

Holiday 2018

APPAREL VISUAL FLOOR SET CONCEPT | W I N T E R |

TO: Select Domestic & UK CON. Please refer to page 2-3 for complete store list.

EFFECTIVE DATE: 10/11/18

DETAILS: Use this Directive to set up your Winter apparel.

DIRECTION: Keep Directive in Visual Binder for future reference.

CONTACT: If you have any questions, please partner with your DSM

STORE LIST

DIAMOND TEE PROGRAM

TYPE	TERRITORY	REGION	DISTRICT	STORE
CON	WEST	1	37	126
CON	WEST	1	37	325
CON	WEST	1	37	344
CON	WEST	1	37	667
CON	WEST	1	50	678
CON	WEST	1	50	791
CON	WEST	2	21	837
CON	WEST	2	59	1
CON	WEST	2	59	35
CON	WEST	2	59	38
CON	WEST	2	59	43
CON	WEST	2	59	77
CON	WEST	2	59	167
CON	WEST	5	44	838
CON	EAST	3	8	116
CON	EAST	3	8	200
CON	EAST	10	7	48
CON	EAST	10	7	575
CON	EAST	10	7	592
CON	EAST	10	7	622
CON	EAST	10	7	783
CON	CANADA	7	56	109

WINTER FLOOR SET

TYPE	TERRITORY	REGION	DISTRICT	STORE
CON	WEST	1	1	155
CON	WEST	1	1	879
CON	WEST	1	37	126
CON	WEST	1	37	160
CON	WEST	1	37	325
CON	WEST	1	37	344
CON	WEST	1	37	667
CON	WEST	1	50	107
CON	WEST	1	50	678
CON	WEST	1	50	791
CON	WEST	2	21	295
CON	WEST	2	21	837
CON	WEST	2	24	202
CON	WEST	2	24	341
CON	WEST	2	59	1
CON	WEST	2	59	35
CON	WEST	2	59	38
CON	WEST	2	59	43
CON	WEST	2	59	77
CON	WEST	2	59	165
CON	WEST	2	59	167
CON	WEST	2	59	703
CON	WEST	5	26	585
CON	WEST	5	38	230
CON	WEST	5	42	626
CON	WEST	5	44	838
CON	WEST	8	11	317
CON	EAST	3	8	32
CON	EAST	3	8	116
CON	EAST	3	8	200
CON	EAST	3	8	227
CON	EAST	3	35	95
CON	EAST	3	35	442

TYPE	TERRITORY	REGION	DISTRICT	STORE
CON	EAST	4	29	87
CON	EAST	4	31	92
CON	EAST	6	6	329
CON	EAST	9	9	225
CON	EAST	9	27	356
CON	EAST	9	34	725
CON	EAST	9	39	104
CON	EAST	10	7	48
CON	EAST	10	7	575
CON	EAST	10	7	592
CON	EAST	10	7	622
CON	EAST	10	7	783
CON	EAST	10	43	310
CON	EAST	10	43	649
CON	EAST	10	55	112
COI	ENG	90	85	709
COI	ENG	90	85	806
COI	CANADA	7	22	583
COI	CANADA	7	33	729
COI	CANADA	7	46	730
COI	CANADA	7	46	732
COI	CANADA	7	49	616
COI	CANADA	7	56	109
COI	CANADA	7	56	727
COI	CANADA	7	56	728
COI	CANADA	7	56	731
COI	CANADA	7	56	733
COI	CANADA	7	56	757

STORE LIST

BOBS HOLIDAY PJ SETS

TYPE	TERRITORY	REGION	DISTRICT	STORE
CON	WEST	1	1	155
CON	WEST	1	37	126
CON	WEST	1	37	325
CON	WEST	1	37	344
CON	WEST	1	37	667
CON	WEST	1	50	107
CON	WEST	1	50	791
CON	WEST	2	59	1
CON	WEST	2	59	38
CON	WEST	2	59	43
CON	WEST	2	59	77
CON	WEST	2	59	165
CON	WEST	2	59	167
CON	WEST	5	44	838
CON	EAST	10	7	48
CON	EAST	10	7	592
CON	EAST	10	7	783
COI	CANADA	7	22	583
COI	CANADA	7	46	730
COI	CANADA	7	56	109

BOBS X GRUMPY CAT

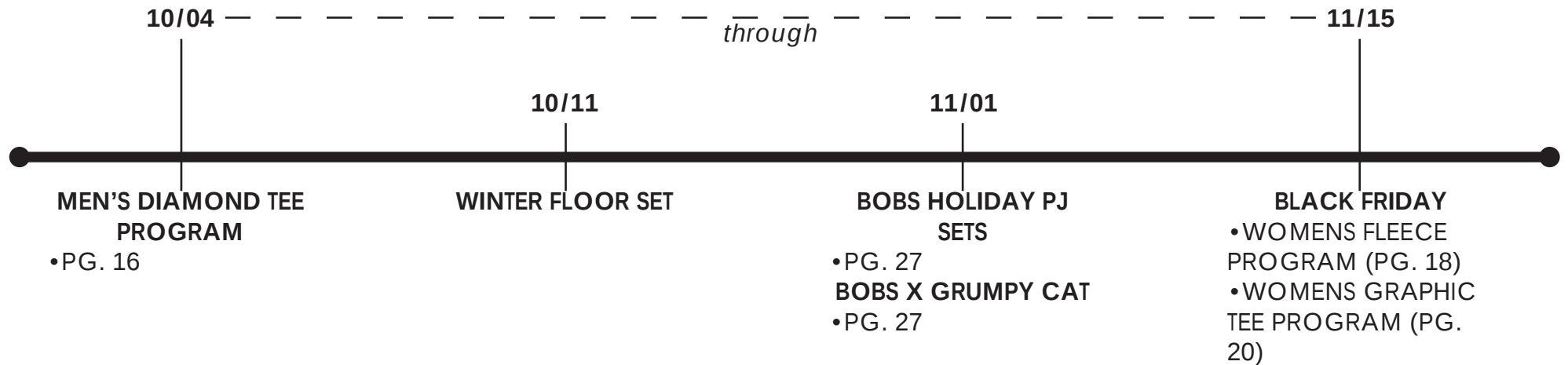
TYPE	TERRITORY	REGION	DISTRICT	STORE
CON	WEST	1	1	155
CON	WEST	1	1	879
CON	WEST	1	37	126
CON	WEST	1	37	160
CON	WEST	1	37	325
CON	WEST	1	37	344
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COI	CANADA	7	56	728
COI	CANADA	7	56	731
COI	CANADA	7	56	733
COI	CANADA	7	56	757

T I M E L I N E

FLOOR SETS-

Depending on the store, you will be executing the apparel programs throughout the winter season. Use the store list (pg 2-3) and the below timeline to identify applying store programs and set the floor accordingly.



Visual standards are to be maintained at all times. Ensure all folded stacks have 2 size runs and approx. 10-12 units within each stack.

FAQ:

1.) What does Priority 1, 2, or 3 mean?

Answer: These are locations found on your maps & in store. Use the following for reference.

PRIORITY ONE (P1):

- Most doors can execute
- Always towards the front/entrance of the store
- Always visible

PRIORITY TWO (P2):

- May not be applicable to all stores
- To replace P1 fixtures if sell through occurs

PRIORITY THREE (P3):

- Towards the back of the store
- To replace P2 fixtures if sell through occurs
- May double expose product shown throughout the store if needed
- Possibly carry over from previous collections

2.) What should I do if I am missing certain SKUS?

Answer: If you do not receive certain pieces or sell down, replace with like colors and/or styles (example: A blue tank would be replaced with another similar blue shirt or another shirt. A red hoodie should be replaced with another similar red hoodie or another hoodie).

3.) What are merchandising standards within collections and brands?

Answer: Keep collections and brands merchandised together as shown throughout document. Never merchandise 2 brands on the same fixture.

4.) What should be displayed in P1 locations?

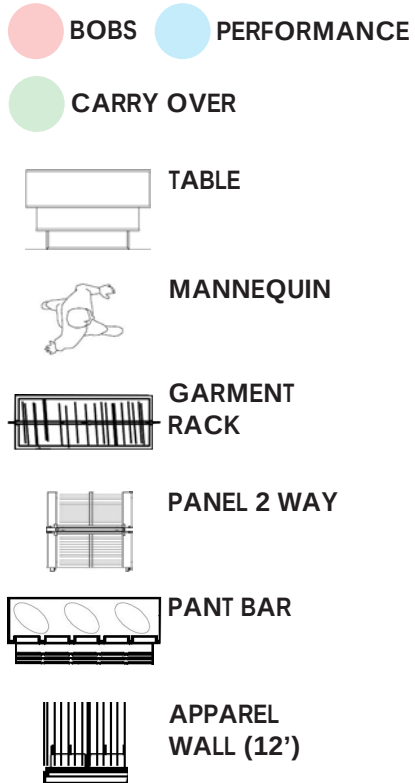
Answer: Reference Page 6 for floor maps.

P R I O R I T I E S

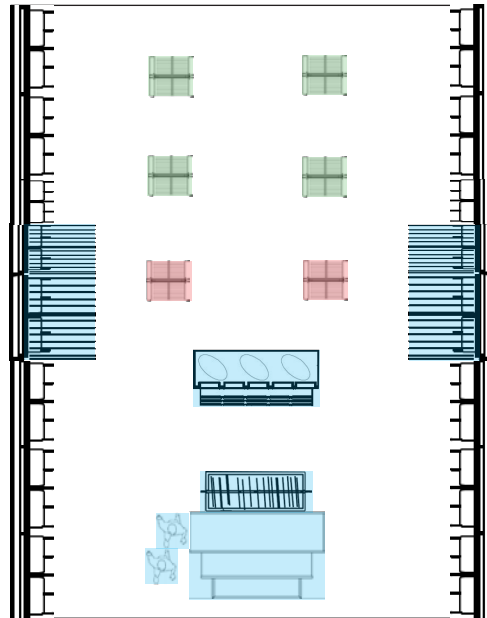
BRAND PRIORITIES-

Depending on the store, you will be placing the apparel brands (Performance & BOBS) in different locations. Use the below floor maps to see where to place accordingly.

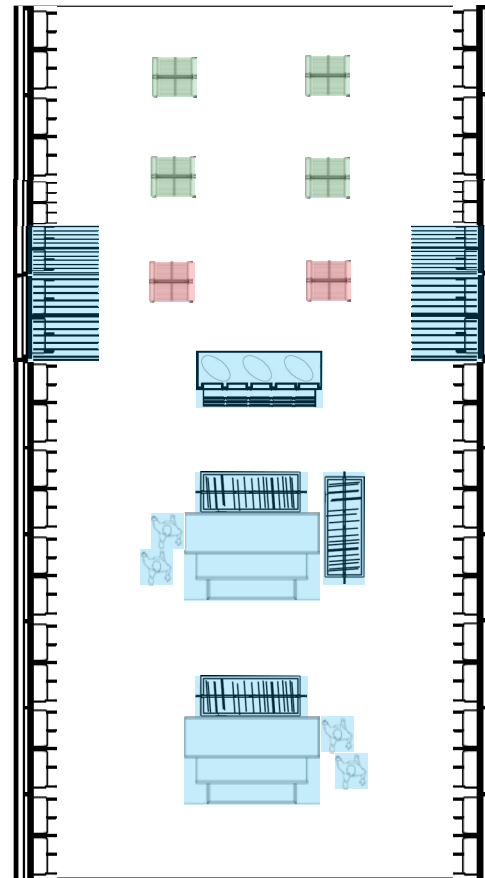
KEY



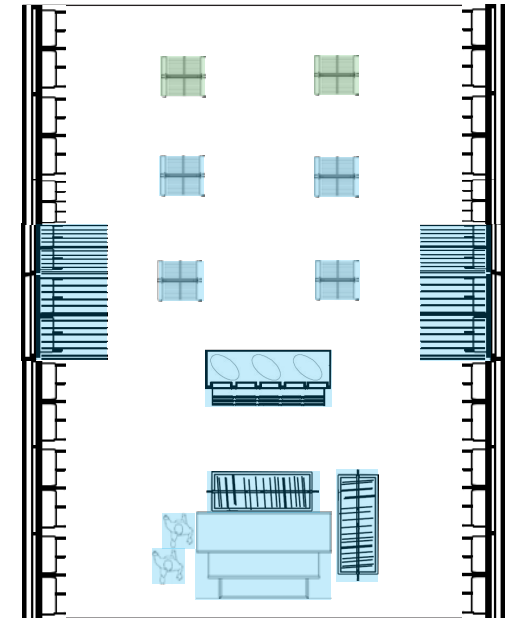
(1) Table Stores with: Performance & BOBS



(2) Table Stores with: Performance & BOBS



(1) Table Stores with: Performance



M A N N E Q U I N S

MALE 1-

- M4TS131GRY
- M04JA33NVY
- M04PT18BLK

MALE 2-

- M04JA41GRY
- M04LT21NVS
- M04TS64BLK
- M04PT14BLK

MALE 3-

- M04JA41NVS
- M04LT25CHAR
- M4TS133RED
- M04PT14BLK



M A N N E Q U I N S

MALE 4-

- M04TS64BLK
- M04PT18CHAR
- M04JA36BLK

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

MALE 5-

- M04LT28BLK
- M04TS64RED
- M04PT14BLK

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

MALE 6-

- M04LT21BLK
- M4TS132WHT
- M04JA46BLK
- M04PT14NVY

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

FEMALE 1-

- W04JA71WINE
- W04TS66ROS
- W04JA65MULT
- W03PT20BLK

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

FEMALE 2-

- W04LT32ROS
- W04JA64BKMT
- W04LG23BKMT

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

FEMALE 3-

- W04LT42ROS
- LWJA43BLK
- W04LG37BKMT

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

FEMALE 4-

- W04JA61ROS
- W04TS52ROS
- W04PT28BLK

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



M A N N E Q U I N S

FEMALE 5-

- W04SW2CHAR
- W04LG33BLK

FEMALE 6-

- W03LT13PUR
- W04HD4BLK
- W04LG25BLK

W/ COLD WEATHER ACC'S.



W/OUT COLD WEATHER ACC'S.



EXECUTE:
10/01-11/15

MENS DIAMOND TEE PROGRAM-

- Ensure all size stickers are used on the bottom right hand corner.
- If inventory allows stack all SKUs 2 size runs high (approx. 12-15 units).

TOP TIER:

- M4TS131NVY
- M4TS131GRY
- M4TS131WHT
- M4TS130RED
- M4TS130BLK
- M4TS132WHT
- M4TS132BLK
- M4TS132GRY
- M4TS130NVY

BOTTOM TIER:

- M4TS133BLK
- M4TS133RED
- M4TS133WHT



G A R M E N T R A C K S

MENS-

Ensure you always have the same gender and brand on both the Table & supporting Garment Rack



- M04TS64GRY
- M04TS64TEAL
- M04LT21GRN
- M04PT18BLK

- M04PT18CHAR
- M04JA36GRN
- M04JA36BLK



- M03TS44CHAR
- M03JA27BLK
- M03JA27GRN
- M04PT13BLK

- M04PT13CHAR
- M04JA46BLK

WOMENS FLEECE BF PROGRAM-

- If you have the Men's Diamond Tee Table (pg 16), execute: **11/15** and work the Men's Table into your sales floor (pg. 28-29)
- Ensure all size stickers are used on the bottom right hand corner.
- If inventory allows stack all SKUs 1 size run high (approx. 5-7 units).



G A R M E N T R A C K S

WOMENS-

Ensure you always have the same gender and brand on both the Table & supporting Garment Rack



- W04JA65BKMT
- W04JA65MULT
- LWJA43BLK
- LWJA43MULT

- W04PT28ROS



- W03LT13WHT
- W03PT20BLK
- W03LT13LTPK
- W03PT20CHAR

- W03LT13BLK

WOMENS GRAPHIC TEE BF PROGRAM-

- If you have the Men's Diamond Tee Table (pg 16), execute: **11/15** and work the Men's Table into your sales floor (pg. 28-29)
- Ensure all size stickers are used on the bottom right hand corner.
- If inventory allows stack all SKUs 2 size runs high (approx. 12-15 units).



G A R M E N T R A C K S

WOMENS-

Ensure you always have the same gender and brand on both the Table & supporting Garment Rack



- W04JA65BKMT
- W04JA65MULT
- LWJA43BLK
- LWJA43MULT

- W04PT28ROS



- W03LT13WHT
- W03PT20BLK
- W03LT13LTPK
- W03PT20CHAR

- W03LT13BLK

W O M E N S W A L L - 6 '

PANEL ONE

FACE OUT 1:

- W03LT13BLK
- W03LT13PUR

LINEAR BAR:

- W04LT42CHAR
- W04LG42BLK
- W04JA61BLK
- W01LG33BLK
- W04LT42ROS

PANEL TWO

BUST FORM
(OPTION 1):

- W04JA65BKMT
- W04LT32ROS

BUST FORM
(OPTION 2):

- W04TS66ROS
- W04JA58BKMT

FACE OUT 1:

- W04LG23BKMT
- W04LG37BKMT

PANEL THREE

FACE OUT 1:

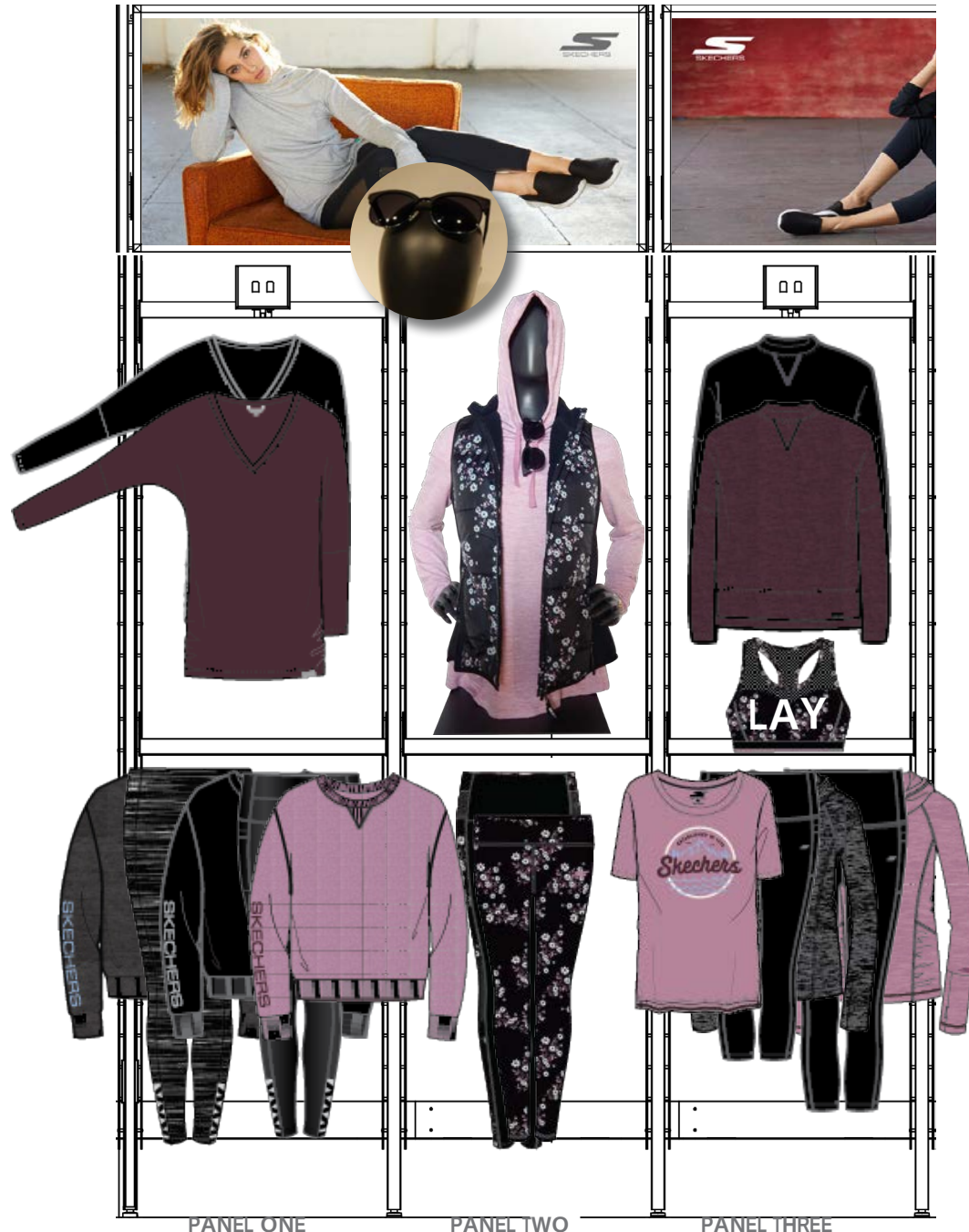
- W04LT24BLK
- W04LT24PUR

LAY:

- W04BR15BKMT

LINEAR BAR:

- W04TS50ROS
- W03CP9BLK
- W04LT32BLK
- W03LG30BLK
- W04LT32ROS



OPTION 2:



M E N S W A L L - 6 ' ,

PANEL ONE

FACE OUT 1:

- M04JA41NVS
- M04JA41GRY
- M04TS64RED
(layer on face out)

LINEAR BAR:

- M04TS64NVS
- M04LT25CHAR
- M04TS64RED
- M04LT25NVS
- M04TS64GRY

PANEL TWO

BUST FORM:

- M04LT21CHAR
- M04TS64RED

FACE OUT 1:

- M04JA46BLK

PANEL THREE

FACE OUT 1:

- M04JA33NVY
- M04TS64BLK

LINEAR BAR:

- M04LT21NVS
- M04TS46GRY
- M04LT21BLK
- M04TS46NVY
- M04LT21CHAR



PANEL 2 WAYS

WOMENS-



FRONT

- LINEAR BAR:
- W04SW2CHAR
 - W03PT9BLK

BACK

- FOLD:
- W04TS29EGR
 - W04TS53BLK
- LINEAR BAR:
- W04JA71CHAR
 - W04JA71ROS
 - W04JA71BLK
 - W04JA71WINE



FRONT

- FOLD:
- W04TS84BLK
- LINEAR BAR:
- W04PT28ROS
 - W04JA61ROS
 - W04TS66LTBL

BACK

- FOLD:
- W04JA61PUR
- LINEAR BAR:
- W03TS52BLK
 - W04PT28CHAR
 - W03TS52LTPK
 - W04PT28BLK
 - W03TS52PUR

PANEL 2 WAYS

MENS-



FRONT

FACE OUT:
• M04JA36BLK
• M04JA36GRN

BACK

FACE OUT:
• M04JA46BLK



FRONT

FOLD:
• M04TS64TEAL

LINEAR BAR:
• M04PT14BLK
• M04PT14NVY
• M04TS64GRY



BACK

LINEAR BAR:
• M04PT18CHAR
• M04PT18BLK
• M04LT21GRN

PANT BAR

STANDARDS

- The “columns” are to be used to separate the styles of the pants.
- 4 Leg Forms are to be shown on top of fixture at all times Skechers Performance FOOTWEAR MUST BE SHOW-CASED ON HERE.

- Leg forms should always face right, showcasing the right shoe.
- Each womens leg form represents a legging style shown folded in the Pant Bar (Mid-Calf, Legging, Legging & GoWalk Pant).

- Within each row, place multiple colors within each stack.
- Use the size inserts to separate the sizes per each row.
- Ensure that there are at least 10 units per each folded stack.
- Merchandise shortest pant styles on the left to longest on the right.

PANT BAR STYLES

MID CALF

- W03CP9BLK

LEGGING

- W03LG30BLK
- W03LG14BLK
- W03LG14TEAL
- W03LG15BKMT
- W03LG28WINE
- W04LG23BKMT
- W04LG37BKMT
- W04LG33PUR
- W03LG31BLK
- W04LG33BLK
- W04LG42PUR
- W04LG42BLK

GOWALK PANT

- W03CP9BLK
- W03LG31GRN
- W03LG31INVY
- W03LG31CHAR
- W03LG31BLK
- W03PT20PUR
- W03PT20CHAR

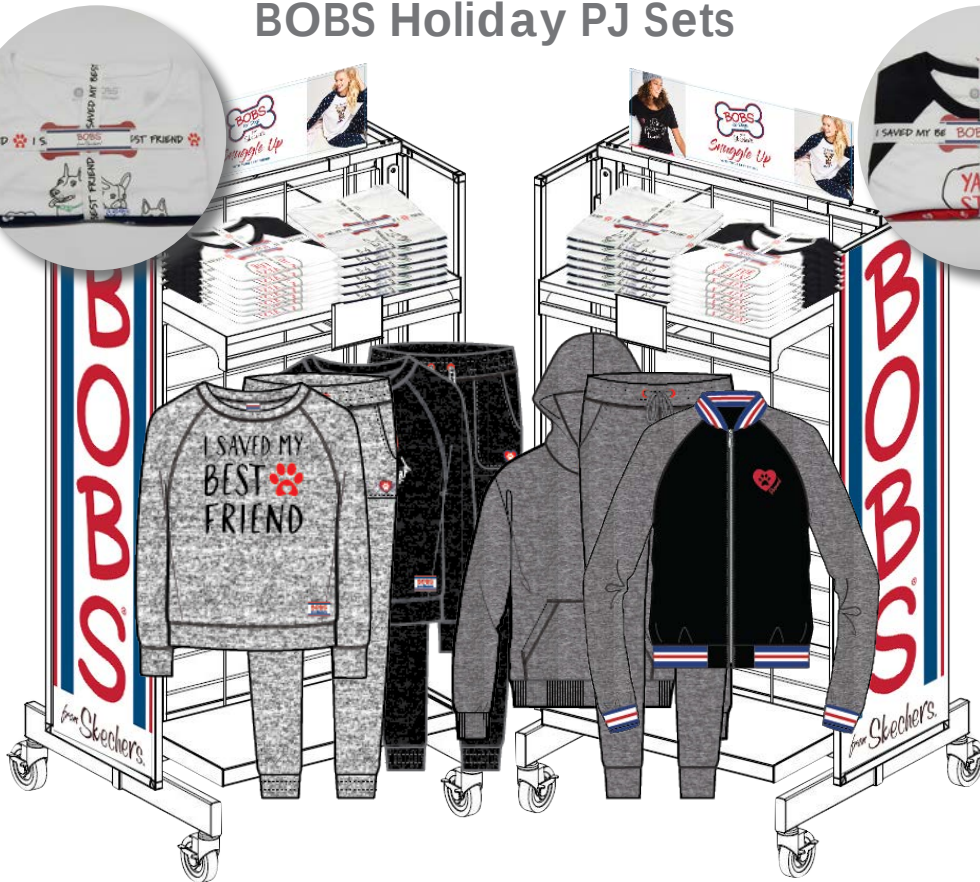


PANEL 2 WAYS

EXECUTE 11/01

BOBS Holiday PJ Sets

BOBS x GRUMPY CATS



FRONT

LINEAR BAR:

- BFDWLT7GRY
- BFDWPT3GRY
- BFDWLT8 BLK
- BFDWPT3BLK

BACK

LINEAR BAR:

- BFDWHD2GRY
- BFDWPT2GRY
- BFDWJA2BLK



FRONT

FACE OUT:

- BFDWTS50GRN
- BFDWTS49GRY

BACK

FACE OUT:

- BFDWLT11RED
- BFDWLT12BLK

*Stack one size run of the following PJ Set SKUS on shelf:

- BFDWPJ2RDW
- BFDWPJ3NVW
- BFDWPJ5BKW
- BFDWPJ7NVMT

M E N S W A L L - 6 ' '

EXECUTE: 11/15

•Use this layout when intergrating the Men's Diamond Tee Program into your wall.

PANEL ONE

FACE OUT 1:

- M04JA41GRY
- M04JA41NVS
- M04TS64RED

LINEAR BAR:

- M04LT25CHAR
- M4TS133BLK
- M4TS133RED
- M4TS133WHT
- M4TS130NVY

PANEL TWO

BUST FORM:

- M04LT25CHAR
- M4TS133BLK

FACE OUT 1:

- M4TS131GRY
- M4TS131NVY
- M4TS131WHT

PANEL THREE

FACE OUT 1:

- M04JA33NVY
- M4TS130BLK
- M4TS130RED

LINEAR BAR:

- M04TS64NVS
- M04TS64GRY
- M04TS64RED
- M04TS64BLK
- M04LT25NVS



PANEL 2 WAYS

EXECUTE 11/5

MENS-



FRONT

- FOLD:
- M4TS132WHT
 - M4TS132BLK

- FACE OUT:
- M04JA46BLK
 - M4TS132GRY

BACK

- FACE OUT:
- M04JA36BLK
 - M04JA36GRN
- *add Diamond Tees
to wall and floor
fixtures

FRONT

- FOLD:
- M04TS64TEAL

- LINEAR BAR:
- M04LT21GRN
 - M04PT18BLK
 - M04LT21NVS
 - M04PT18CHAR
 - M04LT21BLK

BACK

- FOLD:
- M04LT21CHAR

- LINEAR BAR:
- M04TS46GRY
 - M04PT14NVY
 - M04TS64GRY
 - M04PT14BLK
 - M04TS46NVY

CARRY OVER

NOTE: Use the below to merchandise all carry over and old collections.

Carry over and hard marked set up will vary from store to store based on ownership of product and store layout. Merchandise both carry over and hard marked items when possible per the guidelines below:

1. Merchandise all carry over and hard marked items separately from new items.
2. Group by category in wall or on floor fixture (example: all tops, all bottoms, all jackets).
3. Within each category, group by style keeping color multipliers together where possible.

If featuring multiple categories together follow the below:

Hang tops according to sleeve length
Start with bras → sleeveless → short sleeves → long sleeves → jackets/hoodies

Hang bottoms according to length (shorts/skirts/pants)

Start with shorts → skirts → pants

Grouping by color guidelines:

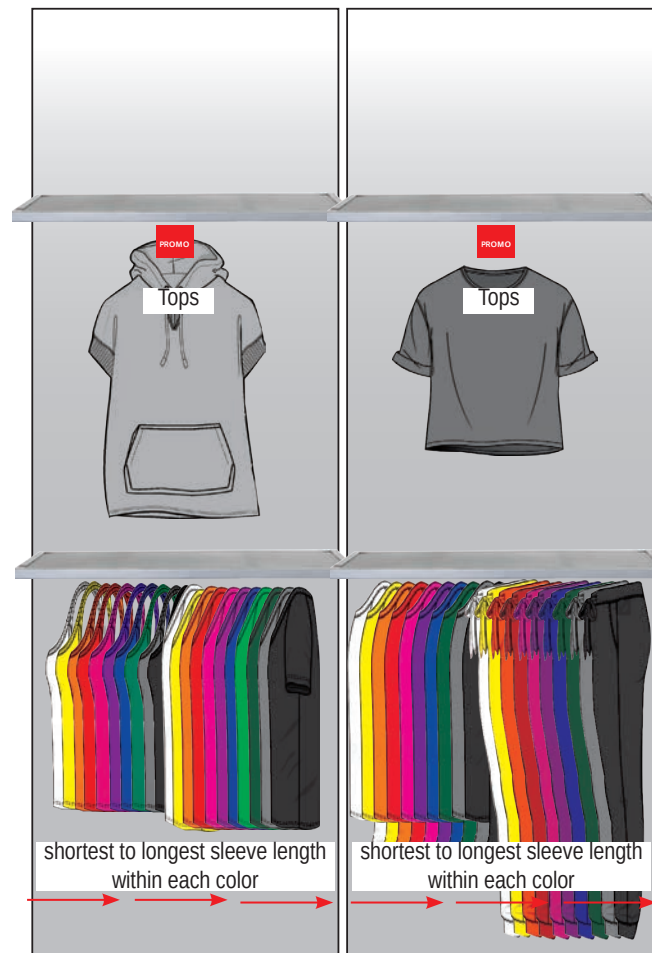
1. Hang all sale product by color (light to dark within each color group).
2. All variations of color should be grouped together.

For example:

Red will include light pink, bright pink, burgundy, etc.
Green will include light green, bright green, dark green, etc.

White will include cream, tan, khaki, etc.

Example A (Ideal)



Example B

