

# MAXIMIZE PRODUCT DESCRIPTION

## Introduction

This guide will show you how to make the most out of your product description. An effective product description that is engaging and provides helpful product information can compel your audience to make a purchase!

## Content Overview

### PART 1: LIST FEATURES & BENEFITS

- i. Apparel
- ii. Swimwear
- iii. Shoes
- iv. Bags
- v. Belts
- vi. Eyewear
- vii. Jewelry & Watches

### PART 2: DEFINE TONE OF VOICE

### PART 3: PRESENT IN A COMPREHENSIVE FORMAT

## PART 1: LIST FEATURES & BENEFITS

---

Begin by creating a list of features and benefits of your product. Write detailed features, highlight unique aspects of your product. For benefits, think of how your product makes an improvement to their lives. Here are some ideas:

### i. Apparel

#### *Main Material:*

Cotton, Polyester, Cotton denim, etc. Make sure to highlight if product contains allergen or culturally-sensitive materials e.g. latex elastic, wool, chemically-treated materials for wrinkle-free / dirt-resistant / breathable properties

#### *Type of Neckline:*

Round neckline, V neckline, Boat neckline etc

#### *Type of Backline:*

Backless, Cutout, Deep V etc

#### *Type of Sleeve:*

Sleeveless, Long sleeves, Cap sleeves, etc

#### *Type of Fastening:*

Zip back fastening, Button through front, Lace-ups etc

#### *Type/ quantity/ placement of Pockets:*

Two side pockets, Concealed back pocket, etc

#### *Fit:*

Slim fit, Regular fit, Skinny fit

#### *Other Specialties/ Details:*

Large keyhole cut out, Ripped knees, Chunky knit front panel, stretchable etc

## ii. Swimwear

### *Main Material:*

Lycra, Nylon, Polyester, etc. Make sure to highlight if product contains allergen e.g. latex elastic, wool, chemically treated materials for wrinkle-free or dirt-resistant / breathable properties

### *Type of Neckline:*

V neckline, Halter, Plunge etc

### *Type of Product:*

One-piece, Bandeau, Tankini, etc

### *Details of Top:*

Adjustable shoulder straps, Soft padding with underwire, Lace cup overlays, etc

### *Details of Bottom:*

High cut, Low-rise, Bikini

### *Type of Fastening:*

Hook and eye fastening, Lace-ups, etc

### *Other Specialties/ Details:*

Tie sashes at the side, Shirred, Cut-out, Ruching, etc

## iii. Shoes

### *Main Material:*

Textile upper, Genuine leather upper, Synthetic suede upper, etc. Make sure to highlight if product contains allergen or culturally-sensitive materials e.g. latex elastic, chemically treated materials for dirt-resistant/ breathable properties, pig leather

### *Type of Fastening:*

Slip-on style, Side zip fastening, Lace-up fastening, etc

### *Toe Shape:*

Almond shaped toe, Peep toe, etc

### *Type of Heel:*

Stiletto heel, Cylinder heel, Open heel, etc

### *Type of Fit:*

Wide, Narrow, etc

### *Other Specialties/Details:*

Brogue detail, Elastic panels, Velcro strap on tongue, Heel pull tab, etc

**iv. Bags***Main Material:*

Canvas, Poly satin, etc. Make sure to highlight if product contains allergen or culturally-sensitive materials e.g. latex, elastic, wool, chemically treated materials for wrinkle-free / dirt-resistant / breathable properties, pig leather

*Design details:*

Quilted design, Foldover design with buckle detail, Scallop trim, etc

*Type of Handles/ Straps:*

Grab handles, Detachable body strap, Long shoulder strap, etc

*Type of Main Fastening:*

Zip fastening, Kiss clasp fastening, etc

*External compartments:*

2 side pockets, Magnetic button closure, etc

*Internal compartments:*

Internal zip pocket, etc

**v. Belts***Main Material:*

Synthetic leather, Genuine leather, Synthetic and metal alloy, etc. Make sure to highlight if product contains allergen or culturally-sensitive materials e.g. latex elastic, wool, chemically treated materials for wrinkle-free / dirt-resistant / breathable properties, pig leather

*Type of Belt:*

Obi, Wide, Skinny, etc

*Type of Fastening:*

Pin buckle fastening, Hook fastening, Slider fastening, etc

*Other Specialties/ Details:*

Studded, Woven, Plaited, etc

**vi. Eyewear***Frame Detail:*

Round plastic frames, Teardrop-shaped metal frames, Chunky tortoiseshell frames, etc

*Type of Lenses:*

Gradient tinted lenses, Dark tinted lenses, Light tinted lenses, etc

*Type of Nose Pad:*

Silicone nose pads, Moulded nose pads, etc

*Arm Design:*

Slim arms with curved tips for a secure fit, Printed logo on temples, etc

*Other Specialties / Details:*

UV protection, etc

## vii. Jewelry & Watches

### *Main Material:*

Silver-tone finish, Metal alloy, Plastic etc. Make sure to highlight if product contains allergen or culturally-sensitive materials e.g. nickel, latex elastic, chemically treated materials for dirt-resistant / breathable properties, pig leather

### *Type of Face:*

Round, Oval, Square, etc

### *Type of Fastening:*

Loobster clasp, Fish hook, Latch back, Butterfly clasp, Security clasp, Pin buckle etc

### *Specialties/ Details:*

Adjustable chain length, Hoop drop design, Abstract triangle design, Three-hand movement, Diamante-embellished bezel, Waterproof, Heart rate monitor, etc

## PART 2: DEFINE TONE OF VOICE

---

Your tone of voice is a great tool to influence and persuade. It also helps to show your brand personality and differentiate your brand. To define your tone of voice, consider your brand culture & personality and identify your target customer. Write in tone of voice that engages your audience!

## PART 3: PRESENT IN A COMPREHENSIVE FORMAT

---

The Zalora product description format is a paragraph of text, followed by an empty line and key product features listed in bullet points.

Presenting your product description in large chunks of text may be too wordy and unappealing, readers may skim through the content or skip it entirely.

The following format is a great way to attract and engage with your audience effectively. The first paragraph contains the main benefits of the product, while the bullet points show an easy-to-read summary of the detailed product features.



Product description example:

- Polyblend
- Round neckline
- Sleeveless
- Back zip fastening
- Relaxed fit
- Lined