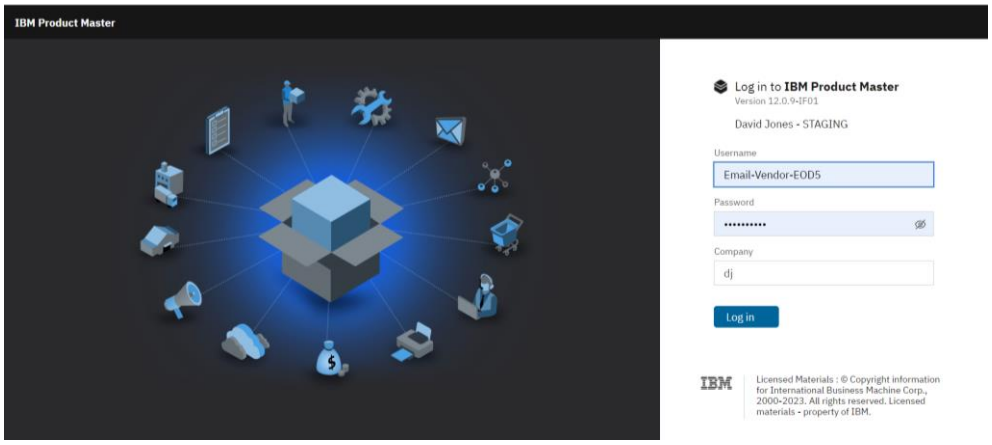
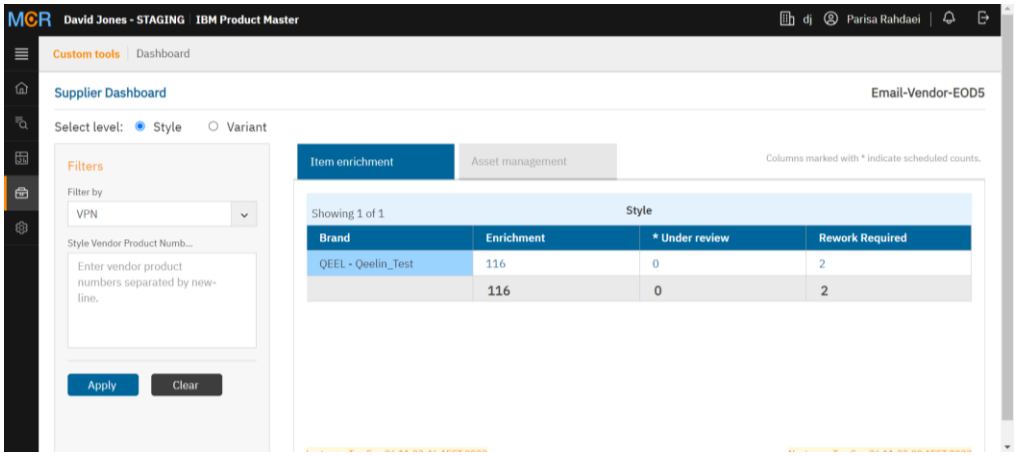
DAVID JONES

How to change customer facing product name?

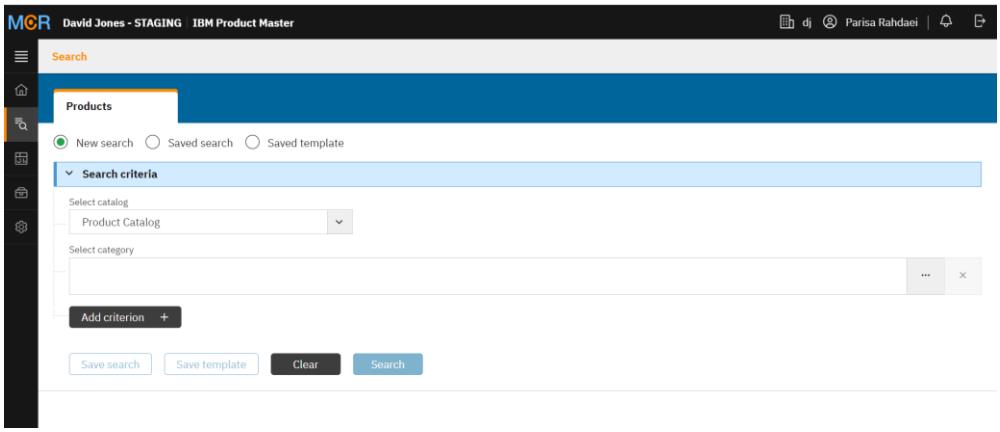
Step 1: Log in to PIM



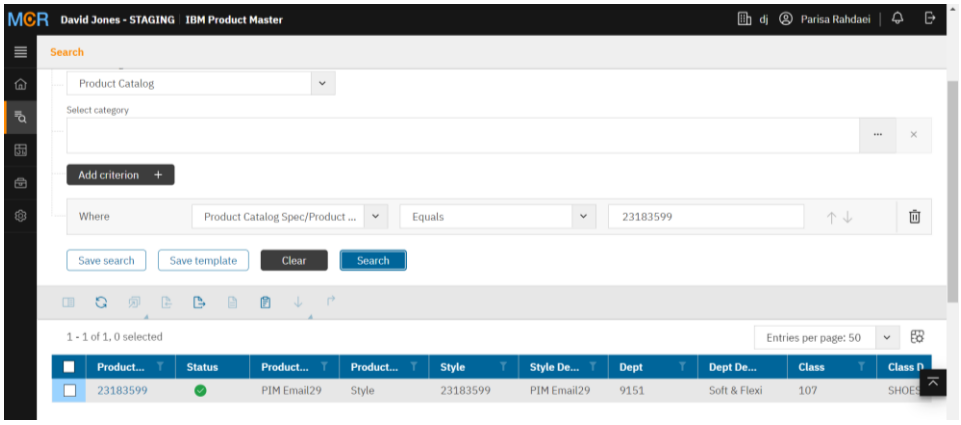
Step 2: Click on the search icon



Step 3: Search for the style using VPN or Product Number. If you want more information on how to search for items on PIM click here.

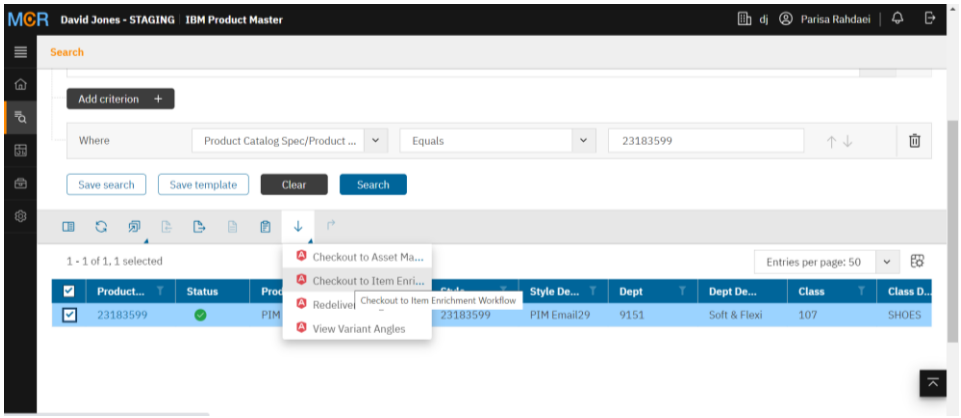


Step 4: Click on Add a criterion, for this example, search for the product number 23183599. You can also search for VPN (Vendor Product Number).

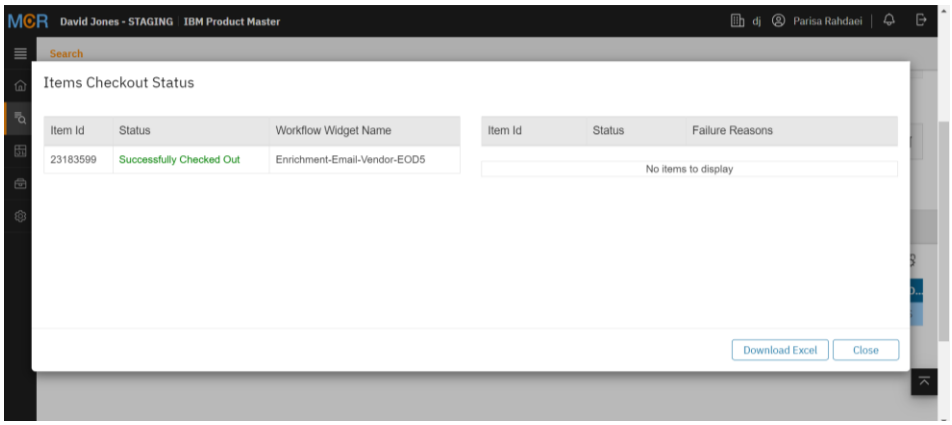


Step 5: Check out the style to item enrichment workflow, remember to check the status of items when checking out items in workflow. You can refer to the [checkout cheat sheet.]

Note: The reason why you check out an item to an item enrichment workflow is because you will be able to change the customer facing product name in Step 2 Enrich style.

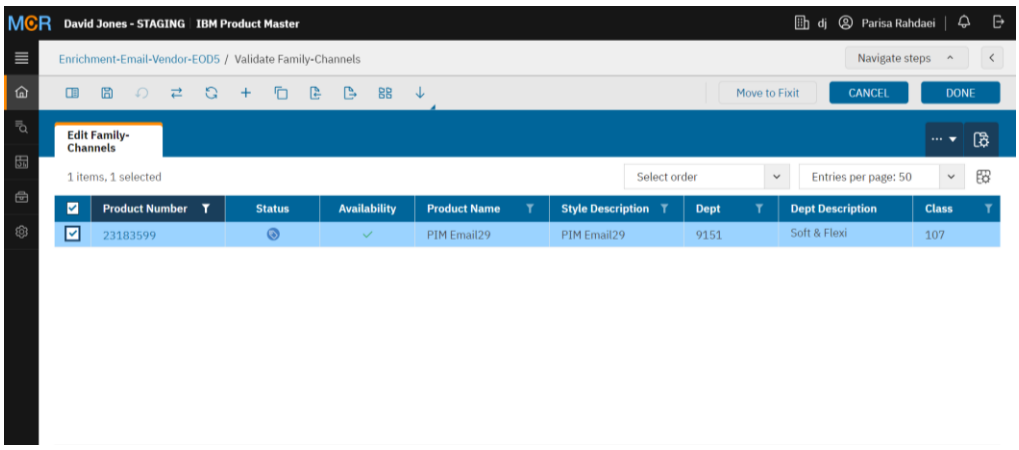


Step 6: Once the item has been checked out you will see the below confirmation

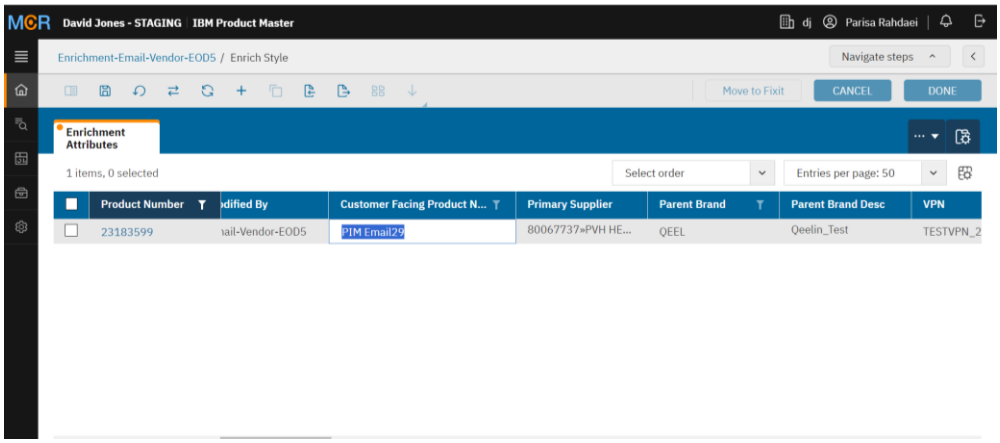


Step 7: Use the dashboard or the home screen widgets to complete the validate family channels step.

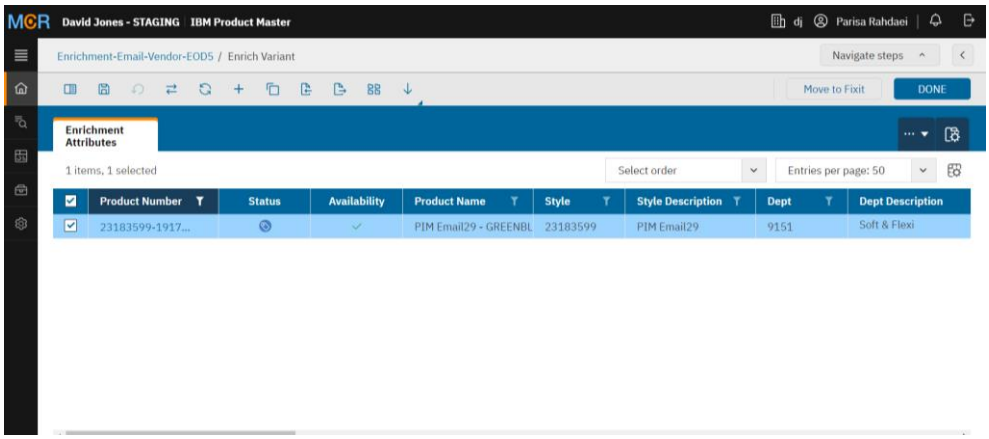
Note: You can see here that the status shows a white tag in a blue circle. This indicates that the item has been checked out recently.



Step 8: In the Enrich style step you will be able to make changes to the customer facing product name. Make any other changes you want here. You can also make changes to Materials and Compositions at this step if required.



Step 9: Complete the Enrich Variant step



Step 10: Wait for the style to be approved by the David Jones Merch Team.

Note: If you need more information refer to the Item Enrichment Manual.