ONLY

VISUAL MERCHANDISE MANUAL

MY IMAGE IS EVERYTHING.
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1. Intro

Within this introduction manual, you will find a wealth of practical information on merchandising an ONLY store.

This manual is a step-by-step guide where you will be given invaluable information and insight to help create an inspiring and sales-optimised store.

We view the manual as not only an essential tool in the day-to-day work of merchandising, but also as a source of inspiration to help you merchandise your store.

Happy merchandising!

1.1. Purpose of Merchandising

The purpose of this merchandising manual is to give ONLY stores a tool to ensure a highly visible, consistent expression in the area of merchandising.

Through consistent merchandising in all our stores, we aim to:

- increase sales
- create a 'need' for the customer
- promote and develop ONLY’s brand and identity within its stores
- establish a thoroughly consistent expression throughout all ONLY stores
- create an experience for the customer
- create recognition for the customer
2. THE STORE

Competition to bring customers into your store – and keep them there – is high. Visual merchandising is essential to attracting and holding a visitor’s attention and converting them into a paying customer.

COMPARTMENTALISATION IN AN ONLY STORE

We divide our store locations into individual rooms to create new experiences around every corner. This creates flexibility and ability to tell stories through diversified product exposure and decoration, which is based on only a few strong elements. Products and furnishings work together as sources of inspiration and improve the overall shopping experience for customers.
2.1. A-, B- & C-PLACEMENTS IN THE STORE

It is important to identify the areas in your store that have the highest turnover of merchandise. A-, B- and C-placements are terms we use to identify and rank the best sales areas within an ONLY store. Therefore, it is crucial to recognise where your store’s A-, B- and C-placements are.

There are some general rules for where A-, B- and C-placements are found in a store. These depend on the premises’ design and the placement of furnishings, such as tables and racks, so there is some variation from store to store.

When you are aware of your store’s A-, B- and C-placements, you are better equipped to place the right products in the right place.
2.1. A-, B- & C-placements in the store

A-placements

The A-placements are your store’s best sales areas. They are the areas where customer traffic is greatest and that naturally attract the customer’s attention.

General A-placements

- Street racks
- Impact zone (tables and racks at the front of the store)
- Walls to the right of the entrance (Note: this is not always the case, as it depends on the individual store layout)

In A-placements, you should place the most current products.

Products for an A-placement

- The latest trend products
- Top 10 products
- Campaign products
- Products shown in the window
- Products with good gross profit
2.1. A-, B- & C-PLACEMENTS IN THE STORE

B-PLACEMENT

B-placements are your store's second best sales areas. These are the areas where customer traffic is still relatively high.

General B-placements

- The walls in the middle and back of the store
- Tables and racks in the middle and back of the store
- The walls to the left of the entrance (Note: this is not always the case, as it depends on the individual store layout)

In B-placements, you should place products that are typically not ‘brand new’, but can be easily combined with new products and are therefore interesting and tempting again.

Products for a B-placement

- Styles which were recently in an A-placement, but have now made way for newer styles
- Accessories
- Best sold styles on a rack
- Basic products

As a rule, the sales counter is placed in the middle of the store in a B-placement area. Therefore, make sure to have accessories in a sales box at the counter so the customer easily catches sight of these impulse items when they’re about to pay.
C-PLACEMENT

C-placements are your store's least-popular sales area. These are the areas where customer traffic is low and that receive the least amount of attention. Therefore, more must be done to attract a customer's interest in these parts of the store.

General C-placements

- The back wall
- Walls that cannot be seen from the entrance

In C-placements, place products the customer is already familiar with, as well as older products.

Products for a C-placement

- Basic products
- Styles which are no longer new
2.2. THE RIGHT PRODUCT IN THE RIGHT PLACE

Now you have identified your store’s A-, B- and C-placements, you can place the right products in the right placements and achieve the best turnover and gross profit.

In the illustration below, you can see the importance of placing the products in the correct placement.

The illustration shows that by placing a Top 10 product or a new trend item in an A-placement, you can sell 20 items, while placing it in a C position will sell only 5 items. Neither B nor C merchandise can sell the same volume in an A-placement.

<table>
<thead>
<tr>
<th>Top 10 new products (0-8 weeks)</th>
<th>A-PLACEMENT</th>
<th>B-PLACEMENT</th>
<th>C-PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle (8-12 weeks)</td>
<td>10</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>12 weeks or older</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

2.3. UTILISING DATA

Another important factor in the placement of products is the knowledge to be gained from data such as lists, statistics and sales figures. Utilising the Top Selling List, Stock Report and Stock Per Age data can give you a better insight into where a product should be placed to achieve the best possible turnover.

These lists and reports can be found on the in-store computer:

- Top Selling List
- Stock Report
- Stock Per Age data
2.3. UTILISING DATA

TOP SELLING LIST

The Top Selling List is a tool that reports on the best-selling styles within your store, allowing you to see what is selling well and what is underperforming. It will also provide you with information on how many of each style is left in stock, which is helpful when you merchandise.

A style that is at the top of the list and still has good volume should be placed in an A-placement.

STEP 01.
Select “top/bottom list” under “reports” in the NCR program on the computer in the store.

STEP 02.
Choose which time period you want to see figures for by entering the relevant dates.

You can also specify whether you want a ‘Top List’ or ‘Bottom List’ and whether it should be divided by category, etc.
2.3. UTILISING DATA

STOCK REPORT

‘Stock Report’ will tell you **the value of the entire store’s stock**, sorted by category.

**STEP 01.**
Select “stock report” under “reports” in the NCR program on the computer in the store.

**STEP 02.**
It will automatically select today’s date.

The date should only be changed if you want a report on an earlier stock value.
2.3. UTILISING DATA

STOCK PER AGE

‘Stock Per Age’ is a list by age of each style in the store, sorted by month. It also shows how many items are left of each style. The report is a useful tool to help decide whether a style needs to be given an extra promotional push before it gets too old, or whether it should have a reduction in price.

STEP 01.
Select “stock per age” under “reports” in the NCR program on the computer in the store.

STEP 02.
Click “view”.

Visual Merchandise Manual
2.4. FURNITURE LAYOUT

- FRONT / SHELF SUPPORT
- WATERFALL
- SHELF SUPPORT 600
- SIDE HANG
- 1200 SHELF
- 600 SHELF
- WALL BRACKET
2.4.
FURNITURE LAYOUT

800 RACK

800 RACK WITH A&B FRONTS

FRONT RACK

1200 RACK

1200 RACK WITH A&B FRONTS
2.4. FURNITURE LAYOUT

HEXAGON TABLE L  
HEXAGON TABLE M  
HEXAGON TABLE S

IMPACT ZONE PODIUM L  
IMPACT ZONE PODIUM M  
IMPACT ZONE PODIUM S

TABLE 80X120  
IMPACT ZONE PODIUM W. LED SCREEN
2.4. FURNITURE LAYOUT

<table>
<thead>
<tr>
<th>Accessory Box L</th>
<th>Accessory Box S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Frame</td>
<td>Poster Frame Fitting</td>
</tr>
<tr>
<td>Price Sign</td>
<td>Mannequin Price Sign</td>
</tr>
</tbody>
</table>
3. IMPACT ZONE

TO BE UPDATED
4. TABLES

Tables are simple yet effective sales areas within a store, as customers can easily view the merchandise. Ensure you choose styles for a table based on price, season and volume.
4.1. GENERAL GUIDELINES FOR TABLES

- Use 4 - 8 options on a table, with a maximum of 3 different styles (120x80)
- Always think ‘wardrobe’, i.e. the customer should be able to wear the styles together as a set, unless you only have one style on the table
- Choose products with good volume
- Choose products with good prices
- Ensure a good price mix if more than one style is used
- Always try to make each pile of clothing on the table the same height
- The products should be laid out in size order, from XS on the top to XL at the bottom
- Always use price signs, although consider whether it is necessary to promote all prices
- Feel free to use accessory to create additional sales. The accessory must be wearable with the styles shown on the table. Present them in an accessory box.
4.2. MERCHANDISING TABLES

Examples of how products can be placed on a table are given in the illustrations below. There are several options, but try to **keep it as simple and uncluttered as possible** to maximise saleability.

- Use the same style in multiple colours
- Fold the same style in the same way and place it in the same area on the table

1 Style – 8 Options

2 Styles – 6 Options
4.2. MERCHANDISING TABLES

2 STYLES – 7 OPTIONS

3 STYLES – 7 OPTIONS
4.2. MERCHANDISING TABLES

2 STYLES – 5 OPTIONS

3 STYLES – 7 OPTIONS
4.2. MERCHANDISING TABLES

MAX NUMBER OF PRODUCTS PER PILE /OPTION ON TABLES

Sweat 6 pcs.
Knit, fall 6 pcs.
Knit, spring 8 pcs.
Shirts 8 pcs.
Jeans 10 pcs.
Tee’s 12 pcs.
4.3. GENERAL GUIDELINES FOR HEXAGON TABLES

- Use 3 - 6 options on a table, with a maximum of 2 different styles
- Always think ‘wardrobe’ i.e. the customer should be able to wear the styles together as a set, unless you only have one style on the table
- Choose products with good volume
- Choose products with good prices
- Ensure a good price mix if more than one style is used
- Always try to make each pile of clothing on the table the same height
- The products should be laid out in size order, from XS on the top to XL at the bottom
- Always use price signs, although consider whether it is necessary to promote all prices
- Feel free to use accessories to create additional sales. The accessories must be wearable with the styles shown on the table. Present them in an accessories box.
4.4. MERCHANDISING HEXAGON TABLES

Examples of how products can be placed on hexagon tables are given in the illustrations below. There are several options, but try to place styles within the red lines wherever possible for maximum saleability, as well as to create a simple and uncluttered feel.

- Use the same style in multiple colours
- Fold the same style in the same way and place it in the same area on the table
4.4. MERCHANDISING HEXAGON TABLES

2 STYLES – 4 OPTIONS

2 STYLES – 4 OPTIONS
4.4. MERCHANDISING HEXAGON TABLES

MAXIMUM NUMBER OF PRODUCTS PER PILE /OPTION ON TABLES

- Sweat 6 pcs.
- Knit, fall 6 pcs.
- Knit, spring 8 pcs.
- Shirts 8 pcs.
- Jeans 10 pcs.
- Tee's 12 pcs.
5. RACKS

There are two sizes of racks: 80 and 120 cm.
5.1. GENERAL GUIDELINES FOR RACKS

- Think in terms of ‘wardrobe’ if more than one style is used, i.e. the customer should be able to wear the styles together as a set
- Choose products with good volume
- Choose products with good prices
- Ensure a good price mix if more than one style is used
- The products must face with the front towards the customer
- All hangers must be turned the same way, except for the last one. This should be turned the opposite way so the front faces the customer
- Separate the jeans into L32 and L34, for example, with a top in between
- If there are fronts on the rack, ensure the same style is placed on both sides. Do not mix.
- The products must not touch the floor
- All styles should hang in sizes from XS (front) to XL (back)
- Never start with trousers, unless there are only jeans and trousers on the rack
- Always use price signs

Racks on the street are merchandised according to the same guidelines.

5.2. MERCHANDISING RACKS

The following images will give you an overview of how styles can be placed on racks and how many options a rack can hold (depending on which size rack is used).

MAXIMUM NUMBER OF PRODUCTS PER OPTION ON ONE RACK

(this is a guideline, as it may only be possible for two options on a rack. In this case, there can be more items per option)

- Sweat 6 pcs.
- Knit, fall 6 pcs.
- Knit, spring 8 pcs.
- Shirts 8 pcs.
- Jeans 10 pcs.
- Tee’s 12 pcs.
5.2. MERCHANDISING RACKS

1 STYLE – 2 OPTIONS

2 STYLES – 5 OPTIONS

2 STYLES – 4 OPTIONS

3 STYLES – 4 OPTIONS
5.2. MERCHANDISING RACKS

2 STYLES – 5 OPTIONS

3 STYLES – 6 OPTIONS

2 STYLES – 5 OPTIONS

3 STYLES – 6 OPTIONS
6. WALLS

While the tables and racks on the floor look after the more commercial side, it is the store’s walls that tell the trend story.

The trend for each collection is found in the Instore Guide section of the Visual Merchandising Guide on the Extranet. The Instore Guide also has guidelines for how the current trend story should be designed on the walls.

On the walls, there should be a clear division between casual and party. How the two lines are merchandised is described here.

**NB: Before you start merchandising you need to build the wall solution on the puzzle board which matches the number of options you want presented on the wall.**
6.1. CASUAL WALLS

Styles for a casual wall must be ‘Daily wear styles’, such as jeans, T-shirts, basic knit, casual jackets, etc.
6.1. CASUAL WALLS

GENERAL GUIDELINES FOR CASUAL WALLS

- Always think in wardrobe when placing styles.
- Think in options per m², i.e. display as many different options as possible on the wall fronts.
- Do not front the same style twice in a wall.
- The styles presented at level 3 (the top fronts) should not be fronted again at a lower level, but be presented on a side hang or on a shelf.
- Use maximum 4 different colours per wall.
- The clothes should hang freely. They must not touch the floor, shelves or other fronts.
- Make sure that jeans presented on mannequin legs show off the details which make the jeans attractive. The model displayed on the mannequin legs should also be displayed on the wall.
- Mannequin legs can be replaced with a poster or a front.
- Place a mannequin price sign on the left side of the mannequin legs, seen from the front.
- Accessories can be used. Belts and scarves are best presented in an accessory box.
- Everything should hang and lie according to size. XL at the back or bottom.

MERCHANDISING FRONTS AND WATERFALL FRONTS

- There must be maximum two options per front or a waterfall front (the same style in two colours or a combination).
- Present minimum 4 pieces on level 3 fronts.
- Place styles from different product categories on the fronts as much as possible so they can create extra sales.
- Do not present the same style on both the top and bottom part of a waterfall front (there are no options per m²).
- The fronts should be moved up or down between two styles to sales space not being used. The styles must hang freely.
- Everything is hung according to size. XS at the front, XL at the back.
6.1. CASUAL WALLS

MERCHANDISING SIDE HANGS FOR CASUAL WALLS

- The products on a side hang are always placed so that they have the front facing left.
- Always start with a top on a side hang.
- There must be maximum 4 options/4 colour blocks.
- Do not place two of the same colour blocks next to each other, vary them.
- There must be maximum 1 block with jeans/pants.
- To make the products active, place maximum 30 hangers on the side hang.
- Each colour block is hung according to size. XS at the front (farthest to the left) and XL at the back (farthest to the right).
6.1. CASUAL WALLS

MERCHANDISING SHELVES FOR CASUAL WALLS

- Do not place the same style next to each other. Vary them and think options per m².
- Do not place the same colour next to each other.
- Accessories can be used. Belts and scarves are best presented in an accessory box.
- Everything is arranged according to size. XS at the top and XL at the bottom.
6.1. CASUAL WALLS

A COMBINATION IS...

.....two styles that can be worn together, for example a jacket and a T-shirt. A combination is best presented in the following way: show the jacket and the T-shirt on the first hanger on the front; present the upper layer (the jacket) of the combination at the front part of the arm, and the inner layer (the T-shirt) at the back part of the arm.
6.2. PARTY WALLS

Styles for a party wall must be ‘Going out styles’, such as blazers, chiffon tops, trousers, dresses, etc.
6.2. PARTY WALLS

GENERAL GUIDELINES FOR PARTY WALLS

- Always think in wardrobe when placing styles.
- Think in options per m2, i.e. display as many different options as possible on the wall fronts.
- Do not front the same style twice in a wall.
- Use a maximum of 4 different colours per wall.
- The clothes should hang freely. They must not touch the floor, shelves or other fronts.
- Accessories can be used. Belts and scarves are best presented in an accessory box.
- On the upper shelves, only present torsos/wall posters
- Use one torso per wall bracket. (4 bracket walls = 4 torsos) One torso can be replaced with a wall poster
- Place a mannequin price sign by each torso (max 3 prices on each sign).
- Everything should hang and lie according to size. XL at the back or bottom.

MERCHANDISING FRONTS AND WATERFALL FRONTS

- There must be maximum two options per front or waterfall front (the same style in two colours or a combination).
- Place styles from different product categories on the fronts as much as possible, so they can create extra sales.
- Do not present the same style on both the top and bottom part of a waterfall front (there are no optimal options per m2).
- The fronts should be moved up or down between two styles to avoid sales space not being used. The styles must still hang freely.
- Everything is hung according to size. XS at the front, XL at the back.
6.2.
PARTY WALLS

MERCHANDISING SIDE HANGS
FOR PARTY WALLS

- The products on a side hang are always placed so that they have the front facing left.
- Always start with a top on a side hang.
- There must be maximum 4 options/4 colour blocks.
- Do not place two of the same colour blocks next to each other.
- There must be maximum 1 block with jeans/pants.
- To make the products active, place maximum 30 hangers on the side hang.
- Each colour block is hung according to size. XS at the front (farthest to the left) and XL at the back (farthest to the right).
MERCHANDISING SHELVES FOR PARTY WALLS

- Do not place the same style next to each other. Vary them and think options per m2.
- Do not place the same colour next to each other.
- Accessories can be used. Belts and scarves are best presented in an accessory box.
- Everything is arranged according to size. XS at the top and XL at the bottom.
6.2. PARTY WALLS

POSITIONING TORSOS/WALL POSTERS

When torsos are placed on the top shelf, it is important that they are not placed randomly. They must show a certain attitude in the way they stand on the shelf. Almost like they were posing for a photographer. They should overlap slightly, while simultaneously filling the space.

See the separate ‘Styling manual’ for more information about placement and styling of torsos.

MAXIMUM NUMBER OF PRODUCTS PER OPTION ON SHELVES AND SIDE HANG

- Sweat 6 pcs.
- Knit, fall 6 pcs.
- Knit, spring 8 pcs.
- Shirts 8 pcs.
- Jeans 10 pcs.
- Tee’s 12 pcs.
7. BASIC
Basic is a product our customers are very familiar with, so it has the **advantage of being able to be displayed in a C-Placement**. It is also a product from which additional sales can easily be created, so it can also work in the area around the counter and near the fitting rooms.

**Basic can be presented on racks, tables or walls.** Choose a solution based on how many models and colours you need to present, but always keep it together.

- Arrange from light to dark
- Place the same style together wherever possible, so it is easier for the customer to navigate
7. **BASIC**

- Arrange from light to dark
- Hang with size XS at the front (farthest to the left) to XL at the back (farthest to the right)

- Arrange from light to dark
- Keep the same style on both sides of the front. Do not mix
- Hang with size XS at the front (farthest to the left) to XL at the back (farthest to the right)
7. **BASIC**

- Keep all colours of one style together on the wall wherever possible.
- On a front, present a maximum of 2 options = same style in 2 colours
- Hang with size XS at the front to XL at the back
7. BASIC

Use one of the following wall solutions, using party wall pieces, when presenting basic on a wall.

3 BRACKET WALL
7. BASIC

4 BRACKET WALL
7. BASIC

5 BRACKET WALL
7. BASIC

5 BRACKET WALL
# 6 Bracket Wall

<table>
<thead>
<tr>
<th>PARTY</th>
<th>F</th>
<th>PARTY</th>
<th>F</th>
<th>PARTY</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td></td>
<td>18</td>
<td></td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>4 OPTIONS</td>
<td></td>
<td>6 OPTIONS</td>
<td></td>
<td>8 OPTIONS</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTY</th>
<th>A</th>
<th>PARTY</th>
<th>N</th>
<th>PARTY</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 OPTIONS</td>
<td></td>
<td>6 OPTIONS</td>
<td></td>
<td>4 OPTIONS</td>
<td></td>
</tr>
</tbody>
</table>

Visual Merchandise Manual
7. BASIC

6 BRACKET WALL
To create more focus and drive sales during certain periods, it is advisable to put an increased number of jeans models on one wall.

One of the following presentations can be chosen, depending on whether the store has high or low walls.

8.1. GENERAL GUIDELINES FOR JEANS PRESENTATION

- Present only jeans. No coloured jeans, denim shirts, etc
- Choose models with volume
- Ensure all models are always full, otherwise switch models
- Keep the models distinct, but easily manageable for the customer
- Keep L32 and L34 distinct within the different models
8.
JEANS

HIGH WALL
8. **JEANS**

HIGH WALL
8. JEANS
8. JEANS

LOW WALL
8. JEANS

LOW WALL
8. JEANS

1200 RACK WITH A&B FRONTS
9. ACCESSORIES TO BE UPDATED
10. SIGNS

Signage is an important part of communication with our customers, so it is essential for all signs to be updated with the right message.

**Signs can be made for the following:**
- Tables
- Racks
- Mannequins
- Torsos on walls
- Legs on walls
10.1. GENERAL GUIDELINES FOR SIGNS

- Maximum of 3 prices per sign
- If there is more than one price on the sign, always place the lowest price at the top and the highest price at the bottom
- All signs must be printed in Bestsign
- All signs are printed on ONLY paper or campaign paper
- Signs must always be placed in plexi sign holders
- Make sure the sign holders are intact and stand straight
Even the smallest detail in presentation can have an impact on how the product looks in your store. It is very important that clothes hang neatly on the hangers; if they are hanging crooked, the customer may find it difficult to see design details, the fit or how it would look if she tried it on.
11.1. ALARMS

- Alarms are always to be placed on the left side of products (when the clothes are lying in front of you with the front facing up)
- On slim jeans, the alarm is to be placed in the back pocket, as the customer may otherwise have difficulty trying on the jeans
- Wherever possible, place the alarm needle in the seam to avoid making holes in the clothing
- Place the alarm at the correct height. It should not be possible to cut it without the clothes being damaged.
11.2. **STEAMING**

One of the best ways to achieve top quality presentation of your products is to steam them. Ensure all creases from the clothing being folded and packed in boxes have been steamed away before being presented.

1. Hang the product on a hanger
2. Hang the hanger with the product on the steamer hook
3. Hold the steamer mouthpiece against the product and steam along the creases

11.3. **HANGERS**

The hanger’s hook should always resemble a question mark.
11.3. **HANGERS**

When using a hanger, always zip, button and/or tie all styles for the best presentation.
11.3. HANGERS

When using a hanger, always zip, button and/or tie all styles for the best presentation.

11.4. JEANS

Jeans are presented on hangers according to the following guidelines:
Jeans are folded according to the following guidelines
11.5. FOLDING TECHNIQUE

T-shirts, shirts, cardigans, etc. are folded according to the following guidelines:
11.6. HANG TAGS

Always ensure the hangtag is tucked inside the garment (not visible) when folded and piled, regardless of whether the product is on a table or shelf.
It is important we give our customers an experience when they visit our stores. They should be inspired visually and feel compelled to buy our product. Nothing evokes these feelings in our customers more than good trend presentation.

Top quality trend presentation is achieved when a clear trend story is displayed, supported by a strong colour ensemble. As a rule, there is usually a print or a pattern that explains the trend, with more complementary styles supporting it.
12. **TREND PRESENTATION**

TREND = ANIMAL
Each time there is a window change, a Visual Merchandising Guide will be uploaded on the Extranet. In this, you will find the Instore Guide with the latest trend presentations.

The Instore Guide contains information on how the Impact zone should be created with products and mannequins, and how instore materials should be used. Also included are guidelines for designing walls and tables, as well as trend inspiration.

The Update Guide is used in connection with a Trend Window, which is on display for five weeks. This guide contains updates of the new styling of mannequins in the Impact zone and in the window, as well as detailing which products must be presented in the Impact zone.

You will find the Visual Merchandise Guide on the Extranet.
Store windows are our public face and the most important tool in the battle to entice customers into the store. Our window displays must be able to create stopping power and generate store traffic.

In order to maintain consistency from the window to the store, elements from the windows should also be repeated inside the store.
13.1. INTERACTIVE CAMPAIGN PLAN

There are typically 12 window changes per year, including two sales windows. A calendar of when these window changes take place can be seen in the Interactive Campaign Plan on the Extranet.

The Plan should be printed out and pinned to the bulletin board so you know:

- which week the window change is
- when the Window Guide will be uploaded to the Extranet
- when you will start receiving deco materials
13.2. WINDOW GUIDE

The Window Guide is uploaded to the Extranet around two weeks before the window change and is found in the overall Visual Merchandising Guide.

It is important you carefully read and follow the guidelines described in the Window Guide, so the material is mounted correctly and you achieve the best possible results.

The Window Guide contains the following:

- Picture of the final window
- Checklist – small window
- Overview – small window
- Checklist – medium window
- Overview – medium window
- Checklist – large window
- Overview – large window
- Light
- Step by step
- Styling mannequins

You will find the Window Guide here on the Extranet.
13.3. MANNEQUINS

For information on mannequins and styling, refer to the Styling Manual.

13.4. INSTORE MATERIALS

The deco elements from the window are to be repeated instore in the Impact zone and on shelves.

Guidelines on how the material is to be placed is found in the Instore Guide in the Visual Merchandising Guide, which is uploaded to the Extranet about two weeks before the window change.

It is important you carefully read and follow the guidelines described in the Instore Guide, so the material is mounted correctly and you achieve the best possible results.

You will find the Instore Guide here on the Extranet.
With the right lighting, it is possible to affect the customer’s perception, as well as influence their mood, focus and awareness of desired products.

In other words, the right lighting is a powerful sales-generating tool.
14. LIGHTING

This is how **NOT** to set the light. Make sure the entire wall is lit properly.
14.1 CHECKLIST

1. Every time an area is merchandised, check and adjust the lighting
2. If racks and tables have been moved around, the lighting should be adjusted
3. The light must hit the products and not the floor
4. Ensure the spots do not blind the customers
5. If the light turns green, the bulb is about to die. Change the bulb
6. Replace defective light sources with the same type
7. Maintain the lights by wiping regularly with a damp cloth – this extends their life
8. Always keep a reserve stock of extra bulbs. Don’t wait until the bulb dies to order them, so we avoid dark stores

NEW/EXTRA BULBS ARE ORDERED FROM RIIS CUSTOMER SERVICE AT +45 70 24 31 00
HELIPLER TOUR

THE POINTS BELOW MUST BE CHECKED EVERY NIGHT BEFORE YOU LEAVE THE STORE

To make sure that the store always live up to the standards in ONLY STORES it is important to keep an overview of the different elements in the store. To help you do this you can use the Helicopter Tour. You go through this every day before closing the store in order to make sure that you have checked up on the most important things.

1. Check the facade! Are the windows clean, is the pavement acceptable and is the facade logo okay?

2. Are the windows as they should be? Are the mannequins fully dressed? Are all elements where they should be? Are the signs correct? Does the light work? Is the campaign implemented according to the Window Guide?

3. Is the Impact Zone presentable? Are there styles on all placements in IMZ? Is the campaign implemented according to the Instore Guide?

4. Are all walls clean? Are there styles on all placements?

5. Are the right Instore material used and implemented correctly?

6. Are all tables and racks presentable? Are the signs correct?

7. Are all instore mannequins and torsos fully dressed with the right styles?

8. Is it clean around the cash desk?

9. Are all dressing rooms, including the rack, tidy?

10. Is the stock organised and presentable?
6. EXPECTATIONS

6.1. EXPECTATIONS FOR STORE VISITS

To ensure that you and your employees will make the most of our future cooperation, we have enclosed an overview of the expectations which must be met in connection with every store visit. With consistent expectations, we wish to create an even closer cooperation between the stores and our visual merchandisers – with the main focus on increased turnover and revenue in all ONLY stores.

BEFORE

What can the merchandiser expect from the store?

1. Plan enough staff cover. Someone responsible for the merchandiser has to work alongside the merchandiser at all times.

2. Prepare the pre-visit report with KPIs.

3. Ensure that the store standards (hanging, tagging, steaming, zips and buttoning) are at a satisfactory level.

What can the store expect from the merchandiser?

1. Call the store to
   • arrange a time to meet
   • who should participate
   • what are the focus points
   • what should be prepared for the visit
16.1. EXPECTATIONS FOR STORE VISITS

DURING

What can the merchandiser expect from the store?

1. Be there on time
2. Responsible Store Manager/VM must participate in going through the KPIs, floorwalk and planning.
3. Ensure that the responsible VM is working alongside the merchandiser at all times.

What can the store expect from the merchandiser?

1. Be there on time
2. Go through KPIs
3. Do a floorwalk while filling out the checklist
4. Develop a plan which includes the focus points from the planning call
5. Work alongside and train the responsible store VM
6. Finish with a floorwalk. Focus areas should be evaluated

AFTER

What can the merchandiser expect from the store?

1. Read the visit report
2. Follow up on the action plan

What can the store expect from the merchandiser?

1. Submit the visit report by Friday the same week
17.

WORDS

INTERNATIONAL WORDS USED BY ALL ONLY MERCHANDISERS

PARTY WALL: Wall set-up for party styles
CASUAL WALL: Wall set-up for casual styles
IMPACT ZONE: The first area with tables and racks you meet entering the store

WALL PUZZLE: The puzzle where the wall set-up is being made
PUZZLEBOARD: The board where you place the wall pieces
WALL PIECE: A piece which shows the wall configuration
START WALL PIECE: The first piece to be placed on the puzzle board
ADD-ON WALL PIECE: Pieces which are added to the start piece on the puzzle board

MANNEQUIN: Full body
TORSO: Upper body
WALL POSTER: Image picture to go in a frame on a wall
ACCESSORY BOX: A box for showing accessories

STYLE: E.i. a jacket in all the colours
OPTION: 1 style in 1 colour
OPTIONS PER M2: The maximum amount of different options per sqm., without double presentation of the same style
3. LEVEL: The top level on a wall

VISUAL MERCHANDISE GUIDE: Guide on the Extranet containing the window guide and the instore guide
INSTORE GUIDE: Guide on the Extranet containing info about Trends, wall layout, styles to go in the IMZ, mannequins in the IMZ and instore deco.
WINDOW GUIDE: Guide on the Extranet on how to set up a S, M and L window
INTERACTIV CAMPAIGN PLAN: Calendar on the Extranet, where to see when the window change is, when the window guide will be up-loaded and when window material will start arriving.

HANG TAG: The label on the clothes showing the price
BEST SIGN: The program on the computer from where you make and print the signs
BEST SOLD: A rack with styles which have 1-3 pieces left
SALE: Sale