

ZALORA

SUB CAT TYPE GUIDELINES

Sub Cat Types

Zalora is now implementing a new ***mandatory*** field, **Sub Cat Type**. This ensures that all items are carefully tracked according to a more specified categorization allowing us to calculate point of improvements your brand needs in order to succeed.

This allows us to provide you in-depth analysis of your performance over a period of time, giving us insights on the categories that you need to focus on, and categories that you need to grow

SUBCAT TYPE: Uploading New products via the User interface (Add a Product)

During your single product upload:

1. You should notice a new addition under Additional Product Details

There is required information missing in some of the tabs.

Add a Product to category Accessories > Women's Accessories > Gloves > Fingerless

Product Information | **More Product Details** | Group | Product Pricing & Sizes | Images

* Indicates required field

Product Specification

Color Family *

Additional Product Attributes

Gender *

Material

Sub Cat Type *

Kids Accessories
Kids Apparel
Kids Shoes
Kitchen & Cooking Accessories
Leggings & Tights
Lifestyle Accessories
Lingerie Sets
Lips
Loafers, Moccasins & Boat Shoes
Long Pants
Marketplace
Maternity
Mules & Clogs
Nails
Nightwear & Sleepwear
Non Core Non Fashion
Organizers & Storage
Other Accessories
Other Baby Accessories
Other Bags
Please select

Value is required and can't be empty

Type of Sub Category

2. It is worth noting that you cannot leave this blank as an error will appear should you overlook this requirement

SUBCAT TYPE: Uploading New products via Product Import (Batch Upload)

During your Batch Upload:

- 1. You should notice a new addition under Additional Product Details

Additional Product Attributes		
Gender	Material	SubCatType
Female, Male	Leather, Synthetic (PU)	

- 2. Click on the dropdown to reveal your options.

Additional Product Attributes		
Gender	Material	SubCatType
Male	Leather, Synthetic (PU)	
		Hair
		Hats & Caps
		Heels & Wedges
		Home Decorative & Living
		Hoodies & Sweatshirts
		Jackets & Coats
		Jeans
		Jewellery

- 3. It is worth noting that you cannot leave this blank as an error will appear should you overlook this requirement

SUBCAT TYPE: Using this guide

Sub Cat Types

It is highly suggested to make sure that you are familiarized with the sub cat types shown in this deck before performing any uploads. This in turn lessens any tendency for mis-tagged of sub cat types.

The guide contains photo guides of common products and its appropriate sub cat type.

IMPORTANT:

There are sub cat types that can only be used for a specific gender, please make sure to adhere to the requirement.

SPORTS

- Lifestyle Accessories

- * Watches
- * Socks
- * Caps
- * Wrist Band
- * Eyewear
- * Shoe Lace
- * Phone Pouch
- * Wallet

Streetwear / Fashion
Accessories from a
Sports Brand belong
here such as lifestyle
socks, caps, wrist
bands, fan gears.



SPORTS

- Performance Accessories



- Yoga Mat
- Caps
- Wrist Band
- Performance socks
- Wrist Support
- Sports Equipment

Sports Performance oriented accessories belong here

SPORTS

- Lifestyle Bags

- * Messenger Bag
- * Duffel Bag
- * Packable Totes
- * Sling Bags
- * Fanny Pack

Tote bags, packable
totes, sling bags,
messenger bag,
Duffel bags from
sports lifestyle brands



SPORTS

- Lifestyle Backpacks

Streetwear / Fashion
Backpacks from a
Sports Brand belong
here.



SPORTS

- Performance Backpacks



Streetwear / Fashion
Backpacks do not
belong here, even if
they come from a
Sports brand.
Strictly for
Performance
Backpacks

- * Trekking
- * Hiking

SPORTS

- Lifestyle Bottoms

Streetwear / Fashion
Bottoms, Casual
Lounge Bottoms from
a Sports Brand belong
here.



SPORTS

- Performance Bottoms

- * Sports Legging
- * Yoga Pants
- * Trekking
- * Jogger
- * Boardshort
- * Compression

Streetwear / Fashion
Bottoms do not
belong here, even if
they come from a
Sports brand.
Strictly for
Performance Bottoms
& boardshorts.



SPORTS

- Lifestyle Tops

- Streetwear
- Fashion Tops
- T-shirts
- Cotton Jackets

Streetwear / Fashion
Tops/T-shirts/Cotton
Jackets from a Sports
Brand belong here.



SPORTS

- Performance Tops

- Rashguard
- Jersey
- Wind Jacket
- Tech Fleece Jacket

Strictly for
Performance Tops,
Rashguards, Wind
Jacket & Tech Fleece
Jacket.



SPORTS

- Lifestyle Shoes

- Casual Shoes
- Sneakers
- Sandals
- Flip Flop

Streetwear / Fashion
Shoes, casual shoes,
sneakers, sandals,
wedges from a Sports
Brand belong here.
This includes Sandals
and flip flops from
sports lifestyle brands



SPORTS

- Performance Shoes

- Running
- Boots
- Indoor
- Hiking

Streetwear shoes / Sneakers do NOT belong here (Sneakers & Skate Shoes).
Strictly for Performance Shoes.



SPORTS(WOMEN ONLY)

- Sports Bra

Sports performance
bra



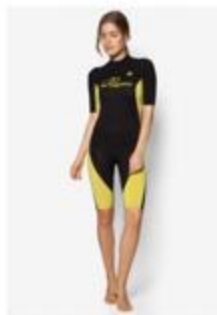
SPORTS(WOMEN ONLY)

- Sports Swimwear

- * Bikini
- * Tankin
- * One Piece
- *

All women swimwear
from a sports brand
belong here.
(performance & non-
performance item)

Fashion swimwear
tops don't belong
here



TRADITIONAL

- Batik

- Baju Batik
- Kain
- Kebaya



TRADITIONAL

- Prayer Apparel & Accessories

- Praying Mat
- Prayer Set



TRADITIONAL

- Traditional Bottoms

- * Skirt
- * Pants

Any kind of bottoms
from
Traditional/Muslimah
Brand



TRADITIONAL

- Traditional Dresses

- Jubah
- Kurung
- Cheong Sam
- Saree
- Baju Raya

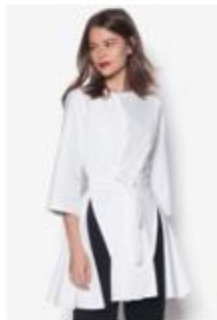


TRADITIONAL

- Traditional Tops

• Kurtas

* any other type of
tops which belong
to Trad brand
belongs here



TRADITIONAL

- Tudung & Head Scarves



- Instan
- Pashmina
- Shawl

APPAREL(WOMEN ONLY)

- Blouses & Tunics

- * Shirts (Women)
- * Blouses
- * Tunics

Shirts for Women go into this subcat!

Blouse: Blouses often have a button panel and a collar. They always have a wider shoulder than tank tops. Blouses generally have a more conservative neckline and can have frills and other embellishments. They are made from woven materials, with chiffon and crepe being very common.

A tunic is a long sleeved top with a longer body length from the hips to ankle (see 5th picture).



APPAREL

- Cardigans & Knitwear

- Waterfall
- Furry
- Classic
- Cropped
- Long
- Oversized

<http://styleinked.com/the-complete-cardigan-guide/>

Jumpers, Sweatshirts,
Pullover do NOT belong here (Hoodies & Sweatshirts)
Jerseys from sports brands should go in Sports lifestyle tops



APPAREL(WOMEN ONLY)

- Dresses

- * Full Skirt
- * A-line Skirt
- * Wrap
- * Empire Waist
- * Sheath
- * Bodycon
- * Babydoll
- * Shift
- * Spaghetti Strap
- * Halter

<https://s-media-cache-ak0.pinimg.com/736x/47/22/7e/47227ec2f22860b26a0ac6ec2f251429.jpg>



APPAREL

- Hoodies & Sweatshirts

- Hoodies
- Pullover
- Sweatshirt

Does not include
Cardigans & Knitwear!
Hoodies from sports brands
should go in Sports lifestyle
tops



APPAREL

- Jackets & Coats

- * Jacket
- * Coat
- * Trench Coat
- * Parka
- * Anorak
- * Raincoat
- * Leatherjacket
- * Winterjacket
- * Baseball Jacket
- * Overcoat

3rd layer outerwear items that are worn above Sweatshirts
Blazer (for men or for women) do NOT belong here. They should go into Suits.



APPAREL

- Jeans

Jeggings & Denim Shorts
do NOT belong here
(Leggings & Tights /
Shorts)



APPAREL

- Leggings & Tights

- Jeggings
- Leggings
- Tights



Incl. Jeggings
Stockings do not belong
here! (Socks)



APPAREL

- Long Pants

- Chinos
- Harem pants
- Jogger pants
- Khakis



APPAREL(WOMEN ONLY)

- Maternity

Clothing, which is specifically made to fit women during pregnancy.

Underwear allowing for discreet nursing belongs into Underwear!



APPAREL

- Nightwear & Sleepwear

- Pyjamas
- Camisole
- Lingerie
- Sleepwear
- Nightdress



APPAREL(WOMEN ONLY)

- Playsuits & Jumpsuits

- Short playsuit
- Long playsuit
- Romper
- Jumpsuit
- Dungarees
- Overall



APPAREL

- Polo Shirts

- Printed polo
- Plain polo
- Baseball collar
- Stand collar
- Zipper polo



APPAREL(MEN ONLY)

- Shirts

- Formal/Dress
- Casual
- Striped
- Patterned
- Check
- Plain

Women's Shirts belong in
Blouses & Tunics!



APPAREL

- Shorts

- Hotpant / Shortpant
- Bermuda
- Mid-Length
- Knee-Length
- Low-rise
- Pleated
- Chinos
- Cargo
- Jeans
- Plaid
- Skorts
- Culottes

All short pants, incl. Denim
Shorts and Culottes



APPAREL

- Skirts

- * A-line
- * Godet
- * Gypsy
- * Straight
- * Pencil
- * Wrap
- * Circular
- * Draped

Culottes do not belong
here!



APPAREL

- Socks

- Mid-length
- Ankle
- Knee-length
- No Show

Stockings go here!



APPAREL

- Suits

- Suits
- Blazer
- Suits Pant

This includes Blazers and Suit Pants, even if they are not sold as part of a 2/3 piece set!



APPAREL(WOMEN ONLY)

- Tops

- Tank Top
- T-shirt
- Halter Tops
- Kaffan Top
- Singlet/Cami

All women's tops that do not fit into any other category



APPAREL(MEN ONLY)

- T-Shirts

- Basic
- Printed tee
- V-neck
- Round neck
- Singlet
- Baseball tee

Longsleeve and sleeveless
Tees belong here as well!
Tees from Sports brands
(Nike, Adidas, etc.) do not
belong here even if they
are lifestyle and fashion



ACCESSORIES

- Backpacks



Backpack

- * Rucksack
- * Drawstring
- Duffel
- * Multi-Carry
- Backpack
- * Flap
- Backpack



Any variants of bags, with carrying at the back

Men's Backpack



ACCESSORIES

- Belts & Buckles

- * Classic
- * Formal
- * Woven
- * Metallic
- * Wide
- * Skinny
- * Tied
- * Two-toned



ACCESSORIES

- Fashion Bags

Fashion Bags

Occasion-based range
Can be used without strap,
may have detachable
chain straps



Occasion-
based range.
Mainly used
without strap,
may have
detachable
chain straps,
incl Messenger
and Sling Bags
for men.

Men's Fashion Bag

Rectangular silhouette (messengers,
& satchels, flight bags) are
specifically parked under this cat



- * Clutch
- * Wristlet
- * Minaudiere
- * Messenger
(mens)
- * Satchel
(mens)
- * Flight Bag
(mens)



ACCESSORIES

- Hats & Caps

- * Fedora
- * Beanie
- * Trucker
- * Baseball
- * 5-panel
- * Cadet
- * Ascot

Hats and caps
from sports
brands should
go into sports
accessories



ACCESSORIES

- Jewellery

- * Bracelet
- * Earring
- * Ring
- * Armlet
- * Bangle
- * Necklace
- * Brooch
- * Choker



ACCESSORIES

- Other Accessories

- * Tie
- * Scarf
- * Bowtie
- * Cufflinks
- * Toys
- * Pet
- Accessories
- * Stationery
- * Keychain
- * Suspender
- * Gloves
- *
- Hairpin/Scrunchies

Residual
Categories for
all accessories
that do not fit
into any other
Subcat
Please note:
accessories
from sports
brands do not
belong here



ACCESSORIES

- Other Bags

- * Fanny Packs
- * Utility Bag
- * Briefcases
- * Beach Bags
- * Canvas Totes
- * Toiletries Bags
- * Pouch
- * Cosmetic Case
- * Bum Bag
- * Diaper Bag
- * Sports Bag (mens)
- * Handcarry Duffel (mens)
- * Weekender (mens)
- * Shoes Bag/

Others Bag



All other function-driven bags. Residual Category for all bags that do not fit into Backpacks, Fashion Bags, Travel Bags & Luggage, or Wallets & Purses



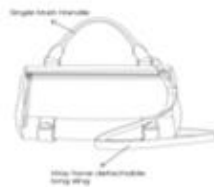
Men's Other Bags



ACCESSORIES

- Shoulder Bags

- * Hobo
- * Bucket
- * Handbag
- * Baguette
- * Double-Chain Bag



Single main handle (or layered), may have detachable sling



ACCESSORIES

- Top-Handles

- * Flap Bag
- * Doctor Bag
- * Mini
- * 'Luggage'
- * Feed Bag
- * Boston Bag
- * Bowling bag



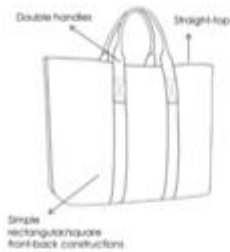
Flap bags with single short handle at top, usually with detachable long strap



ACCESSORIES

- Totes

- * Shopper
- * All-Sized Totes
- * Career Bag
- * Drawstring Totes

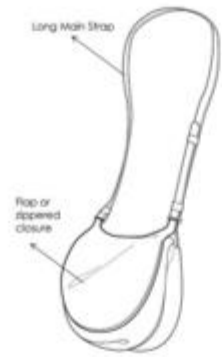


Simple front-back construction with double handles, may have detachable sling



ACCESSORIES
- Sling Bags

- Messenger Satchel
- Saddlebag
- Crossbody
- Round Sling
- Bowling Bag
- Grab Bag



Long main strap



ACCESSORIES

- Technology Accessories

- * Earphone
- * Headphone
- * Phone Cases
- *
- Tablets/Laptop Pouches
- * Camera Strap

Technology items and accessories for technology items.



ACCESSORIES
- Travel Bags & Luggage

- * Duffel Bags
- * Luggage
- Bags
- * Holdalls
- *Weekender



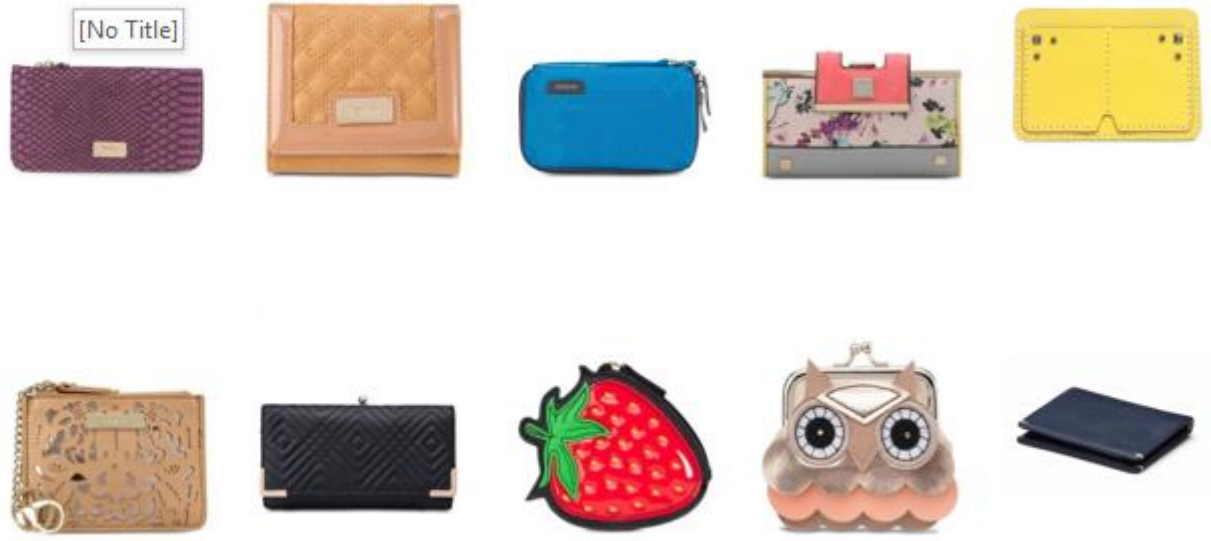
All bags used to carry luggage. This includes Holdalls! It does not include Passport Holders (Wallets & Purses) and Toiletries Bags (Other Bags).



ACCESSORIES
- Wallets & Purses

- * Wallet
- * Purses
- * Passport Holder
- * Coin Pouches
- * Cardholder

All Wallets & Purses. Also includes Passport Holders



ACCESSORIES

- Watches

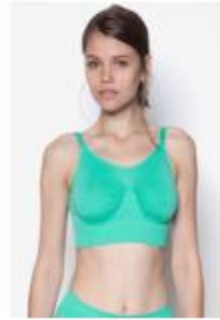
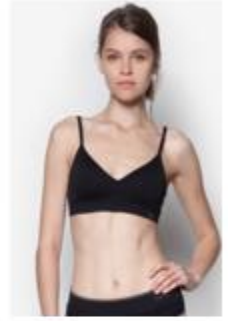
- * Digital
- * Analog
- * Strap



UNDERWEAR(WOMEN ONLY)

- Bra

- * Minimizer
- * Plunge
- * Strapless
- * Wireless
- * Push Up
- * Balconette
- * Full Coverage
- * Adhesive
- * Bandeau
- * Front Closure
- * Padded
- * T-shirt
- * Demi-Cup
- * Full-Cup



UNDERWEAR(MEN ONLY)

- Briefs

- * Boxer Shorts
- * Boxer Briefs
- * Briefs
- * Trunks

Innerwear briefs and
boxers for men



UNDERWEAR(WOMEN ONLY)

- Lingerie Sets

All Bra & Panty/Brief
Sets



UNDERWEAR(WOMEN ONLY)

- Panties

- Basic
- Hipster
- Boyshorts
- Briefs (Granny)
- Bikini
- Thong
- High-cut (V type)

All women briefs



UNDERWEAR(MEN ONLY)

- Swimwear & Beachwear



* Swimming Trunks All swimwear for Men's



UNDERWEAR(WOMEN ONLY)

- Swimwear Bottoms

- * Brazilian
- * Thong
- * Hipster
- * Scoop
- * High Waist
- * Tie Side
- * Boy Short
- * Skirted

Non performance
swimwear bikini,
tankini, bottoms, From
all fashion brands
belong here



UNDERWEAR(WOMEN ONLY)

- Swimwear Tops

- One Piece
- Bikini
- Halter
- Bandeau
- Tankini
- Underwire
- Monokini

Non performance
swimwear bikini, tankini
tops, From all fashion
brands belong here



UNDERWEAR

- Underwear

- * Shapewear
- * Girdle
- * Corset
- * Undershirt
- * Camisole
- * Nursing Bra

Shapewear, and
nursing underwear and
any other



SHOES(WOMEN ONLY)

- Ballerina & Flats



Sandals do NOT
belong here!



SHOES

- Boots

- * High Heeled Boots
- * Ankle Booties
- * Chukkas

Boots with heels
or a wedge
belong here!



SHOES(MEN ONLY)

- Business & Dress Shoes



Formal Shoes
that can be
worn with
formal attire

- * Oxford
- * Brogues

SHOES(WOMEN ONLY)

- Heels & Wedges

- * Kitten Heels
- * Pumps
- * Stilettos
- * Ankle Strap
- Heels
- * Wedge Heels
- * Wedge
- Sandals
- * Cone Heels
- * Sling Back
- Heels
- * Platform
- Heels
- * High Heel
- Sandals
- * Peep Toe
- Heels
- * Chunky Heels



<http://www.beclickless.com/blogs/heel-to-toe/14217957-25-types-of-heels-the-ultimate-guide>



SHOES

- Loafers, Moccasins & Boat Shoes

- Penny
- Horsebit
- Tassel
- Kilted
- Boat
- Moccasins
- Driving



SHOES

- Other Shoes

- Formal/Smart
- Casual
- (Women)
- Crocs
- Sandals

Residual
category for all
shoes that do
not fit anywhere
else.
E.g. Health
Shoes or Crocs



SHOES

- Outdoor Shoes

Mostly Hiking Shoes. Hiking Shoes from Sports Brand will be featured under Sport Shoes.



SHOES

- Sandals & Flip Flops

- * Slide Flip Flop
- * Thong Flip Flop
- * Fisherman Sandals
- * Dress Sandals
- * Sports Sandals
- * Ankle Strap (Women)
- * Gladiator
- * Slingbacks
- * T-Strap
- * Strappy

Open flip flops from fashion brands, sports brands flip flops do not belong here



SHOES

- Shoe Care & Shoe Accessories

- Toe Pad
- Foot Bed
- Cleanser
- Wax
- Shoe Clip
- Shoe Lace



SHOES

- Slip Ons & Espadrilles



Slip On
Sneakers from
Fashion Brands
belong here.



SHOES(MEN ONLY)
- Smart Casual Shoes



- * Oxford
- * Brogues
- * Casual
- * Formal
- * Plimsolls

Shoes that have elements of formal shoes but can not be worn with formal attire. Often the sole is a good indicator: Sneaker-like (2nd pic) or boot-like (1st pic) sole. Also the material can make a shoe too casual: Suede or non-traditional colors



SHOES

- Sneakers

Sporty streetwear shoes. Actual performance shoes do NOT belong here (Sports Shoes). Sports shoes are more "technical" than sneakers. For e.g. Nike Casual Sneakers will be featured in Sports Lifestyle Shoes. Slip On Sneakers do NOT belong here (Slip Ons & Espadrilles).

- Low Top
- High Top
- Mid Cut
- Low Top CVO
- High Top CVO



GLASSES

- Eyewear

- * Wayfarer
- * Aviator
- * Butterfly
- * Rectangle
- * Semi-rimless
- * Shield
- * Square
- * Wrap



BEAUTY
- Bath & Body

- * Body Moisturisers
- * Body Treatments
- * Body Cleansers
- * Bath Spray,
- Soaps
- * Hand Wash
- * Hand Moisturisers
- * Deodorants
- * Foot Care
- (scrubs, creams, etc.)
- * Sun Screen
- * Body Mist
- * Body Sprays
- * (Massage) Oils

Sets go into the subcat where the majority of the products come from.



BEAUTY
- Beauty Accessories & Tools

- * Makeup Brushes & Sponges
- * Makeup Bags
- * Lash Curlers
- * Body Sponges & Brushes
- * Foot Implements
- * Tweezers
- * Mirrors
- * Shavers
- * Blow Dryers
- * Foot Scrubs Nail Files
- * Nail Clippers
- * Nail Scissors

Contains: Makeup Brushes & Sponges, Makeup Bags, Lash Curlers, Body Sponges & Brushes, Foot Implements, Tweezers, Mirrors, Shavers, Blow Dryers, Foot Scrubs Nail Files, Nail Clippers, Nail Scissors



BEAUTY
- Cleansers & Toners

- Remover Wipes
- Face Mists
- Eye Makeup Removers
- Cleansers
- Toners

Contains: Remover Wipes, Face Mists, Eye Makeup Removers, Cleansers, Toners
Sets go into the subcat where the majority of the products come from.



BEAUTY

- Eyes

- Eye Liner
- Eye Shadow
- Mascara
- Eyebrow
- Eye Primer
- Fake Eyelashes

Eye Liner, Eye Shadow, Mascara, Eyebrow, Eye Primer, Fake Eyelashes
Sets go into the subcat where the majority of the products come from.



BEAUTY
- Face Make-up

- Foundations
- BB Cream
- Face Concealer
- Primer
- Blushers
- Bronzers
- All-over Color

Foundations, BB Cream, Face Concealer, Primer, Blushers, Bronzers, All-over Color
Sets go into the subcat where the majority of the products come from.



BEAUTY

- Face Moisturizers

- Moisturisers
- Eye Creams
- Other Face Cream

Moisturisers, Eye Creams, Other Face Cream (usually Serums & Treatment are either a gel or liquid whereas a moisturiser are in most cases a cream)



BEAUTY

- Face Serums & Treatments

- Masques
- Pore Strips
- Peelings
- Exfoliators
- Serums

Masques, Pore Strips, Peelings, Exfoliators, Serums, Face Treatments (usually Serums & Treatment are either a gel or liquid whereas a moisturiser are in most cases a cream)



BEAUTY

- Fragrances

- Fragrances
- EDP
- EDT
- Cologne

Fragrances, EDP, EDT, Cologne Sets go into the subcat where the majority of the products come from.



BEAUTY
- Hair

- Shampoo
- Conditioner
- Styling
- Styling Men
- Treatment
- Hair Grooming

Shampoo, Conditioner, Styling, Styling Men, Treatment, Hair Grooming Sets go into the subcat where the majority of the products come from.



BEAUTY
- Lips

- Lip Liners
- Lipstick
- Lip Gloss
- Lip Balm

Lip Liners, Lipstick, Lip Gloss, Lip Balm Sets go into the subcat where the majority of the products come from.



BEAUTY

- Nails

- Lacker
- Stickers
- Base & Top
- Treatment
- Remover

Lacker, Stickers,
Base & Top,
Treatment, Remover



BEAUTY
- Other Beauty

• Shaving Cream

Shaving Cream
Sets where is is not
clear what the
majority subcat is
belong in Other
Beauty

