

SOS PRIMER & EYE
CAMPAIGN LIVE DATE:
10/2/23



★macy's

bloomingdale's

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

Installation Doors/Select Doors

MAKEUP FOCUS		SEPTEMBER INSTANT CONCEALER JOLI ROUGE	OCTOBER OMBRE MONO EYESHADOW & SOS PRIMER	NOVEMBER HOLIDAY
Makeup FTD	Joli Rouge			
Makeup In Case	Joli Rouge			
Makeup GTU White Module	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

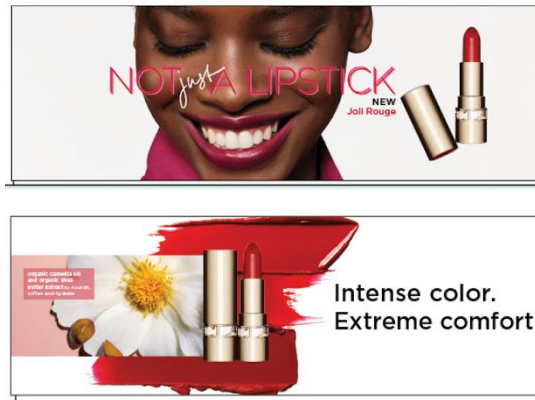
FEATURE TESTER DISPLAY

NO CHANGES



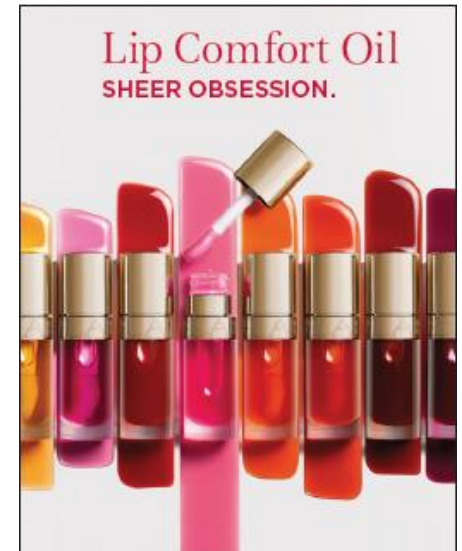
IN CASE

NO CHANGES



LIGHTBOX

NO CHANGES



NEW LAUNCH FOCUS DISPLAY

MODULES



**M95 Module SOS
Primers**



**MHR1bis Module Makeup Hero's
Instant Smooth & SOS
(Select Doors)**



**H122 Ombre Mono
Eyeshadow 6 Shades**

LAUNCH VISUALS



Texture Visual, H21



Prime & Correct, M6

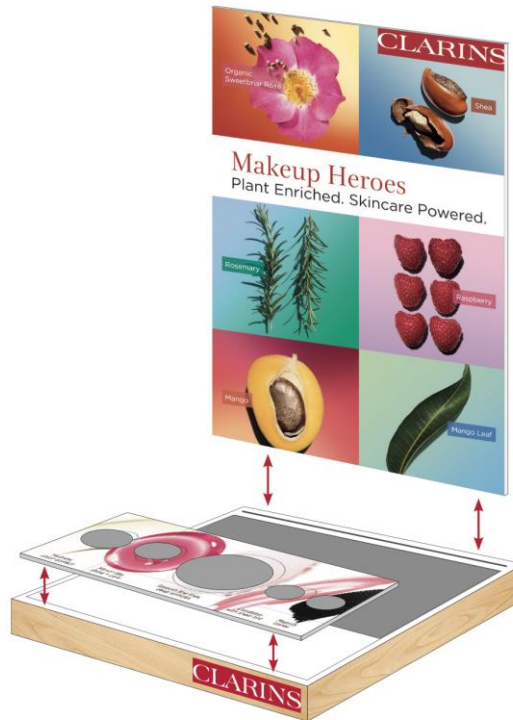
NEW LAUNCH FOCUS DISPLAY

STOCKER UPDATES

The Makeup Hero Stocker has an update for new SOS Primer's package with another cap size



- 1 Insert riser, sliding into grooves on back of display



- 2 If old package sold through, attach spacers with double stick tape peeled off, to the both sides of Lip Perfecter row so the secondary package will fit tightly.



- 3 Place products as shown, testers in the front template, saleables in the back.



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

Large



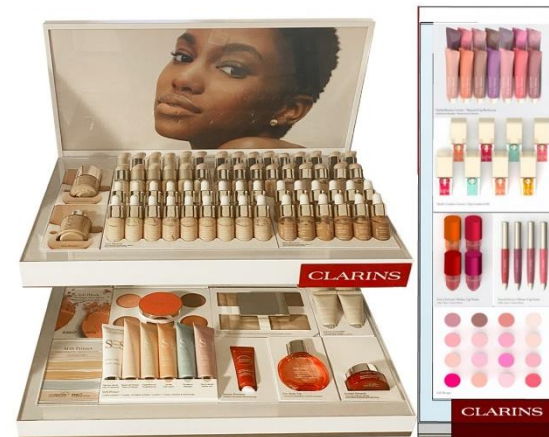
Small



Medium



XS Small



LARGE INSTALLATION DOORS ONLY



Instructions:

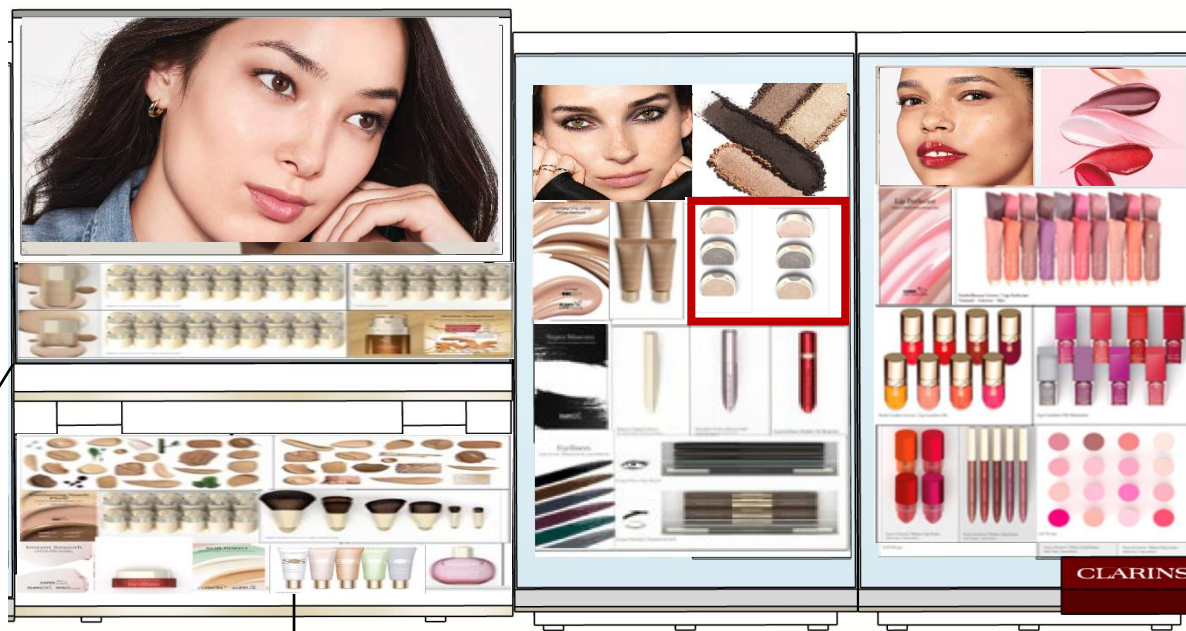
Discard

- MHR1 Module Makeup Hero's Instant Smooth & SOS Module
- M56 Module SOS Primers
- H62 Module Instant Poreless
- M24 Module Mirror

Add

- H122 Module Ombre Mono Eyeshadow x2
- NEW MHR1bis Module Makeup Hero's Instant Smooth & SOS
- NEW H21 Texture Visual
- NEW M95 Module SOS Primers
- H21 Instant Smooth Texture Visual

***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

- H21 SOS Primer
- M56 Module SOS Primers
- H62 Module Instant Poreless

Add

- H122 Module Ombre Mono Eyeshadow x2
- H21 Instant Smooth Texture Visual
- NEW H21 Texture Visual
- NEW M95 Module SOS Primers

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

SMALL



Instructions:

Discard

- M56 Module SOS Primers
- H21 Visual Everlasting Youth Texture
- H84 Module Everlasting Concealer

Add

- NEW M95 Module SOS Primers
- H125 Module Instant Concealer
- H122 Module Ombre Mono Eyeshadow

***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

- M56 Module SOS Primers
- H21 Visual Everlasting Youth Texture

Add

- NEW M95 Module SOS Primers
- H122 Module Ombre Mono Eyeshadow

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

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

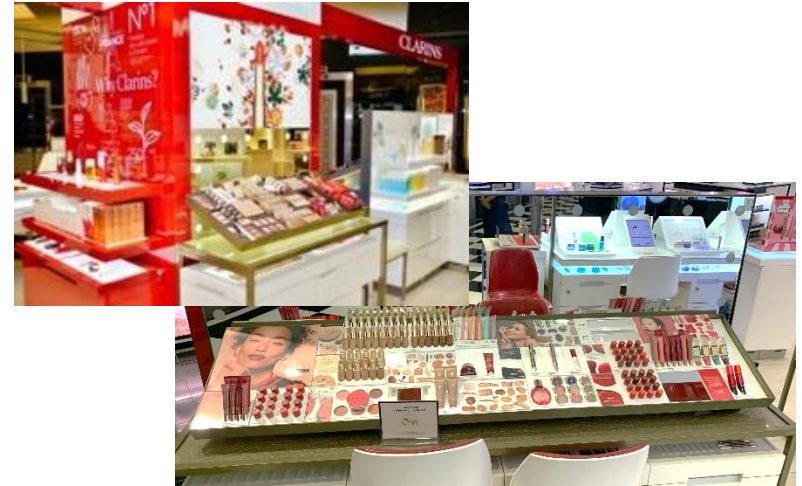
CUSTOM MAKEUP BAR

**Macys State Street, Herald Square,
Bloomingdales Ala Moana**



(State Street Only)

Bloomingdales NYC



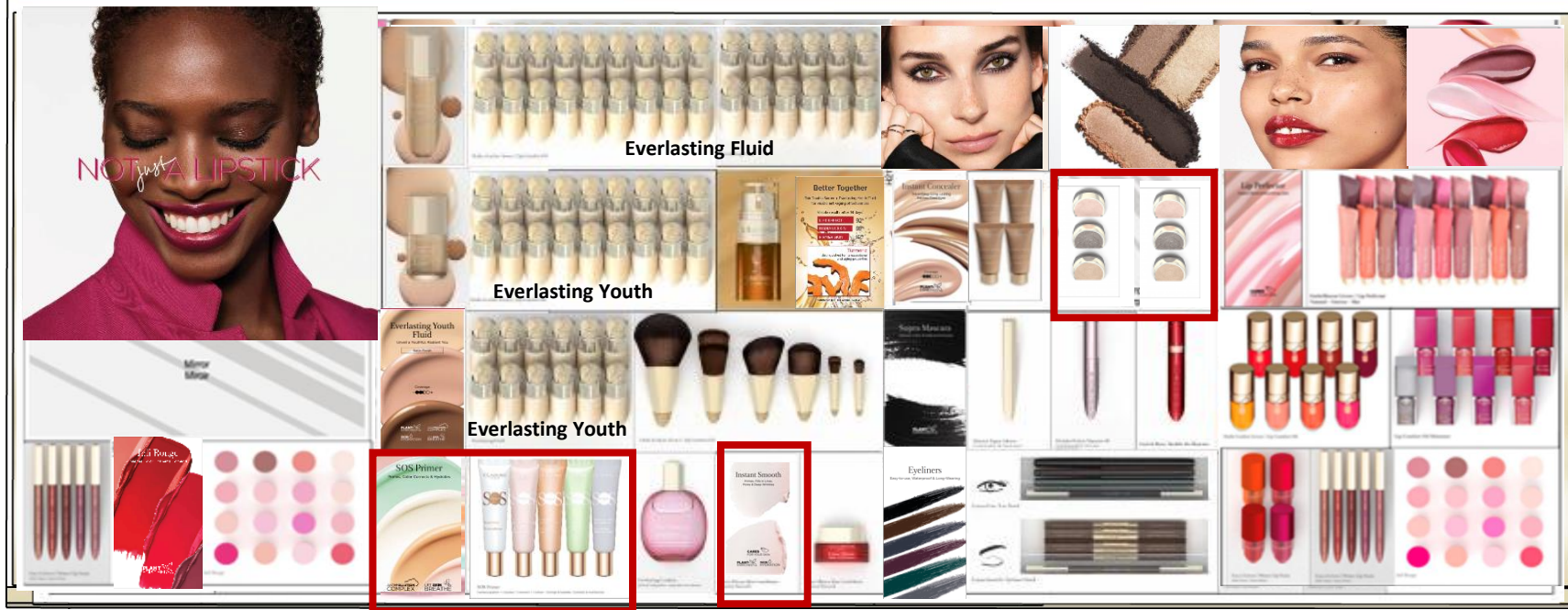
V2 Make up Bar (Multiple Locations)



Macy's South Coast Plaza



BLOOMINGDALES ALA MOANA MACYS HERALD SQUARE MACYS STATE STREET UNIT 1



Instructions:

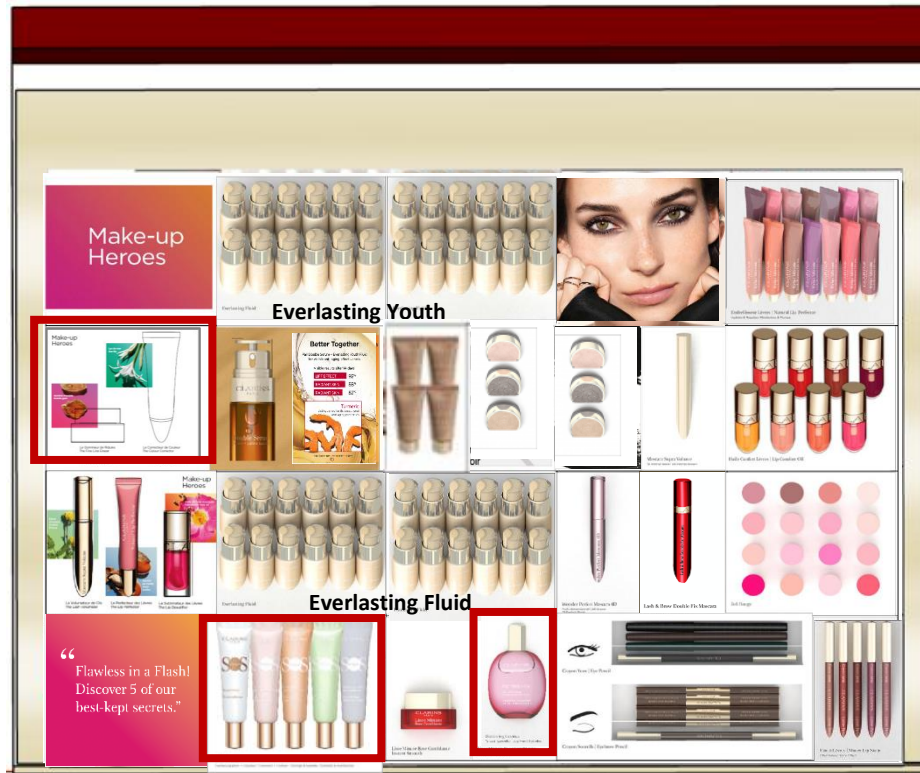
Discard

- M56 Module SOS Primers
- H62 Module Instant Poreless
- M24 Module Mirror
- H21 SOS Primer

Add

- H122 Module Ombre Mono Eyeshadow x2
- NEW H21 Texture Visual
- NEW M95 Module SOS Primers
- H21 Instant Smooth Texture Visual

***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

- MHR1 Module Makeup Hero's Instant Smooth & SOS
- M56 Module SOS Primers
- H62 Module Instant Poreless

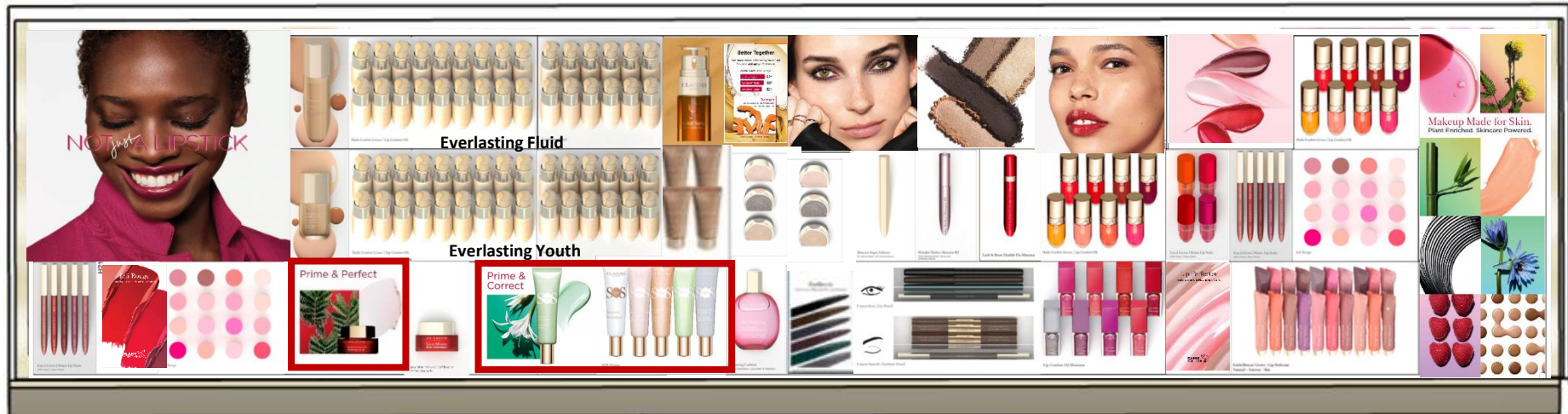
Add

- MHR1bis Module Makeup Hero's Instant Smooth & SOS
- NEW M95 Module SOS Primers
- H65 Module Fix Make-Up

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

BLOOMINGDALES 59th NYC

Unit 1



Discard

- M6 Visual Prime & Mattify
- H62 Module Instant Poreless
- M56 Module SOS Primers
- H21 Visual Refresh (Fix Make-Up)

Add

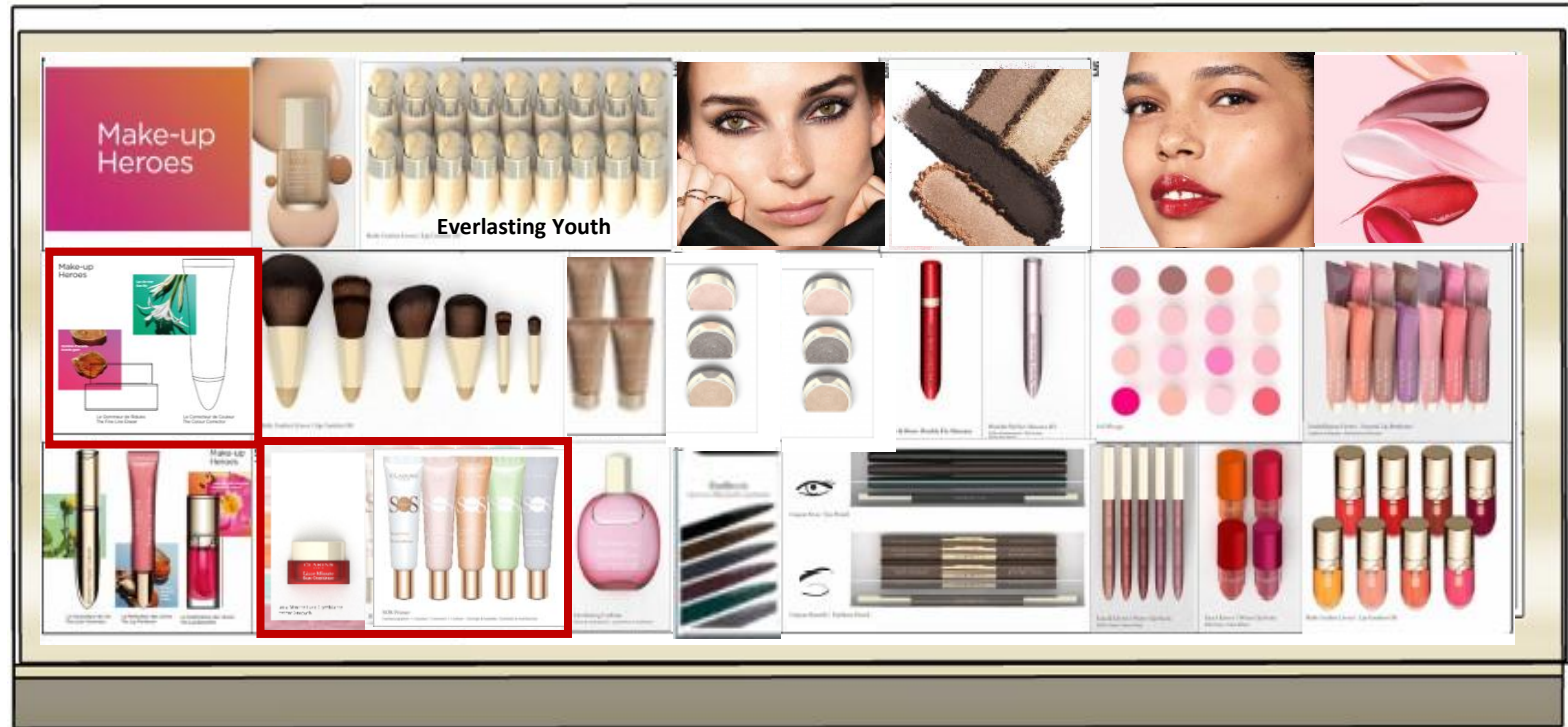
- H122 Module Ombre Mono Eyeshadow
- M6 Visual Prime & Perfect
- M6 SOS Primer
- NEW M95 Module SOS Primers

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

Instructions:

BLOOMINGDALES 59th NYC

Unit 2



Instructions:

Discard

- MHR1 Module Makeup Hero's Instant Smooth & SOS
- M56 Module SOS Primers
- H21 SOS Primer

Add

- MHR1bis Module Makeup Hero's Instant Smooth & SOS
- H21 Instant Smooth Texture Visual
- NEW M95 Module SOS Primers

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

Bloomingdale's Aventura, Tysons Corner



Instructions:

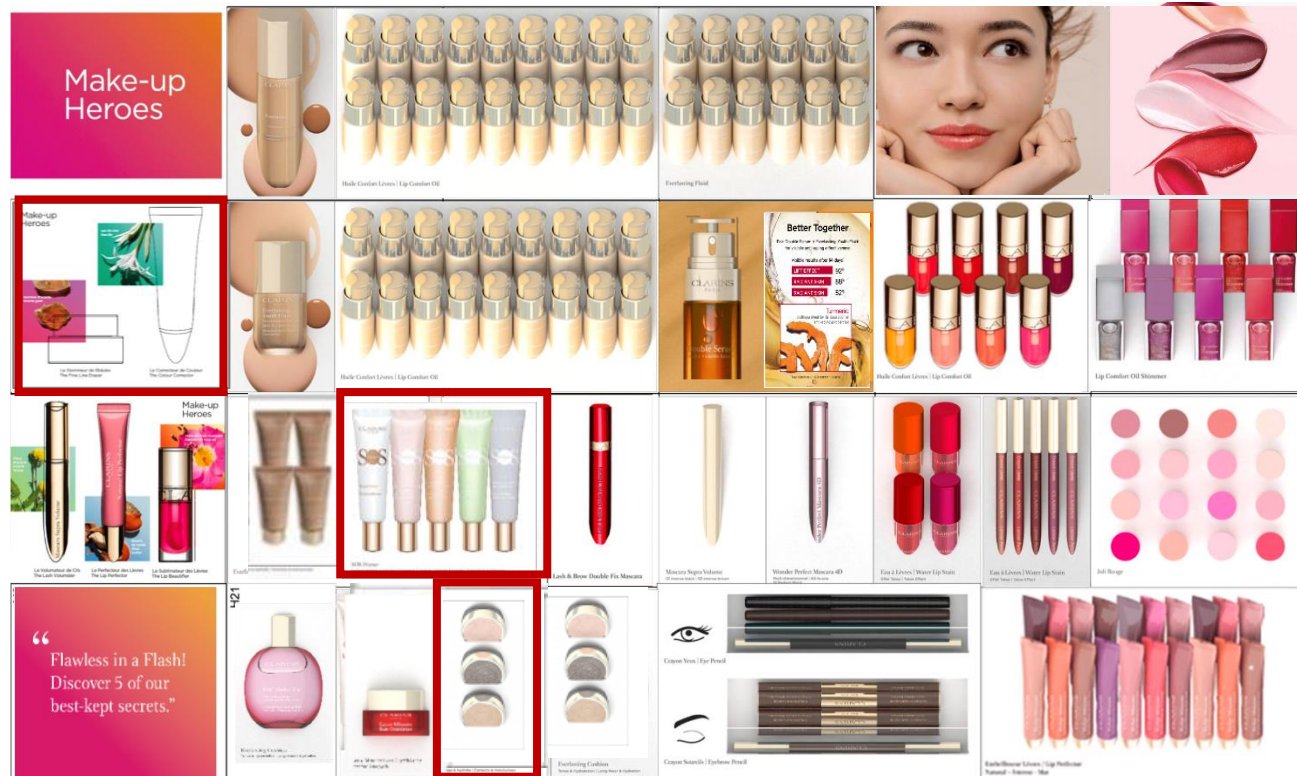
Discard

- M6 Visual Makeup Hero's
- M6 Visual Makeup Hero's Claim
- MHR1 Module Makeup Hero's Instant Smooth & SOS
- MHR2bis Module Makeup Hero's Lip & Mascara

Add

- NEW M95 Module SOS Primers
- H122 Module Ombre Mono Eyeshadow x2
- H18 Module Instant Smooth
- H18 Module Instant Smooth

***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

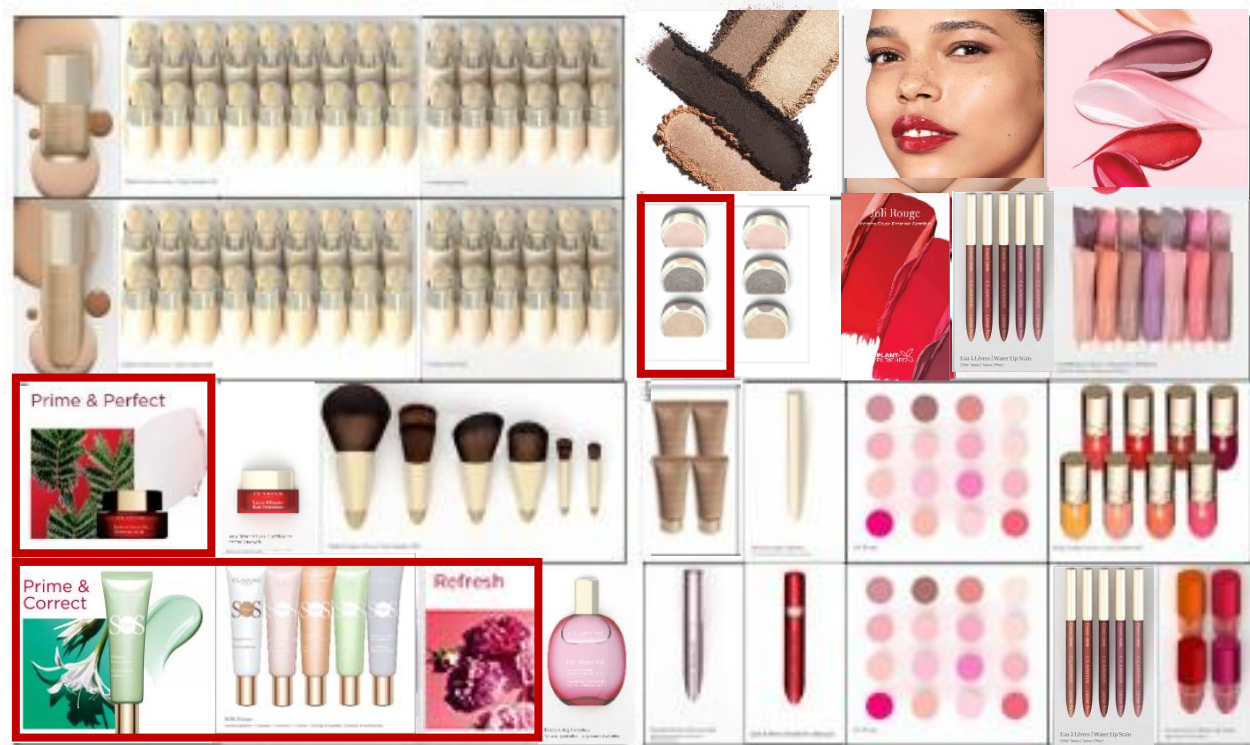
- M56 Module SOS Primers
- H21 SOS Primer
- MHR1 Module Makeup Hero's Instant Smooth & SOS

Add

- MHR1bis Module Makeup Hero's Instant Smooth & SOS
- H122 Module Ombre Mono Eyeshadow
- NEW M95 Module SOS Primers

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

BLOOMINGDALES SOUTH COAST PLAZA



Instructions:

Discard

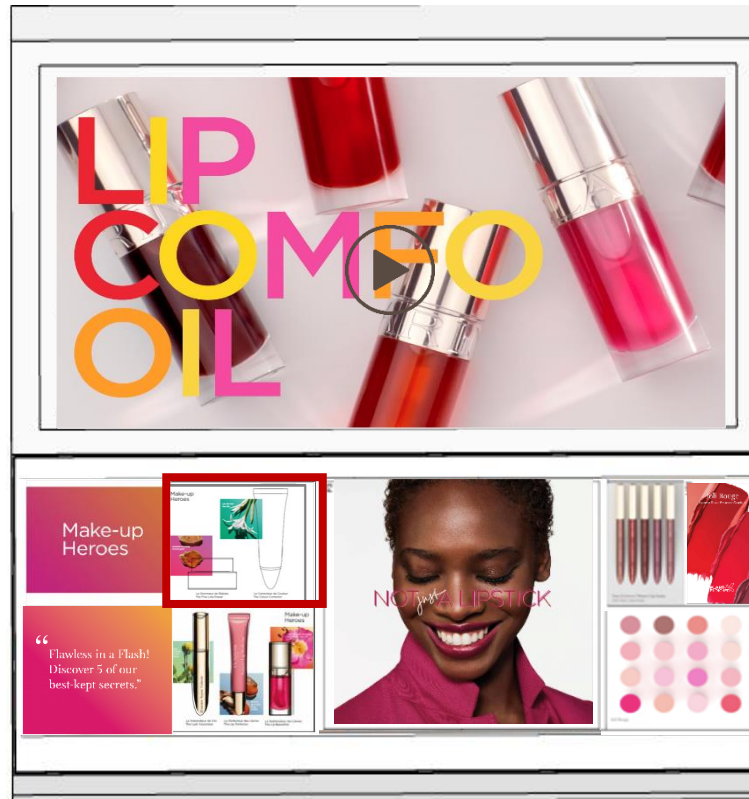
- M56 Module SOS Primers
- M6 Visual Prime & Mattify
- M6 Visual Prime & Correct
- H62 Module Instant Poreless
- H21 Visual Supra Mascara Texture

Add

- NEW M95 Module SOS Primers
- M6 SOS Primer
- M6 Visual Prime & Perfect
- H21 Visual Refresh (Fix Make-Up)
- H122 Module Ombre Mono Eyeshadow

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

MACYS SOUTH COAST PLAZA UNIT 1 – NEWNESS & HEROS



Instructions:

Discard

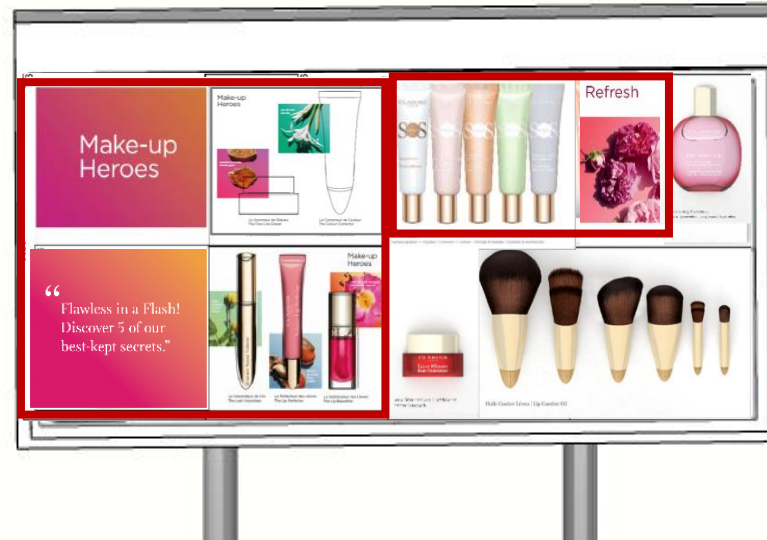
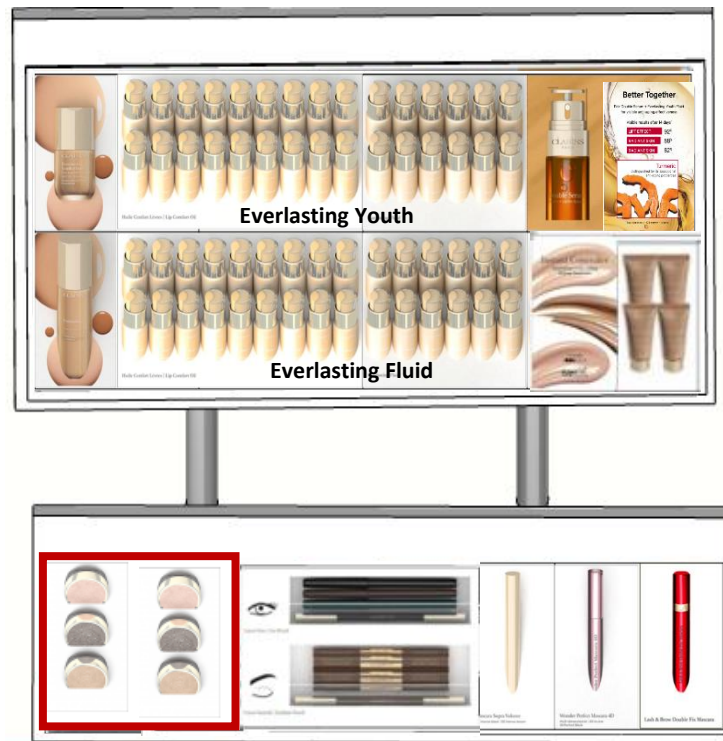
- MHR1 Module Makeup Hero's Instant Smooth & SOS

Add

- MHR1bis Module Makeup Hero's Instant Smooth & SOS

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

MACYS SOUTH COAST PLAZA UNIT 2 – FACING ASILE



Instructions

Discard

- H21 Visual Supra Mascara Texture
- M6 Visual Prime & Mattify
- H62 Module Instant Poreless
- M6 Visual Prime & Correct
- L26 Module SOS Primers
- M6 Visual Prime & Perfect
- H21 Visual Eyeliner Texture

Add

- H122 Module Ombre Mono Eyeshadow x2
- M6 Visual Makeup Hero's
- M6 Visual Makeup Hero's Claim
- MHR1bis Module Makeup Hero's Instant Smooth & SOS
- M95 Module SOS Primers
- H21 Visual Refresh (Fix Make-Up)

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

MACYS SOUTH COAST PLAZA UNIT 3 – FACING INSIDE



Instructions:

Discard

- H21 Visual Sos Primer Texture
- M56 Module SOS Primers

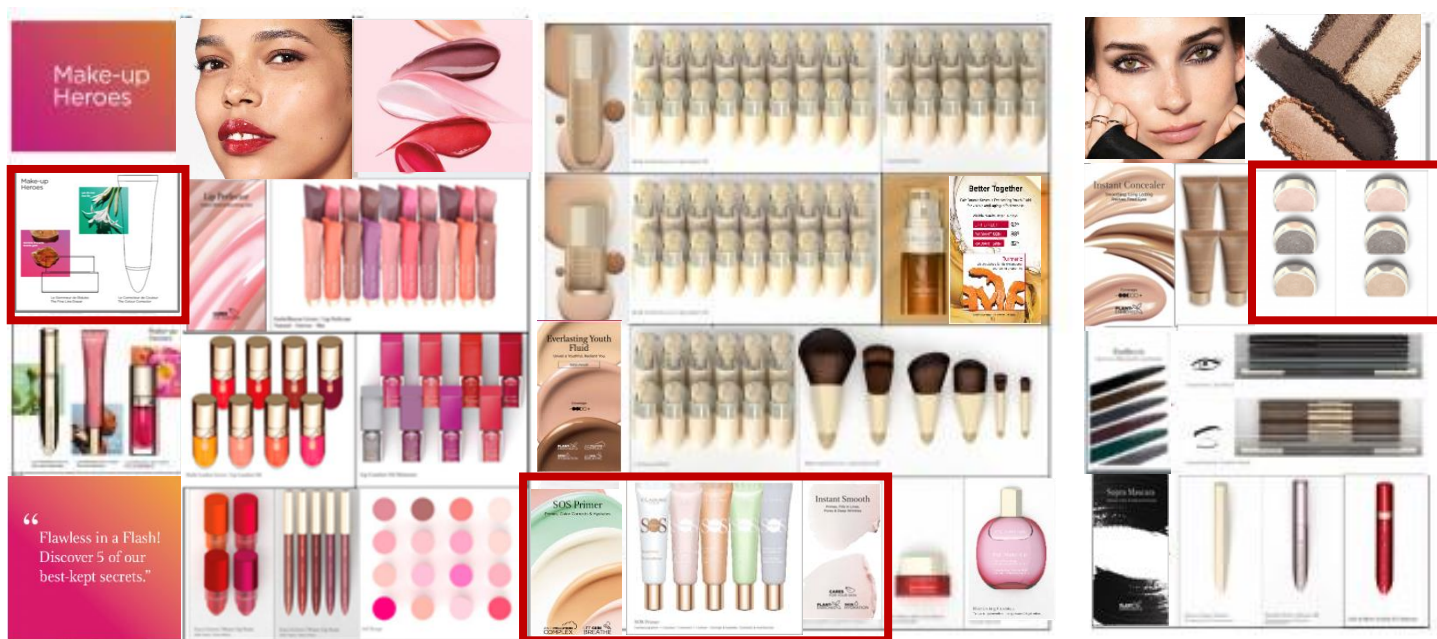
Add

- NEW H21 SOS Primer
- M95 Module SOS Primers

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

V2 Makeup Bar

Macys Aventura, Cross County, GSP, Westland , Victoria Gardens



Instructions:

Discard

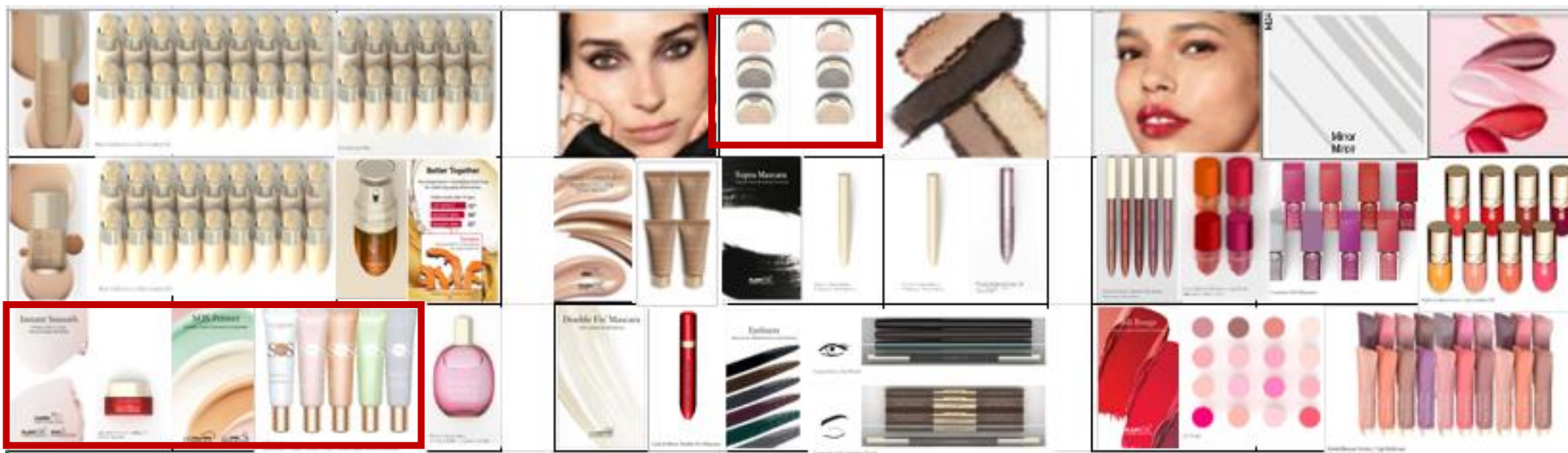
- H107 Module Lash & Brow Double Fix Mascara
- H70 Module Wonder Perfect 4D Mascara
- MHR1 Module Makeup Hero's Instant Smooth & SOS
- H21 Visual Sos Primer Texture
- M56 Module SOS Primers
- H62 Module Instant Poreless

Add

- H122 Module Ombre Mono Eyeshadow x2
- NEW MHR1bis Module Makeup Hero's Instant Smooth & SOS
- NEW H21 SOS Primer
- NEW M95 Module SOS Primers
- H21 Visual Instant Smooth Texture

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

MACY'S TYSONS CORNER, BOCA RATON, TOPANGA



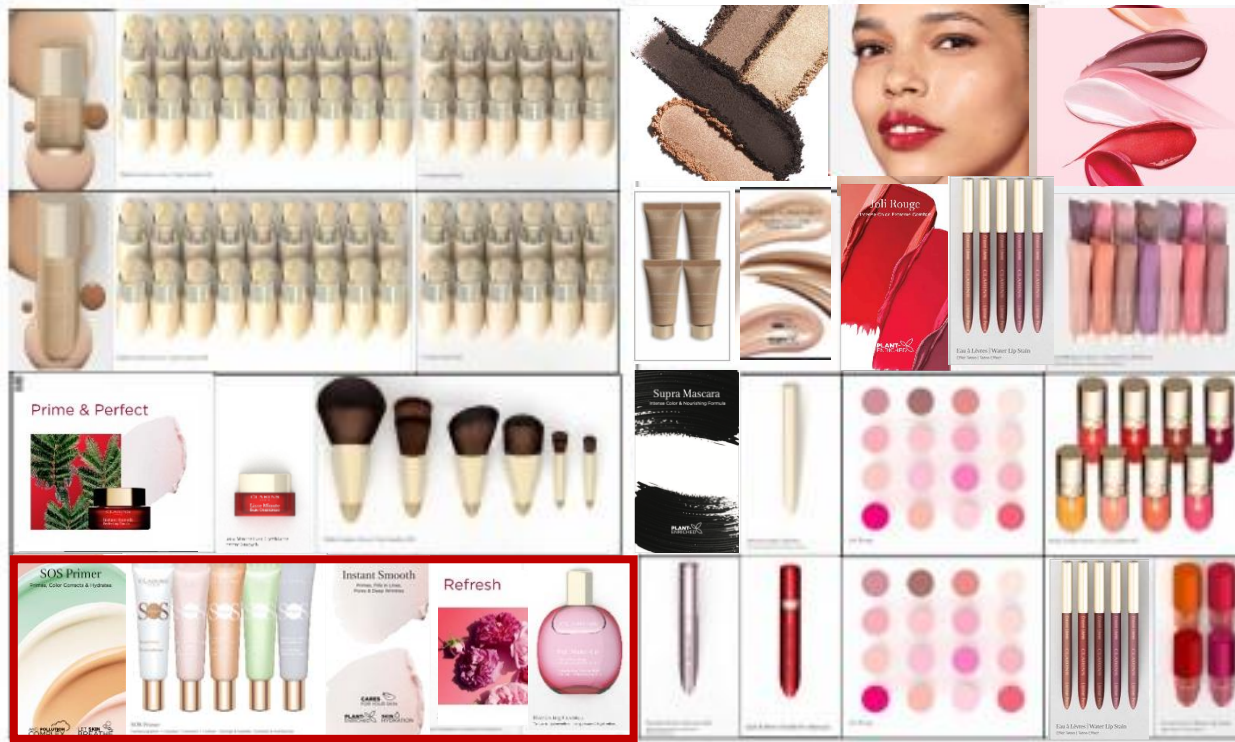
Instructions:

Add

- H122 Module Ombre Mono Eyeshadow x2
- NEW H21 SOS Primer
- NEW M95 Module SOS Primers
- H21 Visual Instant Smooth Texture
- H18 Module Instant Smooth

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

MACY'S DADELAND, SOUTH SHORE



Instructions:

Discard

- MHR1 Module Makeup Hero's Instant Smooth & SOS
- H21 Visual Sos Primer Texture
- M56 Module SOS Primers
- H62 Module Instant Poreless

Add

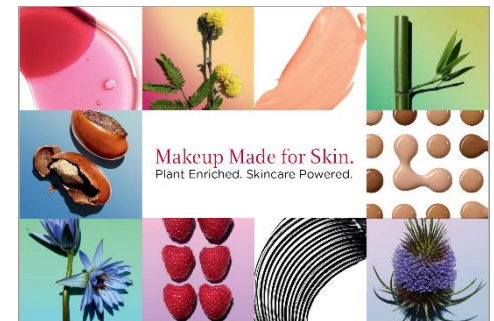
- NEW H21 SOS Primer
- NEW M95 Module SOS Primers
- H21 Visual Instant Smooth Texture
- H18 Module Instant Smooth
- H65 Module Fix Make-Up
- M6 Visual Prime & Perfect
- H21 Visual Refresh (Fix Make-Up)

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

Existing GTU

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





Instructions:

Discard

- M56 Module SOS Primers

Add

- NEW NEW M95 Module SOS Primers

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

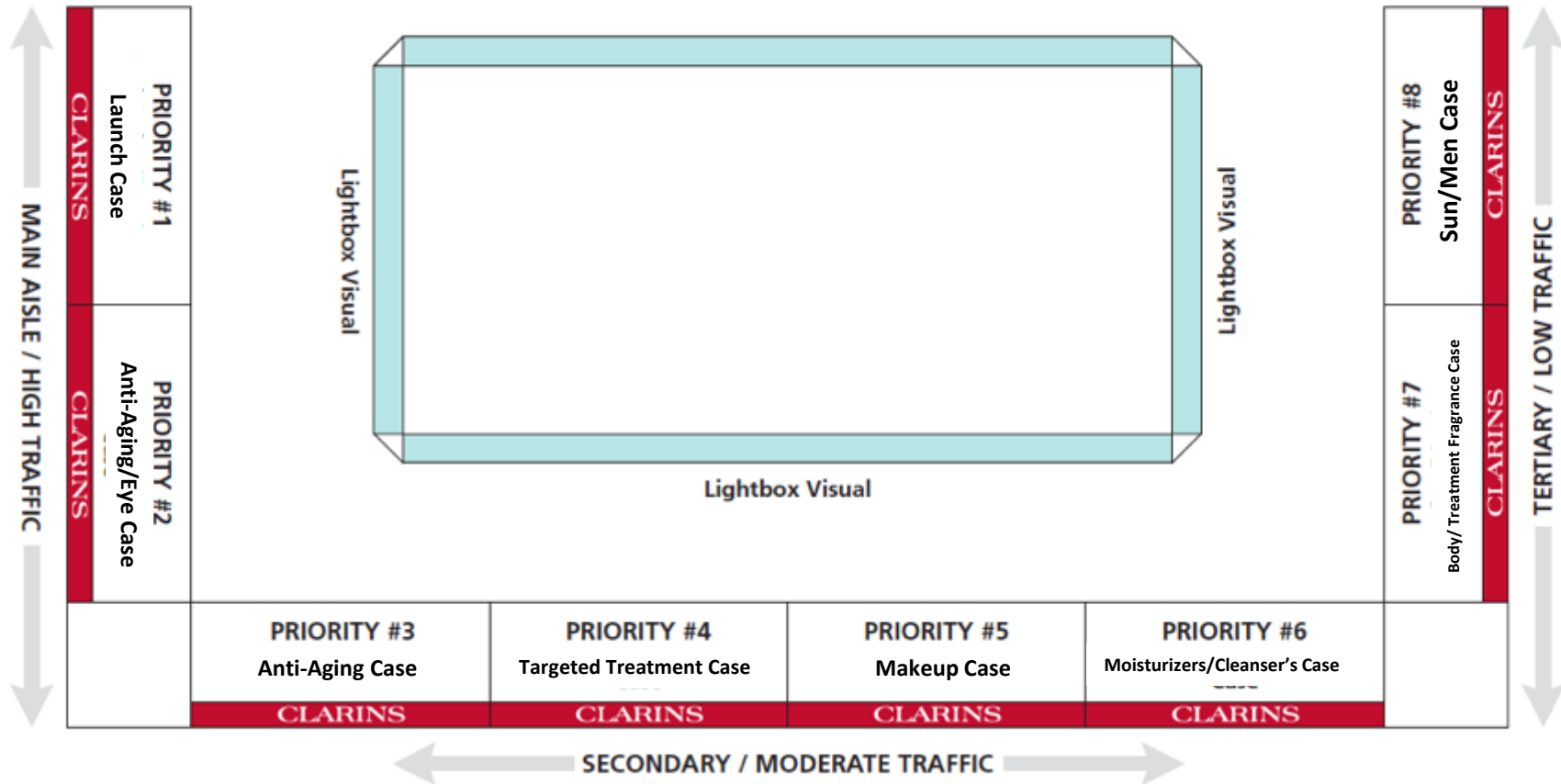
Large / Caseline Planogram

LARGE CASELINE DOORS

Follow these steps to determine your Case Priority placement for both Small & Large Doors.

1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
3. Merchandise counter according to your planogram and the guidelines provided.

LARGE DOOR EXAMPLE



LARGE CASELINE DOORS - 2 SHELF

PRIORITY #1 – LAUNCH



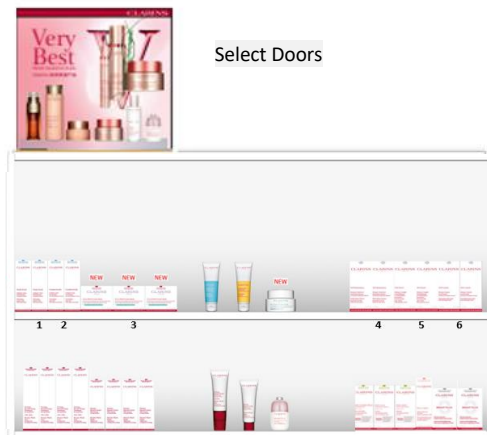
PRIORITY #2 ANTI-AGING



PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS



PRIORITY #5 – MAKEUP

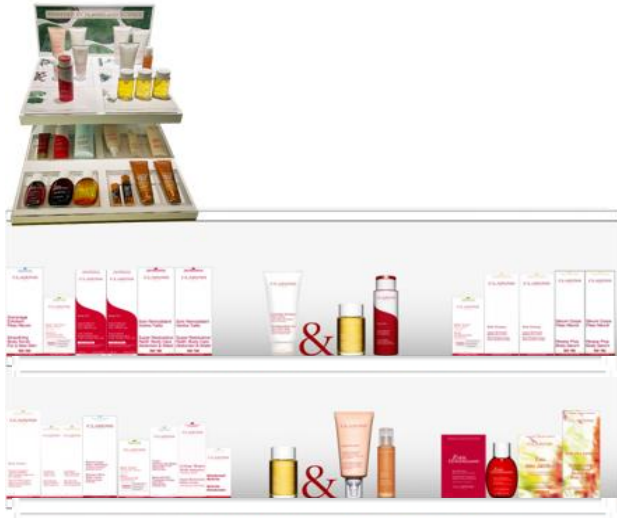


PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE



CASH DESK

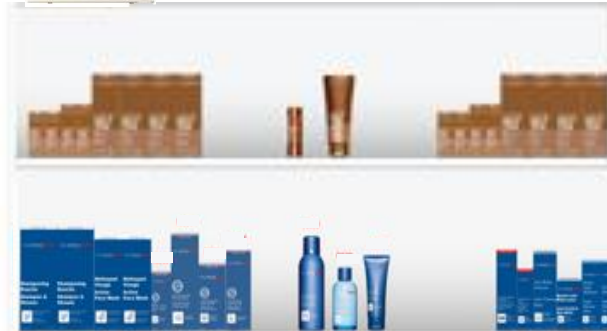
Select Doors



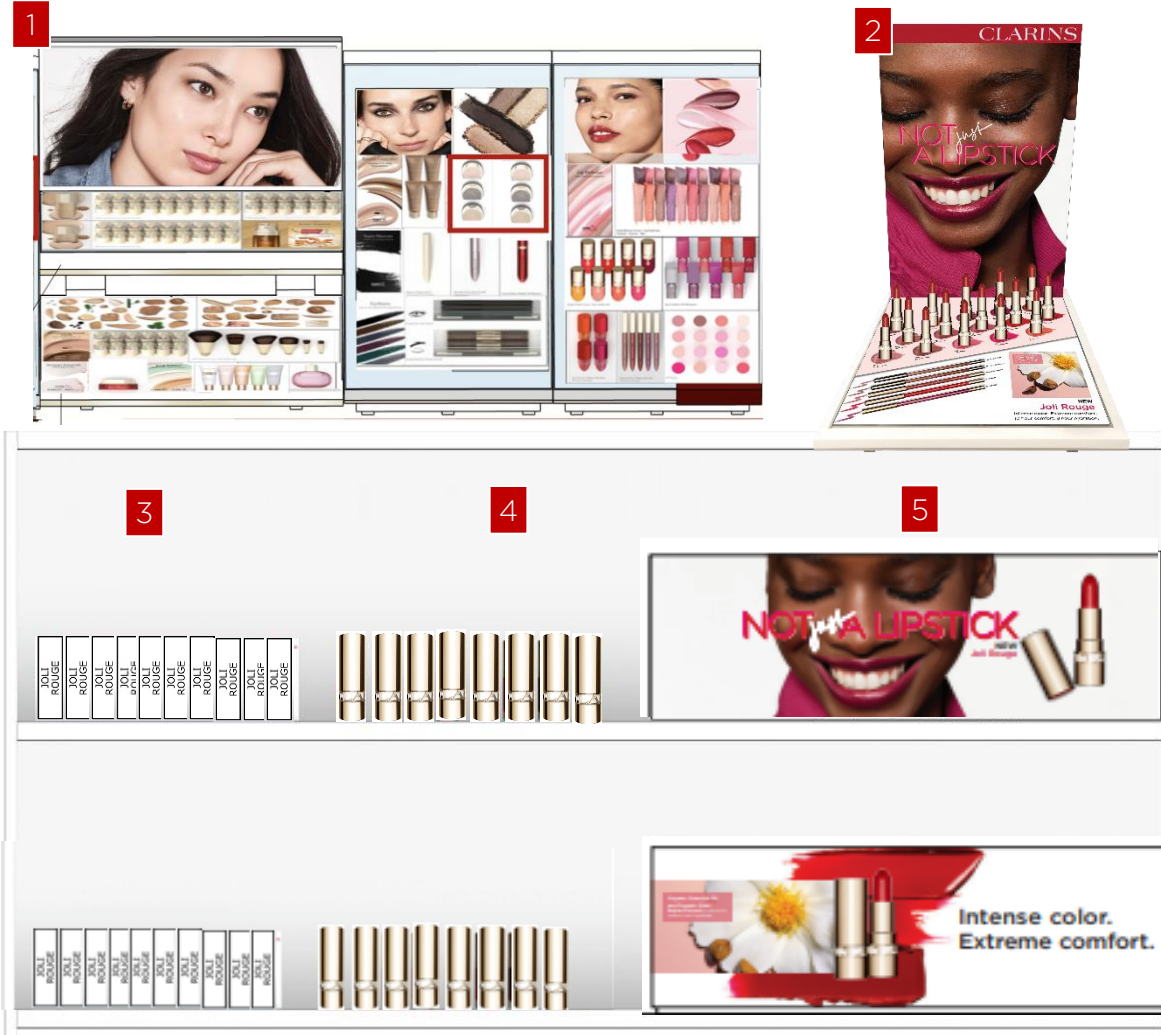
PRIORITY #8 SUN/MEN



Select Doors



LARGE #5 PRIORITY – MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Joli Rouge FTD
- 3 Joli Rouge Retail Product
- 4 Joli Rouge Testers
- 5 Joli Rouge Incase

*For 3 Shelf Caselines: Duplicate top and bottom rows

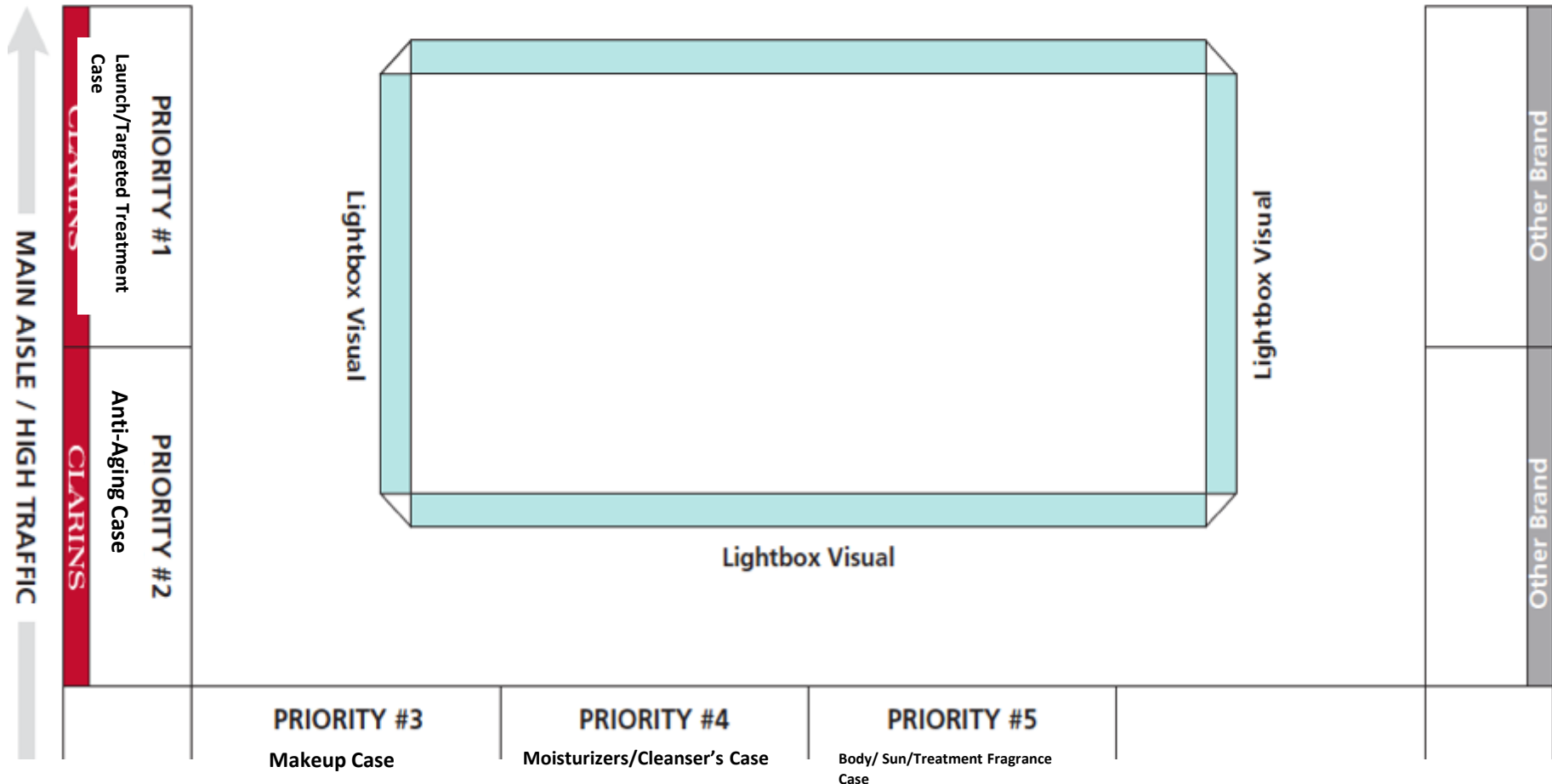
Small / Caseline Planogram

SMALL CASELINE DOORS

Follow these steps to determine your Case Priority placement for both Small & Large Doors.

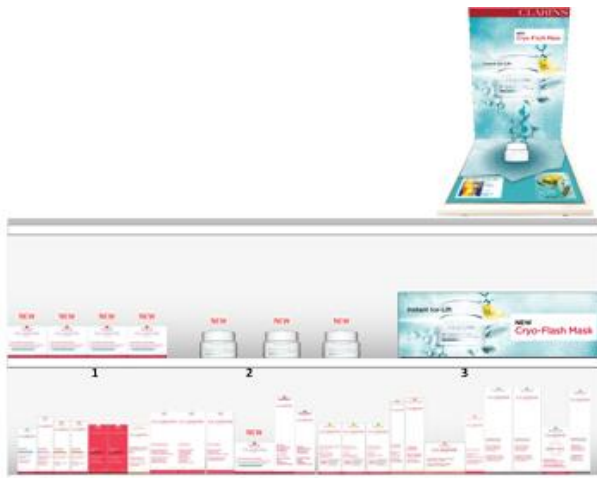
1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
3. Merchandise counter according to your planogram and the guidelines provided.

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



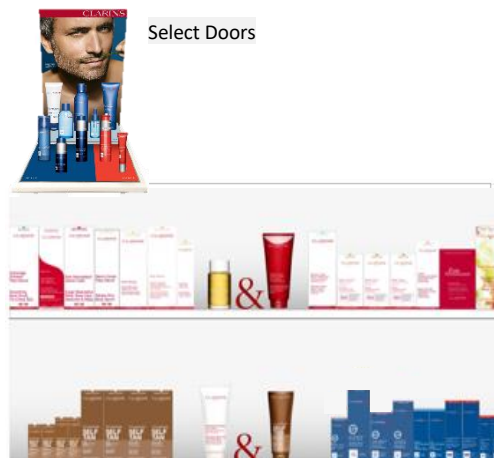
PRIORITY #3 – MAKEUP



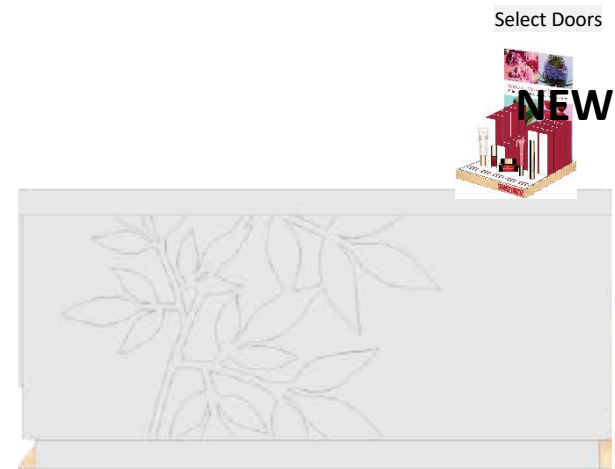
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK

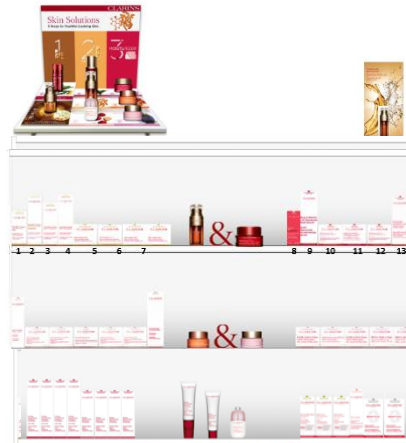


SMALL CASELINE DOORS – 3 SHELF

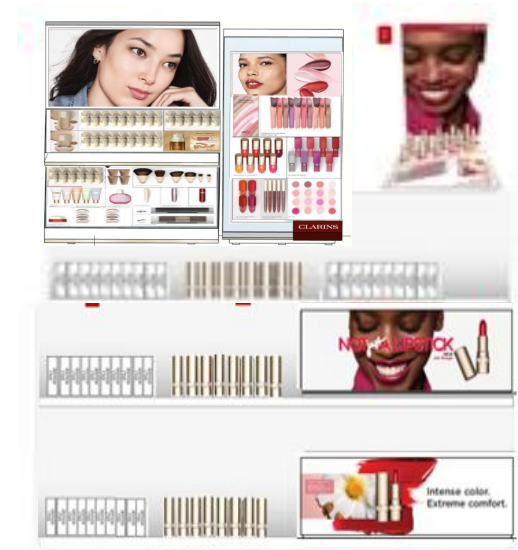
PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



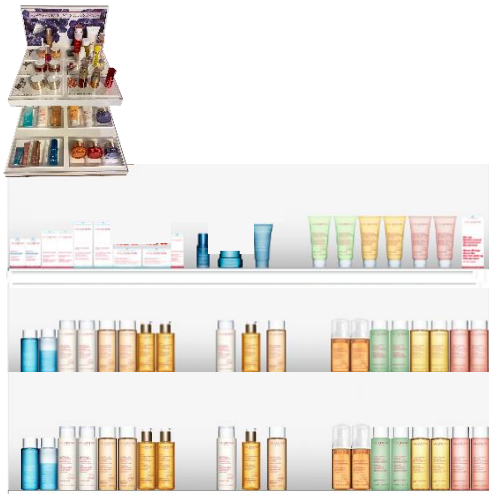
PRIORITY #2 – ANTI-AGING



PRIORITY #3 – MAKEUP

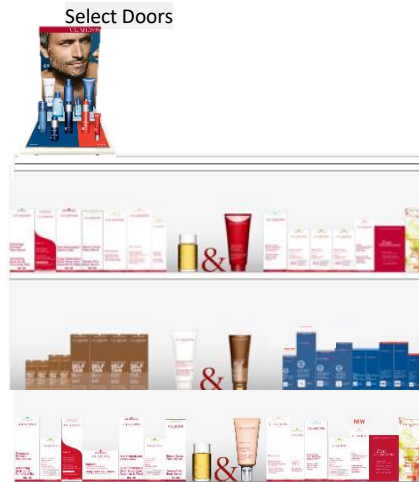


PRIORITY #4 MOISTURIZERS /CLEANSERS

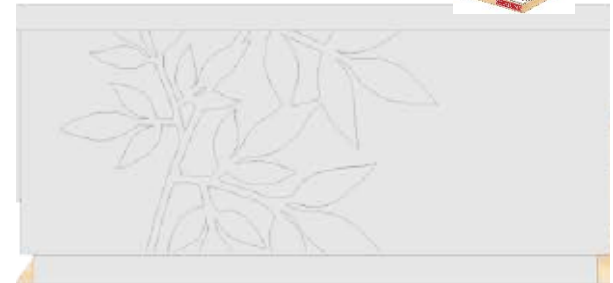


CLARINS

PRIORITY #5 BODY/SUN/TREATMENT CASH DESK FRAGRANCE



Select Doors



SMALL #3 PRIORITY– MAKE-UP CASELINE

1



2



- 1 Makeup GTU
- 2 Joli Rouge FTD
- 3 Joli Rouge Retail Product
- 4 Joli Rouge Testers
- 5 Joli Rouge Incase

3

4

5



NYO Visual Merchandising Contact List



Lauren Hickman

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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

Department Store Launch Focus
Launch Execution
Makeup Guidelines



Kristina Nechaeva

Coordinator, Merchandising
Kristina.Nechaeva@clarins.com

Field Liaison
Maintenance
Skincare Guidelines