



DESIGNER BRANDS

January 12, 2026

Dear Vendor Partner-

To ensure accuracy of cost updates and operational efficiency across our systems relating to drop ship product details, vendors must adhere to the following guidelines when submitting change requests to product cost accompanied with recommended changes to retail pricing, MAP, and MSRP details (“Cost Details”).

IMPORTANT: DSW sets its own prices and does not discuss pricing with its vendors. Vendor recommendations on Cost Details may be evaluated and considered by DSW, but ultimately DSW sets its own prices and does not discuss these details with its vendors. If you have any questions relating to this process, please reach out to dbidropshipassortments@dswinc.com or your designated Digital Brand Analyst contact.

Submission Process

- All requested changes to drop ship Cost Details must be submitted on the attached **DSW Cost Details Update Request Template** to either dbidropshipassortments@dswinc.com or your designated Digital Brand Analyst contact.
- The form **must** include: Style Name, VSN, NRF, Current Cost Details, and Reason for the Change Request.
- The form is to be used **exclusively for change requests to product costs with recommended markups or markdowns**. If both are being requested, separate forms must be submitted.
 - **Note:** Product costs can only be updated at the **style level** (our system cannot accept product cost variations at a color level).
- Pending profitability review, if DSW determines to make a change to the cost of a product based on your recommendations, DSW will communicate the effective date upon completion of the review. DSW does not notify vendor partners of changes to any other Cost Details.
 - **REMINDER:** DSW independently sets its own prices and does not discuss Cost Details with any vendor partner. However, effective timing of product cost updates will be communicated to ensure cost alignment across DSW and vendor systems to mitigate invoicing failures.

Evaluation Process

- **Change requests to recommended Cost Details are not guaranteed** and may be declined by DSW at its sole discretion.
- DSW will evaluate change requests as team capacity allows, but will strive to evaluate in accordance with the following guidelines:
 - **Up to 25 style/color choices:** 7-10 business days.
 - **26 to 100 style/color choices:** minimum 20 business days.

- **Over 100 style/color choices:** determined on a case-by-case basis. If a mutually agreeable timeframe cannot be established, **assortment feeds will be paused** until alignment is reached.

Peak Season Restrictions

- To ensure system stability and operational efficiency, between high-volume sales windows, including November 1 – December 15, DSW does not accept change requests to recommended Cost Details exceeding 25 choices.

Fulfillment


- **Failure to ship (hold) or the cancellation of orders because of cost discrepancy will result in vendor account being paused and removal of product from DSW.com.**
- The Unit Price field on the 810-invoice file for DSW activity must match the order cost field of the item on the order file, or they will fail validation in DSCO. In the event of a cost mismatch, DSW will pay the cost reflected on the order file.

Important:

Failure to comply with these guidelines may result in delays or disruptions to assortment visibility and performance. We appreciate your partnership and cooperation in maintaining a seamless operational workflow.

We appreciate your partnership.

Sincerely,

Signed by:

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Laura Davis

President