


Jewelry & Watches

Spring 2011

1st Quarter

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Manager Visual Guidelines Presentation: Nhrai Jordan x3360
Director Visual Guidelines Presentation: Matthew Goodman x3412

Category	1ST QUARTER			
	PROJ \$ TY	\$ LY	% Chg	% to TTL
Trend	799	683	17.0%	9%
Juicy	426	395	7.8%	5%
Kate Spade	220	156	41.0%	2%
Marc By Marc Jacobs	37	36	2.8%	0%
TTL DESIGNER	2386	1903	25.4%	26%
Designer	533	214	149.1%	6%
Modern Designer	566	488	16.0%	6%
Designer Sterling	320	264	21.2%	3%
Judith Jack	115	114	0.9%	1%
Special Occasion	852	823	3.5%	9%
TAILORED	3430	3466	-1.0%	37%
Tailored Designer	596	925	-35.6%	7%
Carolee	440	440	0.0%	5%
Lauren	490	484	1.2%	5%
Marcasite	255	232	9.9%	3%
CZ	847	684	23.8%	9%
Sterling Silver	802	701	14.4%	9%
FASHION WATCHES	1861	1277	45.7%	20%
TOTAL	9159	7916	15.7%	100%

Bay 1	
<p><u>Contemporary</u></p> <p>Kate Spade</p> <p>Juicy Couture</p> <p>Marc by Marc Jacobs</p> <p>Gerard Yosca</p> <p>Sparkling Sage (NYC)</p> <p>Kendra Scott (NYC)</p> <p>Kenneth Jay Lane</p> <p>Trend/Metal</p> <p>Sequin (NY)</p>	<p><u>Trend</u></p> <p>RJ Graziano</p> <p>Stein and Blye</p> <p>Trend Boho</p> <p>Kenneth Cole</p> <p>BCBGeneration</p> <p>Lucky</p> <p>Chan Luu</p> <p>Betsey Johnson</p> <p>Dogearred/Satya</p> <hr/> <p><u>Day to Night</u></p> <p>Badgley Mischka</p> <p>ABS</p>

Bay 2		
<p><u>Special Occasion</u></p> <p>Swarovski</p> <p>Crislu</p> <p>Judith Jack</p> <p>Nadri</p> <p>Givenchy</p>	<p><u>Classic</u></p> <p>Majorica</p> <p>Simon Sebbag</p> <p>Hagit Gorali (NYC only)</p> <p>Rachel (NYC)</p> <p>Lori Bonn</p> <p>Ellen Tracy</p> <p>Anne Klein NY</p> <p>Adrienne Vittadini</p> <p>Carolee</p> <p>Lauren</p> <p>Sterling</p> <p>18K Rose Gold Over Sterling</p> <p>CZ</p> <p>Marcasite</p>	<p><u>Watches</u></p> <p>Michael Kors</p> <p>Marc by Marc Jacobs</p> <p>Juicy Couture</p> <p>DKNY</p> <p>Fossil</p> <p>Swatch</p> <p>Guess</p> <p>AK Anne Klein</p> <p>Skagen</p> <p>Kenneth Cole New York</p>

- Refer to caseline X-Sheets on next page for store information on caseline counts and vendor assortment.
- Place vendors by case within the lifestyle theme shown above.
- Position vendors in priority order within each lifestyle theme.
 - Keep all vendors within a theme in adjacent cases as to create a single zone that reads as one impactful statement.
 - Michael Kors watches should be #1 watch case location.
- Outposts should be adjacent to parent product (e.g., Juicy by Juicy cases & Trend statement near color trend cases).
- TOC's should be replenished frequently. If low on inventory vendors may share a TOC keeping like styles and cohesive stories together. For 2 sided fixtures it may be necessary to fill one side, leaving the other side empty (keep full side positioned out to the customer).

BACK STOCK

- Organize the understock drawers with the vendors that sit in the caseline above for easy replenishment.
- Keep all TOCs filled.
- When replenishing, it may be necessary to duplicate styles due to sell down.
- If a vendor moves caselines move the back stock in drawers to the same place.
- Use egg crates/ boxes to protect from breakage. Keep pieces in plastic to avoid tangling.

Jewelry

Floor Fixture Grid

Table Spinner Program (Footprints)

- The grid at right shows fixture count by store and merchandising for each fixture.
- Bridge spinner merchandising:
 - Side 1: Sterling Silver Hoops
 - Side 2: CZ Studs
- Trend Necklace spinner merchandising, see page 7.
- Clearance is merchandised either on a spinner or table as listed. If no spinner exists, merchandise clearance on a table.
- AK, G-Shock and Kors Watches should be merchandised rectangular bi-level tables.
- Trend Bracelet merchandising, see page 23.
- Juicy merchandising, see page 24.
- Trend Watch merchandising, see page 43.

	TABLES									SPINNERS			
	TOTAL TABLES	TREND WATCHES, 1 GRID TABLE	BOXED JUICY, DOUBLE TABLE	TREND BRACELETS, OPEN TABLE	TREND NECKLACES	AK ANNE KLEIN WATCHES	MICHAEL KORS WATCHES	G-SHOCK	CLEARANCE	TOTAL SPINNERS	BRIDGE	TREND NECKLACES	CLEARANCE
	46	30	46	3	46	30	30	25		40	43	21	
2 MAN	6	X	X	X		X	X	X		3	X	X	X
3 WES	6	X	X	X		X	X	X		3	X	X	X
5 WFM	4	X		X		X			X	2	X	X	
6 BAL	7	X	X	X		X	X	X	X	2	X	X	
7 GAR	6	X	X	X		X	X	X		3	X	X	X
8 WSH	6	X	X	X		X	X		X	2	X	X	
10 ANN	4	X		X		X			X	2	X	X	
11 RID	6	X	X	X		X	X	X		3	X	X	X
12 BOS	7	X	X	X		X	X	X	X	2	X	X	
13 STA	7	X	X	X		X	X	X	X	2	X	X	
16 OAK	4	X		X		X			X	2	X	X	
17 BAY	6	X	X	X		X	X	X		3	X	X	X
20 GRD	6	X		X		X	X	X	X	2	X	X	
22 NBK	3	X		X		X				2		X	X
23 WFL	4	X		X		X		X		2		X	X
25 LFR	3	X		X		X				2		X	X
27 LAK	3	X		X		X				3	X	X	X
28 TWE	6	X	X	X		X	X	X		3	X	X	X
29 BUR	6	X	X	X	X	X			X	1	X		
30 WDG	7	X	X	X		X	X	X	X	2	X	X	
31 STH	7	X	X	X		X	X	X	X	2	X	X	
35 WLT	7	X	X	X		X	X	X	X	2	X	X	
38 WIL	8	X	X	X	X	X	X	X	X	1	X		
42 PLI	8	X	X	X	X	X	X	X	X	1	X		
43 LOU	4	X		X		X			X	2	X	X	
48 FRK	7	X	X	X		X	X	X	X	2	X	X	
52 LIV	5	X		X		X	X	X		3	X	X	X
53 ROK	4	X		X		X	X			3	X	X	X
54 BRI	5	X		X		X	X	X		3	X	X	X
55 WFD	7	X	X	X		X	X	X	X	2	X	X	
56 TYC	4	X		X		X		X		3	X	X	X
57 MON	5	X	X	X		X	X			3	X	X	X
58 QKR	6	X	X	X		X	X	X		3	X	X	X
59 FRH	7	X	X	X		X	X	X	X	2	X	X	
61 DAN	6	X	X	X		X	X		X	2	X	X	
63 BUF	7	X	X	X		X	X	X	X	2	X	X	
64 TRM	6	X	X	X		X	X	X		3	X	X	X
66 ORC	3	X		X		X				2		X	X
68 NTK	3	X		X		X				3	X	X	X
70 SYR	6	X	X	X		X		X	X	2	X	X	
73 NWD	6	X	X	X		X		X	X	2	X	X	
74 RCH	7	X	X	X		X	X	X	X	2	X	X	
75 KOP	7	X	X	X		X	X	X	X	2	X	X	
100 COL	3	X		X		X				2		X	X
106 MOR	3	X		X		X				2		X	X

Please note the changes below in the vendor assortment when setting your cases for 1st Quarter.
Refer to the attached Case X-sheets for direction on current vendor repositioning to accommodate the new vendors.

Vendors Cut

- KJ Lane: BUF
- Lois Hill: NYC, WES, RID, MAN, BRI, WLT, TWEL, TYC, STH, OAK, BAY.
- Gerard Yosca: STA, WFD, RID, MAN, QKR, GRD, KOP.

Vendors Added

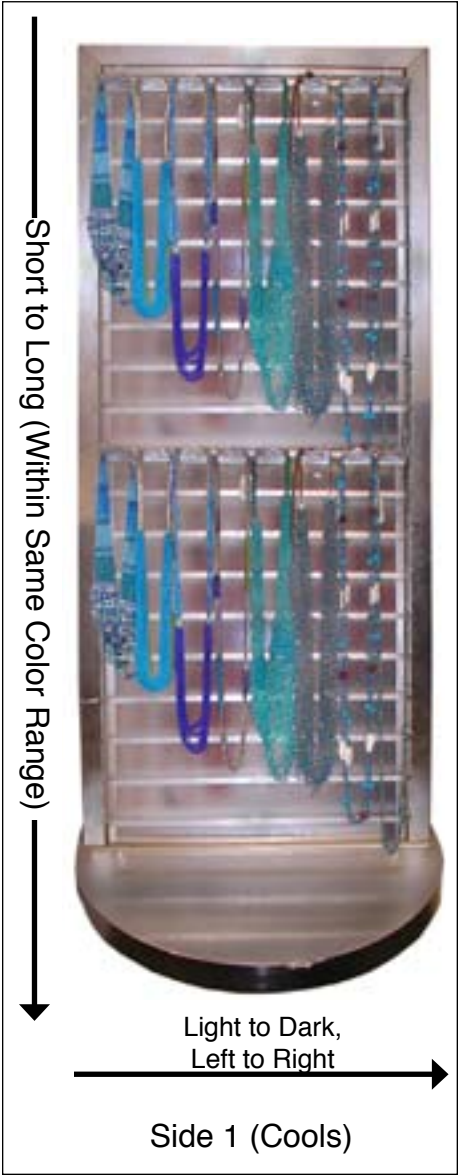
- Kate Spade: COLM.
- ABS: NWD.
- BCBG: WILL.
- AK Anne Klein: DAN, BUF.
- Adrienne Vittadini: MAN.

Jewelry

Trend Necklaces

- See floor fixture grid for styles and merchandising details.
- Merchandise Trend Towers and Tables by color stories:
 - Side 1 Cools:
 - Blues, Greens, White, Silvers
 - Side 2 Warmes:
 - Coral, Yellow, Neutrals, Golds
- Merchandise by color story, short to long, working left to right.
- Use 18 Neck Holders per side.
- Maintain the Floor Spinner first; remove any/all Trend TOC Fixtures to maintain the Floor Spinner.

Neck Holders are on order for stores without recommended stock amount. The LT Central Office will notify stores for arrival dates. Until the newly ordered Neck Holders arrive, use existing Bracelet Bars to hang Necklaces.



Larger Stores: 6 Necklaces per neck holder.
 Smaller Stores: 4 Necklaces per neck holder.

Kate Spade

TOC

2 Sided
Earrings

TOC

3-Tier
Necklaces
Bracelets

Caseline

Look 1:
Pearl
Black
White

Look 2:
Pink and
White
Baubles

Look 3:
Gold and
Yellow

Stores to set 4-Sided TOC case only: NYC, WES, WFLD, STAM, BOS, QKR, GAR, WSH, BUR, RID, SYR, NTK, FRK, WFM, BRI.

Juicy

TOC

3-Tier
Bracelet
Fixture

TOC

4 Sided
Earring
Fixture
(New Juicy
hanging gifbox)

Caseline

Look 1:
Pinks

Look 2:
Greens

Look 3:
Turquoise
and Coral

*All caseline product will now ship without boxes.
Do not place boxed merchandise in case. Use LT build-ups.*

Marc by Marc Jacobs

TOC

2 Sided
Earrings

TOC

3-Tier
Necklaces
Bracelets

Caseline

Look 1:
Color Block
Hearts

Look 2:
Coral

Look 3:
Coral

Gerard Yosca

Caseline

Look 1:
Neutrals/
Pearl

Look 2:
Blues/
Pearl

Look 3:
Ivory/
Pearl

Sparkling Sage (NYC)

Caseline

Look 1: Neutral	Look 2: Coral	Look 3: Turquoise
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Kendra Scott (NYC)

TOC

2 Sided
Earrings

Caseline

Look 1: Gold	Look 2: Coral	Look 3: Turquoise
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Kenneth Jay Lane

Caseline

Look 1: Mother of Pearl	Look 2: Mother of Pearl/ Coral	Look 3: Coral
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Trend Boho		
<p>TOC</p> <p>4 Sided Earrings</p>		<p>TOC</p> <p>D93 3-Tier Necklaces Bracelets</p>
Caseline		
Look 1: Coral	Look 2: Turquoise	Look 3: Multi

Stein & Blye		
<p>TOC</p> <p>2 Sided Earrings</p>		<p>TOC</p> <p>D93 3-Tier Necklaces Bracelets Flowers</p>
Caseline		
Look 1: Romantic	Look 2: Romantic	Look 3: Romantic

RJ Graziano

<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> D423 3-Tier Necklaces & Bracelets (Nuggets)		
Caseline		
Look 1: Romantic	Look 2: Romantic	Look 3: Romantic

Trend Metal with Pearl

<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> 4 Sided Earrings	<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> D93 3-Tier Necklaces & Bracelets	
Caseline		
Look 1: Metal	Look 2: Metal	Look 3: Metal

Kenneth Cole NY

<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> 4 Sided Earrings	<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> 3-Tier Necklaces Bracelets	
Caseline		
Look 1: Patina/ Gold	Look 2: Silver/ Shell	Look 3: Turquoise/ Brown

BCBGeneration

<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> 4 Sided Earrings	<div style="background-color: black; color: white; padding: 2px; font-weight: bold; text-align: center;">TOC</div> 3 Tier Necklace Bracelet	
Caseline		
Look 1: Metal and Crystal	Look 2: Flowers Pink-Silver	Look 3: Flowers Green and Gold

Lucky

<p>TOC</p> <p>4 Sided Earrings</p>		<p>TOC</p> <p>3-Tier Necklaces Bracelets</p>
Caseline		
Look 1: Coral/ Silver	Look 2: Turquoise/ Silver	Look 3: Coral/ Gold

Chan Luu

Caseline		
Look 1: Pearl	Look 2: Coral	Look 3: Brown

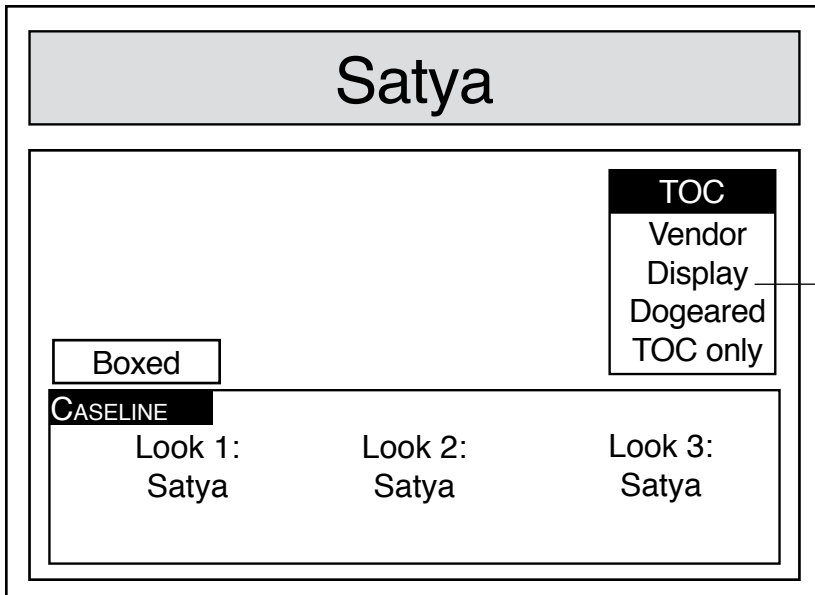
Betsey Johnson

<p>TOC</p> <p>4 Sided Earrings</p>		<p>TOC</p> <p>3-Tier Necklaces Bracelets</p>
Caseline		
Look 1: Gold/ Leopard	Look 2: Natural Blue-Green	Look 3: Flowers

Satya

Satya: See Next Page

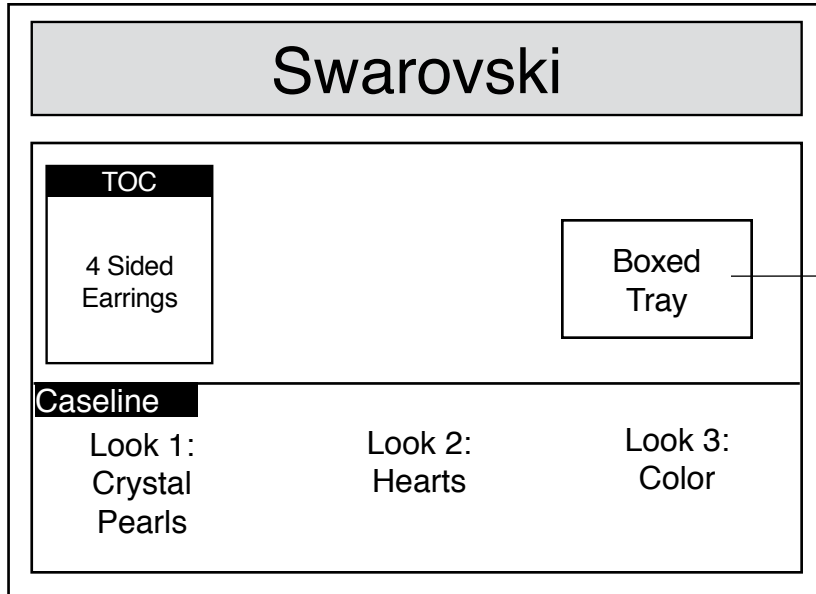
- Dogeared
- 14 Doors merchandise as TOC above Satya OR Simon Sebbag:
GAR, MAN, WSH, BRI, TRM, WLT, FRH, STH, BAL, STA, QKR, TYC, PLI, MON, KOP.



- Do not remove the merchandise from the cards.
- Set carded pendants in vendor fixture.
- Set Cards in black fixture only.

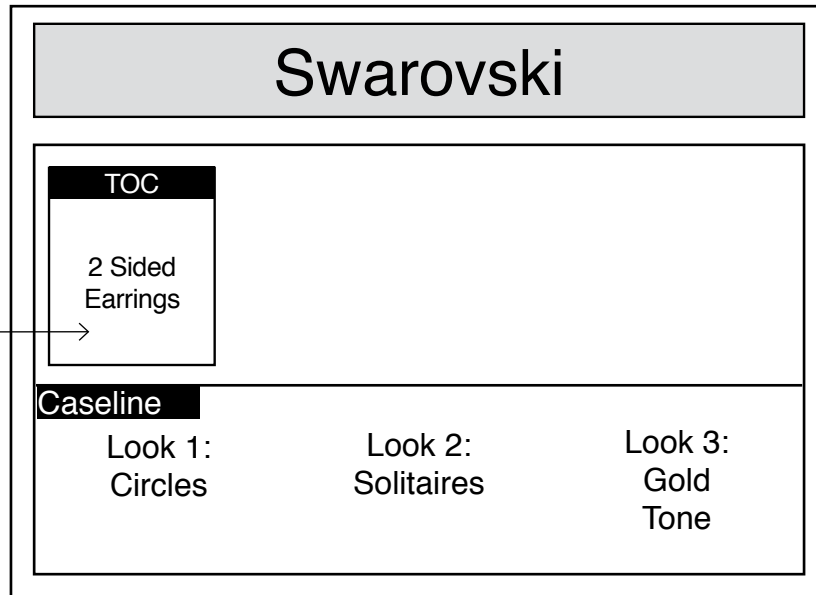
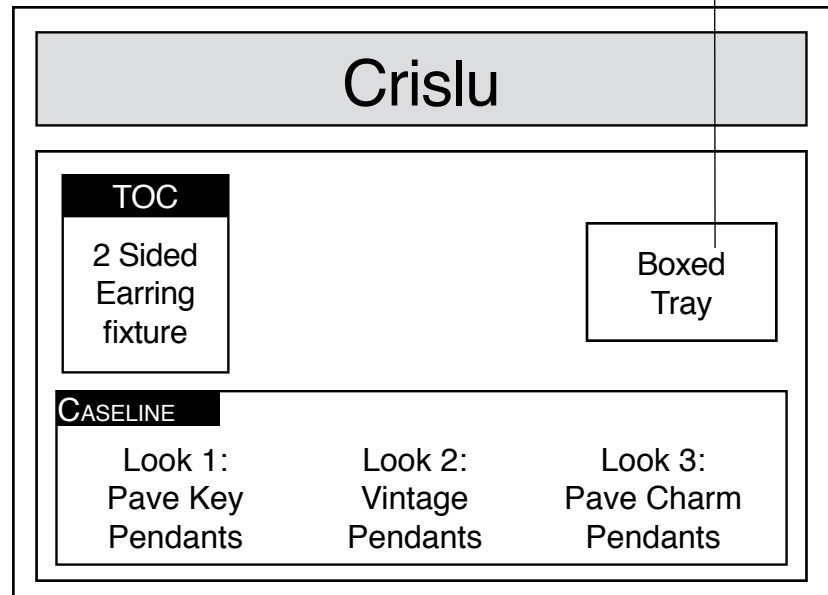
Badgley Mischka		
Caseline		
Look 1: Crystal with Leaves	Look 2: Metal with Stone/Pearl	Look 3: Mixed Metal

ABS		
TOC		
4 Sided Earrings		3-Tier Necklaces Bracelets
Caseline		
Look 1: Gold/ Crystal	Look 2: Mixed Metal/ Crystal	Look 3: Silver/ Crystal



- Swarovski Necklaces
- 39794
 - 14358
 - 661034
 - 62708
 - 809006
 - 956722
 - 681251
 - 661020
 - 35243
 - 807339
 - 682862
 - 940245

- Crislu Necklaces and Earrings
- 163
 - 167
 - 184
 - 2070
 - 2389
 - 5687
 - 6166
 - 6258
 - 7834
 - 2896
 - 168



Stores to set second TOC case only: WEST, GARD, STAM

Judith Jack								
<table border="1"> <tr> <th colspan="1">TOC</th> <td colspan="2"></td> </tr> <tr> <td>2 Sided Earrings</td> <td colspan="2"></td> </tr> </table>			TOC			2 Sided Earrings		
TOC								
2 Sided Earrings								
<table border="1"> <tr> <th colspan="3">Caseline</th> </tr> <tr> <td>Look 1: Metal</td> <td>Look 2: Abalone</td> <td>Look 3: Rose Gold</td> </tr> </table>			Caseline			Look 1: Metal	Look 2: Abalone	Look 3: Rose Gold
Caseline								
Look 1: Metal	Look 2: Abalone	Look 3: Rose Gold						

Nadri								
<table border="1"> <tr> <th colspan="1">TOC</th> <td colspan="1"></td> <th colspan="1">TOC</th> </tr> <tr> <td>4 Sided Earrings</td> <td></td> <td>D'93 2 Sided Michela Look of Real Rings</td> </tr> </table>			TOC		TOC	4 Sided Earrings		D'93 2 Sided Michela Look of Real Rings
TOC		TOC						
4 Sided Earrings		D'93 2 Sided Michela Look of Real Rings						
<table border="1"> <tr> <th colspan="3">Caseline</th> </tr> <tr> <td>Look 1: Look of Real</td> <td>Look 2: Flowers</td> <td>Look 3: Vintage</td> </tr> </table>			Caseline			Look 1: Look of Real	Look 2: Flowers	Look 3: Vintage
Caseline								
Look 1: Look of Real	Look 2: Flowers	Look 3: Vintage						

Givenchy								
<table border="1"> <tr> <th colspan="1">TOC</th> <td colspan="1"></td> <th colspan="1">TOC</th> </tr> <tr> <td>4 Sided Earrings</td> <td></td> <td>3-Tier Necklaces Bracelets</td> </tr> </table>			TOC		TOC	4 Sided Earrings		3-Tier Necklaces Bracelets
TOC		TOC						
4 Sided Earrings		3-Tier Necklaces Bracelets						
<table border="1"> <tr> <th colspan="3">Caseline</th> </tr> <tr> <td>Look 1: Silver/ Crystal</td> <td>Look 2: Pearl/ Crystal</td> <td>Look 3: Blue/ Crystal</td> </tr> </table>			Caseline			Look 1: Silver/ Crystal	Look 2: Pearl/ Crystal	Look 3: Blue/ Crystal
Caseline								
Look 1: Silver/ Crystal	Look 2: Pearl/ Crystal	Look 3: Blue/ Crystal						

Simon Sebbag

TOC
2 Sided
Earring
fixture

CASELINE

Look 1: White Pearl	Look 2: Blue	Look 3: Taupe Pearl
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Lori Bonn

TOC
2 Sided
fixture

CASELINE

Look 1: Hemitite	Look 2: Blue	Look 3: Neutrals
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Majorica

<p>TOC</p> <p>2 Sided Earrings</p>		<p>TOC</p> <p>NYC & WEST 3-Tier Pendant Fixture</p>
<p>Caseline</p> <p>Look 1: Pearl, Silver Look 2: Pearl Look 3: Pearl, Gold</p>		

Ellen Tracy

<p>TOC</p> <p>2 Sided Earrings</p>		<p>TOC</p> <p>3-Tier Necklaces Bracelets</p>
<p>Caseline</p> <p>Look 1: Silver/Pearl Look 2: Turquoise Look 3: Silver/Gold</p>		

Anne Klein NY

<p>TOC</p> <p>4 Sided Earrings</p>		<p>TOC</p> <p>3-Tier Necklaces Bracelets</p>
<p>Caseline</p> <p>Look 1: Blue-Green Look 2: Blue-Green-Purple Look 3: Silver Metal</p>		

Adrienne Vittadini

<p>TOC</p> <p>4 Sided Earrings</p>		<p>TOC</p> <p>3-Tier Necklaces Bracelets</p>
<p>Caseline</p> <p>Look 1: Two Tone Look 2: Blue-Green Look 3: Gold</p>		

Carolee

TOC	TOC	
4 Sided Earrings	3-Tier Necklaces Bracelets	
Caseline		
Look 1: Tonal Gold Pearl	Look 2: Coral-Green- Blue	Look 3: Turquoise

Carolee

TOC	TOC	
4 Sided Earrings	3-Tier Necklaces Bracelets	
Caseline		
Look 1: Silver Pave/ Pearl	Look 2: Pearl/ Crystal	Look 3: Flowers/ Pearl

Lauren

TOC	TOC	
4 Sided Earrings	3-Tier Necklaces Bracelets	
Caseline		
Look 1: Turquoise/ Gold	Look 2: Wood/ Green Turquoise	Look 3: Gold/ Brown

Lauren

TOC	TOC	
4 Sided Earrings	3-Tier Necklaces Bracelets	
Caseline		
Look 1: Antique Silver	Look 2: Silver/ Tritone	Look 3: Pearl/ Crystal

Hagit Gorali (NYC)

TOC

2 Sided Earrings

Caseline

Look 1: Silver	Look 2: Silver Flowers	Look 3: Silver Flowers
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Rachel Reinhardt (NYC)

CASELINE

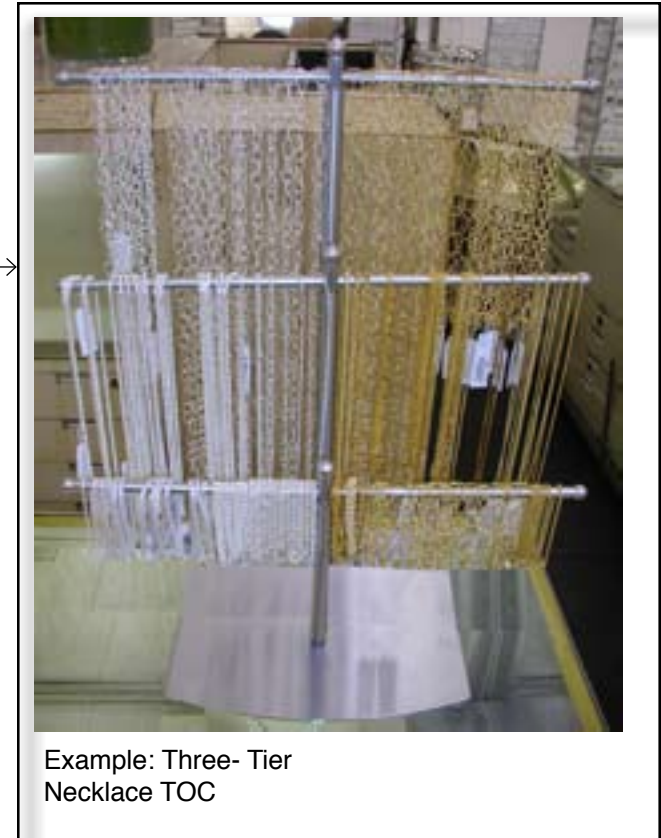
Look 1: Blue	Look 2: Blue	Look 3: Blue
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Sterling Silver

<p>TOC</p> <p>4 Sided Earrings</p> <p>ss buttons/clips ss buttons ss drops ss drops</p>	<p>1. silver/gold vermeil 16"-20" 2. silver/gold vermeil 16"-20" 3. silver/gold vermeil bracelets</p>	<p>TOC</p> <p>3-Tier Necklaces Bracelets</p>
<p>Caseline</p> <p>Look 1: Beads/Hearts/ Stars/ Small Pendants</p> <p>Look 2: Bold Sterling</p> <p>Look 3: Sterling and Stone Blues/Berries</p>		

18K Gold/Rose Over Sterling

<p>TOC</p> <p>4 Sided Earrings</p> <p>gold buttons gold drops gold drops gold drops</p>	<p>rose gold hoops gold hoops gold hoops gold hoops</p>	<p>TOC</p> <p>4 Sided Earrings</p>
<p>Caseline</p> <p>Look 1: Gold Beads/Hearts Small Pendants</p> <p>Look 2: Bold Gold</p> <p>Look 3: Rose Gold</p>		



CZ Color

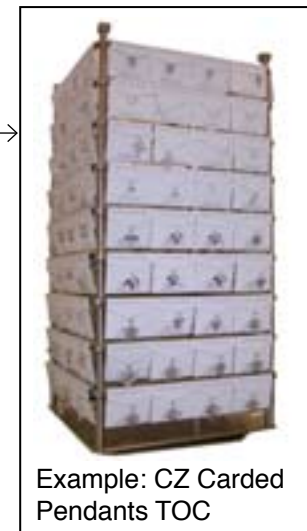
<p>TOC</p> <p>4 Sided Earrings</p> <p>color drops color drops clear cz drops clear cz drops</p>	<p>TOC</p> <p>Semi & SS Necklaces/ Bracelets</p>				
<p>Caseline</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; border: none;">Look 1: Jeweltone Briolettes</td> <td style="width: 33%; border: none;">Look 2: Black CZ Sapphire CZ Pink CZ</td> <td style="width: 33%; border: none;">Look 3: Aqua CZ Turq Briolettes</td> </tr> </table>			Look 1: Jeweltone Briolettes	Look 2: Black CZ Sapphire CZ Pink CZ	Look 3: Aqua CZ Turq Briolettes
Look 1: Jeweltone Briolettes	Look 2: Black CZ Sapphire CZ Pink CZ	Look 3: Aqua CZ Turq Briolettes			

Marcasite

<p>TOC</p> <p>4 Sided Earrings</p> <p>marc buttons and hoops marc drops marc brooches cz and ss brooches</p>	<p>TOC</p> <p>4 Sided Earrings</p> <p>marc rings ss rings cz rings cz rings</p>				
<p>Caseline</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; border: none;">Look 1: Color/ Jade</td> <td style="width: 33%; border: none;">Look 2: Hearts/ Medallions/ Pearl</td> <td style="width: 33%; border: none;">Look 3: Marcasite & Crystal</td> </tr> </table>			Look 1: Color/ Jade	Look 2: Hearts/ Medallions/ Pearl	Look 3: Marcasite & Crystal
Look 1: Color/ Jade	Look 2: Hearts/ Medallions/ Pearl	Look 3: Marcasite & Crystal			

CZ

<p>TOC</p> <p>Stepped Boxed LT CZ Jewelry</p>	<p>TOC</p> <p>4 Sided Earrings</p> <p>CZ carded pendants CZ carded pendants CZ hoops CZ hoops</p>				
<p>Caseline</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; border: none;">Look 1: Hearts/Circles/ Long CZ</td> <td style="width: 33%; border: none;">Look 2: Look of Real/ Pearl</td> <td style="width: 33%; border: none;">Look 3: Look of Real</td> </tr> </table>			Look 1: Hearts/Circles/ Long CZ	Look 2: Look of Real/ Pearl	Look 3: Look of Real
Look 1: Hearts/Circles/ Long CZ	Look 2: Look of Real/ Pearl	Look 3: Look of Real			



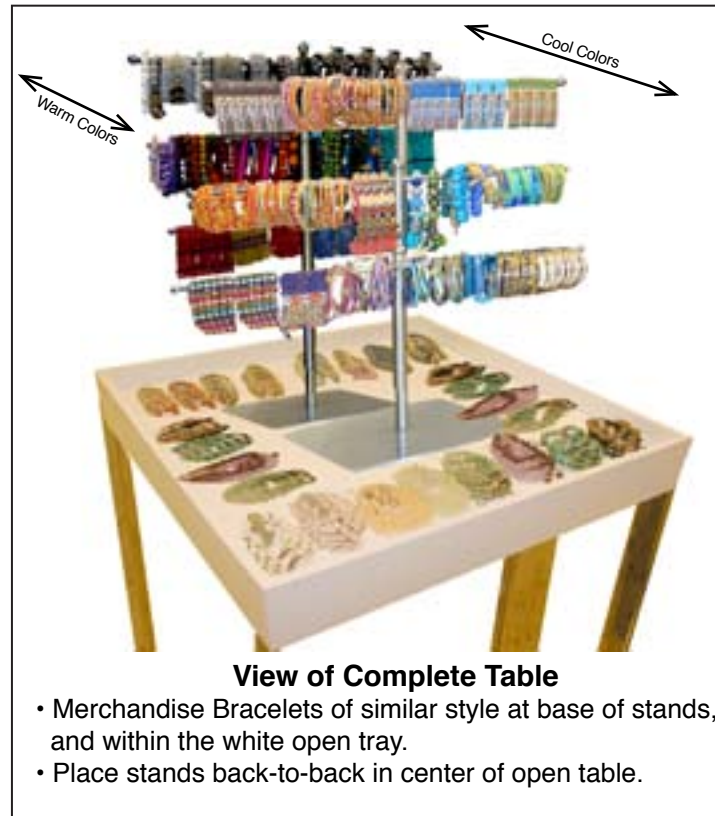
Jewelry

Bracelet Table

- All Doors
- Friendship and Boho Bracelets to be merchandised in lower White Open Table.
- Do not place the Bracelet Table next to the table with Trend Watches.
This Bracelet program must be separated and displayed in a different area of the floor than the Trend Watch location.
- Organize all backstock by style for ease of replenishment.
- Replenish throughout the day to keep all styles available for customer.



- Detail of 3-Tier Friendship Bracelet Displayer**
- Merchandise Cool Colors on Left, Warm Colors on Right.
 - Turn this displayer to stand back-to-back with the Boho Bracelet Displayer.
 - Place both displayers in center of white open table.



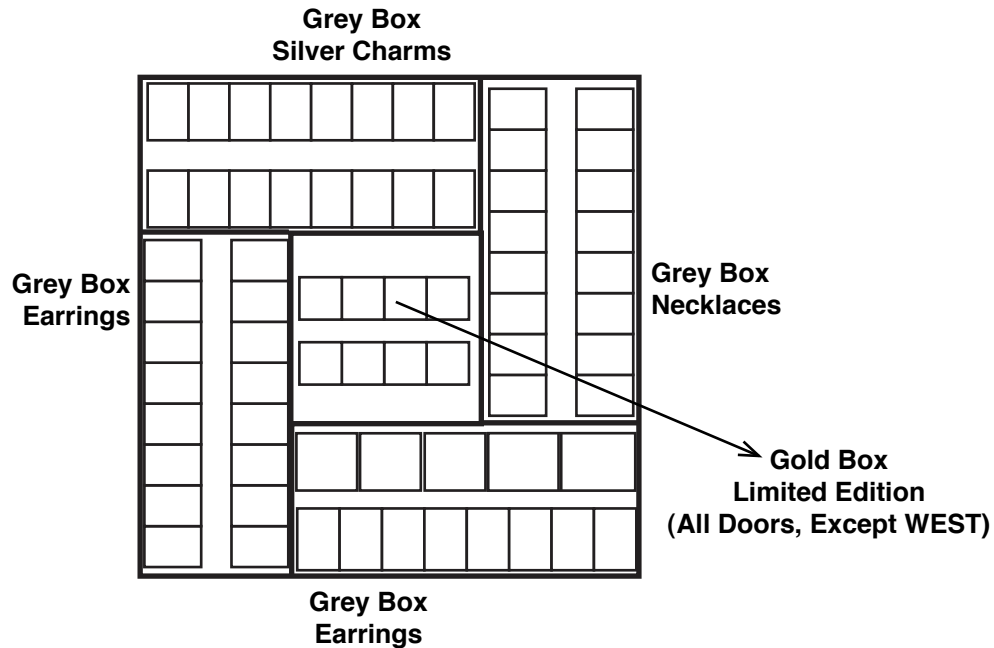
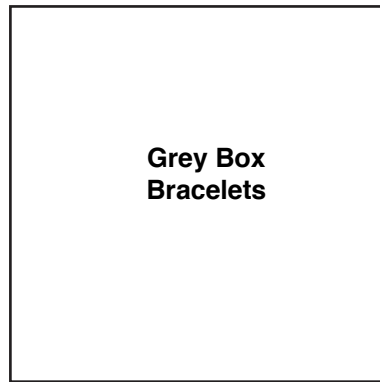
- View of Complete Table**
- Merchandise Bracelets of similar style at base of stands, and within the white open tray.
 - Place stands back-to-back in center of open table.



- Detail of 3-Tier Boho Bracelet Displayer**
- Merchandise Cool Colors on Right, Warm Colors on Left.
 - Place this displayer to stand back-to-back with the Friendship Bracelet Displayer.
 - Place both displayers in center of white open table.

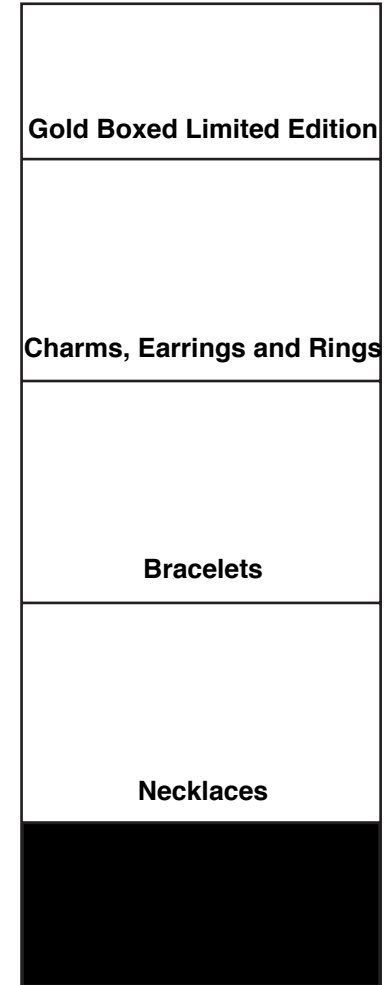
- Organize all backstock by style for ease of replenishment.
- Replenish tables and towers throughout the day to keep all styles available.

Table set-up



Juicy Tower 1 (WEST only)

Grey Boxes



New Lucite Step Fixture

- Merchandise only specific boxed Lord & Taylor CZ studs and pendants listed below. Do not use other CZ boxed jewelry.

PAVE NECKLACES:

55183OD-CIRCLE
55184OD-HEART
55185OD-CROSS
55186OD-CLOVER
55187OD-STAR
55284OD-SNWFLK
301470E-HRSHOE
55285OD-PCE SIGN
55287OD-DRGNFLY
55286OD-KEY
55421OD-BOW
R55352OD-LOCK

SOLITAIRE NECKLACES:

R55194KC-10MM ROUND
R55195KC-9MM SQUARE
R55196KC-8MM PEAR
55356KC-8MM HEART

STUD EARRINGS:

R606123E-9MM RND STUDS
R606124E-8MM SQR STUDS
R606125E-107 PEAR STUD
606409E-HEART STUDS

- Place layer of open boxes in the front of each step, with closed boxes underneath and behind.
- Fixture to sit on top of the Lord & Taylor CZ jewelry case, adjacent to TOC spinner on same case.
- This Boxed Jewelry will have the same sale cadence as all other Lord & Taylor jewelry, and a 50% off sign should be placed adjacent to the fixture on sale days.



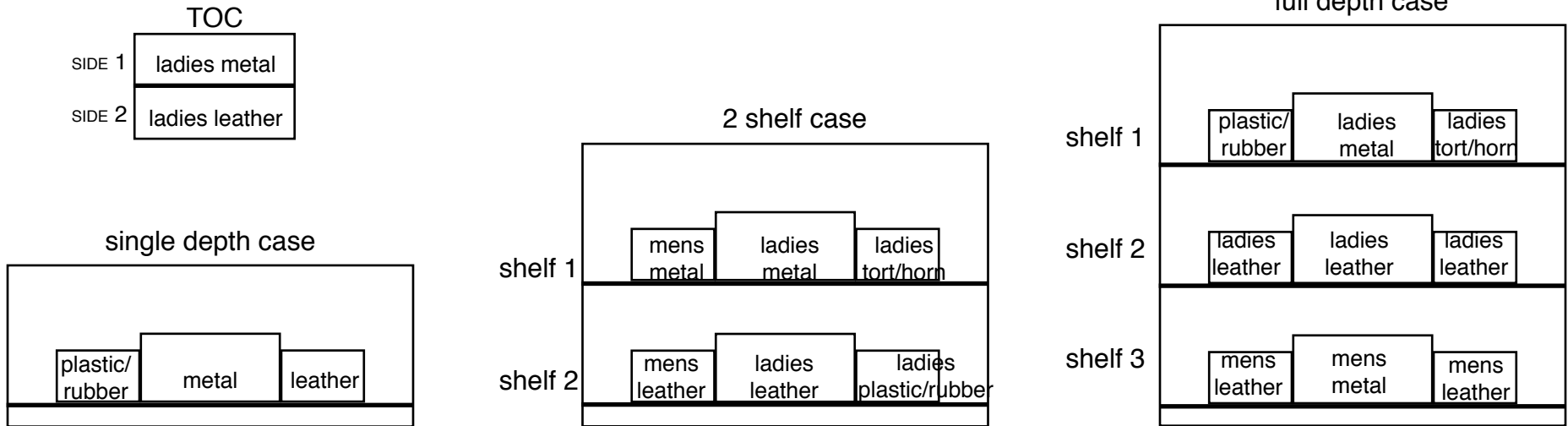
Merchandising Guidelines

- Use caseline allocation sheet for vendors by store (all appropriate shares based on business).
- Merchandise ladies watches on the top shelf for all vendors, except Kenneth Cole NY.
- Merchandise by color where possible, followed by category: metal, leather, etc., keeping same classifications together.
- All SKUs must be represented in the case.
- Do not display more than 3 units of the same SKU.
- Do not merchandise watches directly on glass shelves, use the fixturing provided.
- TOCs should only be used as called out in the guidelines. Double expose case-line merchandise to keep TOC filled in.
- If you need to increase your in-case capacity from 2 shelves from 3 shelves, notify the buying office to ensure stock maintenance.
Elise Trencher, Buyer, X3489
Sarah Koch, Assistant Buyer, x3729

Watches

Michael Kors

- All Doors: Michael Kors Watches are in-case, with TOC Fixture where needed.



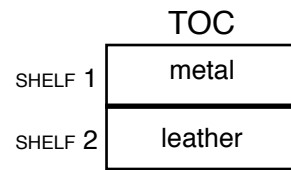
- 30 Doors: Open Sell Tables
- Merchandise on designated rectangular trim table.



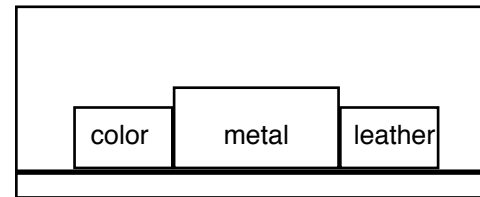
Watches

Marc by Marc Jacobs Watches

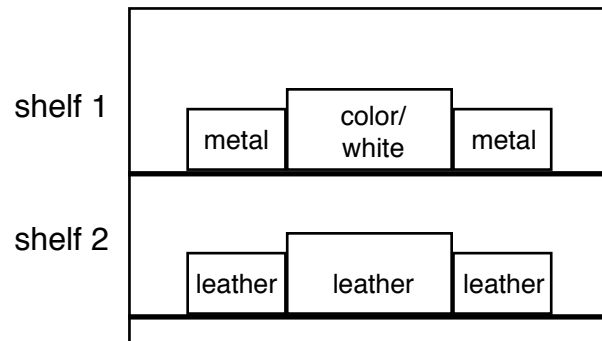
- 10 Doors: In case.



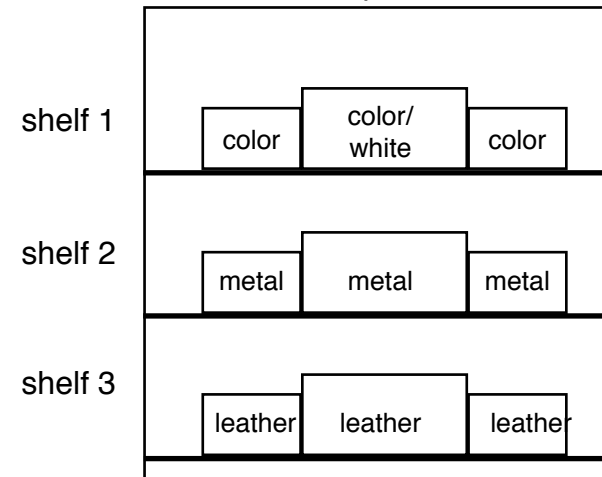
single depth case



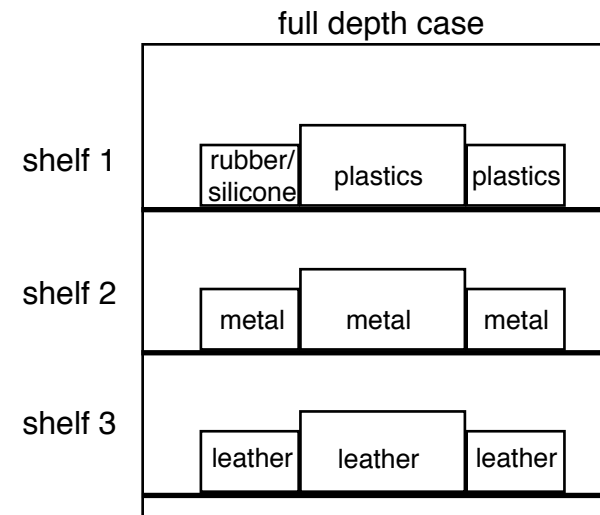
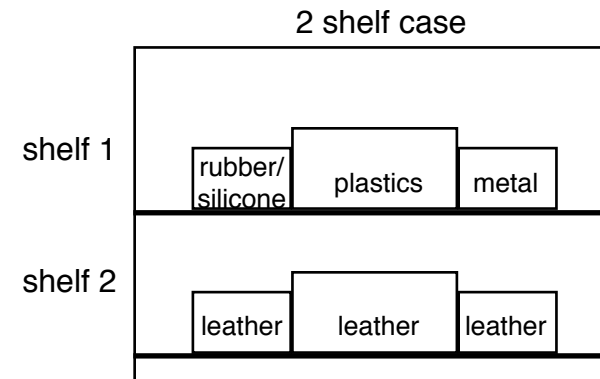
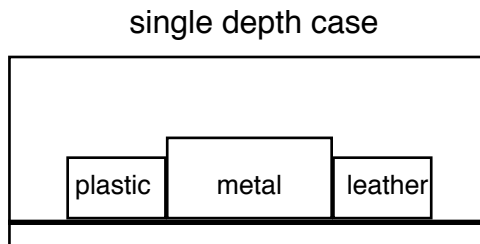
2 shelf case



full depth case



- 29 Doors: In case
- Keep fixtures in grid formation.
- Display gift items in special boxed packaging.
- Represent key colors on each shelf (white, pink, black).
- Straps should be merchandised light to dark, left to right.
- Boxed program merchandises on top of case in TOC tray.



Watches

Juicy Watches

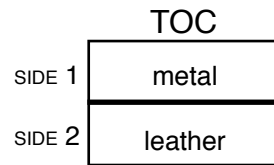
- Merchandise the caseline (product and vendor assets) as shown below.
- Photo is to be used as a guide. All stores may not have exact inventory or assets shown.



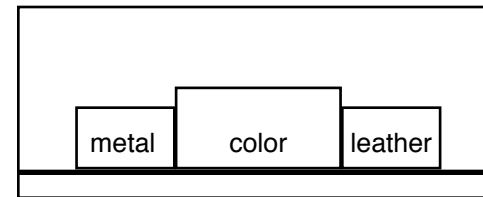
Watches

DKNY Watches

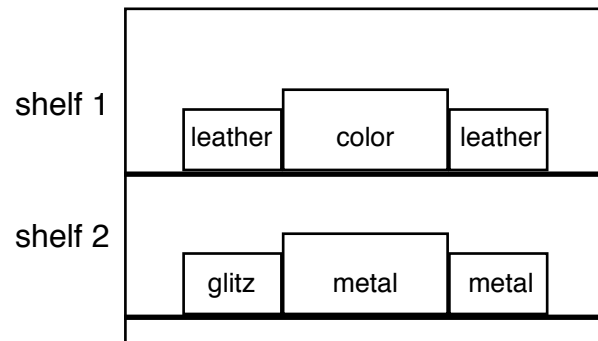
- 34 Doors: In-case.
- 11 Doors: TOC only.



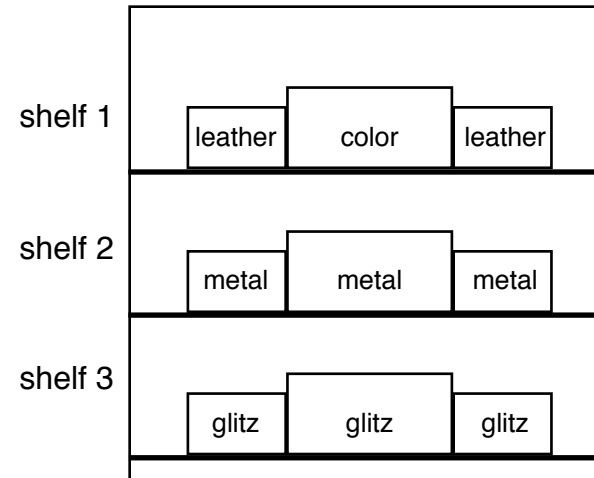
single depth case



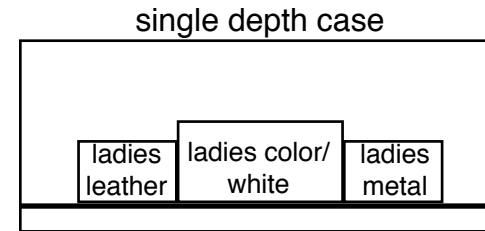
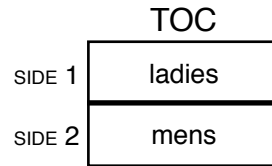
2 shelf case



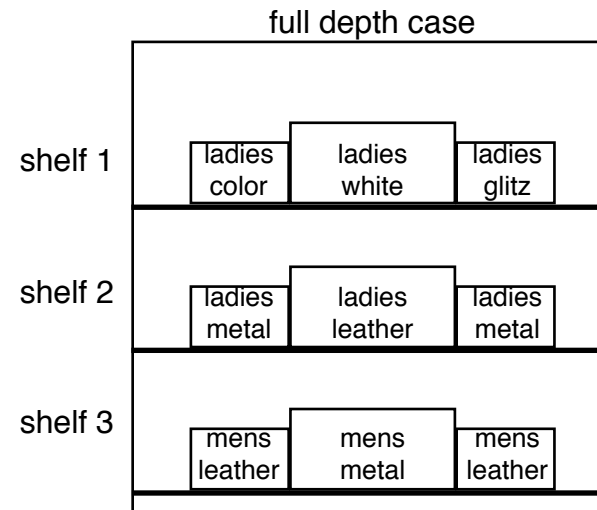
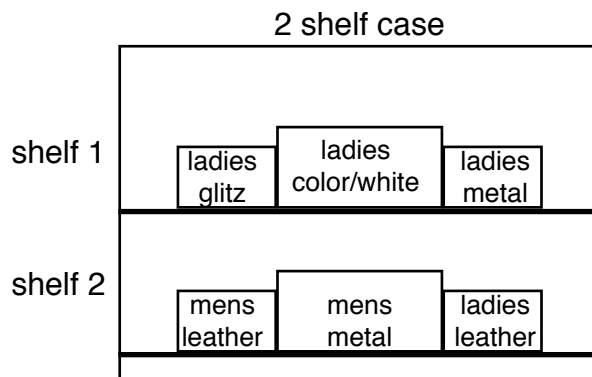
full depth case



- 43 Doors: In-case.
- 3 Doors: TOC only.



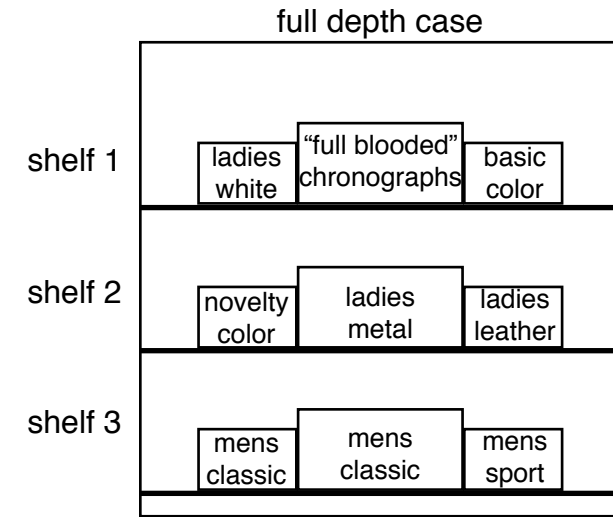
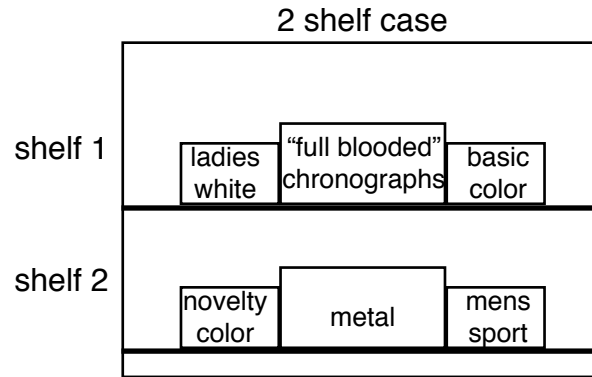
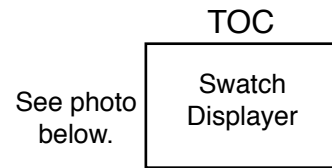
Stores with one single depth case:
use TOC's to display mens.



Watches

- 17 Doors: In-case

Swatch Watches



- Example of Swatch TOC and in-counter displays.



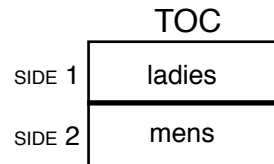
- Detail of Swatch TOC Display.



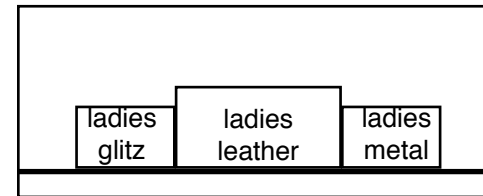
Watches

Guess Watches

- 43 Doors: In-case.
- 3 Doors: TOC only.

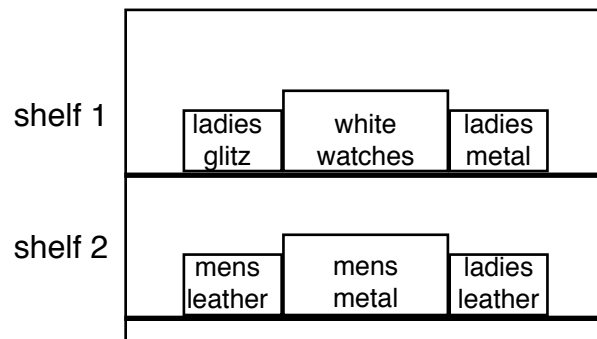


single depth case

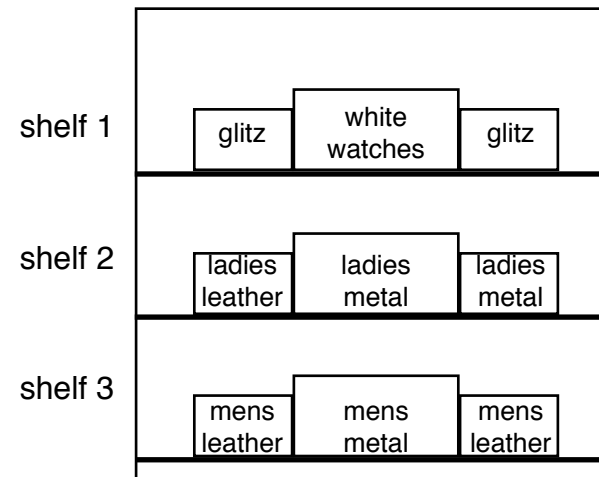


Stores with one single depth case:
use TOC's to display mens.

2 shelf case



full depth case



Watches

Guess Watches

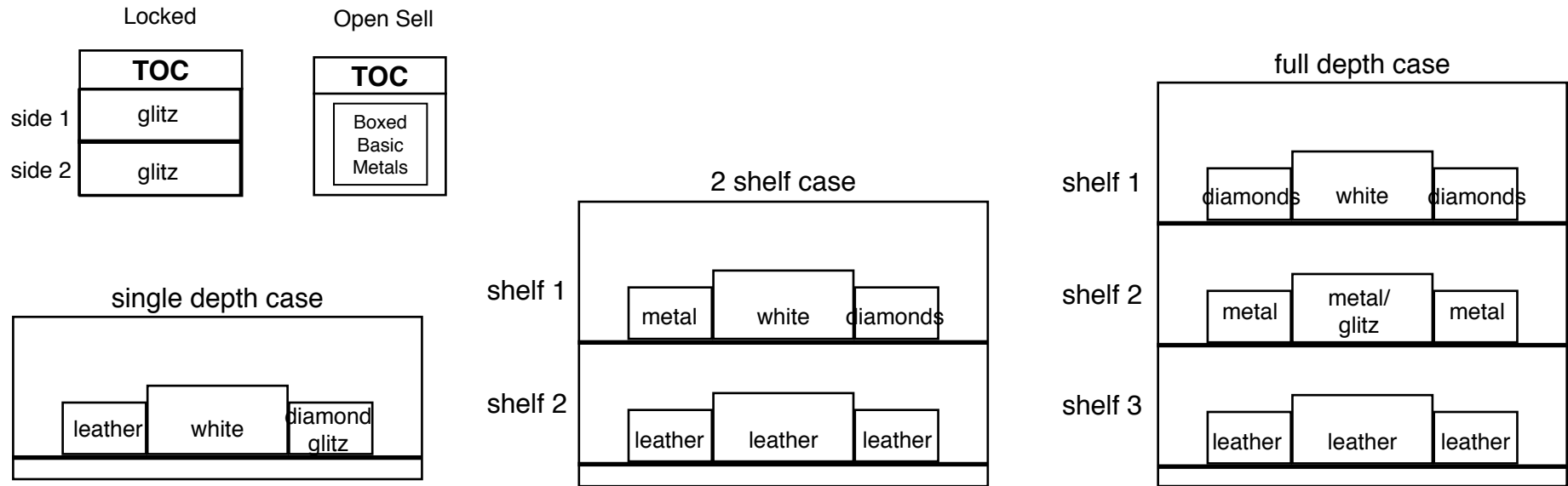
- Merchandise the caseline (product and vendor assets) as shown below.
- Photo is to be used as a guide. All stores may not have exact inventory or assets shown.



Watches

Anne Klein Watches

- All Doors: Anne Klein Watches are in-case, with 2 TOC Fixtures.



- All Doors: Open sell table for Color Watches.
- Merchandise on designated rectangular trim table.
- Use sign #81031



Watches

Anne Klein Watches

- Merchandise the caseline (product and vendor assets) as shown below.
- Photo is to be used as a guide. All stores may not have exact inventory or assets shown.



Silver Tone Watches

Watches

Anne Klein Watches

- Merchandise the caseline (product and vendor assets) as shown below.
- Photo is to be used as a guide. All stores may not have exact inventory or assets shown.

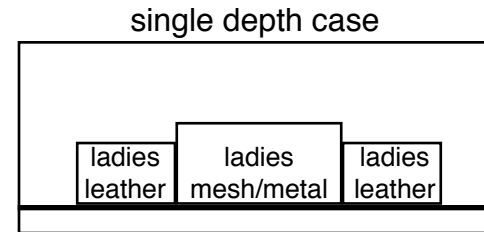
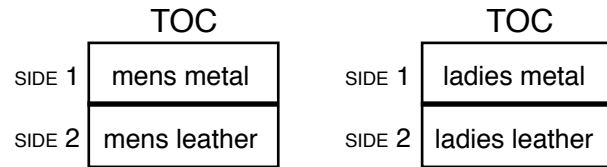


Gold Tone Watches

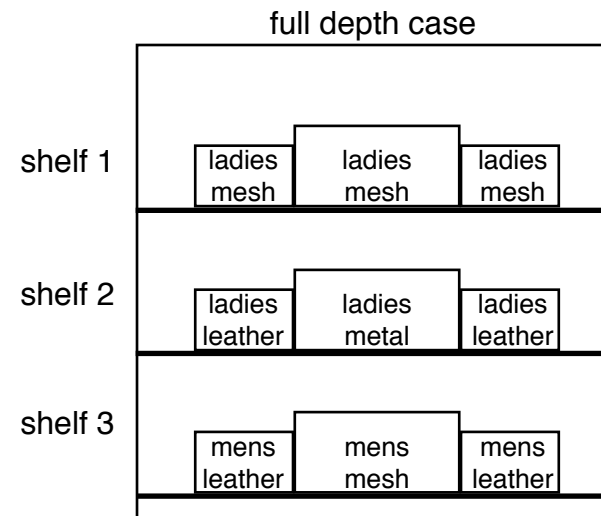
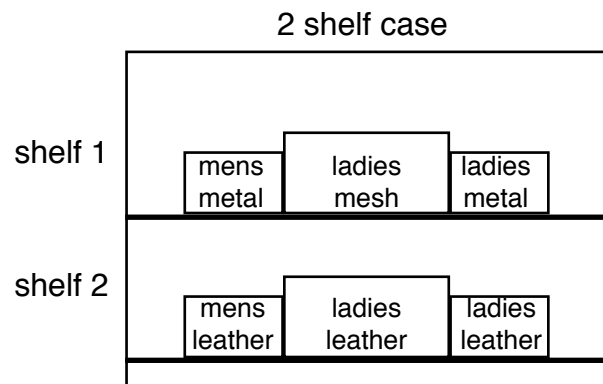
Watches

Skagen Watches

- All Doors: In case with TOC fixtures where needed.



Stores with one single depth case:
use TOC's to display mens.



Watches

Skagen Watches

- Photos to be used as a guide. All stores may not have exact inventory or assets shown.

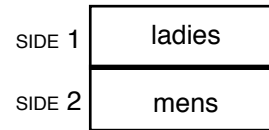


Watches

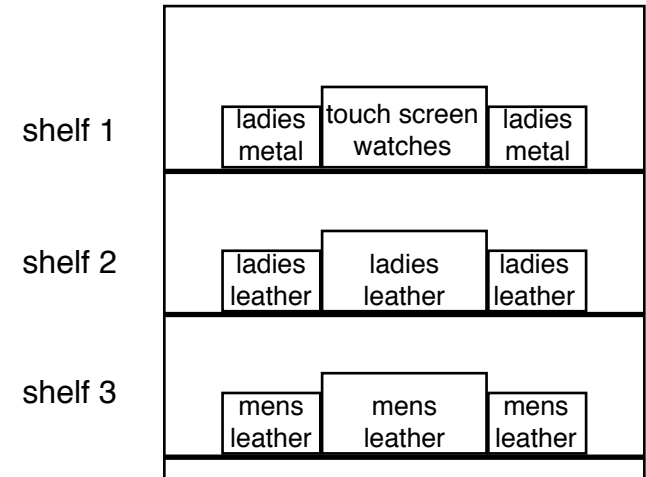
Kenneth Cole Watches

- 22 Doors: In-case
- 12 Doors: TOC

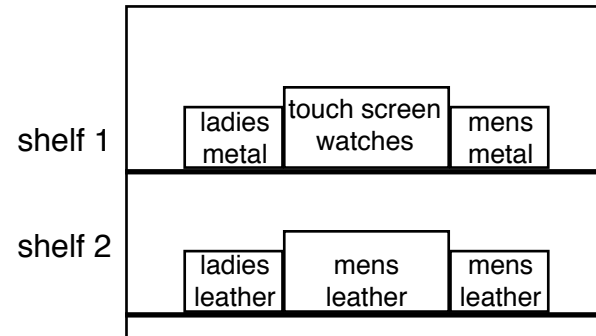
TOC



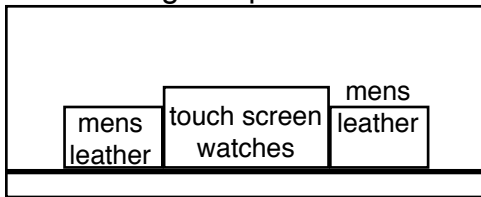
full depth case



2 shelf case



single depth case



Stores with one single depth case:
Use TOC's to display ladies.

- Kenneth Cole caseline example.

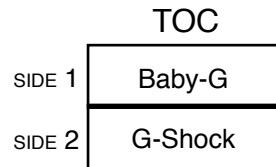


Watches

G-Shock and Baby G-Shock Watches

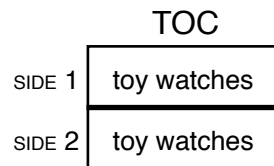
G-Shock

- All Doors: Baby-G and G-Shock share a branded TOC fixture.
- 30 Doors: Open Sell Tables.
- Merchandise on designated rectangular trim table (shown in photo).
- Present watches by shape, representing all styles.



TOY Watches

- 18 Doors: TOC only.
- TOY Watches should be merchandised on a generic TOC fixture.
- Merchandise watches by shape, representing all styles.



Watches

Trend Watches

- All Doors
- Boxed and Open Watches to be merchandised in White Grid Table.
- Do not place the table of Trend Watches next to the table with Bracelets.
This watch program must be separated and displayed in a different area of the floor than the Bracelets table location.
- Organize all backstock by style for ease of replenishment.
- Replenish throughout the day to keep all styles available for customers.

