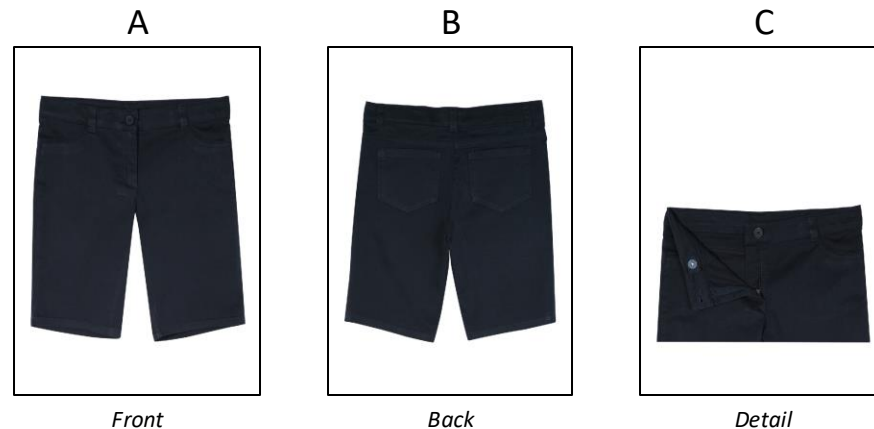
GIRLS' SWIMWEAR

Preferred copy name should start with the life stage with detailed information about the product, the word 'swim' and the product type at the end (i.e., '**Pastel Rainbow 2-Piece Swimsuit**')

Product copy text should describe the product in detail along with product type (i.e., 'swimsuit', 'swim bottom') and the brand name. It's important to call out details that a customer may not catch based on an image. The second sentence should describe where the customer can wear the product, or how to style the product.

EXAMPLE: Sweet ruffles and a pastel rainbow design add energy to this 2-piece swimsuit by Carter's®, perfect for your little girl's days under the sun!

PRODUCT DETAILS
- # of pieces in set
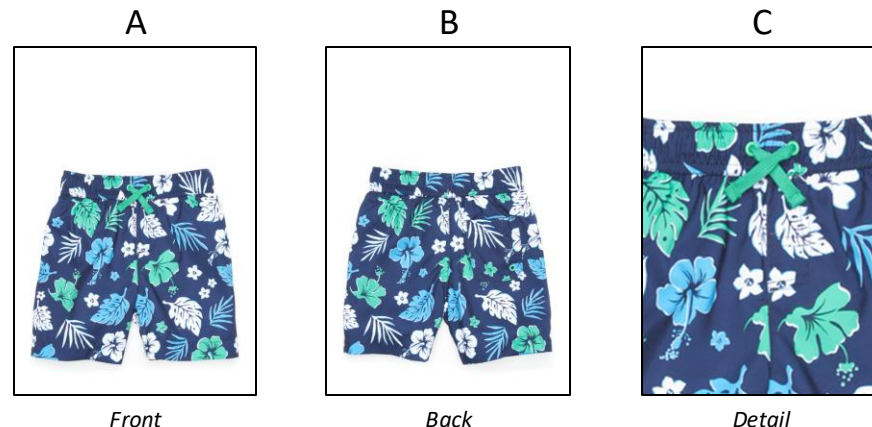- Type of closure (i.e., drawstring closure, elastic waistband)
- Neckline - *if applicable* (i.e., scoop neck)
- Sleeve length and type – (i.e., short sleeves)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE
- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C
Front	*Back*	*Detail*

BOYS' SWIMWEAR (TRUNKS, RASHGUARDS)

Preferred copy name should start with the life stage with detailed information about the product, the word 'swim' and the product type at the end (i.e., **'Boys 4-10 Rashguard'**)

Product copy text should describe the product in detail along with product type (i.e., 'swim trunks,' 'rashguard') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: With moisture wicking properties and a comfortable fit, this swim rashguard by Lightning Bug is made for sunny days crashing the sand and waves. Give your little surfer dude a sweet step in the right direction with this saltwater staple!

PRODUCT DETAILS

- Type of closure (i.e., drawstring closure, elastic waistband)
- Neckline - *if applicable for rashguards* (i.e., scoop neck)
- Sleeve length and type – *if applicable for rashguards* (i.e., short sleeves)
- # of pockets/style of pockets (i.e., 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C

Front	*Back*	*Detail*

SETS

Preferred copy name should start with the life stage with detailed information about the product and the product type at the end (i.e., '**Boys 4-8 Cartoon Characters 2-Piece Pajama Set**')

Product copy text should describe the product in detail along with product type (i.e., 'pajama set', '2-piece set') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Printed with popular cartoon characters, this 2-piece pajama set by Lightning Bug will become a festive part of is nightly wardrobe rotation.

PRODUCT DETAILS

- # of pieces in set
- Top: closure (i.e., button closure, pullover), neckline (i.e., V-neck, collar), sleeve length and type (i.e., sleeveless, short set-in sleeves), # of pockets/style of pockets (i.e., 1 chest pocket)
- Bottom: closure (i.e., drawstring closure, elastic waistband), # of pockets/style of pockets (i.e., 2 on-seam pockets)
- Type of lining (i.e., fully lined, half lined)
- Pattern (i.e., floral pattern, tribal pattern)
- Tag-free (if the garment is without a tag)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

FABRIC & CARE

- Type of fabric (i.e., jersey)
- Type of material (i.e., cotton, polyester)
- Care for garment (i.e., machine washable, hand wash)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D
Group	*Alt 1*	*Alt 2*	*Alt 3*

TOYS

Preferred copy name should include detailed information about the product with the product type at the end (i.e., '**Ker Plunk® Don't Let The Marbles Fall Game**')

Product copy text should describe the product in detail along with product type (i.e., '') and the brand name. It's important to call out details that a customer may not catch based on an image.

EXAMPLE: Ker Plunk!® is a blast from the past with a cool look and attitude! The object of the game is to skillfully remove the sticks from the tube while dropping the fewest marbles possible. The translucent tube stands upright on a base that contains four separate numbered trays. Each player selects a numbered compartment to use throughout the game, and the straws are passed through holes midway of the tube to form a lattice "web." The marbles are then placed in the top of the tube and held in place by the web. Just set it up, start playing and watch out for marbles that go "Ker Plunk!" The players must use steady hands and a cool head to remove the sticks from below the marbles. This best game from yester-year is just as much fun today! Share your great memories or start new ones! You and your friends will have a blast playing Ker Plunk!®, just don't let the marbles fall!

PRODUCT DETAILS
- # of pieces in set – if applicable
- Suitable for which age range (i.e., ages 6+)
- Choking hazard information (i.e. not suitable for children under 3)
- Battery information (i.e., batteries not included, Double AA battery operated)
- Country of origin (i.e., Imported or Domestic)
- Belk Exclusive (is the item exclusive to Belk)

PRODUCT SPECIFICATIONS
- Length, width and height measurements in inches

FABRIC & CARE
- Type of fabric (i.e., jersey)
- Type of material (i.e., plastic, metal)
- Care for toy (i.e., requires specialty care, spot clean)

** All products should have a <u>minimum</u> of 3 images: front, back, and detail or alternate view. Up to 2 additional alts are optional – 5 images total **

A	B	C	D	E
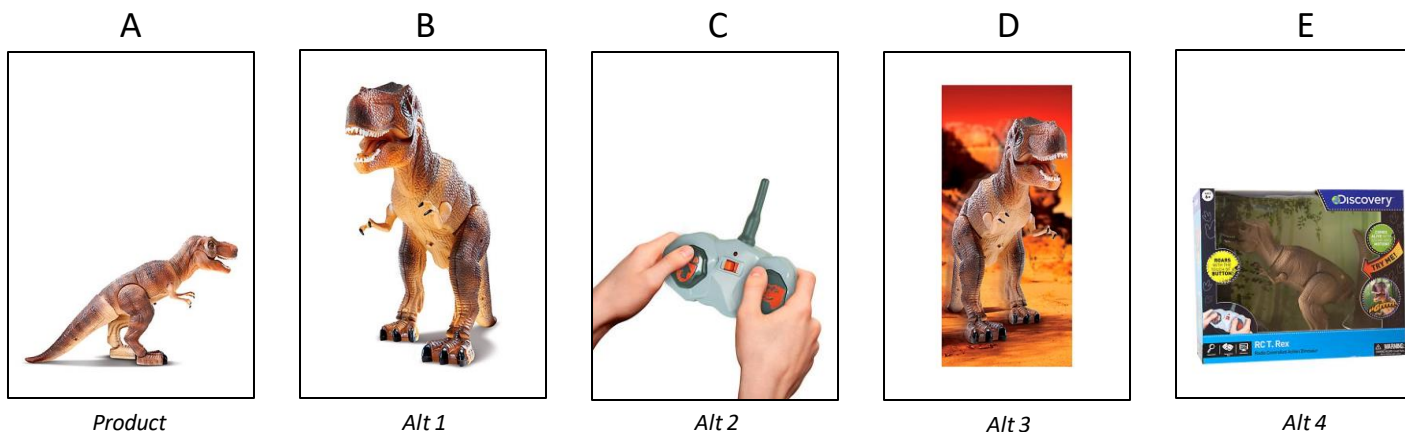
Product — *Alt 1* — *Alt 2* — *Alt 3* — *Alt 4*

Proposition 65 (also known as the Safe Drinking Water and Toxic Enforcement Act) requires businesses to provide warnings to Californians about significant exposures to chemicals that cause cancer, birth defects or other reproductive harm. These chemicals can be in the products that Californians purchase, in their homes or workplaces, or that are released into the environment. By requiring that this information be provided, Proposition 65 enables Californians to make informed decisions about their exposures to these chemicals.

Proposition 65 also prohibits California businesses from knowingly discharging significant amounts of listed chemicals into sources of drinking water.

Proposition 65 requires California to publish a list of chemicals known to cause cancer, birth defects or other reproductive harm. This list, which must be updated at least once a year, has grown to include approximately 900 chemicals since it was first published in 1987.

Fur Products Labeling Act

FUR PRODUCTS LABELING ACT

15 U.S.C. § 69

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For more information, please visit https://www.ftc.gov/node/119458