**Nordstrom Beauty Intake Form**

*A brand is to fill out the below form in its entirety. If and when something may not apply, please put an N/A. Providing as much detail upfront will speed up our planning process.*

**EVENT OVERVIEW**

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**Brand:** Clarins

**Event:** Holiday Glam Events

**Event Format:** Elevated Skin Solutions Events- location at counter or off floor in Spa Room.

**GWP Information:** (insert details)

* GWP Description: Mary’s Meals GWP 10/28-11/10
* GWP Qualifier: $75 Clarins Purchase
* GWP Value: $107.36- $240.30 (Precious GWP w/ $200 Precious Purchase).
* GWP Image (*please provide a dropbox or westransfer link)*

**Focus Items** *(provide vpn, description, and upc or these will not be supported with a lift):*

A list of products on a white background

Description automatically generated

**Daily Deals / Promos** (Provide any and all daily deal promotions tied into an event to avoid crossover with other pre-existing deals.)

* *11/21-12/3 Cyber- 30% off Body SKUs*

A screenshot of a computer

Description automatically generated

**PROMOTIONAL ELEMENTS / EVENT TOOLS**

**Event Copy / Description: Elevated Skin Solutions Events- a re-energizing treat to give your skin a beautiful glow featuring our newly reformulated best seller Double Serum with the power to change your skin's future. We'll select the perfect routine for you, then apply a touch of makeup (Lip Oils, SOS Primers)- so you're ready for the day.**

**Event Image** (please provide a dropbox or westransfer link):

**EVENT SET-UP, ELEMENTS & BUDGET**

**EVENT SET-UP REQUEST** (*Provide any preliminary details or guidelines on how you would like the event set-up. (30 white chairs to be set up theater style facing the host. 6 store owned tables to be set-up in U-Shape)*

**EVENT ELEMENTS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ELEMENT:** | **Event Level Considerations** | **ELEMENT DESCRIPTION:** | **ESTIMATED COST** *(all costs are estimates and subject to change based on time of year and or market)* | **BRAND REQUEST WITH DESIGRED BUDGET BY DOOR PER ELEMENT** |
| **Signage** | L1 – L3 |  |  |  |
| **Chairs and Tables (Store Owned)** | L1 - L2 | **Nordstrom has the following items to offer for $0 cost**  • 6ft folding tables with linen (black, grey or white)  • Black folding chairs  • Directors Chairs  • Artistry Tables | $0 |  |
| **Rentals** | L1 - L2 | ex. Highboy tables, chiavari chairs, host table, linens, etc.. Include color scheme. (All black, all white, gold chair & white linen, etc.) Please note NYC does not use rentals with linen. | Varies based on request and market |  |
| **Catering** | Café Catering | L2-L3  Caterer | L1-L2 | Catering can be supported by Nordstrom Café / Ebar and or by an outside local caterer based on timelines, budget and brand request.  • **Catering request via the Café** o Note that the offering of food and beverage will be a bit more basic via our Café or Ebar.  o Please budget no less then $25 per head  o Alcohol is not to be served by our Café during store hours outside of their restaurant  **• Catering request via Local Caterer**  o Note, a brand can be more specific on their catering request  o Alcohol is allowed to be requested  o Please budget no less then $65 per head. Price per head will vary by market.  o Note, our Nordstrom Utah locations do not serve alcohol. | **Catering can be supported by Nordstrom Café / Ebar**  o Please budget no less then $25 per head  **Catering request via Local Caterer**  o Please budget no less then $65 per head. Price per head will vary by market. |  |
| **Kendu Backdrop** | L1-L2 | 9x9ft branded or co-branded backdrop. Brand to send 350 dpi resolution image with font package to Event Lead. Backdrop has 8 week lead time. \*\*\*Nordstrom branded backdrop is available if there is no budget for branded kendu backdrop. Please enter "Nordstrom kendu" if preferred. | $350 per location |  |
| **Floral** | L1 -L3 | Provide exact floral guidelines and floral amounts | Small arrangement $75, Medium arrangement $100, Large arrangment $150+ |  |
| **DJ** | L1 -L3 |  | 3 Hours | $575  4 Hours | $635  5 Hours | $685  6 Hours | $725  7 Hours | $755   Branded DJ Booth (L1-L2) | $250 |  |
| **Engraver, Bottle Painter, Etc.** | L1 -L3 |  |  |  |
| **Other** | L1 -L3 |  |  |  |

**EVENT STORES & DETAILS**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **STORE NAME** | **STORE NUMBER** | **EVENT DATE** | **EVENT TIME** | **ATTENDACE GOAL** | **VOLUMN GOAL** | **SUPPORTING BRAND NAME/ TITLE / CONTACT** | **Indicate all Event Elements** *(catering, floral, both, etc.)* |
| Downtown Seattle | 1 | 11/16 | 10-6 | 20 | $8,000 | [Mizuho.Sutton@clarins.com](mailto:Mizuho.Sutton@clarins.com) | DS9 Master Class, Catering, Floral |
| Bellevue | 4 | 11/2 |  |  |  | Mizuho Sutton | Street Team Event |
| Southcenter | 5 |  |  |  |  |  |  |
| Tacoma Mall | 6 |  |  |  |  |  |  |
| Spokane | 9 |  |  |  |  |  |  |
| Alderwood | 10 |  |  |  |  |  |  |
| Downtown Portland | 20 |  |  |  |  |  |  |
| Washington Square | 25 |  |  |  |  |  |  |
| Murray | 32 |  |  |  |  |  |  |
| Park Meadows | 34 |  |  |  |  |  |  |
| Cherry Creek | 37 |  |  |  |  |  |  |
| City Creek Center | 73 |  |  |  |  |  |  |
| Manhattan Tower | 210 | 11/2, 11/23 |  | 64, 24 | $8.0, $3.0 | Agnes Pawlowski |  |
| Michigan Avenue | 220 | 11/1 | 11-6 | 24 | $3.0 | Tina Kotsionis | Precious Masterclass |
| Oakbrook | 221 | 11/13, 11/20 |  | 24, 24 | $3.0, $3.0 | Narta Jonuzi |  |
| Mall of America | 222 |  |  |  |  |  |  |
| Old Orchard | 223 |  |  |  |  |  |  |
| Woodfield Mall | 225 | 11/9,11/16 | 11-6 | 24,24 | $3.0,$3.0 | Tina Kotsionis | Spa Event |
| Beachwood Place | 227 |  |  |  |  |  |  |
| Somerset North | 228 |  |  |  |  |  |  |
| Oak Park Mall | 230 |  |  |  |  |  |  |
| West County | 232 |  |  |  |  |  |  |
| Easton Town Center | 234 |  |  |  |  |  |  |
| Twelve Oaks | 235 |  |  |  |  |  |  |
| Ross Park | 237 |  |  |  |  |  |  |
| Keystone | 238 |  |  |  |  |  |  |
| Kenwood Towne Centre | 239 |  |  |  |  |  |  |
| Saint Louis Galleria | 240 |  |  |  |  |  |  |
| Mayfair | 282 |  |  |  |  |  |  |
| Ridgedale Center | 283 |  |  |  |  |  |  |
| South Coast Plaza | 320 | 11/10 |  | 24 | $3.0 | Adela Ramirez |  |
| Brea Mall | 321 | 11/16 |  | 24 | $3.0 | Adela Ramirez |  |
| Los Cerritos | 322 | 11/15 |  | 24 | $3.0 | Yesenia Hernandez | Spa Event |
| Mission Viejo | 326 |  |  |  |  |  |  |
| Irvine Spectrum | 330 |  |  |  |  |  |  |
| Fashion Island | 333 |  |  |  |  |  |  |
| Americana | 340 |  |  |  |  |  |  |
| Topanga Plaza | 341 |  |  |  |  |  |  |
| Del Amo Fashion Center | 342 | 11/16 |  |  | $3.0 | Yesenia Hernandez | Spa Event |
| Santa Anita | 345 |  |  |  |  |  |  |
| The Oaks | 348 |  |  |  |  |  |  |
| The Grove | 349 |  |  |  |  |  |  |
| Santa Monica Place | 353 |  |  |  |  |  |  |
| Fashion Valley | 360 | 11/15 |  | 24 | $3.0 | Adela Ramirez |  |
| University Town Center | 361 | 11/16 |  | 24 | $3.0 | Adela Ramirez |  |
| Fashion Square | 380 | 11/2/24 | 11:00am | 10 | $3,000 | Stacey LiBrandi 480-236-0494 | Spa |
| Century City | 384 |  |  |  |  |  |  |
| Fashion Show | 386 |  |  |  |  |  |  |
| Hillsdale Mall | 420 |  |  |  |  |  |  |
| Walnut Creek | 421 |  |  |  |  |  |  |
| Palo Alto | 422 |  |  |  |  |  |  |
| Corte Madera | 423 |  |  |  |  |  |  |
| Valley Fair | 425 | 11/16 |  | 24 | $3.0 | Annabel Ramirez |  |
| Galleria at Roseville | 434 |  |  |  |  |  |  |
| Garden State Plaza | 520 | 11/16 |  | 24 | $3.0 | Agnes Pawlowski |  |
| Menlo Park | 521 |  |  |  |  |  |  |
| The Westchester | 523 |  |  |  |  |  |  |
| Roosevelt Field | 524 |  |  |  |  |  |  |
| Westfarms | 526 | 11/9 | 12-5 | $1.0 | 8 | Sasha |  |
| Short Hills | 527 | 11/23 |  | $2.5 | 20 | Agnes Pawlowski |  |
| Natick | 531 | 11/9 | 12-5 | $1.2 | 10 | Bonnie Tichnor |  |
| South Shore Plaza | 534 | 11/9 | 12-5 | $1.2 | 10 | Maria Lima |  |
| Burlington | 535 | 11/9 | 12-5 | $1.0 | 8 | Alexa Papous |  |
| Northshore | 536 | 11/9 | 12-5 | $1.0 | 8 | Kaira Martinez |  |
| Norwalk | 538 |  |  |  |  |  |  |
| Tysons Corner | 600 |  |  |  |  |  |  |
| Pentagon City | 621 |  |  |  |  |  |  |
| Towson Town Center | 622 |  |  |  |  |  |  |
| Montgomery | 623 |  |  |  |  |  |  |
| King of Prussia | 629 |  |  |  |  |  |  |
| Columbia | 631 |  |  |  |  |  |  |
| Cherry Hill | 637 |  |  |  |  |  |  |
| Christiana | 639 |  |  |  |  |  |  |
| Ala Moana | 706 | 11/16.24 | 11:00am | 25 | $5,000 | Stacey LiBrandi | Precious Masterclass |
| The Dallas Galleria | 720 |  |  |  |  |  |  |
| Northpark | 723 |  |  |  |  |  |  |
| Stonebriar Mall | 724 |  |  |  |  |  |  |
| Houston Galleria | 730 |  |  |  |  |  |  |
| Barton Creek Square Mall | 731 |  |  |  |  |  |  |
| LA Cantera | 732 |  |  |  |  |  |  |
| Domain Northside | 733 |  |  |  |  |  |  |
| Woodlands Mall | 746 |  |  |  |  |  |  |
| Southpark | 750 |  |  |  |  |  |  |
| Streets at Southpoint | 751 |  |  |  |  |  |  |
| Green Hills | 759 |  |  |  |  |  |  |
| Perimeter Mall | 760 |  |  |  |  |  |  |
| Boca Raton Town Center | 762 |  |  |  |  |  |  |
| Shops at Merrick Park | 763 |  |  |  |  |  |  |
| International Plaza | 765 |  |  |  |  |  |  |
| Phipps Plaza | 772 |  |  |  |  |  |  |
| Palm Beach Gardens | 773 |  |  |  |  |  |  |
| Aventura | 774 |  |  |  |  |  |  |
| St. Johns Town Center | 789 |  |  |  |  |  |  |

**NORDSTROM EVENT PARAMETERS**

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| --- | --- |
| **LEVEL 1** | |
| **Lead Time:** | 10- 12week (Lead time is not considered complete until all assets and format at inputted into WF) |
| **Minimum Volume Goal:** | $35k+ |
| **Budget:** | $15-$20K to be re-evaluated based off of requested elements |
| **Event Formats to consider:** | Personal Appearances with high profile celebrity, pop-ups, panel with high-profile talent/s, Beauty Trend Event, etc. |
| **Event Elements to consider:** *[Note, while all elements below can be considered, not all elements together would necessarily fit within budget.]* | o Hired caterer o Rentals o Hired AV o Hired customization  o Hired DJ  o Branded kendu backdrop (with Corp VM approval) o Branded DJ booth graphic (with Corp VM approval) o Floral/s inclusive of floral giveaway, floral photo wall, etc. (with Corp VM approval) o Floral/s inclusive of floral giveaway, floral photo wall, etc. (with Corp VM approval) o Viewing parties\*\*  \*\*Doors subject to review for approval and each door must be able to contribute min of 10k min for consideration to host this format. |
| **LEVEL 2A** | |
| **Lead Time:** | 8 week (Lead time is not considered complete until we have all assets and format in WF) |
| **Minimum Volume Goal:** | $25k |
| **Budget:** | $5k - $7k |
| **Event Formats to consider:** | Masterclasses with higher profile talent, National Artistry Events, etc. |
| **Event Elements to consider:** *[Note, while all elements below can be considered, not all elements together would necessarily fit within budget.]* | o Hired caterer o Rentals o Hired AV o Hired customization o Hired DJ  o Branded kendu backdrop (with Corp VM approval) o Branded DJ booth graphic (with Corp VM approval) o Floral/s inclusive of floral giveaway and or floral arrangements, etc. |
| **LEVEL 2B** | |
| **Lead Time:** | 6 - 8 weeks (Lead time is not considered complete until we have all assets and format in WF) |
| **Minimum Volume Goal:** | $10k |
| **Budget:** | $5k |
| **Event Formats to consider:** | Masterclasses, Artistry Events, etc |
| **Event Elements to consider:** *[Note, while all elements below can be considered, not all elements together would necessarily fit within budget.]* | o Café catering request (no alcohol) and or potential for local caterer to support  o Rentals o Hired customization o Hired DJ  o Floral arrangements  o Store owned kendu backdrop (with Corp VM approval) |
| **LEVEL 3** | |
| **Lead Time:** | 4 weeks |
| **Minimum Volume Goal:** | $10k & Less |
| **Budget:** | $5k & Less |
| **Event Formats to consider:** | At counter artistry, gift with purchase, etc. |
| **Event Elements to consider:** *[Note, while all elements below can be considered, not all elements together would necessarily fit within budget.]* | o Floral  o Store owned chairs and tables  o Minimal activations (DJ, Engraver, Bottle Painter) |