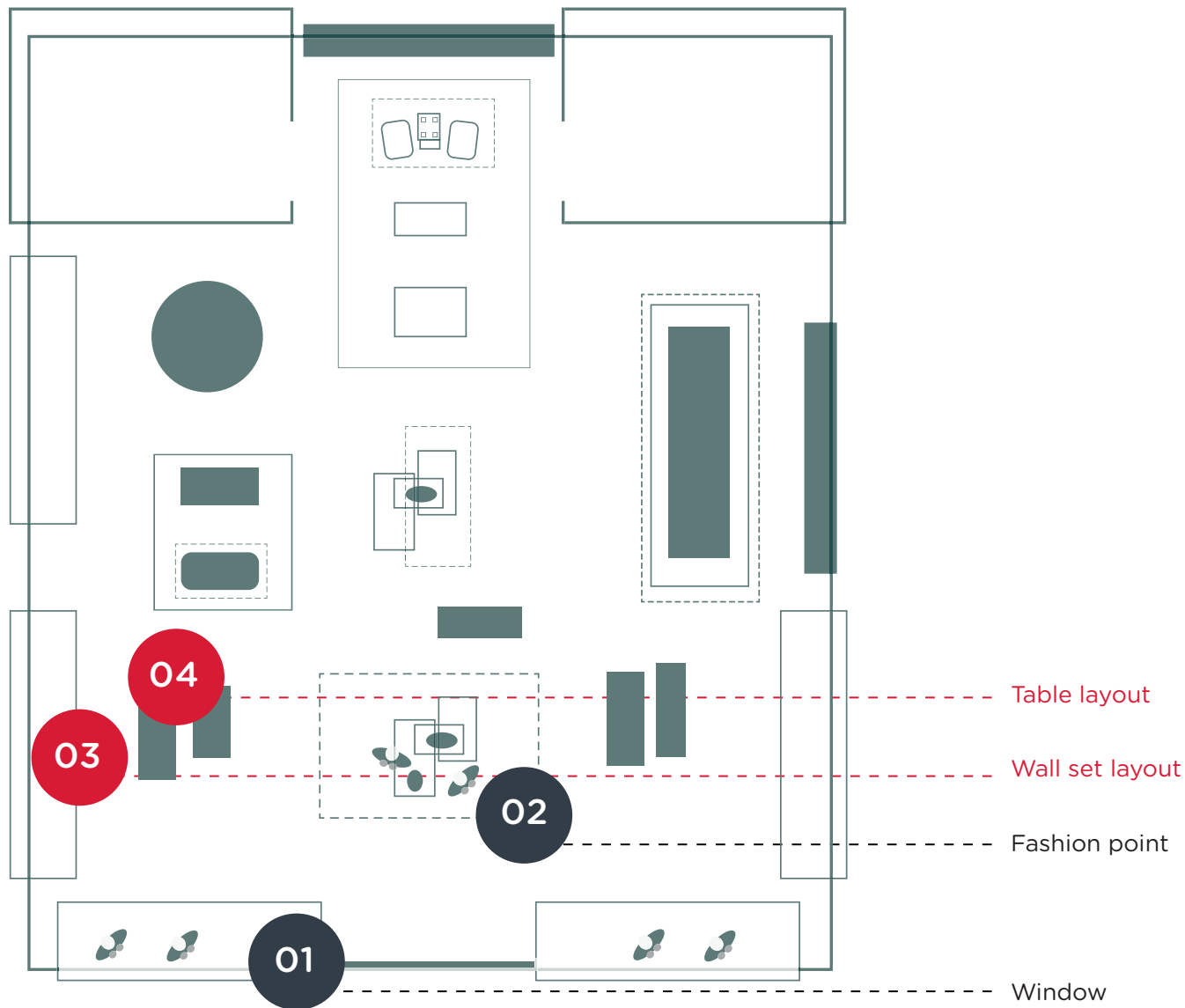


STORE OVERVIEW & LAYOUT - APPAREL



01 Window

The first contact with the customer is made via the window. The product presentation in the windows must always represent the brands identity and new collection.

02 Fashion point

The second point of contact is the Fashion Point located usually at the center of the entrance. The Key Looks of the season are shown here on mannequins reflect the theme displayed in the windows.

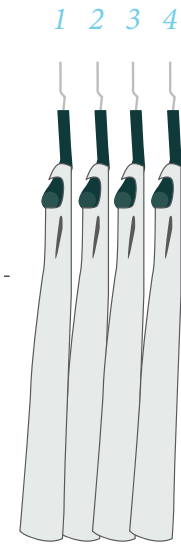
03 Wall set layout

Third point of contact is the main wall set layout with Key Looks and the current seasons collection in colour co-ordinated groups.

04 Table layout

As the customer walks through the store, they make contact with table layouts which consist of folded products and key accessories.





- Always display x4 pieces per style; applies for *hanging* AND *folding*

- Make sure there is a steady balance of lengths throughout the range of hanging clothes



- Display colour ways according to the tonal example above (dark into light, light into dark)

TIPS + TRICKS

Keep *swing tags* inside of garments - not visible to customers.

Security tags pinned inside of garments where manufacturing tag is so they are not visible when on display

The products on the Table Layout correspond to the delivery themes of the Wall Set Layout behind.

The products on the Table Layout are always arranged as outfits for improved UPT





Apparel – *Folding Guide* PART 02b

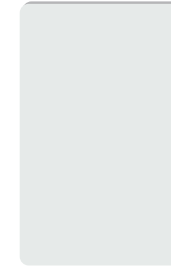
APPAREL - FOLDING TECHNIQUE

jersey & knitwear

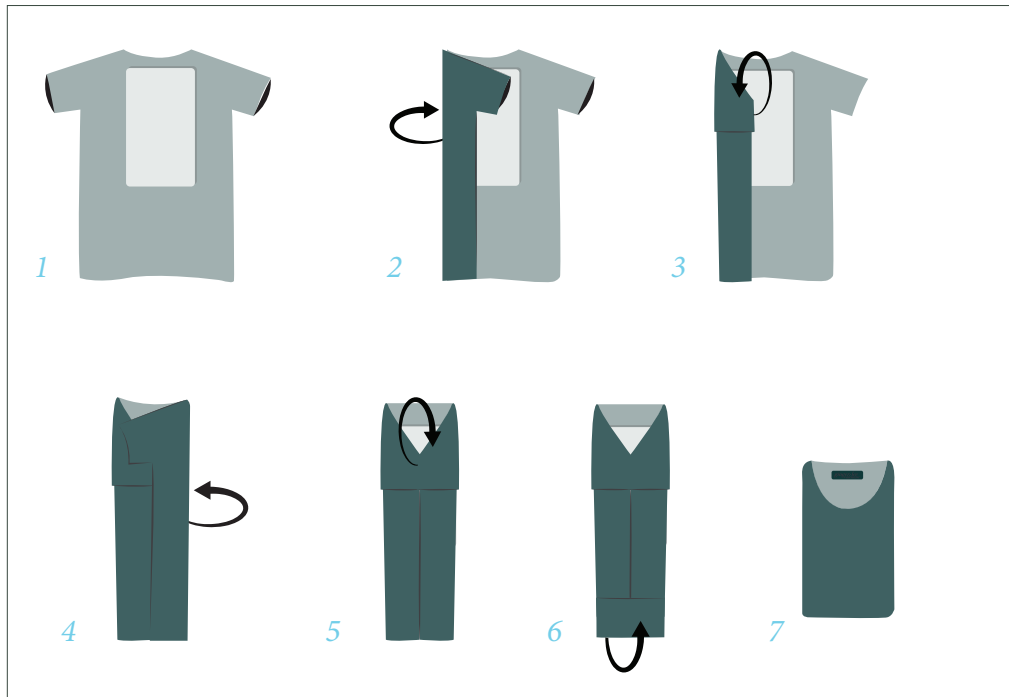
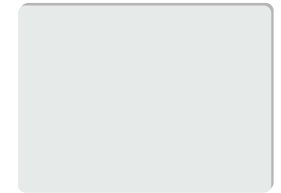
TIPS + TRICKS

To maintain a clean and consistent presentation, use the folding template supplied by Ginger-Lee Valentine

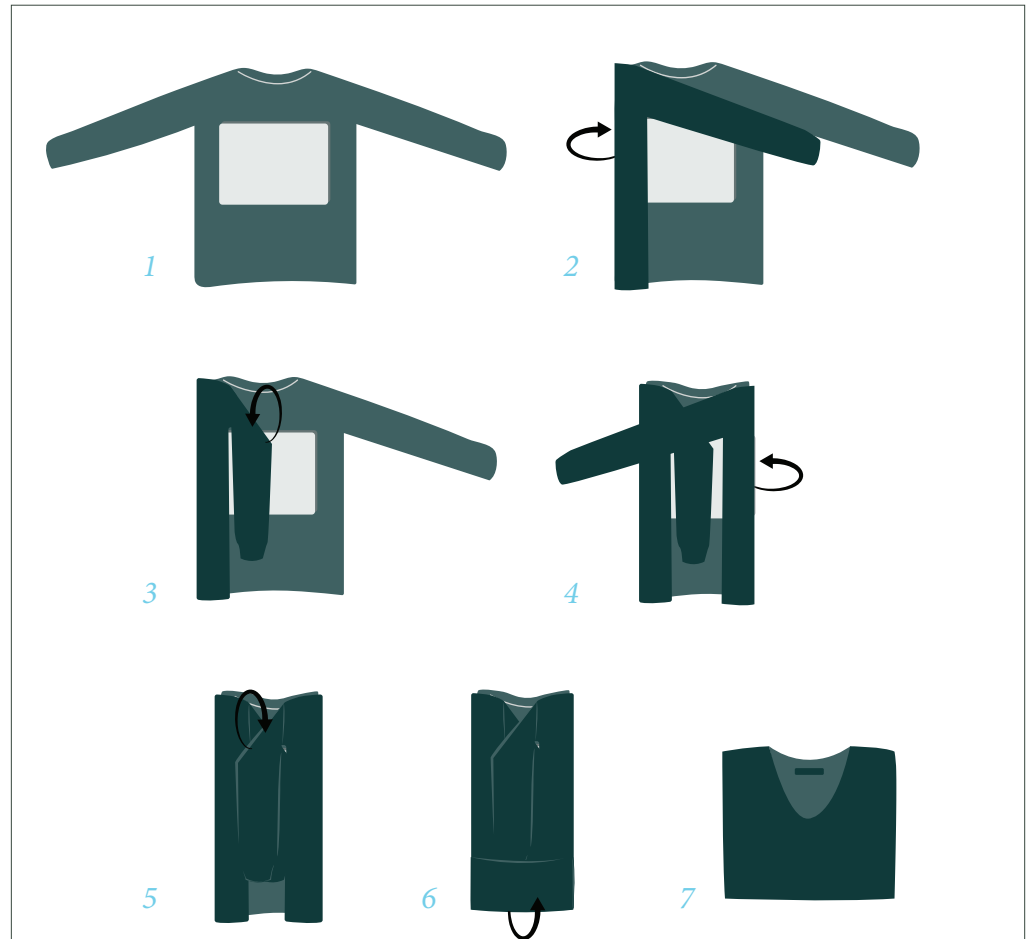
Jersey
(folding template)



Knitwear
(folding template)

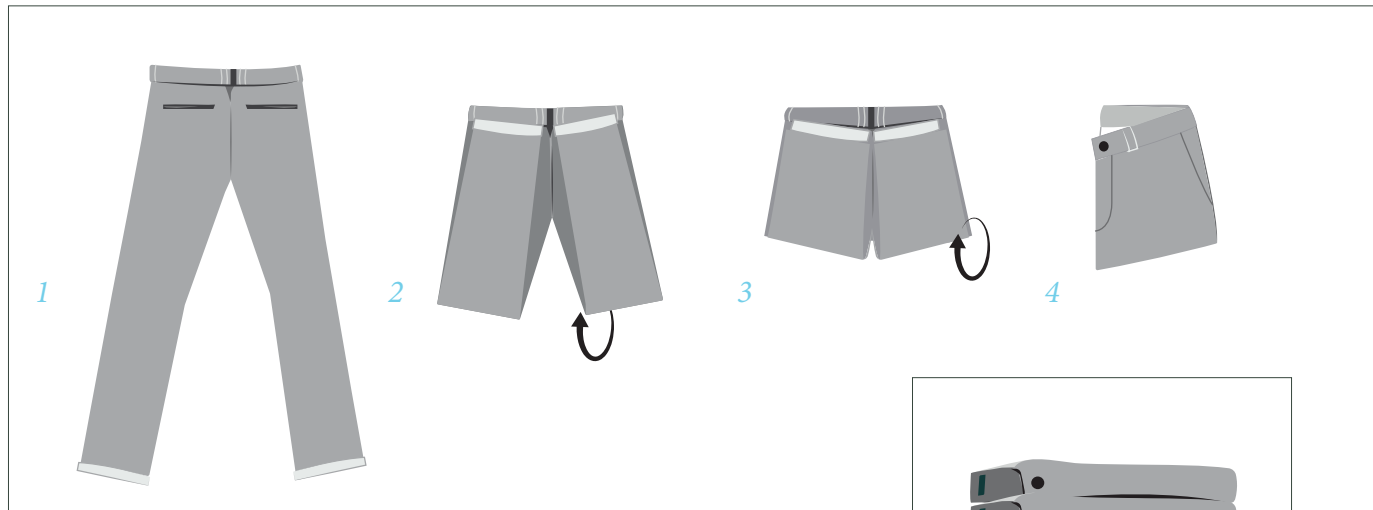


- All jersey wear and knitwear must be merchandised on the shop floor in balanced stacks



APPAREL - FOLDING TECHNIQUE

jeans



- Jeans stacks once folded must have front waist button facing front.
- ALL buttons and zips MUST be done up
- Sizing rules apply for jeans also; largest size on the bottom to smallest size on the top

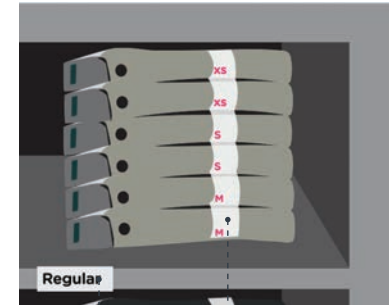


Folded stack of 4 pairs of jeans - for wall layouts and fashion points layouts only

Folded 4 stack does **NOT** apply to the dedicated jeans display table

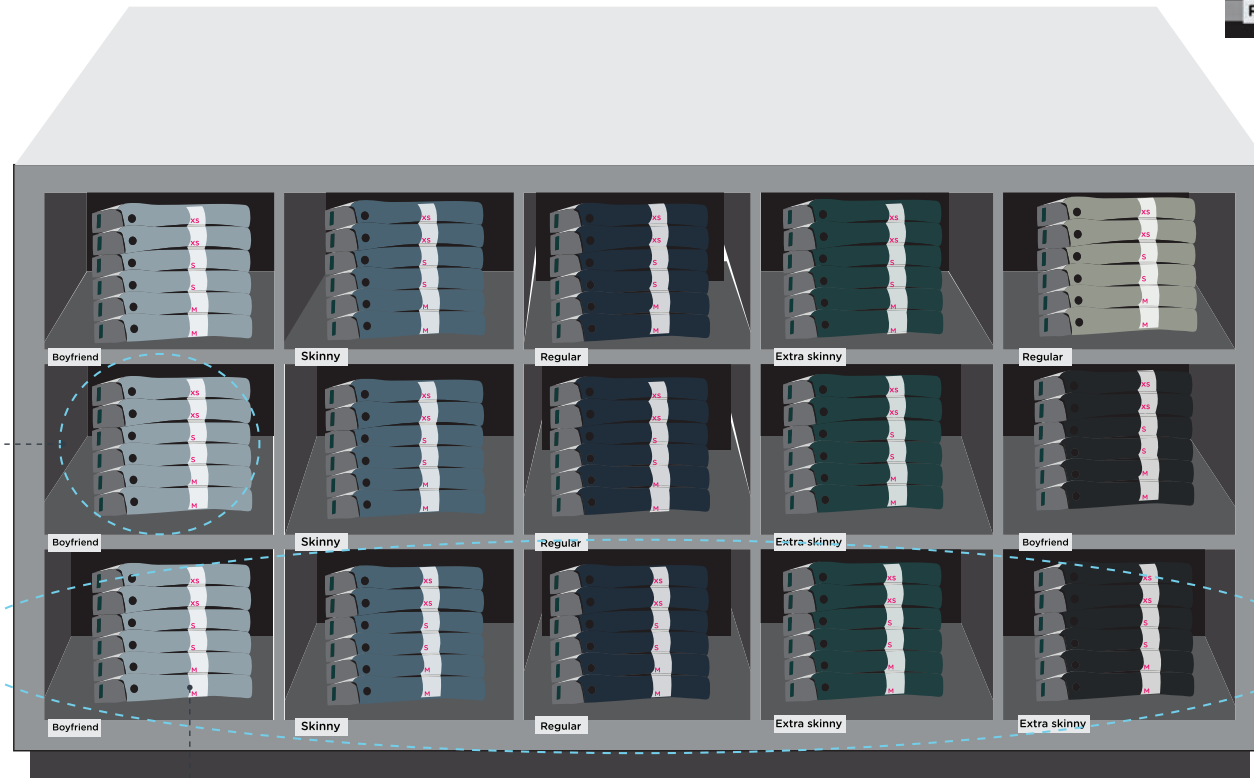
APPAREL - DISPLAY LAYOUT

jeans



- Make sure size stickers are facing front & denim style has a visible tag

- Folded 6 stack - only applicable for this dedicated jeans display layout



- Jeans are displayed from lightest to darkest

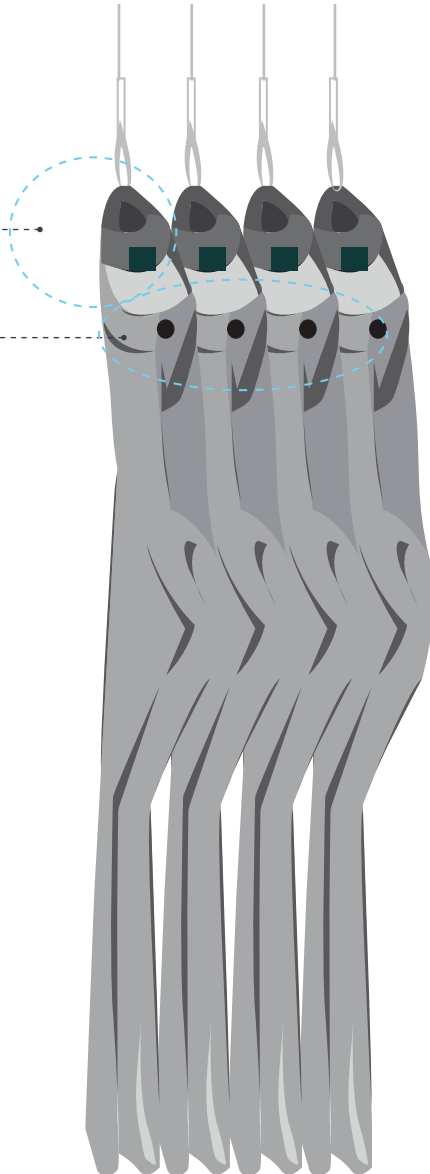
APPAREL - HANGING TECHNIQUE

jeans

- Hang jeans via its rear belt hoops.

This will allow the jeans to hang in a way where the brand logo is clearly visible

- All zips and buttons must be done up for best presentation



General Jeans hanging rules

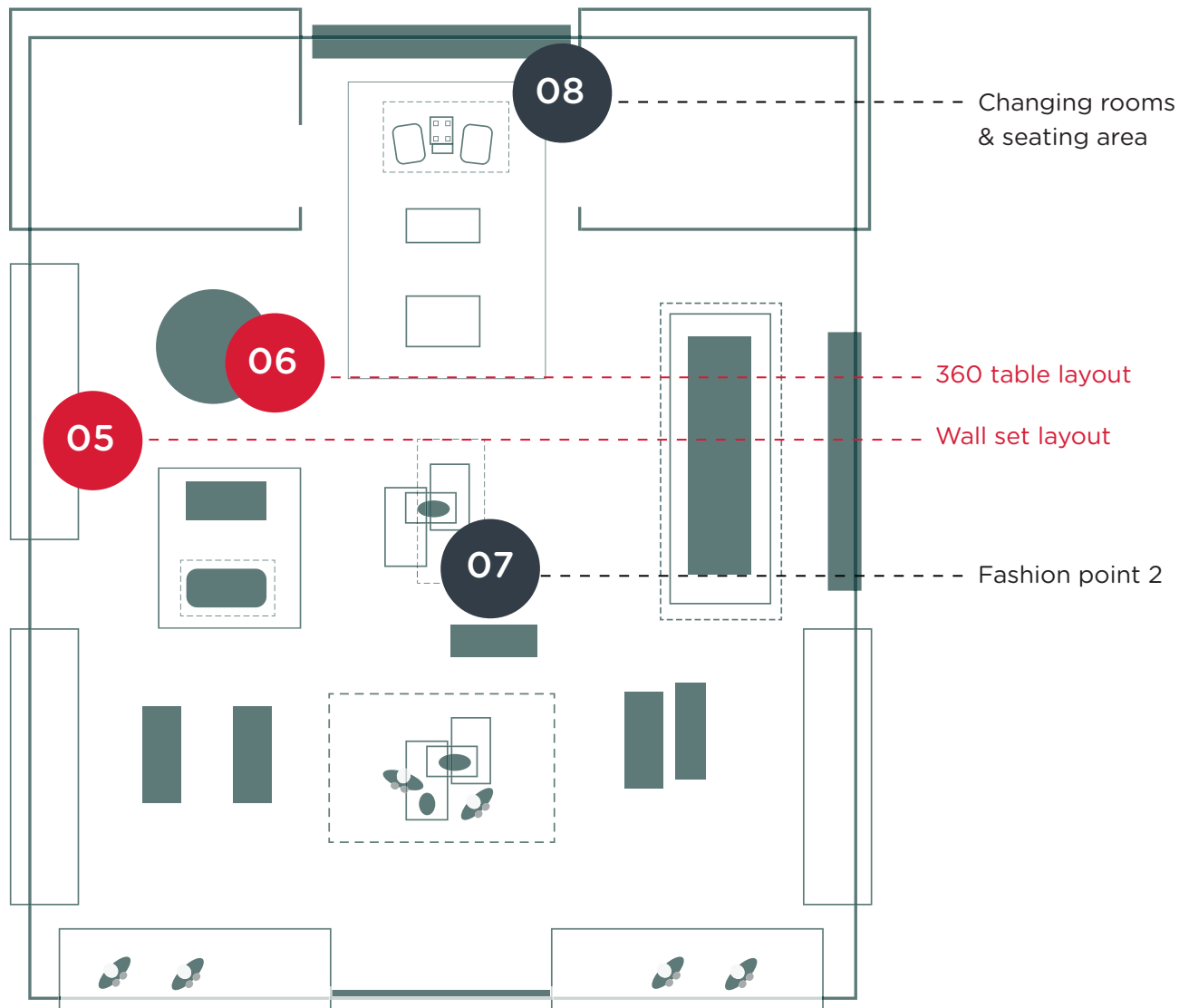
- Jeans must hang front ways as per visual
- Hang the jeans as per general guidelines - smallest size to largest size

Footwear

PART 03



STORE OVERVIEW & LAYOUT - FOOTWEAR



05 Wall set layout

The fifth point of contact for the customer is the footwear area as they make their way around the store anti-clockwise, just before they reach manchester.

06 360 Table layout

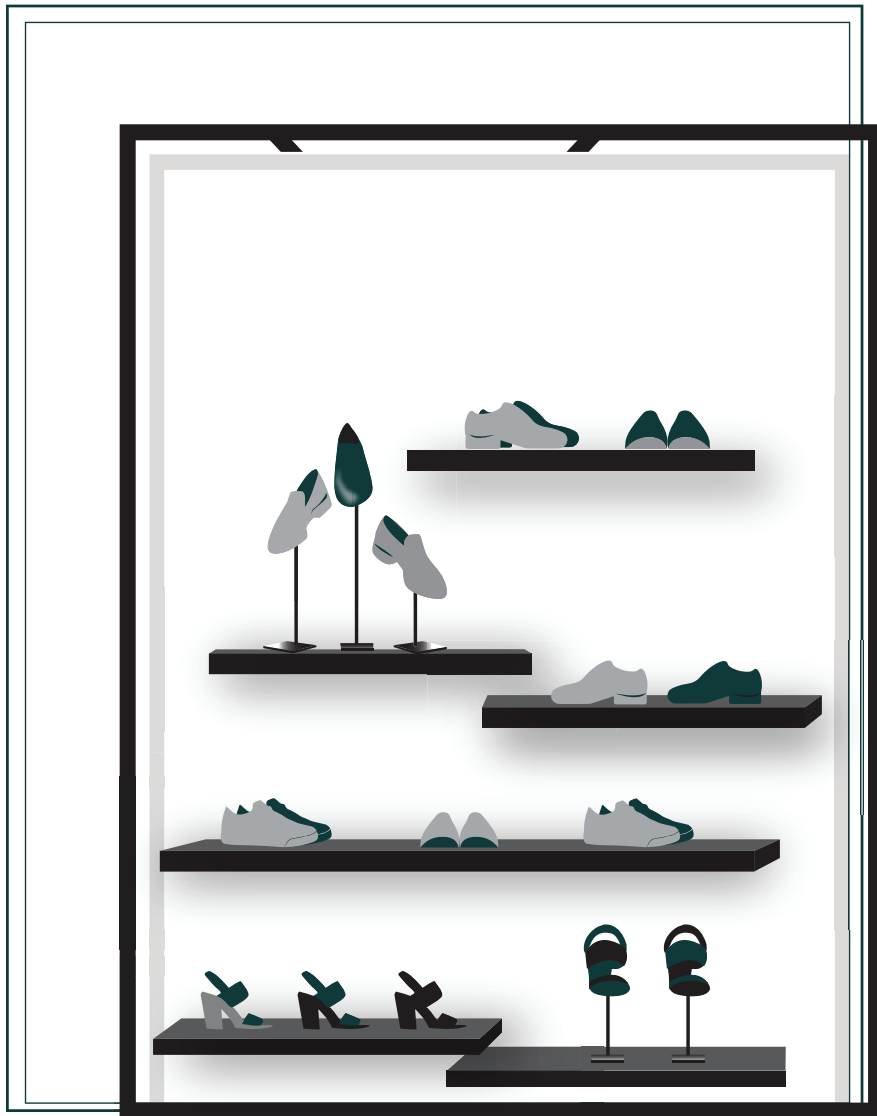
The sixth point of contact is the 360 Table layout located in front of the footwear wall. The Key Looks of the season are shown here additionally, on the mannequins which reflect the theme displayed in the windows.

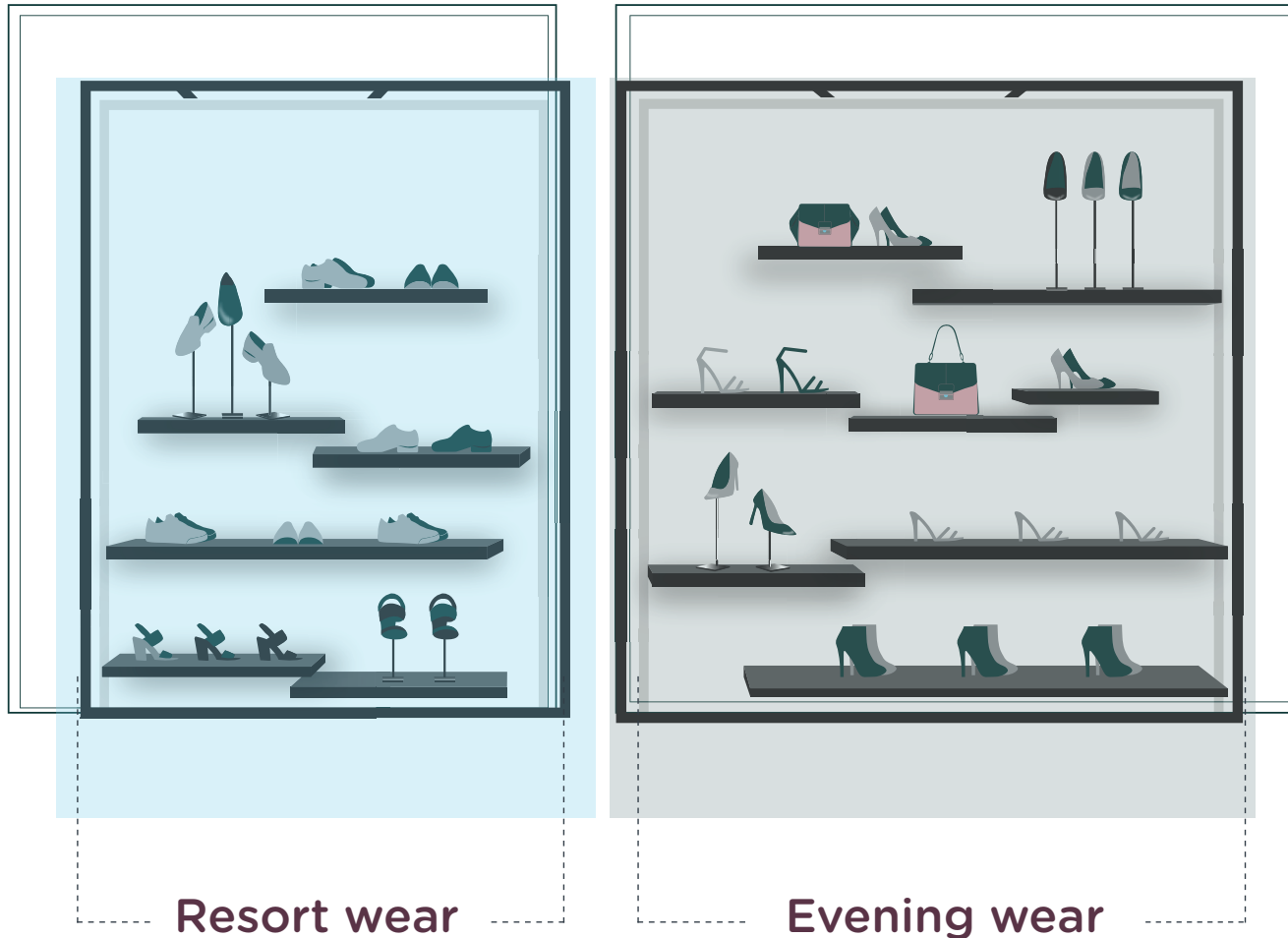
07 Fashion point 2

As the customer walks through the store, they make contact with table layouts which consist of folded products and key accessories which coordinate with the wall set layouts

08 Changing rooms

The customer whether purchasing or not, if they make their round around the store they will oversee the changing rooms which consists of key products on display as well as a wall size mirror and seating.





Resort wear

Evening wear

Seperation of categories is vital!

General Footwear Layout rules

- Always display footwear in colour stories
- Display colour options in each style (if applicable)
- Always display sizes between 6 - 7
If a particular size is out of stock, display the closest size to size 6 or 7
- To optimize UPT, display clutch/ evening bag with corresponding shoe collection
- Make sure shoes always have price fixed on them
- Shoes should always be dust free



- Use shoe risers in order to create focal highlights on the shoe style

- Please allow for these 2 shelves only for single side display of shoes (quantity: 2 shoes, both different colours)

Resort - facing left

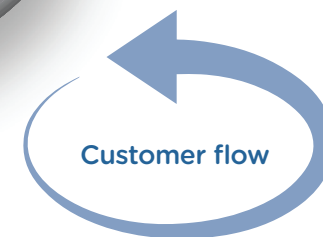
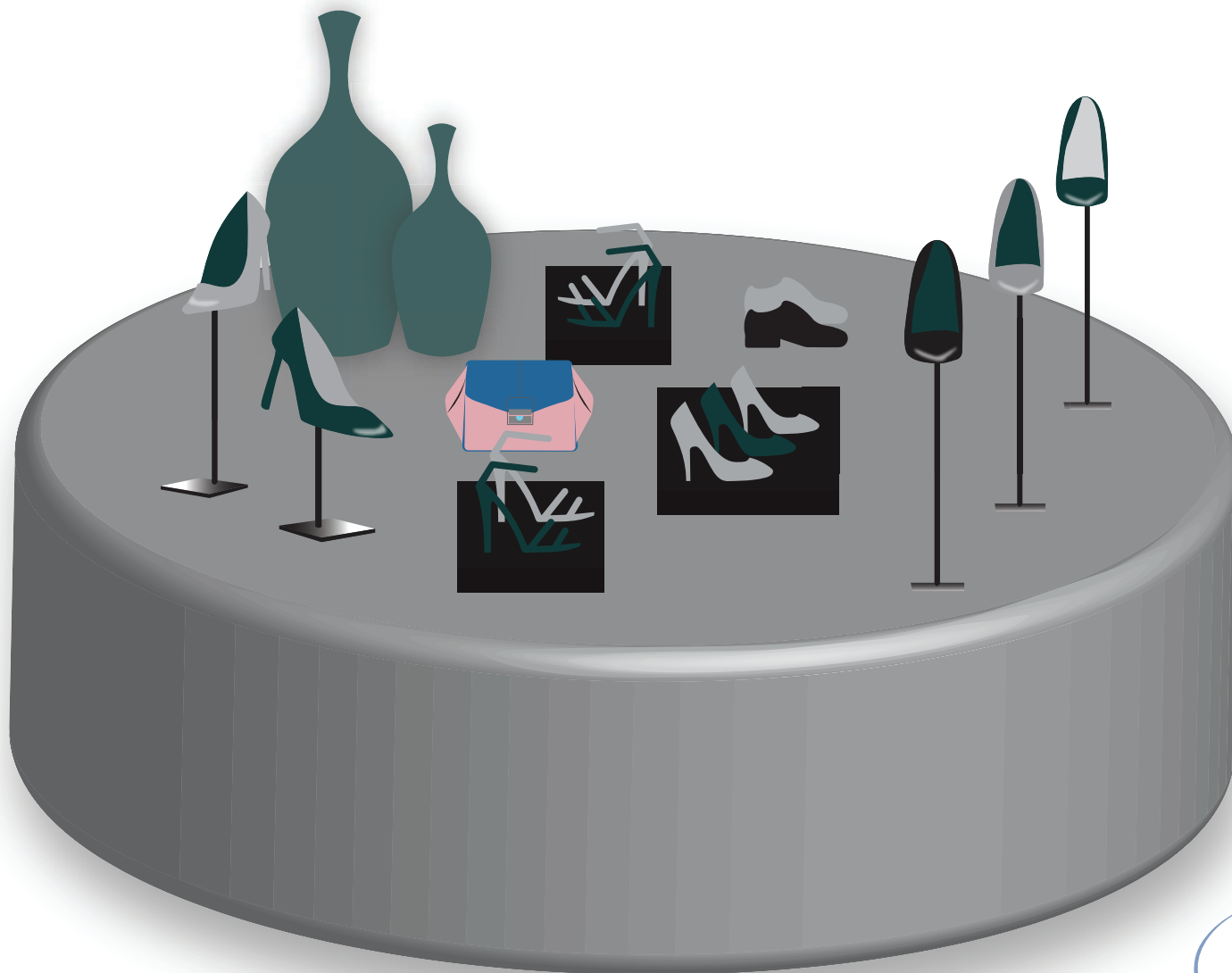
Evening - facing right

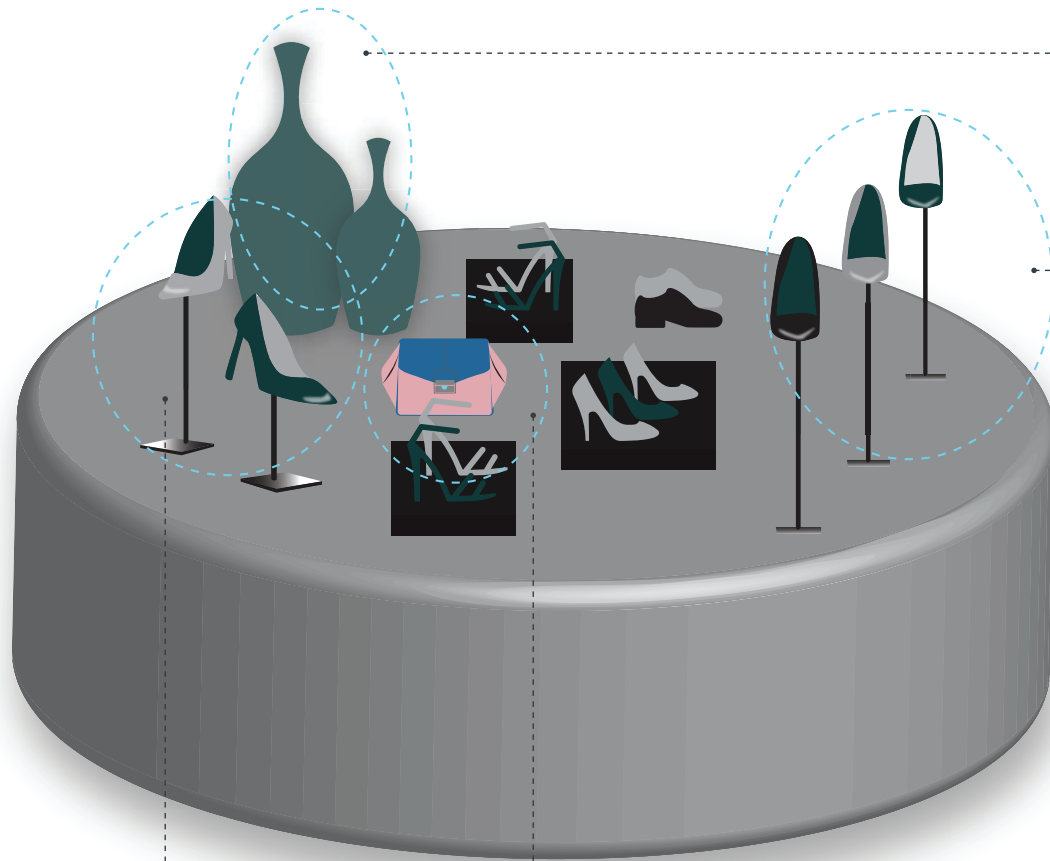
- **With the exception of the Resort shelf listed above, all shoes displayed side on must be displayed in the direction of customer flow**

- Highlight accessory pairs by displaying evening clutch/bag with matching shoe

Customer flow

- Use front facing shoe risers to display all colours available in that shoe style





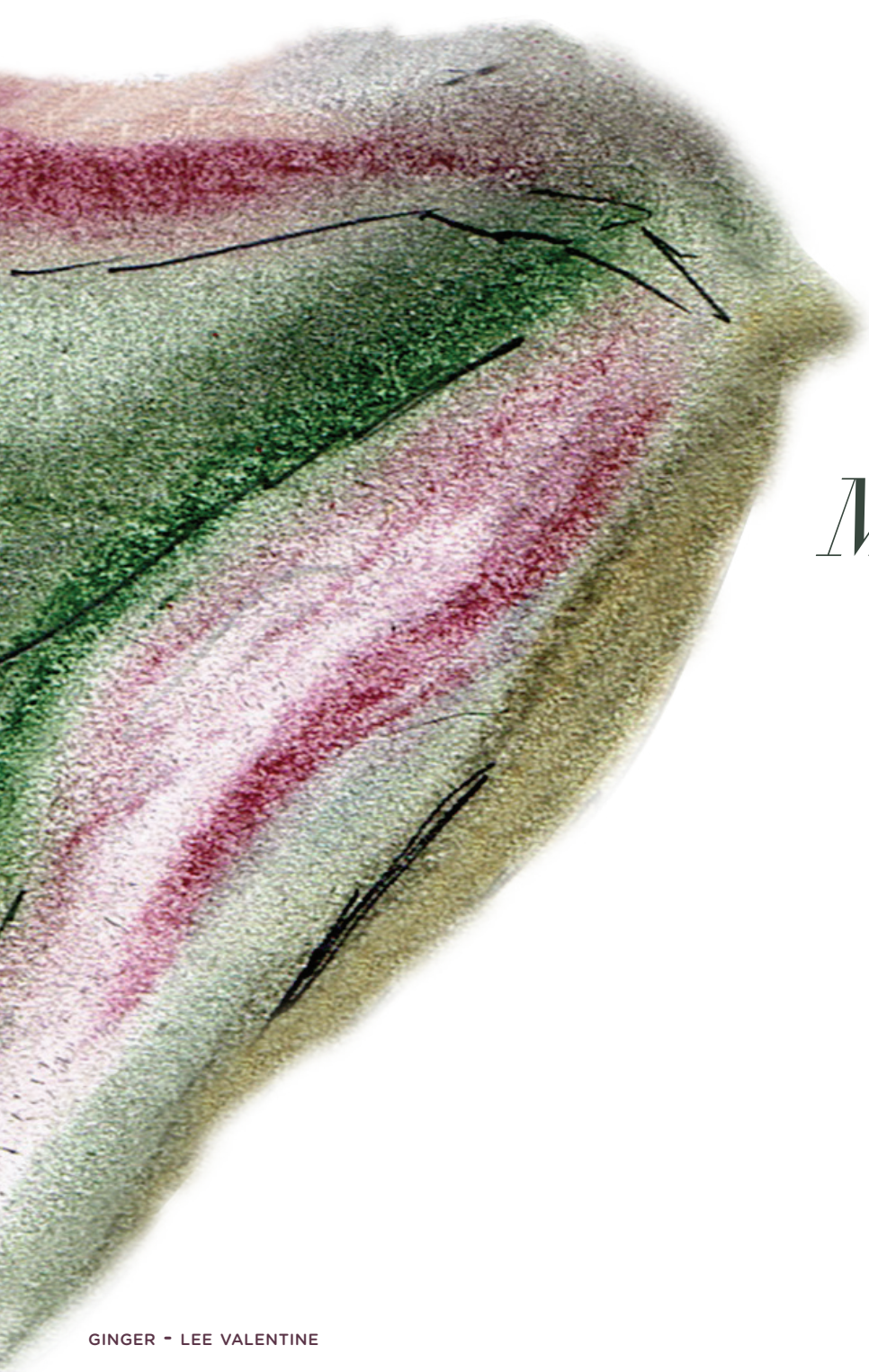
- x2 Vase on display. Must always be wiped and free of dust

- Replicate this shoe rise display from the Footwear wall - spread as shown in visual to allow customer view as they walk around the table

- Replicate this shoe rise display from the Footwear wall - highlight the angle of the shoe as the customer walks around

- Include only x1 accessory to match with the shoes on display

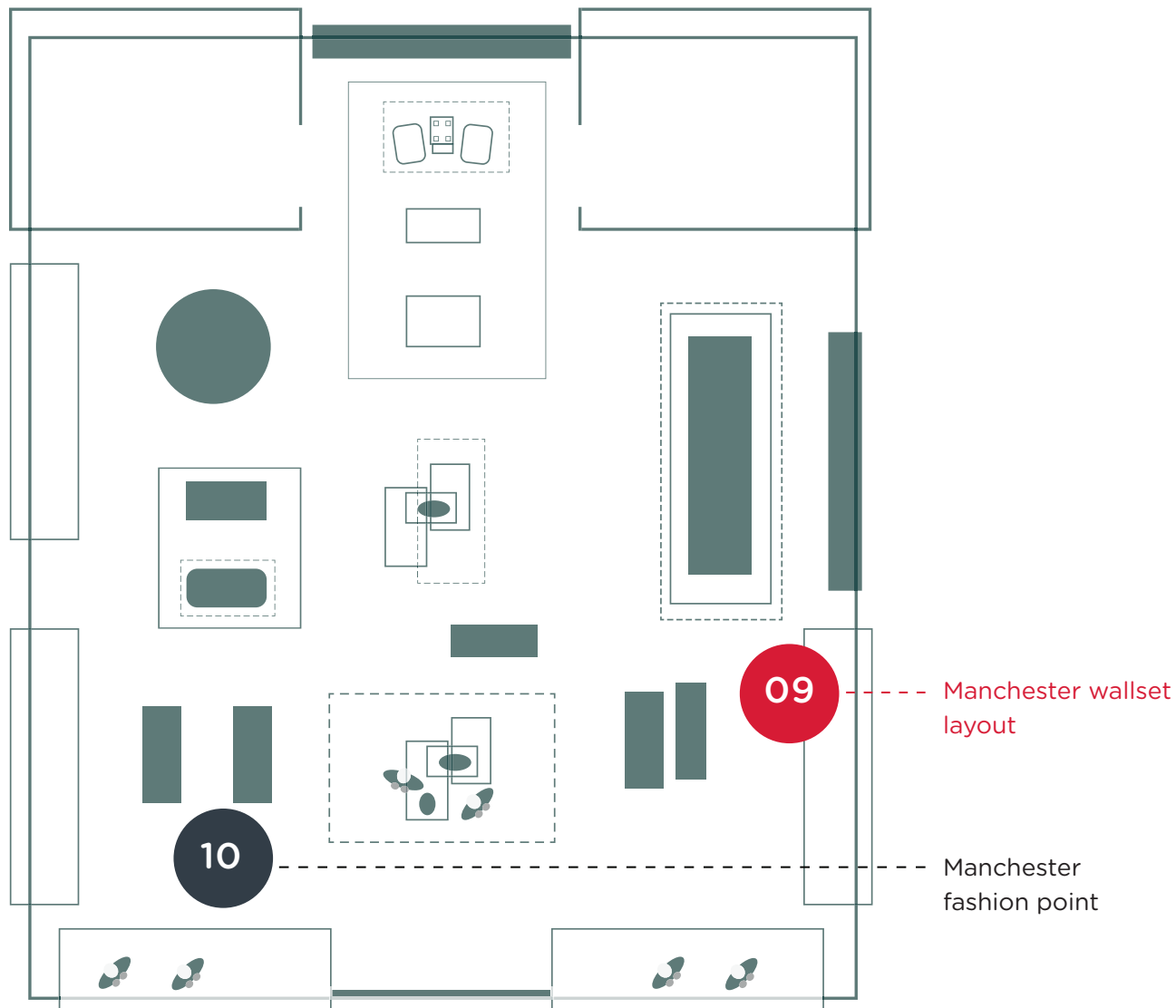
- Always display footwear in colour stories
- Limit the amount of styles on the table to only 3 - 4
- Do NOT display two of the same colour of style - always display both colours next to each other (as shown)



Manchester Display

PART 04

STORE OVERVIEW & LAYOUT - MANCHESTER



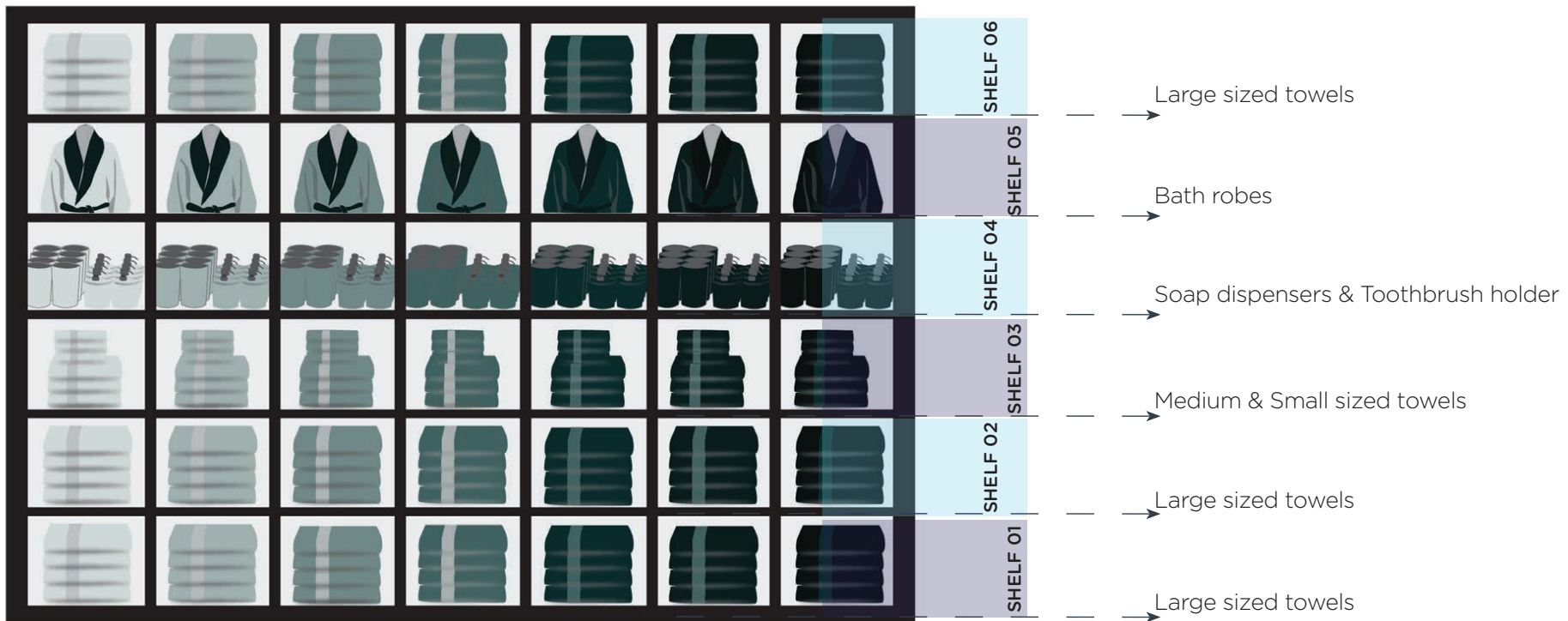
09 Manchester Wall set layout

Just after the footwear displays the customer will find themselves walking into the manchester area. Collections are based on seasons

10 Manchester fashion point

The final point of contact the customer sees is the manchester fashion point. Consists of a collection of manchester with accessories.





- ALWAYS display colour ways according to the tonal example above (light into dark)

General Manchester Layout rules

- It is essential to present manchester products in a vertical format
- Please follow the product shelving guide (above) to know which product goes in which shelf
- *Large sized towels* - **x4** displayed
Medium sized towels - **x3** displayed
Small sized towels - **x3** displayed
Soap dispens. & Toothbrush holder - **x8** displayed of each
Bath robe - **x1** displayed



- Only present 1 Bath robe on each pocket of shelf 05 in an upright position. (Acrylic back stands are available from VM Merchandise) Excess stock is accessible in drawers below

- Please present 2 rows of Toothbrush holder & 2 rows of Soap dispenser.

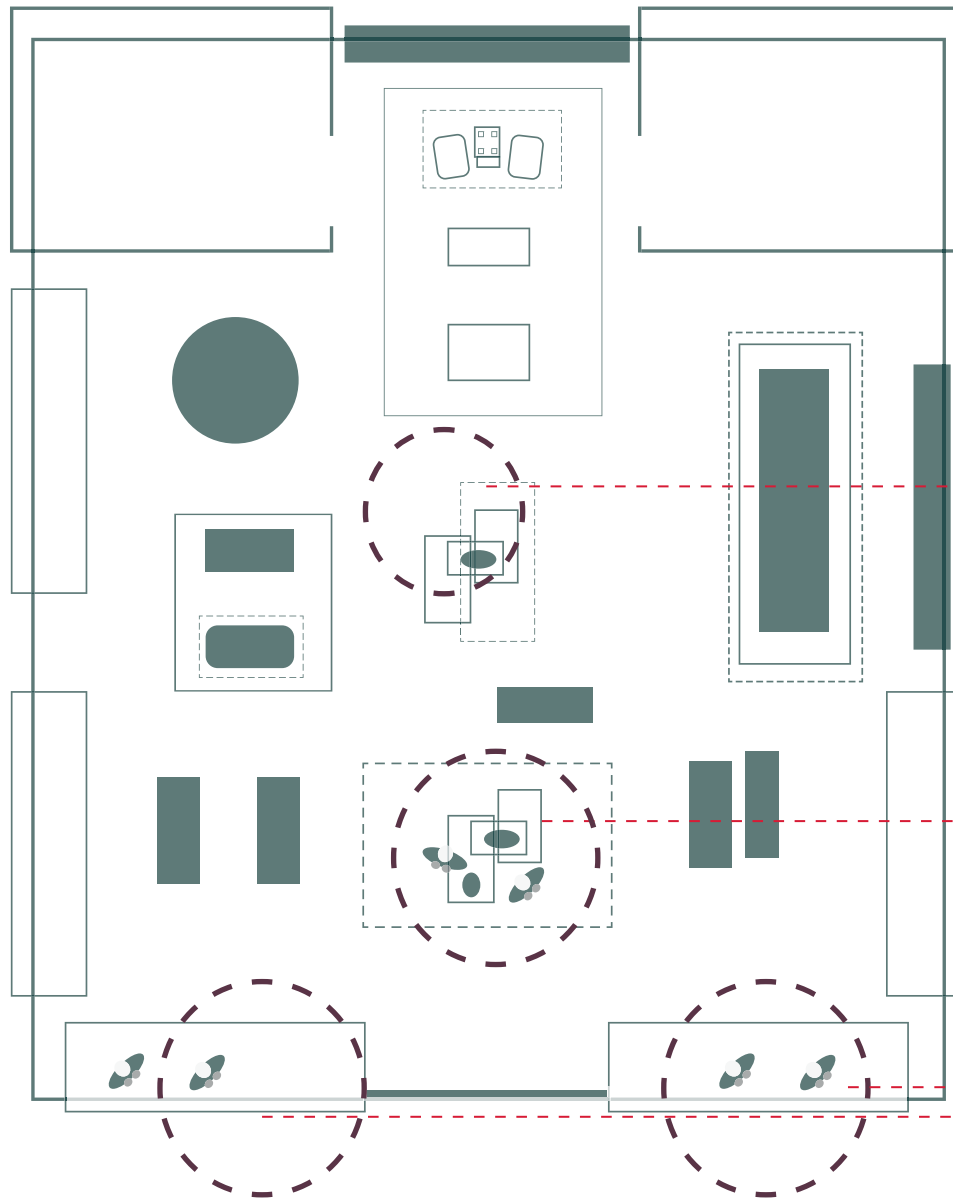
**NOTE: PRICE TAGS
MUST BE TUCKED AWAY
INTO FOLDED TOWEL/
STUCK ON BOTTOM OF
CYLINDER PRODUCT
- OUT OF CUSTOMER
VIEW**

- Drawers are located below the display for easy access of excess stock. This will help for shoppers to see the colours they would like on display and for employees to take out product from the drawers. In turn the display is not ruined.

- ALL towels MUST be folded as shown above for clean and tidy presentation.



Mannequins
PART 05



The following circled areas of the store are where mannequin groupings can ONLY be used:

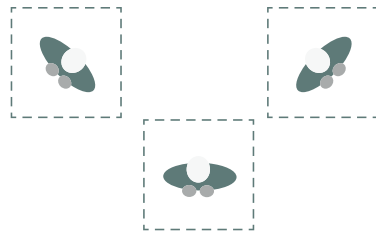
Fashion Point 02

Fashion Point 01

Front Windows

The aim of these mannequin groupings is to show off the products in the best possible manner. These groupings are to suit the GLV store.

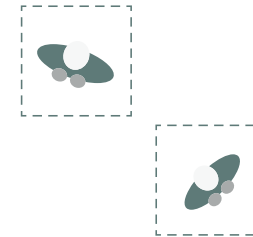
The following variations of positions are possible:



Pyramid



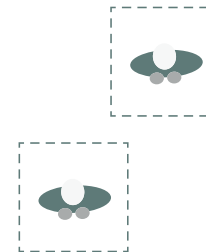
Back-to-Back



90 Deg. Angle



3 in a Row



Offset

As a general rule, different directions of customer flow must be taken into consideration.

Base plates must always be aligned parallel to each other.

Signage & Ticketing

PART 06



SALE SIGNAGE

A2 WINDOW POSTER
420 X 594MM



A3 INSTORE POSTER
297 X 420MM



A4 INSTORE SIGNAGE
210 X 297MM



A5 INSTORE SIGNAGE
210 X 148MM



CORRESPONDING SALE STICKERS

SQUARE INSERT
110 X 98MM

SALE STICKERS

Sale stickers stuck on swing tags for sale items. Designed as a frosty clear sticker, circular shape with % amount in respective sale colour

50%
off



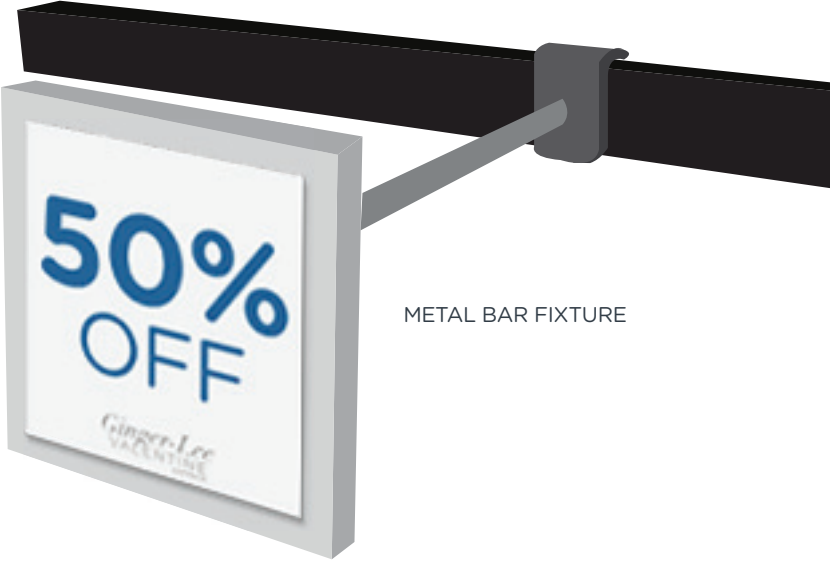
SALE SIGNAGE



WALL LAYOUT
SIGNAGE FIXTURE

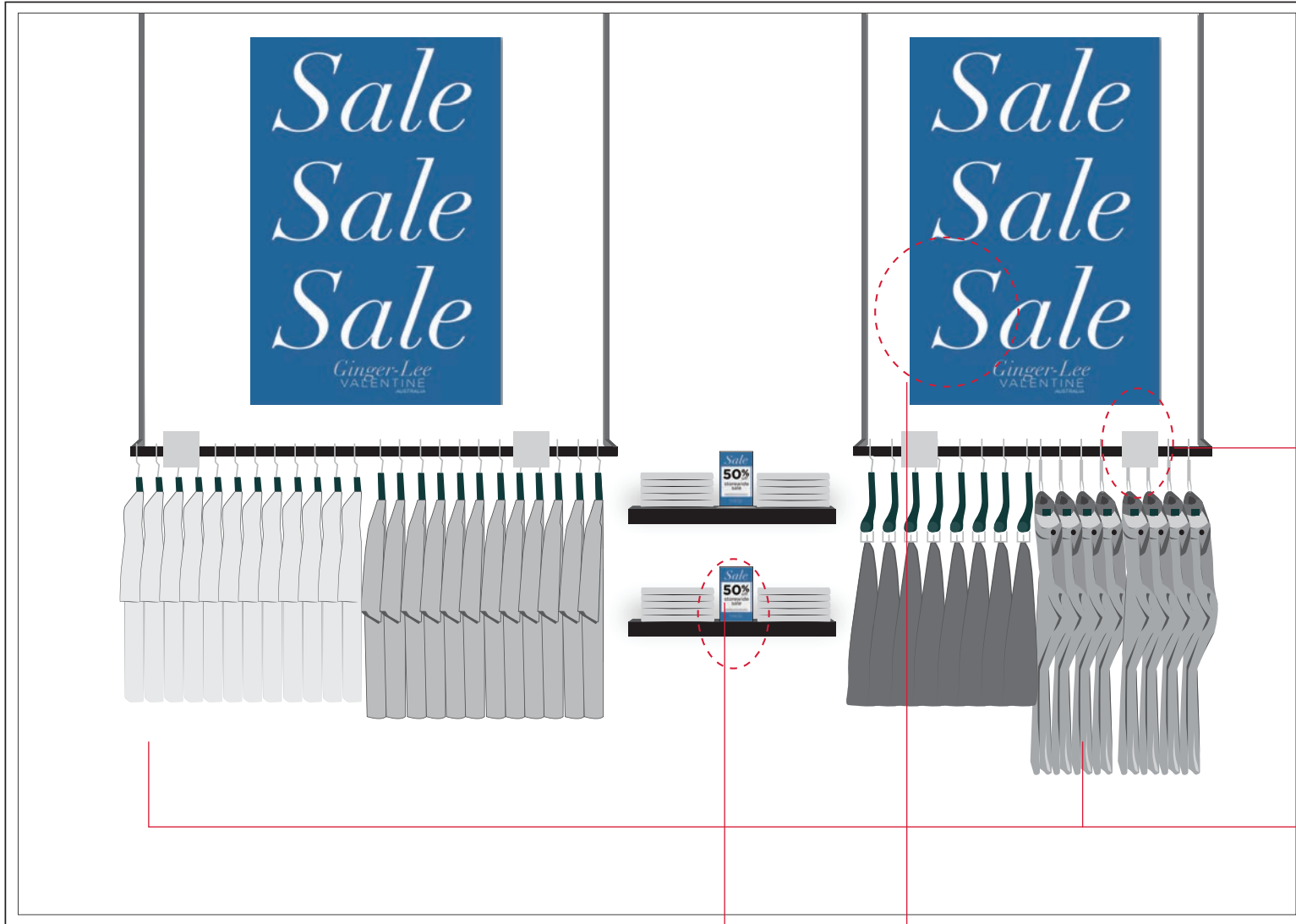


ACRYLIC STAND



METAL BAR FIXTURE

SALE WALL EXAMPLE



- Swap out Campaign posters to Sale posters



- Correct use & placement of sale signage on bar

- Acrylic stand - Sale signage insert

- Large format sale poster

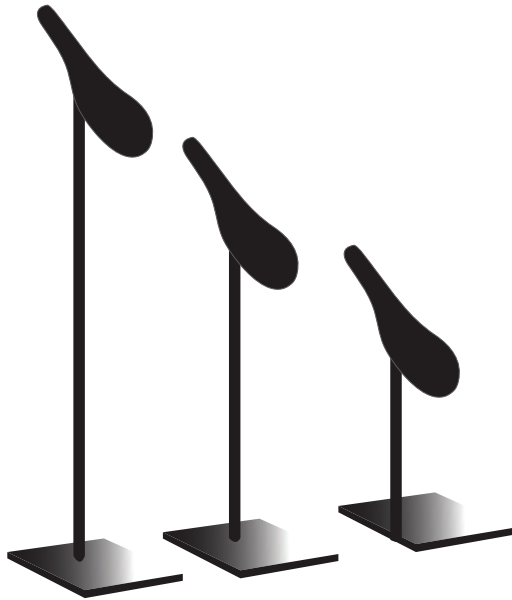
- Hang bulk of sale product
SHIRTS together,
TSHIRTS together
SKIRTS together
DENIM (hanging)
together



VM Tools
PART 07

VM TOOLS

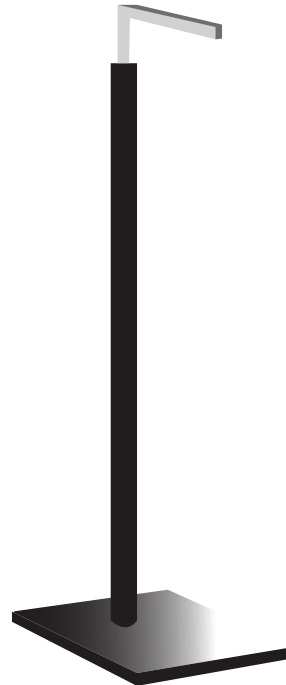
All VM tools are provided to the store for appropriate presentation of product. Please use the following tools listed below for product specific displays:



SHOE RISERS

Sizes L, M, S

Used to display angles of shoes
and for focus looks



BAG STAND

Size adjustable

Used to display front facing
angle of bags with handles/
straps



FOLDING TEMPLATES

Jersey Tshirts & Knits

Used to fold product in a
uniform manner

All VM tools are provided to the store for appropriate presentation of product. Please use the following tools listed below for product specific displays:



DECOR VASES

Sizes L, S

Used at fashion points for decoration



DISPLAY BLOCKS

Size S, M

Used to elevate key products