

Merchandising Book
2023

Saks

TEL & DS Eye

In Store Date: 12/26/2023



CLARINS

Section	Page Number
Top of Counter Calendar	3
Permanent Top of Counter Displays	5
In-Store Displays	7
All Types Planograms	9-19
Towers	20-21
Contact List	22

/Top Of Counter Calendar

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

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



Permanent Glorifier

Double Serum
(All doors)



Please note DS Permanent Glorifier to be removed in March

Large FTD

Skin Solutions (DSE)
Asian VIP Update
(Select Doors)



Please note Large FTDs to be removed in March

Men's FTD

Men's Shave
Barbers Secrets



Lightbox

Holiday 2023
(Installation Doors)



TEL & DSE



(Installation doors)

Video

Holiday 2023
(Installation Doors)



TEL & DSE

(Installation doors)





PERMANENT TOP OF COUNTER DISPLAYS

INSTALLATION /SELECT DOORS ONLY PERMANENT FOCUS DISPLAYS

DOUBLE SERUM



***Display 50ml Tester.**

HERO STOCKER



***Please merchandise stocker
at your Cash Desk.
This will be a Permanent
on counter display**

MEN



***Select Doors**



Cryo-Flash Mask IN-STORE DISPLAYS

LAUNCH FOCUS DISPLAY

Live 12/26

FTD



Video



Skin Care / General Tester Unit Planogram

Permanent FACE GTU Guidelines

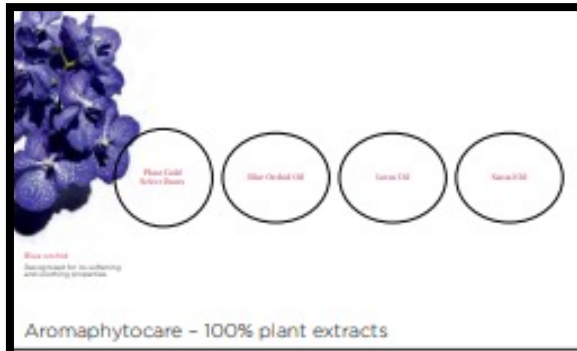
- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

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

Plant 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 retention

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 known 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-Resuscitant 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 support skin cleansing to firm, tone and improve elasticity.

Body Firming Body Firming Cream

Body Firming

Firming body care



Guava leaf
Helps reduce the appearance of cellulite.

Body Fix

Cellulite treatment



Fragrant oil
Scented oil hydrates, softens and helps the skin absorb oils.

Body Body Treatment Oil

Citrus Body Treatment Oil

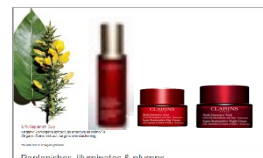
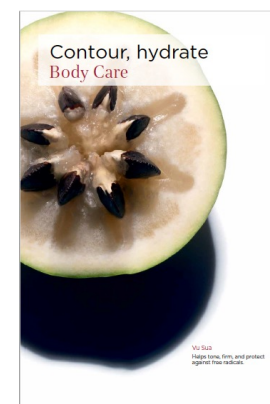
Body Body Treatment Oil

Body oils

Deluxe Bar (Lit / FTD) Planogram Updates

- Merchandise Testers on corresponding visuals as seen below
- New Products are indicated with a Star

NO CHANGES



- Double Serum Light 50 ml
- Double Serum 30ml
- Double Serum 50 ml
- Double Serum Eye
- Total Eye Lift

- Multi-Active AST
- Multi-Active Gel
- Multi-Active Night Cream
- Total Eye Revive
- Double Serum 30ml
- Multi-Active SPF 20

- Extra-Firming Energy
- Extra-Firming Night
- Extra-Firming Neck & Dec
- Total Eye Smooth
- Extra-Firming Serum
- Extra-Firming Day AST

- Super Restorative Day Cream SPF 20
- Rose Radiance
- Super Restorative Neck & Dec
- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream

- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

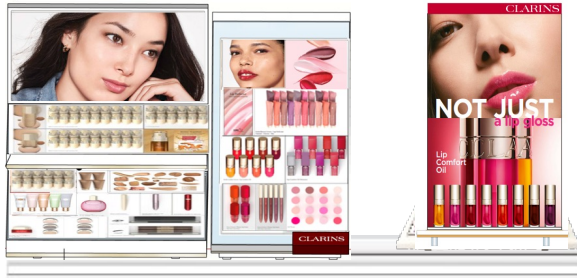
- Super Restorative Body Care
- Tonic Body Oil
- Body Fit
- Body Firming Cream
- Body Partner
- Moist Body Rich

/ Caselines

PRIORITY #1

TARGETED TREATMENTS + Eye + Cleansers

Updating



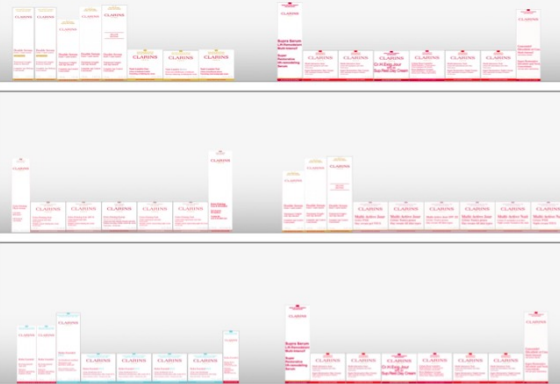
Baseline 1:

- Masks, Scrubs, Eyes
- Targeted Treatment
- Cleansers

PRIORITY #2

ANTI-AGING

Updating

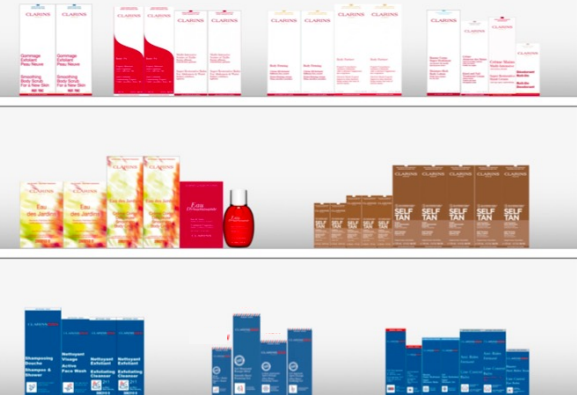


Baseline 2:

- Double Serum, Super Restorative, Nutri Lumiere
- Extra Firming
- Hydra Essential, Multi Active

PRIORITY #3 –

Body + Treatment Fragrance + Sun + Men



Baseline 1:

- Body (Contour, Firm, Hydrate)
- Body (Targeted Treatments, Fragrance), Sun
- Men's

PRIORITY #1

Anti-Aging + Targeted Treatment

Updating



Caseline 1:

- Super Restorative, Nutri Lumiere
- Extra Firming, Multi Active
- Hydra Essential, Targeted Treatment

PRIORITY #2

Cleansing



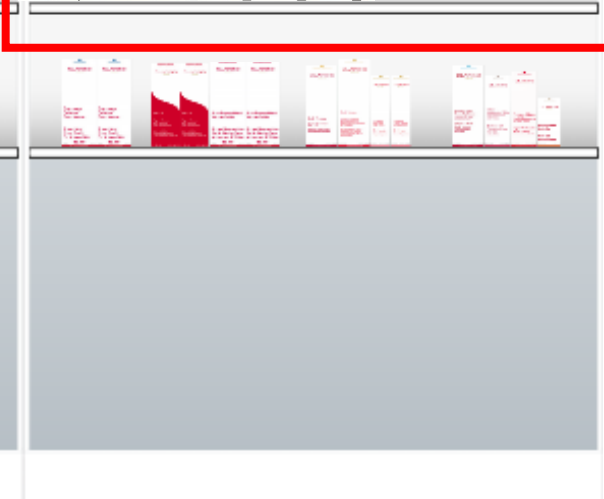
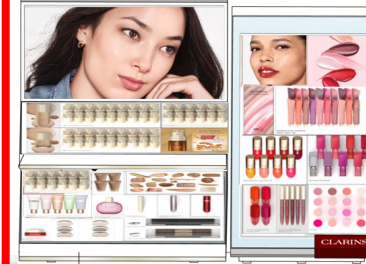
Caseline 2:

- Cleansers

PRIORITY #3

Body + Sun + Men

Updating



Caseline 3:

- Body

/ 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.

NYO Visual Merchandising Contact List



Lauren Hickman

Sr. Manager, Open Sell Merchandising
Lauren.Hickman@clarins.com

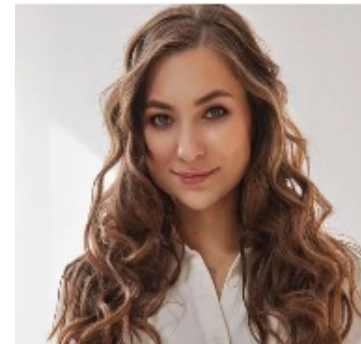
Nordstrom
Ulta
Ulta@Target
Sephora
Sephora@Kohl's
Military
Factory Stores



Lisa Rizzo

Sr. Manager, Store Visual Merchandising
Lisa.rizzo@clarins.com

Installations
Department Stores
Launch Execution



Kristina Nechaeva

Coordinator, Merchandising
Kristina.Nechaeva@clarins.com

Field Liaison
Department Stores
Maintenance
Guidelines