



# ZALORA

MARKETPLACE  
PRODUCT GROUPING



# PRODUCT GROUPING

## Grouping Colour Variations of the Same Product

Home > Women > Clothing > Skirts > Mini Skirts



### Something Borrowed Button Down Denim Skirt

24.90 SGD

Create an upbeat vibe for your OOTD by slipping into this fun-loving skirt from Something Borrowed. Crafted from denim, you just know that this is able to mesh easily with most ensemble choices you can make.

[see more ▼](#)

Delivery above \$40\*

30 Days Return

Cash On Delivery

DELIVERED IN  
1 - 3 working days

SOLD BY ZALORA

OTHER COLORS AVAILABLE



- Grouping different colour variations of the same product design together
- Helps boost sales as customers can:
  - Choose from a larger variety – there is a higher probability of purchase by customers
  - Search for an alternative easily – customers are able to purchase other available colours should his/her first choice is out of stock

Free

Free

Yes

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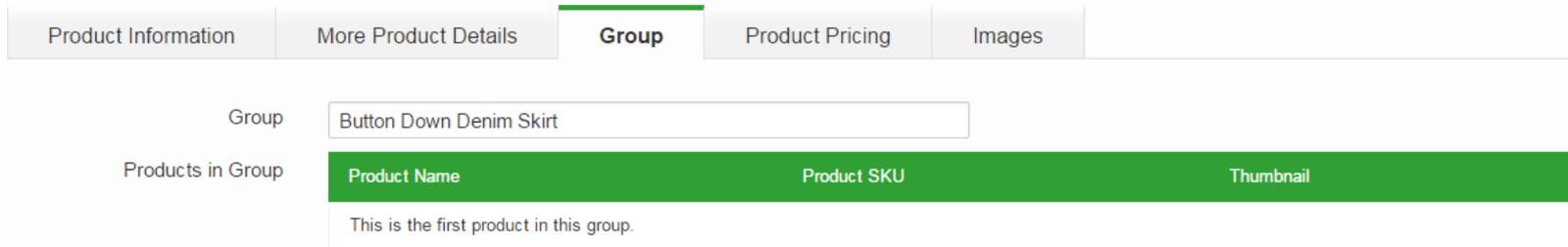
## Grouping Colour Variations of the Same Product

| Product Information        | More Product Details   | Group | Product Pricing | Images |
|----------------------------|--|-------|-----------------|--------|
| * Indicates required field |  |       |                 |        |
| Name *                     | <input type="text" value="Button Down Denim Skirt"/>   |       |                 |        |
|                            | Name of the product. For a better listing quality, the name should consist of the Brand, the actual product name, if available color, edition, speciality<br>Example: Levi's Straight Leg Blue Jeans, Ralph Lauren White Men's Dress Shirt |       |                 |        |
| Video link                 | <input type="text"/>   |       |                 |        |
|                            | Set the video link hash on PDV   |       |                 |        |
| Brand *                    | <input type="text" value="Accidentally Three"/>  |       |                 |        |
|                            | Brand of the product<br>Example: Ezra, Levi's, Kiss Jane   |       |                 |        |
| Main Color                 | <input type="text" value="Blue"/>  |       |                 |        |
|                            | Color that is displayed in the Frontend<br>Example: Blue, green, red   |       |                 |        |

- Step 1: Under the main **Product Information** tab, ensure that the Brand indicated for specific product with more than 1 colour variations is the same.

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Product Information   More Product Details   **Group**   Product Pricing   Images

Group:

Products in Group

| Product Name                             | Product SKU | Thumbnail |
|--|-------------|-----------|
| This is the first product in this group. |             |           |

- Step 2: Under the **Group** tab, enter a unique group name that can allow you to easily identify the product group
  - e.g. Product Name
  - You should see the indication “This is the first product in this group”
- Step 3: After completing all mandatory fields, finish creating product and continue to create other colour variation(s) of the same design.

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

Group:

Products in Group

| Product Name            | Product SKU | Thumbnail  |
|-------------------------|-------------|--|
| Button Down Denim Skirt | WK006-BLU-L |  |

- Step 4: In subsequent creations, search for unique group name
  - An auto-filler will show the existing and available groupings
  - You should see colour variations of product you have previously added and grouped
  - New colour variation will be grouped accordingly