



STRENESSE Merchandising Guide (Standard)

STRENESSE - June 2015

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“Core- Suiting”



- Colorway Presentation: Individual visual guidelines are sent as shipments arrive per each location. ***Not all stores are allotted the same merchandise and sizing, HOWEVER color stories are standard.***
- Please ensure that sizes 4,6,8, & 10 are priority sizes displayed dependent on sell through.
- Maximum 3 sizes on the following categories:
 - Dresses (Suiting Core & RTW)
 - Tops, Knits, Cashmere
 - RTW Bottoms
 - Suiting Bottoms
- Flagship Stores- Initially display sizes 6 & 8. **(Mandatory)**
- Please be mindful our return client needs to be guided through the collection in your absence! The best way she can find her way is through your looks and creativity!
- Jackets (Suiting Core & RTW): Maximum 2 sizes. Pref- sizes 4 & 6.

- Core Suiting Fabric:
 - Punto Milano
 - Cotton (Spring/ Summer Only)
 - Crepe
- **Core Suiting is NOT to be merchandised with “RTW” collection.**

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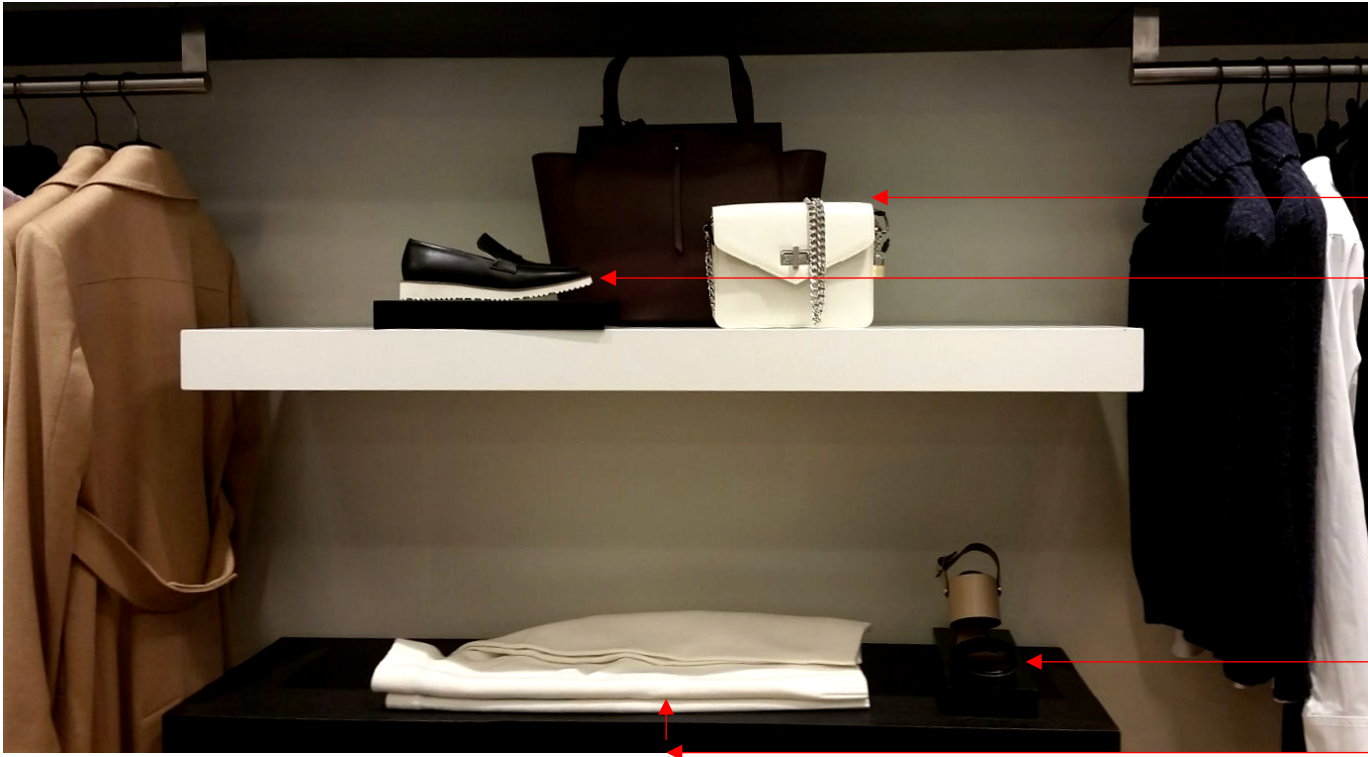
“RTW”



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- Please ensure that sizes 4,6,8, & 10 are priority sizes displayed dependent on sell through.
- Maximum 3 sizes on the following categories:
 - Dresses (Suiting Core & RTW)
 - Tops, Knits, Cashmere
 - RTW Bottoms
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- Flagship Stores- Initially display sizes 6 & 8. **(Mandatory)**
- Please be mindful our return client needs to be guided through the collection in your absence! The best way she can find her way is through your looks and creativity!
- Outerwear: Maximum 2 sizes. Pref- sizes 4 & 6.
- Jackets (Suiting Core & RTW): Maximum 2 sizes. Pref- sizes 4 & 6.

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“Shoes, Leather Goods, and Cashmere”



- Colorway Presentation: Individual visual guides are sent as shipments arrive at each location. ***Not all stores are allotted the same merchandise, sizing, HOWEVER color stories are standard.***
- **Maximum 3 accessories or cashmere per vignette.**
 - All vignettes **MUST** be within the same color story.
- Please utilize platforms to create levels and depth, unless instructed otherwise.
- Please be mindful our return client needs to be guided through the collection in your absence! The best way she can find her way is through your looks and creativity!
- Shoes: Only "1" shoe per pair should be on display. *Please be mindful of placement. Less is more ☺
- Cashmere pieces are to be folded. ***Backstock must be folded down with paper provided with shipment.***

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“Fixtures, Full Price, & Image ”



- STRENESSE is very minimal in appearance. Color stories represented in current photo represent F/W 16' delivery.
- Please use discretion on product placement, to ensure no confusion for client.
- **For Example! Pre-Fall 16' delivery is a stand-alone collection and should NOT be merchandised with Fall 16' SALE product is ONLY to be placed on back wall build-outs or on designated racks per corporate guidance.**
 - **Fixtures are ONLY to removed from presentation depending on corporate guidance.**
 - Please provide feedback if low stock levels occur...

Full Price/ New Collection: Should always be parallel to STRNESSE logo.
Additional instructions will be sent sent prior to SALE period.

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“Sale Fixtures & Sale Pit”



- SALE product placement is indicated above.
- Please use discretion on product placement to ensure no confusion for client.
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 - **Fixtures are ONLY to be removed from presentation depending on corporate guidance.**
 - Please provide feedback if low stock levels occur...



- SALE fixture placement is indicated above.
- Please use discretion on product placement, to ensure no confusion.
- **For Example! Pre-Fall 16' delivery is a stand-alone collection and should NOT be merchandised with Fall 16'**
- Maximum three pieces **per** style allotted to sale pit or fixture.
 - Sizing may fluctuate during markdown period dependent on fit session or return. Please be mindful on sizing on display vs. backstock.

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“Notes & Questions!”