



CLARINS
Precious

Merchandising Book
2023

Nordstrom
Precious Launch

In Store Date: 3/1/2023

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INNOVATION 1.0 / 2.0 / 3.0
LIVE 3.1.23



NORDSTROM 1.0 – 3 BAY

Door:
■ #423 Corte Madera

★ Shelf Strip Update



**Glass dome cover to be placed over tool*

AGE SPECIALISTS

TARGETED TREATMENTS

NEW

Service Menu

Makeup Heroes

NEW

NEW

NORDSTROM 1.0 – 4 BAY

Door:
▪ #730 Houston Galleria

★ Shelf Strip Update



*Glass dome cover to be placed over tool

	ANTI-AGING EXPERTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS

NORDSTROM 2.0 – 3 BAY

Door:
▪ #221 Oakbrook

★ Shelf Strip Update



*Glass dome cover to be placed over tool

CLARINS <i>Precious</i> Rare Flower. Precious Power.		AGE SPECIALISTS	TARGETED TREATMENTS
Service Menu		Makeup Heroes	

NORDSTROM 2.0 – 4 BAY

Doors:

- #01 Seattle
- #320 South Coast
- #342 Del Amo
- #706 Ala Moana
- #723 NorthPark
- #763 Coral Gables

★ Shelf Strip Update



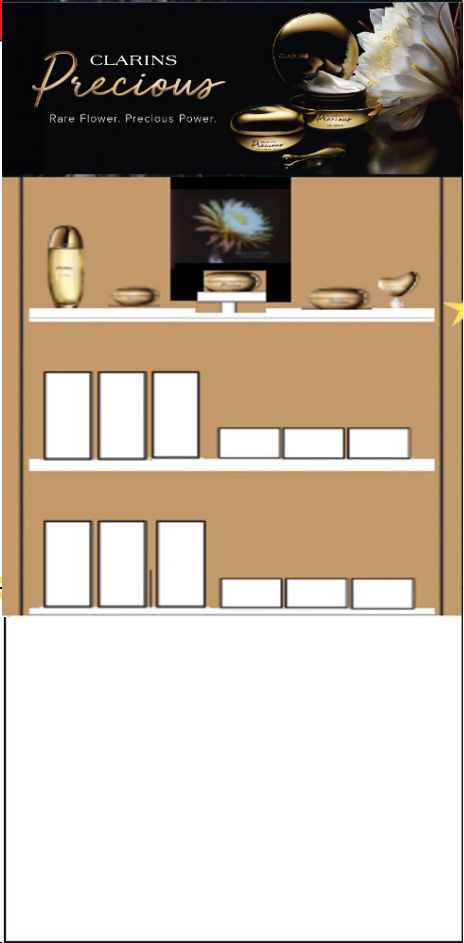
*Glass dome cover to be placed over tool

	AGE SPECIALISTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS

NORDSTROM 2.0 – 4 BAY BELLEVUE

★ Shelf Strip Update

AGE SPECIALISTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS
		
		
		
 Hygiene Station		Service Menu Makeup Heroes  Hygiene Station



*Glass dome cover to be placed over tool

NORDSTROM 2.0 – 5 BAY

- Doors:
- #220 Michigan Ave
 - #425 Valley Fair

★ Shelf Strip Update



*Glass dome cover to be placed over tool

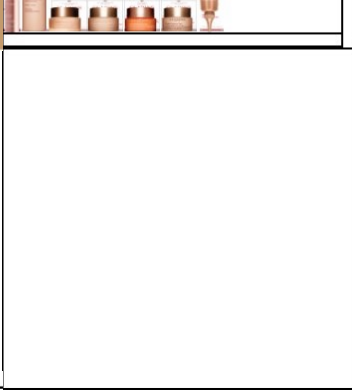
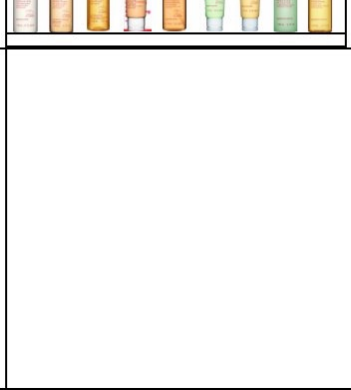
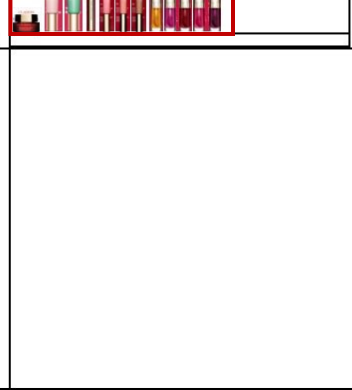
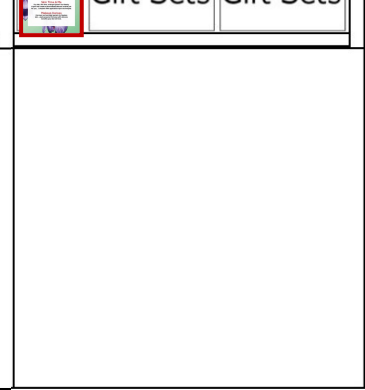
	AGE SPECIALISTS	SKINCARE SPECIALISTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS
			Hydra-Essentiel Removed	
			Gift Sets Gift Sets Gift Sets	

NORDSTROM 3.0 – 4 BAY NYC

★ Shelf Strip Update



*Glass dome cover to be placed over tool

	AGE SPECIALISTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS	TARGETED TREATMENTS
				
				
				
				

*Converting to 5 Bay following Precious install (will confirm exact date; share details)
** Service menu to be placed on current 5 bay shelving next to bay 4 until bay 5 retrofit



NON-INNOVATION DOORS

LIVE 3.1.23

- Backwalls
- Caselines





TOP OF COUNTER CALENDAR



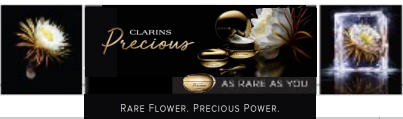
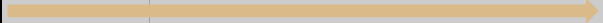
NORDSTROM PRECIOUS DOORS

Caseline Doors:

- #25 Washington Square
- #321 Brea
- #345 Santa Anita
- #322 Cerritos
- #360 Fashion Valley
- #380 Fashion Square
- #422 Palo Alto
- #600 Tysons Corner
- #623 Montgomery Mall

Backwall Doors:

- #223 Old Orchard
- #228 Somerset
- #37 Cherry Creek
- #421 Walnut Creek
- #520 Paramus
- #621 Pentagon City

Counter Focus	February on counter 2/1 – 2/28	March (3/1 Live Date) Precious	April Precious Cont'D
Small Bar Precious		Precious 	
Generic Backwall Glorifier		Precious 	
In Case Glorifier		Precious 	
Lightbox	Double Serum Eye (Select Doors Only) 	Precious (Select Doors Only) 	



LAUNCH DISPLAY



SMALL BAR PRECIOUS (LIT)

- Precious Lotion
- Precious La Crème
- Precious L'outil

- Precious La Crème Yeux
- Precious La Crème



Dome cover over tool

Pedestal for La Crème

**Display unit comes with suction to keep on hand to help change out the visuals*
***Unit to be cleaned with micro fiber cloth*



BACKWALL PLANOGRAMS

NORDSTROM OPEN SELL WALL – 2 BAY

Doors:

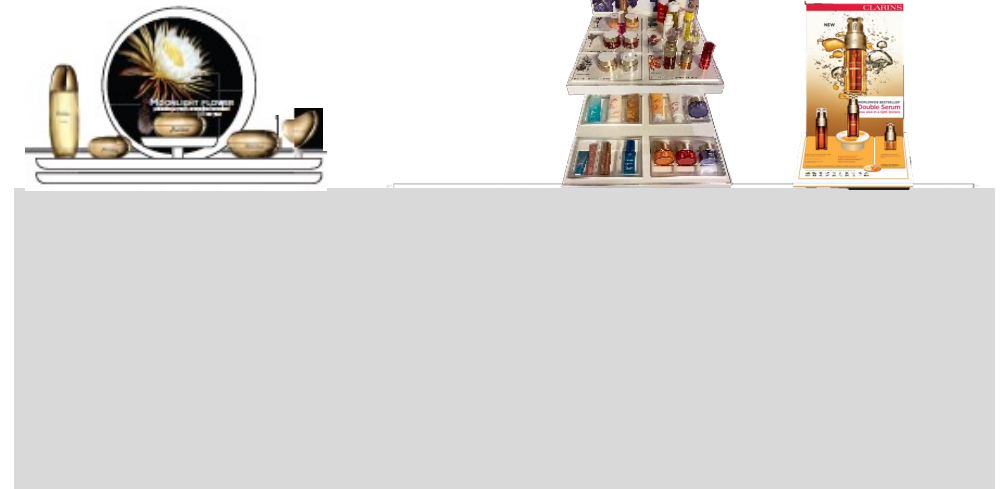
- #421 Walnut Creek
- #37 Cherry Creek
- #621 Pentagon City
- #228 Somerset

[illegible]

OPEN SELL WALL / TOP OF COUNTER DISPLAYS – WALNUT CREEK

[illegible]

TABLE TOP



**Remove makeup on counter to allow space for Precious unit*

OPEN SELL WALL / TOP OF COUNTER DISPLAYS – CHERRY CREEK

[illegible]

TABLE TOP

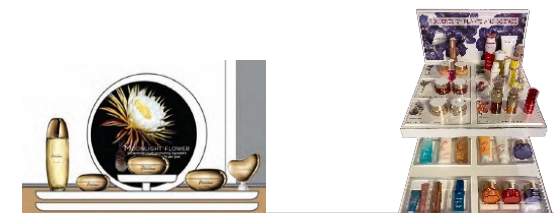


**Remove makeup on counter to allow space for Precious unit*

OPEN SELL WALL / TOP OF COUNTER DISPLAYS – PENTAGON CITY

[illegible]

TABLE TOP



**Remove makeup on counter to allow space for Precious unit*

CASH WRAP



**Keep makeup heroes
stocker at cash wrap*

OPEN SELL WALL / TOP OF COUNTER DISPLAYS – SOMERSET

[illegible]

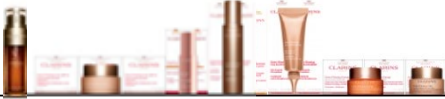
TABLE TOP



**Remove makeup on counter to allow space for Precious unit*

NORDSTROM OPEN SELL WALL – 3 BAY

- Doors:
- #223 Old Orchard
 - #520 Garden State

	CLARINS	
		
		
		
		
Gift Set Gift Set Gift Set Gift Set Gift Set	Gift Set Gift Set Gift Set Gift Set Gift Set	Gift Set Gift Set Gift Set Gift Set Gift Set

CLEANSERS
DOUBLE SERUM LIGHT
HYDRA-ESSENTIAL & TARGETED TREATMENTS
BODY CARE & SELF TAN
GIFT SETS

DS + SUPER RESTORATIVE & NUTRI-LUMIERE
TOTAL EYE LIFT
DS + EXTRA-FIRMING
DSL + MULTI-ACTIVE
GIFT SETS

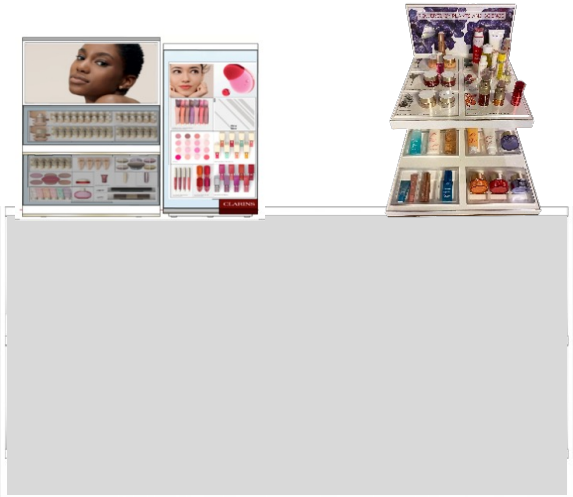
PRECIOUS
GIFT SETS

OPEN SELL WALL / TOP OF COUNTER DISPLAYS – OLD ORCHARD

	CLARINS	
Gift Set Gift Set Gift Set Gift Set Gift Set	Gift Set Gift Set Gift Set Gift Set Gift Set	Gift Set Gift Set Gift Set Gift Set Gift Set

CLEANSERS	DS + SUPER RESTORATIVE & NUTRI-LUMIERE	PRECIOUS
DOUBLE SERUM LIGHT	TOTAL EYE LIFT	GIFT SETS
HYDRA-ESSENTIAL & TARGETED TREATMENTS	DS + EXTRA-FIRMING	
BODY CARE & SELF TAN	DSL + MULTI-ACTIVE	
GIFT SETS	GIFT SETS	

FRONT TABLE



SIDE TABLE



OPEN SELL WALL / TOP OF COUNTER DISPLAYS – GARDEN STATE

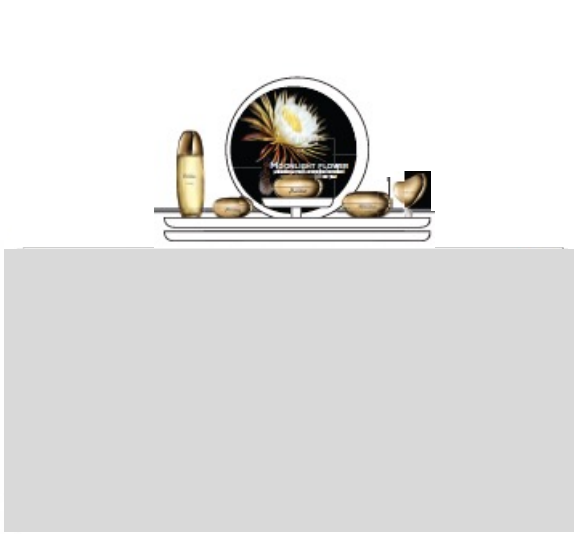
	CLARINS	
Gift Set Gift Set Gift Set Gift Set Gift Set	Gift Set Gift Set Gift Set Gift Set Gift Set	Gift Set Gift Set Gift Set Gift Set Gift Set

- CLEANSERS
- DOUBLE SERUM LIGHT
- HYDRA-ESSENTIAL & TARGETED TREATMENTS
- BODY CARE & SELF TAN
- GIFT SETS
- DS + SUPER RESTORATIVE & NUTRI-LUMIERE
- TOTAL EYE LIFT
- DS + EXTRA-FIRMING
- DSL + MULTI-ACTIVE
- GIFT SETS
- PRECIOUS
- GIFT SETS

FRONT TABLE



SIDE TABLE

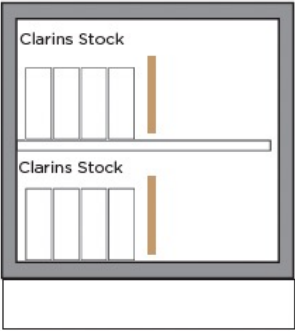


**Remove makeup on counter to allow space for Precious unit*



CASELINE PLANOGRAMS

CASELINE OVERVIEW



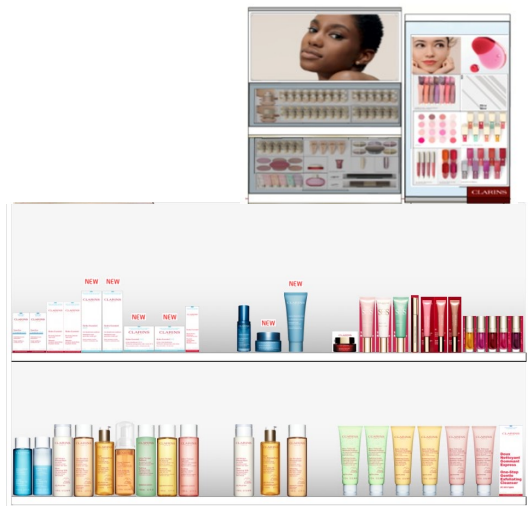
Side View



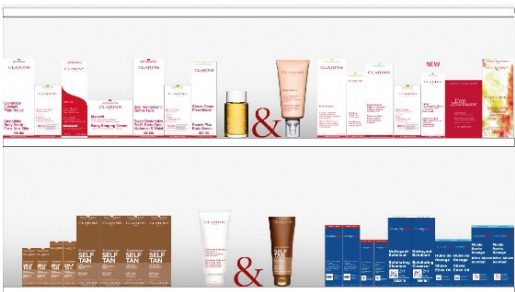
Front View

CASELINE PLANOGRAM – SANTA ANITA

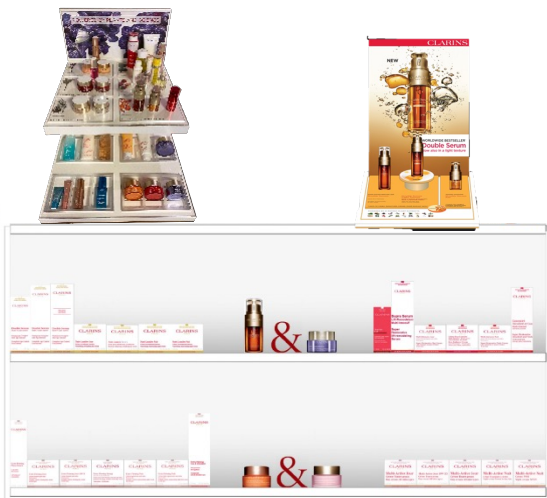
CASELINE #1 – HYDRA
ESSENTIAL/MAKEUP HEROS/CLEANSERS



CASELINE #2 – BODY/SELF
TAN/MENS



CASELINE #3 ANTI-AGING

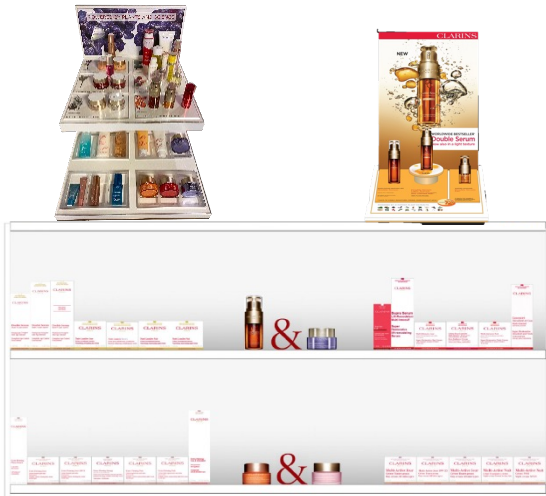


CASELINE #4 PRECIOUS

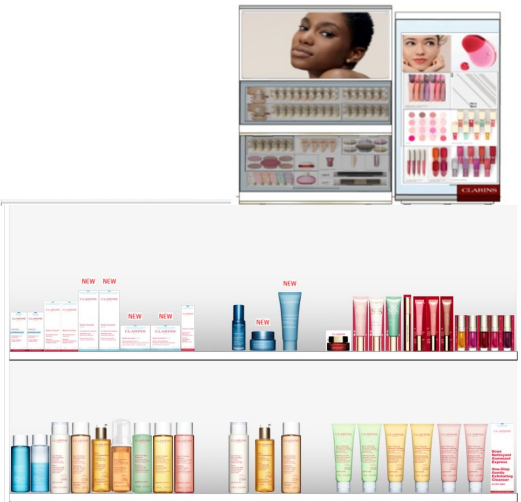


CASELINE PLANOGRAM – BREA

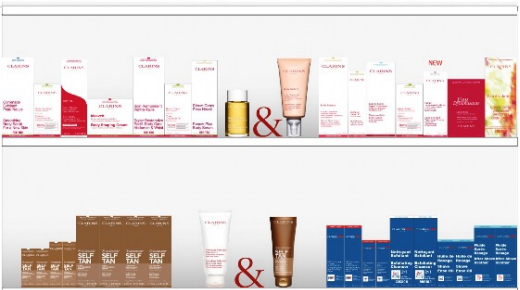
CASELINE #1 ANTI-AGING



CASELINE #1 – HYDRA
ESSENTIAL/MAKEUP HEROS/CLEANSERS



CASELINE #3 – BODY/SELF
TAN/MENS

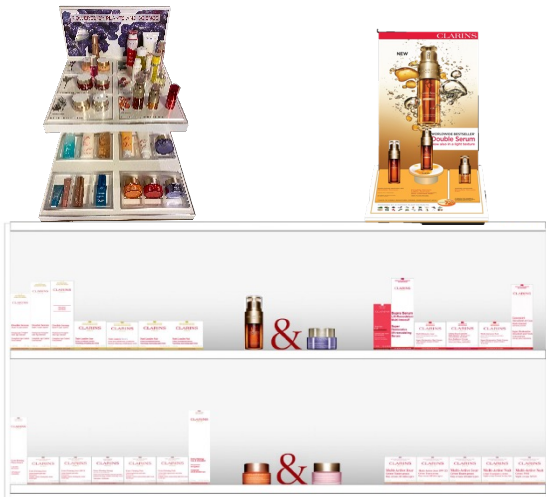


CASELINE #4 PRECIOUS



CASELINE PLANOGRAM – MONTGOMERY

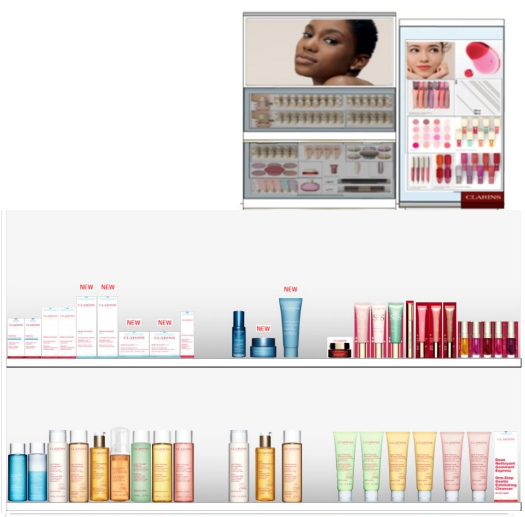
CASELINE #1 ANTI-AGING



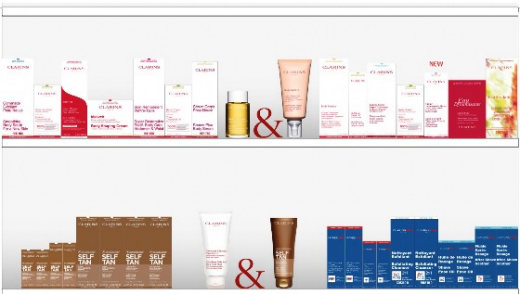
CASELINE #2 PRECIOUS



CASELINE #1 – HYDRA
ESSENTIAL/MAKEUP HEROS/CLEANSERS



CASELINE #4 – BODY/SELF
TAN/MENS

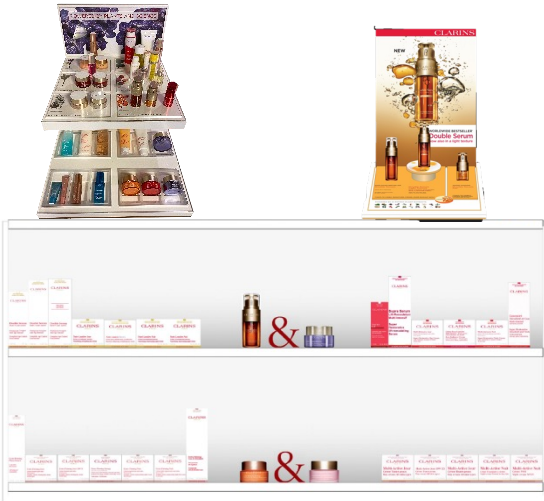


CASELINE PLANOGRAM – CERRITOS

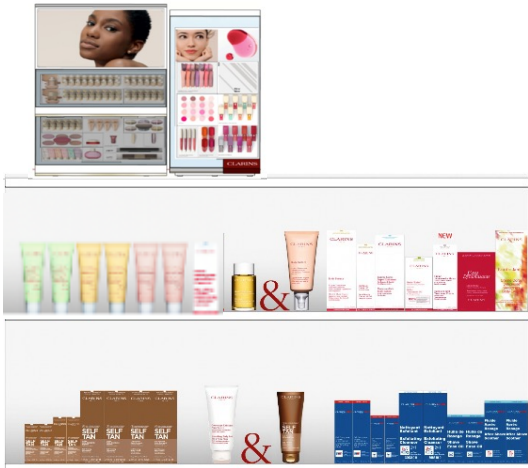
CASELINE #1 PRECIOUS



CASELINE #2 ANTI-AGING

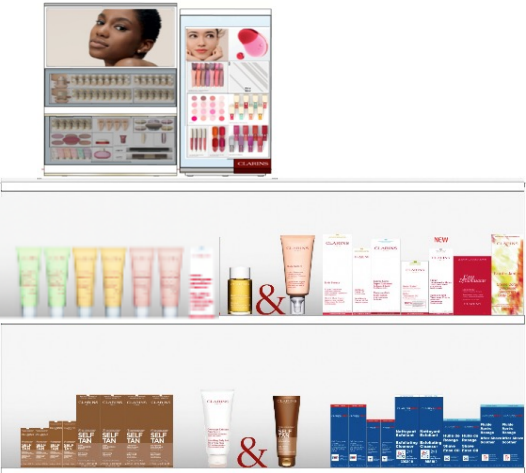


CASELINE #3 – CLEANSERS/BODY/SELF TAN/MENS

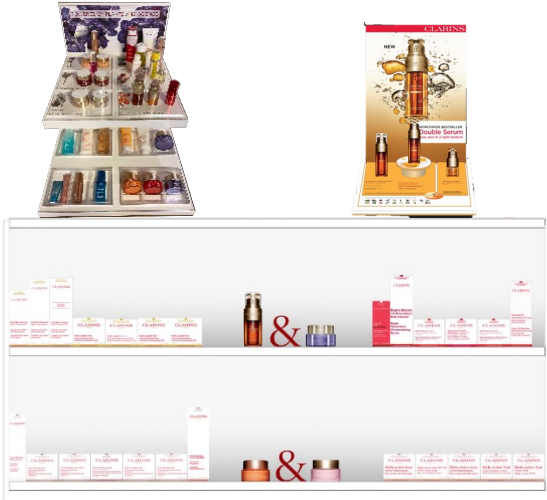


CASELINE PLANOGRAM – TYSONS CORNER

CASELINE #1 – CLEANSERS/BODY/SELF TAN/MENS



CASELINE #2 ANTI-AGING

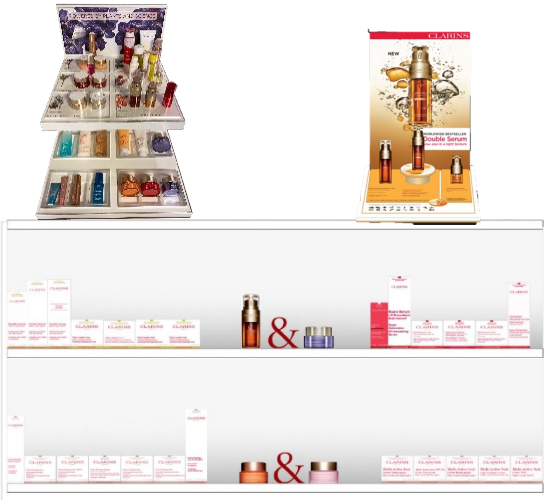


CASELINE #3 PRECIOUS

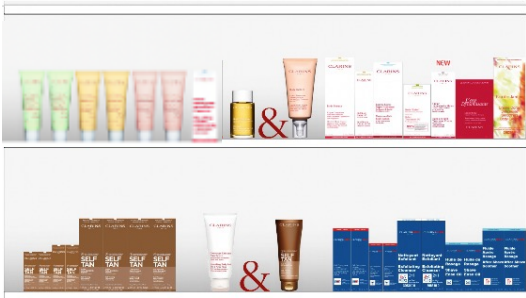


CASELINE PLANOGRAM – FASHION VALLEY

CASELINE #1 ANTI-AGING



CASELINE #2 – CLEANSERS/BODY/SELF TAN/MENS

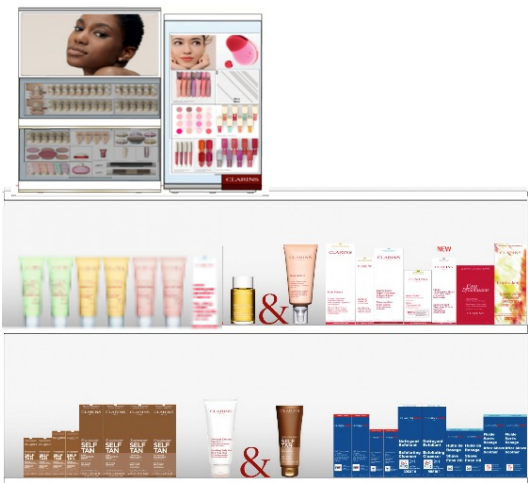


CASELINE #3 PRECIOUS



CASELINE PLANOGRAM – PALO ALTO

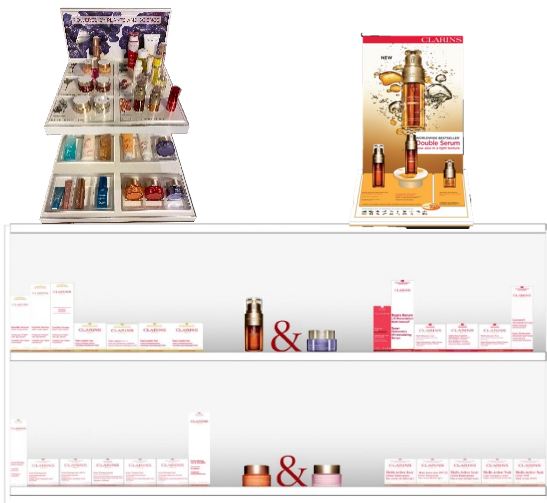
CASELINE #1 – CLEANSERS/BODY/SELF TAN/MENS



CASELINE #2 PRECIOUS



CASELINE #3 ANTI-AGING

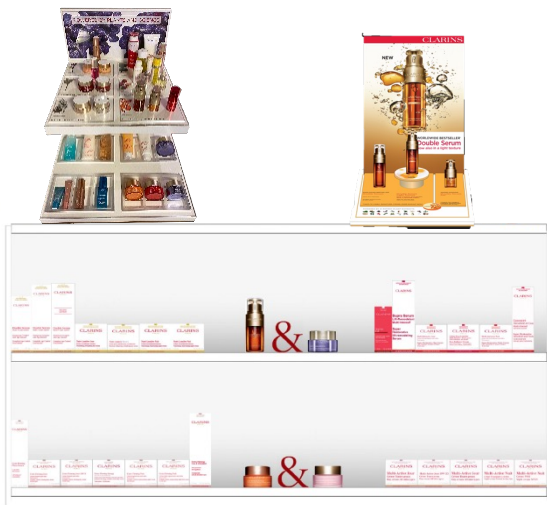


CASELINE PLANOGRAM – FASHION SQUARE

CASELINE #2 PRECIOUS



CASELINE #3 ANTI-AGING

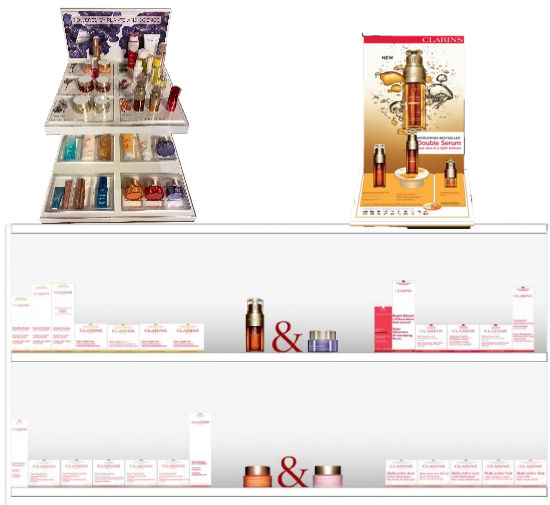


CASELINE PLANOGRAM – WASHINGTON SQUARE

CASELINE #2 PRECIOUS



CASELINE #3 ANTI-AGING



NYO Visual Merchandising Contact List



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Department Stores
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Lauren Hickman

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

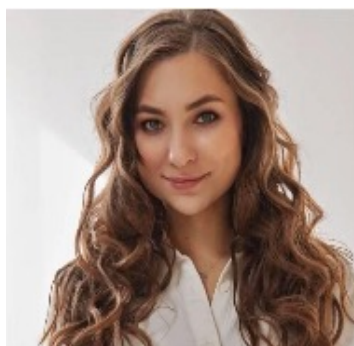
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Ulta@Target
Sephora
Sephora@Kohl's
Military
Factory Stores



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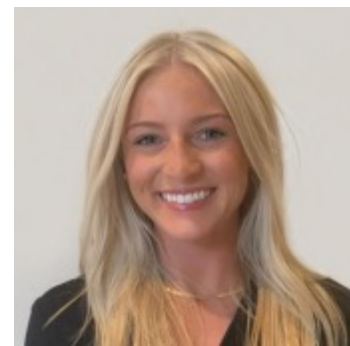
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