



More Than Shoes

Over the years, Zappos has evolved its product selection to include clothing, handbags, and accessories. The one thing that hasn't changed, however, is our focus on the customer. A service company at heart, Zappos' purpose is to live and deliver WOW.

Zappos/6pm is continuing to work to improve our Time 2 Site for new styles to go "Live". With the current coronavirus situation, we are also looking to be proactive for a fluid situation with our photo studios. We know there is Vendor Imagery available via OpenText (GXS). We want to leverage this imagery for new styles going live on Zappos/6pm. We are looking to communicate detailed information that you can surface to your technical teams to allow us to do this. With that said, the FAQ below should address many of your questions.

General

1. Attribute and e-commerce Image Guidelines

The two sources of documentation (GS1 US Extended Attribute guideline and the E-commerce Images) have now been combined into one user guide, GS1 Best Practice Guideline for Exchanging Product Images and Attributes. The user guide can be download via URL <https://www.gs1us.org/industries/apparel-general-merchandise/implementation-resources/best-practice-guideline-for-exchanging-product-images-and-attributes>

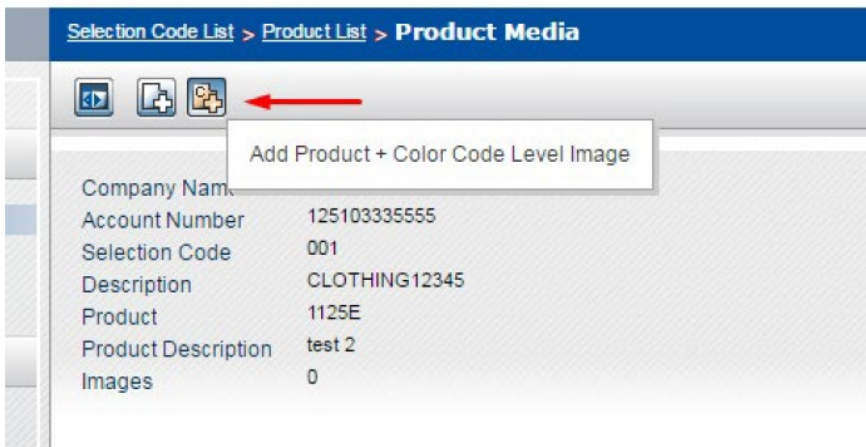
2. I didn't see a timeline as to when you'd send the request and when we'd need to get this all back to you. This initiative would be effective immediately since the goal is to obtain as much product information as possible.

Images

3. Generally, we pull images from a separate resource and provide a link to download, does that work for you?
Yes, if you have a URL or FTS filename, you can load the URL/name of the file under the image attribute (External Location).

Create Catalogue upload text file	Overwrite these sample values before creating your own new data	
action	update	update
product	EXAMPLEPRODUCT1	EXAMPLEPRODUCT2
color_code	100	
image_level	product	product
file_name	filea1.jpg	filea2.jpg
file_type	JPG	JPG
image_type	SI	SI
purpose	INT	INT
orientation	SDL	VIB
location_type	URL	FTP
external_location	http://www.imgur.com/fke9493	http://www.imgur.com/test.jpg
image_style	CSW	PRO
facing	8	2
image_description	sample description1	sample description2
angle	3	1
pixel_density	300	600
file_size	10000	256
height	100	200
width	300	600
clipping_path	xyz123	jfk33k

4. Images can be physically loaded into OpenText Active Catalogue by selecting



Either click **Add Product + Color Code Level Image**
or click **Add Product Level Image**

Or by loading the URL/FTS filename within the image load template. The Image Action Template can be found under Product Documentation under



[Image Actions Template for Active Catalogue Image Data](#)

Spreadsheet for automatically creating a CSV text file.



In the OpenText Active Catalogue portal

5. We do not have the ability to download images thru OpenText (formally GXS/Inovis/QRS) is there another way to upload our images?
Zappos and OpenText are working to make the process easier for you to load your images. There will be more information coming soon. In the meantime, please check with your Zappos buyer.
6. What is the best way to share images?
The best way to share images is to load the images onto OpenText Active Catalogue. Zappos will download the image information from OpenText Active Catalogue once you've completed the upload.
7. What is Zappos looking for in an image?
For your reference, Zappos has loaded the required image information under <https://zappos.box.com/s/t2q6h0ap8sw34bdnd2a23nq550xynty6>
If you have additional questions, contact your Zappos buyer.
8. If your brand's imagery cannot meet the style guide requirements (fall 2020-future state) the Zappos buyer can reach out to Zappos Photo Studio to begin the samples process. We understand that samples can be slightly off comparatively to the final state, which is something we want to avoid, but if the samples vary greatly from the final product we can reshoot and hide incorrect imagery from our site. We are aware that most brands cannot provide a pair of shoes for samples, and that samples are often made using only the left shoe. For single sample shoes we have a photoshop solution and we can 100% make the single shoe appear as a pair, so the imagery is compliant with our style guide.
The guidelines we are currently using due to the current delays due to Covid-19 'Zappos Imagery Guidelines-Spring2020'. Our future state style guide, for fall 2020 will be labeled 'shoes_styleguide_futurestate-Fall2020'
Both of these guides can be found here: <https://zappos.box.com/s/t2q6h0ap8sw34bdnd2a23nq550xynty6>

FTC Requirements

9. FTC requirements for Footwear on the Catalogue are defined as

	Zappos Description	OpenText Active Catalogue UI Display Name	EDI - 832 Locaiton	Acceptable Values	Example	
Footwear	Country of Origin	Advertised Origin	PID01(F) PID02(GS) PID05	Advertised Origin Code	Made in USA (code=GM03ADVOMU)	
	Upper Material	Fabric Description	PID01(F) PID02(92) PID05		80% cotton 20% rayon	
	Lining Material	Lining Material	PID01(X) PID02(84) PID03(AS) PID04(LINING) PID05	Lining Material Code	Made in USA (code=GM03ADVOMU)	
	Footbed Material					
	Midssole (if applicable)					
	Outsole Material					
	Removal Footbed					
	Special Collections					
	Features, Benefits	Feature/Benefit	PID01(F) PID02(SF) PID05 PID01(X) PID02(84) PID03(AS) PID04(CLOSURE) PID05			A bright high-waist skirt is great this time of year. Wear with your favorite blouse for a perfect look of the season. - 61% polyester, 35% viscose, 4% cotton - Dry Clean - Imported - Lined - Length: 27 in. - Zipper
	Closure Type & Location	Closure		Closure Type Code	Clasp (Code=GM03CLOSCL)	
Products Main Purpose	Classification Agency, Classification Level 1 Value	N101(AG) N103(97) N104, N1 Loop - REF01(19) REF02 LQ02(MMLABFUR)			Boots (Code=10001076)	
Name of Animal	Fur - Animal Name	REF01(ASP) REF02 LQ02(MMLABFUR)	Fur Animal Name Code	Calf Hair (Code=GM03FANMCH)		
Country of Origin of Fur	Fur - Country of Origination	REF01(AFW) REF02 LQ02(MMLABFUR) PID01(S)	Country Code	United States (Code=USA)		
Treatment of Fur	Fur - Treatment	PID02(19) PID03(VI) PID04 MEA01(PD) MEA02(5F) MEA03	Fur Treatment Code	Natural (Code=GM03FTMTNA)		
Heel Height	Heel Height	MEA04				
Platform Height	Platform Height	MEA01(PD) MEA02(LO) MEA03 MEA04				
Boot Shaft Height	Shaft Height	MEA01(PD) MEA02(TS) MEA03 MEA04				
Shaft Circumference	Boot Leg Circumference	MEA01(PD) MEA02(LS) MEA03 MEA04				

FTC requirements for Apparel on the Catalogue are defined as

Apparel	Country of Origin	Advertised Origin	PID01(F) PID02(GS) PID05	Advertised Origin Code	Made in USA (code=GM03ADVOMU)
	Materials with %	Fabric Description	PID01(F) PID02(92) PID05		
	Care Instructions	Item Care Instructions Code	PID01(S) PID02 (84) PID03(FD) PID04(10 char code list value)	Item Care Instruction Code	Dry Clean (Code=GM03CAINDC)
	Special Collections (if applicable)				
	Features, Benefits and/or Technical Info	Feature/Benefit	PID01(F) PID02(SF) PID05 PID01(X) PID02(84) PID03(AS) PID04(CLOSURE) PID05		A bright high-waist skirt is great this time of year. Wear with your favorite blouse for a perfect look of the season. - 61% polyester, 35% viscose, 4% cotton Dry Clean - Imported - Lined - Length: 27 in. - Zipper
	Closure Type & Location	Closure		Closure Type Code	Clasp (Code=GM03CLOSCL)
	Products Main Purpose/Function (if applicable)	Classification Agency, Classification Level 1 Value	N101(AG) N103(97) N104, N1 Loop - REF01(19) REF02 LQ02(MMLABFUR)		Boots (Code=10001076)
	Name of Animal	Fur - Animal Name	REF01(ASP) REF02 LQ02(MMLABFUR)	Fur Animal Name Code	Calf Hair (Code=GM03FANMCH)
	Country of Origin of Fur	Fur - Country of Origination	REF01(AFW) REF02 LQ02(MMLABFUR) PID01(S)	Country Code	United States (Code=USA)
	Treatment of Fur (pointed, dyed, bleached etc.)	Fur - Treatment	PID02(19) PID03(VI) PID04 PID01(X) PID02 (84) PID03(94)	Fur Treatment Code	Natural (Code=GM03FTMTNA)
	Inseam (in inches)	Pant/Inseam Length	PID04(INSEAM) PID05		

FTC requirements for Bags & Luggage on the Catalogue are defined as

Bags & Luggage	Country of Origin	Advertised Origin	PID01(F) PID02(GS) PID05	Advertised Origin Code	Made in USA (code=GM03ADVOMU)
	Main Material	Fabric Description	PID01(F) PID02(92) PID05		80% cotton 20% rayon
	Lining Material	Lining Material	PID01(X) PID02(84) PID03(AS) PID04(LINING) PID05	Lining Material Code	Synthetic (Code=GM03LIMITSY)
	Special Collections (if applicable)				
	Features, Benefits and/or Technical Info	Feature/Benefit	PID01(F) PID02(SF) PID05 PID01(X) PID02(84) PID03(AS) PID04(CLOSURE) PID05		A bright high-waist skirt is great this time of year. Wear with your favorite blouse for a perfect look of the season. - 61% polyester, 35% viscose, 4% cotton Dry Clean - Imported - Lined - Length: 27 in. - Zipper
	Closure Type & Location	Closure		Closure Type Code	Clasp (Code=GM03CLOSCL)
	Products Main Purpose/Function (if applicable)	Classification Agency, Classification Level 1 Value	N101(AG) N103(97) N104, N1 Loop - REF01(19) REF02 MEA01(PD) MEA02(HI)		Boots (Code=10001076)
	Height (in inches)	Consumer Item Height	MEA03 MEA04 MEA01(PD) MEA02(WD)		
	Width (in inches)	Consumer Item Width	MEA03 MEA04		
	Bag Capacity (in liters) (if applicable)	Consumer Item Volume (Cube)	MEA01(PD) MEA02(VOL) MEA03 MEA04		
	Luggage Weight (in ounces)	Consumer Item Net Weight	MEA01(PD) MEA02(WT) MEA03 MEA04		
	Laptop Accommodation Size (in inches) (if applicable)				
	Name of Animal	Fur - Animal Name	LQ02(MMLABFUR) REF01(ASP) REF02 LQ02(MMLABFUR)	Fur Animal Name Code	Calf Hair (Code=GM03FANMCH)
	Country of Origin of Fur	Fur - Country of Origination	REF01(AFW) REF02 LQ02(MMLABFUR) PID01(S)	Country Code	United States (Code=USA)
	Treatment of Fur (pointed, dyed, bleached etc.)	Fur - Treatment	PID02(19) PID03(VI) PID04	Fur Treatment Code	Natural (Code=GM03FTMTNA)

FTC requirements for Other ZC (Zappos Categories) on the Catalogue are defined as

<i>Other ZC</i>	Country of Origin	Advertised Origin	PID01(F) PID02(GS) PID05	Advertised Origin Code	Made in USA (code=GM03ADVOMU)
	Main Material	Fabric Description	PID01(F) PID02(92) PID05		80% cotton 20% rayon
	Special Collections (if applicable) (Description Required)				A bright high-waist skirt is great this time of year. Wear with your favorite blouse for a perfect look of the season. - 61% polyester, 35% viscose, 4% cotton Dry Clean - Imported - Lined - Length: 27 in. - Zipper
	Features, Benefits and/or Technical Info	Feature/Benefit	PID01(F) PID02(SF) PID05		
	Closure Type & Location	Closure	PID01(X) PID02(84) PID03(AS) PID04(CLOSURE) PID05	Closure Type Code	Clasp (Code=GM03CLOSCL)
	Products Main Purpose/Function (if applicable)	Classification Agency, Classification Level 1 Value	N101(AG) N103(97) N104, N1 Loop - REF01(19) REF02		Boots (Code=10001076)
	Metal Type	Metal	PID01(S) PID02 (84) PID03(FD) PID04(10 char code list value) LQ02(MMLABFUR)	Metal Code	Stainless Steel (Code=JW03METLSS)
	Name of Animal	Fur - Animal Name	REF01(ASP) REF02 LQ02(MMLABFUR)	Fur Animal Name Code	Calf Hair (Code=GM03FANMCH)
	Country of Origin of Fur	Fur - Country of Origination	REF01(AFW) REF02	Country Code	United States (Code=USA)
	Treatment of Fur (pointed, dyed, bleached etc.)	Fur - Treatment	LQ02(MMLABFUR) PID01(S) PID02(19) PID03(VI) PID04	Fur Treatment Code	Natural (Code=GM03FTMTNA)
	Care Instructions	Item Care Instructions Code	PID01(S) PID02 (84) PID03(FD) PID04(10 char code list value)	Item Care Instruction Code	Dry Clean (Code=GM03CAINDC)
	Please use millimeters for eyewear & watches and inches for all other categories.	Watch Band Width, Watch Case Diameter, Watch Case Height, Watch Case Width	MEA01(PS) MEA02(WD) MEA03 MEA04, MEA01(FD) MEA02(DI) MEA03 MEA04, MEA01(FD) MEA02(HT) MEA03 MEA04, MEA01(FD) MEA02(WD) MEA03 MEA04		

10. If I load all the FTC requirements onto the Catalogue, do I still need to complete the FTC spreadsheet?
You will not have to complete the FTC spreadsheet if ALL your FTC required attributes are loaded in the OpenText Active Catalogue.
11. If I already complete the Amazon NIS spreadsheet, can send Zappos the Amazon NIS spreadsheet in place of the Zappos FTC spreadsheet?
If you already complete the Amazon NIC spreadsheet, you can submit the spreadsheet to your Zappos contact.