



02.18.2016 **LEVEL** 08

VISION
& PRICE POINT DIRECTIVE

STORE INTERIOR

Overview

- › All Zones are updated
- › Be sure to read the notes as they help guide lifestyles and product placement.
- › Promo and price point signage is shown throughout the document to help with placement. Refer to your weekly Promo document for further information.
- › If your store is low in inventory store Ballet Bars and collapsible Rounders in the back room if space permits and use extra Gondolas in Sale section.

FEATURE FRONT 1

Casual Chic

- Print: Pathway

Updates:

- Table
- Mannequins



FEATURE FRONT 2

Casual Chic

- No Print

Updates:

- Table
- Mannequins



CENTER FRONT 1

Casual Chic

- No Print

Updates:

- Table
- Mannequin



CENTER FRONT 2

Dressy Casual

- Print: Rosette

Updates:

- Table



STORE INTERIOR

ZONE 1A Logo

- No Print
- Updates:
- Wall
 - Tables
 - Mannequins
 - Floor Fixtures



ZONE 1B Dressy Casual

- Print: Concrete Jungle & Pathway
- Updates:
- Wall
 - Tables
 - Mannequins
 - Floor Fixtures



ZONE 2A Dressy Casual

- Print: Rosette
- Updates:
- Wall
 - Table
 - Mannequins
 - Floor Fixtures



ZONE 2B Day to Night

- Print: Sealed with a Kiss & Trellis
- Updates:
- Wall
 - Table
 - Mannequins
 - Floor Fixtures



ZONE 3A Sale

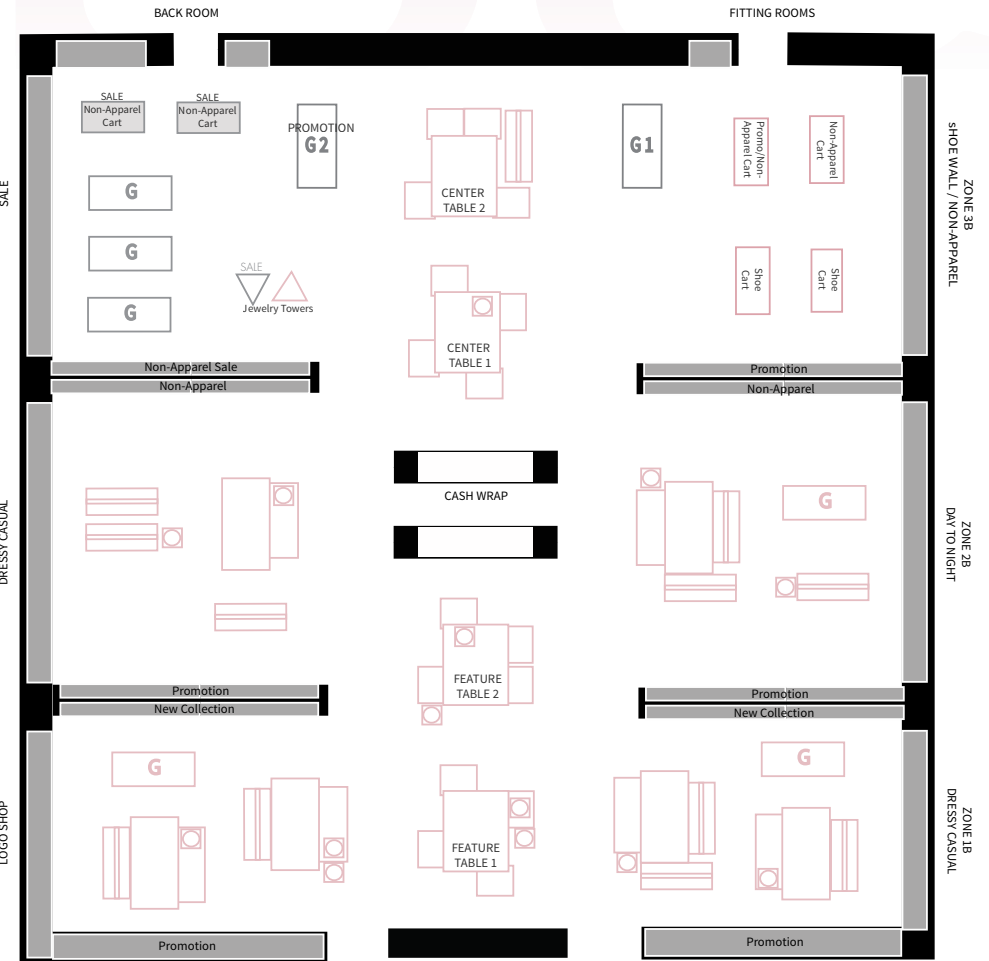
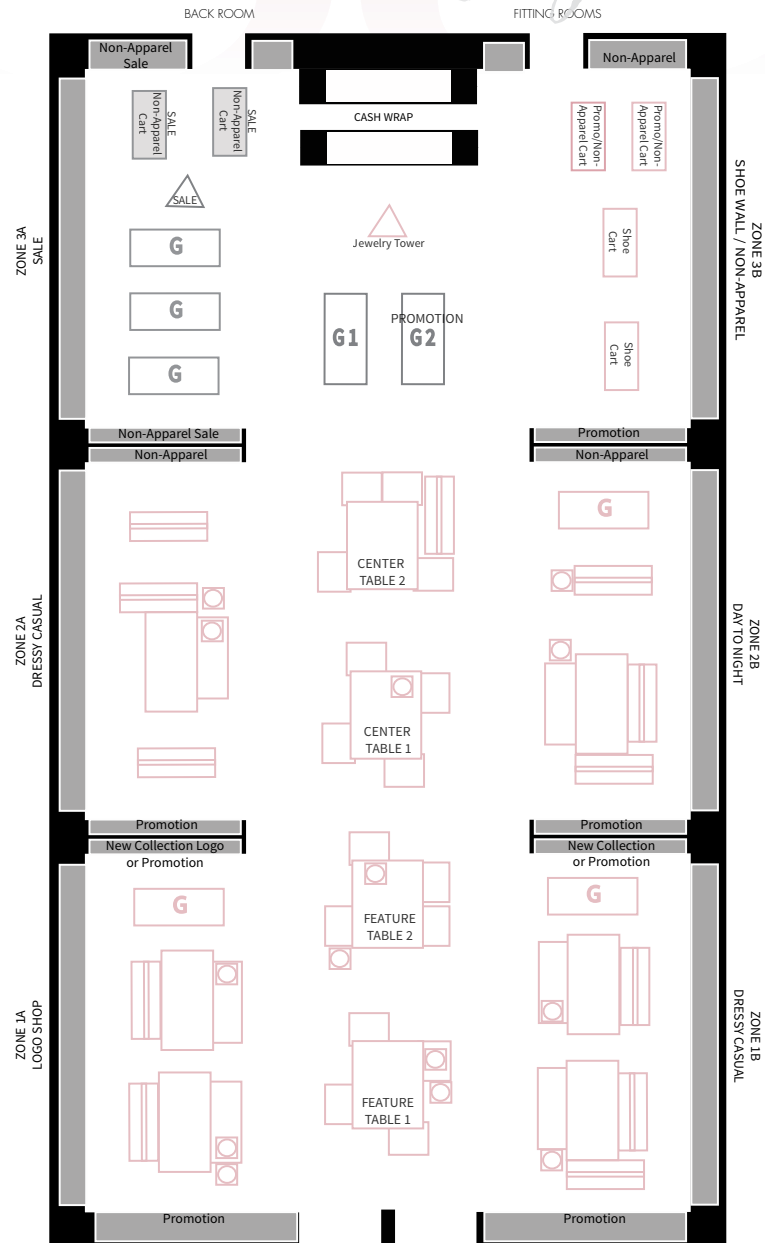
ZONE 3B Non Apparel

- Updates:
- Wall
 - Shoe Carts
 - Accessory Carts



MAPS

Maps



NOTES:

● - Updated

FEBRUARY COLORS & PRINTS

CONCEPT

The Spring collection "Through the Labyrinth" embraces a chic, comfortable and cool vibe with a flare of utilitarian. New lacing details, geometric textures, layering pieces, and playful silhouettes in jumpsuits and dresses create Springtime day-to-night looks. Geometric prints are given new life with bold colors, while soft florals add balance and transition us to the Easter & Spring season.



Concrete Jungle



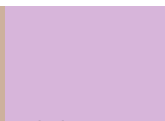
Pathway



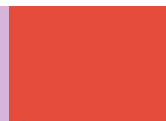
Bright White



Rugby Tan



Orchid Bouquet



Cherry Tomato



Jet Black



Sealed With A Kiss



Bright White



Desert Flower



Racing Red



Trellis



Bright White



Jet Black



Rosette



Bright White



Desert Flower



Atlantis



Racing Red



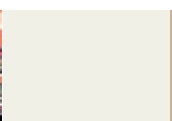
Hollyhock



Jet Black



Calligraphy



Egret



Cuban Sand



Hot Coral



Bright Rose



Beetle

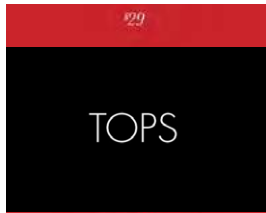


Jet Black

Table 1 - FEATURE FRONT

TABLE 1

The Feature Front Table 1 features the key item Henley Rib & Lace Back Tank in new Spring colors. Complete the outfit with denim and the Pathway printed backpack. The tops on this table are price pointed at \$29. New styles will arrive the week of 2/21 to update table.



COLORS/PRINTS



Mannequin Styling - FEATURE FRONT



LOOK 1

- Denim: 257592



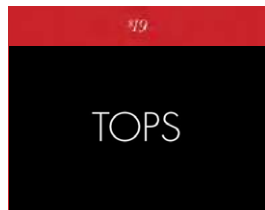
LOOK 2

- Denim: 261506

Table 2 - FEATURE FRONT

TABLE 2

This table features all the Padded Bra Seamless Camis and Lace Bralettes at the price point of \$19. Turn cubbies in. New styles will arrive the week of 2/21 to update table.



COLORS/PRINTS



Mannequin Styling - FEATURE FRONT



LOOK 1

- Denim: 261456



LOOK 2

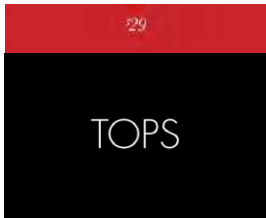
- Denim: 257592



Table 1 - CENTER FRONT

TABLE 1

This table continues to feature key item Square Neck Sweater price pointed at \$29. Update table with new denim in cloud wash along with carry over denim styles. New styles will arrive the week of 2/21 to update table.



COLORS/PRINTS



Mannequin Styling - CENTER FRONT



LOOK 1

- Denim: 263679

This table continues to feature key items price pointed at \$39. New styles will arrive the week of 2/21 to update table.



Ballet Bar - CENTER FRONT

BALLET BAR

Front

- Knit tops & denim
- All tops are price pointed at \$39
- Denim shown may be late. Place upon arrival

TOPS



Point of View- ZONE 1A - LOGO



COLORS/PRINTS



ZONE 1A

Update the Logo shop with new colors Orchid Bouquet, Cherry Tomato, and Jet Black. Table one and Table two feature all the new Yummy Rib & Basic colors. Continue to feature carry over colors in lower Linear Bars and on Gondola.

Wall - ZONE 1 A



Details



Table I - ZONE 1 A

TABLE

- Feature logo hats in plexi tray
- Showcase logo flip flops on risers
- White tank is behind Look 2



Mannequin Styling- ZONE 1 A



LOOK 1

- Denim: 261262



LOOK 2

Ballet Bar- ZONE 1 A

BALLET BAR

Front

- Ribbed tanks & denim



Table 2 - ZONE 1 A

TABLE

- Place manquin on cubby
- Black basic is behind Look 3



Mannequin Styling & Ballet Bar- ZONE 1 A



BALLET BAR

Front

- Black & white carry over



Gondola - ZONE 1A

SIDE 1

- Fold top on gondola



FRONT



SIDE 2



BACK

- Fold top on gondola



Point of View - ZONE 1B - DRESSY CASUAL



COLORS/PRINTS



ZONE 1B

Feature the new prints Concrete Jungle and Pathway in this zone with pop colors Orchard Bouquet and Cherry Tomato. Price pointed tops are shown throughout the zone. Consolidate carry over items to gondola.

Wall - ZONE 1B



TOPS

\$49

TOPS

Table 1 - ZONE 1 B

TABLE

- Feature handbag collection in cubby
- All top are price pointed at \$39

\$39

TOPS



Mannequin Styling & Ballet Bars - ZONE 1B



LOOK 1

BALLET BAR

Front

- Overlay, bandage, midi dresses
- Some items may be late. Add ballet bar upon arrival.



BALLET BAR

Front

- Woven chain detailed tank, palazzo pant, lace set
- All tops are price pointed at \$39

\$39

TOPS

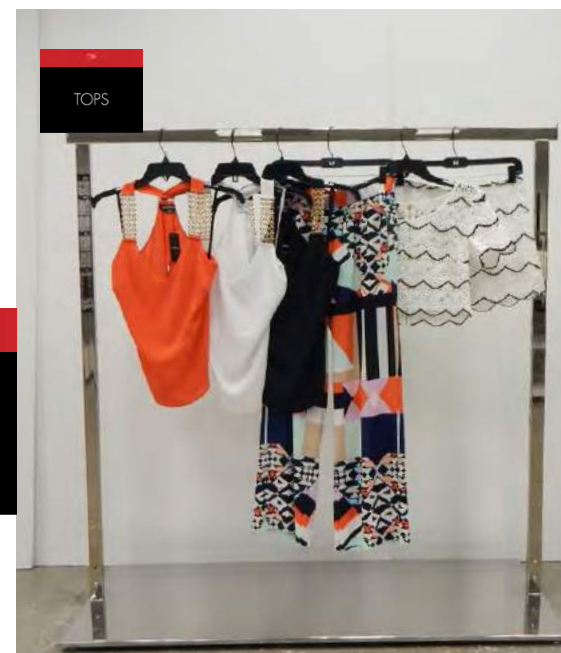
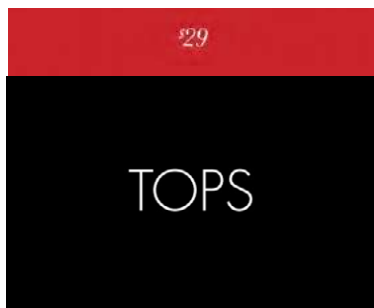


Table 2 - ZONE 1 B

TABLE

- Feature handbag collection in cubby
- All tops are price pointed at \$29



Mannequin Styling & Ballet Bar - ZONE 1B



LOOK 2



BALLET BAR

Front

- Woven tops, skinny zip pant
- All tops are price pointed at \$39

TOPS



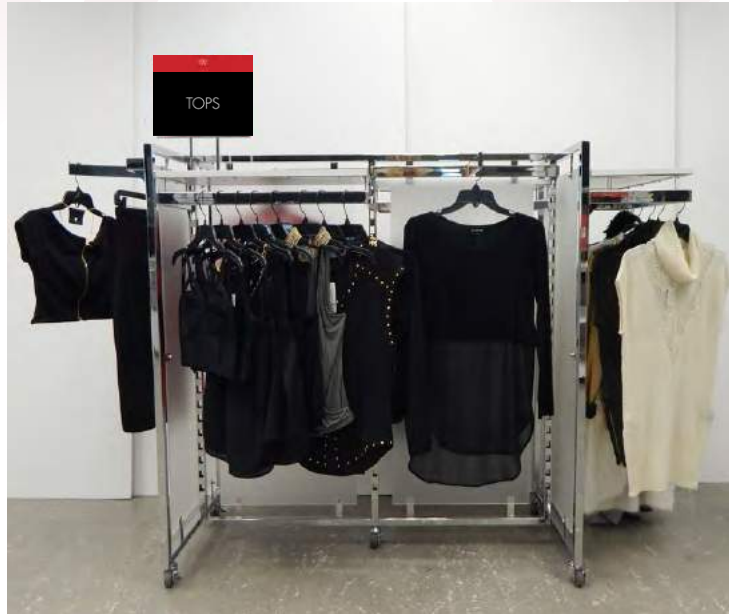
Gondola - ZONE 1B

SIDE 1

- All tops are price pointed at \$39

\$39

TOPS



FRONT

- Layer necklace on faceout
- All tops are price pointed at \$39

\$39

TOPS

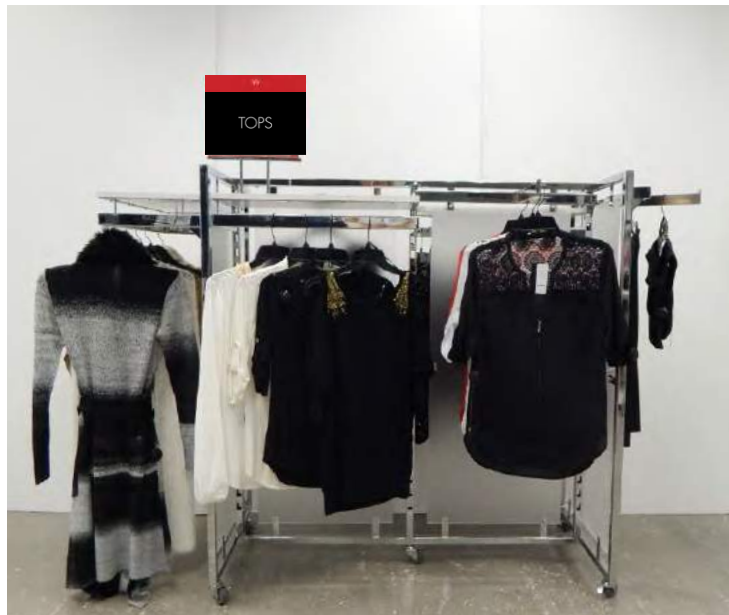


SIDE 2

- All tops are price pointed at \$49

\$49

TOPS



BACK

- All tops are price pointed at \$49

\$49

TOPS



bebe

Point of View - ZONE 2A - DRESSY/CASUAL



COLORS/PRINTS



ZONE 2A

Carry over print Rossette and Calligraphy are featured in this zone paired with the chambray. Update the table with the ribbed henley's and chambray jogger. Price pointed tops are shown throughout the zone.

Wall - ZONE 2A



Details

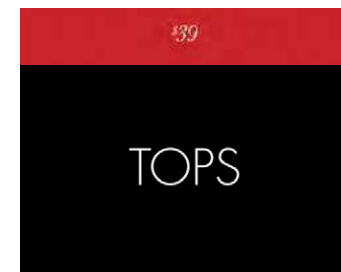
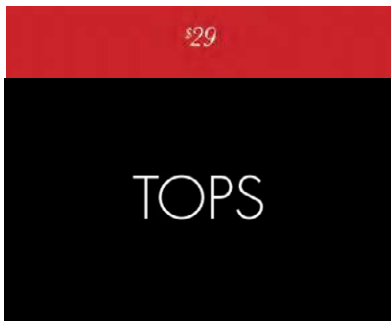


Table 1 - ZONE 2A

TABLE

- Feature handbags collection in cubby
- Place hats on table
- All tops are price pointed at \$29



Mannequin Styling - ZONE 2A



LOOK 1



LOOK 2

Ballet Bars - ZONE 2A

BALLET BAR Front

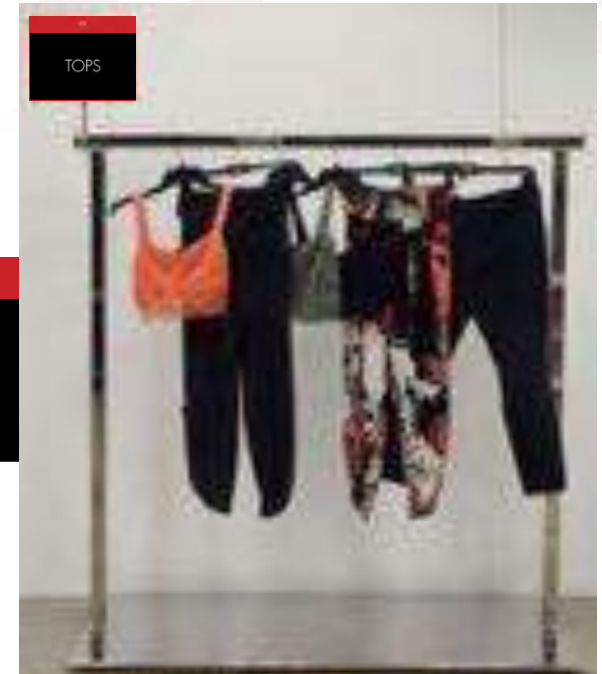
- Seamless non padded camis, high wasied denim short & tubular set
- All tops are price pointed at \$19



BALLET BAR

Front

- Lace bralettes & joggers
- All tops are price pointed at \$19



BALLET BAR

Front

- Maxi tanks, woven tops, maxi shirts
- All tops are price pointed at \$49



bebe

Point of View - ZONE 2B - DRESSY/CASUAL



COLORS/PRINTS



ZONE 2B

The Valentines Day collection moves to this zone and combined with the Trellis print. Consolidate Sealed With A Kiss to gondola and feature black and white pieces on mannequins. Price pointed tops are shown throughout this zone.

Wall - ZONE 2B

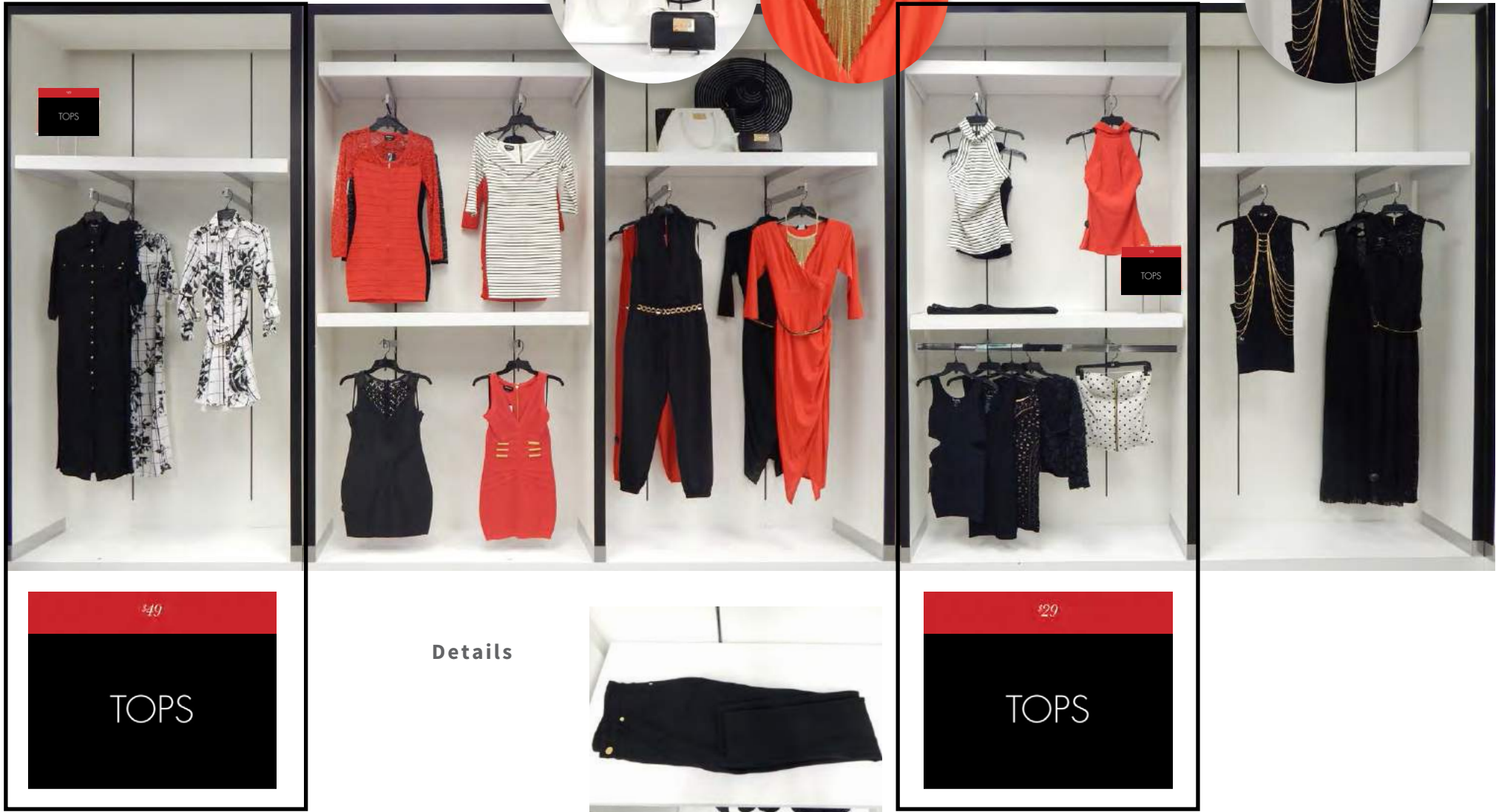
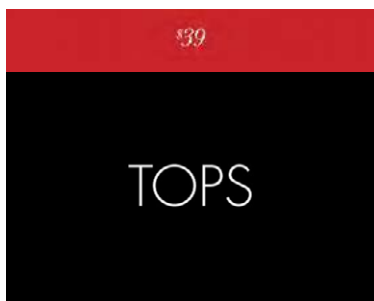


Table 1 - ZONE 2B

TABLE

- Place clutches in plexi in cubby
- Place hats in cubby
- All tops are price pointed at \$39



Mannequin Styling & Ballet Bars - ZONE 2B



LOOK 1



BALLET BAR

Front

- Woven tanks & black leggings
- Place handbag on peg
- All tops are price pointed at \$39

\$39

TOPS



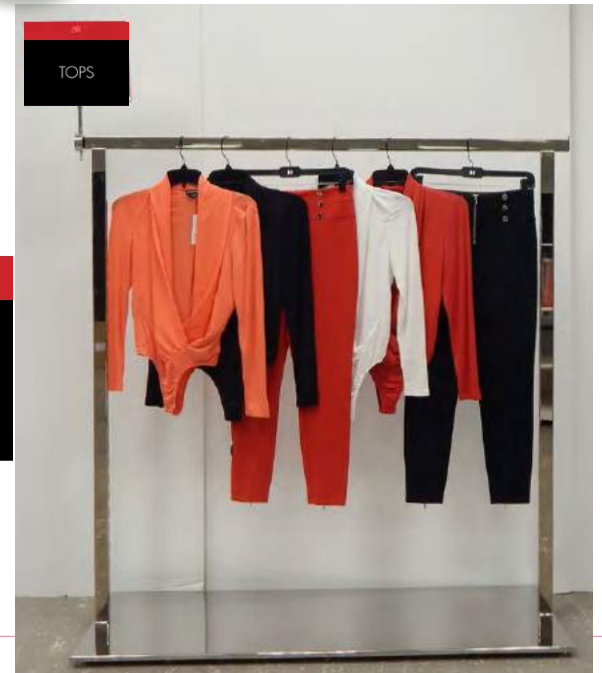
BALLET BAR

Front

- Bodysuits & high waisted pant
- All tops are price pointed at \$39

\$39

TOPS



Mannequin Styling & Ballet Bar - ZONE 2B



LOOK 2

BALLET BAR

Front

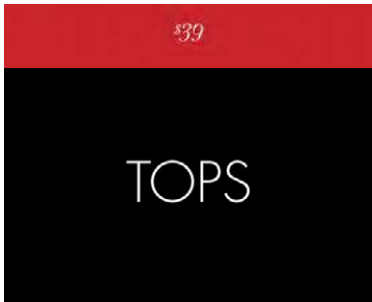
- Rompers & dresses
- Place clutch on peg



Gondola - ZONE 2B

SIDE 1

- All tops on this side are price pointed at \$39

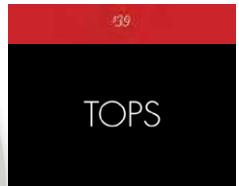


SIDE 2



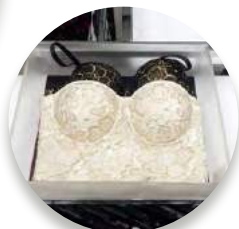
FRONT

- Top is price pointed at \$39



BACK

- Place bralette in plexi on top of Gondola



bebe

Wall - ZONE 3B



SHOE WALL

- Place carryover and promo shoes with boxes on Accessory Carts

Wall - ZONE 3B

NOTES

As shoes sell through & inventory levels shift, use the bays shown as options in Zone 3B or feature in a non-focal wall throughout the store. Place hats, handbags, shoes without boxes, and other non-apparel throughout the store in cubbies and uppers as shown throughout document. Use an Accessory Cart for overflow of shoes with boxes if wall space is limited.



Details



Jewelry Tower

JEWELRY TOWER

- Jewelry fixture is merchandised by collection as directed in the photos
- The fixture should be filled by spacing jewelry out from top to bottom
- DO NOT merchandise other non-apparel on the jewelry fixture
- Separate SALE jewelry onto SALE Jewelry Tower



Side 1: Gypsy Soul



Side 2: Glitz & Glam



Side 3: Logo

Jewelry Table

JEWELRY TABLE

- For stores that have the Jewelry Table vs. the Jewelry Towers, use this as a guide when setting up your table
- Place jewelry in collections as shown on previous page
- Jewelry Table remains near cashwrap and should not be moved unless otherwise directed



Shoe Cart

SIDE 1



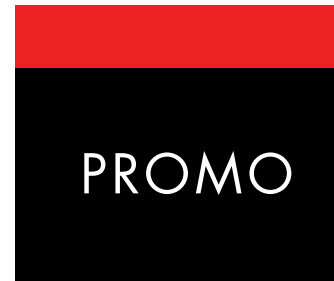
SIDE 2



Details



Details



Shoe/Accessory Cart

SIDE 1



SIDE 2



Details



Details



Shoe Cart

SIDE 1



SIDE 2



Accessory Cart

SIDE 1



SIDE 2



Details



Details



Cashwrap



CASHWRAP

The Cashwrap should feature the below:

- \$10.00 bracelet program (use a glass bowl or a plexi tray)
- \$10.00 Jewelry sign
- Perfume Boxes with testers (stock overflow boxes in the back room)
- Hair accessories - feature in bowl

NOTE: The items above should be on the FRONT of the Cashwrap. Place near registers so Clients can easily add on to Sale. There should be no other apparel or non-apparel items on the Cashwrap.

Details



Sale



bebe markdowns and MFO/Logo/Sport markdowns should be separated and merchandised in separate areas of the Sale section. These sections should remain separate in order to support MFO/Logo/Sport specific promotions and bebe specific promotions.

Similar to how bebe markdowns are marked with YELLOW highlighter on the Season Code, MFO/Logo/Sport markdowns should be highlighted with PINK highlighter on the Class Code (MFO class code beginning with O; Logo Class code beginning with X; Sport class code BM, JT and TT. This will make it easy for Associates to maintain the separation as they complete go backs.

Key Guidelines to follow when setting the Sale Zone include:

Fixturing Sale:

Double hang walls - Tops over Bottoms

Single hang walls - Dresses, Long Outerwear and Long Bottoms

Floor Fixtures should be used for Dresses, Long Outerwear and Long Bottoms

Merchandising Sale:

Hang Tops according to Sleeve length

Start with Sleeveless → Short Sleeve → Long Sleeve → Jackets

Hang Bottoms according to length (Shorts/Skirts/Pants)

Start with Shorts → Skirts → Pants

Grouping by Color:

Hang all Sale product by Color (Light to Dark within each color group)

All variations of a 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.

SALE WALLS and FLOOR FIXTURES - Option 1



SALE WALLS - Option 2



Promotions

Promo set up will vary from store to store based on ownership of promo product and store layout. Merchandise Promos when possible by the tips below:

1. Group by category in Wall or on Floor Fixture (example: all Tops, all Dresses, all Bottoms)
 2. Merchandise front of store promotional items in separate Bays, Wing Walls and/or Floor Fixtures - see examples below
- Refer to Storenet for the most current sign direction
 - Substitute styles moved to a promotion or markdown with a similar style and color
 - Keep one Gondola 2 in Center Back next to bebe Gondola 1 designated for Promos and sign accordingly

Key Guidelines to follow when setting Promo include:

- Double hang walls - tops over bottoms for maximum capacity - feature face outs over linear bars when inventory is low
- Single hang walls - Dresses, Long Outerwear and Long Bottoms - feature face outs if inventory is low
- Group by style keeping color multipliers together where possible
- Fixtures should be grouped by one of the options below
 1. By category - example "40% Off Tops" signage should be shown on a fixture featuring ONLY TOPS on promo
 2. By percentage of promo - example "50% Off Select Styles" should be shown on a fixture featuring any category item that is 50% Off

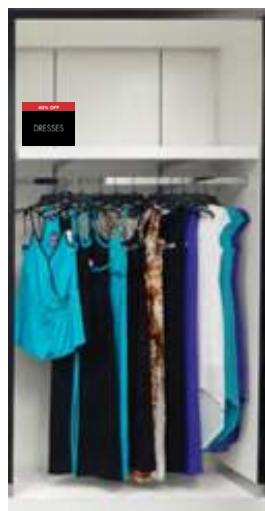
Hang Tops according to Sleeve length

Start with Sleeveless → Short Sleeve → Long Sleeve → Jackets

Hang Bottoms according to length (Shorts/Skirts/Pants)

Start with Shorts → Skirts → Pants

Category Promotion Examples



Percentage Promotion Examples

