



**Developing an online presence for your store has never been easier**

**Thank you for making your images and style details available to your stores that use the eFashionCentral.com program! Our mutual clients will be thrilled!**

Please provide a jpeg image 72 dpi, 1000 pixels tall; this size will allow for a great 'click to enlarge' image. (Note: The closer to 1000 pixels tall the better; we require at least 500 pixels tall to be able to include a 'click to enlarge' image. Your images must be at least 300 pixels tall for use on the eFC program. If your images are in a different format please call us; we can convert most formats to our requirements.

The "StyleDetailExcelSpreadsheet" file will show the exact format that we need for the style details. As long as your images have the style # included in the file name it should be very simple.

Review the ftpUploadInstructions document for instructions on getting your images files and style details to us.

**This information is required:**

Style #:

File names of corresponding images: Provide 1 main image and up to 4 alternate images.

**You can leave these columns blank IF THE FILE NAME INCLUDES THE STYLE #**, i.e. for style # 12345, file names would be 12345.jpg, 12345back, 12345a.jpg, 12345b.jpg, etc. The additional characters do not matter so long as the style # is INCLUDED in each file name. We only require the file name(s) in these columns if the style # is 12345 and the file name is phot5.jpg or other such name that makes it impossible to match the image to the appropriate style.

Colors: Must be separated by a comma and cannot be separated by any other punctuation mark. A space after the comma on colors is okay but not required.

Sizes: If all your styles come in the same size range just let me know what that is. The sizes need to be separated by a comma WITH NO SPACES. If different styles come in different sizes then I need that info for each style.

If a style is also available in a "special" size range, i.e. Plus sizes or Petite sizes, etc. then repeat the style on a separate row on the spreadsheet. Indicate the special size range for the sizes here also enter the correct price if different from the regular size price.

Price: You can either provide your cost price, and the customer will convert it to retail, or you can provide your MSRP. Just let me know which you are providing. If you do not allow online sales on your collection you are not required to enter a price. If you do allow online sales then including a price here will allow your stores to automatically convert your cost to retail (or upload your MSRP) when they upload your styles to their website. If you do not include a price they will have to input this information manually, which can take hours.

**The Long and Short descriptions are optional**, but if you provide it the clients will be able to automatically upload that info as well. This information also helps consumers find your products in search engines.

You will receive regular updates of our current client list. Please be sure to let your sales reps know that they not only have our permission, but are encouraged to call anyone on this list to let them know that you are making your images available on our preloaded database. This should be a strong encouragement for our stores to place an order with you. Of course, first check the store's website to confirm that they carry similar products.

If you have any questions or concerns please let me know.

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