

# FAQ WINTER SALES LA REDOUTE

To take part in the sales at La Redoute, you must send your offer feed before:

**THURSDAY 18th DECEMBER 2025 12pm**

Offers timeline before, during and after the Sales:



## I. *How do I send my sale offers?*

> Directly in the offer flow, simply send a discounted price, lower than the default sale price, in the discount-price attribute and map the discount-start-date and discount-end-date. These offers must start on the first day of the sales and end on the **DAY AFTER** the last day of the sales.

## II. *Did La Redoute received my Sales offer feed?*

1. With Mirakl, you now have the power to check the offers received on our end (you can export them from your Mirakl account), adjust them if necessary, and correct any errors if an offer error report is generated.
2. To remind you:  
«discount-start-date» : 07/01/2026 at 00h01  
«discount-end-date» : 04/02/2026 at 00h01 (Even if the Winter sales are finishing on 03/02 at 23:59)

Requested format :

```
<price>49.99</price>  
<discount-price>34.99</discount-price>  
<discount-start-date>2026-01-07T00:01:00+01</discount-start-date>  
<discount-end-date>2026-02-04T00:01:00+01</discount-end-date>
```

## III. *I received the error message : « The format of field "discount-start-date" is not correct, The format of field "discount-end-date" is not correct »*

>Make sure you sent the right format, time zone included :

```
<discount-start-date>2026-01-07T00:01:00+01</discount-start-date>  
<discount-end-date>2026-02-04T00:01:00+01</discount-end-date>
```

## IV. *What must I do to ensure that I do not overwrite my Sales offers?*

> You must continue to send offers with discount price and discount dates during the sales. If you send your offer without the discount price, the default price will be back on our website.

## V. *What is the deadline to participate in the Sales?*

> **THURSDAY 18<sup>th</sup> of DECEMBER 2025** at 12pm. This is the deadline to send your Sales offer feed (compulsory: this feed must include the offers of products participating in the Sales).

VI. *Can I send an Excel file for the Sales?*

> No, we don't need an Excel file with the list of products participating in the Sales. You must send your offer feed directly for the Sales.

VII. *Are you able to set-up a global markdown of 30% for my whole catalogue?*

> No, we are not able to modify your prices. This is something you need to modify in your system. If needed, ask your connector or technical partner.

VIII. *How to manage lead time to ship?*

> You have the option to modify lead time to ship during sales periods.  
The lead time to ship is the number of days needed to prepare an order before shipping.

**Be careful:**

- Lead time to ship is general for active or future offers. Regardless of the dates provided, lead time to ship **will apply immediately** on the website.

If you wish to change the lead time to ship for the sales, we advise you to do so a few days before the sales start and no later than **MONDAY 5 JANUARY 2026**.

Lead time to ship is calculated according to the following rules:

- 1) On the Mirakl platform, click Settings > Shipping > Shipping options.  
The number of days entered will apply to the entire catalogue.
- 2) If no value is applied, the default lead time to ship is **5 working days**. This number of days will apply to the entire catalogue.
- 3) The lead time to ship can be applied to the SKU via the Offer feed. This will overwrite any value entered in the Mirakl shop.

For more details, please refer to our article on [managing shipping times](#).

IX. *I don't know yet our markdowns for the Winter Sales, how I can participate?*

> Please, contact your Account Manager.

X. *If I send my offer feed, can I modify my prices afterwards?*

> You have the possibility to modify your prices until MONDAY 5<sup>th</sup> JANUARY 2026 final date.

XI. *What is a freeze (freeze of the website)?*

> The offers freeze: is the period of time during which we deliberately block the processing of feeds that we receive. This is to secure the first day of the beginning of the Sales.  
MONDAY 5<sup>th</sup> JANUARY 2026 = deadline for updating your prices and delivery times, if necessary.

XII. *How do I need to deal with the second and third markdown during the Sales?*

> Simply modify the discount price, taking care not to change the sale dates in order to maintain continuity of offers (and avoid any removal from publication).

XIII. *How to remove an EAN from sale offers*

> Simply remove the information relating to the discount (the discount price, discount start date and discount end date).

XIV. *What about my offers after the sales?*

> If you have entered your dates for the discounted price, the default price will automatically take effect at the end of the specified period. However, if you do not specify a discount end date, the discounted price will continue indefinitely.

XV. *How can I highlight my products participating in the Sales on [www.laredoute.fr](http://www.laredoute.fr)?*

> All the products participating in the Sales will have a sticker « Sales ». The best offers (stock availability, markdown...) will be selected by us and will have a double visibility because they will be listed on a Sales product category that will be created for this campaign.

If you are looking for another type of highlight, please, do not hesitate to contact your account manager who will send you our Trade Marketing offers.

Your question is not in this FAQ ?

Send an email to your Account Manager and we will answer you as soon as possible.