

# Fashion Content Creation





**What is Content Fashion Writing?**

**Fashion Creation Full Process**

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## What is Content Fashion Writing?

The creation of written material specifically related to fashion. It includes product descriptions, and more, all focused on trends, clothing, accessories, style tips, and the fashion industry. The goal is to engage and inform readers, promote brands, and create interest in fashion products. That helps promote brands, products, or trends in a way that catches people's attention.

### Good fashion content should:

- Match the brand's style.
- Be updated with the latest trends.
- Be easy to read and engaging.
- Help people understand the fashion products better.
- Use keywords to make it easier for people to find online.

# Fashion Creation Full Process

## The Process of Shooting



1

The Seller delivers the physical items to be photographed at JUMIA's Studio.



3

The photo editor begins applying enhancements to the photographed products to improve their appearance.



2

The Photographer starts to take detailed photographs of the physical products.



4

The content writers and the seller receive the finalized images.

# Fashion Creation Full Process

## The Process of Content Writing.



1  
Creating an Online Sheet Named With the PO,  
Filling It With the Data Provided by the  
Seller.

Model Number

Material

Color

Size

Gender

Price

2  
Creating Seller and Parent SKU.

4  
Uploading the content and the  
images on the System.

Seller Center

Vendor Center

BOB

3  
Writing the Products' Content.

5  
Sending JUMIA's SKUs to the  
Seller.

# Fashion Content Creation Types

## Basic Creation

- Same Name Format.
- Same Short Description Format.
- Describing the Brand in the Long Description.

For Specific SKU Configs

## Premium Creation

- Same Name Format.
- Same Short Description Format.
- Describing the Physical Items In the Long Description.

For Specific SKU Configs

## Advanced Creation

- Different Name Format.
- Same Short Description Format for “Configs”.
- Describing the Item and the Styling in the Long Description.

For Every Color

# Fashion Content Guidelines

## Item's Name

- Some of the Item's Details.
- Item's Type.
- Item's Color.
- If the product comes in Multicolour, you can write 3 of the colors in the name, and write "multicolored" in the color field.

### Example

Short Sleeves Slip on Heather T-Shirt - Grey

1

2

3

## Short Description

- Model's Wearing Size.  
"Except for Free Size & Mannequins"
- Material's Details.
- Item's Fit.
- Item's Type of Sleeves.
- Item's Pattern Type.
- Item's Collar.
- Item's Closure.

## Long Description

- Basic: Description of the Brand
- Premium: Description of the Item.
- Advanced: Description and Styling of the Item.

# Fashion Content Guidelines

## Needed Websites

### Bulk Resize

Optimizing product images to align with system specifications while ensuring the highest quality standards.

### Chat GPT

Enhancing and Writing the most suitable descriptions for the items.

### imgbb

Converting images into links for uploading to the Vendor Center template.

### Pinterest

Gathering the necessary references for each item, such as shades, colors, patterns, and other details.



# Fashion Clothing Guide

## Types of Shirts



**Tube Top**



**Tank Top**



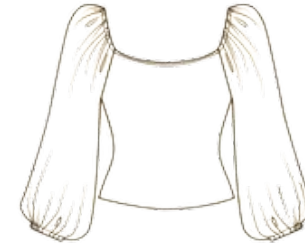
**Sleeveless Shirt**



**T-Shirt**



**Polo Shirt**



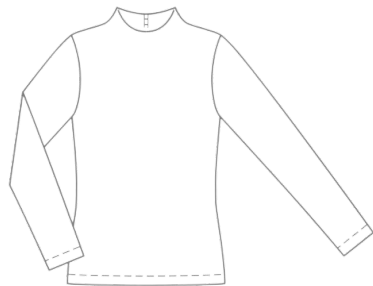
**Blouse**



**Shirt**



**Tunic**



**Pullover**



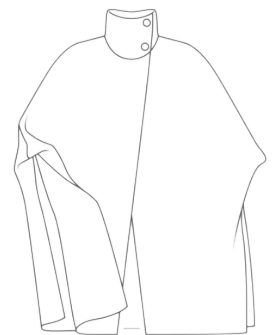
**Sweatshirt**



**Sweater**



**Hoodie**



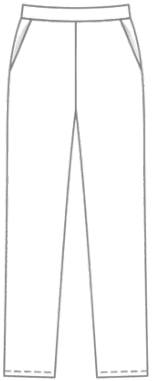
**Poncho**

# Fashion Clothing Guide

## Types of Pants



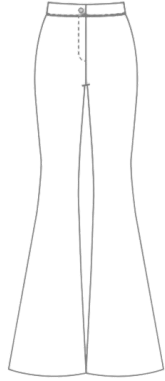
**Skinny**



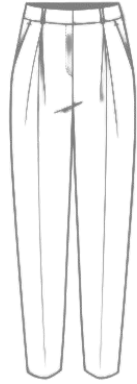
**Straight**



**Boot-Cut**



**Flare**



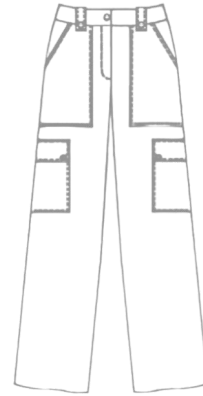
**Pegged**



**Pleated**



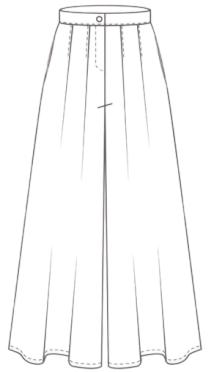
**Wide-Leg**



**Cargo**



**Sailor**



**Palazzo**



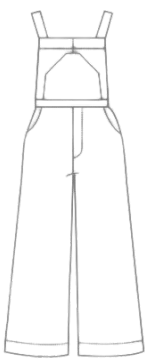
**Sweatpants**



**Harem**



**Jumpsuit**



**Overall**



**Shorts**



**Hot-Shorts**



**Front**



**Back**

**Skort**

# Fashion Clothing Guide

## Types of Skirts



Mini



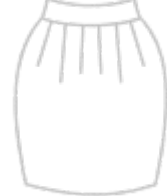
A-Line



Box Pleat



Bubble



Tulip



Wrap



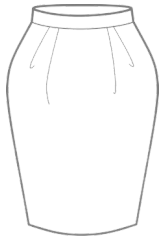
Ruffle



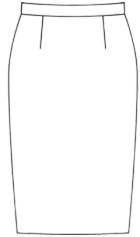
Straight



Peplum



Pegged



Pencil



Godet



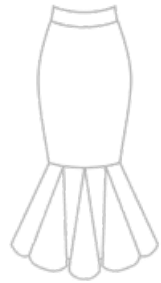
Sarong



Slit



Asymmetrical



Mermaid



Semi-Circular



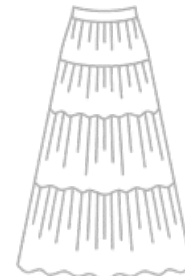
Circular



Hip Pleat



Accordion



Tiered

# Fashion Clothing Guide

## Types of Sleeves



Shirt



Bishop



Bell



Raglan



Poet



Puffed



Kimono



Circular Cup



Marie



Drop Shoulder



Peasant



Button Tab



Bracelet



Layered



Batwing



Petal



French



Cape



Juliet



Lantern



Leg of Mutton



Roll Up



Butterfly



Cowl

# Fashion Clothing Guide

## Types of Necklines



Asymmetric



Boat



Collared



Cowl



Crew



Halter



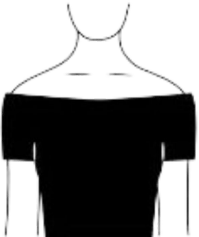
Illusion



Jewel



Keyhole



Off the Shoulder



Plunging



Queen Anne



Scallop



Scoop



Semi Sweetheart



Square



Spaghetti Strap



Strapless Sweetheart



Strapless



Surplice



Sweetheart



Turtle



V-Neck

# Fashion Clothing Guide

## Types of Women's Collars



Chelsea



Pointed Flat



Rounded Flat



Shawl



Convertible



Mandarin



Ruffle



Jabot



Turtleneck



Cascade



Bow Tie



Bib



Shirt



Notched



Wing



Peter Pan



Johnny



Crew



Bertha

# Fashion Clothing Guide

## Types of Men's Collars



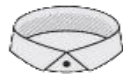
**Straight Point**



**Narrow Point**



**Point 2 Button Band**



**Small Point**



**Snap Tab**



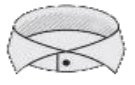
**Eyelet**



**Semi Spread**



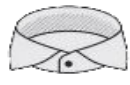
**Spread**



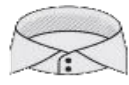
**British Spread**



**Italian Spread**



**Cutaway**



**Cutaway 2 Button Band**



**Button Down**



**Small Button Down**



**Hidden Button**



**Double**



**Club**



**Small Club**



**Bands**



**Wing Tip**



**Small Wing Tip**



**Mandarin**



**One Piece**



**Pajama**

# Fashion Clothing Guide

## Types of Socks



Invisible



Liner



Ankle



Quarter



Mid Calf



Knee High



Over Knee



Thigh High



# Fashion Clothing Guide

## Types of Shoes



d'Orsay Pump



Slingback Pump



Stiletto



Wedge Pump



Platform Pump



Mary Jane



Kitten Heel



Ankle Strap Pump



Peep Toe Pump



Peep Toe Pump



T-Strap Platform



Gladiator Sandal



Slingback Wedge



Wedge Sandal



Wedge Bootie



Mule



Lita Boot



Hiking Boot



Chelsea Boot



Ankle Bootie



Wingtip



Saddle Shoe



Penny Loafer



Oxford



Boat Shoe



D'Orsay Flat



Thong



Flip-Flop



Ballet Flat



Moccasin



Espadrille



Clog



Slip-On



Sneaker



Hip-Hop Sneaker

# Fashion Clothing Guide

## Types of Boots



Desert



Chelsea



Santiag



Combat



Work



Frye



Biker



Wellington



Clog



Ankle



Victorian



Sock



Platform



Canvas



Wedge



Shearling



Lita



Lace Up



Cuff



Riding



Over the Knee



Slouch



Thigh High



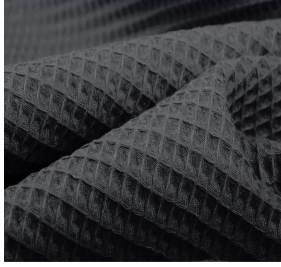
Snow

# Fashion Clothing Guide

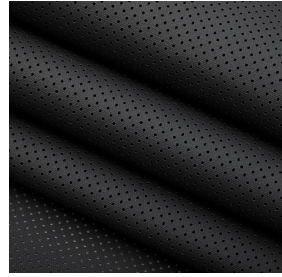
## Types of Patterns



Embroidered



Pique



Perforated



Printed



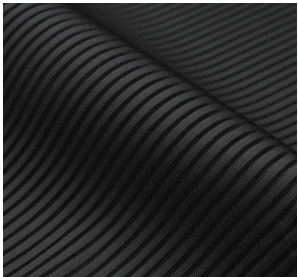
Quilted



Knitted



Croc-Effect



Ribbed



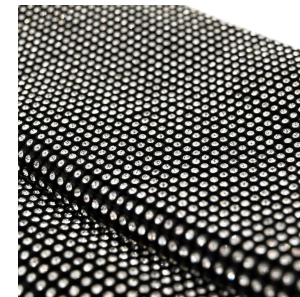
Self



Sequins



Intrecciato



Studded



Embossed

# Fashion Clothing Guide

## Types of Closures



Button



Hook and Loop Tape



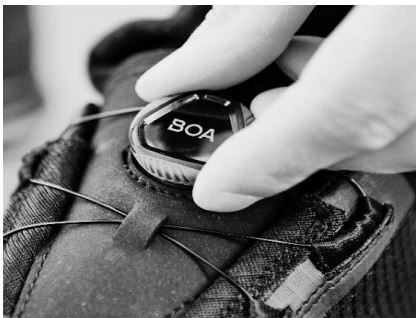
Hook



Lock



Press Button



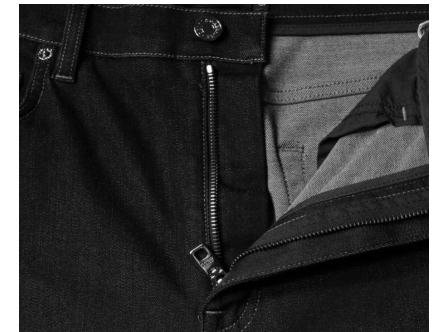
Clutch Reel Closure system



Magnetic



Zipper



Fly Zipper Button

# Fashion Content Creation

*Thank You* 

