Watches Style Guide

MINIMALISM
Sleek Spring Summer trend for Men and Women.
Make a bold statement by keeping it simple.

SHOP BY CATEGORY OR STYLE

MEN
WOMEN
SPORTS
DIGITAL
CHRONOGRAPH
ANALOGUE
AUTOMATIC
BINARY
CHILDREN
CERAMIC
GIFT BOXES
POCKET & POUCH
ACCESSORIES

FASHION WATCHES

RAINFOREST BRIGHTS
Spellbinding colors and playful-yet-stylish designs—from ESQ Movado and more.

FEATURED BRANDS IN FASHION WATCHES
About this document

Customers today actively visit major e-commerce portals like Amazon to search, seek, compare and consume brand/product information before making a purchase decision. Our goal is to present our selection in a curated and personalized manner such that customers feel like they’re wandering through a mall where their favorite brands are featured but also being able to discover new brands and styles with a boutique-like feel where it’s easy to find anything they’re looking for.

The information that you upload to Amazon is displayed on the product detail page and plays a critical role in educate customers to purchase your products. Since Amazon customers are not able to physically pick up or view products when shopping for an item, our goal is to enable the customer to make an informed buying decision by providing as much information as possible on the product detail page. A good detail page is a proven way of driving traffic, product discoverability and online product sales.

The below style guide has two components: Data and Images. This Style Guide is intended to give you guidance you need to create effective, accurate product detail pages in Watches category.

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Product Detail Page.
The detail page shows information about the product, including images, product specifications, and prices. It also shows customer-generated content that can help to inform the purchasing decision, such as customer reviews and other post-purchase feedback.

Product Detail Pages with rich & accurate information and high resolution product images not only help in driving traffic and sales but also inspire a customer to spend more time shopping for your products to discover a selection matching his style, latest trends and preferences. The standard Amazon product detail pages have various components which directly impact the customer's online buying experience. These key features have been highlighted below.

High Resolution Product images & video

Product Title

Product Feature Bullets

High Resolution -Main Product Image

Relevant Product Attributes

Product Description

Amazon.com
The Eco-Drive Perpetual Calendar Chronograph Watch features a titanium case and a black dial. The timepiece features a 1/20 second chronograph that measures up to 60 minutes, 12/24 time, dual time, alarm, date, and power saver function. Additional features include an inner calendar, which automatically adjusts to the proper date as well as leap years through the year 2100. Independent hour hand adjustment makes changing time zones simple and precise. The genuine leather strap features a traditional white contrast stitching and buckle closure.

*Disclaimer: The information provided is general and may not represent the specific product details.

Amazon Confidential Information
<table>
<thead>
<tr>
<th>Product detail page feature</th>
<th>Customer impact</th>
</tr>
</thead>
</table>
| Product Title               | • Product title is the first thing which customers see when visiting your detail page.  
• Clear and concise titles will improve search results and catch the customer’s attention. |
| Product Feature Bullets     | • Feature bullet summarizes the key benefits and USPs of your product.  
• Customer may finalize a purchase decision based on this information alone, or it may interest them enough to then read the full product description. |
| High Resolution Product Images | • High resolution images allow customers to be able to zoom in and view the product from close detail.  
• This is similar to the “touch” & “feel” which a customer does in physical retail.  
• Professional images on white backgrounds will not only bring life & added attractiveness to your products but also would help drive sales conversions |
| Relevant Attributes Product | • Allows the customer to better understand and evaluate the product he is looking for based on a standardized set of product attributes.  
• These attributes highlight the key features and benefits of your products |
| Product Description         | • This section is an opportunity for the customer to further drill down into the details of your product.  
• An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience.  
• Use the product description to describe the product clearly and differentiate it from similar products |

**Product Titles on Amazon.in**

Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they search online or visit Amazon.in. Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items.

Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.
<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitalize the first letter of each word</td>
<td>Do not use ALL CAPITAL LETTERS</td>
</tr>
<tr>
<td>Eg. Casio G Shock M313 Solar Automatic</td>
<td></td>
</tr>
<tr>
<td>Use numerals ( 2 instead of ”Two”)</td>
<td>Do not provide Pricing, shipping cost, company information, seller</td>
</tr>
<tr>
<td></td>
<td>information</td>
</tr>
<tr>
<td>Keep it short but include relevant</td>
<td>Do not include symbols in your listings such as ! * $ &gt; @ etc.</td>
</tr>
<tr>
<td>information</td>
<td></td>
</tr>
<tr>
<td>Make sure that the title does not contain</td>
<td>Do not include promotional messages such as “Sale” or “Offer” etc in the</td>
</tr>
<tr>
<td>more than 100 characters</td>
<td>title</td>
</tr>
<tr>
<td>Title should have not more than 10 words</td>
<td></td>
</tr>
<tr>
<td>Follow the title structure defined below.</td>
<td></td>
</tr>
</tbody>
</table>

**Title Structure (Elements to include)**

```
[Brand] + [Collection] + [Special Feature /Differentiating Attribute] + [Display Type] + [Dial Color] “Dial”+ [Target Audience] “Watch” “ – “ [Model Number]
```

The title must be no more than 10 words in length. The differentiating attribute can be 2 to 4 words in length, provided you remain within the 12 word total limit mentioned above. The following examples illustrate these different situations.

**Product Title · Examples**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Collection</th>
<th>Special Feature or Differentiating Attribute</th>
<th>Display Type</th>
<th>Dial Color</th>
<th>Target Audience</th>
<th>Model Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casio</td>
<td>G-Shock</td>
<td>Solar Atomic</td>
<td>Analog</td>
<td>Black Dial</td>
<td>Men’s Watch</td>
<td>- GW9000A-1</td>
</tr>
<tr>
<td>Timex</td>
<td>Expedition</td>
<td>Dual Time</td>
<td>Analog-Digital</td>
<td>Brown Dial</td>
<td>Unisex Watch</td>
<td>- MF13</td>
</tr>
<tr>
<td>Titan</td>
<td>Octane</td>
<td>Chronograph</td>
<td>Analog</td>
<td>Blue Dial</td>
<td>Men’s Watch</td>
<td>- 9343SM03</td>
</tr>
<tr>
<td>Citizen</td>
<td>Eco Drive</td>
<td>Perpetual Calendar Titanium</td>
<td>Analog</td>
<td>Black Dial</td>
<td>Men’s Watch</td>
<td>- BL5250-53L</td>
</tr>
<tr>
<td>Tommy Hilfiger</td>
<td></td>
<td>Chronograph White Patent Leather</td>
<td>Analog</td>
<td>Silver Dial</td>
<td>Women’s Watch</td>
<td>- 1780648</td>
</tr>
</tbody>
</table>
Product Title - Good vs. Bad Title Example

**Good Title Example**

![Good Title Example Image]

**Bad Title Example**

![Bad Title Example Image]
**Product Feature Bullet**

The Key Product Features bullets on the detail page give the customer more details about your product and can influence the customer purchase decision. Customers use this section to get a snapshot of the product. They may finalize a purchase decision based on this information alone, or it may interest them enough to then read the full product description.

There are five featured bullets, each with a recommended maximum of 80 characters per line

- Be clear, specific, and include product information only
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information
- The description helps customers evaluate a product, so any non-product-specific information can decrease your chance of a sale.

The table below captures the recommendations on the content which should be filled in the Featured Bullets

<table>
<thead>
<tr>
<th>Content</th>
<th>Example : Feature Bullets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Movement</strong></td>
<td>Japan 21 Jewel Automatic Self-Winding Movement (Calibre 7S26)</td>
</tr>
<tr>
<td><strong>Material (Case / Band / Window Display Glass)</strong></td>
<td>Stainless Steel Case with Nylon Band, Mineral Crystal for Durability</td>
</tr>
<tr>
<td><strong>Display</strong></td>
<td>Day/Date Display with Spanish Option, Luminous Hands and Markers</td>
</tr>
<tr>
<td><strong>Special Features</strong></td>
<td>Screwdown See-Thru Caseback</td>
</tr>
<tr>
<td><strong>Water Resistance</strong></td>
<td>Water Resistant - 30M</td>
</tr>
<tr>
<td><strong>Case Dimensions</strong></td>
<td>Case diameter: 41.5 mm</td>
</tr>
<tr>
<td><strong>Calendar Features</strong></td>
<td>Day and date calendar feature</td>
</tr>
<tr>
<td><strong>Watch Usage</strong></td>
<td>GMT function can be used to display time in a different time zone</td>
</tr>
<tr>
<td><strong>Accessories in Package</strong></td>
<td>Included additional Watch Strap</td>
</tr>
<tr>
<td><strong>Finish</strong></td>
<td>Wood Cherry Finish</td>
</tr>
</tbody>
</table>

**DOs**
- Write all numbers as numerals
- In bullets with multiple phrases; separate the phrases with semicolons
- Spell out measurements such as quart, inch, feet, and so on

**DONTs**
- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only
Examples of Good product

Product Features
- Single automatic watch winder. Compact size designed for one watch.
- Clockwise and counter clockwise rotation. Built in smart IC timer & Silent Motor
- Works with any type of bracelet or clasp style watch. Spring loaded to adjust to any size.
- 110V AC adapter included
- Black Color

Examples of Bad product

Product Features
- - orange
- Extremely reliable**
- anyone will love this product!
- 42 mm
- comes in a box!
Watch Attribute, Product Specifications and Browse Refinement
Not all watches are the same, so customers need help to find what they are looking for. The template includes a number of attributes that you should fill in to maximize your chances of selling on Amazon. All of these attributes are associated with a set of valid values to make the process of filling in the file easier; you will find the list of valid values in the Amazon data templates.

The data which you provide against the respective attributes flows in the following buckets Browse refinements and Product specification.

<table>
<thead>
<tr>
<th>Product Specification</th>
<th>Browse Refinement</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Product Specification" /></td>
<td><img src="image2.png" alt="Browse Refinement" /></td>
</tr>
</tbody>
</table>

- The product specification is shown to customers in the grey table on the detail page.
- This section is automatically filled with attributes from the inventory file that you upload.
- To ensure that the customer has enough information ‘above the fold’ to make a purchasing decision, please fill as many as possible of the fields in Amazon data files.
- Customers use ‘refinements’, i.e. selectable options in the navigation panel on the left side of the page, to find products with the characteristics they are looking for.
- Product with missing product-specification information are harder for the customers to find.
- Our research has shown that customers actively use browse refinements when looking for products on the website, so your failure to provide that information may mean missing a selling opportunity.

Mandatory Attributes
Not all watches are the same, so customers need help to find what they are looking for. The Amazon data template includes a number of attributes that you should fill in to maximize your chances of selling on Amazon. All of these attributes are associated with a set of valid values to make the process of filling in the file easier.
Because of the importance of comprehensive product information and refinements in our customers’ purchasing process and site experience, we define a number of attributes as mandatory for creating a new listing. The SKU creation process in Amazon will return an error if these attributes are not filled in. The lists of mandatory attributes are as below (in addition to Amazon general mandatory attributes):

- Target Audience
- Band Style
- Dial Color
- Band Color
- Display Type
- Band Material
- Movement Type
- Brand
- External Product ID
- Item Name
- Manufacturer
- Part Number
- Bezel Function
- Bezel Material
- Case Diameter
- Case Diameter Unit of Measure
- Case Material
- Clasp Type
- Collection
- Crystal Material
- Case Shape
- Model Number
- Special Feature(s)
- Warranty Type
- Water Resistance Depth
- Water Resistance Depth Unit of Measure
- Style
- Search Keyword(s)
- Product Description
- Occasion

**Key Product Description**

When you describe your product, you might want to include some key features listed in your Feature bullets. However, go beyond a simple to-the-point description. Well-written product descriptions help the customer imagine the experience of owning or handling your product. Put yourself in your customers' shoes: what would they want to feel, touch, or ask? Incorporating information about the feel, usage and benefits of your product can fire the customer's imagination. This is as close as you can come to creating an in-store experience.

<table>
<thead>
<tr>
<th>DO</th>
<th>DON'T’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe the major product features and list product information including size, used-for and style</td>
<td>Do not include your seller name, e-mail address, website URL, or any company-specific information</td>
</tr>
<tr>
<td>Keep it short, but include critical information</td>
<td>Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying</td>
</tr>
<tr>
<td>Include accurate dimensions, care instructions and warranty information</td>
<td>Do not include promotional language such as &quot;sale&quot;, “promotion” etc</td>
</tr>
<tr>
<td>Use correct grammar and complete sentences</td>
<td>Be sure that product claims are truthful and substantiated</td>
</tr>
<tr>
<td>Be sure that product claims are truthful and substantiated</td>
<td></td>
</tr>
</tbody>
</table>

Amazon Confidential Information
Example: Good Product Description:
“This Casio Sea analog illuminator watch offers all the convenience and durability of a sports watch, with an adaptable style well suited for a work day. The large round dial is black with white and luminous indexes, two luminous hands, and a red arrow-tipped seconds hand. The black stainless steel bezel offers additional Arabic numeral and dot indexes and a one-way rotation to make timing easy. The bezel’s distinctive cog-like edge also gives the watch a stylishly industrial edge. The date displays subtly at four o'clock, and a super illuminator light makes the watch easy to read at any time. The band is made out of rugged black resin with a buckle clasp. This analog quartz powered timepiece is water resistant up to 660 feet (200 meters) and offers a battery life of approximately three years. It is backed by a 1-year limited manufacturer’s warranty.”

Example: Bad Product Description

Search Experience
Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!
Guidelines for listing search term

- The words you choose are the terms our search engine pulls from when customers search the site.
- The individual words of the title, seller, and brand are also automatically included as search terms and do not need to be repeated in your search terms.
- Any combination of title words and search terms are fully searchable.
- Example: gshock; battery operated, Automatic, Dual Time, Indiglo, Chronograph, Solar Powered, Light Powered, Skeleton watch, World Time, Lap Timing, Bluetooth, Perpetual Calendar etc.
Images
Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

Imaging Guidelines
- Images must be a minimum length/width of **1000 pixels** on the longest side. We encourage the use of images with a resolution of **1000 pixels** to allow the **zoom function** to be enabled.
- The product should occupy **80% to 90%** of the image area, and the background must be **100% white**.
- The product image must be free of text or watermarks.
- Each product must compulsorily have a main product image complying with the above standards.
- You can use up to 5 images per product to show different views and features in order to enhance customer experience. (Refer to below set of representative images)

Zoom Functionality
When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

Example-Main Product Image
### Imaging – DOs
- Professionally photographed with no obvious reflections
- 100% White background
- The product shown in image must be recognizable, in focus and well lit
- Include only what the customer will receive; accessories that are not part of the product should not be shown

### Imaging – DONTs
- Please do not show a picture with multiple colors of your product; only the product color you are offering should be displayed in the image
- Borders, watermarks, text, or other decorations
- Colored backgrounds or lifestyle pictures
- Other products, items or accessories that are not part of the product listing;
Example: Good product images

Example: Bad product images

Do not use pictures with colored background

The image should show product clearly against a white background. Do not use seller or merchant or model name etc. in the image
## Appendix 1: Measuring Case Diameter

<table>
<thead>
<tr>
<th>Watch Style/Type:</th>
<th>Where to measure Case Diameter:</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit 1:</td>
<td></td>
<td>For the basic watch shape, measure from the tip of the case on the left side, horizontally, to the right side.</td>
</tr>
<tr>
<td>Basic Round Watch</td>
<td></td>
<td>Measure in the center of the watch.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*Do NOT include the crown, buttons, or pushers.</td>
</tr>
</tbody>
</table>

| Exhibit 2:                           |                                  | Measure from the left-side of the case in the center of the watch, and measure horizontally across to the right-side. |
| Barrel-shaped/square/rectangular     |                                  | Again, case measurement is largest at the center.                     |
| Watch with Crown                    |                                  | *Do NOT include crown.                                                |
Exhibit 3:
Watch with push-buttons built "on" the case

Notice that instead of push-buttons on the side of the case, the push-buttons are "on" the case.

Measure the same—start from the left-side of the case in the center of the watch, and measure across horizontally to the right-side.

*This is one of the only exceptions to include the push-buttons in the measurement.

Exhibit 4:
Watch with irregular case shape (i.e., triangular, non-circular, non-rectangular, etc.)

For a watch with irregular case shape (triangular, non-square, non-rectangular, non-circular, etc.), measure case diameter at the widest distance, horizontally.

Measure from one side, to the other side of the case, in a horizontal manner.

*Do NOT include crown or crown safety.
### Appendix 2: Measuring Band Width

<table>
<thead>
<tr>
<th>Watch Style/Type:</th>
<th>Where to measure Band Width:</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit 1:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Watch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(this is where most of the watches will fall under)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Band Width Diagram]

- Measure band width as the 'space' or 'distance' between the case lugs.
- *Case Lugs

### Appendix 3: Measuring Case thickness

<table>
<thead>
<tr>
<th>Watch Style/Type:</th>
<th>Where to measure Case Thickness:</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit 1:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch #1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(flat case bottom)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Case Thickness Diagram]

- **For watches with a flat case bottom**, measure case thickness from the highest point of the crystal to the base of the case.
- In all cases, case thickness is measured from the highest point of the crystal to the base of the case, at the lowest point.

| Exhibit 2:        |                                 |        |
| Watch #2          |                                 |        |
| (battery cover/movement cover extends past the case) | |        |

![Battery Cover Diagram]

- **For watches with a battery cover/movement cover** that extends past the case, measure case thickness from the highest point of the crystal to the lowest point of the battery cover/movement cover.
- Again, in all cases, case thickness is measured from the highest point of the crystal, to the lowest point of the case base.
# Appendix 4: Determining Bezel Function

<table>
<thead>
<tr>
<th>Bezel Style/Type</th>
<th>Sample Image</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bidirectional</td>
<td><img src="image1.png" alt="Bidirectional Bezel" /></td>
<td>This bezel can rotate both clockwise and counterclockwise. Normally found on ‘compass’ style watches, and watches with multiple functions. Some brands include Timex, Tissot, and more.</td>
</tr>
<tr>
<td>Interchangeable</td>
<td><img src="image2.png" alt="Interchangeable Bezel" /></td>
<td>This bezel type can be removed and replaced with another bezel. Often found in gift sets or as a set with interchangeable bands.</td>
</tr>
<tr>
<td>Slide-rule</td>
<td><img src="image3.png" alt="Slide-rule Bezel" /></td>
<td>Typically this is a watch with a movable outer bezel with some means of measurement on it and a second fixed means of measurement on the dial of the watch.</td>
</tr>
<tr>
<td>Type</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Stationary</td>
<td>The bezel cannot move in any direction.</td>
<td></td>
</tr>
<tr>
<td>Tachymeter</td>
<td>This bezel type will have scales on the surface of the bezel. It may or may not say the words “Tachymeter”, or “Tachometer”. Usually found on watches with chronograph functions. Bezel may or may not rotate.</td>
<td></td>
</tr>
<tr>
<td>Unidirectional</td>
<td>This bezel rotates only in one direction, and this direction is usually counter-clockwise. Will normally have markers on the bezel with numbers, but does not need to have these numbers. Unidirectional bezels with markers are normally found on ‘dive’ watches to time dives, but not limited to just dive watches.</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 5: Determining Clasp type

- Bangle
- Buckle
- Deployment Clasp
- Fold Over Clasp with double push button safety
- Deployment Buckle
- Expansion Band
- Fold Over Clasp
- Fold Over Push Button Clasp with Safety
- Fold Over Clasp with Single push button safety
- Fold Over Clasp with Safety
- Jewelry Clasp
- Jewelry Clasp with push button
- Lobster Clasp
- Multi Strand Box Clasp
- Push and Slide Clasp
- Velcro