

DOLLS KILL



LAYERED FITS



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FANNY PACKS



HINTS OF NEON



FUN PRINTS



TOP TIE DETAILS



FAUX FURS

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Fall | Newsletter



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Fall | Newsletter: New Brands This Season!



is a lifestyle brand founded by model and social media influencer Nicki Andrea, known as Nika to her Russian speaking friends and family. Being in the modeling industry and working with some of the most popular clothing lines has given Nicki a grasp on exactly what a customer deserves. She wanted to create a brand that combines quality, comfort, and style for all shapes and all sizes. NIKA is based and entirely designed/made in Los Angeles, CA. We work with the best LA manufacturers, designers, etc. to help source and put together the highest quality products. Everything from specific custom dyes, cut & sew designs, to pre-enzyme washing each

has been implemented to bring you the best final product. The brand brings comfy and cool to your wardrobe, aiming to be as inclusive as possible. Our very first collection that has been over a year in the making is finally out now & will range from sizes extra small to 3X pieces.

This collection includes pops of neon and fun prints. All the peices in this collection can be worn together interchangeably. It's getting colder now that it's fall so these co-ordinating sweatpants and sweatshirts will be a must have this season. The trending colors will attract to our customers aesthetics with the chain print and erie/ alien like graphic print.

This collaboration will be merchandised on a wall indicated in this directive and will run for 4 weeks until new product is merchandised.

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Fall I Newsletter: New Halloween Theme Bling Tour!

This fall season we are going to be offering a new exclusive! Since our Bling Tours have had such success, we will be introducing this season our new Bling Tour that will be Halloween themed! Pictured below are a few of the new shoe exclusives we will be offering! We will only produced 300 of each item and once they sell out, thats it! These decked out shoes are predicted to be a hot seller during the fall season for Halloween. This new collection will bring in more colorful rhinestones, from green, red, black, orange, etc. in comparison to our original Bling Tour. This collection will drop the first of October and will run until we are out of stock. The product will need to be displayed in the accessory section.

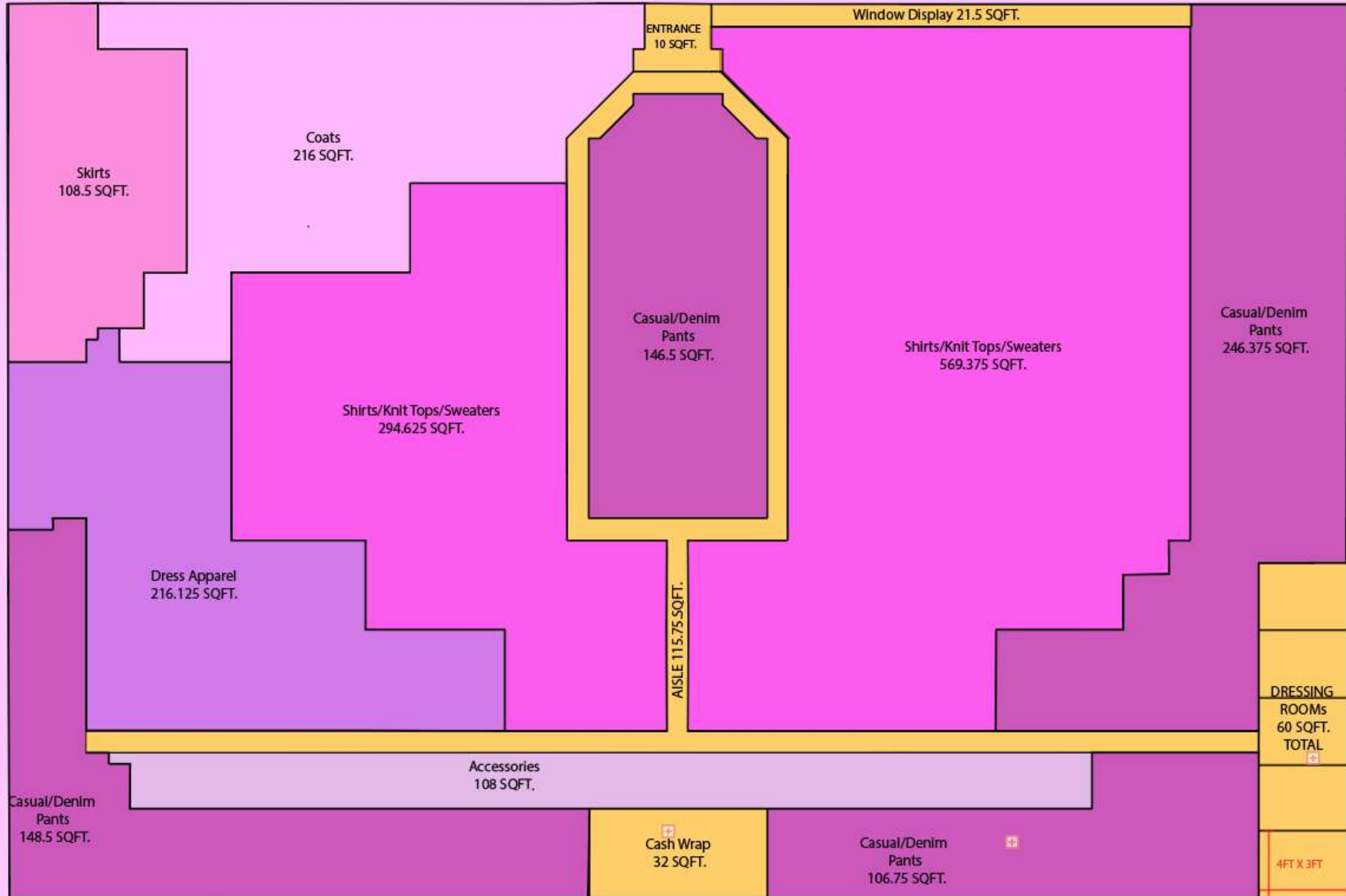


The three shoes pictured are 3 of the 7 new designs that will be offered. Others include details such as jackolanterns, rhinestone blood, rhinestone slime, and other creepy features. If this collection sells well we will continue to evolve our beloved Bling Tour! Our future plans include Christmas themed, Valentines day themed, and even St. Patricks Day themed collections.

Sales Accociates should invite customers to check out this new exclusive collection. These shoes will be a perfect accessory to top of any halloween costume and will overall be a must have for anyone that shops our brand. Since our customer loves anything jeweled, it will be an easy sell. When Merchandised, only one of each design will be displayed to prevent damaged product. Customers will have to request a size to try on.

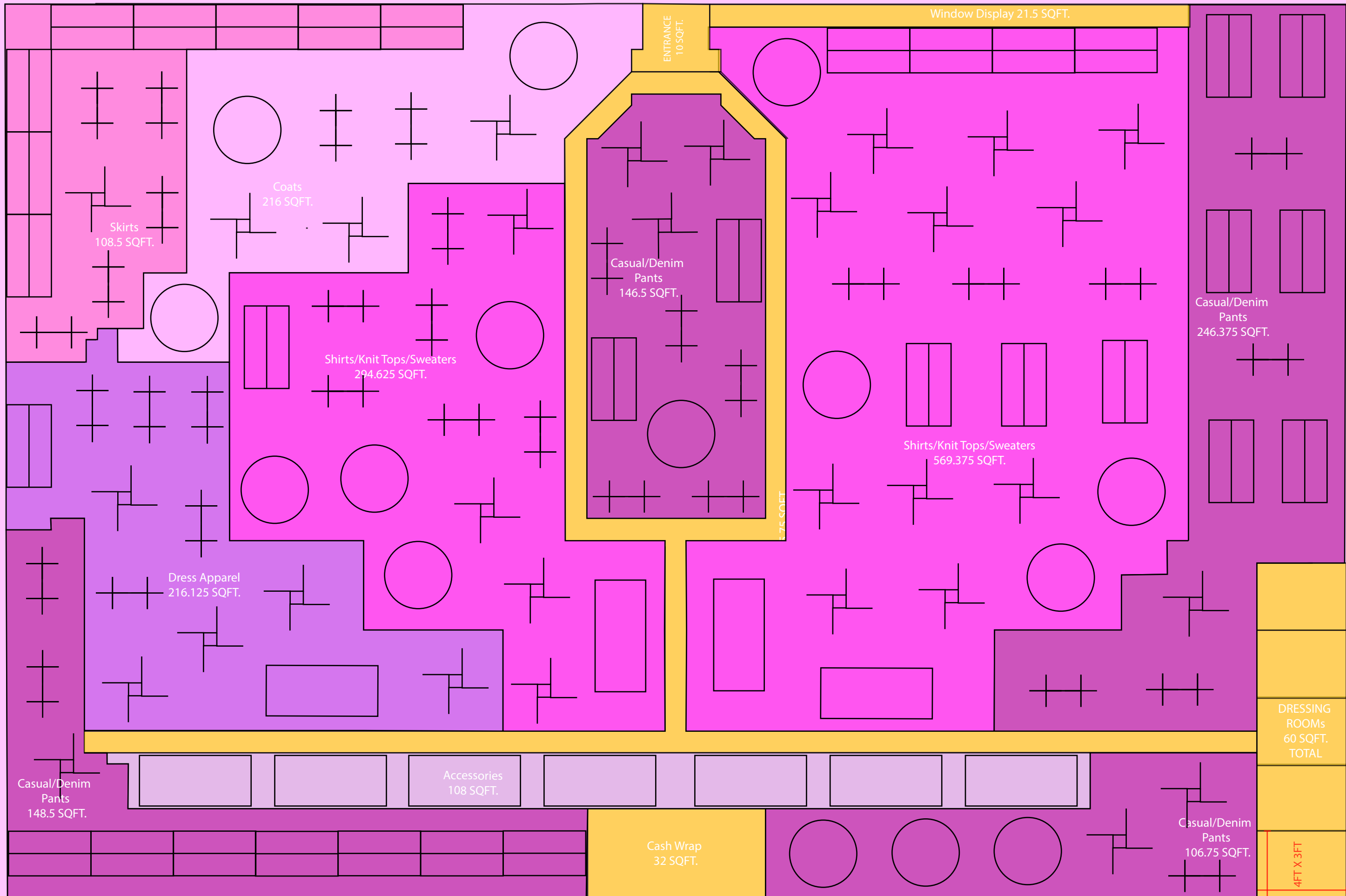
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Fall | 2020 Floor Plan



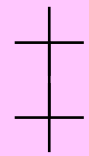
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Fall I Floor Plan

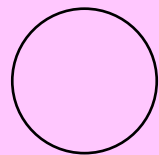


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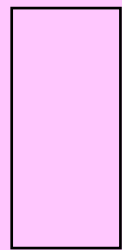
Floor Plan Legend



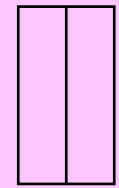
2-Way Rack with Straight Arms



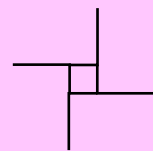
36" diameter Round Folding Rack



Boutique Large Nesting Table (60"x30")



Adjustable Ballet Bar Garment Rack
42.3"x24"



4-Way Chrome Garment Rack 16" Rect.
Straight Arms

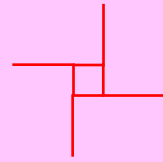


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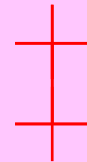
Floor Merchandising Presentation

 = Fixtures merchandised in this presentation.

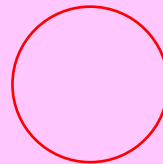
2 - 4-Ways



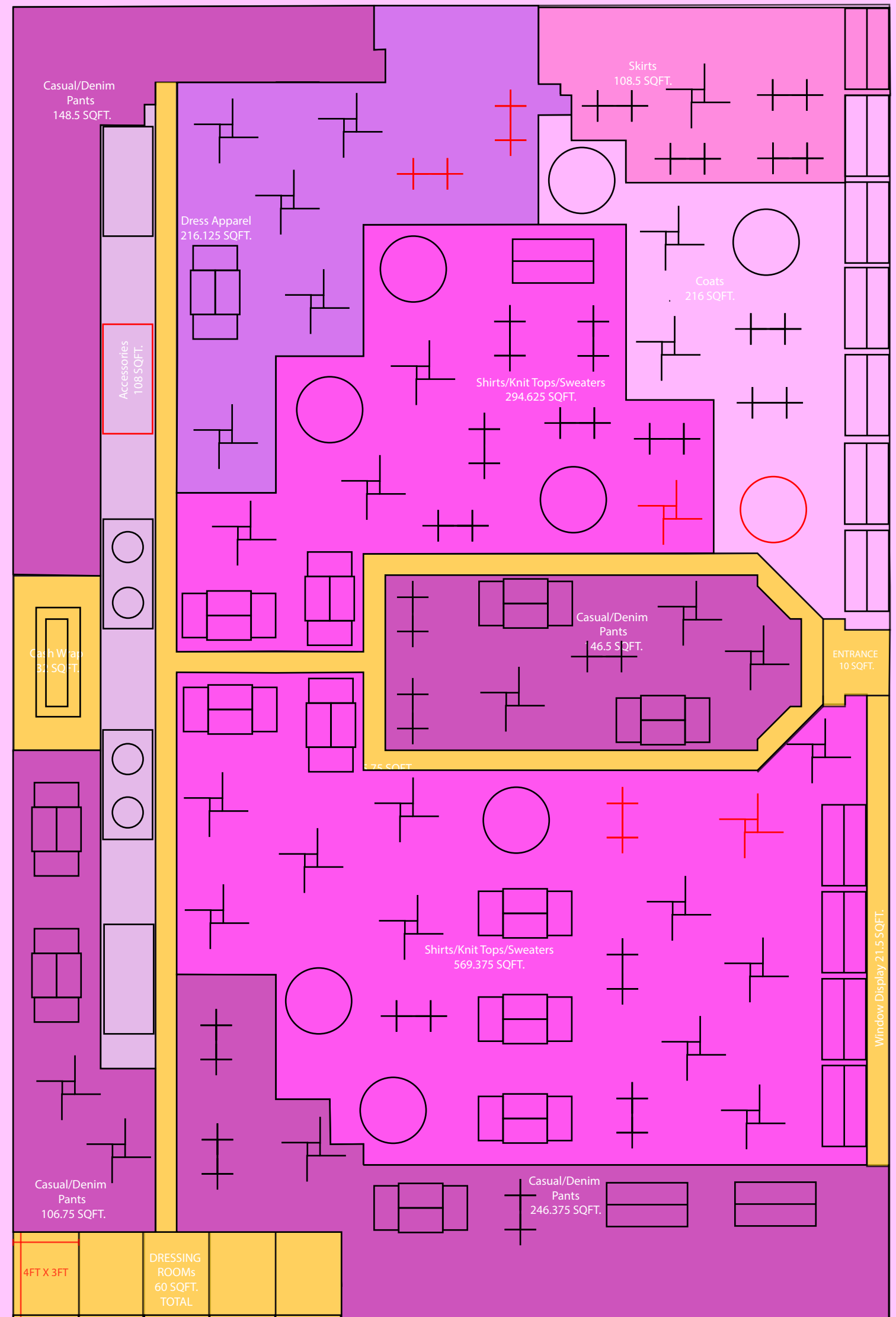
3 - T-Stands



1 - Rounder



1 - Table



Floor Merchandising 4-Way Presentation

SKU:100-1



SKU:100-3



SKU:100-2



SKU:100-4



This 4-Way is to be placed in the Tops section close by the entrance.

Each sku will be placed on its own arm of the rack with the complete outfit hung on the tallest arm



Floor Merchandising Presentation



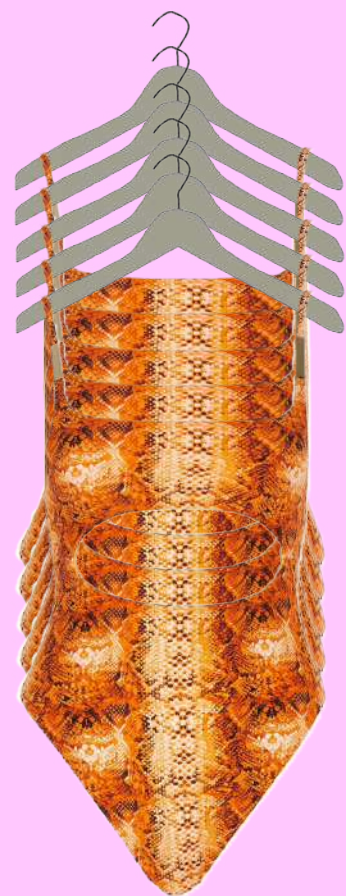
SKU:100-5



SKU:100-7



SKU:100-6



SKU:100-8



This 4-Way is to be placed in the Tops section close by the entrance.
Each sku will be placed on its own arm of the rack with the complete outfit hung on the tallest arm





Floor Merchandising Presentation

This T-Stand is to be placed in the Dress Apparel section.

The top and skirt will be hung on its own arm of the rack with one face out of the complete outfit on the tallest arm.

SKU:100-9



SKU:100-10



SKU:100-22





Floor Merchandising Presentation

This T-Stand is to be placed in the Dress Apparel section.

The top and skirt will be hung on its own arm of the rack with one face out of the complete outfit on the tallest arm.

SKU:100-11



SKU:100-12



SKU:100-23





Floor Merchandising Presentation

This T-Stand is to be placed in the Dress Apparel section.

The top and dress will be hung on its own arm of the rack with one face out of the complete outfit on the tallest arm.

SKU:100-13



SKU:100-14



SKU:100-24





Floor Merchandising Presentation

This Rounder is to be placed in the Outerwear section.

The 4 coats will be on a mixed rack and will be hung in this order: SKU:100-15, SKU:100-16, SKU:100-17, SKU:100-18

SKU:100-15



SKU:100-16



SKU:100-17



SKU:100-18





Floor Merchandising Presentation



SKU:100-19

SKU:100-20

SKU:100-21

A large nesting table that is in the accessory section will display handbags.

The handbags will be displayed in this order: Faux Fur, Flame, Yellow Plaid.

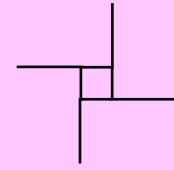
The handbags will be propped upright and evenly spaced out with five in each row.

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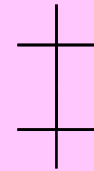
Wall Merchandising Presentation

■ = Fixtures merchandised in this presentation.

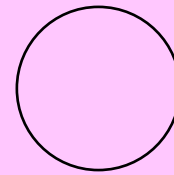
2 - 4-Ways



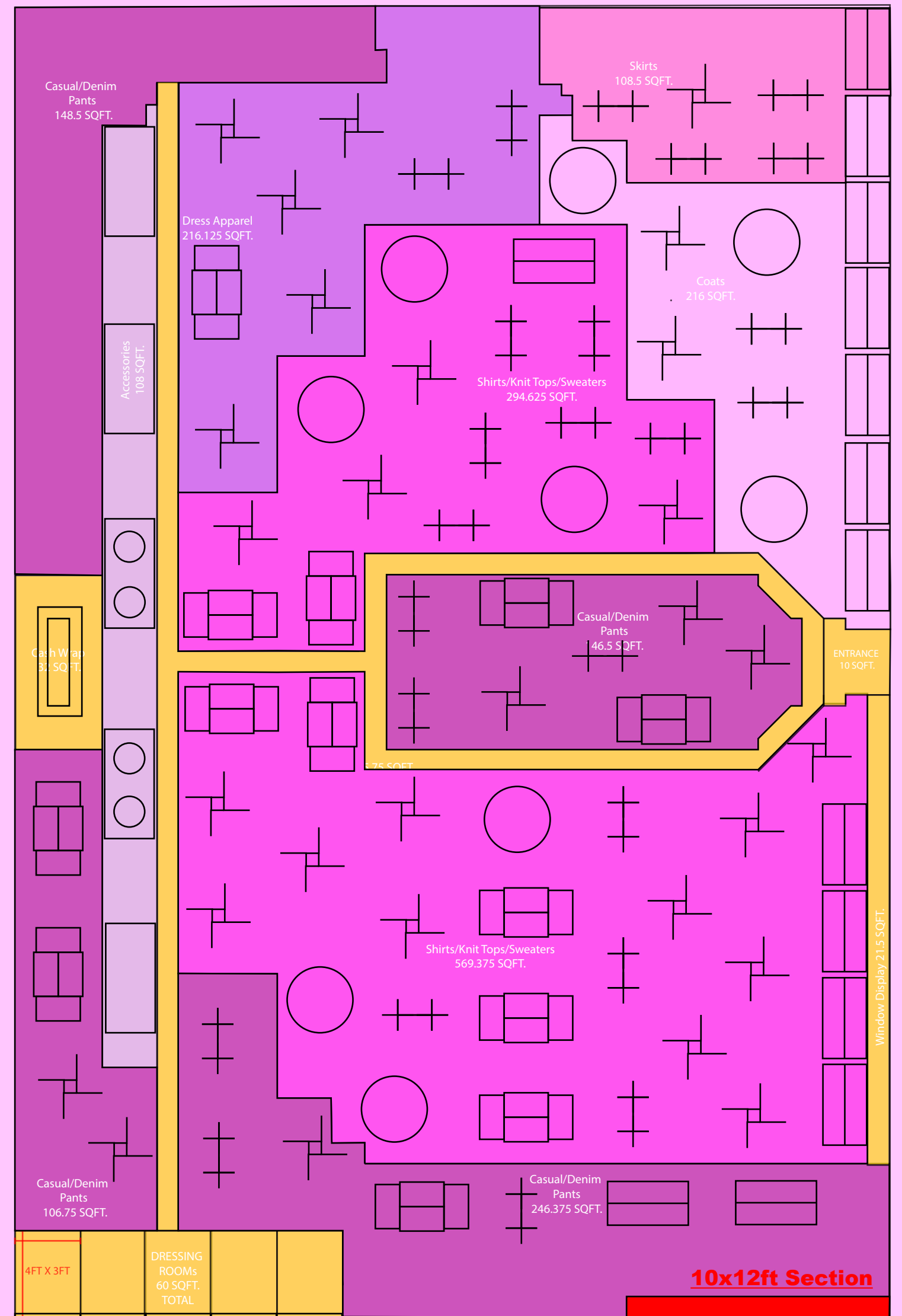
3 - T-Stands

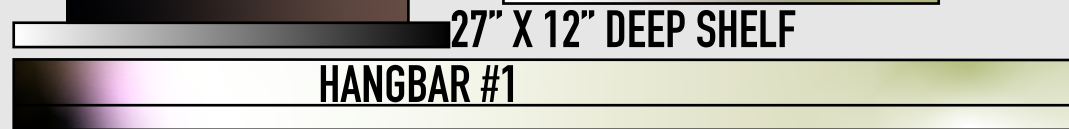
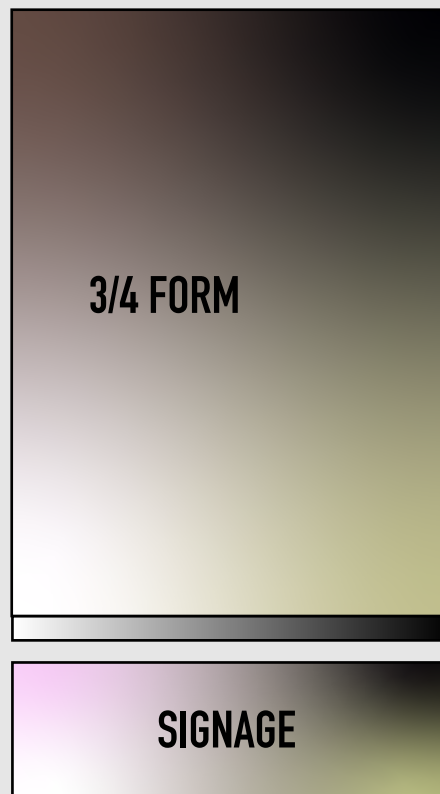
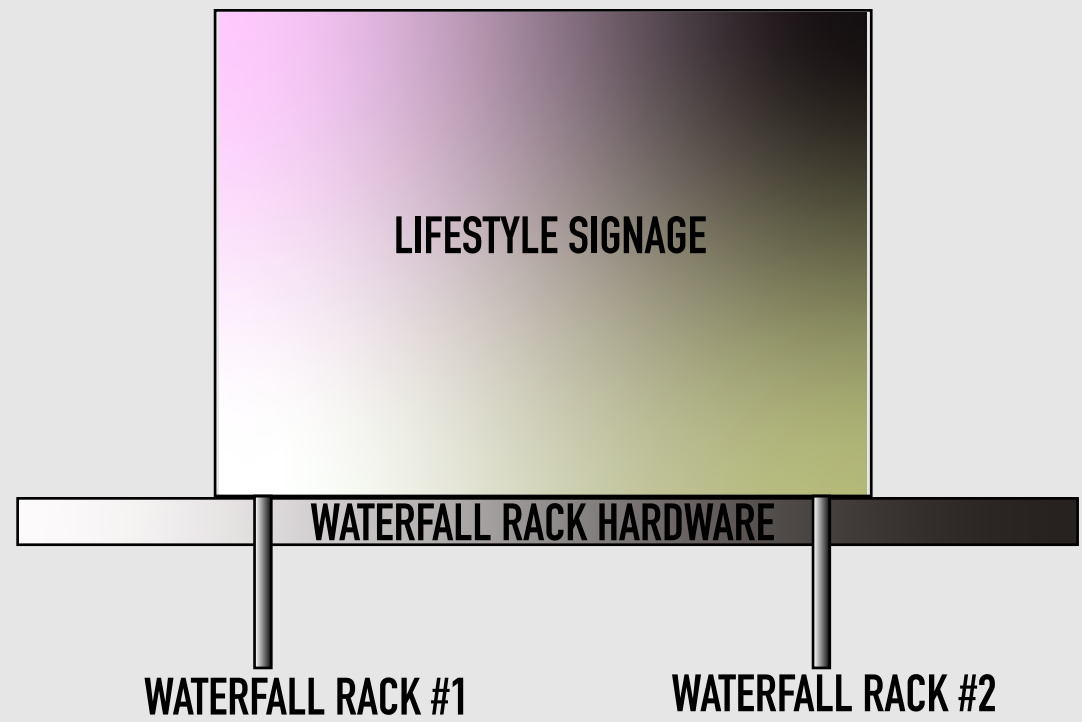
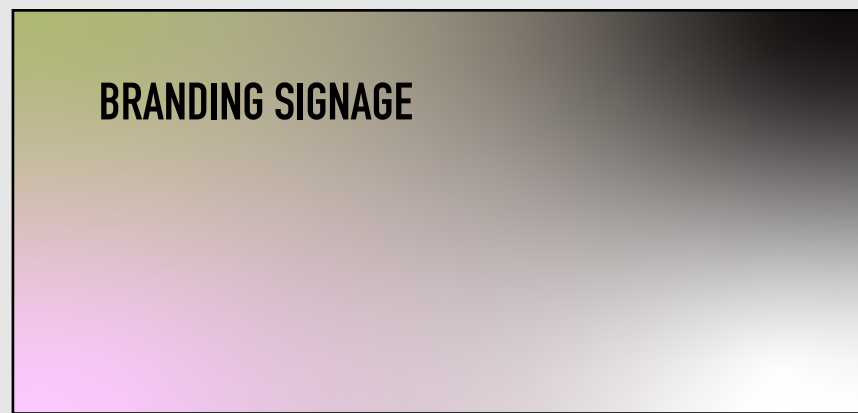


1 - Rounder



1 - Table





27" X 12" DEEP SHELF



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WOMENS JOGGER SET WALL

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WOMENS JOGGER SET WALL



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Products Being Merchandised

HANGBAR & 3/4 FORM
PYRETTA BODYSUIT
COLOR: NEON YELLOW
SKU:100-15
XS-3X



WATERFALL RACK #1 & 3/4 FORM
HIGH HOPES HOODIE
COLOR: BLACK
SKU:100-17
XS-3X



WATERFALL RACK #2
HIGH HOPES HOODIE
COLOR: ASH GREY
SKU:100-14
XS-3X



HANGBAR
PYRETTA BODYSUIT
COLOR: BLACK
SKU:100-18
XS-3X



HANGBAR
PYRETTA BODYSUIT
COLOR: SUNSET CORAL
SKU:100-14
XS-3X



5FT X 1.5FT DEEP SHELF
UNCHAINED SWEATPANT
COLOR: BLACK
SKU:100-16
XS-3X



5FT X 1.5FT DEEP SHELF & HALF-BODY LEG FORM
UNCHAINED SWEATPANT
SKU:100-14
XS-3X



5FT X 1.5FT DEEP SHELF
UNCHAINED SWEATPANT
COLOR: ASH GREY
SKU:100-14
XS-3X

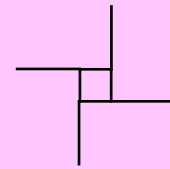


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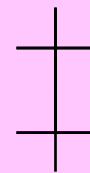
Window Merchandising Presentation

 = Fixtures merchandised in this presentation.

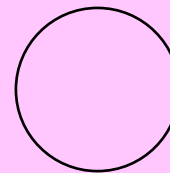
2 - 4-Ways



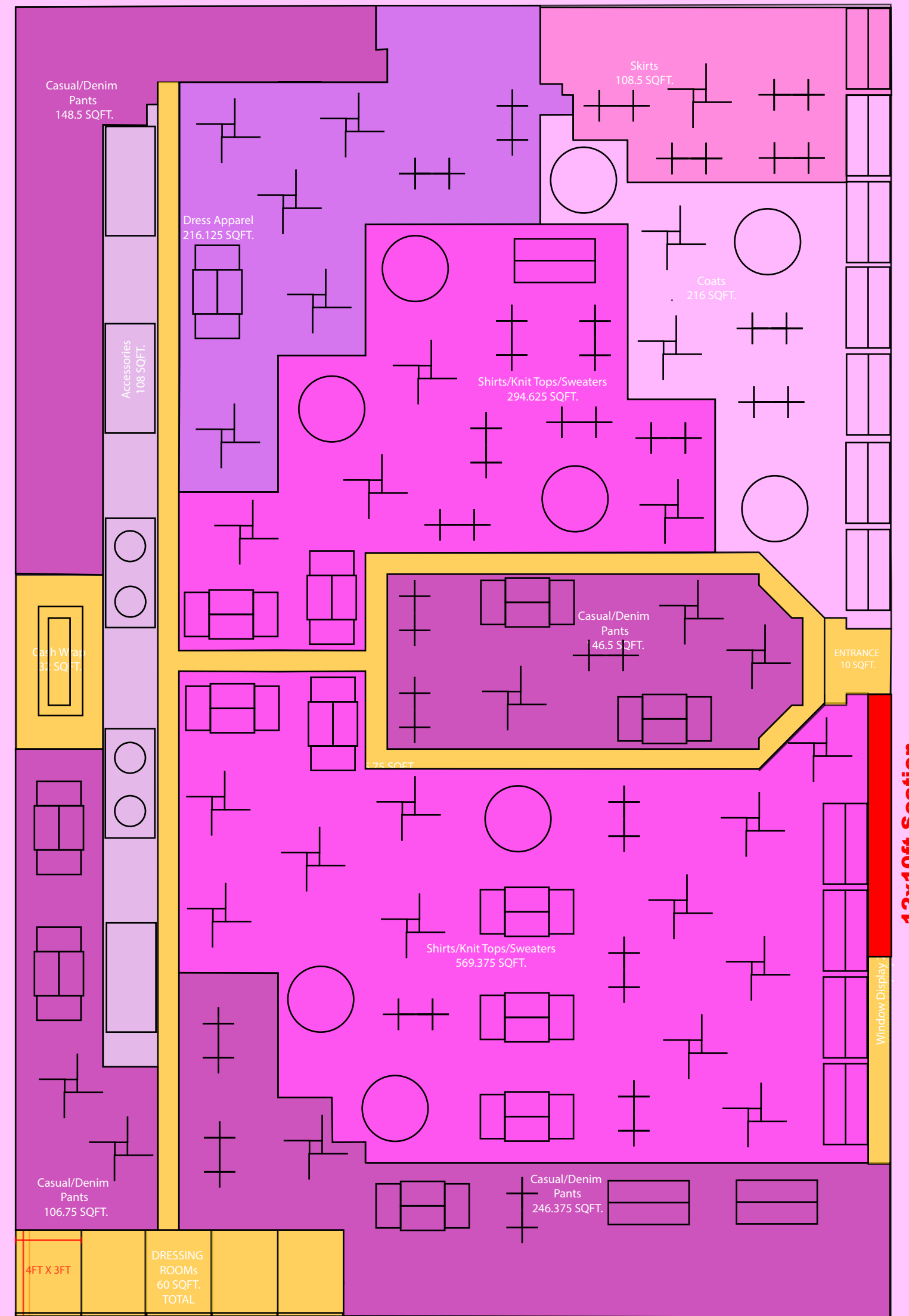
3 - T-Stands



1 - Rounder



1 - Table





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Window Display

Platform Merchandise

Flame Combat Boot
Sku: #3456

Flame Bucket Purse
Sku: #100-20

Diamond Combat Boot
Sku: #3457

Mirror Sunglasses
Sku: #3458

Flame Glasses
Sku: # 3459

Outfit Display #1

Neon Faux Fur Jacket Sku: # 3429
 Orange Turtleneck Sku: # 3455
 Animal Print Trackpant Sku: # 3479
 Heeled Combat Boot Sku: # 3489
 Faux Fur Fanny Pack #8719

Outfit Display #2

Tie-Dye Faux Fur Jacket Sku: # 3459
 Pyretta Bodysuit Sku: # 3459
 Black Cargo Pant Sku: # 2459
 Super Combat Boot Sku: # 8459

Outfit Display #3

Neon Crop Button-up Sku: # 6559
 Black Cargo Pant Sku: # 2459
 Super Combat Boot Sku: # 8459

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Window Display Props/Vinyls

9.75 ft long Spot lights x 2



3 x White Dress Form

Place the three dress forms evenly spaced out 7 ft from the left side of the window, leaving remaininig 5 feet for the Merchandise platform.



4.5 x 4 Merchadise Platform

Place 3ft from the right side of the window.



2ft Wide Holographic Fan

Paired with outfit #2



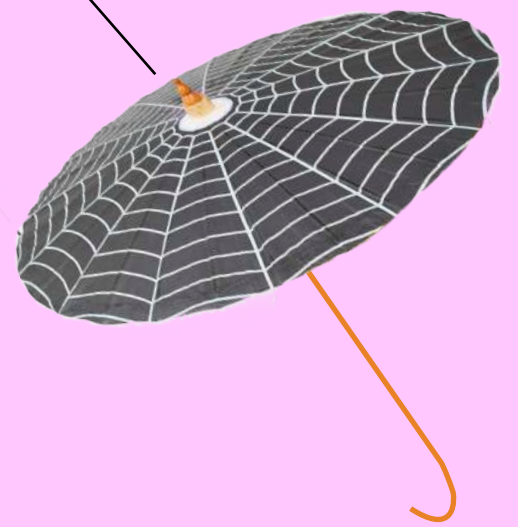
2ft Wide Black Fan

Paired with oufit #3



4.5ft Wide Umbrella

Paired with outfit #1



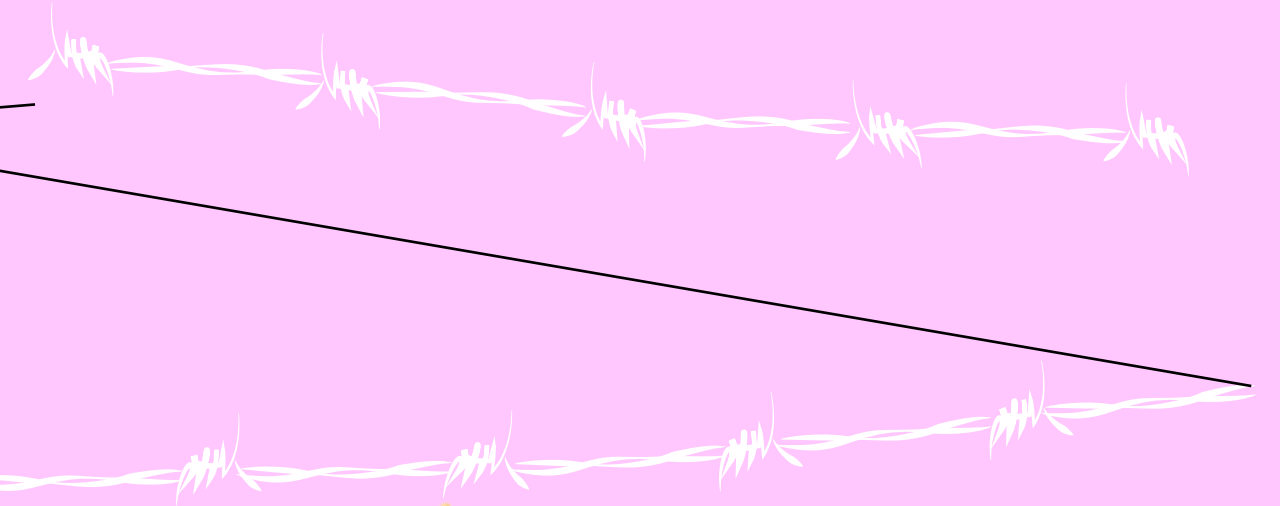
9 x 1.5 Branding Vinyl

Place vinyl 5 ft up from the middle bottom part of the window.



12 x 7.5 Barbed Wire Vinyl

Place vinyl 1.5 ft up from the left bottom corner of the window. This vinyl will be sent in a display package, along with the rest of the props.



12 x 7 Flame Vinyl

Place vinyl on the bottom of the window.

5 x 6 Flame Side Vinyl

Place vinyl on both sides of the window, placed at the bottom.

