

In-Store Merchandising
Book
Lip Comfort Oil Refresh

In Store Date: 12/26/2023



★ macy's

bloomingdale's

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

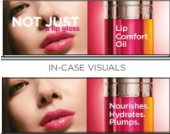
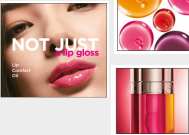
MAKEUP FOCUS

November
11/1-12/26
Holiday 2023 Cont'd

DECEMBER
(Live Date 12/26)
Lip Comfort Oil Refresh

JANUARY-FEBRUARY

Lip Comfort Oil Refresh
Cont'd

Makeup FTD	Joli Rouge				
Makeup In Case	Holidays 2023				
Makeup GTU White Module					
Makeup Lightbox Installation Doors	Lip Comfort Oil Repush (Large EKTAS, Select Doors)				
	Joli Rouge (Launch tables Visuals, Select Doors)				
Makeup Hero Stocker (Permanent Display) Select Doors	Makeup Hero Stocker				
TV	Lip Comfort Oil				

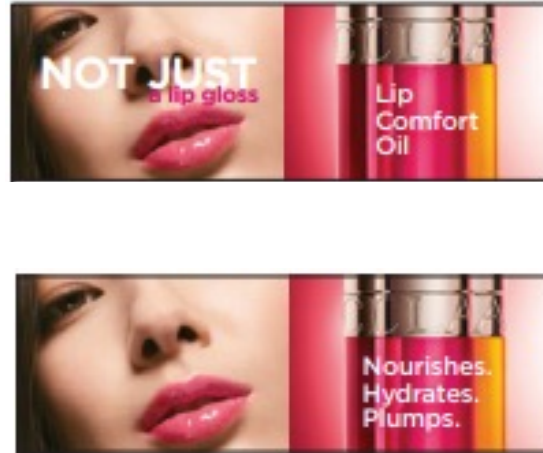
/ IN-STORE DISPLAYS

Lip Comfort Oil Focus Display

FEATURE TESTER DISPLAY



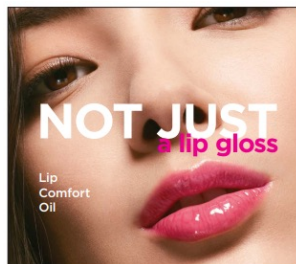
IN CASE



LIGHTBOX



NEW GTU VISUALS



Lip Comfort Oil Refresh
Newness Visual
*Installation Doors Only
with Large Configuration



M6 Lip Comfort Oil Refresh Texture Visual



M6 Lip Comfort Oil Refresh Product 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



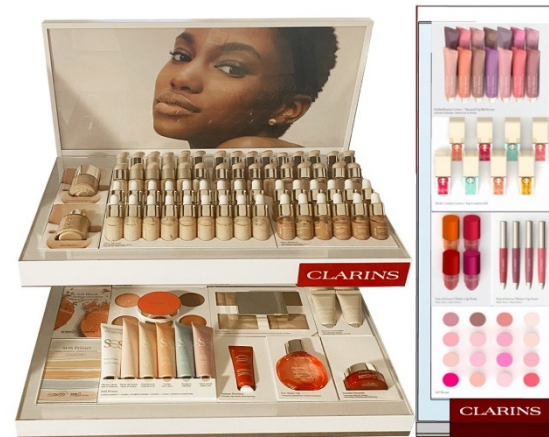
Small



Medium



XS Small



LARGE INSTALLATION DOORS ONLY



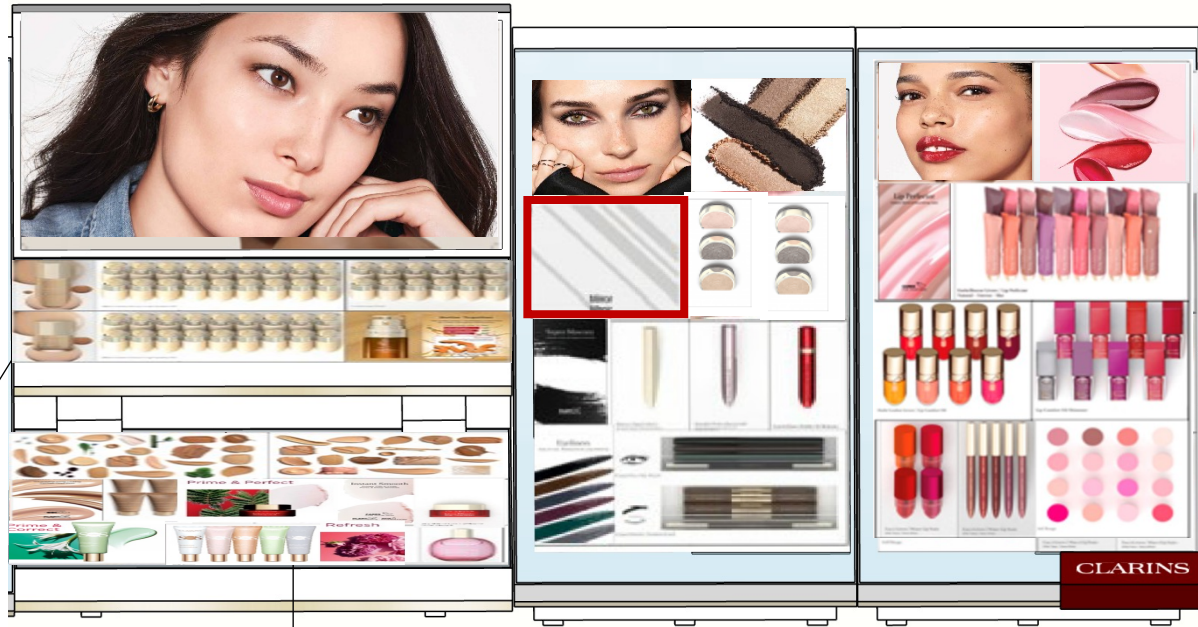
DISCARD

- Newness Joli Rouge Model Visual
- M6 Joli Rouge Texture
- M92 Joli Rouge Module
- L28 Brush Module

ADD

- Newness Lip Oil Model Visual
- M6 Product Lip Oil Visual
- M24 Mirror Module
- M6 Prime & Perfect Visual + M6 Module Empty
- M6 Prime & Correct Visual+ M6 Module Empty
- H21 Fix Makeup Refresh Visual + H21 Module Empty

*M88 Module Lip Comfort Oil has been moved to the newness area



Instructions:

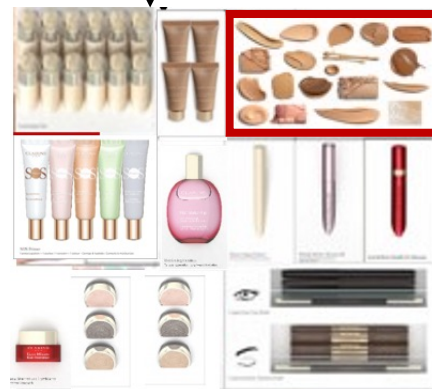
DISCARD

- L28 Brush Module

ADD

- M24 Mirror Module Medium
- M6 Prime & Perfect Visual+ M6 Module Empty
- M6 Prime & Correct Visual +M6 Module Empty
- H21 Fix Makeup Refresh Visual + H21 Module Empty

SMALL

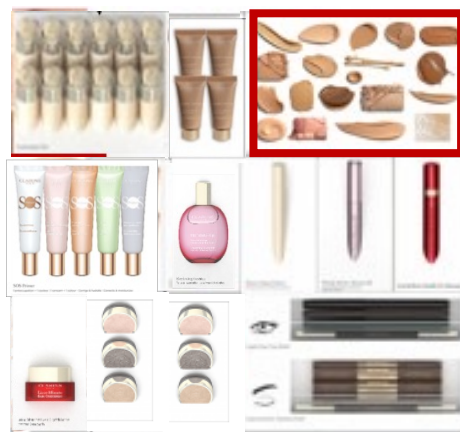


DISCARD

- L28 Brush Module

ADD

- L8 Foundation Texture Visual + L8 Module Empty



Instructions:

DISCARD

- L28 Brush Module

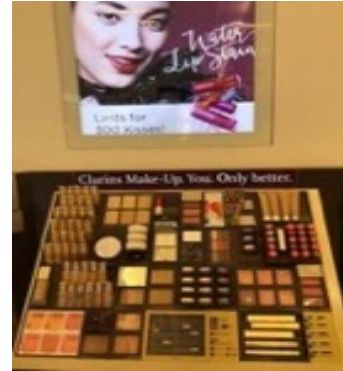
ADD

- L8 Foundation Texture Visual + L8 Module Empty

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

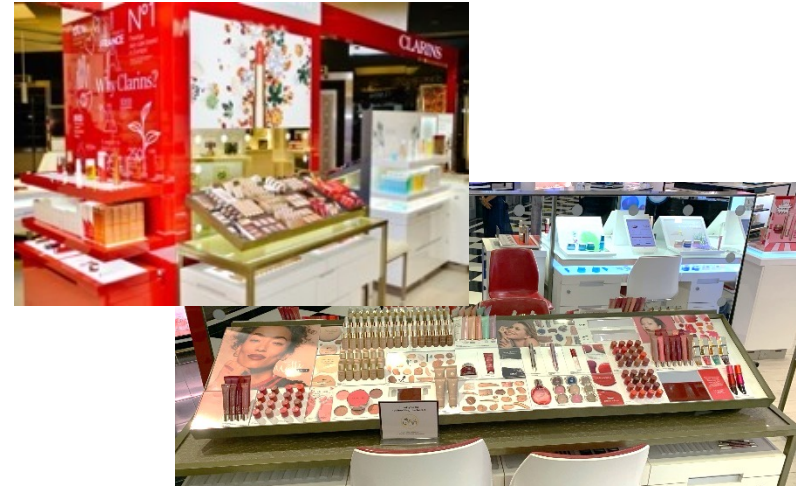
CUSTOM MAKEUP BAR

**Macys State Street, Herald Square,
Bloomingdales Ala Moana**



(State Street Only)

Bloomingdales NYC



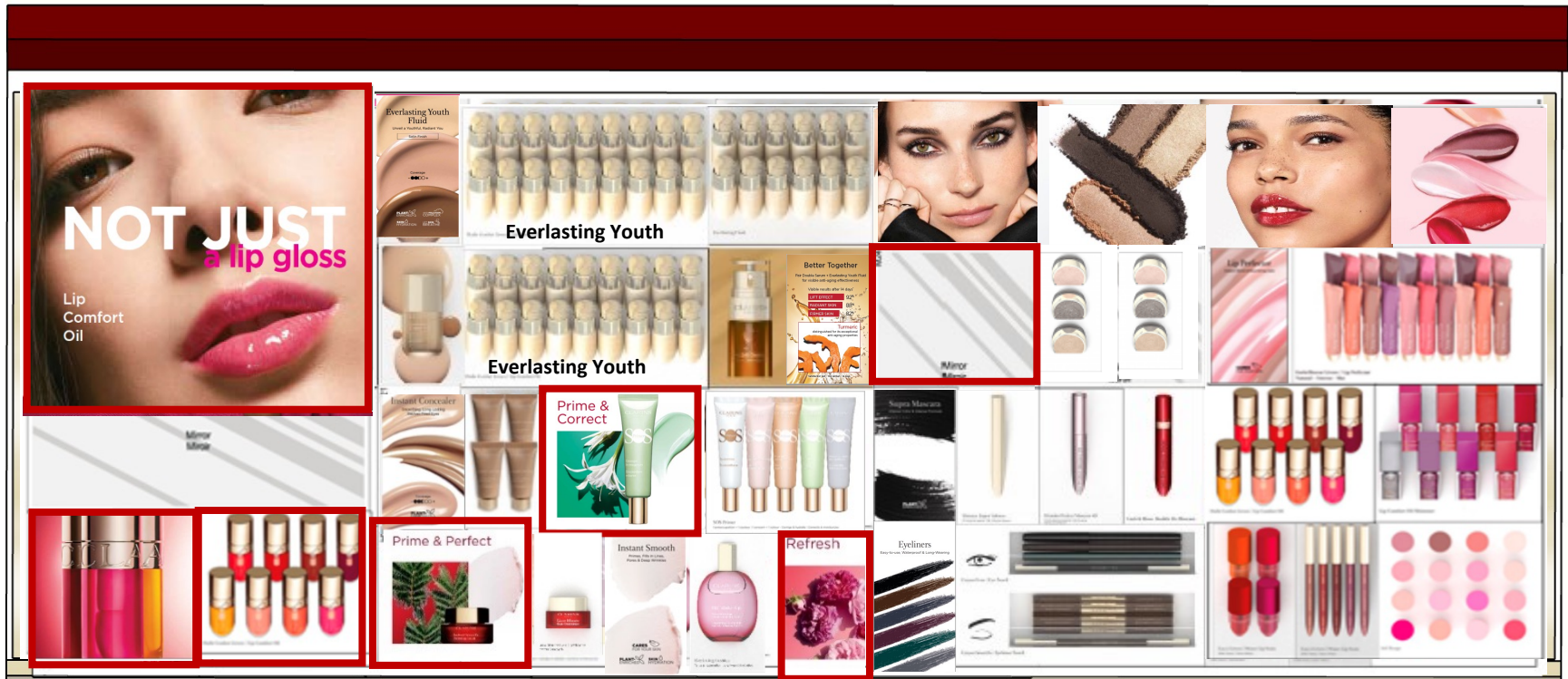
V2 Make up Bar (Multiple Locations)



Macy's South Coast Plaza



BLOOMINGDALES ALA MOANA MACYS HERALD SQUARE MACYS STATE STREET UNIT 1



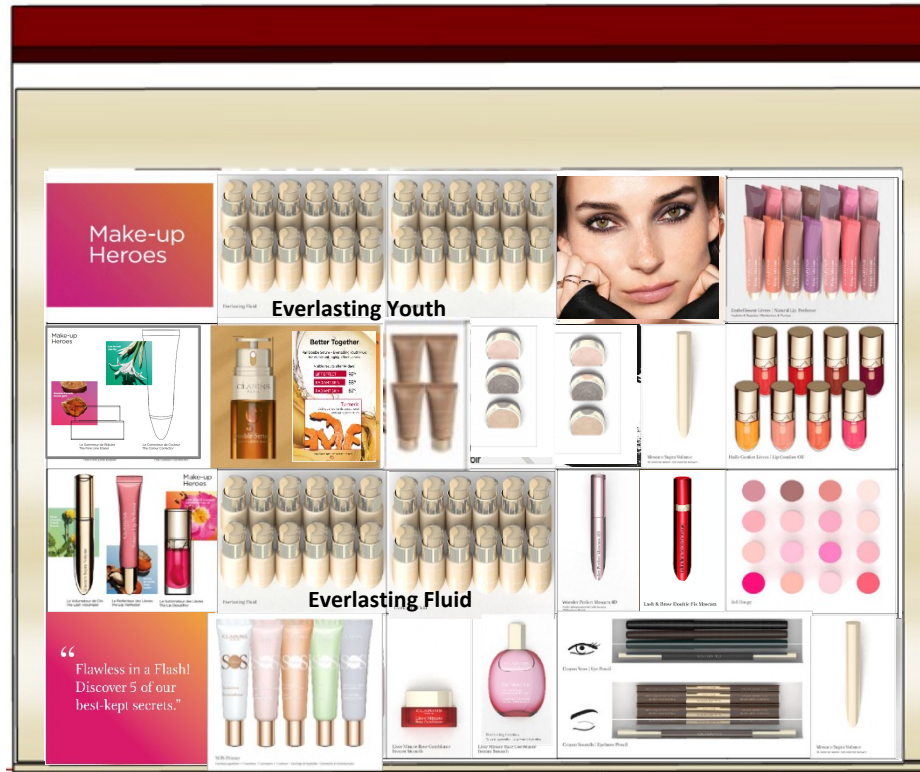
DISCARD

- Newness Joli Rouge Model Visual
- H21 Lip Pencil Module
- M6 Joli Rouge Texture
- M92 Joli Rouge Module
- M6 SOS Texture Visual
- L28 Brushes Module

ADD

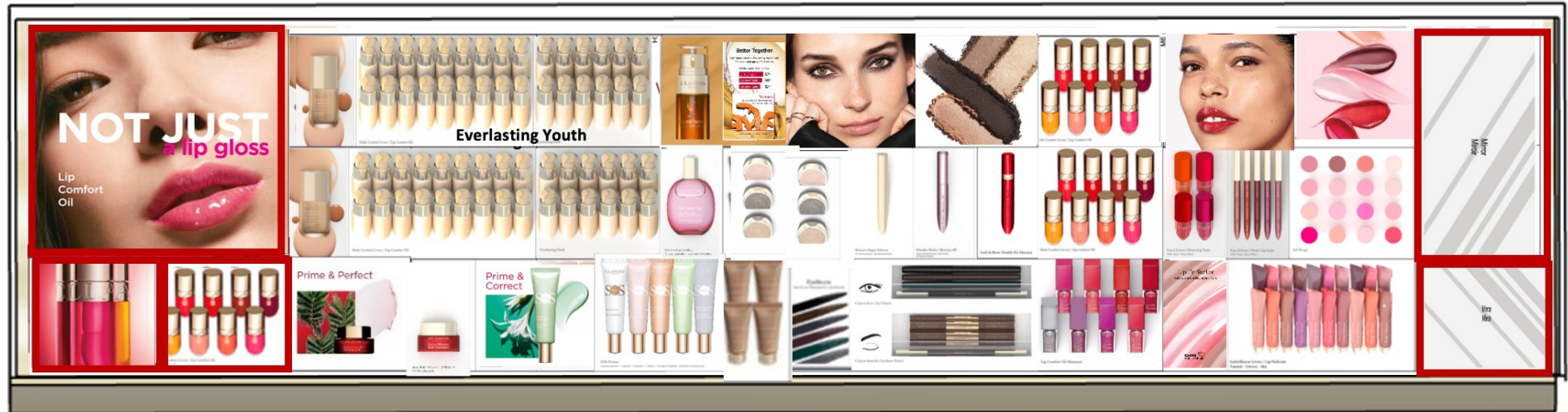
- Newness Lip Oil Model Visual
- M6 Lip Oil Texture Visual
- M88 Lip Oil Module
- M24 Mirror Module
- M6 SOS Primer Prime & Correct Visual + M6 Module empty
- M6 Prime & Perfect Visual + M6 Module empty
- H21 Fix MU Refresh Visual + H21 Module empty

*M88 Module Lip Comfort Oil has been moved to the newness area



BLOOMINGDALES 59th NYC

Unit 1



DISCARD

- Newness Joli Rouge Model Visual
- H21 Lip Pencil Module
- M6 Joli Rouge Texture
- M92 Joli Rouge Module
- M6 Instant Smooth Prime & Perfect Visual
- M6 SOS Primer Prep + Correct Visual
- H52 Module Lip Pencils

ADD

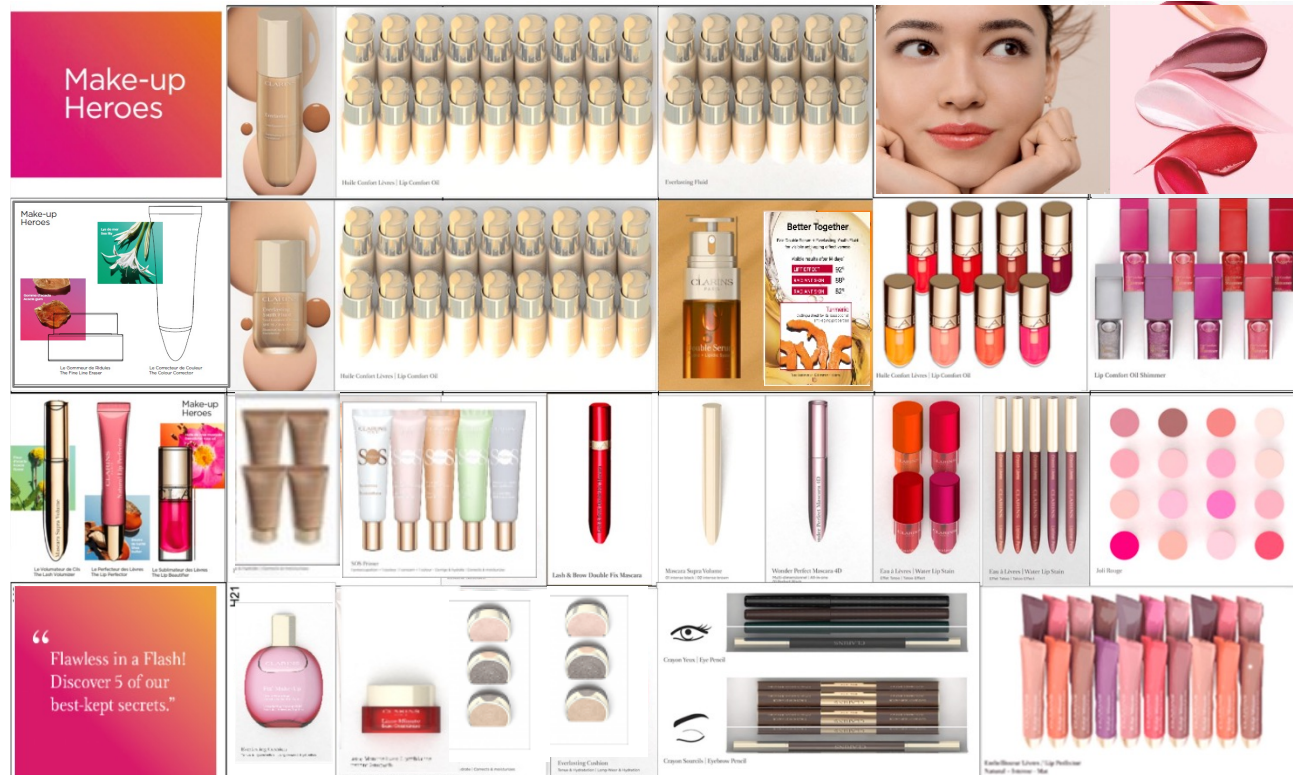
- Newness Lip Oil Model Visual
- M6 Lip Oil Texture Visual
- M88 Lip Oil Module
- M24 Mirror Medium module
- T1 Mirror Large

NO CHANGES

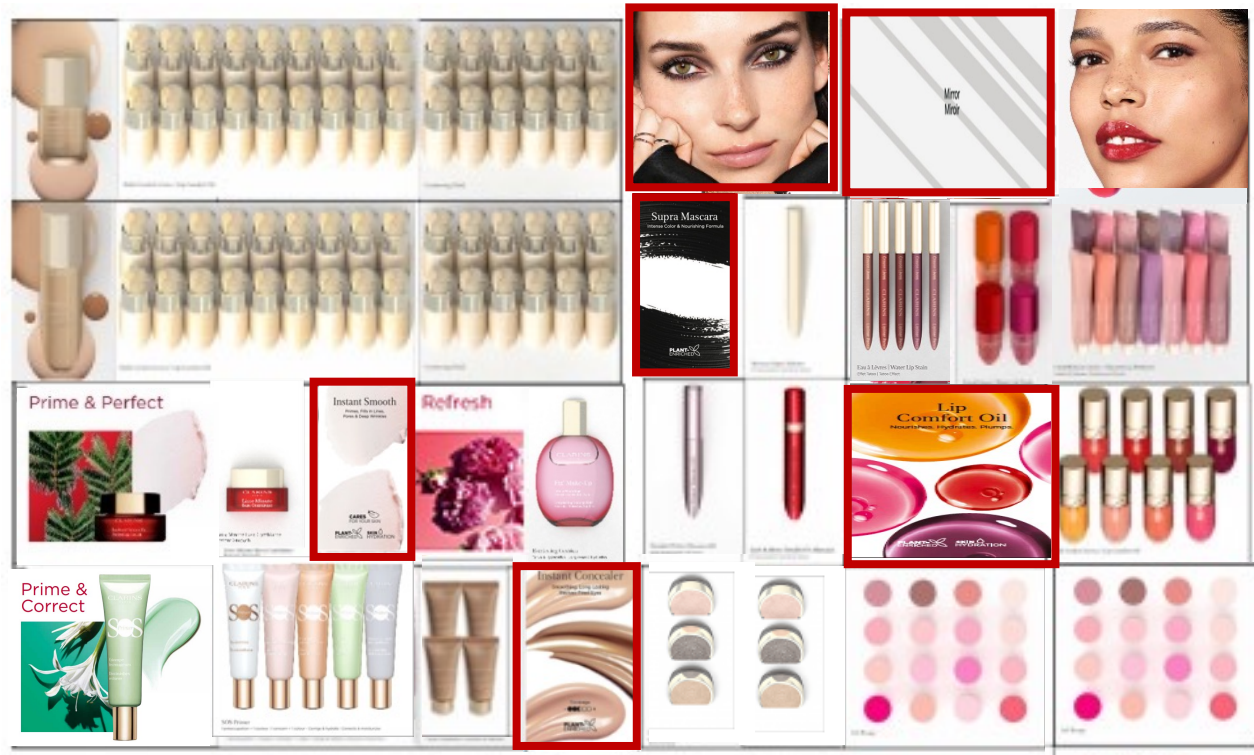


NO CHANGES

MACYS SANTA ANITA



BLOOMINGDALES SOUTH COAST PLAZA



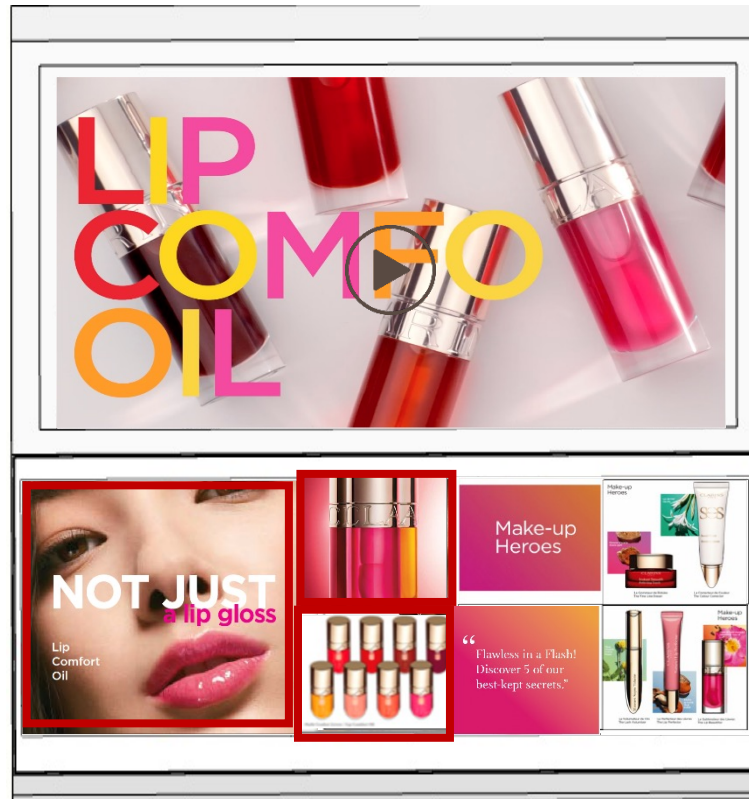
DISCARD

- H18 Module Instant Smooth
- L28 Module Makeup Brush
- M6 Lip Texture Visual
- H21 Visual Joli Rouge Texture

ADD

- M6 Lip Oil Texture Visual + M6 Empty Module
- H21 Eye Model Visual + H21 Empty Module
- H21 Mascara Texture Visual + H21 Empty Module
- M24 Mirror Module Medium
- H21 Instant Smooth Texture Visual + H21 Empty Module
- H21 Instant Concealer Texture Visual + H21 Empty Module

MACYS SOUTH COAST PLAZA UNIT 1 – NEWNESS & HEROS



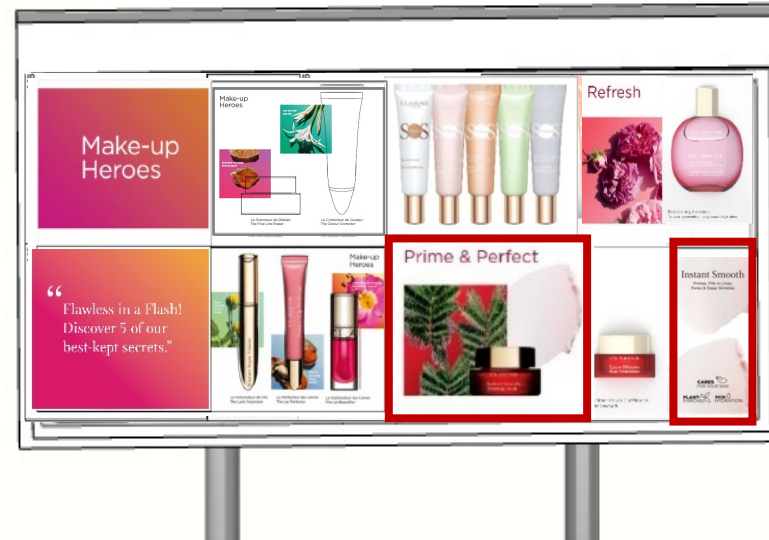
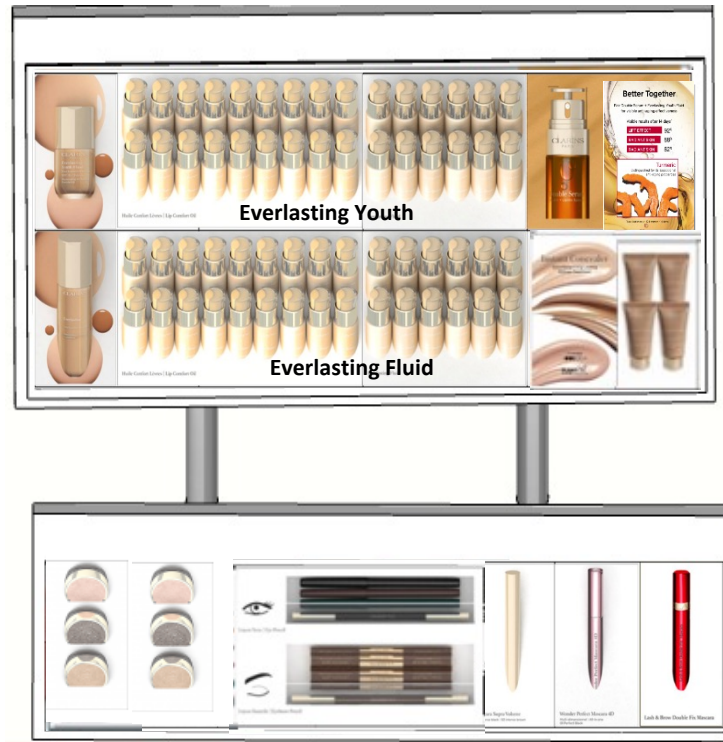
DISCARD

- Newness Joli Rouge Model Visual
- M6 Joli Rouge Texture Visual
- M92 Joli Rouge Module

ADD

- Newness Lip Oil Model Visual
- M6 Lip Oil Texture Visual
- M88 Lip Oil Module

MACYS SOUTH COAST PLAZA UNIT 2 – FACING ASILE



DISCARD

- L28 Brush Module

ADD

- M6 Prime & Perfect Visual + M6 Empty Module
- H21 Instant Smooth Texture Visual + H21 Empty Module

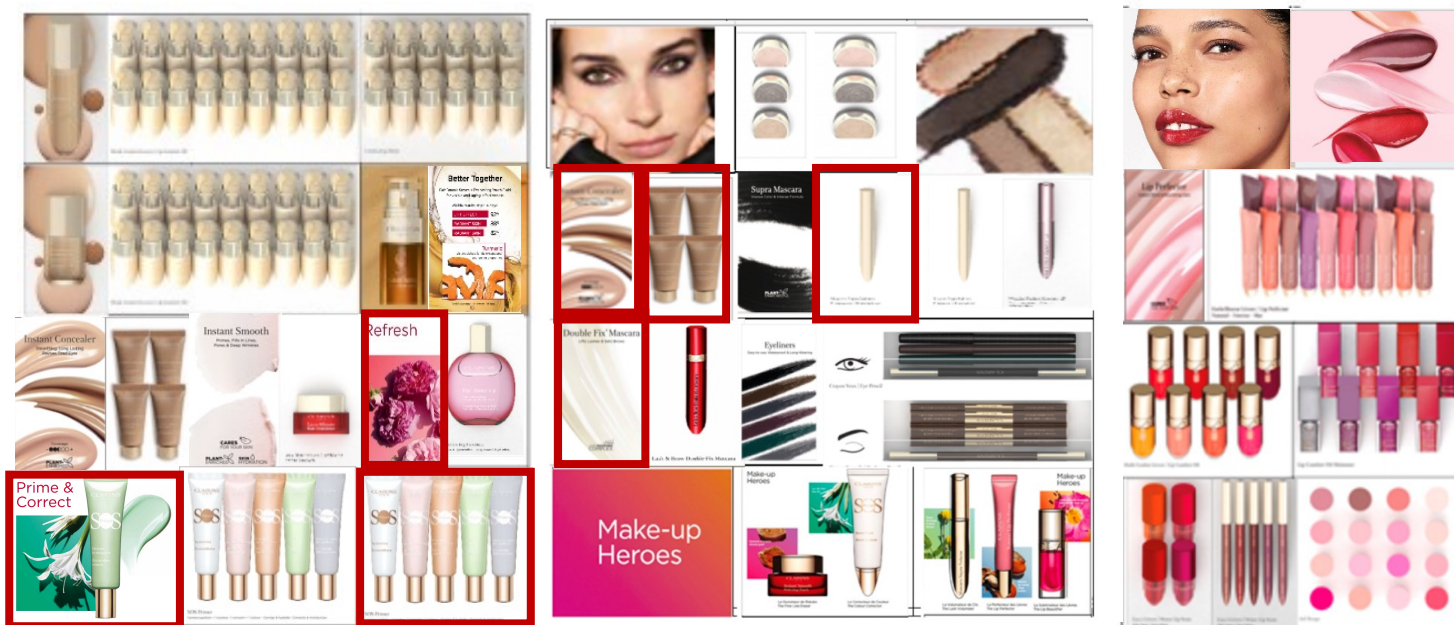
NO CHANGES

**MACYS SOUTH COAST PLAZA
UNIT 3 – FACING INSIDE**



V2 Makeup Bar

Macys Aventura, Cross County, GSP, Westland , Victoria Gardens,



DISCARD

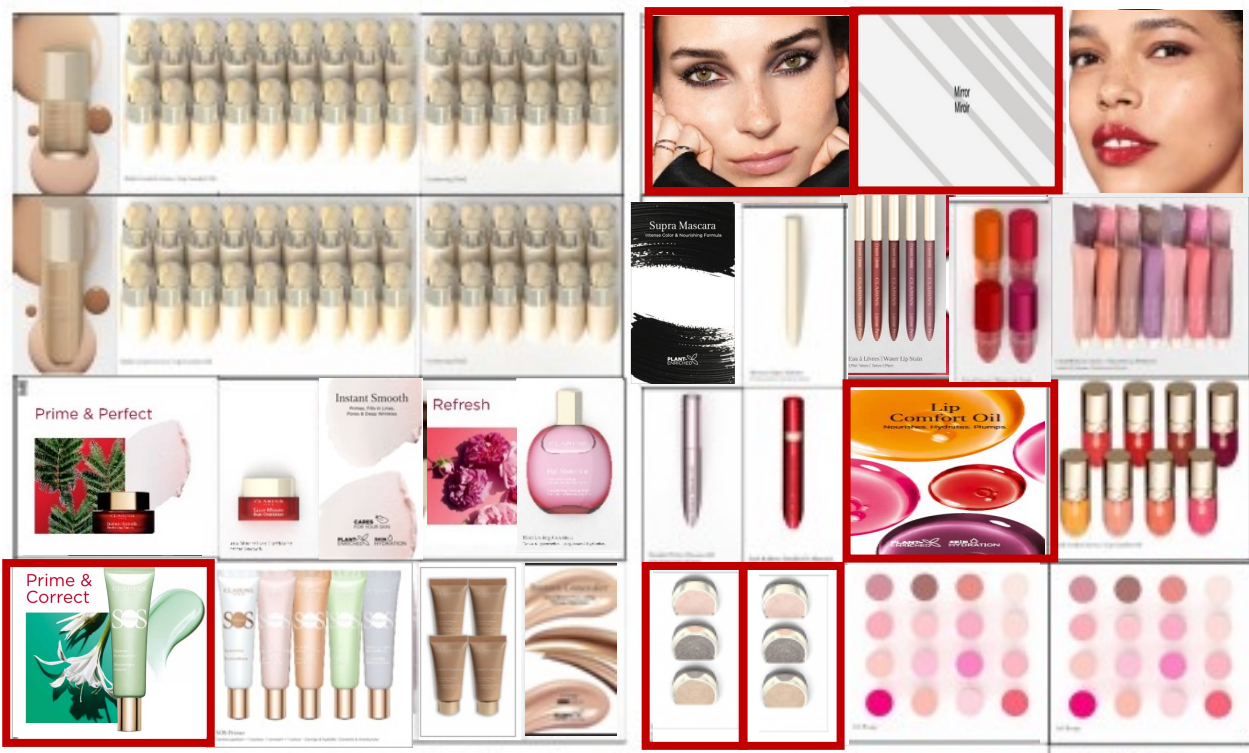
- L28 Brushes Module
- M6 Make Up Heroes Claim Visual
- H21 Everlasting Youth Texture Visual

ADD

- H21 Visual Instant Concealer Texture Visual + H21 Empty Module
- H125 Module Instant Concealer
- H21 Fix MU Refresh Visual + H21 Empty Module
- M95 SOS Primers Module
- M6 Prime & Correct Visual + M6 Empty Module
- H21 Double Fix Mascara Visual + H21 Empty Module
- H69 Supra Mascara Module

V2 Makeup Bar

Dadeland, South Shore



DISCARD

- L8 Brushes Module
- M6 SOS Primer Texture Visual
- M6 Lip Texture Visual

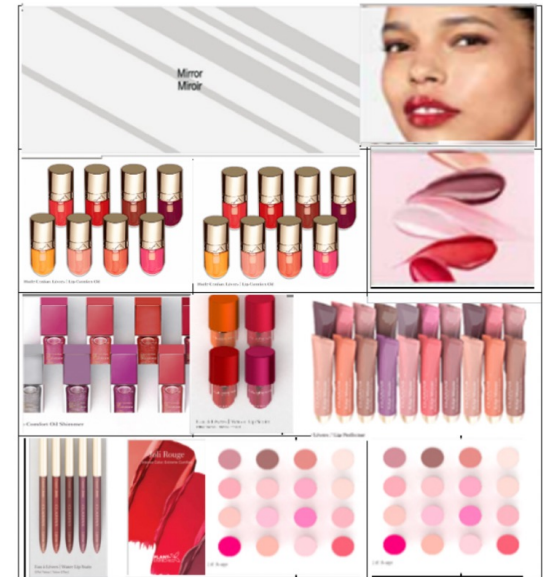
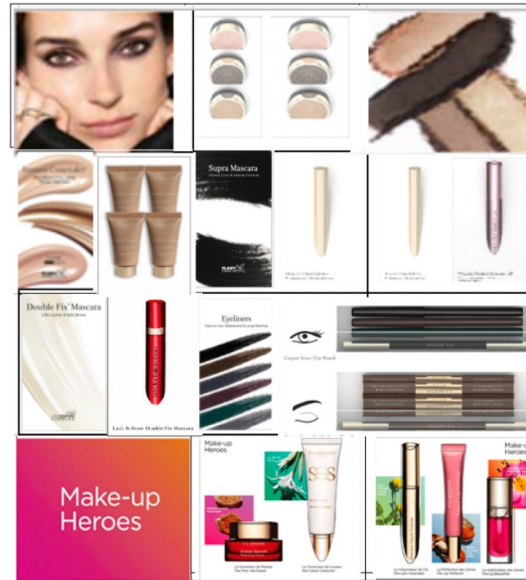
ADD

- M6 Lip Oil Texture Visual + M6 Empty Module
- H122 Eye Shadows Module X2
- M24 Mirror Module
- M6 Eye Model Visual + M6 Empty Module
- M6 Prime & Correct Visual + M6 Empty Module

NO CHANGES

V2 Makeup Bar

Macys Tysons, Boca, Topanga



Existing GTU

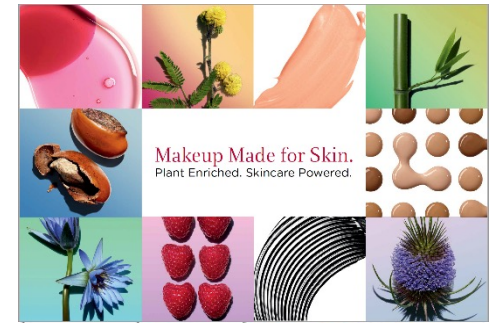
**** PICTURE IS FOR UNIT REFERENCE ONLY**





NO CHANGES

SMALL GTU



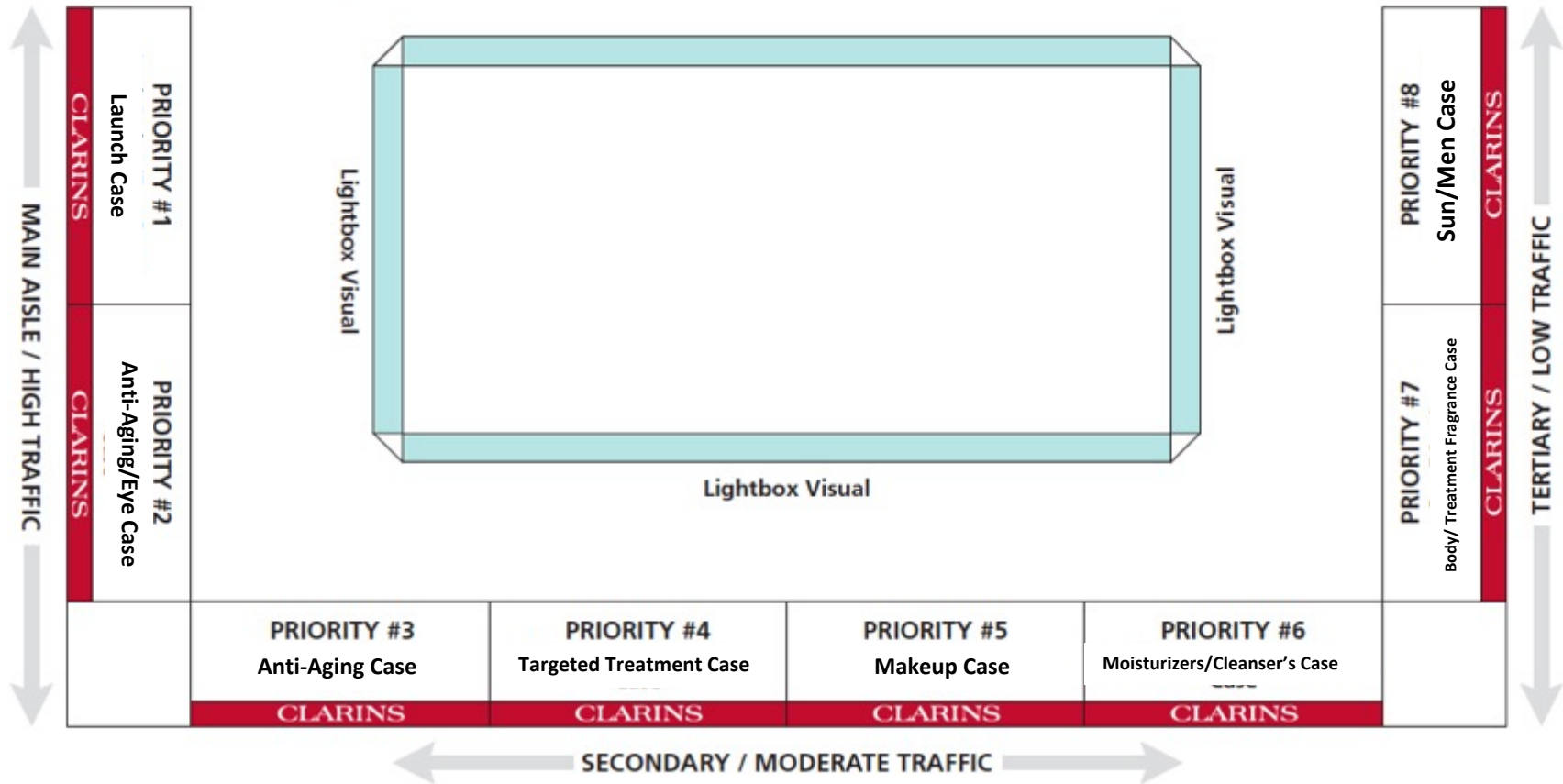
Large / Caseline Planogram

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



*Please reference TEL & DES guidelines for further direction

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

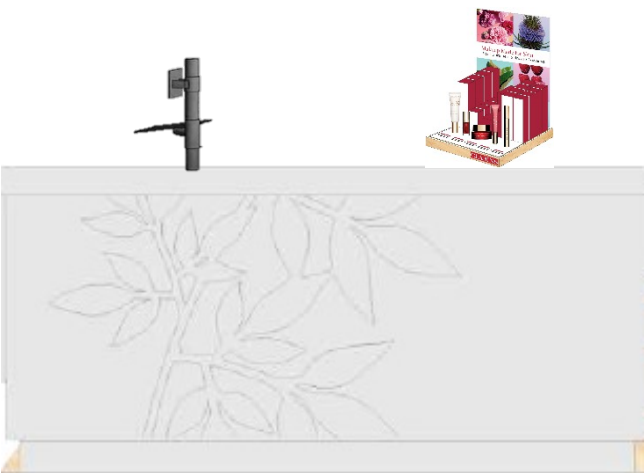


LARGE CASELINE DOORS – 2 SHELF

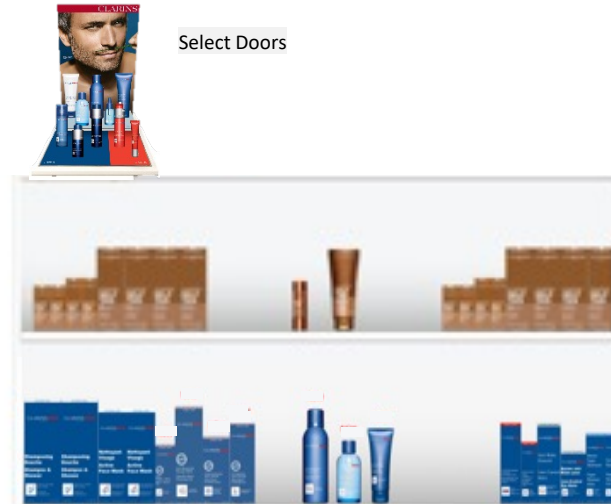
PRIORITY #7 – BODY/TREATMENT FRAGRANCE



CASH DESK



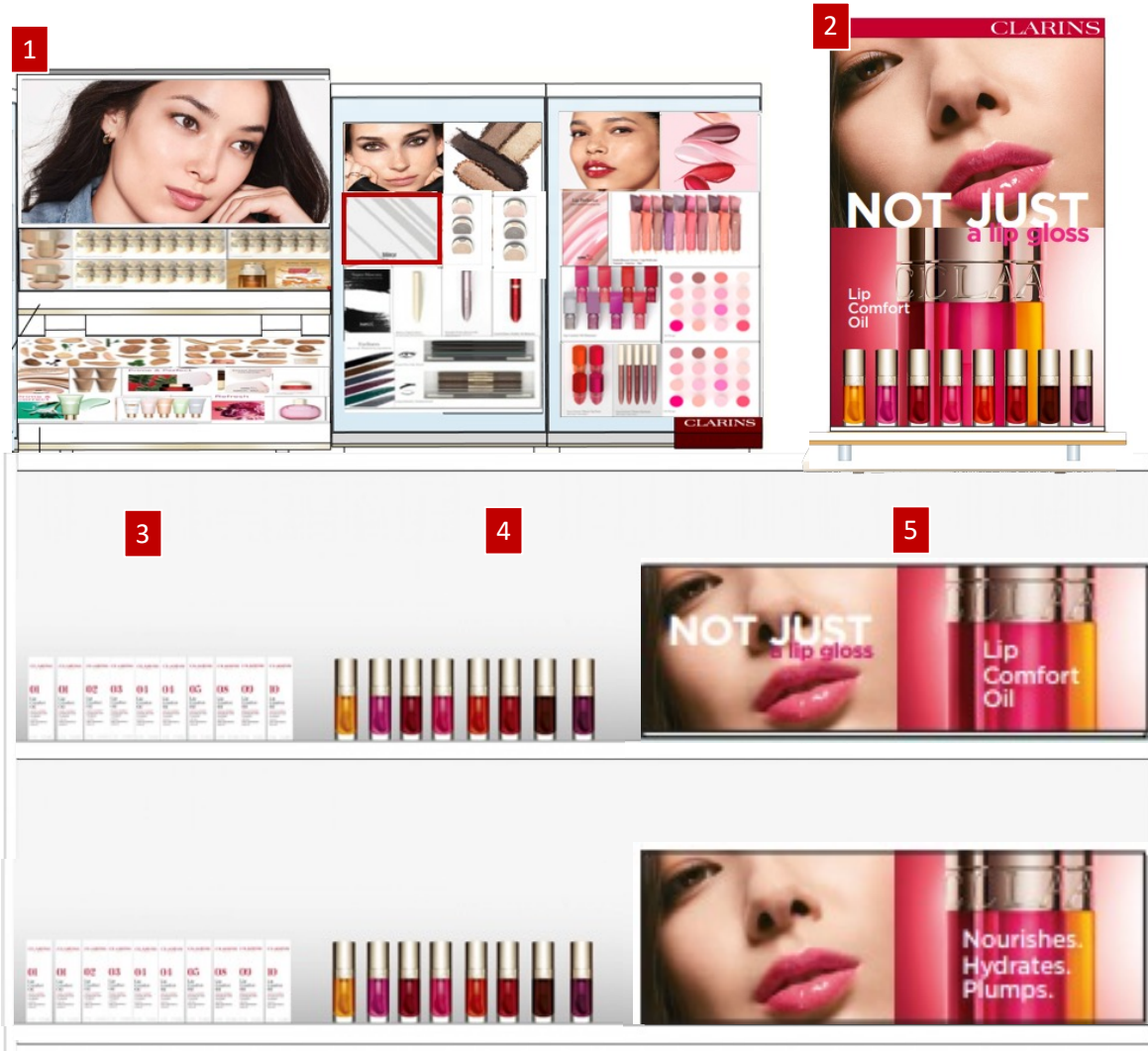
PRIORITY #8 SUN/MEN



Select Doors

Select Doors

LARGE #5 PRIORITY – MAKE-UP CASELINE



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

*For 3 Shelf Caselines: Duplicate top and bottom rows

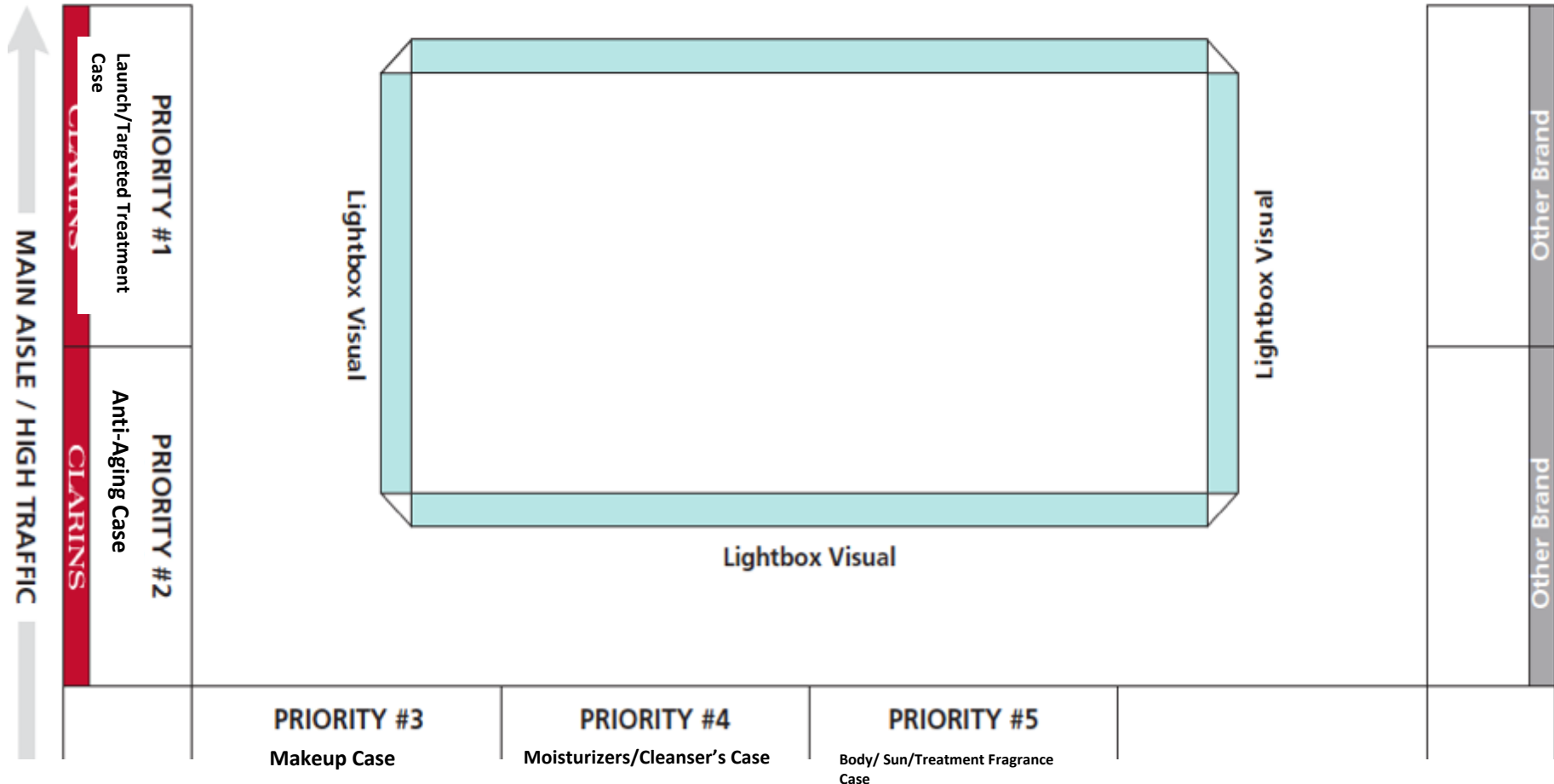
Small / Caseline Planogram

SMALL CASELINE DOORS

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

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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



*Please reference TEL & DES guidelines for further direction

SMALL CASELINE DOORS – 2 SHELF

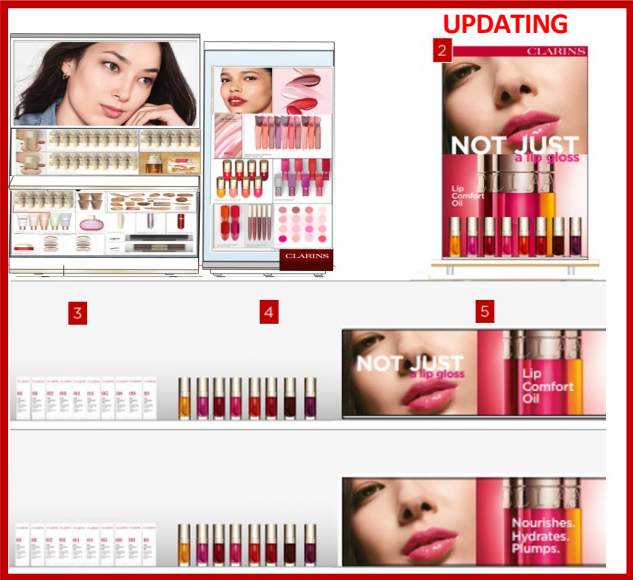
PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



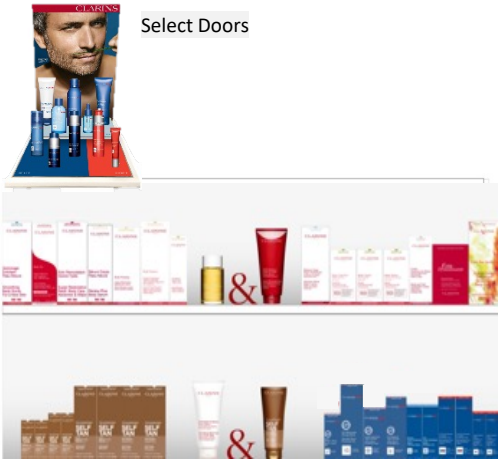
PRIORITY #3 – MAKEUP



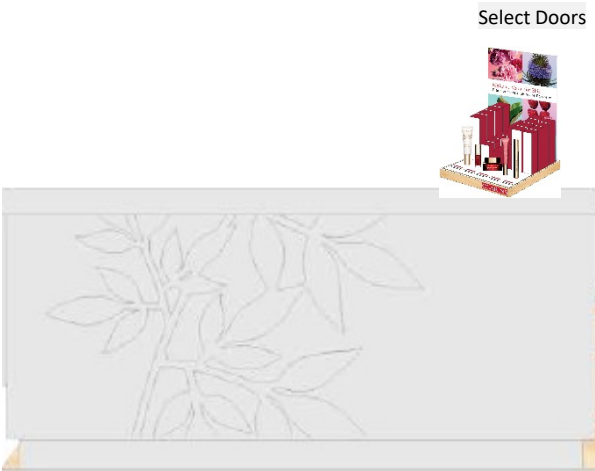
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK

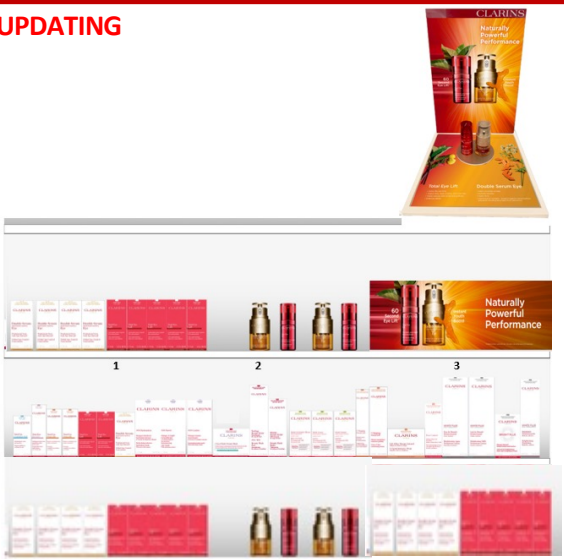


*Please reference TEL & DES guidelines for further direction

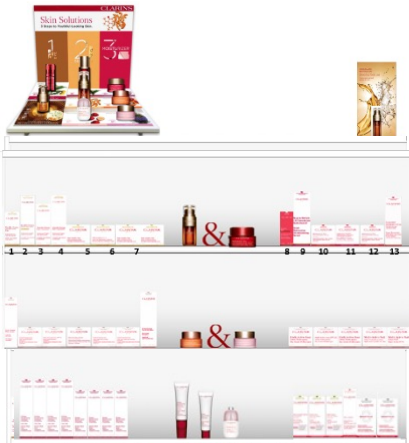
SMALL CASELINE DOORS – 3 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS

UPDATING



PRIORITY #2 – ANTI-AGING

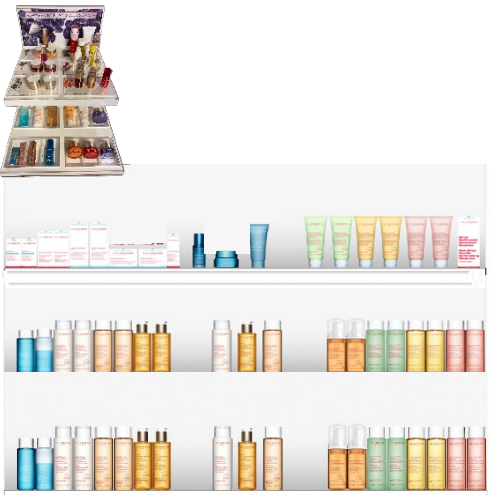


PRIORITY #3 – MAKEUP

UPDATING

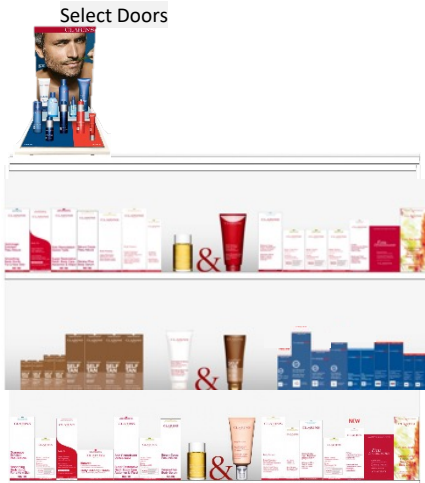


PRIORITY #4 MOISTURIZERS /CLEANSERS

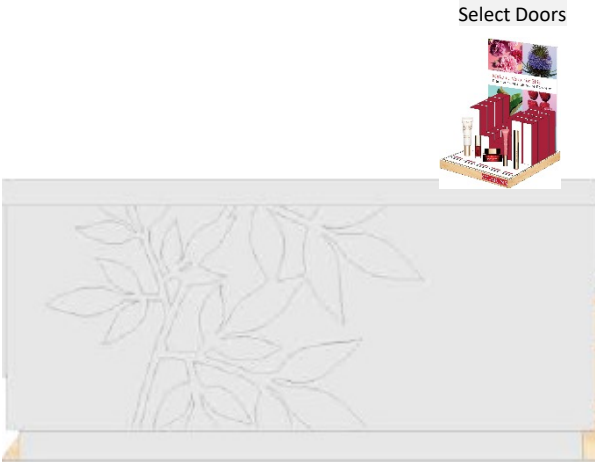


CLARINS

PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK



SMALL #3 PRIORITY– MAKE-UP CASELINE



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



NYO Visual Merchandising Contact List



Lauren Hickman

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Lauren.Hickman@clarins.com

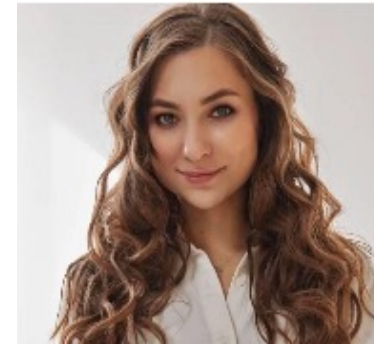
Nordstrom
Ulta
Ulta@Target
Sephora
Sephora@Kohl's
Military
Factory Stores



Lisa Rizzo

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Department Store Launch Focus
Launch Execution
Makeup Guidelines



Kristina Nechaeva

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Field Liaison
Maintenance
Skincare Guidelines