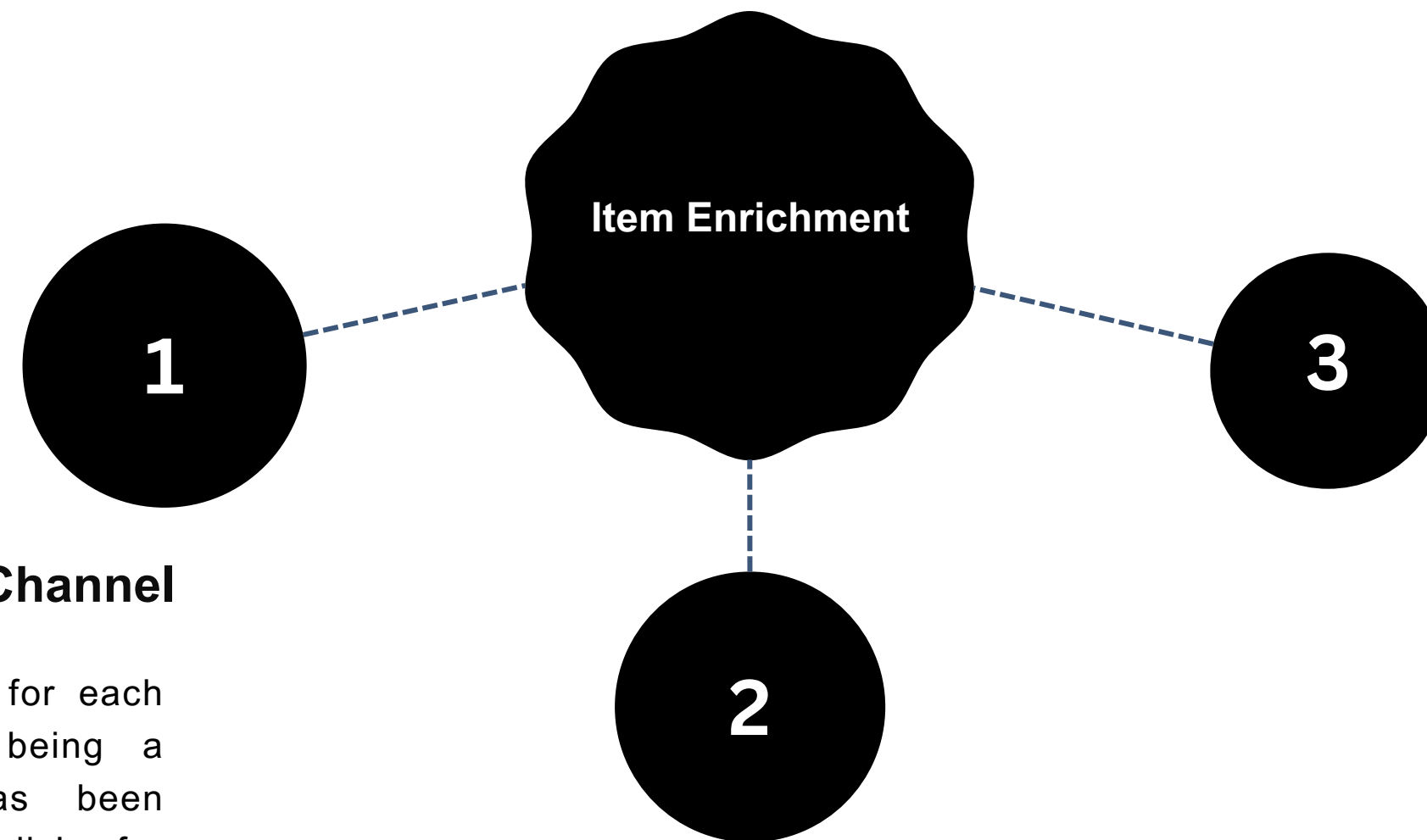


Item Enrichment

What is Item Enrichment?

Item enrichment is the process of validation where you will be validating product information which will enhance product searchability on David Jones website.

The validation process flows across simple steps which are validate family channels, enrich style and enrich variant.



Step 1 - Validate Family Channel

APIM will populate most fields for each item, with the step largely being a validation that the item has been allocated to the correct 'family', for example; a beauty product is allocated to the Beauty family, and the correct beauty category also appears.

Note: From 18th August for items visible in the item enrichment widget you will have to fill in 'online sub-category'.



Step 2 - Enrich Style

PIM again populates most of the fields based on the family selected in step 1 above. Complete any blank fields that appear, to enrich the information David Jones has about each product.

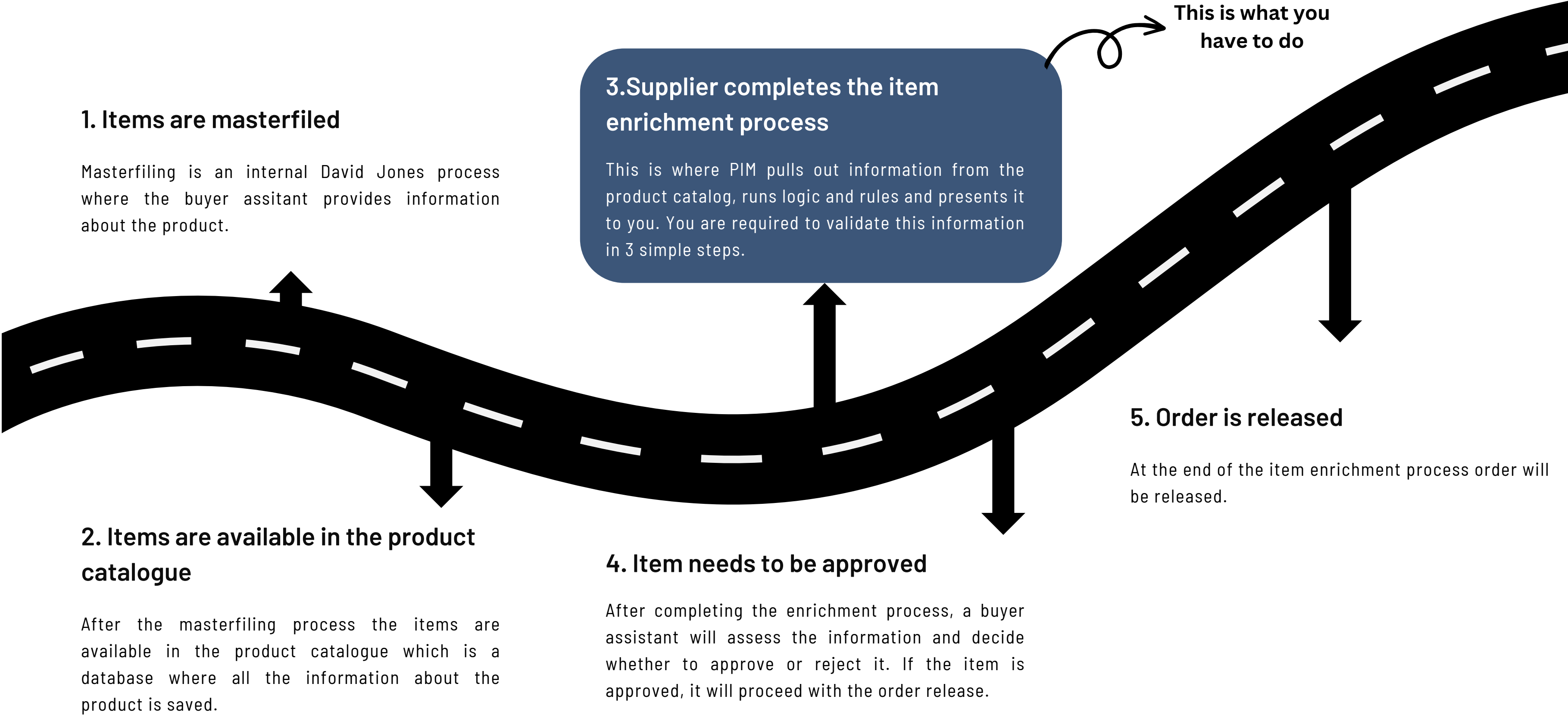
From 18th August you will add some more information. [Click here](#) to read more



Step 3 - Enrich Variant

The final step is a validation of the variations of the style. An example of this would be to validate the colours that are available for the product.

ITEM ENRICHMENT (END TO END PROCESS)



STEP 1 -: VALIDATE FAMILY CHANNELS

You will validate all the attributes including all the following attributes:

Attribute Family

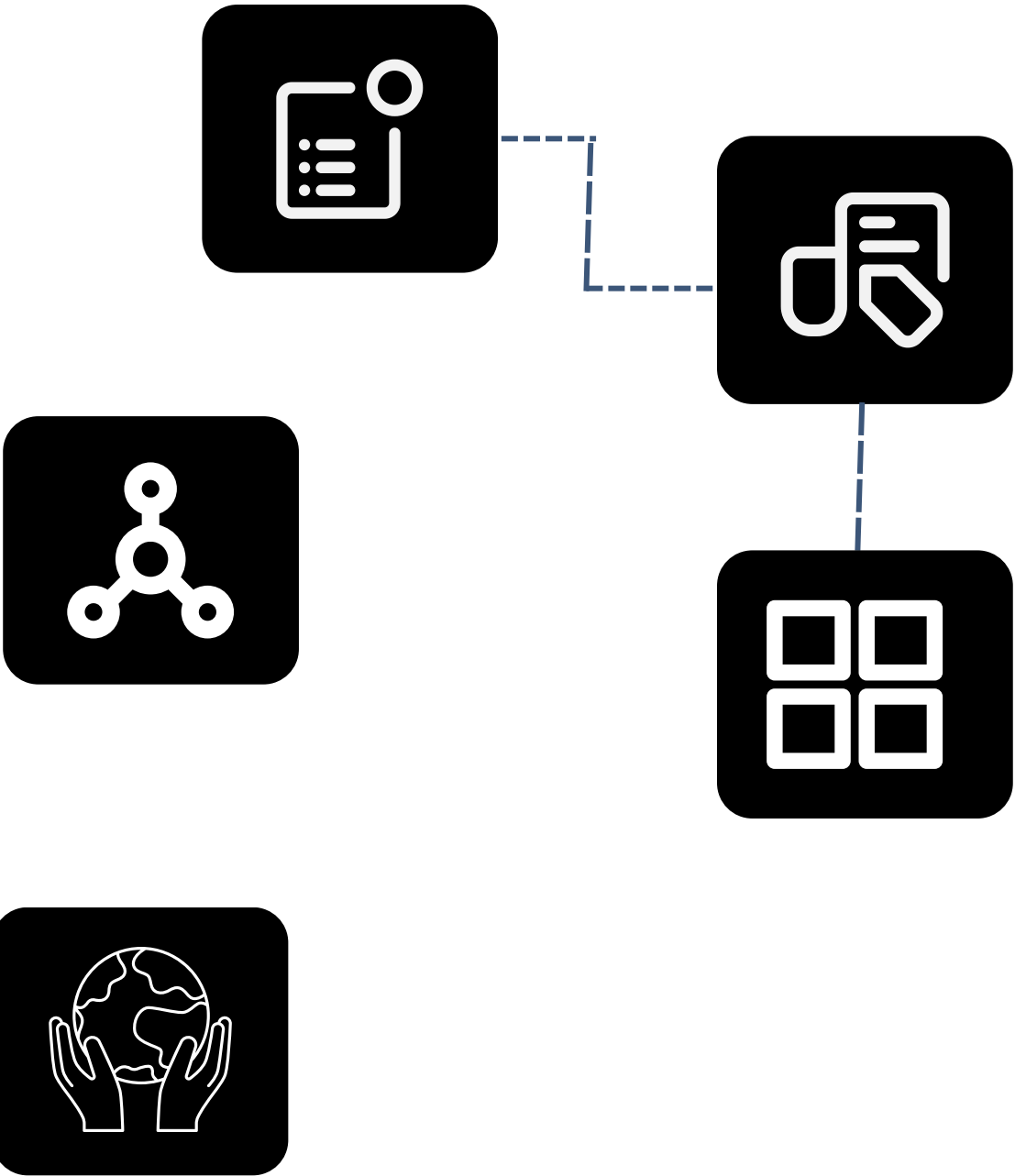
To ensure accuracy, you must choose the appropriate attribute family for the product. For instance, you can categorise an item as men's apparel, home appliance, food, etc.

Channels

This attribute is defaulted to 'DJ_AU,' and it serves as a future-proof option. If we get a nz.com in future, it will be changed to 'DJ_NZ.'

Mindfully Made

This option pertains to sustainability and is used to indicate that the items are environmentally friendly. At present, it is set to "false" by default. The business has currently disabled this feature. Do not make any changes unless stated otherwise.



Category

Depending on the attribute family you select, you will need to pick a corresponding category. For example, if you choose "food item," the available categories may include confectionery, snacks, and more.

Online Sub Category (New)

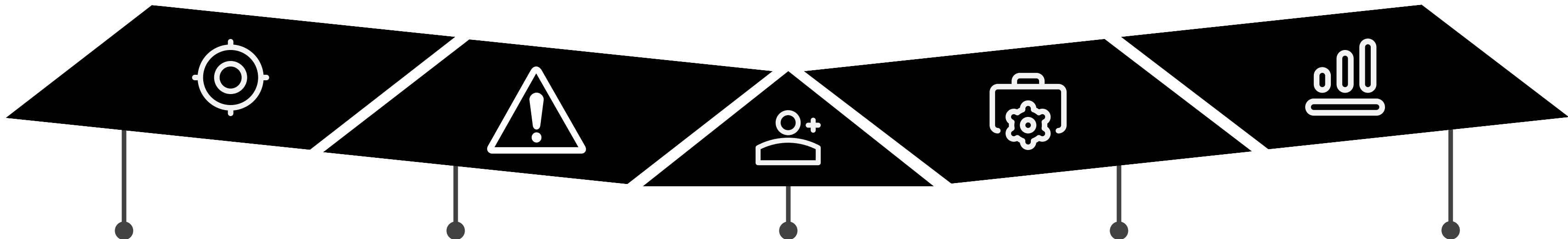
The third and lowest level of the PIM Product Hierarchy. Online Sub-Category drives which web catalogue the product will be housed in.

NEW

STEP 2 -: ENRICH STYLE

You will be validating some attributes here, some are customer facing while others are operational attributes and are not customer facing,

- ★ Customer facing attribute
- ◆ Non-customer facing attribute



Customer facing Product Name ★

Customer facing product name can be edited. This is the name of the product and will be displayed online.

Dangerous Goods ◆

4 attributes that you will validate in this category are:

- 1) Dangerous Goods Flag
- 2) Button Battery Indicator
- 3) DG UN Code
- 4) DG Packaging Group

Materials & Composition ◆

Add materials and composition to indicate what the product is made of. This is for custom duties and declarations, being 50% accurate is fine.
Rememeber that this is not a customer facing attribute hence should not be taken literally.

Product in package information ◆

Validate product in package weight and dimensions. Required for shipping products to our stores in New Zealand.

Gender and Length ★

Gender and Length are attributes that may not be visible for all family/categories such as food. Gender and Length should be simple drop downs.

Enrich Style (New Attribute Summary)

ATTRIBUTE NAME	FAMILY	DESCRIPTION
Form	Beauty	The structure, texture or consistency of a Beauty product. LOVs include but may not be limited to Cream, Glitter, Liquid, Lotion etc.
Skin Type	Beauty	The suitability of a beauty product based on skin type. LOVs include but may not be limited to All Skin Types, Combination, Dry, Normal, Oily Sensitive etc.
Heel Height	Women shoes	The heel height of the Shoe. LOVs include but may not be limited to tFlat 0-1cm, Low 2-4cm, Medium 5-7cm, High 8cm or more etc.
Shoe Shape	Women shoes	The toe shape of the Shoe. LOVs include but may not be limited to Almond Toe, Open Toe, Peep Toe, Pointed Toe etc.
Lifestage	Childrens Apparel	Indicates what lifestage the product is recommended for.
Metal	Accessories Jewellery	The base metal used to construct a piece of jewellery.
Product Style	Accessories Sunglasses Accessories Jewellery Womens Shoes Womens Apparel Mens Apparel	The style of a product. Drives web categories for Fashion products.
Neckline	Womens Apparel Mens Apparel	The edge of a garment at or below the neck, referencing its height or shape.
Sleeve Length	Womens Apparel Womens Lingerie Sleepwear Mens Apparel Childrens Apparel	The length of the sleeves on a garment (the part of a garment that covers the arm).
Meets Cabin Size Requirements	Travel Goods	Indicates if a travel bag meets the standard airline requirements to be taken on a plane as hand luggage.
Watch Type	Accessories Watches	The type of movement or mechanism that powers how a timepiece operates.
Capacity Range	Food Food Liquor Beauty	The measure of volume the product can hold.
Diameter	Home kitchen & Laundry Home Tabletop/Picnic	The diameter measurement of cookware or loose dinnerware.
Fill Type	Home Bed & Bath	The materials that a pillow or quilt has been filled with.
Mattress Feel	Home Furnshing	The firmness of the mattress.
Recommended Age Range	Children Toys Home Books	Indicates what age range the children's product is suitable for.
Product Range	Beauty Home Bed & Bath Home kitchen and Laundry Home Large Appliances Home small appliances Home Tabletop/Picnic Home Technology Travel Goods	Supplier product range name. This is an optional free text attributes, which will be used to link products within a range. For example in Bedding, it can be used to link a quilt to the matching pillowcases which are sold separately.
Skin Concerns	Beauty	The suitability of a beauty product based on skin concerns.
Travel Size	Beauty	Beauty Product is travel size.
Gift With Purchase	All	Indicates the product is a gift with purchase.
Hair Type	Beauty	The suitability of a haircare product based on hair type.
Ingredients Preference	Beauty	The Ingredients or characteristics of the ingredients that customers would search for when purchasing beauty products.
Sun Protection Factor (SPF)	Beauty	The Sun Protection Factor (SPF) of sunscreen.
Scent Family	Beauty	The Scent Families a fragrance product belongs to.
Coverage	Beauty	The level of coverage provided by a makeup product.
Finish	Beauty	The type of finish of a makeup product.
Wine Region	Food Liquor	The region where the Wine is produced.
Character	Childrens Apparel Childrens nursery Childrens toys Home books	The character or theme that is relevant to the product.

Attributes Glossary

New attributes will be used for Web Categories or Online product filters on davidjones.com
Attributes will be surfaced online when the datalead for existing products is complete.

Optional attributes can be left blank if the attribute is irrelevant for a product. E.g. Ingredients Preference is optional for Beauty

sort	Enrichment Step	Attribute Name	Attribute Definition	Example LOVs - See reference sheets for full LOV lists	Related Attribute Families	Go Live	Mandatory / Optional Rules	Attribute Type	Attribute Select Type
1	Validate Family - Channel	Attribute Family	The highest level of the PIM Product Hierarchy. Attribute Family drives the set of attributes that will be enriched in the Item Enrichment Process.	Accessories Jewellery Womens Apparel Food Liquor	Global - PIM Product Hierarchy	Existing Attribute - Update	Mandatory	LOV	Single Select
2		Category	The second level of the PIM Product Hierarchy. Category drives the rules and LOVs that will be available for Item Enrichment Workflow.	Accessories Jewellery> Jewellery Womens Apparel> Dresses Food Liquor> Red Wine	Global - PIM Product Hierarchy	Existing Attribute - Update	Mandatory	LOV	Single Select
3		Online Sub-Category	The third and lowest level of the PIM Product Hierarchy. Online Sub-Category drives which web catalogue the product will be housed in.	Accessories Jewellery> Jewellery> Bracelets Womens Apparel> Dresses> Cocktail Dresses Food Liquor> Red Wine> Pinot Noir	Global - PIM Product Hierarchy	FRIDAY 18/08/2023 - Mandatory	Mandatory	LOV	Single Select
20		Gift With Purchase	Indicates the product is a gift with purchase.	TRUE, FALSE	Global	Late Sept	Optional	Flag	Single Select
21		Form	The structure, texture or consistency of a Beauty product.	Cream, Glitter, Liquid, Lotion	Beauty	FRIDAY 18/08/2023 - OPTIONAL Late Sept - Mandatory By Category	By Category	LOV	Single Select
22		Skin Type	The suitability of a beauty product based on skin type.	All Skin Types, Combination, Dry, Normal, Oily Sensitive,	Beauty	FRIDAY 18/08/2023 - OPTIONAL Late Sept - Mandatory By Category	By Category	LOV	Single Select
23		Skin Concerns	The suitability of a beauty product based on skin concerns.	Cellulite, Dark Spots, Dryness, Eczema, Fine Lines, Hyperpigmentation	Beauty	Late Sept	By Category	LOV	Multi Select
24		Finish	The type of finish of a makeup product.	Dewy, Luminous, Matte, Metallic, Satin, Sheer or Natural, Shimmer	Beauty	Late Sept	By Category	LOV	Single Select
25		Coverage	The level of coverage provided by a makeup product.	Buildable, Full, Light, Medium, Sheer	Beauty	Late Sept	By Category	LOV	Single Select
26		Hair Type	The suitability of a haircare product based on hair type.	Coily, Curly, Dry, Fine	Beauty	Late Sept	By Category	LOV	Multi Select
27	Enrich Style	Ingredients Preference	The Ingredients or characteristics of the ingredients that customers would search for when purchasing beauty products.	Cruelty-free, Fragrance-free, Gluten-free, Hyaluronic Acid, Hypoallergenic	Beauty	Late Sept	Optional	LOV	Multi Select
28		Scent Family	The Scent Families a fragrance product belongs to.	Aquatic, Chypre, Citrus, Floral, Fruity, Gourmand, Green, Oriental, Woody	Beauty	Late Sept	By Category	LOV	Multi Select
29		Sun Protection Factor	The Sun Protection Factor (SPF) of sunscreen.	SPF 15, SPF 2 to 11, SPF 30 to 40, SPF 50,	Beauty	Late Sept	Optional	LOV	Single Select
30		Travel Size	Beauty Product is travel size.	TRUE, FALSE	Beauty	Late Sept	Optional	Flag	Single Select
31		Capacity Range	The measure of volume the product can hold.	Travel Goods> Suitcases: Extra Small (0-29L), Small (30-55L), Medium (56-75L), Large (76-120L), Extra Large (121L+) Beauty> All Categories: 0-49ml, 50-99ml, 100-149ml, 150-249ml,	Beauty, Food, Liquor, Home Kitchen & Laundry, Large Appliances, Small Appliances, Travel Goods	Late Sept	By Category	LOV by Family/Category	Single Select
32		Product Range	Supplier product range name. This is an optional free text attributes, which will be used to link products within a range. e.g. in Bedding, it can be used to link a quilt to the matching pillowcases which are sold separately.	Beauty: Estee Lauder 'Advance Night Repair' Range Home Bed and Bath: Harlequin 'Iyanu' Range Home Kitchen & Laundry: Essteele 'Per Vita' Range Travel Goods: Antler 'Clifton' Range	Beauty, Home Bed and Bath, Kitchen & Laundry, Tabletop & Picnic, Large Appliances, Small Appliances, Technology, Travel Goods	Late Sept	Optional	Free Text	Free Text
33		Lifestage	Indicates what lifestage the product is recommended for.	All Ages, Baby 0-2, Toddler 2-4, Little Kid 5-6, Big Kid 7-16,	Childrens Apparel	Late Sept	By Family/Category	LOV	Multi Select
34		Character	The character or theme that is relevant to the product.	Barbie, Bluey, Care Bears, Claris the Mouse, Disney, Disney Princess	Childrens Apparel, Nursery, Toys, Home Books,	Late Sept	By Family/Category	LOV	Single Select
35		Recommended Age Range	Indicates what age range the children's product is suitable for.	0-6 Months, 6-12 Months, 1-2 Years, 2-3 Years,	Childrens Toys, Home Books,	Late Sept	By Family/Category	LOV	Multi Select
36		Metal	The base metal used to construct a piece of jewellery.	Platinum, Rose Gold, Sterling Silver,	Accessories Jewellery	Late Sept	By Category	LOV	Single Select
37	Operational Attributes	Heel Height	The heel height of the Shoe.	Flat 0-1cm, Low 2-4cm, Medium 5-7cm, High 8cm or more,	Womens Shoes	FRIDAY 18/08/2023 - OPTIONAL Late Sept - Mandatory By Category	By Category	LOV	Single Select
38		Shoe Shape	The toe shape of the Shoe.	Almond Toe, Open Toe, Peep Toe, Pointed Toe,	Womens Shoes	FRIDAY 18/08/2023 - OPTIONAL Late Sept - Mandatory By Category	By Category	LOV	Single Select
39		Watch Type	The type of movement or mechanism that powers how a timepiece operates.	Automatic Movement, Hybrid Movement, Kinetic Movement, Manual Wind Movement,	Accessories Watches	Late Sept	By Family	LOV	Single Select
41		Wine Region	The region where the Wine is produced.	Alsace, Barossa Valley, Bordeaux, Burgundy, Champagne	Food Liquor	Late Sept	By Category	LOV	Single Select
42		Meets Cabin Size Requirements	Indicates if a travel bag meets the standard airline requirements to be taken on a plane as hand luggage.	TRUE, FALSE	Travel Goods	Late Sept	By Family	Flag	Single Select
43		Fill Type	The materials that a pillow or quilt has been filled with.	Bamboo, Buckwheat, Cotton, Down, Feather, Latex,	Home Bed and Bath	Late Sept	By Category	LOV	Single Select
44		Mattress Feel	The firmness of the mattress.	Ultra Plush, Plush, Soft, Medium Soft, Medium, Medium Firm	Home Furnishings	Late Sept	Optional	LOV	Single Select
45		Diameter	The diameter measurement of cookware or loose dinnerware.	0-15cm, 16-20cm, 21-30cm, 31-40cm, 40cm+	Home Kitchen & Laundry, Tabletop & Picnic	Late Sept	By Category	LOV	Single Select
47		Product Style	The style of a product. Drives web categories for Fashion products.	Womens Shoes> Boots: Chelsea Boots, Combat Boots, Gum Boots, Womens Apparel> Dresses: Bodycon Dress, Corset Dress, Knit Dress, Accessories Jewellery> Jewellery: Anklet, Bangle Bracelet, Bar Bracelet,	Womens Mens Apparel, Shoes, Accessories Jewellery, Sunglasses	Late Sept	By Family/Category	LOV by Family/Category	Multi Select
48		Sleeve Length	The length of the sleeves on a garment (the part of a garment that covers the arm).	Elbow Length Sleeve, 3/4 Sleeve, Long Sleeve	Womens Mens Kids Apparel, Womens Lingerie Sleepwear	Late Sept	By Family/Category	LOV by Family	Single Select
49		Neckline	The edge of a garment at or below the neck, referencing its height or shape.	Boat, Henley, High Neck, Mock Neck, Round, Turtleneck, V-Neck	Mens Apparel, Womens Apparel,	Late Sept	By Family	LOV by Family	Single Select
67		Designer Flag	Drives web categories for designer products. Defaults by Merch Hierarchy.	TRUE FALSE	Global - Operational Attribute	FRIDAY 18/08/2023 - OPTIONAL Late Sept - Mandatory By Category	Mandatory	Flag	Single Select

STEP 3 -: ENRICH VARIANT

Variant is another name for colour. At this level for every style you may see one or more variants. You will be required to validate the colour at this level.

01

Colour Family -: You change the colour family if you feel PIM has not populated this information correctly.

02

Customer facing Colour -: This attribute is customer facing and is a free text attribute. You can change this as well.

03

Colour Description is not an editable field, at the same time it is not customer facing. If this is wrong, please reach out to your buyer.



Style



Variant 1



Variant 2



Variant 3