



**VISUAL MERCHANDISING
APPAREL
FOUNDATIONAL
STANDARDS**
-Outlets

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GLOBAL VISUAL MERCHANDISING STRATEGY

Create a culture of executional excellence and drive premium presentation consistency across all retail channels to promote sell through and increase sales.

STANDARDS

Visual Merchandising standards are key to creating consistent in-store executions in all retail stores and channels. This guide contains the standards which are essential to the presentation of the Columbia Sportswear Brand.

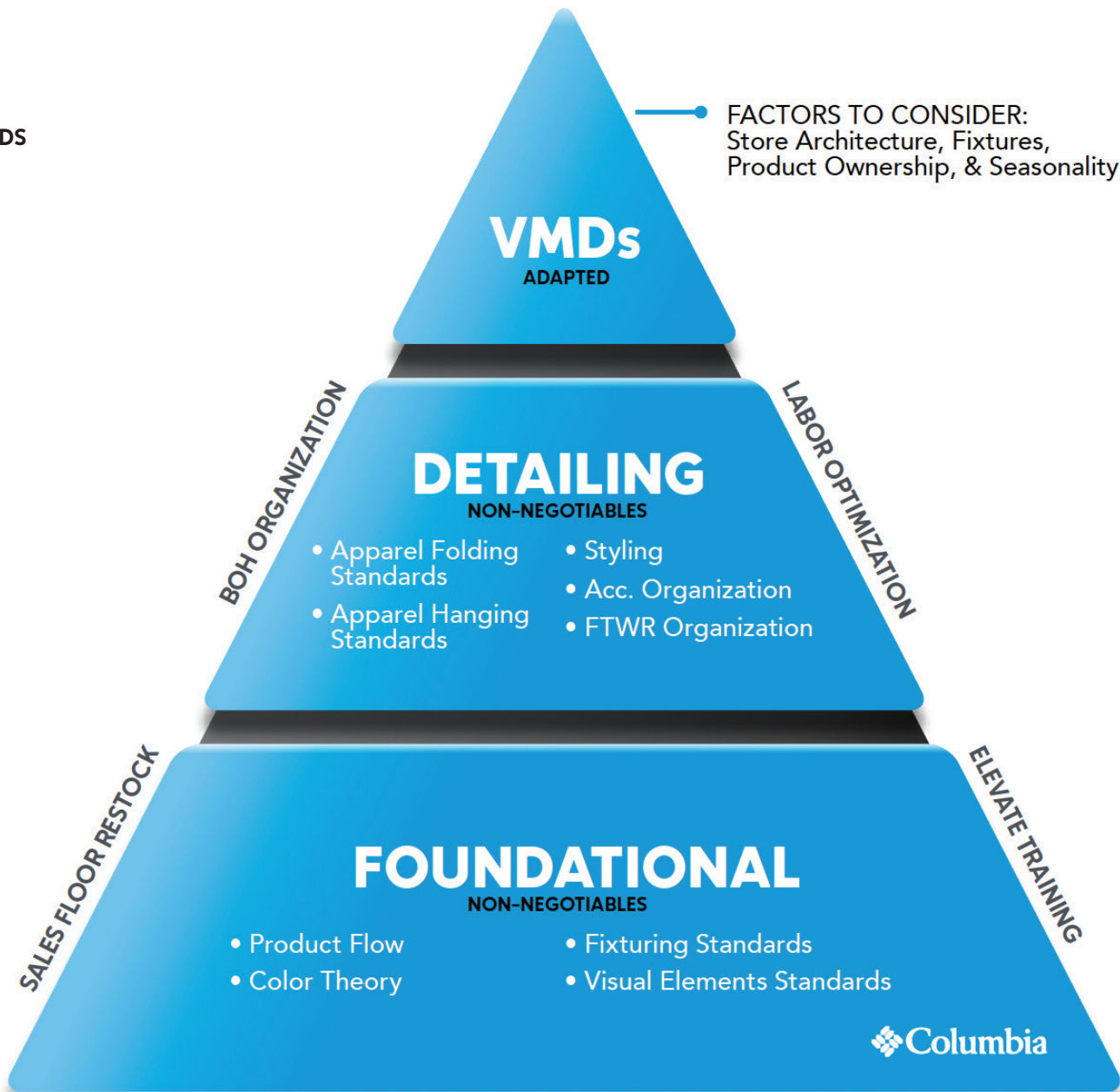
Seasonal standards and principles will be communicated in each seasons Visual Merchandising Directives as applicable.

VISUAL MERCHANDISING EXCELLENCE

Excellence is achieved with numerous factors. As shown, the foundation of visual merchandising excellence is the ground work or building blocks needed for success.

Included in the **Foundational Standards**, we dive deep into the following:

- **PRODUCT FLOW**
- **COLOR THEORY**
- **FIXTURING STANDARDS**
- **VISUAL ELEMENTS STANDARDS**





SECTION 2

VISUAL MERCHANDISING PRODUCT FLOW

PRODUCT FLOW

We separate all apparel into three categories:

- **MEN'S**
- **WOMEN'S**
- **YOUTH**

Within each of these categories, there are sub categories that are to be merchandised separately within their appropriate zone. Although these subcategories are merchandised adjacent to one another, they are never to be merchandised together. It is important to separate them to tell individual stories within these sub-category presentations.

These categories not only help the consumer shop easily, but also allows us to tell stories that relate back to our brand ethos.

Always refer to the most current VMD for the seasonally updated product flow maps.

APPAREL CATEGORIES

Utilize the below to better understand the categories used to merchandise within your store.

MEN'S						
FISH	TRAIL	EVERYDAY OUTDOORS	RAIN	LOGOWEAR	FLEECE	WARM
• LIFESTYLE • PERFORMANCE	• HIKE • HIKE/ACTIVE • COOL & PROTECTED		• GOOD • BETTER • BEST			• WHITE OUT • SKI

WOMEN'S						
FISH	TRAIL	EVERYDAY OUTDOORS	RAIN	LOGOWEAR	FLEECE	WARM
• LIFESTYLE • PERFORMANCE	• HIKE • HIKE/ACTIVE • COOL & PROTECTED		• GOOD • BETTER • BEST			• WHITE OUT • SKI

YOUTH					
BOY'S		GIRL'S		INFANT & TODDLER	
• FISH • TRAIL	• RAIN • FLEECE	• WARM	• FISH • TRAIL	• RAIN • FLEECE	• WARM



SECTION 3
VISUAL
MERCHANDISING
COLOR THEORY

COLOR THEORY

Color evokes emotion. Thread color throughout the store space in a consistent order to create balance and bridge categories and collections.

PRINTS/COLOR BALANCE

Balancing color, print and texture is important when merchandising, especially when side hanging.

Product with clashing prints should ideally be displayed separately as it can create noise to the consumer and is unlikely for these items to be sold as an outfit.

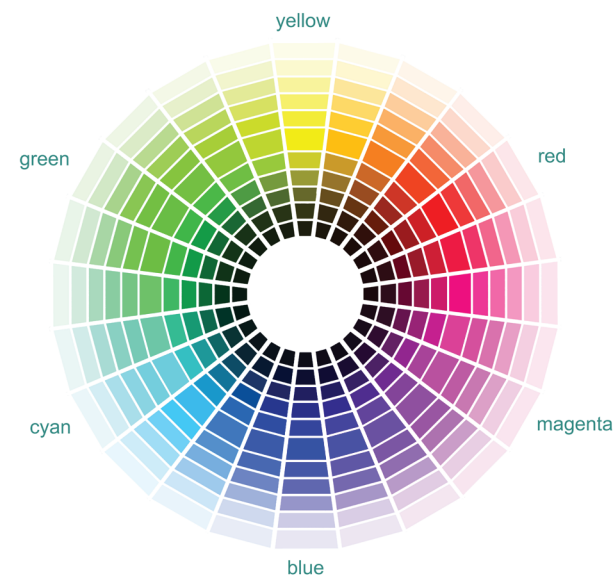
When prints are displayed strategically it allows the consumer to view the printed item as a call-out piece but is also showing how the print can be worn with the surrounding product.

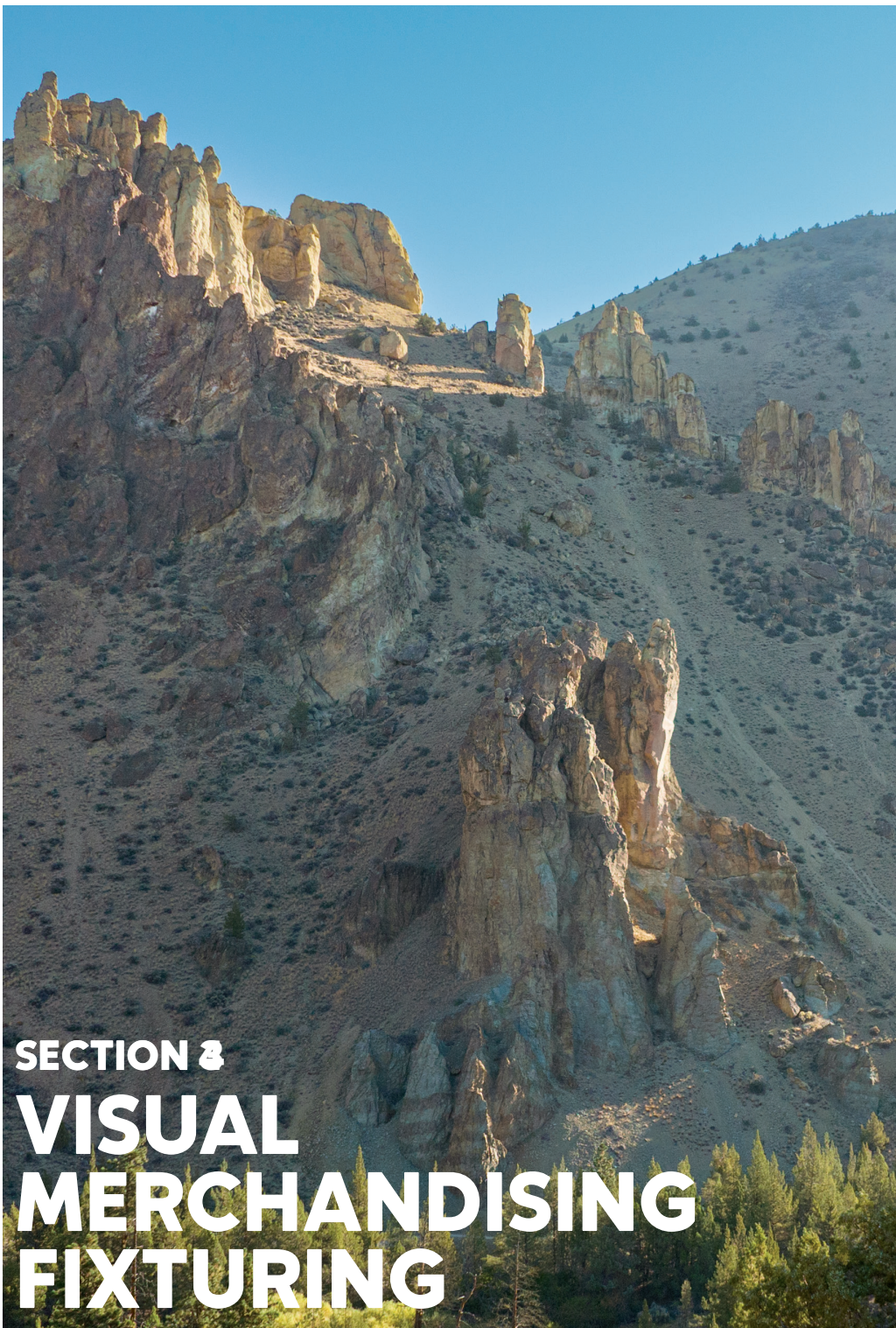
COLOR STANDARDS

When merchandising follow color order and use these principles as a guide: Arrange colors from warm to cool and light to dark. Use neutrals where they make sense. Tans and browns play better with warmer tones and white and grays play better with cool tones.

Division of warm and cool colors:

- On the color wheel, the upper part is classified as warm colors and the lower part is classified as cool colors.





SECTION 8

VISUAL MERCHANDISING FIXTURING

FIXTURING

Fixturing used throughout the store is part of the stores architecture and overall design. Although fixturing may slightly vary from store to store, standards are to be implemented to ensure a consistent presentation is featured throughout our fleet.

- **HARDWARE**

- **WALLS**

- 8' HIGH
- 10' HIGH
- 12' HIGH
- WING WALLS

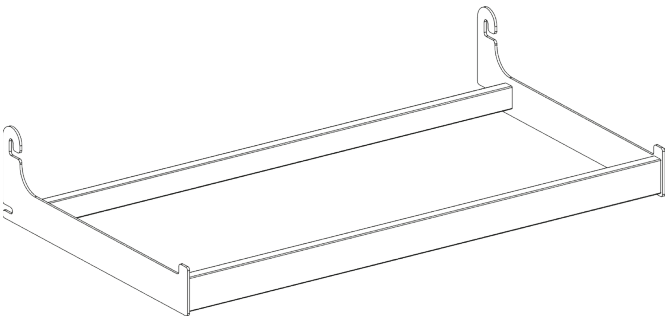
- **FLOOR FIXTURES**

- GRAPHIC TEE TOWERS
- 4 WAYS
- GONDOLAS
- 2 WAYS
- CAKE TABLE
- DOUBLE ROUNDER

HARDWARE

Understanding when and where to use appropriate hardware is crucial for merchandising effectively. Most hardware is compatibly used on fixturing in store. Apparel may be merchandised utilizing 3 pieces of hardware below:

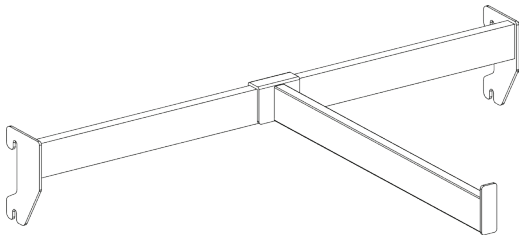
HANG BAR



24" HANG BAR
OPTION COUNT: 2

- In apparel walls, may be used on bottom row ONLY
- Flex given on the time of year and OH qtys

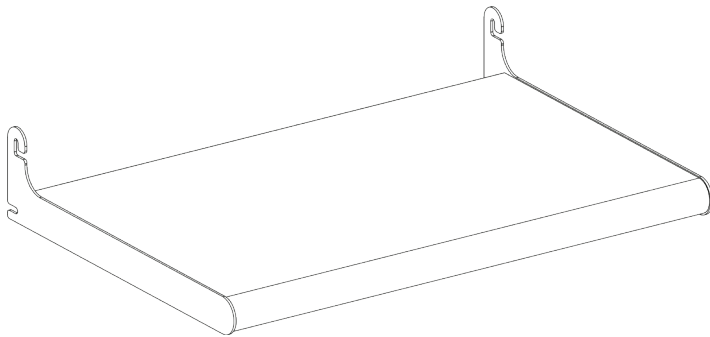
FACEOUT



15" FACEOUT
OPTION COUNT: 1

- In apparel walls, to be used on all rows
- Flex given on the time of year and OH qtys
- 24" accessory rail is needed to hang faceout

SHELF



24" BULLNOSE SHELF
OPTION COUNT: N/A

- In apparel walls, to be used to place visual elements or cross merchandise

WALLS



Typically, walls are considered a focal area within a store. Because they are taller than floor fixturing, your eye will naturally go to walls first. Here, we merchandise key stories or categories with depth. All walls are made up of 2 foot bays throughout the fleet. The amount of bays will vary store by store along with the heights of the wall.

In this section, we direct the height and appropriate usage of wall hardware for each of our outlet wall heights (8', 10', & 12'). This height does not change from season to season.

Hardware is thoughtfully placed at specific heights to accommodate:

- Self service
- Maximizing space
- Create an effortless shopping experience
- Gender
- Reduce labor

There are 3 different wall heights in our outlets

- **8' HIGH**
- **10' HIGH**
- **12' HIGH**

8' HIGH WALLS -MEN'S

- 2 rows of apparel
- only to be used in MEN'S wall

BOTTOM ROW

F/O: Pins 13/14

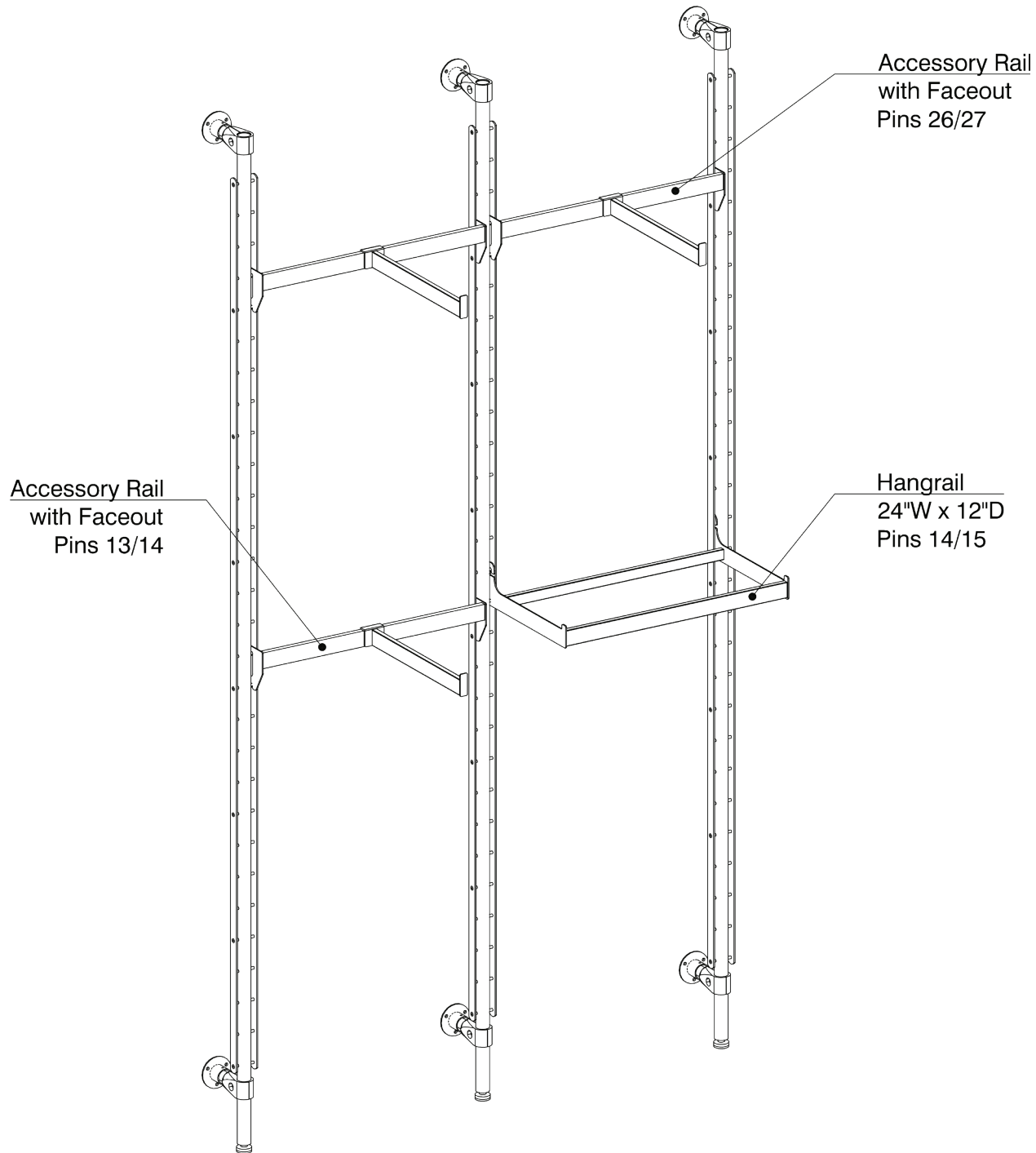
H/B: Pins 14/15

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)

TOP ROW

F/O: Pins 26/27

- Tops only to be merchandised on this row
- Faceouts only on this row



8' HIGH WALLS - WOMEN'S & YOUTH

- 2 rows of apparel
- only to be used in WOMEN'S and or a YOUTH wall

BOTTOM ROW

F/O: Pins 12/13

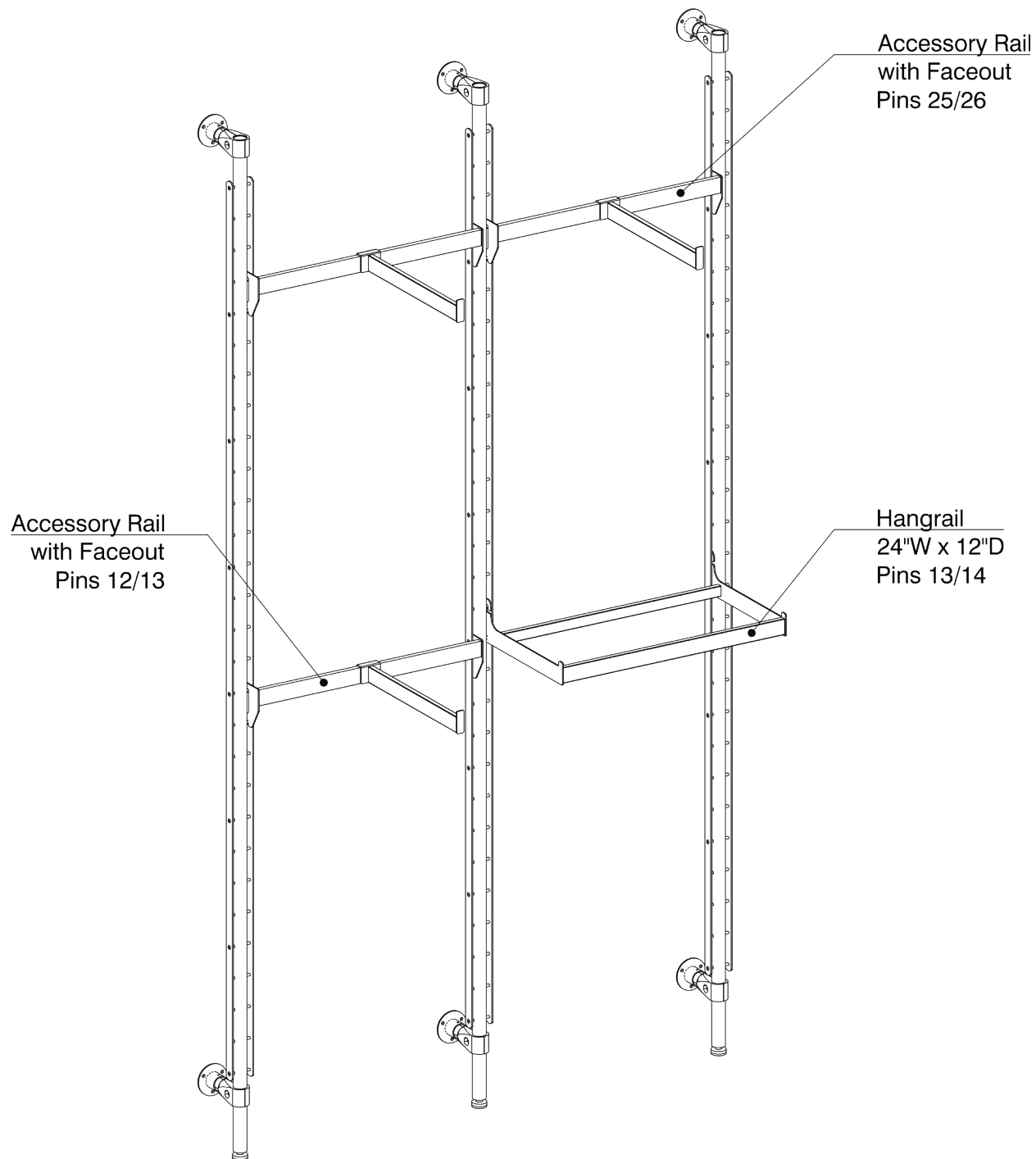
H/B: Pins 13/14

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

TOP ROW

F/O: Pins 25/26

- Tops only to be merchandised on this row
- Faceouts only on this row



8' HIGH WALLS -YOUTH

- 2 rows of apparel
- Another YOUTH wall option that includes cross merchandising with shelving in between the two rows

BOTTOM ROW

F/O: Pins 9/10

H/B: Pins 10/11

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

SHELVING

SHELF 1: Pins 11/12

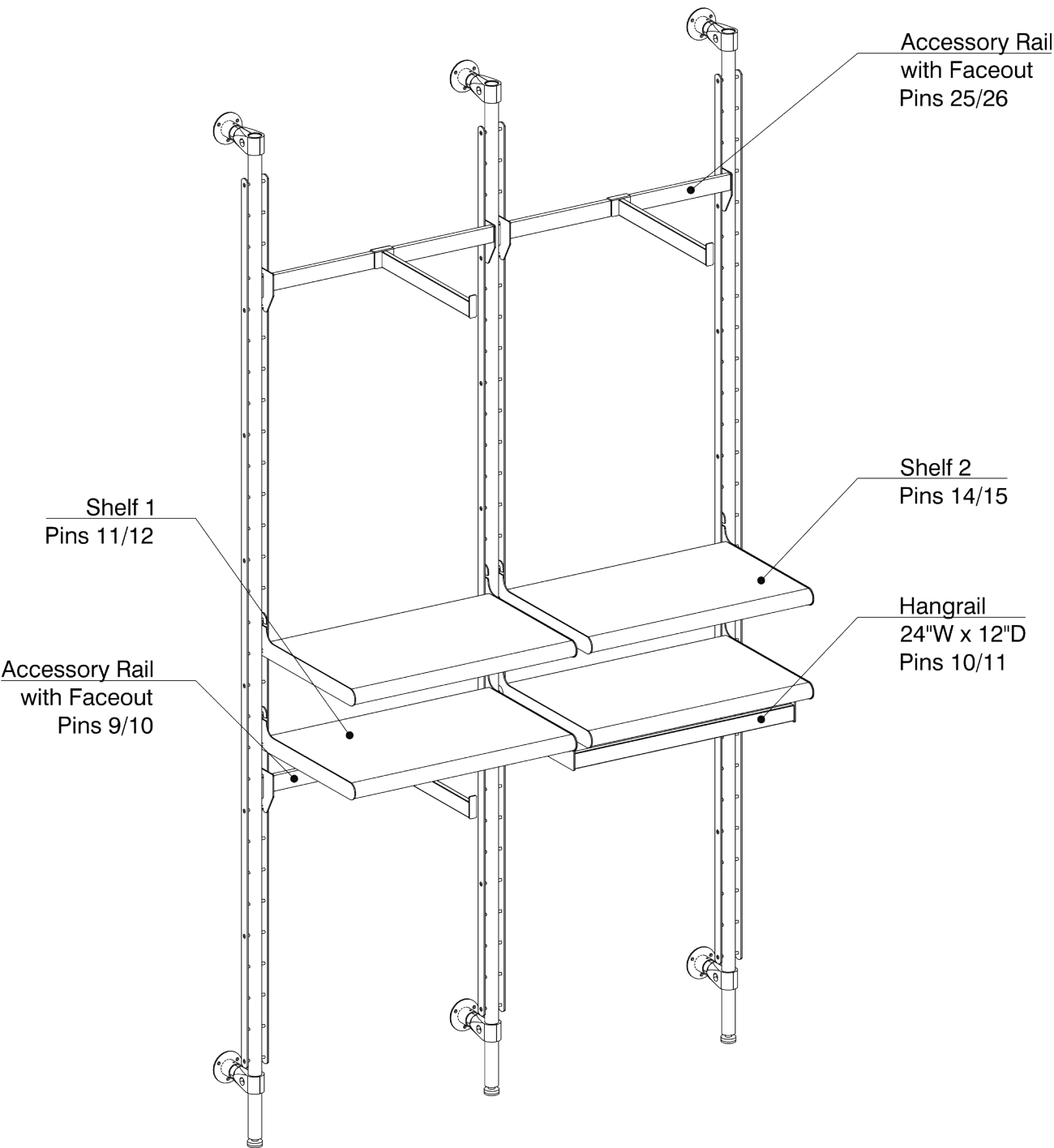
SHELF 2: Pins 14/15

- Shelving to be used for cross merchandising accessories or footwear
- All cross merchandising is to be double exposed from the Accessory section in store
- Utilize items that relate back to the presentation in the wall
- Reference current VMD for details

TOP ROW

F/O: Pins 25/26

- Tops only to be merchandised on this row
- Faceouts only on this row



10' HIGH WALLS -MEN'S, WOMEN'S, & YOUTH

- 3 rows of apparel
- Used in MEN'S, WOMEN'S, & YOUTH walls

BOTTOM ROW

F/O: Pins 11 / 12

H/B: Pins 12 / 13

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

MIDDLE ROW

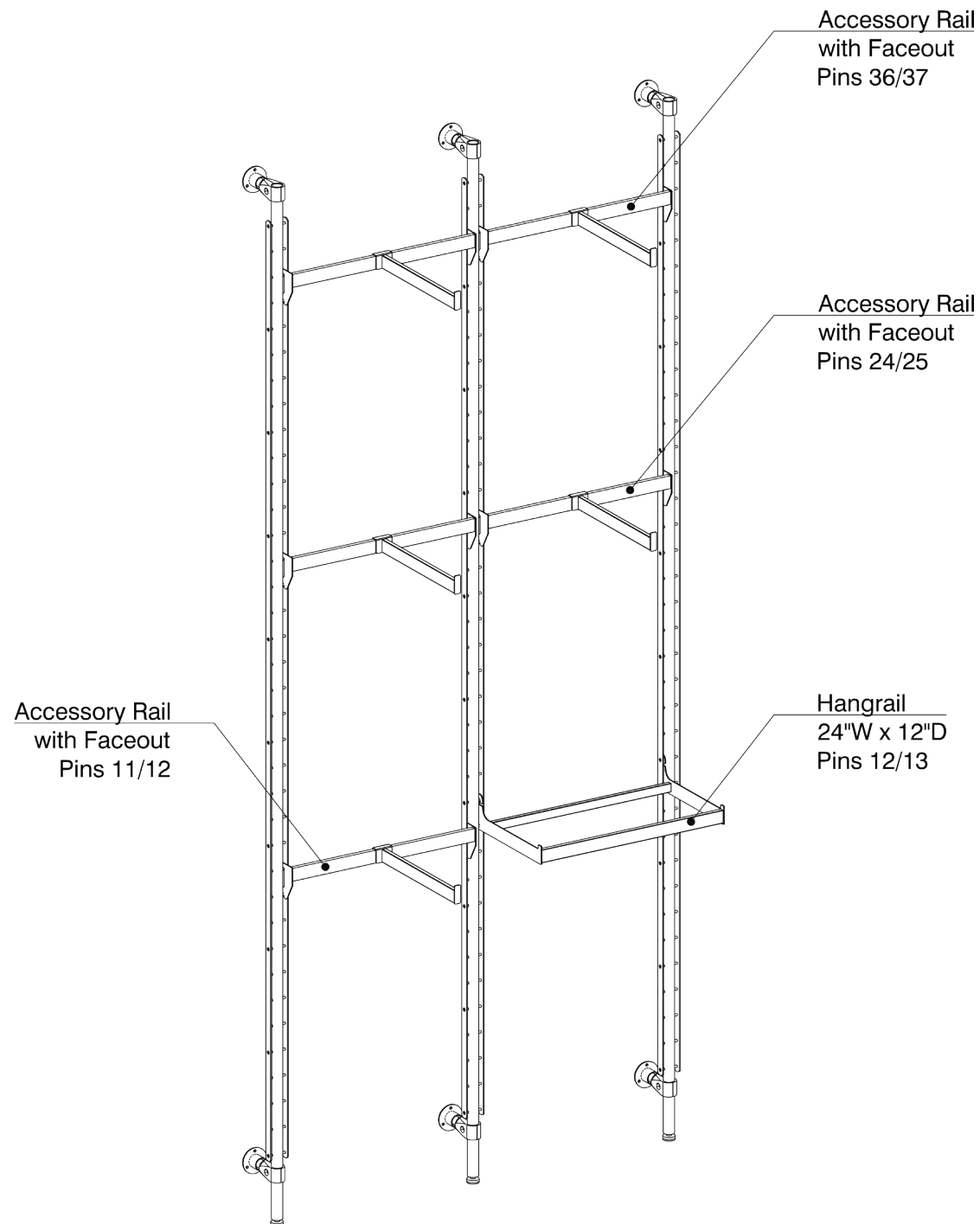
F/O: Pins 24 / 25

- Tops only to be merchandised on this row
- Faceouts only on this row
- Utilize colored/bright options as available

TOP ROW

F/O: Pins 36 / 37

- Tops only to be merchandised on this row
- Faceouts only on this row
- Double expose same SKU/item shown on MIDDLE ROW here
 - Utilize item you have depth in
- Smallest sizes should be merchandised on top row to avoid dragging



12' HIGH WALLS -MEN'S

- 3 rows of apparel
- Used in MEN'S wall

BOTTOM ROW

F/O: Pins 13/14

H/B: Pins 14/15

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

MIDDLE ROW

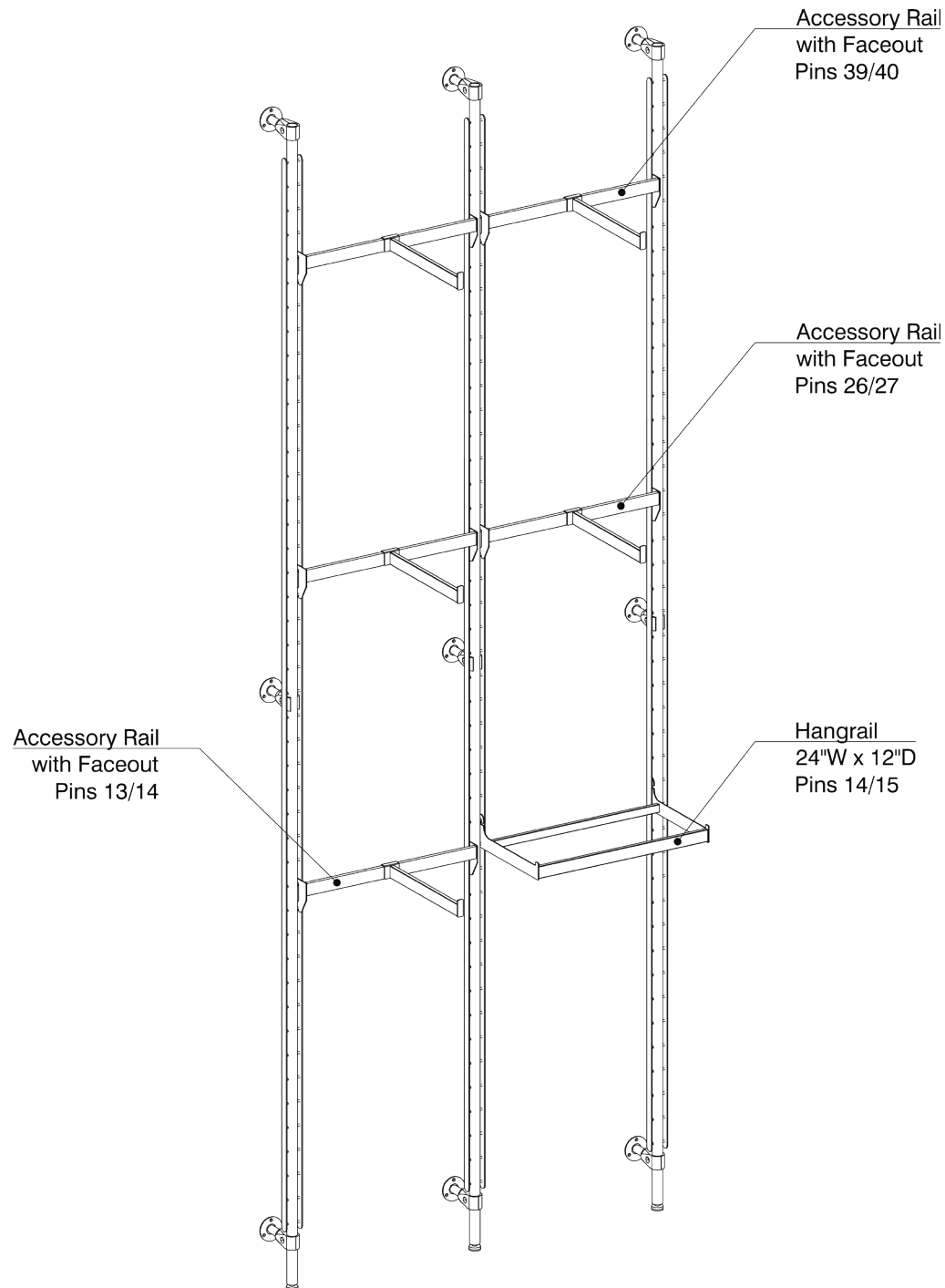
F/O: Pins 26/27

- Tops only to be merchandised on this row
- Faceouts only on this row
- Utilize colored/bright options as available

TOP ROW

F/O: Pins 39/40

- Tops only to be merchandised on this row
- Faceouts only on this row
- Double expose same SKU/item shown on MIDDLE ROW here
 - Utilize item you have depth in



12' HIGH WALLS - WOMEN'S & YOUTH

- 3 rows of apparel
- Used in WOMEN'S and or in YOUTH wall

BOTTOM ROW

F/O: Pins 12/13

H/B: Pins 13/14

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

MIDDLE ROW

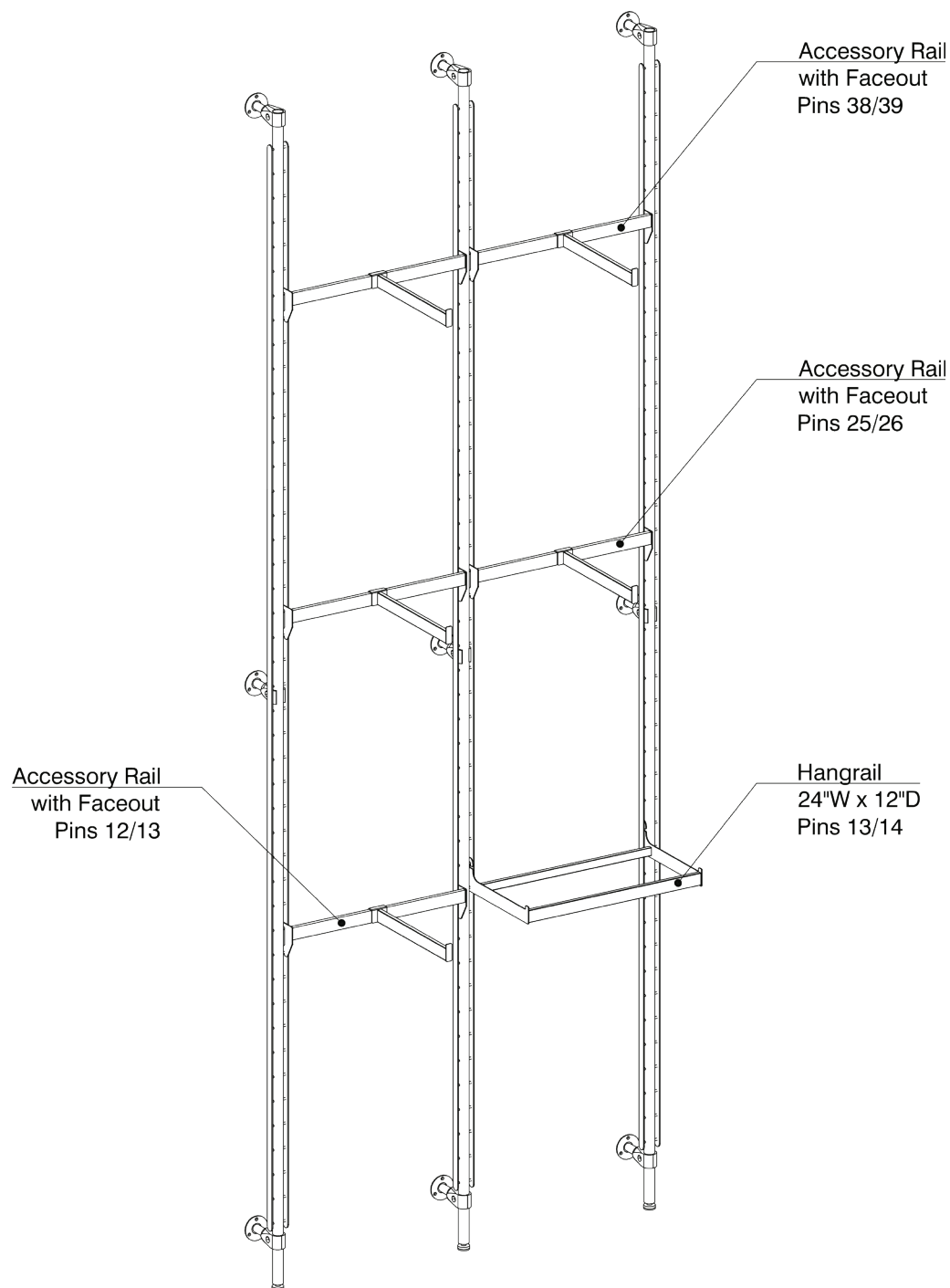
F/O: Pins 25/26

- Tops only to be merchandised on this row
- Faceouts only on this row

TOP ROW

F/O: Pins 38/39

- Tops only to be merchandised on this row
- Faceouts only on this row
- Double expose same SKU/item shown on MIDDLE ROW here
 - Utilize item you have depth in



12' HIGH WALLS -YOUTH

- 3 rows of apparel
- Used in YOUTH wall

BOTTOM ROW

F/O: Pins 9/10

H/B: Pins 10/11

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

SHELVING

SHELF 1: Pins 11/12

SHELF 2: Pins 14/15

- Shelving to be used for cross merchandising accessories or footwear
- All cross merchandising is to be double exposed from the Accessory section in store
- Utilize items that relate back to the presentation in the wall
- Reference current VMD for details

MIDDLE ROW

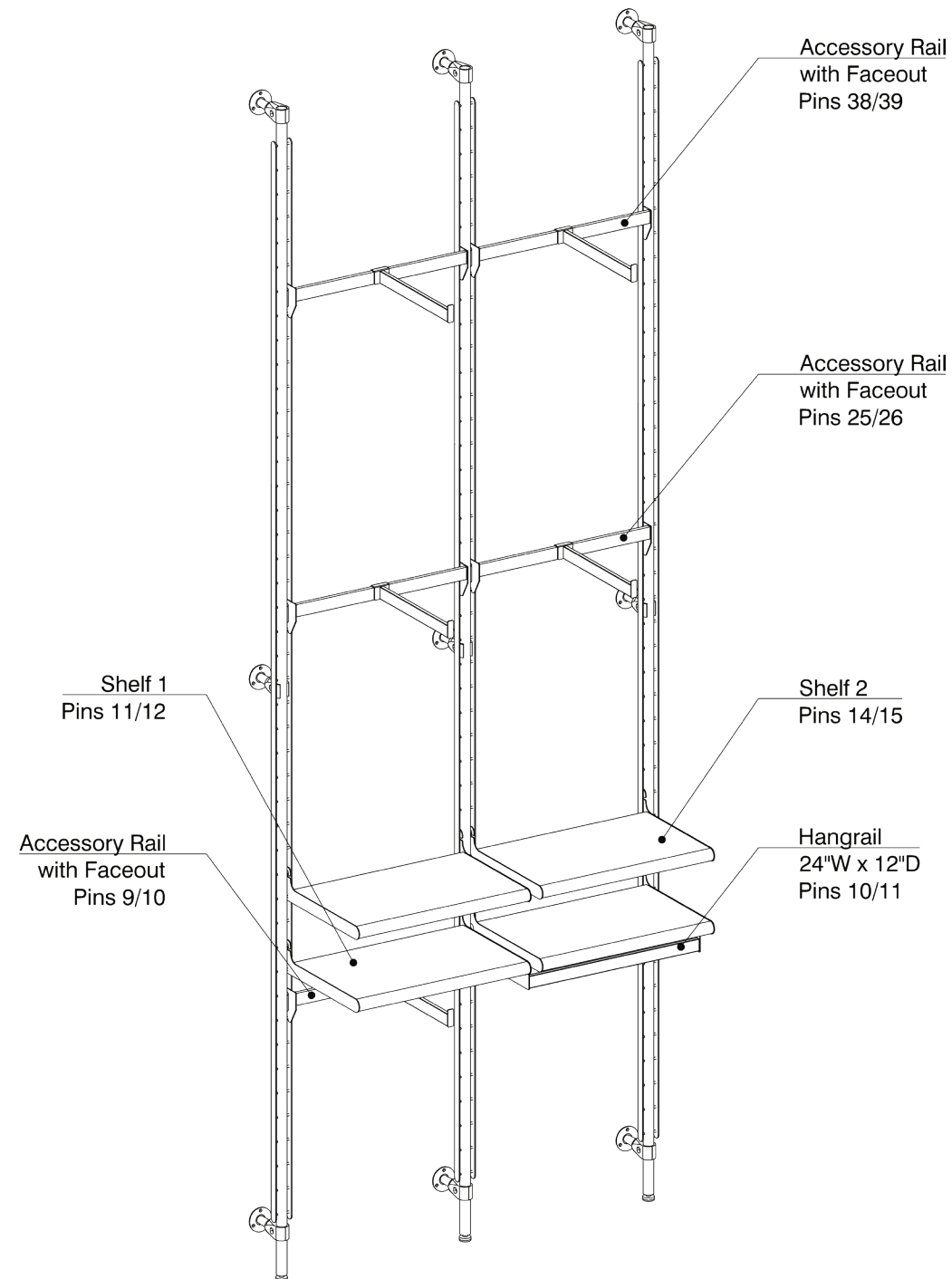
F/O: Pins 25/26

- Tops only to be merchandised on this row
- Faceouts only on this row

TOP ROW

F/O: Pins 38/39

- Tops only to be merchandised on this row
- Faceouts only on this row
- Double expose same SKU/item shown on MIDDLE ROW here
 - Utilize item you have depth in



WING WALLS

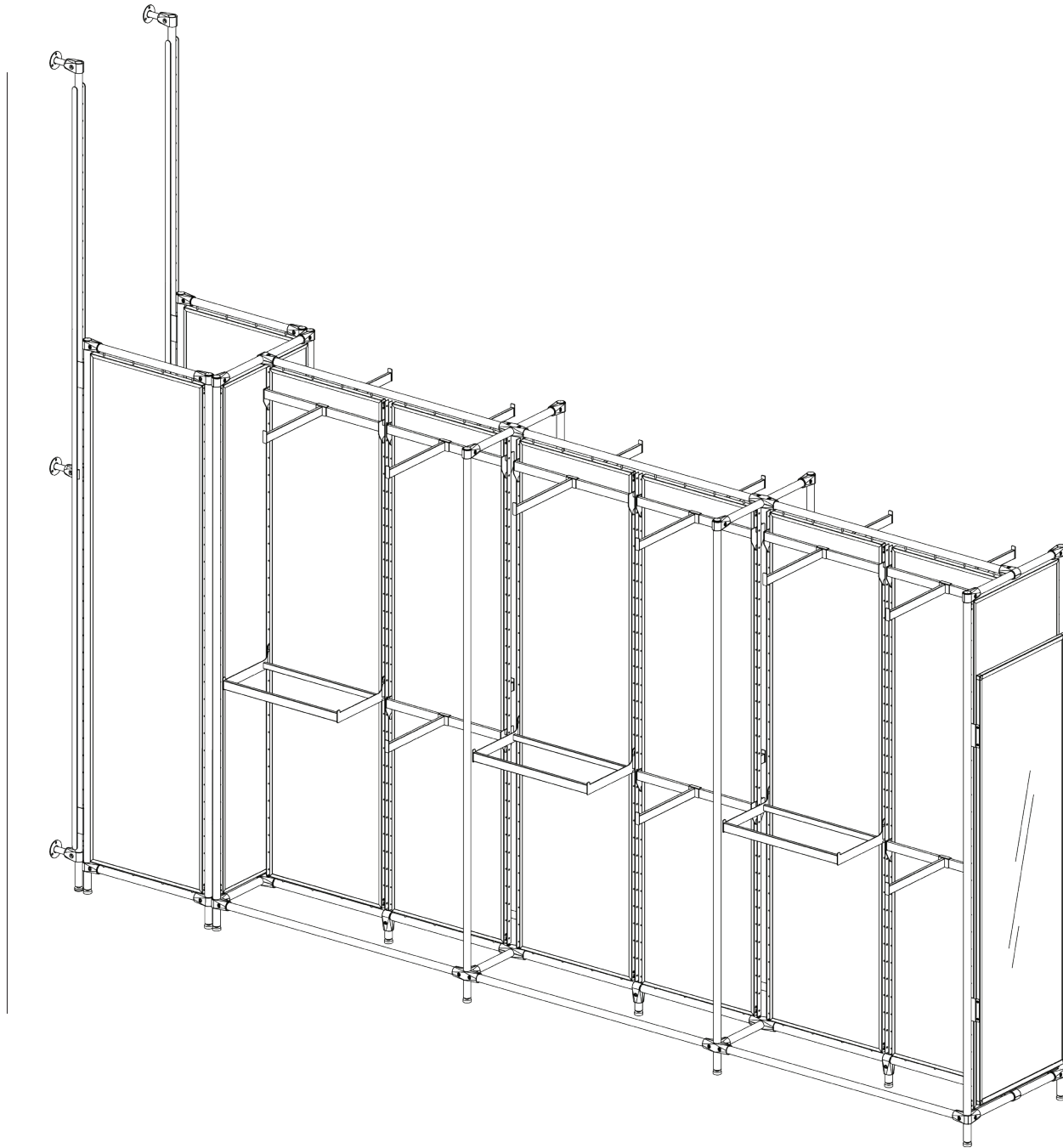
- 2 rows of apparel
- Utilize the hardware heights used on the adjacent perimeter wall or what is used in that zone

BOTTOM ROW

- Tops or select bottoms (reference current VMD)
- Faceouts or hang bars may be used (alternate every other bay if possible)
- Apparel is to NEVER drag on floor

TOP ROW

- Tops only to be merchandised on this row
- Faceouts only on this row



FLOOR FIXTURES



Floor fixtures are used throughout the sales floor and can accommodate for multiple genders. Most apparel floor fixtures have wheeled feet to make that can be locked/unlocked to move as needed.

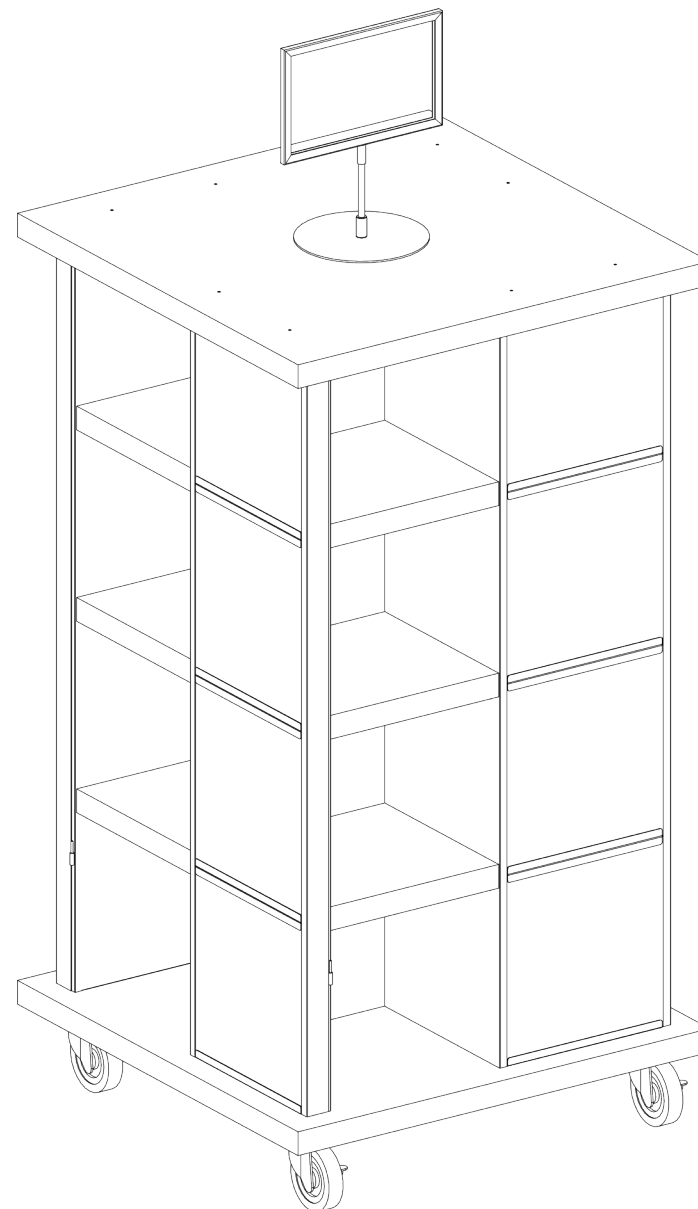
Here, we dive into the proper usage and merchandising standards of each of the following floor fixtures:

- **GRAPHIC TEE TOWERS**
- **4 WAYS**
- **GONDOLAS**
- **2 WAYS**
- **CAKE TABLE**
- **DOUBLE ROUNDER**

FLOOR FIXTURES -TEE TOWER

Graphics tees towers are usually shown in both the mens and womens sections. Each graphic tee tower should represent 1 gender.

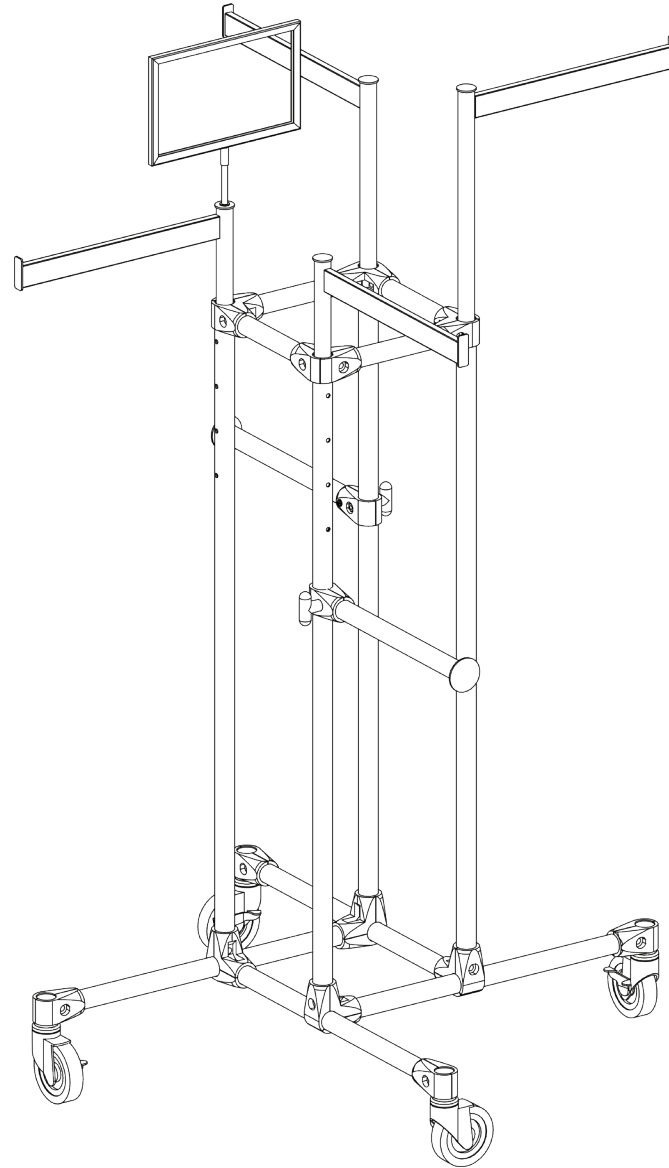
- Graphic tee shown in display should be taught with no wrinkles showcasing graphic (whether front or back)
- Tee shown in display should be merchandised folded in cubby adjacent
- All tees folded MUST be folded with folding board
- If sell through and replenishment isn't available, consolidate like graphics together in 1 non-focal cubby (i.e., The back of fixture and/or towards the bottom)
- Keep like categories together (i.e., National parks, fish, etc.) ***Reference the most current VMD for category merchandise**



FLOOR FIXTURES -4 WAY

4 Ways are great fixtures that showcase 1 option/sku in multiple color ways or display longer silhouettes that may not fit on other floor fixtures. The arms are adjustable as needed and an additional arm is included for double hanging to display 2 rows.

- Each faceout should only showcase 1 option count
- Adjust heights as needed for display
- Utilize additional arm for double displays



FLOOR FIXTURES -GONDOLA

Gondolas are one of the most flexible floor fixtures allowing one to use in a multitude of ways.

- Side 1 and side 2 are to be repeated on the other sides

SIDE ONE

F/O: Pins 14/15

- Faceouts or hang bars may be used (utilize faceouts if possible)
- Apparel is to NEVER drag on floor

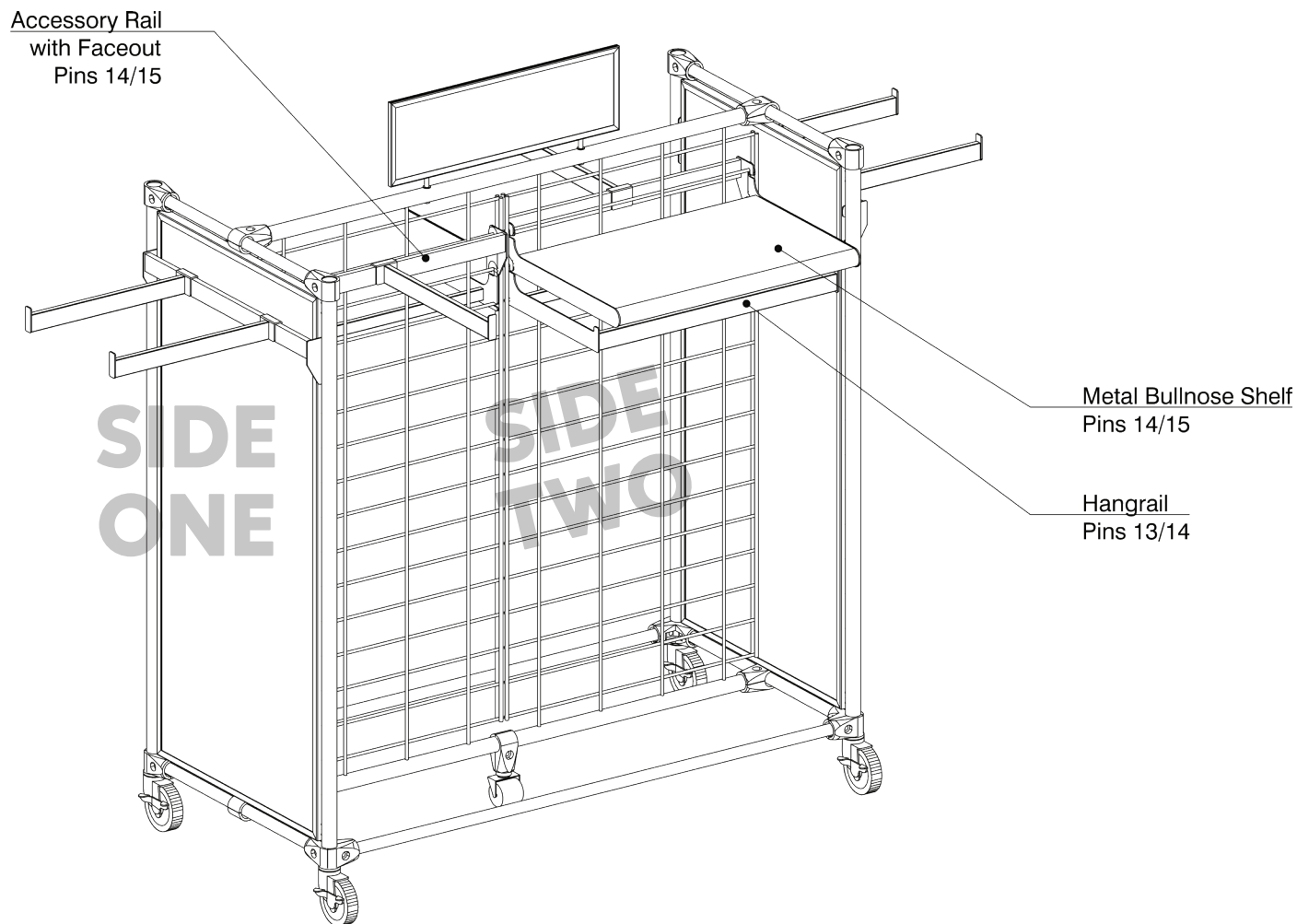
SIDE TWO

F/O: Pins 14/15

H/B: Pins 13/14

SHELF: Pins 14/15

- Faceout is to be on the left, hang bar on right
- Shelf is to always be placed over hang bar to allow for cross merchandising
- All cross merchandising is to be double exposed from the Accessory section in store
- Utilize items that relate back to the presentation on gondola
- Reference current VMD for details



FLOOR FIXTURES -2 WAY

2 Ways are essentially a Gondolas cut in half. Again, they are a flexible floor fixtures allowing one to use in a multitude of ways.

SIDE ONE

F/O: Pins 15/16

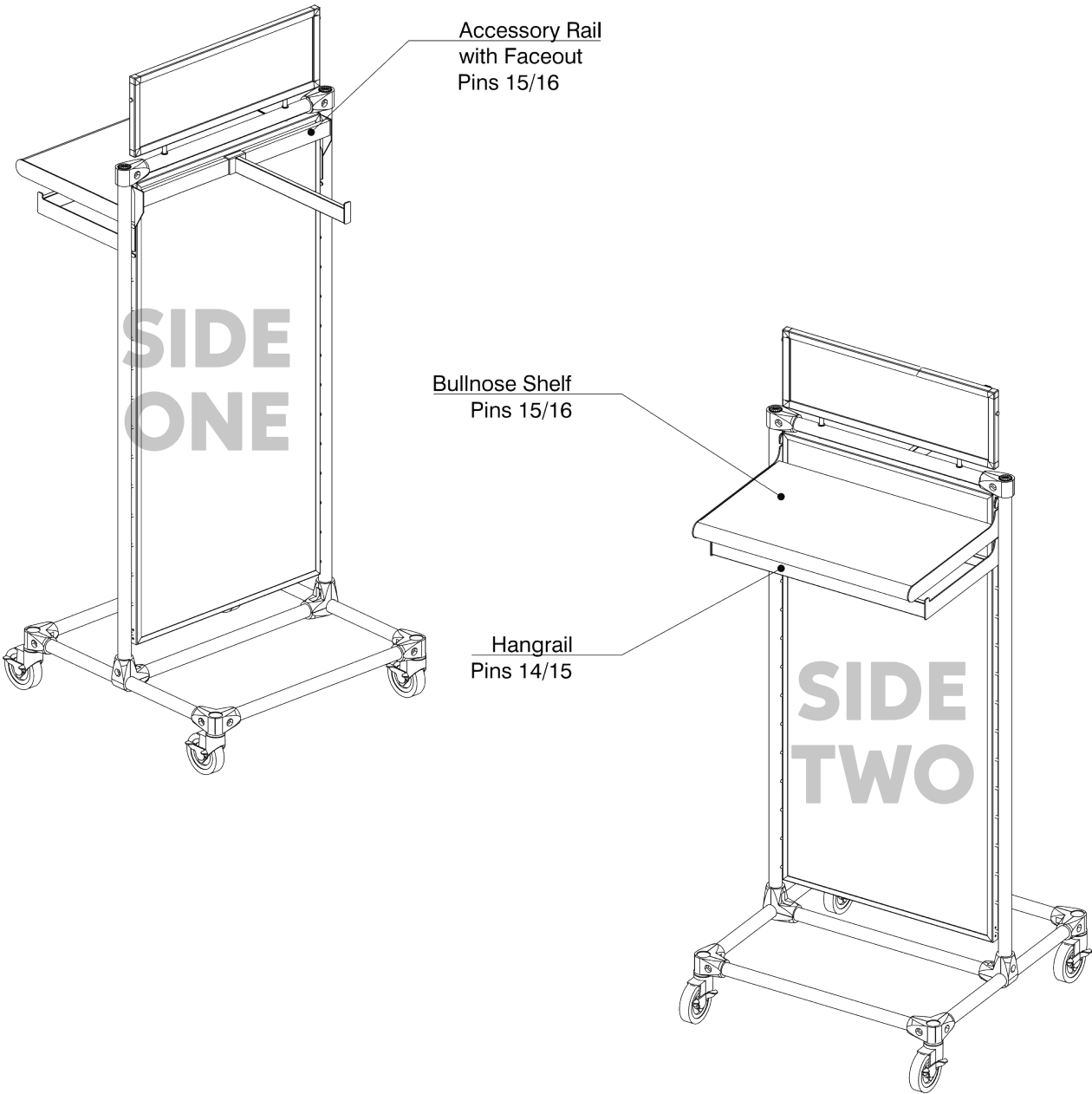
- Faceouts or hang bars may be used (utilize faceouts if possible)
- Apparel is to NEVER drag on floor

SIDE TWO

H/B: Pins 14/15

SHELF: Pins 15/16

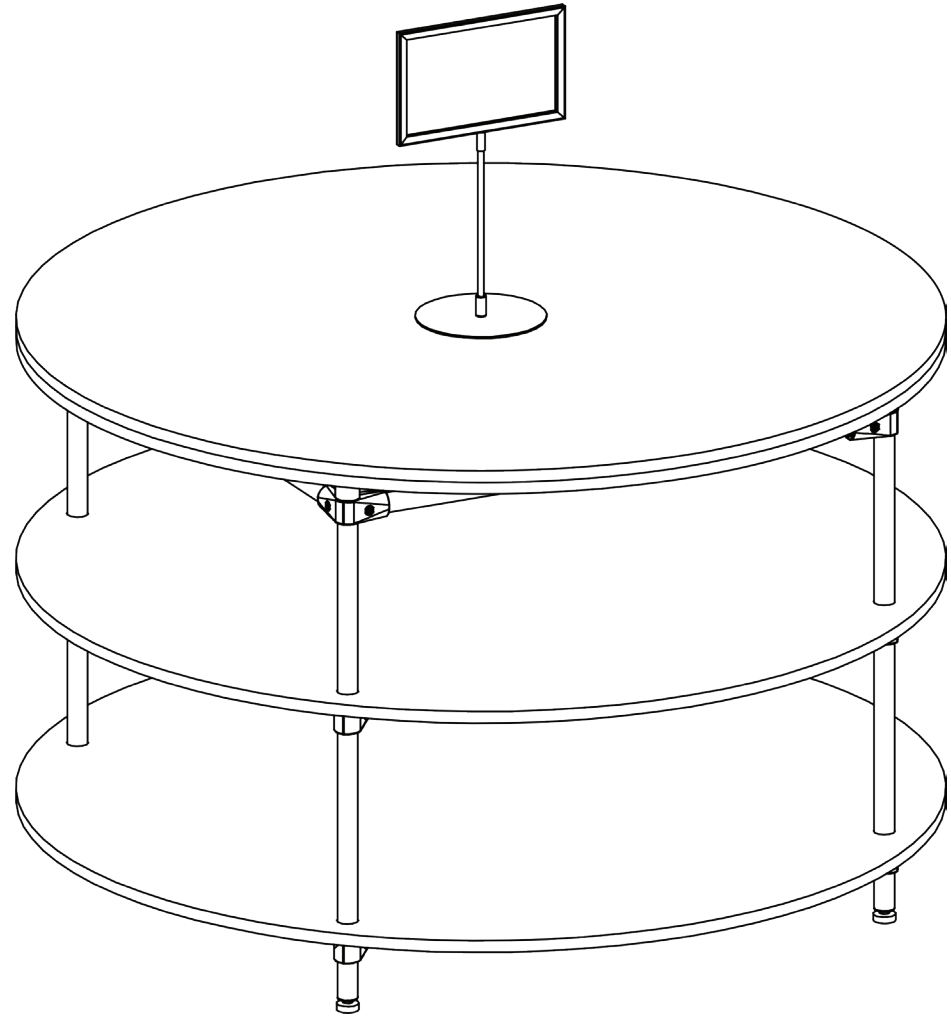
- Faceout is to be on the left, hang bar on right
- Shelf is to always be placed over hang bar to allow for cross merchandising
- All cross merchandising is to be double exposed from the Accessory section in store
- Utilize items that relate back to the presentation on gondola
- Reference current VMD for details



FLOOR FIXTURES -CAKE TABLE

Cake tables are most known in our outlets to house volume drivers that have depth and multiple color ways. These fixtures feature multiple tiers to house more units and show variations.

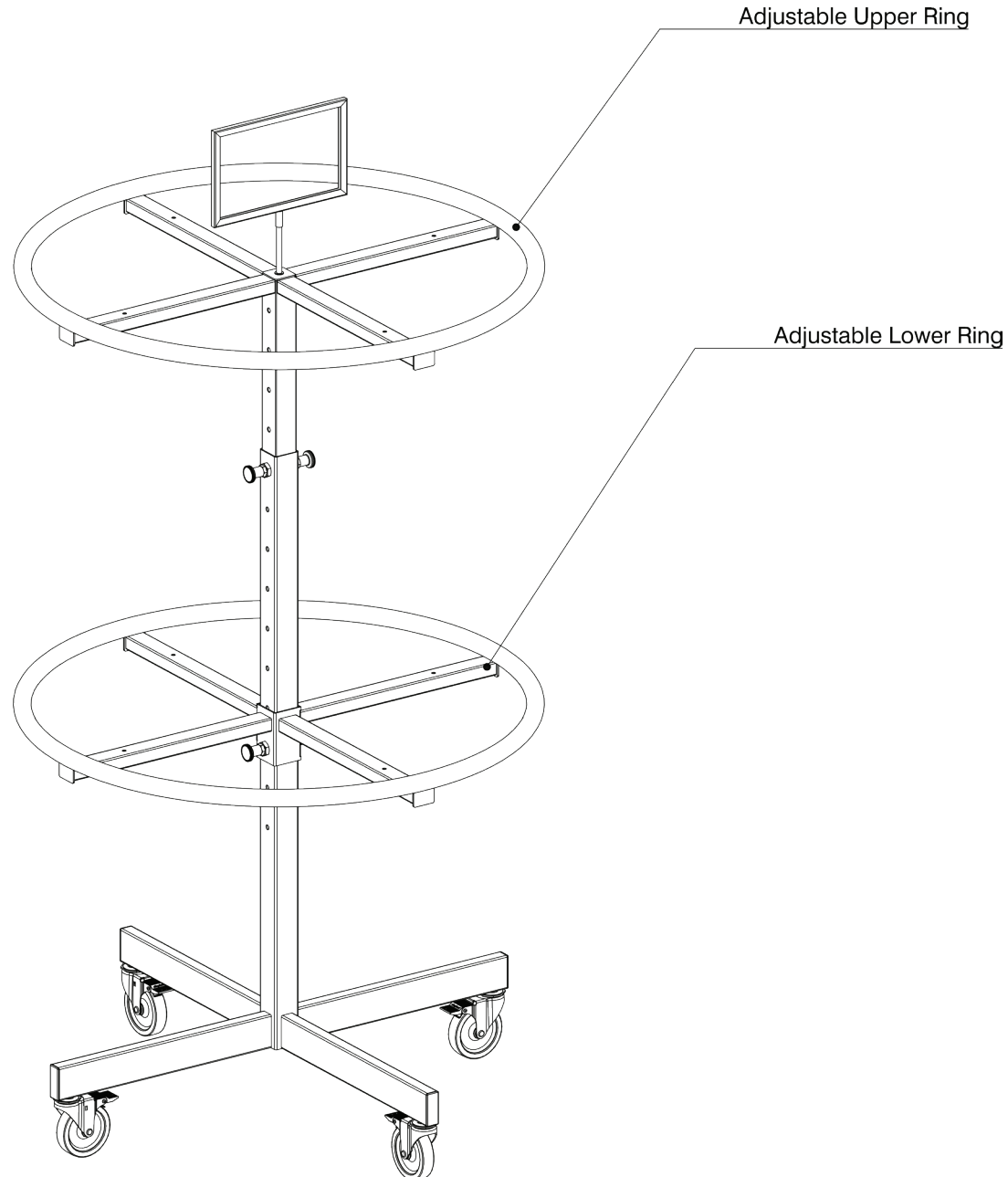
- Only bust forms WITH arms should be placed in center of table
- Sign should never be removed from table and sit adjacent to bust form
- All folded product is to be folded using folding boards



FLOOR FIXTURES -DOUBLE ROUNDER

Typically, you will find rounders tucked in a corner of a zone or placed near the back of a store. Rounders can be used for both full price and clearance items depending on the season and inventory.

- Adjust the heights as needed to merchandise 2 rows of apparel
- There should always be approximately 3"-6" between the 2 rows
- Apparel is to never drag on floor
- Merchandise by
 - SIZE
 - SILHOUETTE
 - COLOR





SECTION 5
**VISUAL
MERCHANDISING
WALL VISUAL
ELEMENTS**

WALL VISUAL ELEMENTS

A variety of visual elements may be used in walls to create interest, educate, and elevate the presentation and the consumers journey.

- **PRIORITIES**
- **SUBZONE WAYFINDING SIGNS**
- **BUST FORM TRIO**
- **DOUBLE BAY WALL GRAPHICS**
- **PANT FORMS**
- **MIRRORS**

PRIORITIES



With the exception of Q4 during peak season, corresponding visual elements should be used if owned. If you have limited space to accommodate the usage of multiple visual elements, prioritize the following to be used:

PRIORITY 1

- Subzone Wayfinding Signs

PRIORITY 2

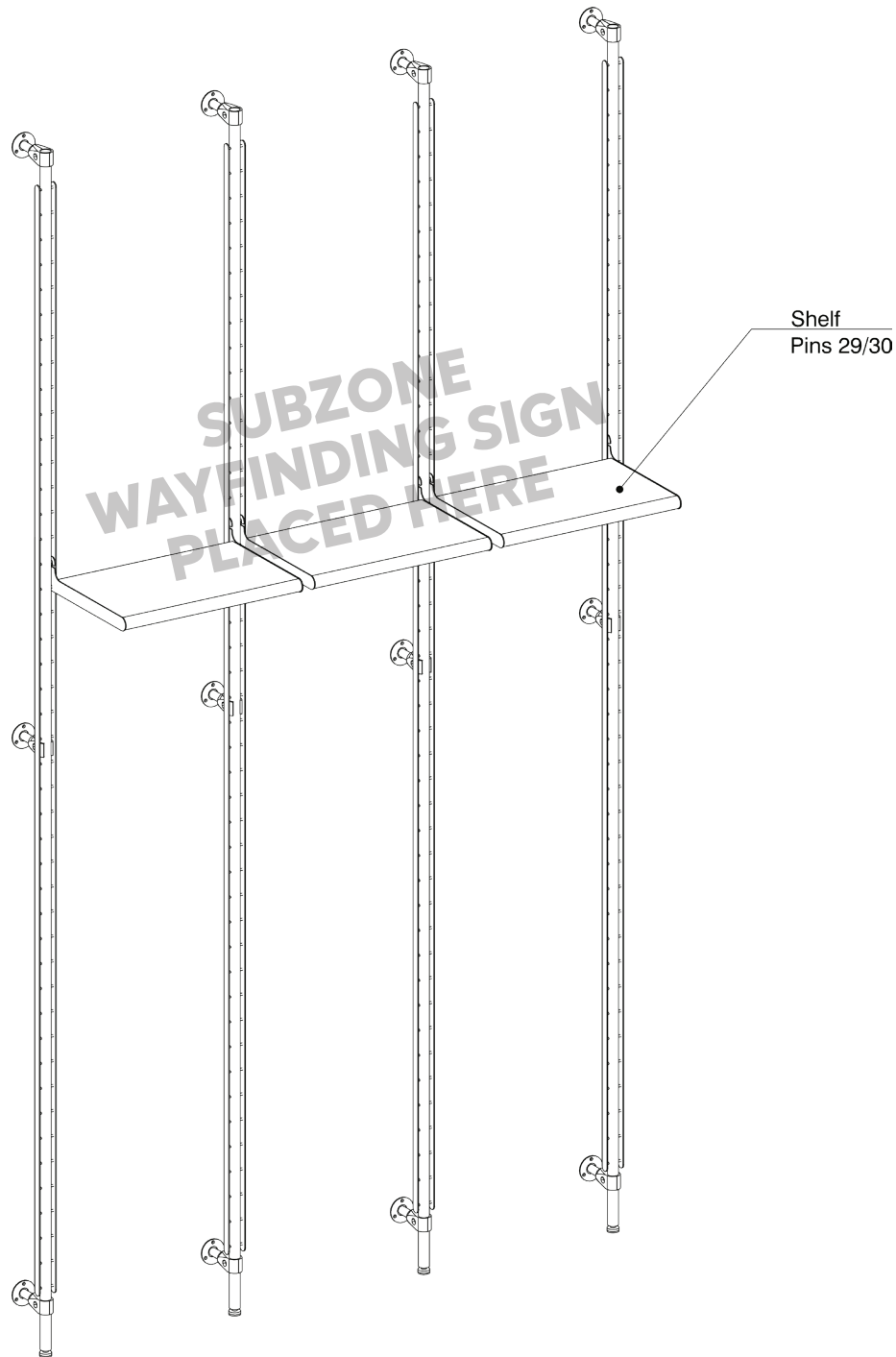
- Bust Form Trio next to Subzone Wayfinding Sign

**Note: Bust forms next to subzone wayfinding signs should be prioritize over the back cash wrap. Remove from back cash wrap as needed to place on sales floor*

PRIORITY 3

- Double Bay Wall Graphics or Pant Forms

SUBZONE WAYFINDING SIGNS



Graphics and lettering that are used to distinguish categories merchandised within a zone or wall

- Reference VMD and ISM Guides for correct graphics
- Graphics and lettering should be placed on sales floor together
- Left justified or right justified depending on your store
- Never to be used on wing walls

HARDWARE NEEDED

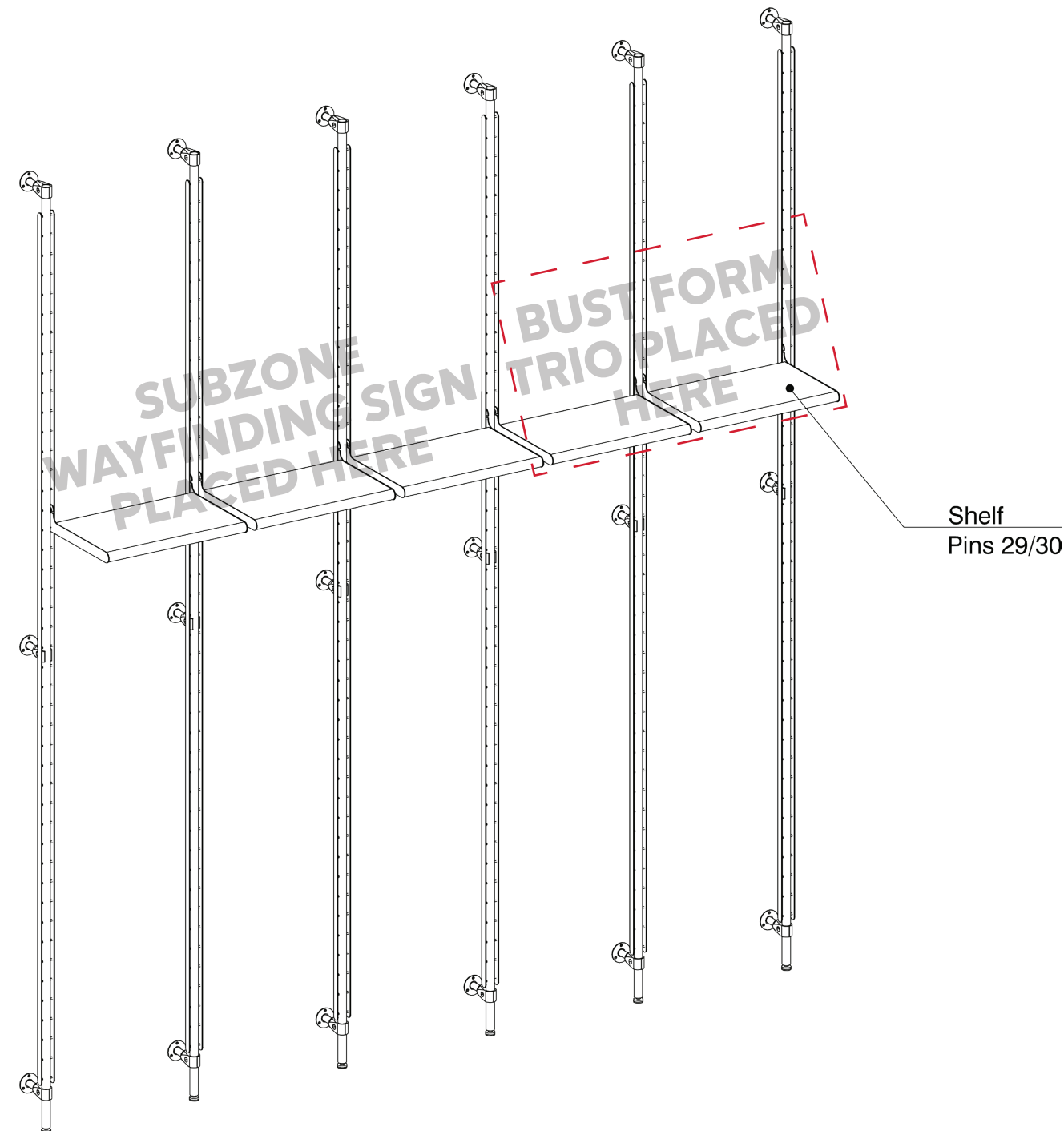
– (3) 24" Shelves

HARDWARE HEIGHTS

– Pins 29/30

**Note: same for all wall heights, categories, and genders*

BUST FORM TRIO



Three bust forms that sit together in a wall with stylized and layered looks that showcase what is merchandised with a zone or wall

- Reference VMD for specific styling direction
- Sits next to subzone wayfinding signs only
- Only headless/armless to be used
- Same gender should be used together in trio
- Form heights should be adjusted and consistent throughout the entire store per gender
- Worn apparel should be approximately 1" from base
- Apparel should NEVER be dragging on base
- Forms should be slightly turned away from sub zone wayfinding sign

HARDWARE NEEDED

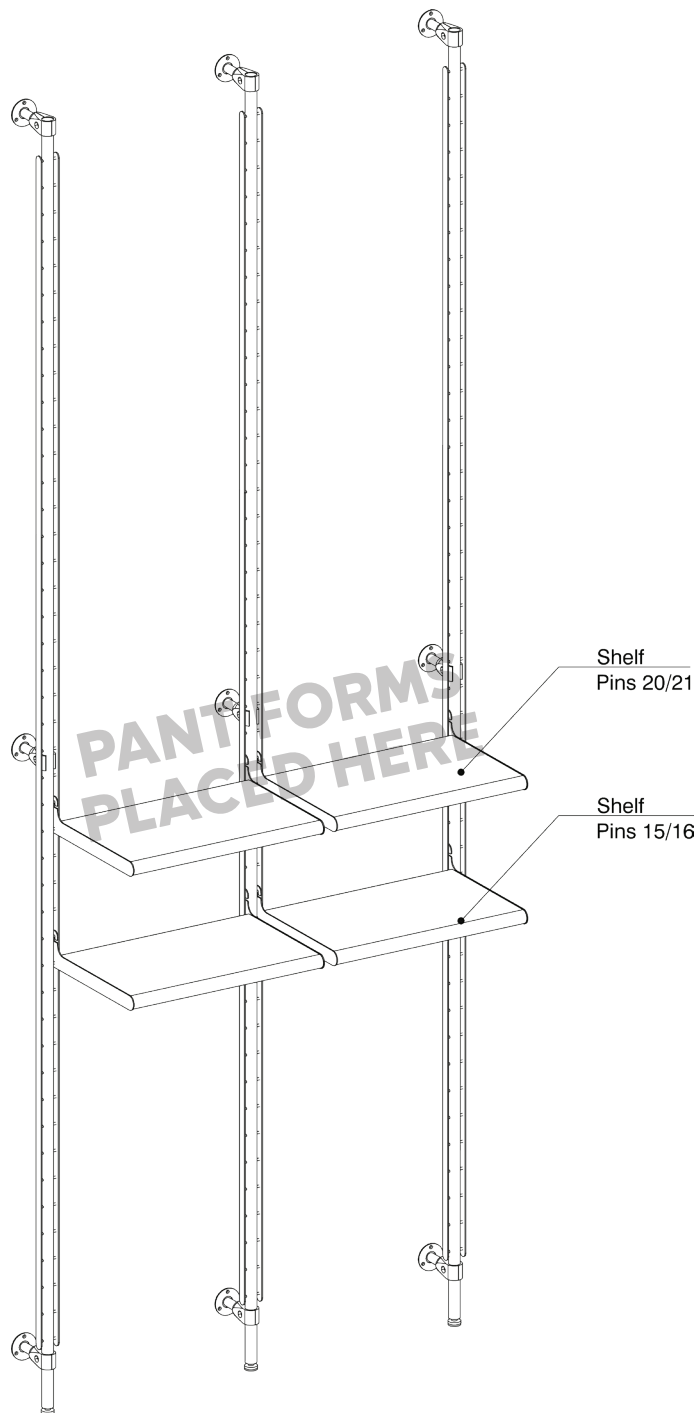
-(2) 24" Shelves

HARDWARE HEIGHTS

- Pins 29/30

**Note: same for all wall heights, categories, and genders*

PANT FORMS



Mannequin forms that give the opportunity to showcase bottom silhouettes and fit to educate and elevate presentation.

- (2) Pant forms to be shown together in wall together
- Both pant forms are to face to one side (not forward facing or backwards facing)
- Same gender should be used together
- Forms should always include footwear and socks if necessary

HARDWARE NEEDED

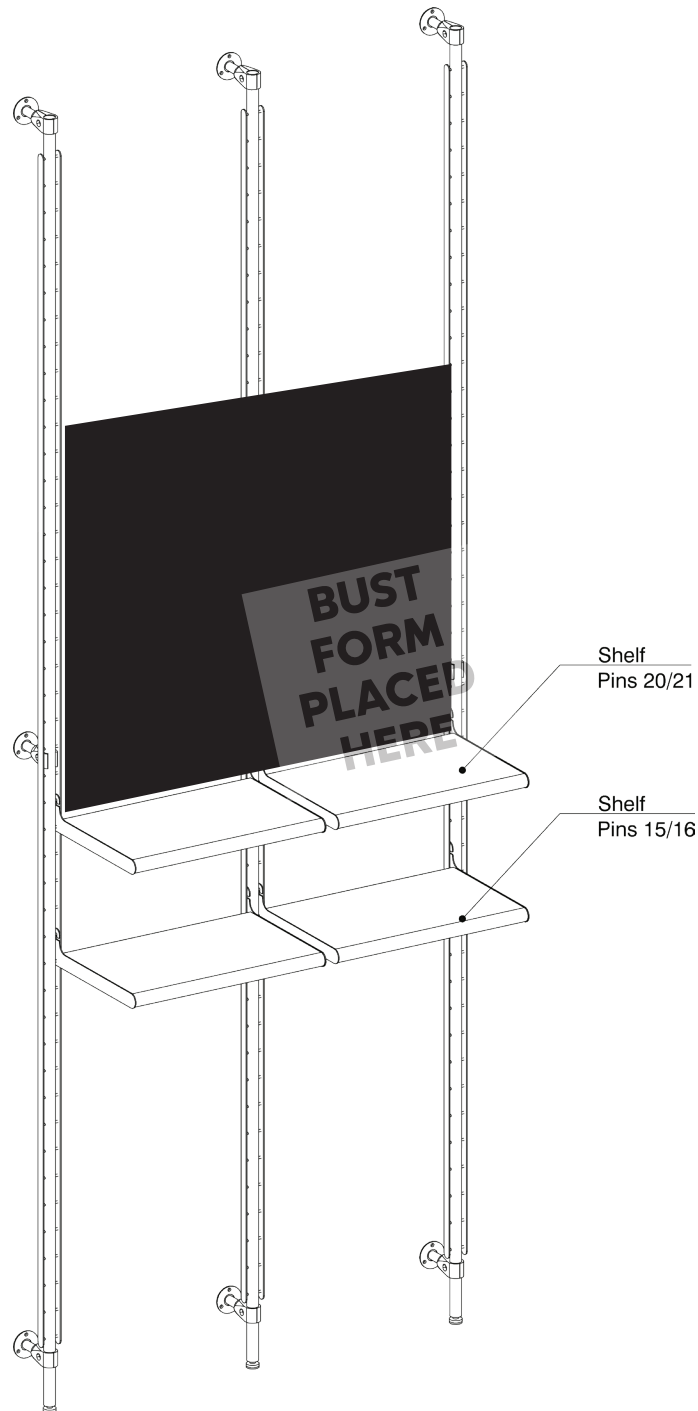
- (4) 24" Shelves
- Additional accessory hardware as needed to cross merchandise underneath
- All cross merchandising is to be double exposed from the Accessory section in store
- Utilize items that relate back to the presentation on gondola
- Reference current VMD for details

HARDWARE HEIGHTS

– Pins 29/30

**Note: same for all wall heights, categories, and genders*

DOUBLE BAY WALL GRAPHICS



Double Bay Wall Graphics (DBWG's) are 24"x24" graphic that relays an educational or visual moment in a wall relating back to the merchandised product

- Reference VMD & ISM Guide for specific styling direction and graphics to be used
- Headless, armless bust form to be used in front of the graphic, justified to the right
- Never cover verbiage with bust form
- Form height should be adjusted and consistent throughout the entire store per gender
- Worn apparel should be approximately 1" from base
- Apparel should NEVER be dragging on base

HARDWARE NEEDED

- (4) 24" Shelves
- Additional accessory hardware as needed to cross merchandise underneath
- All cross merchandising is to be double exposed from the Accessory section in store
- Utilize items that relate back to the presentation on gondola
- Reference current VMD for details

HARDWARE HEIGHTS

- (3) 24" Shelves

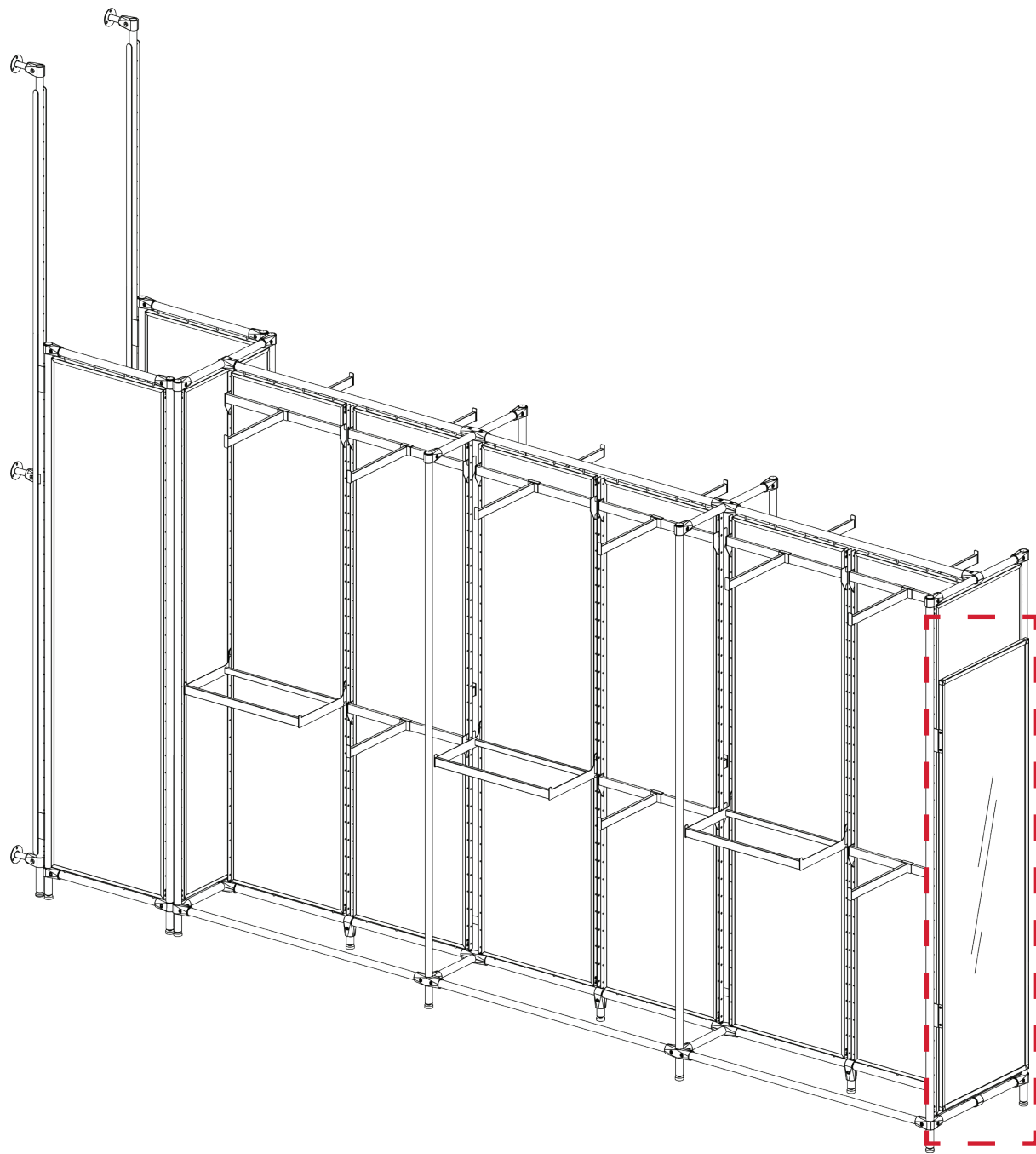
**Note: same for all wall heights, categories, and genders*

MIRRORS -OPTION 1

Mirrors are necessary on the sales floor and the shopping experience. We utilize them not only for consumer usage, but also as visual elements when needed to break up large walls with multiple categories being merchandised.

MIRROR STANDARDS

- There should be at minimum, 1 mirror per zone
- Mirrors are to live on wing wall end caps or used to separate two categories within a large perimeter wall
- There should be at minimum, 1 mirror per zone
- Mirrors are to live on wing wall end caps or used to separate two categories within a large perimeter wall
- Mirror height should always align with walls second row



MIRRORS -OPTION 2

Mirrors are necessary on the sales floor and the shopping experience. We utilize them not only for consumer usage, but also as visual elements when needed to break up large walls with multiple categories being merchandised.

MIRROR STANDARDS

- There should be at minimum, 1 mirror per zone
- Mirrors are to live on wing wall end caps or used to separate two categories within a large perimeter wall
- Mirror height should always align with walls second row

