Tutorial

How to create shoes with compliance data on Amazon

Here is my product !

Title

Elroy Garçon

Description

| A ▾ | **B** | *I* | <u>U</u> | ☰ | ☷ | ← | → | ☰ ▾ | A ▾ | | <> |

Pastelle , Sandales Plate été Bout Ouvert Boucle, Semelle en Cuir bébé garçon orthopédique

Product availability   Manage

Available on 1 of 1 channels and apps

Online Store   📅

Organization

Product type

Shoes   ⇕

Vendor

Amazon Plus Prod   ⇕

COLLECTIONS

🔍 Search for collections

Garçon Shoes   ✕

To Amazon   Auto

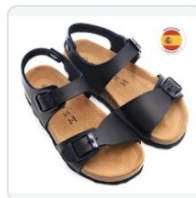### TAGS   View all tags

Vintage, cotton, summer

Garçon Shoes ✕

Media   Add media from URL ▾

Add media
or drop files to upload

And its variants and SKU

Variants   Add variant   More options ▾

Select: All   None   19   20   21   22   noir

	Size	Color	Price	Quantity	SKU
🖼	19	noir	€ 51.00	1	Edit
🖼	20	noir	€ 51.00	0	Edit
🖼	21	noir	€ 51.00	0	Edit
🖼	22	noir	€ 51.00	0	Edit

Create matching group

Matching group allows you to group products, it allows to refine your collection selection.
Go to Models > Matching Group

Dashboard   Models   •••   📍 amazon-plus-prod ▼   📍 Amazon Europe ▼

Matching groups   Models   Overrides   Mappings   ⑦

GROUP NAME

Shoes (Matching Group)

CONDITIONS

Product type ⇅   is equal to ⇅   Shoes ⇅   +

Click on Save Button

Back   Save

Create a Model

Add a new Model

Go to Models > Matching Group

Matching groups   **Models**   Overrides   Mappings

Amazon.co.uk

Monitors
Computers>Monitor   Edit

Click on Add Button   ➡️   Add
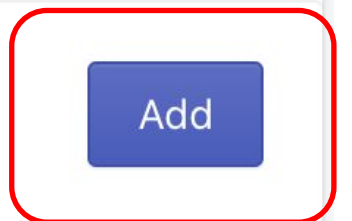
Step 1 – Add Model

Select matching group and prodyct type

Matching groups   **Models**   Overrides   Mappings

Create a model

Product Type: Select Product Type   [Select]

Attributes   [Add]

Product code exemption: [None ⇕]

Brand override: [ ]

Manufacturer override: [ ]

ⓘ   Models allow to enrich data of matching groups (set of products). You must configure the product type, universe and mandatory attributes.

[Cancel]   [Save]

Step 2 - Select matching group and universe

Please choose matching group

Shoes (Matching Group)	⇅

1 ←

Please choose universe

Auto Accessory	Baby	Beauty	Clothing	Computers	Consumer electronics	Food And Beverages
Health	Home	Home Improvement	Industrial	Jewelry	Kitchen	Lab supplies
Large Appliances	Lighting	Luggage	Music	Musical instruments	Office	Pet Supplies
Professional healthcare	**Shoes**		Sports	Tires And Wheels	Toys	Video

2 ←

Accessory	Use product type
Bag	Use product type
Boot	Use product type
Eyewear	Use product type
Handbag	Use product type
Sandal	Use product type
Shoe accessory	Use product type
Shoes	Use product type
Technical sport shoe	Use product type

Refine by selecting Clothing Type

3 ←

Step 3 – Add model details

Create a model

Product Type: Shoes - Shoes   [Select]

Variation theme   [Size/Color ⇕] **1**

   Size ❓   [Size ⇕]   **2**

   Color ❓   [Color ⇕]

Attributes **3**   [Add]

Title (Title)   **4**   [Remove] [Edit]
Default value   No configured

Description (Description)   **4**   [Remove] [Edit]
Default value   No configured

Bullet Point1 (BulletPoint1)   **4**   [Remove] [Edit]
Default value   No configured

Product code exemption: [None ⇕]   **5**

Brand override: [_____]

Manufacturer override: [_____]

Details on next page

Model Details

1) **Variation Theme**
If you products have variants, you will select the field/s on Amazon side (1) you want to decline your variants on. If your product don't have variants, skip the step 1 & 2.

2) **Selected variation attribute, here "Size/Color"**
Here you will select the corresponding Options (Shopify Side). If some of your products in the matching group don't have the selected Options fields, they will be created as individual products on Amazon. We chose here the variation theme Size/Color, but many other are possible.

3) **Amazon Attributes (mandatory attributes added by default)**
Amazon attributes will help you to enrich your feed, more you will add attributes, more you will sell because your product sheets will be highly qualified. Some attributes are required and in general they are tagged as "important". If they are not filled, you will get a "Feed Error". Depending on the Amazon Platform (US, EU, UK) some attributes are required for shoe size data compliance, these attributes are explained for each scenario ahead.

4) **Default values for attributes**
You can map an existing field from Shopify here, and, if it is empty, replace it by the value you will input here.

5) **Product code exemption**
You don't have to fill this part as your product have GTIN (barcodes)

Step 4 –Shoe Size attributes

Target gender
Select one of the following options: female, male, Unisex.

Age Range Description
Select the age group for which the shoe size is intended for.

Footwear Size System
Provide the size system used to define the sizing for the shoe

Shoe Size Age Group
Select the age group for which the shoe size is intended for.

Shoe Size Class
Select the class of shoe size representation. See examples of displayed value: Numeric: 7, 7.5 Child; Numeric Range: 7/8, 8.5/9 Child; Alpha: One Size, Small; Alpha Range: Small/Medium, Medium/Large; Age: 6 Months, 2.5 Years; Age Range: 6-12 Months, 2.5-3 Years.

Shoe Size Width
Provide the width description for the shoe

Shoe Size
Select the authoritative 'Shoe Size' value(s) from the drop down list. If this size is a range, select only the lower (from) size. The second (to) size has to be added to the 'Shoe Size To Range (If Range)' field in the Variation table below together with other required variation details. All these details will be combined for the ultimate and compliant size display on Amazon."

Attribute: Target Gender

Select one of the following options:

Allowed values
male
female
unisex

Attribute: Age Range Description

Select one of the following options for UK,ES,FR,IT,DE:

Allowed values
male
female
unisex

Select one of the following options for US:

Allowed values
little_kid
big_kid
toddler
adult
infant

Attribute: Footwear Size System

Choose a value according to the platform.

UK
uk_footwear_size_system

DE, FR, IT & ES
eu_footwear_size_system

US
us_footwear_size_system

JP
jp_footwear_size_system

Attribute: Shoe Size Age Group

Select one of the following options:

Allowed values
adult
big_kid
little_kid
toddler
infant

Attribute: Shoe Size Class

Select one of the following options:

Allowed values
numeric
numeric_range
alpha
alpha_range
age
age_range

Attribute: Shoe Size Width

Select one of the following options:

Allowed values
xxx_narrow
xx_narrow
x_narrow
narrow
medium
wide
x_wide
xx_wide
xxx_wide

Attribute: UK Shoe Size (age)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'age'

Size Age Group	Allowed values
infant	0_months, 3_months, 6_months, 9_months, 12_months, 15_months, 18_months, 21_months, 24_months
little_kid	2_years, 2_point_5_years, 3_years, 3_point_5_years, 4_years, 4_point_5_years, 5_years
toddler	all values for infant / little_kid

Attribute: UK Shoe Size (numeric)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'numeric'

Size Age Group	Allowed values
infant little_kid toddler	numeric_0 to numeric_14
big_kid adult	numeric_0 to numeric_20

Attribute: UK Shoe Size (alpha)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'alpha'

Allowed values
one_size
xxx_s
xx_s
x_s
small
medium
large
x_l
xx_l
xxx_l

Attribute: EU Shoe Size (age)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'age'

Size Age Group	Allowed values
infant	0_months, 3_months, 6_months, 9_months, 12_months, 15_months, 18_months, 21_months, 24_months
little_kid	2_years, 2_point_5_years, 3_years, 3_point_5_years, 4_years, 4_point_5_years, 5_years
toddler	all values for infant / little_kid

Attribute: EU Shoe Size (numeric)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'numeric'

Size Age Group	Allowed values
infant	numeric_14 to numeric_26, including fraction sizes. e.g.: • fraction_14_and_1_ninth • fraction_14_and_1_third • fraction_14_and_2_thirds
little_kid	numeric_21 to numeric_34, including fraction sizes
toddler	numeric_14 to numeric_34, including fraction sizes
big_kid	numeric_30 to numeric_43, including fraction sizes
adult	numeric_32 to numeric_60, including fraction sizes

Attribute: EU Shoe Size (fraction samples)

Fraction sizes are measures applied only on ES, FR, IT & DE. In the following table you can see the equivalente to some sample sizes

Visible size	attribute value
14 1/9	fraction_14_and_1_ninth
23 1/9	fraction_23_and_1_ninth
25 2/3	fraction_25_and_2_thirds
33 2/3	fraction_33_and_2_thirds
58 1/3	fraction_58_and_1_third

Attribute: EU Shoe Size (alpha)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'alpha'

Allowed values
one_size
xxx_s
xx_s
x_s
small
medium
large
x_l
xx_l
xxx_l

Attribute: US Shoe Size (age)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'age'

Size Age Group	Allowed values
infant	0_months, 3_months, 6_months, 9_months, 12_months, 15_months, 18_months, 21_months, 24_months
little_kid	2_years, 2_point_5_years, 3_years, 3_point_5_years, 4_years, 4_point_5_years, 5_years
toddler	all values for infant / little_kid

Attribute: US Shoe Size (numeric)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'numeric'

Size Age Group	Allowed values
infant	numeric_0 to numeric_20.
little_kid	
toddler	
big_kid	
adult	

Attribute: US Shoe Size (alpha)

The corresponding value for the Shoe Size allowed when Shoe Size Class = 'alpha'

Allowed values
one_size
xxx_s
xx_s
x_s
small
medium
large
x_l
xx_l
xxx_l

Sample Shoes Model (UK)

Product Type: Shoes - Shoes

Variation theme | Size/Color ⇕ |

Size ⑦ | Size ⇕ |

Color ⑦ | Color ⇕ |

Attributes

Add

Age Range Description (age_range_description)

Default value   `Kid`

Remove | Edit

Clothing Type (ClothingType)

Default value   `Shoes`

Remove | Edit

Footwear Size System (footwear_size_system)

Default value   `uk_footwear_size_system`

Remove | Edit

Shoe Size (footwear_size)

Default value   `{{Option/Size}}`

Remove | Edit

Shoe Size Age Group (footwear_age_group)

Default value   `toddler`

Remove | Edit

Shoe Size Class (footwear_size_class)

Default value   `numeric`

Remove | Edit

Shoe Width (shoe_width)

Default value   `Normal`

Remove | Edit

Target Gender (target_gender)

Default value   `female`

Remove | Edit

Sample Shoes Mapping (UK)

Shoes, Size > Size

35 EU	>	numeric_2
36 EU	>	numeric_3
36½	>	numeric_3_point_5
38 EU	>	numeric_5
39 EU	>	numeric_6
39½	>	numeric_6_point_5
4 UK	>	numeric_4
4.5 UK	>	numeric_4_point_5
6.5 UK	>	numeric_6_point_5
8.5 UK	>	numeric_8_point_5

Shoes, Color > Color

Pink	>	pink
Rosa	>	rose

Export to Amazon

Select the matching group you created, select the items you want to export (or all) and click on Export.

Check the result of operation

In Action > Scheduler, check the result.

Wait for the feed to be completed

4 feeds are **Submitted** to Amazon, Products, Inventory, Price, Images.

Wait for the process to be marked as "Done", then check if you obtain errors or not. If there are not any error, your products have been created on Amazon !