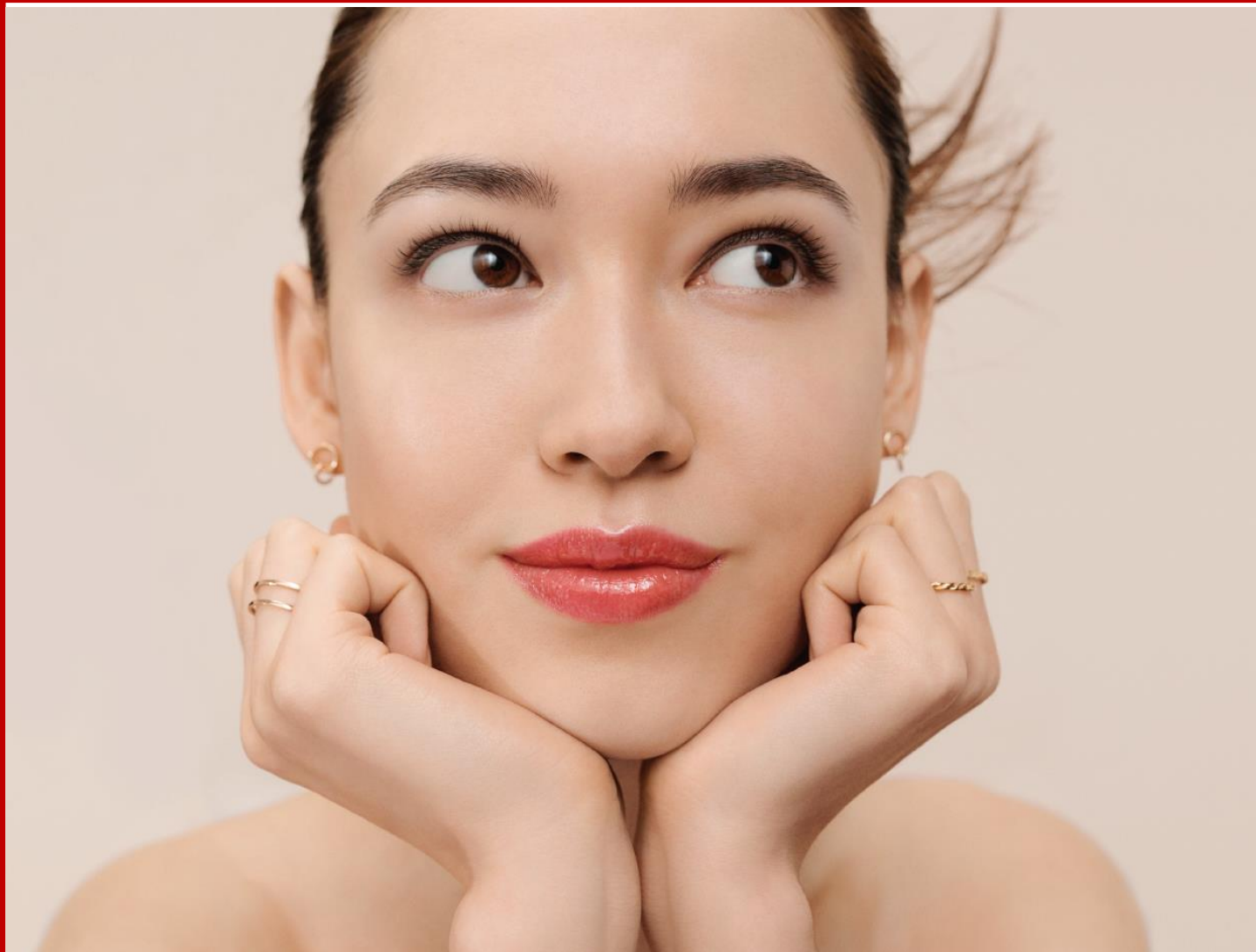


LIP PERFECTORS

Revised Version on 6/16

incl. Lip Pencils

LIVE DATE: 6/1/23



bloomingdales




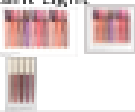



CLARINS



# 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	<div>NEW</div> <div>L49 &amp; M98 Instant Light Lip Perfector</div> <div>H52 Lip Pencil</div> 	N/A
Makeup Lightbox Installation Doors	Lip Comfort Oil Repush 		
Makeup Hero Stocker (Permanent Display) Select Doors	Makeup Hero Stocker 		
TV	Lip Comfort Oil 		



# LIP PERFECTOR IN-STORE DISPLAYS

# LIP PERFECTOR 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**

CARES  
FOR YOUR SKIN



# LIP PERFECTOR

- MAKEUP BAR
- CUSTOM UNITS
- SMALL GTU

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

## MAKEUP BAR

**Large**



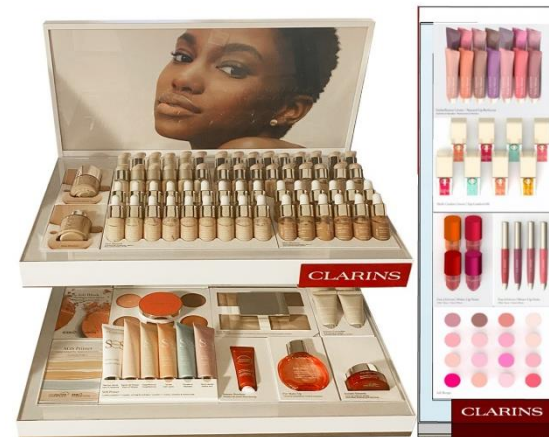
**Small**



**Medium**



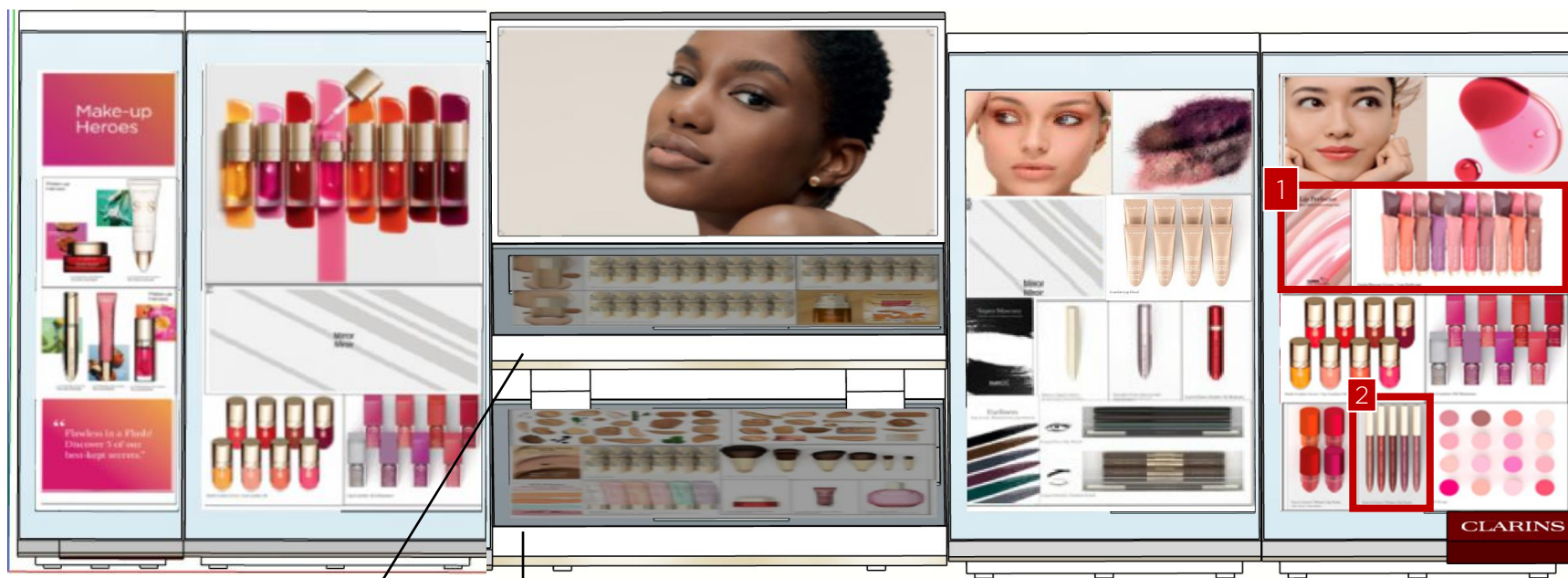
**XS Small**





# LARGE

## INSTALLATION DOORS ONLY



### 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:

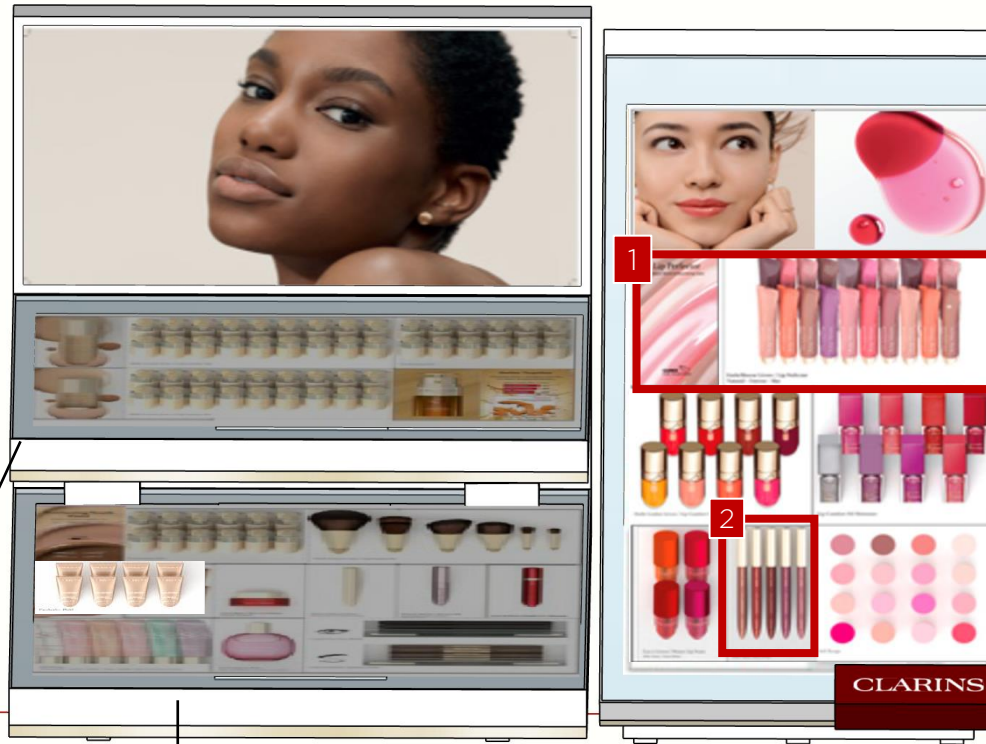
### Discard

- 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**



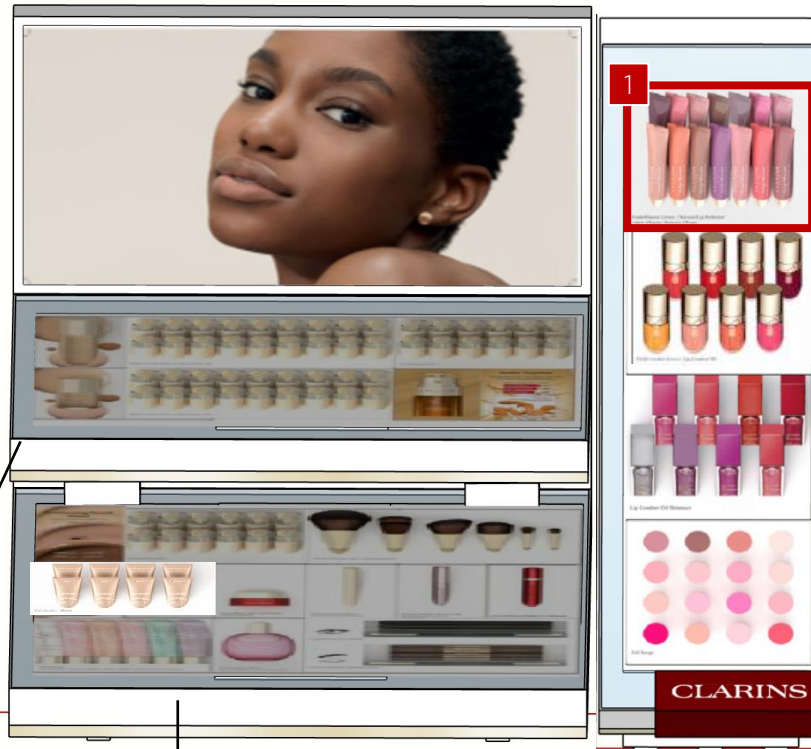
## Instructions:

### Discard

- 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**



# CUSTOM MAKEUP BAR

\*\* PICTURE IS FOR UNIT REFERENCE ONLY

Bloomingdales Ala Moana



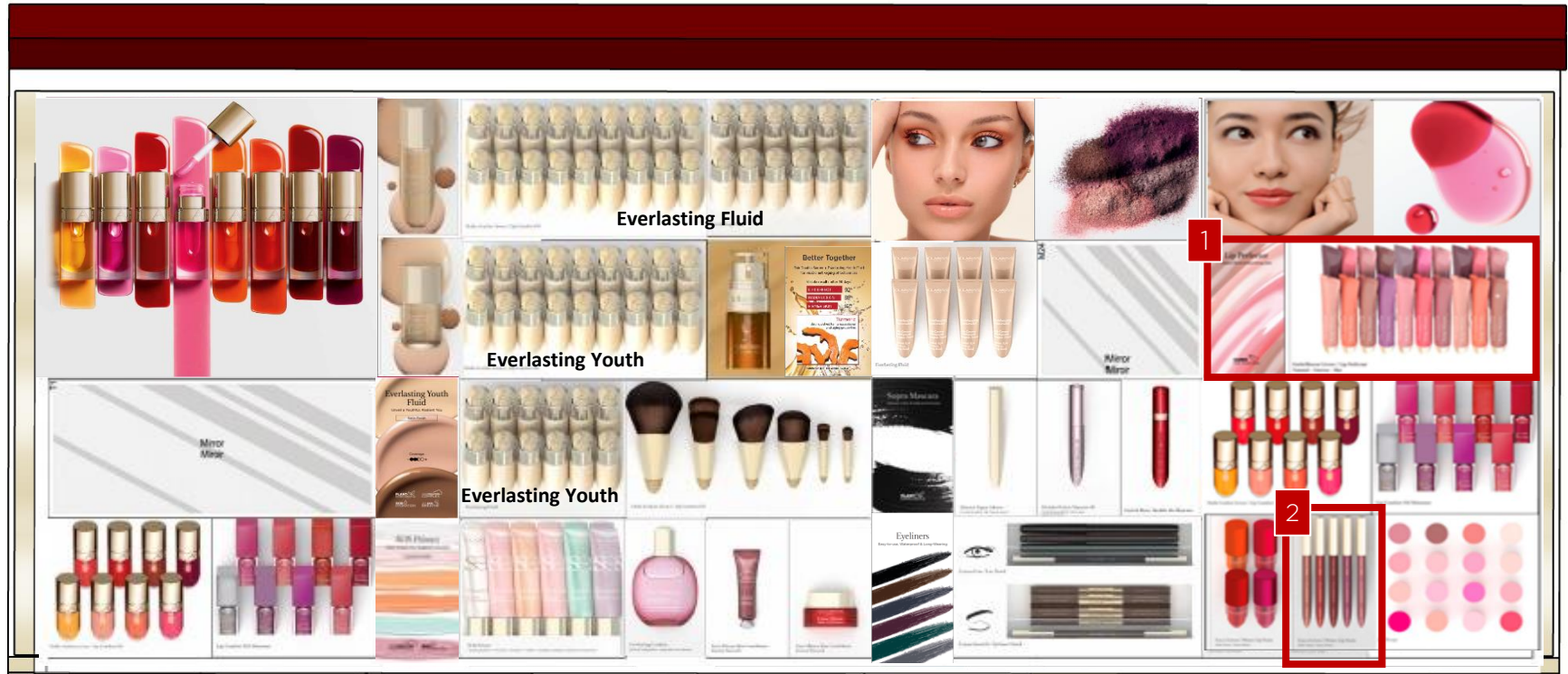
(State Street Only)

Bloomingdales NYC



V2 Make up Bar (Multiple Locations)





## Instructions:

### Discard

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

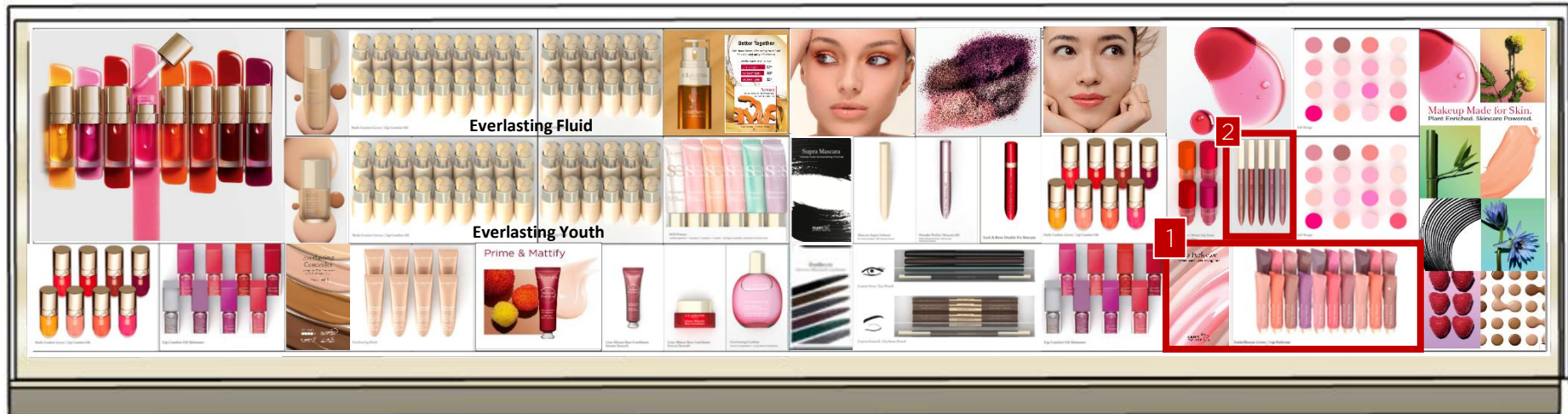
**1** Insert New Instant Light Lip Perfector Module (L49) & Instant Light Lip Perfector half visual as shown Highlighted in Red Replacing Lip Perfector (M72) Module, Joli Rouge (H55) Module & half Visual

**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

# BLOOMINGDALES 59th NYC

## Unit 1



### Instructions:

#### Discard

- Joli Rouge M58 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 (M58) Module

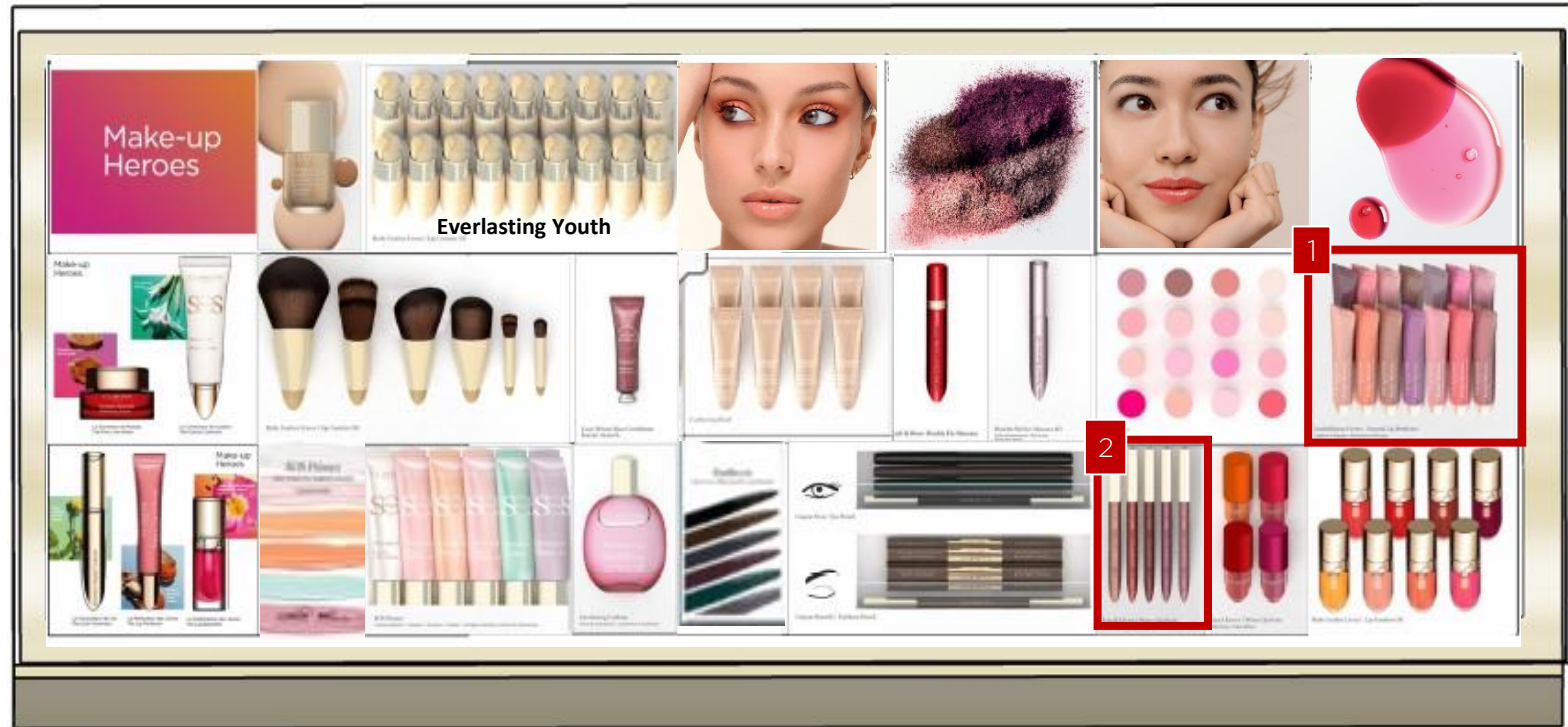
**2** Insert New Lip Pencil (H52) as shown Highlighted in Red Replacing Joli Rouge Crayon Module (H81)

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



# BLOOMINGDALES 59th NYC

## Unit 2



### Instructions:

#### Discard

- Instant Light Lip Perfector M72 Module
- Joli Rouge H81 Module

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

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



# BLOOMINGDALES SOUTH COAST PLAZA



## Instructions:

### Discard

- Instant Light Lip Perfector M72 Module
- Joli Rouge H81 Module

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

**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**

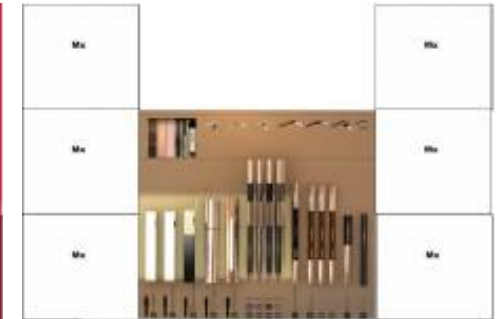
## Existing GTU

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





## SMALL GTU



### Instructions:

#### Discard

- Brow Pencil H88 Module
- Instant Light Lip Perfector M72 Module
- Joli Rouge H81 Module

**1** Insert New Instant Light Lip Perfector Module (L49) and Lip Pencil (H52) as shown Highlighted in Red Replacing Lip Perfector (M72) Module, Brow (H88) Module and Joli Rouge Crayon Module (H81)

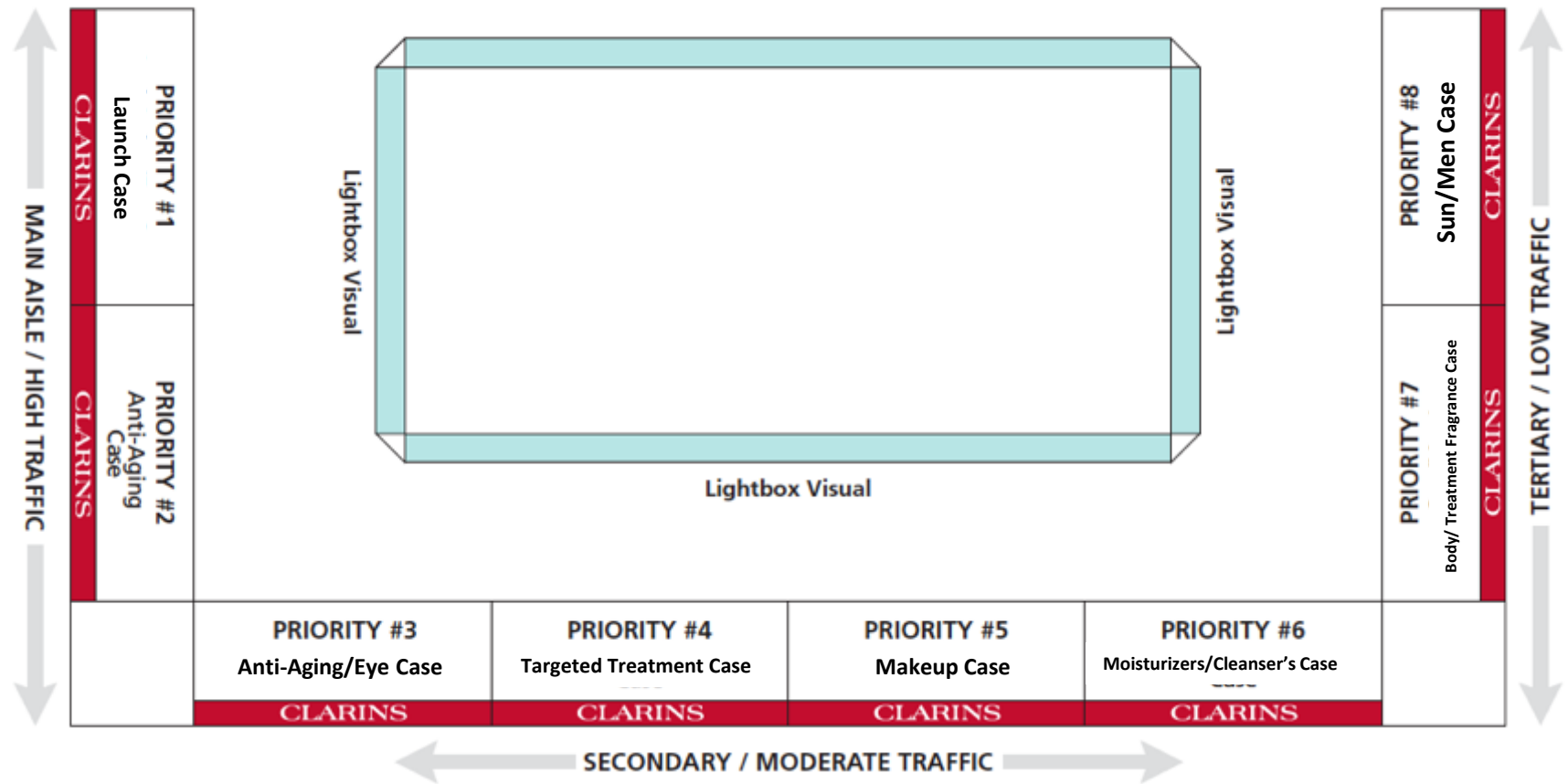
\*\*\*Merchandise Foundation Testers Starting with Dark Shades in the front row followed by Lighter Shades in the back row for range shade visibility

# 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



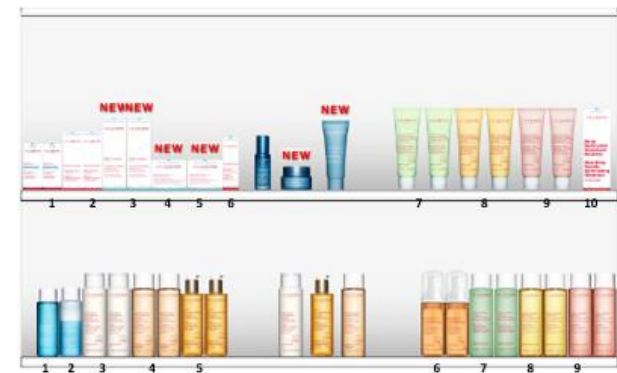
Select Doors



## PRIORITY #5 – MAKEUP



## PRIORITY #6 – MOISTURIZERS /CLEANSERS





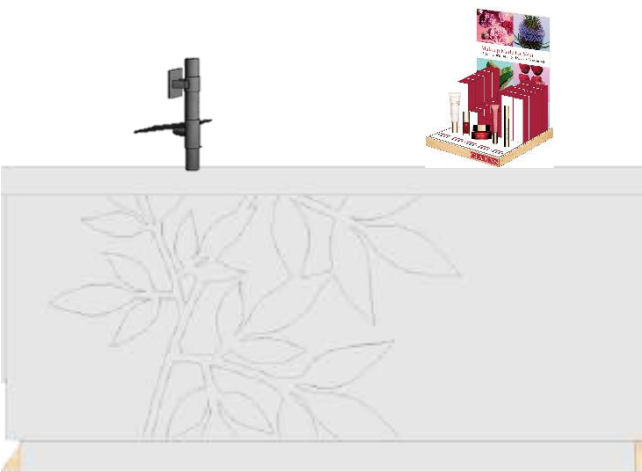
# LARGE CASELINE DOORS – 2 SHELF

## PRIORITY #7 – BODY/TREATMENT FRAGRANCE

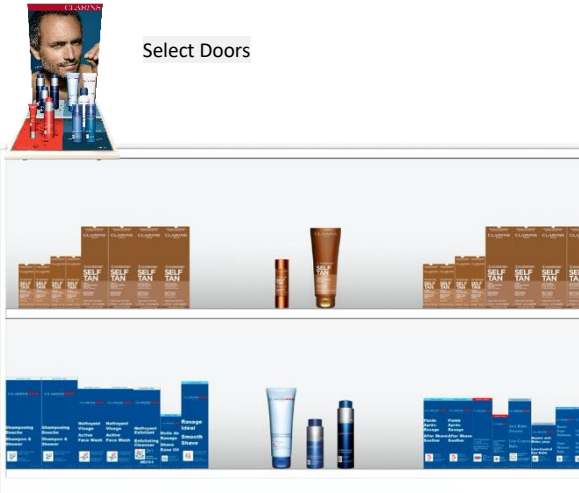


## CASH DESK

Select Doors



## PRIORITY #8 SUN/MEN



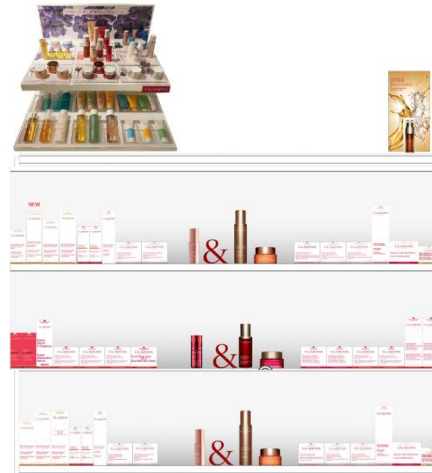
Select Doors

# LARGE CASELINE DOORS – 3 SHELF

## PRIORITY #1 – LAUNCH



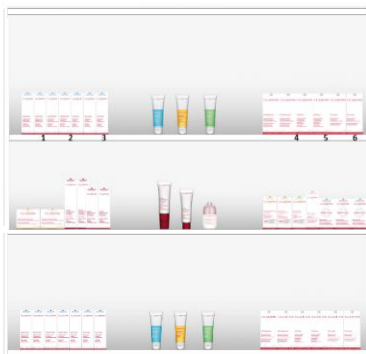
## PRIORITY #2 ANTI-AGING



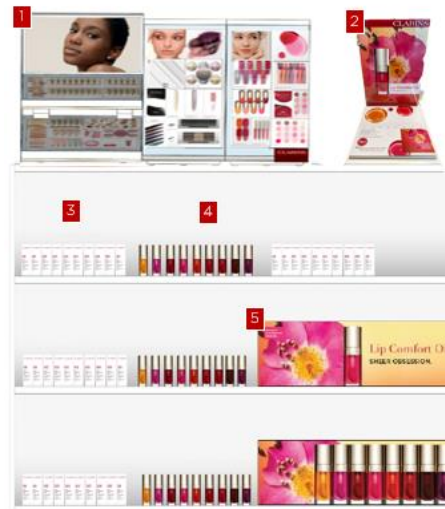
## PRIORITY #3 – ANTI-AGING



## PRIORITY #4 – TARGETED TREATMENTS



## PRIORITY #5 – MAKEUP



## PRIORITY #6 – MOISTURIZERS /CLEANSERS

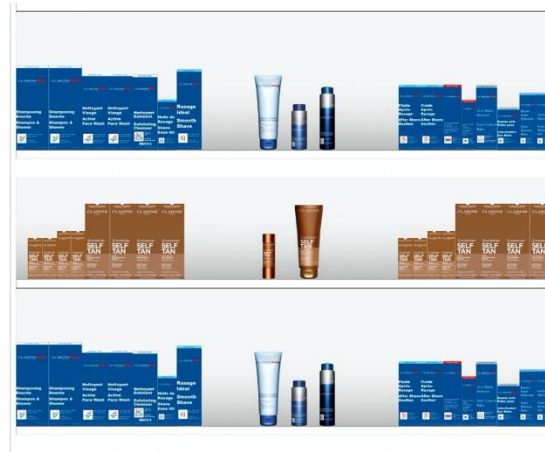


# LARGE CASELINE DOORS - 3 SHELF

## PRIORITY #7 – BODY/TREATMENT FRAGRANCE

## PRIORITY #8 SUN/MEN

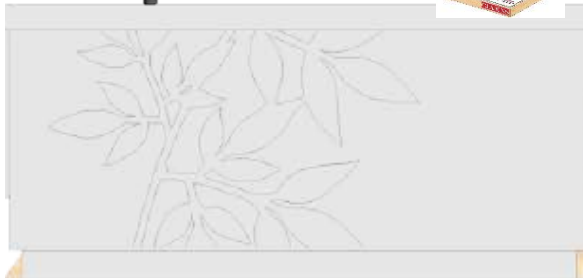
Select Doors



Select Doors

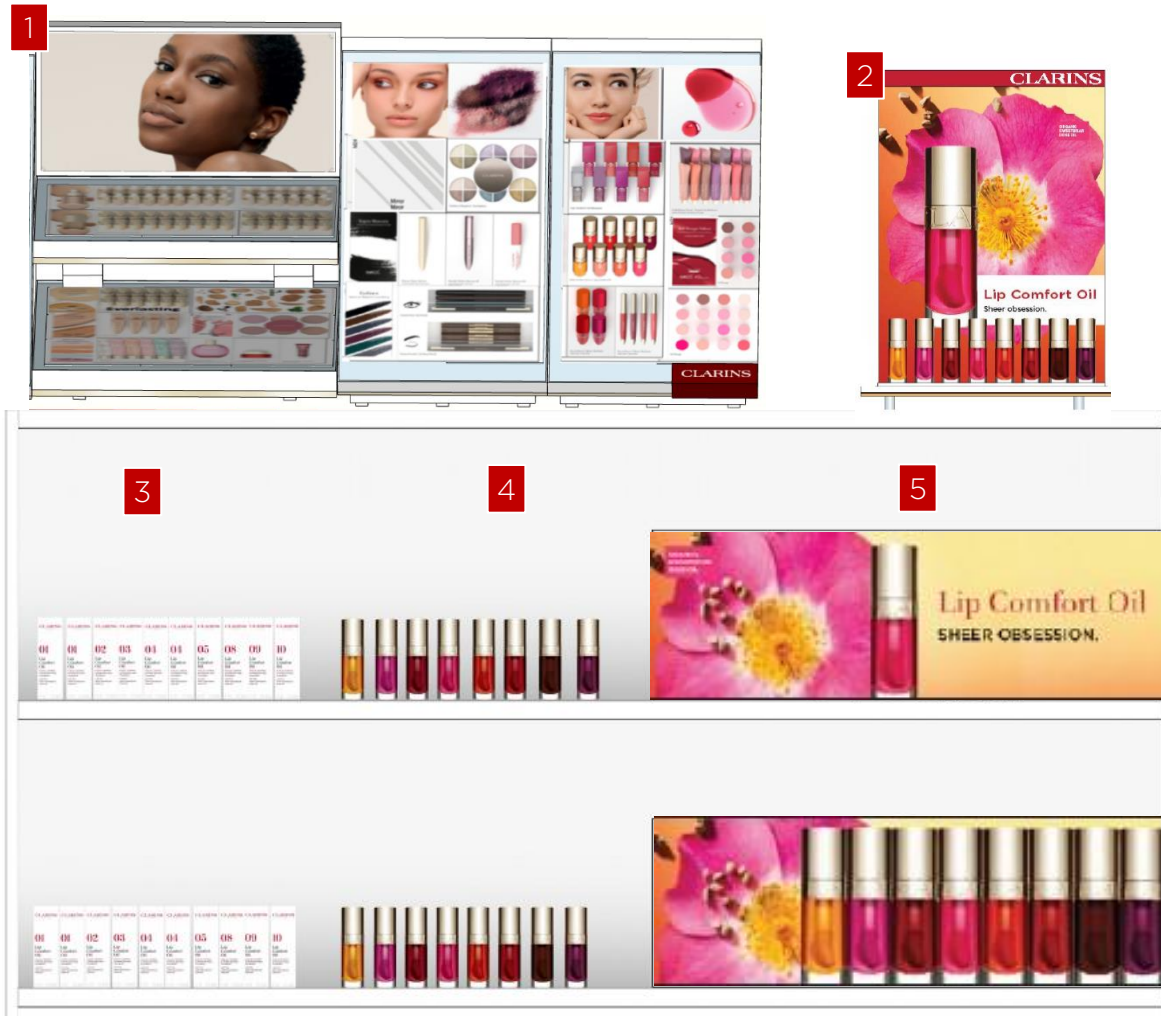


## CASH DESK



# 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

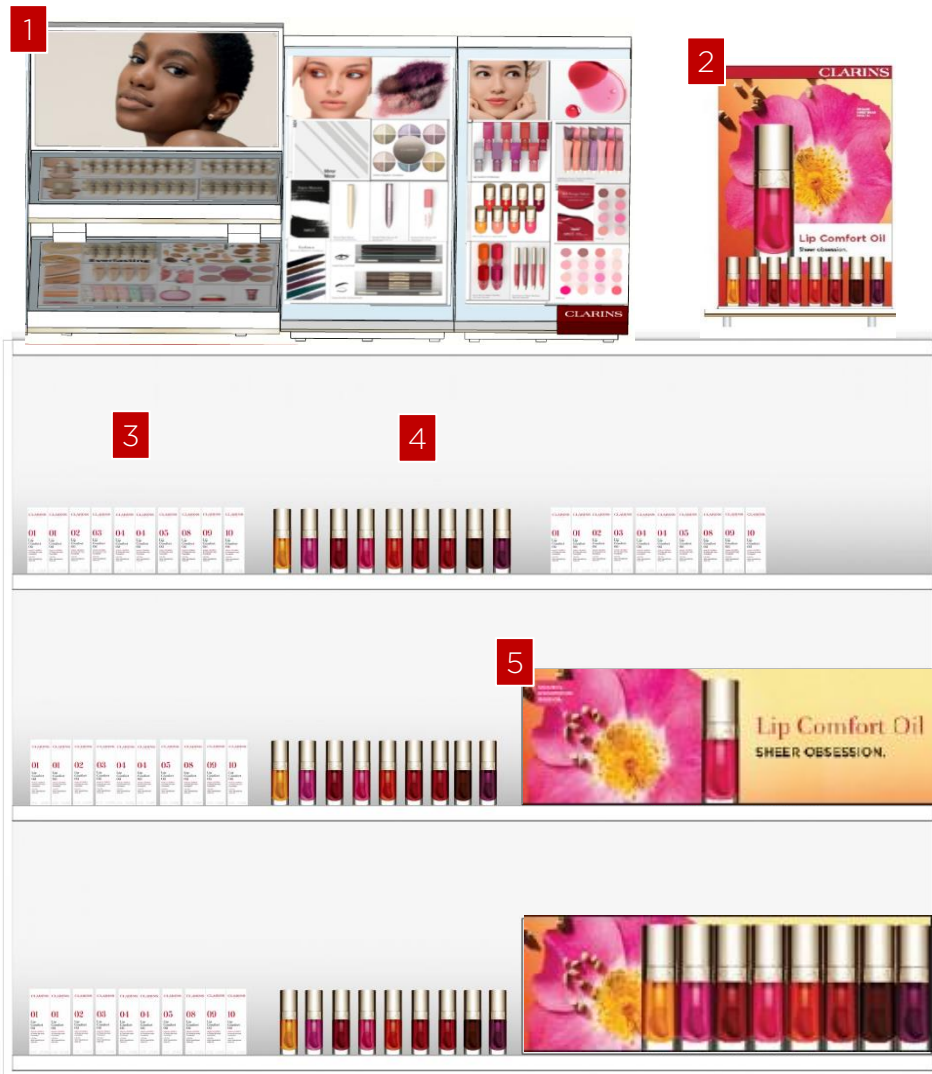
**\*If you do not have enough Lip Comfort Oil stock to display in the caseline (Sellable & Testers), please use additional Lip Product in its place.**

**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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**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

# Small / Caseline Planogram

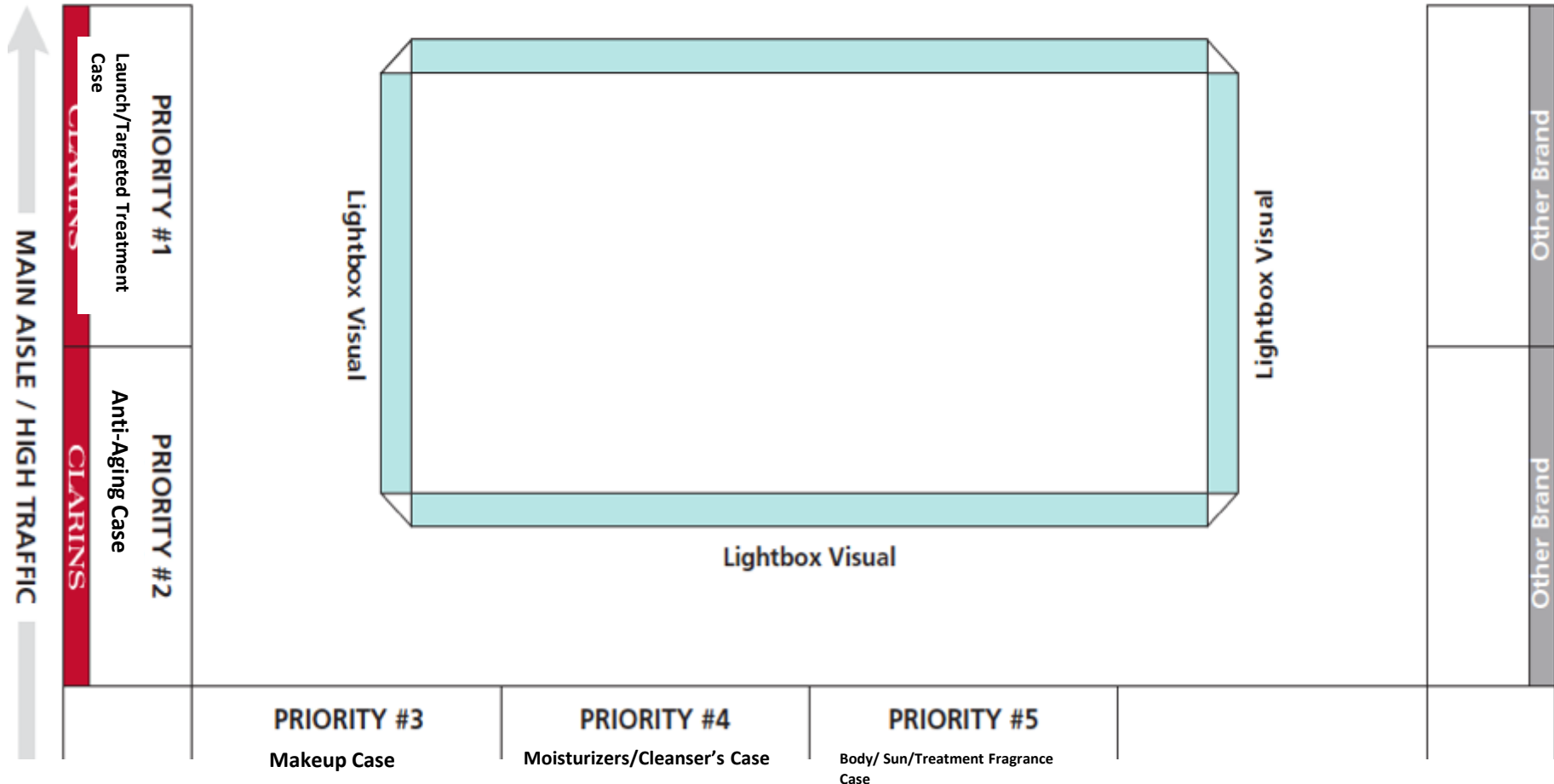


## SMALL CASELINE DOORS

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

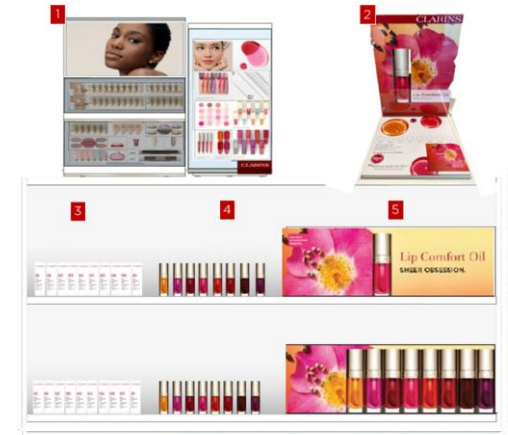
## PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



## PRIORITY #2 – ANTI-AGING



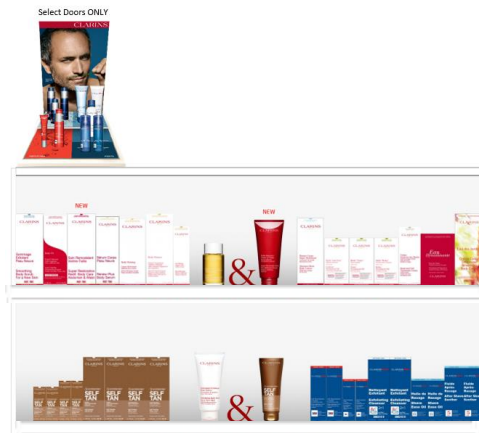
## PRIORITY #3 – MAKEUP



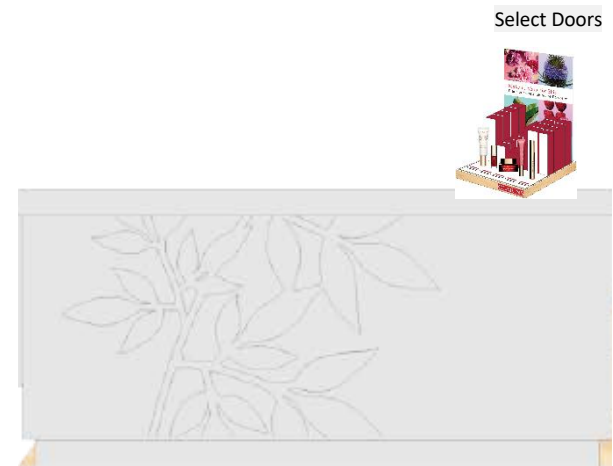
## PRIORITY #4 MOISTURIZERS /CLEANSERS



## PRIORITY #5 BODY/SUNLESS/TREATMENT FRAGRANCE



## CASH DESK

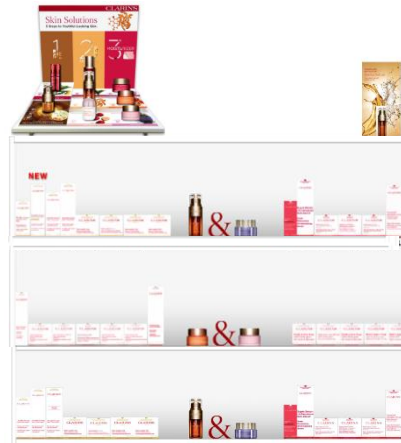


# SMALL CASELINE DOORS – 3 SHELF

## PRIORITY #1 LAUNCH/



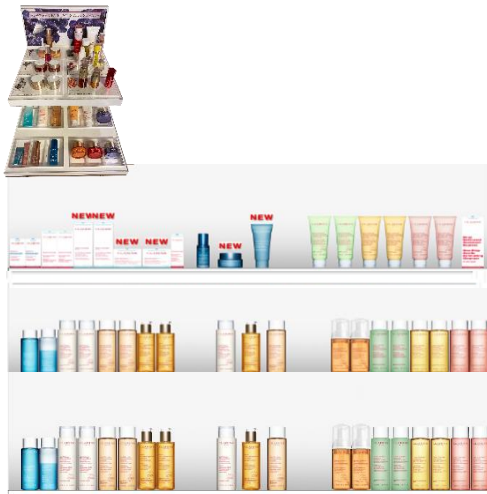
## PRIORITY #2 – ANTI-AGING



## PRIORITY #3 – MAKEUP

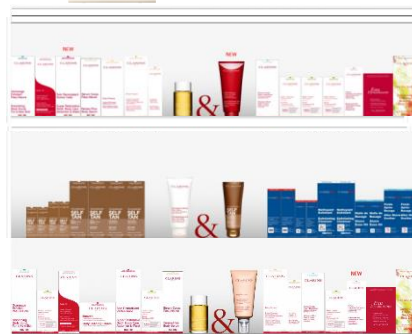


## PRIORITY #4 MOISTURIZERS /CLEANSERS



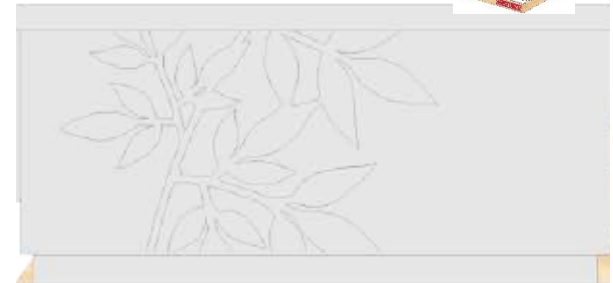
## PRIORITY #5 BODY/SUNLESS/TREATMENT FRAGRANCE

Select Doors



## CASH DESK

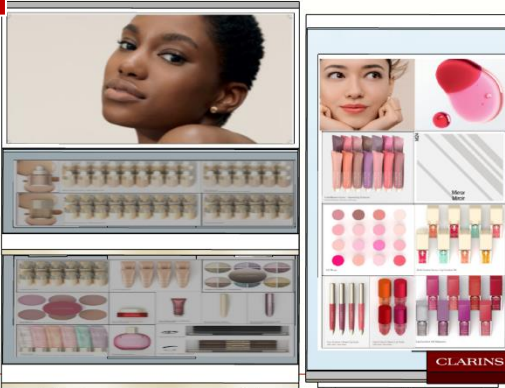
Select Doors



# NO CHANGES

## SMALL #3 PRIORITY– MAKE-UP CASELINE

1



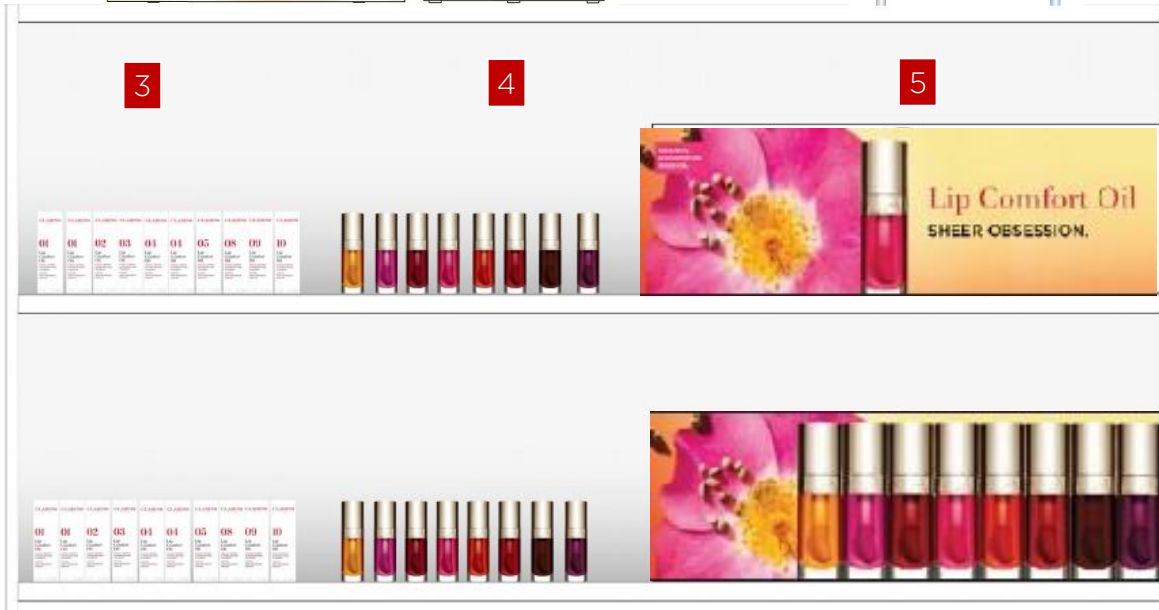
2



3

4

5



- 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

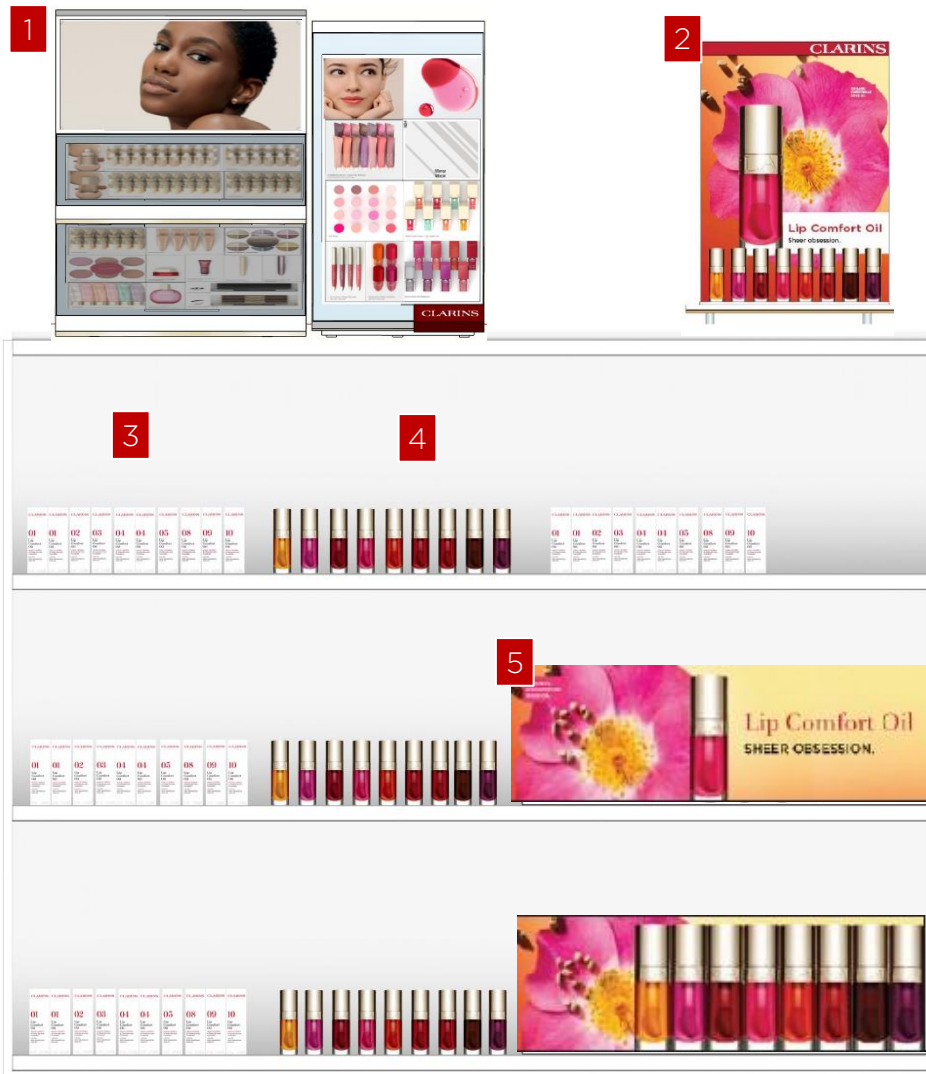
**\*If you do not have enough Lip Comfort Oil stock to display in the caseline (Sellable & Testers), please use additional Lip Product in its place.**

**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)
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**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



**Lauren Hickman**

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Field Liaison  
Maintenance  
Skincare Guidelines