

Sales Optimisation PIF Guidelines - V5

Lingerie/Nightwear Brands

Updated - Jan 25

NEXT

We are pleased to introduce our latest Sales Optimisation PIF template (V5). The new template has several new enhancements.

The PIF is an essential tool that, when completed accurately, provides Next with detailed product information. This supports improved analysis and insights, as well as driving sales through increased visibility.

Key Benefits for Brands:

- Enhanced Sales Analysis:

The new attributes allows Next to gather deeper insights into the factors driving sales, helping to identify key trends and best-performing product

- Improved Trend Reporting:

By analysing the detailed information provided, Next can better understand market trends and share valuable feedback with your brand

Updates on completing the new PIF:

- We have updated the PIF template to consolidate our instruction tabs onto the main PIF template. You will see instructions on how to complete each column just above the header. As a reminder, any missing mandatory will delay the time taken to process your PIF

Useful Guides

- Sales Optimisation PIF Briefing – External (JAN 25). This contains hints and tips on completing the mandatory and optimisation data in the PIF. Including detail of all new data requirements
- Internet Product Type (IPT) Guide. Please refer to this for support in selecting the correct Product Type from the dropdowns provided. If you are unsure, please contact the Brands Helpdesk

Both of the guides can be found on our [Brands Helpdesk](#), which you can also use if you have any questions.

NEXT

What's new in the V5 PIF?

- **New Attribute data** - new attribute fields to help support findability of your products e.g pack/sets, neckline, pattern
- **Instructions** - Instructions to complete the PIF can now be found above each of the PIF columns
- **Optimisation data** - updated template for Colourway grouping, 3D grouping & tabbing including useful examples
- **Contract Raising "PO Data" (Wholesale Brands only)** - sizes will now auto populate when manufacture style no. is entered

NEXT

New Attributes

Product Type	Mandatory Attributes	Mandatory "If relevant"	Optional Attributes*	"NEW" Total Attributes
Clothing/Accessories	Supplier Code Brand Manufacturers Style No Product Description (Item Title) Manufacturers Colour Name RRP Size EAN Estimated Delivery Date No. of Items in Set Gender Gender 2 Standard Colour Product Type Fit Description Country of Origin Garment Composition TOV (Copy Design Features)	Garment Length (cm) Washing Instructions License Length Size Type Bag Height (mm) Bag Width (mm) Bag Depth (mm) Dangerous Goods Battery Operated	Activity Activity 1 Wedding Wedding 2 Occasion Occasion 2 Season Type Sleeve Length Neckline Pack/Sets Fabric - Patterning Fabric - Weight Fabric - Patterning Detail Fabric - Material Fabric - Special Properties Outerwear Style Denim Wash Suiting Character / Print Type	
Footwear	Supplier Code Brand Manufacturers Style No Product Description (Item Title) Manufacturers Colour Name RRP Size EAN Estimated Delivery Date No. of Items in Set Gender Gender 2 Standard Colour Product Type Fit Description Country of Origin TOV (Copy Design Features)	Footwear - Upper Composition Footwear - Lining/Sock Composition Footwear - Sole Composition Heel Height (mm) License Length (Boots)	Activity Activity 1 Wedding Wedding 2 Occasion Occasion 2 Season Type Footwear Fastening Footwear Heel Height Footwear Type Footwear Heel Type Footwear Toe Shape Fabric - Material Fabric - Special Properties Character / Print Type	
Lingerie	Supplier Code Brand Manufacturers Style No Product Description (Item Title) Manufacturers Colour Name RRP Size EAN Estimated Delivery Date No. of Items in Set Gender Standard Colour Product Type Fit Description Country of Origin TOV (Copy Design Features)	Garment Length (cm) Washing Instructions License Length (e.g. Knee length) Size Type	Activity Activity 1 Wedding Wedding 2 Occasion Occasion 2 Season Type Sleeve Length Fabric - Patterning Fabric - Weight Lingerie Fit Lingerie Padding Lingerie Support Lingerie Type Lingerie Wiring Lingerie Rise Fabric - Patterning Detail Fabric - Material Character / Print Type	

* By providing optional attribute data you are enabling us to provide enhanced sales analysis & trend reporting as well as increasing the findability of your products on our website. Items will also appear in edits/menus that

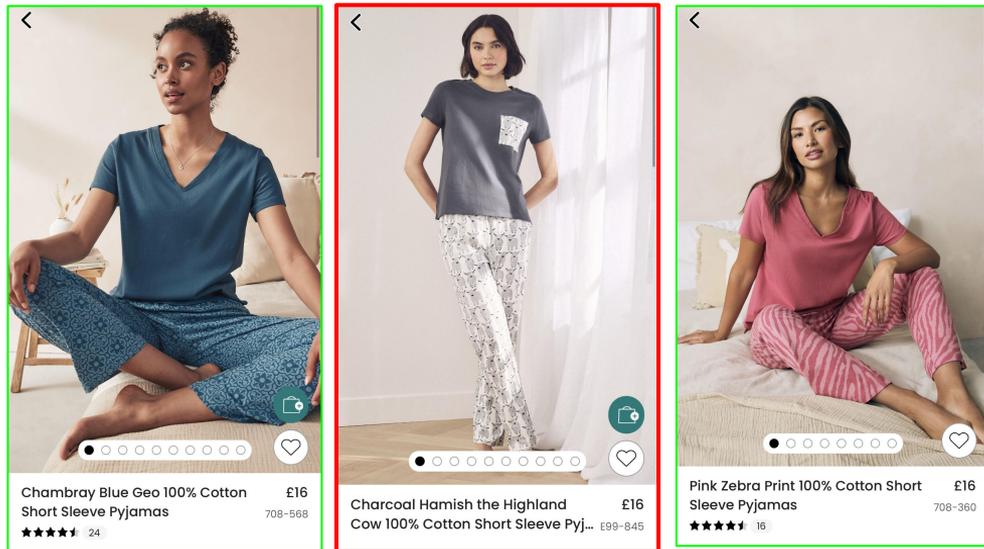
NEXT

Key points to remember

- We will be **rejecting** any PIFs that do not follow the instructions outlined in the item data tab
- Please **do not add** any additional columns or rename any headers in the PIF template
- Please ensure all of the data fields are consistent at item level, this data **should NOT** differ by size option. This data is used to determine where one style ends and another begins. Failure to do this will result in us creating item numbers for each individual size
- Please **do not duplicate** any sizes or EANs within the PIF
- If there is a drop down please **only select from the list provided** . (Once you have selected from the drop down, this can then be copied and pasted into other relevant cells).

NEXT

Colourway Grouping Guidelines



Colourway Grouping can be used for:

- Linking colourways, patterns or slogan/graphics of the same product
- Do not use colourways to link products that are not the same style (Example left)
- Items must be the same product type (IPT) e.g. dress
- Colourway titles should not include key features i.e zip up, button through.

Colour Grouping



Bras Knickers

Black/White Lace Bras 2 Pack £26
★★★★★ (9) 606-139

Colour: **Black/White**

Size: [Size Guide](#)

Choose Size

Add to Bag

Store Stock Checker **Favourite**

Or 3 monthly instalments of £8.67 with pay in 3
Representative 29.9% APR variable. Interest rate 29.9% APR annual variable. Assumed credit limit £1200.

Our flattering and feminine black and cream lace bra 2 pack is designed to enhance your silhouette. Designed in a pretty lace finish, the plunging neckline and push up...

[Read More](#)

You May Also Like



Colour: **Green/Ecru**



Colour: **Neutral/Navy Blue**

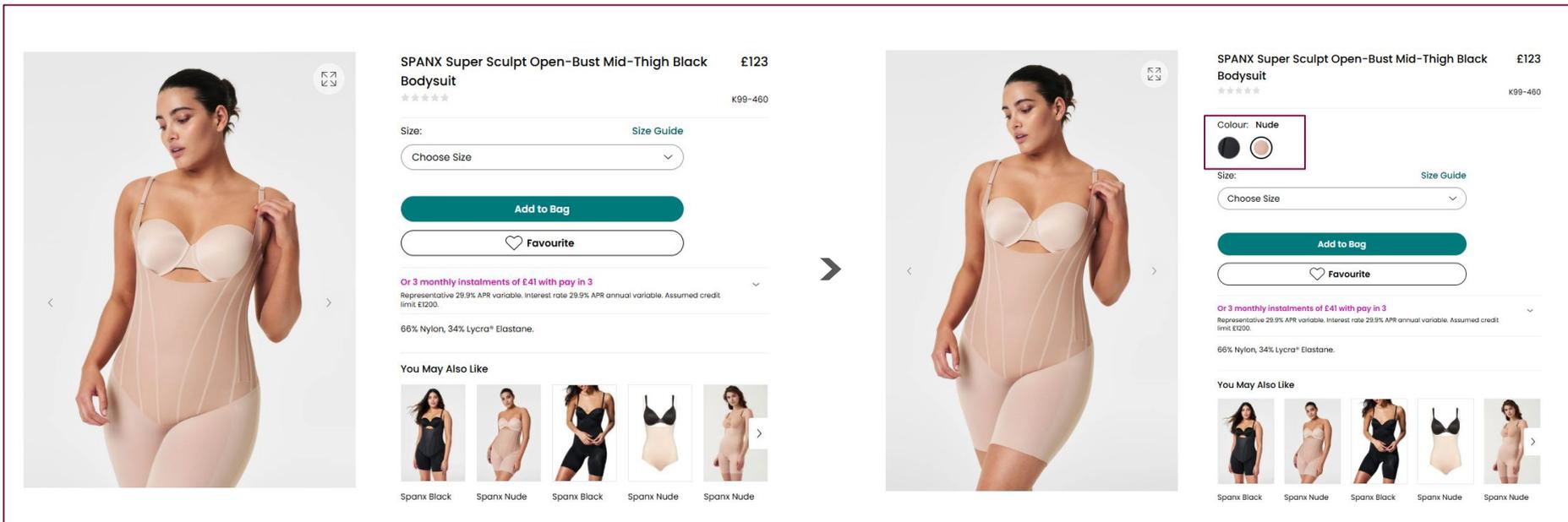


Colour: **Rose Pink/Black**



> If the item is a multipack. Please ensure that the swatch and colour name matches the colours in the pack

Colour Grouping



- > Colour grouping is grouping different colourways of the same item
- > Copy colour must be unique
- > Product Description (Item title) must be the same for all items in the grouping
- > Colour grouping can be actioned pre to the item going live (preferably)

Engagement On Colour Grouping (Lingerie);

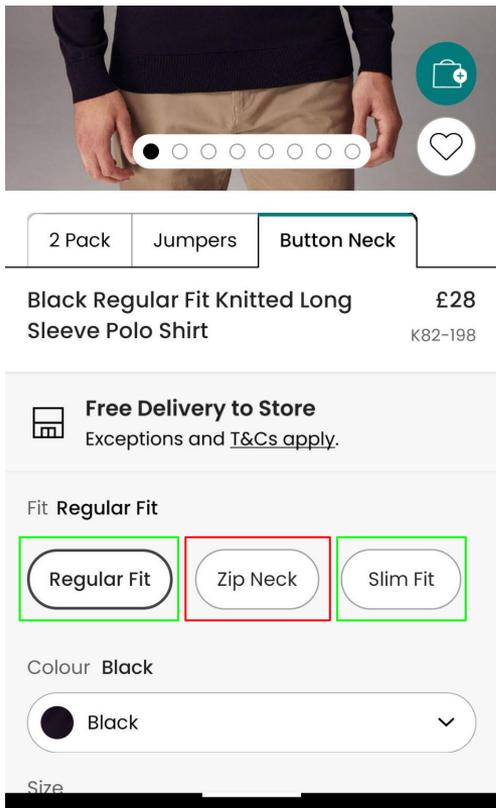
Next & Brands

App - 52% of customers were more likely to change colour on the PDP;
Mobile - 28%
DT - 34%

Brands only

App - 53% of customers were more likely to change colour on the PDP;
Mobile - 34%
DT - 41%

3D Grouping Guidelines



3D Grouping can be used for:

- Grouping different fits of the same product e.g. regular, long trousers
- Grouping different sleeve lengths of the same product e.g. long sleeve, short sleeve
- There must be colourways that match across the 3D grouping
- It must be the Internet same product type (IPT) e.g. shirt
- Do the 3D grouping names make sense? - Consider if a customer would understand what the grouping names are referring to

- Mixed Messaging - As a rule, we should have one theme across tabs and 3D grouping (for example, sleeve length, pack sizes or neck lines)



Regular Fit, Slim Fit, Skinny Fit



Regular Fit, Zip Neck, Slim Fit

3D Grouping/ Fit Grouping



Black Super High Waist Briefs Firm Tummy Control Shaping Briefs £22

★★★★★ (20)

184-909

Colour: Black



Fit:

- Super High Waist Briefs
- High Waist Brief
- Super High Waist Briefs**
- Super High Waist Thong
- Thigh Smoother Short

Store Stock Checker

Favourite

Or 3 monthly instalments of £7.33 with pay in 3

Representative 29.9% APR variable. Interest rate 29.9% APR annual variable. Assumed credit limit £1200.

Crafted to cinch your waist and control your tummy area, our classic black high waist shaping briefs are all about offering you a boosted shape in complete comfort. The...

[Read More](#)



Black/Nude Short Soft Microfibre Slips Two Pack £36

★★★★★ (5)

463-494

Fit:

Long Short

Size:

6 8 10 12 14 16 18 20 22

[Size Guide](#)

Add to Bag

Favourite

Or 3 monthly instalments of £12 with pay in 3

Representative 29.9% APR variable. Interest rate 29.9% APR annual variable. Assumed credit limit £1200.

The perfect way to create modesty under outfits. Made in a comfortable and smooth microfibre with an anti-static finish, we've added a small mesh detail for an extra...

[Read More](#)

You May Also Like



> Fit grouping is for grouping different fits/variances of the same item (same IPT), for example; high waist knickers, brazilian knickers, thongs etc

> Product Description (Item Title) must be the same across the grouping

Engagement On Fit Grouping (Lingerie);

Next & Brands

App > 23% of customers were more likely to change fit

Mobile > 14%

DT > 17%

Brands only

App > 24% of customers were more likely to change fit

Mobile > 15%

DT > 20%

3D Grouping/ Fit Grouping



7 Pack **4 Pack**

Black Thong Cotton and Lace Knickers 4 Pack **£14**
★★★★★ (6) 688-432

Colour:
● Black

Fit:
Thong
Bikini
Extra High Leg
Full Brief
High Leg
High Rise High Leg
Midi
Short
Thong

Explore our fast Delivery & Returns options

> Only choose fit styles that are relevant to the product - do not choose one that does not match

> If fit group does not exist for a particular brand, please contact the Brands Helpdesk to request

Tabbing Guidelines

- **Coordinating/matching items** e.g. Bra/Knickers, Bikini Top/Bottoms or different product types of the same print/pattern e.g. bikini/kaftan
- **Product Types** - As a general rule, each tab should be for a different type product type unless you are tabbing genders e.g. Womens, Mens etc or different styles of the same product type e.g. mini/maxi dress
- **Pack Quantities** - Use tabbing to link different pack quantities of the same product
- **Colours** - Tabbing request must contain items with at least one item with the same colour across both tabs

- **No Till upselling** - Tabs are not used to upsell impulse buy items.
- **Do the tab names make sense?** - Consider if a customer would understand what the tab names are referring to.
- **Mixed Messaging** - As a rule, we should have one theme across tabs and 3D grouping (for example, sleeve length, pack sizes or neck lines).



Single, 2 Pack, 3 Pack



Jumpers, Button Neck, 2 Pack



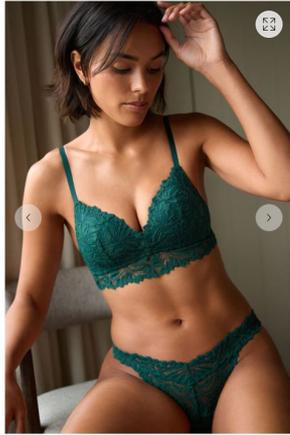
Black Regular Fit Knitted Long
Sleeve Polo Shirt

£28

K82-198

NEXT

Tabbing



Bras Knickers

Green Pad Non Wire Comfort Lace Bra £18
898-405

Colour: Green

Fit: Pad Non Wire

Size: Choose Size

Add to Bag

Store Stock Checker Favourite

Explore our fast Delivery & Returns options

Celebrate your natural silhouette in this elegant lace bra. Featuring no padding, the underwired cups offer support and lift in all the right places and do not compromise...
Read More

You May Also Like



Bras Knickers

Green High Leg Comfort Lace Knickers £9
NIB-801

Colour: Green

Fit: High Leg Thong

Size: 6 8 10 12 14 16 18 20 22

Add to Bag

Store Stock Checker Favourite

Delivery Information
Exceptions and 18.Cs.01061

Enjoy comfort and style with our lace knickers. Crafted using a soft floral lace with added stretch, these knickers offer a blend of fashion and practicality. They are cut...
Read More

> Tabbing is mainly used on lingerie whereby a product has matchback coordinating bras and knickers. It's important that the tab names are relevant to the product. (Images below, of a bad tabbing example; all are womens coats but have been tabbed different genders)

> If the item is colour grouped, it is important for both colours to be called the same in order for the product colour to stick when clicking through the tabs.

Bras & knickers on Next/Brands that are tabbed, contribute to **30%** of the total revenue of those individual categories.

Engagement On Tabbing (Lingerie); Next & Brands

App > 35% of customers clicked on tabs within the PDP

Mobile > 32%

DT > 23%

Brands only

App > 43% of customers clicked on tabs within the PDP

Mobile > 39%

DT > 27%

Tabbing



Bras Knickers

Plum Purple Pad Balcony Comfort Lace Bra
★★★★ (3)

Colour: Plum Purple

Fit: Pad Balcony

Size: Choose Size

Add to Bag

Store Stock Checker Favourite

Explore our fast Delivery & Returns options

Celebrate your natural silhouette in this elegant lace bra. Featuring no padding underwired cups offer support and lift in all the right places and do not comp



Bras Knickers

Plum Purple High Leg Comfort Lace Knickers
★★★★ (0)

Colour: Plum Purple

Fit: High Leg Thong

Size: 6 8 10 12 14 16 18 20 22

Add to Bag

Favourite

Enjoy comfort and style with our lace knickers. Crafted using a soft floral lace v added stretch, these knickers offer a blend of fashion and practicality. They ar

> Tabbing for lingerie, is mainly used if there is a matching bra & knicker (and or matching accessories; suspenders etc)

> If the item has multiple colourways, the colours need to match on the bra and knicker. In this example both the bra and knicker are called 'Plum Purple'



Cami Sets Nighties Pyjamas Robes

Pour Moi Black Dusk Satin Kimono Sleeve Midi Gown
★★★★

Colour: Black

Size: 8 10 12 14 16 18 20

Add to Bag

Favourite

Or 3 monthly instalments of £12.67 with pay in 3
Representative 29.9% APR variable. Interest rate 29.9% APR annual variable. Assumed credit limit: £1200.

Wrap yourself in super soft luxury with the Dusk Satin Kimono Sleeve Midi Gc stylish gown features a flattering midi length and flattering kimono-style sil

You May Also Like



> Tab names will auto populate when entering a EAN

>If you are tabbing two items of the same IPT. We will remain x1 of these when processing

Tabbing



Suspenders Bras Knickers

Black Lace Suspender Belt

★★★★★

Size: Size Guide

6 8 10 12 14 16 18 20

Add to Bag

Favourite

Explore our fast Delivery & Returns options

Machine washable. 83% Nylon, 17% Elastane. Items with the curve logo are sizes 18 and above.

You May Also Like



Suspenders **Bras** Knickers

Black Non Pad Balcony Lace Bra

★★★★★

Colour: Black

Size: Size Guide

Choose Size

Add to Bag

Favourite

Explore our fast Delivery & Returns options

Machine washable. 88% Nylon, 12% Elastane. Coppafeel are on a mission to stamp out late detection of breast cancer. Next are proud to support by taking part in their...

Read More

You May Also Like

Suspenders Bras **Knickers**

Black Thong Lace Thong

★★★★★

Colour: Black

Size: Size Guide

6 8 10 12 14 16 18 20

Add to Bag

Favourite

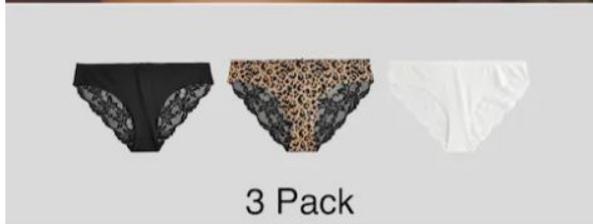
3 for 2 on selected Knickers*

3 for 2 on selected Next Womens Knickers. * Machine washable. Main 88% Nylon Elastane. Gusset 100% Cotton. * Saving applied will be apportioned across all qu...

Rec

You May Also Like

Tabbing



5 Pack **3 Pack**

Print/Plain Brazilian No VPL Lace Back Briefs 3 Pack £15
★★★★★ E10-777

Colour: **Print/Plain**

Fit: **Brazilian** Midi

Size: 6 8 10 12 14 16 18 20 22 [Size Guide](#)

Add to Bag

Favourite

Explore our fast Delivery & Returns options

> In some exceptions we will tab by pack size

> In this example, these items have been tabbed as multipack sizes '5 Pack' & '3 Pack' because they have been 3D grouped by knicker type

> If they were not 3D grouped by knicker type, then we would 3D group by pack size

Imagery/Tone of Voice Optimisation

NEXT

Imagery Optimisations

Image count - +1.6 percentage point increase in conversion for products with 4 images vs 1.

Key Details in the First 4 Images - Place key details in the first 4 images to capture attention and provide a clear product view..

Always include a flat shot image - Google prefers a clean image, this will help organic traffic from Google Shopping.



Model imagery - +4.5 percentage point increase in conversion for products featuring model shots.

Key Details / Textures - We see uplifts in conversion rate on PDPs where the key details or textured shot is within the top 4 images (not lead).



NEXT

Tone of Voice Optimisations

Premium Items - Where we have premium features or materials, ensure that in the TOV we have the benefit to the customer of the feature. For example Lambswool/Merino Wool - what makes those fabrics more premium?

Products with detailed TOV experience a **+1.5% to 7% conversion rate increase** compared to those with no TOV.

Consider Including the Following Details in TOV:

- Material
- Fabric Details
- Fit
- Length
- Neckline
- Sleeves
- Fastening
- Design
- Style
- Occasion
- Pockets
- Heel Height
- Model Height

NEXT

Lingerie 3D Grouping/Tabbing Examples

NEXT