## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>STYLING</td>
<td>03</td>
</tr>
<tr>
<td>STYLING OF STAFF, MANNEQUINS AND CONSUMERS</td>
<td>04</td>
</tr>
<tr>
<td>STEAMING</td>
<td>05</td>
</tr>
<tr>
<td>HOW TO HANDLE THE MANNEQUIN</td>
<td>06</td>
</tr>
<tr>
<td>PREMIUM</td>
<td>08</td>
</tr>
<tr>
<td>ORIGINALS</td>
<td>12</td>
</tr>
<tr>
<td>CORE</td>
<td>15</td>
</tr>
<tr>
<td>VINTAGE</td>
<td>19</td>
</tr>
<tr>
<td>TECH</td>
<td>23</td>
</tr>
</tbody>
</table>
Our foundation is built on having a constant focus on the right products and presenting them to the consumer in the right way. For this purpose, we use the craft of styling.

Styling at JACK & JONES consists of four different competencies:

- Styling of areas
- Styling of windows
- Styling of mannequins, staff and consumers
- Light

The fundamental aspect of our styling of areas is that they convey the feeling of a Men’s Comfort Zone; a place where it’s easy to see what we offer and where the consumer can clearly see that we give him value for money. We are not afraid to tell him what our products cost because we are proud to sell products that are high quality – in terms of fabrics, treatments and design – at a good price.

Styling on the whole is the key to inspiring a consumer. Our styling concept is built over 25 years of not just our own, but also our partner’s experiences. Covering windows, staff, store and consumer styling, our styling concept will ensure that each one of our consumers and colleagues feel Proud, Secure and Satisfied.

Like all other crafts, styling deserves respect and training. This Styling Specialist builds on years of our experience and aims to inspire you to create a global JACK & JONES experience for our consumer, and add more value to our products in order to maximise the basket size and turnover index.

In this Specialist we will give you a detailed knowledge on how we style our staff, mannequins and consumers.

Go ahead, inspire yourself!
STYLING OF STAFF, MANNEQUINS AND CONSUMERS

Styling, as before mentioned, is the key element used to sell. Other than the areas in the store, we play a big role as stylists, all of which come together to inspire a consumer. First, we style ourselves to show the latest collections, next we style our mannequins to highlight the top trends and of course, we style consumers and give them a choice of outfits.

Staff
- Styled so our outfits and personal appearance inspire the consumer
- Styled in current JACK & JONES styles
- We are all stylists and we are presenting ourselves that way

Mannequins
- Styled to inspire the consumer based on the styling guidelines of the brand in question.
- Styled in 1 brand - not a mix of brands
- Styled in a complete outfit that follows the current season – e.g. 6 items, socks, shoes, jeans, shirt, knit and jacket

Sizes for a mannequin
- Top: L
- Jeans/pants: 33/32
- Shoes: 42

Consumer
- Inspired with current styling trends and with styles in the right fittings/sizes.
- Styled in a complete outfit. E.g. shoes, socks, jeans, layers on top, and accessories.
- Always given options and alternatives
- Always given honest feedback

See the guide General Service for more information on how to inspire a consumer.

Whether it is the staff, the mannequins or the consumer, the outfit must always have the correct fit and size. Take a look at the illustration for a general checklist on fit.
By steaming the styles, we give them added value so the consumer experiences value for money.

- Always steam all products used on:
  - Staff
  - Mannequins

For how to handle and use the steamer, follow the enclosed user manual and assembly instruction.

**NB:** Always steam away all creases. Here are 5 tips to get the best result when styling all categories:

1. Steam the style inside out where possible.

2. Steam away all creases on the sleeves.

3. Steam the shirt cuffs.

4. Steam away all creases on the pants.

5. Pay attention to the steaming of synthetic materials, such as nylon which can only tolerate a light steaming. Leather and PU cannot handle steaming at all.
HOW TO HANDLE AND DRESS THE MANNEQUIN

Follow these steps to handle the mannequin with care.

1. Turn the hand until it clicks and remove it. Repeat on the other side.
2. Lift up the arm vertically until it’s loose and take it off. Repeat on the other side.
3. Turn the torso until it clicks and remove it.
4. Remove the legs and turn them upside down.
5. Pull on the pants.
6. Add socks and shoes.
7. Place the mannequin on the plate. The stick goes into the hole on the mannequin’s leg.
8. Twist the torso to attach it.
HOW TO HANDLE AND DRESS THE MANNEQUIN

9. Add all the wanted layers, at least 3, on the torso.

10. Put all sleeves into each other so you can pull the arm through.

11. Pull the arm up through the blouse, into the sleeve and attach it vertically. Repeat on the other arm.

12. Style the outfit based on the guidelines of the brand. Attach both hands.
• Casual and tailored menswear
• Modern wardrobe essentials
• Sophisticated style

PREMIUM BY JACK & JONES represents the lifestyle of the true gentleman. Celebrating high quality, both in craftsmanship and fabrics, the collections are based on a selection of timeless classics in a modern context of seasonal trends as well as a full range of wardrobe essentials.

The brand is all about looking sharp and living smart.

The vibe is contemporary and classic with a perfect balance between casual cool and urban sophistication. Every little detail is important in order to achieve perfection.

PREMIUM is divided into two lifestyles:
• Black Label
• Casual
• Suit

See the specific styling tips for each lifestyle on the following pages.
PREMIUM

BLACK LABEL

• Mix of rebel and classic
• Sharp and edgy look
• Clean
• Tailored
• Simple
• Upgraded
• Modern

To get the right look for a Black Label styling, follow these styling guidelines.

- Unwashed jeans
- Monochrome print T-shirt
- T-shirt tucked into jeans
- Slim roll-ups
- Open jacket to show print
- Clean shoes / boots
CASUAL
• Rustic
• Relaxed heritage
• Masculine
• Soft Tailoring

To get the right look for a Casual styling, follow these styling guidelines.
SUIT

- Classic
- Formal
- Sophisticated
- Sharp
- Upgraded

To get the right look for a Suit styling, follow these styling guidelines.
ORIGINALS

• Fast fashion
• Original style for an individual choice
• Creative jeanswear

ORIGINALS BY JACK & JONES takes inspiration from the indie and urban pop culture scenes.

The style is urban, young and easy-going and references are drawn from everything that influences current trends.

The brand likes to be bold and daring and is not afraid to stand out from the crowd. With the aspiration to be a first mover, the brand provides young guys with hip and high-quality styles. With a mix of colours and styles, every guy is able to put together an individual look.

The vibe is fun and influenced by popular culture, making room for original and bold personalities and styles.

ORIGINALS is divided into two lifestyles:
• Jeanswear
• First mover

See the specific styling tips for each lifestyle on the following pages.
JEANSWEAR

- Original
- Indigo
- Patterns
- Comfortable

To get the right look for a Jeanswear styling, follow these styling guidelines.
FIRST MOVER

- Fresh
- Trendy
- Modern
- Mixing trends

To get the right look for a First Mover styling, follow these styling guidelines.
CORE

- Graphic
- Fusion of street wear and work wear
- Minimalistic colour palette

CORE BY JACK & JONES is inspired by streetwear with an eye for details and graphics. The garments are made for an urban lifestyle.

Innovative details are at the centre of each style which is made from high-quality fabrics with a crisp and clean finish.

The details have strong workwear references and in combination with the contemporary fabrics, the utility trim makes the design innovative and refreshing.

The colour palette is minimalistic and focuses on a few strong colours, emphasising the graphic line in the collection.

CORE is divided into three lifestyles:
- Urban sport
- Utility sportswear
- Constructed

See the specific styling tips for each lifestyle on the following pages.
To get the right look for a Constructed styling, follow these styling guidelines.

- Functional
- Sharp cuts
- Fabric mix
- Matching

Open jacket
Show 1 cm of the sweat cuffs
No roll-ups / Slim roll-ups
Functionnal high neck - fold it
Mixed fabric
Jeans / pants
Raw shoes / boots - Hide the laces
UTILITY STREETWEAR

• Workwear
• Denim look
• Raw edge

To get the right look for a Utility Streetwear styling, follow these styling guidelines.
CORE

URBAN SPORT

• Sporty details
• Sports materials
• Clean
• Sharp

To get the right look for a Urban Sport styling, follow these styling guidelines.
VINTAGE

• Authentic jeanswear
• Attention to detail
• Rugged style

JACK & JONES VINTAGE CLOTHING captures the true soul of jeanswear. The brand takes pride in reviving authentic vintage items and aims to reproduce washes, trim and fabrics with reference to specific periods in time.

JACK & JONES VINTAGE CLOTHING does not follow trends, but remains true to the garments once celebrated by men of the past.

VINTAGE is divided into three lifestyles:
• Rugged
• Blue Believer
• Free & Easy

See the specific styling tips for each lifestyle on the following pages.
RUGGED
• Lumberjack
• Old school
• Authentic

To get the right look for a Rugged styling, follow these styling guidelines.
BLUE BELIEVER
- Blue silhouettes
- Indigo
- Jeanswear

To get the right look for a Blue believer styling, follow these styling guidelines.
FREE & EASY
• Biker
• Raw
• Masculine
• Rock’n’roll
• Dark

To get the right look for a Free & Easy styling, follow these styling guidelines
• Sport
• Fashion
• Function

JACK & JONES TECH provides a range of highly functional garments and casual styles fit for an active lifestyle. The brand is dedicated to creating high quality products and provide supreme comfort for everyday life.

The collections range from all-weather essentials like outdoor jackets made of functional fabrics, board shorts and graphic tees to loungewear – each style with minimum fuss and maximum style and comfort.

JACK & JONES TECH aims to give guys adrenaline kick and make them visualise future adventures in the functions and design of each style.

TECH is divided into three lifestyles:
• Training
• Sportswear

See the specific styling tips for each lifestyle on the following pages.
To get the right look for a Training styling, follow these styling guidelines.
TECH

SPORTWEAR
• Comfortable
• Sporty
• Simple
• Technical detailing

To get the right look for a Sportwear styling, follow these styling guidelines.