

Merchandising Book
2023

Dillard's and Von Maur

TEL & DS Eye

In Store Date: 12/26/2023



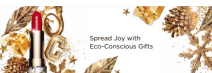
CLARINS

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Top of Counter Calendar	3-4
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All Types Planograms	10-43
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/Top Of Counter Calendar

❖ If you have an allocation but have not received, please reorder on merchandising request form on Teams.

Dillard's / Von Maur Doors

Counter Focus	November 11/1-12/26 Holiday 2023 Cont'd	December (Live Date 12/26) TEL & DSE LIP OIL REFRESH	January-February TEL & DSE LIP OIL REFRESH Cont'd
Skincare FTD	Cryo-Flash Mask 	TEL & DSE 	
Makeup FTD	Joli Rouge 	Lip Oil Refresh 	
Skincare Incase	Holidays 2023 	TEL & DSE 	
Makeup Incase	Holidays 2023 	Lip Oil Refresh 	
Lightbox	Double Serum Light 		
Video	Holidays 2023 	TEL & DSE 	

/ IN-STORE DISPLAYS

LAUNCH FOCUS DISPLAY

FTD



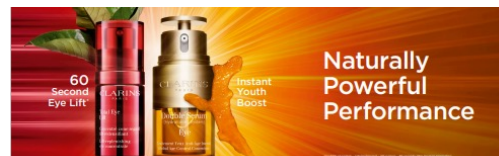
Lightboxes



Video



In Cases



***Please repeat If there are two incases in the store**

Skin Care / General Tester Unit Planograms

Permanent FACE GTU Guidelines

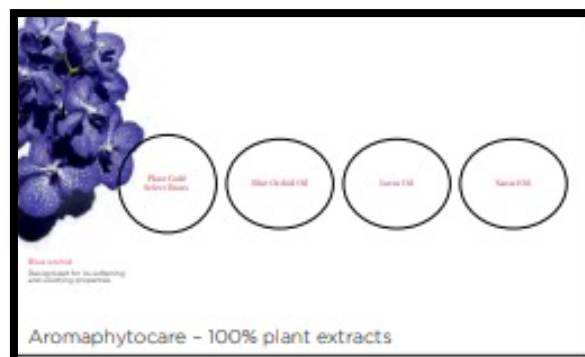
- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

FACE GTU PLANOGRAM

NO CHANGES



NO CHANGES



Permanent Condensed GTU Guidelines

- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template
- .

Condensed GTU Planogram

NO CHANGES





Ginseng flower
Targets the growth receptors of the skin to provide long-term firmness

Extra Firming Serum

Extra Firming Day Cream

Extra Firming Night Cream

Firms, lifts & fights wrinkles



Body Fit

Maximum Body Body Cream

Body to Body Exosome Oil

Shaping Facial Oil

Contours & smooths



Yolk Phospholipid Cream
Organic Phospholipids, Nature's softest & gentlest lipids, targets skin conditioning

Super Rejuvenate Serum

Super Rejuvenate Day Cream

Super Rejuvenate Night Cream

Replenishes, illuminates & plumps



Beauty Dark Peel

PLUS

Plum Gold Serum Cream

Single Plus

Blue Orchard Oil

Acetaminophen
is used many, with vitamin C, targets dark spots

Targets dark spots | Boosts radiance & renews | 100% plant extracts



Organic Vitamin C Serum
The rebuilding skin antioxidant with humectant for high moisture hydration

Super Luminous Day Cream

Super Luminous Night Cream

Nourishes, revitalizes & illuminates

CONDENSED GTU

200-PCS



Double Serum Serum

Double Serum Light Serum

Double Serum Eye

Real Eye Oil

Curcumin
is used for its antioxidant and anti-aging properties

Powerful anti-aging experts: Eye & Serum

Permanent Condensed GTU Guidelines

- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

Body GTU Planogram

NO CHANGES



NO CHANGES

BODY GTU 200-PCS



Carnelle seed oil
Assists in help redefine the body's contours.

Body Firmant

Super-Resistant Body Balm

Targeted body care



Sapindus Persici
Bathes & exfoliates

Exfoliating Body Scrub

Moisture Rich Body Lotion

Body basics



Olive
Nourishing butter helps soothe, comfort and protect dry skin.

Roll on Deodorant

Hand and Nail Treatment Cream

Deodorant | Hand & nail care



Lemon Myrtle
Aids in skin tightening to firm, tone and improve elasticity.

Skin Firming Body Firming Cream

Body Firming

Firming body care



Guava leaf
Helps reduce the appearance of cellulite.

Body Fix

Cellulite treatment



Rosehip oil
Nourishing oil hydrates, softens and helps the skin smooth skin.

Body Body Treatment Oil

Chestnut Body Treatment Oil

Body Body Treatment Oil

Body oils

/ Open Sell Planograms

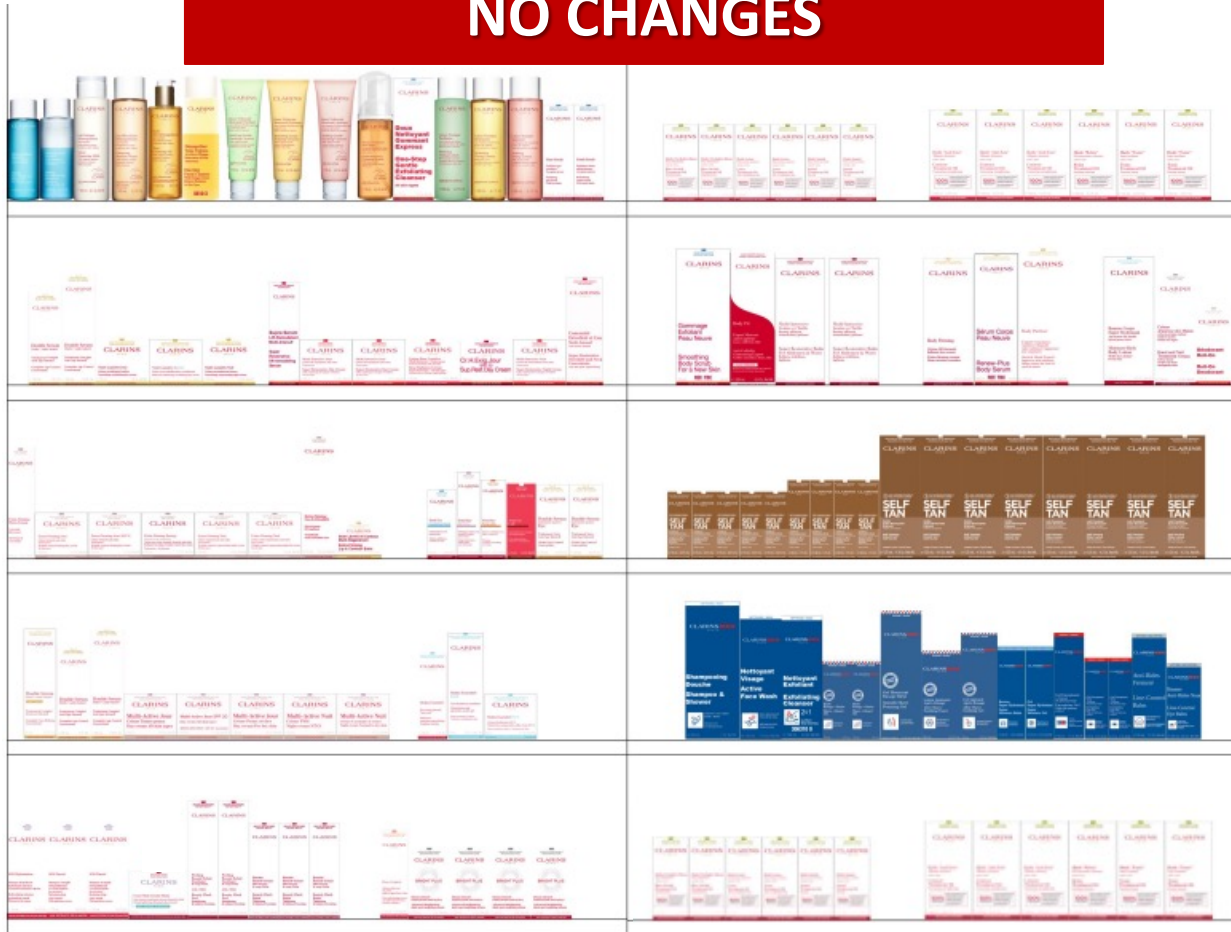
Von Maur's and Dillard's come in a variety of sizes and configurations. Use the following generic planograms as guides to adapt our merchandising guidelines to your counters.

Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Top and bottom row can be duplicated to insure visibility and accessibility for those products

Small Generic Open Sell Wall Guidelines

NO CHANGES



Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Top and bottom row can be duplicated to insure visibility and accessibility for those products

Medium Generic Open Sell Wall

Door List

- #554 El Centro
- Florida Mall



Merchandise 400ml Jumbos and Cleansing Duos



Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Sun and Men should always be merchandised last at the least focal spot.

Generic Large Open Sell Walls



Merchandise 400ml Jumbos and Cleansing Duos

Permanent Open Sell Wall Guidelines

- Do not stack product
- Do not mix categories, strive to keep merchandising consistent

Anti-aging

- Keep franchises together and keep in order of usage. Ex: eye, serum, day cream, night cream etc.
- Utilize bottom row for Skincare giftboxes
- Giftbox assortment

Spinewall Locations- Backwall



Lightbox



Permanent Open Sell Wall Guidelines

- Do not stack product
- Do not mix categories, strive to keep merchandising consistent

Specific Care

- Top row: scrubs and masks
- Middle row: Specific care
- Bottom row: cleansers

Spinewall Locations- Gondola

NO CHANGES



Permanent Open Sell Wall Guidelines

- Do not stack product
- Do not mix categories, strive to keep merchandising consistent

Body Fixture

- Top two rows: Exfoliate, Contour, Firm, Hydrate, Specific Care
- Bottom row: Sun and Hand and Nail Gift

Spinewall Locations' Gondola



UPDATING: Merchandise 400ml Jumbos

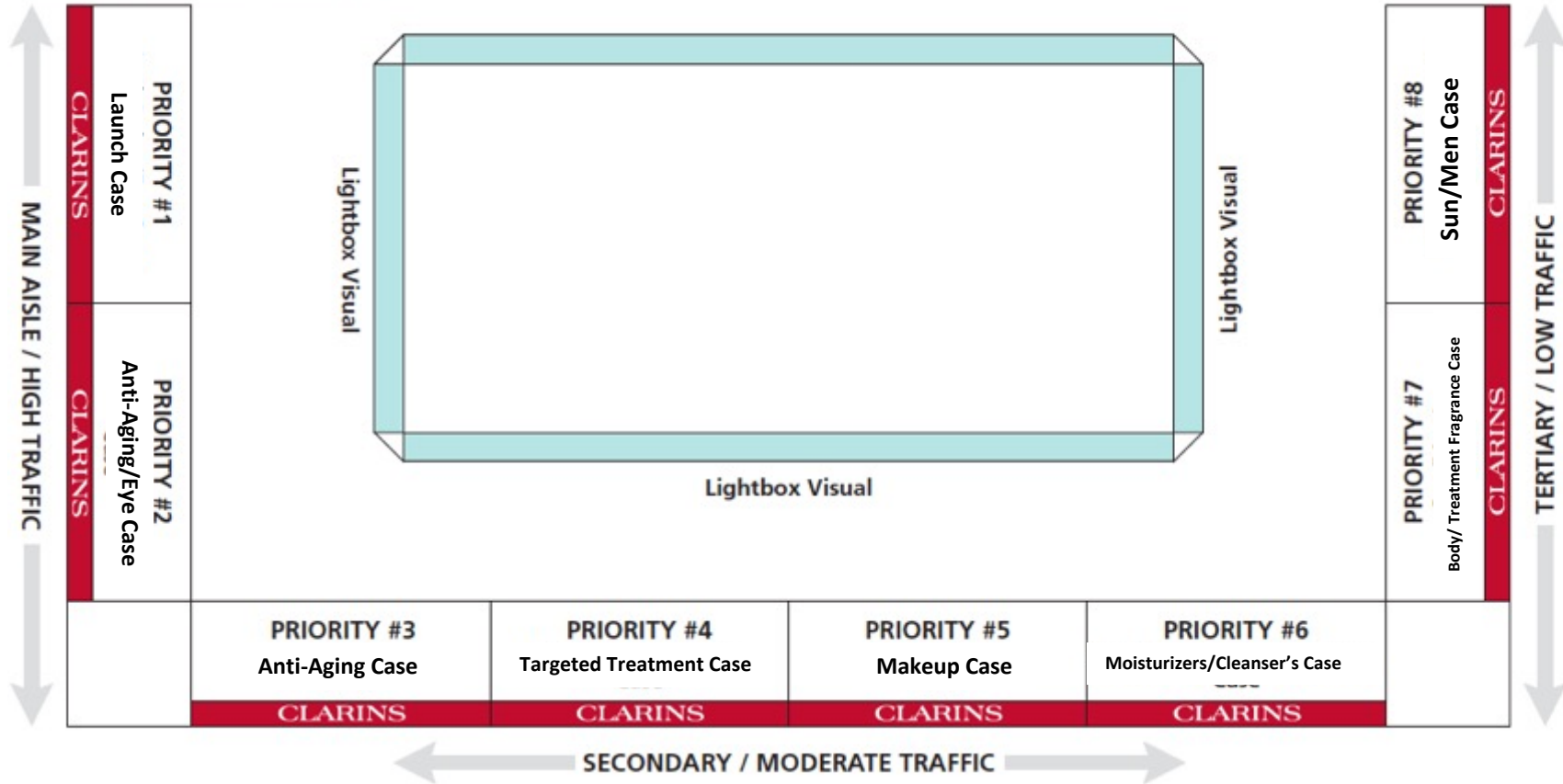
/ Large Caseline Planogram Updates

LARGE CASELINE DOORS

Follow these steps to determine your Case Priority placement for both Small & Large Doors.

1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
3. Merchandise counter according to your planogram and the guidelines provided.

LARGE DOOR EXAMPLE



LARGE CASELINE DOORS - 2 SHELF

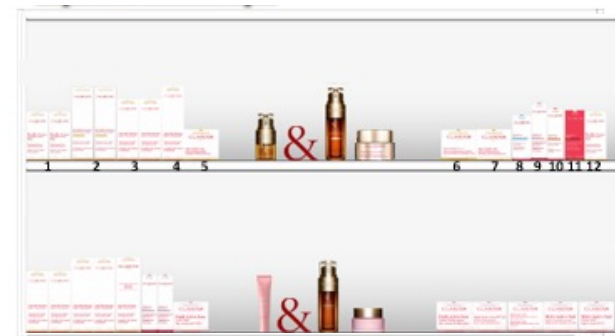
PRIORITY #1 – LAUNCH



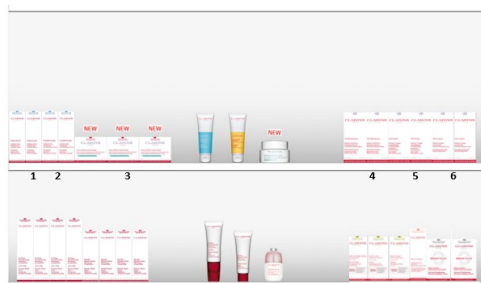
PRIORITY #2 ANTI-AGING



PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS



PRIORITY #5 – MAKEUP



PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE



CASH DESK



PRIORITY #8 SUN/MEN



LARGE #1 PRIORITY – LAUNCH 2 shelf caseline

Top of Counter:
NEW TEL & DSE FTD

***Top & Bottom Row:**

1. Double Serum Eye products
2. Double Serum Eye testers
3. NEW TEL & DSE Incase
4. Total Eye Lift products
5. Total Eye Lift testers
6. NEW TEL & DSE Incase



LARGE #2 PRIORITY – ANTI-AGING

NO CHANGES

Top of Counter:

- Face GTU
- Double Serum Glorifier (50ml)

*Top Row:

1. Double Serum Eye
2. Double Serum Light , 50ml
3. Double Serum, 30ml
4. Double Serum, 50ml
5. Total Eye Smooth
6. Extra-Firming Phyto Serum
7. Extra-Firming Day Wrinkle Control Cream, AST
8. Extra-Firming Day Wrinkle Control Cream SPF 15, AST
9. Extra-Firming Energy
10. Extra-Firming Night Wrinkle Control Cream, AST
11. Extra-Firming Night Wrinkle Control Cream, DS
12. Extra-Firming Neck & Décolleté
13. Extra-Firming Lip & Contour Balm

Bottom Row:

1. Total Eye Lift
2. Super Restorative Remodeling Serum
3. Super Restorative Treatment Essence
4. Super Restorative Day Cream, AST
5. Super Restorative Day Cream, SPF20
6. Super Restorative Rose Radiance Cream
7. Super Restorative Night Cream, AST
8. Super Restorative Décolleté and Neck Concentrate



Please always merchandise the Extra-Firming Neck product on the Tester Base



*For 3 Shelf Caselines: Duplicate top and bottom rows

Top Of Counter:

- Skin Solutions Unit (DSE)

*Top Row:

- 1.Double Serum Eye
- 2.Double Serum Light 50ml
- 3.Double Serum 30ml
- 4.Double Serum 50ml
- 5.Nutri-Lumiere Day Cream
6. Nutri-Lumiere Revive
- 7.Nutri-Lumiere Night Cream
8. Total Eye Contour
9. Total Eye Revive
10. Total Eye Smooth
- 11.Total Eye Lift
12. Double Serum Eye

Bottom Row:

- 1.Double Serum, 30ml
- 2.Double Serum, 50ml
- 3.Double serum, 75ml
4. Total Eye Revive
- 5.Multi-Active Day Cream-Gel, N/C
- 6.Multi-Active Day Cream, AST
- 7.Multi-Active Day Cream SPF 20, AST
- 8.Multi-Active Day Cream, N/D
- 9.Multi-Active Night Cream, N/C
- 10.Multi-Active Night Cream, N/D

NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows

LARGE #4 PRIORITY – TARGETED TREATMENTS

Top Of Counter:

*Top Row:

1. Fresh Scrub
2. Comfort Scrub
3. **NEW Cryo-Flash Mask**
4. SOS Mask, Hydra
5. SOS Mask, Pure
6. SOS Mask, Comfort

Bottom Row:

1. Beauty Flash Peel
2. Beauty Flash Balm
3. Face Treatment Oil, Blue Orchid, DHY
4. Face Treatment Oil, Lotus, O/C
5. Face Treatment Oil, Santal, D/S
6. Pore Control Serum
7. Bright Plus Serum

NO CHANGES

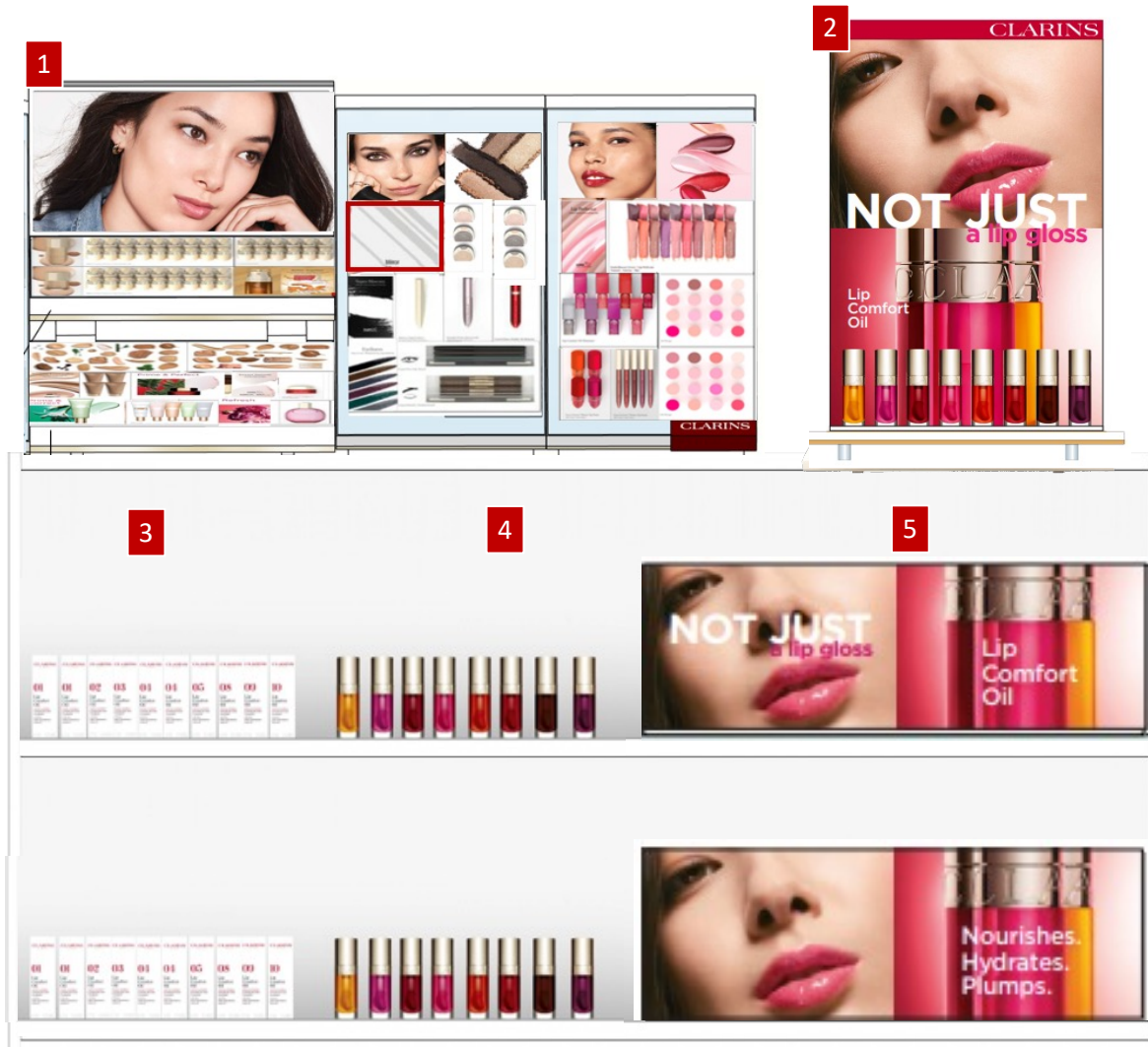


*For 3 Shelf Caselines: Duplicate top and bottom rows

**Tester display for doors that do not receive the Shaping Facial Lift line

*Please reference Lip Oil Refresh Guidelines

LARGE #5 PRIORITY – MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Oil Refresh FTD
- 3 Lip Oil Retail Product
- 4 Lip Oil Testers
- 5 Lip Oil Refresh Incase

*For 3 Shelf Caselines: Duplicate top and bottom rows

Top of Counter:

In Case:

Top Row:

1. Total Eye Contour Gel
2. Hydra-Essentiel Intensive Serum
3. Hydra-Essentiel Matte Gel
4. Hydra-Essentiel Silky Cream
5. Hydra-Essentiel Rich Cream
6. Hydra-Essentiel Lip Balm
7. Gentle Foaming Cleanser, Purifying
8. Gentle Foaming Cleanser, Hydrating
9. Gentle Foaming Cleanser, Soothing
10. One-Step Gentle Exfoliating Cleanser, AST

*Bottom Row:

1. Gentle Eye Make-Up Remover
2. Instant Eye Make-Up Remover
3. Velvet Cleansing Milk
4. Cleansing Micellar Water
5. Total Cleansing Oil
6. Gentle Renewing Cleansing Mousse
7. Purifying Toning Lotion
8. Hydrating Toning Lotion
9. Soothing Toning Lotion

NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows

LARGE #7 PRIORITY – BODY/TREATMENT FRAGRANCE

Top of Counter:

- Body GTU

In Case:

Top Row:

1. Exfoliating Body Scrub for Smooth Skin
2. Contour Body Treatment Oil
3. Body Fit Anti-Cellulite Contouring Expert
4. Super Restorative Anti-Aging Abdomen and Waist Body Cream
5. Body Treatment Oil, Tonic
6. Body Firming Extra Firming Cream
7. Re-Plus Body Serum

Bottom Row:

1. Body Partner
2. Moisture-Rich Body Lotion
3. Body Treatment Oil, Relax
4. Hand and Nail Treatment Cream
5. Super Restorative Hand Cream
6. Eau Dynamisante Treatment Fragrance
7. Eau Dynamisante Deodorant
8. Eau des Jardins Treatment Fragrance
9. Eau des Jardins Smoothing Body Cream



NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows

NO CHANGES

Top Of Counter

In Case:

Top Row:

1. Golden Glow Booster for Face
2. Golden Glow Booster for Body
3. Self Tanning Instant Gel
4. Self Tanning Milky Lotion

*Bottom Row:

1. Clarins Men Shampoo & Shower
2. Clarins Men Active Face Wash
3. Shave + Beard Oil
4. Smooth Shave Foaming Gel
5. After Shave Soothing Toner
6. After Shave Soothing Gel
7. Clarins Men Energizing Gel
8. Clarins Men Energizing Eye Gel
9. Clarins Men Line Control Balm
10. Clarins Men Line Control Eye Balm
11. Clarins Men Super Moisture Gel
12. Clarins Men Super Moisture Balm

****Important to Note:** New York stores are not longer carry Active Face Wash



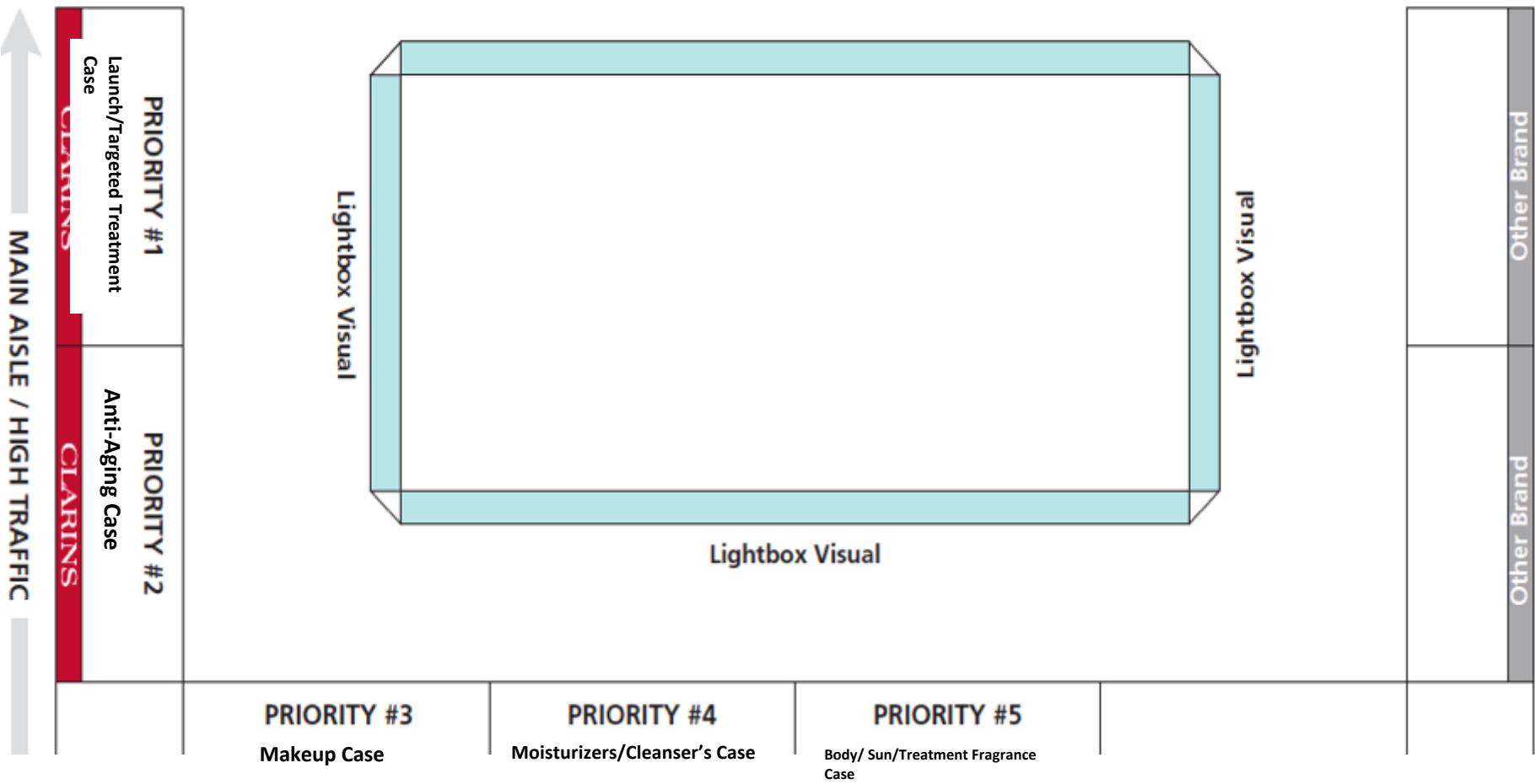
*For 3 Shelf Caselines: Duplicate top and bottom rows

Small / Caseline Planogram Updates

- Follow these steps to determine your Case Priority placement for both Small & Large Doors.
- 1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
 - 2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
 - 3. Merchandise counter according to your planogram and the guidelines provided.

SMALL CASELINE DOORS

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

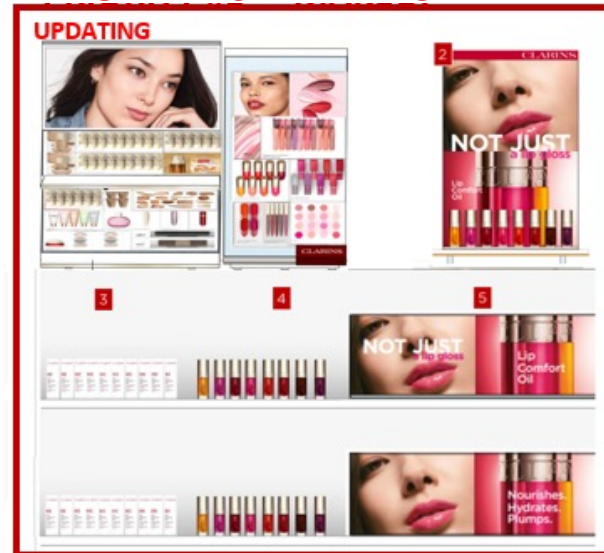
PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



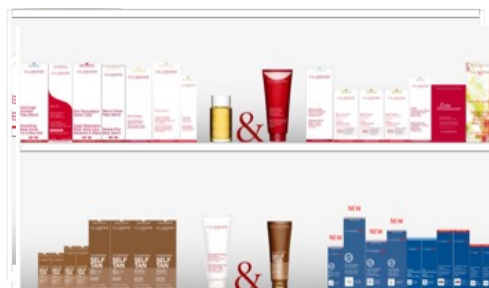
PRIORITY #3 – MAKEUP



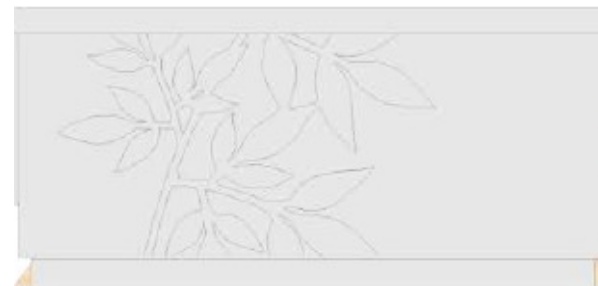
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK



Top of Counter:

Top of Counter:

NEW TEL & DSE FTD

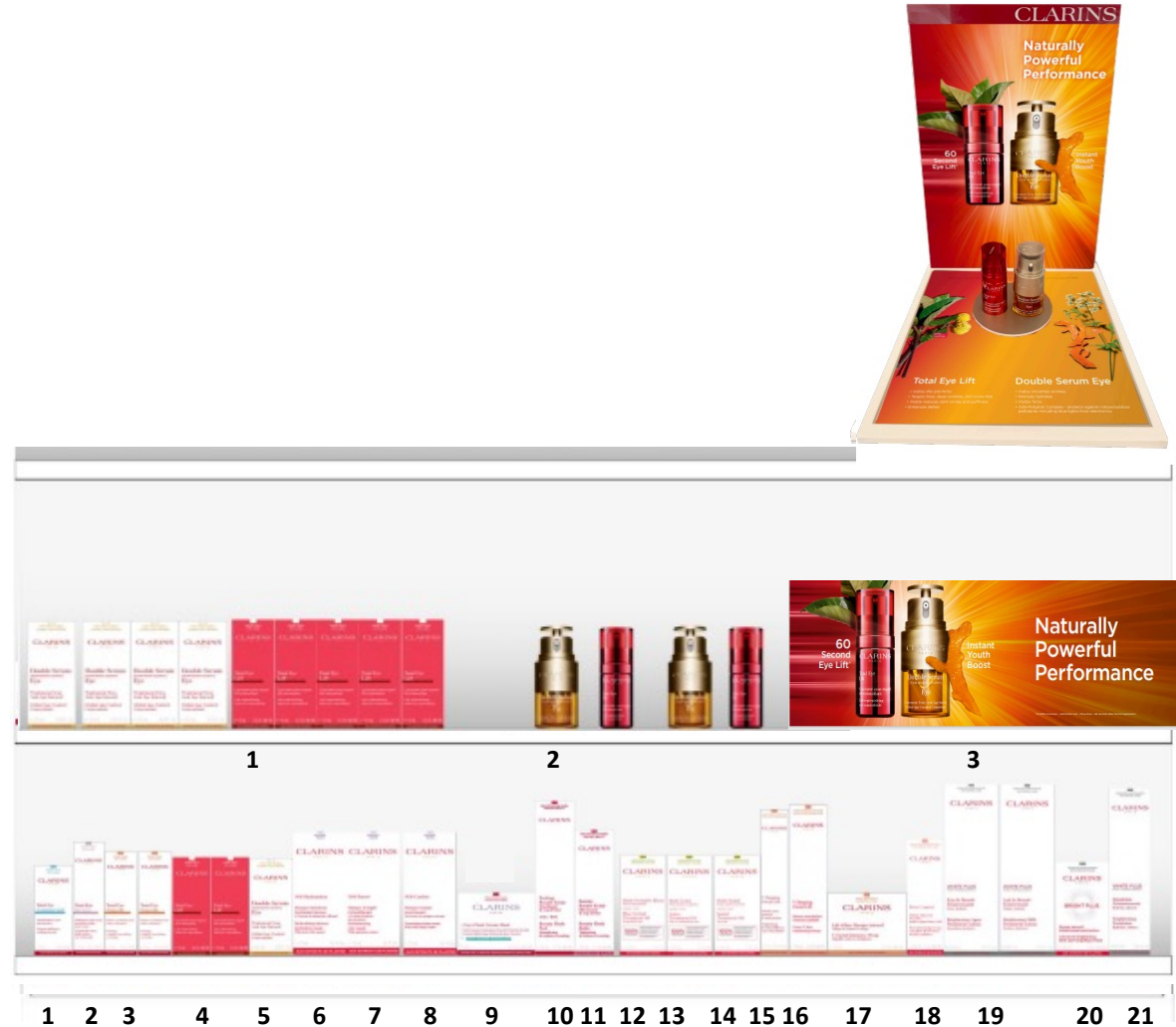
*Top & Bottom Row:

1. Double Serum Eye & Total Eye Lift products
2. Double Serum Eye & Total Eye Lift testers
3. NEW TEL & DSE Incase

Bottom Row:

1. Total Eye Contour Gel
2. Total Eye Revive
3. Total Eye Smooth
4. Total Eye Lift
5. Double Serum Eye
6. SOS Mask, Hydra
7. SOS Mask, Pure
8. SOS Mask, Comfort
9. Cryo-Flash Mask
10. Beauty Flash Peel
11. Beauty Flash Balm
12. Face Treatment Oil, Blue Orchid, DHY
13. Face Treatment Oil, Lotus, O/C
14. Face Treatment Oil, Santal, D/S
15. V Shaping Facial Lift Eye (Select Doors)
16. V Shaping Facial Lift Serum (Select Doors)
17. V-Facial Intensive Wrap (Select Doors)
18. Pore Control Serum
19. Bright Plus Treatment Essence
20. Bright Plus Serum
21. Bright Plus Milky Treatment Essence

SMALL #1 PRIORITY – LAUNCH CASELINE



*For 3 Shelf Caselines: Utilize both In Cases

Top of Counter:

- Skin Solutions Unit (DSE)
- Double Serum (50ml) Glorifier

In Case:

*Top Row:

1. Double Serum Eye
2. Double Serum Light, 50ml
3. Double Serum, 30ml
4. Double Serum, 50ml
5. Nutri-Lumiere Day Cream
6. Nutri-Lumiere Revive
7. Nutri-Lumiere Night Cream
8. Total Eye Lift
9. Super Restorative Remodeling Serum
10. Super Restorative Day Cream, AST
11. Super Restorative Rose Radiance Cream
12. Super Restorative Night Cream, AST
13. Super Restorative Décolleté and Neck Concentrate

Bottom Row:

1. Extra-Firming Phyto Serum
2. Extra-Firming Day Wrinkle Control Cream, AST
3. Extra-Firming Day Wrinkle Control Cream SPF 15, AST
4. Extra-Firming Energy
5. Extra-Firming Night Wrinkle Control Cream, AST
6. Extra-Firming Night Wrinkle Control Cream, DS
7. Extra-Firming Neck & Décolleté
8. Multi-Active Day Cream-Gel, N/C
9. Multi-Active Day Cream, AST
10. Multi-Active Day Cream SPF 20, AST
11. Multi-Active Day Cream, N/D
12. Multi-Active Night Cream, N/C

SMALL #2 PRIORITY – ANTI-AGING/EYE

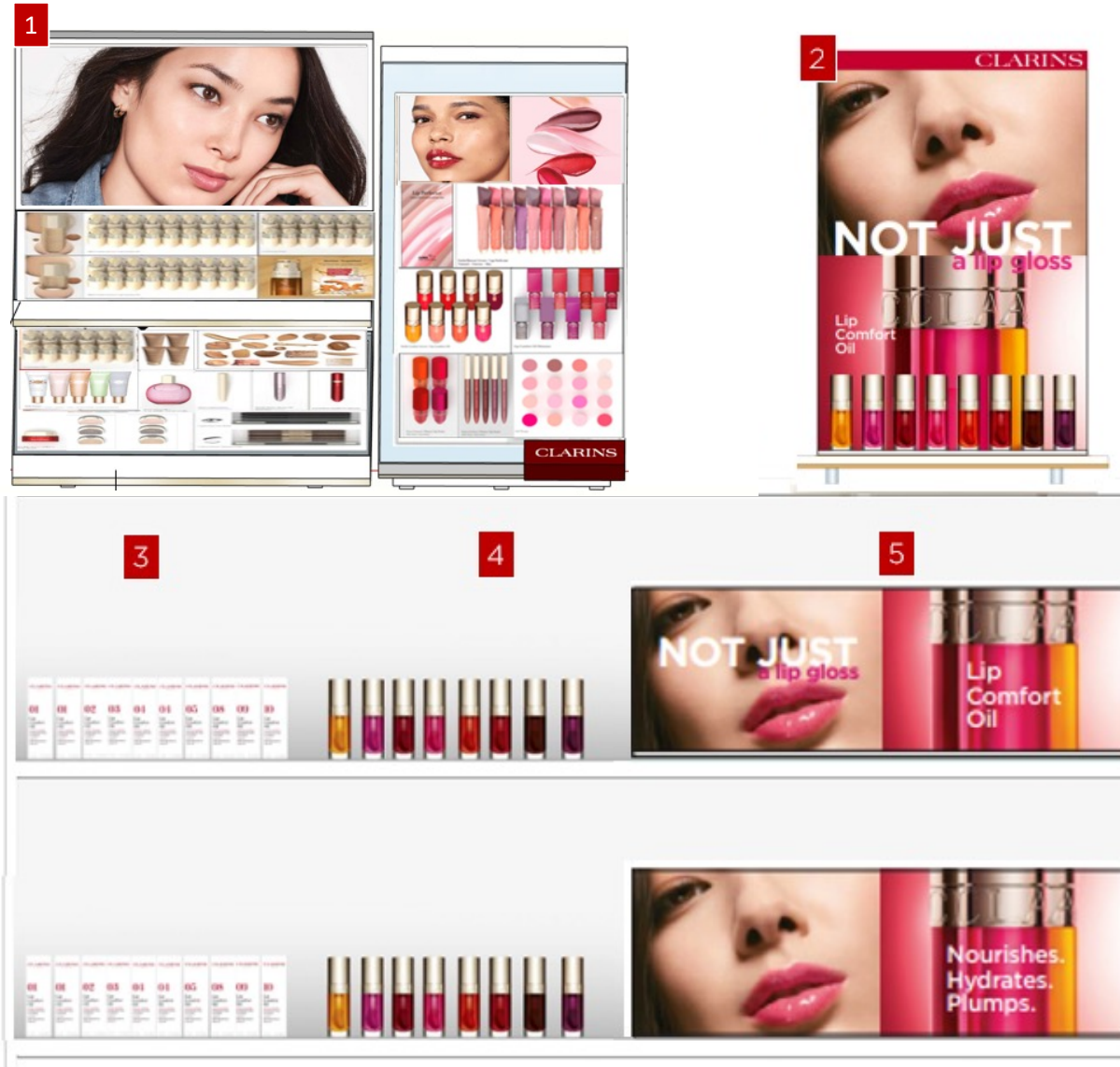
NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows- see page 36

*Please reference Lip Oil Refresh Guidelines

SMALL #3 PRIORITY– MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Oil Refresh FTD
- 3 Lip Oil Retail Product
- 4 Lip Oil Testers
- 5 Lip Oil Refresh Incase

SMALL #4 MOISTURIZERS/CLEANSERS

Top of Counter:

- Condensed GTU

Top of Counter:

In Case:

Top Row:

1. Total Eye Contour Gel
2. Hydra-Essentiel Bi-phase Serum
3. Hydra-Essentiel Matte Gel
4. Hydra-Essentiel Silky Cream
5. Hydra-Essentiel Rich Cream
6. Hydra-Essentiel Lip Balm
7. Gentle Foaming Cleanser, Purifying
8. Gentle Foaming Cleanser, Hydrating
9. Gentle Foaming Cleanser, Soothing
10. One-Step Gentle Exfoliating Cleanser, AST

*Bottom Row:

1. Gentle Eye Make-Up Remover
2. Instant Eye Make-Up Remover
3. Velvet Cleansing Milk
4. Cleansing Micellar Water
5. Total Cleansing Oil
6. Gentle Renewing Cleansing Mousse
7. Purifying Toning Lotion
8. Hydrating Toning Lotion
9. Soothing Toning Lotion



NO CHANGES



SMALL #5 BODY/SUN/TREATMENT FRAGRANCE/MEN

Top Of Counter

In Case:

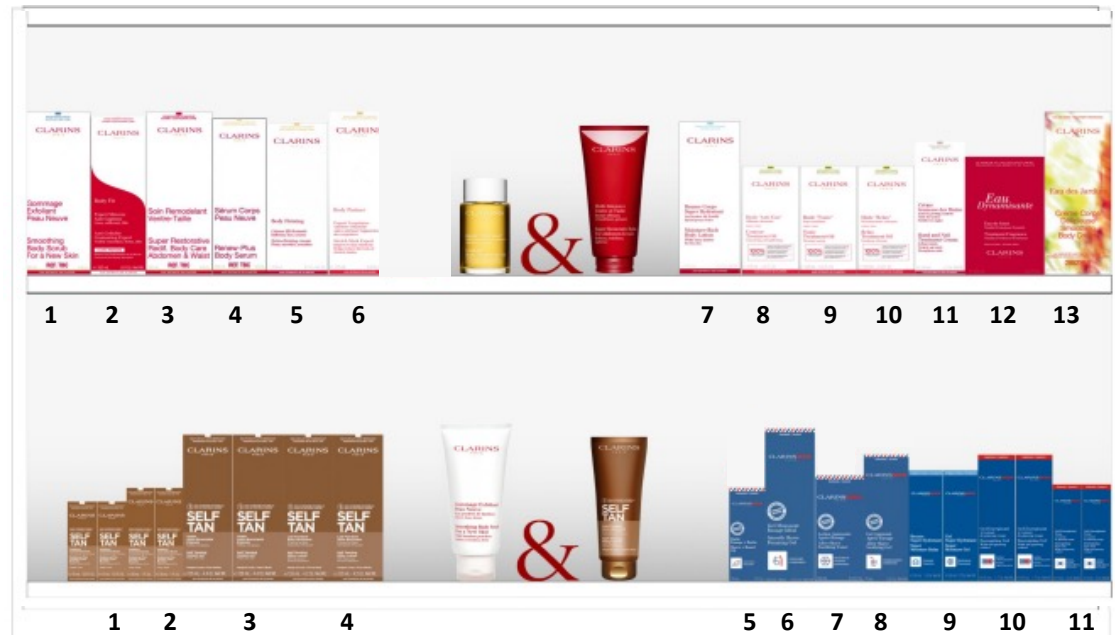
Top Row:

1. Exfoliating Body Scrub for Smooth Skin
2. Body Fit Anti-Cellulite Contouring Expert
3. Super Restorative Anti-Aging Abdomen and Waist Body Cream
4. Re-Plus Body Serum
5. Body Firming Extra Firming Cream
6. Body Partner
7. Moisture-Rich Body Lotion
8. Body Treatment Oil, Contour
9. Body Treatment Oil, Tonic
10. Body Treatment Oil, Relax
11. Hand and Nail Treatment Cream
12. Eau Dynamisante Treatment Fragrance
13. Eau des Jardins Smoothing Body Cream

*Bottom Row:

1. Golden Glow Booster for Face
2. Golden Glow Booster for Body
3. Self Tanning Instant Gel
4. Self Tanning Milky Lotion
5. Shave + Beard Oil
6. Smooth Shave Foaming Gel
7. After Shave Soothing Toner
8. After Shave Soothing Gel
9. Clarins Men Energizing Gel
10. Clarins Men Super Moisture Gel
11. Clarins Men Energizing Eye Gel

NO CHANGES



/ Tower Planogram

Guidelines

- All product merchandised on towers should be the same category ex: all jumbos, cleansers, or all gift sets.
- If inventory allows merchandise more than 1 item per shelf to use up the space
- Product/tower should be facing highest traffic area
- Color of tower may vary between locations



*Photo is Example Only for Type of Tower



400 ml Jumbos & Cleansing Duo Sets

*Gift box assortment may vary by Season. Display current assortment.

Guidelines

- Space can be utilized for storytelling or to hold product
- Do not stack product
- If utilizing for product, strive to keep the same category ex: all giftboxes, all cleansers, all Body etc.

Backwall Caselines



400 ml Jumbos
&
Cleansing Duo Sets



NYO Visual Merchandising Contact List



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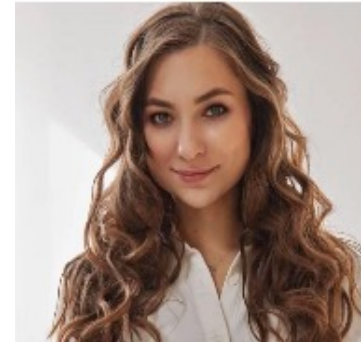
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