



Mandatory Attributes

- ✓ How Attributes Benefit you?
- ✓ Which Attribute Is Mandatory?
- ✓ Fashion Attributes

Advantages of attributes:

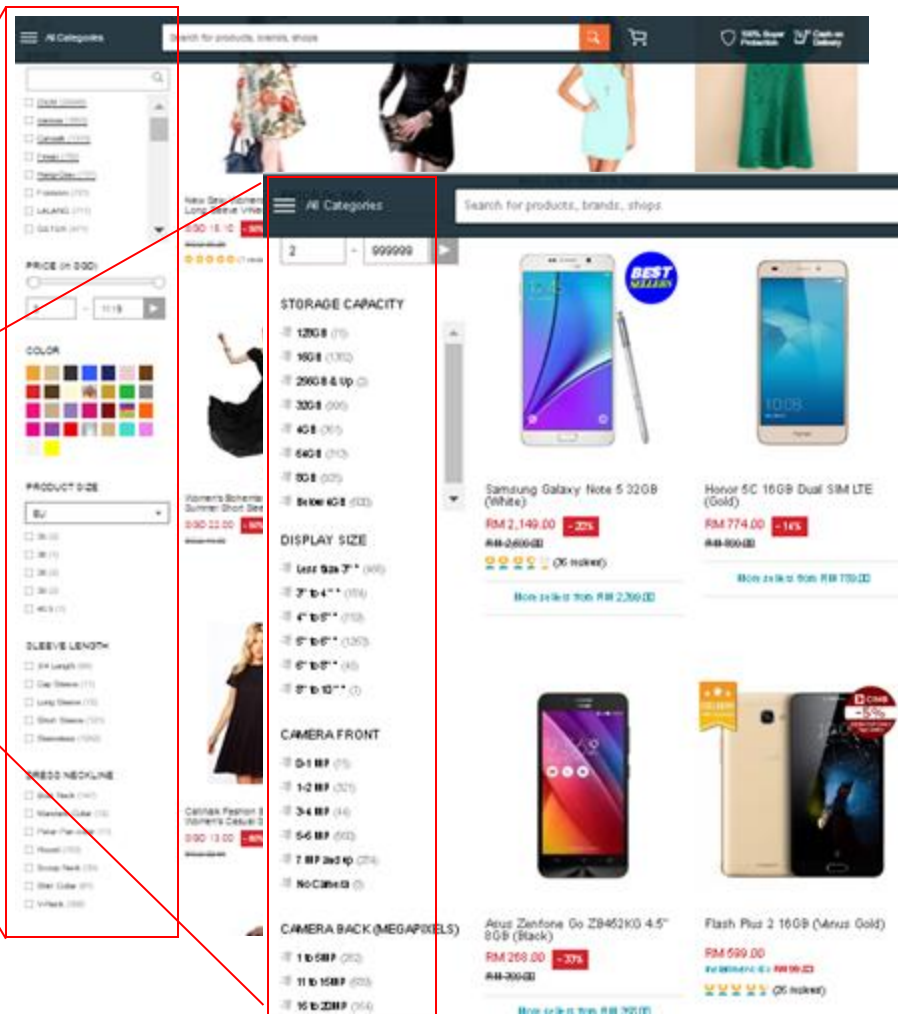
1. Driving traffic to the right products: using key attributes as filters, improving navigation and findability for the customer.

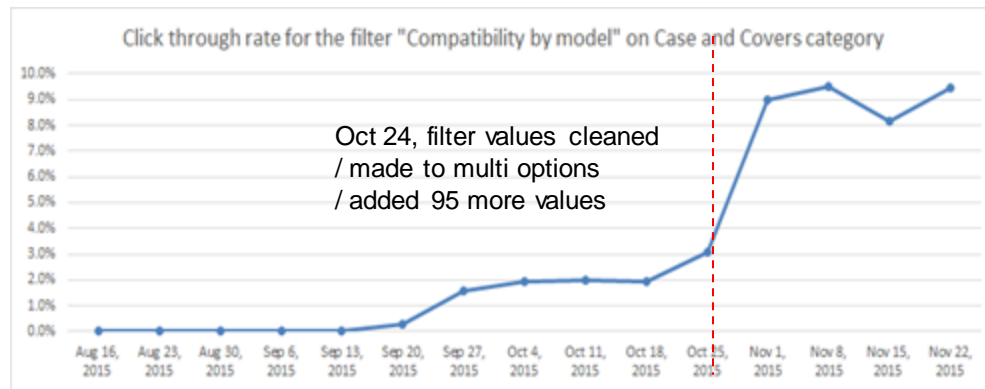
2. Improving customer experience: With millions of purchasable SKU's, filtering allows customers find their desired product without browsing through countless pages.

3. Boost Sales during Promotion and campaigns: Attributes will be used to curate campaigns quickly and react to customer demand. Generating NMV.

4. Trend analysis: Analysis of the filters will help us work together to understand consumer patterns and trends.

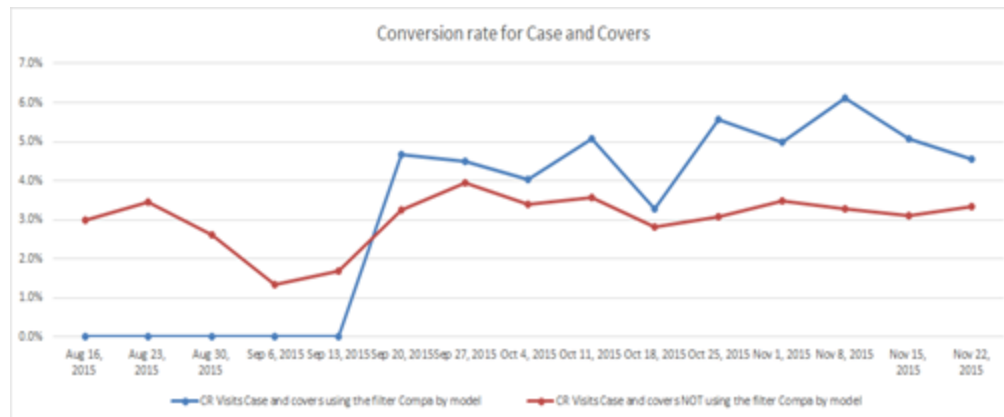
Side filters used to navigate through category pages





2015 Q4 Case and Cover deep dives show the positive impact of having Filter in place and having clean data feeding the filter

- Customer using filters have a higher CR (add. 1 to 2 p.p.)
- Better filters i.e., multioptions, clean value, high fill rate results in a boost for CTR (add. 5 to 7 p.p.)



Which Attribute is Mandatory?

Go to Lazada University to download Latest [Mandatory Attributes List](#)

Mandatory Attributes List Fashion

Product Category Level						Mandatory Attributes/Specifications to be filled		
Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Attribute 1	Attribute 2	Attribute 3
Fashion	Women	Clothing	Jeans			Fit Type	Length	
Fashion	Women	Clothing	Dresses	Mini		Clothing material	Dress Shape	Pattern
Fashion	Women	Clothing	Dresses	Maxi		Clothing material	Dress Shape	Pattern
Fashion	Women	Clothing	Dresses	Midi		Clothing material	Dress Shape	Pattern
Fashion	Women	Clothing	Tops	T-Shirts		Sleeves	Pattern	Collar Type
Fashion	Women	Clothing	Tops	Tanks & Camisoles		Sleeves	Pattern	
Fashion	Women	Clothing	Tops	Blouses & Shirts		Sleeves	Pattern	Collar Type
Fashion	Women	Clothing	Tops	Tunics		Sleeves	Pattern	
Fashion	Women	Clothing	Cardigans, Sweaters & Hoodies			Collar Type	Pattern	
Fashion	Women	Clothing	Pants	Chinos		Fit Type	Pattern	Length
Fashion	Women	Clothing	Pants	Pants		Fit Type	Pattern	Length
Fashion	Women	Clothing	Pants	Leggings		Pattern	Length	
Fashion	Women	Clothing	Pants	Jumpsuits & Playsuits		Pattern		
Fashion	Women	Clothing	Pants	Joggers		Length		
Fashion	Women	Clothing	Shorts	Formal		Pattern		
Fashion	Women	Clothing	Shorts	Casual		Pattern		
Fashion	Women	Clothing	Skirts	Mini		Skirt Style	Pattern	
Fashion	Women	Clothing	Skirts	Maxi		Skirt Style	Pattern	
Fashion	Women	Clothing	Skirts	Midi		Skirt Style	Pattern	
Fashion	Women	Clothing	Jackets & Coats	Denim Jackets		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Leather & Faux Leather Jackets		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Capes & Gilets		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Heavy Coats		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Rain Coats & Trenches		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Lightweight Jackets		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Blazers & Vests		Clothing material		
Fashion	Women	Clothing	Jackets & Coats	Bomber Jackets		Clothing material		

Mandatory Attributes List Electronics

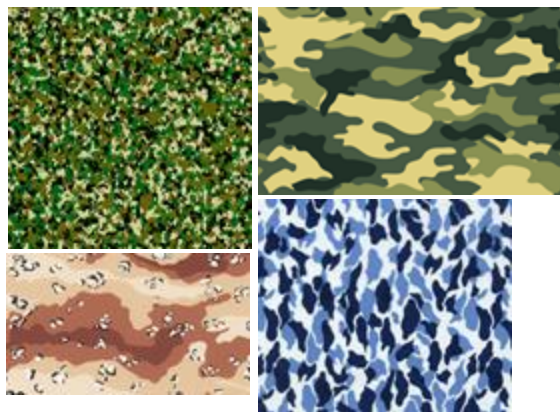
Level 1	Level 2	Level 3	Level 4	Level 5	Attribute 1	Example
Mobiles & Tablets	Mobiles				display_size_mobile	5.5"
Mobiles & Tablets	Tablets				display_size_tablet	9.7"
Mobiles & Tablets	Accessories	Phone Cases			compatibility_by_model	Iphone 6s
Mobiles & Tablets	Accessories	Screen Protectors			compatibility_by_model	Iphone 6s
Mobiles & Tablets	Accessories	Tablet Accessories			compatibility_by_model	Galaxy Tab S
Mobiles & Tablets	Accessories	Power Banks			powerbank_capacity	10 000mAh
Mobiles & Tablets	Accessories	Batteries & Chargers			compatibility_by_model	Galaxy s5
Mobiles & Tablets	Accessories	Batteries & Chargers	Batteries		compatibility_by_model	Galaxy s5
Mobiles & Tablets	Accessories	Batteries & Chargers	Chargers		compatibility_by_model	Galaxy s5
Computers & Laptops	Laptops				Screen size	14"
Computers & Laptops	Laptops	Netbooks			Screen size	14"
Computers & Laptops	Laptops	Ultrabooks			Screen size	14"
Computers & Laptops	Laptops	Ultrabooks	Touchscreen		Screen size	14"
Computers & Laptops	Laptops	Ultrabooks	Non-touchscreen		Screen size	14"
Computers & Laptops	Laptops	All-purpose			Screen size	14"
Computers & Laptops	Laptops	All-purpose	Touchscreen		Screen size	14"
Computers & Laptops	Laptops	All-purpose	Non-touchscreen		Screen size	14"
Computers & Laptops	Laptops	Gaming			Screen size	14"
Computers & Laptops	Laptops	Chromebooks			Screen size	14"
Computers & Laptops	Laptops	Macbooks			Screen size	14"
Computers & Laptops	Laptops	2-in-1s			Screen size	14"
Computers & Laptops	Laptops	2-in-1s	Convertibles		Screen size	14"
Computers & Laptops	Laptops	2-in-1s	Detachables		Screen size	14"
Computers & Laptops	Printers & Accessories	Printers			Printer function type	Inkjet
Computers & Laptops	Storage				By Storage Size	16 GB
Computers & Laptops	Storage	Solid State Drives			By Storage Size	16 GB

- Page 7-8; Pattern
- Page 9-11; Dresses
- Page 12-13; Skirts
- Page 14; Sleeve Length
- Page 15-16; Collar/Neck
- Page 17; Pant Fit
- Page 18: Pant Length
- Page 19-20; Bra type
- Page 21; Panty Type
- Page 22; Shapewear
- Page 23; Mens Underwear Type

Animal Print:



Camouflage:



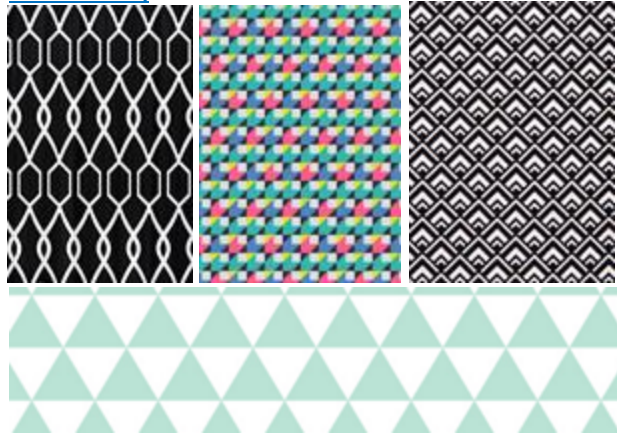
Check:



Floral:



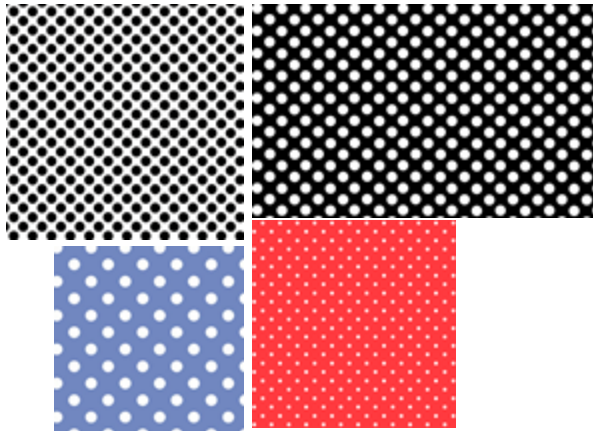
Geometric:



Paisley:



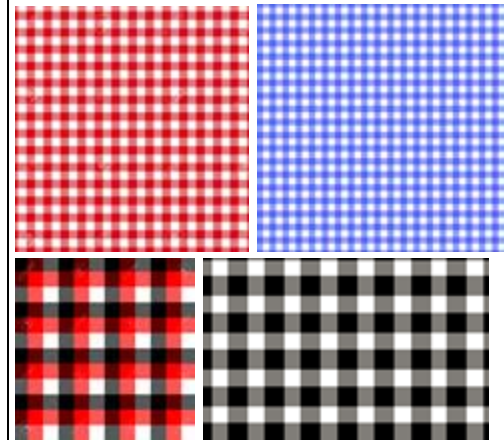
Polka Dot:



Stripe:



Gingham:



Plain:



Letter:



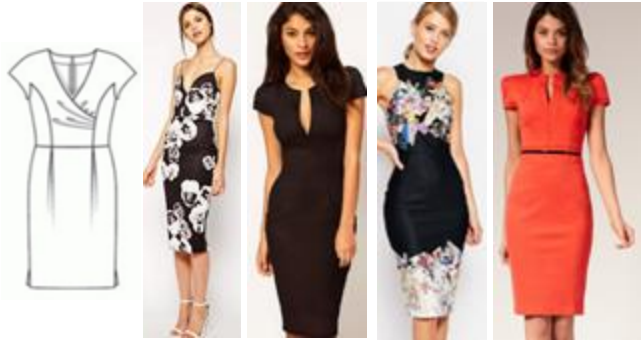
Graphic:



Bodycon Dresses: A hugging garment that clings tightly to the body. Bodycon dresses are usually made of a knitted lycra and polyester blend, to enable to hug to the figure smoothly. Not as formal as a pencil skirt.



Pencil Dresses: A slim-fitting skirt with a straight, narrow cut. Generally in a woven material with a the hem falls to, or is just below. Has a more formal aesthetic than a bodycon skirt.



A-Line Dresses: An A-line skirt is a skirt that is fitted at the hips and gradually widens towards the hem, giving the impression of the shape of a capital letter A. Can also be called a skater or fit and flare dress.



Tunic Dresses: A loose-fitting woven garment typically cut without a seam at the waist. Generally the hem falls to, or is just below and is sleeveless or ¾ sleeve. Style defined by V cut neck.



Swing Dresses: A flowy dress that has an A-line shape. Instead of the top part of the “A” shape hugging your waist, it often will hug your chest and then flare wider toward the bottom to a full circle shape at the hem.



Shift Dresses: A short dress that lacks detailed shaping. Usually sleeveless, these dresses can be plain or feature A-line shape.



Cami/Slip Dress: A dress that closely resembles an underslip or with spaghetti straps. Cut is usually loose from the body.



Wrap Dress: A dress with a front closure formed by wrapping one side across the other forming a V-shaped neckline.



Shirt Dress: A dress with a collar and button fastening in the style of a shirt, typically cut without a seam at the waist.



Asymmetric Dresses: This dress has an asymmetrical hemmed skirt where the length varies from short to long either front to back or side to side OR an uneven hem.



Babydoll/Smock: Has a waistline that sits just below the bust and a loose, gathered skirt.



T-Shirt Dress: A longline T-shirt falling below the hips to enable to wear as a dress



Peplum Dresses: A short, gathered, slightly flared strip of fabric attached at the waist.



Tulip Dresses: A slim dress with wrap draped skirt, resembling a tulip before the flower fully opens.



Wedding Dresses:



Sweater Dresses: Also called a jumper dress or knitted dress. What defines this is the knitted sweater material.



Formal Dresses: A dress that is worn to formal occasion such as a cocktail party, ball, prom etc. Often fabrics will be chiffon, satin, silk and beaded/ornate.



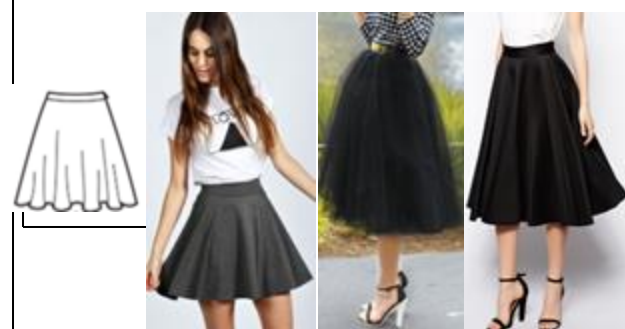
Bodycon Skirts: A hugging garment that clings tightly to the body. Bodycon skirts are usually made of a knitted lycra and polyester blend, to enable to hug to the figure smoothly. Not as formal as a pencil skirt.



A-Line Skirts: An A-line skirt is a skirt that is fitted at the hips and gradually widens towards the hem, giving the impression of the shape of a capital letter A.



Circle Skirts: Narrower at the top, flaring wider toward the bottom to a full circle shape at the hem. Can also be called a Skater skirt.



Pencil Skirts: A slim-fitting skirt with a straight, narrow cut. Generally in a woven material with the hem falls to, or is just below. Has a more formal aesthetic than a bodycon skirt.



Asymmetrical Skirts: Defined by an asymmetrical hemmed skirt where the length varies from short to long either front to back or side to side OR an uneven hem.



Pleated Skirts:



Ruffle Skirts: Also called a Layer skirt. This style is defined by multiple layers of fabric gathered on one edge to created a 'ruffle' effect.



Peplum Skirts: A short, gathered, slightly flared strip of fabric attached at the waist.



Wrap Skirts: A slim or A-line skirt formed by fabric wrapping one side across to the other at the front.



Short:



Three quarter:



Sleeveless:



Long Sleeve:



Square Collar;



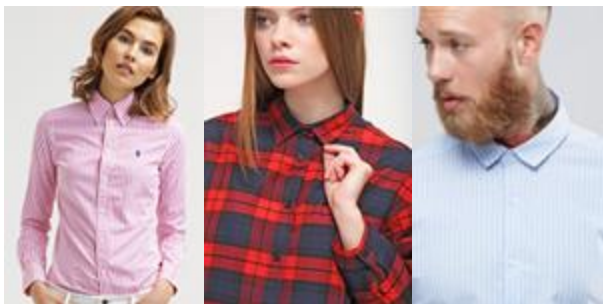
V Neck;



High Neck;



Shirt Collar;



Crew Neck;



Polo Collar;



Hooded;



Scoop neck;



Shawl Collar;



Pussy Bow;



Off the shoulder;



Boat neck;



Skinny; Skinny fit jeans are form-fitting jeans that fit tightly or very close to the body.



Regular; Regular fit jeans are straight/slim fit and taper down from the knee to the hem



Straight; Straight fit jeans are the same or very similar width at the hem as at the thigh



Wide; A wide leg shape is an oversized fit. Hem and knee measurements larger than a straight fit.



Bootcut & Flare; A bootcut or flare normally fits like a skinny or regular fit on the thigh and then flare out to the hem.



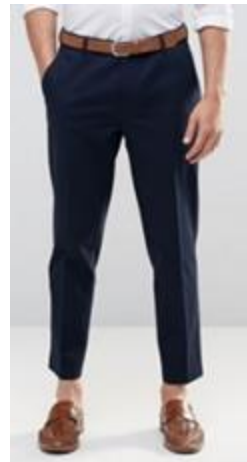
Full length; Where the hem finishes below the ankle



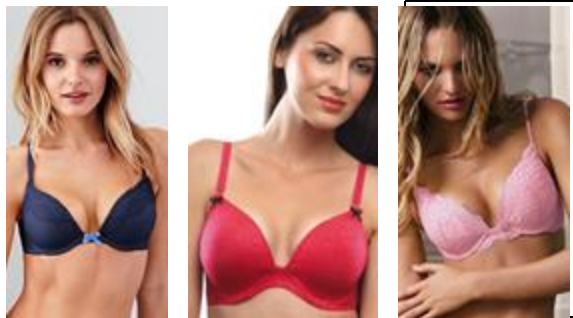
Cropped; Hem finishes higher than ankle and below the knee. It is a shorter leg length than ankle



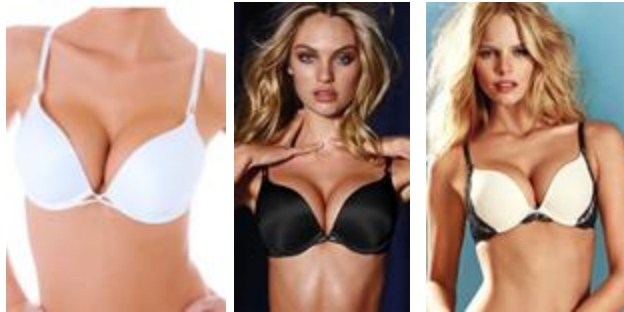
Ankle; Hem finishes just above or on the ankle



Padded Bras: A padded bra has padding in the cup. Padding can be a light padding through the cup or just at the base of the cup.



Push Up Bras: A bra that pushes the breasts up and together to give maximum cleavage. They are usually padded.



Plunge Bras: The plunge bra is a speciality bra that is designed for really low cut necklines. There are the lowest you can get in the front and still be wearing a bra.



Balconette Bras: A balconette bra usually has a more of a horizontal line along the top with cups cut low.



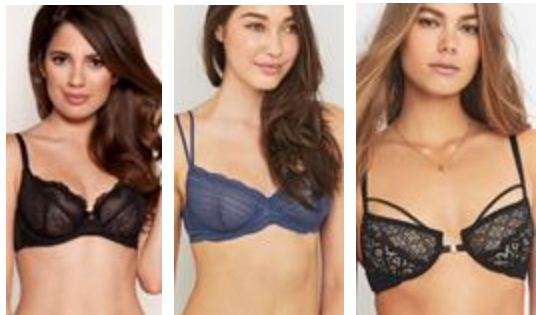
Seamless Bras: A bra that has seamless contour cups that are designed to give a smooth look under tight or lightweight fabric. The cups are lightly padded to stop the shape of your nipples showing through.



Non-Wire Bras: A bra that has no under wire and is usually ideal for women with smaller breasts. Also called a Bralette.



[Non-Padded Bras](#)



[Multiway/Strapless:](#) A Strapless bras often come as convertible bras with detachable straps.



[Backless Bras:](#) A Convertible (also called multiway) bras are a must to own. The straps come off and have hooks so you can reattach them in different ways to wear with clothes where the straps of a standard bra would show. W



[Bandeau:](#) Shaped like a strip over the breasts, sometimes with ruching in the middle. They are kind of a cross between a strapless bra and a tube top. They are made of stretchy fabric so don't normally have a fastening in the back, instead they go on over your head. Like many strapless bras they often come with detachable straps so you can wear them with or without.

[Sports Bras:](#) A Sports bras give support during physical activity, usually made from thick supportive material and not underwire.



[Minimizer Bras:](#) A bra that is designed to make the breasts appear to be smaller and is without padding.



Bikinis: Similar shape to a brief but cut at the hip.



Boyshorts: Design is cut similar to a short shape.



Seamless: This style has a seamless design so they are 'invisible' under snug fitting clothing.



Thongs: Similar to a G-string.



Briefs: This style is cut at the waist not hip, if cut at hip it should be a bikini.



[Control Panties:](#)



[Thigh Slimmers:](#)



[Waist Cinchers & Control Belts:](#)



[Bodyshapers:](#) An all in one that can flatten the stomach, reduce the size of thighs (if got shorts), hide bulges, push breasts up.



[Corsets & Tops:](#)



[Slimming Dresses:](#)



Boxer:



Regular Briefs:



G String:



Long John:



Jockstrap:



What to do if you can't find the right attribute value

Mandatory attribute field can be free text, free value, single option, or multiple option. For single and multiple options, they come with a drop down menu where you have to choose among the options.

If the right value is not one of the choices, contact: attributes@lazada.com and include the following in your email:

	Example
Category string	Fashion > Women > Bags > Cross Body & Shoulder Bags
Attribute field	material_filter
Attribute value	leather



THANK YOU

Indonesia

Malaysia

Philippines

Singapore

Thailand

Vietnam