

Q1-Q2 2024
VISUAL MERCHANDISING DIRECTIVE
DTC CORE OUTLETS; 02/22/2024

MERCHANDISING TOOLS

Knowing and understanding the tools and resources is crucial to successfully executing visuals on the sales floor. Using these tools and resources together, simultaneously, will steer you to conquering any merchandising decision going forward.

Use the Merchandising Thought Process (on page 4) to help better direct your store in the step by step thought process that should be considered when merchandising.

VMD'S

The most current VMD's will showcase seasonally relevant product and proposed placement, direction, and instruction. Interior VMD's showcase ideal examples of key item stories that should live and be merchandised accordingly on your sales floor. Every assortment and store design may look slightly different and you will need to adapt to these changes when merchandising in your own store.

PSS

As outlets continue to liquefy for the company as a whole, you will continue to see both SMU and INLINE styles. To easily determine where specific styles live within their appropriate categories, utilize the most recent PSS.

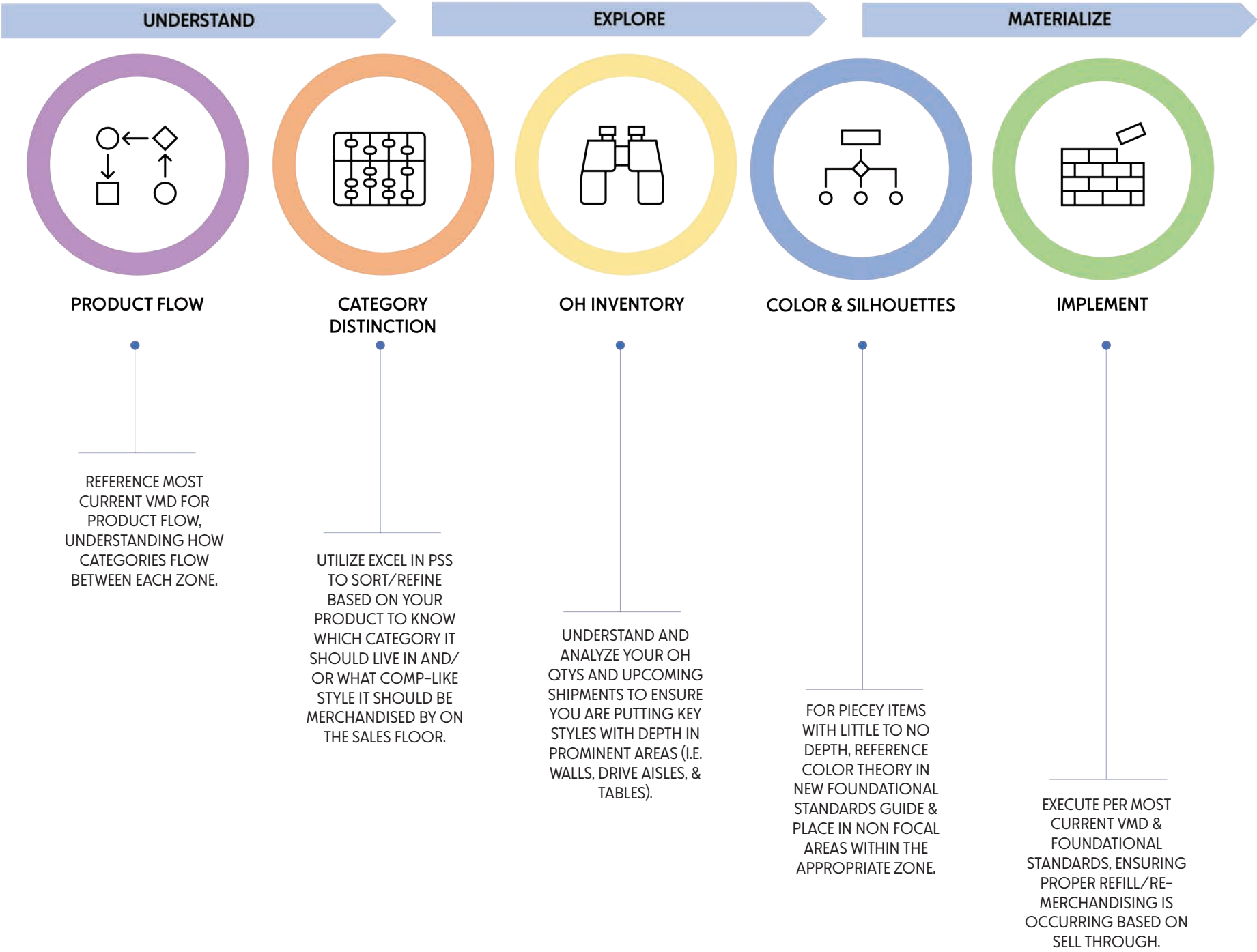
SHIPPING REPORT

Accessing Power BI's shipping report is crucial to better understand not only your current OH qty's, but also to see if you will be receiving replenishment in specific styles. Knowing this information when merchandising is key to making business relevant merchandising decisions and should always be factored in.

THE FOUNDATIONAL STANDARDS

Unlike VMD's that may need to be adapted, the Foundational Standards is to be followed at all times. Here you will find detailed specifics for things such as hardware heights, visual element placement, and color theory. These standards are consistent throughout the entire fleet, brining cohesiveness to the brand.

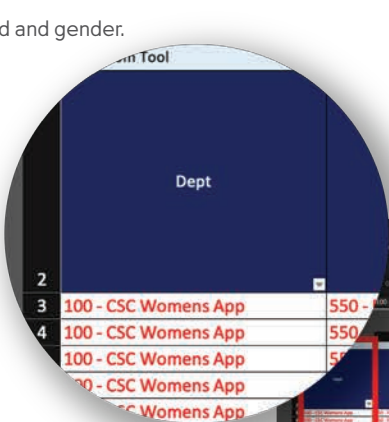




As outlets continue to liquefy for the brand as a whole, new styles may arrive at your store that you are not familiar with. These styles differ store by store. To ensure that you are merchandising these styles in the proper location on your sales floor, utilize the PSS tool found on The River. Here, you will be utilizing 4 columns in particular: Dept., Inline vs. SMU, Comp Style Name, & Merchandising Category. See below for more details.

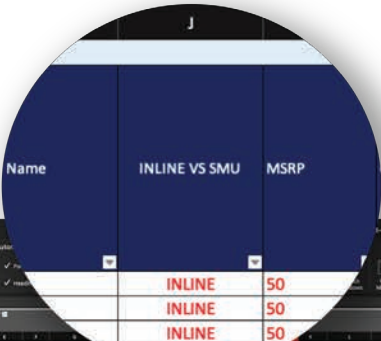
DEPT.

Utilize this column to determine both brand and gender.



INLINE VS. SMU

This column will tell you if it is "inline" product (originally bought for brand, e comm, or franchisees) or "SMU" product (originally intended for outlets).



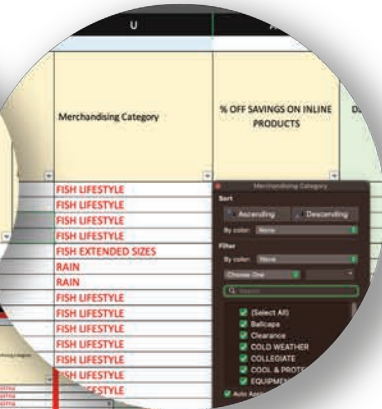
COMP STYLE NAME

If style is "inline" use this column to see if it has a "like" SMU style native to the outlet. For example, Womens Tamiami™ II LS Shirt "comp style" is Crystal Springs™ Long Sleeve Shirt.



MERCHANDISING CATEGORY

Use this column to then see where the specific style should be merchandised on the sales floor. These categories align with the categories we show throughout the VMD's.



It will be inevitable going into this next season that you will have broken styles if not now, later in the season. We want to ensure that these styles are still represented on the sales floor to be sold. However, we do need to re-merchandise these styles appropriately so that we not only appear full with depth to the consumer but also ensuring that we make it easy to shop these styles, too.

"Broken styles" can be defined as:

- **Do not have OH a full size run**
- **Lacks sizing integrity (few or excess of select sizing)**
- **Only few remaining units OH that**
- **Little to no depth in transit or in BOH**
- **NOT hard-marked but may be on promo/sale**

WHAT HARDWARE TO USE?

Determining whether to use a face out or a hang bars on your floor can be determined by the following;

FACEOUT: 1-2 SKUS max (same style but may be a different colorway)

*1 SKU preferred

HANG BAR: 2+ SKUS

*2 SKUS preferred

With the majority of broken styles being piecey, in most cases these will be merchandised on hang bars.

WHERE TO PLACE?

If styles are determined broken as per the above, you will most likely need to re-merchandise these styles accordingly. Broken styles should remain merchandised with the appropriate category, but should be merchandised in less dominant/focal areas.

HOW TO MERCHANDISE?

Unlike clearance where we would SIZE prior to separating styles, here we first separate by STYLE/ SILHOUETTE, SIZE, the COLORIZE (lightest to darkest).

1. **STYLE**
2. **SIZE**
3. **COLOR**



MERCHANDISING EXAMPLE

Use the example on the right to better understand merchandising "dos" and "don'ts".

A

BOTTOM ROW

- ✓ 2+ more broken styles warrant a hang bar
- ✓ Placed in non-focal area in wall
- ✓ Merchandised by STYLE (shortest to longest), SIZE, & COLOR (lightest to darkest)

MIDDLE ROW

- ✓ Style with depth was chosen to be placed on middle row

TOP ROW

- ✗ Double exposed what is shown on middle row as there is not another same style in a different color with depth merchandised on the bottom

C

BOTTOM ROW

- ✗ 2 different styles are merchandised on a faceout (only 2 SKUS of SAME style is warranted on a faceout)

MIDDLE ROW

- ✓ Style with depth was chosen to be placed on middle row

TOP ROW

- ✓ Double exposed what is shown on middle row as there is not another same style in a different color with depth merchandised on the bottom

B

BOTTOM ROW

- ✓ 1 sku warrants a face out
- ✓ Placed on bottom row, bottoms are not placed on middle or top row

MIDDLE ROW

- ✓ Style with depth was chosen to be placed on middle row

TOP ROW

- ✓ Double exposed what is shown on middle row as there is not another same style in a different color with depth merchandised on the bottom

D

BOTTOM ROW

- ✗ 1 SKU merchandised on a hang bar (1 SKU should be switched to a faceout)

MIDDLE ROW

- ✓ Style with depth was chosen to be placed on middle row

TOP ROW

- ✓ Double exposed what is shown on middle row as there is not another same style in a different color with depth merchandised on the bottom



Breaking up your store into a minimum of 3 zones (per women's and men's) will help determine your flow and product placement for the consumers journey. Because every store is different architecturally, the below to be considered when mapping out your zones prior to placing product.

ZONE 1

- Considered the most focal area on your sales floor when the consumer enters through the doors
- Typically, newer product with more relevance to the time of year/season

ZONE 2

- Less focal/impactful than zone 1
- Used as a transition between newer, seasonally relevant product to less seasonally relevant product

ZONE 3

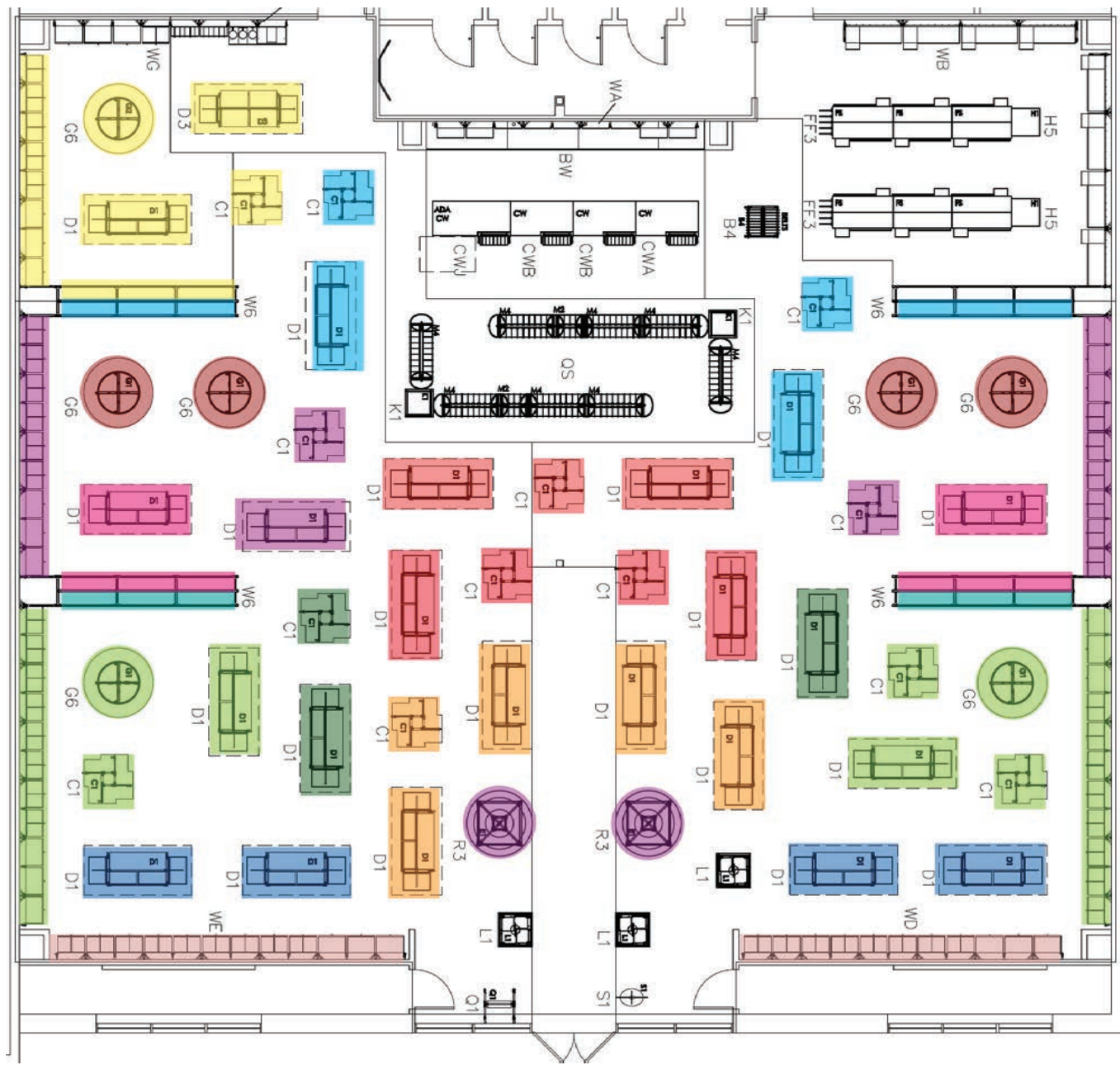
- Least visible zone within the store
- Generally less seasonally relevant
- Clearance may be found in this zone
- May have more broken size runs and less depth in this zone



PRIORITY TRACKER



Use the priority tracker to better understand which categories should be prioritized into more dominant and focal areas within your store. Below is an example of how that would be interpreted in a store. These categories will eb and flow depending on your on hand assortment but the general flow should remain similar.



MEN'S
Q1-Q2 2024



UTILIZE THIS WALL IF YOU HAVE FEWER WALL BAYS

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominent area within their appropriate zone (Note: OH qty, styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Bust forms should be layered with graphic tees under button ups
- Bust forms should be all the same height throughout store (apparel MUST not drag)
- Utilize trail shoes for pant forms (use 2 different styles)
- Pair hiking sock with shoe on pant form wearing short

MERCHANDISING-

- Break up prints and solids as shown (every other)
- Double expose bottoms shown on wall onto adjacent floor fixtures
- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

1 FIR RIDGE™ PLAID SHORT SLEEVE SHIRT (1900651)

2 FIR RIDGE™ SOLID SHORT SLEEVE SHIRT (1902721)

3 FIR RIDGE™ SOLID LONG SLEEVE SHIRT (1926771)

4 FIR RIDGE™ PLAID LONG SLEEVE SHIRT (1923031)

5 M FIR RIDGE™ SHORT (2104651)

6 M FIR RIDGE™ PANT (2104661)



UTILIZE THIS WALL IF YOU HAVE MORE WALL BAYS

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
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KEY DETAILS

MANNEQUINS-

- Bust forms should be layered with graphic tees under button ups
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3 FIR RIDGE™ PLAID LONG SLEEVE SHIRT (1923031)

4 FIR RIDGE™ SOLID LONG SLEEVE SHIRT (1926771)

5 MT. VILLAGE™ SOFTSHELL (1559591)

6 M FIR RIDGE™ SHORT (2104651)

7 M FIR RIDGE™ PANT (2104661)

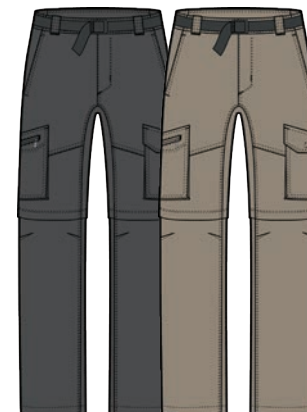
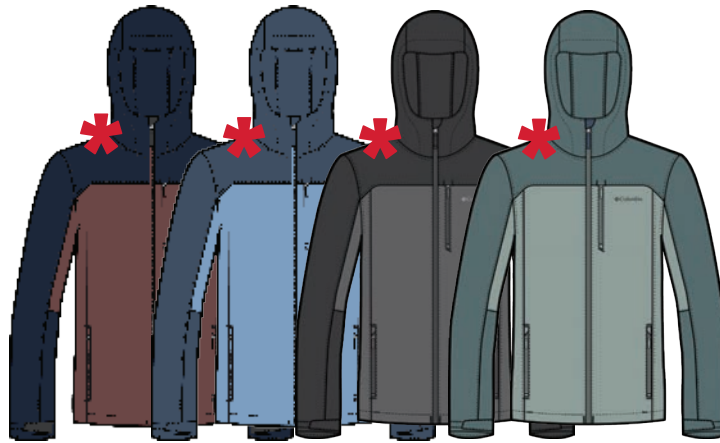


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 M YONCALLA™ SHORT SLEEVE (2026231)
- 2 M YONCALLA™ LONG SLEEVE (2026241)
- 3 THUNDER RIVER™ HOODED SOFTSHELL (1882411)
- 4 MT. VILLAGE™ SOFTSHELL (1559591)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 KESTREL TRAIL™ SHORT (1745461)
- 6 KESTREL TRAIL™ CONVERTIBLE PANT (1745531)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 CITY VOYAGER™ POLO (1564381)
- 2 LONGSPUR™ SHORT SLEEVE SHIRT (1650111)
- 3 RIVERMONT™ PRINTED SHORT SLEEVE SHIRT (1857201)
- 4 SURF PINES™ SHORT SLEEVE SHIRT (2005831)
- 5 BIRCH FOREST™ SHORT (1637421)
- 6 MESA PARK™ SHORT (1637541)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
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THESE STYLES WILL BE ON A WALL DURING Q1. AT THE BEGINNING OF Q2, THESE STYLES WILL BE REPLACED WITH THE COOL & PROTECTED WALL. STYLES SHOWN WILL MOVE TO ADJACENT FLOOR FIXTURES WITHIN THE ZONE.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer as shown
- Bust forms should be all the same height throughout store (apparel MUST not drag)

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

1 LAKEFRONT TRAIL™ II SS (1920641)

2 LAKEFRONT TRAIL™ II LS (1920651)

3 LAKEFRONT TRAIL™ 1/4 ZIP (1947451)

4 LAKEFRONT TRAIL™ JOGGER (2083431)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 LAKEFRONT TRAIL™ NOVELTY POLO (2080811)
- 2 LAKEFRONT TRAIL™ II POLO (1920571)
- 3 M ROWELL JUNCTION™ FULL ZIP HOODIE (2026161)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 SNAKE RIVER RUNNER™ SHORT SLEEVE SHIRT (1900631)
- 2 SNAKE RIVER RUNNER™ LONG SLEEVE SHIRT (1900641)
- 3 MORNING VIEW™ PACKABLE JACKET (1814221)
- 4 M MILES CROSSING™ ATHLETIC SHORT (2007271)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 RIVER CHILL™ REFRESH SHORT SLEEVE TEE (2081061)
- 2 RIVER CHILL™ REFRESH POLO (2081081)
- 3 RIVER CHILL™ REFRESH LONG SLEEVE TEE (2081071)
- 4 RIVER CHILL™ REFRESH HOODIE (2081091)
- 5 SUMMERBREAK™ STRETCH SHORT (1900751)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



REPLACE ACTIVE WALL WITH WALL SHOWN IN Q2.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer as shown
- Bust forms should be all the same height throughout store (apparel MUST not drag)

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

1 RIVER CHILL™ REFRESH SHORT SLEEVE TEE (X2081061)

2 RIVER CHILL™ REFRESH POLO (2081081)

3 RIVER CHILL™ REFRESH LONG SLEEVE TEE (2081071)

4 RIVER CHILL™ REFRESH HOODIE (2081091)

5 SUMMERBREAK™ STRETCH SHORT (1900751)

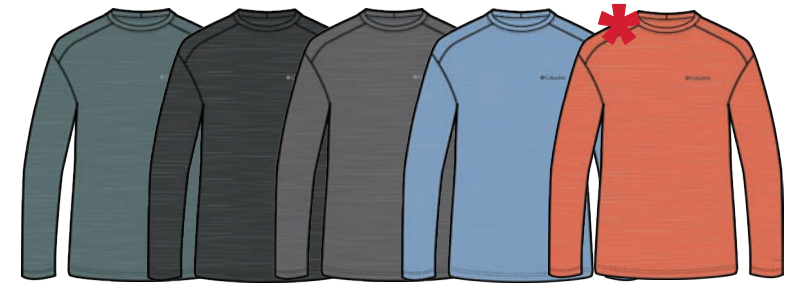


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- 1 LAKEFRONT TRAIL™ II SS (1920641)
- 2 LAKEFRONT TRAIL™ II LS (1920651)
- 3 LAKEFRONT TRAIL™ II POLO (1920571)
- 4 LAKEFRONT TRAIL™ NOVELTY POLO (2080811)
- 5 LAKEFRONT TRAIL™ 1/4 ZIP (1947451)
- 6 M ROWELL JUNCTION™ FULL ZIP HOODIE (2026161)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

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- 3 LAKEFRONT TRAIL™ II POLO (1920571)
- 4 LAKEFRONT TRAIL™ NOVELTY POLO (2080811)
- 5 MORNING VIEW™ PACKABLE JACKET (1814221)
- 6 M MILES CROSSING™ ATHLETIC SHORT (2007271)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

1 M WINGARD™ II SOLID PIQUE POLO (1900601)

KEY DETAILS

MANNEQUINS-

- Bust form is to be layered with graphic tee wingard
- Pick color you have depth in

MERCHANDISING-

- Always use a folding board when folding product for consistency
- Product should be stacked approximately 8-10 high
- Use sizing stickers



KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer with graphic tees on EACH bust form
- Bust forms should be all the same height throughout store (apparel MUST not drag)
- Roll up sleeves as needed to avoid dragging

MERCHANDISING-

- According to price point, from left to right, merchandise in accordance to 'Good', 'Better', 'Best'
- Place packed up SKU on front hanger of EVERY faceout with a packable style
- Those that do not have DBWG, place pant on adjacent floor fixture

- 1 RAINCREEK FALLS™ II JACKET (2007021)
*GOOD
- 2 M TIMBER POINTE™ 3.0 JACKET (2007031)
*BETTER

- 3 M STAYDRY™ JACKET (2044631)
*BEST
- 4 M WATERBROOK RIDGE™ II RAIN PANT (2007011)



MAY PLACE ON WALL OR FLOOR
FIXTURES DEPENDING ON SPACE &
ASSORTMENT

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
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- Reference PSS for current pricing
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1 M HAWKINS CLIFF™ CREW
(2064561)

2 M HAWKINS CLIFF™ GRAPHIC HOODIE
(2064691)

3 M HAWKINS CLIFF™ SWEAT SHORT
(2064821)



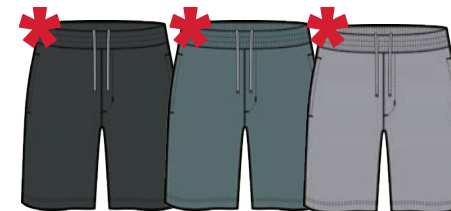
MAY PLACE ON WALL OR FLOOR
FIXTURES DEPENDING ON SPACE &
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As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 M HAWKINS CLIFF™ GRAPHIC HOODIE (2064691)
- 2 M HAWKINS CLIFF™ CREW (2064561)
- 3 M HAWKINS CLIFF™ SWEAT SHORT (2064821)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
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KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
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1 GRANITE MOUNTAIN™ VEST
(1646731)

2 GRANITE MOUNTAIN™ FLEECE JACKET
(1559441)

3 GRANITE MOUNTAIN™ PRINTED FLEECE JACKET
(1837961)

4 GRANITE MOUNTAIN™ SOLID OVERLAY FLEECE
(1950871)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

1 PINE RIDGE™ HALF ZIP
(1575001)

KEY DETAILS

MANNEQUINS-

- Bust form is to be layered with graphic tee under fleece
- Pick color you have depth in

MERCHANDISING-

- Always use a folding board when folding product for consistency
- Fleece should be stacked approximately 8-10 high
- Use sizing stickers



KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominent area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
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- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer with graphic tees on EACH bust form
- Bust forms should be all the same height throughout store (apparel MUST not drag)
- Roll up sleeves as needed to avoid dragging

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look
- Quarter unzip first unit on all faceouts with styles that have the omni heat reflective technology exposing the silver lining

1 WHITE OUT™ VEST
(1878931)

2 M WHITE OUT™ II JACKET
(1881662)

3 M WHITE OUT™ II HOODED JACKET
(1881672)

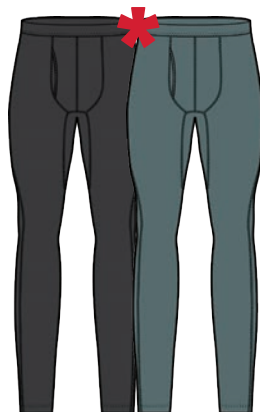


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- 1 NORDIC POINT™ III INTERCHANGE JACKET (1878961)
- 2 WALKER MILL™ HEAT SEAL VEST (1950021)
- 3 WALKER MILL™ HEAT SEAL JACKET (1926831)
- 4 M MIDWEIGHT TIGHT (1674681)
- 5 M MIDWEIGHT LONG SLEEVE (1674721)
- 6 M MIDWEIGHT HALF ZIP (1674731)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
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MAY PLACE ON WALL IF SPACE/
ASSORTMENT ALLOWS.

KEY INSIGHTS

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KEY DETAILS

MERCHANDISING-

- Alternate between prints and solids as shown

- 1

CRYSTAL SPRINGS™ SHORT SLEEVE SHIRT
(1566221)
- 2

SUPER CRYSTAL SPRINGS™ S/S SHIRT
(1655491)
- 3

SUPER CRYSTAL SPRINGS™ LONG SLEEVE SHIRT
(1650121)
- 4

CRYSTAL SPRINGS™ LONG SLEEVE SHIRT
(1566231)
- 5

DEEP WAVES™ SHORT
(1804341)

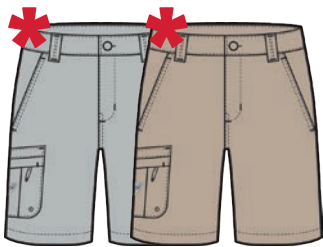
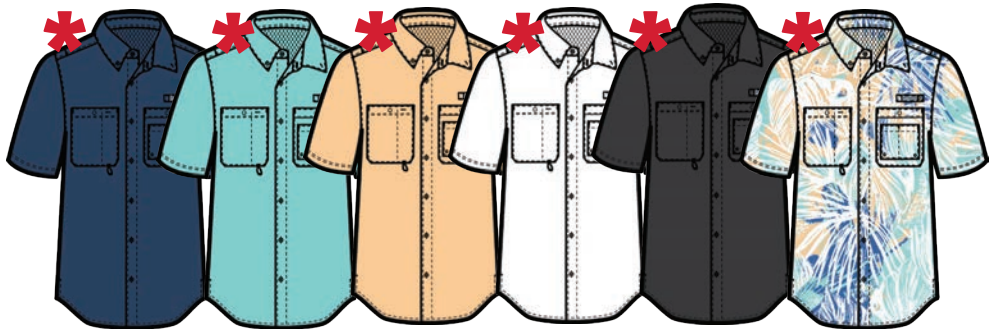
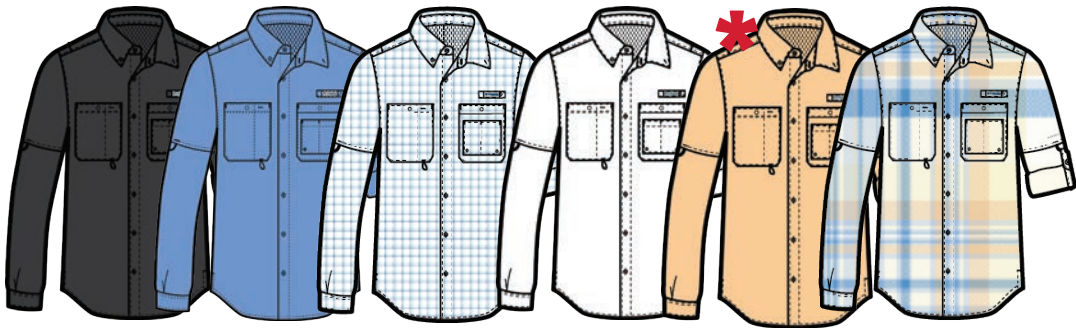


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- 1 BLUEFIN WINDS™ CAMP SHIRT (1804301)
- 2 SUPER BLUEFIN WINDS™ CAMP SHIRT (1804321)
- 3 CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1566231)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 4 SUPER CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1650121)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 DEEP WAVES™ SHORT (1804341)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 6 CRYSTAL SPRINGS™ SHORT SLEEVE SHIRT (1566221)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
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KEY DETAILS

MERCHANDISING-

- Alternate between prints and solids as shown

- 1

CRYSTAL SPRINGS™ SHORT SLEEVE SHIRT
(1566221)
- 2

SUPER CRYSTAL SPRINGS™ S/S SHIRT
(1655491)
- 3

SUPER CRYSTAL SPRINGS™ LONG SLEEVE SHIRT
(1650121)
- 4

CRYSTAL SPRINGS™ LONG SLEEVE SHIRT
(1566231)
- 5

DEEP WAVES™ SHORT
(1804341)



MAY PLACE ON WALL IF SPACE/
ASSORTMENT ALLOWS.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MERCHANDISING-

- Alternate between prints and solids as shown

- 1 BLUEFIN WINDS™ CAMP SHIRT (1804301)
- 2 SUPER BLUEFIN WINDS™ CAMP SHIRT (1804321)

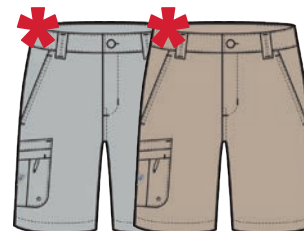


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1566231)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 2 SUPER CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1650121)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 3 BLUEFIN WINDS™ CAMP SHIRT (1804301)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 4 SUPER BLUEFIN WINDS™ CAMP SHIRT (1804321)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 DEEP WAVES™ SHORT (1804341)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



MAY PLACE ON WALL IF SPACE/
ASSORTMENT ALLOWS.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MERCHANDISING-

- Double expose bottoms shown on wall onto adjacent floor fixtures
- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look
- Styles with graphics on back, showcase 1st unit backwards, with graphic forward facing

1 DEEP WAVES™ GRAPHIC SHORT SLEEVE SHIRT
(2047761)

2 THREE CHUTES™ II LONG SLEEVE SHIRT
(1837791)

3 DEEP WAVES™ LONG SLEEVE SHIRT
(1575051)

4 DEEP WAVES™ HOODIE
(1646811)

5 CLEARWATER SHORES™ WATER TRUNK
(1564621)

6 CLEARWATER SHORES™ PRINTED WATER TRUNK
(1685341)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 DEEP WAVES™ GRAPHIC SHORT SLEEVE SHIRT (2047761)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 2 DEEP WAVES™ LONG SLEEVE SHIRT (1575051)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 3 DEEP WAVES™ HOODIE (1646811)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 4 CLEARWATER SHORES™ WATER TRUNK (1564621)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 CLEARWATER SHORES™ PRINTED WATER TRUNK (1685341)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 THREE CHUTES™ II LONG SLEEVE SHIRT (1837791)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



MAY PLACE ON WALL IF SPACE/
ASSORTMENT ALLOWS.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MERCHANDISING-

- Styles with graphics on back, showcase 1st unit backwards, with graphic forward facing

1 DEEP WAVES™ GRAPHIC SHORT SLEEVE SHIRT
(2047761)

2 DEEP WAVES™ LONG SLEEVE SHIRT
(1575051)

3 DEEP WAVES™ HOODIE
(1646811)

4 CLEARWATER SHORES™ PRINTED WATER TRUNK
(1685341)

5 CLEARWATER SHORES™ WATER TRUNK
(1564621)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.



- 1 DEEP WAVES™ GRAPHIC SHORT SLEEVE SHIRT (2047761)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 2 DEEP WAVES™ LONG SLEEVE SHIRT (1575051)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 3 DEEP WAVES™ HOODIE (1646811)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 4 CLEARWATER SHORES™ WATER TRUNK (1564621)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 CLEARWATER SHORES™ PRINTED WATER TRUNK (1685341)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE
- 5 THREE CHUTES™ II LONG SLEEVE SHIRT (1837791)
*MAY BE IN WALL OR FLOOR FIXTURE DEPENDING ON SPACE

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

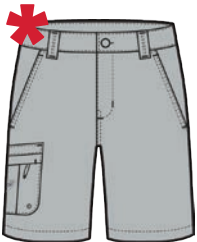


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 DEEP WAVES™ GRAPHIC SHORT SLEEVE SHIRT (2047761)
- 2 DEEP WAVES™ AMERICANA LONG SLEEVE SHIRT (1947391)
- 3 CLEARWATER SHORES™ WATER TRUNK (1564621)
- 4 CLEARWATER SHORES™ PRINTED WATER TRUNK (1685341)
- 5 SUPER BLUEFIN WINDS™ CAMP SHIRT (1804321)
- 6 DEEP WAVES™ SHORT (1804341)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



WOMEN'S
Q1-Q2 2024



KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer bust forms as shown
- Bust forms should be all the same height throughout store (apparel MUST not drag)
- Utilize trail shoes for pant forms (use 2 different styles)
- Pair hiking sock with shoe on pant form wearing short

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

1 KESTREL TRAIL™ LITE SHORT SLEEVE (1920681)

2 KESTREL TRAIL™ LITE LONG SLEEVE (1920691)

3 CLIMBER CANYON™ SKORT (1636351)

4 CLIMBER CANYON™ II CAPRI (1920701)

5 CLIMBER CANYON™ PANT (1870901)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 KESTREL TRAIL™ LITE SLEEVELESS SHIRT (1976171)
- 2 ACORN COTTAGE™ II SOFTSHELL (1880041)
- 3 ALPINE FIR™ SOFTSHELL (1575180)
- 4 HOOD MOUNTAIN™ SOFTSHELL (1843311)
- 5 CLIMBER CANYON™ SKORT (1636351)
- 6 CLIMBER CANYON™ SHORT (1566431)
- 7 CLIMBER CANYON™ 6 SHORT (1950331)
- 8 W CLIMBER CANYON™ ROLL-UP PANT (2045501)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

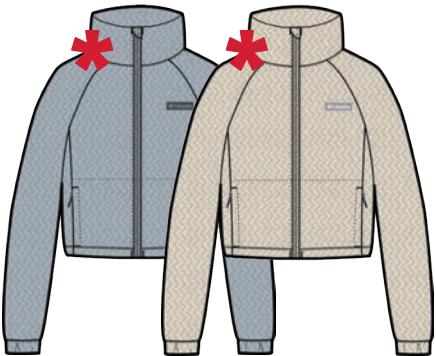
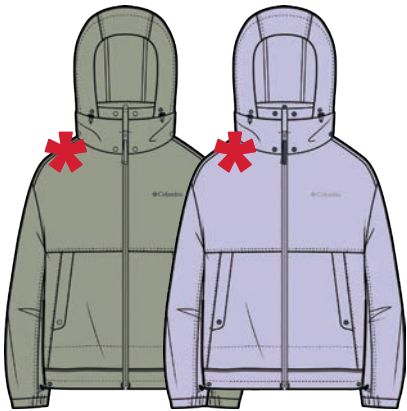
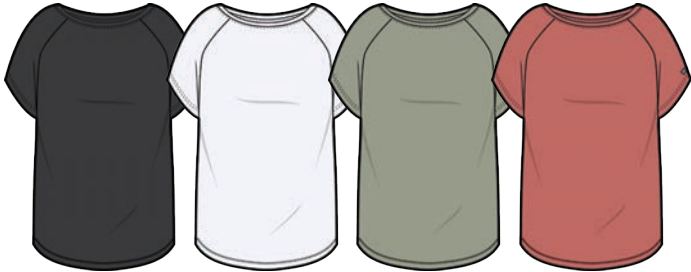


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 EASY DOES IT™ II TANK (2045321)
- 2 EASY DOES IT™ II SHORT SLEEVE TEE (2045331)
- 3 EASY DOES IT™ II LONG SLEEVE TEE (2045351)
- 4 EASY DOES IT™ II DRESS (2045531)
- 5 W BREEZY PINES™ WINDBREAKER (2047691)
- 6 W RUBY LAKE™ CROP FULL ZIP (2048351)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



THESE STYLES WILL BE ON A WALL DURING Q1. AT THE BEGINNING OF Q2, THESE STYLES WILL BE REPLACED WITH THE COOL & PROTECTED WALL. STYLES SHOWN WILL MOVE TO ADJACENT FLOOR FIXTURES WITHIN THE ZONE.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer as shown
- Bust forms should be all the same height throughout store (apparel MUST not drag)

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

- 1 MAPLEGATE™ SHORT SLEEVE (1947111)
- 2 MAPLEGATE™ LONG SLEEVE (1947121)

- 3 BIRCHLEAF HILL™ LINED WINDBREAKER (2017141)
- 4 NORWOOD™ 3.0 7/8 LEGGING (2065211)

- 5 NORWOOD™ 2.0 PRINTED 7/8 LEGGING (2065221)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 W ROWELL JUNCTION™ HALF ZIP (2026411)
- 2 W ROWELL JUNCTION™ FULL ZIP (2026421)
- 3 MORNING VIEW™ HOODED WINDBREAKER (2047681)
- 4 NORWOOD™ 3.0 CAPRI (2082011)
- 5 W NORWOOD™ SHORT (2045441)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

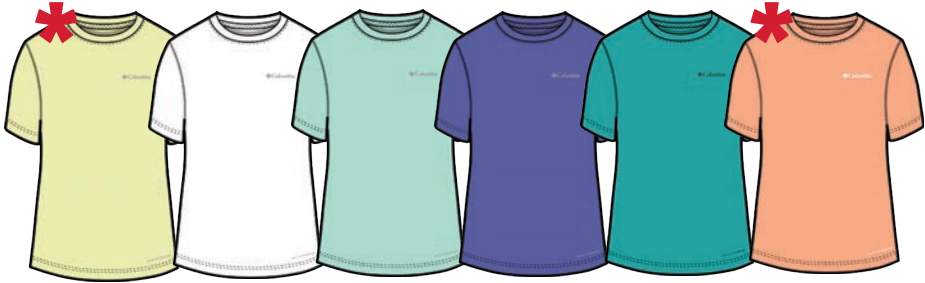


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 W RIVER CHILL™ REFRESH TANK (2081851)
- 2 W RIVER CHILL™ REFRESH SS SHIRT (2081861)
- 3 W RIVER CHILL™ REFRESH LS SHIRT (2081871)
- 4 LAZY CREEK CHILL™ ZERO SKORT (2045471)
- 5 W LAZY CREEK CHILL™ ZERO SHORT (2047741)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 COLD BAY™ PRINTED TANK (1950081)
- 2 COLD BAY 2™ DRESS (1901491)
- 3 COLD BAY™ DRESS (1745211)
- 4 WALNUT RIVER™ CARGO SHORT (1565101)
- 5 WALNUT RIVER™ PRINTED SHORT (1950151)
- 6 COLD BAY™ DRESS (1745211)
- 7 WALNUT RIVER™ SOLID SHORT (2005941)
- 8 SUNLIGHT PEAK™ II NOVELTY TANK (2081921)
- 8 SUNLIGHT PEAK™ II NOVELTY SHORT SLEEVE (2081931)
- 8 WALNUT RIVER™ PRINTED SHORT (1950151)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



REPLACE ACTIVE WALL WITH WALL SHOWN IN Q2.

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Bust forms should be all the same height throughout store (apparel MUST not drag)

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

1 W RIVER CHILL™ REFRESH TANK (2081851)

2 W RIVER CHILL™ REFRESH SS SHIRT (2081861)

3 W RIVER CHILL™ REFRESH LS SHIRT (2081871)

4 LAZY CREEK CHILL™ ZERO SKORT (2045471)

5 W LAZY CREEK CHILL™ ZERO SHORT (2047741)

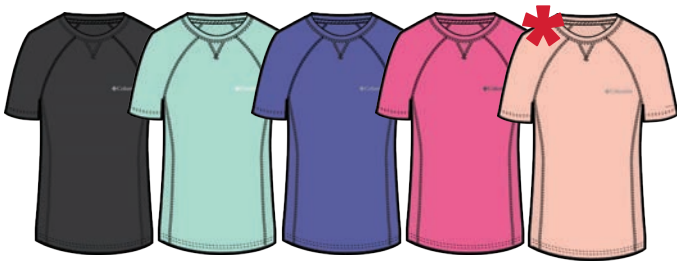


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 MAPLEGATE™ SHORT SLEEVE (1947111)
- 2 MAPLEGATE™ LONG SLEEVE (1947121)
- 3 WINDY POINTE™ FLEECE FULL ZIP (1951001)
- 4 W ROWELL JUNCTION™ HALF ZIP (2026411)
- 5 W ROWELL JUNCTION™ FULL ZIP (2026421)
- 6 MORNING VIEW™ HOODED WINDBREAKER (2047681)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

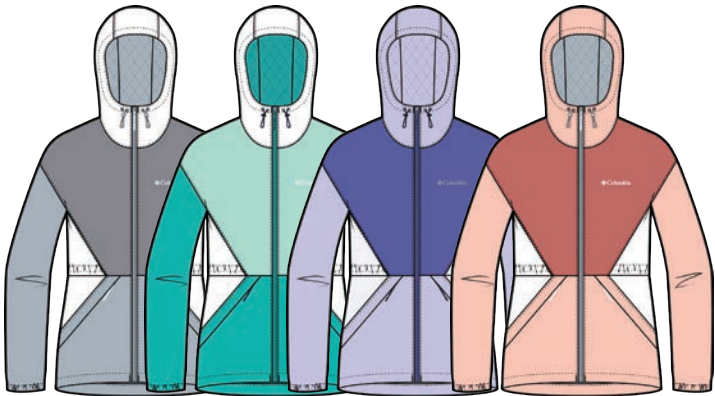


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 MORNING VIEW™ HOODED WINDBREAKER (2047681)
- 2 W NORWOOD™ SHORT (2045441)
- 3 NORWOOD™ 3.0 CAPRI (2082011)
- 4 NORWOOD™ 3.0 7/8 LEGGING (2065211)
- 5 NORWOOD™ 2.0 PRINTED 7/8 LEGGING (2065221)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer as shown
- Bust forms should be all the same height throughout store (apparel MUST not drag)
- Roll up sleeves as needed to avoid dragging

MERCHANDISING-

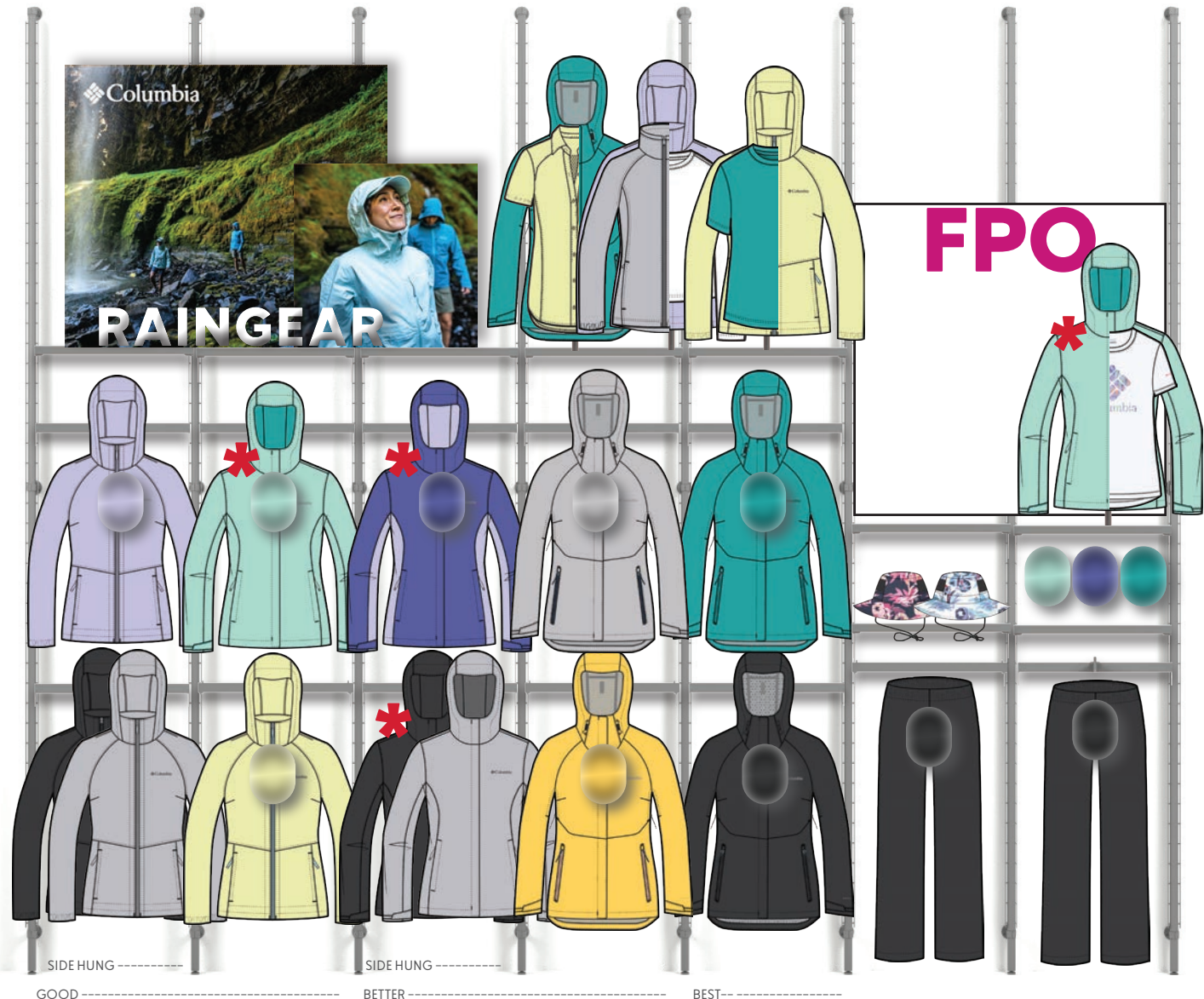
- According to price point, from left to right, merchandise in accordance to 'Good', 'Better', 'Best'
- Place packed up SKU on front hanger of EVERY faceout with a packable style
- Those that do not have DBWG, place pant on adjacent floor fixture

1 ACCESS POINT™ II JACKET
(1856471)
*GOOD

2 W TIMBER POINTE™ 3.0 JACKET
(2007081)
*BETTER

3 W STAYDRY™ JACKET
(2044651)
*BEST

4 W WATERBROOK RIDGE™ II RAIN PANT
(2007071)



MAY PLACE ON WALL OR FLOOR
FIXTURES DEPENDING ON SPACE &
ASSORTMENT

KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty, styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

1 W HAWKINS CLIFF™ CREW
(2065171)

2 W HAWKINS CLIFF™ STRIPED CREW
(2081941)

3 W HAWKINS CLIFF™ GRAPHIC CREW
(2065181)

4 W HAWKINS CLIFF™ HALF ZIP
(2065161)

5 W HAWKINS CLIFF™ GRAPHIC HOODIE
(2065191)

6 W HAWKINS CLIFF™ SWEAT JOGGER
(2065231)



MAY PLACE ON WALL OR FLOOR FIXTURES DEPENDING ON SPACE & ASSORTMENT

As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.



- 1 W HAWKINS CLIFF™ CREW (2065171)
- 2 W HAWKINS CLIFF™ STRIPED CREW (2081941)
- 3 W HAWKINS CLIFF™ GRAPHIC CREW (2065181)
- 4 W HAWKINS CLIFF™ HALF ZIP (2065161)
- 5 W HAWKINS CLIFF™ GRAPHIC HOODIE (2065191)
- 6 W HAWKINS CLIFF™ SWEAT JOGGER (2065231)



KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

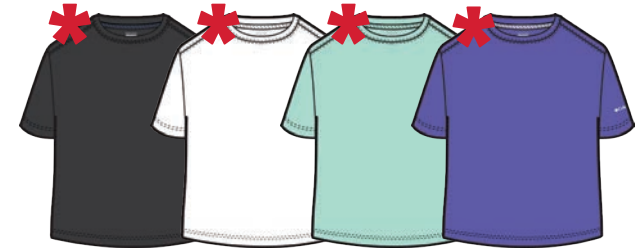


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 MAGNOLIA SPRINGS™ TANK (2081891)
- 2 MAGNOLIA SPRINGS™ SHORT SLEEVE SHIRT (2081901)
- 3 MAGNOLIA SPRINGS™ LONG SLEEVE SHIRT (2081911)
- 4 W HAWKINS CLIFF™ SWEAT SHORT (2082081)
- 5 MAGNOLIA SPRINGS™ TEE DRESS (2081971)
- 6 W MAGNOLIA SPRINGS™ SOLID HOODED PO (2047701)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
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1 FLEECE FALLS™ II FULL ZIP
(1744621)

2 SAWYER RAPIDS™ 2.0 FLEECE
(1558821)

3 SAWYER RAPIDS™ PRINTED FULL ZIP FLEECE
(1858261)

4 SAWYER RAPIDS™ 2.0 FLEECE
(1558822)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 SAWYER RAPIDS™ 2.0 FLEECE VEST (1561822)
- 2 FLEECE FALLS™ FULL ZIP HOODIE (1880341)
- 3 W RUBY LAKE™ FULL ZIP FLEECE (2026371)
- 4 W RUBY LAKE™ HALF ZIP FLEECE (2026381)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

1 ARCTIC AIR™ PRINTED HALF ZIP (1720421)

2 ARCTIC AIR™ FLEECE 1/2 ZIP

KEY DETAILS

MANNEQUINS-

- Bust form is to be layered with graphic tee under fleece
- Pick color you have depth in

MERCHANDISING-

- Always use a folding board when folding product for consistency
- Fleece should be stacked approximately 8-10 high
- Use sizing stickers



KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer as shown
- Bust forms should be all the same height throughout store (apparel **MUST** not drag)
- Roll up sleeves as needed to avoid dragging

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look
- Quarter unzip first unit on all faceouts with styles that have the omni heat reflective technology exposing the silver lining

1 W WHITE OUT™ VEST
(1880091)

2 WHITE OUT™ II JACKET
(1879921)

3 WHITE OUT™ II HOODED JACKET
(1879931)

4 WHITE OUT™ MID HOODED JACKET
(1882491)



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 CRYSTAL SPRINGS™ SHORT SLEEVE SHIRT (1566311)
- 2 CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1566321)
- 3 MIDWAY BAY™ DRESS (1804521)
- 4 TIDAL SANDS™ PANT (1989001)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

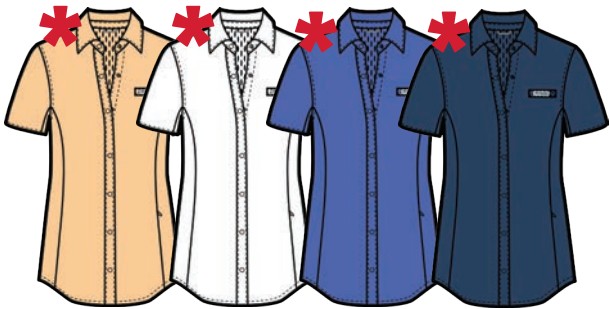


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 CRYSTAL SPRINGS™ SHORT SLEEVE SHIRT (1566311)
- 2 CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1566321)
- 3 TIDAL SANDS™ II SKORT (2006021)
- 4 TIDAL SANDS™ PANT (1989001)
- 5 MIDWAY BAY™ DRESS (1804521)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 TIDAL SANDS™ LONG SLEEVE TEE (1686801)
- 2 TIDAL SANDS™ HOODIE (1837831)
- 3 W CLEARWATER SHORES™ SOLID WATER SHORT (2049101)
- 4 W SUPER CLEARWATER SHORES™ WATER SHORT (2047781)

KEY INSIGHTS

- Faceout = 1-2 SKUS (ideally 1)
- Hangbar= 2-3 SKUS (ideally 2)
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage



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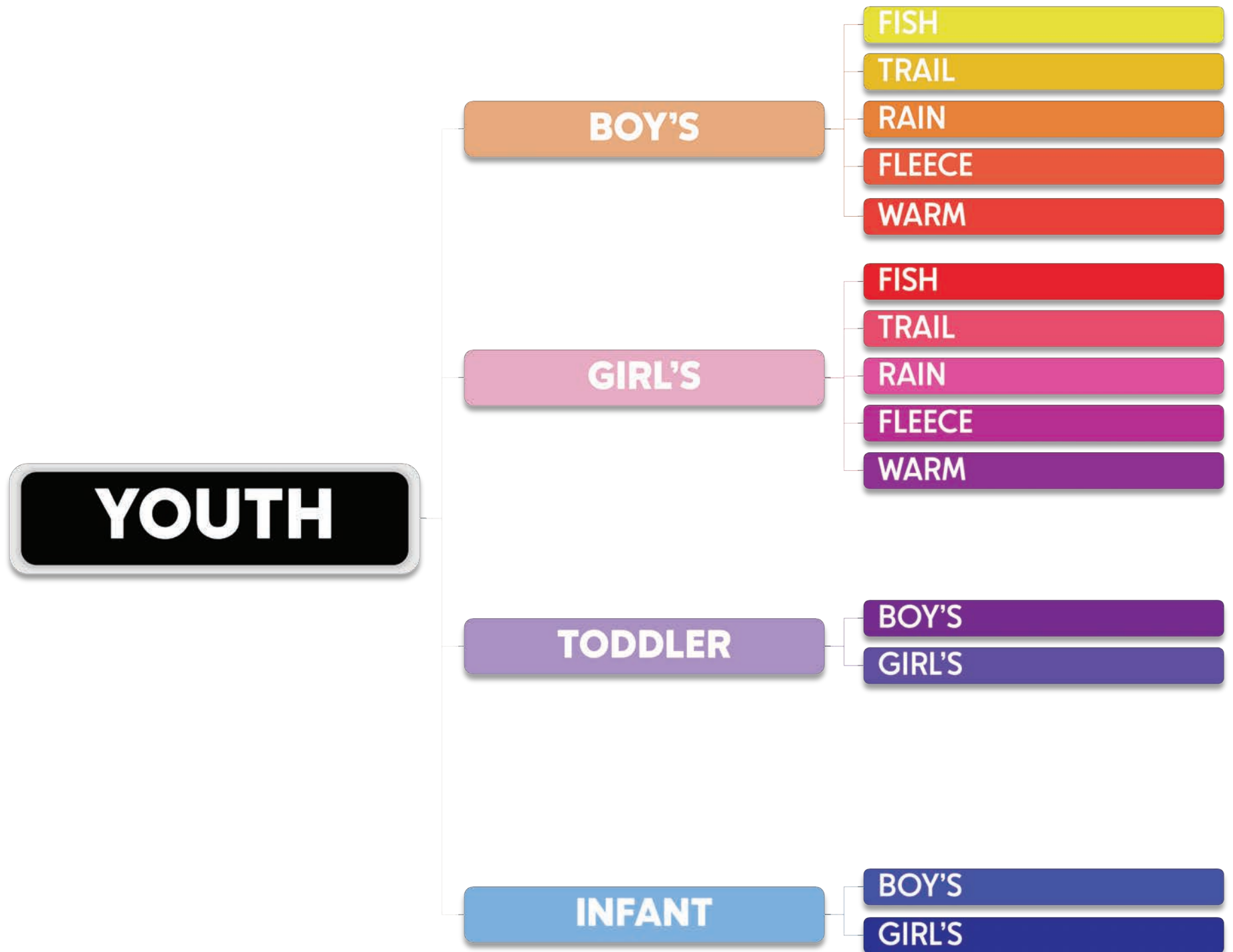
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- 1 W TIDAL SANDS™ AMERICANA LONG SLEEVE (2057781)
- 2 MIDWAY BAY™ DRESS (1804521)
- 3 TIDAL SANDS™ LONG SLEEVE TEE (1686801)
- 4 TIDAL SANDS™ LONG SLEEVE TEE (1686801)
- 5 TIDAL SANDS™ II SHORT (2006001)

KEY INSIGHTS

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KEY INSIGHTS

- Skus shown are to be grouped together on the sales floor in a prominate area within their appropriate zone (Note: OH qty., styles, & colors will vary per store)
- Expand or minimize presentation due to inventory and new styles that may arrive
- Follow the Foundational Standards for detailed direction of hardware heights and visual element usage
- Reference PSS for current pricing
- Utilize ISM Guide for all campaign signage

KEY DETAILS

MANNEQUINS-

- Layer bust forms as shown
- Bust forms should be all the same height throughout store (apparel MUST not drag)

MERCHANDISING-

- Double expose accessories cross merchandised under pant forms to showcase a head-to-toe look

1 B TIMBER POINTE™ II JACKET
(2007161)

2 B WHITETAIL TRAIL™ II REVERSIBLE JACKET
(1901731)

3 B WHITE OUT™ HOODED JACKET
(1878271)

4 G WHITE OUT™ HOODED JACKET
(1878281)

5 G WHITETAIL TRAIL™ II REVERSIBLE JACKET
(1901721)

6 G TIMBER POINTE™ II JACKET
(2007171)

7 B WHITETAIL TRAIL™ II REVERSIBLE JACKET
(1901731)

8 U WATERBROOK RIDGE™ RAIN PANT
(2007181)

9 Y FLEECE FALLS™ HOODIE
(2083381)

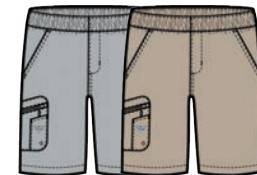
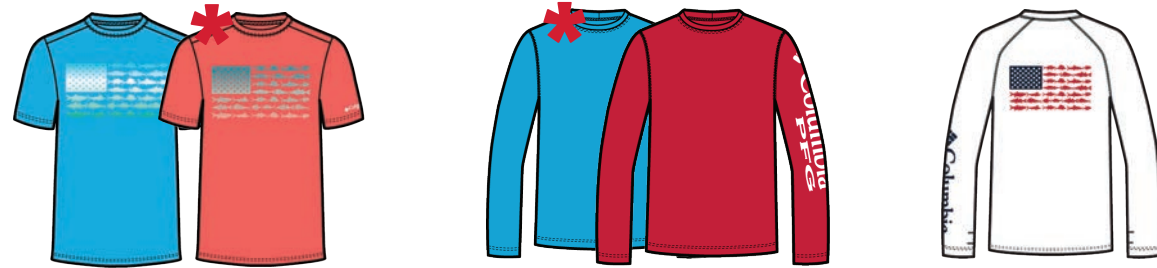


As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 U WAVELAND PFG™ GRAPHIC TEE (1950291)
- 2 DEEP WAVES™ LONG SLEEVE TEE (1686911)
- 3 B THREE CHUTES™ LONG SLEEVE SHIRT (1902961)
- 4 B SUPER DEEP WAVES™ LONG SLEEVE SHIRT (1805951)
- 5 B CLEARWATER SHORES™ WATER SHORT (2028491)
- 6 B SUPER CLEARWATER SHORES™ SHORT (2047831)
- 7 B SUPER BLUEFIN WINDS™ CAMP SHIRT (2047851)
- 8 CRYSTAL SPRINGS™ LONG SLEEVE SHIRT (1740561)
- 9 DEEP WAVES™ SHORT (1927021)

KEY INSIGHTS

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As assortments and floor fixtures vary from store to store, utilize this page as a visual of which styles should be placed on supporting floor fixtures adjacent to their appropriate wall. Styles shown together, should be merchandised together.

- 1 GRANITE MOUNTAIN™ II FLEECE (1720841)
- 2 GRANITE MOUNTAIN™ PRINTED FLEECE (1663971)
- 3 ICE CHIPS™ REVERSIBLE HOODED JACKET (1838501)
- 4 Y HAWKINS CLIFF™ GRAPHIC HOODIE (2082581)
- 5 Y LAKEFRONT TRAIL™ JOGGER (2082591)
- 6 B ARCTIC TRIP™ III INTERCHANGE JACKET (1878361)
- 7 U ARCTIC TRIP™ OMNI-HEAT PANT (1878311)
- 8 YOUTH MIDWEIGHT CREW (1675511)
- 9 YOUTH MIDWEIGHT TIGHT (1675521)

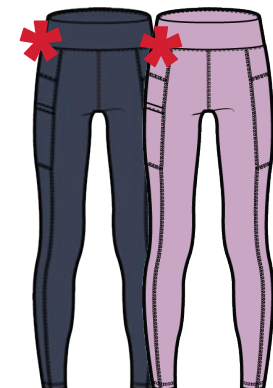
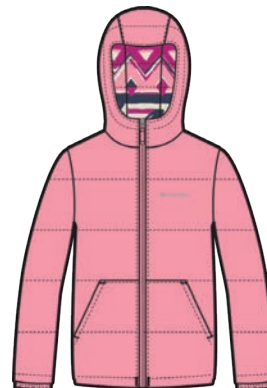
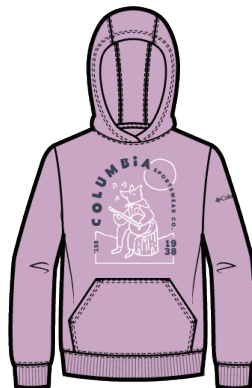
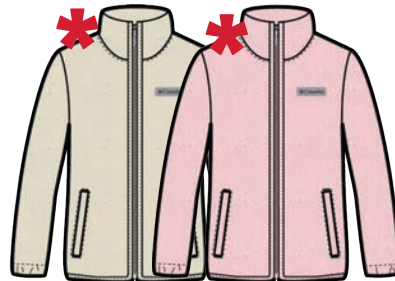
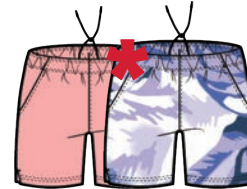


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- 1 U WAVELAND PFG™ GRAPHIC TEE (1950291)
- 2 G CLEARWATER SHORES™ SOLID WATER SHORT (2049051)
- 3 G SUPER CLEARWATER SHORES™ SHORT (2047841)
- 4 G SUPER TIDAL SANDS™ LS TEE (2083361)
- 5 TIDAL SANDS™ LONG SLEEVE TEE (1687021)
- 6 G RUBY LAKE™ FULL ZIP FLEECE (2026451)
- 7 SAWYER RAPIDS™ FLEECE (1566701)
- 8 SAWYER RAPIDS™ PRINTED FLEECE (1664101)
- 9 Y HAWKINS CLIFF™ GRAPHIC HOODIE (2082581)
- 10 ICE CHIPS™ REVERSIBLE HOODED JACKET (1838501)
- 11 G ARCTIC TRIP™ III INTERCHANGE JACKET (1878371)
- 12 G APPLE LANE™ LEGGING (2082571)



KEY INSIGHTS

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- 1 SAWYER RAPIDS™ FLEECE - INFT/TOD (1566702)
- 2 SAWYER RAPIDS™ PRINTED FLEECE - INFT/TOD (1664102)
- 3 GRANITE MOUNTAIN™ II FLEECE - INFT/TOD (1720842)
- 4 GRANITE MOUNTAIN™ PRINTED FLEECE - INFT/TOD (1663973)
- 5 B WHITETAIL TRAIL™ II REVERSIBLE JACKET - INFT/TOD (1901732)
- 6 G WHITETAIL TRAIL™ II REVERSIBLE JACKET - INFT/TOD (1901722)
- 7 B TIMBER POINTE™ II JACKET - TOD (2007162)
- 8 G TIMBER POINTE™ II JACKET - TOD (2007172)
- 9 B WHITE OUT™ HOODED JACKET - TOD (1878272)
- 10 G WHITE OUT™ HOODED JACKET - TOD (1878282)

KEY INSIGHTS

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