

## How to write Key Features & Product Description of Handloom Sarees

Dear Seller,

Reference samples for seller for writing of **key features** and **product description** of:

- a. Handloom sarees with Models
- b. Handloom sarees without Models

Follow this method for writing the **Key Features** and **Product Description**, which ensures the prospective buyers to have full understanding of your offered product before they take the purchase decision.

*Remember: Clear and specific **Key Features** and **Product Description** narration would result in lesser number of return and refund requests from buyer.*

### Taking Saree Photos for Uploading:

#### a. For Handloom Sarees with Models

Take and upload photos of at least 4 different “views” of the model wearing the saree. The four different views for sarees with models are Front view, Back view, Right view and Left View. In addition to these photos, if any specific design work is there on the blouse, border and pallu of the saree, do upload those photos too.

For reference on taking these photos of the best 4 “views” of sarees that are worn by models; access your “Easy Training Center” link on seller panel and download the pdf file “Sarees” under the head “**How to take the best product Photos ? Sellers, download and save these files for reference**”. In page 4 of the file, under “**1.b. Saree: With Models**” you will see 4 different “views” along with the relevant notes on how to take these best “view” photos.

#### b. For Handloom Sarees without models

Take and upload photos of at least 6 different “views” of the handloom sarees that you are presenting as such ie without a model wearing that saree. The six different views are Blouse piece, Saree Body, the Border, Pallu, Body over border and Free view. In addition to these photos, if any specific design work is there on the blouse, border and pallu of the saree, do upload those photos too.

For reference on taking these photos of the saree without model, access your “Easy Training Center” link on seller panel and download the pdf file “Sarees” under the head “**How to take the best product Photos ? Sellers, download and save these files for reference**”. In page 2 of the file, under “**1.a. Saree: Without Models**” you will see 6 different “views” along with the relevant notes on how to take these best “view” photos.

### Guidelines for writing relevant Key Features & Product Description for Handloom Sarees:

Every lady who buys a handloom saree has certain expectations regarding the saree they buy. When you write the key features of your handloom saree in the order and manner given below, She will get the “look & feel” of the saree; the way she would get in a retail shop. She would understand your handloom saree’s important features and would appreciate it and like it fully before she makes the decision to buy it.

That way, you would have a happy buyer; who would recommend your sarees to her friends, family and relatives.

## Key Features Scripting:

\*Use simple sentences for writing each key feature of the saree

\*Follow the general pattern given below by starting about the overall look of the saree and then providing details of each of the distinctive key feature of the saree

Key Features of the saree	Write the following details of the saree in each line in the key features box. Use simple sentences
Overall look of the saree	Color of the body of the saree (main portion), its material, type ( eg: banarasi ), work/design on the body of the saree etc. If unique design is there on the pallu or border, mention that too.
Body of the saree	Colors on the body ( main portion) of the saree and the designs and patterns on the main body.
Border of the saree	Colors of the border, design/work on the border of the saree. If border is multicolored; briefly describe the border.
Pallu of the saree	Colour composition of the pallu and design/ works on it. Brief note on how the pallu blends/ contrasts with the general look of the saree
Material of the saree	Clear details of the material of the saree along with its distinctive features. Also on how the material of the saree “feels” on the finger tip/body/skin of the user ( eg: soft, warm, cool etc)
About blouse	If blouse is included in the saree as “running along the length” of the saree, then the details of the blouse material and how it blends with or contrasts with the total look of the saree is written there
Wash care	How to do the first wash of the saree, and subsequent washes along with ironing of the saree.
Accessories	Based on the colour of the saree you can choose ethnic (minimal jewelry), modern, contemporary jewellery.

## Product description Scripting:

Give a brief narration about the history and origin of the weaving pattern of your handloom saree along with its state and its traditional value.

Describe the saree in whole in a single line along with the total look and feel the saree delivers to the wearer.

## Reference Samples:

See these samples to write the **Key Features** and **Product description**:

For Saree without model: [http://www.jagoeve.com/index.php?route=product/product&product\\_id=4662](http://www.jagoeve.com/index.php?route=product/product&product_id=4662)

For Saree with model: [http://www.jagoeve.com/index.php?route=product/product&product\\_id=4661](http://www.jagoeve.com/index.php?route=product/product&product_id=4661)

For support and clarifications: mail to [support.seller@jagoeve.com](mailto:support.seller@jagoeve.com) or whatsapp/ call us at : +91 9207753066 / 9207753011 / 9207753088 / 9207753044