



# 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

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Product Information	More Product Details	Group	Product Pricing	Images
<small>* Indicates required field</small>				
Name *	<input type="text" value="Button Down Denim Skirt"/> <small>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 Example: Levi's Straight Leg Blue Jeans, Ralph Lauren White Men's Dress Shirt</small>			
Video link	<input type="text"/> <small>Set the video link hash on PDV</small>			
Brand *	<input type="text" value="Accidentally Three"/> <small>Brand of the product Example: Ezra, Levi's, Kiss Jane</small>			
Main Color	<input type="text" value="Blue"/> <small>Color that is displayed in the Frontend Example: Blue, green, red</small>			

- 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	<b>Group</b>	Product Pricing	Images
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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

Button Down Denim Skirt

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