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| **Product Data** | **Cross if applicable** |
| --- | --- |
| Product images  💡Along with pricing (see ‘Shipping & Pricing’), images should be #1 priority. Include various high-quality images from multiple angles. Aim for a minimum of 3-5. Use lifestyle images and additional angles. |  |
| Product Title  💡Use a concise but descriptive title to represent the product. |  |
| Product Description  💡Include key features, materials, manufacturing techniques. Be consistent with brand tone of voice. |  |
| Size & Fit  💡If your product images include a model, include their sizing information |  |
| Colour & Style Options  💡 If your product has variants, make sure you list them. |  |
| Care Instructions  💡Include fabric & material information. Can the item be dry cleaned? Does it need to be ironed inside out? |  |
| Availability & Stock  💡If an item is out of stock, update interested customers when it’s available. |  |
| Sustainability Credentials  💡Include certification (Fairtrade, etc) and include if your product features recycled materials or the packaging is biodegradable. |  |

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| **Page Layout & Features** | **Cross if applicable** |
| Simple Navigation & Breadcrumbs  💡Generally, we recommend avoiding [horizontal tabs](https://baymard.com/blog/avoid-horizontal-tabs). Instead, choose vertically collapsed sections to display core product content. |  |
| Trust Badges and Security  💡Include secure payment certifications to build trust |  |
| Product Recommendations  💡Cross-sell products to increase average order value. If your images feature a model, recommend other items from their outfit. |  |
| Clear Call-to-action Buttons  💡No one wants to click ‘Buy Now’ and be taken to a page where they have to insert their email and password. |  |
| Social Sharing Buttons  💡Allow users to quickly share your products on Instagram, Facebook, or Twitter |  |
| ‘Buy Now’ Option  💡This will encourage impulse purchases and eliminates friction in the customer journey. |  |

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| **Shipping & Pricing** | **Cross if applicable** |
| Shipping & Delivery Information  💡Don’t give the customer any nasty surprises when they’re about to purchase the item. Be transparent about delivery costs and shipping times. |  |
| Pricing & Discounts  💡Provide clear and transparent pricing consistent with formatting across your website. |  |
| Returns Policy  💡Clearly outline your returns policy, make it easily identifiable, and include links to your returns portal |  |

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| **Social Proof** | **Cross if applicable** |
| Customer Reviews & Ratings  💡Reviews build trust and increase the credibility of your products |  |
| Influencer Endorsements  💡If your product has been featured by influencers in the fashion sector, display their testimonials supporting your product |  |

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**Pimberly’s fashion & apparel customers to check out:**

[JD Sports](https://www.jdsports.co.uk/)

[FootAsylum](https://www.footasylum.com/)

[Monsoon](https://www.monsoon.co.uk/)

[Harvey Nichols](https://www.harveynichols.com/)

[Boden](https://www.boden.co.uk/en-gb)

[Monsoon](https://www.monsoon.co.uk/)

[Go Outdoors](https://www.gooutdoors.co.uk/)

[Regatta](https://www.regatta.com/)

[Lakeland Leather](https://www.lakelandleather.co.uk/)

[Cotton Traders](https://www.cottontraders.com/)

**Further reading:**

[Customer Case Study: Gill Marine](https://pimberly.com/case-studies/gill-marine/)

[Whitepaper: Creating the Perfect Product Detail Page](https://pimberly.com/resources/perfect-product-detail-page/https:/pimberly.com/resources/perfect-product-detail-page/)

[Whitepaper: Fashion & Apparel eCommerce KPIs and How PIM Helps You Smash Them](https://pimberly.com/resources/using-pim-to-hit-fashion-kpis/)

[Whitepaper: Sustainability in Fashion and Apparel](https://pimberly.com/resources/sustainability-in-fashion-apparel/)

[Whitepaper: Why Fashion & Apparel Needs PIM](https://pimberly.com/resources/pim-for-fashion-apparel/)

[Blog: Fashion Omnichannel Guide: Drive Sales Online & In-Store](https://pimberly.com/blog/fashion-omnichannel-guide-drive-sales-online-in-store/)

[Blog: Why Visual Merchandising Is Integral to Building Trust](https://pimberly.com/blog/visual-merchandising-vof-building-trust/)

[Blog: How to Improve Online Sales with Product Information](https://pimberly.com/blog/how-to-improve-online-sales-with-product-information/)