

Luxury Fragrance & POS COE+ Guide

Spring 2026 Jan- June

TOM FORD BEAUTY

JO MALONE
LONDON

Kilian
PARIS

EDITIONS DE PARFUMS
FREDERIC MALLE

aramis

BALMAIN
BEAUTY



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you back to the Index.***

Introduction

*Dear Luxury Fragrance Team,
Spring 2026 brings many opportunities for you and your brands. To help, we've created a resource covering visual merchandising, gratis, uniforms, lightbox measuring, and supplies.*

January - June

- *Supply calendar overview – know when materials are expected to arrive.*
- *Gratis – an overview of scheduled gratis releases for the next 6 months.*
- *Uniforms – don't have the app on your iPad, don't worry!*
- *How to measure a lightbox*
- *Repair & maintenance- Service Channel login and details*
- *Visual Merchandising – details on all of the updates that will be happening the next 6 months.*
- *If there is something else you would like to see in these guidelines, please reach out.*

This is all part of our extended services we like to call POS COE +. As a reminder, we are also here to help your counters with the following:

- *Tracking of new launch collateral (For immediate assistance call # below)*
- *Requests for ongoing and launch collateral (please provide photo if applicable)*
- *Tester units and updates (please provide photo if applicable)*
- *Tracking gifts and samples (For immediate assistance call # below)*
- *Lightbox graphic support*
- *Program/launch questions*

Contact information:

- *Phone: 1-844-387-1122*
- *Email: pointofsalesupport@estee.com*

Please note our hours of operation:

- *Monday thru Friday 10am – 7pm EST*

Voicemail is available outside of hours of operation, and calls will be returned on the next business day

*Sincerely,
The POS COE Team*



Supply Overview- POS COE +

Supplies/ Blotters

- *Jo Malone London- by request thru POS COE*
- *Tom Ford Beauty- brand allocates quarterly, incremental via POS COE*
- *Kilian Paris- by request thru POS COE*
- *Frederic Malle- by request thru POS COE*
- *Balmain- by request thru POS COE*
- *Aramis- details coming soon*

Testers

- *Jo Malone London- follow retailer policy to destroy in field (DIF)*
- *Tom Ford Beauty- fragrance DIF, godets by request thru POS COE*
- *Kilian Paris- follow retailer policy to destroy in field (DIF)*
- *Frederic Malle- follow retailer policy to destroy in field (DIF)*
- *Balmain- follow retailer policy to destroy in field (DIF)*
- *Aramis- follow retailer policy to destroy in field (DIF)*

Samples

- *Brand allocates throughout season. Requests cannot be made for incremental.*

*This is estimated timing- shipments may vary by item and store.
Please contact POS COE if supplies are needed outside of the calendar timeline
pointofsalesupport@estee.com*

Gratis- POS COE +

For assistance with any gratis inquiries (missing awards, email address change, login support), please direct your counter teams to contact:

gratis@estee.com

THE COSMETICS
COMPANY STORE

January

February

March

*Jo Malone
London*

*Tom Ford
Kilian Paris
Frederic Malle
Balmain*

April

May

June



Uniform- POS COE +

For assistance with uniforms (Balmain/ Tom Ford/ Frederic Malle/ Kilian Paris) access the uniform site- www.fanfabuniforms.com



How to measure a lightbox- POS COE +

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your "outside" measurement because it is the width (W) and height (H) of the "outside", or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING "INSIDE" MEASUREMENT

Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the "inside" measurement.

POINTERS

1. W x H (that's the order) – otherwise the "vertical" or "horizontal" distinction will be inverted.
2. The "outside" measurement is always larger than the "inside" measurement. If it's not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (unless there is no frame) that the whole picture frame itself measures 5x7 – it means that the "inside" measurement" or the part of the picture you see is 5x7. However, the overall actual size of the photo you put in the frame may be larger than what you see – that's called the "outside" measurement.

HORIZONTAL
LIGHTBOX
 $H < W$



VERTICAL
LIGHTBOX
 $W < H$



Repair & Maintenance- POS COE +

As a Field Executive, you are responsible for requesting repairs and maintenance work to be done on your counters.

Before entering a request, ALWAYS contact your retail partner to address. The Retailer should be your first point of contact for repairs and immediately if hazardous.

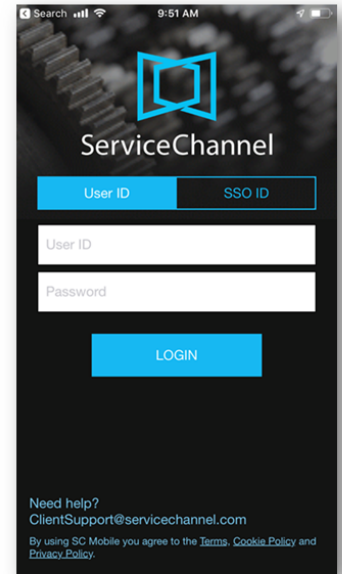
If retailer is not able to resolve follow these steps:

Service Channel log in

- Download app from Apple APP store Service Channel "business"
- User ID: work email ex. jdoe@estee.com case sensitive
- Password: [elc1234](#) single sign on

Create work order

- Select work order icon WO/ new WO
- Select location of the repair- *6 digit door number & brand abbreviation Example 1403-01CL
- Follow prompts and be as descriptive as possible, listing everything that is in need of repair with as much detail as you can.
- Include photos. The more the better, ideally ones that clearly identify what and where the issues are.
- Never discard parts!



If approved, the Counters Facilities Team will work on completion. Sometimes this requires further brand approval and/or design input.

Once repaired you will get a notification of completion.

If there are any issues with service or work, contact the Counters Facilities Team immediately.

Issue types



Handles

Logos

Lights out

Trim

Lightbox
(not graphic)

Drawers

Technology

- You can enter JML engraving machines issues into Service Channel.
- All other technology issues should be directed to the Retail Help Desk at usrthelp@estee.com or 877-354-3375.

Aramis

Visual Merchandising SP26 Jan- June



aramis

Bloomingdale's Men's Launch
Fall 2025



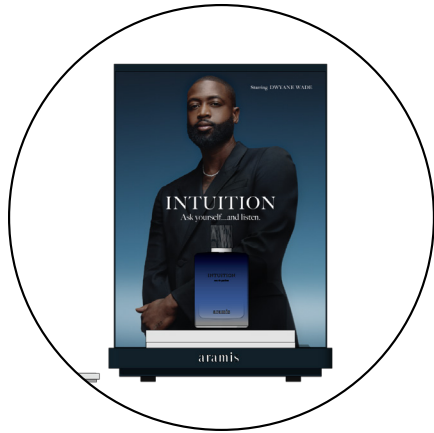
Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
 - Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

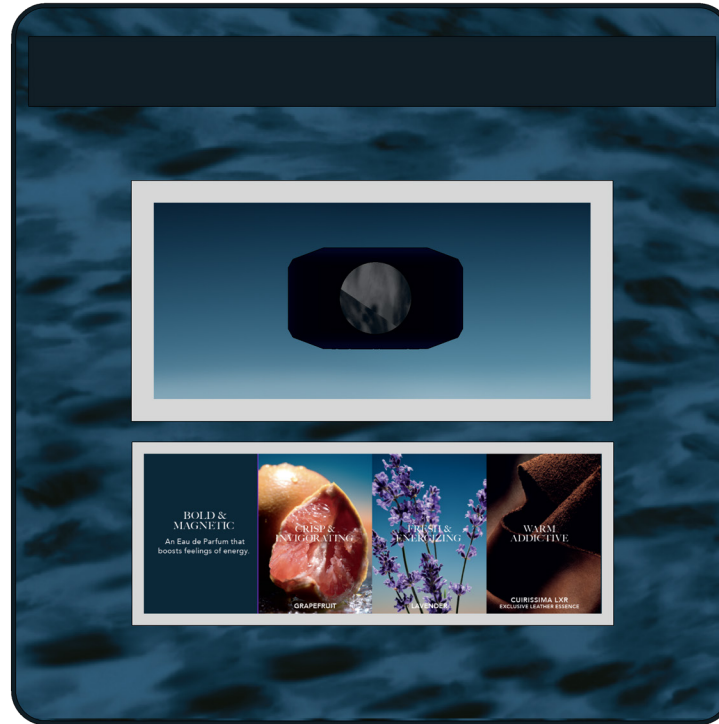
A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h

B: Blotter Holder

Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER

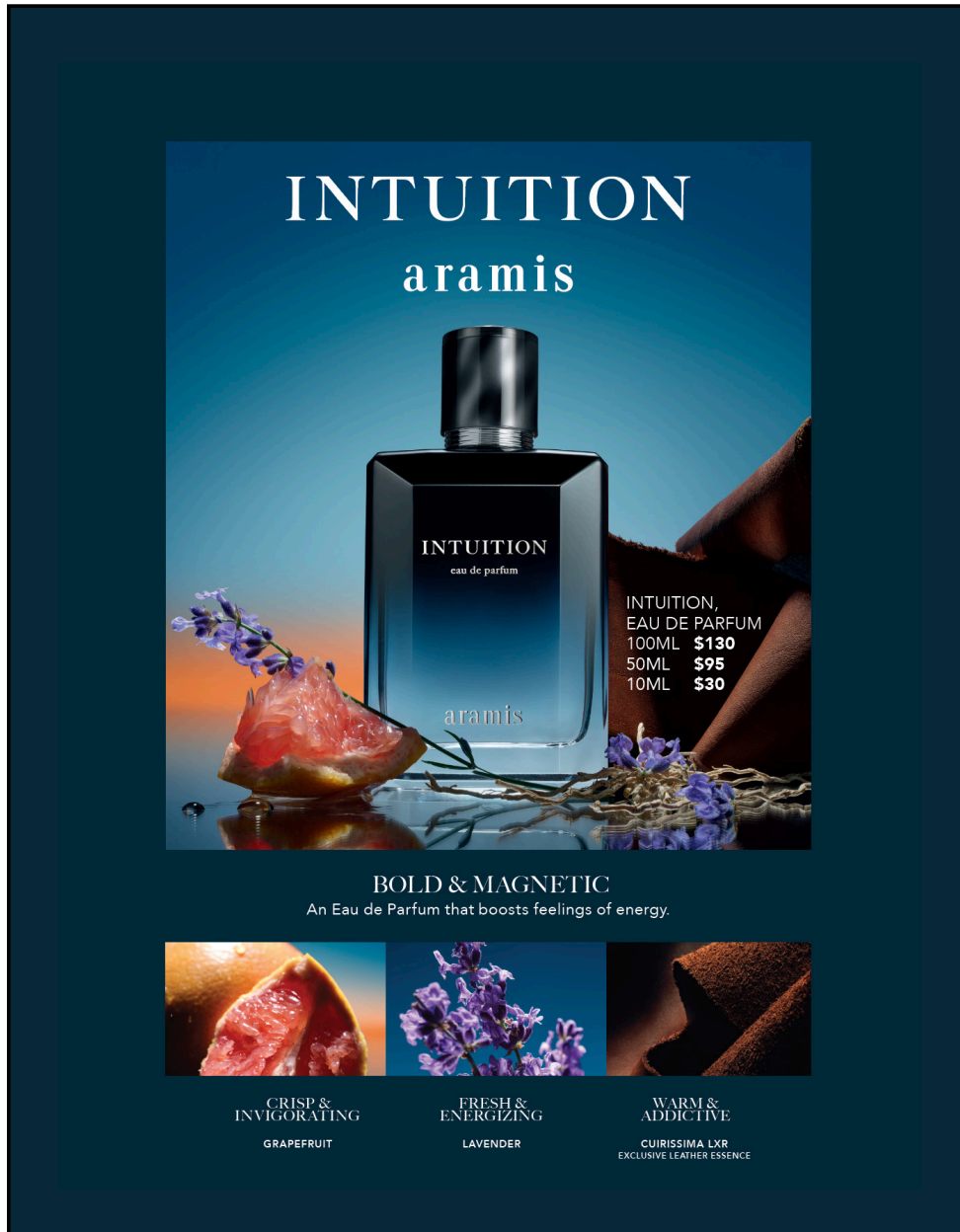


**A. FRONT VIEW
MAIN UNIT**

Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
- » Maintenance, Updating &
cleaning of unit to follow in
instruction sheet..

A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h
B: Blotter Holder



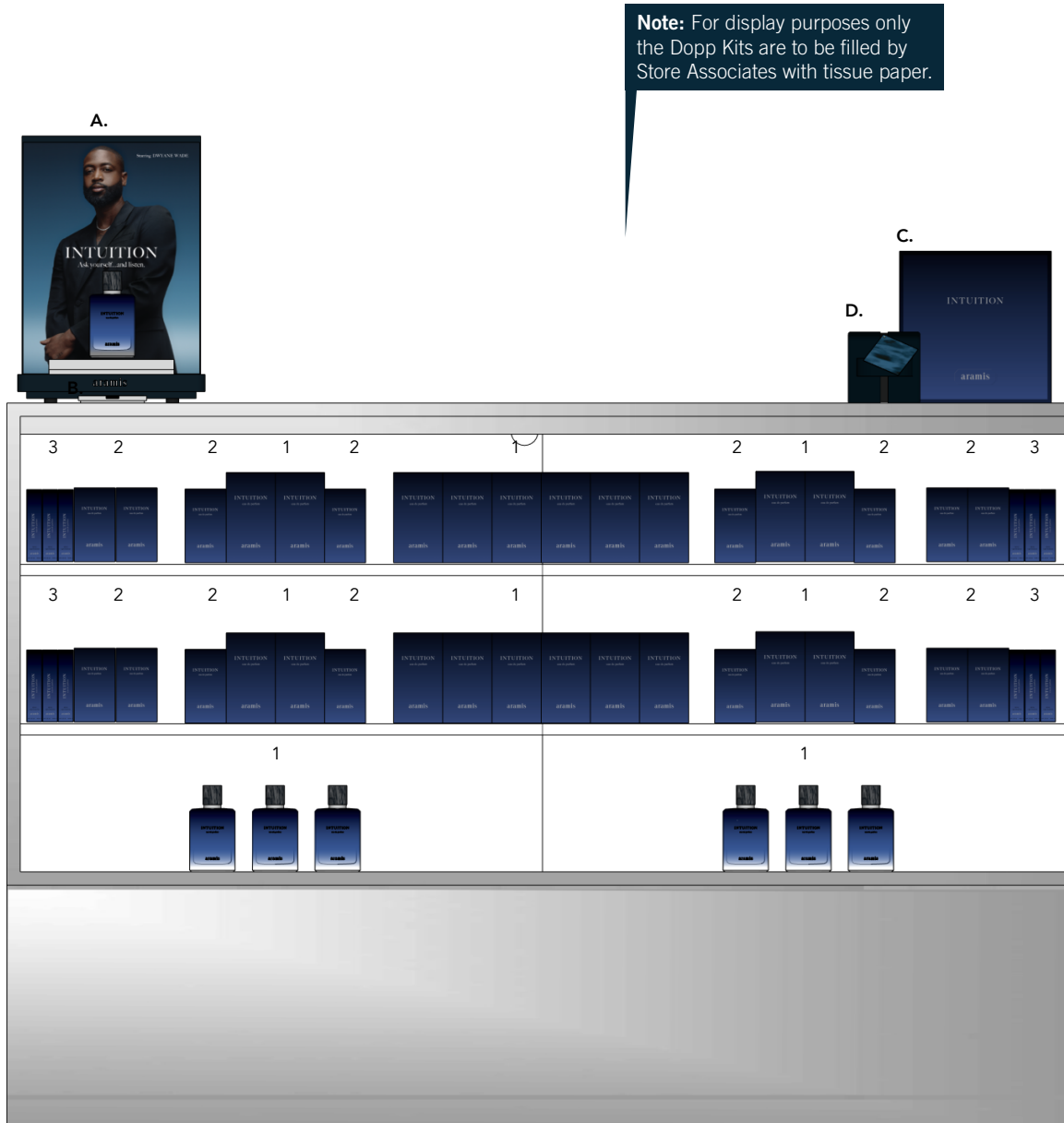
Details

» Back panel graphic with product details and pricing

» Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display



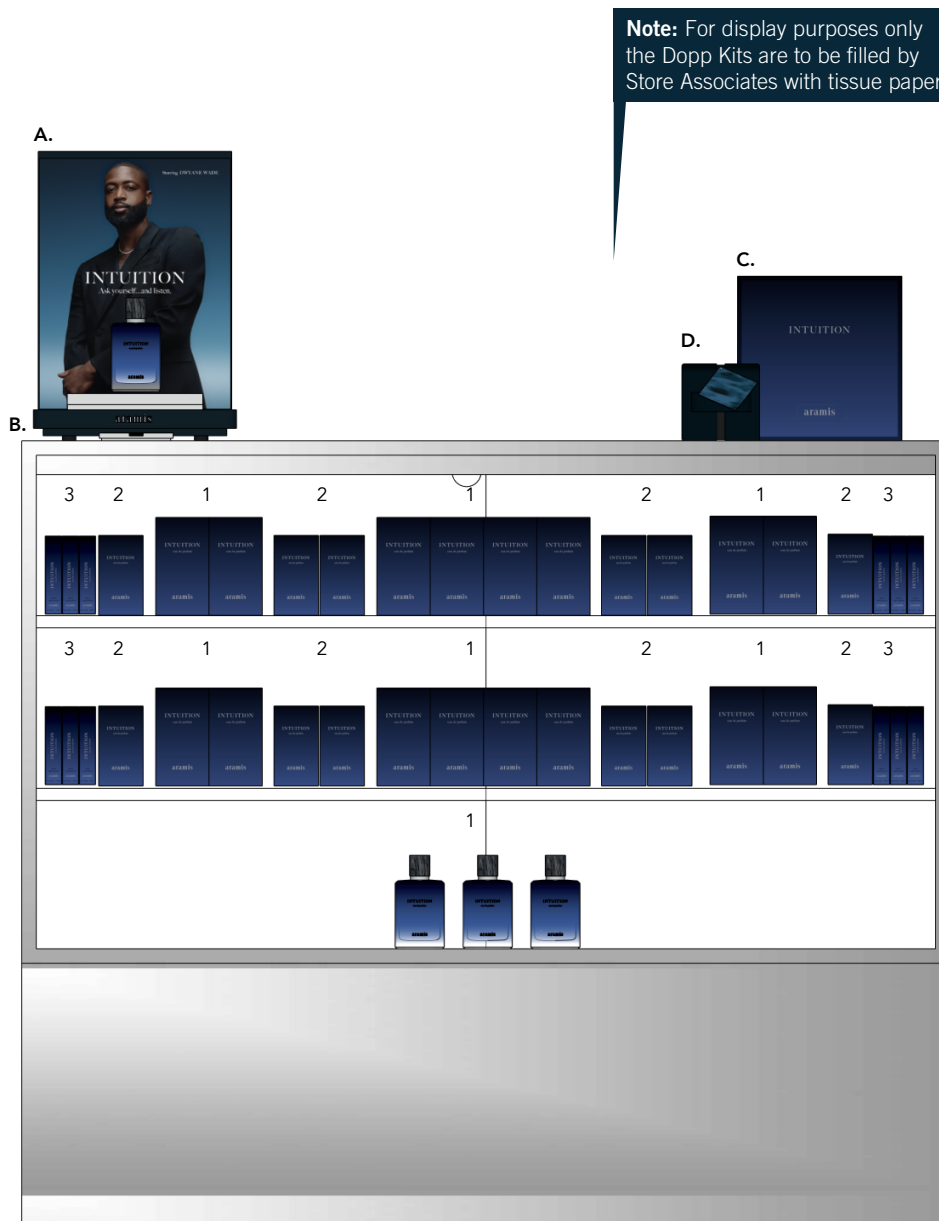
Note: For display purposes only the Dopp Kits are to be filled by Store Associates with tissue paper.

Details

- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit

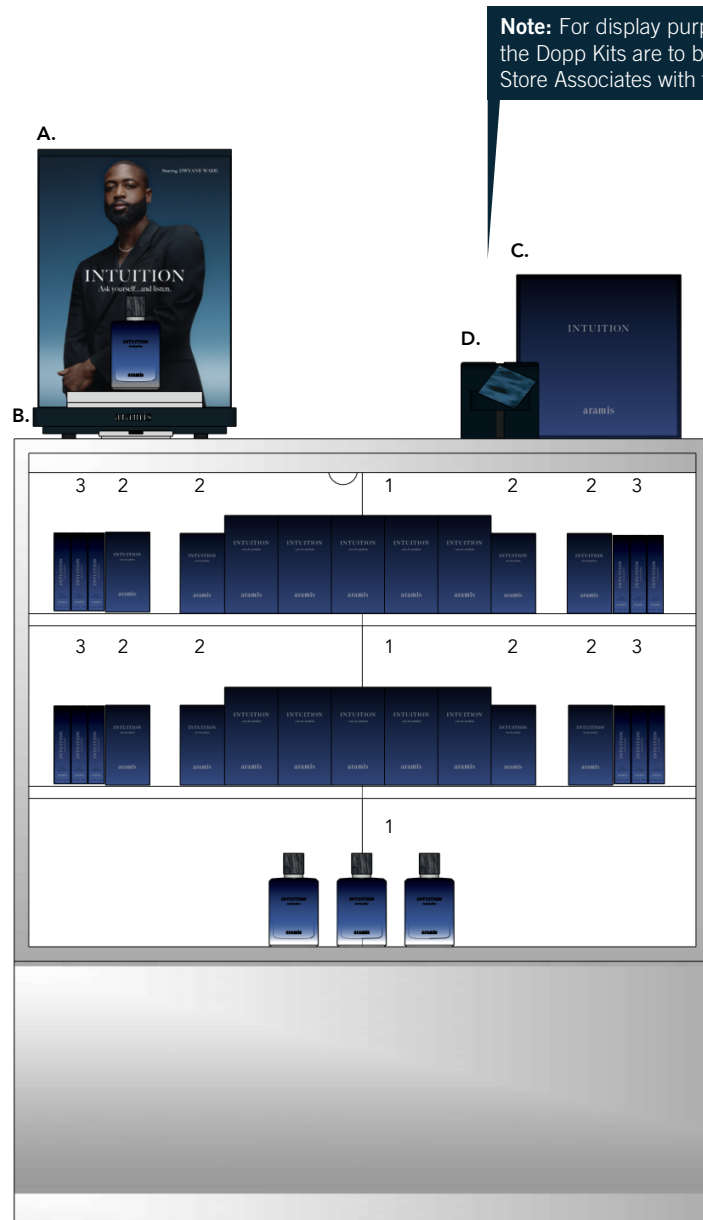


Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit



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Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit

aramis

Dillard's Men's Launch
Fall 2025

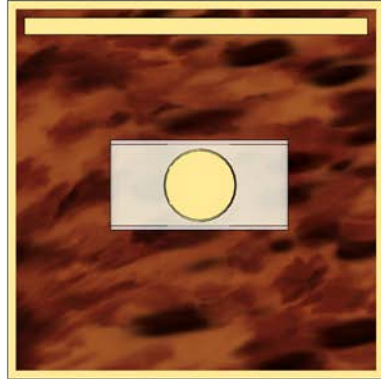


Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
- » Maintenance, Updating &
cleaning of unit to follow in
instruction sheet..

- A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h
- B: Blotter Holder
- C: Sidecar:
5.5" w x 5.5d" x 9.646" h

Note: The graphics will come pre-assembled in the unit



Details

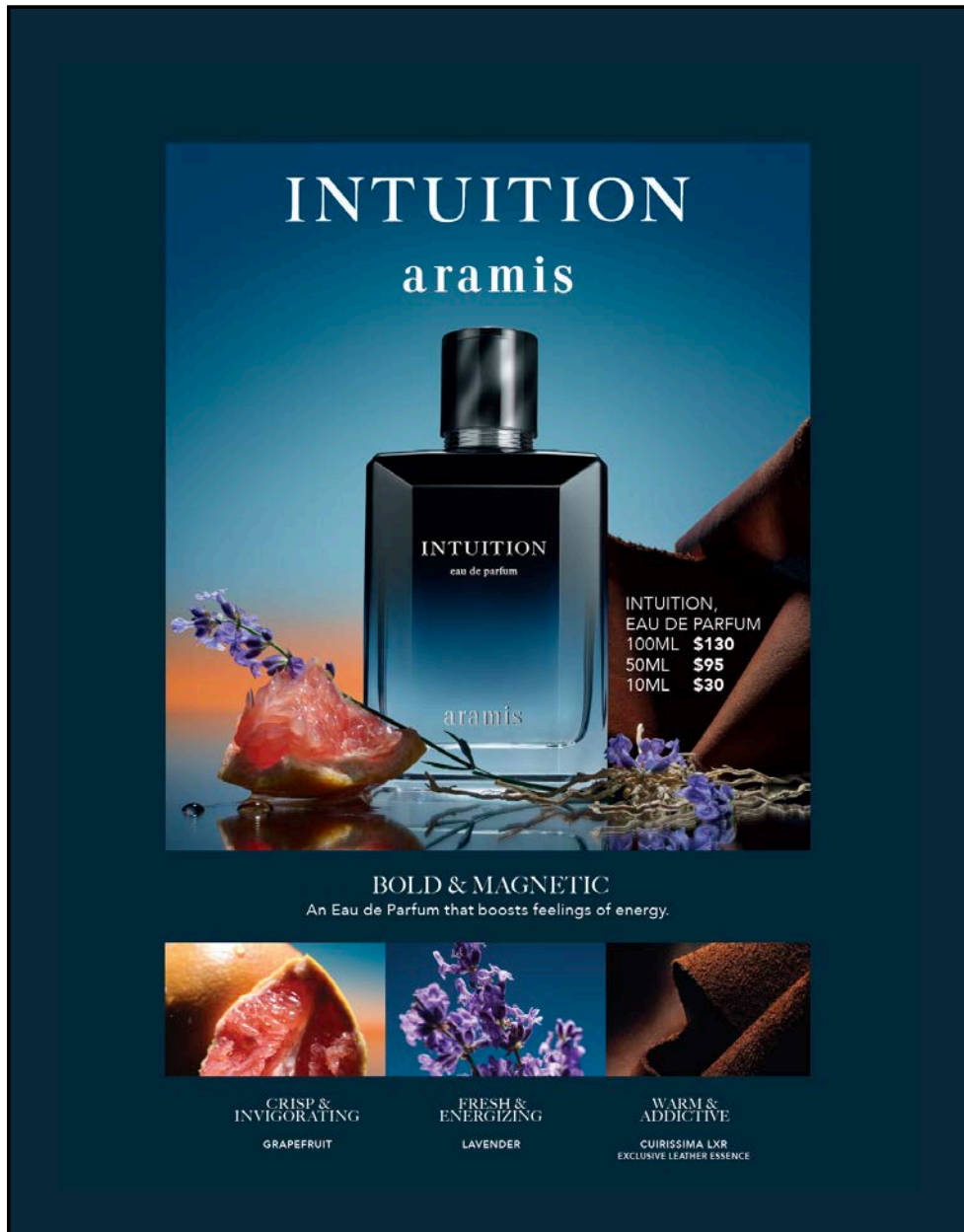
- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

- A: Hero Counter Tester:
10.5" w x 10.5d" x 15" h
- B: Blotter Holder
- C: Sidecar:
5.5" w x 5.5d" x 9.646" h

B. BLOTTER HOLDER

A. TOP VIEW
MAIN UNIT

C. TOP VIEW
EDIT TRAY



Details

» Back panel graphic with product details and pricing

» Graphic Size:
8.5" w x 11" h



Graphic located on the back of the shown tester display

Details

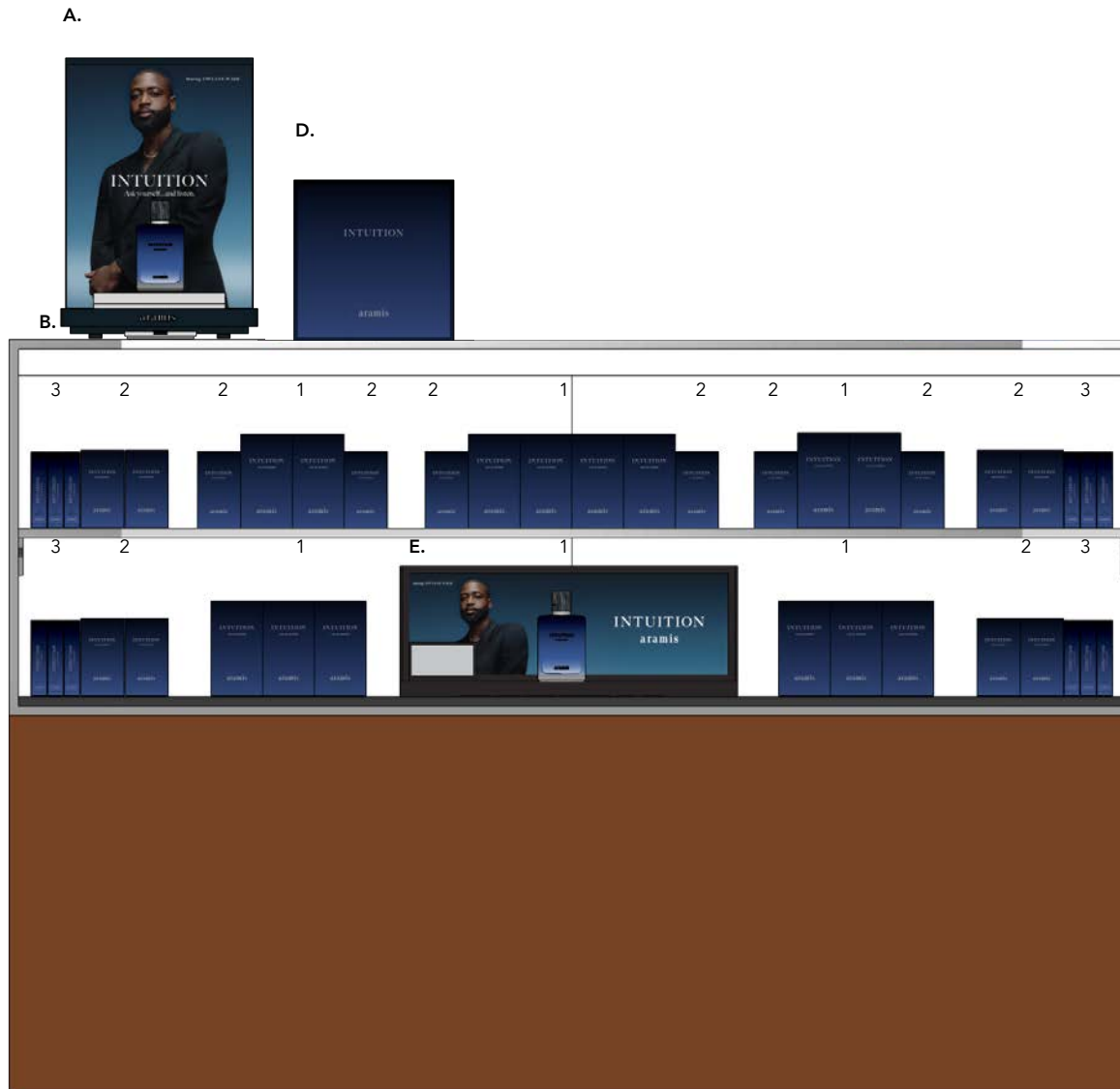
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

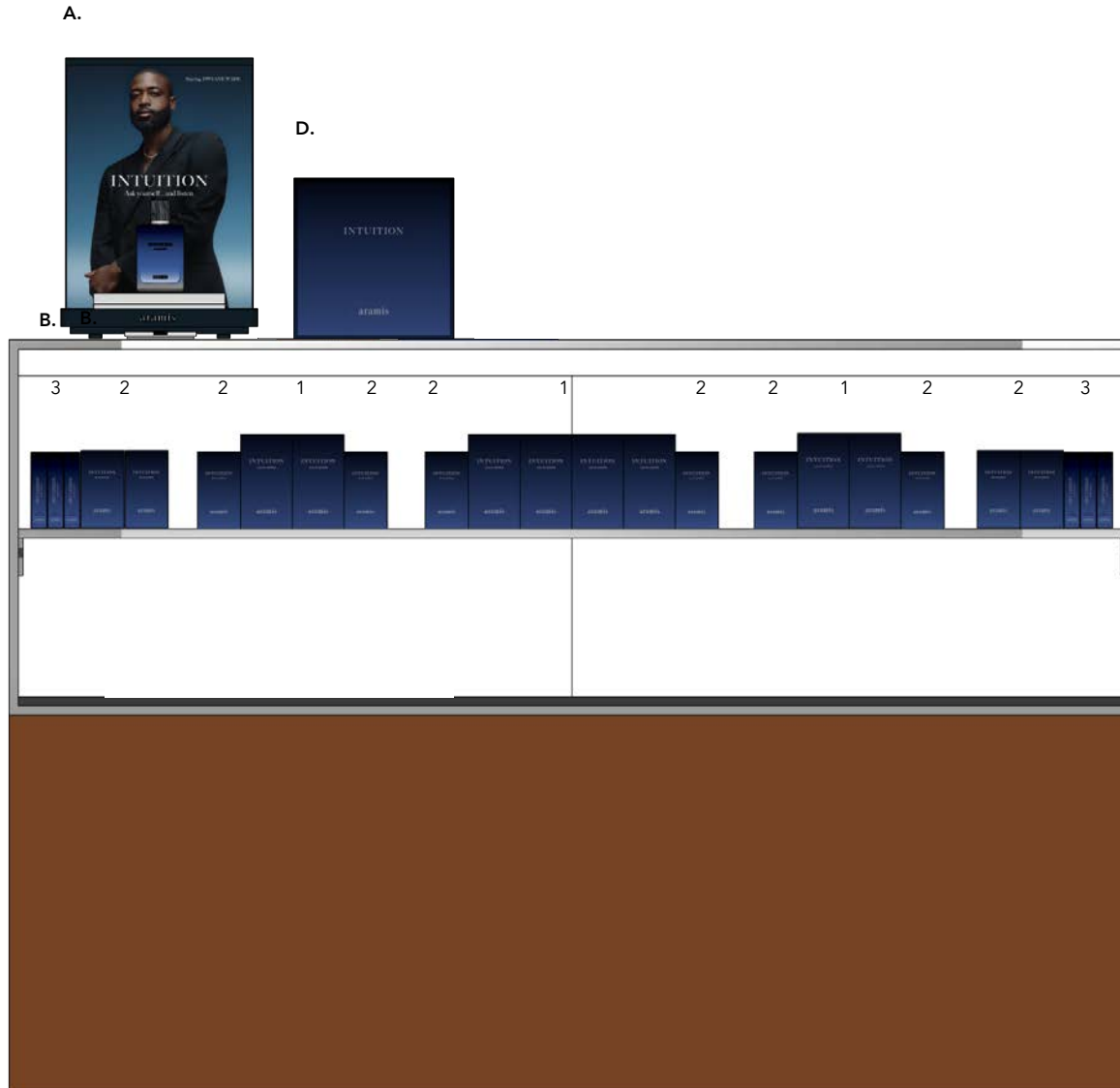
- Intuition
 1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
 B. Blotter Holder
 C. Classic Tester Unit
 D. Intuition Gift Set
 E. In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

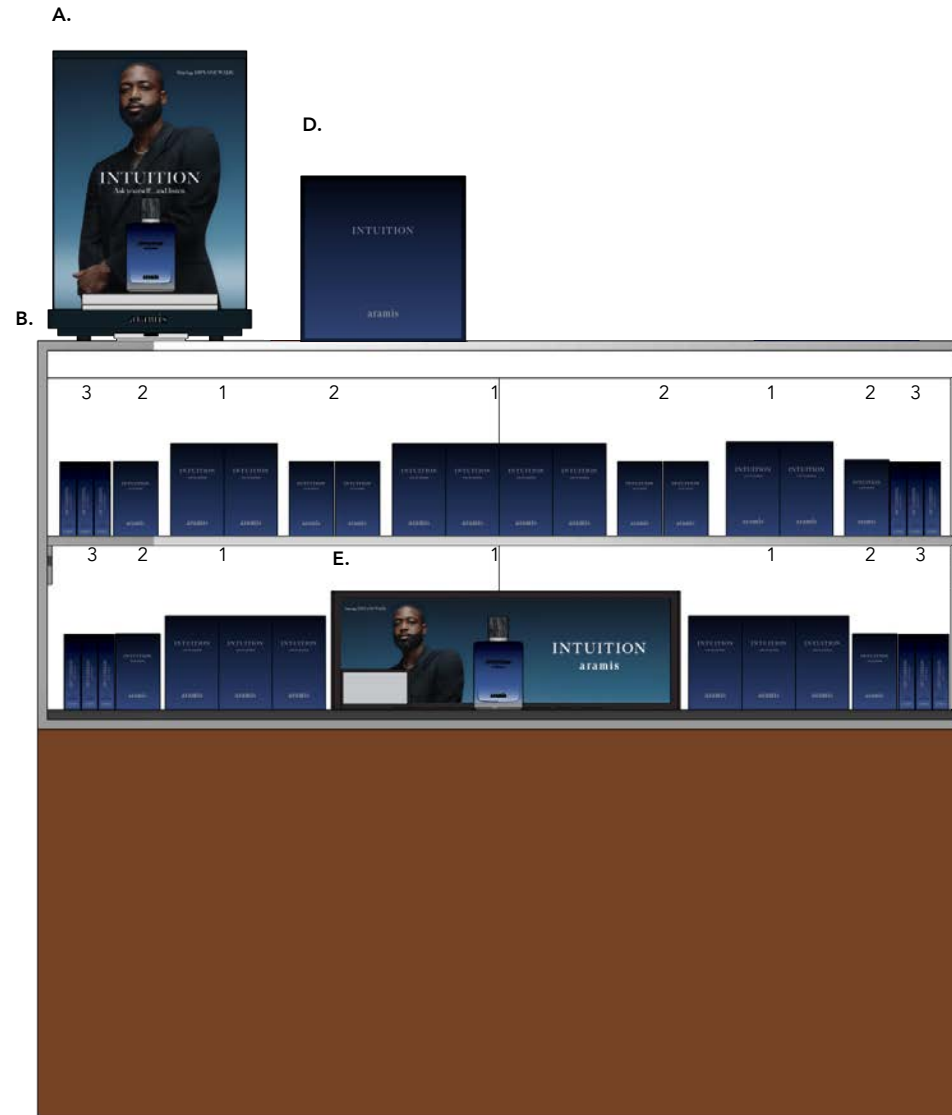
- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

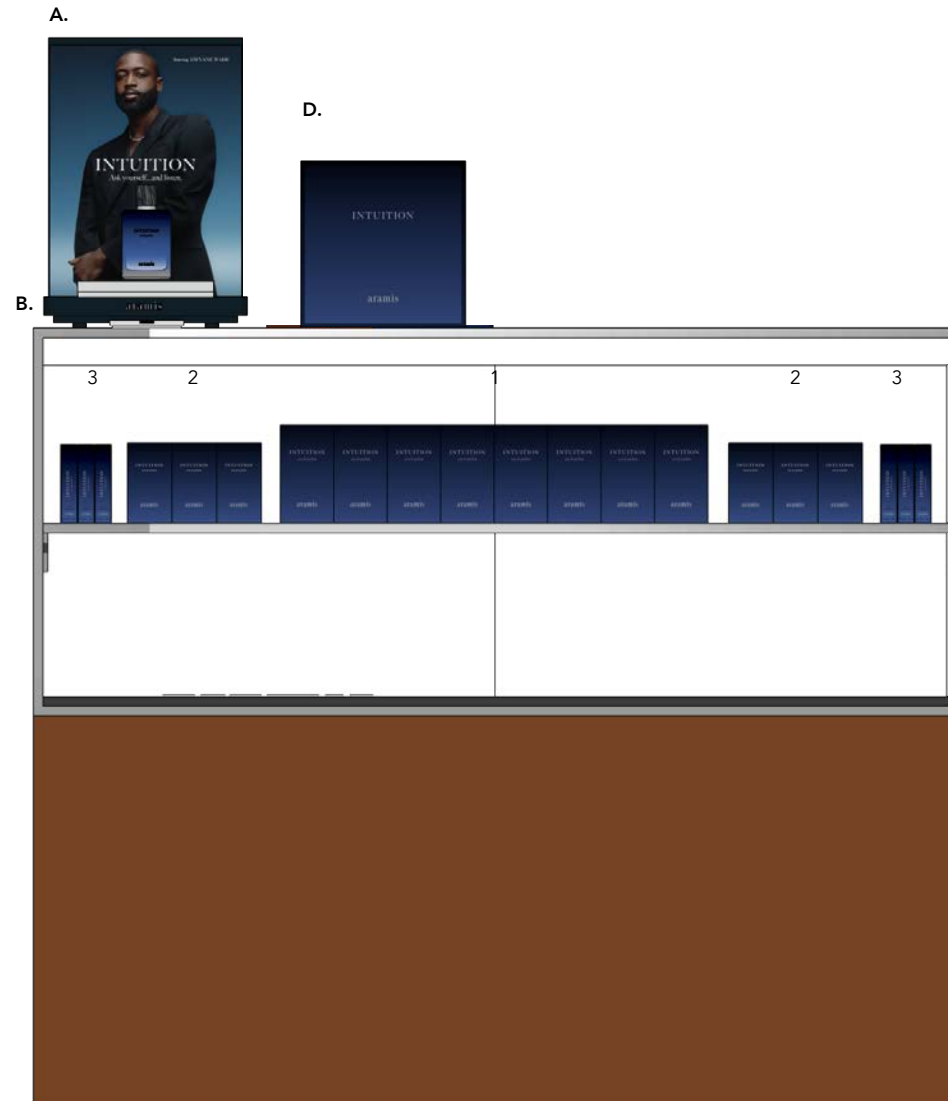
- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set
- E. In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

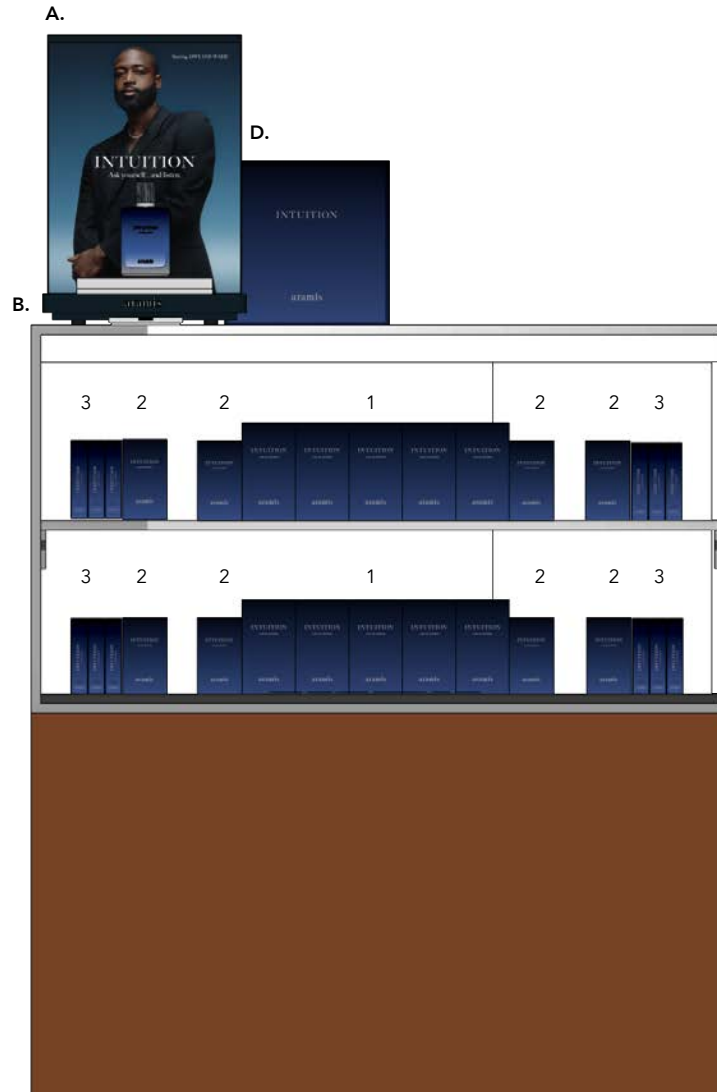
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Top Of Counter

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- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

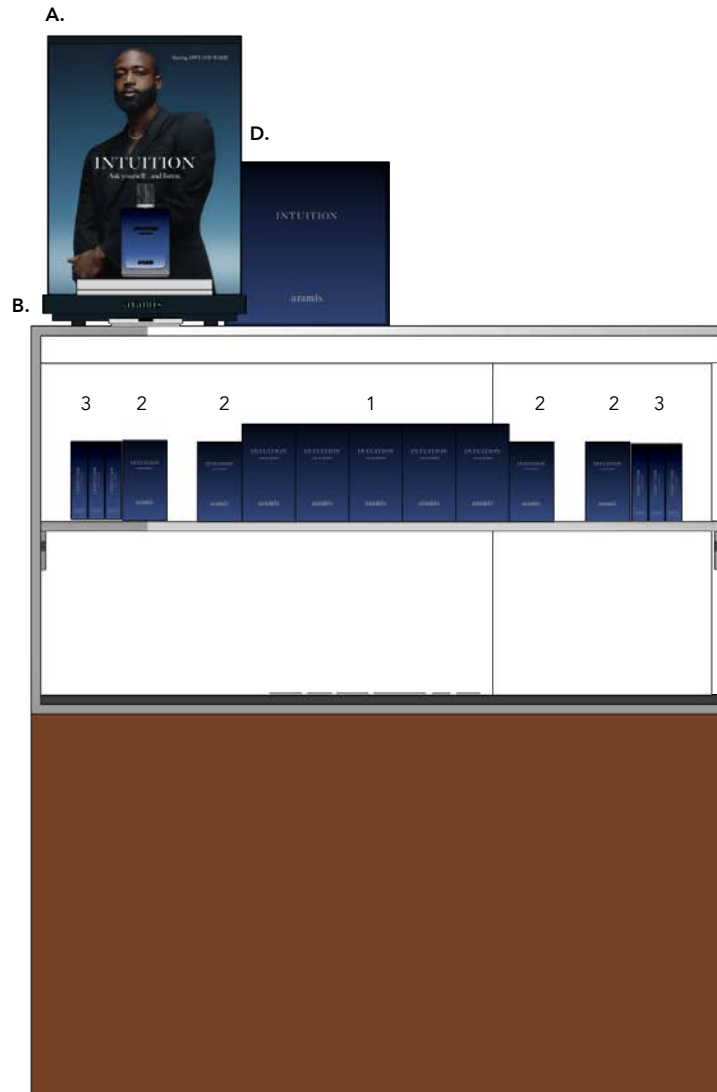
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Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

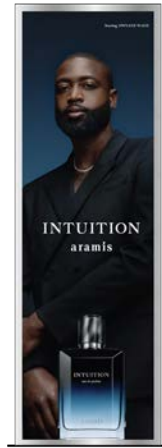
- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



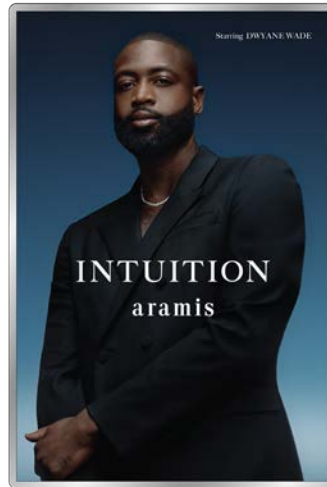
COLLATERAL



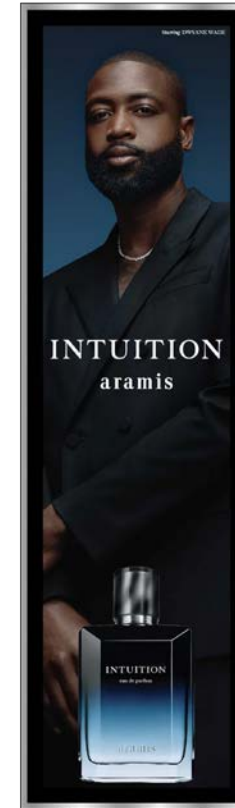
In Case Merchandiser



CTU



Ledge Images



Tara Unit

Balmain

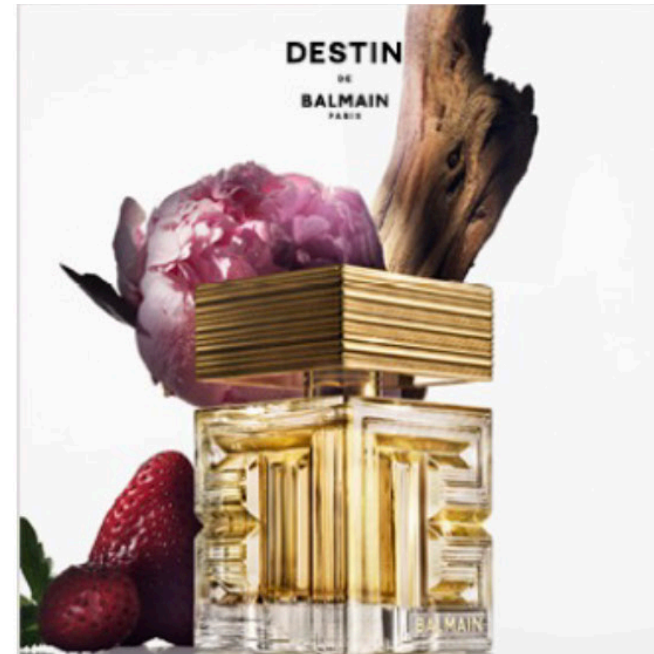
Visual Merchandising SP26 Jan- June

Contact pointofsalesupport@estee.com for by door planogram





KEY VISUAL
STILL ASSET



INGREDIENT VISUAL
STILL ASSET



MOTION
VIDEO ASSET



TOC UNIT
CODE: B25Q-60-0001
(FOR SELECT DOORS / TRACKING WILL BE PROVIDED)



L-FRAME UNIT
DILLARD'S ONLY (DIRECT SHIP FROM VENDOR)
(FOR SELECT DILLARD'S DOORS / TRACKING WILL BE PROVIDED)

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER FLANKING TOC



MACY'S FULL CASELINE

TOP SHELF: (FROM LEFT TO RIGHT)

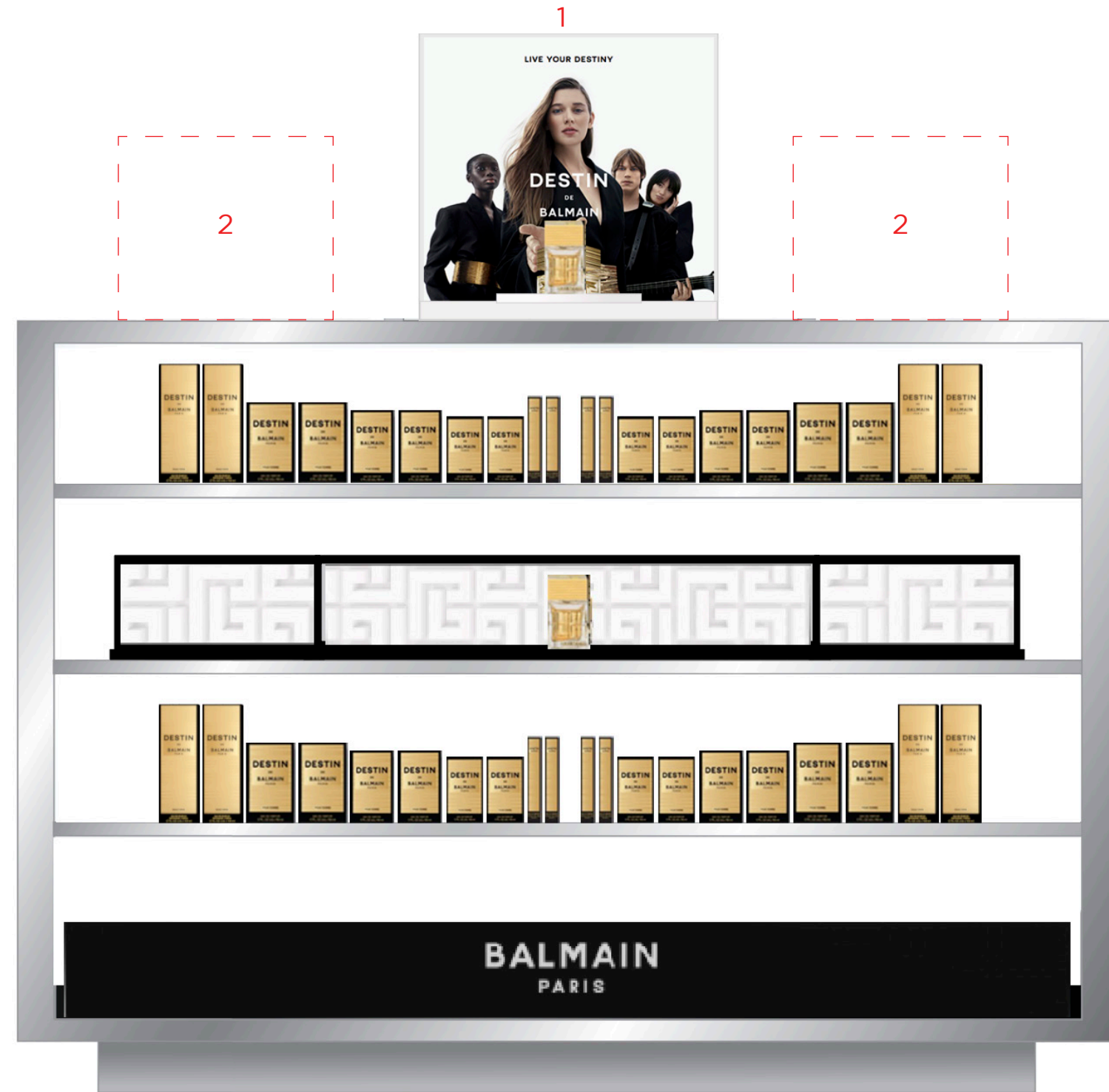
- 2x DESTIN DE BALMAIN 150ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 30ML
- 4x DESTIN DE BALMAIN 10ML
- 2x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 150ML

MIDDLE SHELF:

- MACY'S PROVIDED VISUAL HOLDER
- 1x DESTIN DE BALMAIN TESTER 50ML

TOP SHELF: (FROM LEFT TO RIGHT)

- 2x DESTIN DE BALMAIN 150ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 30ML
- 4x DESTIN DE BALMAIN 10ML
- 2x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 150ML



DESTIN DE BALMAIN | MACY'S HALF CASELINES

FY26 | OCD 4/1
MACY'S

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



MACY'S HALF CASELINE

TOP SHELF: (FROM LEFT TO RIGHT)

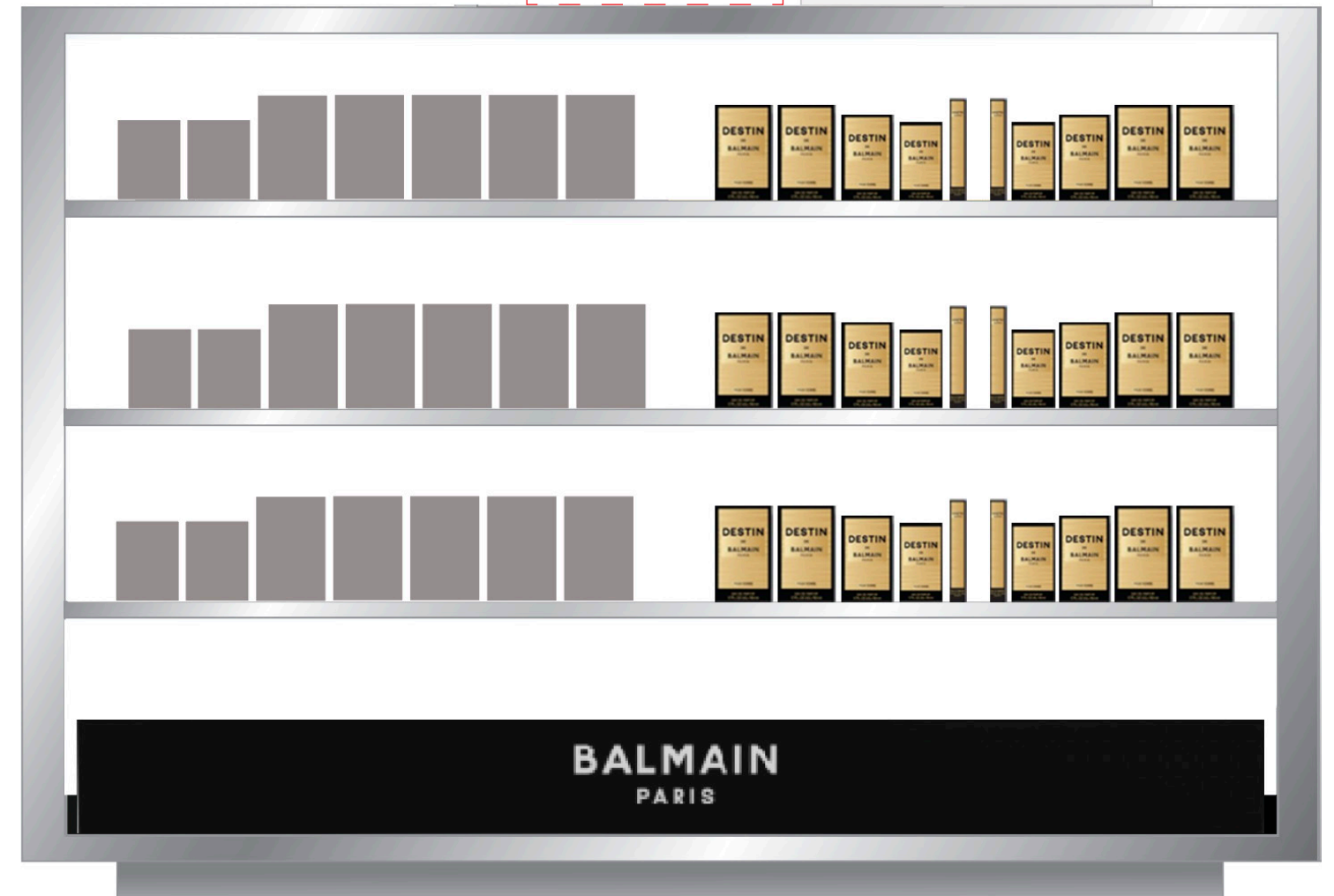
- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML

MIDDLE SHELF: (FROM LEFT TO RIGHT)

- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML



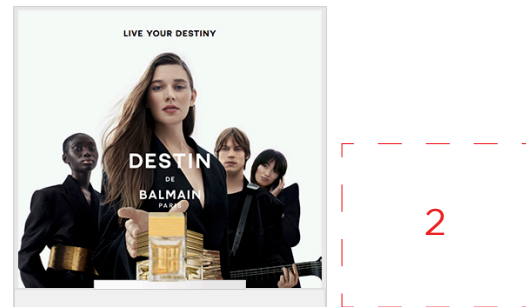
FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



**DILLARD'S FULL CASELINE
DESTIN DE BALMAIN ONLY**

TOP SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 6x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML



DESTIN DE BALMAIN ONLY



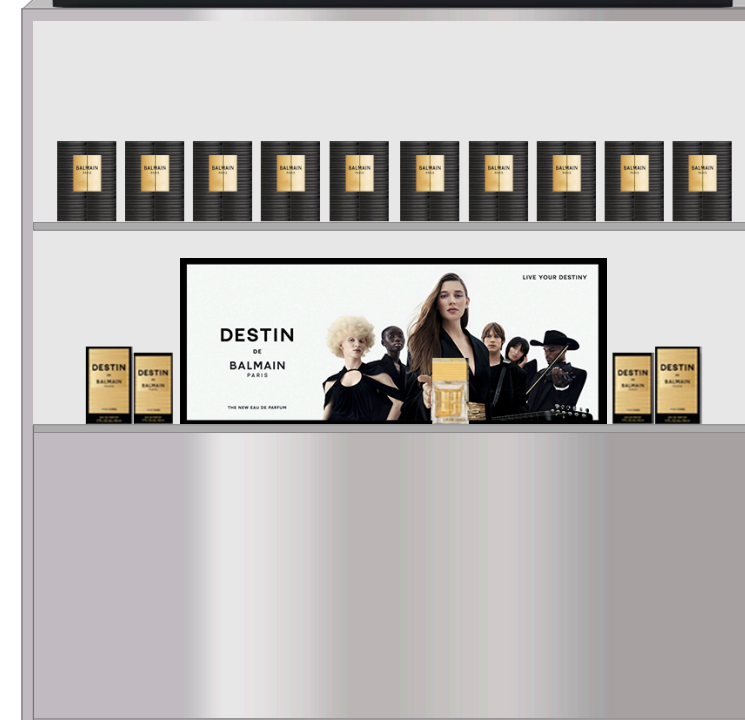
**DILLARD'S FULL CASELINE
LES ETERNALS + DESTIN DE BALMAIN**

TOP SHELF:

EXISTING LES ETERNAL SKUS

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML



LES ETERNAL + DESTIN DE BALMAIN

DESTIN DE BALMAIN | DILLARD'S HALF CASELINES / P&E

FY26 | OCD 4/1
DILLARD'S

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



DILLARD'S HALF CASELINE DESTIN DE BALMAIN ONLY

TOP SHELF:

OTHER BRAND

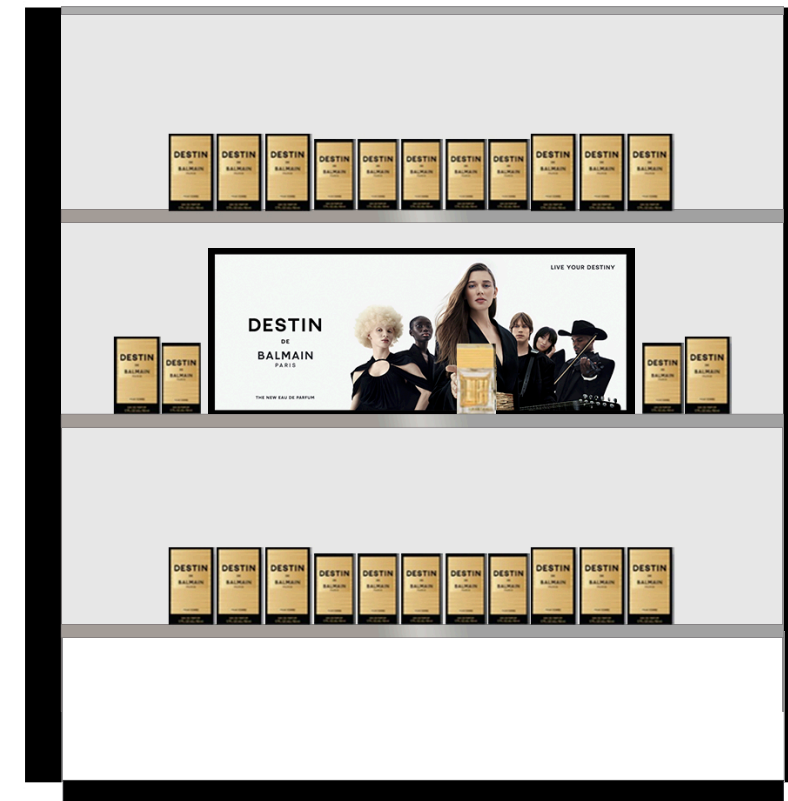
BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

DESTIN DE BALMAIN ONLY
HALF CASELINE

SETS:

MERCHANDISE BOTTOM SHELF
OR DESIGNATED SETS TOWER
PROVIDED BY DILLARD'S



DILLARD'S P&E FIXTURE DESTIN DE BALMAIN ONLY

TOP SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 5x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

MIDDLE SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 5x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

DESTIN DE BALMAIN ONLY
P&E FIXTURE

Frederic Malle

Visual Merchandising SP26 Jan- June



Jo Malone London

Visual Merchandising SP26 Jan- June



FY26 DS
English Pear & Sweet Pea + English Pear & Freesia
VM Guideline

04.01.2026

CAMPAIGN IMAGES



CAMPAIGN TRAY

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

ARC MAIN DISCOVERY TABLE: LARGE

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

Amber Labdanum Riser

- Amber Labdanum 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

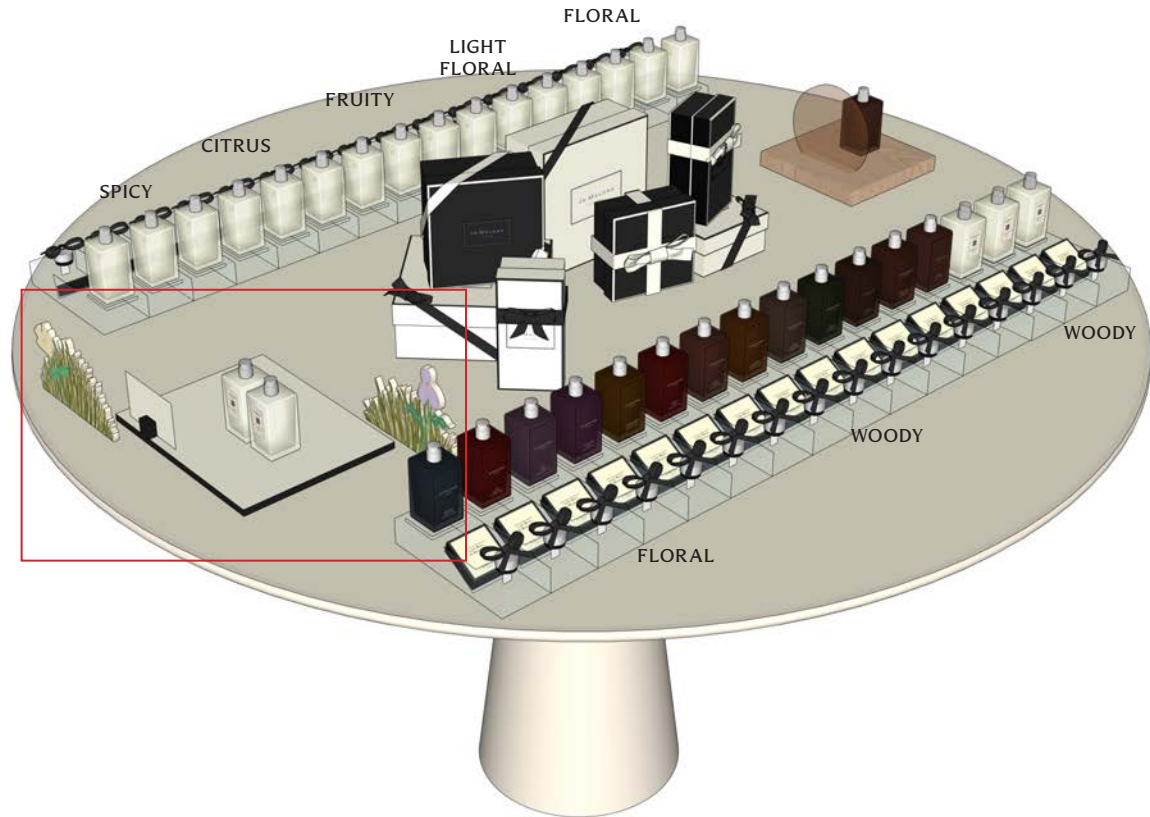
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

ARC MAIN DISCOVERY TABLE: SMALL

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

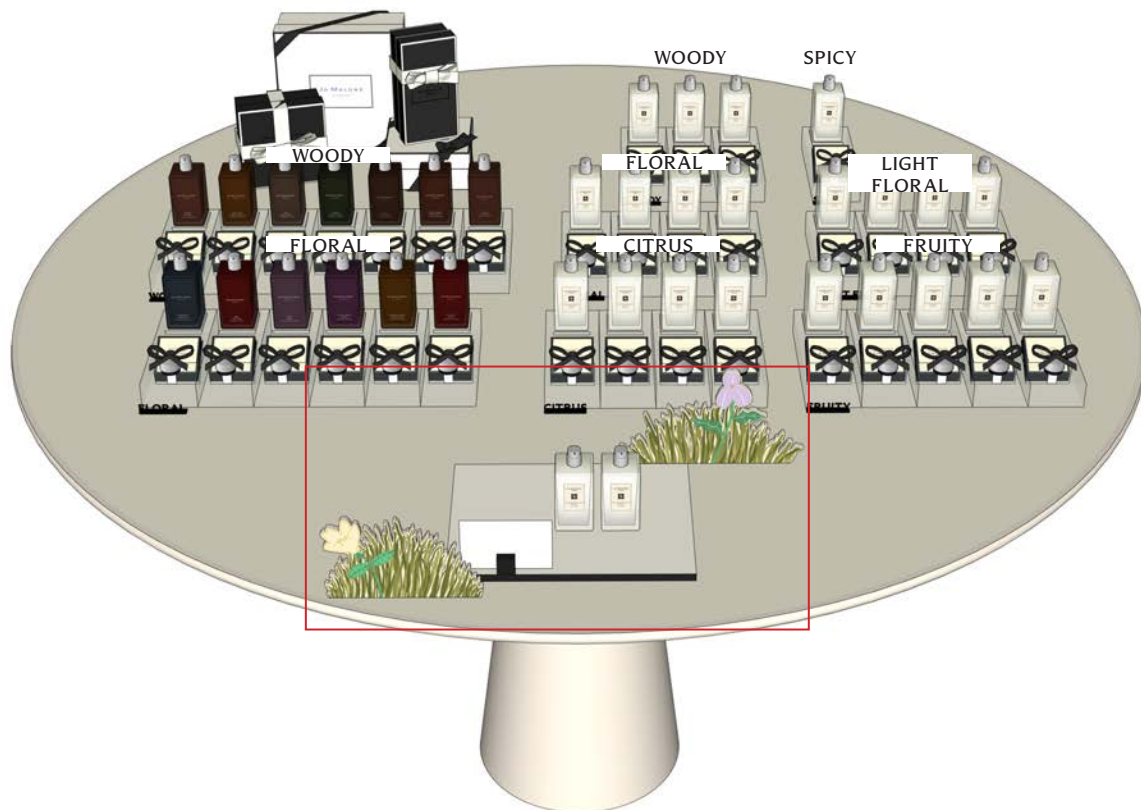
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments. Display what is provided.

MODIFIED DISCOVERY TABLE

Place props with Tray if space permits.

Stone Riser or Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

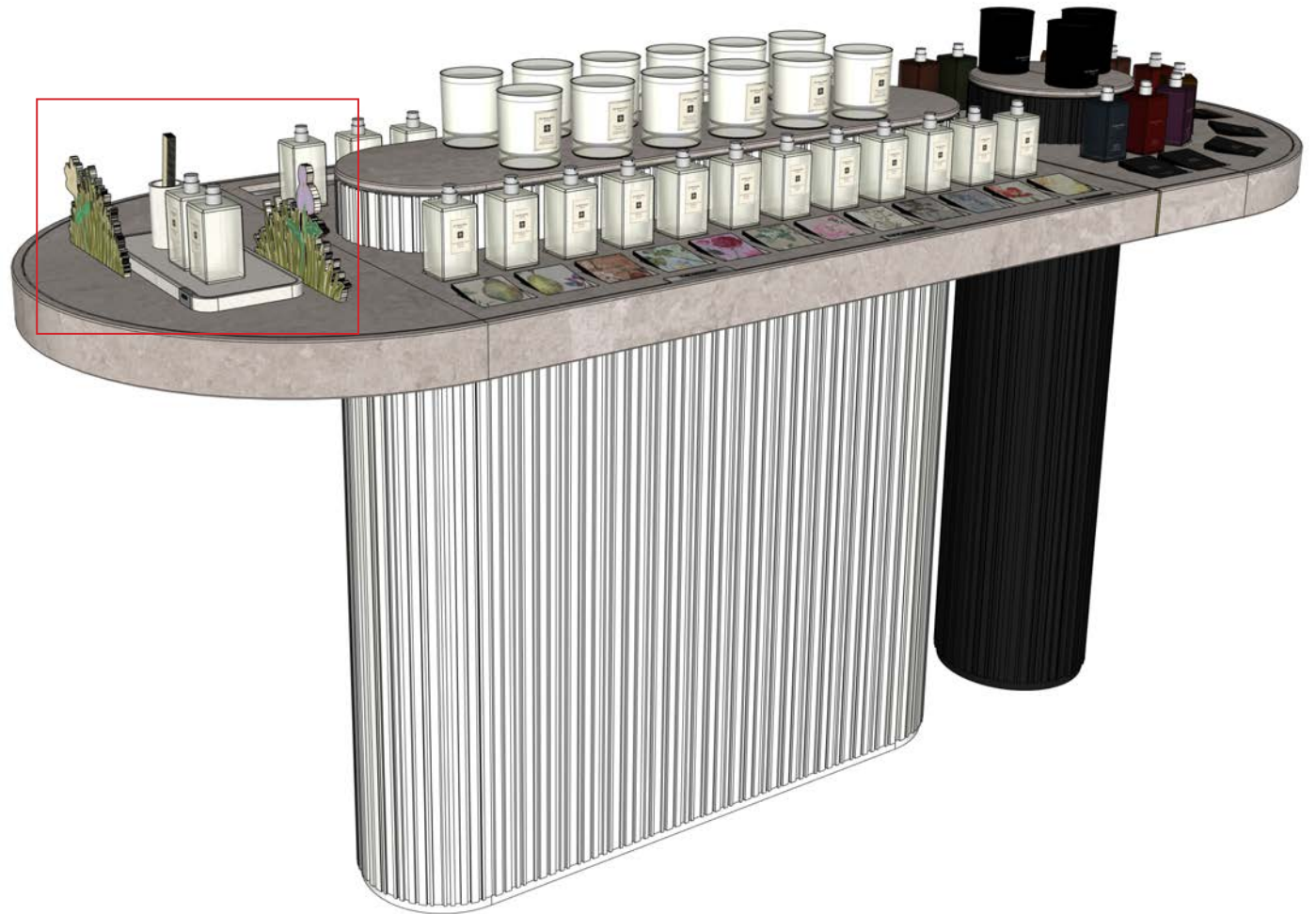
- Home Candle Intense

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



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CIRCULAR DISCOVERY TABLES

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

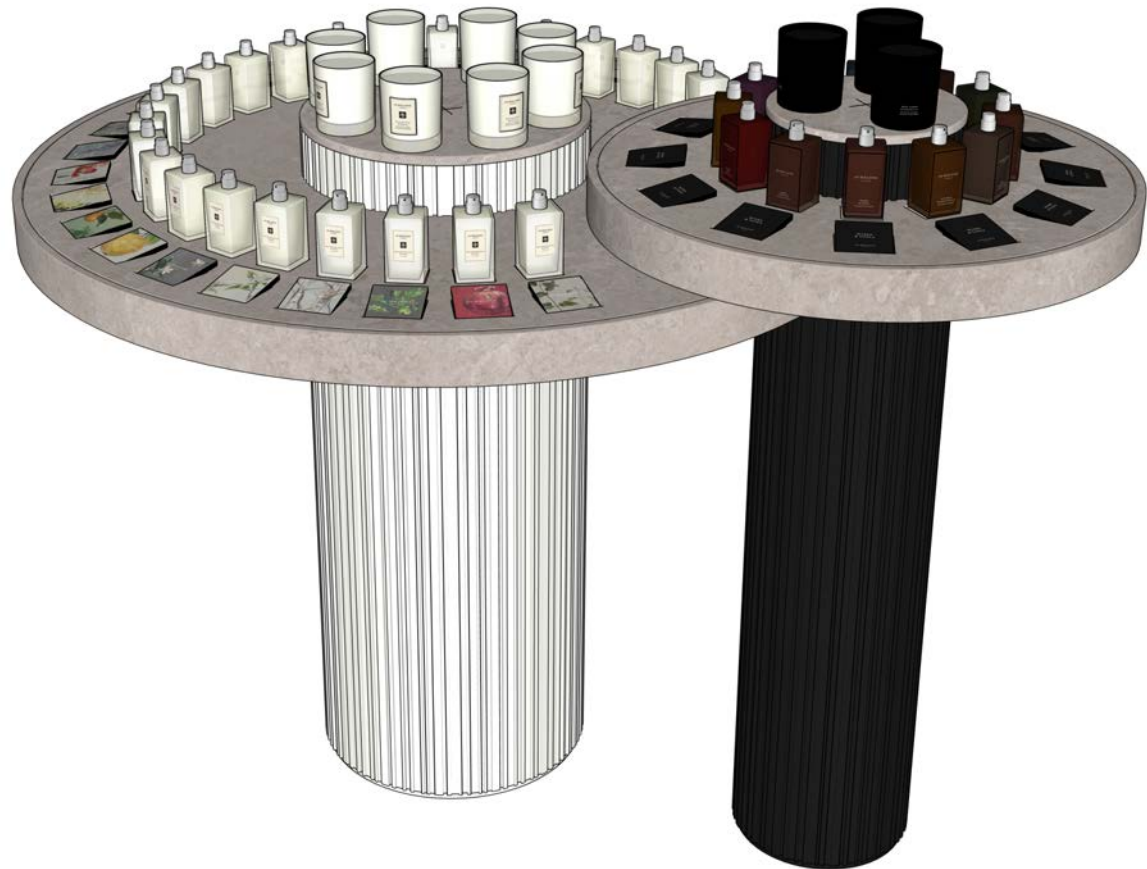
- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral (Floral)**
- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum



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MODIFIED ETAGÈRE

Place props with Edit Tray if space permits.

SHELF 1

- Mother's Day Pear-fect Set
- Edit tray + props with English Pear & Sweet Pea and English Pear & Freesia 100ml testers



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

** Not every store will receive the same assortments.
Display what is provided.

ETAGÈRE

Place props with Edit Tray if space permits.

SHELF 1

- Mother's Day Pear-fect Set
- Edit tray with English Pear & Sweet Pea and English Pear & Freesia 100ml testers

SHELF 2

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia 50ml, 100ml, 30ml
- English Pear & Freesia Bath & Body Collection
- English Pear & Sweet Pea and English Pear & Freesia Hand Creams

SHELF 3

- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift box
- English Pear & Freesia Home Collection
- English Pear & Sweet Pea Hair Mist and English Pear & Freesia Body & Hand Lotion



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

Gift inspiration from the English orchard
Share our sister scents with the women in your life.
Present them with English Pear & Freesia
or English Pear & Sweet Pea.

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

FLEXIBLES/FOCUS TABLES

TABLE 1

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio

TABLE 2

- English Pear & Sweet Pea 100ml, English Pear & Freesia Body & Hand Wash and Body Creme + Gift Box
- English Pear & Freesia Deluxe Candle and Red Glass Diffuser + Gift Box

TABLE 3

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo



SIGNAGE

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

MODIFIED ROUND TABLE

SHELF 1

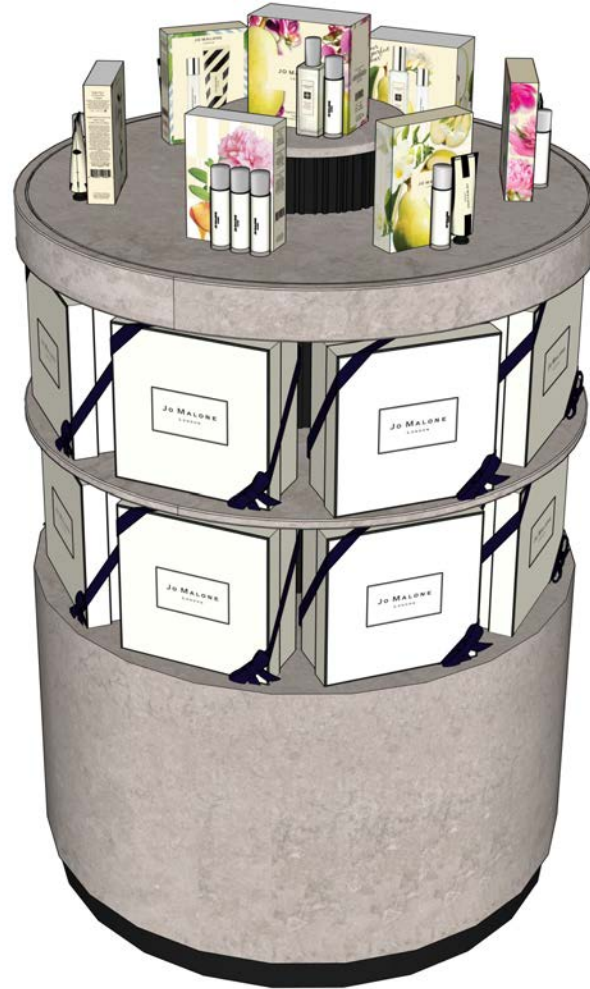
- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 2

- Gift boxes with black ribbon

SHELF 3

- Gift boxes with black ribbon



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- English Pear & Sweet Pea 50ml + Gift Box
- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift Box

SHELF 3

- English Pear & Sweet Pea Cologne Duo
- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia Cologne Duo
- English Pear & Freesia 50ml, 100ml, 30ml
- Fresh & Floral Travel Trio

SHELF 4

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- English Pear & Freesia Hair Mist, Hand Cream and Home Candle
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle
- English Pear & Sweet Pea and English Pear & Freesia 100mls + Gift Box

Bloomingdale's

- English Pear & Freesia Diffuser + Gift Box
- Little Greene Candle Collection
- Diffuser + Gift Box

SHELF 6

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags with EPSP + EPF 100mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



Bloomingdale's

SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

GIFTING BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift Box

SHELF 3

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio

SHELF 4

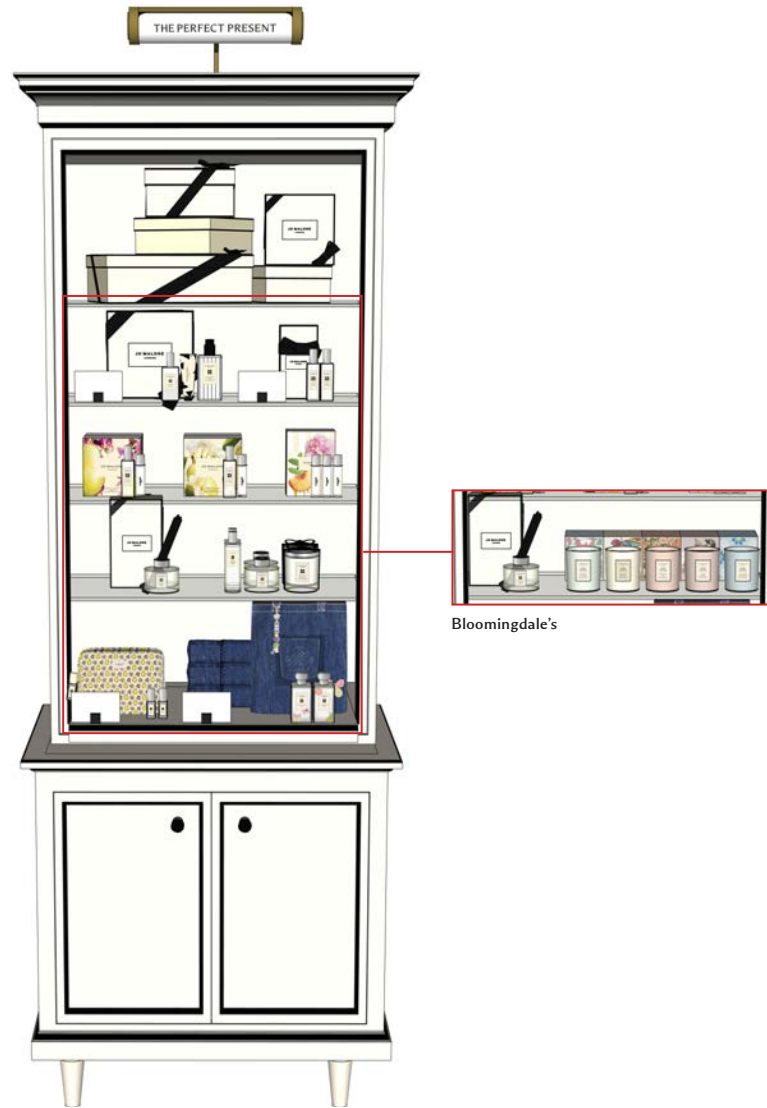
- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle

Bloomingdale's

- English Pear & Freesia Diffuser + Gift Box
- Little Greene Candle Collection

SHELF 5

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags with EPSP + EPF 100mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



Bloomingdale's

SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu

SHELF 3

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- Edit tray with ESPS + EPF 100ml testers
- English Pear & Freesia 50ml, 100ml, 30ml
- Raspberry Ripple riser (Large)
- Edit tray with Beach Blossom testers
- Beach Blossom 100ml, 50ml

SHELF 4

- Cologne 100ml

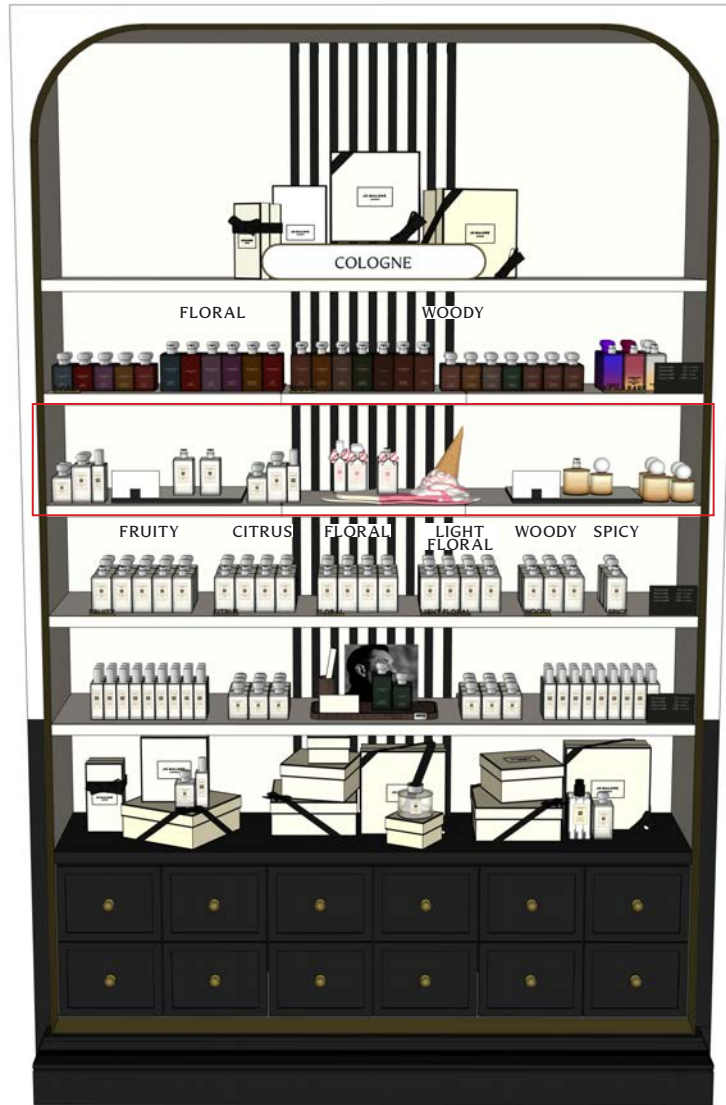
SHELF 5

- Cologne 30ml (Large)
- Cologne 50ml (Large)
- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Cologne 100ml (Small)

SHELF 6

- Gifting Story (Large)
- Cologne 30ml (Small)
- Cologne 50ml (Small)

LARGE



SMALL



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 3

- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Edit tray with ESPS + EPF 100ml testers with stock behind
- Edit tray with Beach Blossom testers with stock behind
- Raspberry Ripple riser (Large)
- Cologne Absolu (Small)

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Cologne Absolu (Large)

LARGE



SMALL



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

** Not every store will receive the same assortments.
Display what is provided.

BATH & BODY BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Gifting Story (Large)
- Body Creme Intense

SHELF 3

- Exfoliating Shower Gel
- Body & Hand Wash
- Bath Oil

SHELF 4

- Body Creme
- Gifting Story (Large)

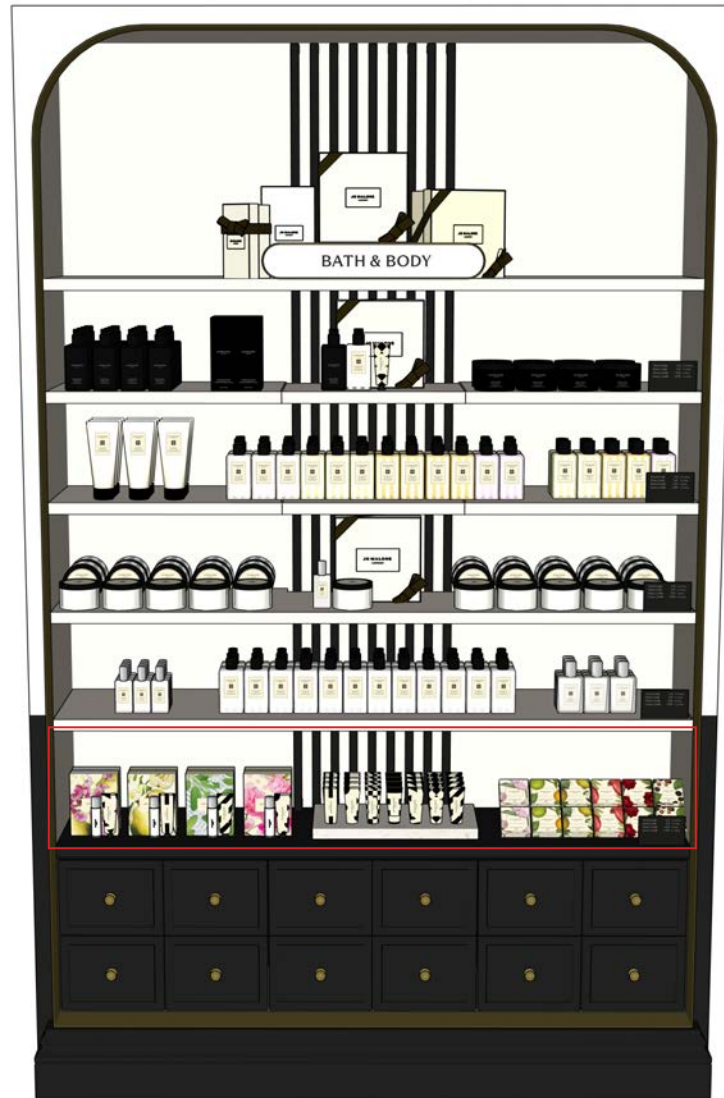
SHELF 5

- Hair Mist
- Body & Hand Lotion
- Body Mist

SHELF 6

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Hand Cremes on tray
- Soap

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Body Mist

SHELF 3

- Exfoliating Shower Gel
- Body & Hand Wash
- Hair Mist

SHELF 4

- Bath Oil
- Body & Hand Lotion
- Soap

SHELF 5

- Body Creme
- Hand Cremes on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo



SIGNAGE

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HOME BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense

SHELF 3

- Deluxe Candle
- Luxury Candle
- Best-Selling Home Candle and Diffuser on edit tray
- Room Spray (Small)

SHELF 4

- Diffuser
- Best-Seller Diffuser Refill on edit tray
- Diffuser Refill

SHELF 5

- Home Candle
- Room Spray (Large)

SHELF 6

- Night Collection
- Townhouse Candle
- Townhouse Diffuser+Refill (Large)



SIGNAGE

HOME BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense
- Night Collection (Large)

SHELF 3

- Room Spray
- Deluxe Candle
- Best-Selling Home Candle and Diffuser on edit tray
- Best-seller Diffuser Refill on edit tray (Large)
- Night Collection (Small)

SHELF 4

- Luxury Candle (Large)
- Diffuser
- Best-seller Diffuser Refill on edit tray (Small)
- Diffuser Refill

SHELF 5

- Townhouse Diffuser (Large)
- Home Candle
- Townhouse Candle



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

MEN'S EDIT: NRE

SHELF 1

- Bay Header

SHELF 2

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers followed by stock
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Body & Hand Wash, All Over Body Spray (USA only) + Gift Box
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Amber Labdanum 100ml + Gift Box

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
- Lime Basil & Mandarin Body & Hand Wash, Diffuser, and Candle

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers
- Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer + Gift Box
- Shaving Cream
- Aftershave Moisturizer

SHELF 6

- Gift boxes with Men's Best-Selling products
- Cypress & Grapevine Lifestyle Duo



BLM & NDS

SIGNAGE

MEN'S EDIT: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers with stock behind
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Amber Labdanum 100ml + Gift Box

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
- Lime Basil & Mandarin Body & Hand Wash, Diffuser, and Candle

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers with stock behind
- Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer + Gift Box



SIGNAGE

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Display what is provided.

COMBINATION BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu

SHELF 3

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- Edit tray with ESPS + EPF 100ml testers
- English Pear & Freesia 50ml, 100ml, 30ml
- Raspberry Ripple riser
- Edit tray with Beach Blossom testers
- Beach Blossom 100ml, 50ml

SHELF 4

- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Wash
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 6

- Diffuser
- Home Candle
- Townhouse Candle
- Diffuser Intense
- Home Candle Intense



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COMBINATION BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 100ml
- Edit tray with ESPS + EPF 100ml testers with stock behind
- Cologne Absolu
- Edit tray with Beach Blossom testers with stock behind
- Warm & Amber Cologne Intense 100ml

SHELF 3

- Raspberry Ripple riser with stock behind
- Cologne 100ml

SHELF 4

- Body & Hand Wash
- Exfoliating Shower Gel
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Diffuser
- Home Candle
- Home Candle Intense
- Townhouse Candle
- Deluxe Candle
- Diffuser Intense
- Deluxe Candle Intense



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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Display what is provided.

HOME & BATH BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Diffuser
- Best-Selling Diffuser+Refill on edit tray
- Room Spray
- Deluxe Candle

SHELF 3

- Home Candle
- Best-Selling Home Candle and Diffuser on edit tray

SHELF 4

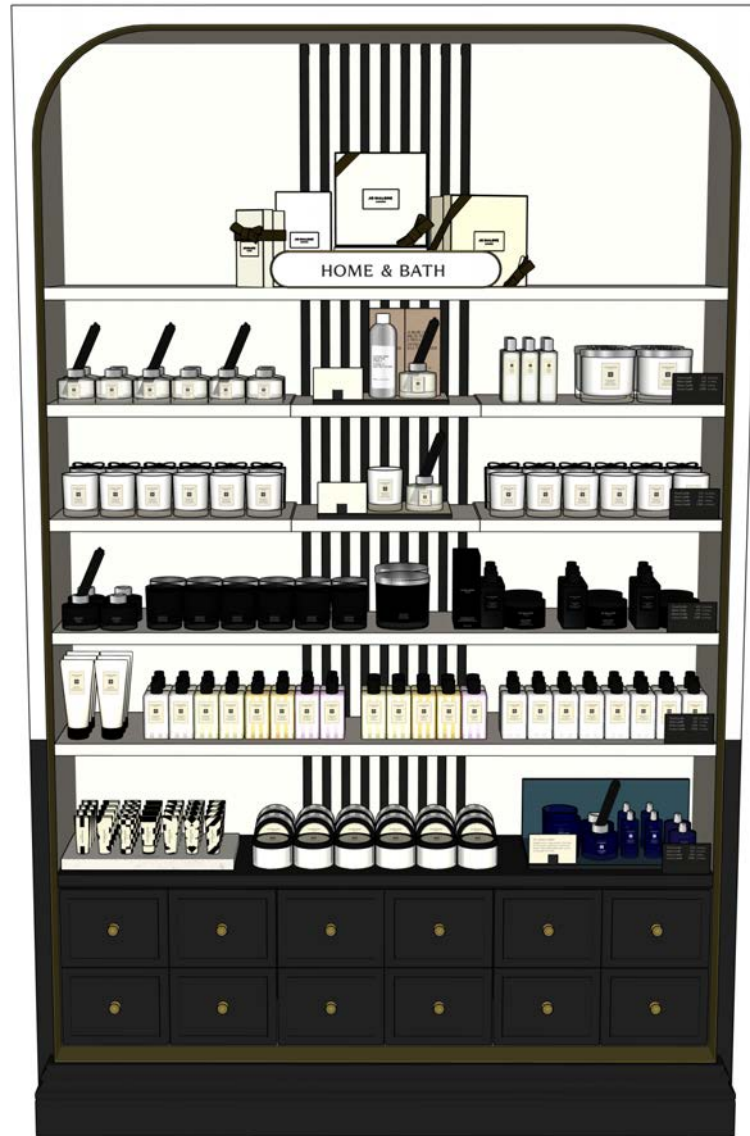
- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Wash
- Bath Oil
- Body & Hand Lotion

SHELF 6

- Hand Cremes on tray
- Body Creme
- Night Collection



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

HOME & BATH BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Diffuser Intense
- Deluxe Candle Intense
- Room Spray
- Diffuser
- Best-Selling Diffuser+Refill on edit tray

SHELF 3

- Home Candle Intense
- Home Candle
- Night Collection

SHELF 4

- Body Creme Intense
- Body Creme
- Exfoliating Shower Gel
- Bath Oil

SHELF 5

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Hand Cremes on tray
- Body & Hand Wash
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE A: GIFTING

SHELF 1

- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 100mls + Gift Box
- English Pear & Freesia Hair Mist, Hand Cream and Home Candle

SHELF 2

- English Pear & Sweet Pea Cologne Duo
- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia Cologne Duo
- English Pear & Freesia 50ml, 100ml, 30ml
- Fresh & Floral Travel Trio

SHELF 3

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 4

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

OPEN UNIT SIDE B: COLOGNE & COLOGNE INTENSE

See the last page for Cologne Stories.

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 2

- Cologne 100ml

SHELF 3

- Cologne 30ml and 50ml

SHELF 4

- Raspberry Ripple riser
- Beach Blossom 100ml, 50ml
- Cologne Absolu



SIGNAGE

OPEN UNIT SIDE A: BATH & BODY

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Vitamin E Collection

SHELF 3

- Body Creme

SHELF 4

- Bath Oil
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE B: HOME

SHELF 1

- Home Collection Story
- Townhouse Candle

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 3

- Deluxe Candle
- Home Candle

SHELF 4

- Diffuser
- Best-seller Diffuser+Refill on edit tray
- Room Spray



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

MICRO FORMAT

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 3: Home + Bath & Body

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense

SHELF 4: Cologne

- Cologne 100ml
- Beach Blossom 100ml, 50ml

SHELF 5: Cologne

- Hair Mist
- Cologne 50ml
- Raspberry Ripple riser followed by stock
- Cologne 30ml
- Body Mist

SHELF 6: Home

- Room Spray
- Exfoliating Shower Gel
- Body & Hand Wash
- Body Creme
- Body & Hand Lotion
- Body Oil
- Soap

SHELF 7: Bath & Body

- Diffuser
- Home Candle
- Deluxe Candle



EPSP+EPF Edit Tray

Amber Labdanum Riser

** Not every store will receive the same assortments.
Display what is provided.

OPEN SELL UNITS: LARGE



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Diffuser
- Best-seller Diffuser+Refill on edit tray

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Luxury Candle
- Night Collection

CENTER

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 2

- Cologne 30ml
- Beach Blossom 100ml + Gift Box
- Edit tray with Beach Blossom 100ml, 50ml
- Beach Blossom 100ml, 50ml

SHELF 3

- Cologne 100ml
- Cologne 50ml

SHELF 4

- Little Luxuries
- Vitamin E Collection
- Soap

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash
- Hair Mist

SHELF 2

- Bath Oil
- Body Mist
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

OPEN SELL UNITS: SMALL



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Diffuser
- Best-seller Diffuser+Refill on edit tray

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Night Collection

CENTER

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 2

- Beach Blossom 100ml + Gift Box
- Edit tray with Beach Blossom 100ml, 50ml
- Beach Blossom 100ml, 50ml

SHELF 3

- Cologne 100ml

SHELF 4

- Cologne 50ml
- Cologne 30ml

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Bath Oil
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

CASH WRAP: LARGE

A

- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- English Pear & Sweet Pea 100ml, English Pear & Freesia 30ml + Dift Box
- English Pear & Freesia Home Collection

B

- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- Mother's Day Pear-fect Set, EPSP + EPF 9mls

C

- Personalization Charms tray
- Stone riser with English Pear & Sweet Pea and English Pear & Freesia 100mls
- Stone riser with personalized Colognes
- Ribbons tray



** Not every store will receive the same assortments.
Display what is provided.

CASH WRAP: SMALL

A

- English Pear & Freesia Bath & Body and Home Collection

B

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- English Pear & Sweet Pea Cologne 20ml, Hand Cream + Gift Box
- 2 x 100ml Colognes + Gift Box

C

- On the Tray: English Pear & Sweet Pea and English Pear & Freesia 100mls, ribbons
- The Perfect Bow Tray



** Not every store will receive the same assortments.
Display what is provided.

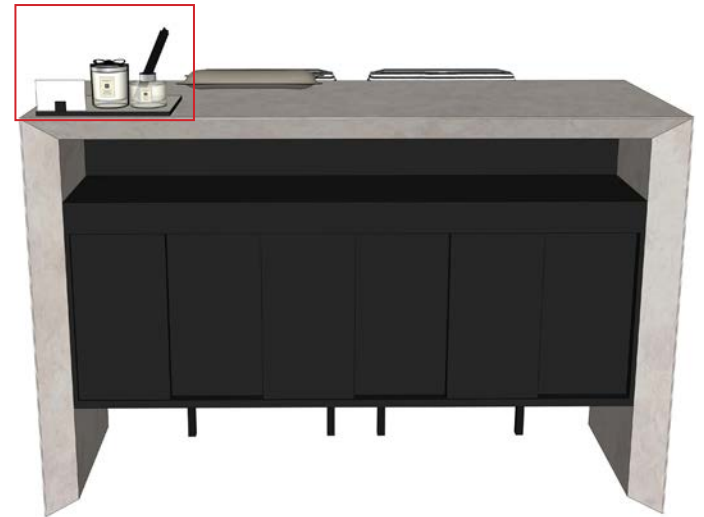
TASTING BAR

- English Pear & Freesia Home Candle and Diffuser

LARGE



SMALL



SIGNAGE

CASH DESK

Incorporate Little Luxuries or Hand Creams if there is limited space on the bays.

A

- Little Luxuries in bowls if available

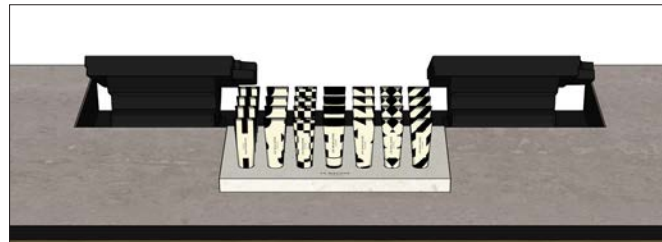
B

- Hand Cream Tray

A



B



** Not every store will receive the same assortments.
Display what is provided.

FY26 Nordstrom Brit Veggies VM Guideline

05.01.2026

CAMPAIGN PRODUCTS



Scarlet Beetroot

Carrot Blossom

Velvety Butternut

Tomato Leaf Hand Wash

Green Tomato Vine Home Collection

Travel Cologne Trios

CAMPAIGN IMAGES



CAMPAIGN RISER

- Scarlet Beetroot 30ml
- Velvety Butternut 30ml
- Carrot Blossom 30ml



SIGNAGE

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

** Not every store will receive the same assortments.
Display what is provided.

DISCOVERY TABLES

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum

LARGE



SMALL



** Not every store will receive the same assortments. Display what is provided.

DISCOVERY TABLES (ARCHIVED)

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum

LARGE



SMALL



** Not every store will receive the same assortments.
Display what is provided.

MODIFIED DISCOVERY TABLE

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
 - Orange Marmalade
 - Lime Basil & Mandarin
 - Grapefruit
 - Basil & Neroli
(Archived - Continue to Sell Through)
 - Earl Grey & Cucumber
(Archived - Continue to Sell Through)
- The Orchard (Fruity)**
 - English Pear & Freesia
 - English Pear & Sweet Pea
 - Fig & Lotus Flower
 - Nectarine Blossom & Honey
 - Raspberry Ripple
- The Countryside (Light Floral)**
 - Blackberry & Bay
 - Wild Bluebell
 - Poppy & Barley
 - Honeysuckle & Davana
- The Flower Garden (Floral)**
 - Red Roses
 - Orange Blossom
 - Peony Blush & Suede
 - Mimosa & Cardamom
- The English Coast (Spicy)**
 - Wood Sage & Sea Salt
- The Woods (Woody)**
 - Silver Birch & Lavender
 - English Oak & Hazelnut
 - Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral (Floral)**
 - Tuberose Angelica
 - Red Hibiscus
 - Jasmine Sambac & Marigold
 - Scarlet Poppy
 - Taif Rose
 - Velvet Rose & Oud
- Warm & Amber (Woody)**
 - Oud & Bergamot
 - Cypress & Grapevine
 - Hinoki & Cedarwood
 - Dark Amber & Ginger Lily
 - Myrrh & Tonka
 - Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
 - Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

ARC MAIN DISCOVERY TABLE: LARGE (ARCHIVED)

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

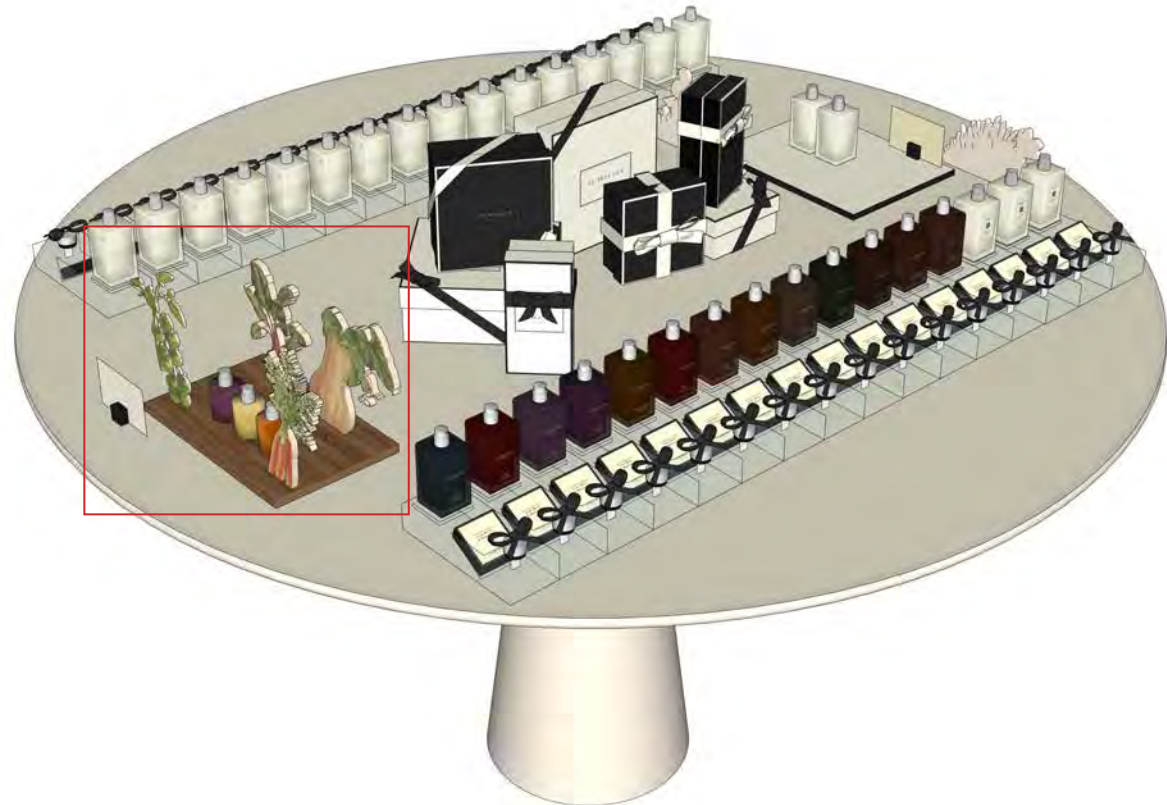
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

ARC MAIN DISCOVERY TABLE: SMALL (ARCHIVED)

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum



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MODIFIED ETAGÈRE

SHELF 1

- Brit Veggies Tote Bag + Scarf
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers followed by stock



SIGNAGE

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

| | |
|--------------------------------|------|
| Carrot Blossom Cologne 30ml | \$92 |
| Velvety Butternut Cologne 30ml | \$92 |
| Scarlet Beetroot Cologne 30ml | \$92 |

** Not every store will receive the same assortments.
Display what is provided.

ETAGÈRE

MAY

SHELF 1

- Brit Veggies Tote Bag + Scarf
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

SHELF 2

- Gift Box with stickers
- Scarlet Beetroot 30ml
- Velvety Butternut 30ml
- Carrot Blossom 30ml
- Brit Veggies Colognes + Gift Box

SHELF 3

- Tomato Leaf Hand Wash
- Brit Veggies Cologne and Hand Wash + Gift Box with stickers
- Brit Veggies Travel Cologne Trio

JUNE

SHELF 1

- Brit Veggies Tote Bag + Scarf
- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

SHELF 2

- Gift Box with stickers
- Scarlet Beetroot 30ml
- Velvety Butternut 30ml
- Carrot Blossom 30ml
- Brit Veggies Travel Cologne Trio

SHELF 3

- Tomato Leaf Hand Wash
- Green Tomato Vine Home Collection
- Brit Veggies Hand Wash and Candle + Gift Box with stickers

MAY



JUNE



SIGNAGE

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly sweet, and perfectly ripe for the picking.

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and Carrot Blossom.

Carrot Blossom Cologne 30ml \$92
Velvety Butternut Cologne 30ml \$92
Scarlet Beetroot Cologne 30ml \$92

Cologne 30ml \$92
Choose from Carrot Blossom, Velvety Butternut and Scarlet Beetroot
Brit Trio Cologne Set 9ml \$70
Tomato Leaf Hand Wash 250ml \$55
Green Tomato Vine Diffuser 350ml \$220
Green Tomato Vine Home Candle 75g \$85

Pick your own tomatoes
Style and fragrance bathrooms, living rooms and more with our tomato-scented candle, diffuser and hand wash.

** Not every store will receive the same assortments.
Display what is provided.

FLEXIBLES/FOCUS TABLES

Substitute Brit Veggies Home Collection with Green Tomato Vine Townhouse Collection and Tomato Leaf Hand Wash with Blackberry & Bay Hand Wash until products arrive in June.

TABLE 1

- Green Tomato Vine Diffuser and Candle + Gift Box with optional stickers

TABLE 2

- Brit Veggies Colognes + Gift Box with optional stickers
- Brit Veggies Travel Cologne Trio

TABLE 3

- Tomato Leaf and Brit Veggies Cologne + Gift Box with optional stickers



SIGNAGE

| | | | | |
|--|-------|---|-------|--|
| Cologne 30ml Choose from Carnet Blossom, Velocity Battersea and Scarlet Beckett | \$92 | Green Tomato Vine Townhouse Candle 300g | \$140 | Pick your own tomatoes Style and fragrance bathrooms, living rooms and more with our tomato-scented candle, diffuser and hand wash. |
| Brit Trio Cologne Set 9ml | \$70 | Green Tomato Vine Home Candle 75g | \$85 | |
| Tomato Leaf Hand Wash 250ml | \$55 | | | |
| Green Tomato Vine Diffuser 350ml | \$220 | | | |
| Green Tomato Vine Home Candle 75g | \$85 | | | |

** Not every store will receive the same assortments.
Display what is provided.

MODIFIED ROUND TABLE

SHELF 1

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 2

- Gift boxes with black ribbon

SHELF 3

- Gift boxes with black ribbon



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: NRE

Substitute Brit Veggies Home Collection with Green Tomato Vine Townhouse Collection and Tomato Leaf Hand Wash with Blackberry & Bay Hand Wash and Lotion until products arrive in June.

SHELF 1

- Bay Header

SHELF 2

- Feature Gift Boxes with Brit Veggies stickers
- Brit Veggies Tote Bag + Scarf

SHELF 3

- Stone riser with Brit Veggies Colognes 30ml testers followed by stock

SHELF 4

- Stone riser with Green Tomato Vne Home Collection followed by stock
- Tomato Leaf Hand Wash

SHELF 5

- Brit Veggies Colognes + Gift Box with optional stickers
- Gift Boxes
- Brit Veggies Travel Cologne Trio

SHELF 6

- Tomato Leaf Hand Wash and Green Tomato Vine Candle + Gift Box with optional stickers
- Brit Veggies Colognes + Gift Box
- Brit Veggies Cologne and Tomato Leaf Hand Wash + Gift Box with optional stickers



SIGNAGE

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

| | |
|--------------------------------|------|
| Carrot Blossom Cologne 30ml | \$92 |
| Velvety Butternut Cologne 30ml | \$92 |
| Scarlet Beetroot Cologne 30ml | \$92 |

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

| | |
|---|-------|
| Cologne 30ml <small>Choose from Carrot Blossom, Velvety Butternut and Scarlet Beetroot</small> | \$92 |
| Brit Trio Cologne Set 9ml | \$70 |
| Tomato Leaf Hand Wash 250ml | \$55 |
| Green Tomato Vine Diffuser 350ml | \$220 |
| Green Tomato Vine Home Candle 75g | \$85 |

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: NRE

As Brit Veggies inventory sells out, merchandise with Wood Sage and Sea Salt collection.

SHELF 1

- Bay Header

SHELF 2

- Feature Gift Boxes with Wood Sage & Sea Salt Colognes

SHELF 3

- Stone riser with Wood Sage & Sea Salt 100ml tester followed by stock of 50ml, 100ml, 30ml
- Wood Sage & Sea Salt Cologne & Hand Cream Duo

SHELF 4

- Wood Sage & Sea Salt Exfoliating Shower Gel, Body & Hand Wash and Lotion
- Wood Sage & Sea Salt Body & Hand Wash and Lotion + Gift Box
- Wood Sage & Sea Salt Body Creme and Body Mist

SHELF 5

- Wood Sage & Sea Salt Home Candle + Gift Box
- Wood Sage & Sea Salt Diffuser, Home Candle, Deluxe Candle
- Wood Sage & Sea Salt Trvael Candle and Cologne 30ml + Gift Box

SHELF 6

- Wood Sage & Sea Salt Diffuser + Gift Box
- Cologne 50ml, Hand Cream, Body & Hand Wash + Gift Box
- Body Creme + Gift Box



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: CLASSIC

Substitute Brit Veggies Home Collection with Green Tomato Vine Townhouse Collection and Tomato Leaf Hand Wash with Blackberry & Bay Hand Wash and Lotion until products arrive in June.

SHELF 1

- Bay Header

SHELF 2

- Feature Gift Boxes with Brit Veggies stickers
- Brit Veggies Tote Bag + Scarf

SHELF 3

- Stone riser with Brit Veggies Colognes 30ml testers followed by stock

SHELF 4

- Stone riser with Green Tomato Vne Home Collection followed by stock
- Tomato Leaf Hand Wash

SHELF 5

- Brit Veggies Travel Cologne Trio
- Tomato Leaf Hand Wash and Green Tomato Vine Candle + Gift Box with optinal stickers



SIGNAGE

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

Carrot Blossom Cologne 30ml \$92
Velvety Butternut Cologne 30ml \$92
Scarlet Beetroot Cologne 30ml \$92

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

Cologne 30ml
Choose from Carrot Blossom, Velvety Butternut and Scarlet Beetroot \$92
Brit Trio Cologne Set 9ml \$70
Tomato Leaf Hand Wash 250ml \$55
Green Tomato Vine Diffuser 350ml \$220
Green Tomato Vine Home Candle 75g \$85

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: CLASSIC

As Brit Veggies inventory sells out, merchandise with Wood Sage and Sea Salt collection.

SHELF 1

- Bay Header

SHELF 2

- Stone riser with Wood Sage & Sea Salt 100ml tester followed by stock of 50ml, 100ml, 30ml
- Wood Sage & Sea Salt Cologne & Hand Cream Duo

SHELF 3

- Wood Sage & Sea Salt Exfoliating Shower Gel, Body & Hand Wash and Lotion
- Wood Sage & Sea Salt Body & Hand Wash and Lotion + Gift Box
- Wood Sage & Sea Salt Body Creme and Body Mist

SHELF 4

- Wood Sage & Sea Salt Diffuser, Home Candle, Deluxe Candle
- Wood Sage & Sea Salt Home Candle + Gift Box

SHELF 5

- Wood Sage & Sea Salt Diffuser + Gift Box
- Cologne 50ml, Hand Cream, Body & Hand Wash + Gift Box



SIGNAGE

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu on stone riser

SHELF 3

- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers followed by stock
- Brit Veggies Colognes + Gift Box
- Beach Blossom 100ml, 50ml
- Stone riser with Beach Blossom and Frangipani Flower 100ml testers
- Frangipani Flower 100ml, 30ml

SHELF 4

- The Herb Garden (Gnome Prop)
- The Countryside (Bluebells Prop)
- The English Coast (Stone Stack Prop)

SHELF 5

- The Flower Garden (Rose Prop)
- The Orchard (Pear Prop)
- The Woods (Tree Stump Prop)

SHELF 6

- Cologne 50ml
- Cologne 30ml
- Raspberry Ripple riser followed by stock

LARGE



SMALL



SIGNAGE

| | |
|--------------------------------|------|
| Carrot Blossom Cologne 30ml | \$92 |
| Velvety Butternut Cologne 30ml | \$92 |
| Scarlet Beetroot Cologne 30ml | \$92 |

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

** Not every store will receive the same assortments.
Display what is provided.

COLOGNE & COLOGNE INTENSE BAY: NRE (ARCHIVED)

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu

SHELF 3

- Edit tray with **Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers followed by stock**
- Raspberry Ripple riser
- Beach Blossom 100ml, 50ml
- Edit tray with Beach Blossom and Frangipani Flower 100ml testers
- Frangipani Flower 100ml, 30ml

SHELF 4

- Cologne 100ml

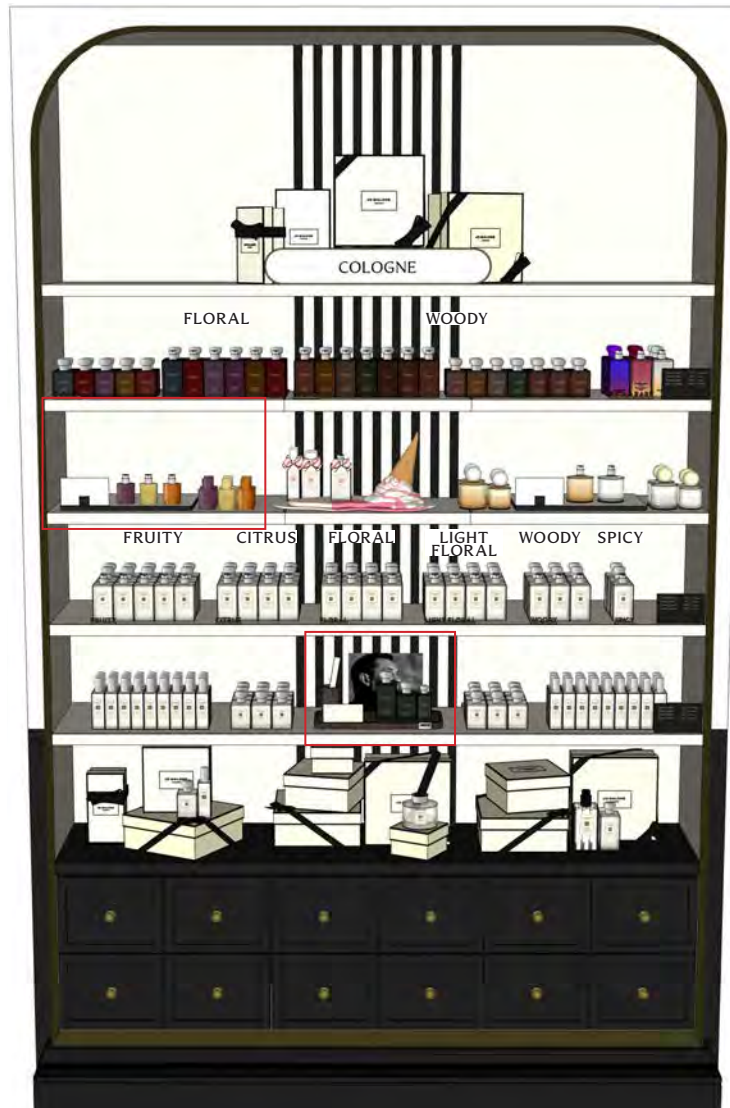
SHELF 5

- Cologne 30ml (Large)
- Cologne 50ml (Large)
- Wooden Riser with Cypress & Grapevine 100ml, 50ml, **30ml**
- Cologne 100ml (Small)

SHELF 6

- Gifting Story (Large)
- Cologne 30ml (Small)
- Cologne 50ml (Small)

LARGE



SMALL



SIGNAGE

| | |
|--------------------------------|------|
| Carrot Blossom Cologne 30ml | \$92 |
| Velvety Butternut Cologne 30ml | \$92 |
| Scarlet Beetroot Cologne 30ml | \$92 |

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and Carrot Blossom.

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Cologne Absolu on stone riser
- The Herb Garden (Gnome Prop)
- The Orchard (Pear Prop)
- Rich & Floral Cologne Intense 50ml

SHELF 3

- The English Coast (Stone Stack Prop)
- Raspberry Ripple 30ml, 100ml
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers with stock behind
- Stone riser with Beach Blossom and Frangipani Flower 100ml testers with stock behind
- Rich & Floral Cologne Intense 100ml

SHELF 4

- The Woods (Tree Stump Prop)
- The Countryside (Bluebells Prop)
- The Flower Garden (Rose Prop)
- Warm & Amber Cologne Intense 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Warm & Amber Cologne Intense 50ml

LARGE



SMALL



SIGNAGE

| | |
|--------------------------------|------|
| Carrot Blossom Cologne 30ml | \$92 |
| Velvety Butternut Cologne 30ml | \$92 |
| Scarlet Beetroot Cologne 30ml | \$92 |

** Not every store will receive the same assortments.
Display what is provided.

ARCHIVED - COLOGNE & COLOGNE INTENSE BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 3

- Wooden Riser with Cypress & Grapevine 100ml, 50ml, 30ml
- Edit Tray with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers with stock behind
- Edit tray with Beach Blossom, Frangipani testers with stock behind
- Raspberry Ripple riser (Large)
- Cologne Absolu (Small)

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Cologne Absolu (Large)

LARGE



SMALL



SIGNAGE

| | |
|--------------------------------|------|
| Carrot Blossom Cologne 30ml | \$92 |
| Velvety Butternut Cologne 30ml | \$92 |
| Scarlet Beetroot Cologne 30ml | \$92 |

** Not every store will receive the same assortments.
Display what is provided.

BATH & BODY BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Exfoliating Shower Gel
- Bath Oil
- Body & Hand Wash 250ml
- Add English Oak & Hazelnut Wash

SHELF 3

- Vitamin E Collection
- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap
- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub

SHELF 4

- Body & Hand Lotion
- Body Creme Intense
- Body & Hand Lotion Intense
- All Over Body Spray

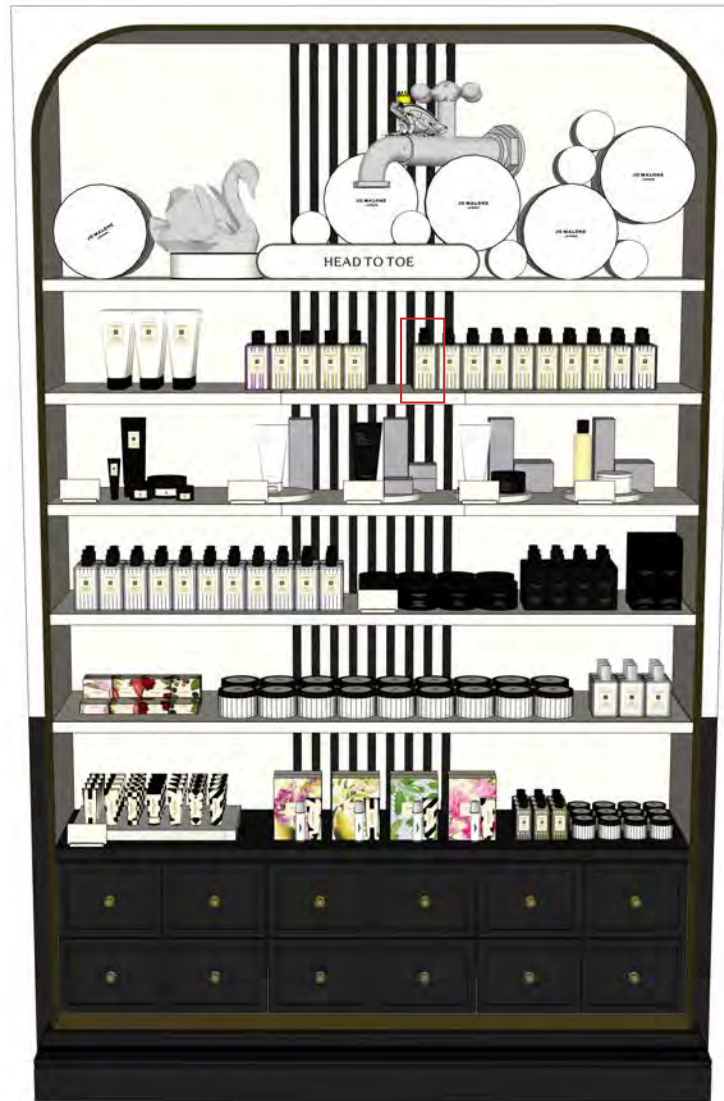
SHELF 5

- Soap
- Body Creme
- Body Mist

SHELF 6

- Hand Creams on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Little Luxuries

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Bath Oil
- Exfoliating Shower Gel
- Body & Hand Wash 250ml
- Add English Oak & Hazelnut Wash
- Body Mist

SHELF 3

- Body & Hand Wash Intense
- All Over Body Spray
- Body & Hand Lotion
- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap

SHELF 4

- Body Creme Intense
- Body Creme
- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub

SHELF 5

- Soap
- Hand Creams on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Vitamin E Collection



SIGNAGE

CASH WRAP: LARGE

A

- Feature Brit Veggies Tote Bag + Scarf, Colognes, Hand Wash and Home Collection
- Mini Hand Cream Value Set
- English Pear & Freesia Home Collection

B

- Feature Brit Veggies Tote Bag + Scarf, Colognes, Hand Wash and Home Collection
- Brit Veggies Travel Cologne Trio
- Brit Veggies Cologne + Gift Box with stickers

C

- Personalization Charms tray
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30mls
- Stone riser with personalized Colognes
- Ribbons tray



** Not every store will receive the same assortments. Display what is provided.

CASH WRAP: SMALL

A

- Feature Brit Veggies Tote Bag + Scarf, Hand Wash and Home Collection
- Brit Veggies Cologne, Hand Wash + Gift Box with stickers

B

- Feature Brit Veggies Tote Bag + Scarf, Hand Wash and Home Collection
- Brit Veggies Travel Cologne Trio
- Mini Hand Cream Value Set
- 2 x 100ml Colognes + Gift Box

C

- On the Tray: Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30mls, ribbons
- The Perfect Bow Tray



** Not every store will receive the same assortments.
Display what is provided.

TASTING BAR

- Stone riser with Tomato Leaf Hand Wash + Gift Box with stickers

LARGE



SMALL



SIGNAGE

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

Kilian Paris

Visual Merchandising SP26 Jan- June





Large Tray
*FSS & Top doors only



Small Tray

IMPORTANT NOTE

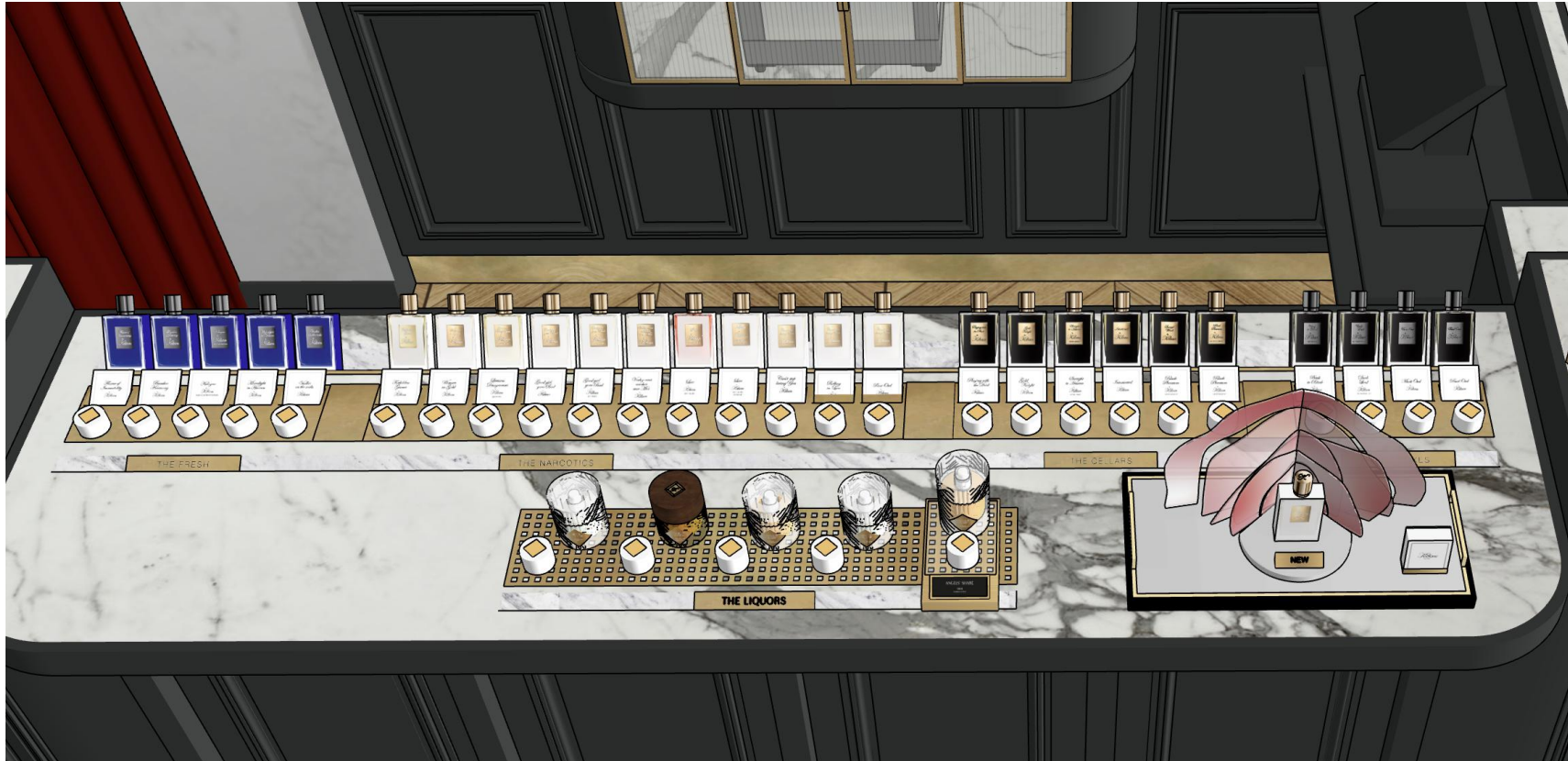


Remove from all counters and
trash insert & riser





Bar – option 2



HERO'S

HERO'S MERCHANDISING





1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



LIQUORS RISER
N4HN600001

5



BLOTTERS HOLDER
N3J5700001

2

PERFUMES TO DISPLAY :
Angels' share 50ml
Angels' Share Paradis 50ml
Angels' Share on the Rocks 50ml
Apple Brandy 50ml

4



«LIQUORS» TAG
N4HR600001



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



LIQUORS RISER
N4HN600001

2

PERFUMES TO DISPLAY :
Angel's share 50ml
Angel's share Paradis 50ml
Angel's share on the Rocks 50ml
Apple brandy 50ml

4



«LIQUORS» TAG
N4HR600001



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



LIQUORS RISER
N4HN600001

2



PERFUMES TO DISPLAY :
Angel's share 100ml
Angels Share on the Rocks 100ml

4



TEXT DISPLAY NEW
N04O600001



NEW TAGS WILL BE MAILED TO STORES SOON



AS 100ml,
ASP 50ml,
Apple Brandy 50ml,
Old fashioned 50ml, ASOTR 100 ml



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



TEXT DISPLAY ICON
N041600001

5



BLOTTERS HOLDER
N3J5700001

2



PERFUMES TO DISPLAY :
GGGB 50ml / 100ml
Love DBS 50ml / 100ml



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGGB 50ml / 100ml
Love DBS 50ml / 100ml



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGGB 100ml
Love DBS 100ml



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3

TEXT DISPLAY NEW

5



BLOTTERS HOLDER
N3J5700001

2



PERFUMES TO DISPLAY :
LDBS 50ml / 100ml
Her Majesty
50ml/100ml

Tom Ford

Visual Merchandising SP26 Jan- June



TOM FORD
BLACK ORCHID

TOM FORD BEAUTY

FY26 Q4 VISUAL MERCHANDISING GUIDELINES

ASSISTED SELL ALL RETAILERS

MARBLE DOORS

FAST FACTS- POINT OF SALE SUPPORT TEAM

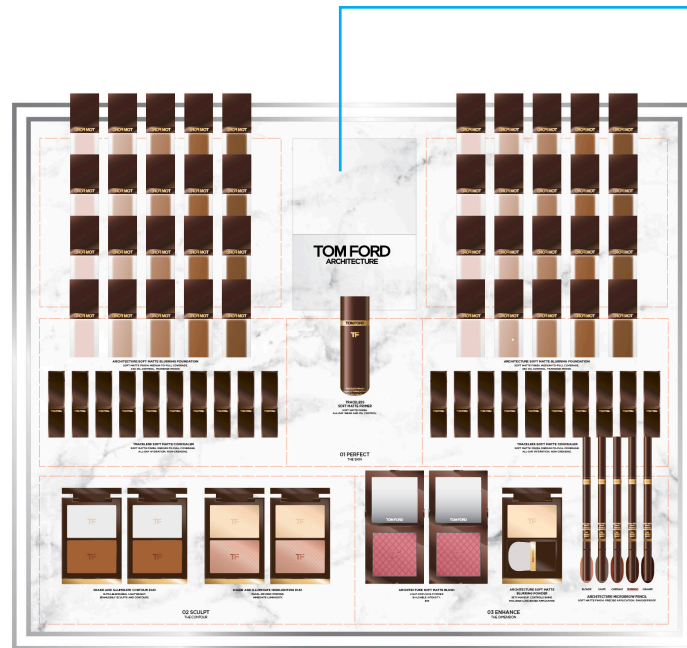
How to get the MOST out of your POS experience

- For simple tracking of units and/or gifts-**CALL** 844-387-1122(immediate response)
- For VM elements request, **EMAIL & SEND** photos of space and overall counter. (take a step back so brand can assess)
- For Lightbox request, **EMAIL & SEND** photos of ALL current images. (so brand can understand full story)
- For Repair and Maintenance, **ENTER** into your Service Channel App. Include photos of issue and overall counter.

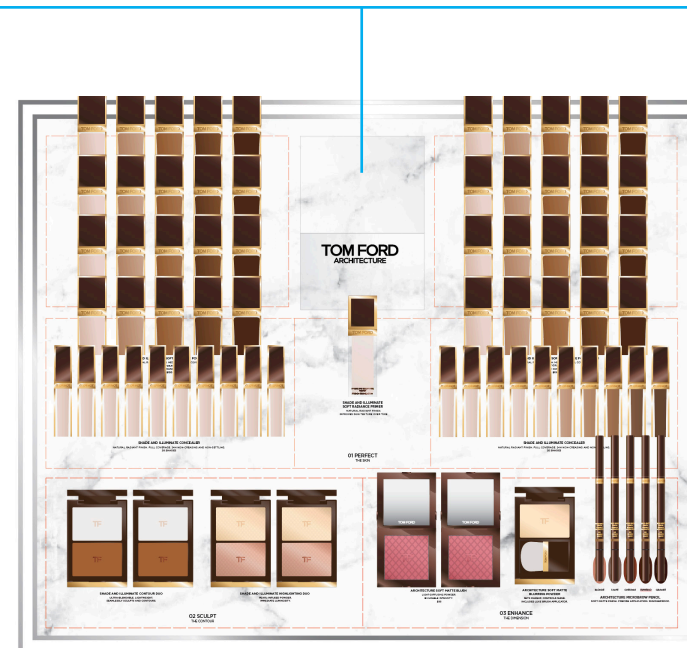
ALL EASELS OVERVIEW **NEW TILIE UPDATES APRIL - MAY**

EASELS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

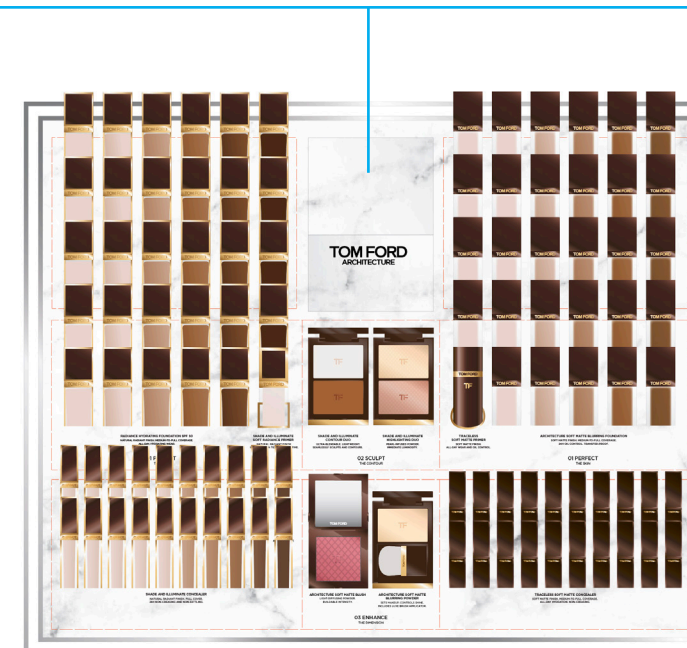
SHIPPING DIRECTLY TO DOOR



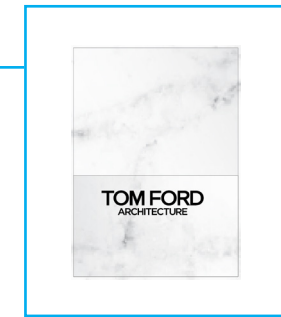
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY

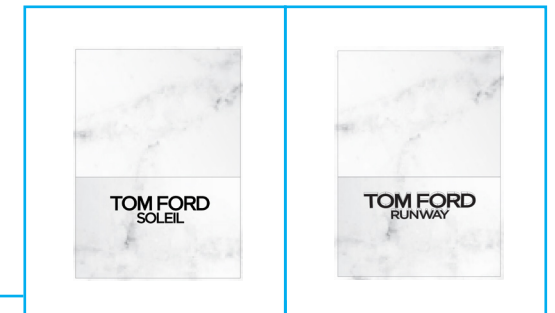


ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL

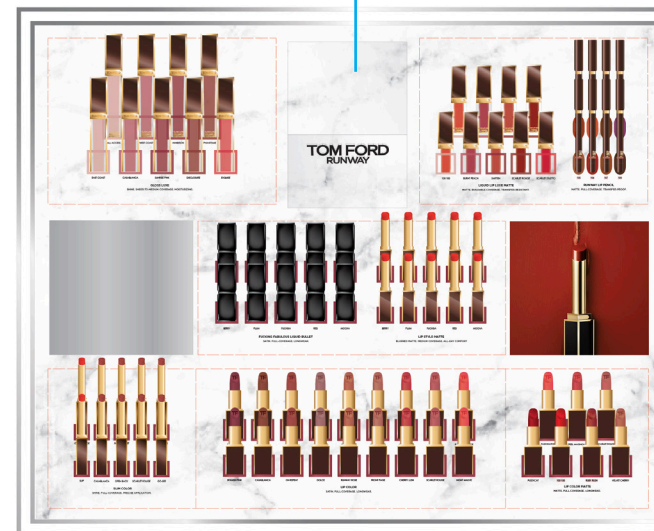


FACE REFRESH ARCHITECTURE PILLAR
MANDATORY - NEEDED FOR ALL MARBLE FACE EASELS

SOLEIL LOGO + RUNWAY LOGO PILLAR
MANDATORY - NEEDED FOR SOLEIL, LIP AND EYE EASELS



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL

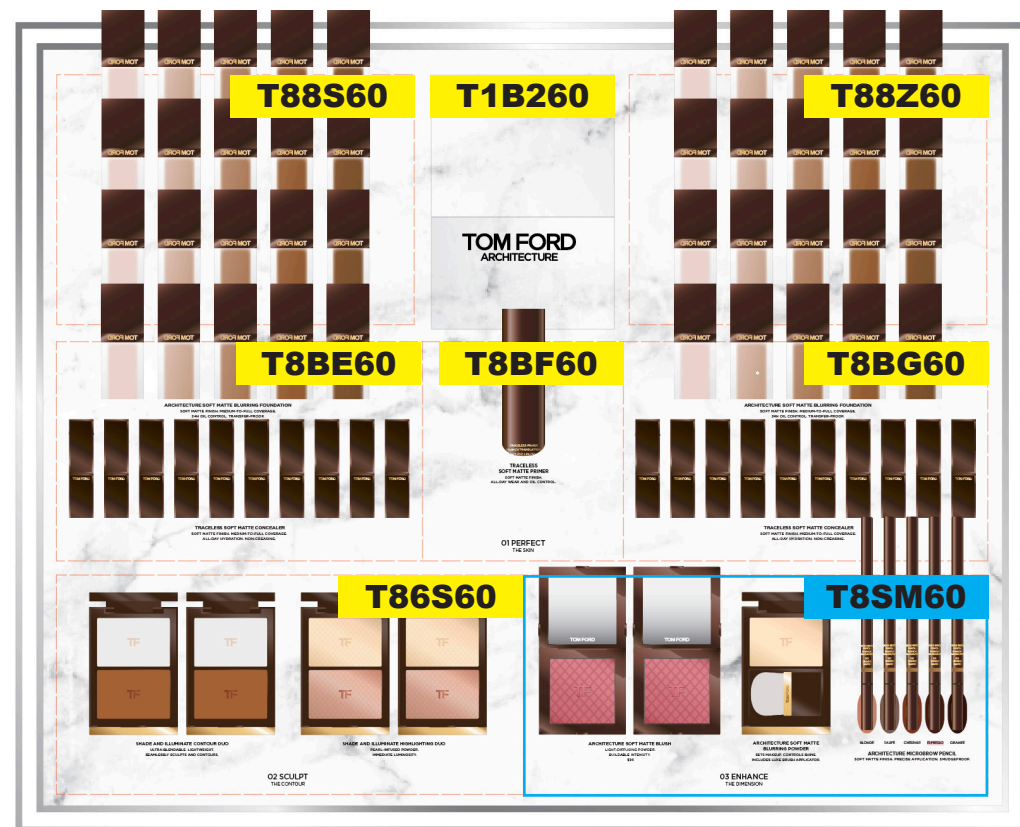


RUNWAY
EYE + LIP EASEL

ARCHITECTURE EASEL SCHEMATICS **NEW TILE UPDATES APRIL - MAY**

EXISTING TILE CODES

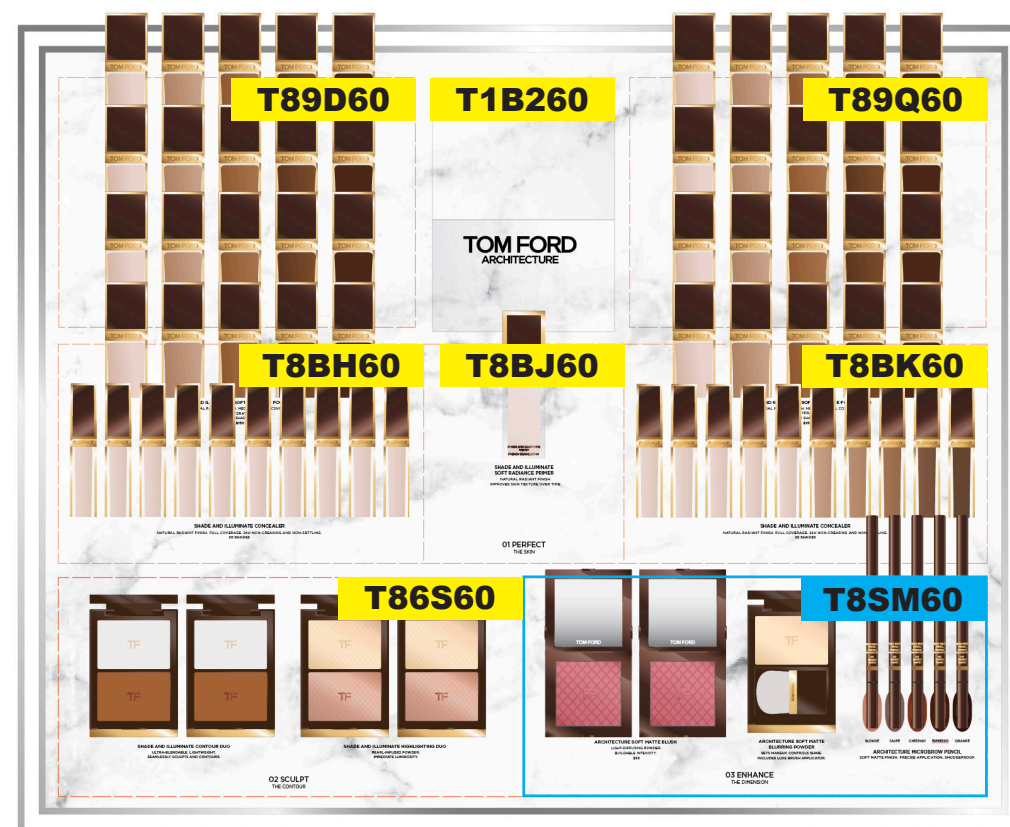
NEW TILE CODES



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

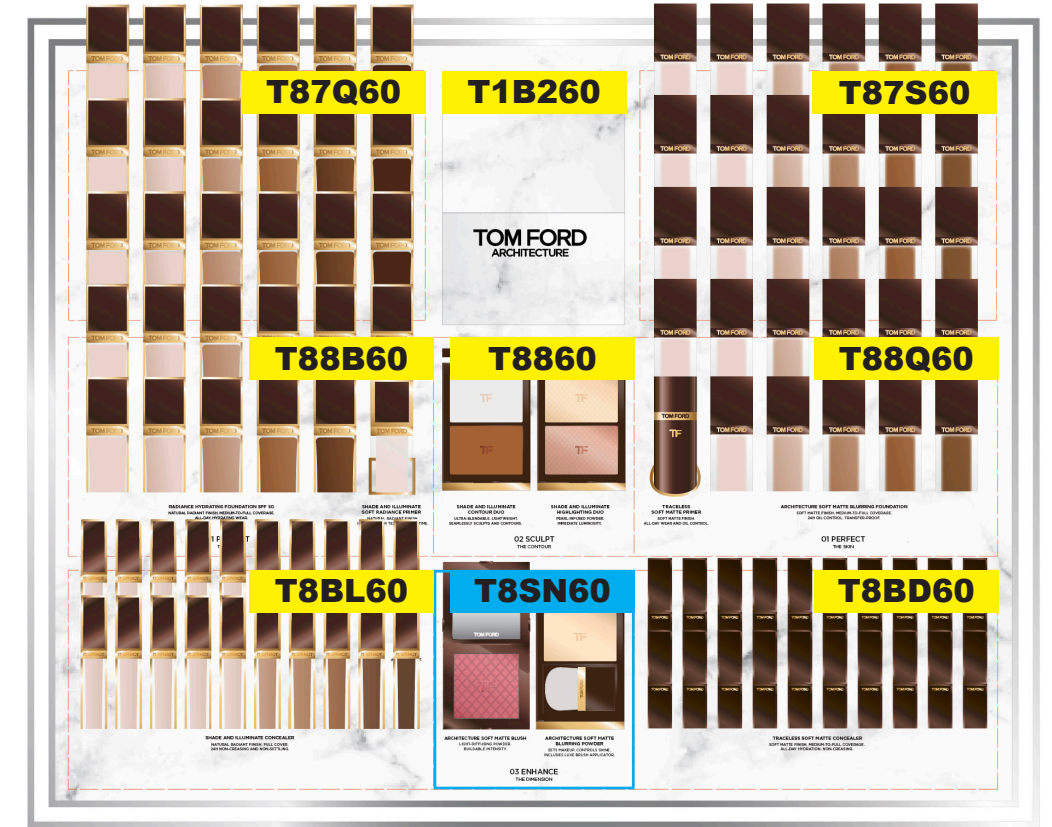
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (40)
- TRACELESS SOFT MATTE CONCEALER (20)
- TRACELESS SOFT MATTE PRIMER (MIDDLE)
- SHADE AND ILLUMINATE CONTOUR DUO (2)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
- **ARCHITECTURE SOFT MATTE BLUSH (2)**
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE MICROBROW PENCIL (5)



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- ARCHITECTURE RADIANCE FOUNDATION (40)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (MIDDLE)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- **ARCHITECTURE SOFT MATTE BLUSH (2)**
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE MICROBROW PENCIL (5)

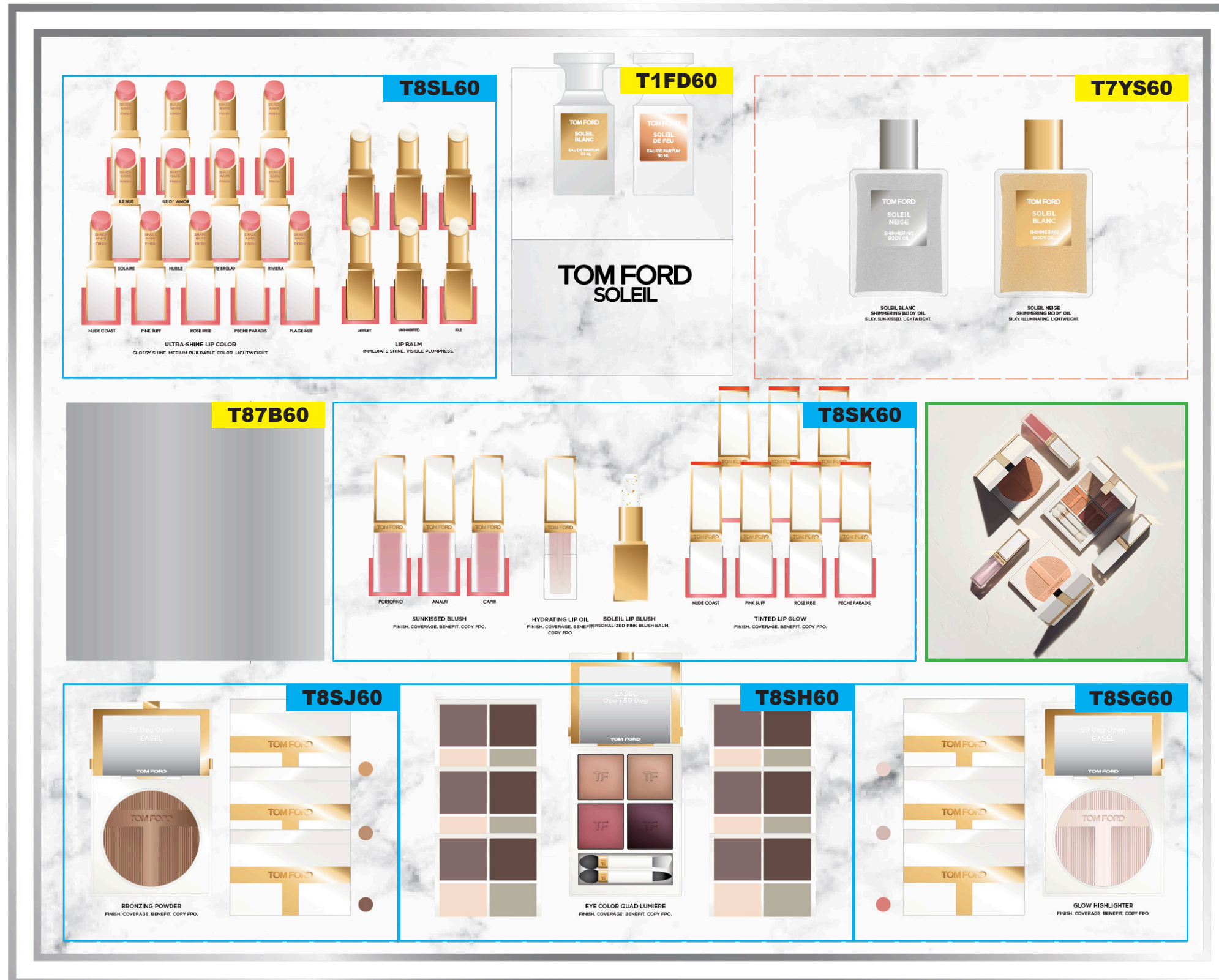


ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- NEW RADIANCE FOUNDATION (29)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (29)
- SHADE AND ILLUMINATE CONCEALER (20)
- **ARCHITECTURE SOFT MATTE BLUSH (2)**
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- TRACELESS SOFT MATTE CONCEALER (20)

SOLEIL EASEL SCHEMATICS NEW TILIE UPDATES APRIL - MAY



SOLEIL EASEL

SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- ULTRA-SHINE LIP COLOR (13)
- SOLEIL LIP BALM (6)
- SOLEIL BLANC EDP 50ML (1)
- SOLEIL DE DEU 50ML (1)
- SOLEIL SHIMMERING BODY OIL (2) 00AEEF
- SUNKISSED BLUSH (2)
- HYDRATING LIP OIL (1)
- SOLEIL LIP BLUSH (1)
- TINTED LIP GLOW (7)
- SOLEIL BRONZING POWDER (1)
- SOLEIL BRONZING POWDER (3)
- ECQ GODET TESTER PAN (3)
- ECQ FULL SIZE (1)
- ECQ GODET TESTER PAN (3)
- SOLEIL GLOW HIGHLIGHTER (3)
- SOLEIL GLOW HIGHLIGHTER (1)



DOUBLE-ENDED FACTICE

- ULTRA-SHINE LIP COLOR
- LIP BALM
- LIP BLUSH

TO INSTALL THE DOUBLE-ENDED LIP FACTICE, PLACE THE CONNECTOR ON THE BOTTOM SURFACE OF THE DIF SALABLE LIP COMPONENT WHERE THE FACTICE ATTACHES TO. THE TESTABLE BULLET IS TO BE PLACED DOWN WITHIN THE MERCHANDISING INSERTS AND THE FACTICE IS TO BE DISPLAYED BULLET UP.

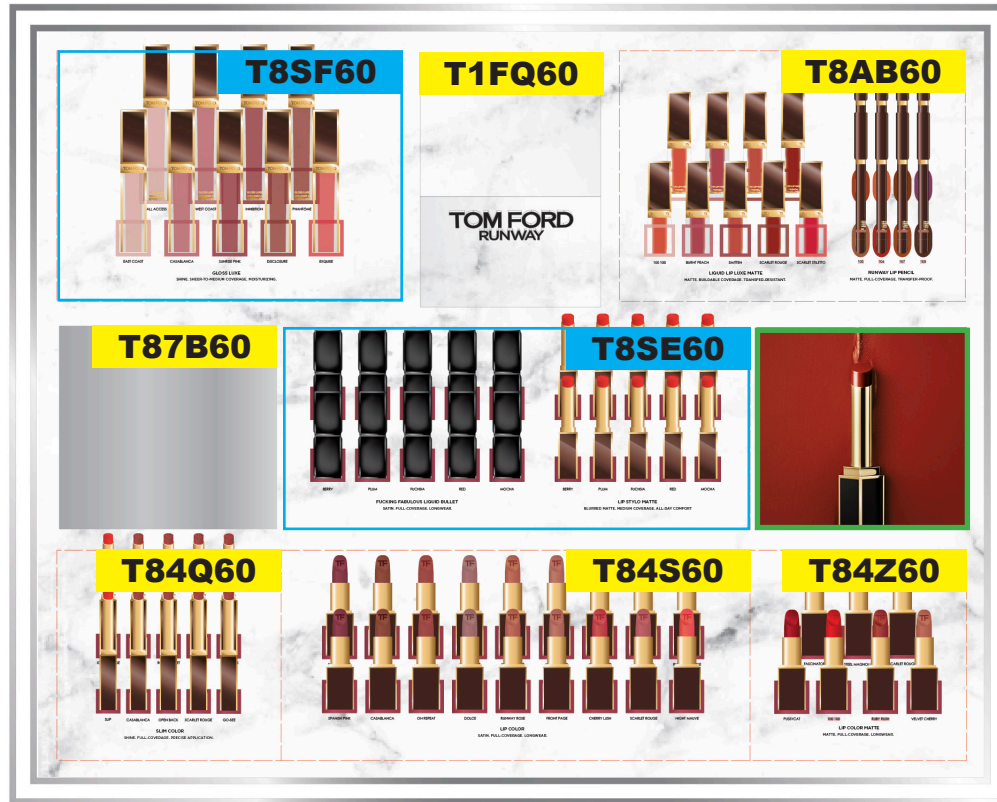
IF SHIPMENT OF NEW FACTICES IS DELAYED, PLEASE PLACE TESTABLE BULLET DOWN

RUNWAY EASEL SCHEMATICS NEW TILIE UPDATES APRIL - MAY

NEW VISUAL

EXISTING TILE CODES

NEW TILE CODES



RUNWAY
LIP EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- GLOSS LUXE (9)
- LIQUID LIP LUXE MATTE (9)
- LIP PENCIL (8)
- FUCKING FABULOUS LIP (10)
- SLIM LIP COLOR SHINE (10)
- LIP COLOR (18)
- LIP COLOR MATTE (7)

DOUBLE-ENDED FACTICE

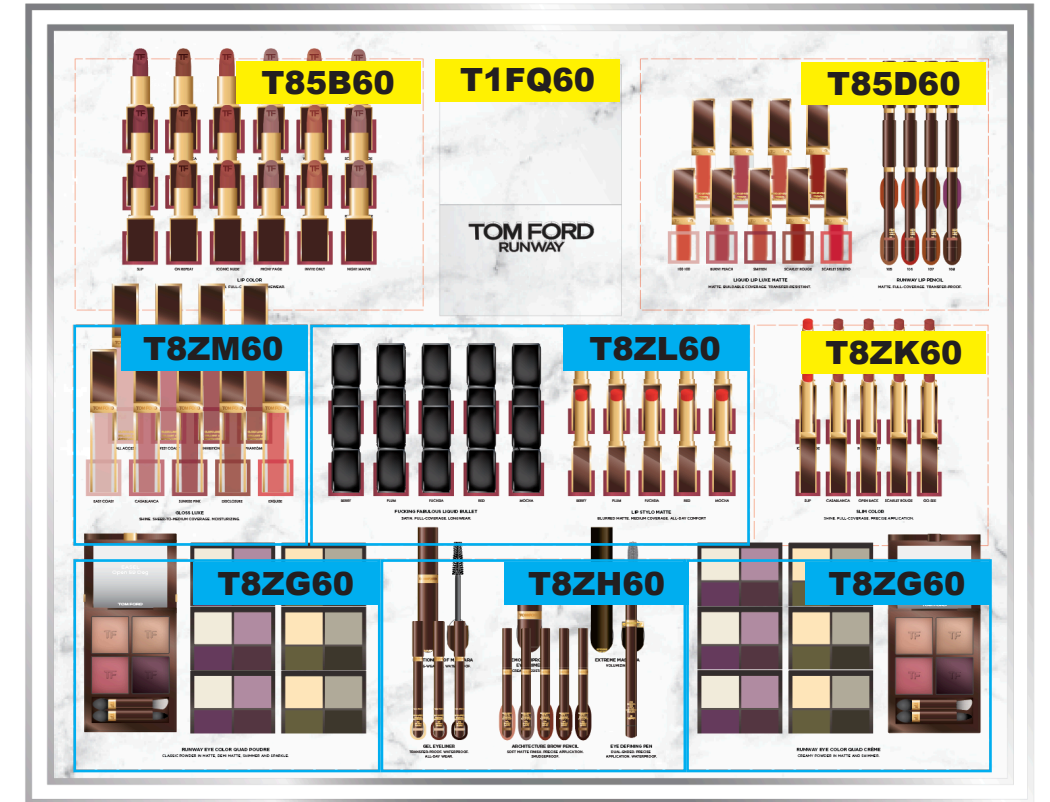
- LIP COLOR
- LIP COLOR MATTE



RUNWAY
EYE EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- BROW LAMINATOR (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EMOTIONPROOF MASCARA (WAND FACTICE) (10)
- EXTREME MASCARA(WAND FACTICE) (1)
- EYE DEFINING PEN (1)
- RUNWAY ECQ POWDRE FULL SIZE (2)
- RUNWAY ECQ CRÈME FULL SIZE (2)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ POWDRE GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)



RUNWAY
EYE + LIP EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (18)
- LIQUID LIP LUXE MATTE (9)
- LIP PENCIL (8)
- GLOSS LUXE (9)
- FUCKING FABULOUS LIP (10)
- LIP STYLO MATTE (10)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- EMOTIONPROOF MASCARA (1)
- EMOTIONPROOF EYE PRIMER (1)
- EXTREME MASCARA (1)
- GEL LINER (3)
- ARCHITECTURE BROW PENCIL (5)
- EYE DEFINING PEN (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

DOUBLE-ENDED FACTICE

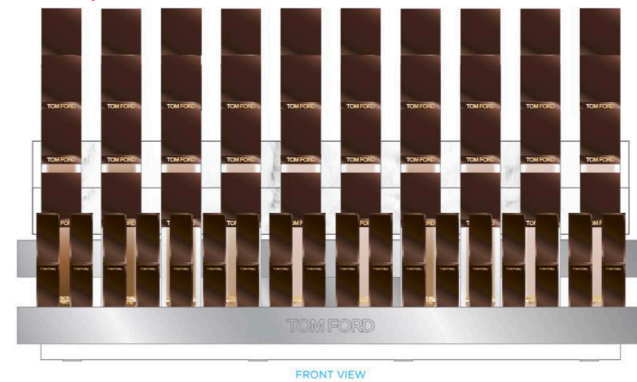
- LIP COLOR
- LIP COLOR MATTE



ALL TWO-TIERS OVERVIEW APRIL - MAY

NEW INSERTS FOR FACE, SOLEIL, LIP AND EYE.

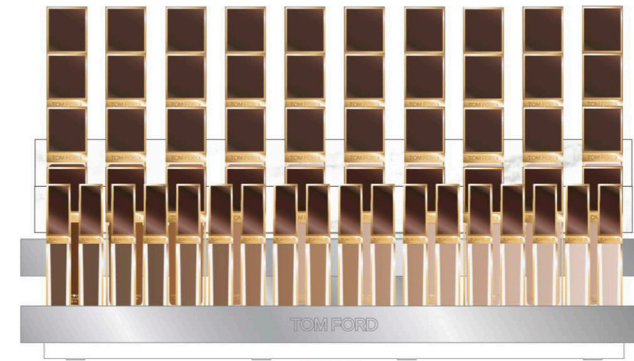
TWO - TIERS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.



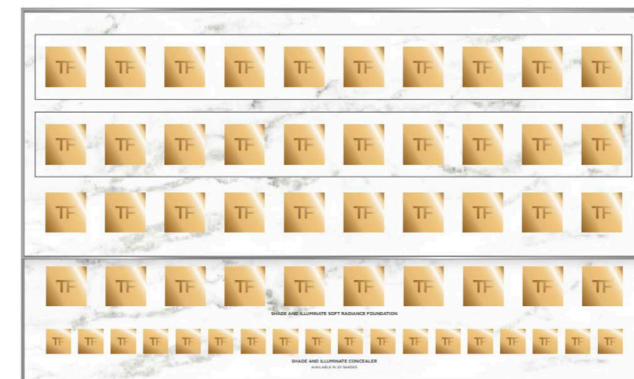
FRONT VIEW



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



FRONT VIEW



ARCHITECTURE
RADIANCE FOUNDATION ONLY



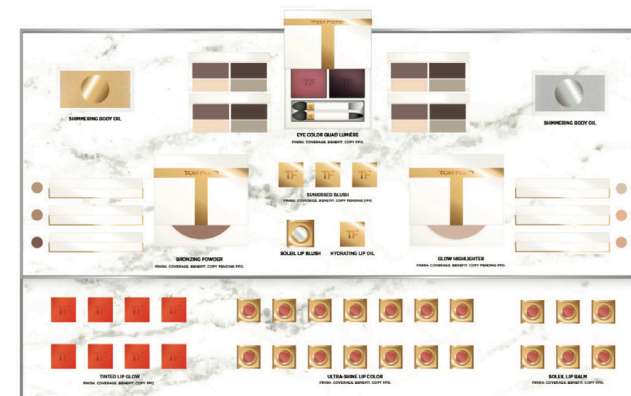
FRONT VIEW



ARCHITECTURE
FACE REGIMEN REFRESH
NEW INSERT - SHIPPING DIRECT TO DOOR



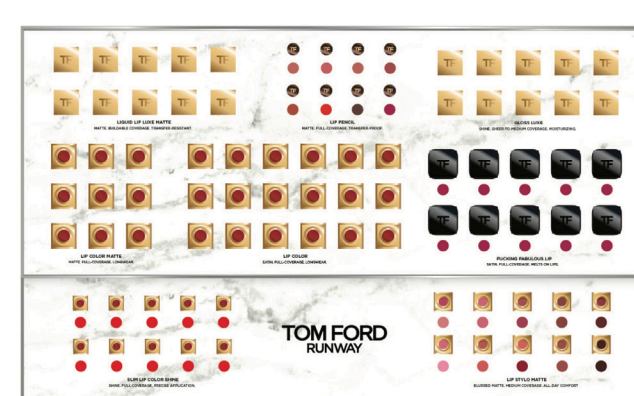
FRONT VIEW



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



FRONT VIEW



RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

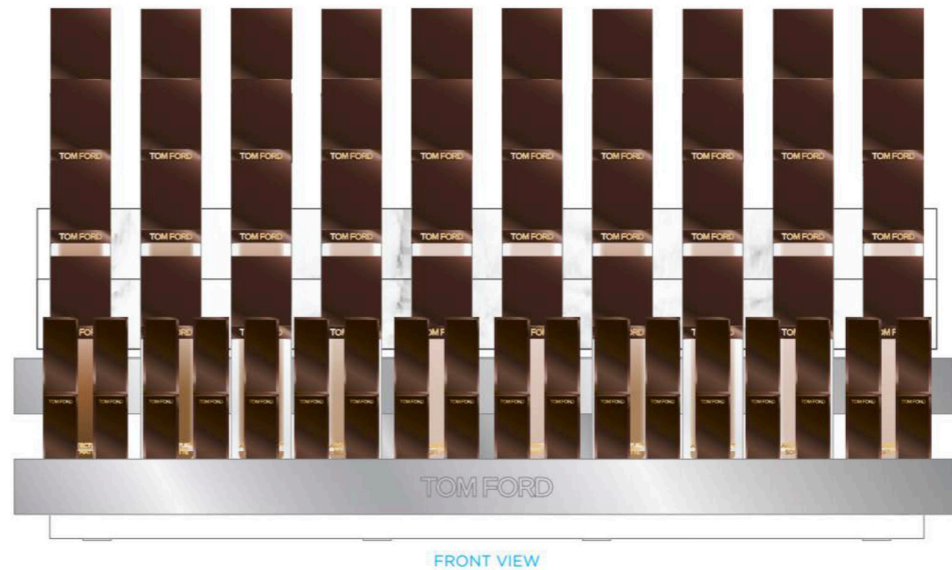


FRONT VIEW



RUNWAY
EYE TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

ARCHITECTURE TWO-TIER SCHEMATICS **NEW INSERTS APRIL - MAY**



FRONT VIEW



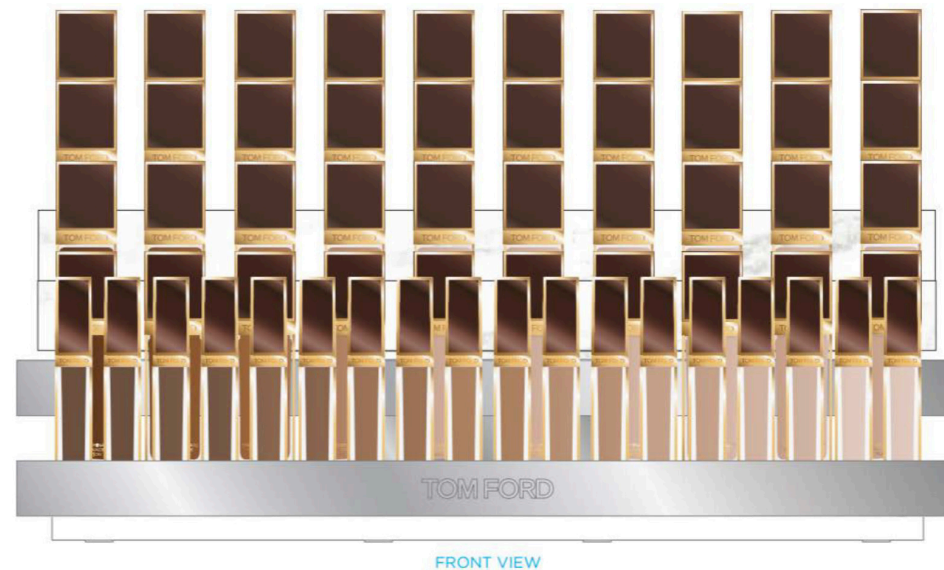
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY

TOP TIER

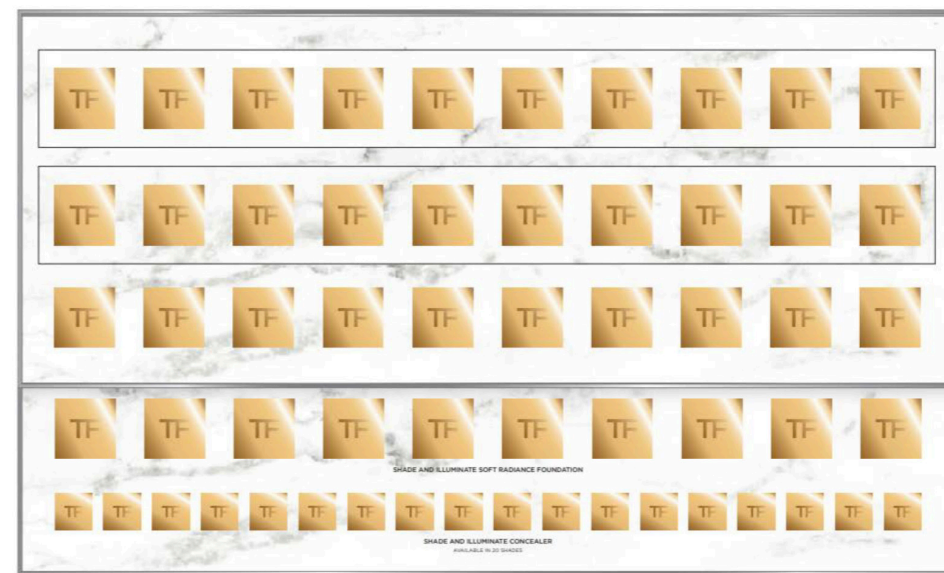
- SOFT MATTE BLURRING FOUNDATION (30)

LOWER TIER

- SOFT MATTE BLURRING FOUNDATION (10)
- TRACELESS SOFT MATTE CONCEALER (20)



FRONT VIEW



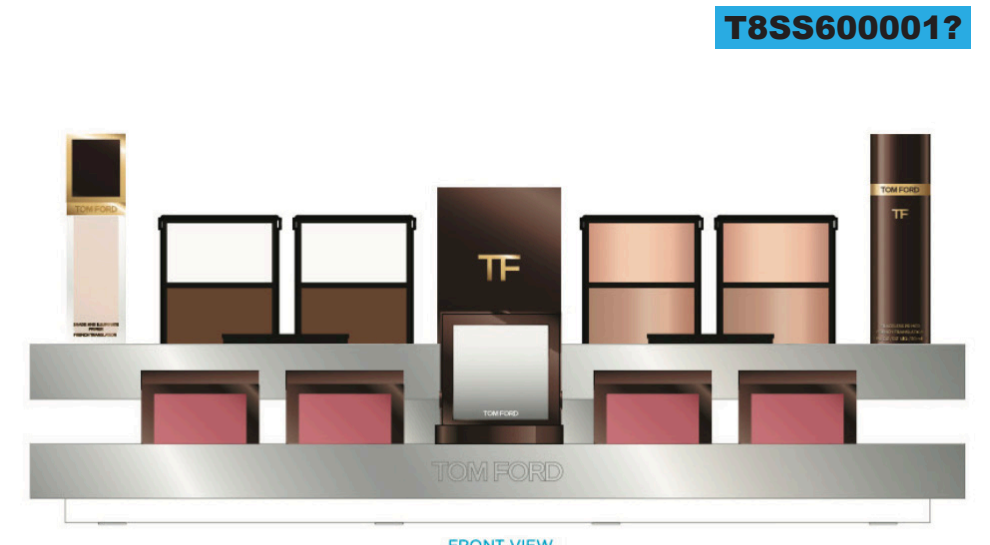
ARCHITECTURE
RADIANCE HYDRATION FOUNDATION ONLY

TOP TIER

- ARCHITECTURE RADIANCE FOUNDATION (30)

LOWER TIER

- ARCHITECTURE RADIANCE FOUNDATION (10)
- SHADE AND ILLUMINATE CONCEALER (20)



FRONT VIEW



ARCHITECTURE
REGIMEN FACE REFRESH
NEW INSERT

TOP TIER

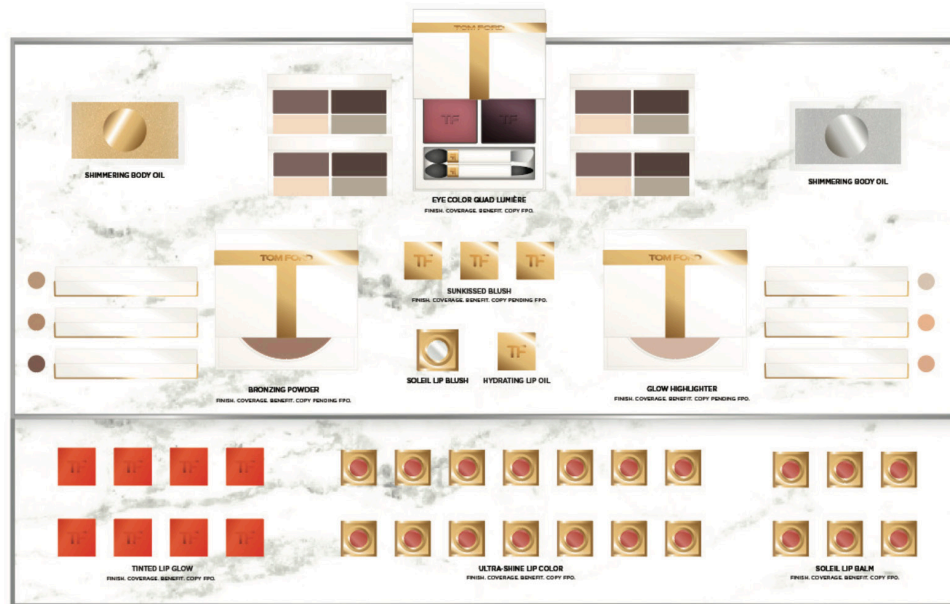
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- SHADE AND ILLUMINATE CONTOUR DUO GODET (2)
- SHADE AND ILLUMINATE DUO COMPACT (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO GODET (2)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING POWDER GODET (2)
- ARCHITECTURE SOFT MATTE BLUSH GODET (4)
- ARCHITECTURE SOFT MATTE BLUSH COMPACT (1)
- ARCHITECTURE SOFT MATTE BLUSH GODET (4)

EXISTING TILE CODES

NEW TILE CODES

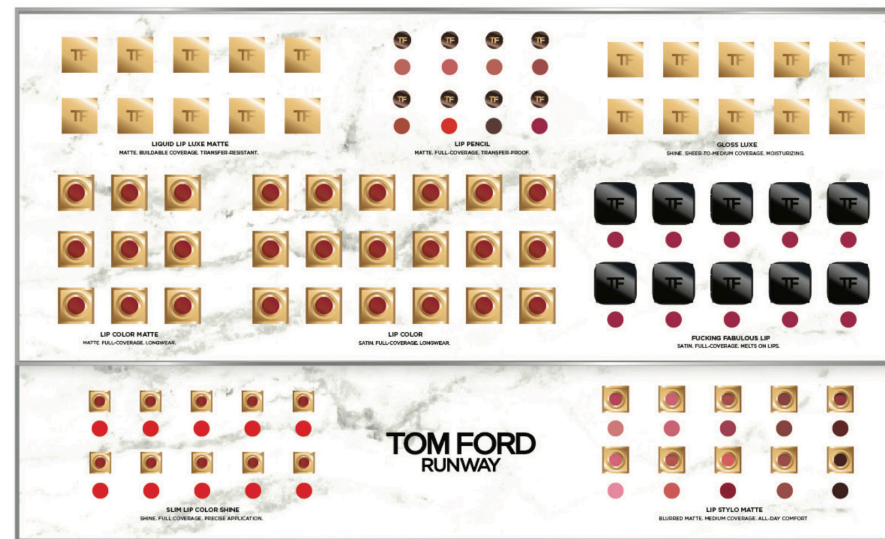
SOLEIL + RUNWAY TWO-TIER SCHEMATICS NEW INSERTS FOR SOLEIL, LIP AND EYE

T8SP600001



- SOLEIL**
SOLEIL TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR
TOP TIER LEFT TO RIGHT / TOP TO BOTTOM
- SHIMMERING BODY OIL (1)
 - ECQ GODET TESTER PAN (2)
 - ECQ FULL SIZE (1)
 - ECQ GODET TESTER PAN (2)
 - SHIMMERING BODY OIL (1)
 - SOLEIL BRONZING POWDER (3)
 - SOLEIL BRONZING POWDER (1)
 - SUNKISSED BLUSH (3)
 - SOLEIL LIP BLUSH (1)
 - HYDRATING LIP OIL (1)
 - SOLEIL GLOW HIGHLIGHTER (1)
 - SOLEIL GLOW HIGHLIGHTER (3)
- LOWER TIER LEFT TO RIGHT**
- TINTED LIP GLOW (8)
 - ULTRASHINE LIP COLOR (14)
 - LIP BALM (6)
- FACTICES FOR ULTRASHINE LIP COLOR**

T8SQ600001



- RUNWAY**
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR
TOP TIER LEFT TO RIGHT / TOP TO BOTTOM
- LIQUID LIP LUXE MATTE (10)
 - LIP PENCIL (8)
 - GLOSS LUXE (10)
 - LIP COLOR MATTE (9)
 - LIP COLOR (18)
 - FUCKING FABULOUS LIP (5)
- LOWER TIER LEFT TO RIGHT**
- SLIM COLOR SHINE (10)
 - LIP STYLO MATTE (10)
- FACTICES FOR LIP COLOR + LIP COLOR MATTE**

T8SR600001



- RUNWAY**
EYE TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR
TOP TIER LEFT TO RIGHT / TOP TO BOTTOM
- ECQ POWDRE TESTER PAN (6)
 - ECQ POWDRE FULL SIZE (1)
 - ECQ CREMÈ FULL SIZE (1)
 - ECQ CREMÈ TESTER PAN (6)
 - EMOTIONPROOF MASCARA (1) (WAND FACTICE) (1)
 - EXTREME MASCARA (1) (WAND FACTICE) (1)
- LOWER TIER LEFT TO RIGHT**
- EYE DEFINING PEN
 - GEL LINER (3)
 - EMOTIONPROOF EYE PRIMER (1)
 - ARCHITECTURE BROW PENCIL (5)

TOM FORD BEAUTY

FY26 MACASSAR SPRING EASELS

NON-NORDSTROM

FAST FACTS- POINT OF SALE SUPPORT TEAM

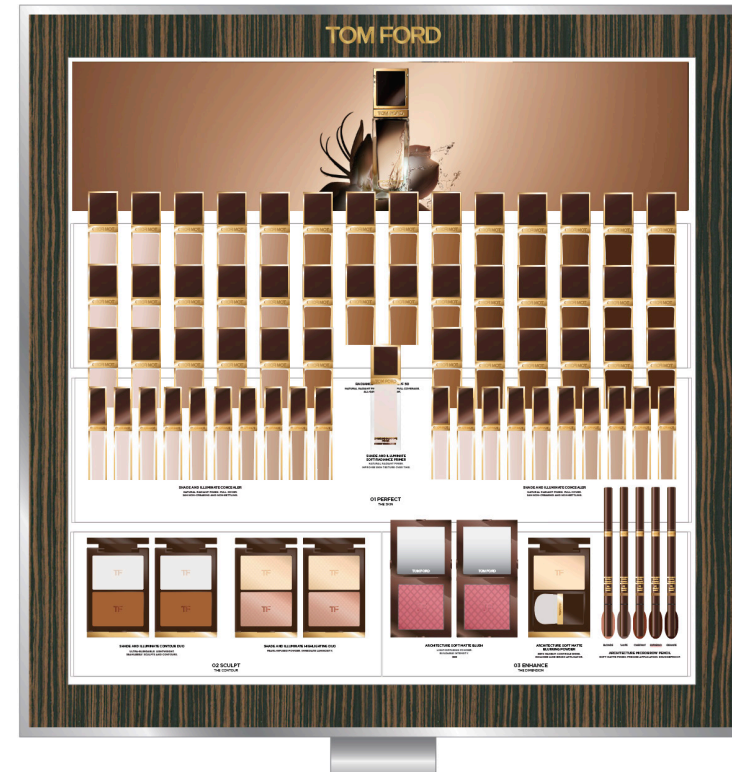
How to get the MOST out of your POS experience

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- For VM elements request, **EMAIL & SEND** photos of space and overall counter. (take a step back so brand can assess)
- For Lightbox request, **EMAIL & SEND** photos of ALL current images. (so brand can understand full story)
- For Repair and Maintenance, **ENTER** into your Service Channel App. Include photos of issue and overall counter.

ALL EASELS OVERVIEW APRIL / MAY



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL



ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL



ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING

PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF FACE, SOLEIL, LIP AND EYE.



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL

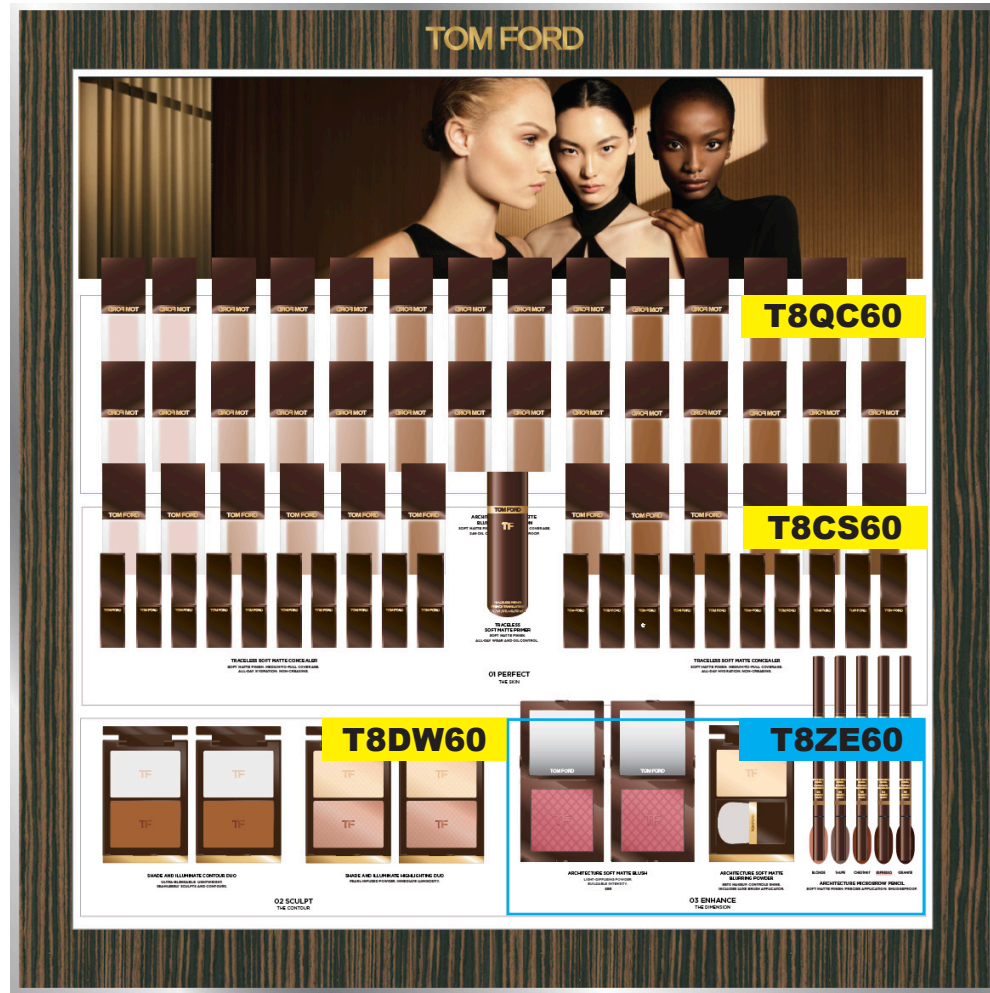


RUNWAY
EYE + LIP EASEL

ARCHITECTURE EASEL SCHEMATICS APRIL / MAY

EXISTING TILE CODES

NEW TILE CODES



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (40)
- TRACELESS SOFT MATTE PRIMER (1)
- TRACELESS SOFT MATTE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (2)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE BROW PENCIL (5)



ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL ONLY

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- RADIANCE HYDRATION FOUNDATION SPF 50 (40)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (2)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE BROW PENCIL (5)



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- RADIANCE HYDRATION FOUNDATION SPF 50 (24)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (24)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- TRACELESS SOFT MATTE CONCEALER (20)

NEW VISUAL

EXISTING TILE CODES

SOLEIL EASEL SCHEMATICS APRIL / MAY

NEW TILE CODES



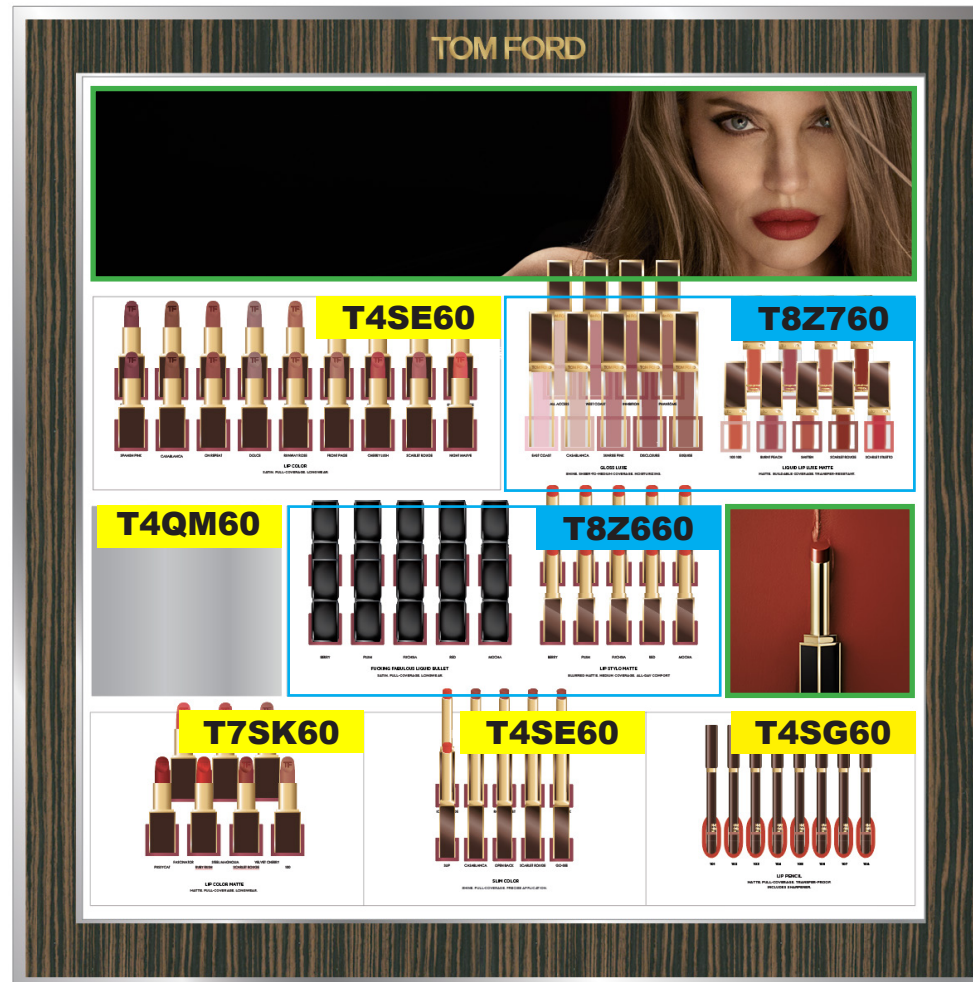
SOLEIL
EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP BALM (6)
- ULTRA-SHINE LIP COLOR (13)
- SOLEIL BLANC SHIMMERING BODY OIL (1)
- SOLEIL NEIGE SHIMMERING BODY OIL (1)
- SUNKISSED BLUSH (3)
- TINTED LIP GLOW (7)
- HYDRATING LIP OIL (1)
- SOLEIL LIP BLUSH (1)
- SOLEIL BRONZING POWDER (1)
- SOLEIL BRONZING POWDER (3)
- ECQ GODET TESTER PAN (3)
- ECQ FULL SIZE (1)
- ECQ GODET TESTER PAN (3)
- SOLEIL GLOW HIGHLIGHTER (3)
- SOLEIL GLOW HIGHLIGHTER (1)

RUNWAY EASEL SCHEMATICS APRIL / MAY

NEW VISUAL EXISTING TILE CODES
NEW TILE CODES



RUNWAY
LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (20)
- GLOSS LUXE (10)
- LIQUID LIP LUXE MATTE (10)
- FUCKING FABULOUS LIP (10) DEF
- LIP STYLO MATTE (10)
- LIP COLOR MATTE (7)
- SLIM LIP COLOR SHINE (10)
- LIP PENCIL (8)



RUNWAY
EYE EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EXTREME MASCARA(1)
- EMOTIONPROOF MASCARA (1)
- EYE DEFINING PEN (1)
- RUNWAY ECQ POWDRE FULL SIZE (2)
- RUNWAY ECQ CRÈME FULL SIZE (2)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ POWDRE GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)



RUNWAY
EYE + LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- FUCKING FABULOUS LIP (10)
- LIP STYLO MATTE (10)
- RUNWAY LIP PENCIL (8)
- SLIM LIP COLOR SHINE (10)
- LIQUID LIP LUXE MATTE (10)
- LIP COLOR (20)
- GLOSS LUXE (10)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ TESTER PAN (6)
- EMOTIONPROOF MASCARA (1)
- EMOTIONPROOF EYE PRIMER (1)
- EXTREME MASCARA (1)
- GEL LINER (3)
- ARCHITECTURE BROW PENCIL (5)
- EYE DEFINING PEN (1)
- RUNWAY ECQ TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

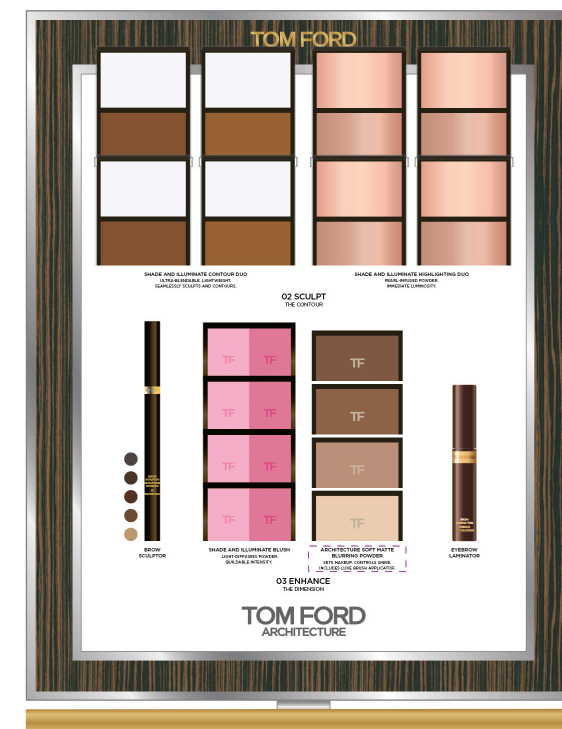
NEW INSERTS SOLEIL + LIP + EYE



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



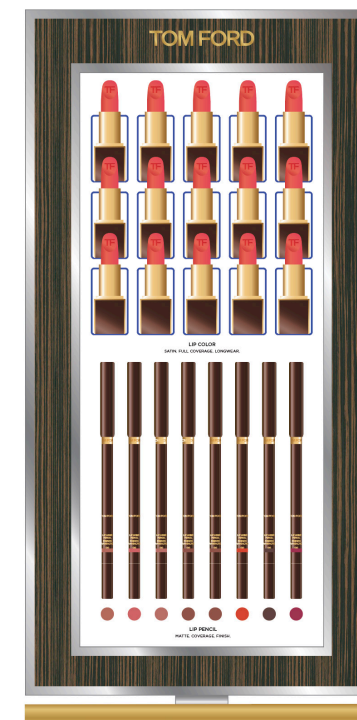
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF NEW INSERT

ARCHITECTURE FRAMES SCHEMATICS



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF

LEFT TO RIGHT / TOP TO BOTTOM

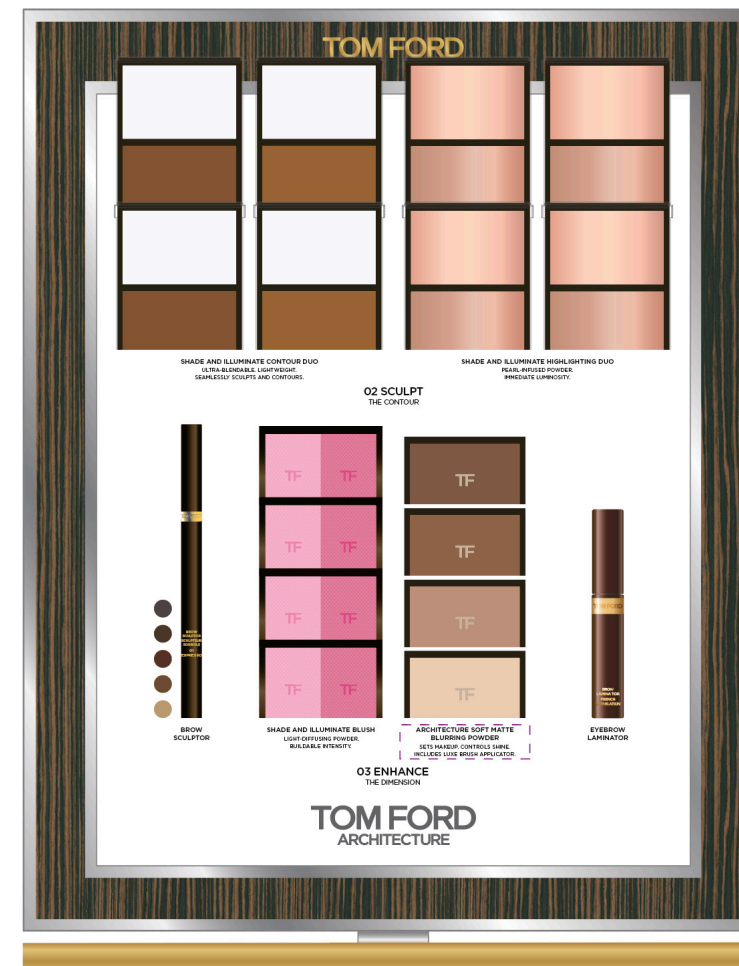
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (18)
- TRACELESS SOFT MATTE CONCEALER (11)



ARCHITECTURE
SHADE AND ILLUMINATE FOUNDATION MAF
REPLACE NEW FOUNDATION IN THE PREVIOUS S&I
FOUNDATION SOCKETS

LEFT TO RIGHT / TOP TO BOTTOM

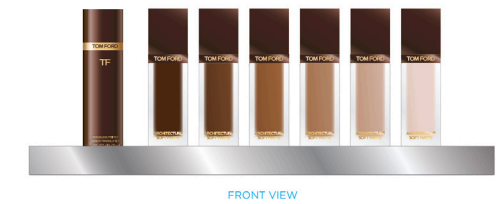
- RADIANCE HYDRATING FOUNDATION (18)
- SHADE AND ILLUMINATE CONCEALER (10)



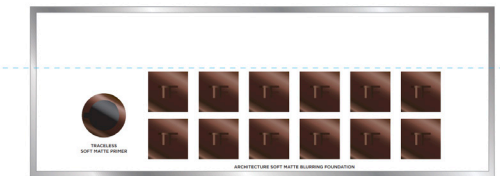
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF

LEFT TO RIGHT / TOP TO BOTTOM

- EYE COLOR QUAD CREME (3)
- ECQ CREME NEW FORMULA (2)
- EYE COLOR QUAD (3)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- BROW SCULPTOR (5)
- BROW LAMINATOR (1)



FRONT VIEW



TOP VIEW

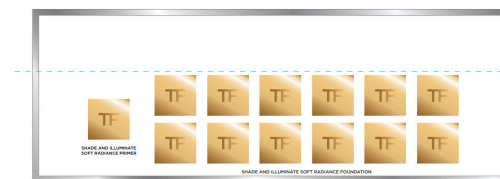
FACE
SOFT MATTE FOUNDATION + PRIMER

LEFT TO RIGHT / TOP TO BOTTOM

- RACELESS SOFT MATTE PRIMER
- ARCHITECTURE SOFT MATTE FOUND. (12)



FRONT VIEW



TOP VIEW

FACE
SHADE & ILLUMINATE FOUNDATION + PRIMER

LEFT TO RIGHT / TOP TO BOTTOM

- SHADE AND ILLUMINATE PRIMER
- RADIANCE HYDRATING FOUNDATION (12)

SOLEIL FRAME + RUNWAY LIP FRAME SCHEMATICS **NEW INSERTS**



SOLEIL
MAF **FACTICES FOR ULTRASHINE LIP COLOR**

LEFT TO RIGHT / TOP TO BOTTOM

- ULTRASHINE LIP COLOR (12)
- SOLEIL LIP BLUSH (1)
- **HYDRATING LIP OIL (1)**
- **SUNKISSED BLUSH (6)**
- **TINTED LIP GLOW (8)**
- SOLEIL LIP BALM (6)
- **BRONZING POWDER (1)**
- **ECQ LUMIÈRE (1)**
- **GLOW HIGHLIGHTER (1)**



SOLEIL
TRAY

LEFT TO RIGHT / TOP TO BOTTOM

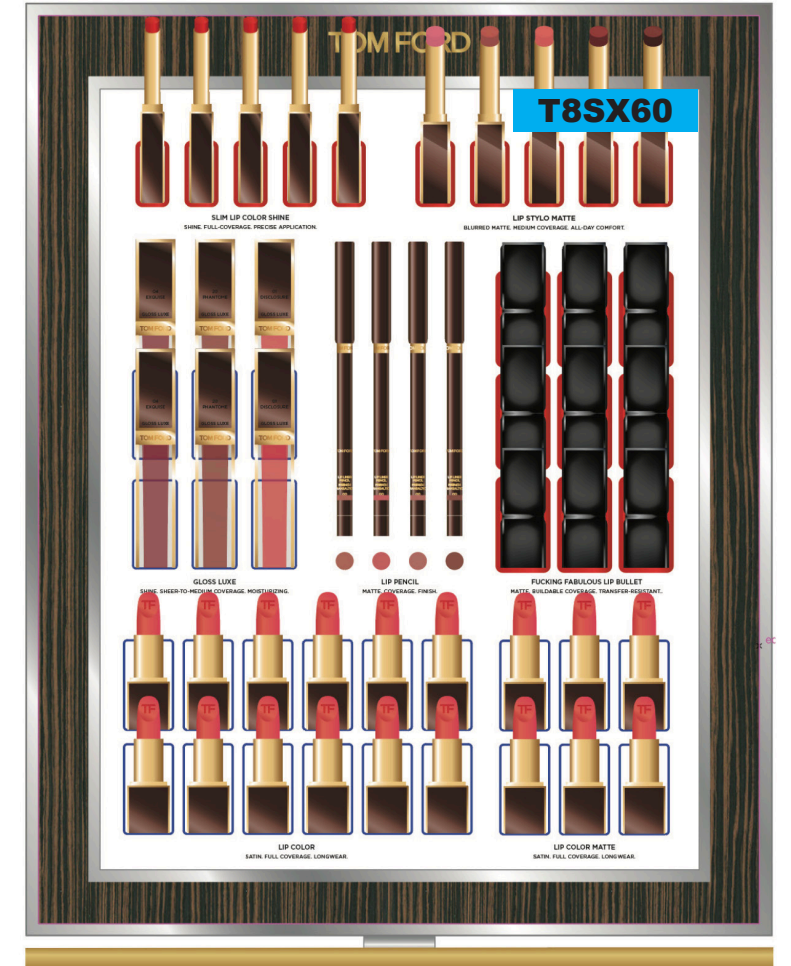
- **BRONZING POWDER (1)**
- SOLEIL SHIMMERING BODY OIL (3)
- **GLOW HIGHLIGHTER (1)**



RUNWAY
LIP SAF

LEFT TO RIGHT

- LIP COLOR (15)
- LIP PENCIL (8)



RUNWAY
LIP MAF **NEW INSERT**

LEFT TO RIGHT / TOP TO BOTTOM

- SLIM LIP COLOR SHINE (5)
- **LIP STYLO MATTE (5)**
- GLOSS LUXE (6)
- LIP PENCIL (4)
- **FUCKING FABULOUS LIP (9)**
- LIP COLOR (12)
- LIP COLOR MATTE (6)

EYE FRAME SCHEMATICS



SOLEIL
EYE MAF **NEW INSERT**

- EMOTIONPROOF MASCARA (1)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ CRÈME FULL SIZE (1)
- EXTREME MASCARA (1)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- EMOTIONPROOF EYE PRIMER (2)

TOM FORD BEAUTY

FY26 Q4 VISUAL MERCHANDISING GUIDELINES

MACASSAR SPRING EASELS

NORDSTROM ONLY DOORS

FAST FACTS- POINT OF SALE SUPPORT TEAM

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ALL EASELS OVERVIEW **APRIL / MAY**

PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF **FACE, SOLEIL, LIP AND EYE.**



ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING



SOLEIL
EASEL



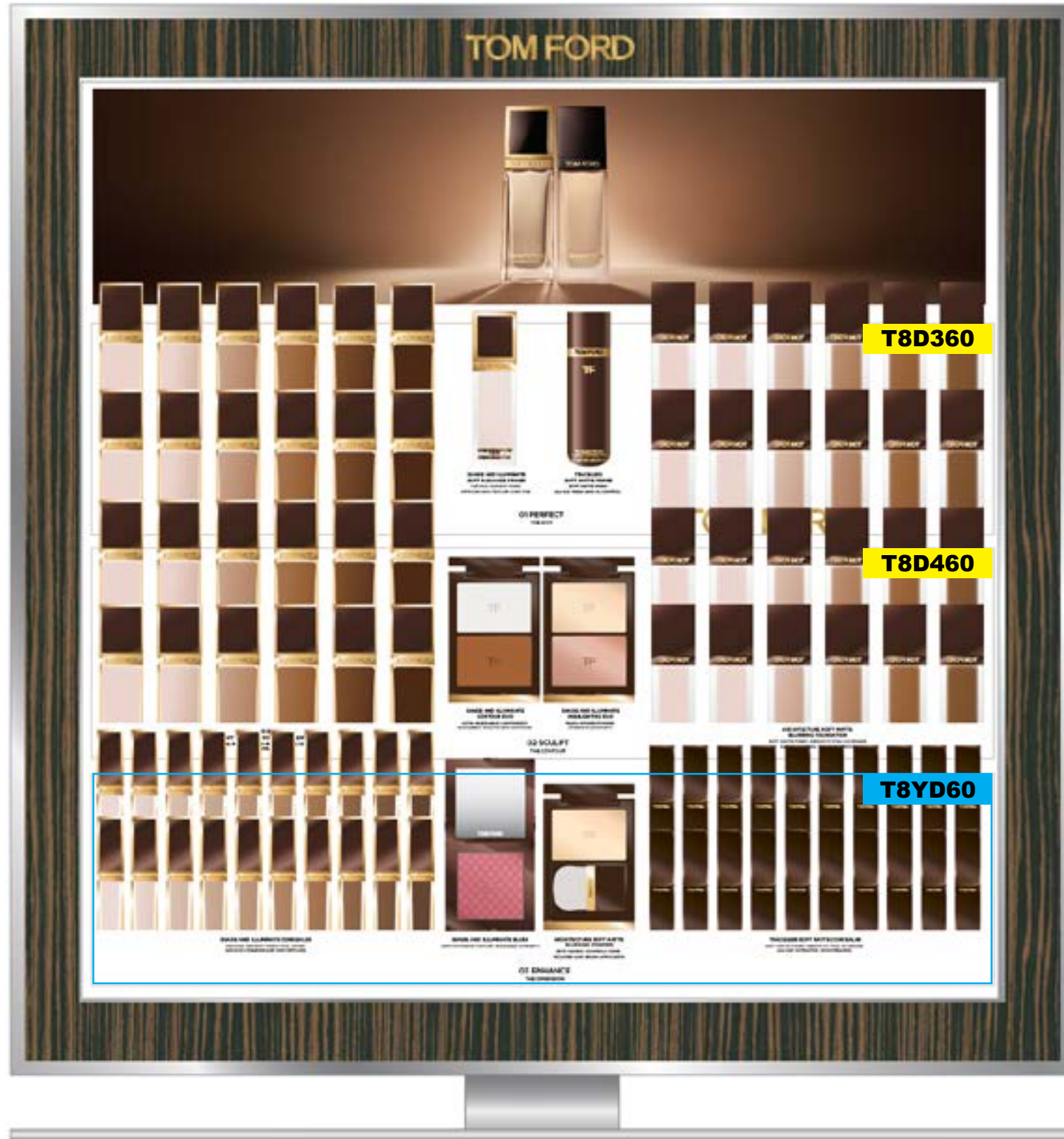
RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL

EASEL **LEFT TO RIGHT / TOP TO BOTTOM**

- RADIANCE HYDRATION FOUNDATION SPF 50 (24)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (24)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- **ARCHITECTURE SOFT MATTE BLUSH (1)**
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- TRACELESS SOFT MATTE CONCEALER (20)

NEW VISUAL

EXISTING TILE CODES

NEW TILE CODES

SOLEIL EASEL SCHEMATICS



SOLEIL
EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP BALM (6)
- ULTRA-SHINE LIP COLOR (13)
- SOLEIL BLANC SHIMMERING BODY OIL (1)
- SOLEIL NEIGE SHIMMERING BODY OIL (1)
- SUNKISSED BLUSH (3)
- TINTED LIP GLOW (7)
- HYDRATING LIP OIL (1)
- SOLEIL LIP BLUSH (1)
- SOLEIL BRONZING POWDER (1)
- SOLEIL BRONZING POWDER (3)
- ECQ GODET TESTER PAN (3)
- ECQ FULL SIZE (1)
- ECQ GODET TESTER PAN (3)
- SOLEIL GLOW HIGHLIGHTER (3)
- SOLEIL GLOW HIGHLIGHTER (1)

RUNWAY EASEL SCHEMATICS APRIL / MAY

NEW VISUAL

EXISTING TILE CODES

NEW TILE CODES



RUNWAY
LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (20)
- GLOSS LUXE (10)
- LIQUID LIP LUXE MATTE (10)
- FUCKING FABULOUS LIP (10) DEF
- LIP STYLO MATTE (10)
- LIP COLOR MATTE (7)
- SLIM LIP COLOR SHINE (10)
- LIP PENCIL (8)



RUNWAY
EYE EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EXTREME MASCARA(1)
- EMOTIONPROOF MASCARA (1)
- EYE DEFINING PEN (1)
- RUNWAY ECQ POWDRE FULL SIZE (2)
- RUNWAY ECQ CRÈME FULL SIZE (2)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ POWDRE GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)



RUNWAY
EYE + LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- FUCKING FABULOUS LIP (10)
- LIP STYLO MATTE (10)
- RUNWAY LIP PENCIL (8)
- SLIM LIP COLOR SHINE (10)
- LIQUID LIP LUXE MATTE (10)
- LIP COLOR (20)
- GLOSS LUXE (10)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- EMOTIONPROOF MASCARA (1)
- EMOTIONPROOF EYE PRIMER (1)
- EXTREME MASCARA (1)
- GEL LINER (3)
- ARCHITECTURE BROW PENCIL (5)
- EYE DEFINING PEN (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

NEW INSERTS SOLEIL + LIP + EYE



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF **NEW INSERT**

ARCHITECTURE FRAMES SCHEMATICS



**ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF**

LEFT TO RIGHT / TOP TO BOTTOM

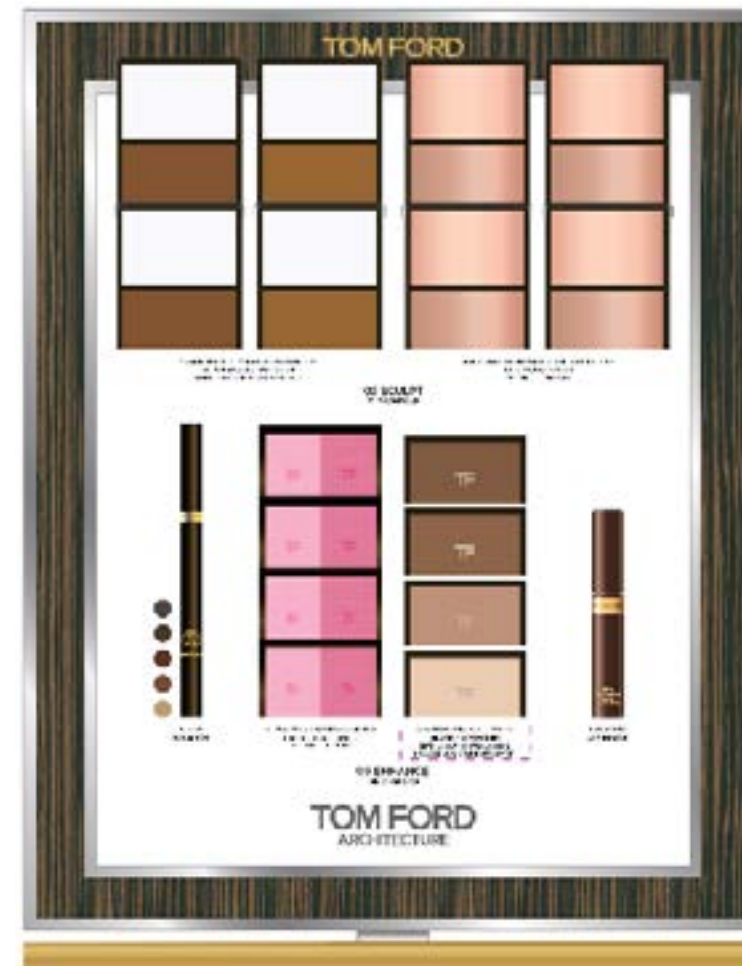
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (18)
- TRACELESS SOFT MATTE CONCEALER (11)



**ARCHITECTURE
SHADE AND ILLUMINATE FOUNDATION MAF**
REPLACE NEW FOUNDATION IN THE PREVIOUS S&I FOUNDATION SOCKETS

LEFT TO RIGHT / TOP TO BOTTOM

- RADIANCE HYDRATING FOUNDATION (18)
- SHADE AND ILLUMINATE CONCEALER (10)



**ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF**

LEFT TO RIGHT / TOP TO BOTTOM

- EYE COLOR QUAD CREME (3)
- ECQ CREME NEW FORMULA (2)
- EYE COLOR QUAD (3)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- BROW SCULPTOR (5)
- BROW LAMINATOR (1)



FRONT VIEW



TOP VIEW

**FACE
SOFT MATTE FOUNDATION + PRIMER**

LEFT TO RIGHT / TOP TO BOTTOM

- RACELESS SOFT MATTE PRIMER
- ARCHITECTURE SOFT MATTE FOUND. (12)



FRONT VIEW



TOP VIEW

**FACE
SHADE & ILLUMINATE FOUNDATION + PRIMER**

LEFT TO RIGHT / TOP TO BOTTOM

- SHADE AND ILLUMINATE PRIMER
- RADIANCE HYDRATING FOUNDATION (12)

SOLEIL FRAME + RUNWAY LIP FRAME SCHEMATICS **NEW INSERTS**



SOLEIL
MAF **FACTICES FOR ULTRASHINE LIP COLOR**

LEFT TO RIGHT / TOP TO BOTTOM

- ULTRASHINE LIP COLOR (12)
- SOLEIL LIP BLUSH (1)
- **HYDRATING LIP OIL (1)**
- **SUNKISSED BLUSH (6)**
- **TINTED LIP GLOW (8)**
- SOLEIL LIP BALM (6)
- **BRONZING POWDER (1)**
- **ECQ LUMIÈRE (1)**
- **GLOW HIGHLIGHTER (1)**

SOLEIL
TRAY

LEFT TO RIGHT / TOP TO BOTTOM

- **SOLEIL GLOW BRONZER (1)**
- SOLEIL SHIMMERING BODY OIL (3)
- **GLOW HIGHLIGHTER (1)**



RUNWAY
LIP SAF

LEFT TO RIGHT

- LIP COLOR (15)
- LIP PENCIL (8)



RUNWAY
LIP MAF **NEW INSERT**

LEFT TO RIGHT / TOP TO BOTTOM

- SLIM LIP COLOR SHINE (5)
- **LIP STYLO MATTE (5)**
- GLOSS LUXE (6)
- LIP PENCIL (4)
- **FUCKING FABULOUS LIP (9)**
- LIP COLOR (12)
- LIP COLOR MATTE (6)

EYE FRAME SCHEMATICS



SOLEIL

EYE MAF **NEW INSERT**

- EMOTIONPROOF MASCARA (1)
- **RUNWAY ECQ POWDRE FULL SIZE (1)**
- **RUNWAY ECQ CRÈME FULL SIZE (1)**
- EXTREME MASCARA (1)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- EMOTIONPROOF EYE PRIMER (1)