



Intensity Level: 07

Floor Set I Directive
10.16.14 through 10.22.14

This is an update to your current floorset. Please use the overview pages to see what remains, or has been updated from the previous set.

Visual Standards:

(Please abide by these standards unless otherwise noted.)

- Display all sandals on small t-stands.
- Ensure that all shoes are zipped up, buckled, and facing the same direction on shelf.
- Stuff bags when on visual display.
- Replicate upper as shown in document. Use similar items if low in inventory.
- Use clutch/wallet stands when displaying either.
- Only display one bag in hand when using visual display arms.
- Any product with hanger tape must be hung with the hanger tape when applicable.
- Ensure every item is sized properly (XS-XL).
- All sunglasses must be facing the same direction when hung.
- Any product that has zippers and buttons must be fully zipped and buttoned up unless otherwise styled in Vision Document.

Windows Standards:

- Windex all boxes before placing into window.
- Always thoroughly clean the floor and mannequin bases prior to setting window.
- Unsensor and steam all window and interior outfits before dressing the mannequins.
- Do not place any two same mannequin poses together unless otherwise noted.
- Ensure that the spotlights are aimed at the mannequins in window.
- Mannequins should be based upon inventory levels that best represent the outfits shown.
- Do not represent an item on a mannequin if you do not have full inventory.

PLEASE NOTE:

MERCHANDISE FEATURED IN THIS DOCUMENT WILL ARRIVE PRIOR TO 10.16 AND CONTINUE TO ARRIVE THROUGH 10.22. EXECUTE VISION PRIOR TO STORE OPENING 10.16 WITH PRODUCT ON HAND AND CONTINUE TO UPDATE THROUGH 10.22 AS ADDITIONAL PRODUCT FEATURED IN THIS DOCUMENT ARRIVES.

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Notes

THESE SKUS LIVE IN YOUR IMPULSE FIXTURE:

241439 ZENA PYTHON INFINITY SCARF	GREY
241436 SLOUCHY LEO KNIT HAT	LEOPARD
241435 SLOUCHY KNIT HAT	BLK
241433 PU BASEBALL HAT	BLK
244972 LEO LEOPARD INFINITY SCARF	LEOPARD
244974 LIZ TRIBAL PRINT SCARF	BLACK/WHI
242996 SOLID RUFFLE SCARF	ALL
244437 ALYSSA PYTHON SCARF	ALL

Stores will be receiving boot inserts/hanging clips and belt tags. Please use inserts only for display purposes and hanging clips to hang the boots in walls.



PLACE PERFUME BOXES AT
CASH WRAP

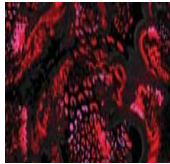
If your stores has Cake Fixtures,
please use them to house shoes,
Logo tees, or both in Zone 4.

New Print

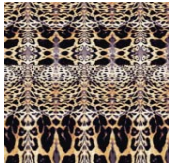


Supernatural Floral

Residual Prints



Daydream



Purrfect



Such A Stud

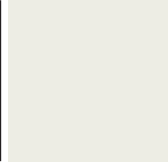


Babylon

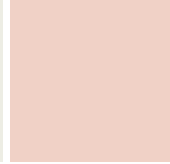
Colors



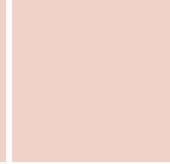
White



Pristine



Petal Pink



Pink Pearl



Gypsy Rose



Festive Pink



Haute Pink



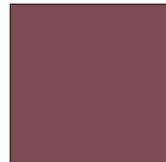
Mandarin Red



Cherry Glaze



Serbian Storm



Burnt Russet



Blue Iris



Eggplant



Port Wine



Nine Iron

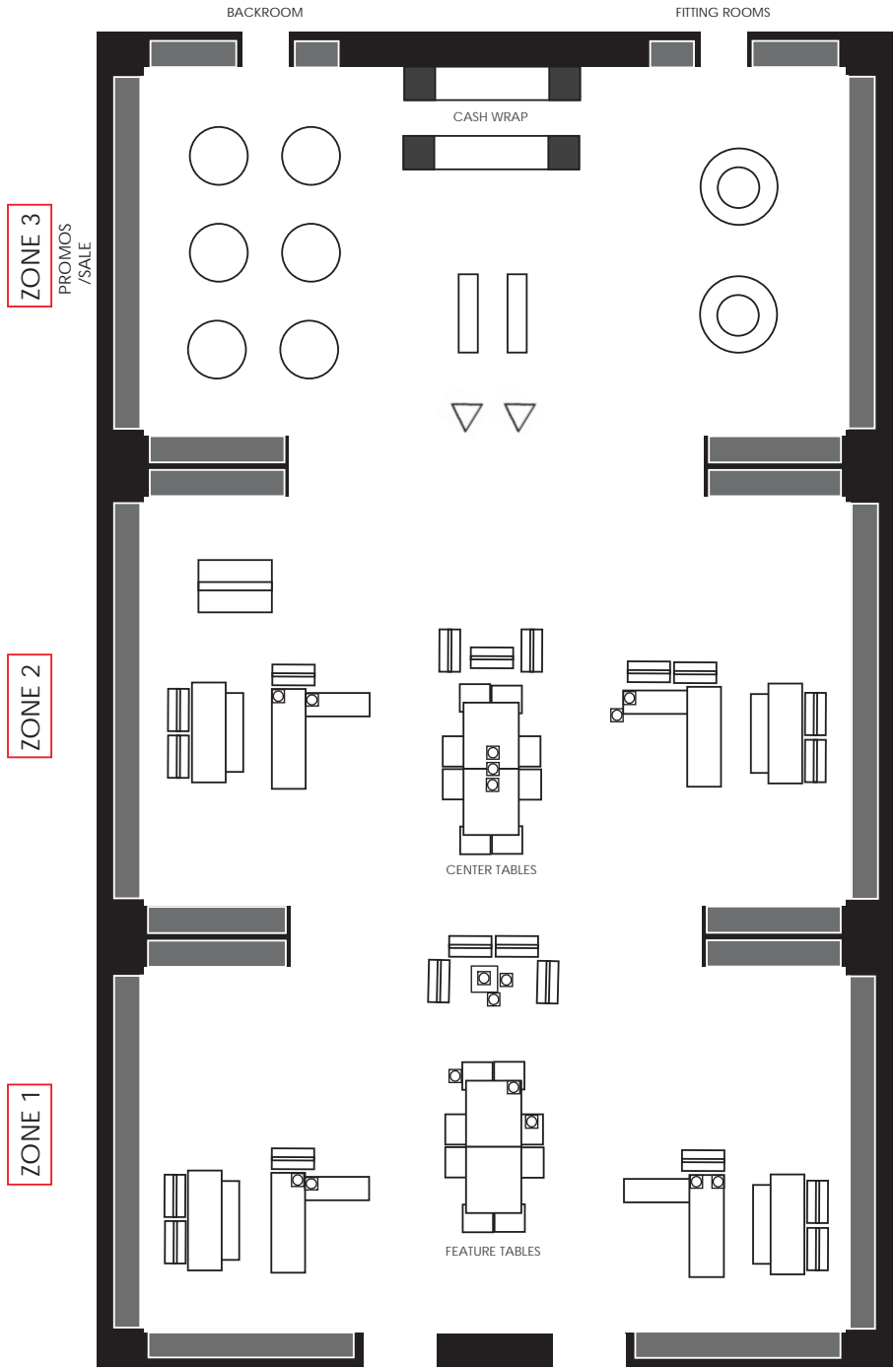


Midnight Depth

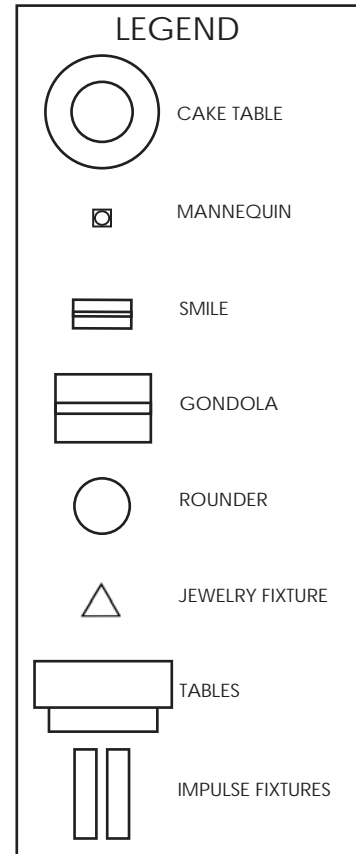


Black

Floor Plan / Fixture Placement



EVERY OUTLET STORE HAS A SLIGHTLY DIFFERENT LAYOUT AND FIXTURES. USE THE FLOOR PLAN / FIXTURE PLACEMENT AS GENERAL GUIDANCE. CONTACT YOUR DM IF YOU HAVE FURTHER QUESTIONS.



Feature Table + Center Table Overview

Front



Back



Front



Back



Feature Table

Front View



Back View

Feature Table: Mannequins



Look One



Look Three



Look Two

Mid Center: Mannequins



Look One



Look Three



Look Two



Mid Center: Smiles



Smile 1

FRONT — BACK



Smile 2

FRONT — BACK

Smile 1: Knit Long Sleeves + PU Knit Jacket + Residual Denim

Smile 2: Fuzzy Sweaters + Knit Top + Black Legging

Smile 3: Cold Shoulder Sweaters + Residual Black Leggings

Smile 4: Knit Long Sleeve + Residual Jeans



Smile 3

FRONT — BACK



Smile 4

FRONT — BACK

Center Table

Please Note:
Three mannequins that are all the SAME
pose are used on table. Refer to page
5 for mannequin placement. If you
have overflow of tees, turn cubbies
around to store overflow.



Center Table: Mannequins



Look One



Look Two



Look Three



Center Table: Smiles

Smile 1: Logo wear that includes laces and fur
Smile 2: Logo wear that includes stripes
Smile 3: Logo wear that includes rhinestones



Smile 1

FRONT — BACK



Smile 2

FRONT — BACK



Smile 3

FRONT — BACK

Center Table: Wing Wall (Option)

Please Note:
Use this LOGO Wall if
your store has a 'Wing
Wall' as an option. If
your store does NOT
have 'Wing Walls',
please disregard and use
the Smiles on the previous
page.



Zone One: Overview



Zone One: Wall



Prints:



Supernatural Floral

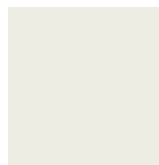
Colors:



Cherry Glaze



Blue Iris



Pristine



Haute Pink



Mandarin Red



Port Wine



Nine Iron



Black

Zone One will showcase our newest MFO print, Supernatural Floral. Bold, deep blues and rich reds and plums read the season of Fall. Shopping in this Zone provides our girl with the perfect Desk to Drink looks.

Zone One: Lead Table



Zone One: Mannequins



Look One



Look Two



Zone One: Rear Table



Display Details



Smile 1

FRONT — BACK

Smile 1: Sparkle Tanks + Blazers + Black Leggings

Smile 2: Peplum Tanks + Pencil Skirts

Smile 3: Fur Vest + Woven Tops + Jogger Pants



Smile 2

FRONT — BACK



Smile 3

FRONT — BACK

Zone Two: Overview



Wall



Tables

New!

New!



Mannequins

New!

New!



Gondola



Smiles

New!

New!

New!

Zone Two: Wall



PRINTS:

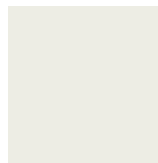


BABYLON

COLORS:



WHITE



PRISTINE



PETAL PINK



MANDARIN RED



PORT WINE



NINE IRON



BLACK

Zone Two will keep the Babylon Print and colorway while adding in some more Business Chic work related pieces. This Zone will attract the hardworking business-like bebe girl that goes into the office Monday through Friday. She knows how to look her best while getting the job done.

Zone Two: Lead Table



Display Details

Zone Two: Mannequins



Look One



Look Two



Zone Two: Rear Table + Smiles



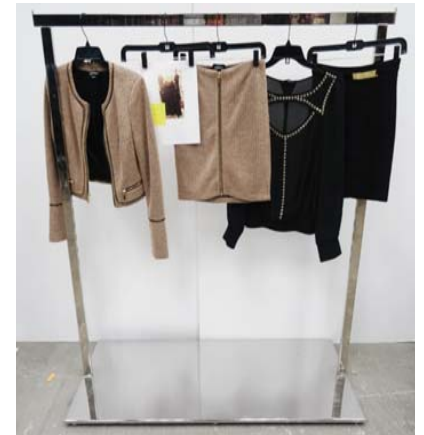
Smile 1

FRONT — BACK

Smile 1: Woven Tank Dresses + Knit Mid-Length Tank Dresses

Smile 2: Tweed Blazer + PU Peplum + Tweed Skirt + Woven Long Sleeve Chiffon + Bandage Skirt

Smile 3: PU Trimmed Dresses + PU Jacket



Smile 2

FRONT — BACK



Smile 3

FRONT — BACK

Zone Two: Gondola



Side One



Detail 1

House 'Special Occasion' type pieces on this gondola in Zone 5. This gondola should address the glitz and glamour pieces that would be worn for a special occasion or a night out.



Side Two

Center Rear: Jewelry Fixture

New styles coming to your store!



Please Note:

If you have two Jewelry Towers, use one specifically for SALE and the other to house regular priced jewelry. Separate the gold from the silver. If you still have residual 2b bebe jewelry, separate it from the bebe Outlet jewelry.

Zone Four Wall



Use Zone Four to house your additional accessories. If your store has Cake Fixtures, you may place them in this Zone.

Zone Five: Overview



Zone Five: Wall



Zone Five reflects the Casual Chic bebe girl. She likes comfort, ease, but still looking classy and always chic. Incorporate scarfs when accessorizing this zone. This girl is looking for comfy cozy class.

Colors:



Zone Five: Lead Table



Zone Five: Rear Table + Smiles



Smile 1

FRONT — BACK



Smile 2

FRONT — BACK

- Smile 1: Sparkle Knit Tee + PU Leggings + Denim Jackets
- Smile 2: Sweaters + Linen Pants + Jogger Pants
- Smile 3: Sweaters + Linen Pants
- Smile 4: Trench Coats



Smile 3

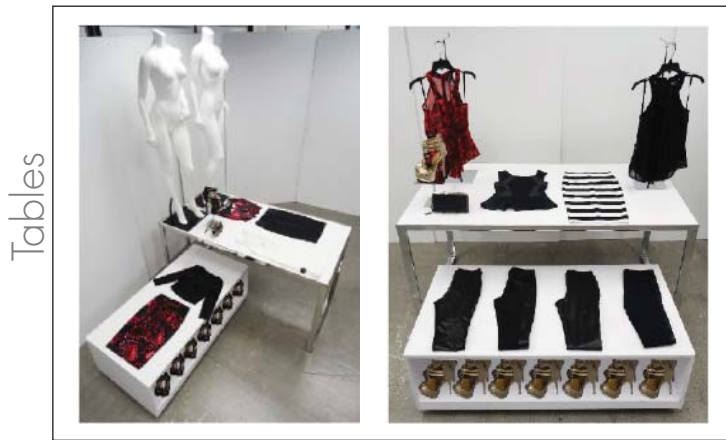
FRONT — BACK



Smile 4

FRONT — BACK

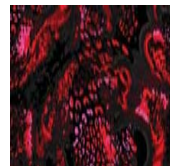
Zone Six: Overview



Zone Six: Wall

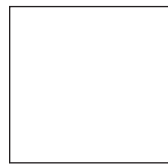


Print:

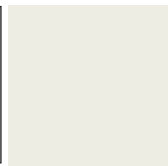


Daydream

Colors:



White



Pristine



Mandarin Red



Midnight Depth



Black

Zone Six consists of the Daydream Print and Colors of White, Pristine, Mandarin Red, Midnight Depth and Black. The assortment in this zone will read a trendy working girl that socializes after work with her friends. She is bold and is looking for a flare to wear to work.

Zone Six: Lead Table



Display Details

Zone Six: Rear Table + Smiles



Smile 1

FRONT — BACK

Smile 1: Dresses

Smile 2: Woven Tops + Millennium Pant

Smile 3: Knit Tops + Pencil Skirts



Smile 2

FRONT — BACK



Smile 3

FRONT — BACK