Merchandising Guide (Version 2)

REDEFINING AND EVOLVING THE TRADITIONAL RETAIL EXPERIENCE



tonic[®]



VERTIGGA



HAWKERS

PARFOIS





CAMPO MARZIO ROMA 1933

AGATHA RUIZ DE LA PRADA

TONIC AUSTRALIA

























-Pay close attention to new deliveries, and amount of different color stories being introduced to Tonic Australia.
-(Table should reflect new product and best sellers)

- Product and table should face diagonally towards aisle and front door.
- The customer should be able to approach the table and product comfortably.
- Mixed Product Display
- Build pyramid for height. (In-middle of table)
- Product should cascade in four different directions (Dependent on color stories)



- Product Display: Build pyramid for height or show product flat on shelf.
- Each shelf should have a product display and vignette.
- Vignette on all top shelves.
 (Display multiple pieces part of collection, showcasing patterns, styles, and height of product)
 Top shelves are for display only.

tonic[®]

- (4) Vignettes: Per shelving unit. (Not-including display shelf)
- Vignette Focus: Displaying color arrangements, and variety per color story.

12

-Ex. Color Story Block

-All shelves should be merchandised for height, and high-end product placement.

-Larger product should be placed in shelf (5) or displayed on shelf (1).



- Pyramid for height
- Product availability
- Creative interaction between customer and product. (Mixes high-end merchandising and low-price)
 - -Ex. Vignette
 -Shows three different styles.
 -Displays height and product availability.

tonic australia





EMMA LOMAX

























-Pay close attention to new deliveries, and amount of different color stories being introduced to Emma Lomax.
-(Table should reflect an array of product.) (Special focus on new product and best sellers.)

- Product and table should facestraight towards aisle and mirrorneighbor brand.
- The customer should be able to approach the table and product like entering an Emma Lomax shop.
- Build pyramid for height. (Inmiddle of table)
- Height can be built in different sections of table
- Mixed Product Display (Front)
- Display should showcase multiple styles part of one collection
- Build pyramid for height. (In-middle of table)
- Product should cascade in four different directions (Dependent on color stories)





- Ex. Side Vignette
- (Find similar embellishment,
- color, or style and create a statement)
- Statement should include height, and playful aspect to the product.

-Pay close attention to new deliveries, and amount of different color stories being introduced to Emma Lomax.
-(Table should reflect an array of product.) (Special focus on new product and best sellers.)





- Product Display: Build pyramid for height or show product flat on shelf.
- Each shelf should have a product display and vignette.



- Vignette on all top shelves. (Display multiple pieces part of collection, showcasing patterns, styles, and height of product)
- Top shelves are for display only.

- (4) Vignettes: Per shelving unit. (Not-including display shelf)
- Vignette Focus: Displaying color arrangements, and variety per color story.
 - Ex. Product Display

-All shelves should be merchandised for height, and high-end product placement.

-Larger product should be placed in shelf (5) or displayed on shelf (1).

Ex. Vignette





- Pyramid for height
- Product availability
- Creative interaction between customer and product. (Mixes
- high-end merchandising and low-price)

-Ex. Product Display-Shows two different styles.-Displays height, product availability, and style.



Ex. Vignette

Ex. Product Pyramid

JU TELI

ΕP

SAVON

DE MARSEILL THE BLAN LIQUID MARSEILL SOAP WHITE TEA EP EP

SAVON

De PROVENCE

COMPAGNIE COMPAGNIE





Ex. Featured Collection

Ex. Echo Collection

Larger bottles and collections should remain on the nesting base. (Echo similar on each side, and feature product in center) -Follow Height and cascading effect.
-Collections need to remain merchandised together.
-NO EXCEPTIONS

- Hand Cream Tray.
- (Styles should remain separated, and merchandised together)
- (Tray is be merchandised on table, unless directed otherwise)

Product should be pulled forward after back-2 stock sell through. (Full & Abundant)





TESTERS-Merchandising

-Testers are to remain merchandised together with respective collection.
-Body creams are to be merchandised with hand cream, within respective collection.
-NO EXCEPTIONS

TESTERS-Rules

Testers are to be cleaned and replaced every-night.
Managers are ONLY allowed to remove empty or defective testers from the floor.

Managers- Are to place testers in beauty damage bin-NO EXCEPTIONS





12

BRAND MERCHANDISING Je t'Ame

INCIDENCE



-(3) Vignette MAXIMUM on top shelf.

-Vignette should feature pieces with corresponding colors or within the same collection.

-Spacing between each vignette

- Single Product Display
- One style per box (Don't not deviate, unless directed otherwise)

Color stories by column

Product should be pulled forward after backstock sell through. (Full & Abundant)

Shelving should remain clean, simple, and as a full stock space for customers. (Shelving should be replenished on a mid-day and nightly basis)

WHY BLACK TIE?

AMPOO IAIT DE FIGUE Iragrance SHANI CONTRACT

WHY BLACK TIE ? K T





Blocked Display

- Blocked display can feature up to (3) SKU's per shelf.
- Product is not be spaced with room between individual boxes.
- **Pyramid Display**
- Pyramid display should only _ feature one SKU per collection.
- Ensure product availability to create tiered display.

Why Black Tie? Merchandising Guidelines

- **ALWAYS-** Product should be pulled forward after back-stock sell through. (Full & Abundant)
- **ALWAYS-** Shelving should remain clean, simple, and as a
- full stock space for sustomers. (Shelving should be replenished of granning displaying hould only
- If eliterine to real Skillaple on the floor continue with COLECTION. transaction, and replace item with.
- nEnsure product availability to
- stereate tiered display.
- IF- Color story is no longer available, re-merchandise to remove vacant spot or replace color story.

Bar Soap Display

- Bar soap display is only to be merchandised in leather tray or built as a pyramid.
- Bar Soap are only to be displayed on mid-level shelves or bottom shelves.
- Ensure product availability to create tiered display.

WHY BLACK TIE ? K ï





Why Black Tie? Merchandising Guidelines

- ALWAYS- Product should be pulled forward after backstock sell through. (Full & Abundant)
- ALWAYS- Shelving should remain clean, simple, and as a full stock space for customers. (Shelving should be replenished on a mid-day and nightly basis)
- IF- Product is only available on the floor continue with transaction, and replace item with new accessories with same color story.
- Hotels are to be merchandised by column.
- Different hotels are **NOT** to be merchandised together.

CAMPO MARZIO



NPO MARZIC

ROKA 193



- Shelving display should be organized by writing, personal, or business category.
- All color options should be placed part of presentation.
- Utilize trays, risers, and boxes to create display.

CAMPO MARZIO ROMA 1933

- Utilize Campo Marzio packaging as elevation fixturing.
- Placement of accessories is dependent on size, color, category, and product availability.

CAMP MARZIO Merchandising Guidelines

- ALWAYS- Pull from back-stock when client wants to see different colors and styles.
- ALWAYS- Pull from back stock when client is ready to purchase.
- IF- Product is only available on the floor continue with transaction, and replace item with new accessories with same color story.
- Wallets and small leather accessories should always be merchandised in leather trays.



Sherway Gardens

- Table (1): Business/ Top Sellers
- ALL Color options are displayed.
- Bags on back of table to create height.
- Nesting Table (1): Leather bags, wallets, and all small leather accessories.
- ALL Color options are displayed.



Eaton Centre

- Table (1): Business/ Top Sellers
- ALL Color options are displayed.
- Bags on back of table to create height.
- ALL Color options are displayed.



- Nesting tables should only be merchandised with bags or wallet display
- Follow similar merchandising to shelf (1)
- (Unless otherwise directed)
- Elevation is required for bag closer to table.

- Larger backpacks and briefcase are **ONLY** to be merchandised on shelf (1) and shelf (5).
- Shelf (1) should always have two bags merchandised together.

- Table (1)- Always feature top sellers within business category.

CAMP MARZIO Merchandising Guidelines

- **ALWAYS** Pull from back-stock when client wants to see different colors and styles.
- ALWAYS- Pull from back stock when client is ready to purchase.
- **IF-** Product is only available on the floor continue with transaction, and replace item with new accessories with same color story.
- Wallets and small leather accessories should always be merchandised in leather trays.

-Interactive Display Table -Table (2)- Always

feature personal and business items. - (Merchandising is subject to change pending review of fixtures props and

fixtures, props, and visual directive.)

PARFOIS



Always back face displays on tables. (Unless directed otherwise)

Table should tell a story to the HiO client, and inspire her to buy **CURATED** accessories, and gifting. -(2) Vignette MAXIMUM on front of the table.

-Vignette should feature pieces with corresponding colors, and speak to inspiration and story provided.
(Please see Client Curated Inspiration)

No spacing between vignette.Product should be presented as one client inspiration.

- Multi Product Display
- Merchandise (First) table display cascading from wall fixtures.
- (Client Focused)

Client Curated Inspiration

Curated inspiration will be implemented twice a month. Curated pieces will be of managers choice, and is to be approved after display is finish. (Please base display on top sellers, new merchandise, and the inspiration given at the time.



-(3) Vignette MAXIMUM on top shelf.

-Vignette should feature pieces with corresponding colors or within the same collection.-Spacing between each vignette

Single Product Display One style per box (Don't not deviate, unless directed otherwise)

- Color stories by column

Product should be pulled forward after backstock sell through. (Full & Abundant)

Shelving should remain clean, simple, and as a full stock space for customers. (Shelving should be replenished on a mid-day and nightly basis)

-

-



-(2) Vignette MAXIMUM on seasonal item table.-Vignettes are dependent on seasonal product availability

Multi Product Display

- (Seasonal product focused)
- (Small accessories focused)
- (Jewelry focused)

Always back face displays on this table. (Back- face should always be accessories and jewelry) (Unless directed otherwise)



-(1) Vignette MAXIMUM per display box.

-Vignettes are dependent on new product, color story, and product availability.

-Only (1) color story per box.

- Display boxes should be jewelry inspired, but CAN include small leather goods or bags.



- If watches are displayed in display boxes. Utilize pyramid merchandising to add height.
- Only **ONE** watch style per display box.



-(1) Vignette MAXIMUM in jewelry display box .
-Vignettes are dependent on new product and product avilbility.

AGATHA RUIZ DE LA PRADA RUIZ DE LA PRADA



Always back face displays on clothing fixture. (Back- face can be a mix of watches, ties, shirts, and sunglasses) (Unless directed otherwise)

- Bags are to be displayed behind or adjacent to watch cluster display.
- Watch style within bag should correspond with watch cluster display.
- Maximum of (3) bags per watch cluster.
- Cluster Display
- Cluster display showcase three of the same watch styles.
- ALL- Agatha Ruiz De La Prada watches must **REMAIN** in clusters.

Agatha Ruiz De La Prada Merchandising Guidelines

- Ties are only to be utilized as visual elements. (1) per each style is displayed.
- One style per shirt is to be displayed in hanging space below.
 Size (36) is preferred.
- If a watch style is sold down one unit, please remove from floor

- Shirts are to be steamed before being placed on the floor.
- Two styles of shirts featured on back wall, with full size run.

- Shelf (1) is **DISPLAY** ONLY
- If a client pulls from shelf (1), please replenish or merchandise accordingly.
- Maximum (5) vignettes for shelf
 (1)- Align vignettes with vertical poles, and shelving
 - Cluster Display
 - Cluster display showcase three of the same watch styles.
 - ALL- Agatha Ruiz De La Prada watches must REMAIN in clusters.
 - Maximum (2) vignettes per shelf.
 - Vignette can include shirts, watches, bags, sunglasses, and ties. (Follow color story rules)
 - Bags are to be displayed behind or adjacent to watch cluster display.
 - Watch style within bag should correspond with watch cluster display. 12
 - Maximum of (3) bags per watch cluster.

HAWKERS

HAWKERS



- Pyramid built display
- One style should be pulled, and remaining stock should be placed underneath displayed style.
- Hawkers table should be closed out each night.
- Organized styles each night and openers are to check before opening.

BRAND BRANDISING

WILDE VERTIGGA