**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):*



**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*



**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:**

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| --- | --- | --- | --- | --- |
| **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 | 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 caterero Rentalso Hired AVo 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 caterero Rentalso Hired AVo Hired customizationo 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 Rentalso Hired customizationo 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)  |