

carter's®

OSHKOSH  
*B'gosh*®



# welcome to the family!

Carter's was founded in 1865 and is the most trusted brand of baby and young children's clothing in the United States today. With each child, Mom can count on Carter's to be with her every step of the way. From the first night home to the first day of school and every first in between, Carter's is focused on all of the little details that make getting dressed easier for moms and more comfortable for kids.

Each day, we have a responsibility to uphold this legacy of trust and provide a consistent, high quality brand experience wherever Mom lives and however she shops around the globe.

As we grow internationally, it's critical to focus on all of the little details that can help differentiate us in the marketplace and ensure everything is cohesive.

On these pages, you'll find all the tools you need to understand and embrace our brand values, our target customer and our in-store experience—to be a true “brand ambassador” who can represent our company with confidence.





**carter's**

**OSHKOSH**  
*B'gosh*

# International Store Toolkit

Version 1.0



# International Store Toolkit

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# 1.0 Brand Story

Vision, Heritage, and Hallmarks



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# Global Brand Vision

U.S. and International

# Global Brand Vision

## U.S. and International

At the heart of Carter's, Inc is a promise. It is a commitment we make to our customers and partners, and one we make to ourselves. As the leader in young children's apparel, Carter's Inc. is dedicated to providing great value and superior products. Carter's and OshKosh B'gosh are two of the most well-known and trusted brands in young children's apparel, especially in our core baby and toddler size ranges where both brands have been known for quality and value by generations of consumers.



# Global Brand Vision

## U.S. and Canada Distribution

- Leading market share in United States and Canada, ages newborn to 7
- 2 major brands with 4 sub brands reaching every major wholesaler in the market

Multi-channel model with the broadest distribution in young children's apparel:

- Over **900 stores** and eCommerce sites in the U.S. and Canada
- **18,000 points of wholesale distribution** (largest supplier of young children's apparel to largest retailers in the United States and Canada)



US Retail Side-by-Side Store, Memorial City, Oklahoma City, OK



US Wholesale Presentation, Macy's Herald Square



Kohl's



# Global Brand Vision

## Our International Presence

Our brands are sold in over **65 countries** through retail, wholesale and licensing arrangements. We have over **1,500 points of sale and ecommerce sites** in major markets. Our international business is driven by the **26 partners** that deliver **\$230M in consumer sales**. Our partner business covers the international regions of The Americas, EMEA, and Asia Pacific.



Koto Kasablanca, Jakarta, Indonesia



Merrylands, Melbourne, Australia



Cehavir, Istanbul, Turkey



Yas Mall, Abu Dhabi, United Arab Emirates



Shop-in-Shop at Paris Store, Santiago, Chile

**Global Brand Vision**  
Carter's Brand Impression

**carter's**<sup>®</sup>  
the  
most trusted brand  
in baby and kid's clothing

the  
**LEADING BRAND**  
for 0-7 year olds

**carter's inc.**  
market share is nearly  
**double**  
the #2 children's apparel company



Global Brand Vision  
OshKosh Brand Impression



**OSHKOSH**  
*B'gosh*

**97%**

OF  
CONSUMERS  
KNOW  
OSHKOSH  
(aided awareness)

OSHKOSH IS PERCEIVED AS

**ALL-AMERICAN  
AND  
CLASSIC**

AND IS A LEADER IN QUALITY AND TRUST

**#2**

ON A  
MARKET-SHARE  
PER DOOR BASIS  
(second only to Carter's)



0.0.00

# Heritage

Carter's and OshKosh History

# Heritage

## History of Carter's

This is the story of a different kind of brand, a story woven into the fabric of America...

When William Carter started knitting baby mittens from leftover wool, he probably never dreamed that, 150 years later, Carter's would become America's favorite baby and kids brand, trusted by moms for consistent quality and great value.



Abraham Lincoln was in the White House as the first mittens were knit in William Carter's Needham, Massachusetts kitchen.



Carter's introduces the original bodysuit, patenting many innovative features such as the Jiffon Neck and Handicuff Sleeve.



At the request of new mom, Shirley Temple, Carter's introduces fashionable colors to baby layette products. Until this time, infant wear was strictly pink or blue.



Carter's acquires OshKosh B'gosh, uniting two of America's favorite brands for babies and kids.



Carter's celebrates its 150th Anniversary, sold in over fifty countries around the world. Happy birthday, baby... the best is yet to come!

# Heritage

## History of OshKosh

OshKosh began making rugged hickory-stripped denim bib overalls for railroad workers and farmers. Over the years, we've sold everything from military uniforms to men's sportswear. Today, we're focused on being the only authentic lifestyle brand for kids: real, relevant and fun.



The Grove Manufacturing Company, located in the city of OshKosh, Wisconsin, is where the illustrious history of OshKosh B'gosh began.



The laborer of the 1950s wanted to work in the same fashion in which he fought a war - uniformed, starting the day crisp and sharp as a tack.



OshKosh B'gosh launched a campaign handing out red bandannas to everyone who stopped by the local merchant's store to examine an OshKosh B'Gosh garment.



Carter's acquires OshKosh B'gosh, uniting two of America's favorite brands for babies and kids.



Today, we're engaged in refining and refreshing our brand to project a combined, compelling image to today's shoppers. This means being real and relevant, encouraging kids to have fun begin kids.



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# Brand Filters and Hallmarks

Our Promise and Personality

**Brand Filters and Hallmarks**  
Carter's Brand Promise

**carter's**

---

**SPEAKS TO**

**every mom**

*Inclusive, accepting  
mom-to-mom relationship*

---

**ALL ABOUT**

**Modern Motherhood**

*Relating to moms in  
today's world*

---

**TAGLINE**

**count on carter's**






*Experienced, respected:  
America's most trusted  
baby and kids brand*



# Brand Filters and Hallmarks

Carter's Brand Filters

Carter's is the baby and kids brand for everyone to love.

cute	colorful	fresh	happy	modern
				
<p>delightful, lovable <i>"Carter's clothes are so cute."</i></p>	<p>cheerful, lively, playful <i>"Carter's is always so bright and colorful."</i></p>	<p>clean, simple <i>"Carter's is as fresh as a new baby."</i></p>	<p>sunny, smiling, spirited <i>"Carter's is a happy brand."</i></p>	<p>current, fresh <i>"I love Carter's modern sensibility."</i></p>

# Brand Filters and Hallmarks

## Carter's Brand Identifiers

**The Original Bodysuit**



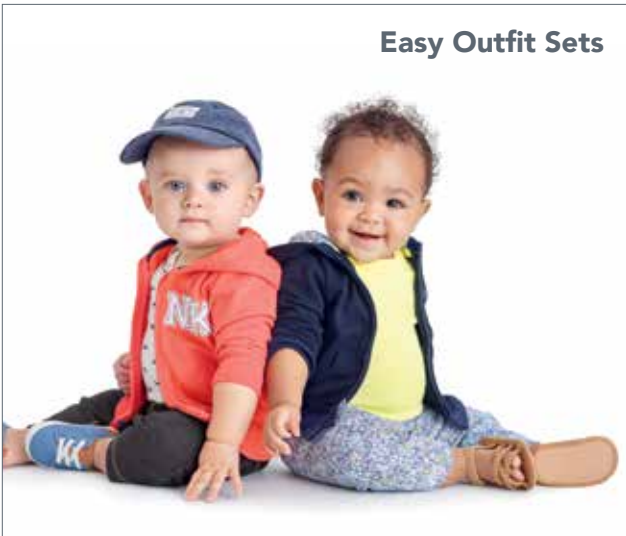
**Little Baby Basics**



**Sleep & Play**



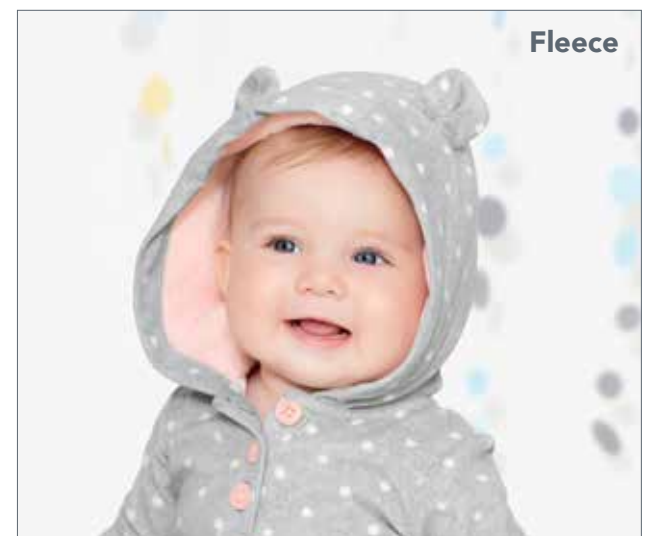
**Easy Outfit Sets**



**Jammies**



**Fleece**





# Brand Filters and Hallmarks

OshKosh B'Gosh Brand Promise and Filters



SPEAKS TO

## Real Kids

*Encouraging, adventurous:  
fun for moms and kids*

ALL ABOUT

## Modern Heritage

*Enjoying quintessential  
childhood as real kids  
do today*

TAGLINE

## Always Be Genuine



*Real, relatable, authentic,  
unpretentious, accepting*



# Brand Filters and Hallmarks

## OshKosh Brand Filters

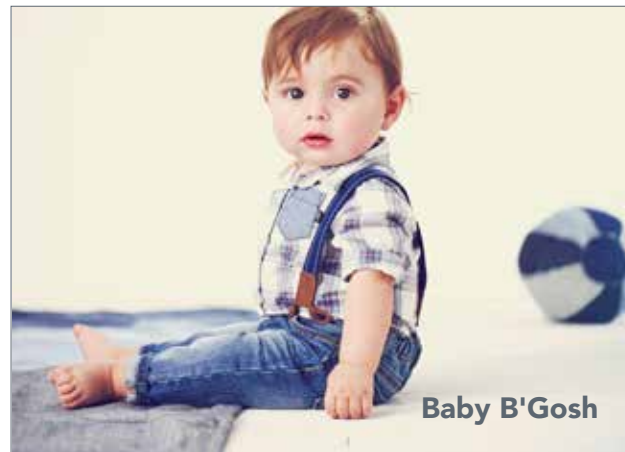
Oshkosh is the modern heritage brand for real kids.

optimistic	effortless	relevant	adventurous	heritage
				
<p>confident, inclusive, positive</p> <p><i>"OshKosh is a brand with an optimistic attitude."</i></p>	<p>relaxed, relatable, easy</p> <p><i>"OshKosh style is kid-friendly, easy and effortless." and colorful."</i></p>	<p>casual, modern, classic</p> <p><i>"OshKosh is relevant to how real kids dress today."</i></p>	<p>curious, free-spirited, fun</p> <p><i>"OshKosh kids are adventurous and love to explore."</i></p>	<p>authentic, all-american, genuine</p> <p><i>"OshKosh is the modern heritage brand for kids."</i></p>



# Brand Filters and Hallmarks

## OshKosh Brand Identifiers





A close-up photograph of a young child with light brown hair and blue eyes, smiling broadly and looking off-camera to the left. The child is wearing a light pink zip-up hoodie over a white dress with a delicate floral pattern. They are sitting on a soft, white, textured surface, possibly a blanket or bed. The background is a bright, out-of-focus window with light streaming in, creating a warm and airy atmosphere.

# 2.0 Customer Journey

## Design Principles & Strategy

0.0.00

# Target Customer

About Mom

# Target Customer

Our target customer is **Mom**. No matter where she lives in the world, our infant-bearing, child-rearing mom wants a brand she can trust, great values, easy and convenient shopping.

Our secondary target consumer is grandparents, older moms and others (all generations). We position our brands as the go-to destination for gift giving.

Wherever and however we engage our customers, the competitive business formula is the same: **trust + quality + value.**



WHAT'S IMPORTANT TO HER	MARKETING IMPLICATIONS
<b>VALUE IS ESSENTIAL</b> She seeks out the best products that are durable and functional for her children.	Highlight product value, not price/promotion
<b>EASY OUTFITTING AND STYLE</b> Versatility and mix-ability are key, sets already matched make it easy for her to shop.	Take credit for our great style and outfitting ("unmatched match-ability")
<b>SENSE OF ACCOMPLISHMENT</b> She wants to feel she was able to get her children the best quality, for the best value.	Make Mom feel special and provide reasons to celebrate
<b>TIME IS PRECIOUS</b> Give back time in her day, so she can spend it with her family.	Great customer service & easy navigation in-store for a streamlined shopping experience
<b>ALWAYS SHOPPING, BUT BROWSING ONLINE FIRST</b> Researching products, store location and price online, but goes to store to purchase.	Integrate online and in-store shopping experience



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# Assortment Principles

# Main Title

Subtitle

ASSESSMENT OVERVIEW.

CARTERS.

(this slide provides a graphic overview prior to launching into principles. OK)

Baby Basics	IMAGE	Care Base	image
Baby Seasonal	"	Fashion K.I. F. collection	"
Playwear	"	W.P.O.	"
Sleepwear	"	Baby W. gear	"

# Assortment Principles

## ASSORTMENT PRINCIPLES BY BRAND

Carter's and OshKosh give Mom what she needs to dress her kids as they grow from infant to child. The merchandising supports her journey as a mother throughout the store, making it easy to navigate by age or gender. As her baby's needs shift from Baby Basics to Playwear, and from morning to night, Mom trusts Carter's to know what she needs.

Both brands operate on a two season calendar, Spring and Fall, with monthly deliveries within each season. Two International sales meetings are held each year to present the lines; May and December.

Each season, both brands offer approximately 1,700 styles. These styles are broken out into distinct product groupings, servicing age segments, ranging from newborn to 12. Shoes, Outwear, Swimwear and Accessories add the finishing touch to our apparel offering.

Each brand's assortment has distinct product groupings. These classifications guide store planning and define what's possible to feature based on the store's size.

<b>carter's</b> ®	<b>Infant</b> NB – 24M	<b>Toddler</b> 2T – 4T	<b>Big</b> 4Y – 8Y
<b>Baby Basics</b>	●		
<b>Baby Seasonal</b>	●		
<b>Playwear</b>	●	●	●
<b>Sleepwear</b>	●	●	●
<b>OSHKOSH</b> <i>B'gosh</i>	<b>Infant</b> NB – 24M	<b>Toddler</b> 2T – 4T	<b>Big</b> 5Y – 12Y
<b>Core Basics</b>	●	●	●
<b>Fashion Key Items &amp; Fashion Collections</b>	●	●	●
<b>World's Best Overalls</b>	●	●	
<b>Baby B'Gosh</b>	●		



# Assortment Principles

## Carter's Product Groupings

### BABY SEASONAL

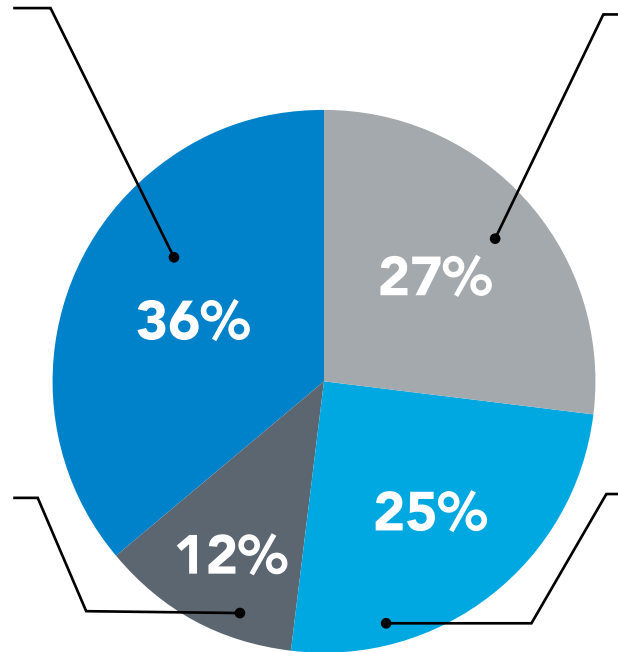
Highlights woven and knit fabrications and a wide variety of bright colors and fun prints for baby.

- Assortment includes a mix of sets, separates and fashion collections which changes based on seasonality and trend.
  - Spring: warm weather appropriate fabrications and silhouettes
  - Fall: cozy fleece and long sleeved, long legged sets
- Size range from NB–24M

### SLEEPWEAR

Offers a wide range of colorful and cozy pajamas that are guaranteed to bring sweet dreams!

- Fabrications include cotton, polyester and microfleece, featuring one piece, four piece, and gowns.
- Sizes range from 9M–8Y depending on category



### BABY BASICS

Offers the basic essentials that mom needs for her newborn and is the signature product line for our Carter's brand.

- Assortment features the following product categories:
  - Multi-pack bodysuits and pants for easy outfitting
  - 3 piece turn-me-around sets
  - Fashion collections in different set configurations utilizing same color palate as balance of category
  - Sizes range from NB–24M

### PLAYWEAR

Features sets and separates for girls and boys. The assortment contains dresses, leggings, skirts, knit and woven tops for Girls and woven shirts, pants, tees and hoodies for Boys.

- Playwear is broken into 3 age segments:
  - Infant: sizes NB–24M
  - Toddler: sizes 2T–4T
  - Big: sizes 4Y–8Y
- Sets are a great value that makes dressing super easy! 2 pieces highlight a mix of on-trend knit and woven pieces, differentiating them from Baby key item sets
- Separates feature a greater mix of fabrications and fashion silhouettes grounded in key items and fashion collections

# Assortment Principles

## Carter's Baby Seasonal Product Breakdown

Baby Seasonal														
Little Collections	Bodysuit Pants Sets	3pc Cardigan & Vest Sets	Sleep & Play	1pc Tier	Dress Me Up	Single Bodysuit	2pc Dress Set	1pc OP (2pk)	Creepers	Diaper Cover Sets	Retail Bibs	Events	Baby Separates	Sherpa
Bodysuit Pant/Short Set 	Pant Set 	Pant Set 	Interlock Footed 	Jumpsuit 	Cardigan 	Slogan 	Cardigan Set 	2pk Jumpsuit 	Boy 	Short Set 	3pk Feeder Bibs 	4th of July 	French Terry Jacket 	Pram 
2pc Set 	Short set 	Short Set 	Interlock Footless 	Knit Romper 	Dress 	Applique Bodysuit 		2pk Dress & Romper 	Girl 	Bloomer Set 	Single Bib 	Halloween 	Bottoms 	Jacket 
3pc Cardigan Set 		Microfleece Set 	Terry 	Woven Romper 				2pk Sunsuit 				Birthday 		
Dress 			Microfleece 	Sunsuit 				Shortall Set 				Valentines Day 		
Layering 														

# Assortment Principles


## Carter's Little Baby Basics Product Breakdown

Little Baby Basics					
3pc Sets	Multipack Bodysuit	2pc Sets	4pc Sets	Accessories	Bath
Turn Me Around Set 	5-Pack Short Sleeve 	2pc Pants/Shorts 	4pc Layette Set 	3-Pack Mittens 	Hooded Towel 
Terry Cardigan Set 	4-Pack Long Sleeve 	2pc Dress Set 		3-Pack Caps 	6-Pack Washcloth 
Cotton Cardigan Set 	5-Pack Side Snap Tees 	2pk Coverall 		2-Pack Swaddle Blanket 	
				4-Pack Teething Bibs 	
				Burp Cloth 	
















# Assortment Principles

## Carter's Playwear Product Breakdown

Playwear			
Girls Separates	Boys Separates	Sets	Dresses
<p>Knit Tops</p> 	<p>Knit Tops</p> 	<p>Pant Set</p> 	<p>Tiered Dress</p> 
<p>Knit Bottoms</p> 	<p>Knit Bottoms</p> 	<p>Short Set</p> 	<p>OP Dress</p> 
<p>Woven Bottoms</p> 	<p>Woven Bottoms</p> 	<p>Skirt Set</p> 	<p>Cardigan</p> 
<p>Woven Tops</p> 	<p>Woven Tops</p> 		
<p>Layering</p> 	<p>Layering</p> 		

# Assortment Principles

## Carter's Sleepwear Product Breakdown

Sleepwear						
Cotton 4pc	1pc	2pc	Underwear	Poly 3pc	Hooded Towel	Gowns
	Cotton 	Fleece 	Underwear Cotton 2pk Brief 	Poly 3pc 	Hooded Towel 	Gowns Microfleece 
	Fleece 		Cotton 3-Pack Panties 			Poly 
						
						

# Assortment Principles

## OshKosh Product Groupings

### KEY ITEMS

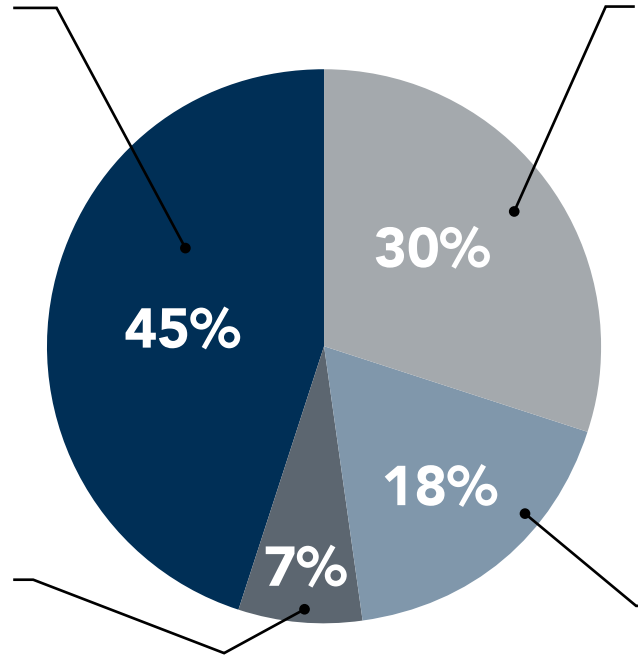
Represent the core categories of the brand in limited silhouettes and multiple color options. Wardrobe staples with easy outfitting and match-ability.

- Tunics & Leggings
- Core Denim
- Graphic Tees
- Heritage Fleece
- Sleepwear
- Key Items are broken into 3 age segments:
  - Infant: sizes 6M–24M
  - Toddler: sizes 2T–4T
  - Big: sizes 4Y–8Y

### BABY B'GOSH

Pint sized pieces designed with a little more love. Collections are built around the following categories are designed with quality fabrications and elevated styling.

- Baby's first denim
- Knit Essentials
- Special fashion items
- Sizes range from NB–24M



### FASHION COLLECTIONS

Trend oriented monthly injections for Girl and Boy that consist of a fashion color palette and theme. Greater mix of fabrications and silhouettes that interpret trend with heritage influence.

- Nautical
- Heritage
- Easter
- Holiday
- Fashion Collections are broken into 3 age segments:
  - Infant: sizes 6M–24M
  - Toddler: sizes 2T–4T
  - Big: sizes 4Y–8Y

### WORLD'S BEST OVERALLS
















Features real metal hardware that's been loved for generations. Merchandised on "WBO Bar" fixture to highlight variations in silhouette.

- Showcases a breadth of color, pattern and fabrication
- Matching tops and bodysuit complete this iconic look
- Sizes range from 6M–5T



# Assortment Principles

## OshKosh Key Item Product Breakdown

Key Item				
Tunics & Leggings	Core Denim	Graphic Tees	Heritage Fleece	Sleepwear
				
				
				
				








# Assortment Principles

## OshKosh Fashion Collections Product Breakdown

Fashion Collections			
Nautical	Heritage	Easter	Holiday
			
			
			
			
			

# Assortment Principles

## OshKosh World's Best Overalls Product Breakdown

World's Best Overalls		
Knit Tops	Woven Tops	Bottoms
		
		
		



# Assortment Principles

## OshKosh Baby B'Gosh Product Breakdown

Baby B'Gosh		
Baby's First Denim	Knit Essentials	Special Fashion Items
		
		
		
		
		

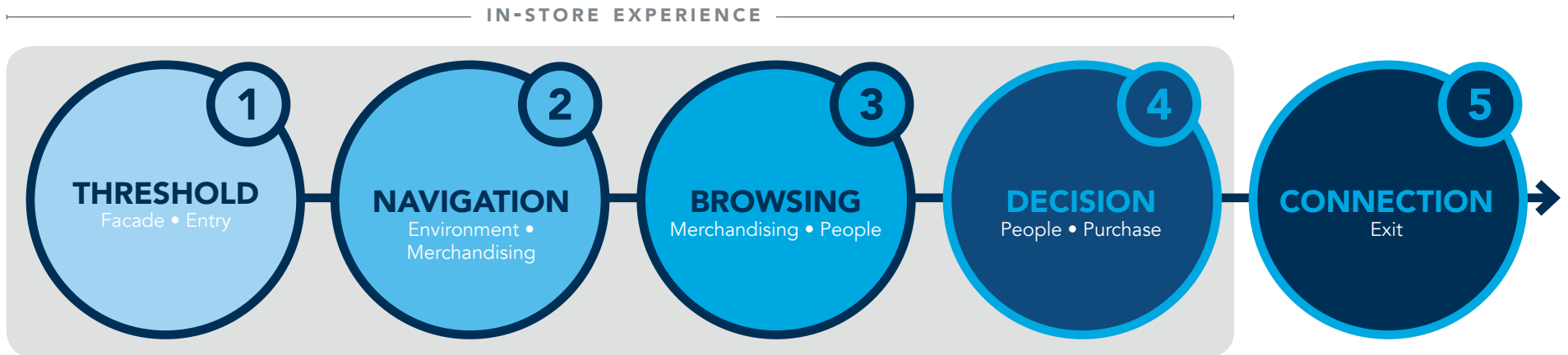
0.0.00

# Customer Journey

# Customer Journey

## Touchpoint Sequence

Mom's in-store shopping journey is the most immersive place to experience the Carter's brand. The playful window displays grab her attention and pique her interest. The welcoming entry is barrier-free and well-lit. Once inside, mom finds inspiring photographic imagery, intuitively zoned merchandising displays and a helpful sales team.



Draw Mom's attention and build her interest.

Mom has clear sightlines and easy navigation through the store.

Mom finds product solutions and joyfully lingers over choices.

Mom is confident of her choices and her purchase is made more compelling.

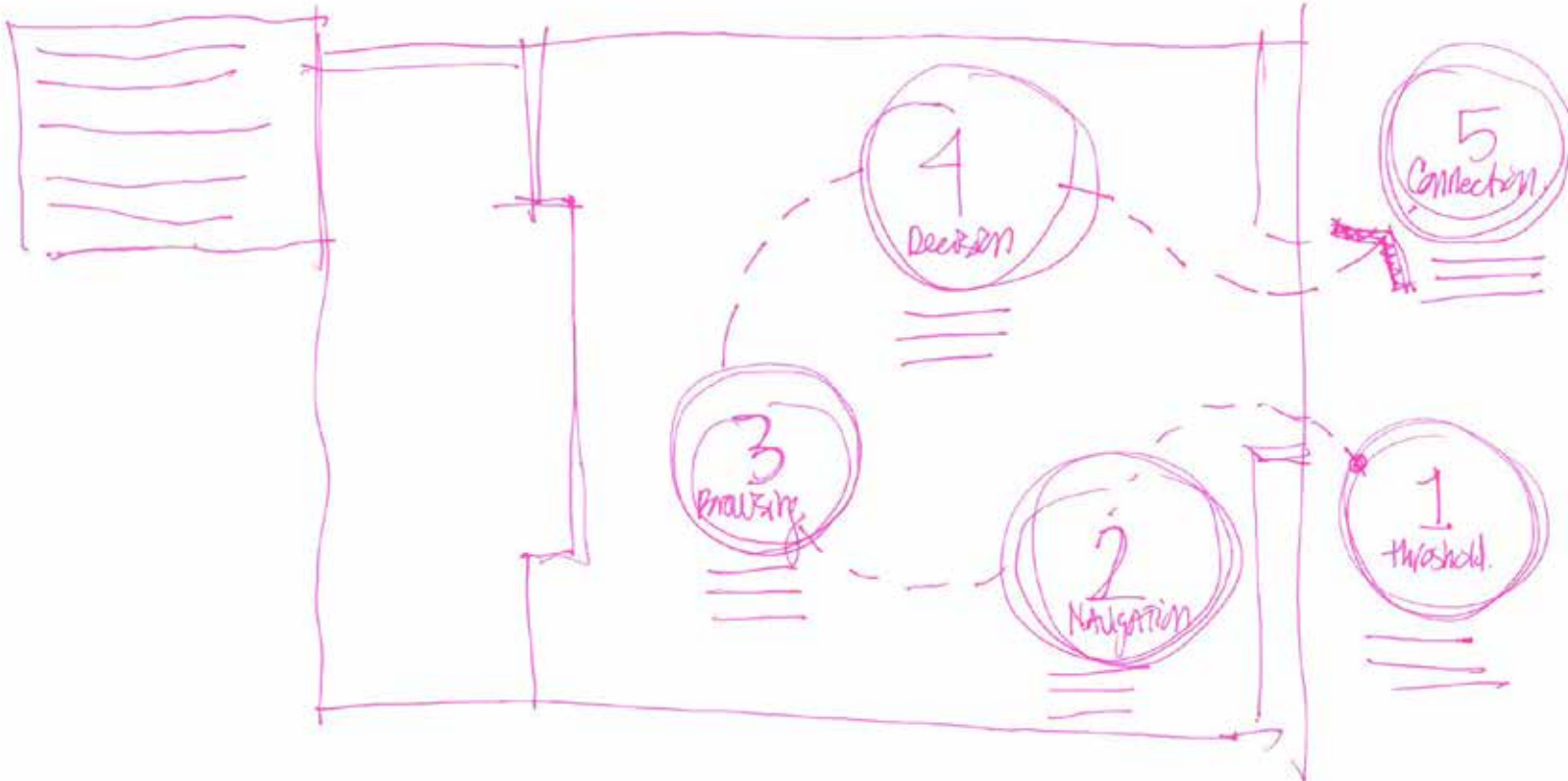
Mom leaves the store, and the positive relationship continues.



# Main Title

Subtitle

Customer Journey  
touchpoint Sequence.



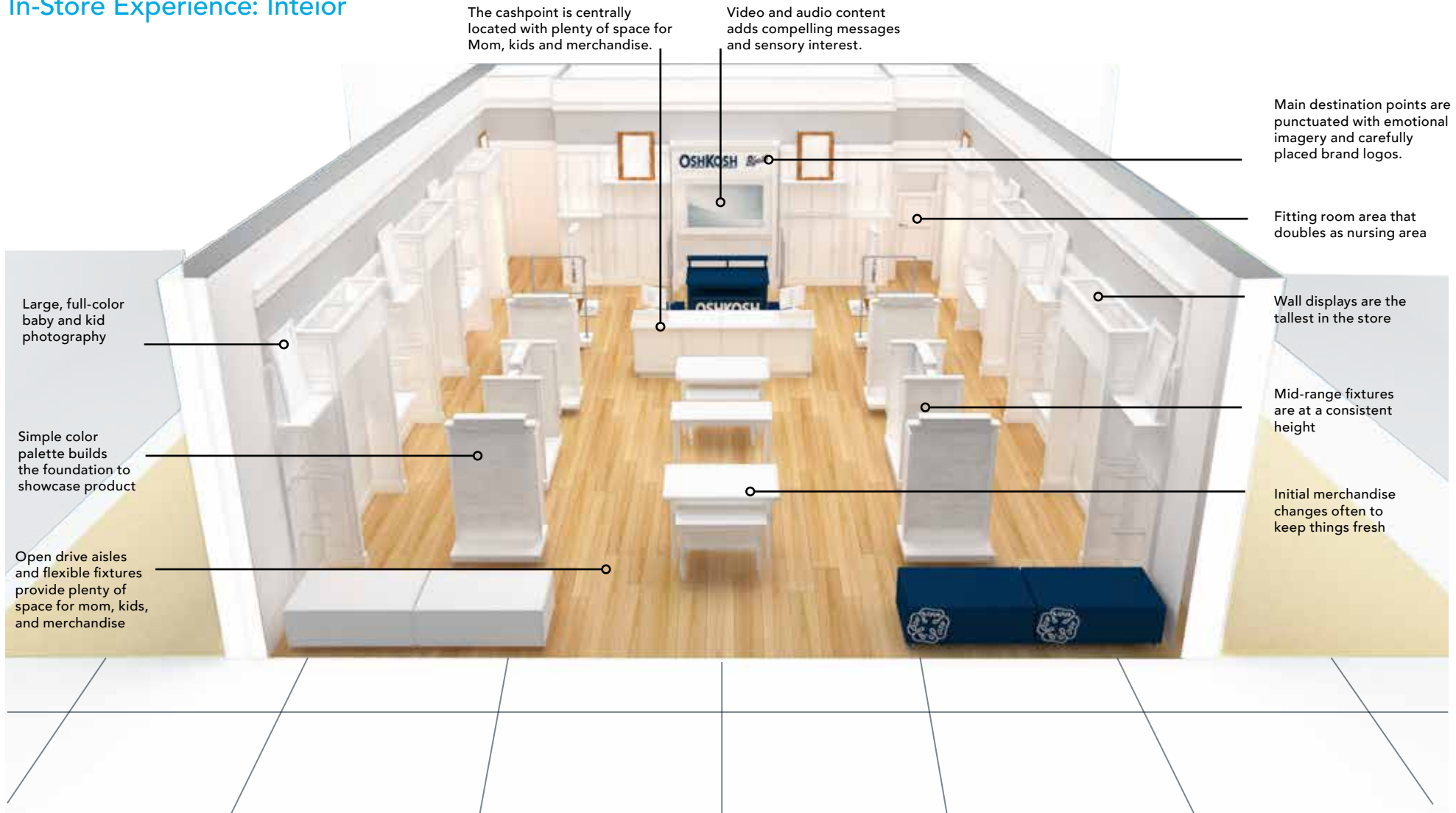
# High-Level Store Design Principles

## In-Store Experience: Exterior



# High-Level Store Design Principles

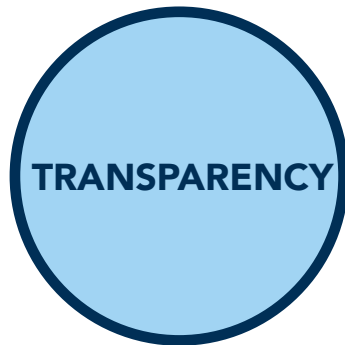
## In-Store Experience: Interior



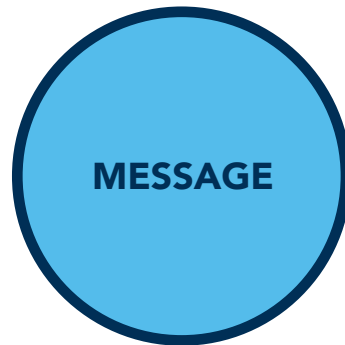


# High-Level Store Design Principles

Each store, regardless of location or floorplan, should always meet these core design principles, which provide brand continuity and guide Mom through her in-store experience.



Large, barrier-free windows provide a platform to showcase seasonal products and impactful messaging.



Main destination points are punctuated with emotional imagery and carefully placed brand logos.



Consistent floor fixture heights, symmetrical wall features, and a simple color palette create foundation to showcase product.

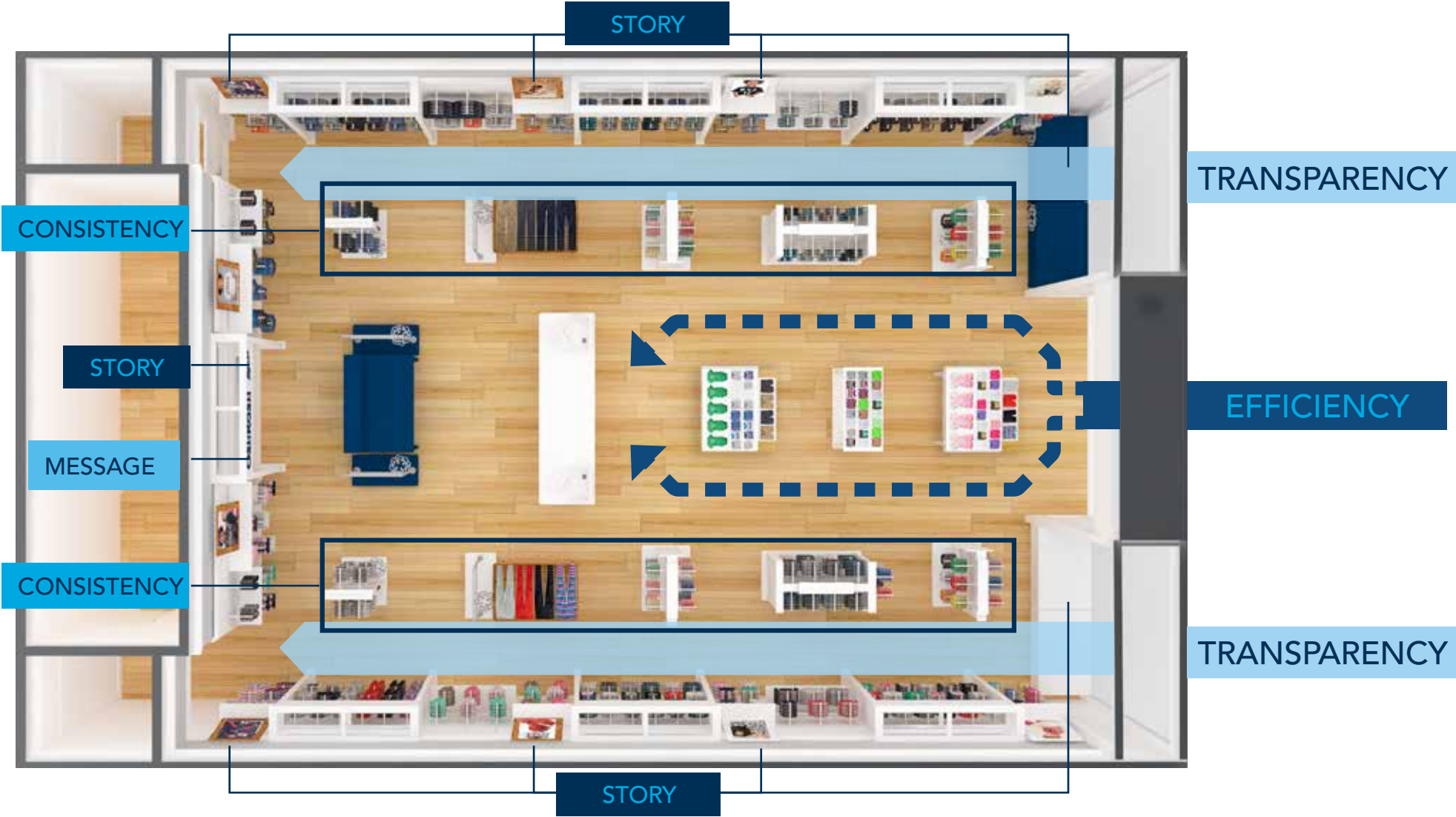


Open drive aisles, aflexible fixtures, and a centrally-located cashwrap maximize circulation, sightlines, and service accessibility.



Trust and awareness are formed through emotional brand messaging, subtle nods to product knowledge, and a compelling product assortment.

# High-Level Store Design Principles



0.0.00

# Merchandising Strategy & Zoning

# Strategy and Zoning

## Store Format Plans

Carter's / OshKosh



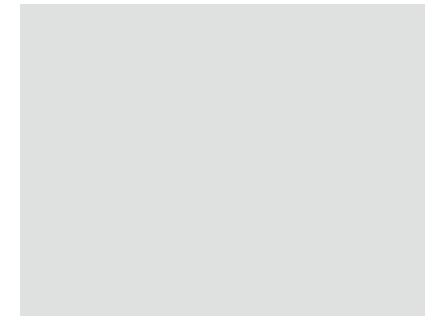
125m<sup>2</sup> Co-Branded Freestanding

Carter's



100m<sup>2</sup> Carter's Freestanding

OshKosh



100m<sup>2</sup> OshKosh Freestanding



50m<sup>2</sup> Carter's Shop In Shop



50m<sup>2</sup> OshKosh Shop In Shop



25m<sup>2</sup> Carter's Shop In Shop



25m<sup>2</sup> OshKosh Shop In Shop



# Assortment by Store Format

## Co-Branded Stores



		125m <sup>2</sup> Freestanding
Carter's Baby Basics		●
Carter's Baby Seasonal		●
Carter's Playwear	Infant Toddler Big	● ● ●
Carter's Sleepwear	Infant Toddler Big	● ● ●
OshKosh Core Basics	Infant Toddler Big	● ● ●
OshKosh Fashion Key Items & Fashion Collections	Infant Toddler Big	● ● ●
OshKosh World's Best Overalls		●
OshKosh Baby B'Gosh		●

# Assortment by Store Format

## Carter's Stores

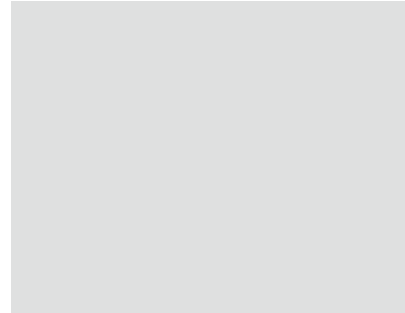
**carter's**<sup>®</sup>



		100m <sup>2</sup> Freestanding	50m <sup>2</sup> Shop in Shop	25m <sup>2</sup> Shop in Shop
<b>Carter's Baby Basics</b>		●	●	●
<b>Carter's Baby Seasonal</b>		●	●	●
<b>Carter's Playwear</b>	Infant	●	●	●
	Toddler	●	●	○
	Big	●	○	○
<b>Carter's Sleepwear</b>	Infant	●	○	○
	Toddler	●	○	○
	Big	●	○	○

# Assortment by Store Format

## OshKosh Stores



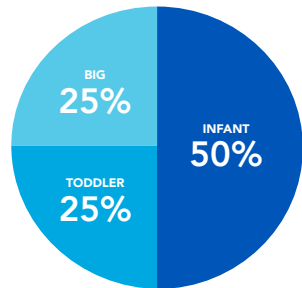
		100m <sup>2</sup> Freestanding	50m <sup>2</sup> Shop in Shop	25m <sup>2</sup> Shop in Shop
OshKosh Core Basics	Infant	●	●	●
	Toddler	●	●	●
	Big	●	○	○
OshKosh Fashion Key Items & Fashion Collections	Infant	●	●	●
	Toddler	●	●	●
	Big	●	○	○
OshKosh World's Best Overalls		●	●	●
OshKosh Baby B'Gosh		●	○	○

# Strategy and Zoning

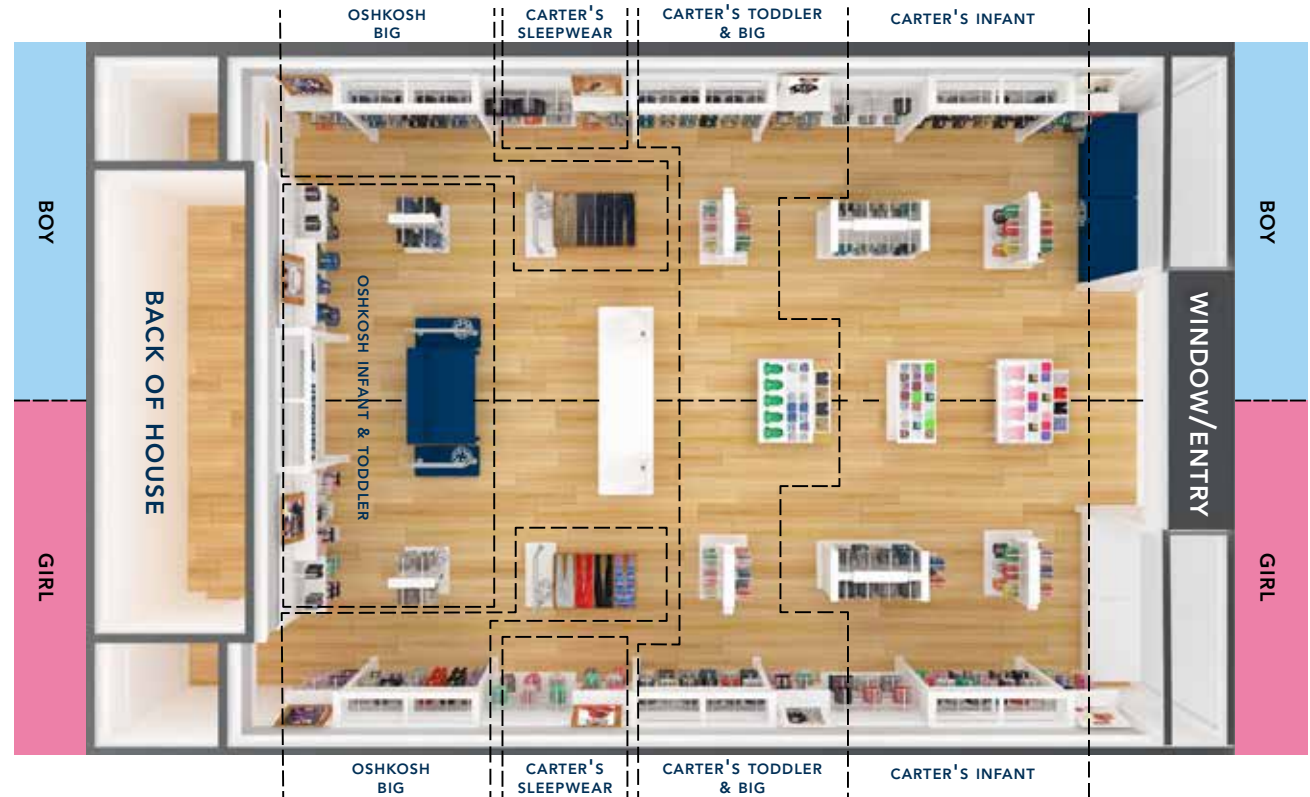
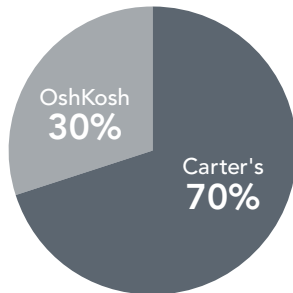
## 125m<sup>2</sup> Co-Branded Freestanding Merchandise Zones

- Co-Branded Store Front.
- 1 display window per brand
- Central Entry location
- Carter's Merchandise in front of store
- Oshkosh Merchandise in rear of store
- Central Cashwrap with accessory merchandise nearby
- Carter's merchandise is zoned by age, with infant first, then toddlers, then big
- Oshkosh merchandise starts with World's Best Overalls display while wall features display big size fashions
- Fitting Room is branded
- Stock Room entry is hidden from view

AGE SEGMENT MIX



BRAND MIX



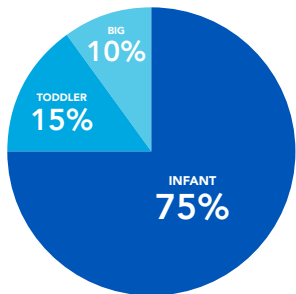


# Strategy and Zoning

## 100m<sup>2</sup> Carter's Freestanding Merchandise Zones

- Single brand Store Front.
- 1 display window per gender
- Central Entry location
- Central Cashwrap with accessory merchandise nearby
- Carter's merchandise is zoned by age, with infant first, then toddlers, then big
- Sleepwear is displayed after Big
- Fitting Room is branded
- Stock Room entry is hidden from view

AGE SEGMENT MIX

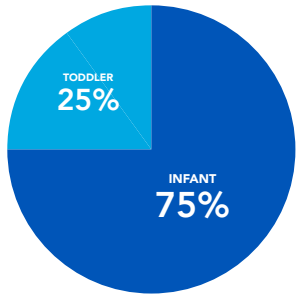


# Strategy and Zoning

## 50m<sup>2</sup> Carter's Shop In Shop Merchandise Zones

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

AGE SEGMENT MIX



Need Zoning

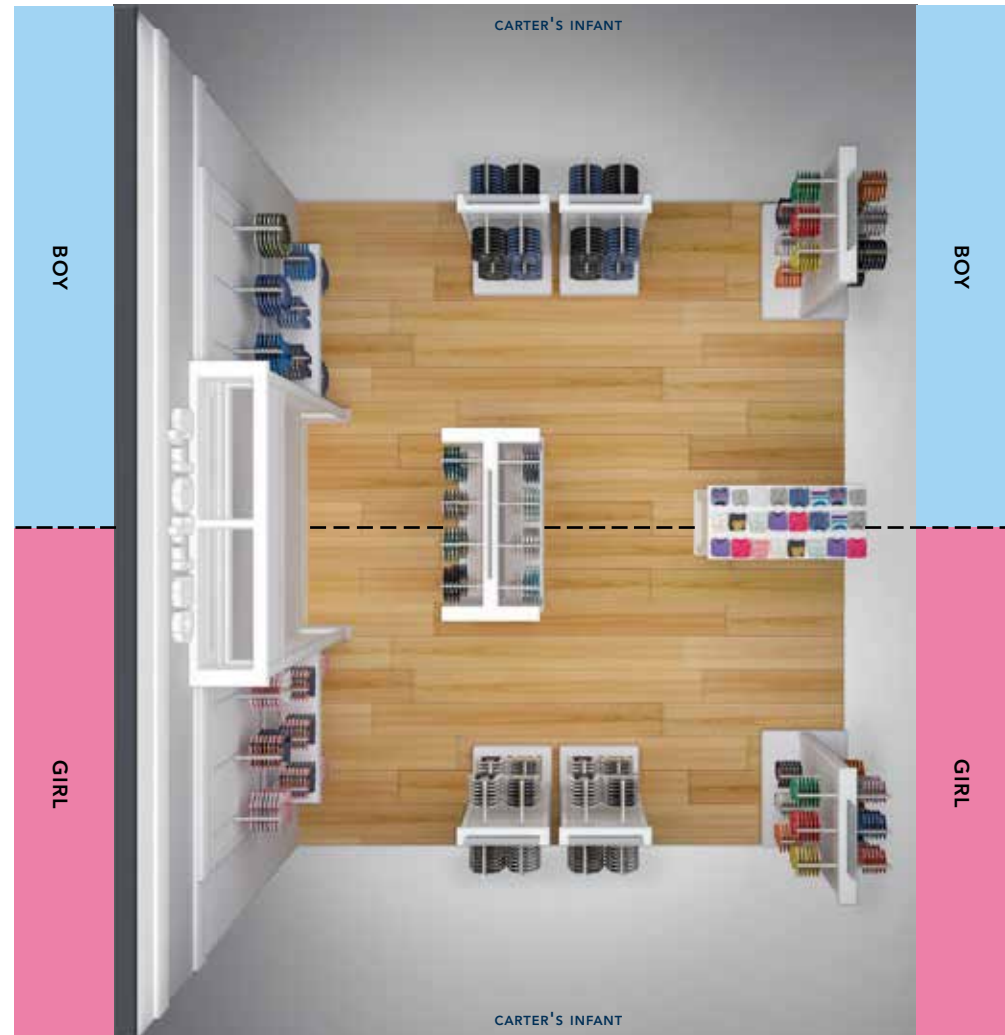
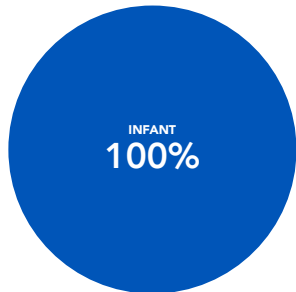


# Strategy and Zoning

## 25m<sup>2</sup> Carter's Shop In Shop Merchandise Zones

- Single brand store
- No display window
- No cashwrap
- Merchandise is displayed by gender with left side of store for girls and right side for boys.
- Infant is the only merchandise age group in this concept.

### AGE SEGMENT MIX

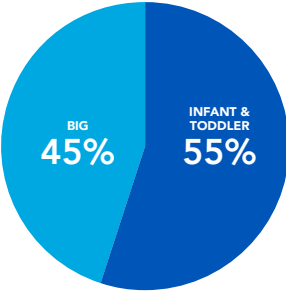


# Strategy and Zoning

## 100m<sup>2</sup> OshKosh Freestanding Merchandise Zones

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
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- Lorem Ipsum

AGE SEGMENT MIX



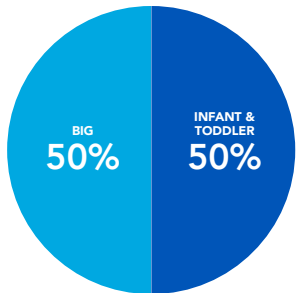


# Strategy and Zoning

## 50m<sup>2</sup> OshKosh Shop In Shop Merchandise Zones

- Single brand store
- No display windows
- No cashwrap
- Oshkosh merchandise is zoned by age, with Big in the front, then toddlers, then infant in the back.
- World's Best Overalls is displayed centrally on the main aisle.

AGE SEGMENT MIX

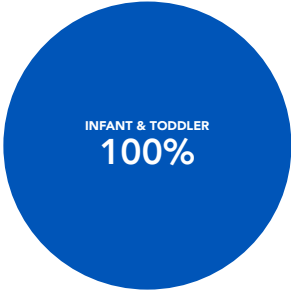


# Strategy and Zoning

## 25m<sup>2</sup> OshKosh Shop In Shop Merchandise Zones

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

### AGE SEGMENT MIX





# 3.0 Process

## Timeline and Approval

0.0.00

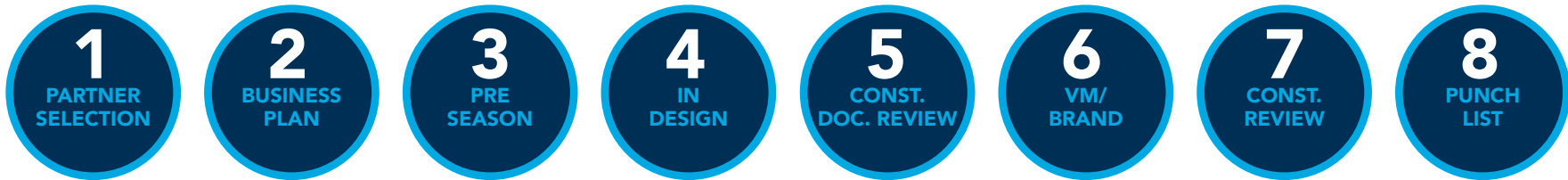
# Process Summary

Subtitle

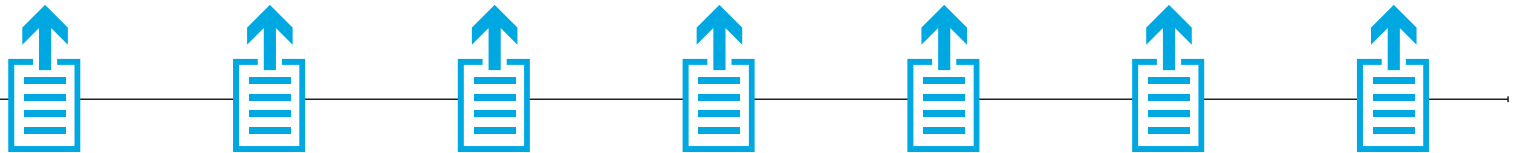


# Process Summary

## Store Design Process



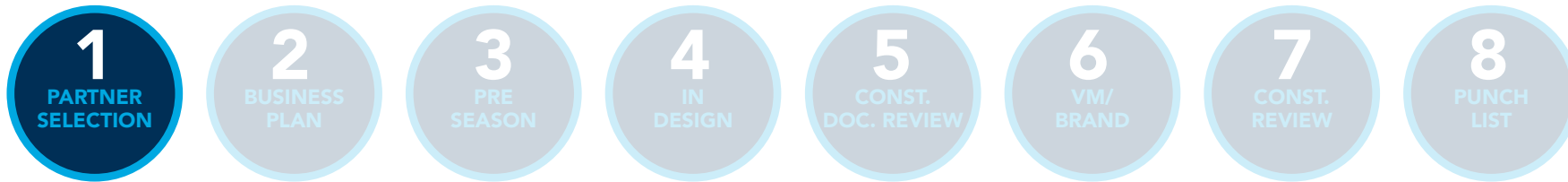
UPLOAD DOCUMENTS INTO QPM



The following pages detail each step of the Store Design Process, and which documents to upload at the completion of the step.

# Process Summary

## Partner Selection



What is Carter's, Inc. looking for in a retail partner?  
Carter's, Inc. has several criteria for selecting partners in international markets, including:

- Proven market success and network to grow multichannel business
- Track record or ability of growing international brands and taking market share
- Financial strength to meet the development goals and operations requirements support business, build and develop extended distribution team
- Capable management team to support business with CRI shared values
- Infrastructure required to build scalable business (e.g. IT, Logistics, and Finance)
- A desire and passion for CRI standards

### 1A

**INITIAL INQUIRY**

**3 weeks**

Interested party send a company summary:

- Retail experience
- Brand management examples
- Supply chain capabilities
- Financial performance
- Overview of the childrenswear market

Interested party moves to step 2 if they meet the following criteria:

- Meet the brand filters
- International brand management experience
- Financial strength
- Market opportunity

### 1B

**MARKET REVIEW & BUSINESS PLAN**

**4 weeks**

Company completes 5-year business plan:

- Market overview
  - Detailed macroeconomic information
  - Specific market opportunities
  - Consumer behavior
  - Competitive information
  - Retail landscape
- Business plan
  - Go to market strategy
  - Distribution channel strategy
  - Store rollout
  - Brand financial strategy
  - Investment strategy

### 1C

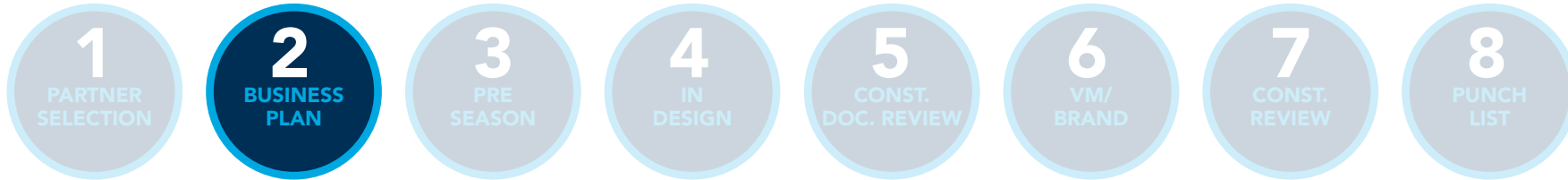
**REVIEW & NEGOTIATION**

**8 weeks**

- Carter's compares business plans
- Partner selection
- Term sheet negotiation
- Supply chain requirements
- Background check
- Standard contract negotiation
- Purchase of inventory at the sales meeting
- Partner begins store opening process

# Process Summary

## Business Plan



### PURPOSE

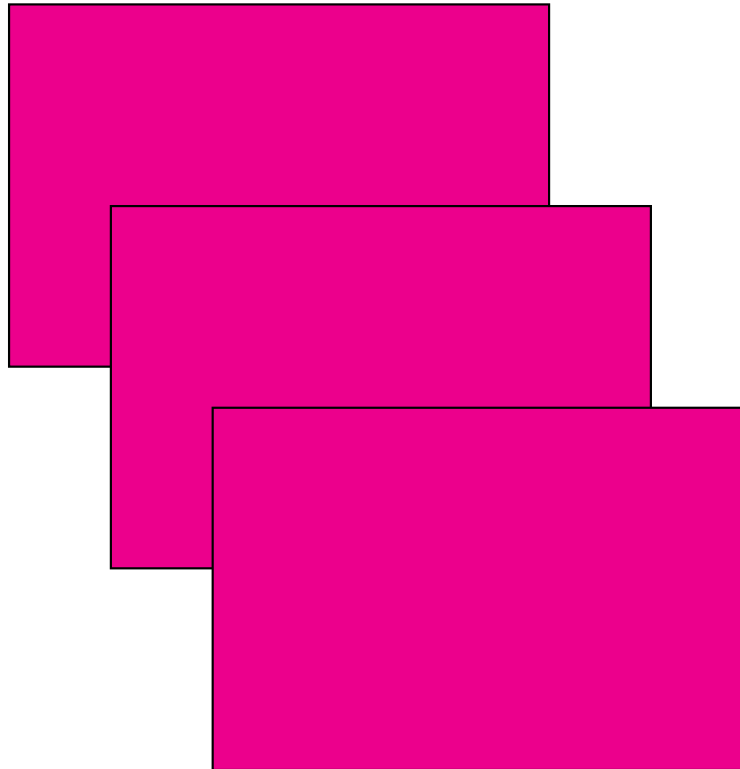
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### TIMING

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### CONTENT

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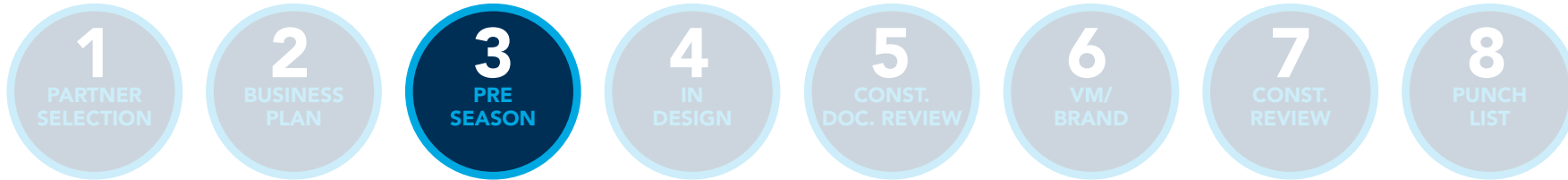


UPLOAD

- Business Plans

# Process Summary

## Pre Season



### PURPOSE

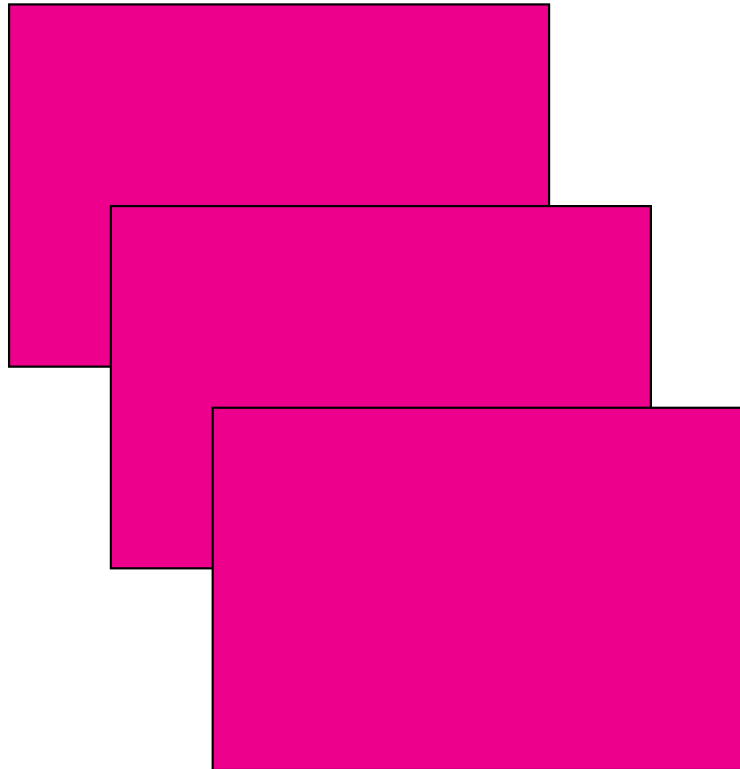
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### CONTENT

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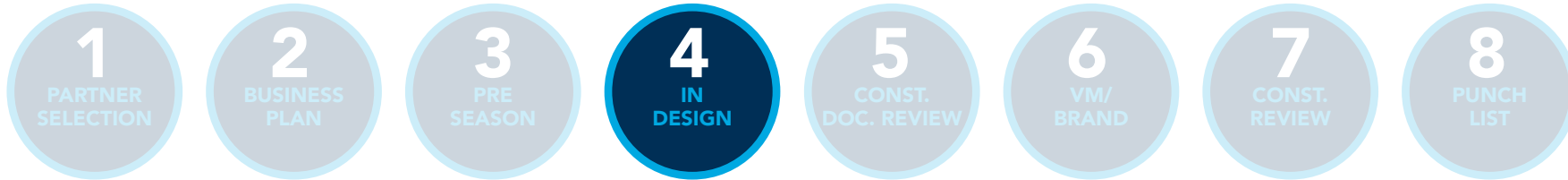


### UPLOAD

- Fixture Approval
- Material Approval

# Process Summary

## In Design



### PURPOSE

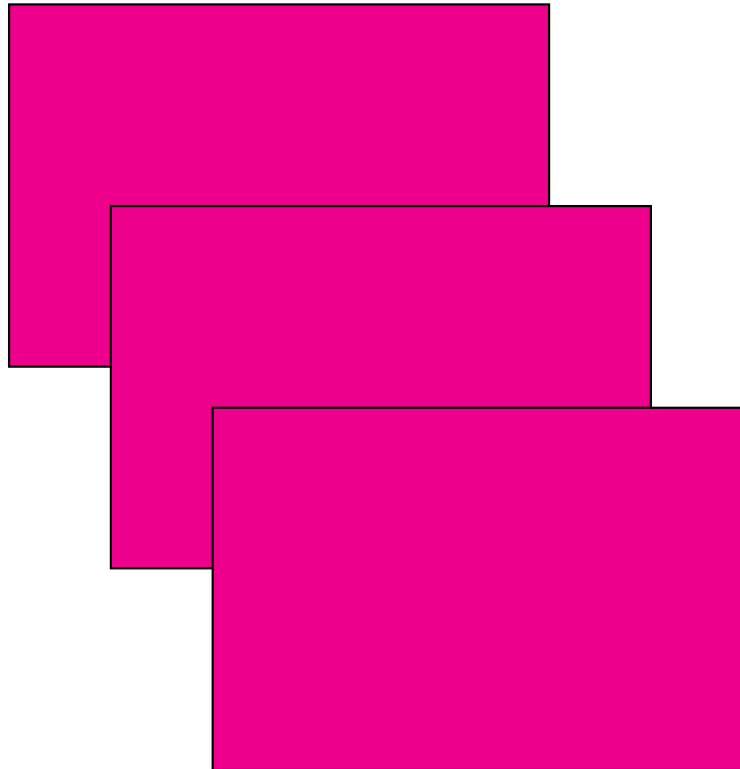
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### TIMING

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### CONTENT

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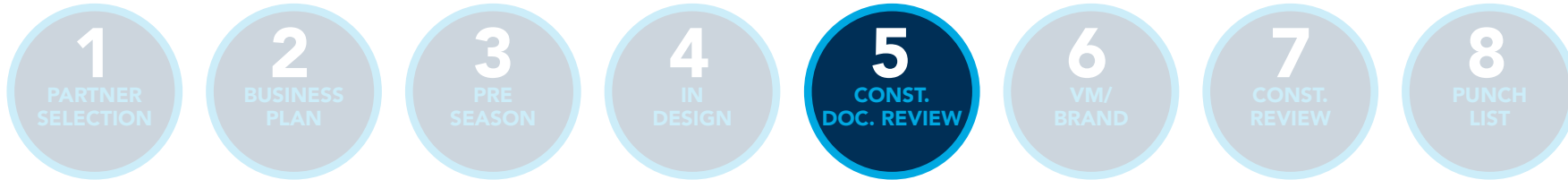
### UPLOAD

- Lorem Ipsum
- Lorem Ipsum



# Process Summary

## Construction Document Review



### PURPOSE

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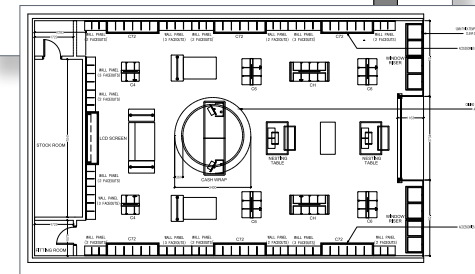
### TIMING

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### CONTENT

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ITEM	DESCRIPTION	COMPLIANT	NON-COMPLIANT	REMARKS	REV. DATE
101	Site Location	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
102	Site Access	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
103	Site Elevation	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
104	Site Grading	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
105	Site Drainage	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
106	Site Utilities	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
107	Site Foundation	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
108	Site Structure	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
109	Site Finishes	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
110	Site Mechanical	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
111	Site Electrical	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
112	Site Plumbing	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
113	Site Fire Protection	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
114	Site Security	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11
115	Site Accessibility	<input type="checkbox"/>	<input type="checkbox"/>		11/11/11

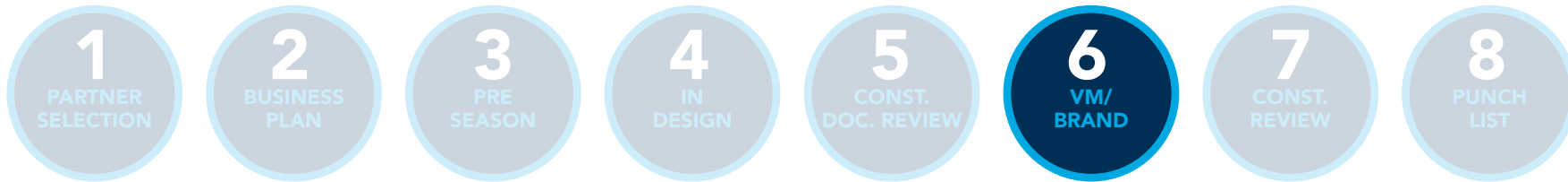


UPLOAD

- Lorem Ipsum
- Lorem Ipsum

# Process Summary

## Visual Merchandising / Brand



### PURPOSE

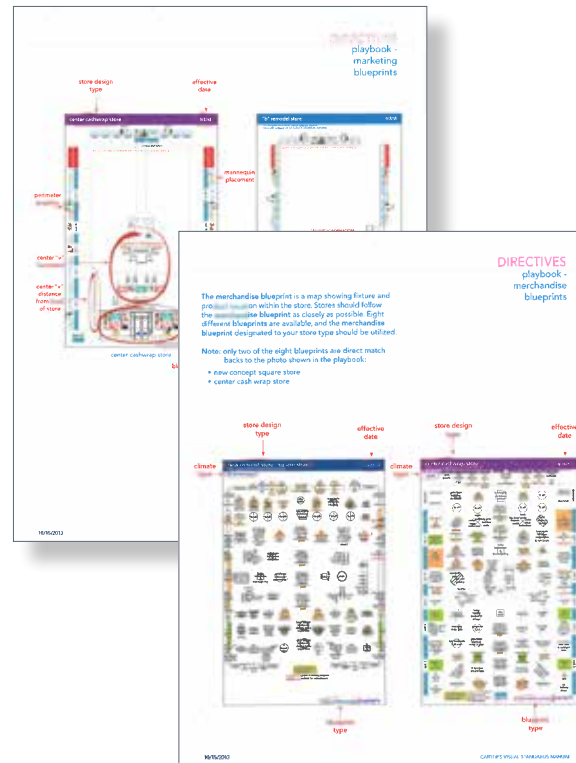
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### TIMING

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### CONTENT

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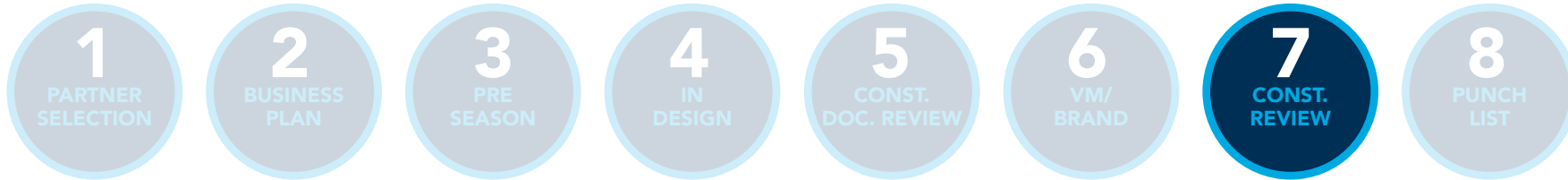


### UPLOAD

- Merchandising Plan
- Branding Plan

# Process Summary

## Costruction Review



### PURPOSE

Feria del mo ipsa non nos dis a dolum pictot atiorum, consequae voluptatus expedit quae corepudit, explignimodi occatem a pro officiuist, ommodiciisti apicius elloreius apere sequas quam, evenem autae que lantibe archilit, cullabo rporepedis et, natiat haribusae.

### TIMING

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### CONTENT

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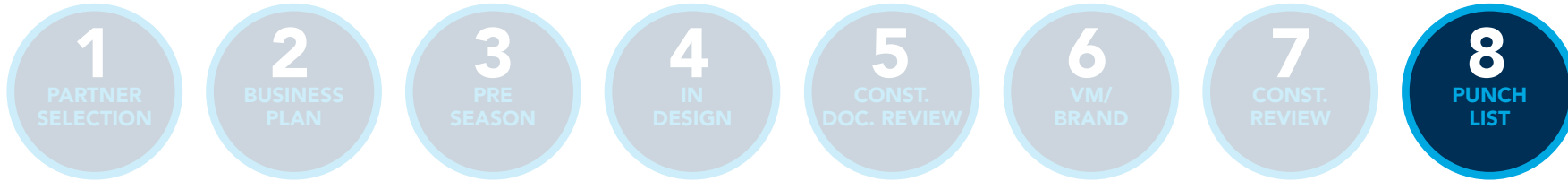


UPLOAD

- Lorem Ipsum
- Lorem Ipsum

# Process Summary

## Punch List



### PURPOSE

Feria del mo ipsa non nos dis a dolum ipictot atiorum, consequae voluptatus exped quae corepudit, explignimodi occatem a pro officiuist, ommodiciisti apicius elloreius apere sequas quam, evenem auta que lantibe archilit, cullabo rporepedis et, natiat haribusae.

### TIMING

Feria del mo ipsa non nos dis a dolum ipictot atiorum, consequae voluptatus exped quae corepudit, explignimodi occatem a pro officiuist, ommodiciisti apicius elloreius apere sequas quam, evenem auta que lantibe archilit, cullabo rporepedis et, natiat haribusae.

### CONTENT

Feria del mo ipsa non nos dis a dolum ipictot atiorum, consequae voluptatus exped quae corepudit, explignimodi occatem a pro officiuist, ommodiciisti apicius elloreius apere sequas quam, evenem auta que lantibe archilit, cullabo rporepedis et, natiat haribusae.



UPLOAD

- Interior punchlist
- Exterior punchlist

0.0.00

# Process Map with Detailed Timeline

Freestanding and Shop in Shop





# Process Map with Detailed Timeline

## Freestanding and Shop in Shop

Need updated process map.  
 Should this page proceed the process summary?  
 Should the numbers/naming be consistent with process summary (above)?  
 Add Shop in Shop timeline?

	PHASE I	PHASE II	PHASE III	PHASE IV	PHASE V	PHASE VI	PHASE VII
	Business Plan	In Design	Design Review	Drawing Review	Visual Merchandise and Branding	Construction Review	Construction Punch List
Quality Project Management							
	90 days		30-60 days			1 week	
<b>Partner</b>	<ul style="list-style-type: none"> <li>Upload store data into QPM</li> <li>Develop physical fixture prototype</li> </ul>	<ul style="list-style-type: none"> <li>New store location identified</li> <li>Store brief submission</li> </ul>	<ul style="list-style-type: none"> <li>Review store layout and provide feedback</li> </ul>	<ul style="list-style-type: none"> <li>Submit revisions and comments</li> <li>Approve final design</li> </ul>	<ul style="list-style-type: none"> <li>Assign construction teams</li> <li>Formalize drawing package/materials and submit to CRI for review</li> </ul>	<ul style="list-style-type: none"> <li>Store construction and fixture build</li> <li>Submit final store completion photos</li> </ul>	<ul style="list-style-type: none"> <li>Review and execute punch list items</li> <li>Provide final set of store photos</li> </ul>
<b>Carter's</b>	<ul style="list-style-type: none"> <li>Review business plan and growth outlook</li> <li>Review and approve fixture prototypes</li> <li>Review and approve locally sourced store materials</li> </ul>	<ul style="list-style-type: none"> <li>Review and approve location</li> <li>Review submitted brief for compliance and content</li> <li>Produce floor layout incorporating merchandise flow and key branding components</li> </ul>	<ul style="list-style-type: none"> <li>Ensure plan complies with business needs</li> <li>Review and address merchandising conflicts</li> <li>Review branding or fixture inconsistencies</li> </ul>	<ul style="list-style-type: none"> <li>Final plan review with team</li> <li>Final brand and fixture review</li> </ul>	<ul style="list-style-type: none"> <li>Ensure construction drawings align with final approved plan and materials</li> </ul>	<ul style="list-style-type: none"> <li>Periodic construction check-in and commentary</li> <li>Review photos and develop punch list</li> </ul>	<ul style="list-style-type: none"> <li>New store announcement</li> </ul>



# 5.0 Brand Style Guides

Carter's and OshKosh Brand Standards

0.0.00

# Visual Vocabulary

Subtitle

# Visual Vocabulary

## Carter's Logo Usage

### THE CARTERS LOGO

The Carter's logo is a registered trademark and must always be displayed with the correct trademark symbol. If the logo is paired with another product name (i.e. "kids") it must be cleared with the appropriate legal team depending on which countries it will be sold.

Our standard Pantone color for the Carter's logo is 430C. When the logo needs more contrast for legibility, you may darken to 431C. The logos should be printed as spot colors whenever possible. If this is not possible, please use the process equivalents. Reverse out the logo in white whenever it is necessary for legibility.

Our logo is always centered on the right side of the lowercase letter "t." If the logo is used in conjunction with another trademark, the trademark symbol must hang off the end of the centered type.

The proportion of the registration mark to the logo changes based on its purpose. The standard logo displayed at the top of this page is used for all instances printed larger than two inches.



carter's®



center here, allow registration marks to hang



carter's®

Used for all instances when the logo is printed at 2 inches wide and under (i.e. packaging and coupons).



carter's®

Used for all instances where the logo is printed at .75 inches wide and under (i.e. interior labels and heat transfers).

# Visual Vocabulary

## Carter's Logo Variations: Corporate and Store

### CORPORATE: OFFICE AND COMMUNITY

The standard Carter's logo displayed on the top left is to be used for community or other company-sponsored initiatives, as well as for use for all interior store environments. The Carter's logo without the registration mark is to be used on exterior building signage.

### CORPORATE: INVESTOR RELATIONS

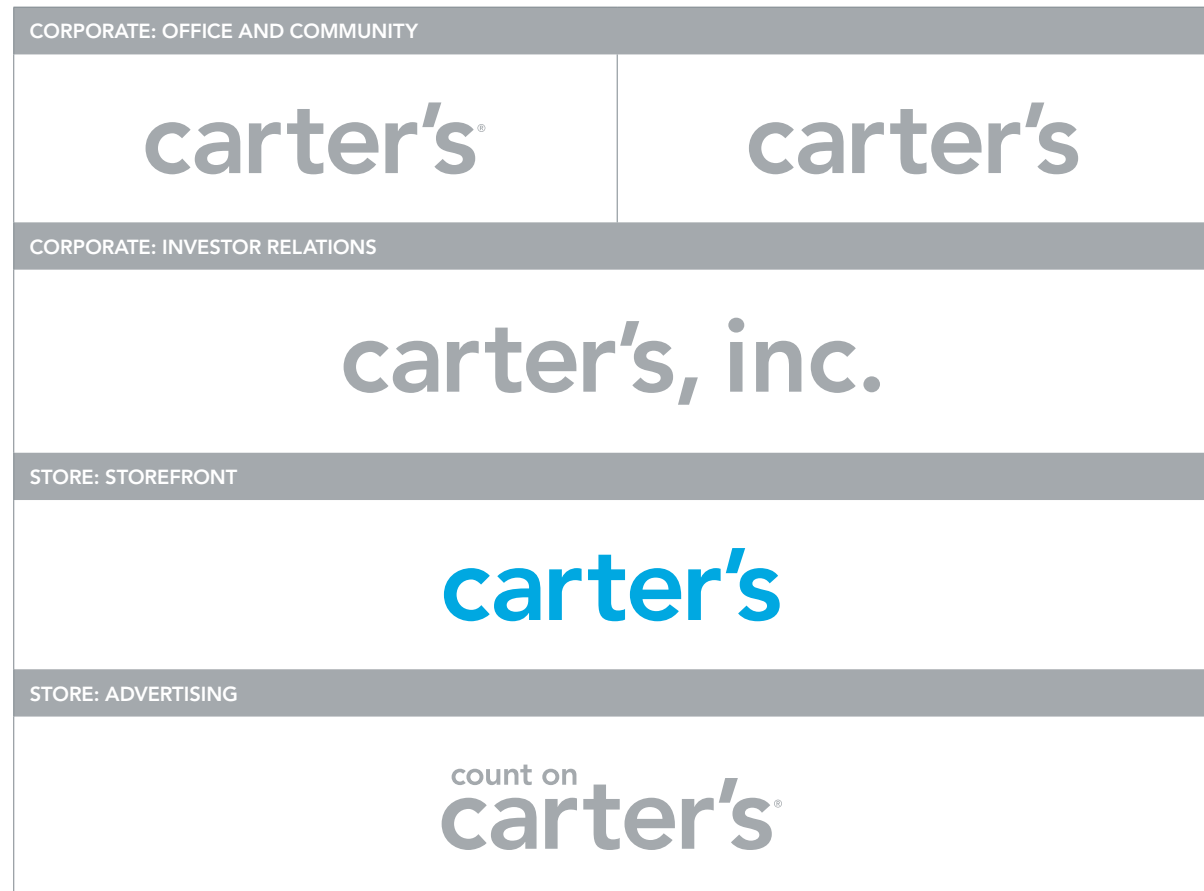
The Carter's, Inc. logo is for use on our financial and investor relations communications. Only use "inc." when required.

### STORE: STOREFRONT

The Carter's Logo in 2995C is used on the façade on international stores. It should be illuminated.

### STORE: ADVERTISING

The count on Carter's logo should be used in conjunction with our brand advertising campaign and in store graphics.





# Visual Vocabulary

## Carter's Logo Variations: Line Specific

PACKAGING LOGOS	
 <p><b>carter's</b> little baby basics™</p>	 <p><b>carter's</b> little extras™</p>
MARKETING LOGOS	
 <p><b>carter's</b> little collections™</p>	 <p><b>carter's</b> little occasions™</p>

# Visual Vocabulary

## Carter's Color Palette

### PRIMARY BRAND COLORS

PMS 430C and Carter's Blue are used to set the brand logo. Also used in the generic kit and promotionally.



**PMS 2995C**  
C83 M1 Y0 K0  
R0 G169 B224  
#00a9e0



**PMS 430C**  
C33 M18 Y13 K40  
R124 G135 B142  
#7c868d

### SECONDARY BRAND COLORS

PMS 2935C, Process Blue C, and PMS 305C are the Carter's Secondary color palette. These colors are only used promotionally. PMS 431C is used when the Carter's logo needs more contrast for legibility.



**PMS 2935C**  
C100 M52 Y0 K0  
0 87 184  
#0057b8



**PROCESS BLUE C**  
C100 M13 Y1 K2  
R0 G133 B202  
#0085ca



**PMS 305C**  
C54 M0 Y6 K0  
R89 G203 B232  
#59cbe8



**PMS 431C**  
C45 M25 Y16 K59  
R91 G103 B112  
#5b6770

# Visual Vocabulary

## Carter's Typography

### PRIMARY TYPOGRAPHY

Freight Sans Pro is the typeface used for brand communications. The minimum point size is 5pt for legal disclaimers and 9pt for MSRP. The standard point size for MSRP on hang tags is 16pt. In general, use PMS 431C for all text. In cases like the front of hang tags, when the size is directly under the logo, use 430C to match the logo. In regards to packaging, please refer to the packaging portion of the toolkit.

Do not scale typography, vertically or horizontally. Do not increase tracking or leading. Always set kerning to optical.

It is important to note that Freight Sans Pro will default to *old style* figures; however figures must be set *tabular* (NOT 0123456789, but 0123456789). This is especially important for numbers, which can be individually replaced via the glyph palette, or by resetting the default to tabular lined figures. Instructions follow:

In Indesign: Window > Type & Tables > Character  
In the drop-down menu, select OpenType > Tabular Lining

In Illustrator: Window > type > Opentype  
In the Figure drop-down menu, select Tabular Lining

#### FREIGHT SANS PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$\$%^&\*()

#### FREIGHT SANS PRO BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$\$%^&\*()

#### FREIGHT SANS PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$\$%^&\*()

#### FREIGHT SANS PRO SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$\$%^&\*()

#### FREIGHT SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$\$%^&\*()

#### FREIGHT SANS PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$\$%^&\*()

### ACCENT TYPOGRAPHY

Like a new color palette, Carter's will often choose an accent font to be used for marketing purposes per season. If this is the case, it will be provided to you. Accent fonts are available in the seasonal look books. Creative guideline documents are available in section 6.0 of this document.

# Visual Vocabulary

## Carter's Tone and Voice

The tone and manner of this idea is grounded in its authenticity. "Count on Carter's" is meant through every stitch and detail. That's why the advertising features truths that connect the strength of the Carter's brand with the unexpected nature of childhood.

The voice of Carter's expresses the soul of the brand. All copy is written to be sweet and fun but with a distinctively classic personality, look and feel. The voice should always be nurturing, loving, straightforward and experienced.

### Some Practical Copy Guidelines

- Talk to one person and make it meaningful and personal. Don't address a mass audience.
- Keep it conversational. Carter's is a playful brand – copy should display both the nurturing and fun sides of motherhood and childhood.
- Communicate features as benefits. For example, moms may not know why they need expandable collars, but they know their children will appreciate it.
- Make the copy experiential and sincere.
- Keep copy simple, crisp, witty and experienced.
- Use an active, not passive, voice.



Our imagery celebrates the joy of babies & kids.

# Visual Vocabulary

## Carter's Photography Style

We keep our brand photography consistent by using soft, directional morning light and a shallow depth of field. We vary our angles and zoom in (micro) to create emotion and intimacy with our babies. We also zoom out (macro) to show more product and kids.

When casting, we consider our brand personality and expression. We always choose a range of ethnicities in order to be diverse. Prime examples of the quintessential babies and kids are shown on the following pages.

Photography Direction	<ul style="list-style-type: none"> <li>• Uncluttered, minimal backgrounds</li> <li>• Beautiful morning light</li> <li>• Directional lighting to create softness</li> <li>• Shallow depth of field with focus on the eyes</li> <li>• Macro and micro to create intimacy and emotion</li> <li>• Variety of shots with kids looking at camera and also interacting off-camera</li> <li>• Not many props, clean and simple</li> </ul>	
Casting Direction	<p><b>BRAND PERSONALITY</b></p> <ul style="list-style-type: none"> <li>• Warm, <b>Happy</b>, Friendly</li> <li>• Optimistic</li> <li>• Adorable, <b>Cute</b></li> <li>• <b>Modern</b></li> <li>• Beautiful, Sweet</li> <li>• Engaging</li> <li>• Joyful, Delightful</li> <li>• Innocent, Gentle</li> <li>• <b>Colorful, Fresh</b></li> <li>• Fun, Playful</li> </ul>	<p><b>BRAND EXPRESSION</b></p> <ul style="list-style-type: none"> <li>• Smile</li> <li>• Wonder</li> <li>• Hug</li> <li>• Snuggle</li> <li>• Nuzzle</li> <li>• Nurture</li> <li>• Play</li> <li>• Touch</li> <li>• Laugh</li> <li>• Giggle</li> </ul>



# Visual Vocabulary

Carter's Photography Style - Baby (NB - 24m)



# Visual Vocabulary

Carter's Photography Style - Toddler (2t - 5t)





# Visual Vocabulary

Carter's Photography Style - Big Kids (4-8)



# Visual Vocabulary

## OshKosh Logo Usage

The OshKosh B'gosh logo proudly celebrates our heritage brand status. The enlarged 'O' and 'K' echo the original logo and help make oshkosh easily readable. The custom font based on vintage workwear typography. The rounded letterforms and chunky oversize appearance adds a childlike quality. Retaining the original hand-drawn font and jaunty angle adds vintage character and authenticity to the logo.

Only use the horizontal logo when space does not allow stacked logo in limited vertical spaces.

*the GENUINE Article*

Our trademarked brandline is designed as a modular element. It can lock-up with the logo or live separately, scaled as appropriate to the format.



Used for all instances when the logo is printed at 2 inches wide and under (i.e. packaging and coupons).

Used for all instances where the logo is printed at .75 inches wide and under (i.e. interior labels and heat transfers).



Use the horizontal logo only when space does not allow for the stacked logo to fit within limited vertical spaces.

# Visual Vocabulary

## OshKosh Logo Variations - Line Specific

BABY B'GOSH - STACKED

*baby*  
*B'gosh*<sup>®</sup>

BABY B'GOSH - HORIZONTAL

*baby B'gosh*<sup>®</sup>

CLOVER LOGO





# Visual Vocabulary

## OshKosh Color Palette

### PRIMARY BRAND COLORS



PMS 540C  
C100 M57 Y12 K66  
R0 G51 B89  
#003057



PMS WHITE  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

### SECONDARY BRAND COLORS



PMS 1797C  
C2 M98 Y85 K7  
R196 G38 B46  
#cb333b



PMS 468U  
C6 M9 Y23 K0  
R249 G246 B236  
#e0ceaa



PMS 300C  
C100 M44 Y0 K0  
R35 G119 B187  
#005eb8

# Visual Vocabulary

## OshKosh Typography

### OKBG CHELSEA SANS:

Designed exclusively for OshKosh B'gosh, OKBG Chelsea is a classic san serif font that provides balance to the playful OKBG Brit. Easy to read and ideal for headlines and long-form copy.

### OKBG BRIT:

This playful font was designed exclusively for OshKosh B'gosh. The real and relatable qualities of this hand-drawn font help express the brand personality. Ideal for accent copy.

### OKBG CHELSEA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()

### OKBG CHELSEA SANS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()**

### OKBG BRIT SAVVY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()

# Visual Vocabulary

## OshKosh Tone and Voice

OshKosh B'gosh, like a song,  
Calls you back where you belong.  
OshKosh B'gosh, like family,  
Cherished photos of you and me,  
OshKosh B'gosh, like a game,  
As fun to wear as it is a name.  
OshKosh B'gosh, big kids or small...  
The world's best brand,  
**OVERALL!**

We happily provide product, creative assets and services for our retail partners to use in the context of their own shops or online space. Whether it's our World's Best Overalls destination in a children's department, or a broad assortment of product in an online store, OshKosh brand assets can add value to our retail partners' shopping experience.



# Visual Vocabulary

## OshKosh Photography Style

Our goal is to communicate strong seasonal campaigns, clear selling messages and a compelling brand story that connects with consumers on an emotional level. To that end, photography, styling, graphic design and voice work together to present a fresh, modern image with a nod to the brand's heritage.

Photography Direction	<ul style="list-style-type: none"> <li>• On location shots support the seasonal creative direction</li> <li>• Bright, Sunny Shots</li> <li>• Panaoramic shots to show the lifestyle of the clothes</li> <li>• Close-up shots with cropping capture emotion</li> <li>• Creative propping translates to in-store</li> </ul>	
Casting Direction	<p><b>BRAND PERSONALITY</b></p> <ul style="list-style-type: none"> <li>• Relatable, <b>Relevant</b></li> <li>• Trend-conscious</li> <li>• Kid-friendly, <b>Effortless</b></li> <li>• Fun, <b>Optimistic</b></li> <li>• Warm, Inclusive</li> <li>• <b>Adventurous</b></li> <li>• Authentic, <b>Heritage</b></li> </ul>	<p><b>BRAND EXPRESSION</b></p> <ul style="list-style-type: none"> <li>• Genuine: natural, kid-friendly &amp; relatable</li> <li>• Playful: unexpected, fun and witty</li> <li>• Story-driven: putting product features, benefits and personality in context</li> <li>• Emotional: capturing moments, evoking emotion, as well as selling clothes</li> </ul>

# Visual Vocabulary

## OshKosh Photography Style - Natural Interactions





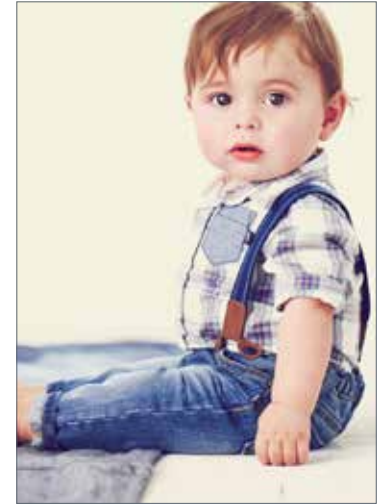
# Visual Vocabulary

## OshKosh Photography Style - Relatable Styling



# Visual Vocabulary

OshKosh Photography Style - World's Best Overalls and Baby B'gosh



# Visual Vocabulary

## Dual Logo: Carter's + OshKosh Usage

### CORPORATE LOGO COMBINATIONS

Please use the “count on Carter's” version for corporate use of combined brand initiatives and corporate environments. This is the logo that is used on the interior of our office spaces and other corporate communications. The logo must be printed in 540C or knocked out in white. The alternate version is printed in 2995C, 430C and 540C.

The combined option for stores would include “babies and kids” for our combined store initiatives. This logo lock-up would also be used on any dual brand marketing pieces. Again, the logo must be printed in 2995C, 430C and 540C.

CORPORATE: OFFICE AND COMMUNITY







# 6.0 Visual Merchandising

Carter's, OshKosh, and Co-Branded Stores

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# Seasonal Creative Guidelines & Catalogs

Carter's, OshKosh, and Co-Branded Stores



# Seasonal Creative Guidelines & Catalogs

Carter's will provide a comprehensive creative guide and asset catalog to supply you with all of the assets you will need to brand your stores and support your marketing initiatives for the season.

These will be available four times per year on our FTP site. Directions are provided in Section 6.3 of this toolkit.

	Spring	Summer	Fall	Winter
Date assets are available	1-Jan	1-Apr	1-Jul	1-Oct

**Carter's** Fall 2015 Creative Elements

SEASONAL FONTS  
**FREIGHTSANS PRO BOLD**  
 FREIGHTSANS PRO BOOK

Freight Sans Pro Family

COLOR PALETTE

pms 1655C RGB 252, 76, 2  
 pms 286C RGB 0, 51, 160

LOGO  
**count me in!**  
 CountMeIn\_stack

IMAGES ARE LOCATED: /Global Licensing Site/Carter's/Marketing/Seasonal/2015/Fall/

**Carter's** In-store Signage- Cabinet Graphics

BABY 0-24M 1.5MX450mm  
 COUNT ME IN- BRAND 1.5MX450mm

outfit sets dressing made easy  
 BABY GIRLS NB-24M  
 BABY BOYS NB-24M

3-piece sets too cute to scoot!  
 BABY GIRLS NB-24M  
 BABY BOYS NB-24M

Toddler/ Big 1.5MX450mm  
 happy to play all day GIRLS 2T-8  
 happy to play all day BOYS 2T-8

Sleepwear 1.5MX450mm  
 for big dreamers and little sleepers  
 BOYS & GIRLS PJJ 6M-8

CARL\_15\_19450mm\_cabinetgraphics

IMAGES ARE LOCATED: /Global Licensing Site/Carter's/Marketing/Seasonal/2015/Fall/In-Store/Signage/

**carter's**

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# Monthly Visual Merchandising Directives

Carter's, OshKosh, and Co-Branded Stores

# Monthly Visual Merchandising Directives

Carter's will provide a comprehensive monthly visual merchandising directive to supply you with all of your window assets along with propping and mannequin directives. Merchandising directions for your key front tables and other Zone 1 fixtures will be included to guide your visual ????? instore.

These will be available twelve times per year on our FTP site. Directions are provided in Section 6.3 of this toolkit.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Date assets are available	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov

**Carter's Fall 2015 Window Concept**

**Suggested Leggings to Hang:**  
2366009, 2366009, 2366009, 2366009, 2366009, 2366006, 2366006, 2366003, 2366002, 2366007, 2366004, 2366001

**Suggested Girl & Boy Mannequin Styles:**  
Baby Boy: 225162, 225009J, 225175, 2245060  
Toddler Girl: 235191 & 2358074 & 235A899

**Carter's FRONT TABLE Girls Tunics & Leggings**

**Suggested Styles:**  
Mannequin: 2358108 & 236A847  
Tees (Square Fold): 2358108, 2358104, 2358105, 2358108, 2358109, 2358104, 2358110  
Shorts (Vertical Half Fold): 236A832, 236A865, 236A827, 236A834, 236A839, 236A833

**Suggested Styles:**  
Mannequin: 2358108 & 236A832

**Carter's Propping Direction**

**Production Directions:** Refer to the Production Instructions for Carter's August Jump Rope Ladder in the propping folder.

**In-Store Execution Directions:** Ladders should be draped to the store assembled by your vendor with sign on them or hang from the bar system or mesh grid. This should hang to the right of the large tunic & leggings graphic.

**Production Directions:** Refer to the Production Instructions for Carter's August 1, 2, 3 play in the propping folder.

**In-Store Execution Directions:** For set up in store please refer to the Home - 103 mannequin setup documents.

**SPCCS:** Colored Book printed on C2F 4pt

**QUANTITY:** 1 of each

**Production Directions:** Use flex and scoring lines are included in the artwork.

**In-Store Execution Directions:** refer to the flex folding directive in the propping folder. Stack on cabinet shelves with 1/2 mannequin books.

**IMAGES ARE LOCATED:** /Global/Licensing/Site/Carter's/Marketing/Seasonal/2015/Summer/In-Store/Propping

6

0.0.00

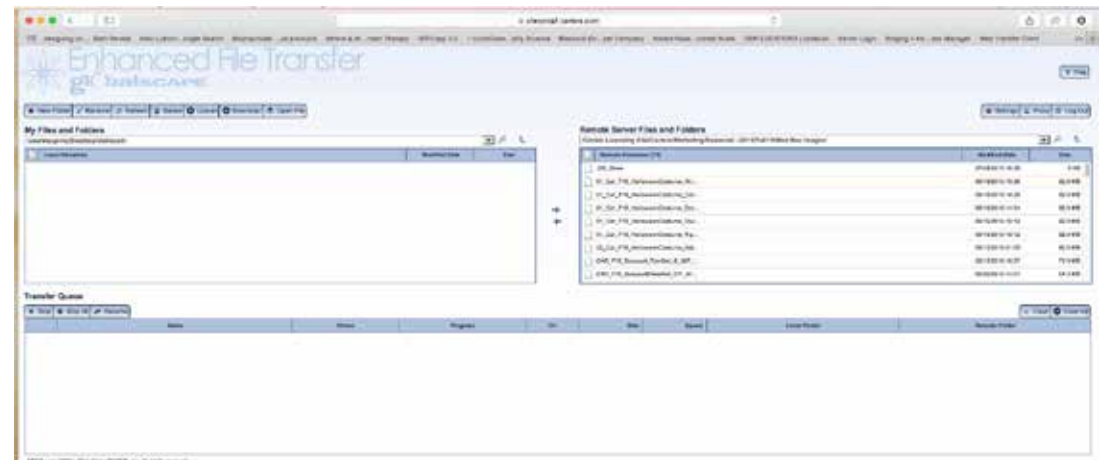
# Visual Merchandising Assets

Carter's, OshKosh, and Co-Branded Stores

# Visual Merchandising Assets

All of the seasonal and marketing assets will be posted on our FTP site as per the calendars in Sections 6.1 and 6.2 of this Toolkit for your teams to access and download to brand your stores and create your monthly windows for your Carter's, OshKosh, and co-branded stores.

**FTP site: ftp://#####  
login info**





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# Visual Merchandising Standards

Subtitle

# Visual Merchandising Standards





# 7.0 Store Operations

0.0.00

# Branded Cash Wrap Setup

Carter's, OshKosh, and Co-Branded Stores

# Branded Cash Wrap Supplies

## Carter's and OshKosh Bags and Boxes

GLOBAL BRAND EXPERIENCE - CARTER'S SPRING 2015 IN-STORE

Gift Box



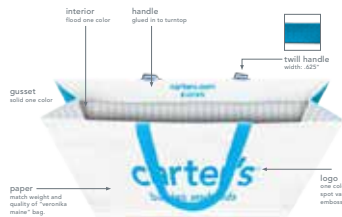
GLOBAL BRAND EXPERIENCE - CARTER'S SPRING 2015 IN-STORE

Shopping Bag



**SPECIFICATIONS:**

- large shopper  
dimensions: 16" w x 12" h  
gusset: 6"  
handle height: 8.25"
- medium shopper  
dimensions: 13" w x 9.75" h  
gusset: 6"  
handle height: 8.25"
- small shopper  
dimensions: 10" w x 7.5" h  
gusset: 5"  
handle height: 5.25"



GLOBAL BRAND EXPERIENCE - OSHKOSH B'GOSH SPRING 2015 IN-STORE

Gift Box



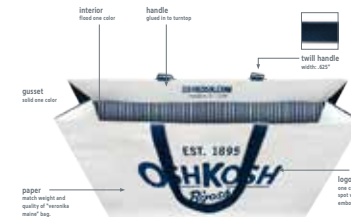
GLOBAL BRAND EXPERIENCE - OSHKOSH B'GOSH SPRING 2015 IN-STORE

Shopping Bag



**SPECIFICATIONS:**

- large shopper  
dimensions: 16" w x 12" h  
gusset: 6"  
handle height: 8.25"
- medium shopper  
dimensions: 13" w x 9.75" h  
gusset: 6"  
handle height: 8.25"
- small shopper  
dimensions: 10" w x 7.5" h  
gusset: 5"  
handle height: 5.25"





0.0.00

# Music

Carter's, OshKosh and Co-Branded Stores

# Music

Subtitle



0.0.00

# Uniforms

Carter's, OshKosh and Co-Branded Stores

# Uniforms

## Subtitle

0.0.00

# Mannequins

Carter's, OshKosh and Co-Branded Stores



# Mannequins

Subtitle








0.0.00

# Cashwrap Setup

Carter's, OshKosh, and Co-Branded Stores

# Cashwrap Setup

## Subtitle

Cashwrap – Linear			Cashwrap – Linear			Cashwrap – Square														
<p><b>Drawer 1 – Front Cashwrap</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Drawer Organizer</li> <li><input type="checkbox"/> Scissors</li> <li><input type="checkbox"/> Tape Measure</li> <li><input type="checkbox"/> Calculator</li> <li><input type="checkbox"/> Staples</li> <li><input type="checkbox"/> Store Stamp</li> <li><input type="checkbox"/> Marker – Black (Permanent)</li> <li><input type="checkbox"/> Stamp; Coupon Redeemed/Void.</li> </ul>			<p><b>Back Cashwrap</b></p> <ul style="list-style-type: none"> <li>ns</li> <li>eedles</li> <li>2 J Hook</li> <li>se Hold Tags</li> <li>safety Caps</li> </ul>			<p><b>Drawer 2 – Front Cashwrap</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Drawer Organizer</li> <li><input type="checkbox"/> Tape Measure</li> <li><input type="checkbox"/> Tape and Tape Dispenser</li> <li><input type="checkbox"/> Marker – Black (Permanent)</li> <li><input type="checkbox"/> 5 Gift Cards</li> <li><input type="checkbox"/> 5 Merchandise Credits</li> <li><input type="checkbox"/> Gift Card Holders</li> <li><input type="checkbox"/> Stamp; Coupon Redeemed/Void</li> <li><input type="checkbox"/> Little Layette Training Card – English</li> <li><input type="checkbox"/> Little Layette Training Card – Spanish</li> </ul>			<p><b>Back Cashwrap</b></p> <ul style="list-style-type: none"> <li>ns</li> <li>or Monarch Guns</li> <li>tickers (Red and White)</li> </ul>			<p><b>Drawer 3 – Front Cashwrap</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Drawer Organizer</li> <li><input type="checkbox"/> Scissors</li> <li><input type="checkbox"/> Tape Measure</li> <li><input type="checkbox"/> Staples</li> <li><input type="checkbox"/> Marker – Black (Permanent)</li> <li><input type="checkbox"/> Screen Wipe</li> <li><input type="checkbox"/> Stamp; Coupon Redeemed/Void – if you have a 3<sup>rd</sup> register</li> </ul>			<p><b>Back Cashwrap</b></p> <ul style="list-style-type: none"> <li>Black (Permanent)</li> <li>ds</li> <li>ndise Credits</li> <li>olders</li> <li>oupon Redeemed/Void</li> <li>tte Training Card – English</li> <li>tte Training Card – Spanish</li> <li>ns</li> <li>eedles</li> <li>2 J Hook</li> <li>s</li> <li>ise Hold Tags</li> <li>Guns</li> <li>for Monarch Guns</li> <li>Stickers (Red and White)</li> </ul>			<p><b>Drawer 1 – Front Cashwrap</b></p> <ul style="list-style-type: none"> <li>rganizer</li> <li>sure</li> <li>ands</li> <li>r</li> </ul>		
For DM/SM	Stockroom Setup	1	For DM/SM	Stockroom Setup	2	For DM/SM	Stockroom Setup	3												

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# Stockroom Setup

Carter's, OshKosh, and Co-Branded Stores

# Stockroom Setup

## Carter's, OshKosh, and Co-Branded Stores

### ★ Replenishment Process Setup – Shelving Units

**How do I zone my shelves?**


- Shelves should be zoned within every 3 or 4 foot section depending on your store.
- Starting from the top, attach shelf clip and label to every other shelf. (Note: Most stores will have an odd number of shelves and will have one zone in each section with 3 shelves. Use example photos below as a reference for both accessories and folds with an odd number of shelves).
- SBS stores:
  - Carter's will have separate zones both starting with zone 1. Carter's will be zoned with blue labels and Oshkosh with red labels.

**How do I attach my flag to my boxes?**

Use what you have available. Some options are:

- Large bull clip
- Magnet
- Velcro


Start Here



### ★ Replenishment Process Setup – Hanging (Mobile)

**How do I zone my hanging sections?**

- Mobile units are zoned within every 3 or 4 foot section depending on your store.
- Attaching your zones:
  - Use tape to attach zone labels to the top of each 3 or 4 foot hanging section indicating what zone/product is in each section.
  - Use a dry erase marker to write the zone number on the front of each zone card.
  - Use tape to attach laminated zone cards to the end of each mobile unit indicating what zones/product are inside each unit.
- SBS stores:
  - Carter's and Oshkosh will have separate zones both starting with zone 1. Carter's will be zoned with blue labels and Oshkosh with red labels.
  - SBS Oshkosh stores will start zoning with cubes on salesfloor. Depending on how many groups of cubes are on the salesfloor the stockroom zone numbers will begin at #7 or #8. (Please refer to example layouts on the following pages).








### ★ Replenishment Process Setup

**Replenishment Tools**

Your store will be provided with the following tools by DDS that will be a part of your New Store Supplies shipment:

- Start here flag
- Laminated zone labels for hanging (Blue for Carters and Red for Oshkosh)
- Zone hangers for standard hanging walls
- Zone shelf clip and label
- Clear vinyl pouches and labels for boxes



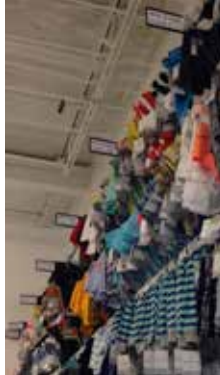






For DM/SM Stockroom Setup 7

### ★ Replenishment Process Setup – Hanging (Standards)

**How do I zone my hanging sections?**

- Wall standards are zoned by every 3 foot section.
- Attaching your zones:
  - Place your laminated zone card inside the hanger.
  - Use a dry erase marker to write the zone number on the front and back of each zone card.
  - Place your hanger at beginning of each standard.
- SBS stores:
  - Carter's and Oshkosh will have separate zones both starting with zone 1. Carter's will be zoned with blue labels and Oshkosh with red labels.
  - SBS Oshkosh stores will start zoning with cubes on salesfloor. Depending on how many groups of cubes are on the salesfloor the stockroom zone numbers will begin at #7 or #8. (Please refer to example layouts on the following pages).

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# Accessories, Hangers, and Hardware

## Subtitle

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### Accessories

**Boy and Girl Accessories**

There will be store specific sections for accessories; Refer to your store specific backroom layout.

- Build all of your boxes and begin placing them on your shelves.
- Do not place boxes on the top shelf. Leave that shelf for toys that will not fit in a box.
- Once all of the boxes are built, place plastic label holders on the front of each box.
- As associates begin to place product on Sunday, use the labels provided by DDS to slide into each plastic holder.
- Keep like product together (e.g. girl 3 pack underwear in one box and girl 7 pack underwear in another).
- Keep same sizes together (e.g. baby girl 0-6 months socks in a box and baby girl 6-12 months socks in another box).
- Boy and Girl product should mimic each other on the shelves (e.g. if girl underwear is on the third shelf in girls then boy underwear should also be on the third shelf).
- See the following 2 pages for a template to set up your shelves initially
- Boxes on the bottom 2 shelves should always be designated clearance.



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### Hanger System

**Hanger System**

Each store will receive a new hanger system.

- Individual stores will receive 1 and SBS stores will receive 2.
- Keep like hangers together (i.e. pants with pants and shirts with shirts)
- Keep in size order for easy access



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### Hardware

**Setting Hardware**

Each store is provided with a wooden hardware container with either 14 or 21 slots to store hardware. Bin labels and pouches will arrive with your DDS supply order.

If your store has a hardware bin placed inside a mobile unit use the shelves above to store additional hardware.

The following hardware will be placed here:

- 12" Slatwall safety hook – lace white
- 8" Slatwall safety hook – lace white
- 9" Hook for Hangrod – Rectangular – Chrome
- 3" Hangrod for Faceout Hangrod – Brushed Chrome
- 9" Hangrod for Faceout Hangrod – Brushed Chrome
- 12" Hangrod Faceout for Hangrod – Chrome
- 12" Rectangular Faceout w/tab – Brushed Chrome
- 12" Faceout (shelf bracket)
- 12" Faceout Slatwall
- 9" Bracket w/Cup for Slatwall
- End Cap, flush w/tombstone stop – Chrome
- Clamp for Add-on Ring – Satin Chrome
- Saddle w/Puck – Satin Chrome




For DM/SM
Stockroom Setup
6

**Accessory Grid**

shoes and other accessories.

is keep like items/styles together and in size order for easy access to customer.

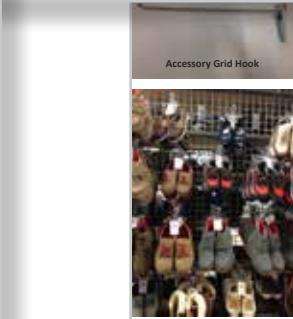
act and shelves for folds and accessories.

of the unit

id SBS stores will receive 2.

er's fixture package


Flexed section to include grid and accessory boxes.





Stockroom Setup
25

**Accessory Grid**

Accessory Grid Hook



For DM/SM Only
Stockroom Setup
34

**Accessory Grid**

shoes and other accessories.

is keep like items/styles together and in size order for easy access to customer.


act and shelves for folds and accessories.

of the unit

id SBS stores will receive 2.

er's fixture package

Flexed section to include grid and accessory boxes.



Stockroom Setup
35



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# Supplies

Carter's, OshKosh, and Co-Branded Stores

