

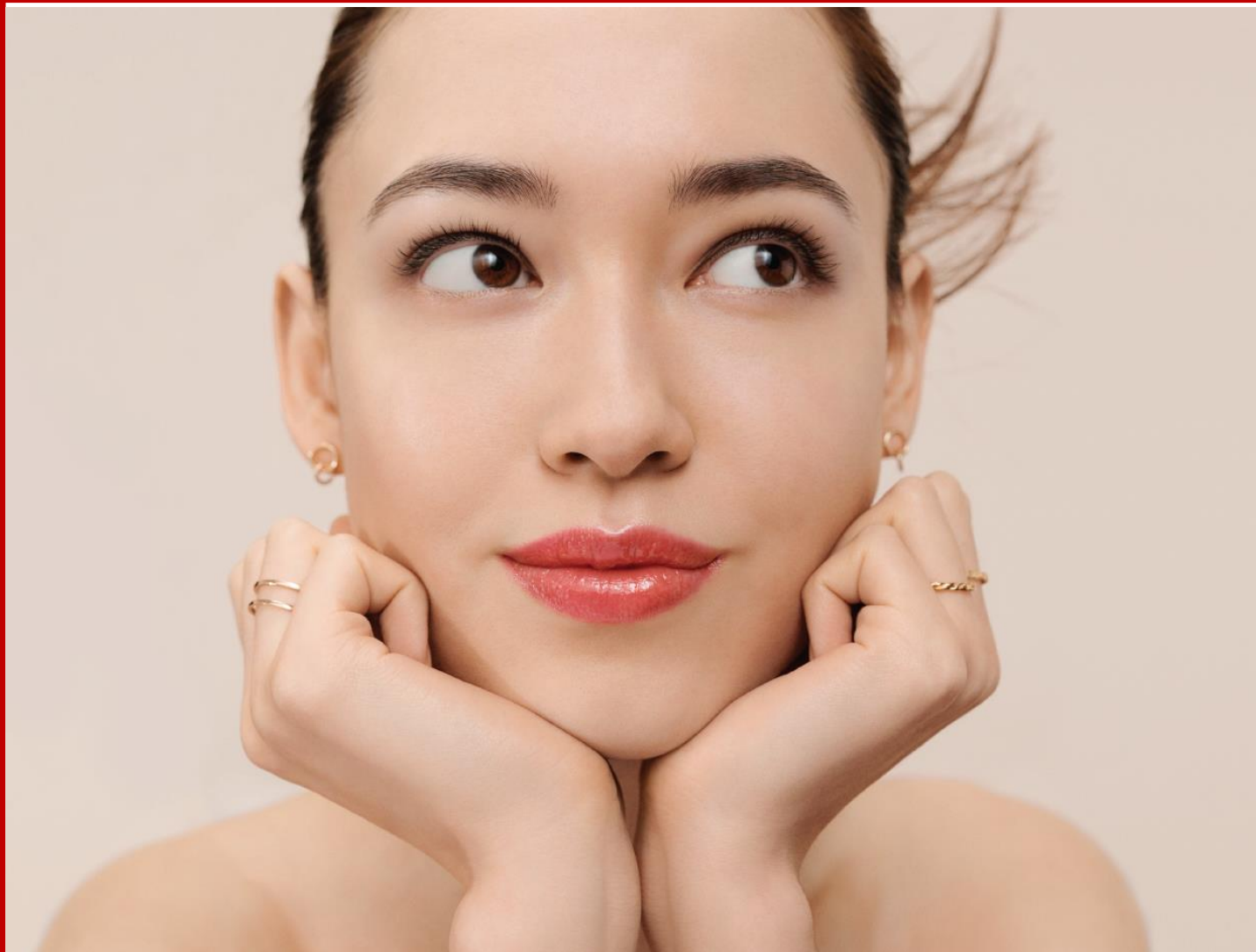
In-Store Merchandising Book

LIP PERFECTORS

Revised Version on 6/16

incl. Lip Pencils

LIVE DATE: 6/1/23



Dillard's

VON MAUR®

*Saks
Fifth
Avenue*









CLARINS



MAKE UP POP CALENDAR

- ❖ Please discard makeup displays and visuals that are not shown on this monthly focus calendar.
- ❖ If you have an allocation but have not received, please order on merchandising request form
- ❖ Lightbox stores that get an FTD receive plain Texture background. Stores that do not have FTD, lightbox will show product

Installation Doors/Select Doors

MAKEUP FOCUS	MAY LIP COMFORT OIL REPUSH	JUNE LIP PERFECTORS	JULY LIP PERFECTORS CONT'D
Makeup FTD	Lip Comfort Oil Repush 		
Makeup FTD *Unlimited Doors	Lip Comfort Oil Limited Edition 		
Makeup In Case	Lip Comfort Oil Repush 		
Makeup GTU White Module	N/A	NEW L49 & M98 Instant Light Lip Perfector  H52 Lip Pencil 	N/A
Makeup Lightbox Installation Doors	Lip Comfort Oil Repush 		
Makeup Hero Stocker (Permanent Display) Select Doors	Makeup Hero Stocker 		
TV	Lip Comfort Oil 		

/ IN-STORE DISPLAYS

LIP PENCIL LAUNCH FOCUS DISPLAY

LIP MODULES



L49 Instant Light Lip Perfector



M98 Instant Light Lip Perfector



H52 Lip Pencil

LIP VISUALS



Instant Light Lip Perfector Half Visual



MAKE-UP PLANOGRAMS

- MAKEUP BAR
- CUSTOM UNITS
- SMALL GTU

**** PICTURE IS FOR UNIT CONFIGURATION
REFERENCE ONLY –
Please reference next Slides for Planogram's**

MAKEUP BAR

Large



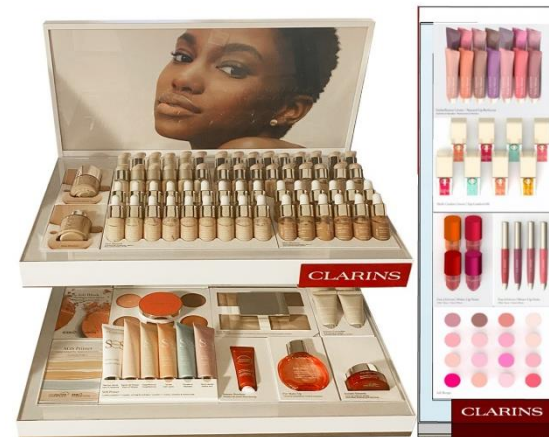
Small

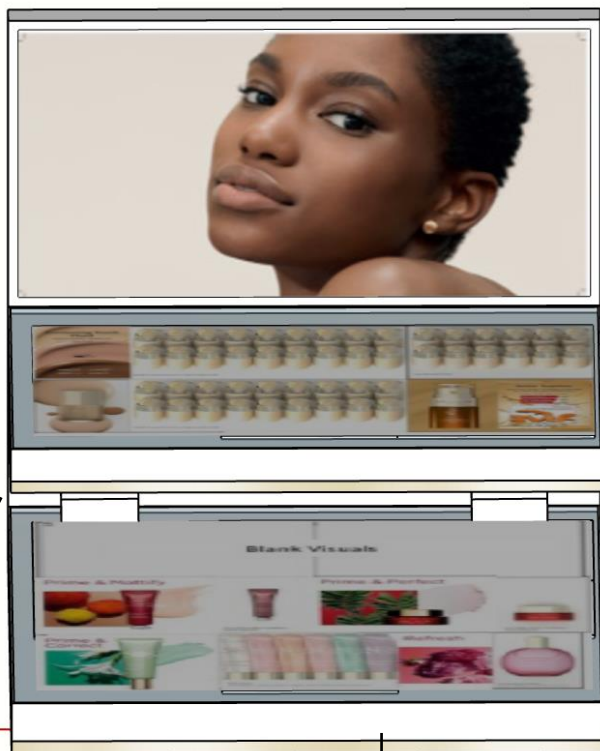


Medium



XS Small





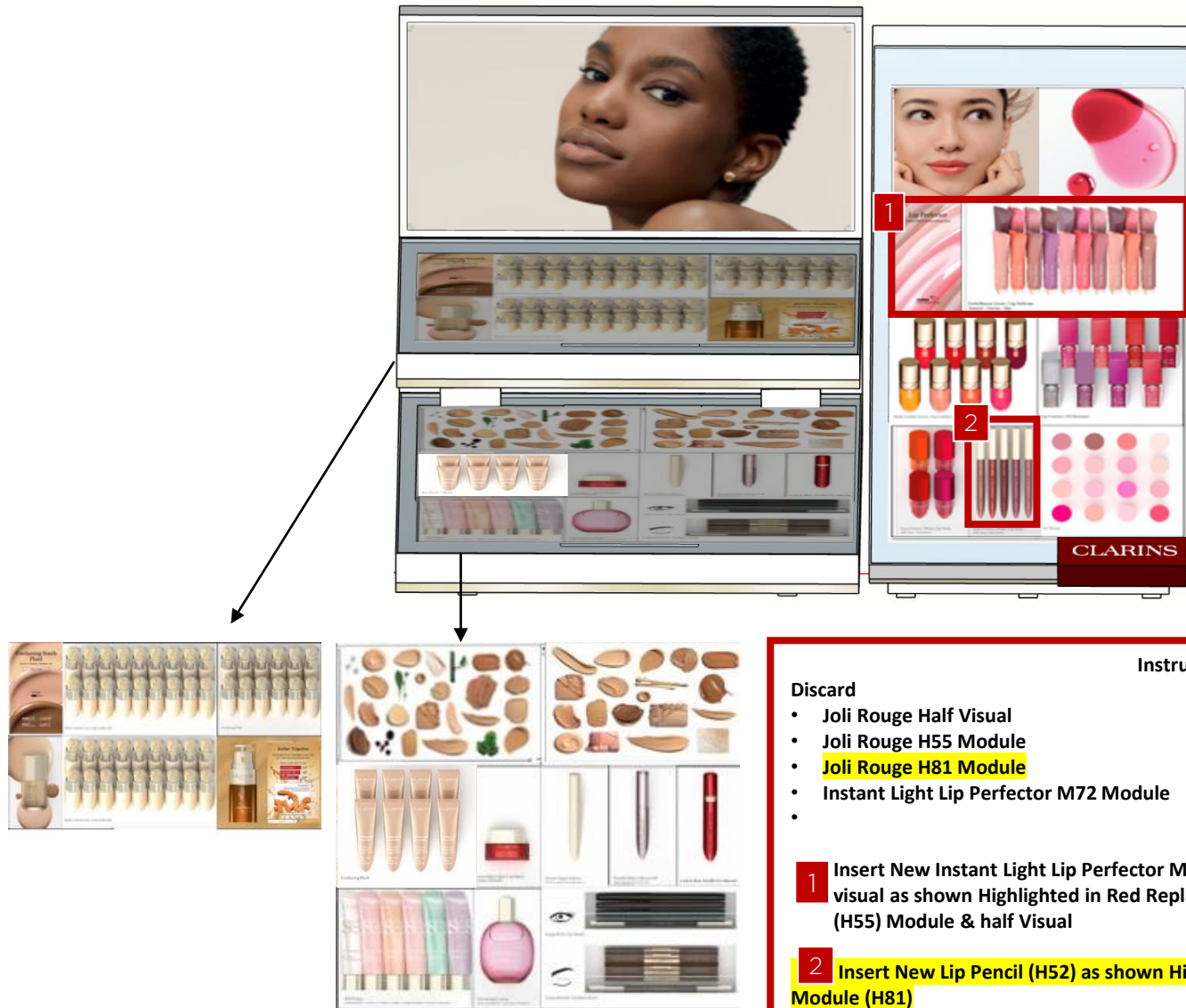
Instructions:

Discard

- Joli Rouge Half Visual
- Joli Rouge H55 Module
- **Joli Rouge H81 Module**
- Instant Light Lip Perfector M72 Module

1 Insert New Instant Light Lip Perfector Module (L49) & Instant Light Lip Perfector half visual as shown Highlighted in Red Replacing Lip Perfector (M72) Module, Joli Rouge (H55) Module & half Visual

2 Insert New Lip Pencil (H52) as shown Highlighted in Red Replacing Joli Rouge Crayon Module (H81)
*****Merchandise Foundation Testers Starting with Dark Shades in the front row followed by Lighter Shades in the back row for range shade visibility**



Instructions:

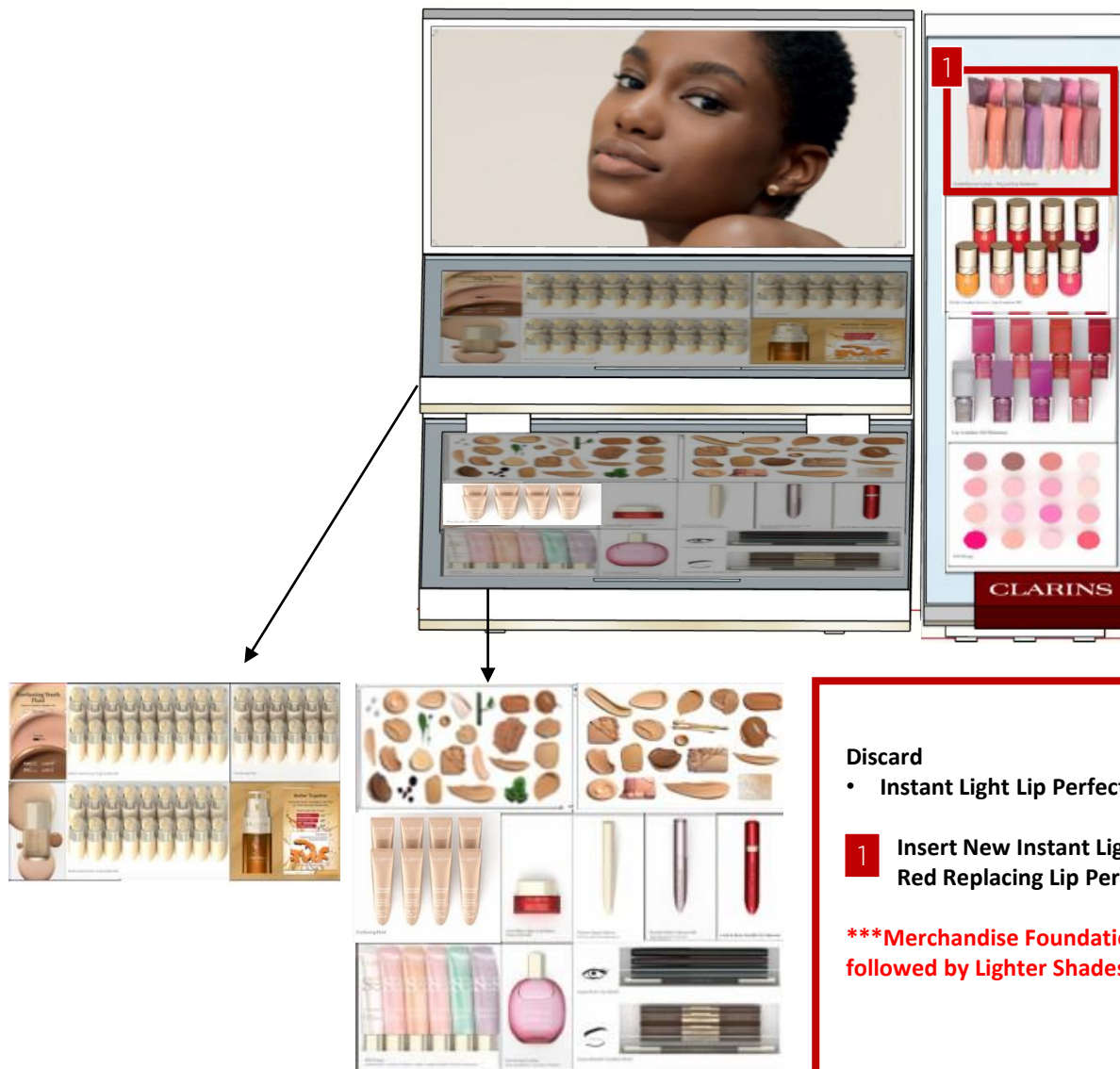
Discard

- Joli Rouge Half Visual
- Joli Rouge H55 Module
- **Joli Rouge H81 Module**
- Instant Light Lip Perfector M72 Module
-

1 Insert New Instant Light Lip Perfector Module (L49) & Instant Light Lip Perfector half visual as shown Highlighted in Red Replacing Lip Perfector (M72) Module, Joli Rouge (H55) Module & half Visual

2 Insert New Lip Pencil (H52) as shown Highlighted in Red Replacing Joli Rouge Crayon Module (H81)

*****Merchandise Foundation Testers Starting with Dark Shades in the front row followed by Lighter Shades in the back row for range shade visibility**



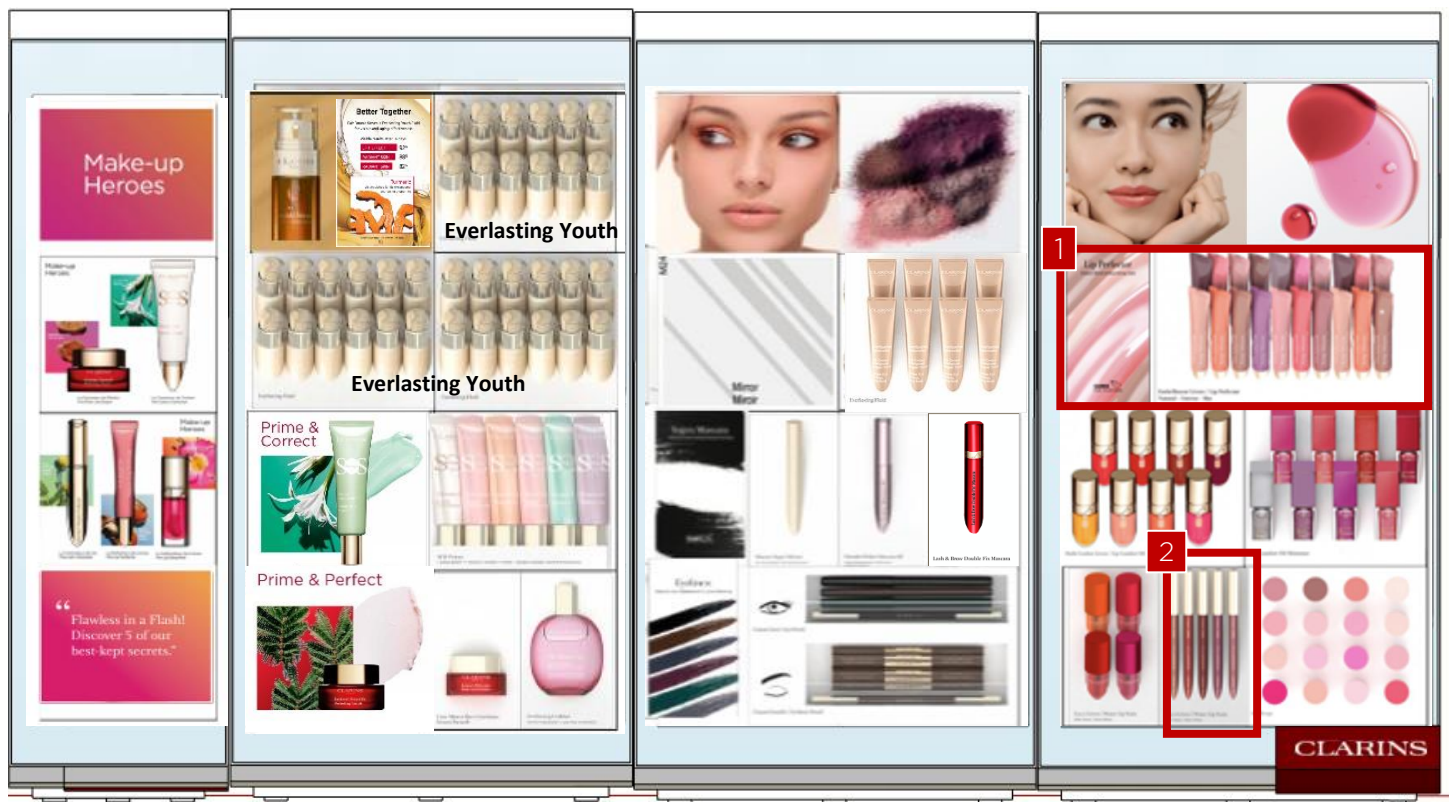
Instructions:

Discard

- **Instant Light Lip Perfector M72 Module**

1 Insert New Instant Light Lip Perfector Module (M98) as shown Highlighted in Red Replacing Lip Perfector (M72) Module

*****Merchandise Foundation Testers Starting with Dark Shades in the front row followed by Lighter Shades in the back row for range shade visibility**



Instructions:

Discard

- Joli Rouge Half Visual
- Joli Rouge H55 Module
- **Joli Rouge H81 Module**
- Instant Light Lip Perfector M72 Module

- 1** Insert New Instant Light Lip Perfector Module (L49) & Instant Light Lip Perfector half visual as shown Highlighted in Red Replacing Lip Perfector (M72) Module, Joli Rouge (H55) Module & half Visual
- 2** Insert New Lip Pencil (H52) as shown Highlighted in Red Replacing Joli Rouge Crayon Module (H81)

***Merchandise Foundation Testers Starting with Dark Shades in the front row followed by Lighter Shades in the back row for range shade visibility

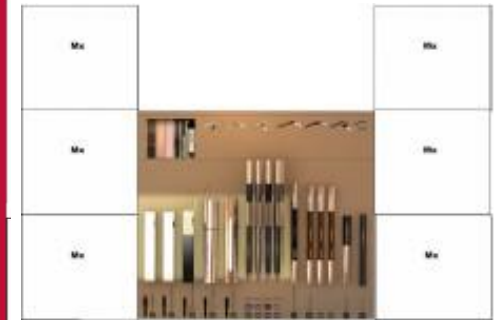
Existing GTU

**** PICTURE IS FOR UNIT REFERENCE ONLY**





SMALL GTU



Discard

- Joli Rouge M58 Modules X2
- Instant Light Lip Perfector M72 Module
- Joli Rouge H81 Module

1 Insert New Instant Light Lip Perfector Module (L49), Lip Pencil Module (H52) & Eyeliner Module (L41) as shown Highlighted in Red Replacing Lip Perfector (M72), Joli Rouge (M58) Module, and Joli Rouge Crayon Module (H81)

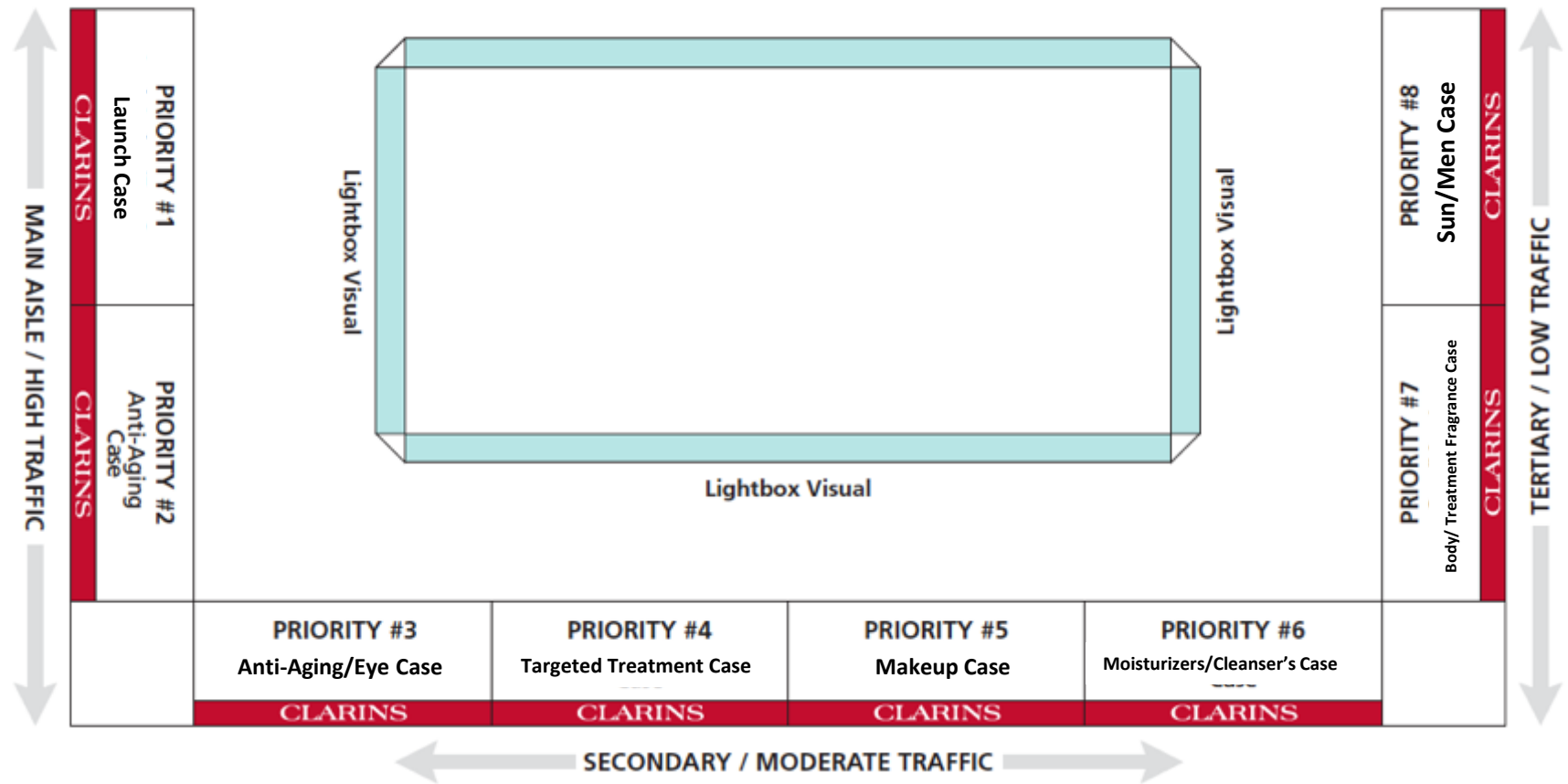
***Merchandise Foundation Testers Starting with Dark Shades in the front row followed by Lighter Shades in the back row for range shade visibility

Large / Caseline Planogram

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



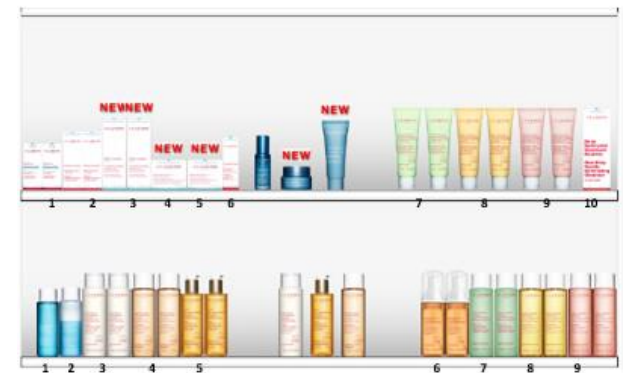
Select Doors



PRIORITY #5 – MAKEUP

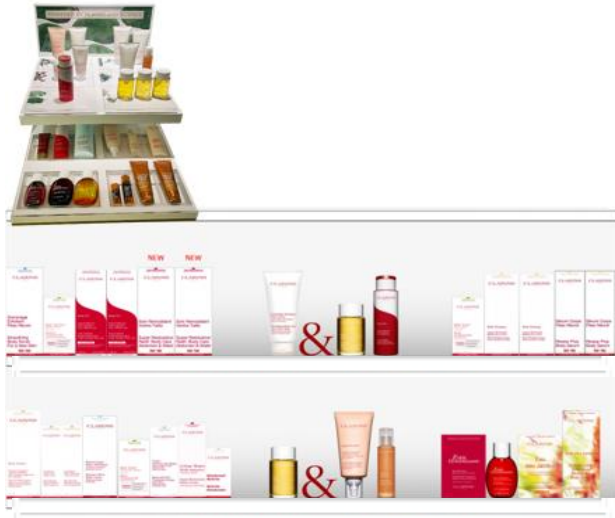


PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE

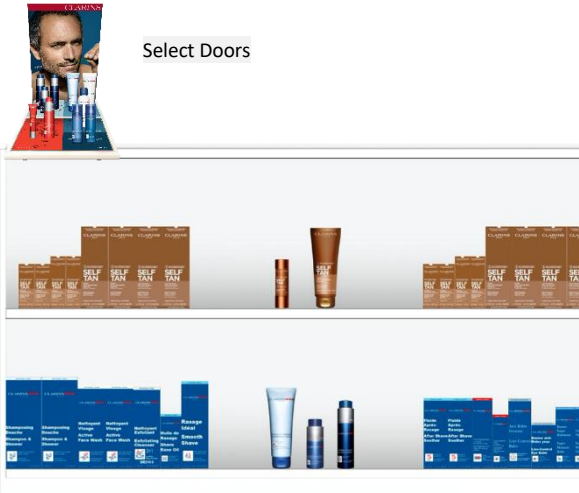


CASH DESK

Select Doors



PRIORITY #8 SUN/MEN

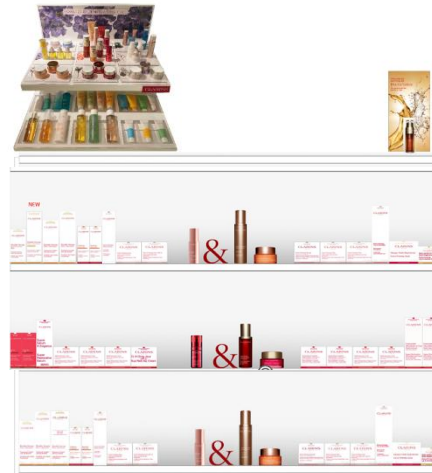


LARGE CASELINE DOORS – 3 SHELF

PRIORITY #1 – LAUNCH



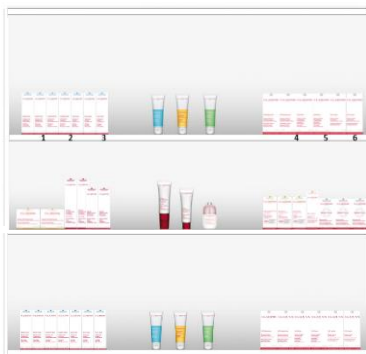
PRIORITY #2 ANTI-AGING



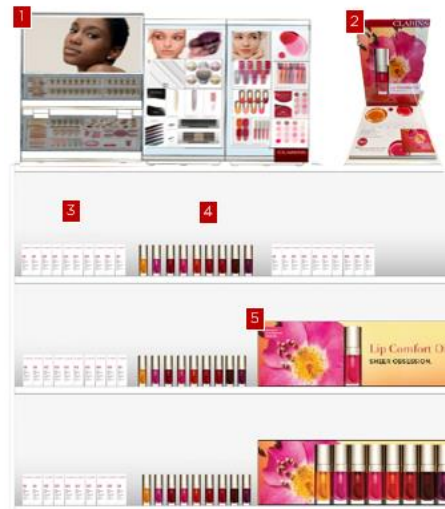
PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS



PRIORITY #5 – MAKEUP



PRIORITY #6 – MOISTURIZERS /CLEANSERS

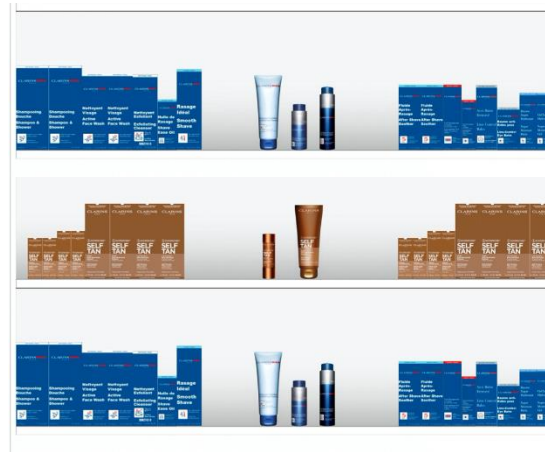


LARGE CASELINE DOORS - 3 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE

PRIORITY #8 SUN/MEN

Select Doors



Select Doors

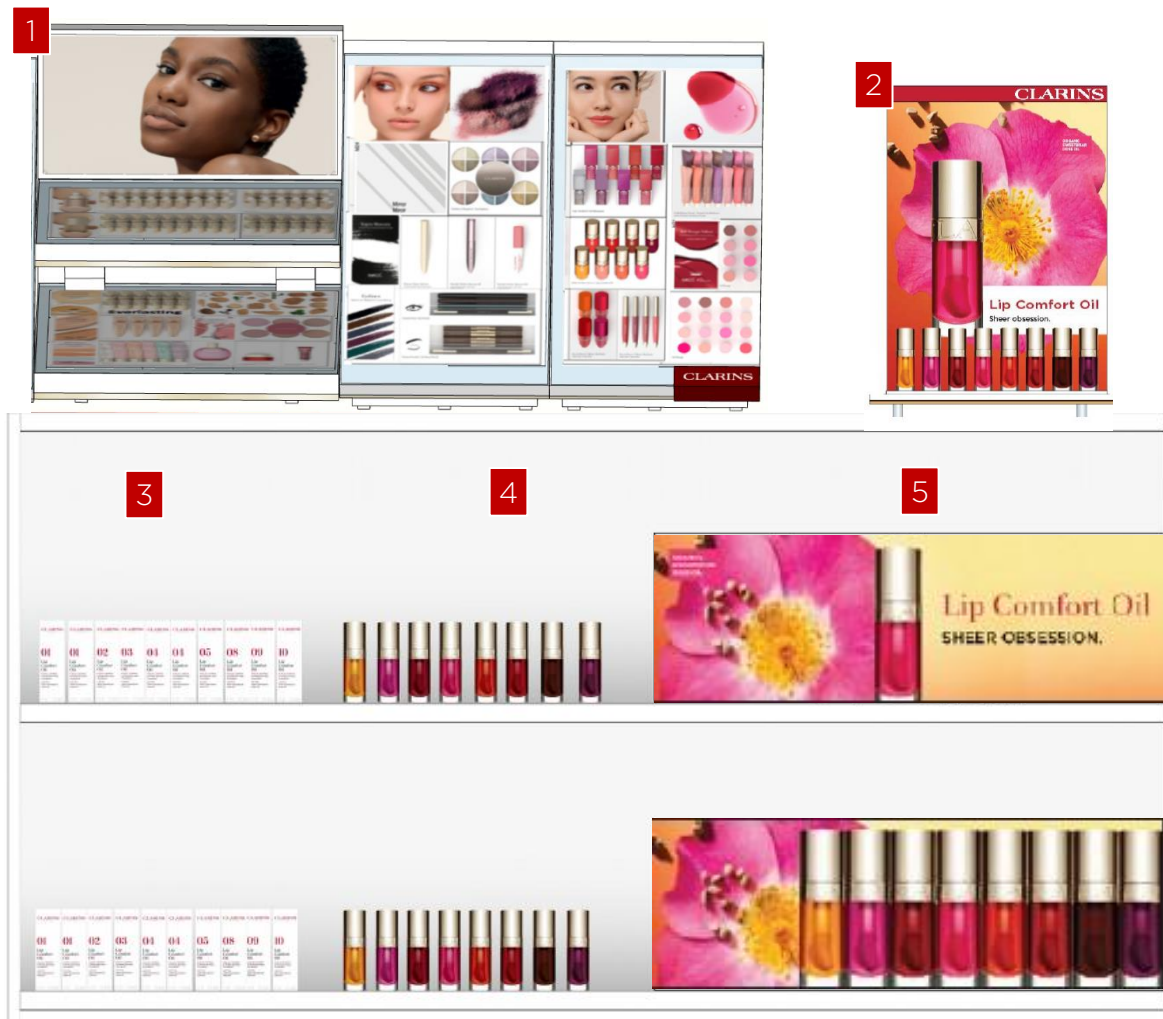


CASH DESK



NO CHANGES

LARGE #5 PRIORITY – MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Comfort Oil FTD
- 3 Lip Comfort Oil Retail Product
- 4 Lip Comfort Oil Testers
Merchandise by Shade # Order Starting with #01 Ending in #10 (Note #6 & #7 have been discontinued)
- 5 Lip Comfort Oil Incase

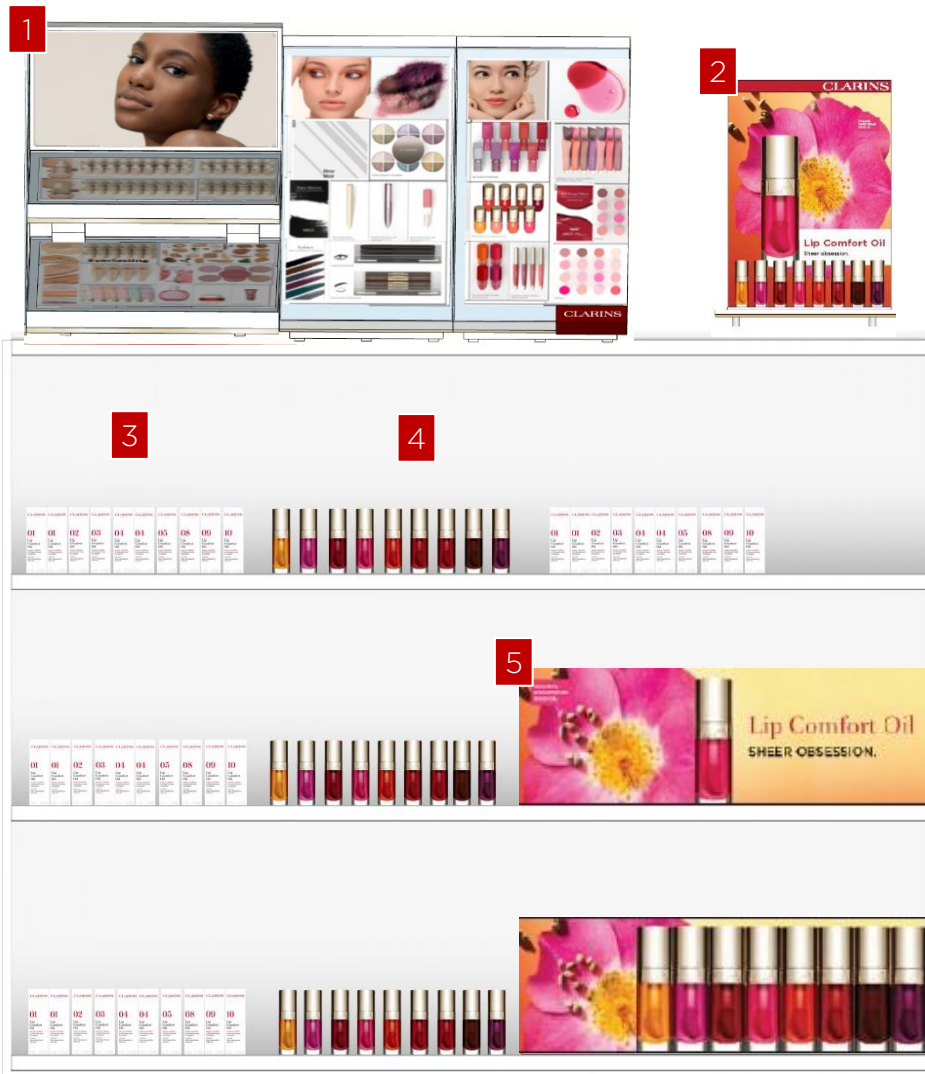
***If you do not have enough Lip Comfort Oil stock to display in the caseline (Sellable & Testers), please use additional Lip Product in its place.**

Choose 1 of the following Priorities to create a cohesive story. DO NOT MIX & MATCH

- Priority 1: Water Lip Stain
- Priority 2: Lip Perfector
- Priority 3: Lip Oil Shimmer
- Priority 4: Joli Rouge Lip Sticks

NO CHANGES

LARGE #5 PRIORITY – MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Comfort Oil FTD
- 3 Lip Comfort Oil Retail Product
- 4 Lip Comfort Oil Testers
Merchandise by Shade # Order Starting with #01 Ending in #10 (Note #6 & #7 have been discontinued)
- 5 Lip Comfort Oil Incase

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- Priority 1: Water Lip Stain
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- Priority 3: Lip Oil Shimmer
- Priority 4: Joli Rouge Lip Sticks

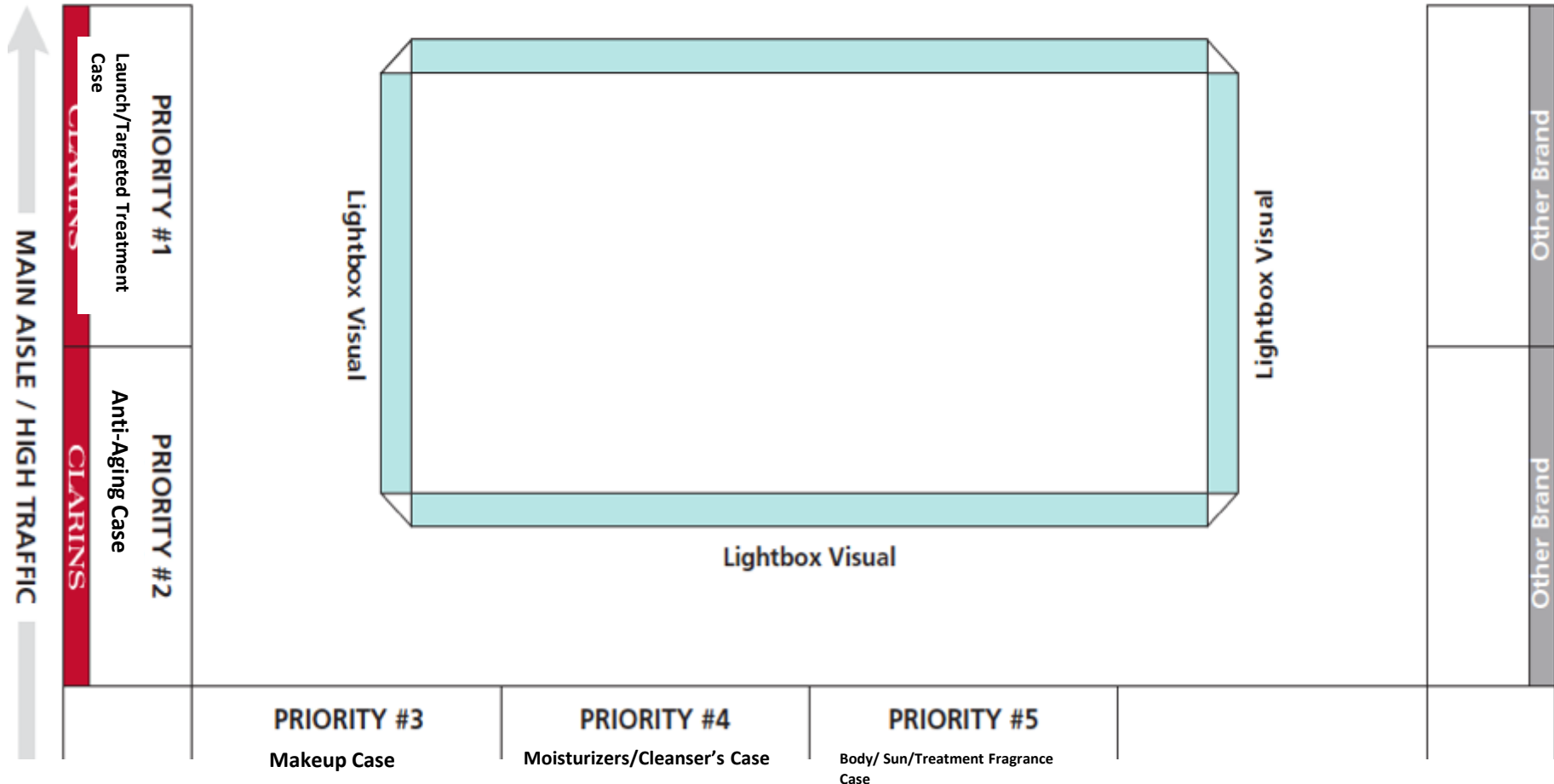
Small / Caseline Planogram

SMALL 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.

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



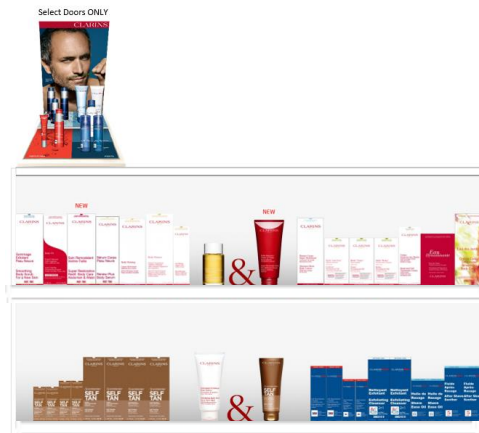
PRIORITY #3 – MAKEUP



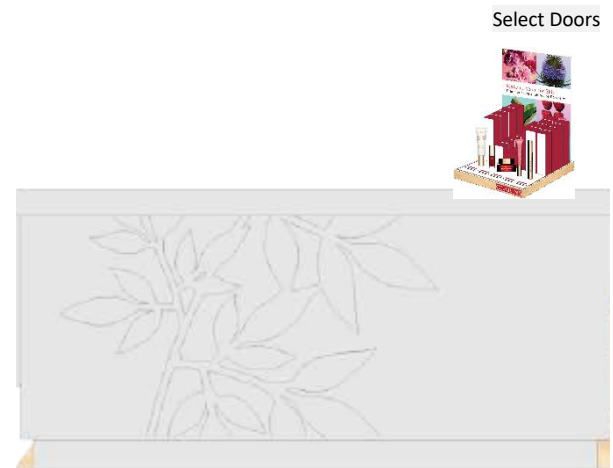
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUNLESS/TREATMENT FRAGRANCE



CASH DESK

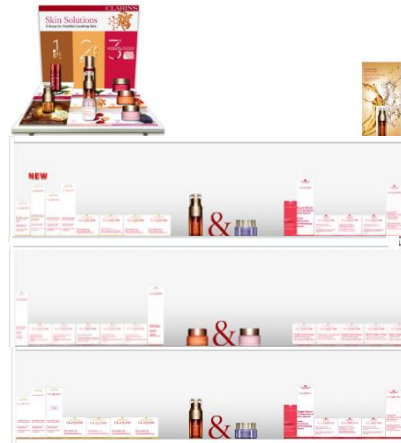


SMALL CASELINE DOORS – 3 SHELF

PRIORITY #1 LAUNCH/



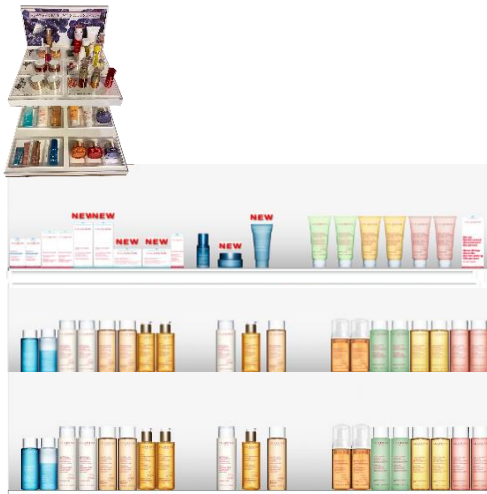
PRIORITY #2 – ANTI-AGING



PRIORITY #3 – MAKEUP



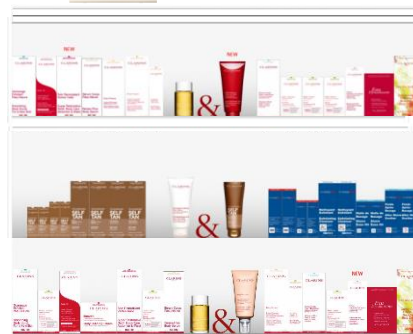
PRIORITY #4 MOISTURIZERS /CLEANSERS



CLARINS

PRIORITY #5 BODY/SUNLESS/TREATMENT FRAGRANCE

Select Doors



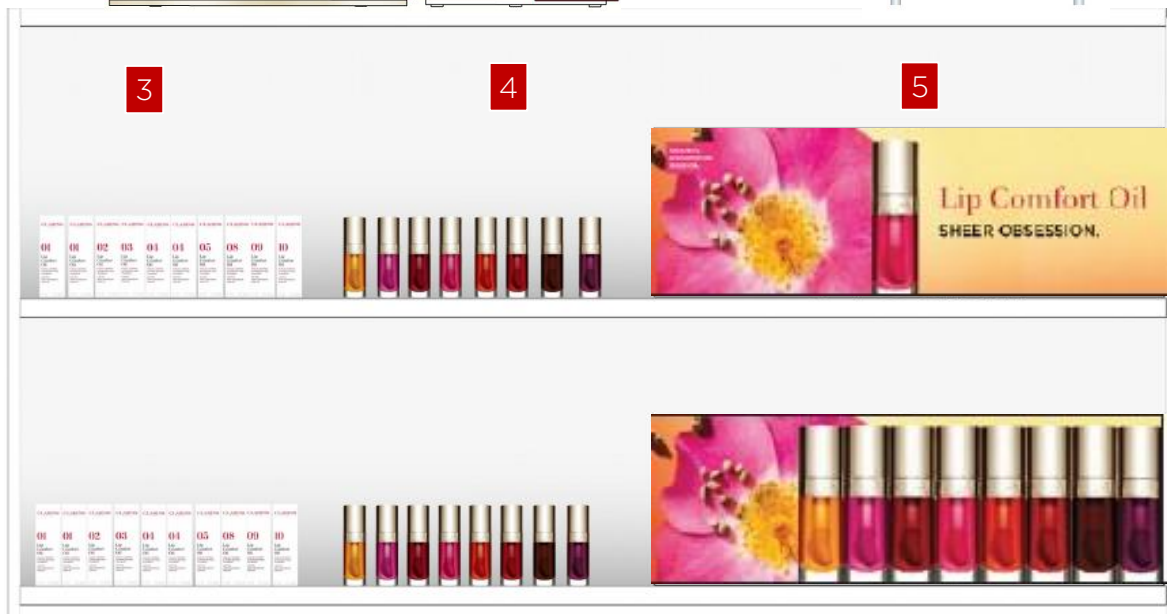
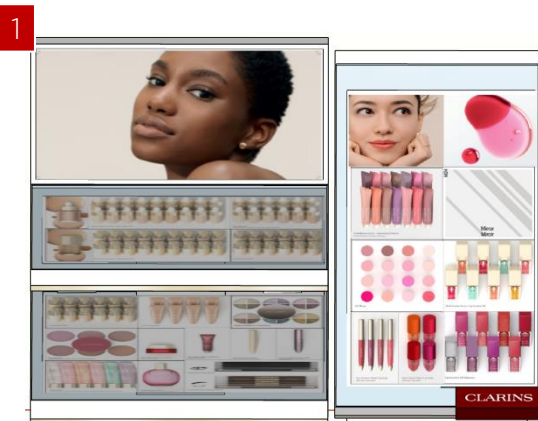
CASH DESK

Select Doors



NO CHANGES

SMALL #3 PRIORITY– MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Comfort Oil FTD
- 3 Lip Comfort Oil Retail Product
- 4 Lip Comfort Oil Testers
Merchandise by Shade # Order Starting with #01 Ending in #10 (Note #6 & #7 have been discontinued)
- 5 Lip Comfort Oil Incase

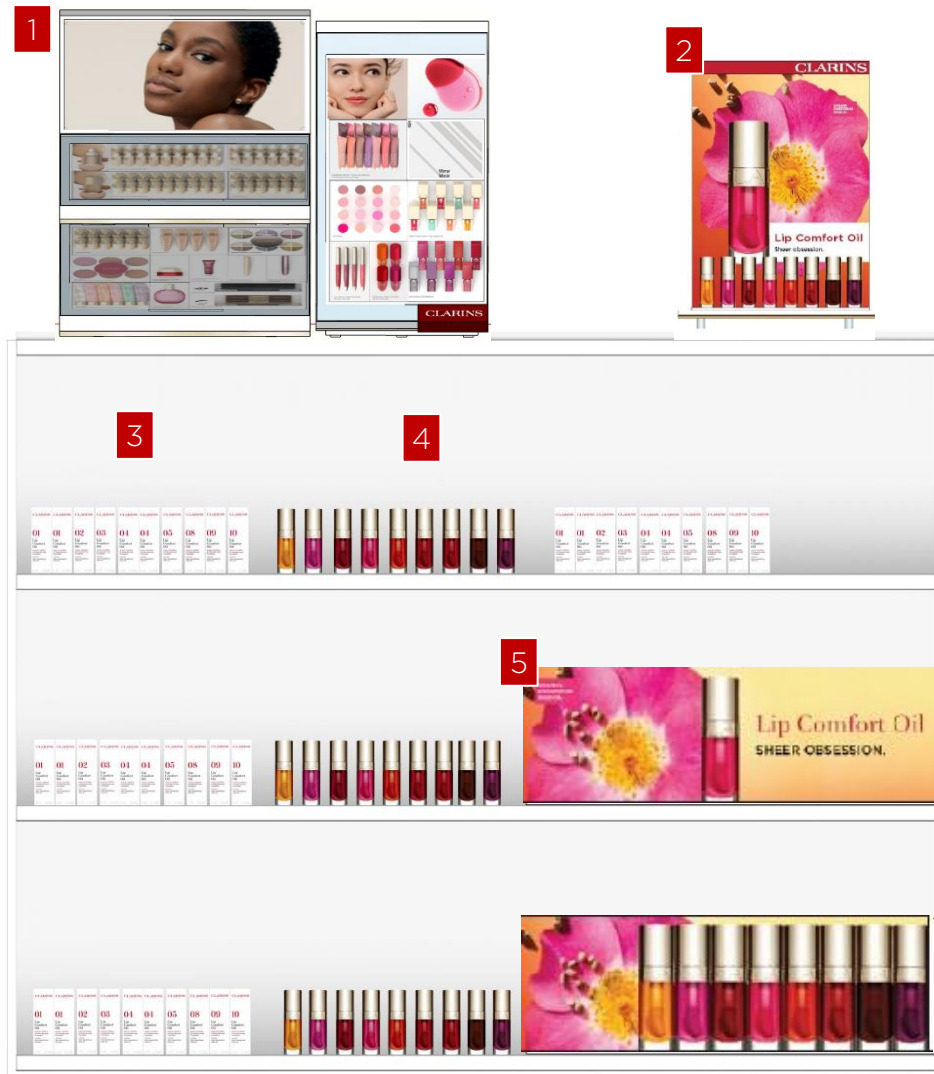
***If you do not have enough Lip Comfort Oil stock to display in the caseline (Sellable & Testers), please use additional Lip Product in its place.**

Choose 1 of the following Priorities to create a cohesive story. DO NOT MIX & MATCH

- Priority 1: Water Lip Stain**
- Priority 2: Lip Perfector**
- Priority 3: Lip Oil Shimmer**
- Priority 4: Joli Rouge Lip Sticks**

NO CHANGES

SMALL #3 PRIORITY– MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Comfort Oil FTD
- 3 Lip Comfort Oil Retail Product
- 4 Lip Comfort Oil Testers
Merchandise by Shade # Order Starting with #01 Ending in #10 (Note #6 & #7 have been discontinued)
- 5 Lip Comfort Oil Incase

***If you do not have enough Lip Comfort Oil stock to display in the caseline (Sellable & Testers), please use additional Lip Product in its place.**

Choose 1 of the following Priorities to create a cohesive story. DO NOT MIX & MATCH

- Priority 1: Water Lip Stain
- Priority 2: Lip Perfector
- Priority 3: Lip Oil Shimmer
- Priority 4: Joli Rouge Lip Sticks

NYO Visual Merchandising Contact List



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Field Liaison
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