

In-Store Merchandising Book

Instant Concealer

LIVE DATE: 9/5/23



Dillard's

VON MAUR

*Saks
Fifth
Avenue*

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 got an FTD receive plain Texture background. Stores that do not have FTD, lightbox will show product

Installation Doors/Select Doors

MAKEUP FOCUS

AUGUST
JOLI ROUGE

SEPTEMBER
INSTANT CONCEALER

OCTOBER
OMBRE MONO EYESHADOW
& SOS PRIMER

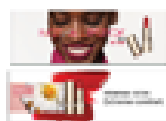
Makeup FTD

Joli Rouge



Makeup In Case

Joli Rouge

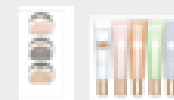


Makeup GTU White
Module

M92 Joli Rouge



H125 Instant Concealer



Makeup Lightbox
Installation Doors

Lip Comfort Oil
Repush
(Large EKTAS,
Select Doors)

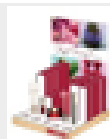


Joli Rouge
(Launch tables Visuals,
Select Doors)



Makeup Hero Stocker
(Permanent Display)
Select Doors

Makeup Hero
Stocker



TV

Lip Comfort Oil



/ IN-STORE DISPLAYS

JOLI ROUGE LAUNCH FOCUS DISPLAY

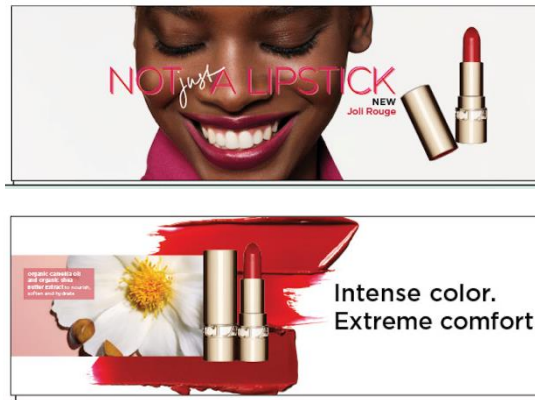
FEATURE TESTER DISPLAY

NO CHANGES



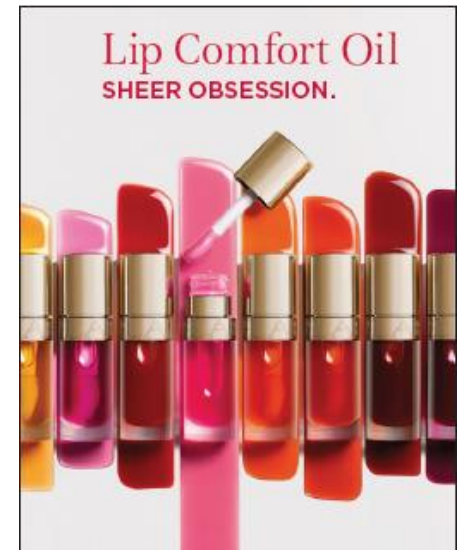
IN CASE

NO CHANGES



LIGHTBOX

NO CHANGES



INSTANT CONCEALER LAUNCH FOCUS DISPLAY

MODULES



**H125 Instant Concealer
4 Shades**



**H122 Ombre Mono Eyeshadow
6 Shades
(Select Doors)**

LAUNCH VISUALS



**H21 Instant Concealer
Texture 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

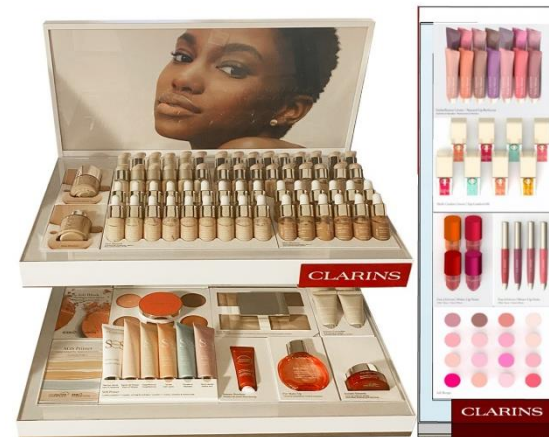
Small



Medium



XS Small



Existing GTU

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





Instructions:

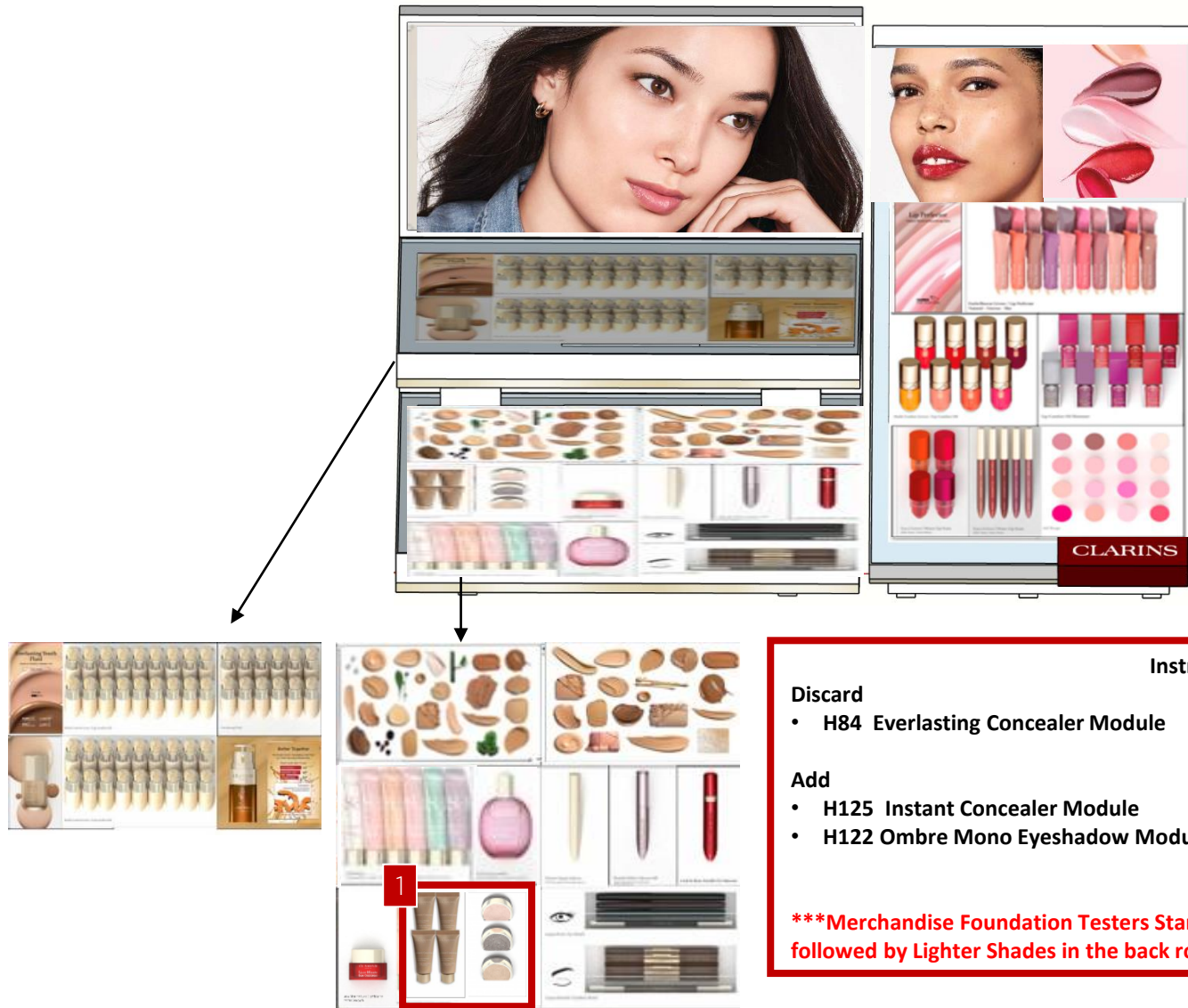
Discard

- H84 Everlasting Concealer Module

Add

- H125 Instant Concealer Module
- H122 Instant Concealer Texture Visual+ H21 Half Blank Module

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



Instructions:

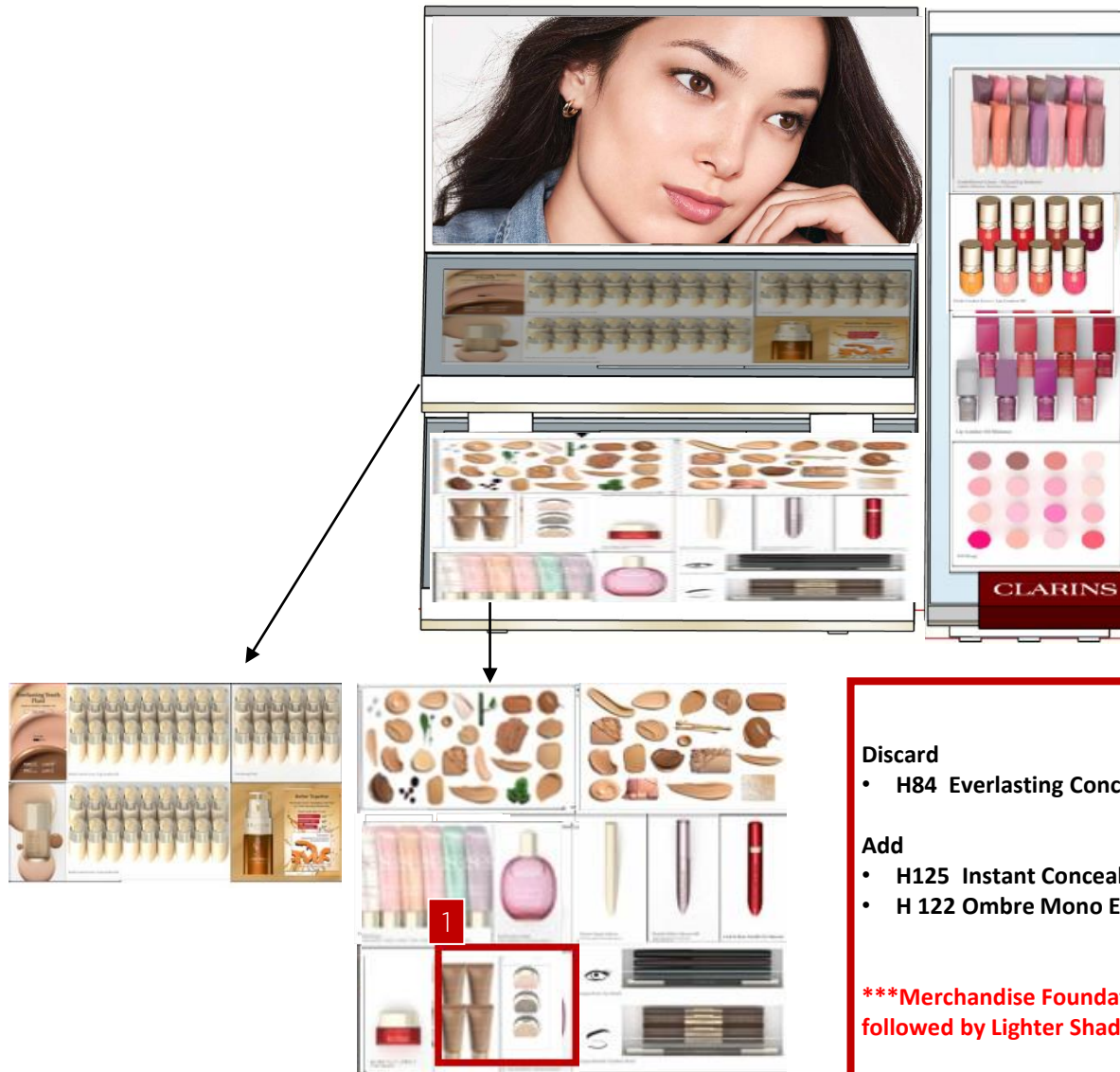
Discard

- H84 Everlasting Concealer Module

Add

- H125 Instant Concealer Module
- H122 Ombre Mono Eyeshadow Module

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



Instructions:

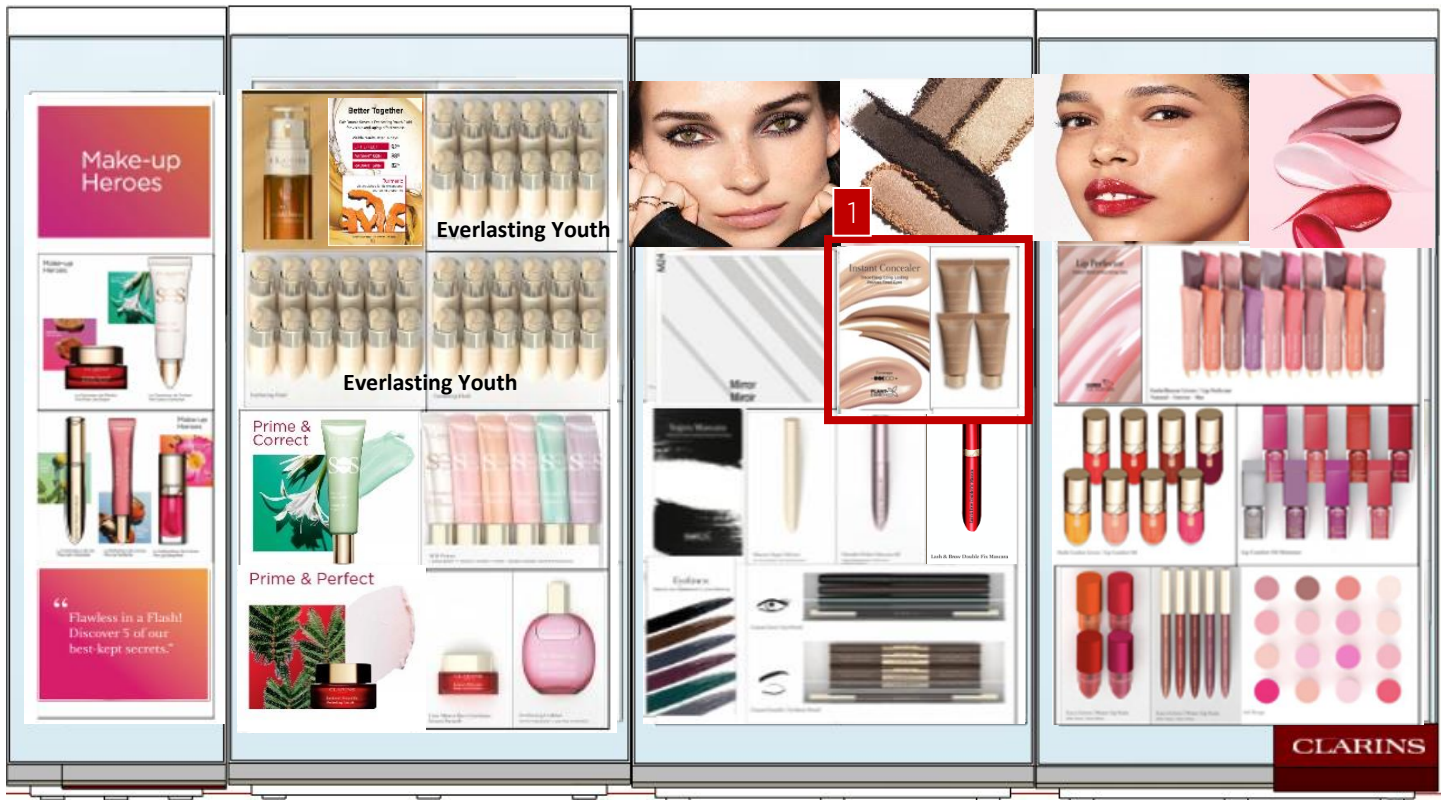
Discard

- H84 Everlasting Concealer Module

Add

- H125 Instant Concealer Module
- H 122 Ombre Mono Eyeshadow Module

*****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

- H84 Everlasting Concealer Module

Add

- H125 Instant Concealer Module
- H122 Instant Concealer Texture Visual+ H21 Half Blank Module

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



SMALL GTU



Discard

- H84 Everlasting Concealer Module

Add

- H125 Instant Concealer Module
- H122 Ombre Mono Eyeshadow Module

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

Instructions:

NYO Visual Merchandising Contact List



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Department Store Launch Focus
Launch Execution
Makeup Guidelines



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Field Liaison
Maintenance
Skincare Guidelines