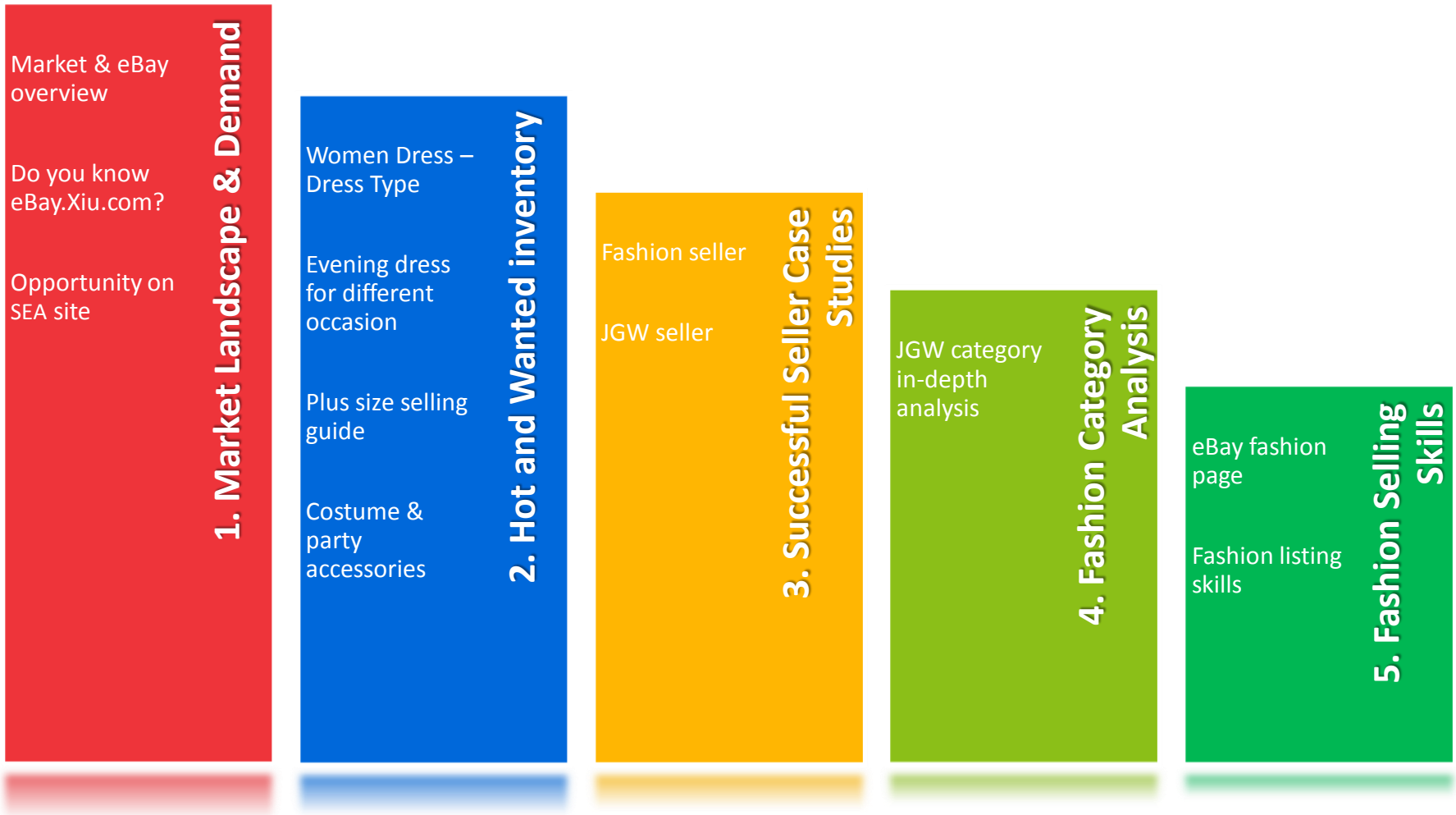




2013 eBay HK Fashion Seminar

4th June, 2013

Agenda





WONDERLAB



WONDERLAB, one of the major fashion trends for spring/summer 2013, combines sporting sensations. These designs mainly incorporate microorganism-shaped patterns with contrasting colours.

DIOMATIC which will explore the unique culture of different regions that gives inspirations for a variety of sharp colours and patterns.



Market landscape Overview

- In recent years, developing countries like ASEAN and Bangladesh have become more preferential market for the clothing exporters US, the EU and Japan, which has impact for the competitiveness of Hong Kong and mainland manufacturers.
- An increasing number of Hong Kong and mainland clothing manufacturers have relocated their production of lower-end and mass products to Southeast Asian countries like Bangladesh, Vietnam and Indonesia. Due to
 - Rising labour costs
 - RMB appreciation
 - Stricter environmental regulations on the Chinese mainland

Growing importance of private labels:

Private or house labels, in essence, have become an increasingly effective marketing tool among garment retailers.

- In order to differentiate as well as upgrade the image of their products, major retailers have started to put a stronger emphasis on their own labels.
- As consumers desire to have private labels on everyday garments like jeans, accessories and T-shirts.
- the doors are also open to the supply of these clothing items to private label owners.

Children market:

- Children clothing market appears to be the major drive in the coming years for the traditional markets like US, Europe, etc.
- According to the Global Industry Analysts, the global market for children's wear is expected to reach US\$173.6 billion by the year 2017.
- Even during recession, parents are more likely to cut expenditure on themselves rather than on their children.

Male market:

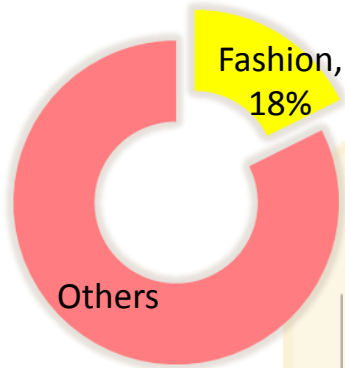
Men are increasingly concerned about the clothes which come to their wardrobes.

- According to Euromonitor, global men's wear sales are estimated to have grown by 2.8% to US\$441.3 billion in 2012, outpacing women's wear (2.7%).
- According to the Cotton Incorporated, more than one-third of males (35%) said they “love or enjoy” clothes shopping in 2012, up from 28% in 2008.

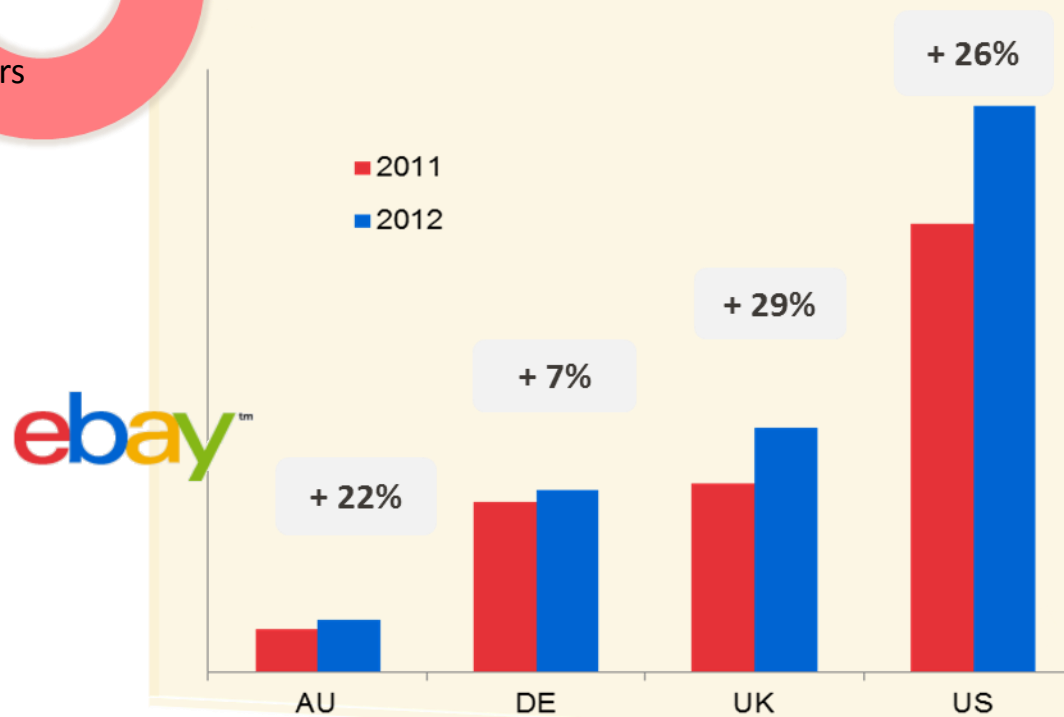
Silver market:

- Ageing population becomes a common phenomenon in many developed countries in Europe, Japan as well as the US. Elderly people constitute a major market segment called ‘silver market’.
- Supported by savings, social security benefits and pensions, many elderly people have rather strong spending power.
- A survey conducted by the Japanese government also shows that people who are 60 years old and above possess almost three times the financial assets of those in the 40-50 age group.





Overview – Sales Performance of “Fashion” in 2012 on eBay



“Fashion” GMV on 4 Key Sites (driven by all sellers)
YoY Growth 2012 vs. 2011



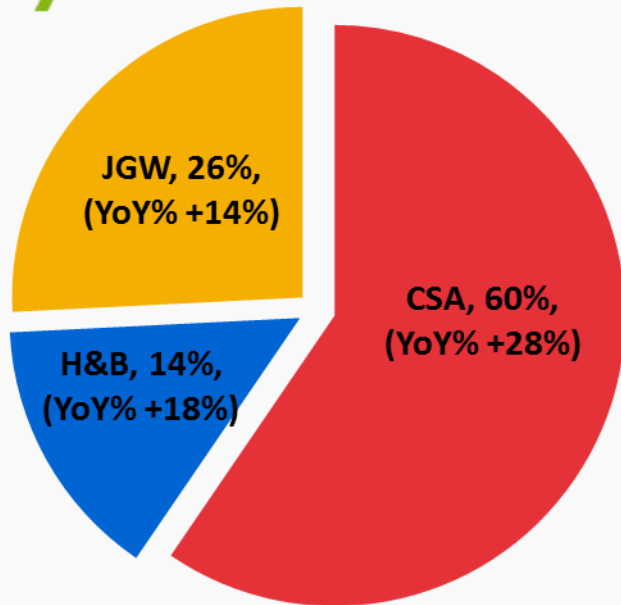
Greater China Sellers Performance

Site	YoY growth (2012 vs 2011)	Penetration rate as of 2012
US 	+57%	8%
UK 	+67%	6%
AU 	+31%	16%
DE 	+67%	2%

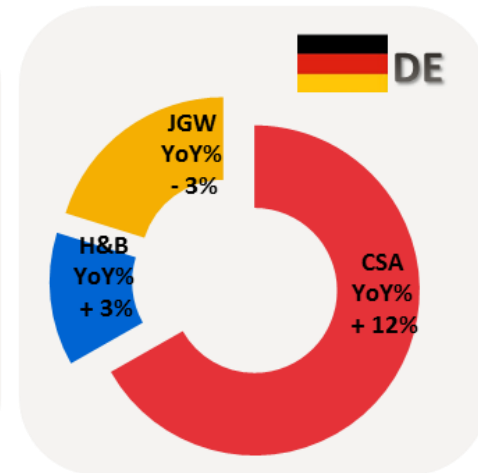
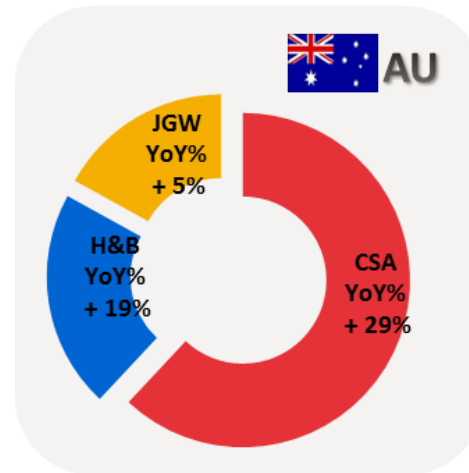
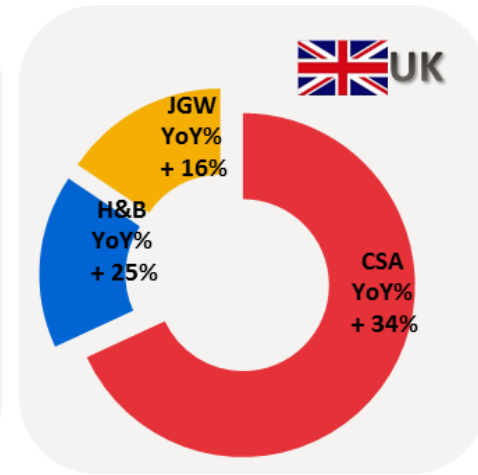
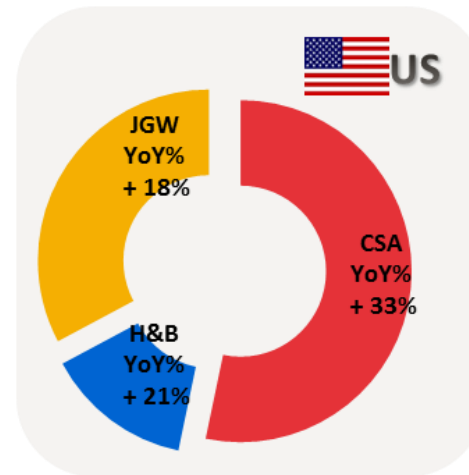
Fashion – Sales Performance by Categories on 4 Key Sites

GMV Breakdown by Categories on 4 Key Sites

YoY growth (2012 vs. 2011)



- Clothing & Accessories
- Health & Beauty
- Jewelry, Gems, Watches



GREATER CHINA SELLERS ON EBAY STYLE



What is eBay Style?

- eBay collaborates with Xiu.com, a leading Chinese online fashion and luxury retailer, launching a new and fully localized online shopping experience, called eBay Style. <http://ebay.xiu.com/>



- eBay Style (ebay.xiu.com) will connect Chinese online consumers to global products and brands currently being sold on eBay.com.

Why ebay Style?

- As well as providing the platform for eBay Style, Xiu.com will be responsible for curating and translating the inventory from eBay with a product search and browsing experience suited to Chinese consumers.
- Through the partnership, Chinese consumers can access eBay's global selection, with Xiu.com being responsible for handling all sales, logistics and customer service.
- Xiu.com will also provide local returns and Chinese language customer service.

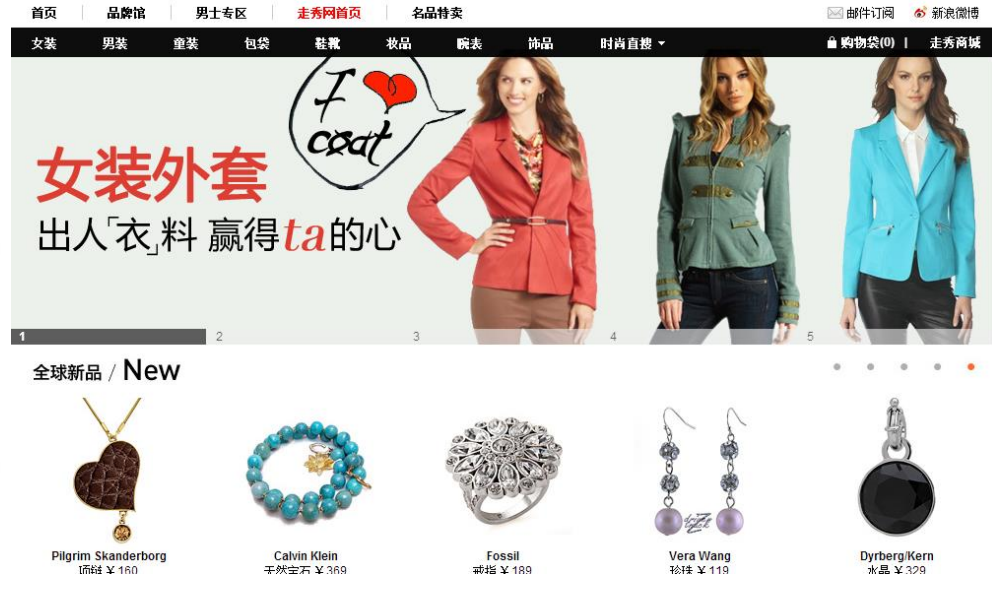


一瞬间
全球风尚无界

eBay秀 一站式全球时尚购物平台，由全球网罗了1700多个品牌，服饰、5000个品牌品牌及500,000款服饰配饰，精选全球优质品牌，海外直送，品质保障。

登陆 ebay.xiu.com，乐享全球时尚美好生活。

扫描二维码
关注eBay秀微信
专享50元优惠券
ebay.xiu.com



首页 | 品牌馆 | 男士专区 | 走秀网首页 | 名品特卖

女装 男装 童装 包袋 鞋靴 妆品 腕表 饰品 时尚直播

邮件订阅 新浪微博

购物袋(0) | 走秀商城

女装外套

出人「衣」料 赢得ta的心

I ♥ coat

全球新品 / New

- Pilgrim Skanderborg 项链 ¥160
- Calvin Klein 天然宝石 ¥369
- Fossil 戒指 ¥189
- Vera Wang 珍珠 ¥119
- Dyrberg/Kern 水晶 ¥329

eBay Style Sales Overview

Total Seller Participated: 15
Selling Period: Dec 2012 – Jan 2013
Total Sold Item: 844
Total GMV: US\$104K

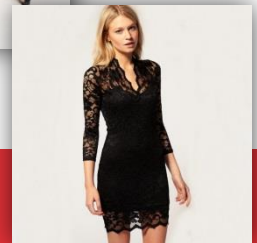
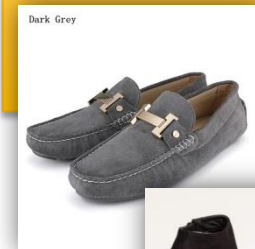
Top Seller #1:
Total Sold Item: 268
Total Sold GMV: US\$73K
ASP: US\$272.7



Top Seller #2:
Total Sold Item: 109
Total Sold GMV: US\$5K
ASP: US\$178.1



Top Seller #3:
Total Sold Item: 74
Total Sold GMV: US\$5K
ASP: US\$67.1

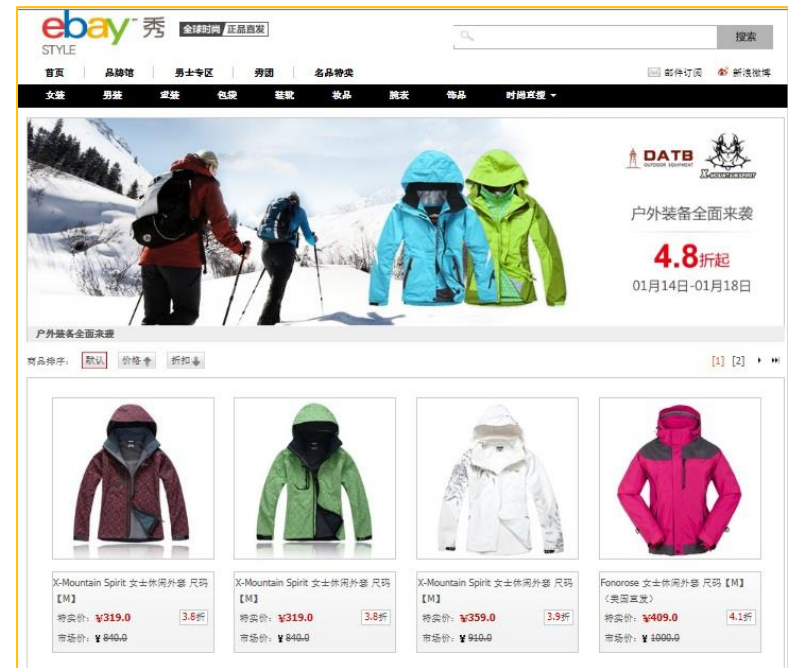


Seller Nomination Process

AM to nominate the seller IDs from **US site** to be featured in eBay.xiu.com

Xiu team will pull all the sellers' listings from the **US site**

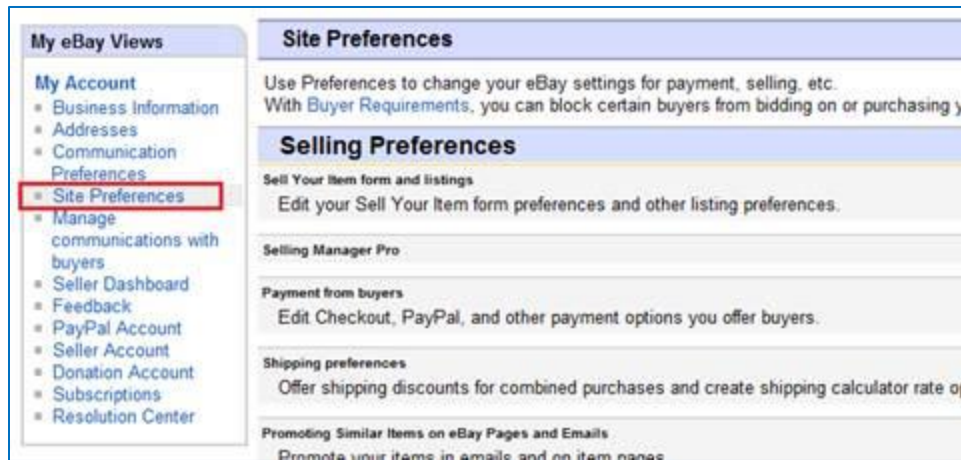
All listings will be translated into local language (i.e. Chinese) and listed on Xiu platform



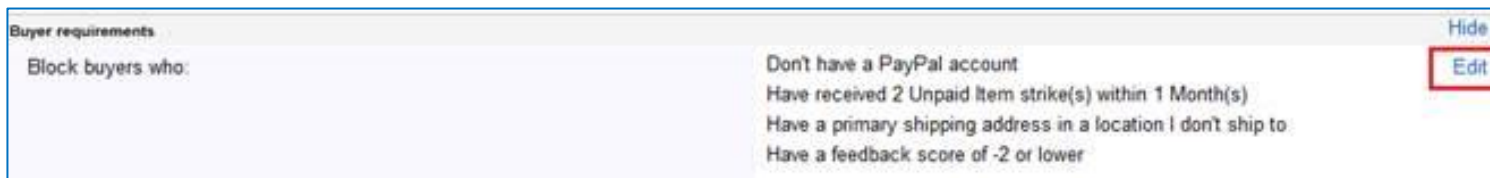
Open to ship: CN, HK & Macau

For “exemption list” setup, please refer to following steps:

- Go to “My Account” - > “Site Preferences”



- Then edit the “Buyer Requirements”
- Next, edit the “exemption list”



- Add all Xiu's 12 IDs to this Exemption list

Buying Process



- 1) Add selected item to shopping bag
- 2) Fill in Payment and address information
- 3) Final order confirmation
- 4) 3-5 days handling time
- 5) Merchandise dispatched

All the orders bought via Xiu will have the following “buyer ID” shown in the confirmed order

xiubuy002	xiubuyhk01
xiubuy003	xiubuyhk02
xiubuy005	xiubuycn01
xiubuy007	xiubuycn02
xiubuy008	xiubuycn03
xiubuy009	xiubuyhk03



Logistics Arrangement

1) The confirmed order will reflect Xiu's warehouse (either HK or CN) as delivery address for seller's delivery arrangement

CN warehouse:

Contact : CN team (0755-26728843 / 13027925225)

Delivery address:

Shenzhen City Guangdong Province Baoan District Guanlan Town Ring Road No. 18 Ming-up view of Logistics Park 3 Building 4 floor Middle

(中国广东省深圳市宝安区

观澜镇环观南路18号

铭可达物流园3号楼四楼中)



HK warehouse:

Contact : Candy Shek (852-23428008)

Delivery address:

Xiu Holdings (HK) Limited

Block C, 12/F, Mei Gar building,

146 Wai Yip Street, Kowloon, HK

(香港九龙官塘伟业街146号,

美嘉工业大厦12楼C室)

Seller's Fulfillment

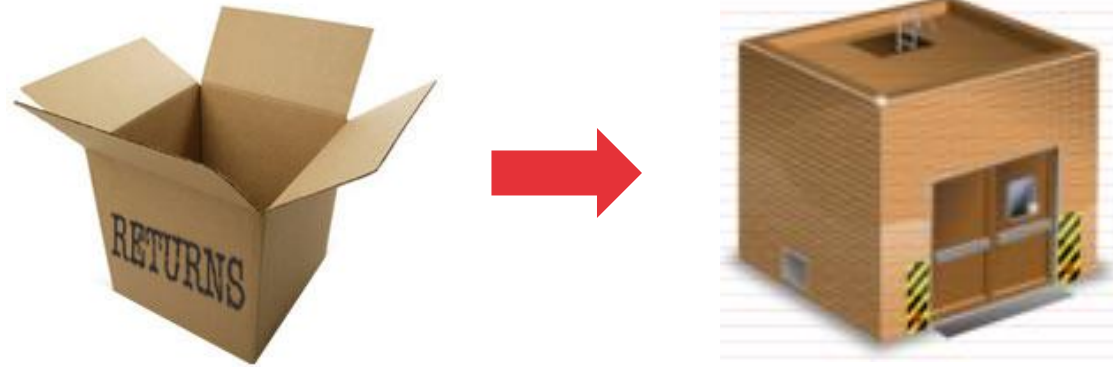
- eBay AM will provide seller's contact info. to Xiu operation team for direct communication on order processing.
- Double check the order information and should contact Xiu / eBay AM if any issues.
- Provide package label on each product based on below format, Xiu HK / CN warehouse can receive the cargo accordingly.

Product Code	Bar Code	Sales Order Number
产品编码	条码	SO订单号
112159680006	2000035891459	1112893120706



- Xiu will provide a daily updated summary for seller to fill in information of dispatched order. Sellers should assign representative to handle this and upload tracking no. on eBay.
- Xiu will fill the “requested dispatching date” in the summary as remark. If any exception, seller should contact Xiu for estimated dispatching date.

Return Policy



- **Proven quality issues** – All goods that are returned from sellers would be inspected again at their warehouse, if in the case that the goods can be relisted and resold, they will do so and will not return to the seller. However, if there are quality issues, they will take pictures for record, and then return the goods to respective seller.
- **Wrong shipment** – Only for goods that are proven to not have matched the order they place will they return the order.

For any goods that Xiu can relist and resold they will do so even if customers had returned.

TnS Concern



- ☐ TnS will exclude the following buyer IDs and transactions from FB padding model.
- ☐ Xiu buyer IDs will leave buyer feedback to seller once the transaction is completed.

xiubuy002	xiubuyhk01
xiubuy003	xiubuyhk02
xiubuy005	xiubuycn01
xiubuy007	xiubuycn02
xiubuy008	xiubuycn03
xiubuy009	xiubuyhk03

- ☐ P1 MAC notes on the accounts which will also serve the purpose for ATO consideration

SOUTHEAST ASIA (SEA) DEALS

- A NEW PROMOTION CHANNEL

DEALS

Big deals. Little effort.

New products at great discounts.

Free shipping by trusted sellers

Philippines

Singapore

Malaysia

Thailand

Vietnam

Other SEA

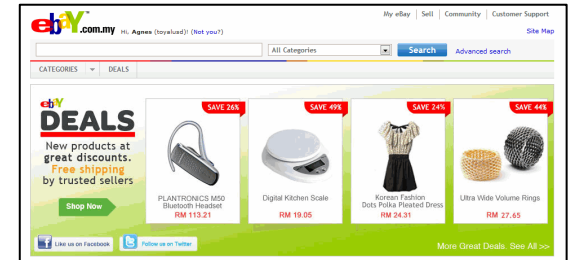
ebay™

Introduction of SEA Deals

- There are 4 zones to be featured:

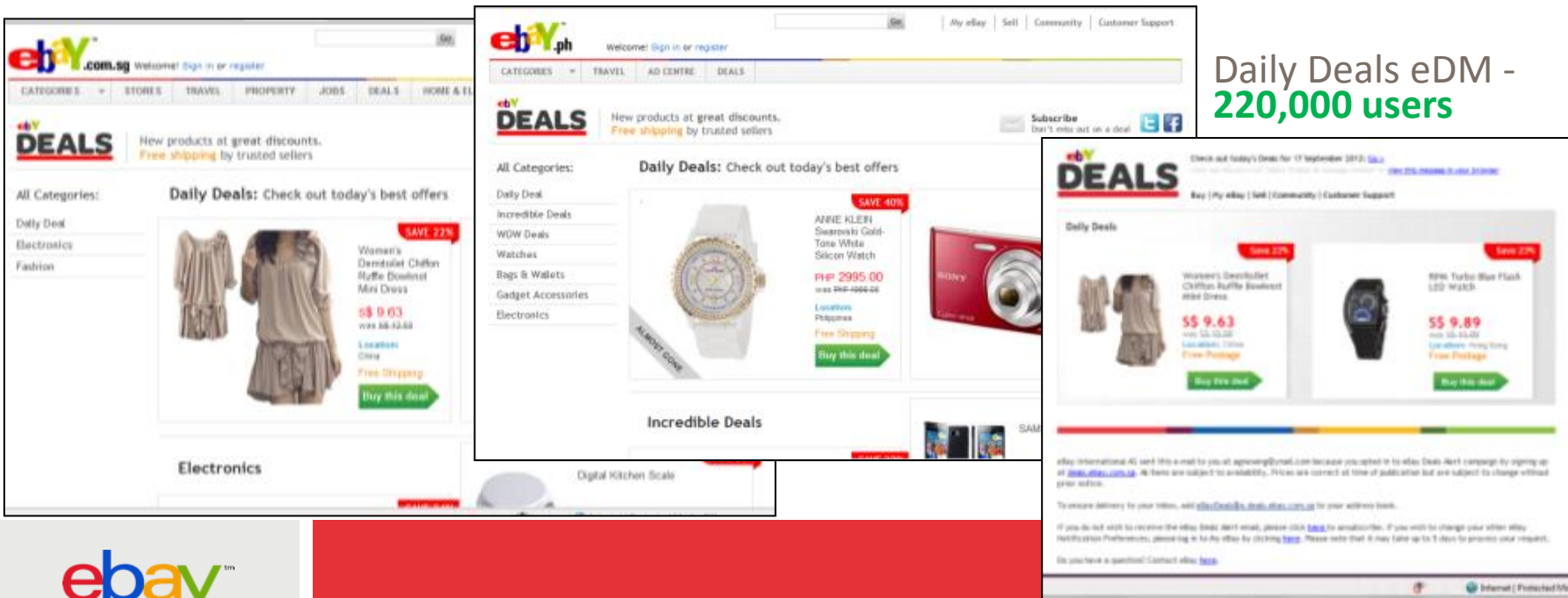
- eBay Philippine - <http://deals.ebay.ph/>
- eBay Malaysia - <http://deals.ebay.com.my/>
- eBay Singapore - <http://deals.ebay.com.sg/>
- Rest of SEA countries - <http://seadeals.ebay.com>

Deals Onsite Banner



Combine Monthly Pageviews –
over **80million**

Daily Deals eDM -
220,000 users



Introduction of SEA Deals

- **Demographics**

- In Singapore, Malaysia and Rest of SEA, mainly buyers are male
- In Philippines, mainly buyers are female

- **Seller/Listings Requirements:**

- Account status 'above standard' or above
- **Free Shipping** to either one or all zones(preferred)
- Stable inventory level (not less than 10)
- All listings at US ebay.com

- **Wanted Category:**

- Fashion, Home & Garden and Others
- Preferred item: Branded Watch, Men's & Women's Cloth



WOMEN DRESS – DRESS TYPE

1 Blouse / Shirt / Woven Top 襯衣 / 恤衫



2 Cardigan 針織开衫



3 Sweater/Knitwear 針織外套



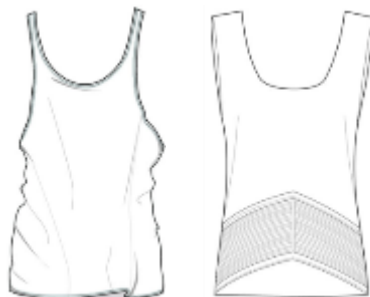
4 Sweatshirt/Hoodie 運動衛衣



5 Vest 背心外套



6 Tank Top 背心



7 Spaghetti Strap 幼帶背心



8 Coat – Duffel / Toggle
牛角扣大衣



9 Coat – Trench Coat 乾濕褸



10 Jacket / Coat – Puffer / Down
羽絨外套



11 Jacket – Motorcycle / Biker
摩托車外套



12 Jacket/Coat – Double- Breasted
雙排扣外套/大衣



13 Jacket/Coat – Poncho/Cape
披肩/斗篷式外套/大衣



14 Jacket – Boxy 60年代四方外套



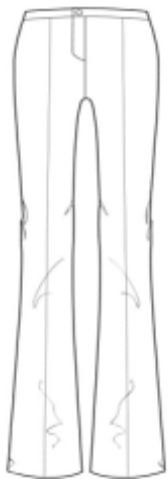
15 Jacket – Blazer 西裝褸



16 Jacket/Coat – Fur/Faux Fur 動物 /
仿動物毛外套 / 大衣



17 Bell-bottom / Flared 喇叭裤



18 Boot Cut 靴型裤



19 Cropped / Capri 截短/七分裤



20 Skinny 窄身裤



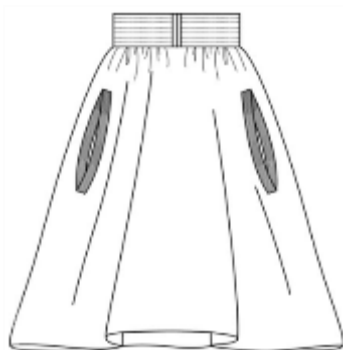
21 Pleated 褶裙



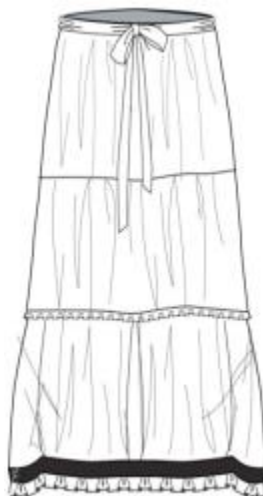
22 A-Line Skirt A字裙



23 Midi 过膝



24 Maxi / Long 长裙



25 Full 圆摆裙



26 Leggings 贴身裤袜

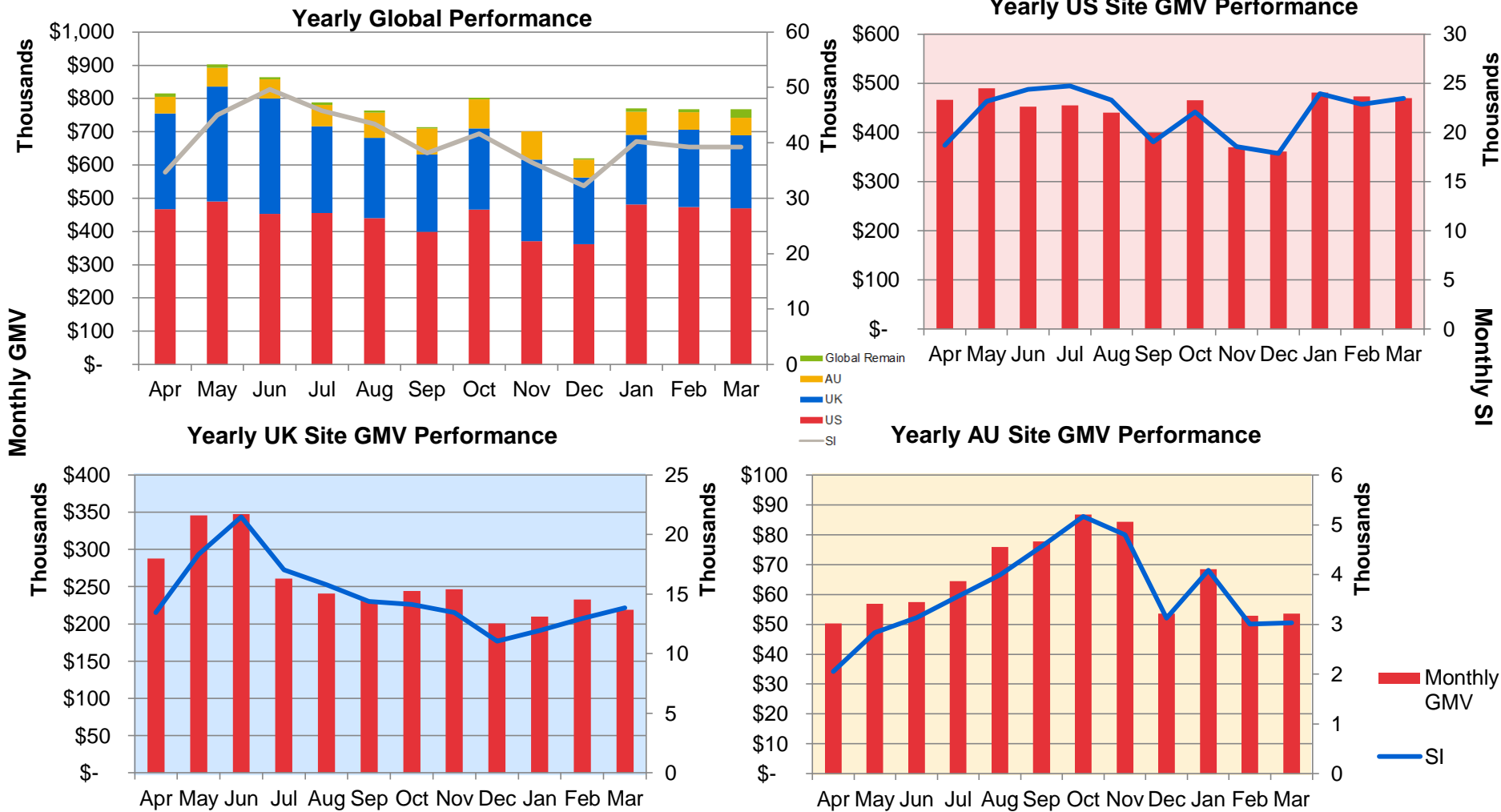


Best Dress Selling Performance

- *Pleated Dress*
- *A-Line Skirt*
- *Maxi Dress*
- *Full Dress*



Pleated Dress Global Site Performance



Pleated Dress (30 Days Performance)

Keyword	Pleated Dress
30 Days GMV	\$601,686
Total Listings	43,575
Items Sold	30,046
Avg. Price	\$20.03
Sell-Through	25.81%

2 Best Selling Items:



Chiffon Pleated Long Dress

GMV: \$11,281

ASP: \$24.83

Items Sold: 651



Chiffon Pleated Long Dress

GMV: \$5,801

ASP: \$13.67

Items Sold: 562

Best Seller Scale Performance:

eBay id	faship
30 Days GMV	\$76,069
Total Listings	23,355
Items Sold	4,629
Avg. Price	\$16.43
Sell-Through	10.08%



Pleated Strapless Wedding Dress

GMV: \$24,867

ASP: \$32.99

Items Sold: 9



Keyword	Pleated Dress
30 Days GMV	\$277,602
Total Listings	11,225
Items Sold	17,255
Avg. Price	\$16.09
Sell-Through	38.30%

2 Best Selling Items:



Green Pleated Chiffon Dress

GMV: \$12,707

ASP: \$19.79

Items Sold: 969



Double Layer Chiffon Pleated Long Dress

GMV: \$6,818

ASP: \$21.10

Items Sold: 417

eBay id	imhappyuk
30 Days GMV	\$17,949
Total Listings	15
Items Sold	1,177
Avg. Price	\$15.25
Sell-Through	100%



Green Pleated Chiffon Dress

GMV: \$12,707

ASP: \$19.79

Items Sold: 969



Keyword	Pleated Dress
30 Days GMV	\$67,689
Total Listings	4,678
Items Sold	3,840
Avg. Price	\$17.63
Sell-Through	31.12%

2 Best Selling Items:



Vintage Sleeveless Pleated Skirted

GMV: \$5,911

ASP: \$19.35

Items Sold: 411



Chiffon Backless Chiffon Dress

GMV: \$2,527

ASP: \$14.36

Items Sold: 176

eBay id	tmallmall
30 Days GMV	\$14,644
Total Listings	37
Items Sold	948
Avg. Price	\$15.45
Sell-Through	100%



Vintage Sleeveless Pleated Skirted

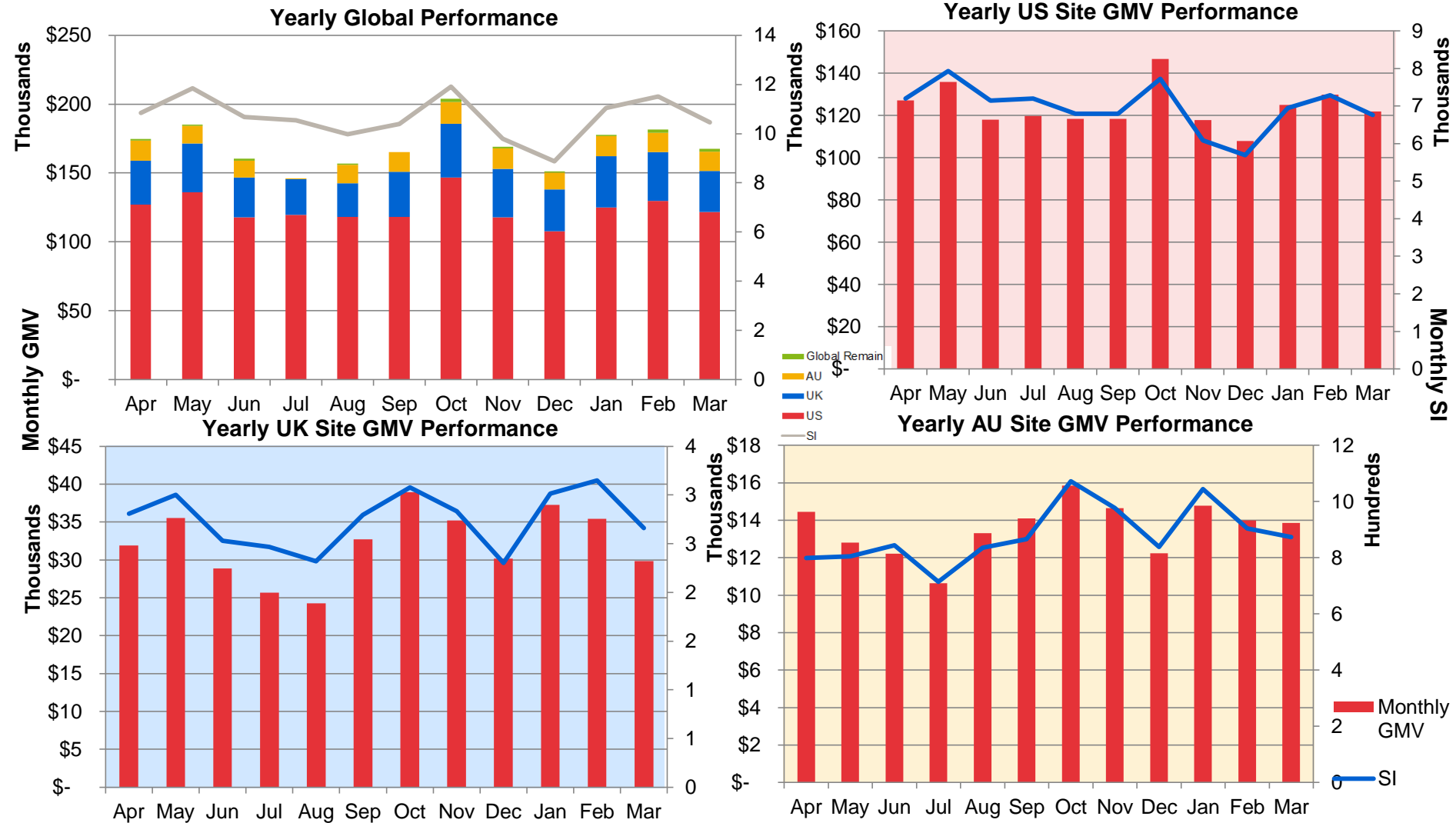
GMV: \$5,911

ASP: \$19.35

Items Sold: 411



A-Line Skirt Global Site Performance



A-Line Skirt (30 Days Performance)

Keyword	A-Line Skirt
30 Days GMV	\$150,674
Total Listings	34,469
Items Sold	8,336
Avg. Price	\$18.08
Sell-Through	19.28%

2 Best Selling Items:



Velvet A-Line Short Skirt
GMV: \$2,483
ASP: \$8.59
Items Sold: 289



A-Line Bridal Gown
GMV: \$828
ASP: \$12.93
Items Sold: 64

Best Seller Scale Performance:

eBay id	angelsbridal
30 Days GMV	\$11,800
Total Listings	1,438
Items Sold	856
Avg. Price	\$13.79
Sell-Through	26.22%



A-Line Bridal Gown
GMV: \$828
ASP: \$12.93
Items Sold: 64



Keyword	A-Line Skirt
30 Days GMV	\$36,789
Total Listings	7,788
Items Sold	3,204
Avg. Price	\$11.48
Sell-Through	29.20%

2 Best Selling Items:



Bridal A-Line Skirt
GMV: \$2,350
ASP: \$22.59
Items Sold: 104



Velvet A-Line Skirt
GMV: \$718
ASP: \$9.09
Items Sold: 79

eBay id	xiao2huan
30 Days GMV	\$28,526
Total Listings	735
Items Sold	10,972
Avg. Price	\$2.60
Sell-Through	99.73%



High Waist A-Line Skirt
GMV: \$1,324
ASP: \$8.62
Items Sold: 246



Keyword	A-Line Skirt
30 Days GMV	\$17,130
Total Listings	1,455
Items Sold	1,118
Avg. Price	\$15.32
Sell-Through	40.41%

2 Best Selling Items:



Velvet A-Line Skirt
GMV: \$491
ASP: \$9.27
Items Sold: 53



Waisted Velvet A-Line Skirt
GMV: \$252
ASP: \$12
Items Sold: 21

eBay id	creatworld
30 Days GMV	\$31,668
Total Listings	586
Items Sold	2,665
Avg. Price	\$11.88
Sell-Through	71.33%

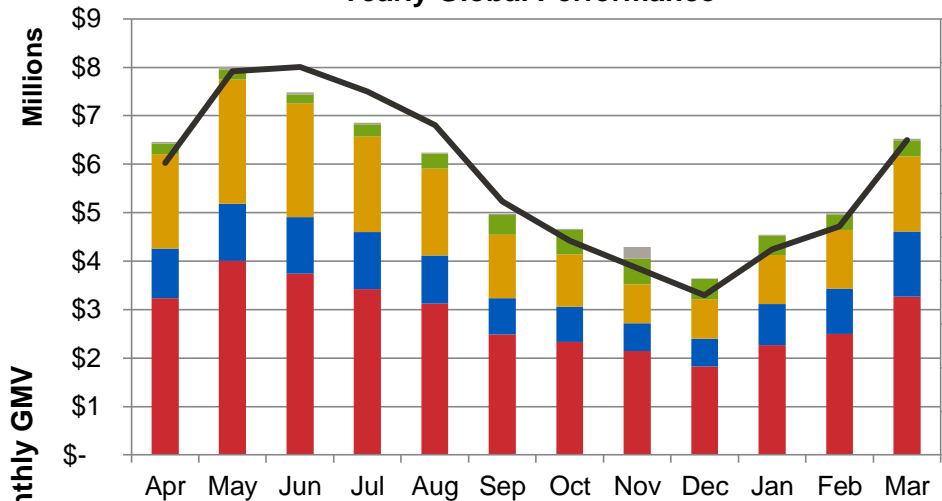


Velvet A-Line Skirt
GMV: \$491
ASP: \$9.27
Items Sold: 53

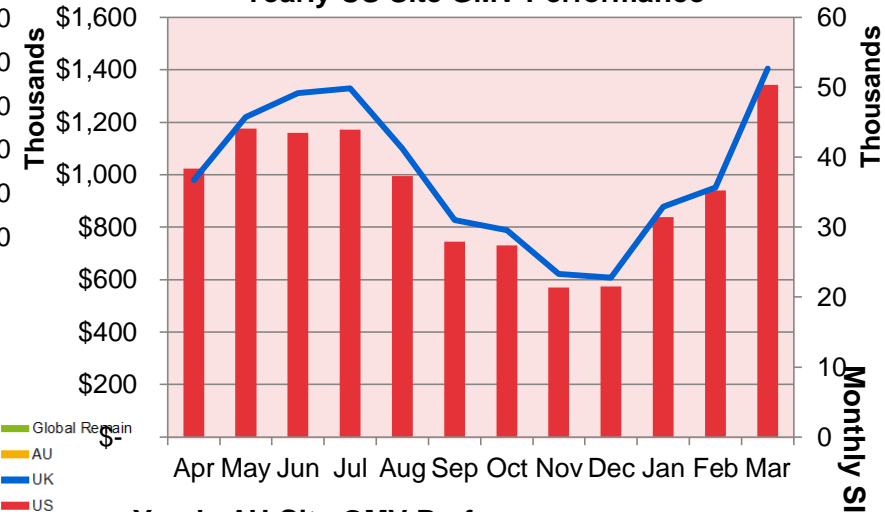


Maxi Dress Global Site Performance

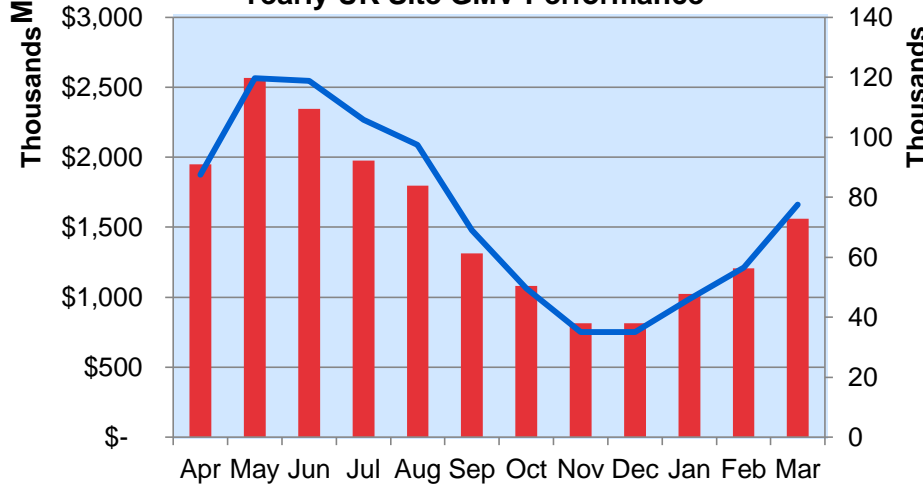
Yearly Global Performance



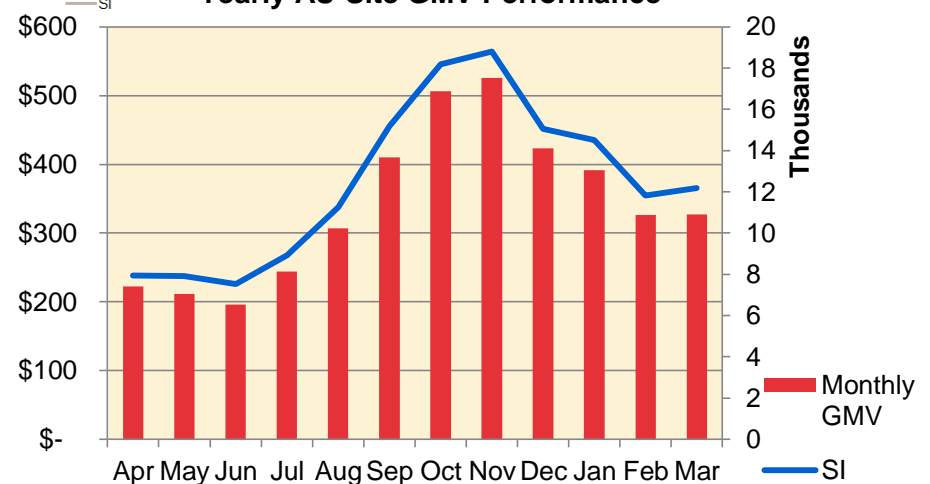
Yearly US Site GMV Performance



Yearly UK Site GMV Performance



Yearly AU Site GMV Performance



Maxi Dress (30 Days Performance)

Keyword	Maxi Dress
30 Days GMV	\$1,361,870
Total Listings	88,744
Items Sold	53,551
Avg. Price	\$25.43
Sell-Through	29.68%

2 Best Selling Items:



Chiffon Long Maxi Waist Dress
GMV: \$3,487
ASP: \$11.34
Items Sold: 426



Chiffon Long Maxi Dress
GMV: \$2,000
ASP: \$8.81
Items Sold: 322

Best Seller Scale Performance:

eBay id	vivicastle
30 Days GMV	\$97,526
Total Listings	7,690
Items Sold	4,618
Avg. Price	\$21.12
Sell-Through	38.67%



Long Maxi Dress
GMV: \$336
ASP: \$15.27
Items Sold: 22



Keyword	Maxi Dress
30 Days GMV	\$1,588,724
Total Listings	76,531
Items Sold	78,690
Avg. Price	\$20.19
Sell-Through	52.33%

2 Best Selling Items:



Barbie Maxi Stretchy Dress
GMV: \$8,885
ASP: \$11.44
Items Sold: 777



Spring Maxi Dress
GMV: \$2,851
ASP: \$13.38
Items Sold: 213

eBay id	flirtfashionsltd
30 Days GMV	\$114,081
Total Listings	370
Items Sold	8,937
Avg. Price	\$12.77
Sell-Through	100%



Tube Maxi Dress
GMV: \$1,514
ASP: \$10.30
Items Sold: 147



Keyword	Maxi Dress
30 Days GMV	\$324,054
Total Listings	26,783
Items Sold	12,164
Avg. Price	\$26.64
Sell-Through	29.12%

2 Best Selling Items:



Long Maxi Wedding Dress Gown
GMV: \$3,241
ASP: \$39.05
Items Sold: 83



Evening Maxi Dress
GMV: \$1,701
ASP: \$25.78
Items Sold: 66

eBay id	patriasia
30 Days GMV	\$7,848
Total Listings	74
Items Sold	424
Avg. Price	\$18.51
Sell-Through	100%

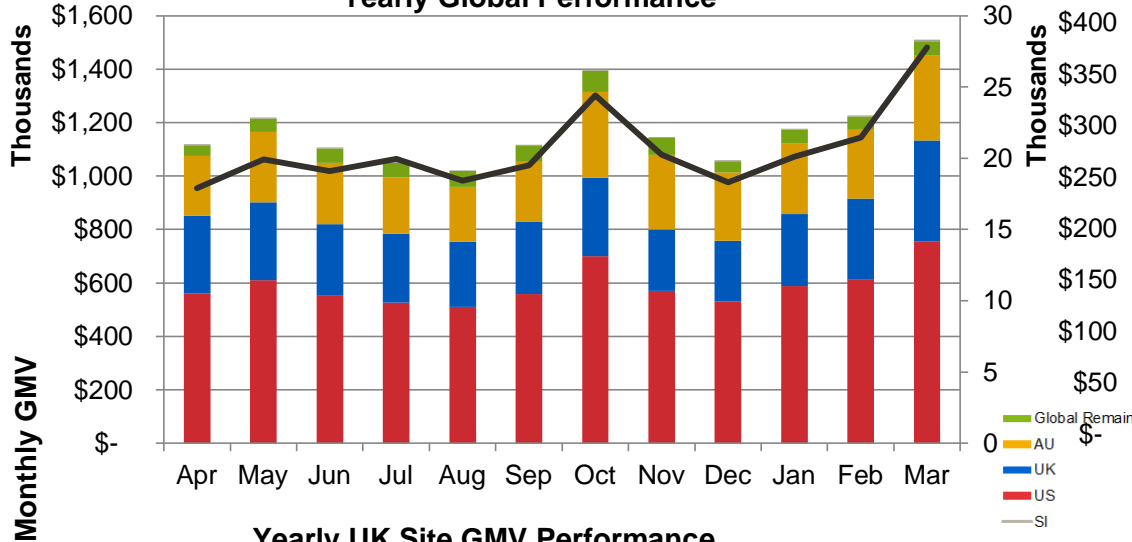


Floral Maxi Long Dress
GMV: \$702
ASP: \$17.13
Items Sold: 41

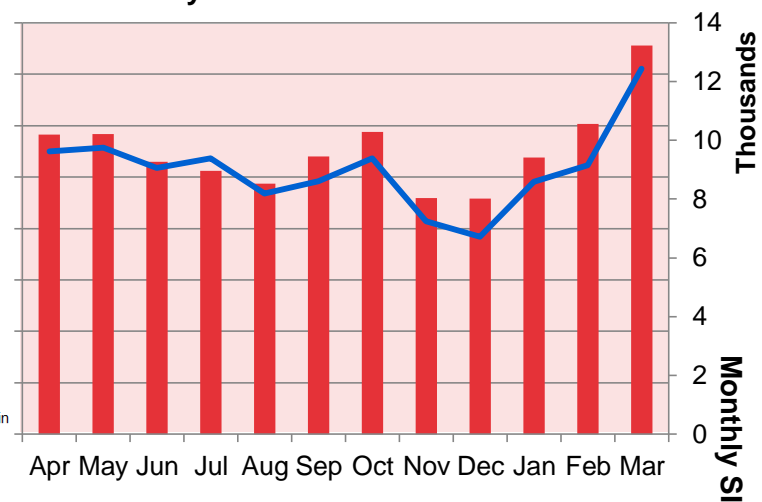


Full Dress Global Site Performance

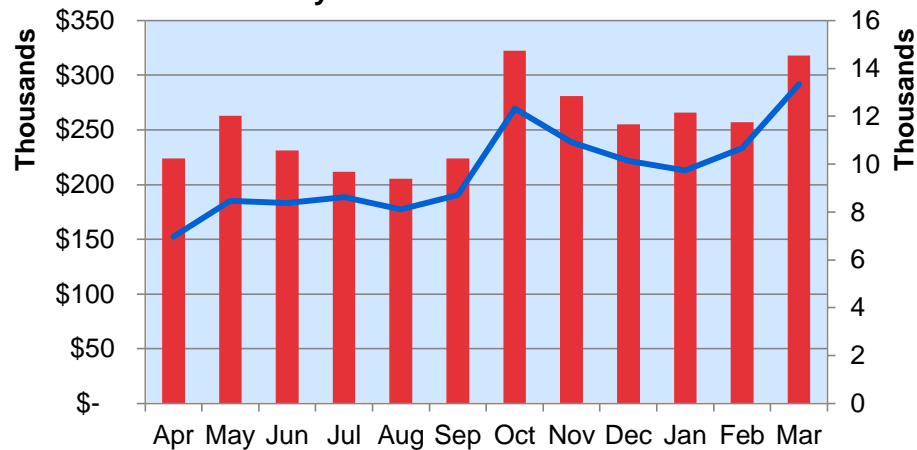
Yearly Global Performance



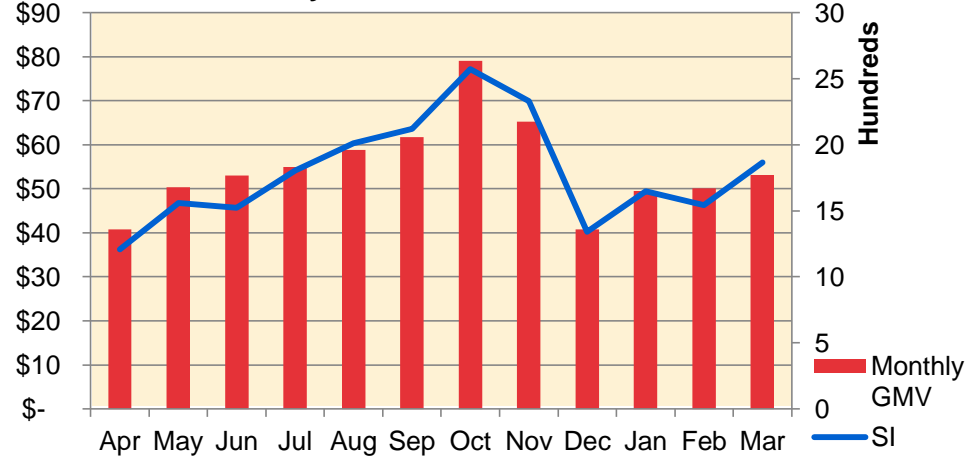
Yearly US Site GMV Performance



Yearly UK Site GMV Performance



Yearly AU Site GMV Performance



Full Dress (30 Days Performance)

Keyword	Full Dress
30 Days GMV	\$370,306
Total Listings	29,981
Items Sold	12,221
Avg. Price	\$30.30
Sell-Through	24.85%

2 Best Selling Items:



Sleeveless Full Length Dress
GMV: \$2,000
ASP: \$12.99
Items Sold: 154



V Neck Full Length Evening Gown
GMV: \$2,794
ASP: \$42.99
Items Sold: 65

Best Seller Scale Performance:

eBay id	lebombshopdotnet
30 Days GMV	\$48,476
Total Listings	364
Items Sold	1,142
Avg. Price	\$42.45
Sell-Through	99.73%



50s Style Full Skirt
GMV: \$860
ASP: \$45.28
Items Sold: 19



Keyword	Full Dress
30 Days GMV	\$303,627
Total Listings	11,507
Items Sold	12,704
Avg. Price	\$23.90
Sell-Through	39.06%

2 Best Selling Items:



Horizontal Stripe Full Dress
GMV: \$3,862
ASP: \$14.97
Items Sold: 258



One Shoulder Chiffon Evening Full Dress
GMV: \$6,292
ASP: \$69.14
Items Sold: 91

eBay id	littlepridebride
30 Days GMV	\$22,486
Total Listings	22
Items Sold	603
Avg. Price	\$55.53
Sell-Through	100%



Chiffon Sleeveless Full Length Dress
GMV: \$15,508
ASP: \$80.77
Items Sold: 192



Keyword	Full Dress
30 Days GMV	\$50,723
Total Listings	4,396
Items Sold	1,767
Avg. Price	\$28.71
Sell-Through	19.86%

2 Best Selling Items:



Cheerleader Costume Full Dress
GMV: \$2,911
ASP: \$27.72
Items Sold: 105



Chiffon Backless Chiffon Dress
GMV: \$894
ASP: \$18.62
Items Sold: 48

eBay id	costumes-au
30 Days GMV	\$48,175
Total Listings	1,465
Items Sold	1,402
Avg. Price	\$34.36
Sell-Through	35.22%



Cheerleader Costume Full Dress
GMV: \$2,911
ASP: \$27.72
Items Sold: 105



Global Performance Summary

	Yearly Performance				30 Days Performance			
	GMV	SI	Sell-thur	ASP	GMV	SI	Sell-thur	ASP
Pleated Dress ★★	\$ 9,274,241	485,859	27%	\$ 19.19	\$ 767,755	39,280	30.10%	\$ 19.55
A-Line Skirt	\$ 2,051,211	127,892	24%	\$ 16	\$ 167,453	10,465	21.65%	\$ 16
Maxi Dress ★	\$ 34,343,760	1,522,249	35%	\$ 23	\$ 3,263,393	144,303	37.92%	\$ 22.61
Full Dress	\$ 7,078,001	247,116	28%	\$ 29	\$755,573	27,782	27.55%	\$ 27.20

- Overall Maxi Dress got the best performance in Global Site.
- While A-Line Skirt got pretty low performance.

3 Main Site Yearly Performance Summary

	US				UK				AU			
	GMV	SI	Sell-thur	ASP	GMV	SI	Sell-thur	ASP	GMV	SI	Sell-thur	AS P
Pleated Dress	\$ 5,326,163 ★★★★	232,068	24%	\$ 20	\$3,068,875	177,853	36%	\$ 17	\$782,616	65,512	26%	\$ 18
A-Line Skirt	\$ 1,486,310 ★★★★	83,544	21%	\$ 18	\$ 385,915	32,967	30%	\$ 12	\$162,856	10,577	39%	\$ 15
Maxi Dress	\$ 11,262,773	450,578	25%	\$ 25	\$ 18,433,600 ★★★★	897,989	47%	\$ 21	\$4,089,413	149,317	32%	\$ 27
Full Dress	\$ 3,318,602 ★★★★	108,145	22%	\$ 31	\$ 3,058,062	116,350	39%	\$ 27	\$657,794	21,532	23%	\$ 31

- Dress general performance is good in US & UK Site



*Evening Dresses for
Different Occassions*



Evening Dresses - Graduation Party

- It is a formal (black tie) dance or gathering of high school students. It is typically held near the end of the senior year (the last year of high school)
- Most high schools have their Graduation Party in **the month of May**

 US	 UK	 AU
Promenade (Prom) Party	Formal / Grad Party	

- Target Customers – Teenagers
- Dress recommendation: Young, Light, Colorful Evening Dresses of relatively cheaper price



Evening Dresses - Homecoming

- **Homecoming** is the tradition of welcoming back alumni of a school. It most commonly refers to a tradition in many universities, colleges and high schools in North America.
- Most high schools have their Graduation Party in **Autumn**
- Target Customers – Teenagers
- Dress recommendation: Formal, elegant dress in autumn color



Evening Dresses – Sweet Sixteen (16)

- A **Sweet Sixteen** is a coming of age party celebrating a girl's sixteenth birthday.
- Traditions:
 - Candle-lighting ceremony
 - Shoe ceremony
 - ❖ Father ceremoniously helps daughter into her new high heels.
 - Tiara ceremony
 - ❖ Father ceremoniously approaches daughter with a Tiara ceremony
 - Father-daughter Dance
 - Video Montage
- Target Customers: Teenagers at 16
- Dress recommendation: Young, Light, Colorful Evening Dresses
- Cross selling: High Heel and Tiara



Evening Dresses – Quinceañera

- Similar to Sweet 16, it is the celebration of a girl's 15th birthday in parts of Latin America and elsewhere in communities of people from Latin America. it marks the transition from childhood to young womanhood.
- Target Customers: Teenagers at 15
- Dress recommendation: Colorful Ball Gown



Evening Dresses – Military Ball

- Some military departments in US host annual formal military ball every year. (Even for some military schools). Usually awards are presented during the party
- Target Customers: Ladies at all ages
- Dress recommendation: Formal and elegant evening dress



Evening Dresses – Cruise Ship Party

- A **cruise ship** or **cruise liner** is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are a part of the experience, as well as the different destinations along the way. There are always party on the cruise ship during the trip.
- Target Customers: Ladies at all ages
- Dress recommendation: Casual Evening Dress



Evening Dresses – Rehearsal dinner

- A **rehearsal dinner** is a pre-wedding ceremony in North American tradition, usually held after the wedding rehearsal and the night before the wedding ceremony
- Target Customers: Ladies at all ages
- Dress recommendation: Format and elegant in White Color evening dress



Evening Dresses – Wedding (Guest)

- Target Customers: Ladies at all ages
- Dress recommendation: Semi Formal Dress



Evening Dresses – Wedding (Bridesmaid)

- Target Customers: Ladies at all ages
- Dress recommendation: Formal and elegant evening dress



Evening Dresses – Wedding ceremony (Mother of Bridal)

- Target Customers: Ladies at Mature age
- Dress recommendation: Mature and elegant evening dress



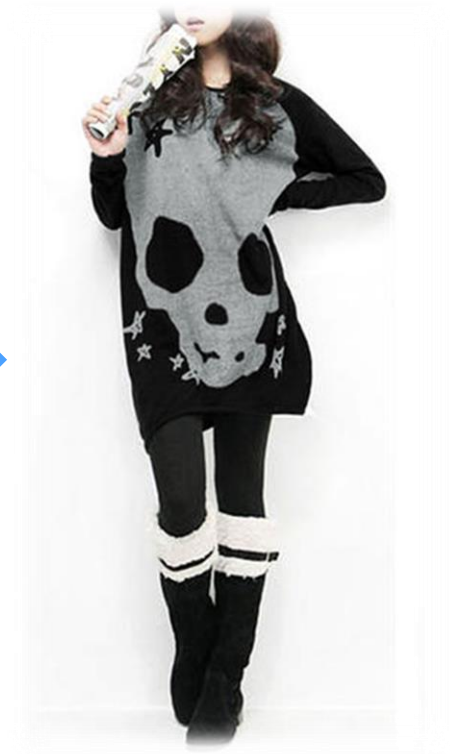
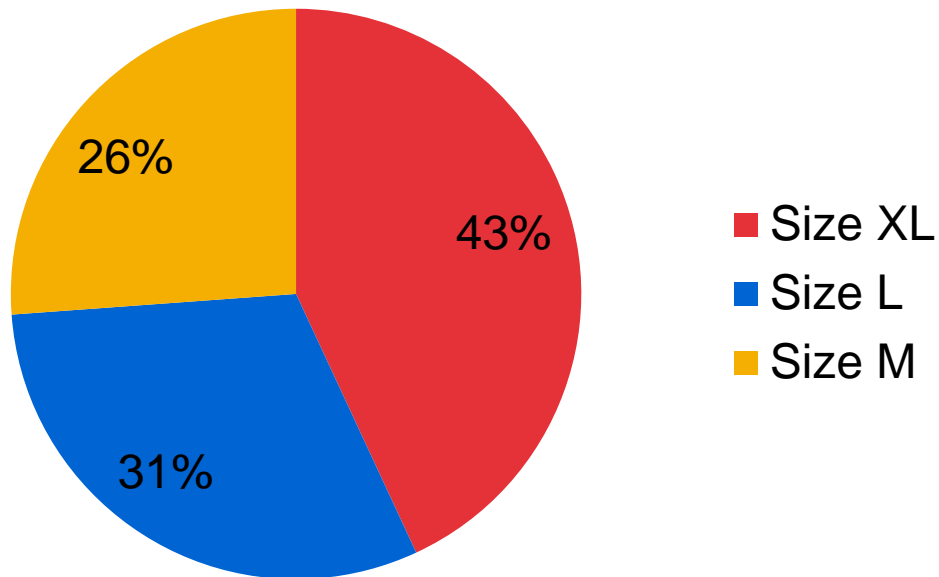
PLUS SIZE SELLING GUIDE



Seller XYZ Daily Deal Case Study

- Joined 3-days Daily Deal in Jan 2013
- Top selling item: **Loose cut t-shirt** with 3 sizes variation (Size M, L and XL)

% of each size sold



43% of the items sold were size XL (US 12)

Different countries have their own size chart

CLOTHING - INTERNATIONAL SINGLE SIZE CONVERSION

UK	4	6	8	10	12	14	16	18	20	22	24	26
EU	32	34	36	38	40	42	44	46	48	50	52	54
US	1	2	4	6	8	10	12	14	16	18	20	22
AUS	4	6	8	10	12	14	16	18	20	22	24	26



• US Women's Size Standards

US Sizes	2	4	6	8	10	12	14	16	18	20
Bust (inches)	32 ½	33 ½	34 ½	35 ½	36 ½	38	39 ½	41	43	45
Waist (inches)	24	25	26	27	28	29 ½	31	32 ½	34 ½	36 ½
Hip (inches)	34 ½	35 ½	36 ½	37 ½	38 ½	40	41 ½	43	45	47
Bust (cm)	82 ½	85	87 ½	90	92 ½	96 ½	100 ½	104	109	114
Waist (cm)	61	63 ½	66	68 ½	71	75	79	82 ½	87 ½	93
Hip (cm)	87 ½	90	93	95	98	101 ½	105 ½	109	114	119

Buyers can search plus size items by filter

Categories
Clothing, Shoes & Accessories (442,016)
Women's Clothing (393,802)
Wedding & Formal Occasion (23,880)
Costumes, Reenactment, Theater (11,240)
Kids' Clothing, Shoes & Accs (9,915)
Unisex Clothing, Shoes & Accs (6,692)
More ▾
[See all categories](#)

Format see all
☐ Auction
☐ Buy It Now

Size Type see all
☐ Juniors
☐ Petites
☒ **Plus**
☐ Regular
☐ Not Specified


449,204 active listings | [sold listings](#) | [completed listings](#)
Sort: **Best Match** ▾ View: ▾
US Only
Popular in plus size [Tell us what you think](#)

Women's Tops & Blouses

Women's Dresses

Women's Coats & Jackets

Women's Sweaters




Torrid Belted Gray Black Top Sz. 2
Seller User Id: socks_n_wonderland
Feedback: 100% positive, 2,223 reviews

49m left
Today 4:29PM

\$14.99
0 bids

Shipping not specified




Newly listed **womens new black lilac blouse plus size 1x-2x-3x**
More Options : Size (Women's), Size Type, Size Type, Size Type
Store: Jami's Magic Closet


29d 15h left
2/22, 6AM

\$15.00
Buy It Now

Shipping not specified

Popular on eBay


Sz S M L XL
Women's Loose Tops...
\$10.39
[See suggestions](#)



New Women Fashion Simple Basic Sheer...
\$7.93
Free shipping
[See suggestions](#)

Plus Size Clothing - Tops



V neck draped
top with tie belt
V領垂褶上衣配
扎腰帶

Suggested
price: \$43.99



Ruffle sleeves
v neck top
荷葉袖V領上
衣

Suggested
price: \$20.99



Purple tribal
print round
neck top
紫色部落印花
圓領上衣

Suggested
price: \$28.99



Black & white
tribal print
round neck
top
黑白部落印花
圓領上衣

Suggested
price: \$28.99



Mandarin
collar chiffon
blouse
中式領口雪
紡上衣

Suggested
price: \$63.32

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Plus Size Clothing - Tops



Strappy Chiffon
two layers vest
吊帶兩層雪紡
背心

Suggested
price: \$18.50



Ruffle sleeves
top
荷葉邊袖子上
衣

Suggested
price: \$29.99



Flap pockets
Light blue
shirt
蓋口袋淡藍色
襯衫

Suggested
price: \$ 31.99



Round neck
loose fit top
圓領寬鬆式樣
上衣

Suggested
price:



Fuchsia
draped
neckline top
桃紅色垂褶
領口上衣

Suggested
price: \$21.11

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Plus Size Clothing - Skirts



Pleated pencil skirt
打褶鉛筆裙

Suggested price: \$33.66



Striped tight skirt with skinny belt
條紋緊身裙配細腰帶

Suggested price: \$31.66



Floral printed tight skirt
印花緊身裙

Suggested price: \$31.66



Peplum skirt
波浪外層連緊身裙子

Suggested price: \$45.99



Flare chiffon double layers skirt
圓枱雪紡雙層裙

Suggested price: \$39.58

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Plus Size Clothing - Pants



Tight black jeans
黑色緊身牛仔褲

Suggested price: \$38.90



Tight light blue jeans
緊身淡藍色牛仔褲

Suggested price: \$42.22



Floral print cropped pants
印花七分褲

Suggested price: \$42.22



Coral flare jeans
珊瑚色喇叭牛仔褲

Suggested price: \$45.99



Washed flare jeans
洗水喇叭牛仔褲

Suggested price: \$49.99

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Plus Size Clothing - Dresses



Key hole cap sleeves dress
前幅開孔蓋袖連衣裙

Suggested price: \$61.57



High-low hemline dress
高低裙邊線連衣裙

Suggested price: \$41.34



Printed fit and flare dress
印花A字連衣裙

Suggested price: \$58.93



Off shoulder ethnic dress
一字肩民族連衣裙

Suggested price: \$49.99



Halter neck printed dress
掛脖印花連衣裙

Suggested price: \$52.99

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Plus Size Clothing - Dresses



Kimono sleeves
maxi dress
和服袖長裙

Suggested
price: \$49.25



Gathering at
waist maxi
dress
腰縐褶長裙

Suggested
price: \$45.38



Tribal neckline
maxi dress
部落領口長裙

Suggested
price: \$56.99



Tank top flare
maxi dress
背心喇叭長裙

Suggested
price: \$29.98



High-low
hemline sheer
dress
高低裙邊連衣
裙

Suggested
price: \$32.99

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Plus Size Clothing - Knitted wear



Draped
cardigan
垂褶開襟羊毛
衫

Suggested
price: \$61.57



Kimono style
cardigan
和服款式開襟
羊毛衫

Suggested
price: \$63.99



Crochet
stitched top
with thin belt
鉤針縫合上衣
配細腰帶

Suggested
price: \$62.39



boxy
silhouette
sweater
方正造型毛衣

Suggested
price: \$62.49

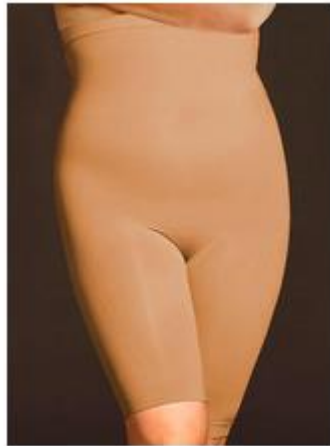


Drop needle
sweater
下降針毛衣

Suggested
price: \$65.99

Price reference: www.asos.com, www.citychic.com.au, www.onestopplus.com

Shape wear



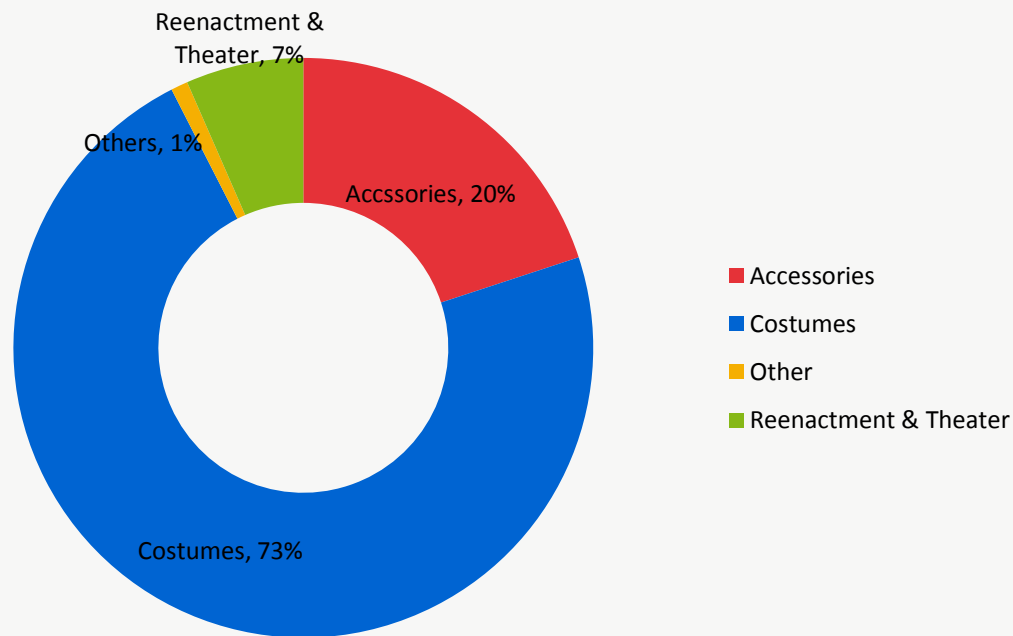
Lingerie



FASHION: COSTUME & PARTY ACCESSORIES

US Site: Costume & Party Accessories

- Overall YoY growth for Costume & Party Accessories on the US site: +23% (YoY growth for CSA on the US site: +33%)
- “Costumes” covered 73% of the total of “Costumes” and “Costumes, Reenactment & Theater” category GMV on the US site in 2012





Dracula costume
德古拉服裝

Skull bones
print tee
頭骨印花T恤

Wigs
假髮

Mask
面具

Wizard hat
巫師帽子

Skull bones
ring
骷髏骨頭戒指



Costume & Party Accessories: Potential Categories Performance Breakdown in 2012

L3 Category	L4 Category	GMV YoY Growth (2012 vs. 2011)	2012 ASP (\$)	2012 GC GMV Penetration	2012 GC SI Penetration
Costumes	Men	33%	55	3.6%	2.4%
	Unisex	53%	41	33.4%	30.0%
	Women	20%	31	10.4%	14.9%
Reenactment & Theater	18th Century, Colonial	35%	50	0.7%	0.6%
	Regency	77%	64	0.0%	0.0%
	Victorian & Edwardian	19%	54	0.7%	0.8%

18th Century, Colonial






Regency



Victorian & Edwardian



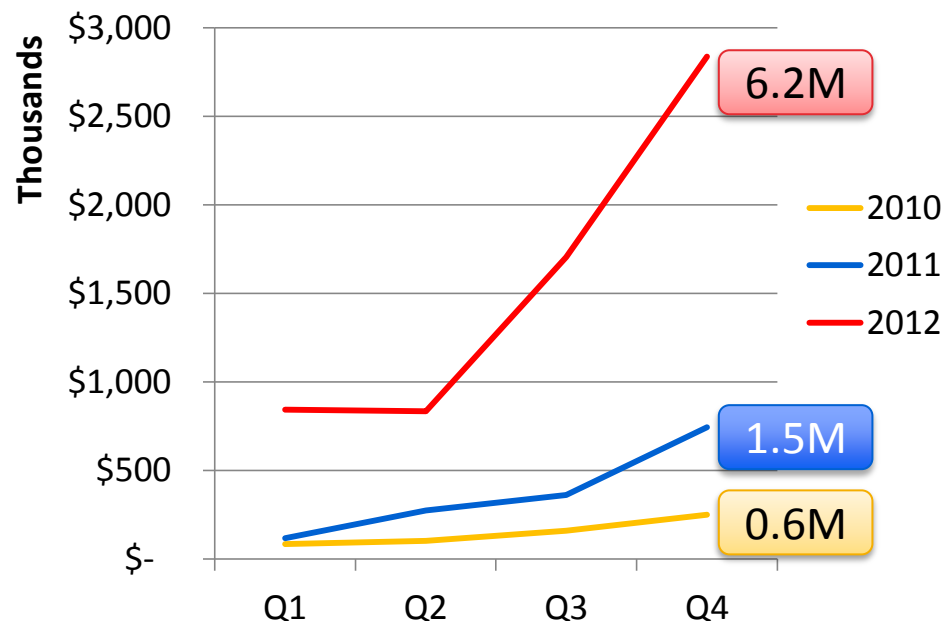
Costume & Party Accessories: Potential Categories Performance Breakdown in 2012

L3 Category	L4 Category	GMV YoY Growth (2012 vs. 2011)	2012 ASP (\$)	2012 GC GMV Penetration	2012 GC SI Penetration	
Accessories	Capes, Coats & Cloaks	37%	19	18.1%	13.3%	<div>Capes, Coats & Cloaks</div> 
	Gloves	25%	9	18.1%	26.6%	<div>Handhelds & Props</div> 
	Handhelds & Props	74%	16	1.8%	10.5%	
	Hats & Headgear	19%	13	5.4%	13.6%	<div>Hats & Headgear</div> 
	Masks & Eye Masks	60%	16	12.7%	37.6%	
	Shoes & Footwear	22%	28	2.5%	1.7%	
	Wings, Tails, Ears & Noses	65%	12	3.5%	5.4%	

FASHION SELLER SUCCESSFUL CASE

CSA Seller achieved 400% YoY growth





Company Size:	50 staff
Type of Merchant:	Trading
2011 GMV:	1.5M
2012 GMV:	6.2M
Category:	Fashion, Tech, Home & Garden
CBT Sites:	US, UK, AU, DE, FR, IT, Spain, etc.
Operation Location:	CN
Logistics / Shipping:	ePacket to US; Direct line + Airmail to other countries.
TnS Performance:	Above standard



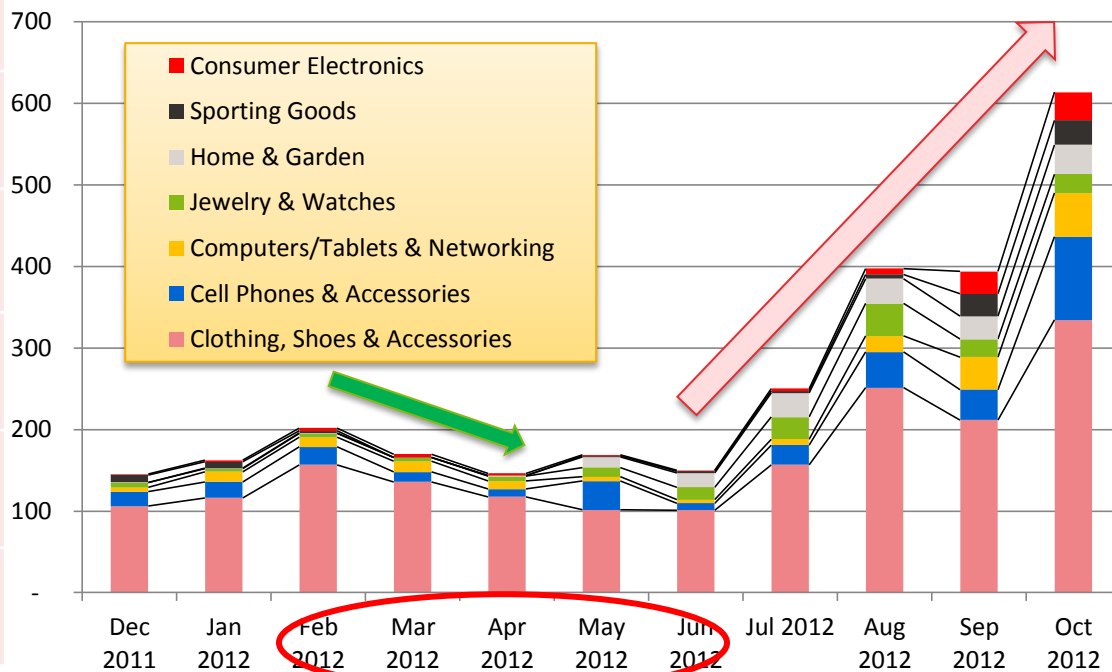
Summary: Key Growth Drivers

- **Product line Expansion and Refocus**
 - Private Label Creation
 - Category expansion
 - Sub-category focus shift to avoid price competition
- **Set-up SZ Office**, close to sourcing center
- **Partnership** among 3 sellers for joint investment & experiences sharing
- **API Integration** to enable the complicated business model & help products expansion
- Extremely **Strong Motivation**

Product Category Expansion Drive the High Growth

Meta Category	Dec. 2011	Oct. 2012	Growth Rate
CSA	71%	51% 	215%
Cell Phones & Accessories	12%	15% 	483%
Computers/ Tablets	4%	8% 	886%
Jewelry & Watches	4%	4%	303%
Home & Garden	0%	5% 	13005%

US L1 Category Expansion Overview



Seller Action

CSA GMV drop dramatically due to price competition.

Expand SKU, development team, focusing on other hot categories.

Directly source from manufactory, lower ASP to quickly enter other categories.

Timeline

March → June

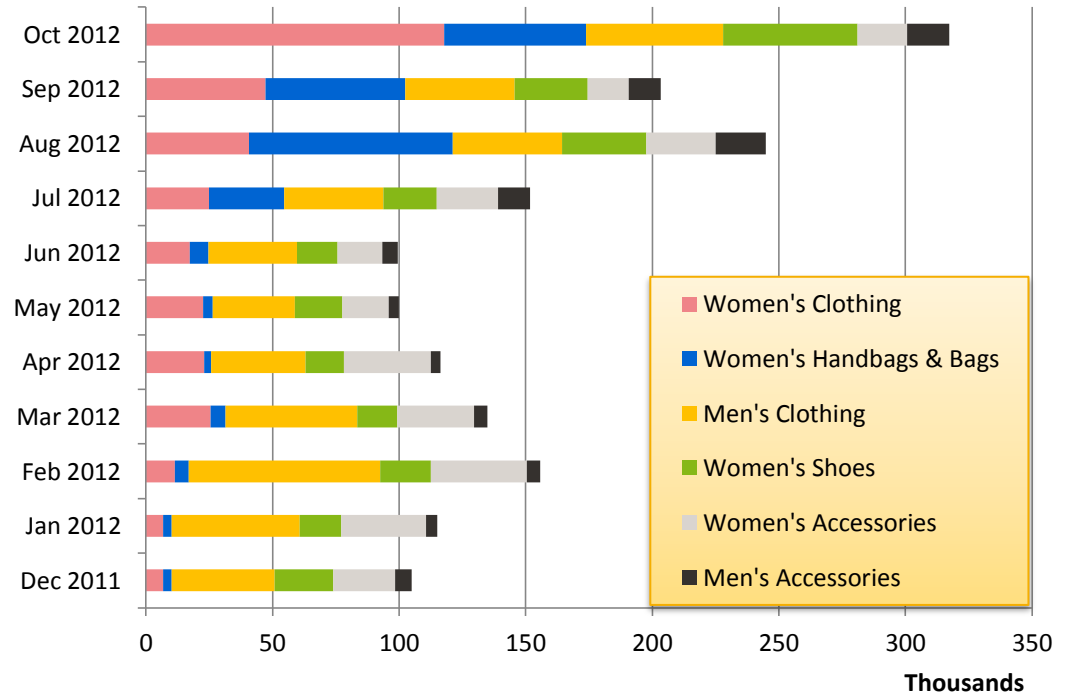
May → June

July → Oct.

Within CSA – Shift Focus to Avoid Price Competition

Level 2 Category	Dec 2011	Oct 2012
Men's Clothing	38%	16% ↓
Women's Accessories	23%	6% ↓
Women's Shoes	22%	16% ↓
Women's Clothing	6%	35% ↑
Men's Accessories	6%	5% ↓
Women's Handbags & Bags	3%	17% ↑

US CSA Sub-Category GMV Distribution



Within CSA category, the seller shift the focus according to market demand and competition status.

API Enabled Complicated Business Model & Improve Efficiency

Order Fulfillment

- Labor save for dealing with large volume orders;
- Increase the efficiency;
- Avoid mistakes.

Inventory Management

- Lower the stock with more accurate inventory data;
- Easy to track the hot SKU;
- Supplier management.

Staff Management

- Staff access management for different position;
- Staff performance review.

Message & Refund Function

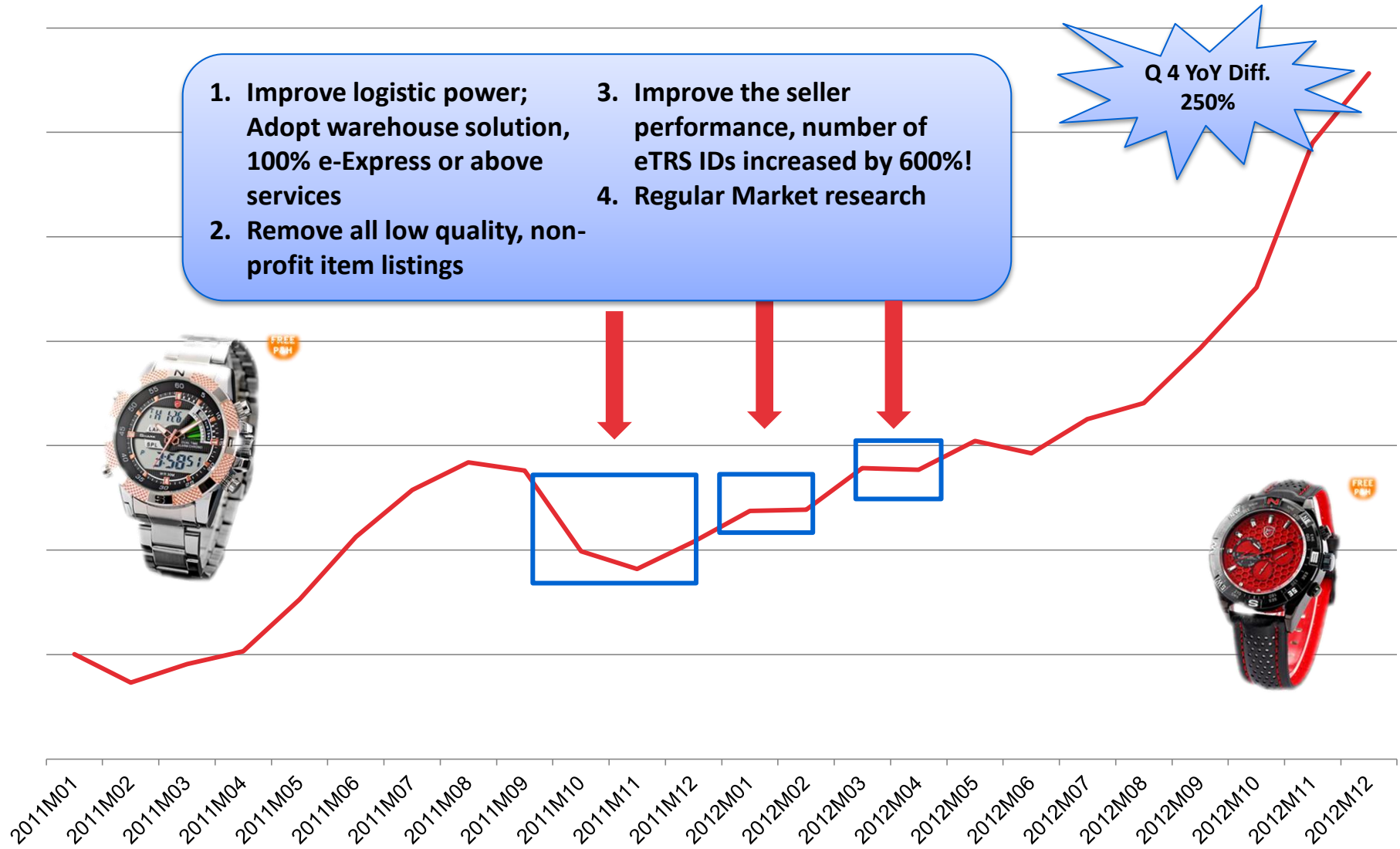
- Avoid log-in/log-out for messages communication;
- Easy to finish the transaction base refund related to the SKU and group the refund reason.

Seller Successful Case Study #2

JGW Seller Profile:

Key Category	JGW
Start eBay CBT	2003
Company Size	50+ Staff
Type of Merchant	Trading and Online
2011 GMV	USD \$2 Mil
2012 GMV	USD \$4.5 Mil
CBT Site	US / UK / DE / AU / FR
Operation Location	HK & CN (2 sites)
Logistics/shipping	EUB, eExpress, Direct Line, DE, UK warehouse

2011-2012 GMV Review with action items

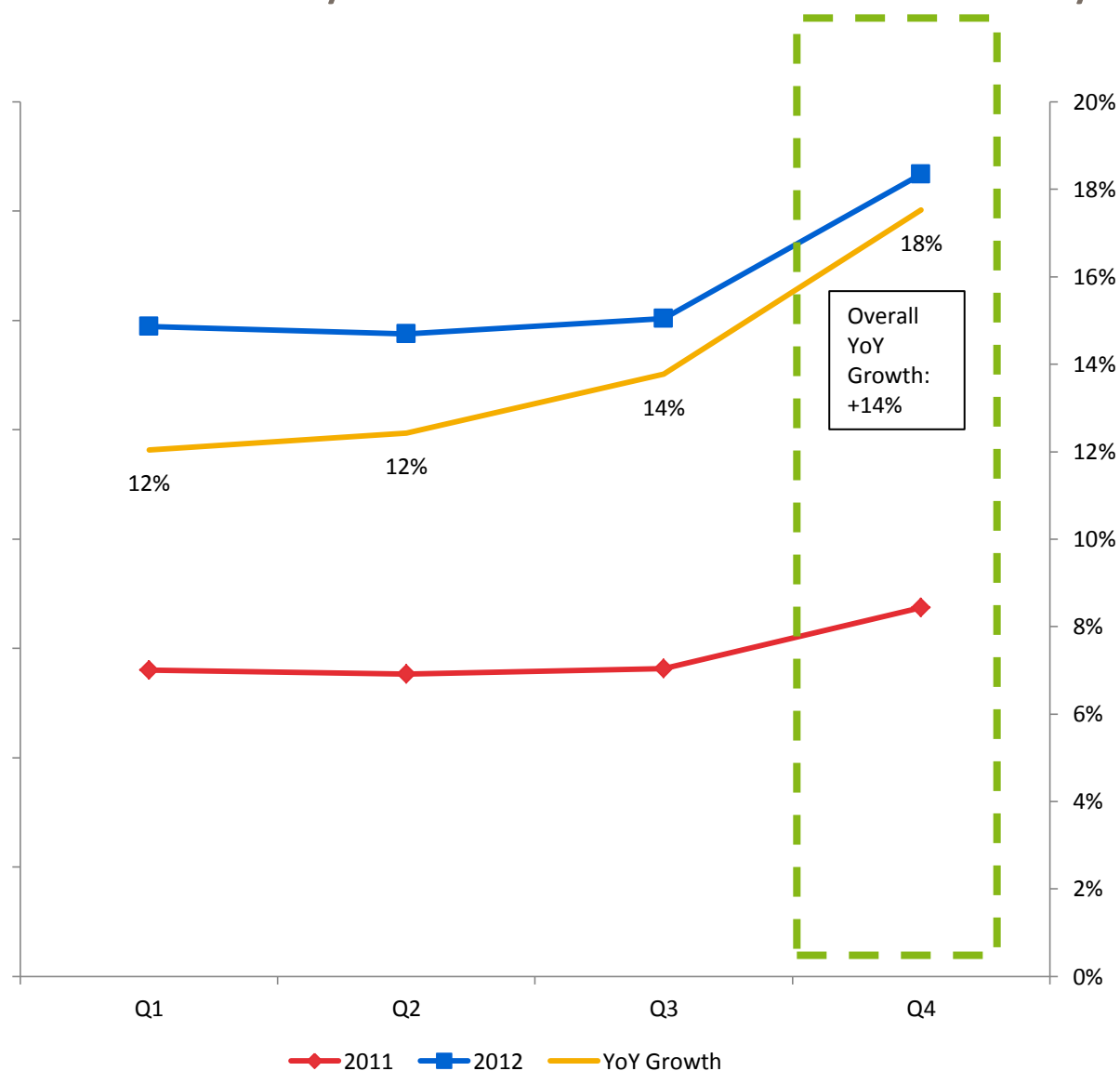


JGW Seller Profile:

	Before seller standard performance improvement plan	After seller standard performance improvement plan
No. of eTRS ID	2	12
eExpress or above shipping services adoption rate	20%	100%
UK warehouse, directline adoption rate	0%	100%
CS working hour	5 X 10hrs	7 X 20hrs
Dispute rate	0.8-0.9%	>0.5%
Low Ship time DSR	1-1.2%	>0.5%
INR low DSR	0.8-0.9%	>0.5%
ASP	\$7	\$12

JEWELRY IN-DEPTH ANALYSIS

JGW GMV Quarterly Trend in 2011 & 2012 on 4 Key Sites



- Peak JGW buying season was at Q4 in both 2011 and 2012, mostly due to 2 major holidays, i.e. Thanksgiving (in US) and Christmas
- Highest QoQ was from Q4 with an +18% growth rate (2012 vs. 2011)
- Overall GMV growth rate was 14% (2012 vs. 2011)

Potential Categories: US & UK Site



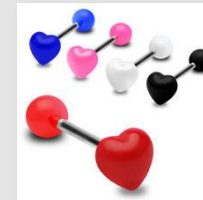
➤ Fine Jewelry:

- Rings>Gemstone, Diamond, Precious metal w/o stone, Pearl
- Necklaces & Pendants> Precious metal w/o stone, Diamond, Gemstone, Pearl
- Earrings>Diamond, Gemstone, Precious metal w/o stone, Pearl



➤ Fashion Jewelry>Body Jewelry:

- Body Piercing>Nose Rings & Studs (Overall +134%)
- Belly Chains (Overall +65%)
- Tongue Bars & Studs>Gold (Solid) (Overall +463%)



Potential Categories: AU Site

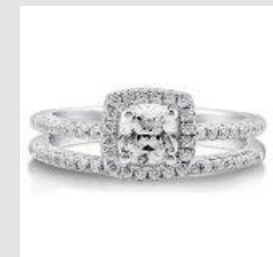
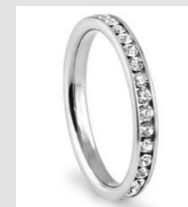


➤ Fashion Jewellery: Necklaces & Pendants, Earrings, Bracelets

➤ Fine Jewellery: Necklaces & Pendants, Bracelets

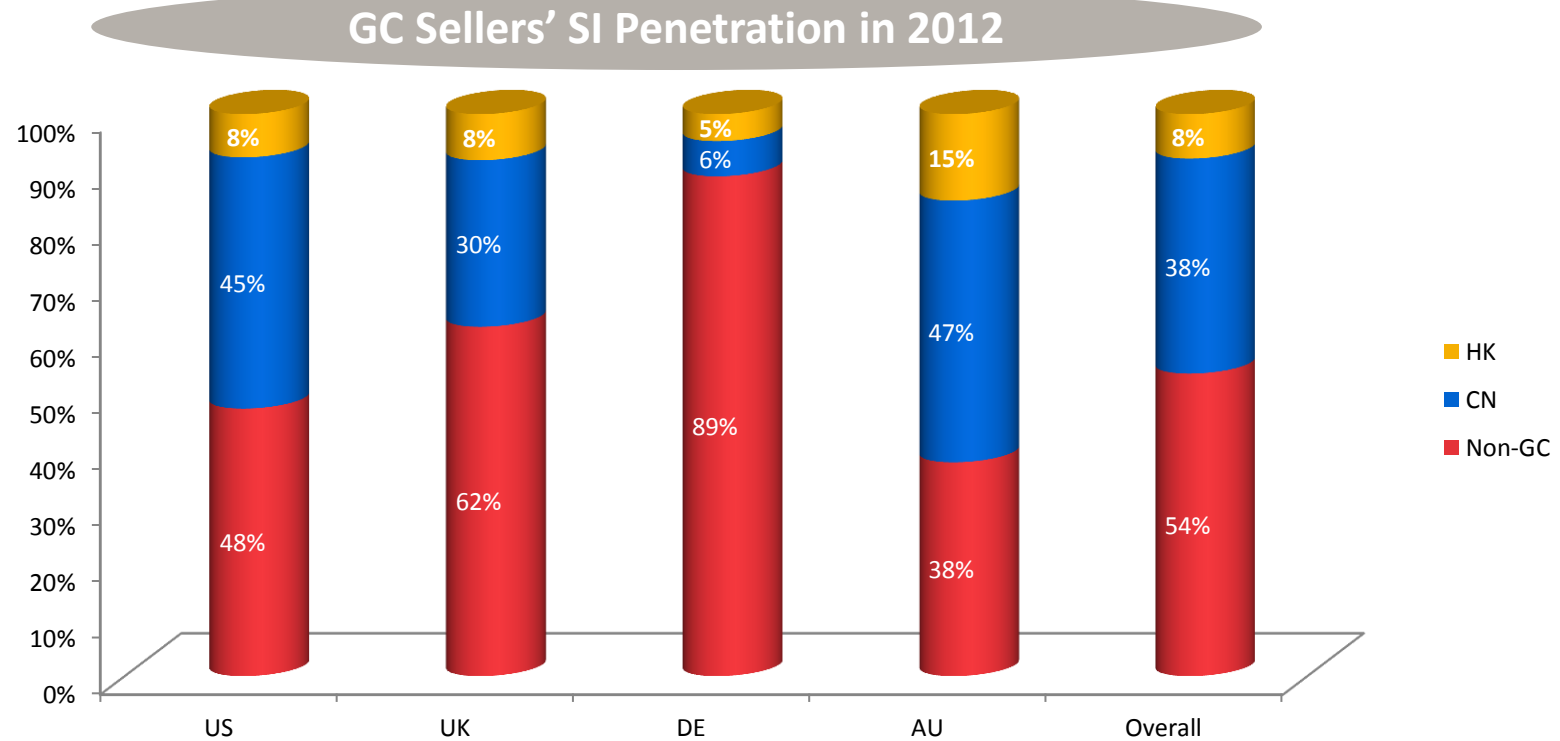
➤ Engagement & Wedding: (YoY +107%)

- Wedding, Anniversary Bands (Overall +181%)
- Engagement/Wedding Ring Sets (Overall +116%)
- Wedding Party Jewellery (Overall +102%)
- Engagement Rings (Overall +101%)



JEWELRY ANALYSIS: GC SELLERS' PERFORMANCE

JGW: CN & HK Sellers' SI Penetration & ASP on 4 Key Sites in 2012



ASP in 2012					
Seller	US	UK	DE	AU	Overall
Non-GC	\$55	\$29	\$45	\$39	\$47
GC	\$8	\$6	\$7	\$9	\$7

- GC sellers had sold almost half of the total units in 2012 among the 4 key sites (46% of the total SI), while CN sellers had a stronger market share than HK sellers
- GC sellers sold at a lower unit price

JEWELRY ANALYSIS: HK SELLERS' PERFORMANCE

US Site: HK Sellers' Performance Breakdown by Category

L5 Category

Men's Jewelry

Stainless Steel:

Bracelet,
Chain/Necklace

Titanium:

Ring w/o stone

Jewelry Boxes & Organizers

Boxes:

Leather, Wood

Holders & Organizers:

Multi-Purpose,
Necklace/Pendant,
Earring, Ring

Engagement & Wedding

Engage Rings & Engage/Wedding

Ring Sets:

CZ, Moissanite &
Simulated

Wedding & Ann. Band:

Band w/o stone

L2 Category	GMV YoY (2012 vs. 2011)	2012 ASP
Fashion Jewelry	10%	\$4
Loose Beads	13%	\$5
Men's Jewelry	31%	\$5
Jewelry Design & Repair	10%	\$5
Fine Jewelry	12%	\$39
Jewelry Boxes & Organizers	90%	\$7
Engagement & Wedding	59%	\$31

➤ HK Sellers were strong at “Men's Jewelry”, “Jewelry Boxes & Organizers” and “Engagement & Wedding”

UK Site: HK Sellers' Performance by Category

L5 Category

Jewellery Boxes & Supplies

*Boxes
Display
Packaging*



Men's Jewellery

*Silver:
Bracelet, Pendant,
Earring*

*Cufflink:
Silver, Novelty*

L2 Category	YoY (2012 vs. 2011)	2012 ASP
Costume Jewellery	25%	\$4
Fine Jewellery	21%	\$7
Men's Jewellery	25%	\$6
Jewellery Boxes & Supplies	25%	\$8

- Similar to the US site, HK sellers were strong at “*Jewellery Boxes & Supplies*” and “*Men's Jewellery*”

AU Site: HK Sellers' Performance by Category

L5 Category

Fashion Jewellery
Bracelet
Necklace/Pendant
Earring
Ring

Body Piercing
Navel Jewellery
Nose Jewellery
Lip Jewellery
Flesh Tunnels

L2 Category	YoY (2012 vs. 2011)	2012 ASP
Fashion Jewellery	33%	\$4
Body Piercing	183%	\$3
Men's Jewellery	10%	\$7

- On the AU site, HK sellers were strong at “*Fashion Jewellery Boxes & Supplies*”, “*Men's Jewellery*” and “*Body Piercing*”

JEWELRY ANALYSIS: US DEALS

US Deals



Studs



Birthstone Collection



Lady Diana



Mother's Day



Creatures



Black & White



Hearts



Basic Shapes



- Sellers are suggested to use the trend from US deals as benchmark
- Although profit margin is low when running deals but sellers are able to optimize the opportunities to draw store traffic

JEWELRY ANALYSIS: METAL TYPE & STONE SHAPE/TYPE

Alternative Metal Type & Stone Shape



Alternative Metal Type

Sterling Silver

Stainless Steel

Copper

Titanium

Brass

Tungsten

Stone Shape



Round



Pear



Oval



Emerald



Star



Square



Heart



Cushion



Marquise



Trillion



Fancy



Cabochon

Stone Type: Birthstone & Precious/Semi-Precious Stone

Birthstone



Stone Type: Precious



Blue Sapphire



Ruby



Emerald



Pink Sapphire

Pearl Types



Akoya Pearls

White South Sea Pearls

Golden South Sea Pearls

Tahitian Pearls

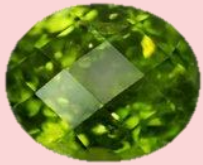
Freshwater Cultured Pearls

Conch Pearls

Abalone Pearls

Stone Type: Semi-Precious Stone

Stone Type: Semi-Precious



Peridot



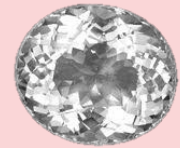
Amethyst



***Green
Amethyst***



Blue Topaz



White Topaz



Citrine



Garnet



Aquamarine



Smokey Topaz



Turquoise



Coral



Tiger Eye

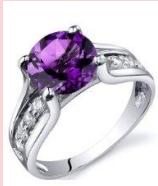


Lapis



Black Onyx

Popular Stone/Color Combination



***Combinations
with White***



Shades



Multi-Color



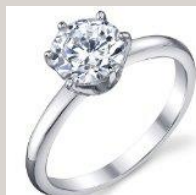
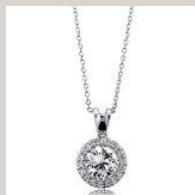
Combinations with Blue



Combinations with Purple

Substitutes for Diamond & Black Diamond

Diamond Substitute



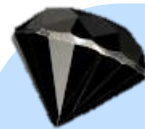
White Sapphire

White Topaz

Lab Created White Sapphire

Cubic Zirconia

Crystal



Black Diamond Substitute

Black Sapphire

Onyx

Black Cubic Zirconia

Black Diamond Crystal



JEWELRY ANALYSIS: SUMMARY

Jewelry Analysis: Summary

HK sellers' Strength

Men's Jewelry

Jewelry Boxes &
Organizers/ Suppliers



US Deals as benchmark

Basic Studs (e.g. "Birthstone Collection")
or Hoops
Box Sets
"Mom" or Hearts
Whimsical
Basic Frames
Basic Shapes



HK seller's Opportunity

Body Jewelry

Plugs & Tunnels
Navel Rings
Body Piercing
Belly Chains



Fine Jewelry

Gemstone
Diamond
Pearls



FASHION SELLING SKILLS

EBAY FASHION PAGE

eBay.com Fashion page

The screenshot shows the eBay.com Fashion page layout. At the top is the eBay logo and a search bar. Below the logo is a navigation menu with categories: WOMEN, MEN, KIDS & BABY, SHOES, HANDBAGS & ACCESSORIES, HEALTH & BEAUTY, JEWELRY & WATCHES, and SALES & EVENTS. The main content area features a large banner for 'FRENCH LUXURY BRANDS' with a woman in a black coat and white pants. To the right of this banner is a blue callout box labeled 'Flash Sales Promotion'. Below the banner is a section titled 'Inspiration' with links to 'By Brands' and 'Style Stories Blog'. To the right of this is a 'Sales & Events' section featuring three models wearing different dresses. Below this is a 'Current Events' section with a table of 'Style Steals' and a 'Trend Alert' section for 'Arrow earrings'. A blue callout box labeled 'Flash Sales Promotion' points to the 'Sales & Events' section. Another blue callout box labeled 'CSA Daily Deal' points to the 'Current Events' section. A third blue callout box labeled 'Editor selected items' points to the 'Trend Alert' section. On the right side of the page is a vertical sidebar with a 'CALLING ALL SNEAKER COLLECTORS' section and a 'NIKE, NEW BALANCE, ADIDAS, AND MORE' section.

Flash Sales Promotion

Flash Sales Promotion

CSA Daily Deal

Editor selected items

Current Events	Upcoming Events
Style Steals Under \$25 UP TO 60% OFF	now ENDS APR 11
Style Steals Under \$50 UP TO 60% OFF	now ENDS APR 11
Style Steals Under \$75 UP TO 55% OFF	now ENDS APR 11
Style Steals Under \$100 UP TO 55% OFF	now ENDS APR 11

TREND ALERT

On Our Must-Buy Lists:
Arrow earrings

CALLING ALL SNEAKER COLLECTORS

Get your next pair of hard-to-find *kicks* on eBay.

NIKE, NEW BALANCE, ADIDAS, AND MORE

Shop now >

eBay.com Fashion page



All Categories ▾

Search

Advanced

STYLE STORIES

follow us    

STORYTELLERS | INSPIRATION | STREET STYLE | STYLE NEWS | SHOP








—  —
STORYTELLERS

Corinne Jones

FEATURED, STORYTELLERS BY ROXANNE MON 04.08.2013

Meet Corinne, an artist with impeccable style.

COMMENTS 

    SHARE THIS 



—  —
STORY TELLERS



—  —
INSPIRATION



—  —
STREET STYLE



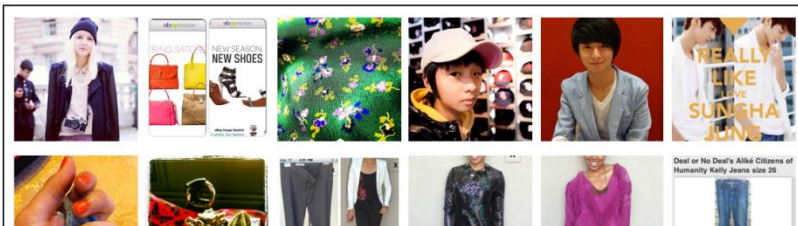
—  —
STYLE NEWS

Famous fashion
celebrity blog

Fashion wish list

Street snap shot

Fashion news



—SHOP eBay FASHION—

WOMEN

MEN

KIDS & BABY

SHOES

HANDBAGS & ACCESSORIES

eBay.com Fashion page: Women's Clothing

Newly
Launched
in Sep
2010



My eBay | Sell | Con

Search bar with "Women's Clothing" selected and a "Search" button.

CATEGORIES | FASHION | MOTORS | DAILY DEALS | CLASSIFIEDS

Women | Men | Kids & Baby | Brands | FASHIONVault | FASHIONVoice

All categories in
pictures for easy
browsing

Women's Clothing

Tell us what you think | Share | Like | 168

Fashion Shopping Profile

Save your size, favorite brands & other preferences so you can reuse easily.

Create New Profile

Brand

Popular

All

7 For All Mankind
Abercrombie & Fitch
Aeropostale
American Eagle
Ann Taylor
Anthropologie
BCBG Max Azria
Banana Republic
Bebe

All Categories

Athletic
Apparel

Blazers,
Jackets

Dancewear

Dresses

Hosiery &
Socks

Intimates



< 1 2 3 4 5 > Go to classic search





Newly
Launched
in Sep
2010


eBay.com Fashion page:
create your own **Fashion Shopping** profile


Fashion Shopping Profile - Create and edit your preferences


New Profile

Buying for: Woman ▼

Size for:


 Tops (Knits & Woven),
Sweaters, Tees,
Tank, Casual Jackets,
Outerwear, Blazers,
Suits, Dresses


 Bottoms: Trousers,
Pants, Shorts, Skirts,
Jeans


 Shoes: Pumps, Sandals,
Boots...

Regular	Plus		Petites				Juniors	
Alpha Size	XXS	XS	S	M	L	XL	One Size	
Or Numerics	00	0	4	8	12	16		
		2	6	10	14			

Waist Size	23	24	25	26	27	28	29	30	31	32	33
Inseam	20	21	22	23	24	25	26	27	28	29	30
	31	32	33	34	35	36	37	38	S	M	L

Shoe Size		Shoe Width										
4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10
10½	11	11½	12	12½	13	13½	14	14½	15			

Show Intimates: Bras & Panties

Condition: ☐ New ☐ Used ☐ Not Specified Format: ☐ Auction ☐ Buy It Now

Favorite Brands: All Brands (A-Z) Search for a Brand

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- ☐ "Handmade"
- ☐ 525 America
- ☐ 7 for all Mankind
- ☐ A Bathing Ape
- ☐ A. Marinelli
- ☐ A.B.S.
- ☐ A.P.C.O.
- ☐ A.P.N.Y.
- ☐ Abercrombie & Fitch
- ☐ ABS Allen Schwartz
- ☐ Absorba
- ☐ Anne Jeans

Select Brands from the left to add to your Favorites

eBay.com Fashion page: create your own Fashion Shopping profile

Newly
Launched
in Sep
2010

Women's Clothing

Tell us what you think | Share    Like 165

Fashion Shopping Profile

A Little Girl 

[Edit Profile](#) [Create New Profile](#)

Clear all refinements

Brand

Popular Favorites

☒ Select All

- ☒ 7 For All Mankind
- ☒ Acne Jeans
- ☒ Alexander McQueen
- ☒ Jill Stuart
- ☒ Jimmy Choo
- ☒ Juicy Couture
- ☒ Luella

Choose more brands

Price

\$

Condition

- ☒ New
 - ☐ Used
 - ☐ Not Specified
- [Clear](#)

Format

- ☐ Auction
 - ☒ Buy It Now
- [Clear](#)

Seller

- ☐ eBay Top Rated Sellers
- ☐ eBay Store Sellers

All Categories

Athletic
Apparel

Blazers,
Jackets

Dancewear

Dresses

Hosiery &
Socks

Intimates



11,902 results found

<12345>

[Go to classic search](#)



\$59.00 [Buy It Now](#)



\$69.95 [bids](#) (1d 14h 3m)
\$79.95 [Buy It Now](#)



\$89.50 [bids](#)
(5d 14h 47m)
\$99.50 [Buy It Now](#)



\$29.99 [bids](#) (5d 6h 23m)
\$44.99 [Buy It Now](#)



\$29.99 [bids](#)
(3d 10h 27m)
\$39.99 [Buy It Now](#)



\$61.90 [bids](#) (3d 9h 46m)
\$69.64 [Buy It Now](#)



JUICY COUTURE Black Dont
Hate Me Because Im Shirt S
\$19.98 [bids](#) (15h 32m)
\$24.98 [Buy It Now](#)
[More Like This](#)



79.99 [bids](#)
(d 15h 47m)
\$7.99 [Buy It Now](#)



Fill in item specific for more exposure on ImageSearch

SYI Form

Item Search Page

Refine search result
by color, size, brand etc

Fill in item specific
otherwise buyer cannot
find your listings

Item Specifics ⓘ

Add more information to help buyers find your item in search results. Buy

* **Brand**
This information is required. Please pick an eBay suggested value, or enter

* **Size Type**
This information is required. Please pick an eBay suggested value.

* **Size (Women's)** ⓘ
This information is required. Please pick an eBay suggested value, or enter

Occasion Remove
-

Dress Length Remove
-

Sleeve Style Remove
-

Material Remove
-

Color Remove
This information is not required but strongly recommended. Please pick an

Shade
-

Pattern Remove
-

Dresses

SLEEVE STYLE

3/4 SLEEVE, BATWING, DOLMAN, CAP SLEEVE, HALTER, KIMONO SLEEVE

DRESS LENGTH

ABOVE KNEE, KNEE-LENGTH, MID-CALF, FULL LENGTH

Women's Clothing

eBay > Fashion > Women's Clothing

Size Type

Regular, Petites, Plus, Juniors

Brand

Search in all available brands

Handmade, 7 For All Mankind, Abercrombie & Fitch, Aeropostale, American Apparel, American Eagle Outfitters, Ann Taylor

[See all available brands]

Color

Beiges, Blacks, Blues, Browns, Grays, Greens, Ivories, Metallics, Multi-Color

Women's Clothing Athletic Apparel Coats & Jackets

Items per page

Magenta/Black Dot/Zebra/Giraffe Beaded Halter Long Maxi Dress S/M/L \$33.99 | Buy it Now

Chloé's Zenenergy Athletic Watercolor Print Print Zip Up Jacket 2 \$31.99 | 10 bids (<1m)

Beautiful Teal Merona Casual

Sexy Womens Skull Pat

FASHION LISTING SKILLS

Tips #1: Use Multiple Variations



eBay Buyer Protection Learn more

SELL YOUR ITEM

1. SELECT A CATEGORY

2. CREATE

Select a category

Find a matching category

Enter at least 3 keywords about your item to find a relevant

For example: Nine West women's shoes

Search

Search categories

Browse categories

Re

Categories

Antiques >
Art >
eBay Motors >
Baby >
Books >
Business & Industrial >
Cameras & Photo >
Cell Phones & PDAs >
Coins & Paper Money >
Collectibles >
Computers & Networking >

Baby & Toddler Clothing >
Children's Clothing >
Costumes & Reenactment >
Cultural & Ethnic Clothing >
Men's Accessories >
Men's Clothing >
Men's Shoes >
Uniforms >
Unisex Clothing >
Wedding Apparel >
Women's Accessories >

You can list multiple variations of this item in one fixed-price listing



Do you want to include variations in this listing?

☒ Yes

☐ No

☐ Not now

☐ Don't ask me this question again

Continue

If you sell multiple variations of this item, like different sizes or colors, you can list all of them in one multi-quantity, fixed-price listing.

This can save you time and money, because you don't have to list every variation one at a time. And a popular multi-quantity listing may appear higher in search results.

Example: List all the sizes and colors of a T-shirt in one listing, instead of creating a separate listing for every size and color.

Categories you have selected

Children's Shoes & Accessories > Women's Clothing > Dresses > Casual Dresses > Dresses

Category number 63961



Tips #2: Good Pictures Speak Better



Tips #3: Specific title composition



SELL YOUR ITEM

1. SELECT A CATEGORY 2. CREATE YOUR LISTING 3. REVIEW YOUR LISTING

Create your listing

Save for later

FREE!

List an Online Auction free - pay only if it sells [Learn more](#)

Categories where your listing will appear [Get help](#)

Category

Clothing, Shoes & Accessories > Women's Clothing > Dresses

[Change category](#)

List multiple variations of this item in one listing [Add or remove options](#) | [Get help](#)

Variations

- Number of variations: 6
- Main Color: Beige, Black
- Size: S, M, L

[Change variations](#) | [Change pictures](#) | [Remove all variations](#)

Help buyers find your item with a great title [Get help](#)

* Title

One piece dress stripes GOOD QUALITY with sizes colours

Subtitle (\$0.50)

* Condition

New with tags


Existing condition: New: With Tags

Multi-variations is created,
now all you have to do is to
finish the listing: entering
titles, descriptions and
shipping policies

Tips for Title composition:

1. DO NOT use attributes
2. Use more keywords to catch buyer's attention
3. Unique selling points

Sell your CSA: Listing with Variation is Created!



Enlarge

Thumbnail 1

Thumbnail 2

Thumbnail 3

One piece dress stripes GOOD QUALITY with sizes colours

Item condition: **New with tags**

Time left: 2d 23h (Aug 26, 2010 22:27:23 PDT)

Main Color:

Size:

Quantity: 10 available

Price: **US \$29.90** [Buy It Now](#)

[Add to Watch list](#)

Shipping: **\$2.00** [Rate Shipping Service](#) | [See all details](#)

Return policy: [Learn more](#)

Seller info

(14 ★)

[Save this seller](#)

[See other items](#)

Other item info

Item number:

Item location: default, default, Hong Kong

Ships to: [Worldwide](#)

Payments: [PayPal](#) [See details](#)

History: 0 sold

[Share](#) [Print](#) [Report item](#)

Buyers can choose from variations

Buyers can view pictures from different variations

Tips#4: Shoes - Points to note

1. Size matters

- Be specific on sizes, with detailed specification (width, length, height...in both cm/ inch)
- Be careful on sizing as different countries have different sizes

Item condition: **New with box**

Gender: **MAN**

Color: **VARSITY RED/BLACK-WHITE**

Size: **✓ - Select -**

US Sz 8 = (UK 7, EUR 41)

US Sz 8.5 = (UK 7.5, EUR 42)

US Sz 9 = (UK 8, EUR 42.5)

US Sz 9.5 = (UK 8.5, EUR 43)

US Sz 10 = (UK 9, EUR 44)

US Sz 10.5 = (UK 9.5, EUR 44.5...)

US Sz 11 = (UK 10, EUR 45)

Quantity:

US \$112.99

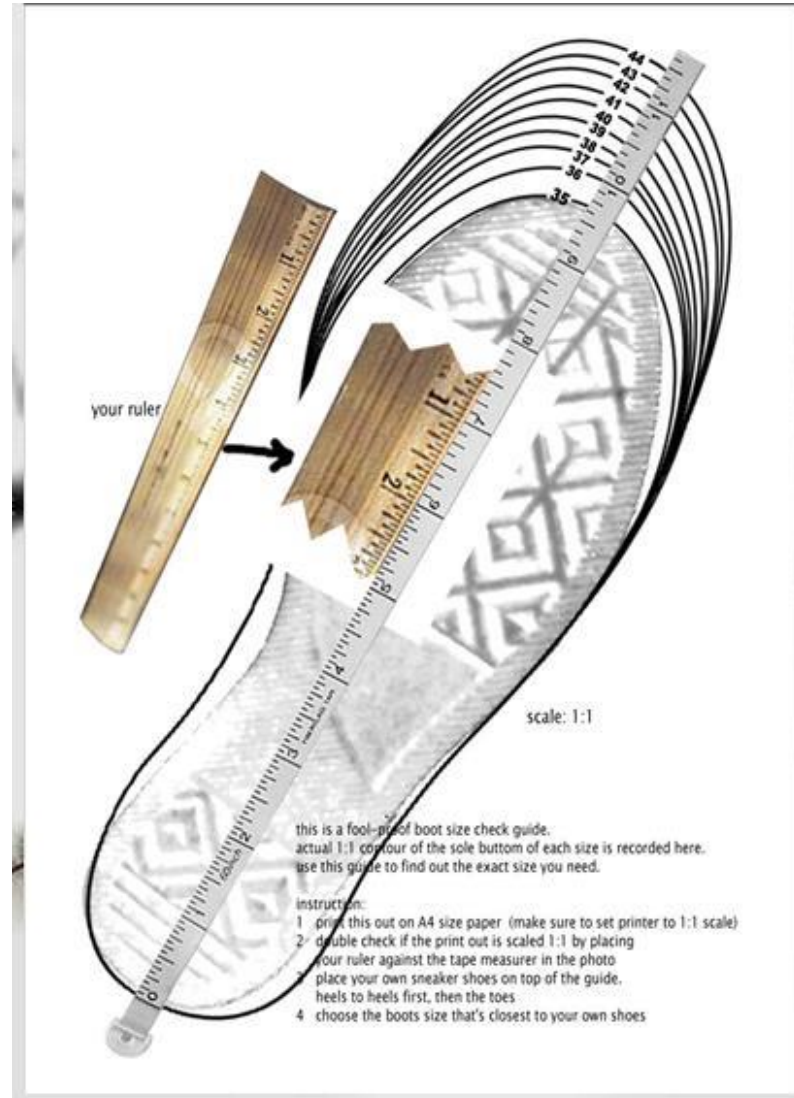
Buy It Now

FOOTWEAR - WOMENS

UK	2	3	4	5	6	7	8
US	4	5	6	7	8	9	10
EURO-PEAN	35	36	37	38	39	40	41

Shoes - Best practise:

- To have 1:1 print out for buyers to measure the sizes
- To have them send you their measurement and you choose the right size for them



Shoes - Points to note

- **2.Good product shots**

- Gallery Photo
 - With different angles
 - With close ups
- Photos in listing description
 - With models wearing
 - Present it like a style magazine
 - CSA shoppers are more emotional than electronics shoppers



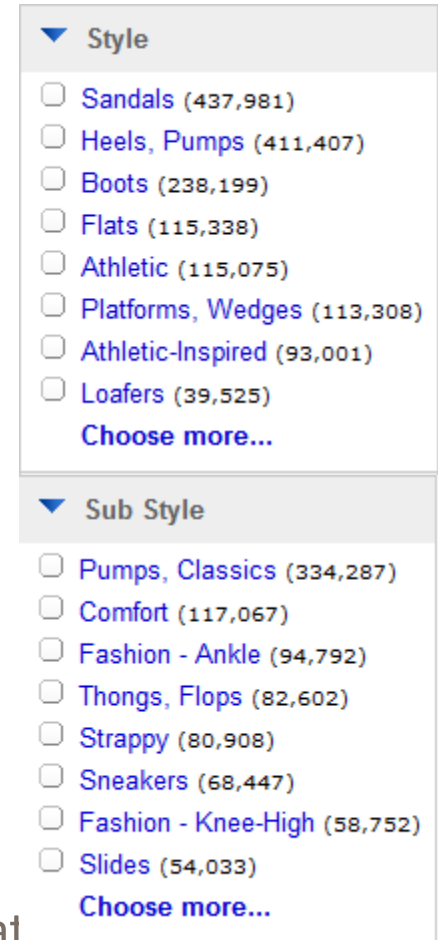
Shoes - Points to note

• 3. Know more about CSA shopper experience

- Emotional keywords
 - CSA shoppers are more emotional
 - use specific colour descriptions
 - Candy Apple Red
 - Snowy White
 - Electric Blue
- Browse by Categories
- Use different keywords in different corridors (heels, platform, pumps)

• 4. Return Policy

- Fitting is more important in Shoes than in other clothing categories
 - be lenient on return policy
 - e.g. “No-question-return” as long as product is unworn, and as long as buyer bears return shipping charge



Tips#5. Practical Guide for Listing Adult Clothes

Chinese version



服饰类商品刊登指南 / A Practical Guide for Listing Adult Clothes

Add more information to help buyers find your item in search results. Buyers can use popular item specifics to refine their search and locate your item faster.
添加更多信息，帮助买家在搜索结果中找到你的物品。买家可使用热门物品细节（item specifics）来优化搜索，并更快捷的找到你的物品。

- 物品标题 / Title
- 物品细节 / Item Specifics
 - › 穿着场合 / Occasion
 - › 服装风格 / Style
 - › 衣袖款式和长度 / Sleeve Style & Length
 - › 衣领款式 / Collar
 - › 尺寸类型 / Size Type
 - › 主体颜色 / Main Color
 - › 服装状况 / Condition
 - › 材质 / Material
 - › 服装品牌 / Brand
- 物品说明 / Item Description
 - › 成人服装详尺寸 / Detailed Measurement for Adult Clothes
 - › 身体部位测量 / Body Measurement
- 附加讯息 / Additional Information
 - › 服装状况 / Condition
 - › 独有特色 / Unique Features
 - › 出售原因 / Reasons for Sale
 - › 清洗说明 / Washing Instructions
 - › 漂白说明 / Bleaching Instructions
 - › 干衣说明 / Drying Instructions
 - › 熨烫说明 / Ironing Instructions
 - › 干洗说明 / Dry Clean Instructions



<http://pages.ebay.cn/glossary/2035.html>

Practical Guide for Listing Adult Clothes

English version

Item Specifics for Adult Clothes

Make use of eBay's standard item specifics to help buyers locate your item more effectively.

• Occasion

1. > Career
2. > Casual
3. > Clubwear
4. > Cocktail
5. > Formal Gown
6. > Versatile

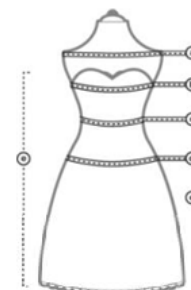
• Style

Skirt Click here to see examples with images	Men's Shirt - Casual Click here to see examples with images	Jeans Click here to see examples with images	Women's Pants Click here to see examples with images	Women's Suit Click here to see examples with images	Wo Click
1. > A-Line	1. > Button-Front	1. > Boot Cut	1. > Capris, Cropped	1. > Dress Suit	1.
2. > Asymmetrical	2. > Hawaiian	2. > Carpenter	2. > Cargo Pants	2. > Pant Suit	2.
3. > Broomstick	3. > Jersey	3. > Low-Rise	3. > Corduroys	3. > Skirt Suit	3.
4. > Cargo	4. > Polo Shirt	4. > Loose	4. > Drawstring Pants		
5. > Pencil	5. > Rugby	5. > Classic	5. > Gauchos		
6. > Pleated	6. > Sweatshirt, Crew	6. > Baggy	6. > Khakis, Chinos		
7. > Skort	7. > Sweatshirt, Hooded	7. > Overalls	7. > Leather Pants		
8. > Straight	8. > T-Shirt	8. > Slim, Skinny	8. > Leggings		
9. > Tiered	9. > Tank	9. > Cargo	9. > Linen Pants		
10. > Wrap, Sarong	10. > Turtleneck	10. > Relaxed	10. > Overalls		
	11. > Western		11. > Pants, Slacks		
			12. > Bermuda Shorts		
			13. > Board, Surf Shorts		
			14. > Dress, Work Shorts		
			15. > Golf, Walking Shorts		
			16. > Shortalls		
			17. > Skorts		
			18. > Sweats, Lounge		

• Sleeve Style & Length

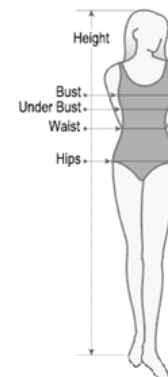
1. > Tops

1. * Size = (x)
2. * Shoulder width = (x) inches / cm
3. * Sleeve length = (x) inches / cm
4. * Bust = (x) inches / cm
5. * Hem width = (x) inches / cm
6. * Total length = (x) inches / cm



• Body Measurement

1. > Height = (x) inches / cm
2. > Bust = (x) inches / cm
3. > Under Bust = (x) inches / cm
4. > Waist = (x) inches / cm
5. > Hips = (x) inches / cm



[▲ Back to Top](#)

ebay cross border trade fashion zone

ebay 欢迎您! 登录或注册

关注我@ 我要卖 帮助 网站地图

eBay 如何 网上 开店

全部内容 搜索 搜索帮助 实时答疑

首页 卖家中心 卖啥 外贸大学 物流仓储 社区 企业全球直销

首页 > 卖啥 > 时尚专栏

时尚专栏

最in的流行趋势, 最热卖的时尚商品, 最详细的销售指南, 尽在时尚频道。

其他专栏:

数码专栏 汽配专栏 家居专栏

卖家手册

1. 销售技巧
 - 白色背景有助提高物...
 - 设置免运费! 获取优先...
 - 交叉销售增销量
 - 各国尺寸对照
 - 颜色对照表
2. 时尚模板
 - 服装刊登范本
 - 刊登成人服装指南
 - 图解服装面料
 - 图解男女上装
 - 图解裤子, 裙子款式
 - 图解包包与鞋子
 - 图解男士服装
 - 图解服装辅料/镶边
 - 图解服装装饰
3. 往期时尚讯息
 - 【每月商机】7月盛夏
 - 【服饰关键词】颜色关键字
 - 【每月商机】6月暑假
 - 【服饰关键词】时尚风格...
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2012 Christmas

服饰专用关键字

手套
图文并茂为您解答服饰款式

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圣诞节日特集-节日装扮

关键词: 圣诞节日特集-节日装扮

CHRISTMAS 2012 FESTIVE COSTUMES 圣诞节日特集 节日装扮

外国人都喜欢在不同的派对中扮演不同造型, 希望能配合派对的主题, 而且更能令气氛更高涨。卖家可准备一些和圣诞节或新年有关的派对服饰, 相信在未来一两个月必定会大受欢迎。

CHRISTMAS 2012 PARTY TIME 圣诞节日特集 派对服饰

除了古灵精怪的奇异造型外, 一袭高贵典雅的晚装, 一双雍容华贵的高跟鞋, 都是女士们想要的派对服装, 加上一个闪石手挽袋, 定必闪耀全场。卖家不妨留意一些夸张性感的服饰, 或可

THANK YOU