



 **Columbia**

FLEX & TRANSITION SURVIVAL GUIDE

SPRING 2022 – DTC



SEASONAL FLEX & TRANSITION

Need help keeping your store looking great during transition times? We're here to help!

The transition from season to season is one of the trickiest times in retail, even in normal times. And current supply-chain issues take these challenges to a whole new level.

This guide provides some tips for when and how to flex and transition your space.



WHEN TO FLEX...

Broken size runs on the sales floor.

Inventory is light/sparse OR over capacity.

ADAPTING BASED ON INVENTORY...

Plan ahead – check incoming shipments before making any significant floor moves.

Back room organization is key to determining styles to flex up or down.

Analyze your ON-HAND:

- How many units do you have?
- Do you have full size runs?

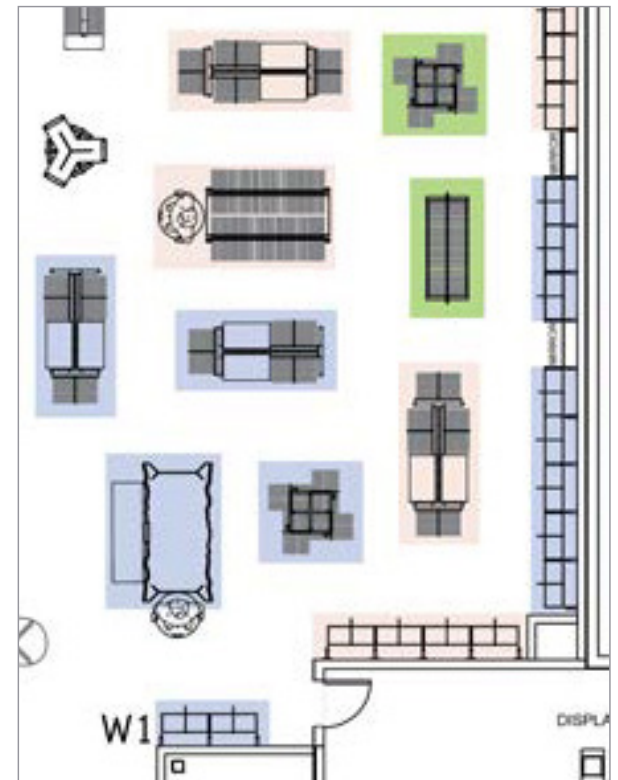
MERCHANDISING TIPS...

- 1** **HARDWARE:** Ensure you have appropriate hardware before any floor changes.
 - TIP: 18” faceout holds LESS units than a 24” linear bar.
- 2** **DOUBLE EXPOSE:** Styles with depth can be double exposed to fill the sales floor.
 - **DO:** Merchandise in same zone.
 - **DON'T:** While still grouping like styles together within the current zone, don't merchandise the same colorway directly next to each other, if possible, to make it appear like there is still variety on sales floor.
- 3** **CROSS MERCHANDISE:** Depending on availability, utilize accessories when needed to fill up space within your wall or floor fixtures.

PRIORITIZING YOUR SPACE...

Primary fixtures should feature styles with the most depth, executing as full a presentation as possible.

- 1 PRIMARY - PRIORITY ONE AREAS:** Walls/drive aisle fixtures are typically the most focal within a store. Feature key items or styles with depth in these areas, executing full presentations/stories when possible.
- 2 SECONDARY - PRIORITY TWO AREAS:** Floor fixtures adjacent to a wall are typically less focal. Utilize priority two areas or fixtures to condense styles due to sell through.
- 3 TERTIARY - PRIORITY THREE AREAS:** Typically the back of floor fixtures are the least focal and not visible unless approached. Utilize these areas for broken size runs.



WALLS

FULL



LIGHT

HARDWARE:

As product sells through, begin mixing up your wall by adding in more faceouts. When inventory is light, the wall may be predominantly faceouts with some shelving for accessories.



TABLE

FULL



LIGHT

MERCH:

As product sells through, consolidate size runs into single stacks; transition from regular to wide (or other alternative) folds that use more room and display more product features. Add in accessories that align to help make the table look full and interesting.



WIDE FOLD (TOP)
REGULAR FOLD (BOTTOM)



GONDOLA

FULL



LIGHT

HARDWARE:

As product sells through, begin consolidating by pulling product off the fixture endcap into the center. Add accessories to the endcap to fill the fixture. When inventory is light, the fixture may be predominantly faceouts with some shelving above for folded product. Use wide or alternative folds to keep shelves looking full.



CONTACT INFO

STILL HAVE QUESTIONS?

Please reach out to Nate Poitras or Alyssa Whitrock. You can also reach out to your DM for assistance.

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