

JOHN LEWIS & PARTNERS

Commission Migration

Support Guide

2026

This guide will help you to onboard new products through Mirakl.

Portal URL: <https://johnlewis.mirakl.net>

Ways to onboard product to Mirakl:

There are different ways a supplier can import their products into Mirakl:

Manual:

- Best for: Small catalogs or limited technical knowledge.
- How: Upload products one by one or in bulk using the marketplace back office.

We only recommend this for suppliers that have few products as this requires all data to be populated in the user interface.

Excel Template:

- Best for: Larger catalogs (more than 50 products) without a pre-existing template.
- How: Download the operator's template, fill it in according to instructions, and upload it.

The most common method suppliers are uploading products, this mimics the smartsheet process but is simpler with clearly marked mandatory, recommended and optional fields. You can download your own template following the process listed below (Page 3).

Mapping Wizard:

- Best for: Sellers with their own catalog format who don't want to adapt to the operator's template.
- How: Use Mirakl's mapping tool to correlate your attributes with the operator's, then upload your file (Excel, CSV, or XML).

This tool allows you to map your data directly to that of John Lewis. You should only use this tool if all of the mandatory attributes are present in your product data. You will only need to redo this mapping if you add new categories and mandatory attributes change. To view our mandatory attributes you can select view operator's configuration from the following menu under Catalog and Catalog Management.

API:

- Best for: Full automation and seamless catalog management.
- How: Use Mirakl's APIs to create, update, and manage products programmatically.
- Automate all your Marketplace activity using Mirakl API collection – [Learn more](#)

Suppliers can import products using API by directly sending your product data in the required format using the appropriate API endpoints. If you choose to use API it will be down to the supplier to set this up, John Lewis will not be able to offer support.

There are additional AI options to help with onboarding in the paid version of Mirakl Connect.

Downloading a Product Template for Catalog Data Upload

Step 1- Download the file and select the categories

1. Select Catalog > Product Imports > Import Products.
2. Click Templates and documents > Generate product template.
3. The "Templates" page appears.
4. Select the requirement level of attributes, the categories of the catalog and the language.
5. Click Generate template.

- Video [here](#) (may differ slightly)

Step 2 - Import product file

1. In the Dashboard sidebar menu, select Catalog > Catalog Management or Product imports
2. Click Import products (top right)
3. Click Select the file you want to upload.
4. Click Confirm.

You can now track the product import.

1. In the back office sidebar menu, select Catalog > Product imports.
2. Download the error report if there is one.
3. Fix errors, either in Mirakl or by selecting products and generating an export file
4. Upload the file again.

The information is sent to John Lewis for validation and integration. Your products are waiting for the operator to approve the product. This process can take a few days.

Populating a John Lewis Product Template

The Mirakl John Lewis Product template is similar to the standard John Lewis Smartsheets, utilizing many of the same attributes. The key difference is that all product types (named "Categories" in Mirakl) are on the exact same worksheet tab.

Because of this single-tab layout, the template will display the attributes for every category you have chosen to download. To help navigate this, the columns are colour-coded: Red for mandatory fields, Yellow for highly recommended fields, and Grey for fields that are not relevant to that specific category. These colours will automatically highlight as soon as a category is selected from the dropdown in Column A.

Column Colour Coding Key:

-  **Red** attribute columns – Mandatory
-  **Yellow** attribute columns – Highly recommended, strongly advised to improve product searchability.
-  **Grey** attribute columns – Not relevant for category (product) type
-  **White** attribute columns – populate as many as are relevant - these are optional

Other points to keep in mind:

Double Headers

This can be confusing, the second row is needed for our backend systems. The top row is the easiest to understand for suppliers other than the “size” attribute column on the second row, which is named as the name of the category this can be ignored and should just say “Size” as the second row.

Attribute Value Cells

When users click on a cell, it will display a short definition and the maximum character limit for that attribute to clarify what information is required.

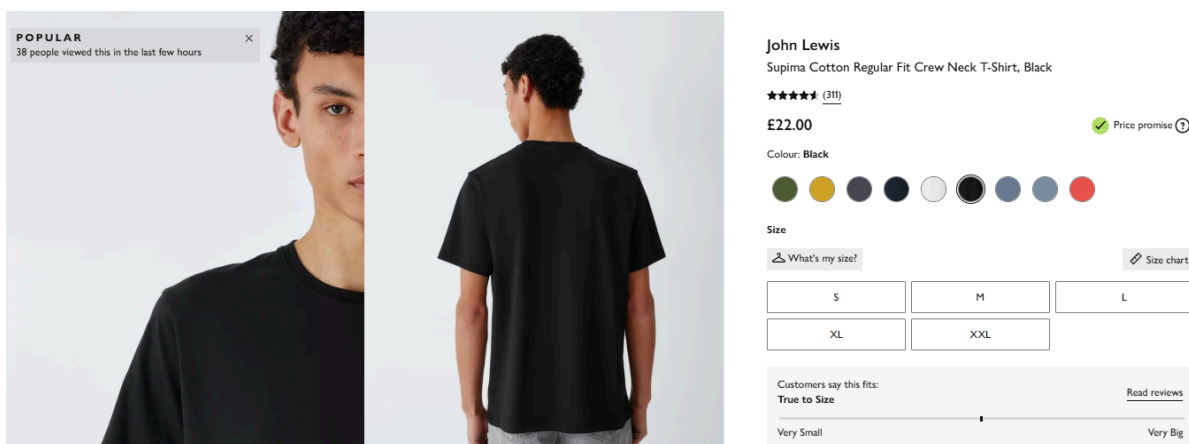
Dropdown Values

On templates that contain multiple categories, the list of values will be merged on shared attributes, therefore there are occasions where invalid values will show as an option in the dropdown. You can check which values are valid by going to Settings>Platform Configuration and viewing Value list details after selecting an attribute.

Product Codes:

Variant Group Code - This is mandatory for all products

It is a code that links all product variants together (e.g. different colours or sizes of the same product). Each variation (such as colour or size) shares the same VGC, allowing Mirakl to group them as related products. For example, a blue and a red version of the same t-shirt would have the same VGC but different unique identifiers (like EAN, SKU Codes or Product Reference Numbers). This will mean products will appear on the page and not need to be merged after launch. For example:



To use the same VGC products must:

- Be in the same category (product type)
- The design and attributes should be identical
- Belong to the same supplier/brand
- Have the same pattern/print
- Have the same composition

SKU Code – This is a unique code that can contain style, colour and size codes.

Product Reference Number – This is a group code that would link all sizes within a colour.

Mandatory Root Attributes

These attributes are included in every Category/Product Type. Each Category will also have attributes that are specific to that Category.

The following table details all of the “root” attributes. These attributes are included in every Category.

Each Category will also have attributes that are specific to that Category. Download a Template from Mirakl to see the Category specific attributes.

Some attributes must be entered with the same value for all SKUs within a Variant Group.

Attribute	Required?	Same for all SKUs in Variant Group	Same for all SKUs within a colour group in a Variant Group
SKU Code	REQUIRED	NO	NO
Product Name	REQUIRED	NO	YES
Short Name	REQUIRED	YES	YES
Selling Text	REQUIRED	NO	YES
Product Reference Number	REQUIRED	NO	YES
Country Of Origin	REQUIRED	YES	YES
Product Composition	REQUIRED	YES	YES
Material Composition	REQUIRED	YES	YES
Supplier Colour	REQUIRED	NO	YES

Consumer Code	REQUIRED	NO	NO
Brand / Sub Brand	REQUIRED	YES	YES
Standard Colour	REQUIRED	NO	YES
Cost Price	REQUIRED	NO	NO
InitialPrice	REQUIRED	NO	NO
Category	REQUIRED	YES	YES
Variant Group Code	OPTIONAL	YES	YES
Main Image	REQUIRED	NO	YES

Adding Sizes or Colours (Product Variants)

When adding a new size or colour to an existing product (parent SKU), assign it the same Variant Group Code as the original item, using the same rules as above.

- Be in the same category (product type)
- The design and attributes should be identical
- Belong to the same supplier/brand
- Have the same pattern/print
- Have the same composition

Images

Images added in a template must be added as a public URL link. Image URLs in Mirakl catalog templates must point to a directly downloadable image file.

The guidelines will remain the same as they were for Lets Flo, however you will no longer need to add them into Lets Flo as Mirakl will send them once the product has been accepted. Any rejection reasons will also be sent to Mirakl and available to see in your “changes required” catalogue.

You can also choose to add images directly into the User Interface but this is time consuming and if you make any changes to your catalogue can be lost.

After a product is published/synchronised in Mirakl you will need to make any changes in Lets Flo directly as per previous process.

Image dimensions

- Images should be minimum 1,000px vs 1,000px

General photography requirements:

- A clean product, placed on a plain background which is consistent and easily identifiable.
- Evenly and consistently lit to suit the product. Shadows to look natural.
- Shadows on the product itself may be used to emphasise form and depth.

- Be clear and sharply focused, retaining maximum depth of field.
- Please follow the individual style guides for angles and placement within the frame.
- No props to be used in the main web image.
- All products colour corrected on a calibrated monitor

Retouch / Artworking requirements:

- All cutout images should have a clipping path OR a channel mask selection, but not both.
- Save the path as Path 1 (this is the default)
- A channel mask will also suffice for more complex images.
- The correct grey background colour for website imagery is:

Technical file requirements:

- RGB colour mode
- Profile: sRGB
- 8-bit file
- LZW compressed
- IBM PC byte order
- JPG/JPEG (all imagery will be converted by our system to TIF/TIFF)
- Maximum file size 10MB

Imagery Sequence Order by Category

Clothing (Mens, Womens, Children)

- Main Image – Model Front view
- 1st Alt Image – Model Back view
- 2nd Alt Image – Model Full length
- 3rd Alt Image – Flat shot/cutout
- 4th Alt Image onward – Detail shots

Footwear (Mens, Womens, Children)

- Main Image – Right Facing single shoe
- 1st Alt Image – Shown on foot
- 2nd Alt Image – As a pair
- 3rd Alt Image onward – Detail shots

Underwear/T-shirt/Pyjamas Multi Packs (Mens, Womens, Children)

- Main Image – Flat shot/cutout showing all included items
- 1st Alt Image – Model Front view

- 2nd Alt Image – Model Back view
- 3rd Alt Image onward – Detail shots and packaging

Socks Single & Multi Packs (Mens, Womens, Children)

- Main Image – Flat shot/cutout showing all included items
- 1st Alt Image onward– Detail shots

Hats, Scarves, Gloves, Belts (Mens, Womens, Children)

- Main Image – Cutout shot
- 1st Alt Image – On model shot
- 2nd Alt Image onward – Detail shots and packaging

Occasion Hats & Fascinators (Womens)

- Main Image – On model shot
- 1st Alt Image – Cutout shot
- 2nd Alt Image onward – Detail shots

Bags, Backpacks, Handbags, Purses, Suitcases (Mens, Womens, Children & Sports)

- Main Image – Front Facing cutout shot
- 1st Alt Image – On model shot
- 2nd Alt Image onward – Detail shots and packaging

Jewellery, Watches (Mens & Womens)

- Main Image – Cutout shot
- 1st Alt Image – On model shot
- 2nd Alt Image onward – Detail shots and packaging

Babywear

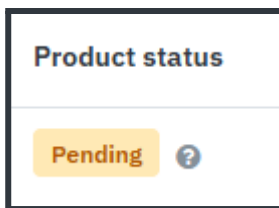
- Main Image – Front Flat shot/cutout
- 1st Alt Image – Back Flat shot/cutout
- 2nd Alt Image – Model shots
- 3rd Alt Image onward – Detail shots

Understanding Mirakl Statuses & Rejection Reasons

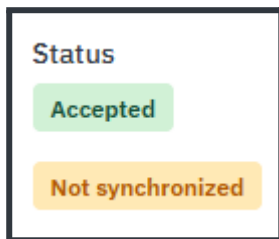
Mirakl encourages the supplier to be self-serve. To ensure products launch smoothly keep an eye on the different statuses within the product catalogue which are explained below:

Product statuses are tracked in the Catalog Manager using three types: Validation, Acceptance, and Synchronization.

In your main Catalog Manager view, you can see the overall status of a product:



Clicking into a product will give you more detailed status information:



Validation Status

- The initial validation check is done by Mirakl as soon as your products are uploaded. This is based on the mandatory product data.
- Possible values:

Pending: Your product data is New, Valid and will now be reviewed by us.

Invalid data: Your product data is not compliant and your data will not be reviewed. Examples include missing product name or main image file type not valid.

Acceptance Status

- Indicates if your product has been approved or requires changes.
- Possible values:

Pending: Your product is awaiting review.

Changes Required: After review, your product has been rejected and requires updates due to quality issues. Examples of rejection reasons include:

Rejection Reasons Table

Rejection Reason	What does it mean?	Example Rejection Comment	How to fix
Image quality issue	Images breach JL guidelines.	Main image must be a cutout on a plain background with no props.	Reupload correct imagery.
Data quality issue	Missing attributes or incorrect values.	Please provide Material Type.	Reupload template with required data.
Variant group inconsistency	Attributes must be identical for all items in the group.	Composition is not consistent across all items in the Variant Group.	Reupload correct composition data.
Variant group size error	Sizes within a Variant Group are not consistent.	Sizes must be of the same type for all SKUs in the group.	Reupload with correct sizes.
Colour group inconsistency	Attributes within a colour group do not match.	Different Supplier Colours share the same Standard Colour.	Reupload with unique Standard Colours per Supplier Colour.
Multiple attribute errors	The data contains multiple different errors.	Composition is inconsistent and colour names overlap.	Reupload with corrected data.
Unapproved category	Uploading products in this category is not permitted.	Category not agreed with JLP buying team.	Contact buying team regarding permitted categories.
Incorrect category	Wrong category selected for these products.	Please reupload under Women's Sandals.	Reupload using the correct template.

Wholesale conflict	EANs exist in wholesale; cannot be republished.	Products exist in wholesale; cannot be accepted through D2C.	Contact the buying team.
Colour mapping error	Supplier Colour must match Standard Colour consistently.	Ensure Burgundy always uses the same Standard Colour.	Reupload with consistent colours.
Product suspended	Sale of these products is temporarily suspended.	Products have been suspended from sale.	Contact the buying team.
Account setup pending	Products cannot be accepted until account is set up.	Products will be accepted after contract confirmation.	Complete outstanding setup tasks.

Synchronisation Status

- Shows if the accepted product has successfully integrated into our systems
- Possible values:
 - **Pending:** We have accepted your product and it is synchronising with our systems.
 - **Published:** Your accepted product has synchronised with our systems and will begin the online set-up process.

Please note - 'Published' does not directly mean your product is live on the website.

Launch Timelines

Once items are marked as valid in Mirakl, we aim to review and accept or request changes within two working days. You do not need to make us aware of your product import. Following acceptance, Mirakl transfers the data to our PIM system every hour to generate a stock number. The system then requires an overnight refresh to transfer images to Lets Flo for approval. Once approved, the items will be marked as published in Mirakl.

The published status means that your product has been loaded into our internal systems and has successfully gone through image validation checks.

John Lewis has a number of internal systems and teams that a product needs to go through once it has been marked as published in Mirakl.

Once marked as published, you can add your offers - without offers the product will not go live.

It will take up to 7 working days for a product to go live on the John Lewis site after being published on Mirakl assuming offers have been added*

**This could take longer if the data gets pushed back at any of the below stages and needs clarification. For example an image not matching the product data, or conflicting/unclear product data.*

Process once published in Mirakl

1. Images go to artworking to be formatted for the John Lewis site
2. Once images complete the product moves to online set-up- checking supplier filled attributes and adding additional attributes where relevant
3. Once online set-up is complete this moves to copywriters- titles added, selling text completed and image swatches picked
4. Once copy is complete our online team merchandise the product into the correct website categories and launch the product on the website*

**Product will launch on the site at this point as long as stock is showing and there is no added embargo date.*

FAQS:

Changes from existing process:

Q: Will you still email me if I have incorrect data or issues

A: No, you will need to look at your workflow and check for any items under changes required

Q: Will you help amend my data to get it into a valid state?

A: No, we will not amend any supplier data, we will support with any queries but it is down to the Supplier to get the data valid.

Q: Will I still get stock numbers sent back to me?

A: No, you will not get stock numbers sent back, this is not part of the Mirakl process

Q: Will you send me blank product templates?

A: No, product templates can be downloaded from Catalog>Product Imports> Products>Templates and documents>Generate product template

Before products are live:

Q: My product is published in Mirakl, why is it not on the site?

A: It will take up to 7 working days for a product to go live on the John Lewis site after being published on Mirakl assuming offers have been added

Q: How do I speed up new products going live?

A: Providing data in advance of having offers will allow a quicker launch once stock does show on the system

Q: Do you review all data in Mirakl?

A: We will only be reviewing and accepting products that are marked in Mirakl as “valid data”

Q: What is the SLA for reviewing new products in Mirakl?

A: Assuming they are showing valid data we aim to review any new products within 48 hrs (Monday-Friday)

After products are live:

Q: I need to upload some new data via a template, can I use an old one?

A: When uploading products please download a new template from Mirakl to ensure it is the latest version

Q: I need to make an amendment to my data that is already published in Mirakl, what do I need to do?

A: Data updates do not automatically flow from our systems after being marked as published. Any data that is updated on Mirakl after a product is published must be shared to the team inbox

productsetup.directtocustomer.sor@johnlewis.co.uk

Q: I need to change some images to a published item, what do I need to do?

A: If you want to update/add images after a product is synchronised this must be done in our Lets Flo image portal. Please reach out to productsetup.directtocustomer.sor@johnlewis.co.uk when you need an account set up

Q: How do I delete something from Mirakl/John Lewis website?

A: If you want to delete a product from your Mirakl catalog, this will need to be done by us via a request. Please contact us with the EANs you wish to delete, ensuring they have offers removed. The products will need to stay on our internal systems for 30 days for returns purposes

Q: Why do my titles and selling text look different online to what is in Mirakl?

A: Our copy team will often use your data and edit it for optimisation and to reflect the JL style and tone of voice

Q: I have a query about pricing/promotions, who do I go to?

A: Contact your buying assistant/buyer

Q: I have a question about stock/deliveries, who do I go to?

B: For non pricing offer queries please contact supplier.direct@johnlewis.co.uk