Fulfilled by THE ICONIC
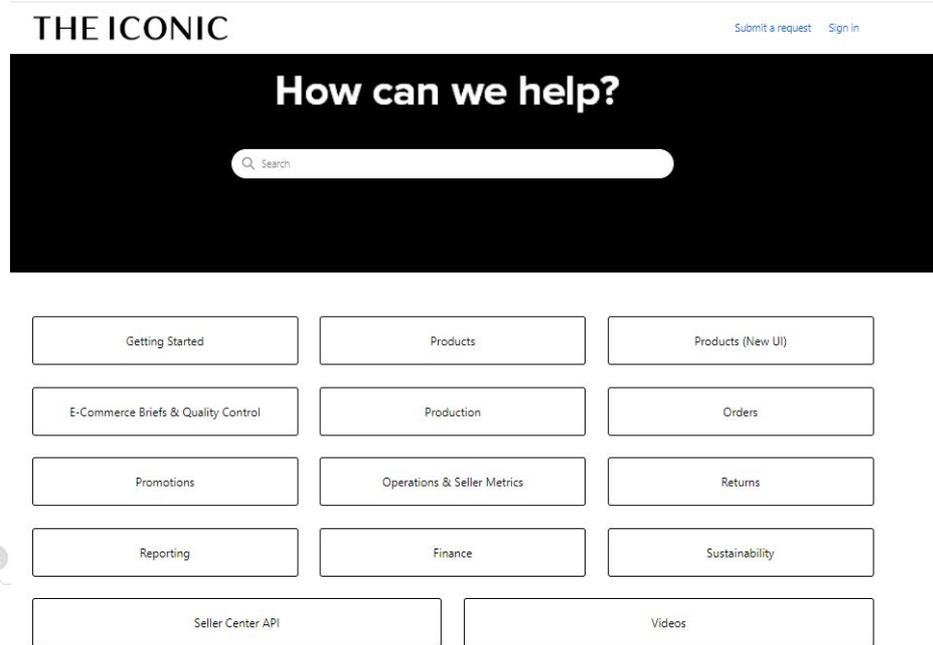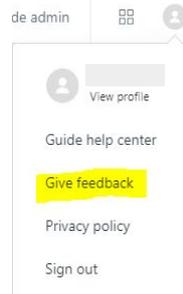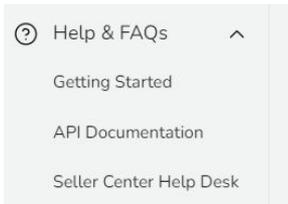# Guide To Success

THE ICONIC

Contents

Store Management

Seller Center Academy

- [Seller Academy](#) contains in depth information and guides on all things ICONIC to help you manage and trade your account.
- You are able to utilise this page for further knowledge on product creation, promotions and image & video briefs.
- You are able to provide us with feedback on each of our pages, to let us know how helpful these have been to you.
- This is located at the top right of Seller Academy → select your profile → Give feedback

THE ICONIC

How can we help?

Search

Getting Started	Products	Products (New UI)
E-Commerce Briefs & Quality Control	Production	Orders
Promotions	Operations & Seller Metrics	Returns
Reporting	Finance	Sustainability
Seller Center API		Videos

Help & FAQs

Getting Started

API Documentation

Seller Center Help Desk

de admin

View profile

Guide help center

Give feedback

Privacy policy

Sign out

THE ICONIC

Personalising your Store

Using your ICONIC landing page correctly is important when engaging and converting online audiences.

When representing your brand to its full potential, consider updating your banner and size guide with each new release of collections.

Having a productive landing page will not only help to increase your conversion rate but will also entice customers to revisit.

AERE

For effortless wardrobe essentials created with a considered approach to fabrications and design, look to AERE. Launched in 2019, AERE delivered a curated capsule of casual yet stylish silhouettes for both men and women.

The AERE muse is creative, sustainability conscious and free spirit at heart. They approach their wardrobe with one mantra in mind - to create the perfect combination of enduring style, unwavering comfort and exceptional quality. The AERE muse channels a pared-back yet polished aesthetic that transcends trend and season.

Boosting Your Visibility

Size availability

- One of our biggest customer directors is the lack of sizes available when shopping on site.
- The ICONIC algorithm considers size availability when positioning products on each page.
- Keeping your best sellers in stock and updating your inventory in our Fulfillment Center helps maintain impressions and create positive customer experiences.

Tagging:

THE ICONIC customer regularly interacts with our product filters such as categories (e.g. wedding, workwear) and sub-categories (e.g. dresses - midi, mini, full length). By tagging your products correctly, you can help to improve your visibility on site and therefore maximise your sales potential.

Sponsored Product:
Elevate your brands products to the top of their relevant category pages via our Sponsored Product self-service platform.

- Keeping your brand page refreshed with new products helps ensure you reach your sales targets.
- We suggest all sellers maintain an 80:20 Full Price versus Markdown mix.

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2024

Accurate Product Guides

Ensuring your brand is specifically curated will help your representation and your onsite presence. Implementing certain features THE ICONIC have created to assist will be highly beneficial for brand visibility and conversion rates.

Bespoke Size Guides

- Tailored Fit: Bespoke size guides are customized to individual measurements.
- Precision: They take into account unique body proportions, such as sleeve length, shoulder width, waist size, and inseam length.
- Customization: These guides may include options for different body types, such as slim fit, regular fit, or athletic fit.
- Personalization: They often consider preferences for garment length, such as cropped, regular, or longline styles.
- Detailed Instructions: Bespoke guides provide detailed instructions on how to measure yourself correctly for the best results.

INTL	AU	MEASUREMENTS
XXS	6	Shoulders: 38-39cm Bust: 79-83cm Waist: 60-64cm Hips: 79-83cm
XS	8	Shoulders: 39-40cm Bust: 84-88cm Waist: 65-69cm Hips: 84-89cm
S	10	Shoulders: 40-41cm Bust: 89-93cm Waist: 70-74cm Hips: 99-103cm

THE ICONIC

Accurate Product Guides

Product Colour Grouping

- **Enhanced User Experience:** Grouping products by color makes it easier for customers to navigate and find items they are interested in, improving their overall shopping experience.
- **Facilitates Search and Filtering:** Customers often search for products by color, so grouping items by color helps them quickly find what they're looking for and filter search results effectively.
- **Promotes Cross-Selling:** Grouping products by color allows for easy cross-selling by showcasing related items in similar or complementary colors, increasing the chances of additional purchases.
- **Improves Product Visibility:** By grouping products by color, each color variant gets its own visibility, ensuring that all available options are showcased effectively to potential buyers.
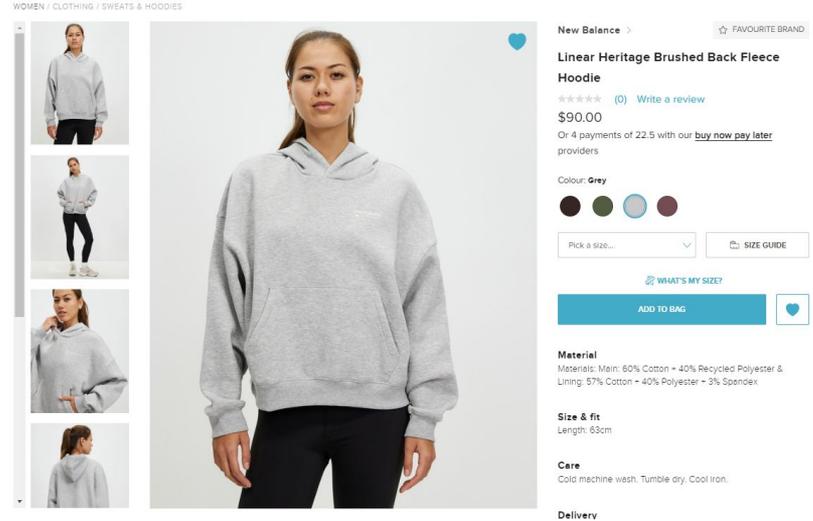
Providing customers with accurate product information will also help to prevent returns and improve customer experience.

On site Imagery

Lifestyle Images:
- Provide relatability and context for products beyond just showcasing them.
- Communicate with customers effectively by showing how products fit into their lives.

Content:
- Include detailed descriptions of items to help customers understand features, cut, and sizing before buying.
- Offer a bespoke size guide for easy selection of the perfect fit.

Imagery:
- Allocate up to 8 images per SKU.
- Ensure inclusion of front, side, and back angles for comprehensive views.
- Demonstrate natural movement, proper lighting, and close-up details of texture and detailing.

Videos:
- Boost eCommerce conversions by providing realistic views of products.
- Build customer trust and satisfaction by showcasing products in action.
  Video Specs

- 1080 w: 1382 h video resolution at least (any empty background will be filled with black background)
- Video be provided in an mp4 Vimeo format (h245 or h265 codec)
- 25 - 30 fps
- Audioless for product
- Video plays on a loop so a fade in and out at 230.230.230 RGB grey is preferred where possible
- Up to 20-25 seconds

THE ICONIC

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Wear it With

Implementing the wear it with feature can help brand awareness for consumers with their increasing their knowledge on your product range.

The wear it with feature helps drive sales and increase cart size by giving customers the opportunity to consider purchasing products beyond their initial scope.

For more information on how to implement the wear it with feature for your products, **please reach out by raising a ticket through the Seller Center Help Desk and inquiring about "Product Visibility".**
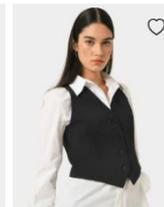

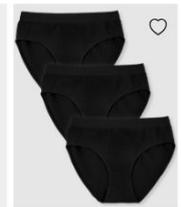WOMEN / CLOTHING / PANTS

Wear it with
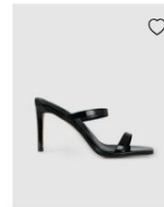
Forcast
Yana Strap Heel
$69.99

Forcast
Coco Loose Fit Satin Blouse
$79.99

Forcast
Safira Tailored Vest
$89.99

B Free Intimate Apparel
Bamboo High Cut Briefs
$64.95

THE ICONIC

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New Arrivals

It's important to remain competitive on THE ICONIC platform.

THE ICONIC customer has the highest conversion rate when browsing our New Arrivals edit. Any products that are newly released will remain tagged with a 'New Arrivals' label and will appear in this edit for a 4 week period.

Effective collection releases are usually seasonally appropriate and serve to take the customers on a journey. Think matching patterns, colours and silhouettes to keep the customer coming back for more.

2024
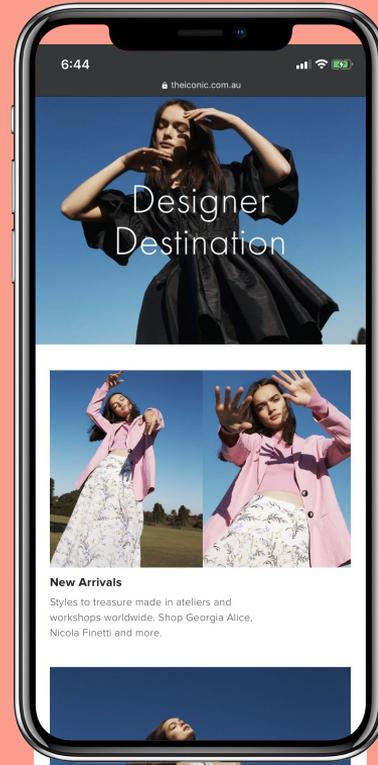
Marketing

Marketing by THE ICONIC
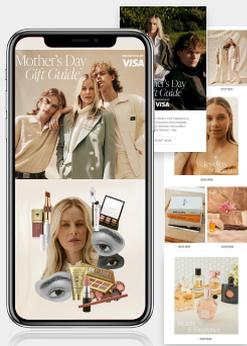
Please reach out to your category buyer for more information on marketing partnership opportunities!

CRM & ONSITE

Home to 20M+ customers on site each month and 5.1m contactable customers across our CRM channels
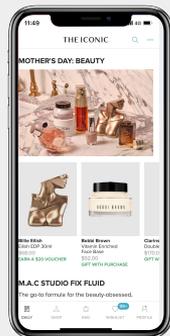
APP

5 million downloads (& counting)

SOCIAL & INFLUENCER

THE ICONIC social channels can offer an engaged platform to help your brand boost its sales.

PAID SOCIAL & DISPLAY

Using our robust first-party in paid digital channels to serve powerful and relevant messaging.

SPONSORED PRODUCT

Elevate your brands products to the top of their relevant category pages via our Sponsored Product self-service platform.

THE ICONIC

Operations

FBI – **OPERATIONAL FLOW**

Product Creation & Submit ISR
(Seller Center)

ISR Approval

Notice of Shipment

Shipment of Goods

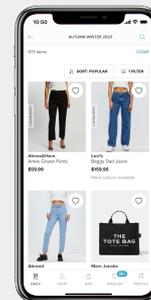**Mobile Dock Booking**

Inbound Receiving & Stock Putaway

Stock Acceptance Report

One ISR per shipment
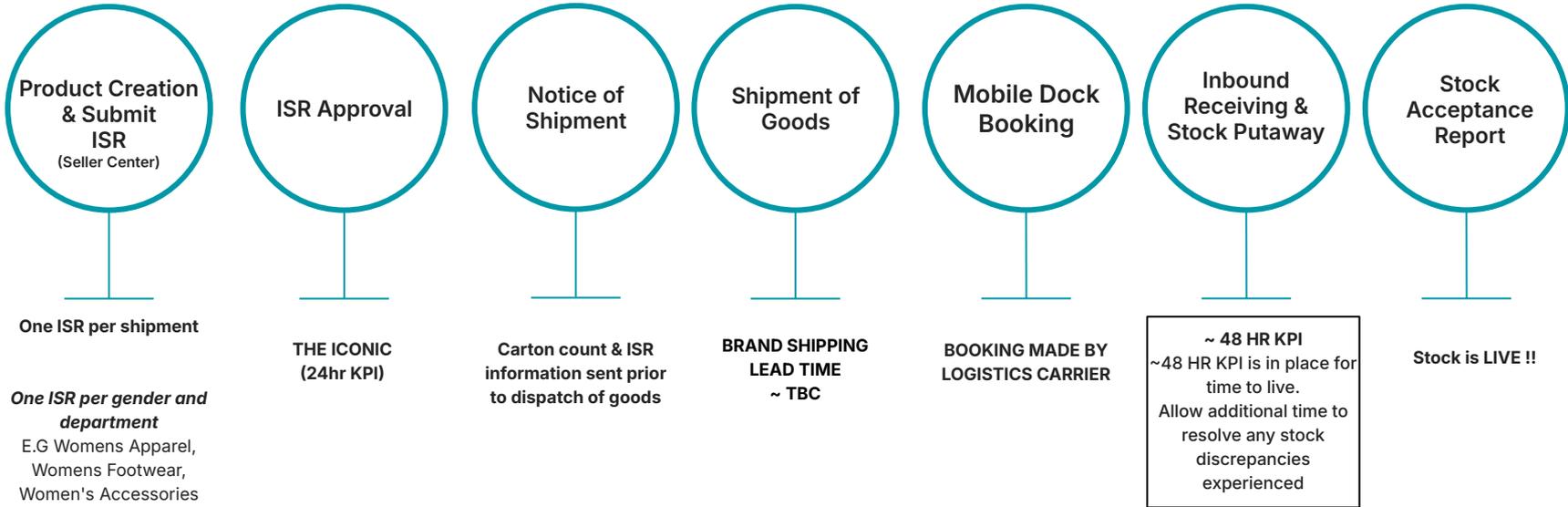
One ISR per gender and department
E.G Womens Apparel, Womens Footwear, Women's Accessories

THE ICONIC
(24hr KPI)

Carton count & ISR information sent prior to dispatch of goods

BRAND SHIPPING LEAD TIME
~ TBC

BOOKING MADE BY LOGISTICS CARRIER

~ 48 HR KPI
~48 HR KPI is in place for time to live.
Allow additional time to resolve any stock discrepancies experienced

Stock is LIVE !!

SELLER HELP DESK / NOTICE OF SHIPMENT
Completed via seller help desk.
Please note, communication regarding stock discrepancies will be via email to category management team

THE ICONIC

2024

Notice of Shipment

To ensure accuracy and timely processing, Suppliers must provide a shipment notice for all Inbound Stock **Requests within 48 hours of dispatching items from your warehouse.**

The notice of shipment must contain the following key logistics information:

- Scheduled Delivery Date (exl weekends & NSW public holidays)
- THE ICONIC ISR#
- Shipment Tracking
- Total carton count

This notice must be provided through the Seller Help Desk or seller.support@theiconic.com.au

One notice must be sent per Inbound Stock Request (ISR) in a shipment.

If multiple Inbound Stock Requests are included in one physical shipment, a notice of shipment must be sent for each Inbound Stock Request, with the carrier tracking numbers repeating.

Any shipment arriving to THE ICONIC Fulfillment Centre without notification, or in variance to the schedule delivery date, may be subject to delivery refusal in accordance with the terms of the STA.

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Notice of Shipment

How to submit a notice of shipment

1. Seller Center → Help & FAQs → Seller Center Help Desk
2. "Submit a request" top right of screen
3. Select issue of "Seller Center"
4. Select "FBI > Notice of Shipment" under Seller Center Enquiries
5. Input ISR details

Mobile Dock

Mobile Dock is an online system, which aids in carrier booking management in logistics, warehousing, and delivery sectors. It provides visibility and availability for dock booking to carriers and Sellers, assisting THE ICONIC in managing ISR delivery to the Fulfillment Centre.

https://my.mobiledock.com/bookings

For any issues, please email Mobile Dock mobiledock@theiconic.com.au for assistance.

How does MD work?

1. The Seller will book in the ISR created
2. The selected carrier will access MobileDOCK to book a delivery time on the Scheduled Delivery Date for the created ISR
3. If a booking time is unavailable, the Carrier should notify the Seller and let them know what day/time they will be booking in instead
4. The Carrier will enter the Seller name & all POs on their booking, the details of the number of pallets and/or cartons to be delivered.
5. MobileDOCK will provide the Carrier with a booking number and PIN code, which the driver will provide to the ICONIC on arrival.

Item Labelling

Specification	THE ICONIC Requirement
Barcode Type	GS1 Registered EAN or UPC
Barcode Size	Minimum 40mm (L) x 20mm (W)
Label Size	Minimum 60 mm (L) x 30mm (W)
Label Colour	White
Label font	Arial, size 9pt bold
Label type	Removal adhesive
Product Attribute Information	Must include: Style description, Style code, Colour, Size, EAN/UPC **Pricing information is NOT permitted by THE ICONIC**
Label Placement	Top right of the protective packaging (apparel & accessories) End of the shoebox (footwear Suppliers)

All Suppliers must comply with these labelling requirements for Branded Products.

Please note, the below specifications are applicable to both item swing tag, and item outer-packaging label.

Example: Item Label

Apparel

 FOLDED APPAREL

Items	Materials	Packaging	✔	✖
Shirts T-shirts Dresses Skirts Dresses Pants Jeans Shorts	● Protective, transparent packaging ● Preferred: LDPE or HDPE made from recycled content ● Fully enclosed box	✔ DO ● Place scannable labels on the top right hand side of the individual protective packaging ● Visible swing tags through packaging ● Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging DON'T ✖ Slice open protective packaging ● Use unsealed protective packaging ● Deliver without protective packaging ● Pack items with pricing information		

OUTER LABEL

NO PACKAGING

INDIVIDUAL PACKAGING

LOOSE IN BOXES

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Apparel

🪝 HANGING APPAREL

Items	Materials	Packaging	✔️	❌
Coats Dresses	• Only premium products approved by Vendor Management may be on hangers • TIC approved hangers are preferable • Protective, transparent packaging • Preferred: LDPE or HDPE made with recycled content	✔️ DO • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Individual packaging • Items must be shipped in cartons, not on garment racks ❌ DON'T • Slice open protective packaging • Use unsealed protective packaging • Deliver without protective packaging • Pack items with pricing information	**SWING TAG & OUTER LABEL** **SEALED**	**NO OUTER LABEL** **UNSEALED**

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Footwear

![FOOTWEAR icon] **FOOTWEAR**

Items	Materials	Packaging	✔️	❌
Sandals Sneakers Heels Flats Boots Thongs	• All shoes must be delivered in a fully enclosed box	**✔ DO** • Shoes delivered in standard shoe box must have lid attached and fastened with a rubber band to the box • Place scannable labels on either short sides for boxed items, with short side facing outwards of carton • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging **✖ DON'T** • Deliver an unsecured box • Deliver shoes with protective packaging over the box if there are any openings	**SECURE LIDS** **EXTRA PACKAGING DUE TO OPENING** **LABEL ON SHORT EDGE** 	**NO BOX** **LOOSE SHOES**

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Accessories

INTIMATES

Items	Materials	Packaging	✔️	❌
Underwear Bras Socks Hosiery	• Protective, transparent packaging • Preferred: LDPE or HDPE made with recycled content • Fully enclosed box	✔️ **DO** • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Individual packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging ❌ DON'T • Deliver without protective or unsealed packaging • Pack multiple items in one package • Provide on hangers • Pack items with prices		

INDIVIDUALLY PACKAGED

MULTIPACKS

INDIVIDUALLY BOXED WITH ALL OPENINGS COVERED

LOOSE IN BOX

THE ICONIC

Accessories

 JEWELLERY

Items	Materials	Packaging		
			✔️	❌
Watches Bracelets Rings Scarves Necklaces Earrings Gifts Towels	• Protective, transparent packaging • Preferred: LDPE or HDPE made with recycled content • Fragile/delicate items to be stored in a fully enclosed box • Use protective bubble wrap for fragile and delicate items	✔️DO • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Individual packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging • Items must be already assembled ❌ DON'T • Use unsealed protective packaging • Deliver an unsecured box • Pack multiple items in one package • Deliver items separate from their protective packaging	**INDIVIDUAL PACKAGING** **BOX SEALED WITH OUTER LABEL VISIBLE**	**MULTIPACKS** **BOX NOT SEALED**

*Products that do not meet these packaging requirements may be subject to a Delivery Failure and Reworks Rebate as set out further in the Supplier Trading Agreement.

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Accessories

👓 EYEWEAR

Items	Materials	Packaging	✅	❌
Sunglasses Eyewear	• Protective casing for sunglasses • Fully enclosed box • Protective, transparent packaging • Preferred: LDPE or HDPE made with recycled content	✔ **DO** • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Individual packaging • Include AS/NZ 1067 2016 Label • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging • Items must be already assembled ✖ **DON'T** • Pack/deliver sunglasses separate from their protective cases/packaging • Deliver unsecure/unsealed boxes/packaging	**INDIVIDUAL PACKAGING** **WITH OUTER LABEL VISIBLE**	**LOOSE BOXES** **NO PROTECTIVE PACKAGING**

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Accessories

 OTHER

Items	Materials	Packaging
Bags Headbands Hats Wallets Belts Hair Clips Caps Pens	• Protective, transparent packaging • Preferred: LDPE or HDPE made with recycled content • Fragile and delicate items are to be stored in a boxed which must be attached or fastened, or use protective bubble wrap • Fully enclosed box	✔ DO • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Boxed items must be secured with tape, and any boxes with openings must be covered with protective packaging • Items must be already assembled ✖ DON'T • Slice open protective packaging • Use unsealed protective packaging • Deliver without protective packaging or unsecured box • Pack multiple items in one package • Pack/deliver items separate from their cases/pouches/bags

INDIVIDUAL PACKAGING

MULTIPACK

INDIVIDUALLY SEALED

NOT FULLY PROTECTIVE IN PACKAGING

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Carton Packing

All Suppliers must ensure the following carton packing requirements:

- One SKU per carton
- Carton is packed >95% full

If one SKU cannot fill the carton, the following order should be followed:
1. Same style in one colour, in all sizes, and then repeat for the same style if there are multiple colours
2. Other styles (proceed with same format until the carton is full)

SKUs must be clearly segmented using a divider (either grouped items with larger packaging or cardboard divider).

Suppliers must apply a MIXED CARTON label to the exterior of the carton.
Example below:

In the event that shipment contains multiple Inbound stock Requests, items from multiple Inbound Stock Requests *must not* be packed within the same carton.

This includes products of different categories must never be mixed. I.e Apparel, Accessories and Footwear

Suppliers must not mix SKUs from multiple Inbound Stock Requests within a carton

Carton Requirements

Minimum Carton Dimensions:
The below dimensions are a guideline:
Footwear: 60cmx35cmx30cm
Apparel & Accessories: 50cmx30xmx30cm
Beauty & Home: 20cmx16cmx16cm

Note - Cartons cannot be larger than AU standard pallet they are delivered on

Loose Cartons:
THE ICONIC will accept deliveries with ≤10 loose cartons per delivery, per vendor, without a pallet. However any deliveries >10 cartons will need to be palletised (refer to 3.4 pallet requirements for further details).

Carton Weight Requirements:
Any carton in excess of 12kg must display HEAVY sticker on the outer facing edge of the carton once stacked.
Cartons must not exceed total weight of 20kg

⚠ CAUTION
HEAVY PACKAGE
_____ Kg

Carton Composition:
Whilst not mandatory, THE ICONIC encourages the use of 100% recycled pulp content cartons.

If composition of the cartons is by virgin pulp, please ensure responsible sourcing as per PEFC or FSC certification standards.

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Sales
Reporting

Sales

Showing data in Australia from 7 Apr 2023 - 20 Apr 2023 (Australia/Sydney)
Compared to 23 Mar 2023 - 6 Apr 2023

Show less ▲

From	Compared to
📅 Last 14 days	📅 Previous 14 days
7 Apr 2023 - 20 Apr 2023	23 Mar 2023 - 6 Apr 2023

GMV (bCaDbR)	A$621,482.42	GMV (aCaDbR)	A$618,134.11	NMV	A$517,879.14	Cancellation Value	A$3,348.31
vs. Previous 14 days	↑ 5.24%	vs. Previous 14 days	↑ 5.98%	vs. Previous 14 days	↑ 8.5%	vs. Previous 14 days	↓ 54.16%
Return Value	A$100,254.97	Total Discount	A$3,194.43	Discount Onsite	A$893.08	Gross Order items	7,684
vs. Previous 14 days	↓ 5.35%	vs. Previous 14 days	↓ 88.95%	vs. Previous 14 days	↓ 96.63%	vs. Previous 14 days	↓ 32.65%
Cancelled Orders (by seller)	A$2,749.66	Cancelled Orders (by customer)	A$598.65				
vs. Previous 14 days	↓ 54.47%	vs. Previous 14 days	↓ 52.67%				

Show less ▲

GMV bCaDbR: Gross marketing value before cancellations, after discounts, and before returns of the orders (Sum of paid price)
GMV (aCaDbR): Gross marketing value after cancellations, after discounts and before returns of the orders made today (Sum of Paid Price - Cancellations)
NMV: NMV (Net Merchandise Value) = GMV (aCaDbR) - Return Value
Cancellation Value: Total value of orders canceled by customers and the Seller
Return Value: The total value of returned items sent back during set period.
Total Discount: The total difference value between Paid Price and Unit Price, includes voucher and markdown.
Discount onsite: Total discount of product pricing by using vouchers including campaign codes set up in the promotions module.
Canceled orders (by seller): Total value of order items canceled by the Seller

The data that drives the sales reporting** is based on the "Paid Price" of items within Seller Center.

**Note on sales reporting, any reports provided by THE ICONIC teams will differ slightly from those in Seller Center as ICONIC reporting is based on sales_revenue_before_returns = paid price - credit value - coupon value - tax amount

Promotional Insights

Promotions

THE ICONIC runs weekly promotions to help drive traffic on site and remain competitive within the reactive retail market. Promotions are help in increasing brand visibility and driving sales for slow moving styles.

As we often have a quick turn around please remain vigilant so as not to miss any SKU submission deadlines; a reminder email from our trade team goes out weekly; please keep an eye out for these!

Reminder! Once you submit skus into a promo they cannot be removed so please keep this in mind!

Dear Seller,
We trust that you are well. Please see below our promotional plan for week 07.

This promotion is open in Seller Centre and ready for sku submission. The submission deadline for this promotion is: Monday 12th February at 10am.

HERO Promotion: 25% OFF Summer

- Timings: Tuesday 13th February - Monday 19th February
- Product: Womens, Mens, Kids, Sport, Beauty, Home
- Campaign ID: campaign_23065

Finer Details on the above promotions:

Seller Center Academy

- You are able to use the Seller Center Academy for insights on how to join a promotion.
- Provides you with a step by step guide on how to and when completing bulk uploads.

Promotions

Seller Center Promotions

Promotion Overview

Joining a Promotion - User Interface

Joining a Promotion - Bulk

Product Removal - Promotions

Getting Started	Products	Products (New UI)
E-Commerce Briefs & Quality Control	Production	Orders
Promotions	Operations & Seller Metrics	Returns
Reporting	Finance	Considered
Seller Center API		Videos

Reminder! Try and join promotions as soon as possible to ensure that you don't miss the cut off date!

View by

| Promotion | Product |

From

📅 Last 14 days

7 Apr 2023 - 20 Apr 2023

Compared to

📅 Previous 14 days

23 Mar 2023 - 6 Apr 2023

Buyers 2,042 vs. Previous 14 days ↑ 14.72%	**Discount cost funded by sellers** A$90,275.31 vs. Previous 14 days ↑ 37.08%	**Discount cost funded by region** vs. Previous 14 days 0%	**Number of joined promotions that were active during the dates** 5 vs. Previous 14 days ↑ 25%
Number of not joined promotions that were active during the dates 38 vs. Previous 14 days ↑ 52%	**Number of product items added to the promotions** 25,582 vs. Previous 14 days ↑ 39.65%	**Promotions revenue** A$229,967.98 vs. Previous 14 days ↑ 19.66%	**Number of redeemed vouchers** 2,071 vs. Previous 14 days ↑ 16.09%
Total discount A$90,275.31 vs. Previous 14 days ↑ 37.08%			

Show less ▲

Buyers: Unique customers who used a voucher code
Discount cost funded by sellers: Discount vouchers founded by sellers for vouchers and cart rule promotions
Discount cost funded by region: Discount vouchers founded by region for vouchers and cart rule promotions
Promotions revenue: Gross merchandising value after cancellations, after discounts and before returns generated by promotions

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Buyers

Updated 19 seconds ago

Export

Buyers over time

Promotion name	Promotion type	Start date	End date	Voucher code	Products in promotion by all sellers	Items sold with promotions	Revenue by promotion	Buyers	Total discount	Promotion status
WK15 SPEND $60, SAVE 20% | SPEND $80, SAVE 25%	Cart rule	11/04/2023	17/04/2023	campaign_19544	7,950	719	A$81,461.35	709	A$26,920.46	Expired
WK16 30% OFF VOGUE ONLINE SHOPPING NIGHT	Cart rule	17/04/2023	25/04/2023	campaign_19500	7,156	451	A$42,801.65	437	A$18,383.45	Active

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Returns   Insights

Returns Focus

We consistently analyse return rates and reasons to enhance our brand and elevate the customer experience by reducing them.

Customer returns reasons that we review closely:

- Doesn't suit me
- It is too large
- I don't like it
- It is too small
- I ordered more than one size/color
- Looks different to image on site
- Poor Quality
- The product is faulty
- There was a delivery problem
- I received the incorrect product

What we focus on:

Detailed Product Descriptions: Ensure that your online product listings include comprehensive information about the clothing, including materials, fit, and care instructions. This helps customers make informed purchasing decisions, reducing the likelihood of returns due to mismatched expectations.

High-Quality Images: Use high-resolution images that showcase your products from different angles. Using varied models can provide customers with a better understanding of the product's details, sizing and fit

Accurate Size Guide: Provide accurate sizing guides and measurements for your products Videos: Create video content demonstrating how the clothing fits and moves. This can give customers a better sense of the product's real-life appearance.

Quality Control: Prioritize quality control during your production and packing processes to minimize defects and shipping errors that might lead to returns.
Address Fit and Style Concerns: If you have previously and frequently seen returns due to fit or style issues, consider offering personalized styling advice or consultations to help customers make better choices.

Analytics and Data: Continuously analyze data on returns to identify patterns and common reasons for returns. Use this information to make product and website improvements.

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