



Merchandising Book
2023

**Macy's Growth
Kit of Part
Remodeled Stores**

Cryo-Flash Mask

In Store Date: 8/6/2023

CLARINS

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INTRODUCTION

Guide to defining your Kit of Part door

HOW TO UTILIZE GUIDELINE

1. Determine your Configuration Type using the overview on page 5
2. Check if there are any seasonal allocation notes for your configuration on slide 6
3. Review and update seasonal artwork (pages 21-30) and verify that all new components have been delivered (typically two weeks prior to live date). If missing, please reorder through TEAMS
4. Find your store listed on pages 10-19 to determine how many Slots you should have and review priority order
5. Double check that highest priority units are nearest the highest customer traffic (pages 8 or 9)
6. Submit photos on Yoobic's Seasonal Mission once set.

TYPES OF CONFIGURATIONS

Please identify your door type

SHAM



MULTI – VENDOR ZONE



G50 Remodels

- Sham
- Kit of Part
 - Skincare Zone
 - Multi -Vendor zone

G100 & G200 Remodels

- Kit of Part
 - Skincare Zone
 - Multi-Vendor Zone
 - Shop

SHOP

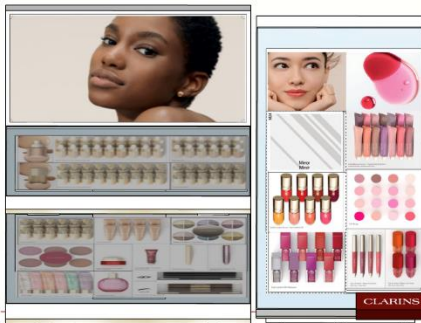


SKINCARE ZONE



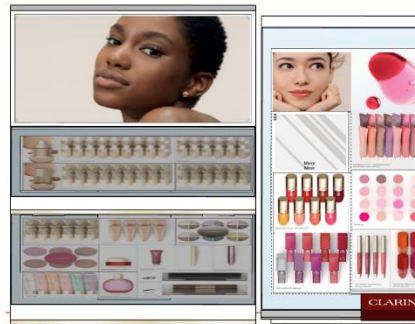
TOP OF COUNTER MATERIALS ALLOCATION

Macy's Remodels (Sham, KOP Shop, Skin Care Zone)



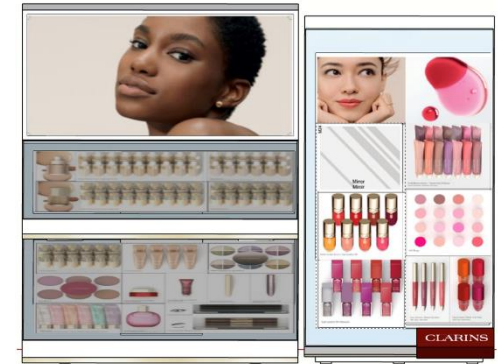
All Remodel Configurations Besides Multi-Vendor Should have A Macys Top Of Counter Kit (Includes Clarins White Makeup Bar). There Should be No additional Clarins Collateral at the Counter.

2 Slots



Locations with 2 Slots- Allocation for top of counter units is on hold until further notice. Please display Skin Care Condensed and Small Makeup Bar.

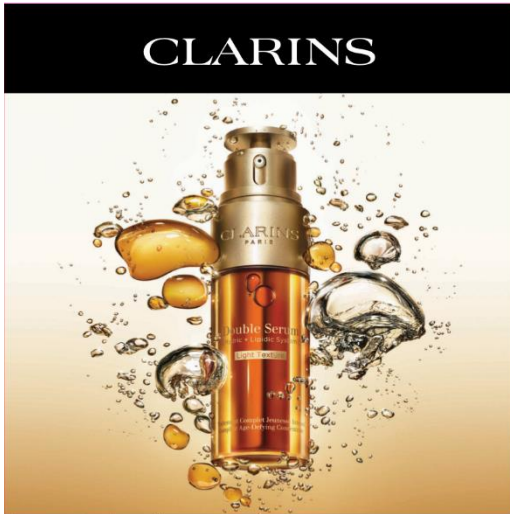
Multi Vendor



All Multi-Vendor Should only have Clarins White Makeup Bar – No Other Collateral (Clarins & Macys).

IN STORE
ARTWORK
Live 8/6

NO CHANGES



1 and 2 Bay Multi Vendor Zones,
Skin Care Zone and KOP Shop Tables



2 Bay Multi Vendor Zones

WORLDWIDE BESTSELLER*
Double Serum
Now also in a light texture

KOP Shop Backwalls



KOP Shop Backwalls

TOP OF COUNTER UNIT A

Strips:

1. Total Eye Lift, Super Restorative Remodeling Serum, Super Restorative Day Cream, Super Restorative Night Cream, Rose Radiance Cream, Super Restorative Décolleté and Neck Concentrate
2. Total Eye Smooth, Extra Firming Phyto Serum, Extra Firming Day, Extra Firming Night, Extra Firming Energy, Extra Firming Neck and Décolleté
3. Double Serum Eye, Double Serum 50 ml, Double Serum Light 50 ml, Multi-Active Day, Multi-Active Night, Total Eye Revive
4. Total Eye Contour, Hydra-Essentiel Bi-Phase Serum, Hydra-Essentiel Matte Gel, Hydra-Essentiel Silky Cream, Pore Control, Beauty Flash Balm



FAIL 2023 ARTWORK UPDATE



Indicates Shelf Stripe Update



Shelf 1

★ Price Increase

Shelf 2

★ Price Increase

Shelf 3

★ Remove word "New"

Shelf 4

★ Remove word "New"

TOP OF COUNTER UNIT B

Strip:

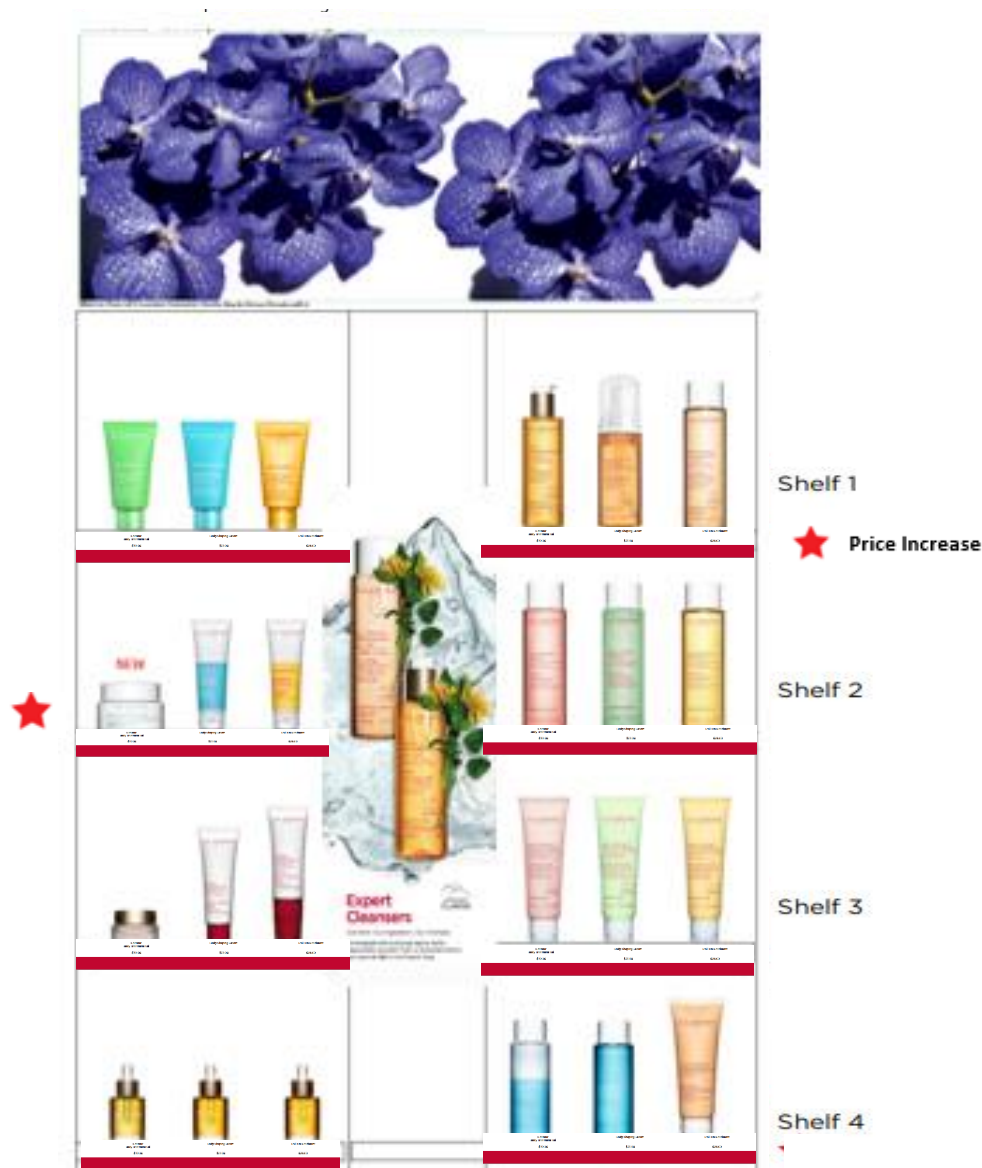
1. SOS Pure Rebalancing Clay Mask, SOS Hydra Refreshing Mask, SOS Comfort Nourishing Mask, Total Cleansing Oil, Gentle Renewing Cleansing Mousse, Cleansing Micellar Water
2. **New Cryo-Flash Mask**, Fresh Scrub, Comfort Scrub, Soothing Toning Lotion, Purifying Toning Lotion, Hydrating Toning Lotion
3. Extra-Firming Lip & Contour Balm, Beauty Flash Balm, Beauty Flash Peel, Soothing Gentle Foaming Cleanser, Purifying Gentle Foaming Cleanser, Hydrating Gentle Foaming Cleanser
4. Santal Face Treatment Oil, Lotus Face Oil, Blue Orchid Face Oil, Instant Eye Makeup Remover, Gentle Eye Makeup Remover, One-Step Gentle Exfoliating Cleanser



FAI 2023 ARTWORK UPDATE



Indicates Shelf Stripe Update



FAIL 2023 ARTWORK UPDATE



Indicates Shelf Stripe Update

TOP OF COUNTER UNIT C

Strips:

1. Tonic Body Oil, Super Restorative Balm for Abdomen & Waist, Moisture Rich Body Lotion, Super Restorative Anti-Aging Abdomen and Waist Body Cream, Self Tanning Milky Lotion, Men's Exfoliating Cleanser
2. Tonic Body Oil, Body Partner, Super Restorative Age Spot Hand, Bust Beauty Firming Lotion, Self Tanning Instant Gel, Men's Line Control Balm
3. Relax Body Oil, Extra-Firming Body Cream, Body Fit Cellulite Control, Bust Beauty Firming Lotion, Self Tanning Booster Body, Men's Super Moisture Balm
4. Contour Body Treatment Oil, Exfoliating Body Scrub, Hand & Nail Treatment Cream, Radiance-Plus Golden Glow Booster Face, Men's Energizing Eye Gel



Price Increase



Remove Body-Smoothing Moisture Milk



Indicates Shelf Stripe Update

TOP OF COUNTER UNIT D

Ramp Testers: Double Serum Eye, Total Eye Lift

Strips:

1. Super Restorative Remodeling Serum, Double Serum Light , Extra-Firming Phyto Serum, Bright Plus Serum, Pore Control Serum, Hydra-Essentiel Bi-Phase Serum
2. Total Eye Lift, Double Serum Eye, Total Eye Smooth, Total Eye Revive, Total Eye Contour Gel
3. Super Restorative Night Cream, Extra-Firming Night Cream, Multi-Active Night Cream, Hydra-Essentiel Rich Cream
4. Super Restorative Day Cream, Extra-Firming Day Cream, Multi-Active Day with SPF, Hydra-Essentiel Silky Cream



★ Price Increase



★ Price Increase



Remove word "New" ★



Remove word "New" ★

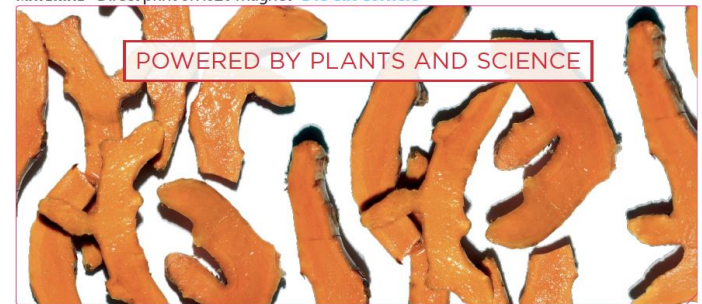
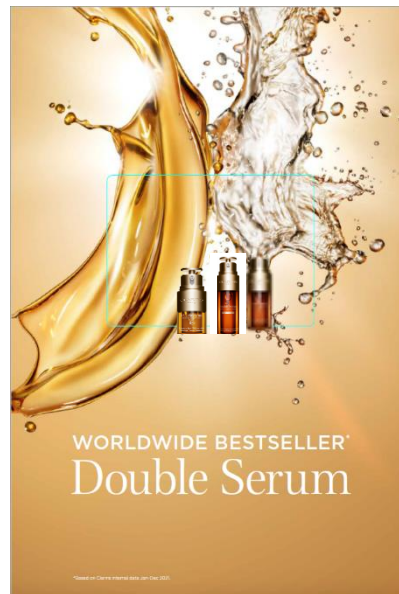
TOP OF COUNTER UNIT E

NO CHANGES

Ramp Testers: Double Serum Eye, Double Serum Light 50 ml, Double Serum 30ml, Double Serum 50ml

Strips:

1. Gift sets / Promo / Gift with Purchases



Macys Top of Counter Generic Units Back Drop Final_LR.pdf
3/9/20

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips_LR.pdf
3/9/20

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips_LR.pdf:2
3/9/20

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips_LR.pdf:3
3/9/20

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips_LR.pdf:4
3/9/20

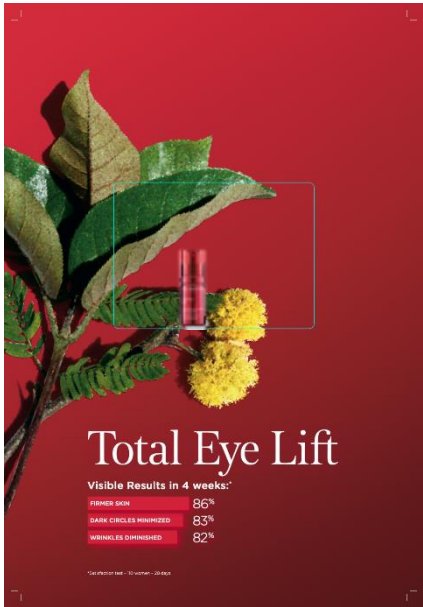
NO CHANGES

TOP OF COUNTER UNIT F

Ramp Testers: Total Eye Lift

Strips:

1. Gift sets / Promo / Gift with Purchases



SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips.pdf

10/11/19

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips.pdf:2

10/11/19

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips.pdf:3

10/11/19

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

TOC_7_9_Strips.pdf:4

10/11/19

TOP OF COUNTER UNIT G

NO CHANGES

Ramp Testers: Double Serum Eye, Double Serum Light 50 ml, Double Serum 50 ml

Strips:

1. Gift sets / Promo / Gift with Purchases



S21_March_Macys_TOC_GenericUnits_BackDrop_G.pdf
1/20/21

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

S21_March_Macys_TOC_GenericUnits_ShelfStrip_G.pdf
1/20/21

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

S21_March_Macys_TOC_GenericUnits_ShelfStrip_G.pdf#2
1/20/21

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

S21_March_Macys_TOC_GenericUnits_ShelfStrip_G.pdf#3
1/20/21

SIZE - 29.500" x 3.750"

MATERIAL - Direct print on 12pt cardstock

S21_March_Macys_TOC_GenericUnits_ShelfStrip_G.pdf#4
1/20/21



TOP OF COUNTER UNIT I

Ramps Testers: 1X SOS Primer, Natural Lip Perfectors, Lip Comfort Oil, Supra Mascara, Instant Smooth

Strips:

1. Velvet Cleansing Milk, Cleansing Micellar Water, SOS Primers
2. Gentle Renewing Cleansing Mousse, Hydrating Toning Lotion, Natural Lip Perfectors
3. Soothing Gentle Foaming Cleanser, Hydrating Gentle Foaming Cleanser, Lip Comfort Oils, Mascaras
4. Instant Eye Makeup Remover, One-Step Gentle Exfoliating Cleanser, Lip Comfort Oils, Instant Smooth





TOP OF COUNTER UNIT PLACEMENT GUIDE

SKIN CARE ZONE TOP OF COUNTER UNIT PLACEMENT

INSTRUCTIONS:

Skin Care Zone Priority Placement: For Tabletops, follow directed order for Top of Counter Unit placement starting with corner of table by highest traffic flow, then continuing to back of or next table. Continue placement until all the Top of Counter Units for your location are placed.

Unit allocation per location can be found on the following pages.

6 Foot Table(s)



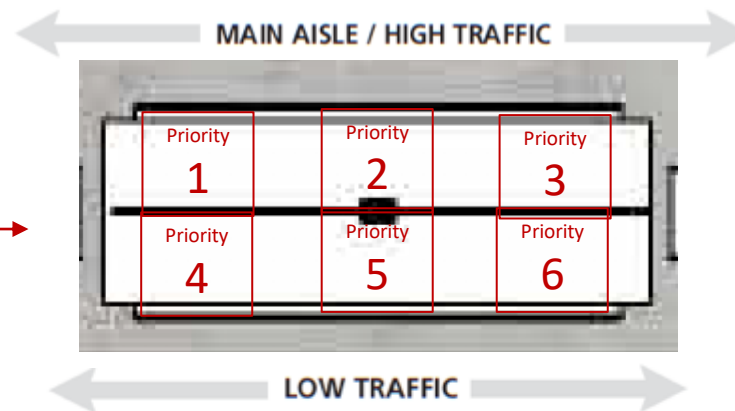
Aerial view →



9 Foot Table



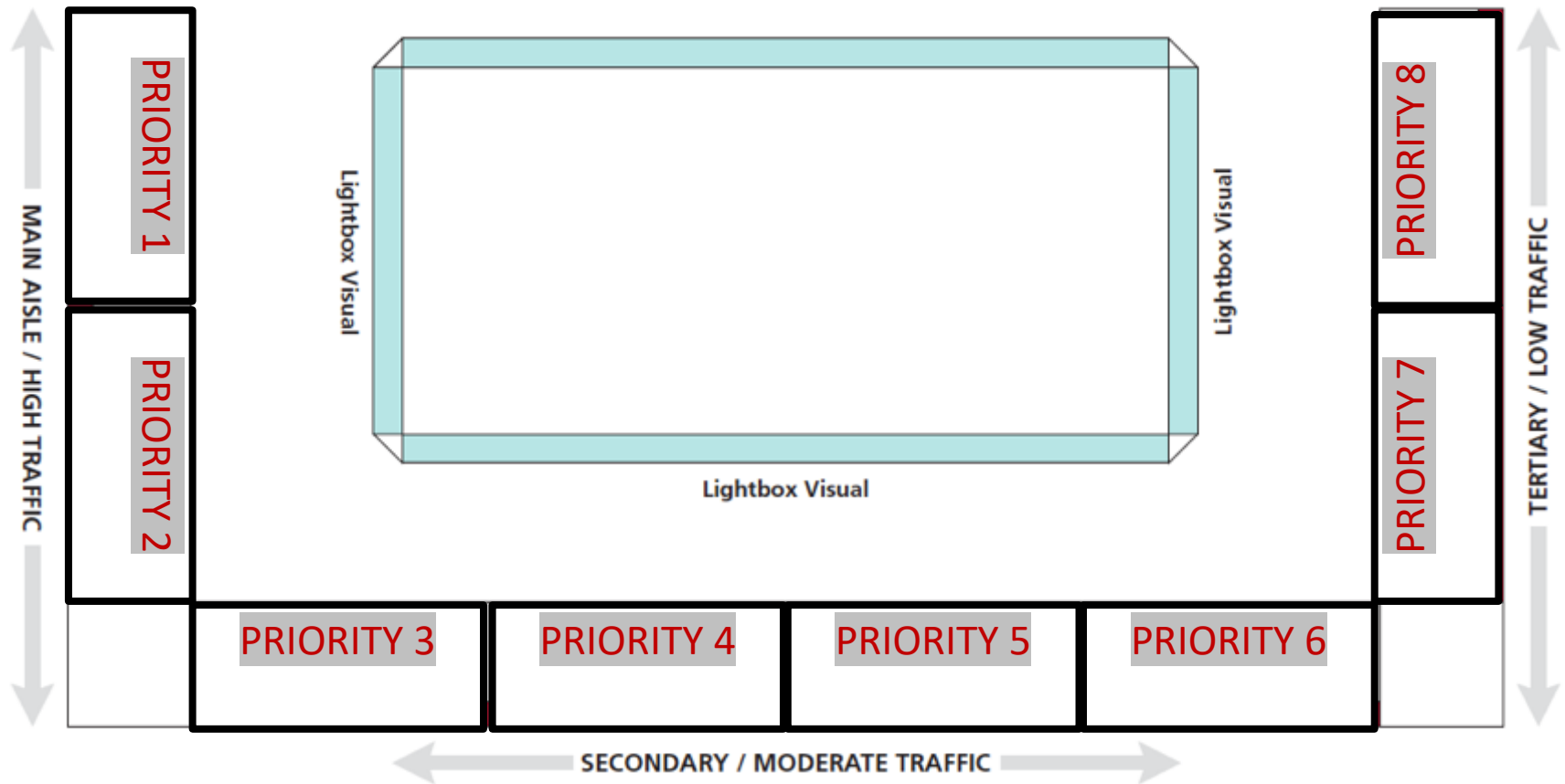
Aerial view →



PLANOGRAM INSTRUCTIONS

SHAM PLACEMENT INSTRUCTIONS:

There are many different types of Sham configurations. Use the below model as an example to help you determine priority placement for your counters. Please follow directed priority order for unit placement starting in your highest traffic area. Units per location can be found on the following pages.



KIT PLANOGRAMS – KIT #1

SKIN CARE CONDENSED UNIT

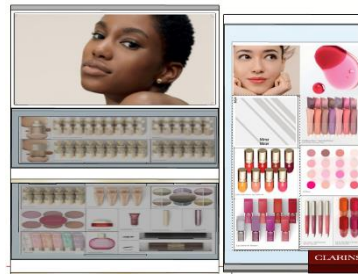


PRIORITY 1

MAKEUP BAR



or



PRIORITY 2

Kit #1 – 2 Slot - *Skin Care Condensed Unit and Makeup Bar

STORE LIST:

- #041 - MALL AT ROCKINGHAM (Salem)
- #452 - ARROWHEAD TOWNE CENT
- #453 - CHANDLER FASHION CEN
- #667 - STONEBRIAR CENTRE
- #665 - NORTH PARK CENTER
- #345 - PARK MEADOWS
- #584 - EASTON TOWN CENTER
- #733 - MALL OF GEORGIA
- #047 - ANNAPOLIS
- #076 - WILLOWBROOK (NJ)
- #561 - FAYETTE
- #512 - BEVERLY CENTER

KIT PLANOGRAMS – KIT #2

NO CHANGES

Kit #2 – 3 Slot - *Units A, I & C

STORE LIST:

#392 - WASHINGTON SQUARE

PLACEMENT PRIORITY:



UNIT A
PRIORITY 1



UNIT I
PRIORITY 2



UNIT C
PRIORITY 3

NO CHANGES

Kit #3 – 4 Slot - *Units A, B, C & MAKEUP BAR

STORE LIST:

#166 - SHORT PUMP TOWN CENT
#239 - MALL OF AMERICA
#652 - WEST COUNTY CTR
#328 - CORTE MADERA VILLAGE
#323 - CONCORD SUNVALLEY
#08 - MENLO PARK
#666 - DALLAS GALLERIA
#760 – THE GARDENS
#368 – BELLEVUE
#598 - CASTLETON SQUARE
#370 - ALDERWOOD

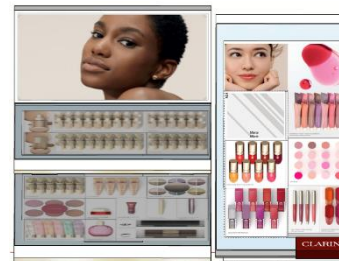
PLACEMENT PRIORITY:



**UNIT A
PRIORITY 1**



**UNIT B
PRIORITY 2**



**MAKEUP BAR
PRIORITY 3**



**UNIT C
PRIORITY 4**

NO CHANGES

PLACEMENT PRIORITY:



UNIT A
PRIORITY 1



UNIT B
PRIORITY 2



UNIT D
PRIORITY 5



UNIT E
PRIORITY 6

Kit #5 – 6 Slot - *Units A, B, C, D, E & MAKEUP BAR

STORE LIST:

#065 QUAKER BRIDGE

#758 BROWARD MALL

#333 PLEASANTON

#015 SHORT HILLS

#324 - WALNUT CREEK BROADWAY

#059 CHERRY HILL

#408 ROSEVILLE GALLERIA (TBC – Might Change to 4 Slot)

#485 WEST COVINA

#715 WILLOWBROOK



MAKEUP BAR
PRIORITY 3



UNIT C
PRIORITY 4

NO CHANGES

KIT PLANOGRAMS – KIT #6

PLACEMENT PRIORITY:

Kit #6 – 7 Slot - *Units A, B, C, D, E, F & MAKEUP BAR

STORE LIST:

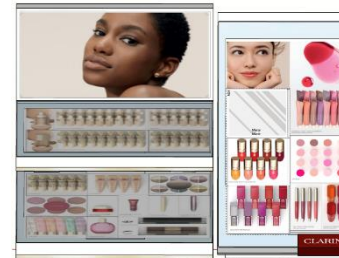
#771 - PEMBROKE LAKES



UNIT A
PRIORITY 1



UNIT B
PRIORITY 2



MAKEUP BAR
PRIORITY 3



UNIT C
PRIORITY 4



UNIT D
PRIORITY 5



UNIT E
PRIORITY 6



UNIT F
PRIORITY 7

NO CHANGES

KIT PLANOGRAMS – KIT #7

PLACEMENT PRIORITY:

Kit #7 – 8 Slot - *Units A, B, C, D, E, F, G & MAKEUP BAR

STORE LIST:

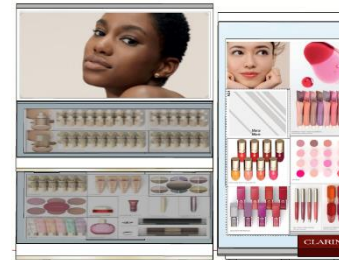
#481 DOWNEY



UNIT A
PRIORITY 1



UNIT B
PRIORITY 2



MAKEUP BAR
PRIORITY 3



UNIT C
PRIORITY 4



UNIT D
PRIORITY 5



UNIT E
PRIORITY 6



UNIT F
PRIORITY 7



UNIT G
PRIORITY 8

MULTI-VENDOR – 2 BAY 1 SLOT



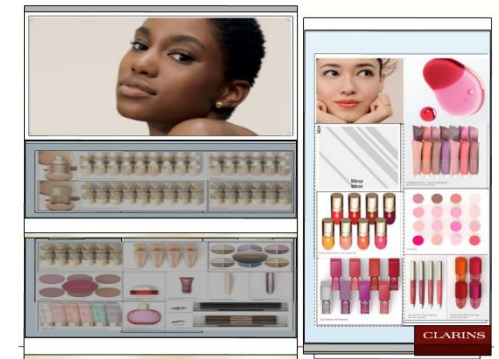
Indicates New Update



1 Slot- Makeup Bar

STORE LIST:

#325 SANTA ROSA
#621 SOUTH HILLS
#586 POLARIS
#335 MODESTO
#334 STANFORD
#715 WILLOWBROOK
#512 BEVERLY CENTER



Makeup Bar
PRIORITY 1

CLARINS



MULTI-VENDOR – 1 BAY



Indicates New Update

STORE LIST:

#324 WALNUT CREEK



KOP SHOP WALL



Indicates New Update

STORE LIST:

#08 MENLO PARK

#758 BROWARD MALL

WORLDWIDE BESTSELLER*

Double Serum

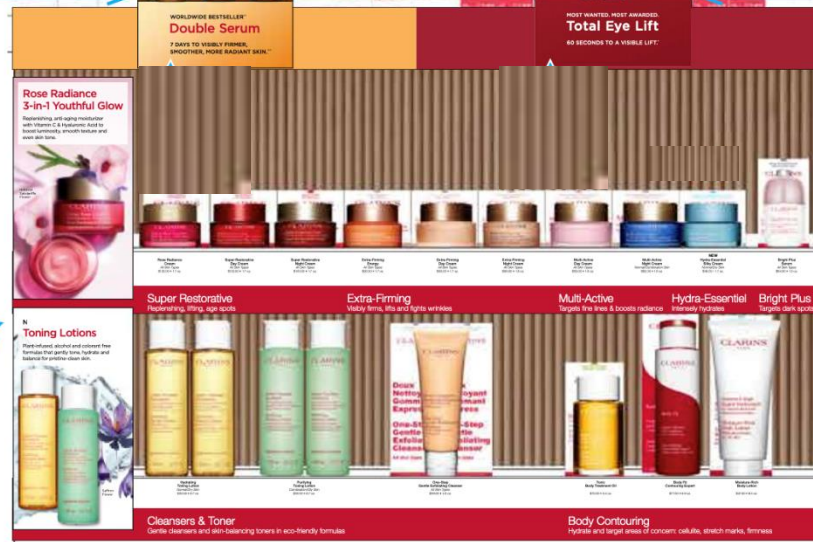
Now also in a light texture



NO CHANGES

Macys Westbend

CLARINS



NO CHANGES

STORE LIST:

#452 Arrowhead

#41 Salem

Shelf Product Placement:

Top Shelf:

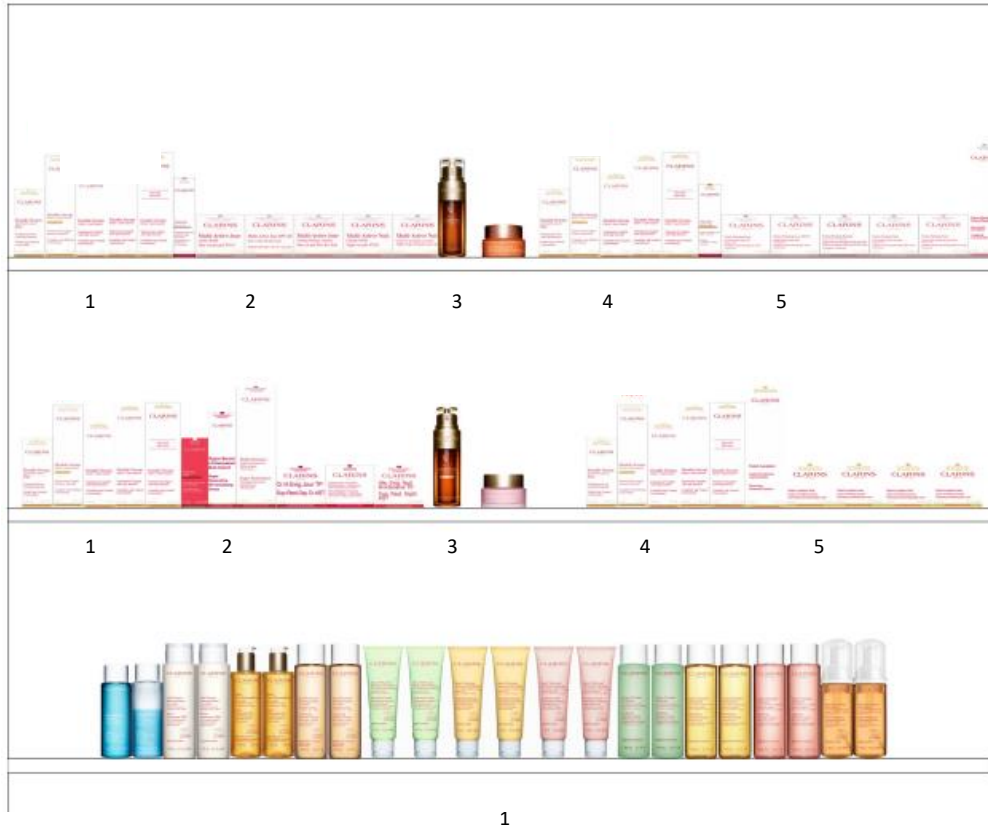
1. Double Serum
2. Multi-Active
3. Testers
4. Double Serum
5. Extra-Firming

Middle Shelf:

1. Double Serum
2. Total Eye Lift
3. Super Restorative
4. Testers
5. Double Serum
6. Nutri-Lumiere

Bottom Shelf:

1. Cleansers



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



Kristina Nechaeva

Coordinator, Merchandising
Kristina.Nechaeva@clarins.com

Department Store Launch Focus
Field Liaison
Maintenance
Skincare Guidelines