



Merchandising Book
2023

Saks
Cryo-Flash Mask

In Store Date: 8/6/2023

CLARINS

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/Top Of Counter Calendar

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

Counter Focus

July
Double Serum Light Cont'd

August (8/6 Live Date)
Cryo-Flash Mask

September
Cryo-Flash Mask Cont'd
Precious (Select Stores)

Skincare FTD

Double Serum Light



Makeup FTD

Lip Comfort Oil Refresh



Permanent Glorifier

Double Serum 50ml
(All doors)



Large FTD

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



Men's FTD
(Select Doors)

Men's Shave
Barbers Secrets



Lightbox

Double Serum Light
(All Doors)



Video

Double Serum Light
(Saks NYC Only)





PERMANENT TOP OF COUNTER DISPLAYS

INSTALLATION /SELECT DOORS ONLY PERMANENT FOCUS DISPLAYS

DOUBLE SERUM

HERO STOCKER

MEN

NO CHANGES



***Display 50ml Tester.**



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



***Select Doors**

Cryo-Flash Mask
IN-STORE DISPLAYS
Live 8/6/2023

LAUNCH FOCUS DISPLAY

Live 8/6

FTD



Video



Skin Care / General Tester Unit Planogram

Permanent FACE GTU Guidelines

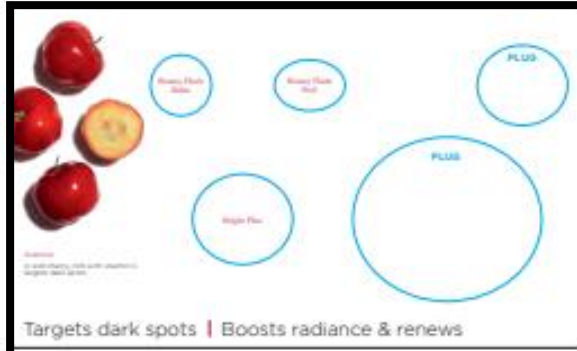
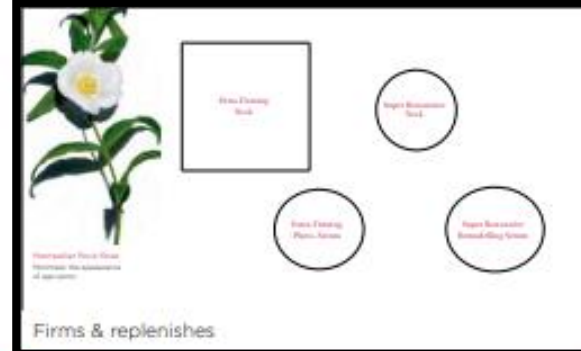
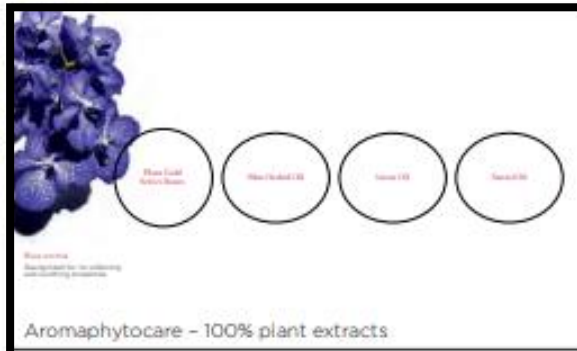
- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

FACE GTU PLANOGRAM



- Remove Pure Scrub
- Add Cryo-Flash Mask
- Switch insert with SOS Masks

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



- Remove discontinued Extra Firming Mask
- Replaced with Cryo-Flash Mask

NO CHANGES



Body GTU Planogram

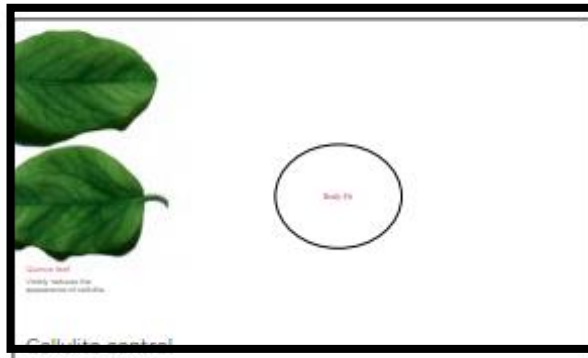
Permanent Condensed GTU Guidelines

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



- Remove Body-Smoothing Moisture Milk

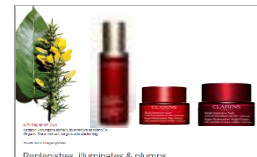
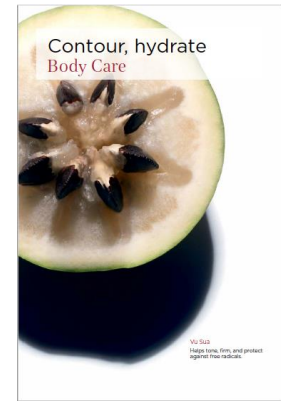
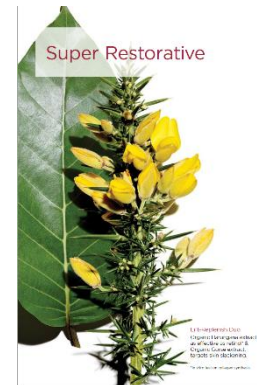
NO CHANGES



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

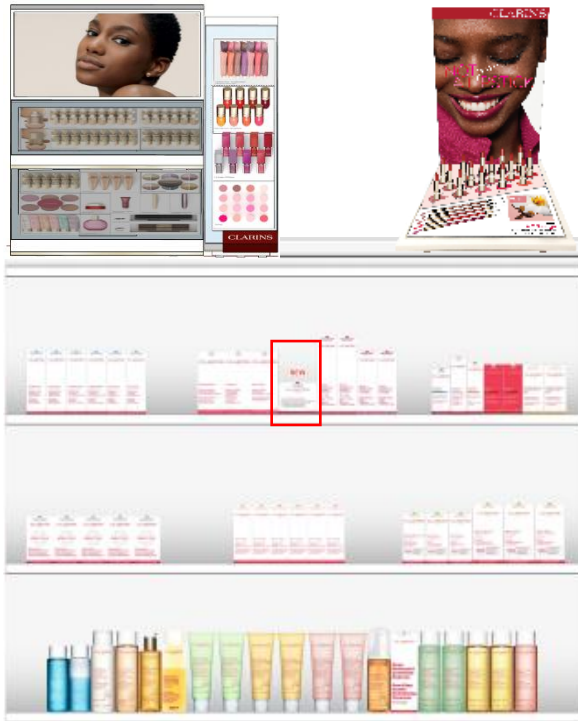
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

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

/ Caselines

PRIORITY #1

TARGETED TREATMENTS + Eye + Cleansers

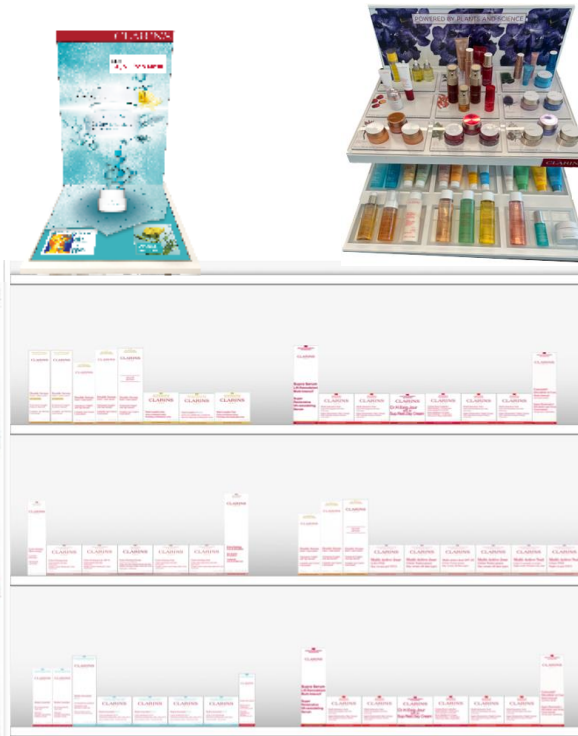


Baseline 1:

- Masks, Scrubs, Eyes
- Targeted Treatment
- Cleansers

PRIORITY #2

ANTI-AGING

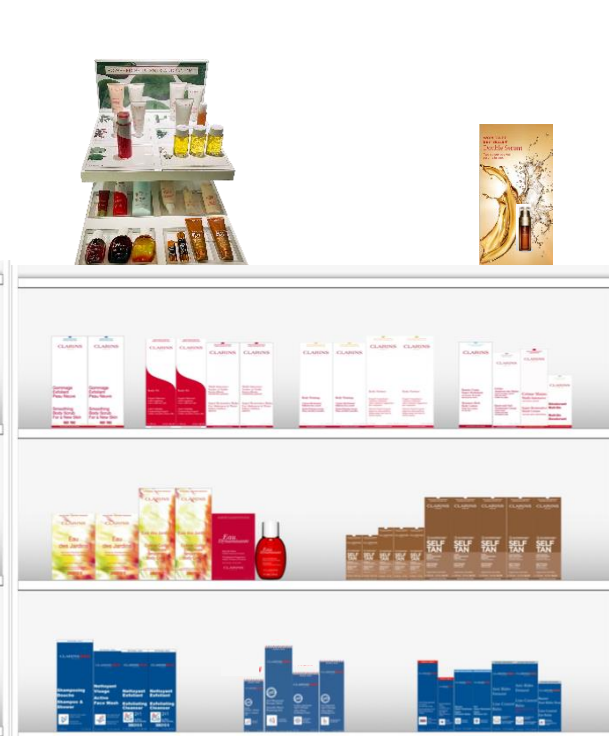


Baseline 2:

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

PRIORITY #3 –

Body + Treatment Fragrance + Sun + Men

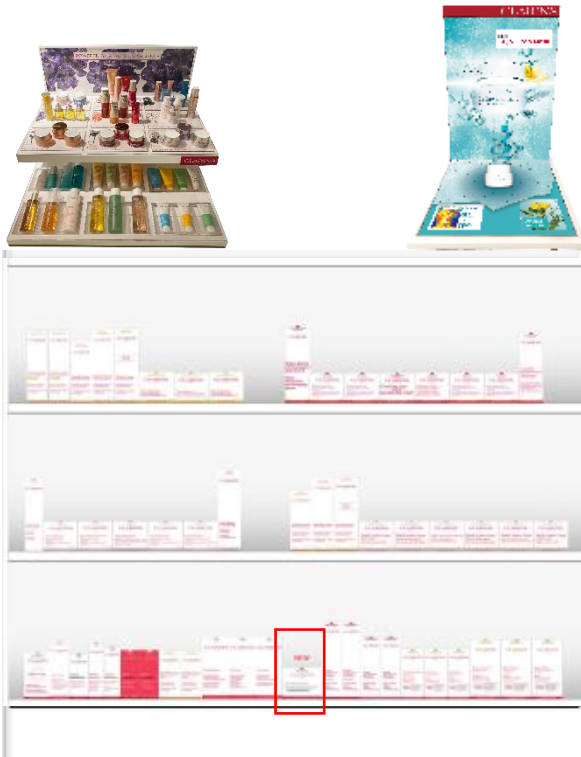


Baseline 1:

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

PRIORITY #1

Anti-Aging + Targeted Treatment

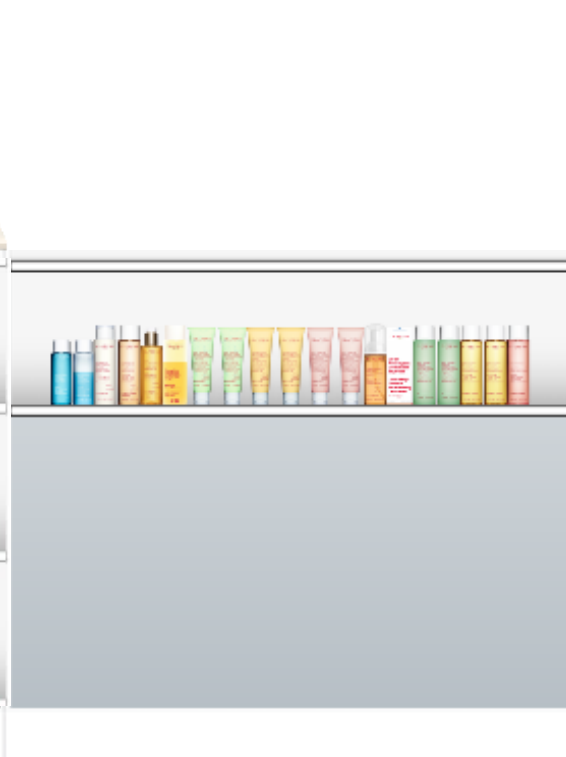


Caseline 1:

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

PRIORITY #2

Cleansing

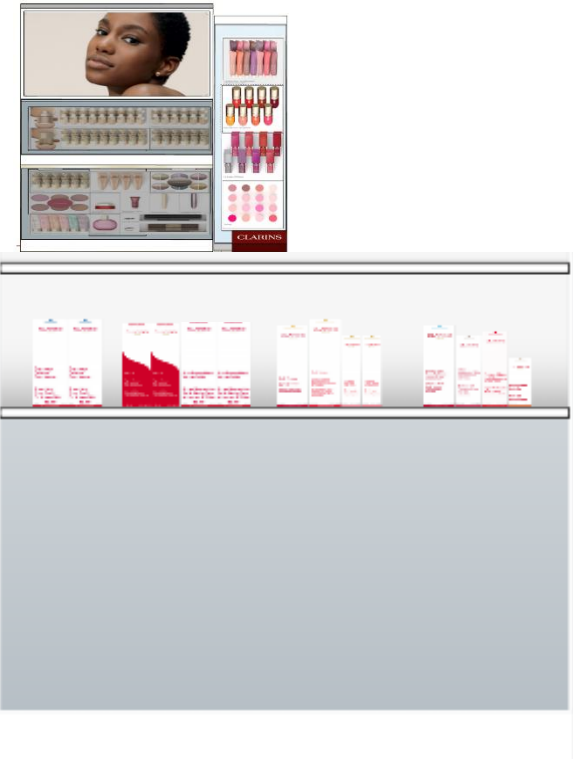


Caseline 2:

- Cleansers

PRIORITY #3

Body + Sun + Men



Caseline 3:

- Body

/ Tower Planogram

Large Tower 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



NEW Cryo-Flash Mask, Double Serum 50ml,
Hydra-Essential Silky Cream

*Gift box assortment may vary by
Season. Display current assortment.

NYO Visual Merchandising Contact List



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Nordstrom
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Department Store Launch Focus
Field Liaison
Maintenance
Skincare Guidelines