

## SHUNWANG APPAREL

OEM/ODM Launch Toolkit for Activewear, Swimwear and E-commerce Brands

### CHECKLIST

# Activewear Listing Content Checklist

A product content checklist for leggings, sports bras, tops, shorts, sets and performance activewear.

**Use this document to collect accurate product data, improve listing clarity and reduce avoidable fit or performance questions.**

Version 1.0 | May 2026 | For buyer briefing, sample development and e-commerce launch preparation

## How to Use This Checklist

Complete this before preparing Amazon, Shopify, TikTok Shop or marketplace listings. The goal is to turn factory/product details into buyer-friendly product titles, bullet points, size notes, care information and visual content.

### Listing Snapshot

Product name		Style code	
Product type	Leggings / Sports bra / Tank / Jacket / Shorts / Set / Other	Selling channel	
Target customer		Target use case	Yoga / Training / Running / Athleisure / Swim / Outdoor
Size range		Colorways	

## 1. Product Data to Collect

Ready?	Data field	What to prepare
<input type="checkbox"/>	Fabric composition	Example: nylon/spandex, polyester/spandex, recycled content if applicable.
<input type="checkbox"/>	Fabric weight / handfeel	GSM, brushed, smooth, ribbed, buttery-soft, compressive or lightweight.
<input type="checkbox"/>	Stretch and recovery	4-way stretch, compression level, recovery after movement.
<input type="checkbox"/>	Opacity / squat-proof note	Especially for leggings, shorts and light colors.
<input type="checkbox"/>	Moisture management	Moisture wicking, quick-dry, breathable or mesh panels if verified.
<input type="checkbox"/>	Support level	Low, medium or high support for sports bras and tops.
<input type="checkbox"/>	Construction details	Seams, waistband, gusset, pockets, lining, removable pads, zipper or hem.
<input type="checkbox"/>	Logo and trims	Heat transfer, woven label, silicone logo, reflective detail, zipper pull or drawcord.
<input type="checkbox"/>	Care instructions	Wash temperature, drying, ironing, bleach and color separation instructions.
<input type="checkbox"/>	Compliance or testing notes	Only include claims that can be supported by product data or tests.

## 2. Product Title Formula

### Recommended structure

Brand + product type + key function/fabric + fit/length + target use case. Keep the title clear and accurate. Avoid unsupported claims or keyword stuffing.

Element	Example input	Completed wording
Brand	Your brand name	
Product type	High-waisted leggings / medium-support sports bra / running shorts	
Key feature	4-way stretch / brushed fabric / quick-dry / pocket / ribbed texture	
Fit or length	7/8 length / full length / longline / cropped / relaxed fit	
Use case	Yoga / training / pilates / running / everyday activewear	
Final title		

## 3. Bullet Point Framework

Bullet	Content focus	Prompt
1	Fabric and feel	What does the fabric feel like, and why is it suitable for the activity?
2	Fit and support	How does it fit? Compression, waistband, bra support, coverage, length.
3	Performance function	Moisture wicking, quick-dry, breathability, stretch, opacity or pocket utility.

Bullet	Content focus	Prompt
4	Design details	Seams, logo, neckline, straps, hem, pockets, pads, mesh or reflective detail.
5	Occasion and care	When to wear it and how to care for it.

## 4. Size, Fit & Return-Reduction Content

Ready?	Content item	Details to include
<input type="checkbox"/>	Size chart	Body measurements and/or garment measurements, depending on channel.
<input type="checkbox"/>	Fit note	Runs true to size / compressive fit / relaxed fit / size up if between sizes.
<input type="checkbox"/>	Model information	Model height, bust/waist/hip, size worn, sample size.
<input type="checkbox"/>	Compression level	Light / medium / high compression; where compression is felt.
<input type="checkbox"/>	Bra support level	Low / medium / high impact, cup/pad information and strap adjustability.
<input type="checkbox"/>	Legging measurements	Rise, inseam, waistband height, leg opening, pocket size.
<input type="checkbox"/>	Movement notes	Yoga stretch, squat, run, gym training, lounge or swim movement if applicable.
<input type="checkbox"/>	Common fit questions answered	Waist roll-down, thigh compression, transparency, pad shifting, length, coverage.

## 5. Product Image / A+ Content Checklist

Ready?	Image / content block	Purpose
<input type="checkbox"/>	Hero product image	Clean front view with correct color, style and silhouette.
<input type="checkbox"/>	Back view	Show waistband, straps, back design, coverage and logo placement.
<input type="checkbox"/>	Detail close-ups	Fabric texture, seam, pocket, cup, waistband, zipper or trim.
<input type="checkbox"/>	Fit and movement image	Yoga, training, running, stretching or lifestyle movement.
<input type="checkbox"/>	Fabric feature graphic	Stretch, breathability, compression, quick-dry or opacity explanation.
<input type="checkbox"/>	Size guide image	Measurement diagram and fit recommendation.
<input type="checkbox"/>	Colorway grid	Show available colors consistently.
<input type="checkbox"/>	Packaging / brand image	Private label, hangtag, care label, polybag or insert card if relevant.

## 6. Channel-Specific Content Notes

Channel	Focus	Checklist
Amazon	Clarity, searchable terms and return reduction	Title, bullets, size guide, A+ modules, variation consistency, compliance with claims.
Shopify / DTC	Brand story, lifestyle and conversion	PDP copy, fit guide, image sequence, FAQ, reviews and email/SMS launch copy.
TikTok Shop	Short attention span and visual proof	Short video hook, key benefit captions, model fit, package opening and simple CTA.
Wholesale / Buyer deck	Professional product data	Line sheet, cost, MOQ, size range, fabric, delivery timeline and packaging options.

## 7. Final Listing Quality Check

Pass?	Review question	Notes
[ ]	Is every performance claim accurate and supportable?	
[ ]	Do images match the actual sample and approved production details?	
[ ]	Is the size chart easy to understand for the target market?	
[ ]	Does the listing answer the top fit and fabric concerns?	
[ ]	Are colors, trims, labels and packaging consistent across variations?	
[ ]	Are care instructions and fiber content included where required?	
[ ]	Are platform-specific words, restrictions and character limits checked?	

### Draft Content Worksheet

Content field	Draft wording / notes
Final product title	
Bullet 1 - fabric and feel	
Bullet 2 - fit and support	
Bullet 3 - performance function	
Bullet 4 - design details	
Bullet 5 - occasion and care	
Size and fit note	
Care and packaging note	

#### Next step with Shunwang

Share your completed listing checklist with the sample or bulk order request. Shunwang can help translate product development details into listing-ready information, fit notes, visual planning and packaging data.