

Attribute	Explanation	Mandatory?
Brand	The brand of the product.	Yes
Gender	<p>This field specifies the gender/department of the product.</p> <p>Not mandatory for Lifestyle &amp; Gifts</p> <p><i>Example: Female, Male or Unisex</i></p>	Yes
Category	<p>Specifies the category of the product. If you have several category types explaining a hierarchy separate the different category types by using "&gt;", see the example.</p> <p>We appreciate if you specify your product hierarchy to the lowest level possible.</p> <p><i>Example:</i>  <i>Shoe &gt; Heels</i>  <i>Jeans &gt; Loose</i>  <i>Jeans &gt; Straight</i></p>	Yes
Product Model ID	<p>This is the product identifier from the brand producing the product – numeric or alpha numeric.</p> <p>It is essential that this information is provided by the product's producer, not a middle hand.</p> <p>This is mandatory if product model name is missing, otherwise it is not mandatory. However, it is strongly recommended that both are filled out.</p>	Partly
Product Model Name	<p>The product's model name. The product model name is global, meaning that it does not change depending on what market the product is sold at.</p> <p>It is essential that this information is provided by the product's producer, not a middle hand.</p> <p>This is mandatory if product model ID is missing, otherwise it is not mandatory. However, it is strongly recommended that both are filled out.</p>	Partly
Article Title EN	<p>The article title is the name that will appear for the product on the website. It should also specify the colour of the product. This field is important for the search functionality on the website.</p> <p><i>Example: Odessa Coat Black</i></p>	Yes
Article Colour Brand	<p>This is the brand's original name for the colour. The brandspecific colour.</p> <p>It is essential that this information is provided by the product's producer, not a middle hand.</p> <p><i>Example: Violet Sky, Volcano Red</i></p>	Yes

Article Standard Colour	<p>This is the standardized colour of the product, used for filtering functionality on the marketplace. If you do not have a brandspecific colours translated to standard colours, use the values from article colour brand. This will be solved in the mapping process.</p> <p><i>Example: Orange, green, blue</i></p>	Yes
Size	<p>The size of the product. The information should be stated as in the garment label.</p> <p>Not mandatory for the categories  *Lifestyle &amp; Gifts  *Bags</p> <p><i>Example: EU 38, M, XL, 158</i></p>	Yes
External Variant ID	<p>The internal unique id that is used have to identify a variant.</p> <p>If you only use or have GTIN13/EAN13 you should use that data.</p> <p><i>Example: SKU, brandspecific ID</i></p>	Yes
GTIN 13 /EAN 13	<p>This is the GTIN13/EAN13 code you use for identifying your products. It needs to be 13 digits long.</p> <p>If you don't have this available, leave it blank and use External Variant ID - Which is mandatory</p>	No (but extremely strongly recommended)
Still Life Image URL / Image 1	<p>It should display the front of the product, in a still life format against a white or grey background in a high resolution.</p> <p>All images have be a minimum of 1920 pixels wide and 72 dpi in resolution.</p> <p>The pictures must be URL-links. The URL needs to start with http:// or https://</p>	Yes
Material 1	<p>Description of material 1.</p> <p><i>Example: Cotton, Wool, Cashmere</i></p>	Yes
Material Percentage 1	<p>Percentage of material 1.</p> <p>NOTE: The sum of all materials must be 100%</p> <p><i>Example: 70%, 70, 0,7, 0.7</i></p>	Yes
Material 2-5	<p>Description of material 2.</p> <p><i>Example: Cotton, Wool, Cashmere</i></p>	No
Material Percentage 2-5	<p>Percentage of material 2.</p> <p>NOTE: The sum of all materials must be 100%</p>	No

	<i>Example: 70%, 70, 0,7, 0.7</i>	
Care	<p>Wash and care instructions for the product. The format of this type of data is special. If you have several care instructions you will have to add each one in the same field and separate the care instructions with a " ", see the example.</p> <p><i>Example: 30 degrees machine wash   Do not bleach</i></p>	No
Image 2-5	<p>Image 2 is preferably a model image. It can also be a detail picture or a different part of the product.</p> <p>Image 3 can be a detail picture, a model shot, or a different part of the product.</p> <p>All images have to be a minimum of 1920 pixels wide and 72 dpi in resolution.</p> <p>The pictures must be URL-links. The URL needs to start with http:// or https://</p>	No
Product Description EN	This field includes a description in English of the product.	No
Product Description SE	This field includes a description of the product in Swedish.	No
Article ID	This is an alpha-numerical identifier for the colour and the article if available. Can be left empty if the original identifier from the brand is not available.	No
Article Title SE	The article title in Swedish, if you have one.	No