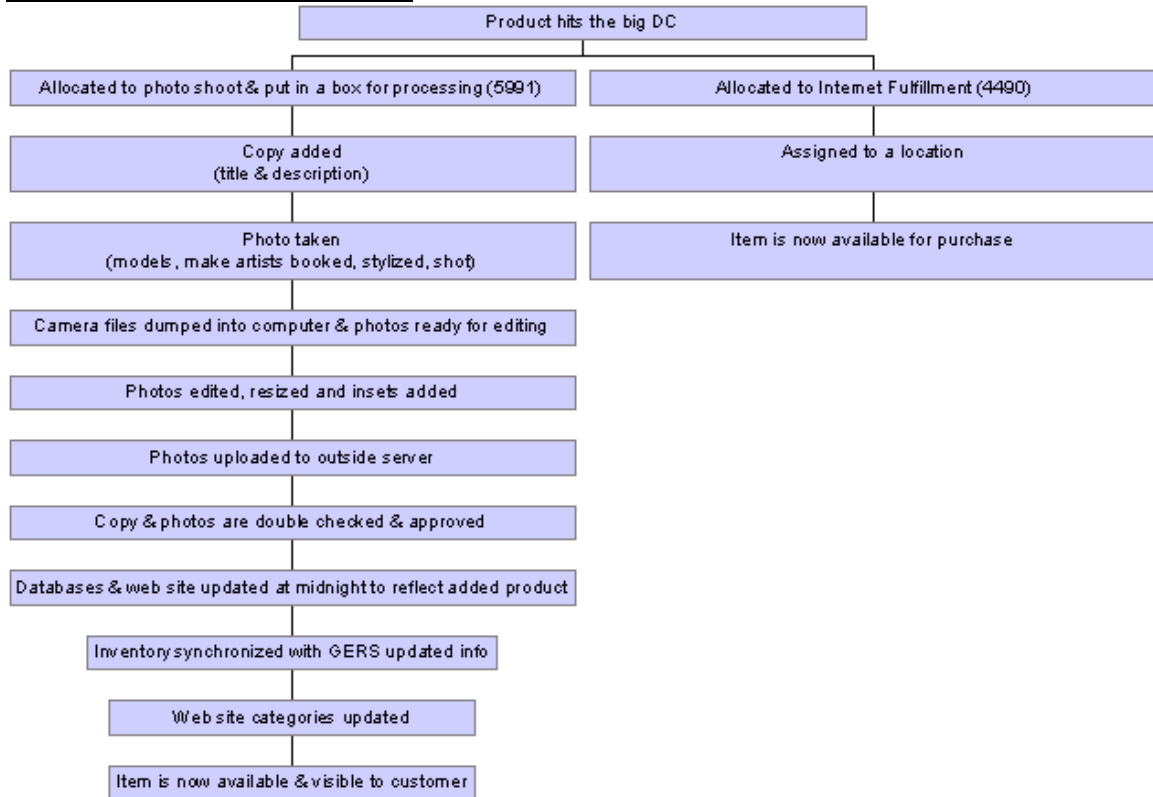


The Buyers' Guide to Torrid.com

The Internet is the perfect way to boost your sales if you use us right. Knowing how to use Torrid.com to your advantage is easy when you have a basic understanding of how the Internet store is different from a regular brick and mortar store.

Product Overview Lifecycle



The way the sizes are input into this field is how it will appear online on the drop-down menu.

Torrid
PLUS SIZES

Welcome to Torrid, mona. Not you? [Click here.](#)

[Shop](#)
Community
Customer Service
Find a Store

[Wish List](#)
[Membership](#)
[Cart](#)

Bottoms / Shorts / Capris

Search

Featured Brands

Shop By:
Work Wear
Casual
Club
All
New Arrivals!
Gift Cards
Tops
Bottoms
Dresses
Intimate / Swim
Shoes
Jewelry
Accessories
Gifts
Clearance
[Size Chart](#)

White Twill Sash Belt Gaucho Pant

Feel the island breeze when you wear these white gauchos. Lightweight twill has a smooth, pocketless design and an aqua voile sash belt. Hook and zip fly. 22" long. 97% cotton. 3% spandex. Machine washable. USA.

\$38.00

[Click image to enlarge](#)
[Size Chart:](#)
Find the right fit

Related Items

- [Black 3-Strap Bow Heel](#) **\$34.00**
- [White And Black Embroidered Smock Back Halter Top](#) **\$39.00**
- [Black Lace Trim Ribbon Tie Shrug](#) **\$34.00**

Qty	Description	Size	Price
<input type="text" value="1"/>	White Twill Sash Belt Gaucho Pant Sku: 533112	<input type="text" value="12"/>	\$38.00

Shipping

[Wish List](#) [Add to Cart](#)

Shorts
Capris

GERS General Tab

Key information for the Internet Group lies under the General tab:

Item:	533112	WHT LN TWL GCHO W/SH				WHT LN TWL GCHO W/SH	
COM/DEP/CLS/SUB	5	0052	5203	520303	Casual Capris	Season:	Basic
Manufacturer:	600294	D.A.M. CLOTHING/WEAREVER				VSN:	462829P-WHT
Buying unit:	EA	Quantity:	1	Buy cost:	14.25	Unit cost:	14.25
Selling unit:	EA	Quantity:	1	Initial retail:	38.00	IMU%:	62.50
Record: 1 of 1							
Color/Size		SKU/UPC	Pricing	Purchasing	UOM	Warehouse	Vendor
POS		Comments		General			
Report Group		Theme 1:		Item type		History level	
Casual		Theme 2: DESERT		<input checked="" type="radio"/> Inventory <input type="radio"/> Non-Inventory <input type="radio"/> Supply <input type="radio"/> Generic		<input type="radio"/> Item <input checked="" type="radio"/> Color/Size SKU	
		Theme 3: WHITE		Item status		Custom Attributes...	
		Theme 4:		<input checked="" type="radio"/> Active <input type="radio"/> Discontinued			
		Theme 5: .00					
		Priv.Label: .00					
		Tickets: T4					
		Labels: HD2					

Item: The description used here is what we base the web title on. (This is why you get calls from the copywriters asking what something spells).

COM/DEP/CLS/SUB: These fields determine where the item will be categorized on the navigation bar. The COM field tells us it's a Torrid item, the DEP tells us what category it goes in (EX: Bottoms). CLS and SUB tells us the subcategory (EX: Jeans). If you find an item in the wrong category online, check GERS to make sure it's in the right class and subclass.

Selling Unit: This is where the site pulls pricing information on regular priced items.

Report Group: Items are categorized into Club, Casual or Work Wear Lifestyles by the Report Group. If this is missing or misspelled, the item will not be categorized in any of the three themes on the site.

Theme (UDF) 1-5: This section is used to adjust prices for promotions, put items themed into trend story stores and more. These themes should be spelled and capitalized in a consistent way for the SKU to show up in a category on the site.

Custom Attributes on General Tab

Click on the **Custom Attributes** button on the General Tab to add notes that will be crucial for successful Internet sales.

Merchandising - [Item]

File Edit Record Activities Tools Reports OfficeLink Window Help

Item: 533112 | WHT LN TWL GCHO W/SH | WHT LN TWL GCHO W/SH

COM/DEP/CLS/SUB: 5 | 0052 | 5203 | 520303 | Casual Capris | Season: Basic

Manufacturer: 600294 | D.A.M. CLOTHING/WEAREVER | VSN: 462829P-WHT

Buying unit: EA | Quantity: 1 | Buy cost: 14.25 | Unit cost: 14.25 | Color/Size

Selling unit: EA | Quantity: 1 | Initial retail: 38.00 | IMU%: 62.50 | Record: 1 of 1

Color/Size | SKU/UPC | Pricing | Purchasing | UOM | Warehouse | Vendor | POS | Comments | General

Report Group: Casual

Theme 1: | Theme 2: DESERT | Theme 3: WHITE | Theme 4: | Theme 5: .00

Priv.Label: .00 | Tickets: T4 | Labels: HD2

Item type: Inventory | Non-Inventory | Supply | Generic

History level: Item | Color/Size SKU

Item status: Active | Discontinued

Custom Attributes...

Item Custom Attributes

Web Photo Cmnt 1: | Web Photo Cmnt 2: |

Parent Item Code: | Web Desc 1: Feel the island breeze when

Web Title 1: White Twill Sash Belt | Web Desc 2: you wear these white

Web Title 2: Gaucho Pant | Web Desc 3: gauchos. Lightweight twill

Gender: | Web Desc 4: has a smooth, pocketless

Lifestyle 2: WRK | Web Desc 5: design and an aqua voile

Lifestyle 3: | Web Desc 6: sash belt. Hook and zip fly.

Related Item 1: 512750 | Web Desc 7: 22" long, 97% cotton, 3%

Related Item 2: 581804 | Web Desc 8: spandex. Machine washable.

Related Item 3: 510184 | Web Desc 9: USA.

Page 1 of 2 |

Web Photo Cmnt 1 & 2: Want an item to be shot a certain way? Let the photographer and stylist know BEFORE they shoot it. You can put any sort of direction in this space and it will show up on the photo shoot paperwork. Don't worry, these comments do not show up on the site.

Lifestyle 2 & 3: Another way to increase sales is to increase visibility on the site. You can add your product to more than one lifestyle section by putting the capitalized three letter code here (WRK, CSL or CLB).

Related Items: Three items that will make up an outfit. If you have an item that has a matching piece, put the SKU here. Items do not always come through the

process together so to ensure that matching pieces are featured in each other's Related Item list, please put them in here.

Web Desc 1-9: These fields are where the product description go. If there is anything important that needs to be in the product description, put it anywhere in these nine fields and the copywriters will make sure it is mentioned. Examples: D width, leather (shoes generally don't say), exclusive to Torrid, featured in a magazine, reversible or can be worn certain ways. (Anything that might be a great selling point that's not obvious to the average person is great.)

Promotions

Torrid.com runs the same (or similar) promotions as the brick and mortar stores but it's more involved than posting a sign.

Before a promotion to go live on the site:

We get an email from Elisabeth with the promotions specifics (need promotion, dates start and end, what's involved and specifics, concept)

Christine sends the dev team email regarding promotions (SOXS compliance)

The copywriters need to write copy for the news section (during promo and after promo) and pop-up

The photo editor creates a header for the pop-up

The web production team creates a pop-up and links it to the appropriate categories

Then the web production manager updates the Discount File in GERS that holds all the discount information

He writes a script detailing the promotion information, sometimes having to input each SKU individually and also creates a new (invisible) node for the promotion that says if an item is in a particular dept, subclass, track or SKU and is Torrid items only and not clearance, then it is at X price or percentage off.

The file needs to be tested to make sure the promotion is correct and does not include Hot Topic SKUs.

Several processes have to run successfully overnight before a promotion can be published to the site in order to make sure the sale is working and prices reflect the savings.

We need a minimum of two working days for smooth promo publishing.

Photo Shoot Allocation

For an item to be published to the site, the allocation analyst must make sure to allocate each SKU to Torrid Photo Shoot (5991). Even if allocated to the Internet Store (4490), one of each size run for a SKU must be allocated to Torrid Photo Shoot. If not, the item is "invisible" until it shows up on a Slow Sellers report.

Polls

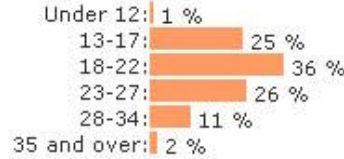
Polls are a great way to get market research from a Torrid customer. The Torrid girl really loves to give her opinion. Each poll is up for 5 weeks and gets an average of 400-700 responses. We put up new polls once a month so it's a great vehicle to find out what a girl wants to buy or what her concerns are. The copywriters will work with you to create a poll to answer your merchandising needs.

Poll: Do You Have a Shoe Fetish?

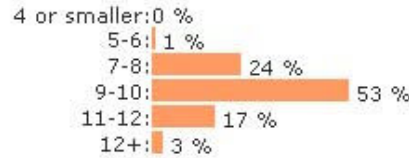


Does the sight of this season's heels make your heart pound or will you strap on the first pair of shoes that doesn't hurt? Let us know how you really feel about shoes!

How old are you? 686 Replies



What is your shoe size? 688 Replies



Where do you buy most of your shoes? 686 Replies



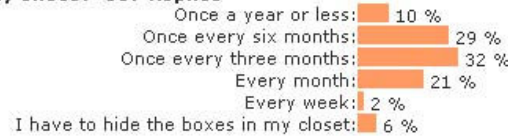
Where is your favorite place to buy shoes? 688 Replies



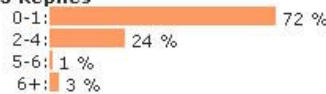
How much do you usually spend on a pair of shoes? 689 Replies



How often do you buy shoes? 687 Replies



How many pairs of shoes do you buy a month? 685 Replies



When do you buy shoes? 687 Replies

