



Bridal Store Guide to Posting Your First 5 Items

Posting your items on SmartBrideBoutique.com is quick and easy.

The *Legend* and *Quick Reference Posting Checklist* below provide you with an overview of all the information you'll need on hand when you're ready to post your first 5 items to SmartBrideBoutique.com.

Post Your Items in 3 Simple Steps:

- 1. Gather all of the details for the items you'll be posting (e.g. Original Price, Sale Price, Train Length etc). Use the Legend below for an overview of what you're looking for.**
- 2. Write a short description of each item you want to post.**
- 3. Collect photo images of the item (either manufacturer images or photos you have taken) to complete your posting. For more help on photos, check out our "Guide to Easy Photo Upload".**

If you have any questions throughout this process, please contact us at 1.888.307.0937 or retailers@SmartBrideBoutique.com. A dedicated SmartBride rep can help walk you through posting your first item.

Other Useful Links:

- To login to your account: <http://www.smartbrideboutique.com/accounts/login/>
- For help with questions on billing, pricing and more, read our FAQs: <http://www.smartbrideboutique.com/about/FAQ/#retailers>



Legend

Use the legend below to help you as you complete the necessary information for each of the items you will be posting on SmartBrideBoutique.com.

	Item Information to Include
Original Price	<ul style="list-style-type: none"> The original retail price the item was being sold for in your store
Price	<ul style="list-style-type: none"> The price you will be selling your item for on SmartBrideBoutique.com. Note: your sale price must be a minimum of 30% discount off the original retail price.
Label Size	<ul style="list-style-type: none"> The label size as listed on the actual garment/item
Designer	<ul style="list-style-type: none"> The name of the item designer. For example: Maggie Sottero, Pronovias, Mori Lee, Vera Wang etc.
Manufacturer Style Number	<ul style="list-style-type: none"> The name or number of the specific style. For example: JH8700, SV98613, Cindy. If this is not readily available, just leave blank.
Year Purchased	<ul style="list-style-type: none"> The year the item was purchased for your store, or the collection year (i.e. Fall 2010 collection)
Color	<ul style="list-style-type: none"> The color of the item. Note, if this is a bridesmaid dress, identify the color group (green, pink, blue etc). If this is a wedding dress, note whether it is Ivory, White, Diamond white, Champagne or Blush.
Silhouette	<ul style="list-style-type: none"> The silhouette of the item if it is a dress. For example: Trumpet, A Line, Princess etc.
Neckline	<ul style="list-style-type: none"> The neckline of the item if it is a dress. For example: Strapless, V Neck, Halter etc.
Dress Length	<ul style="list-style-type: none"> The length of the dress. Choose from: Floor, Ankle, Ballerina, Intermission, Hi-Lo, Tea, Knee, Mini.
Train Length	<ul style="list-style-type: none"> The length of the train. Choose from: Floor, Bottom/Brush, Court, Chapel, Cathedral, Royal/Monarch.
Description	<ul style="list-style-type: none"> Feel free to add some commentary about the dress itself. Many bridal stores will comment on what style of wedding the dress might be suitable for (i.e. a destination or beach wedding, vintage style etc.), or details about embellishments, beading, fabric or unique details (i.e. ruffles, asymmetry).
Photos	<ul style="list-style-type: none"> Use either manufacturer photos of the dress, or to take a picture of the dress on a mannequin. Pictures cannot be larger than 500 MB and should be in .jpeg, .gif or .png format For more help with your photos, check out the "Easy Photo Upload Guide"



Quick Reference Posting Checklist

Before you get started, make sure you have the information below on hand. Feel free to fill in this chart with your information to keep all details close by.

	Item #1	Item #2	Item #3	Item #4	Item #5
Original Price*					
Price*					
Label Size*					
Designer					
Manufacturer Style Number					
Year Purchased					
Color*					
Silhouette*					
Neckline*					
Dress Length					
Train Length					
Description	<ul style="list-style-type: none"> • Add in any additional style comments as you feel necessary. • More tips on what to include in the Legend below. 				
Photos	<ul style="list-style-type: none"> • Use either a manufacturer's photo or one of your own. • Ensure pictures are less than 500 MB and in .jpeg, .gif or .png format. • More tips on how to upload photos in the Legend below. 				

***Note:** All items with an '**' are mandatory fields that must be completed to post your item.