



Accessories Spring 2010 1st Quarter

Table of Contents

Trend Recap	page 2
Business Overview	page 3
Floor Plan	pages 4-5
Merchandising Directives	pages 6-7
Hats	page 8-9
Infinity Loops	pages 10-11
Umbrellas	Page 12

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Sunglasses



Loops



	FEBRUARY			MARCH			APRIL			1ST QUARTER			
	TY PL	LY	%Chg	TY PL	LY	%Chg	TY PL	LY	%Chg	TY PL	LY	%Chg	% TTL
DIVISION 7 - ACCESSORIES	1232	1167	6%	1323	1240	7%	1296	1247	4%	3851	3654	5%	100%
SUN	297	297	0%	469	452	4%	525	517	2%	1291	1266	2%	34%
TAILORED ACCESSORIES	359	326	10%	514	487	6%	463	447	4%	1336	1260	6%	35%
WRAPS	228	209	9%	332	324	2%	323	320	1%	883	853	4%	66%
SCARVES/HAIR	131	117	12%	182	163	12%	140	127	10%	453	407	11%	34%
CASUAL ACCESSORIES	234	193	21%	307	269	14%	307	289	6%	848	751	13%	22%
BELTS	153	131	17%	194	168	15%	160	155	3%	507	454	12%	60%
CASUAL HATS	35	31	13%	70	66	6%	92	76	21%	197	173	14%	23%
UMBRELLAS	16	10	60%	22	18	22%	26	28	-7%	64	56	14%	8%
JUICY	26	18	44%	17	13	31%	21	21	0%	64	52	23%	8%
DESIGNER HATS	4	3	33%	4	4	0%	8	9	-11%	16	16	0%	2%
COLD WEATHER	342	351	-3%	33	32	3%	1	-6	-108%	376	377	0%	10%

Spring 2010 Highlights

• Wraps:

- Infinity Loops the #1 trend from Fall, continues to be the hottest accessory for Spring.
 - Delivers in different textures and fabrications, including jersey, crinkle fabrics, metallics and flower appliques in a range of colors.
- Scarfwraps continue as a key classification.

• Hats:

- Fedoras are the trend silhouette. They will deliver in various straws and fabrics with ribbon and applique details.
- Sun hats: key items in multiple colors.

• Belts:

- Fabric and Ribbon belts are a new addition in Spring.
- Stretch continues to be a key trend.

• Scarves:

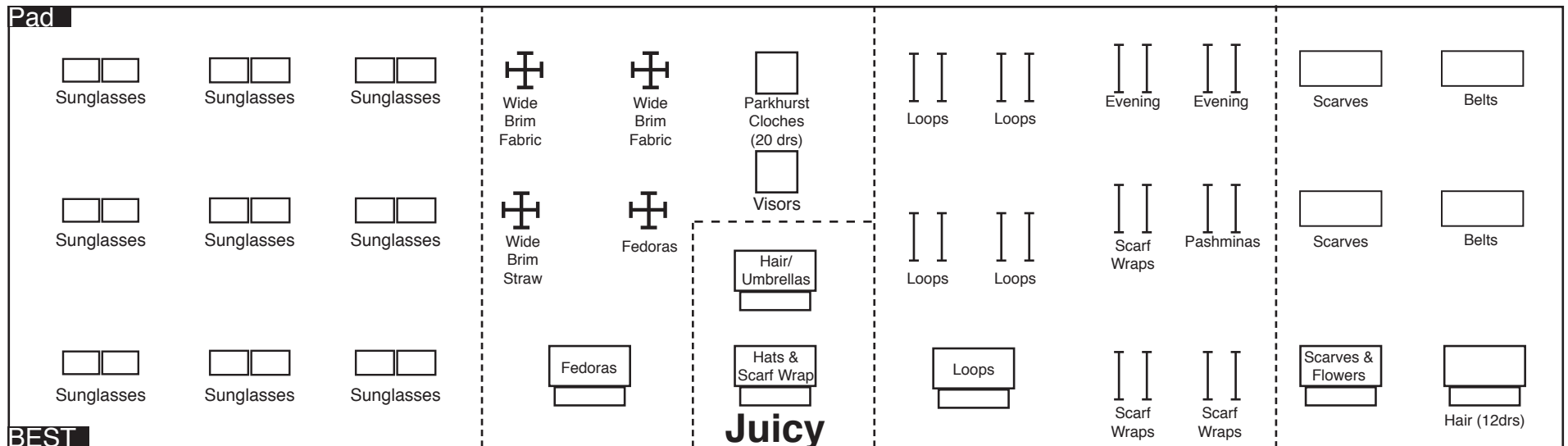
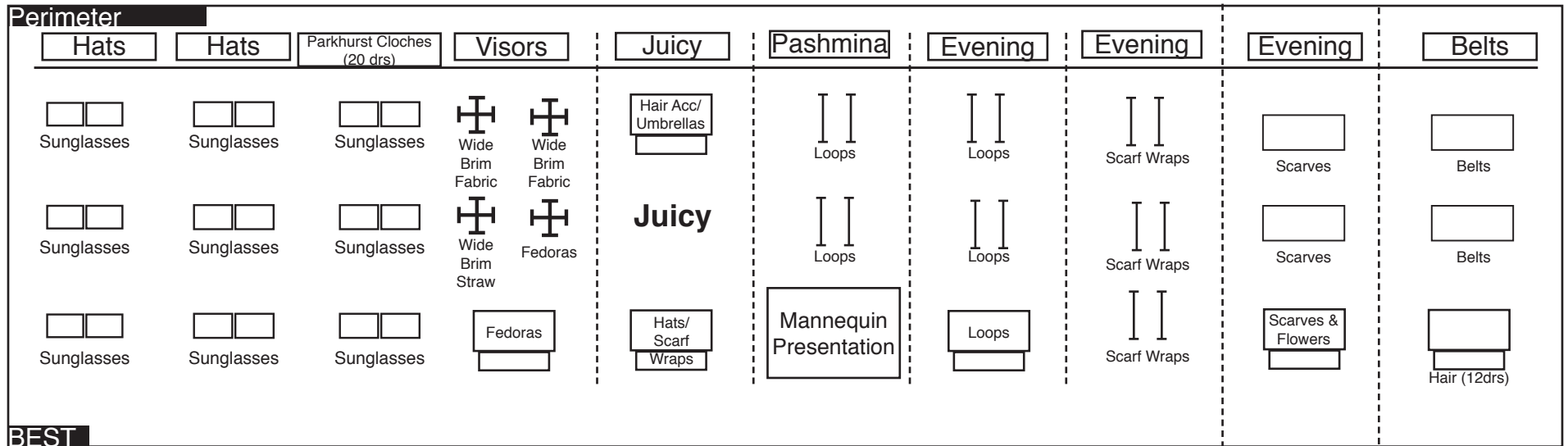
- Oversized Silk Oblongs are the newest trend for Spring.

• Juicy:

- Spring rollout to BOS, BAY, WLT, RCH, WIL, NWD, FRK for Feb.

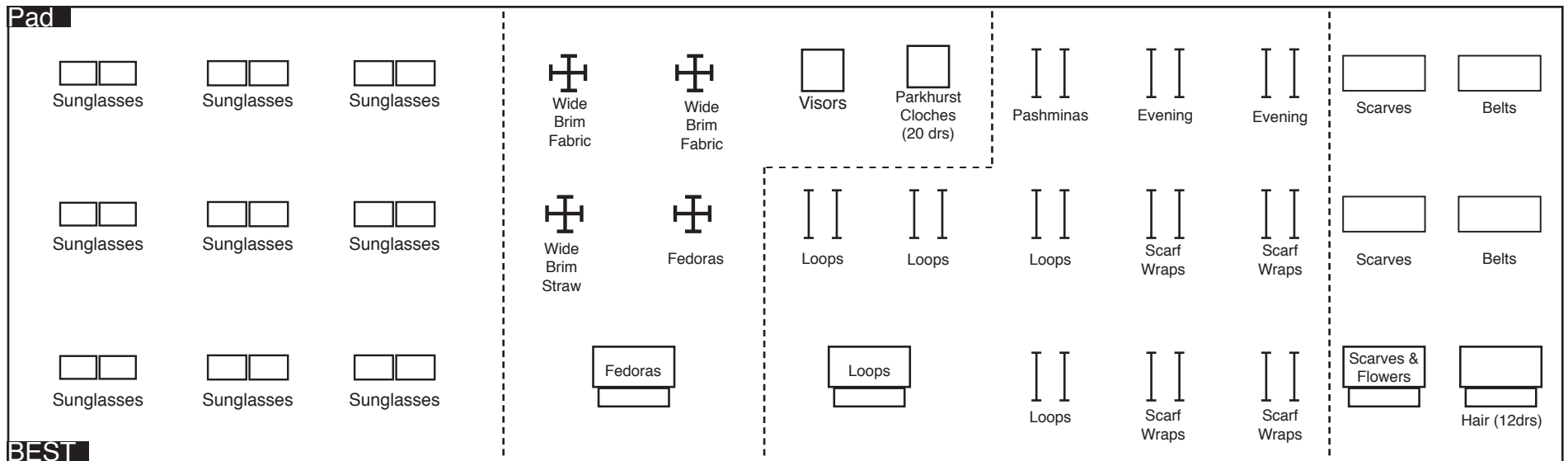
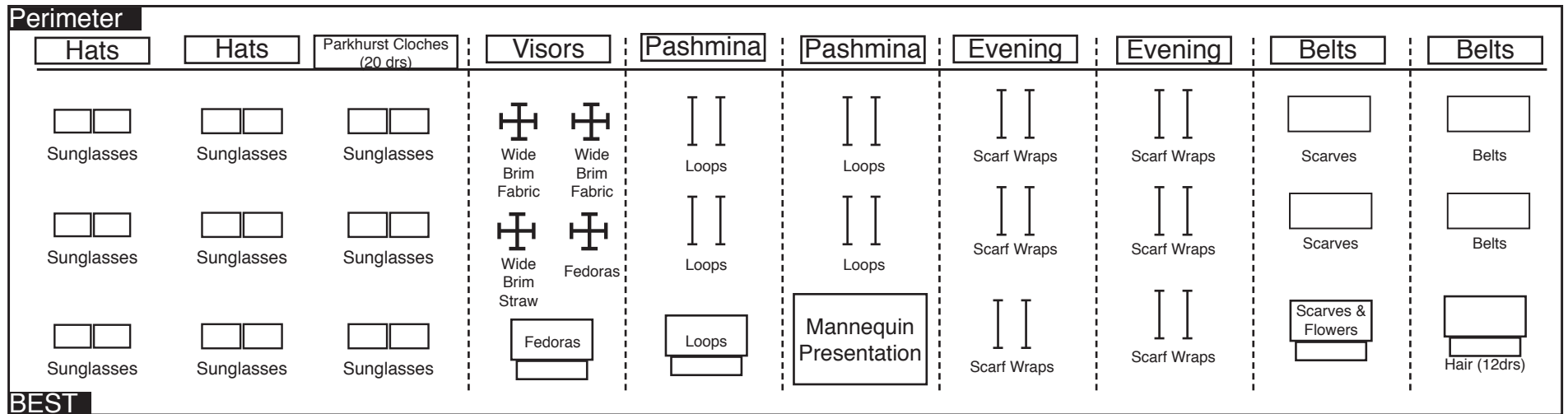
Accessories

Floor Plan: Stores with Juicy



Accessories

Floor Plans: Stores without Juicy



Infinity Loops:

- Merchandise in the #1 Accessories location on a table with white trays and 6-8 ballet bars. See page 10 for merchandising setup.
 - Merchandise by color.
 - Merchandise hanging as shown on page 11.
- Display on mannequins within department.

Hats:

Merchandising:

- Merchandise top to bottom: small to large and light to dark.
 - Designer Hats: NYC, WES, WSH
 - Fedoras
 - #1 fashion silhouette.
 - Merchandise in the lead position.
 - Merchandise on table and hat tree.
 - Add head form(s) display to table presentation if possible. Feature fedoras on head forms.
 - See page 8 for merchandising setup.
 - Sun Hats:
 - #1 sales volume.
 - Merchandise 1-2 trees of Fabric.
 - Merchandise 1 tree of Straw.
 - Focus on Key items in multiple colors: Scala style #LTLC399 and San Diego Hat ribbon style # LTCR86
 - Visors:
 - All doors will receive in March. Merchandise on Alpha tower. See page 9 for merchandising setup.
 - Parkhurst Cotton Cloches: (20 Doors) NYC, GAR, BOS, WES, WSH, LIV, ORC, BAL, WFD, OAK, STA, MAN, BAY, STH, WFL, RID, WDG, GRD, BUF, QKR.
 - The above stores will receive an assortment of cotton cloches in February. Merchandise on an Alpha tower.
- ## Juicy:
- **NEW**: February rollout: BOS, BAY, WLT, RCH, WIL, NWD, FRK.
 - Merchandise on a nested sportswear table & hat tree.
 - Doors: WES, GAR, STA, WFD, RID, MAN, QKR, TRM, STH, PLI, MON, BUF, BAL, SYR, WDG, ROK, DAN.

Merchandising:

- Table: 1 tray of hair, 1 tray of umbrellas
- Table or Tower: hats, 2 trays of scarfwraps

Scarf Wraps:

- Continue as a key classification.
- Merchandise on 4-6 ballet bars by color adjacent to Loops.
- Ballet Bars:
 - Merchandise scarves with scarf hangers on supply track, item 3487.
 - Merchandise hanging as shown on page 11.
 - Keep like-color stories together.
 - Lilac/Purple/Blue 1-2 ballet bars.
 - Neutrals: Black/Grey, Brown/Camel, Ivory/White: 1-2 ballet bars.
 - Pink/Coral/Orange: 1-2 ballet bars total.

Evening Wraps:

- Merchandise by color:
 - Black, Silver, White, Navy- 2 ballet bars.
 - Bronze, Gold, Ivory, Pink- 2 ballet bars.
 - 1 ballet bar Badgley organza flower pull-through wrap in 5 colorways.

Pashmina:

- Merchandise on 2 ballet bars.
- Pashmina program moving to new lower pricepoint of \$49.99 in 1st quarter with a new lighter weight pashmina.

Flowers & Scarves:

- Hang 2 rows on each side of the f-114 fixture using 1 1/2" lucite rings (item #1116 on supply track).
 - Top Row: Hang oblongs folded once than looped through ring, hang squares folded.
 - Bottom Row: Hang oblongs long through rings,
 - * merchandise by color story.
- Set 1 Flower & Scarf Table: 2 Trays of Flower Pin-Clips + 4 Trays of Folded Scarves in coordinating color stories when flower pins deliver in March.

Umbrellas:

- Merchandise endcap of scarves with umbrellas. See page 12 for setup for Totes stores & Totes + Marimekko stores.
- Echo is a new vendor introducing feminine fashion umbrellas.

Belts:

- Continue to switch Lauren and Lucky belts onto Lord & Taylor belt riders prior to putting on the floor.
 - *Belt riders are available on supply track.
- Stores with One Fixture:
 - Fabric/Ribbon - Endcap of universal
 - Black - Long side of universal
 - Brown - Long side of universal
- Stores with Two Fixtures:
 - 1) Fabric/Ribbon - Endcap
 - Black Wide/Stretch - Long side of universal
 - Brown - Long side of universal
 - 2) Sale - Endcap
 - Black Casual - Long side of universal
 - Black Tailored/Skinny/Chain - Long side of universal

Accessories

Hats

- Fedoras - #1 fashion silhouette.
- Merchandise in the lead.
- Merchandise on table and hat tree.
 - Add head form(s) display to table presentation if possible.
 - Feature fedoras on head forms.



Accessories

Hats

• **Visors:**

- Merchandise on 1 alpha tower. Flex presentation to two alpha towers if space and inventory allow.
- Position in a secondary position, adjacent to hats.

ALPHA 1: Scala Cotton Visors #ltv25

- Shelf 1: Fuchsia / Sky
- Shelf 2: White / Natural
- Shelf 3: Navy / Black

**ALPHA 2: Kathy Jean Straw Visors #198 /
San Diego Grosgrain Trim Visors #ubv002**

- Shelf 1: White, Natural, Fuchsia
- Shelf 2: Black, Navy, Natural
- Shelf 3: Natural/Brown
- Shelf 4: Natural/Black



ALPHA 1



ALPHA 2

Accessories

- Merchandise loops in the #1 Accessories location on a white table and 6-8 ballet bars.
- Merchandise by color.
- Fill in with a minimum of 3-4 units of a color.
- Merchandise hanging as shown on page 11.



Blue, Ivory, Bright Pink #1381081	Blk, Wht, Lavender, Grey #L6160	Sandcastle, Pink, Turq #1681068
Grey, Cream #L04064	Blush, Wht, Blue #291280	Blk, Wht #L04064

Infinity Loops



Blacks/Greys



Pinks/Corals



Neutrals



Blues/Greens



Purples



Infinity Loops

- **Newest trend!**
- Merchandise on plastic hangers.
- Double the Loop as shown, Loops have no ends.

Step 1



Step 2



Step 3



Scarf Wraps

Step 1:
Double scarf so ends meet.
Take the "looped" middle and pull through the metal oval scarf hanger.

Step 2:
Pull the loop over the top of the hanger.

Step 3:
Hang scarf.



Totes



Totes & Marimekko

Set Umbrella presentation as above on an endcap.