

# FAQ SALES LA REDOUTE

In order to participate in the Summer sales at La Redoute, you must send your offer feed before:

**WEDNESDAY 3<sup>rd</sup> JUNE 2026 12pm**

Offers timeline before, during and after the Sales:



I. *How to send my Sales offers?*

> Within the offer feed, you can send a discount price (lower than the default retail price) in the discount-price and map the discount-start-date and discount-end-date. These offers have to start the first day of the sales and finish the day **AFTER** the end day.

II. *Did La Redoute received my Sales offers?*

Within Mirakl, you can check the offer feed you sent (export from [Mirakl](#)), update and correct the errors if needed.

To remind you,

«discount-start-date» : 24/06/2026 at 00h01

«discount-end-date» : 22/07/2026 at 00h01 (Even if the sales are finishing on 21/07 at 23:59)

Requested format :

<price>49.99</price>

<discount-price>34.99</discount-price>

<discount-start-date>2026-06-24T00:01:00+02</discount-start-date>

<discount-end-date>2026-07-22T00:01:00+02</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>2026-06-24T00:01:00+02</discount-start-date>

<discount-end-date>2026-07-22T00:01:00+02</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 the 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?*

> **WEDNESDAY 3<sup>rd</sup> of JUNE 2026** 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. *I don't know yet our markdowns for the Summer Sales, how I can participate?*  
> Please, contact your Account Manager.
- IX. *If I send my offer feed, can I modify my prices afterwards?*  
> You have the possibility to modify your prices until MONDAY 22<sup>nd</sup> JUNE 2026 final date.
- X. *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 22<sup>nd</sup> JUNE 2026 = deadline to update your prices.
- XI. *How do I need to deal with the second and third markdown during the Sales?*  
> You need to update the discount price only, **without changing** the discount start-date and the discount end-date.
- XII. *How to remove an EAN from the offer feed ?*  
You need to delete the discount price, discount start-date, discount end-date.
- XIII. *What happens with the offers after the Sales?*  
> If you have filled start and end dates for your discount price, the price will be back to the default one at the end of the period. If you don't send any discount end date, your discount price will keep on living with no limited time.
- XIV. *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.