

ShopStyle Feed Spec

1. Preferred Feed Format and Encoding

We prefer:

- SKU level feed
- XML format, but we accept csv or txt as well.

The feed must use UTF-8 encoding. Other encoding formats cannot be accepted.

2. Products in the feed

Products in the feed must be purchasable online.

No in-store purchase only products.

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We can accept new, used, or rental products, but they cannot be mixed in the feed.

3. Data Fields

1) Required fields

Please note: The below is a list of the data items we require. The tag/column header name does not have to exactly match the name below.

Feed Header

- Date and time (hour and minutes), and timezone of when the feed was generated

For each product

- Product/SKU ID
- Parent ID (if SKU level feed): this is the id to group the variants of the same products together.
- Product name (See "Notes on product name")
- Brand
- Description
- Currency
- Original/Regular Price
- Sale price
- Product URL - URL to the product page of the retailer site

- Image URL(s) - URL to the main image of the product on the retailer site for each color variants. (See “Notes on images)
- Alternate image URLs (See “Notes on images)
- Gender (Exceptions: not required for retailers who only carry products from 1 gender, not required for living products. Note ‘Unisex’ if the product is for both gender)
- Age Group (if you have more than one age group, i.e. adult / teen / kids)
- Product Category (at least 1 level, include more if the retailer site has the information. The more depth of product categories the retailer provides, the better). See “Product Category Examples” below.
- Size (See “Notes on size and color”)
- Color (See “Notes on size and color”)

Notes on product name

- Please do NOT append color or size in the product name.
 - Floral Dress - Red, Stripe Dress - Blue -> should be “Floral Dress”, “Stripe Dress”
 - City Sneaker - 5.5, Blue pump - 7 -> should be “City Sneaker”, “Blue pump”

Notes on images / alternate images

- Minimum image size is 600 x 800
- White background preferred
- Recommended to include all the alternate images on the site for good user experience

Notes on size/color

- In general, clothing/apparel and shoe products need size and color.
- Optional for living products.
- Optional for accessories/jewelry/watches, which by nature, may not have size/color info.
- If the retailer site doesn’t have size/color info even for clothing, they’re optional.

Product Category Examples:

Minimum required:

Dresses

Shoes

Preferred:

Shoes > Sneakers

Baby Clothing > Tees & Tops

Dresses > Evening (or Evening Dresses)

Best method, if available:

Clothing > Jackets > Bombers

Bath > Shower > Shower Curtain

Beauty > Makeup > Eye Makeup > Mascara

2) Optional fields

- Product video URL
- Swatch image URLs
- GTIN/UPC (stock/variant level)
- Instock: how many products are in-stock

For any questions: please reach out to your contact at ShopStyle