

| **Product Data** | **Cross if applicable** |
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| 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 | [ ]  |



**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%3A/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/)