

WRITING GUIDE FOR FRENCH PRODUCT DESCRIPTIONS

VENDORS

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Table of Contents

Product Titles	3
1. General template for the title	3
General remarks about the template and the titles	3
Dimensions and volume	4
Colour and print	5
Title examples	5
Paper examples:	5
Joy of the Table examples:	6
Home examples:	6
Fashion example:	6
Beauty products example:	6
Electronic Products example:	7
2. Template for vinyl titles	7
3. Template for figures, figurines and statues titles	7
Descriptions	8
General remarks about descriptions	8
Exceptions:	8
Metrics:	8

Product Titles

1. General template for the title

PRODUCT + MATERIAL + MODEL NAME – NAME OF THE COLLECTION, EXPRESSION/QUOTE, PRINT, COLOUR, SIZE (NUMBER OF ITEMS IN THE SET, DIMENSIONS OR VOLUME)

* Please see examples starting on [page 5](#).

** If you see something else on our website, this document takes precedence.

*** Please see different template for [Vinyl](#) and [Figurines](#).

General remarks about the template and the titles

- The structure in French is different from the structure in English.
- This is an extensive structure. We identified a lot of components in the structure because they need to be placed in a specific order. **If a component of the template does not apply or is not relevant to your product, you can skip it.**
- The “+” symbol is simply a structure indicator (do not use it in the actual titles). It is used as a guideline. If you have any of these components in the name, that would be the order to put them in. Please see examples on [page 5](#).
- For readability purposes, **do not add the name of the brand in the title**, as it appears right under it on the web page (and often in the description). This should not have a huge impact on SEO.
- Use an **en dash** to separate both parts of the name (alt+0150): “–”.
- Write the entire title in **uppercase** (all caps).
- Use the traditional French grammar and spelling.
- If there is an expression or a quote in English written on the product (such as a mug or a journal), *do not translate it*; leave it in English in the title of the product.

Dimensions and volume

Need to be in metric: **cm** (for example, a frame of 20 cm x 30 cm) or **ml** (for example, a cream of 500 ml). This is standard practice in French.

- In the titles and the descriptions, the dimensions should be rounded to the closest 0.5 cm (must use a comma instead of a period).
- In the dimension fields of PIM, the dimensions are **NOT** rounded up. These are only provided in one unit of measure. Each time you enter a dimension, you must indicate what unit of measure you are using. For example, Height could be provided in inches or centimetres but not both.
- In the title, please put the dimensions or volume, *if relevant to the product*, between parentheses.
- There are many converters available online, including Google, to help you convert from the imperial to the metric system.

Examples of rounded numbers (for titles and descriptions only):

Real metric	Rounded metric
2,14 cm	2 cm
2,16 cm	2,5 cm
2,51 cm	2,5 cm
2,76 cm	3 cm

Colour and print

- For **colourblock**, use **couleurs contrastées**.
- **Don't** make the colour agree in number or gender if it follows an **en dash** or a **comma**; otherwise, please do as follows:

For example, a journal with a print of red tulips on a white background would be:

- RED TULIPS JOURNAL > **CARNET – TULIPES ROUGES, BLANC**
- The red agrees with the name tulips, but the white doesn't agree with anything
- If there is more than one colour, separate them with a **comma** and/or with an **“et”**:

For example, a tablecloth with a pineapple print could be:

- ORANGE, YELLOW AND GREEN PINEAPPLE TABLECLOTH
- **NAPPE – ANANAS, ORANGE, JAUNE ET VERT**

Title examples

Paper examples:

ENGLISH	FRENCH
PINK HAPPY BIRTHDAY BOXED GREETING CARDS SET OF 12	CARTES DE SOUHAITS EN BOÎTE – HAPPY BIRTHDAY, ROSE (BOÎTE DE 12)
ASSORTED GREETING CARD MULTI-PACK – BUBBLY	CARTES DE SOUHAITS EN BOÎTE – VARIÉ, BULLES
A5 SPIRAL NOTEBOOK SKETCHED LEAVES LATTE	CARNET A5 À RELIURE SPIRALE – CROQUIS DE FEUILLES, LATTE
MARBLE GIFT BAGS MEDIUM SET OF 2	SACS-CADEAUX – MARBRE, MOYENS (ENSEMBLE DE 2)
HARRY POTTER LIMITED EDITION NOTEBOOK HARD COVER RULED LARGE BLACK	CARNET LIGNÉ À COUVERTURE RIGIDE EN ÉDITION LIMITÉE – HARRY POTTER, NOIR, GRAND

Joy of the Table examples:

ENGLISH	FRENCH
GREY GLOSS MEDIUM MUG	TASSE – GRIS LUSTRÉ, MOYENNE
SOLID RIBBED PLACEMAT CHARCOAL	NAPPERON CÔTELÉ UNI – ANTHRACITE
COPPER & MARBLE CHEESE KNIVES – SET OF 3	COUTEAUX À FROMAGE — LAMES CUIVRÉES ET MANCHES EN MARBRE (ENSEMBLE DE 3)
HERB GARDEN TEA TOWEL	LINGE À VAISSELLE – HERBES DU JARDIN

Home examples:

ENGLISH	FRENCH
TWILL WOVEN THROW – HEATHERED GREY	JETÉ TISSÉ EN SERGÉ – GRIS CHINÉ
FAUX FUR THROW - DARK CHOCOLATE PLAID	JETÉ EN FAUSSE FOURRURE - CARREAUX, CHOCOLAT NOIR
EXPRESSIONS LIVE BOLDER PILLOW COVER – 18" X 18"	HOUSSE DE COUSSIN EXPRESSIONS – LIVE BOLDER (45,5 CM X 45,5 CM)
SHAGGY FAUX-FUR PILLOW COVER – CAFÉ AU LAIT, 18" X 18"	HOUSSE DE COUSSIN EN FAUSSE FOURRURE PELUCHÉE – CAFÉ AU LAIT (45,5 CM X 45,5 CM)

Fashion example:

ENGLISH	FRENCH
BRANDNAME BRAVE MINI BACKPACK – BLACK	SAC À DOS BRAVE MINI – NOIR
LOVE AND LORE PRINTED TWILL SCARF WILLIAMS FLORAL IVORY	ÉCHARPE EN SERGÉ – MOTIF FLORAL WILLIAMS, IVOIRE
RING HANDLE TOTE MUSTARD	FOURRE-TOUT À POIGNÉE CIRCULAIRE – JAUNE MOUTARDE

Beauty products example:

ENGLISH	FRENCH
COCONUT MANGO HAND CRÈME 17 OZ	CRÈME À MAIN – MANGUE ET NOIX DE COCO (500 ML)
FACE AND BODY LOTION - SWEET ORANGE VANILLA	LOTION POUR LE VISAGE ET POUR LE CORPS – ORANGE ET VANILLE

Electronic Products example:

Electronics are an exception. If the brand is an integral part of the name of the product, you can leave it.

ENGLISH	FRENCH
FITBIT VERSA 2 COPPER ROSE WITH PETAL PINK BAND	FITBIT VERSA 2 – CUIVRE ROSE AVEC BRACELET ROSE
POPSOCKET ROSE MARBLE	POPSOCKET – MARBRE ROSE
WHITE ULTRASONIC DIFFUSER	DIFFUSEUR ULTRASONIQUE – BLANC

2. Template for vinyl titles

DISQUE VINYLE – [TITLE OF THE ALBUM] PAR [ARTIST NAME]

Vinyl example: DISQUE VINYLE – THE WALL PAR PINK FLOYD

3. Template for figures, figurines and statues titles

PRODUCT + MATERIAL + NAME OF THE COLLECTION – NAME OF THE CHARACTER
PAR NAME OF THE ARTIST (QUANTITY IN THE SET)

Figurine examples:

FIGURINE EN PVC MARVEL GALLERY – CAMION À TACOS DE DEADPOOL

FIGURINE DC DESIGNER SERIES – METAL BATMAN PAR GREG CAPULLO

FIGURINES ARTICULÉES DC DESIGNER SERIES BOMBSHELLS – INFIRMIÈRE HARLEY ET LE JOKER (2 FIGURINES)

Descriptions

General remarks about descriptions

- Avoid using Anglicisms.
- Use traditional French grammar and spelling.
- Provide a localized French Canadian translation.
- Use a large lexical field to include as many synonyms as possible for SEO.
- At the end of the description, please use the mention: "**Une exclusivité d'Indigo.**" (exclusive to Indigo, without the quotation marks), where appropriate/required.
- If there is a quote or an expression written on the article, you can leave it in English. If you want, you can provide a translation between parentheses.

Exceptions:

- **Games:**
 - *If the game is only offered in English*, please add the mention "**Offert en anglais seulement.**" (without the quotation marks) at the beginning of the description. You can then add the description in English.
- **Greeting cards:**
 - If the greetings inside the card are only in English, please use something like this:
 - **Texte à l'intérieur : We wish you a happy birthday!** (Please note the space before the colon.)
 - If there are no greetings inside the card, please write:
 - **Sans texte à l'intérieur.**
 - The rest of the description, such as colours and dimensions (if any), needs to be translated into French and follows the usual guidelines.

Metrics:

- Convert all imperial measures to the metric system and put both in the description, with the imperial measure in parentheses.
- Use a comma for the decimal.
- See table on [page 4](#) for how to round the cm for the description:
 - Example: 11 cm x 38 cm x 21 cm (4,25 po x 15 po x 8,5 po)
 - Example: 150 ml (5 oz liq.)