



WINDOW
DIRECTIVE

02.18.2016 ^{LEVEL} 8

WINDOW OVERVIEW

Window Overview

OVERVIEW

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.

SPECIAL NOTES

All looks change.

Props remain the same.

Studded elements will remain in window for the balance of the spring season.

How-to's are provided on pages 3-11.

Mannequins should not wear shoes.

Window 1



Window 2



Window 3



Visual Enhancements

VISUAL ENHANCEMENTS

NEW PROPS



Large plinth:
Requires assembly



Small plinth:
Requires assembly



Tower:
Requires assembly

CURRENT GRAPHIC



Window Poster

Stores with walls: 701, 703, 706, 710,
713, 714, 715, 716, 718, 719, 720, 731,
732, 737, 746, 750

DISCARD FEBRUARY GRAPHIC



Window Poster

Stores with walls: 701, 703, 706, 710,
713, 714, 715, 716, 718, 719, 720, 731,
732, 737, 746, 750



Clear Vinyl Window Poster

Stores without a wall

PLINTH STRUCTURE INTRO

Plinth structures come in two sizes -- large and small. Both assemble from a flat piece of cardboard using pre-applied adhesive strips to construct the box. Once constructed, stud tiles are applied to adhesive strips on front and back.

IMPORTANT NOTE:
Sharp creased corners and aligned stud tiles are critical for successful execution.

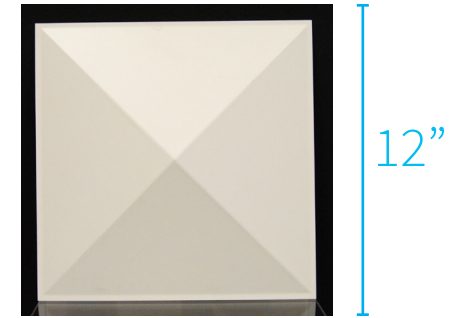
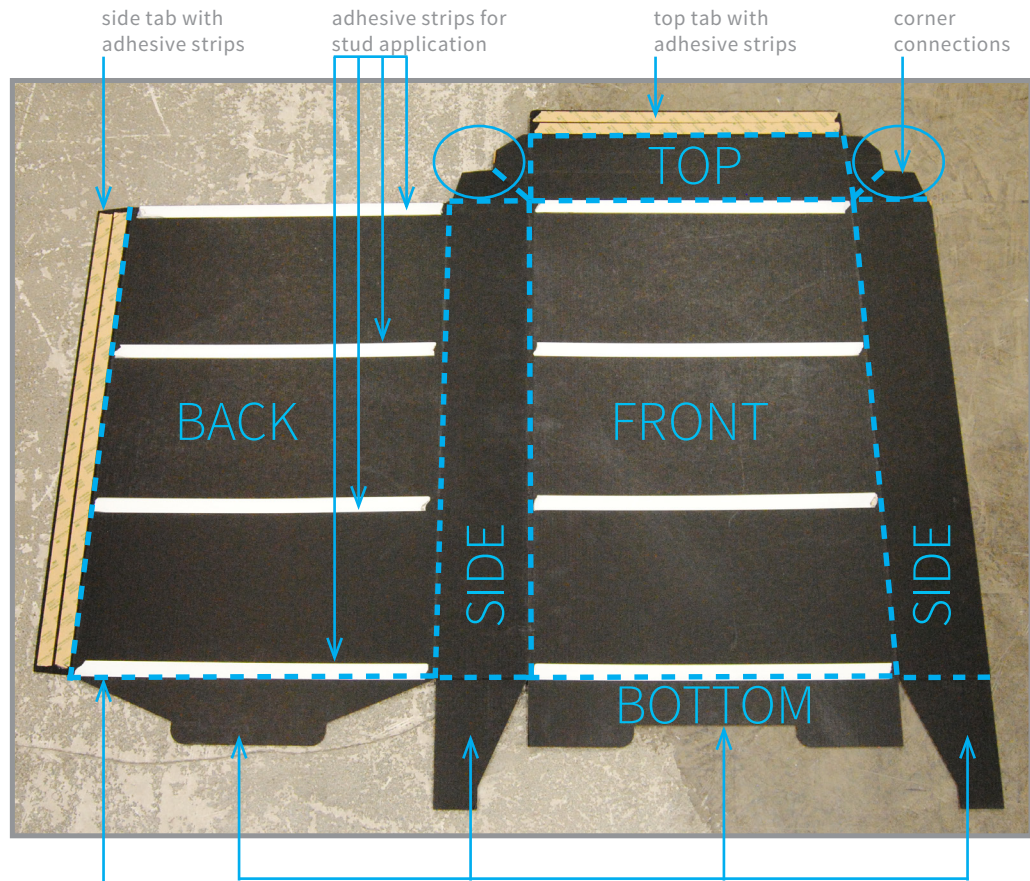
Completed large plinth



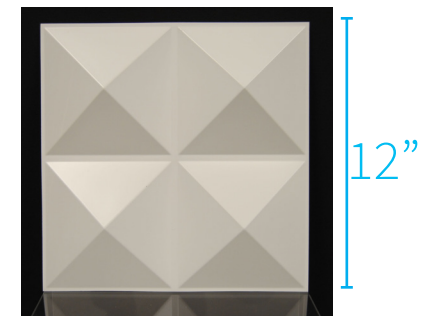
Completed small plinth



COMPONENTS



LARGE STUD TILE:
(qty) 24 - large plinth only



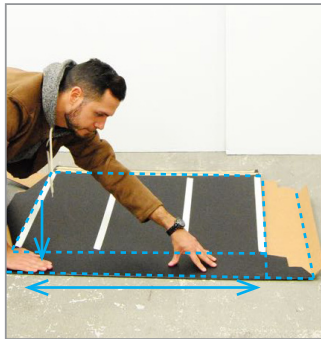
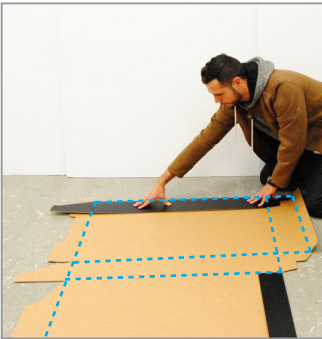
SMALL STUD TILE:
(qty) 6 - small plinth only

PLINTH STRUCTURE ASSEMBLY

STEP 1:
Locate flat packed plinth structure, stud tiles and black marker.



STEP 2:
Lay plinth out flat to fold and crease sharply all corners and tabs. See dotted lines for all creases.



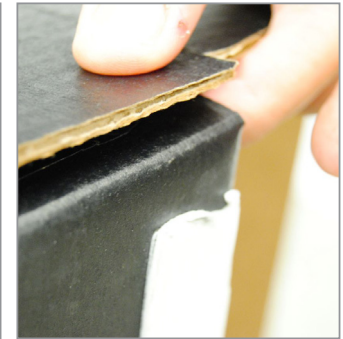
STEP 3:
Remove adhesive strips (x2) from side tab.



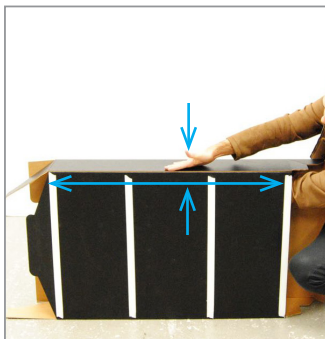
STEP 4:
Carefully align side tab before adhering.



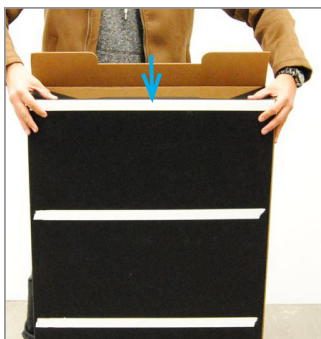
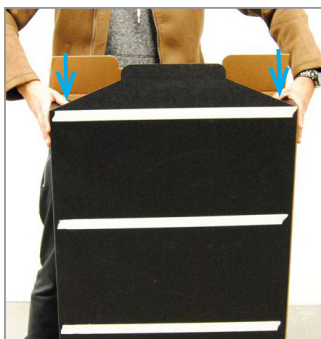
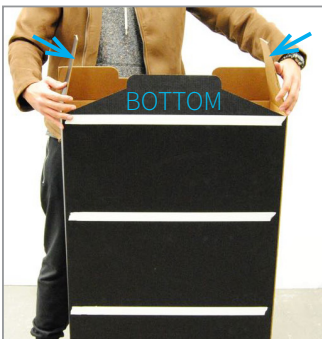
NOTE: use corners and end to guide alignment.



STEP 5:
Press firmly along side tab from underneath to adhere.



STEP 6:
Close bottom flaps in order shown.



NOTE: flaps interlock on bottom for secure closure.



PLINTH STRUCTURE ASSEMBLY

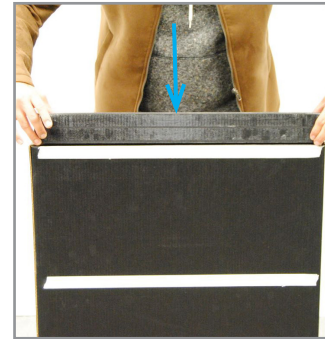
STEP 7:
Flip structure right side up,
and close top by folding in
corner connections.

Detail shot.

STEP 8:
Remove adhesive strips (x2)
from top tab.

STEP 9:
Insert top tab completely into
structure to close top.

Top tab detail



PLINTH STRUCTURE
COMPLETE

NOTE:
Large plinth uses same
construction



PLINTH TILE APPLICATION

When attaching tiles to plinth, perfectly straight placement of the first few tiles is critical to the overall finished product. Steps below show where to start and how to make a guide for best execution. Cover both sides of plinths completely.

STEP 1:
Rotate plinth structure upside down (first row of tiles will be applied across the top using the floor as a level guide).

STEP 2:
Remove lower two adhesive strips one at a time. Remaining strips removed in later steps.

STEP 3:
Carefully align 3 stud tiles laid flat on the floor to make your placement guide for bottom row. Studs are sized to fit across plinth perfectly when lined up.

STEP 4:
Carefully mark on the adhesive where the tiles meet.



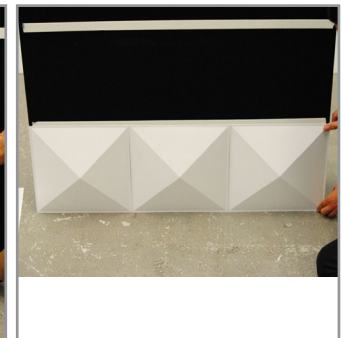
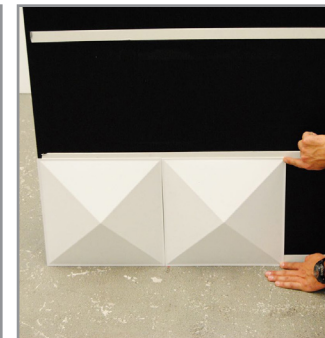
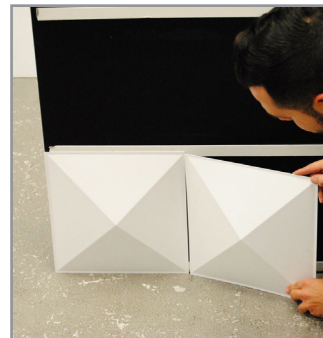
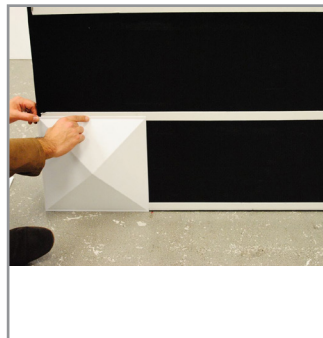
NOTE: Large plinth is three tiles wide so it requires two marks.

STEP 5:
With one edge set flush on floor, carefully align edge of first tile with mark and adhere bottom edge.

NOTE: Attach to bottom adhesive first then attach at top. Press lightly to apply.

STEP 6:
With one edge set flush on floor, carefully align edge of second tile with edge of first tile and press lightly to apply.

STEP 7:
Repeat step 6 to complete bottom row.



PLINTH TILE APPLICATION

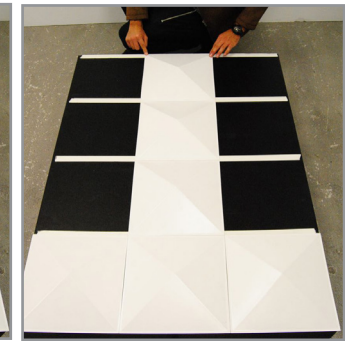
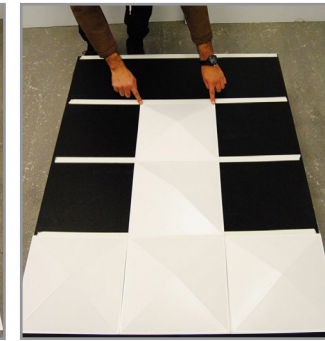
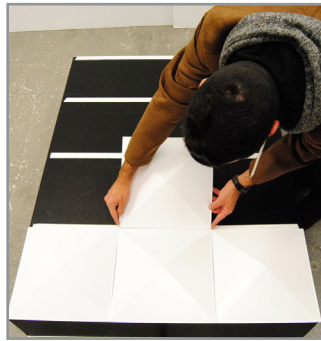
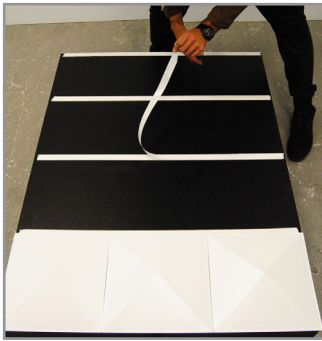
STEP 8:
After first row is complete, lay plinth structure down flat.

STEP 9:
Remove third adhesive strip.

STEP 10:
Starting in the middle, carefully align edge of 4th stud tile

STEP 11:
Pivot tile down to adhere. **DO NOT** press firmly in case repositioning is required. Remove adhesive strips as you go.

STEP 12:
Repeat application in order shown.



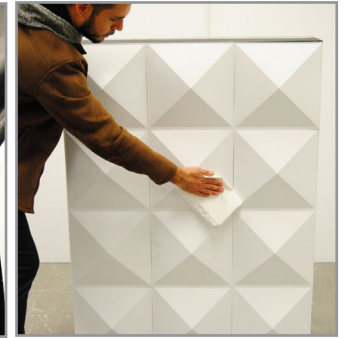
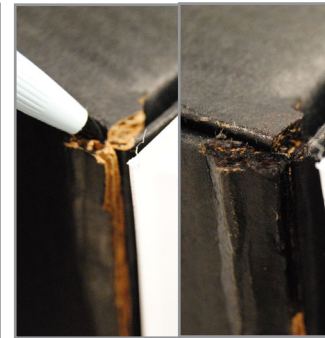
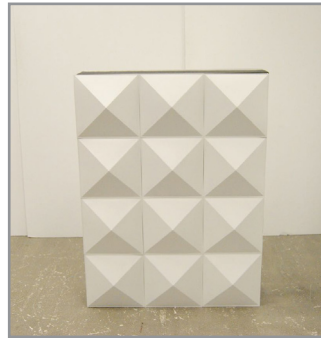
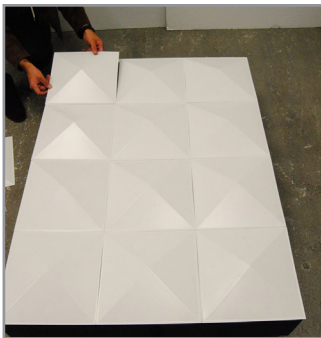
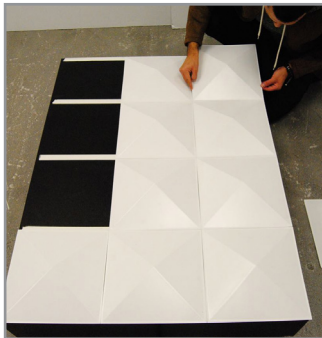
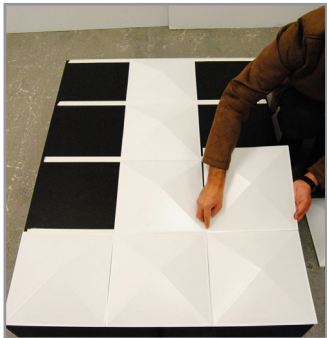
NOTE: Be careful to avoid warping tile when aligning edges. Black should not show between tiles.

STEP 13:
Ensure all tile edges are flush and no black is showing. Press along stud tiles to secure to adhesive strips

STEP 14:
Repeat steps 1-13 on **FRONT AND BACK**

STEP 15:
Use black marker to cover up any raw cardboard edges.

STEP 16:
Clean front and back with a damp paper towel. **COMPLETE.**



TOWER STRUCTURE INTRO

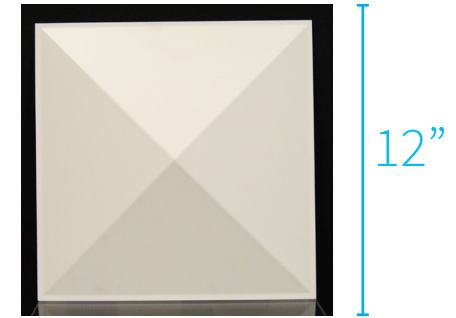
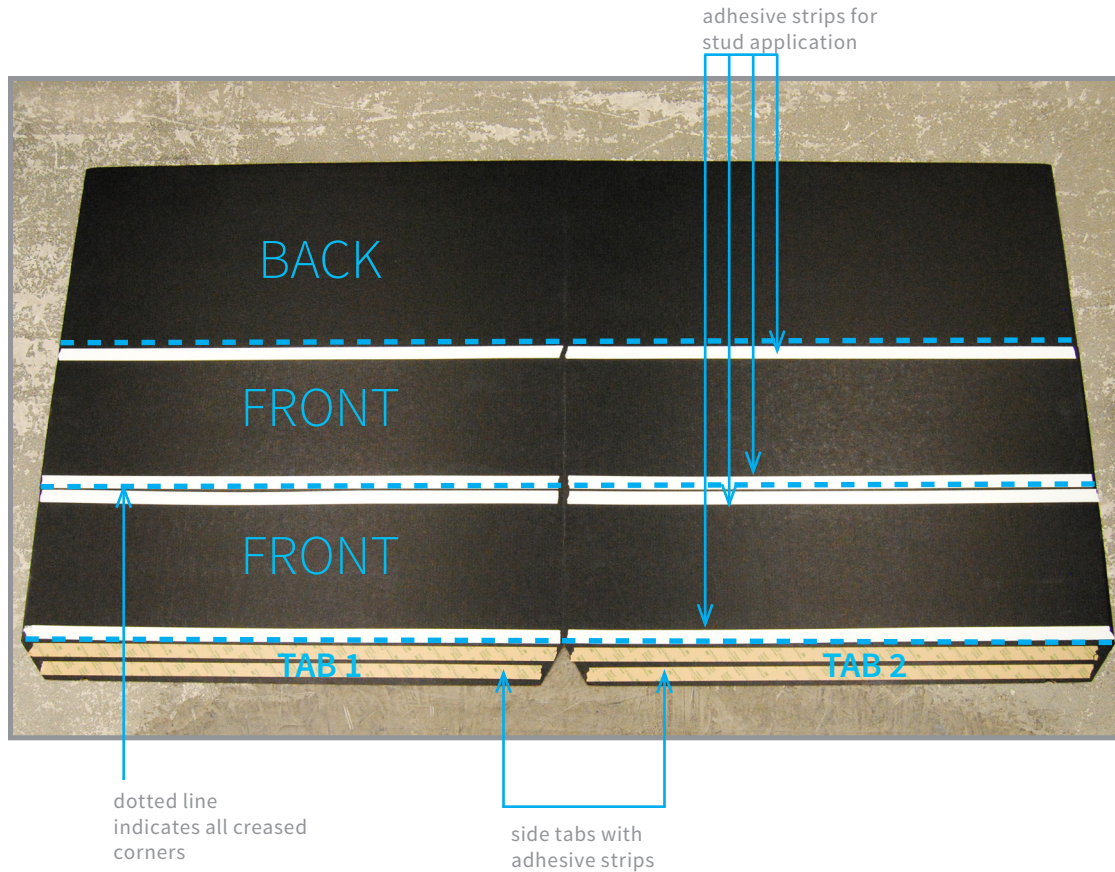
Towers assemble from a flat piece of cardboard using pre-applied adhesive strips to build the structure. Once constructed, stud tiles are applied to adhesive strips on front and back.

IMPORTANT NOTE:
Sharp creased corners and aligned stud tiles are critical for successful execution.

Completed tower



COMPONENTS



LARGE STUD TILE:
(qty) 14 - tower

TOWER HOW-TO (PG 2 OF 4)

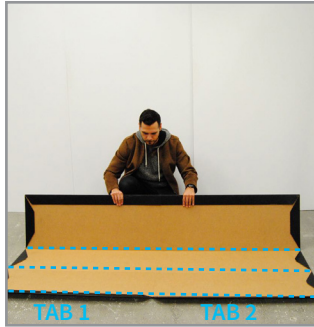
visual enhancements

TOWER STRUCTURE ASSEMBLY

STEP 1:
Locate flat packed tower structure and 14 stud tiles.



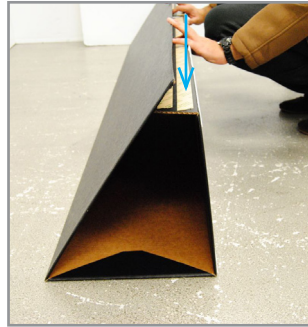
STEP 2:
Lay tower out flat to fold and crease sharply all corners and tabs. See dotted lines for all creases.



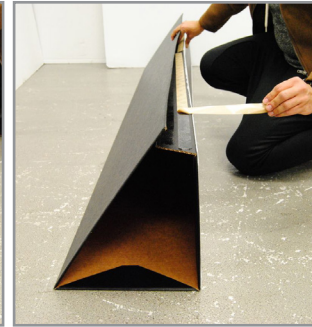
STEP 3:
Tuck both tabs in before removing adhesive.



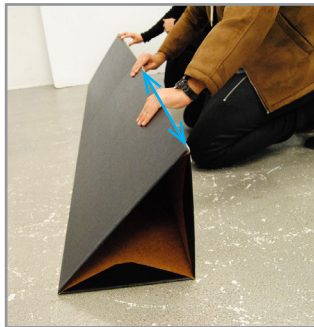
STEP 4:
Remove adhesive strips (x2) from Tab 1 only. Do not remove adhesive strips from Tab 2 yet.



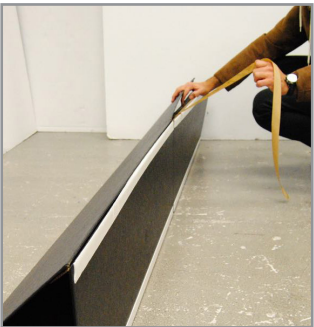
NOTE: with a partner use corners at end to guide alignment.



STEP 4:
Press firmly the two corners together to adhere along Tab 1.



STEP 4:
Remove adhesive strips (x2) from Tab 2, align corners and press to apply.



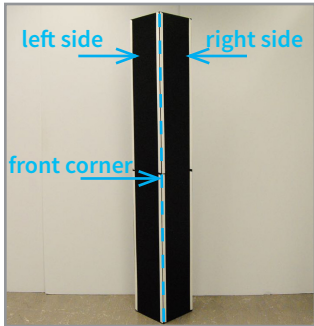
Stand upright. TOWER STRUCTURE COMPLETE.



TOWER HOW-TO (PG 3 OF 4) *visual enhancements*

TOWER TILE APPLICATION

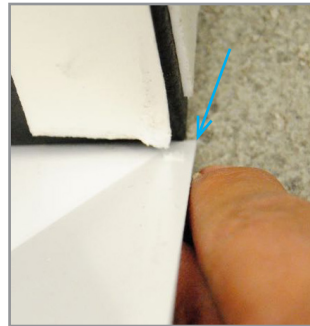
STEP 1:
Remove all adhesive strips
(x8).



STEP 2:
Carefully align first tile flush
with the floor.



NOTE: lay tile aligned just
past the front corner to
help conceal black between
adhesive strips.



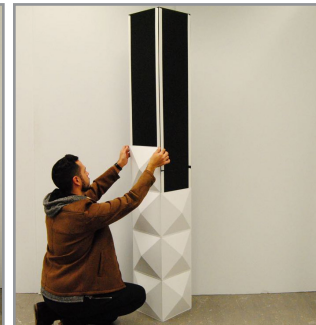
STEP 3:
Rotate tile up and press lightly
to adhere.



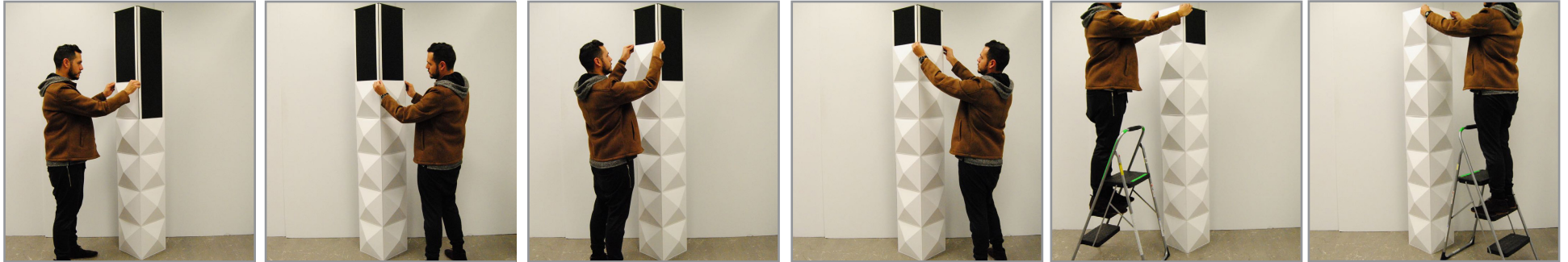
STEP 4:
Carefully align second tile on
right side flush to the floor.
First and second tiles should
touch at front corner.



STEP 5:
Repeat tile application
switching between left and
right sides. Ensure no black
showing between tiles.



TOWER TILE APPLICATION



STEP 6:
Clean all tiles with a damp
paper towel.

TOWER COMPLETE

NOTE: back of tower remains
uncovered.



Windows

WINDOW 1 - LARGE (WITHOUT WALL)



NOTES

Lifestyle: Spring Dressy Casual

› Color story: Bright White, Cherry Tomato, Orchid Bouquet, Jet Black

WINDOW 1 - LARGE (WITH WALL)



NOTES

Lifestyle: Spring Dressy Casual

› Color story: Bright White, Cherry Tomato, Orchid Bouquet, Jet Black

Windows

WINDOW 1 - SMALL (WITHOUT WALL)



NOTES

Lifestyle: Spring Dressy Casual

- › Color story: Bright White, Cherry Tomato, Orchid Bouquet, Jet Black

Windows

WINDOW 1 - SMALL (WITH WALL)



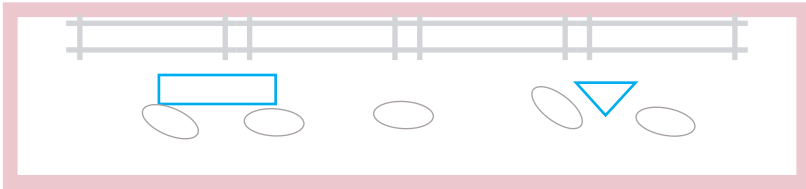
NOTES

Lifestyle: Spring Dressy Casual

- › Color story: Bright White, Cherry Tomato, Orchid Bouquet, Jet Black

WINDOW 1 - COMPOSITION AND DETAILS

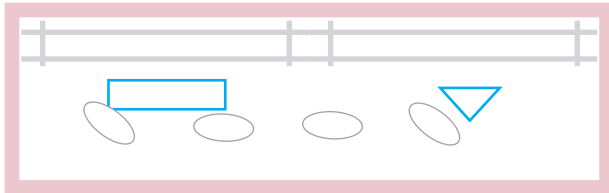
LARGE WINDOW (WITHOUT WALL)



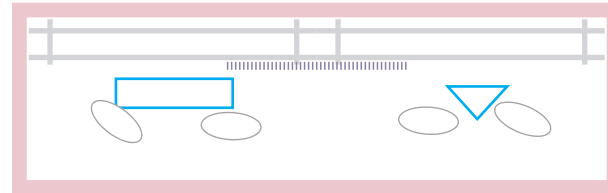
LARGE WINDOW (WITH WALL)



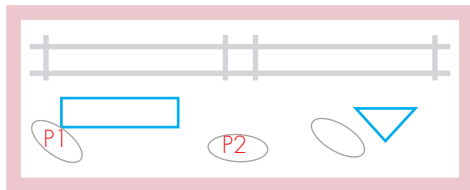
MEDIUM WINDOW (WITHOUT WALL)



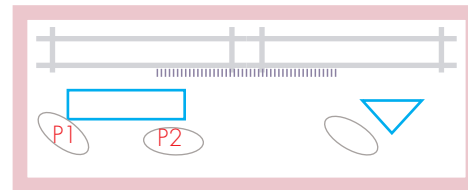
MEDIUM WINDOW (WITH WALL)



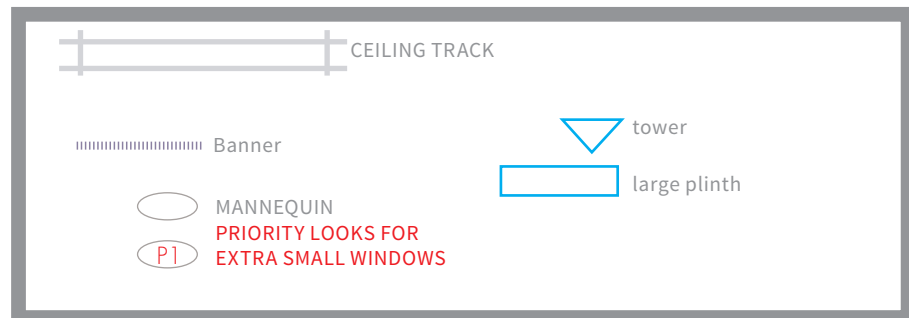
SMALL WINDOW (WITHOUT WALL)



SMALL WINDOW (WITH WALL)



LEGEND



Window 1 MANNEQUIN Styling Detail



LOOK 1



LOOK 2



LOOK 3

Window 1 MANNEQUIN Styling Detail



LOOK 4

> Pant: 250793



LOOK 5

bebe

Windows

WINDOW 2 - LARGE



NOTES

Lifestyle: Spring Casual/Logo

- › Color story: Bright White, Cherry Tomato, Orchid Bouquet, Jet Black



Windows

WINDOW 2 - SMALL



NOTES

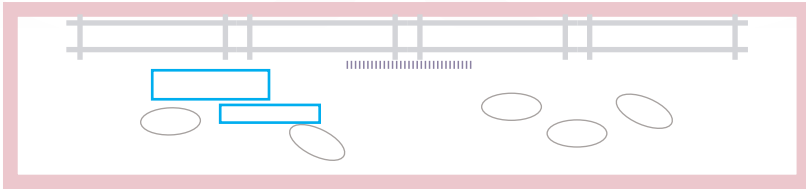
Lifestyle: Spring Casual/Logo

- › Color story: Bright White, Cherry Tomato, Orchid Bouquet, Jet Black

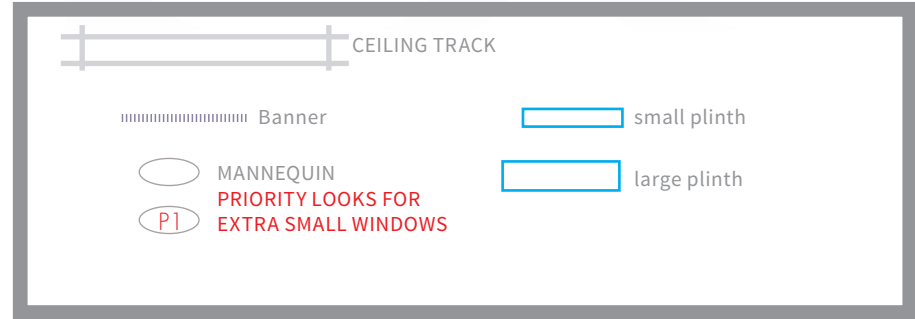


WINDOW 2 - COMPOSITION & DETAILS

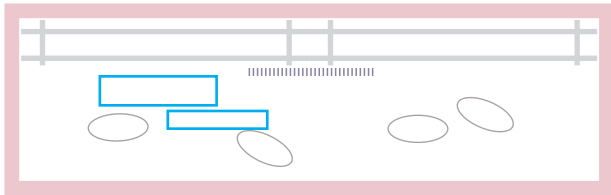
LARGE WINDOW



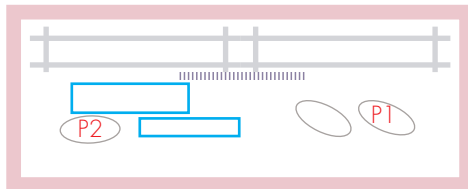
LEGEND



MEDIUM WINDOW



SMALL WINDOW



Window 2 MANNEQUIN Styling Detail



LOOK 1

- > Denim: 261262
- > The style shown on Look 1 may arrive late. Use option to the right until style arrives.



LOOK 2

- > Denim: 261258
- > The style shown on Look 2 may arrive late. Use option to the right until style arrives.



LOOK 3

- > Denim: 261456

Window 2 MANNEQUIN Styling Detail



LOOK 4

- > Denim: 261259
- > The style shown on Look 4 may arrive late. Use option to the right until style arrives.



LOOK 5

- > Denim: 261506

bebe bebe

Windows

WINDOW 3 - LARGE



NOTES

Lifestyle: Spring Dressy

› Color story: Cherry Tomato, Rugby Tan, Jet Black



Windows

WINDOW 3 - SMALL



NOTES

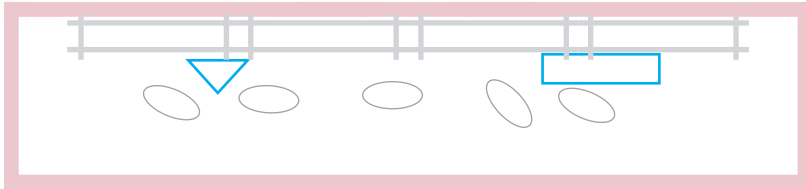
Lifestyle: Spring Dressy

› Color story: Cherry Tomato, Rugby Tan, Jet Black

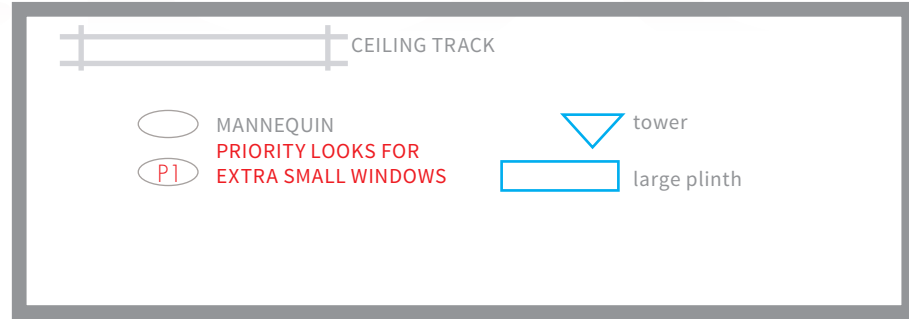
Composition

WINDOW 3 - COMPOSITION AND DETAILS

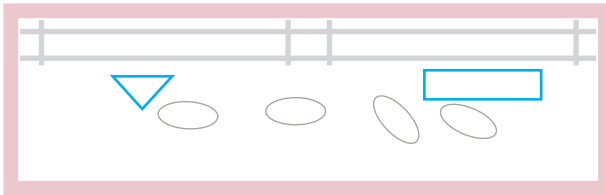
LARGE WINDOW



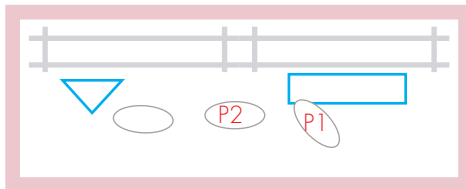
LEGEND



MEDIUM WINDOW



SMALL WINDOW



Styling

Window 3 MANNEQUIN Styling Detail



LOOK 1



LOOK 2



LOOK 3

Styling

Window 3 MANNEQUIN Styling Detail



LOOK 4



LOOK 5