

Luxury Fragrance & POS COE+

Spring 2026 Everyday Gifting Guide

TOM FORD BEAUTY

JO MALONE
LONDON

Kilian
PARIS

EDITIONS DE PARFUMS
FREDERIC MALLE

aramis

BALMAIN
BEAUTY



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***Once on brand page click on the hero product and it will bring
you back to the Index.***



Introduction

Dear Luxury Fragrance Team,

We recognize the significance of the everyday gifting experience for your brands, which is why we have established a centralized location to access information regarding everyday gifting.

Spring 2026:

- Supply calendar overview – know when materials are expected to arrive.
- Aramis- everyday gifting not currently offered
- Balmain- see video <https://vimeo.com/1010740025/6d2685f541?fl=pl&fe=cm>
- Frederic Malle- everyday gifting not currently offered
- Jo Malone London- ribbon reference, shopping bag sizing & box to product placement
- Kilian Paris- everyday gifting available by request
- Tom Ford- gift box wrapping, gift set arrangement, GWP display

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

Happy gifting!

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- shipping with launch, replenishment details to come*

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*](mailto:pointofsalesupport@estee.com)

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
 $H < W$



← W →

VERTICAL
LIGHTBOX
 $W < H$



← W →

Aramis

FY26 Everyday Gifting



Balmain

FY26 Everyday Gifting

<https://vimeo.com/1010740025/6d2685f541?fl=pl&fe=cm>



Item	Item Code	Unit Pack
Wrapping paper w/ small black striation	B0QB-70	25
Wrapping paper w/ striation	B0QW-70	25
Collapsible box	B0QY-70	6
Shopping bag small	B0QZ-70	25
Shopping bag medium	B0RB-70	25
Shopping bag large	B0RD-70	25
Ribbon thin black velvet pb	B0QC-70	1
Box w/ vacform 3x10	B0QM-70	25
Ribbon black velvet pb	B0QR-70	1
Tissue paper	B0QX-70	50
Stiker pb for shopping bag closure	B0QS-70	25
Sticker for wrapping gold pb	B0QT-70	50
Handout card for envelope	B0QN-70	25
Envelope for handout card	B0QP-70	25
Receipt holder	B0QQ-70	50
Generic blotter	B0RQ-70	100
Tearpad ILN Rouge	B0QD-70	1
Tearpad ILN Vent Vert	B0QE-70	1
Tearpad ILN Ivoire	B0QF-70	1
Tearpad ILN Carbone	B0QG-70	1
Tearpad ILN Sel D'Ambre	B0QH-70	1
Tearpad ILN Bronze	B0QJ-70	1
Tearpad ILN Ebene	B0QK-70	1
Tearpad ILN Bleu Infini	B0QL-70	1
Tearpad ILN White wn	B0SC-70	1

Balmain-

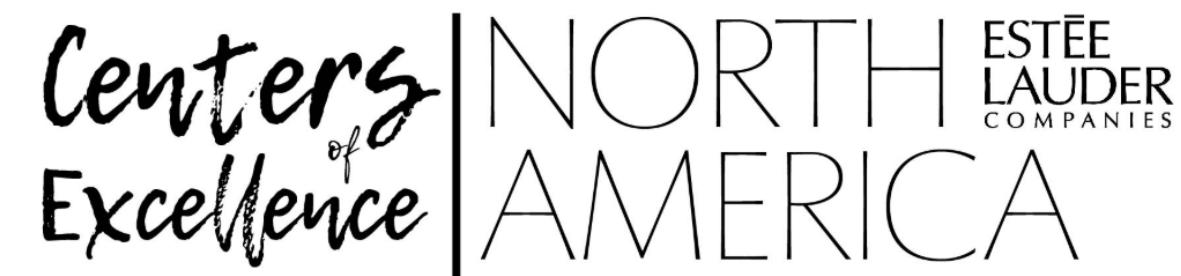
For collateral requests please contact the Estee Lauder Companies' Point of Sale Support:

Phone

- US 1-844-387-1122
- Canada Phone 1-855-523-7105

Email

- PointOfSaleSupport@estee.com
- Hours of operation:
Monday- Friday 10:000am-7:00pm EST
- Voicemail available outside hours of operation for a call back the next business day.



Frederic Malle

FY26 Everyday Gifting



Item	Item Code	Unit Pack
Dram Jar	H7DQ70	50
Dram Jar Label Sheet	H50570	
Dramming vial 1.5ML	H7DP70	50
Dramming label 1.5ML	H7DN70	
Spatula	H4J070	1
Dust bag for 100ml products	H4PP70	1
Black ribbon	H4PR70	1
Red Ribbon	H4AE70	1
Blotter cards	H4TG-70	100
Snazzy bag for blotters	H57070	100
Red Sticker Seal	H4LM70	100
Pencil	H4C370	1
Folder	H51L70	1
Thank you Card with Envelope	H51570	100
Tissue	H4P670	50
Extra Small Shopping Bag	H56Y70	1
Large shopping bag	H56T70	1
Medium shopping bag	H56W70	1
Small shopping bag	H56X70	1
Perfume Box 50 ml (1.7oz)	H42C01	1
Perfume Box 100ml (3.4oz)	H42E01	1
Wrapping paper yellow 37.5 X 25	H4LW70	50
Wrapping paper yellow 35 X 20	H4LX70	50
Wrapping paper blue 37.5 X 25	H4LY70	50
Wrapping paper blue 35 X 20	H4M570	50
Wrapping paper green 37.5 X 25	H4M170	50
Wrapping paper green 35 X 20	H4M270	50
Black Wrapping Paper EDPS & Fleur	H4AT70	50
Black Wrapping Paper EPD & Incense	H4AW70	50
Black Wrapping paper body milk, shower gel	H4AX70	50
Black Wrapping paper candles & body butter	H4AY70	50
Black Wrapping paper Gun	H4C070	50
Gift Paper red 37.5X25 (100ml & Rubber Incense)	H4N670	50
Gift Paper red 35X20 (50ml & 30ml)	H4N770	50
Gift Paper red 50X75 (for any larger item)	H4NA70	50
Gift Paper red 50X37.5 (Perfume Gun)	HRNC70	50

Frederic Malle-

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Centers of Excellence | NORTHEAST
ESTÉE LAUDER COMPANIES
AMERICA

Jo Malone London

FY26 Everyday Gifting



Quick Ribbon Reference



Bow across the front

30ml

100ml

Home Candle



Bow at the bottom right

Small Square

Body crème

2 x 30ml Cologne

2-piece box

Black Home

Large Deluxe

Diffuser

Various Quick Wrap Options



Ribbon crossed over

Deluxe Candle

Luxury Candle



Wrapping Guidelines

Execution & standards

Customers should purchase gifts which are immaculately wrapped.

Ensure that you are checking products before you begin the wrapping ritual.

If the customer has brought the products to the till, check that they have not picked up a tester and that the product is not used or damaged.

Check that all caps and lids are secure as well as untampered with to avoid products leaking.

Always present products placed inside gift boxes to the customer to view before closing the lid to double check that the correct products have been wrapped and the customer is happy.

Sustainability Credentials



Black Tissue Paper

FSC, PEFC, EU Ecolabel, ISO 9001 & 14001 accredited.

Utilises 20% of recycled fibres.
100% recyclable & biodegradable.



Gift Boxes

FSC certified paper.

100% recyclable.

Made from at least 70% recycled materials.



Grosgrain Ribbon

Tencel material solution, a fibre made from the wood pulp of Eucalyptus trees that are grown and replaced on specialized tree farms.

Unlike most cellulosic fabrics, Tencel is produced using recyclable, earth-friendly solvents.
100% recyclable & biodegradable.



Shopping Bags

FSC certified paper.

All components are 100% biodegradable, within 12-month period, in landfill/compost conditions.

All components are 100% recyclable (incl. handles made of paper).

Our Approach to Wrapping

At Jo Malone London we are a British gifting brand with a sustainable conscience. We appreciate that our customers have different needs when they shop, which is why we offer a range of options to choose from. We are proud to offer our customers a choice varying from the full gift wrap experience, or those special occasions to a more reusable cotton bag, to minimal self-gifting wrap (only a bag or a box) or simply “naked” products for customers immediate use and enjoyment.

Ensure you communicate all options clearly to the customer prior to wrapping products.



The Full Gifting Experience

This option is suggested for Gifts and includes:

Tissue
Box
Bag
Ribbon



Reduced Wrapping Option

This option will adequately protect products whilst using less materials and includes:

Tissue, Box & Ribbon
OR
Tissue, Bag & Ribbon



No/‘naked’ wrapping

This option should be the choice of the customer and requires no further wrapping.
(unless the customer indicates that they would like items wrapped in tissue)

Always advise the customer to be mindful of glass items and decorated pieces.

Shopping Bags

Approximately 65cm of ribbon or measured 2 times vertically against a small bag is sufficient for all sizes.

**Extra Large Cream**

420 x 210 x 532 mm

Multiple Boxes

Large Deluxe Box

Townhouse Diffuser

**Large Cream**

380 x 210 x 305 mm

Square Box (if required)

Tiered Gifts

Luxury Candle

Multiple Boxes

Heart-Shaped Box

**Medium Cream** 329 x 159

x 159 mm

2 Piece Gift Box

Home Candle Box

Square Box

Home Box

Deluxe Candle

Layered Candle

Quick Wrap Candle

Diffuser Boxes

Townhouse Candle

**Small Cream** 329 x 159 x

159 mm

Small Square Box

30ml Cologne Box

100ml Cologne Box

Body Crème Box

Quick Wrap Cologne Box

Car Diffuser and Refill

Mini shaped heart box

**Small Mini**

N/A

Deluxe Samples

Bespoke Daily Sampling

Daily Sampling

Cologne 30ml Box



Products wrapped in this box

30ml Cologne

30ml Hair Mist*

30ml Hand Cream*

Vit E Lip Conditioner* (or no Box as already in a carton)

Tissue inside the box

No black tissue - Placed into 30ml insert inside the box.



Size (D x H x W)
33 x 153 x 63 mm

Ribbon type & length

Approximately 70cm of large black grosgrain ribbon or x 4 the widest part of the box tied above the logo and cut straight.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen pairing or suggested Scent Pair placed inside. Finish with large black grosgrain ribbon tied in a bow.

**Remove the platform from inside the 30ml Cologne box and pillow half a sheet of black paper inside the box. Ribbon style and gift bag remain unchanged.*



Black box only available in store
Not available for online purchases



Size (D x H x W)
68 x 172 x 91 mm

Standard/Cologne 100ml Box

Products wrapped in this box

- 1 x 100ml Cologne
- 1 x 50ml Cologne
- 1 x 250ml Body & Hand Wash/B&H Lotion/Bath Oil
- 1x 125ml All Over Body Spray
- 1 x Vitamin E Hand Treatment
- 1 x 50ml Hand Cream (or Small Square Box)
- 1 x Pillow Mist
- 1 x Body Mist

Note: guidance is to use Black Box for Cologne Intense and men, but ultimately at discretion of customer if they want a cream or black box.

Tissue inside the box

1 sheet of black tissue pillowed inside the box.

Tissue inside the box should not be sprayed with fragrance.

Ribbon type & length

Classic: Approximately 80cm of large black grosgrain ribbon or x 4 the widest part of the box tied above the logo and cut straight.

Mr Malone Bow Tie: As per directions for the classic bow but tied in a double knot

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

2 x Cologne 30ml Box



Products wrapped in this box

2 x 30ml Colognes

Tissue inside the box

No black tissue - Placed into 30ml insert inside the box.

Ribbon type & length

Approximately 120cm of large black grosgrain ribbon or x 4 the widest part of the box (diagonally) tied on the bottom right-hand corner and cut straight.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

Size
(D x H x W)

33 x 153 x 110 mm

Small Square Box

Products wrapped in this box

1 x Little Luxury:

- Cologne/Cologne Intense 9ml (can fit 2)
- Travel Candle
- Hand Cream
- B&H Wash/Lotion 100ml
- Bath Oil 30ml
- Soap
- Body Crème 50ml
- Gift Card

Tissue inside the box

1/2 sheet of black tissue pillowed inside the box to ensure products are nestled snuggly. Tissue inside the box should not be sprayed with fragrance.

Ribbon type & length

Approximately 75cm of small black grosgrain ribbon or x 4 the widest part of the box (diagonally), tied on the bottom right-hand corner and cut straight.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.



Size
(D x H x W)
40 x 102 x 102 mm

Body Crème Box

Products wrapped in this box

- 1 x 175ml Body Crème/Body Crème Intense
- 2 x Little Luxuries – e.g. 100ml Body & Hand Wash & 50ml Body Crème
- 1 x Vitamin E Body Balm
- 1s Men's Grooming Shaving Cream
- Scent to Go*

Tissue inside the box

1 sheet of black tissue pillowed inside the box to ensure products are nestled snuggly. Tissue inside the box should not be sprayed with fragrance.

Ribbon type & length

Approximately 110cm of large black grosgrain ribbon or x 4 the widest part of the box (diagonally), tied on the bottom right-hand corner and cut straight.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.



Size (D x H x W)
66 x 133 x 133 mm

**Do not remove the protect film when wrapping the Scent to Go.*

Advise the customer to do this at home and reference any supporting collateral.

Ribbon style and gift bag remain unchanged.

2 Piece Gift Box



Products wrapped in this box

2 Colognes (any size together)

1 X 30ml Cologne with Body & Hand Wash/Lotion

1 x 50ml Body Crème or Hand Cream & any Cologne

3 x Little Luxuries

Tissue inside the box

2 sheets of black tissue pillowed inside the box to ensure products are nestled snuggly. Tissue inside the box should not be sprayed with fragrance.

Ribbon type & length

Approximately 130cm of large black grosgrain ribbon or x 3 the widest part of the box (diagonally), tied on the bottom right-hand corner and cut straight.

Bag type

Medium bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.



Square Box & Black Square Box

Products wrapped in this box

Multiple assortment of 2 - 3 products

Note: guidance is to use Black Box for Cologne Intense and men, but ultimately at discretion of customer if they want a cream or black box.

Tissue inside the box

3-4 sheets of black tissue pillowed inside the box to ensure products are nestled snuggly. Tissue inside the box should not be sprayed with fragrance.



Ribbon type & length

Approximately 160cm of large cream or black grosgrain ribbon or x 4 the widest part of the box (diagonally), tied on the bottom right-hand corner and cut straight.

Bag type

Large bag with 2 sheets of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

Size
(D x H x W)
85 x 205 x 205 mm



Size (D x H x W)
105 x 91 x 91 mm

Home Candle Box

Products wrapped in this box

Home Candle – Cologne Intense Home Candle

Tissue inside the box

None – place product directly into the box insert.

Ribbon type & length

Approximately 85cm of large black grosgrain ribbon. Tied across the logo and cut straight.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Large black grosgrain ribbon tied in a bow.

Finish with large black grosgrain ribbon tied in a bow.

**If this box is unavailable in your market, follow instructions for Home Box (Black)
L31M*



Size (D x H x W)
96 x 213 x 125 mm

Diffuser Box

Products wrapped in this box

- 1 x Diffuser with Reeds*
- 1 x 100ml Room Spray
- 1 x Townhouse Diffuser refill
- 1x Diffuser Refill with Reeds

Tissue inside the box

1-2 sheets of black tissue pillowed inside the box to ensure products are nestled snuggly. Tissue in the box should not be sprayed with fragrance.

Ribbon type & length

Approximately 150cm of large black grosgrain ribbon or x 4 the widest part of the box (diagonally) tied on the bottom right hand corner and cut straight.

Bag type

Medium bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

** Remove polybag and beads from diffuser reeds before gift wrapping.*

Cologne 30ml Quick-Wrap Box

Products wrapped in this box

30ml Cologne



Tissue inside the box

No black tissue - Placed into 30ml insert inside the box.

Ribbon type & length

Quick wrap boxes come with pre-tied ribbon inside the box

Bow should be placed on the bottom right-hand corner.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

Size (D x H x W)
33 x 153 x 63 mm

2 x Cologne 30ml Quick-Wrap Box

Products wrapped in this box

2 x 30ml Cologne



Tissue inside the box

No black tissue - Placed into 30ml insert inside the box.

Ribbon type & length

Quick wrap boxes come with pre-tied ribbon inside the box.

Bow should be placed on the bottom right-hand corner.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

Size (D x H x W)
33 x 153 x 110 mm

Cologne 50ml Quick-Wrap Box

Products wrapped in this box

1 x 50ml Cologne

1 x 50ml Cologne Intense



Tissue inside the box

No black tissue - Placed into 50ml insert inside the box.

Ribbon type & length

Quick wrap boxes come with pre-tied ribbon inside the box.

Bow should be placed on the bottom right-hand corner.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

Size
(D x H x W)

54 x 132 x 87 mm

Cologne 100ml Quick-Wrap Box

Products wrapped in this box

1 x 100ml Cologne

1 x 100ml Cologne Intense



Tissue inside the box

No black tissue - Placed into 100ml insert inside the box.

Ribbon type & length

Quick wrap boxes come with pre-tied ribbon inside the box.

Bow should be placed on the bottom right-hand corner.

Bag type

Small bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside. Finish with large black grosgrain ribbon tied in a bow.

Size
(D x H x W)

54 x 132 x 87 mm

Diffuser Quick-Wrap Box

Products wrapped in this box

1 x Diffuser with Reeds*

Tissue inside the box

None – place product directly into the box insert.

Ribbon type & length

Quick wrap boxes come with pre-tied ribbon inside the box.

Bow should be placed on the bottom right-hand corner.

Bag type

Medium bag with 1 sheet of black tissue spritzed with the customer's chosen combination or suggested combination placed inside.

Finish with large black grosgrain ribbon tied in a bow.

* Remove polybag and beads from diffuser reeds before gift wrapping.



Size (D x H x W)
90 x 214 x 127 mm

Point of Sale Center of Excellence Summary

Boxes



1 x 30 ml Box
L2P670
Unit pack 12



2 x 30 ml Box
L2P570
Unit pack 6



100 ml Box
L2P270
Unit pack 12



Small Square Box
L2P870
Unit pack 6



Body Creme Box
L2P770
Unit pack 6



2 Piece Gift Box
L4M701
Unit pack 12



Square Box L2P370
Black Square Box L42401
Unit pack 6



Diffuser Quick Wrap Box
L9YY01
Unit pack 24



100ml Black Box
LGHG01
Unit pack 12



Diffuser Box
LGHJ01
Unit pack 12



Home Candle Box
L9YX01
Unit pack 1

***Vitamin E Scrub Box has been phased out- the recommendation is to use the Home Square or Home Box *

**Travel Candle Box has been phased out- the recommendation is to use Body Creme Box or 100ml Box

**Home Box (Black) L3IM01 has been phased out

Point of Sale Center of Excellence Summary

Collateral



Blotter Strips
L3CD70
Unit pack 500



Black Tissue
LKCE70
Unit pack 1



Body Creme
Spatula
L0NX60
Unit pack 50



Tasting Note Cards
Available for each Cologne
(Unit pack 50- codes vary)
Clear Sleeve
LELF60
Unit pack 10



Towelette
L5NP70
Unit pack 5



Paper Cup
L99W70
Unit pack 50



Ribbon- Unit pack 1
Black (Large) LKCG70
Black (Small) LGM301
Cream (Large) LKCJ70



Large Shopping Bag
LKCY70
Unit pack 50



Medium Shopping Bag
L4RQ70
Unit pack 25



Small Shopping Bag
L4RS70
Unit pack 25

***For elements not featured please contact POS COE for assistance

Point of Sale Center of Excellence Summary

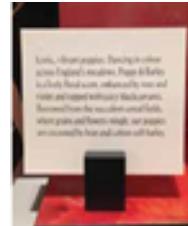
Display



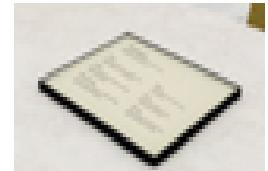
Edit Tray
Small LELP60
Large LEQN60
Unit pack 3



Body Creme Track
LGFW60
Unit pack 5



Cube Sign
Holder
LELM60
Unit pack 10



Black Metal Frame
LELT60
Unit pack 1



Discovery Table Block
LF8H60
Bow LF8J60
Unit pack 10

Ceramic wands
L5EN70
Unit pack 150



Ceramic Holder
Spatula LEL060
Blotter LEKY70
Unit pack 2

Kilian Paris

FY26 Everyday Gifting

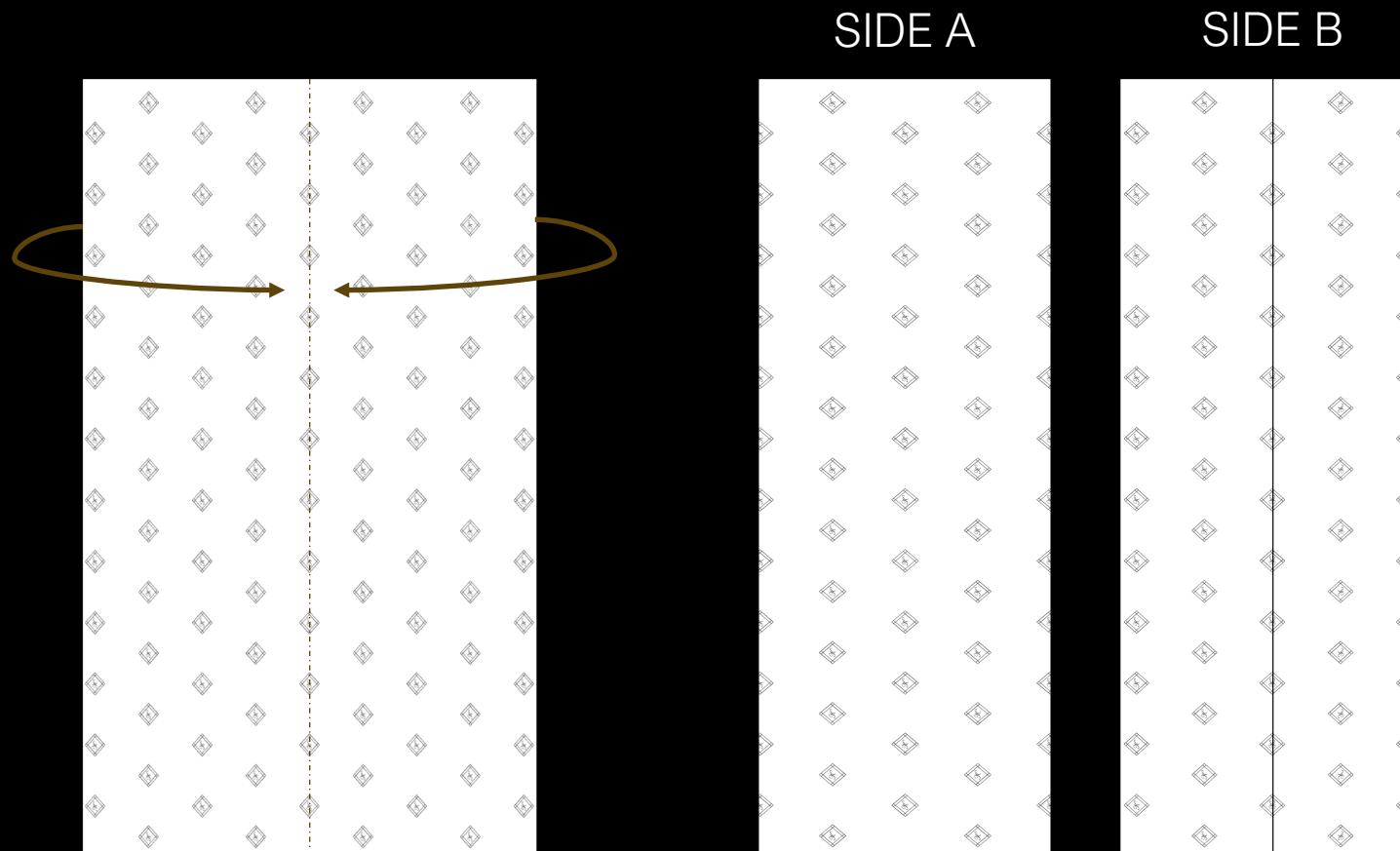




Silk paper

G U I D E L I N E S

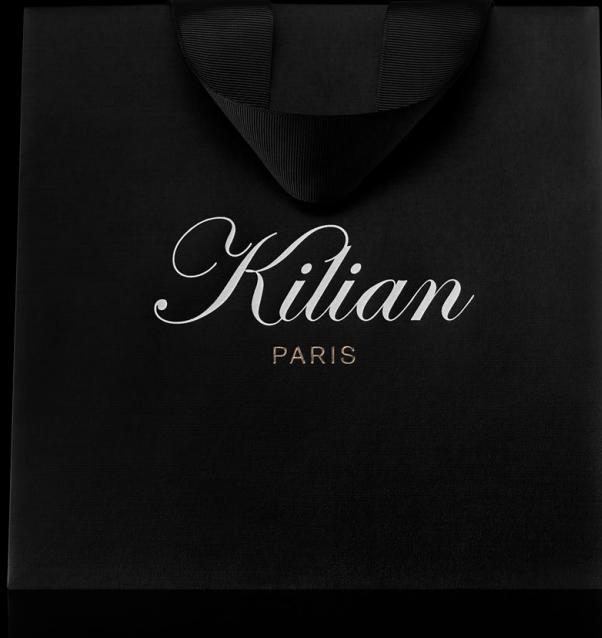
MEDIUM SHOPPING BAG



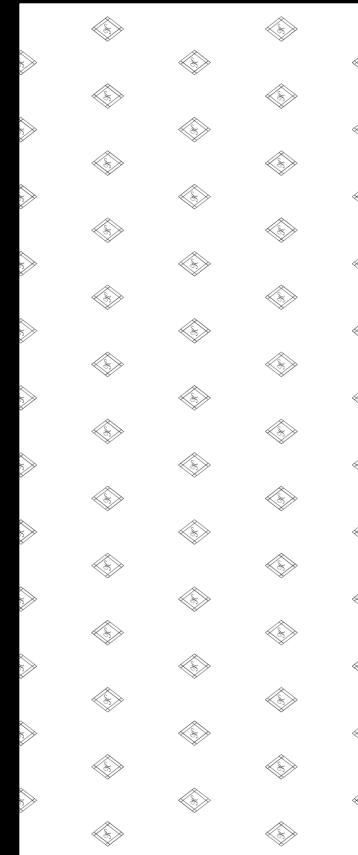
STEP 1 : FOLD THE SILK PAPER IN HALF (VERTICALLY) BY PULLING THE EDGES TO THE CENTER



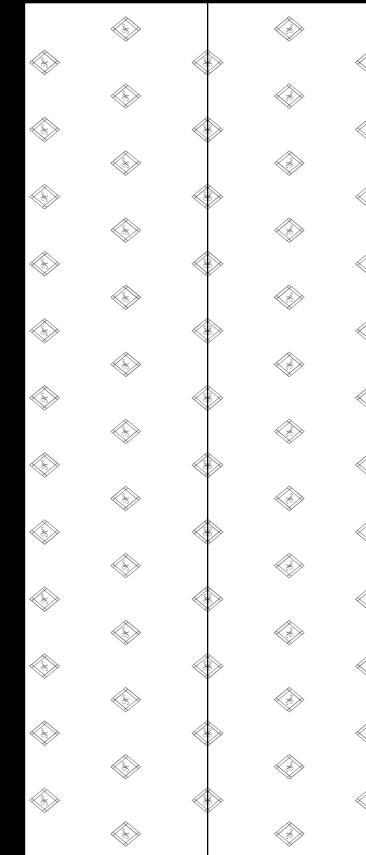
MEDIUM SHOPPING BAG



SIDE A



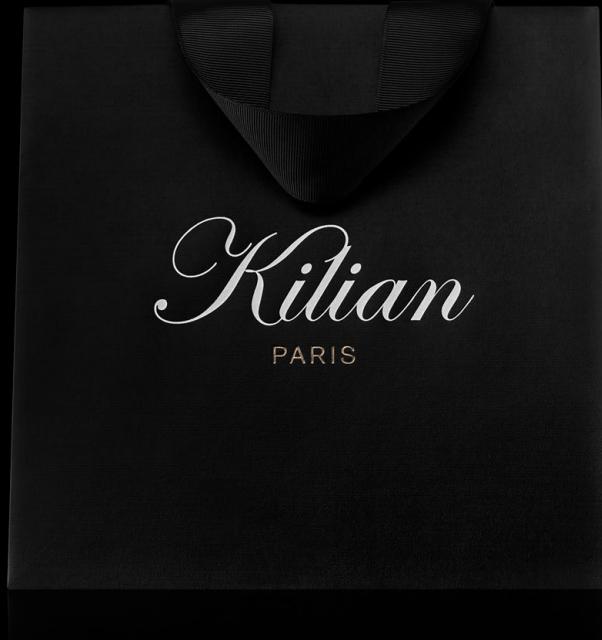
SIDE B



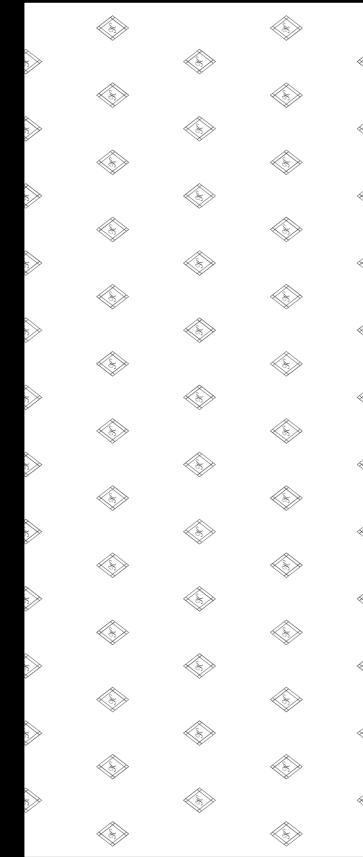
STEP 2 :SPRAY THE ADEQUATE FRAGRANCE ON THE SILK PAPER AND PLACE IT IN THE BAG.
ENSURE SIDE A OF THE SILK PAPER FACES THE OUTSIDE



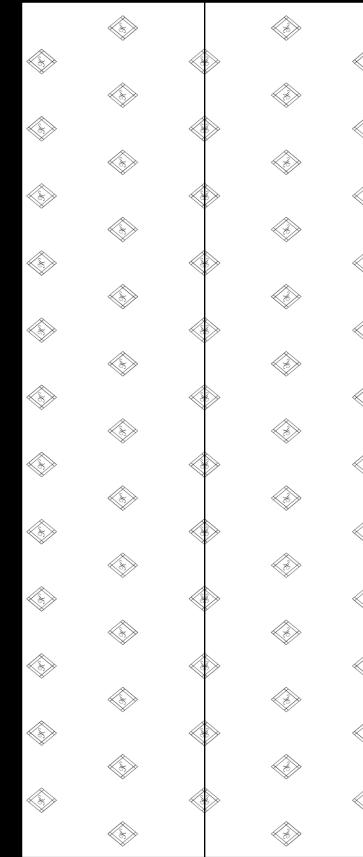
MEDIUM SHOPPING BAG



SIDE A



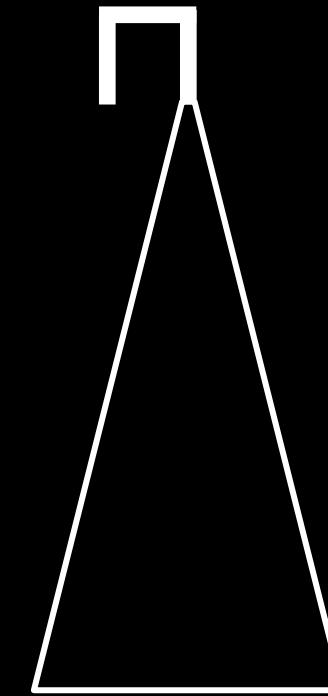
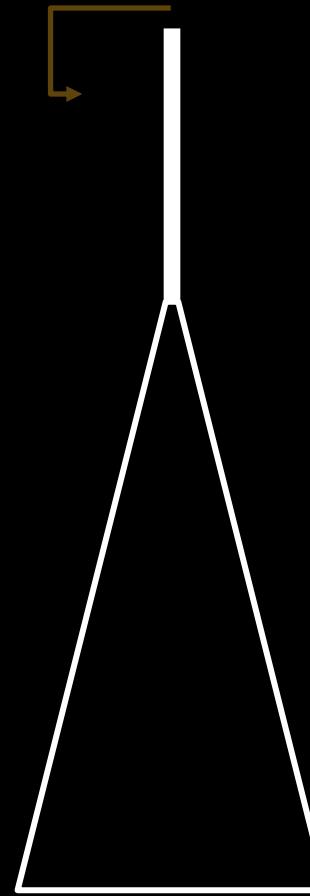
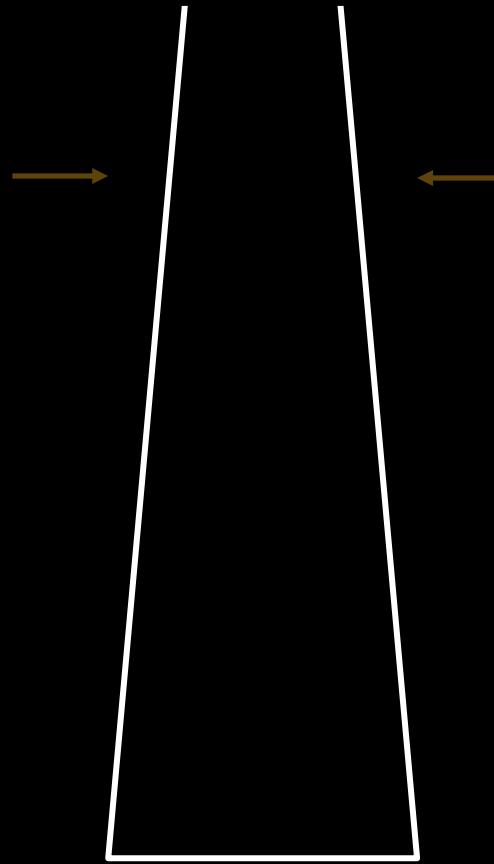
SIDE B



STEP 3 : ONCE YOU HAVE PLACE THE ITEMS IN THE BAG , JOIN THE ENDS OF THE SILK PAPER
TOGETHER AND FOLD THEM ON ONE SIDE



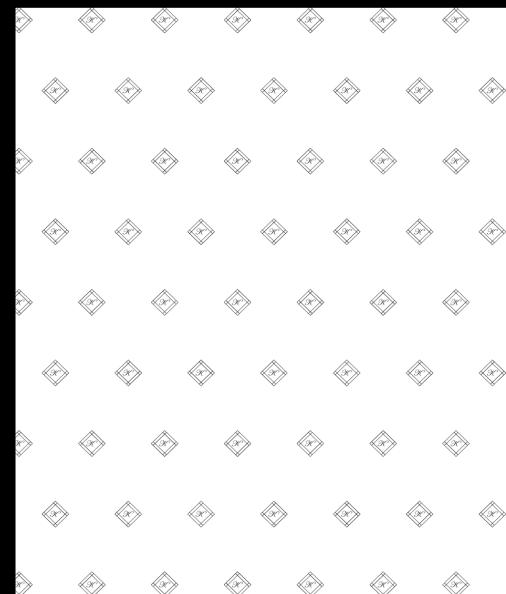
SILK PAPER FOLDING



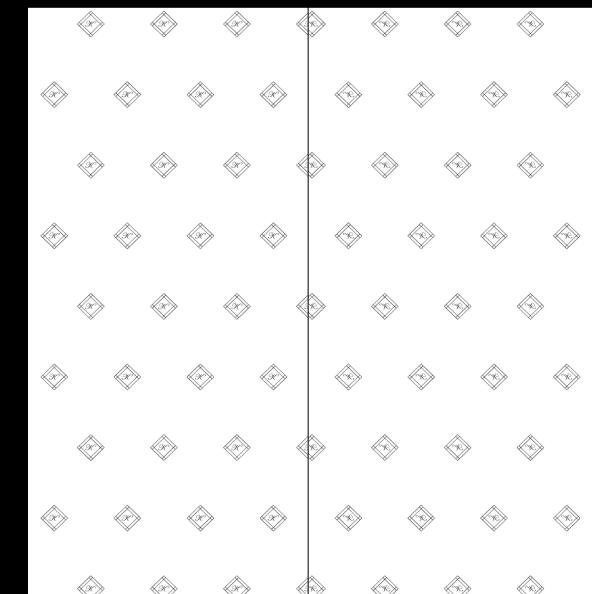
LARGE SHOPPING BAG



SIDE A



SIDE B

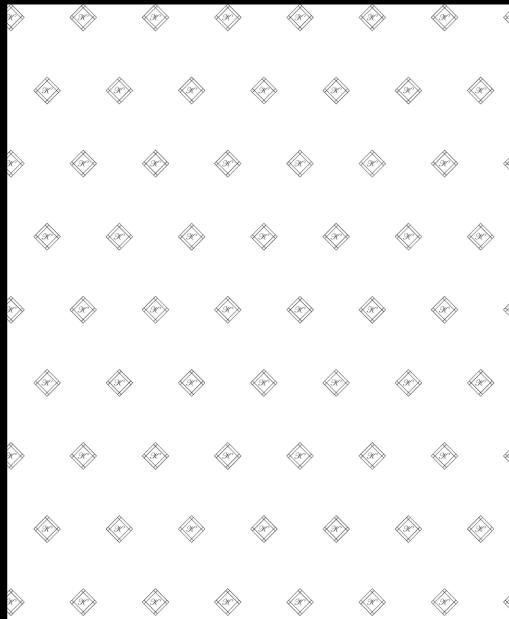


STEP 1 : FOLD 2 SILK PAPERS IN HALF (HORIZONTALLY) BY PULLING THE EDGES TO THE CENTER

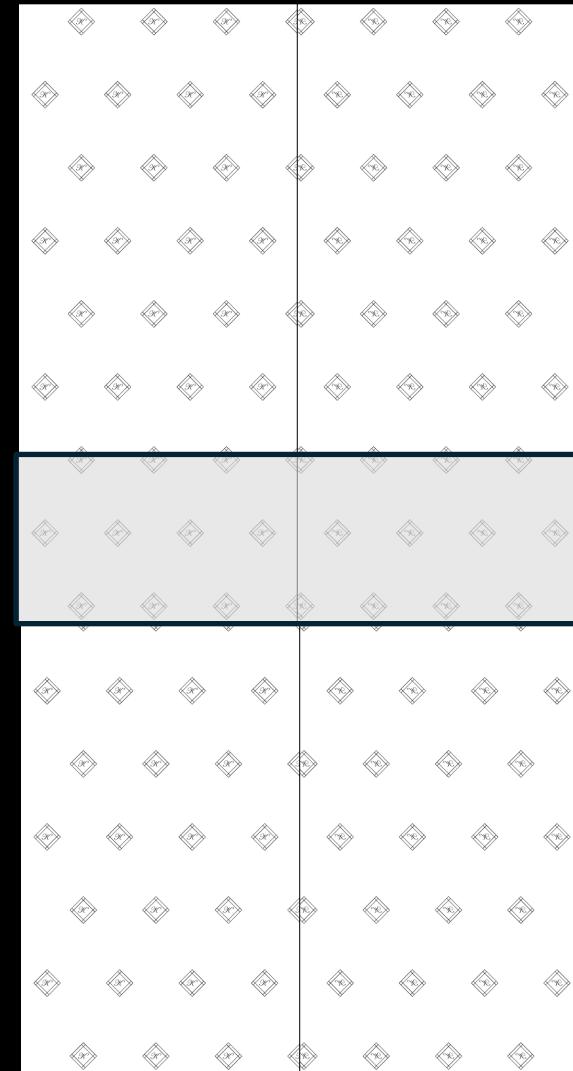
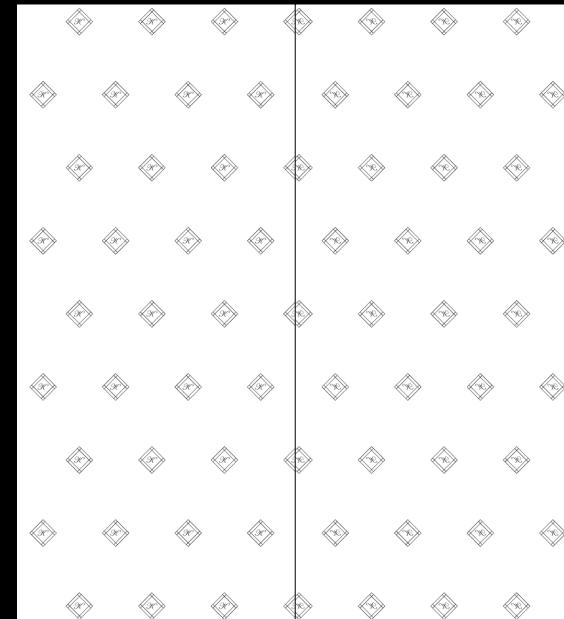


LARGE SHOPPING BAG

SIDE A



SIDE B

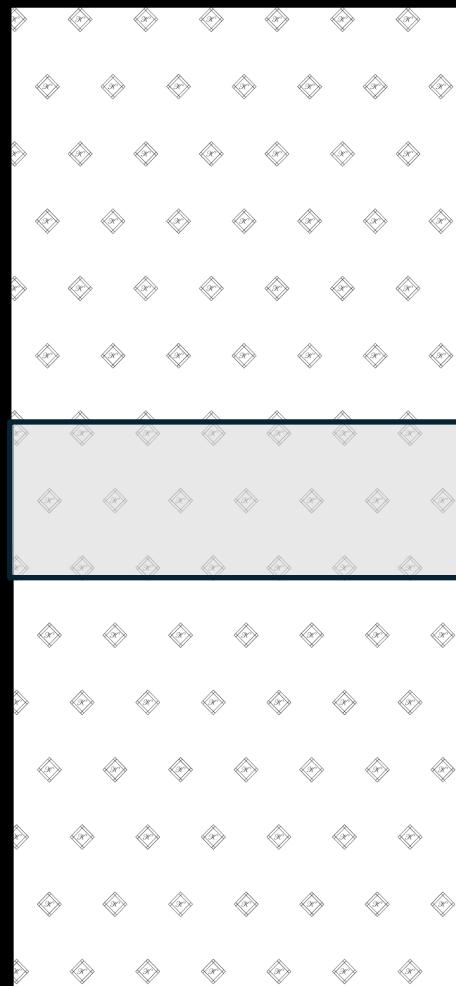


STEP 2 : INTERLOCK THE TWO SILK PAPER SHEETS TOGETHER THE WIDTH OF THE LARGE SHOPPING BAG (2 RAWS OF LOGO)

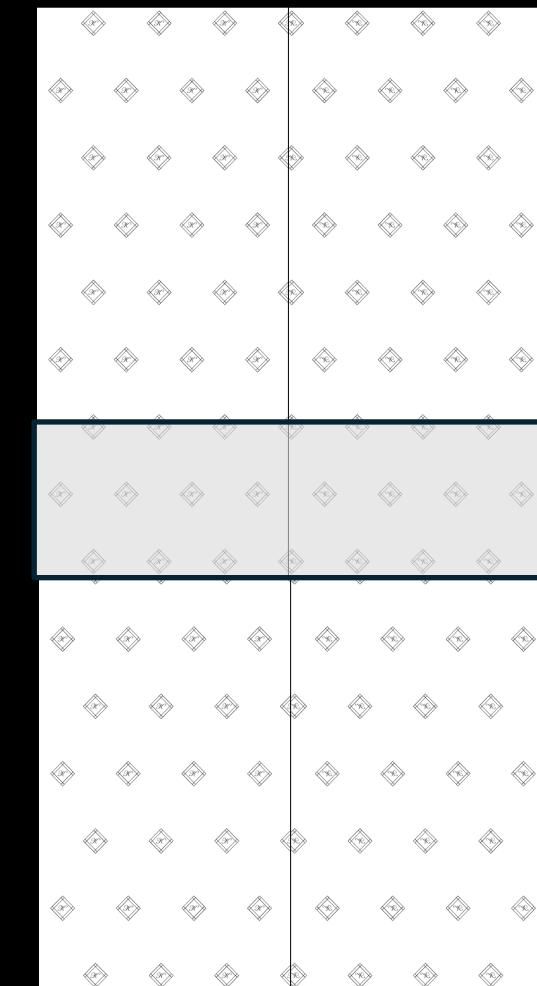


LARGE SHOPPING BAG

SIDE A



SIDE B



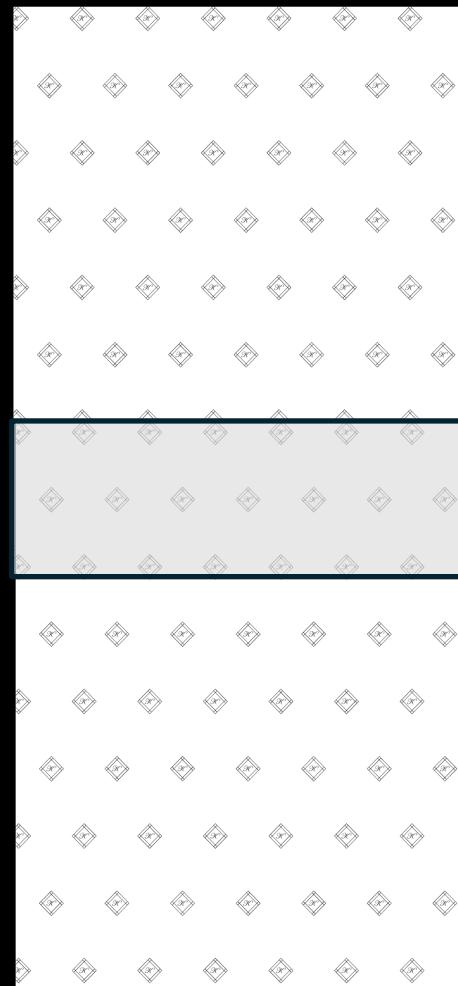
STEP 3 : SPRAY THE ADEQUATE FRAGRANCE ON THE SILK PAPER AND PLACE IT IN THE BAG. ENSURE SIDE A OF THE SILK PAPER FACES THE OUTSIDE



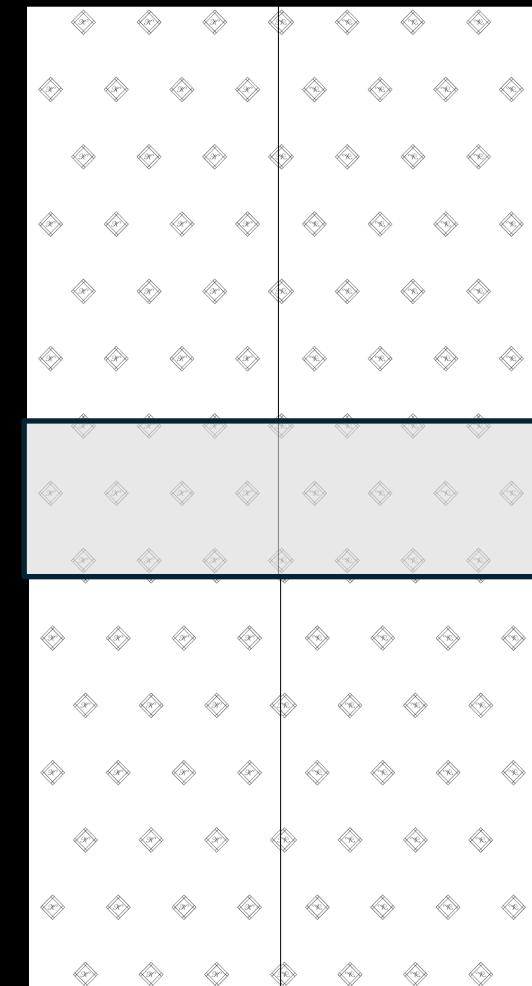
LARGE SHOPPING BAG



SIDE A



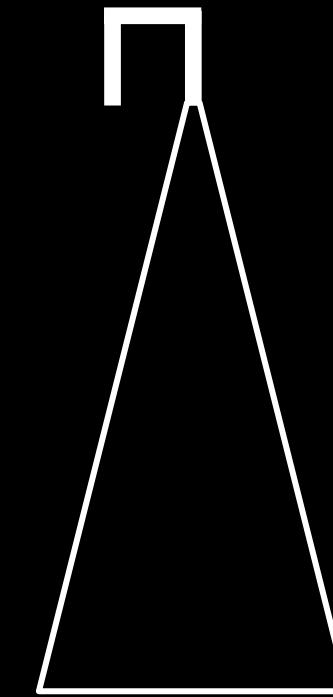
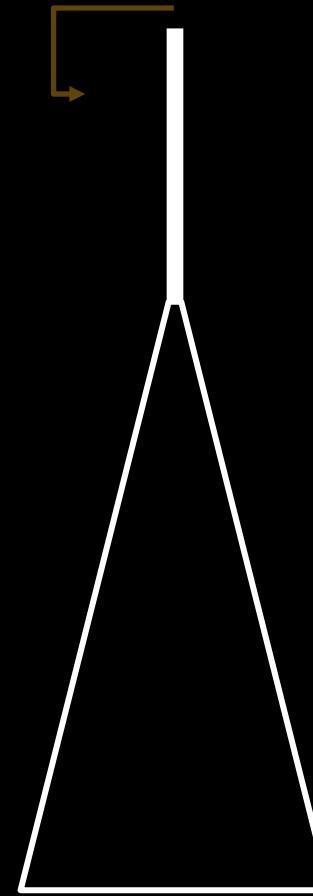
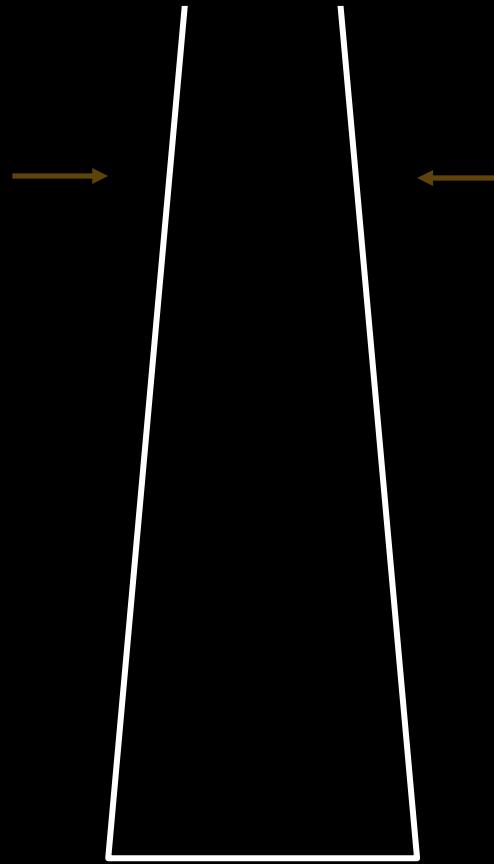
SIDE B



STEP 4 : ONCE YOU HAVE PLACE THE ITEMS IN THE BAG , JOIN THE ENDS OF THE SILK PAPER TOGETHER AND FOLD THEM ON ONE SIDE



SILK PAPER FOLDING





Gift Wrap

G U I D E L I N E S

GIFT WRAPPING



VIDEO AVAILABLE [HERE](#)



+ Always add a gift card



1. Choose the wrapping paper according to the size of the product, place the product in the middle of the wrapping paper and fold the sides



3. Turn the box, place the ribbon in the middle of the box, make a loop around the box, turn the box clockwise and make another loop



2. Fold the ends on the top and on the bottom, fold the excess of the paper down, repeat on the other side



4. Add the gift card, and tie a beautiful bow, cut the ribbon if needed to have the even ends



Kilian
PARIS

[LINK TO GIFT WRAP VIDEO ON KILIAN ACADEMY](#)



Gift Wrap

R E F E R E N C E S

KILIAN INSTITUTIONAL WRAPPING

1 product : use Gift Wrapping + Silk paper + Shopping bag

2 products & more : use Gift Box + Silk paper + Shopping bag

GIFT WRAPPING
For 1 product



QUOTE CARDS



Gift Paper: Tie the card with the ribbon on the gift paper by passing the ribbon inside the dedicated insert.

Gift Box: Tie a small KILIAN ribbon on the card and put it on top of the product in the box. Do not place or stick the quote card on the giftbox directly.

GIFT BOX
For 2 products & more



Gift box XS : Talisman / Talisman + refill / 2 or 3 lip products...

Gift box S : 50ml + clutch / 50ml + lipstick / Clutch + lipstick / 50ml + refill...

Gift box M : Carafe + refill / clutch The Phantom / 50ml...

SILK PAPER



Place silk paper in the gift box & in the shopping bag. Spray some perfume on it.

SHOPPING BAG



GIFT BOX GUIDELINES

For Gift Box size S & M :

Place 2 sheets of silk paper in the box :

- 1/ pleated to create a paper cushion
- 2/ folded on top of the paper cushion to cover the products

(detailed guidelines are in the KILIAN Art of Gifting deck)



For Gift Box size XS :

Place 1 sheet of folded silk paper in the box



HOW TO CREATE A PLEATED PAPER CUSHION



1. Pull the sides of the paper to keep it straight / logo up



2. Continue to fold the paper to create the frills of 5cm



3. Spread the pleated paper to cover the box



4. Fold the paper against the sides of the box



5. Fold the sides of the paper to create a cushion



6. Place the cushion at the bottom of the box

HOW TO FOLD THE SILK PAPER ON TOP OF THE CUSHION



1. Place the paper on top of the box



2. Fold the sides of the paper towards the center/ logo down



3. Press the paper with your hands to let it sink and occupy the inner space of the box

REFERENCES

DESCRIPTION	STATUS	CODE	UNIT PACK	UNIT PRICE
BLACK SHOPPING BAG L	Existing	N3L5700001	50	1.4€ per bag
BLACK SHOPPING BAG M	Existing	N3L6700001	50	0.9€ per bag
BLACK SHOPPING BAG XS	Existing	N3L7700001	25	0.7€ per bag
WHITE SILK PAPER	Existing	N51M700001	24	0.15€ per sheet
KILIAN INSTITUTIONAL GIFT PAPER BLACK	NEW	N4Y5700001	20	0.56€ per sheet
KILIAN INSTITUTIONAL GIFT PAPER WHITE	NEW	N4Y6700001	20	0.62€ per sheet
KILIAN INSTITUTIONAL GIFT PAPER GOLD	NEW	N4Y7700001	20	0.63€ per sheet
KILIAN GIFT RIBBON	Existing	N51N700001	1	8.8€ per roll
GIFTING QUOTES PACK	Existing	N51C700001	1 (=20 cards)	4.8€ per pack
FRAGRANCE POUCH S	Existing	N51P700001	20	0,8€ per pouch
INSTITUTIONAL GIFT BOX XS	Existing	N44A700001	10	4,4€ per box
INSTITUTIONAL GIFT BOX S	Existing	N3LC700001	10	5,2€ per box
INSTITUTIONAL GIFT BOX M	Existing	N3LE700001	10	7,1€ per box

TOM FORD

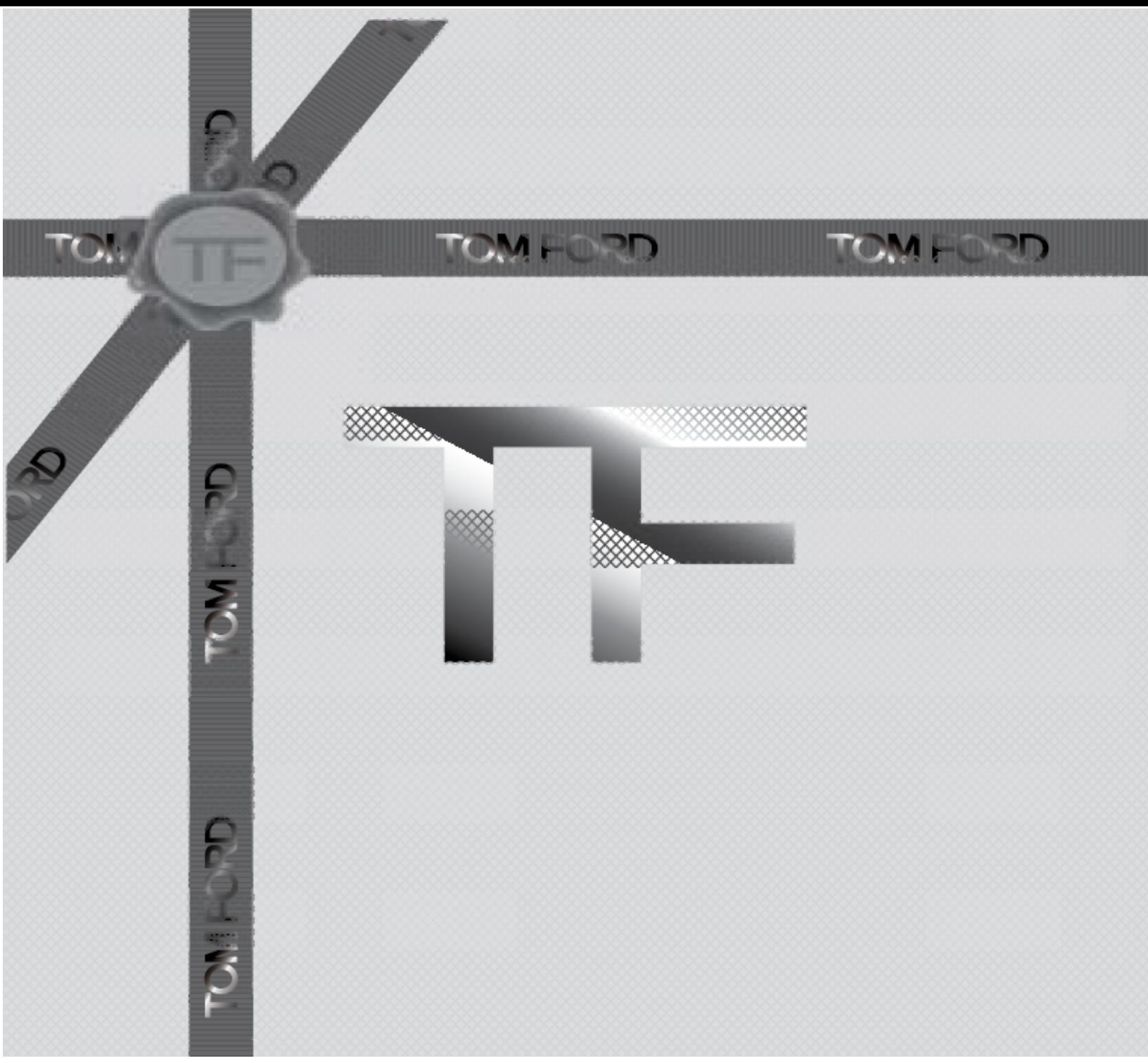
TOM FORD

TOM FORD

TOM FORD

Tom Ford

FY26 Everyday Gifting



STANDARD GIFT WRAPPING



GIFT BOX



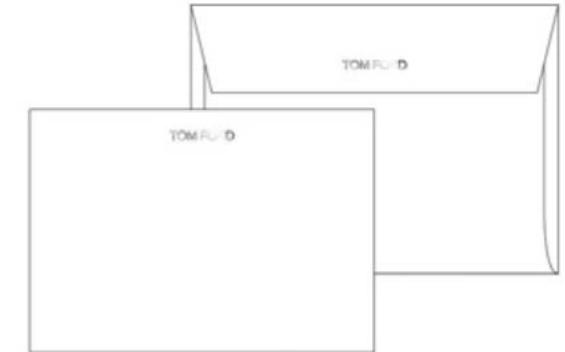
TISSUE PAPER + STICKER



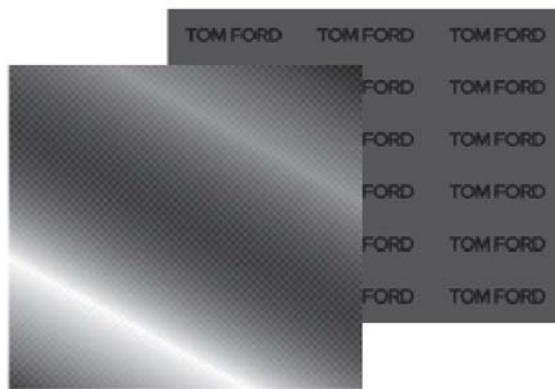
RIBBON



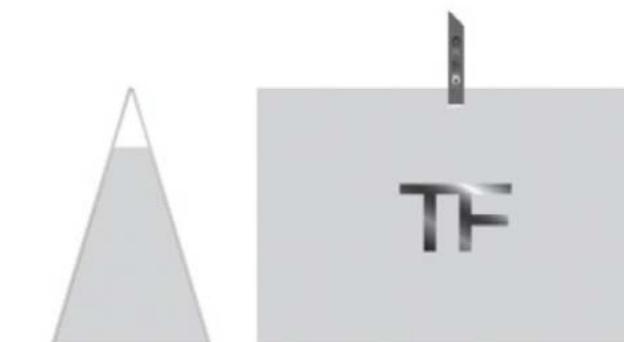
SEAL



GUN METAL ENVELOPES



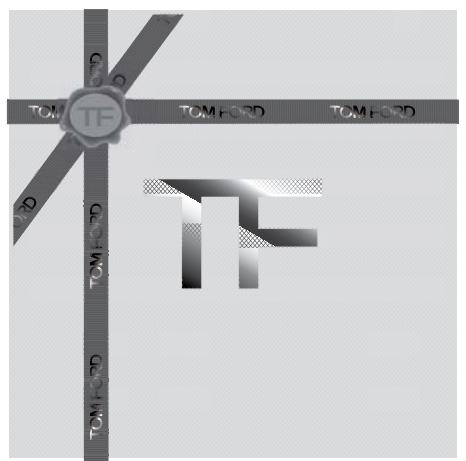
WRAPPING PAPER



TRIANGULAR BOX



SHOPPING BAG

FINAL OUTPUT
GIFT BOX WITH RIBBON
AND SEAL

HOW TO FOLD TISSUE PAPER FOR GIFT BOXES



CRUMPLE 2 OR 3 SHEETS OF TISSUE PAPER INTO THE BOX



LAY ONE SHEET OF FOLDED TISSUE PAPER (SEE PAGE 4) VERTICALLY



LAY ONE SHEET OF FOLDED TISSUE PAPER (SEE PAGE 4) HORIZONTALLY



TIE ITEMS WITH RIBBON, PLACE IN BOX



FOLD HORIZONTAL TISSUE PAPER OVER ITEMS



FOLD VERTICAL TISSUE PAPER OVER ITEMS, APPLY TF STICKER



TIE RIBBON AND APPLY SEAL (SEE PAGE 5)

PLEASE USE EVERGREEN GIFT BOXES AND EVERGREEN GREY RIBBON

HOW TO FOLD TISSUE PAPER FOR GIFT BOXES**PLEASE USE EVERGREEN GIFT BOXES AND EVERGREEN GREY RIBBON****START WITH THE MATTE SIDE UP****FOLD RIGHT EDGE TO CENTER****FOLD LEFT EDGE TO CENTER****FOLD IN HALF**

RIBBON AND WAX SEAL

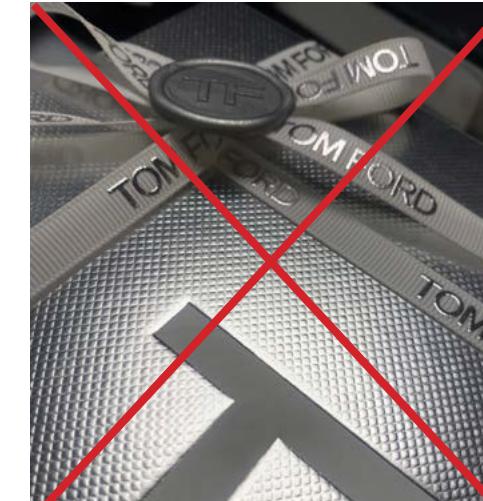
PLEASE USE EVERGREEN GIFT BOXES AND EVERGREEN GREY RIBBON

RIBBON INSTRUCTIONS



- MAKE SURE BOX LOGO IS VISIBLE
- TIE BOW AT TOP LEFT CORNER
- MAKE SURE THE RIBBONS FACE OUTWARD TO SHOW 'TOM FORD' AS MUCH AS POSSIBLE
(NOTICE HOW 'TOM FORD' IS VISIBLE ON THE ENTIRE BOW, AND 'TOM FORD' IS FACING UPRIGHT ACROSS THE TOP OF THE BOX)

WAX SEALS INSTRUCTIONS



DON'T APPLY ON KNOT

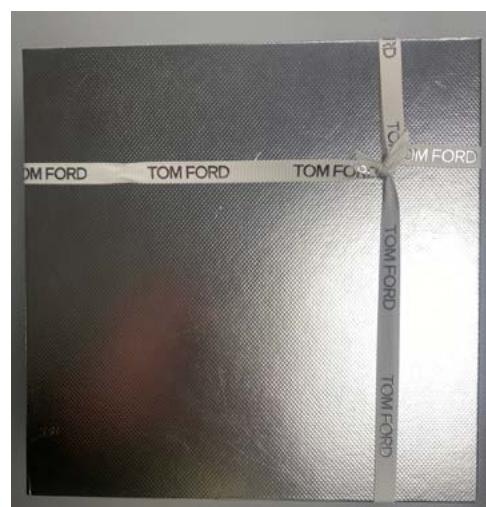
IF THE WAX SEAL IS PLACED
DIRECTLY OVER THE KNOT, IT
WON'T STICK PROPERLY



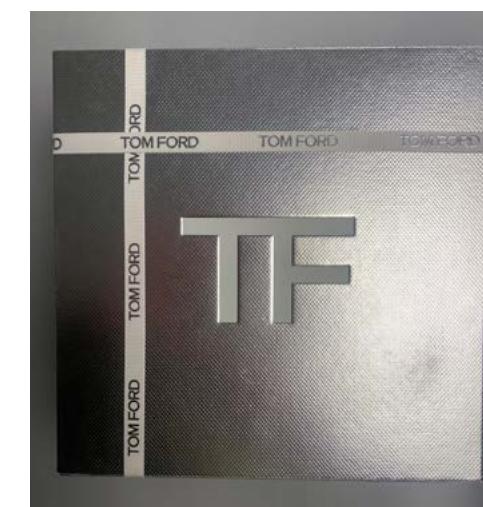
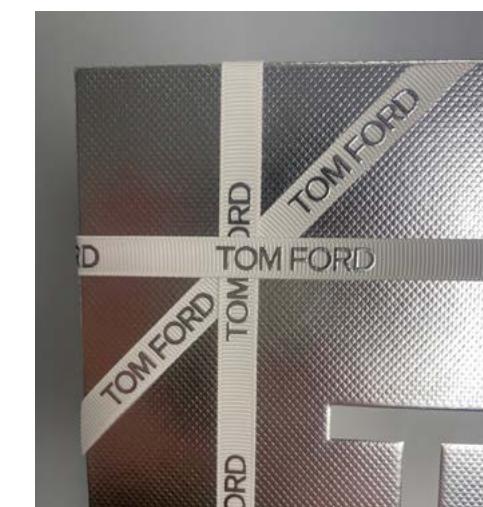
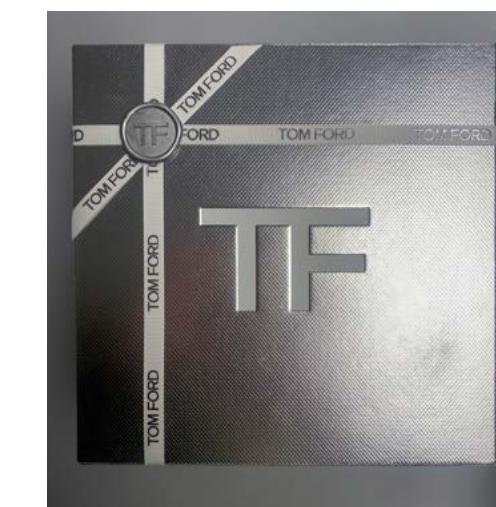
PLACE THE WAX SEAL AT A SLIGHT ANGLE

SO THAT IT COVERS THE KNOT ON THE TOP LEFT AND STICKS TO
THE RIBBONS ON THE BOTTOM AND RIGHT

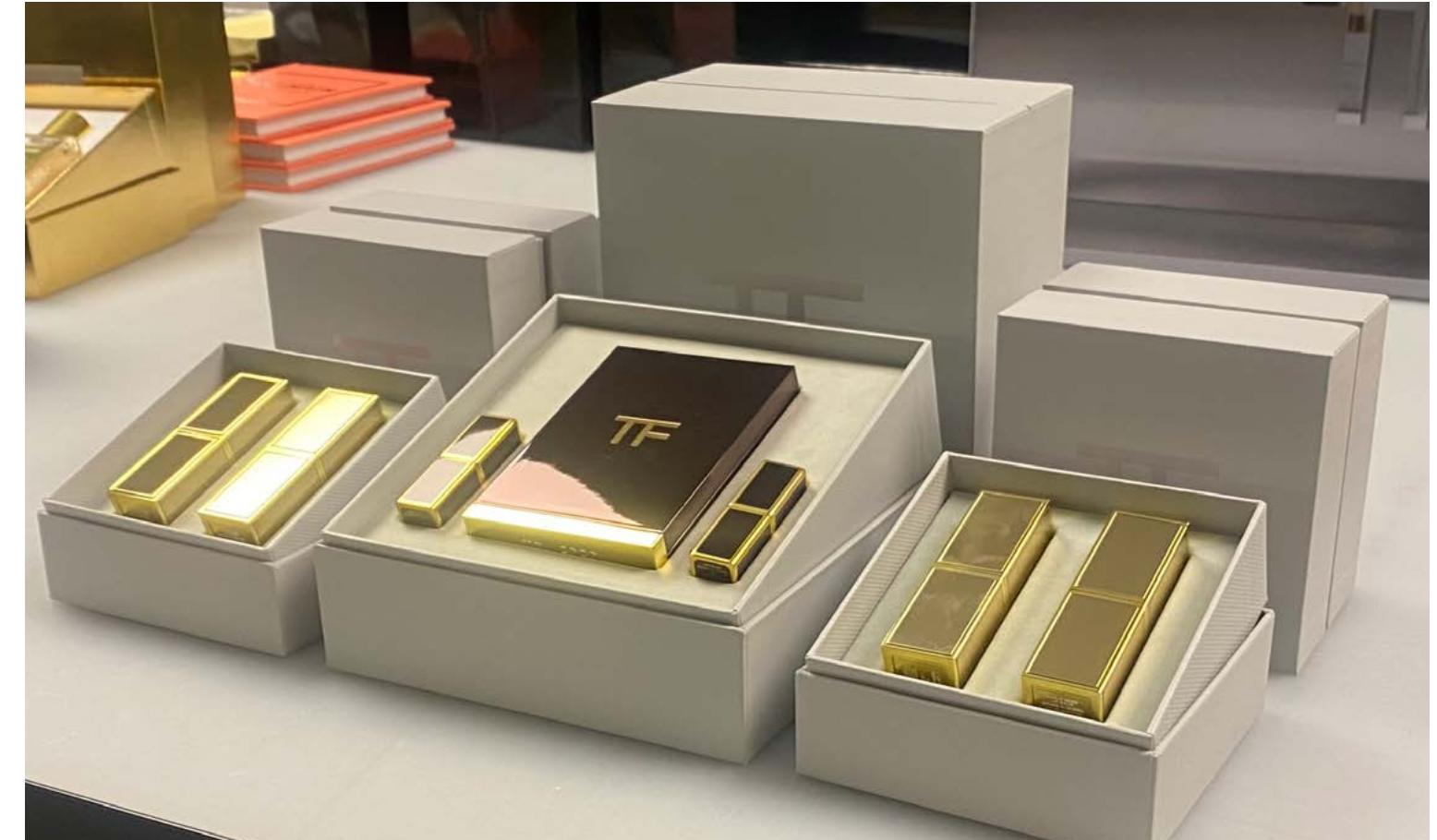
NO BOW ALTERNATE OPTION:



(BACK) TIE A SMALL KNOT

(FRONT) RIBBONS ARE
PERPENDICULAR TO EDGES OF
BOX(FRONT) CUT A SMALL RIBBON
AND SLIP UNDER OTHER
RIBBONS

APPLY WAX SEAL

GIFT SETS

PROP UP OPEN GIFT BOXES INSIDE THEIR OWN LID AT AN ANGLE

PLACE 2 OR 3 CLOSED BOXES BEHIND EACH OPEN BOX

ARRANGE SYMMETRICALLY WHENEVER POSSIBLE,

ALWAYS PLACE TALLEST ITEMS IN THE CENTER AND SHORTEST
ITEMS TOWARD THE OUTSIDE

GIFT SETS



PROP UP OPEN GIFT BOXES INSIDE THEIR OWN LID AT AN ANGLE

PLACE 2 OR 3 CLOSED BOXES BEHIND EACH OPEN BOX

ARRANGE SYMMETRICALLY WHENEVER POSSIBLE,

ALWAYS PLACE TALLEST ITEMS IN THE CENTER AND SHORTEST
ITEMS TOWARD THE OUTSIDE

*IF EXTRA BOXES ARE AVAILABLE, PLACE UNDERNEATH AS A PLATFORM

GIFT SET TOWERS



TOP SHELF: GREY BOXES
SECOND SHELF: WOODY FRAGRANCES AND CANDLES
THIRD SHELF: SOLEIL
BOTTOM SHELF: CHERRY

ARRANGE USING THE GUIDE ON PREVIOUS PAGE



GIFT WITH PURCHASE DISPLAY

METAL CARD STAND
GIFT WITH PURCHASE CARD

BLACK ACRYLIC TRAY
WITH EXISTING LEATHER TRAY INSERT

GIFT WITH PURCHASE MIRROR SLEEVE
GIFT WITH PURCHASE LIPSTICK CASE

GIFT WITH PURCHASE DISPLAY

METAL CARD STAND
GIFT WITH PURCHASE CARD

BLACK ACRYLIC TRAY
WITH EXISTING LEATHER TRAY INSERT

GIFT WITH PURCHASE MIRROR SLEEVE
GIFT WITH PURCHASE LIPSTICK CASE

GIFT WITH PURCHASE DISPLAY

METAL CARD STAND
GIFT WITH PURCHASE CARD

BLACK ACRYLIC TRAY
WITH EXISTING LEATHER TRAY INSERT

GIFT WITH PURCHASE MIRROR SLEEVE
GIFT WITH PURCHASE LIPSTICK CASE

GIFT WITH PURCHASE

Y

METAL CARD STAND
GIFT WITH PURCHASE CARD

BLACK ACRYLIC TRAY
WITH EXISTING LEATHER TRAY INSERT

GIFT WITH PURCHASE

ASE



GIFT WITH PURCHASE DISPLAY

METAL CARD STAND
GIFT WITH PURCHASE CARD

BLACK ACRYLIC TRAY
WITH EXISTING LEATHER TRAY INSERT

GIFT WITH PURCHASE MIRROR SLEEVE
GIFT WITH PURCHASE LIPSTICK CASE

Item	Item Code	Unit Pack
Eye Quad Nude Dip	T47F03	1
Eye Quad Honey	T47F04	1
Eye color quad Golden Mink	T0XC01	1
Eye color quad Disco Dusk	T0XC20	1
Eye color quad Rose Topaz	TA8850	1
Eye color Quad Ember Bronze	TEWL50	1
Eye Color Quad Iconic Smoke	TEWM50	1
Eye Color Quad Peach Dawn	TE2G50	1
Eye color Quad Hazy Sensuality	TE2H50	1
Eye Color Quad De La Crème	TEPP50	1
Eye color Quad Sous Le Sable	TEPR50	1
Eye Color Quad Golden Hour	TE2F50	1
Eye Color Quad Tester: Insolent Rose	T9R050	1
Architecture Soft Matte Blurring Powder Alabaster	TECF01	1
Architecture Soft Matte Blurring Powder Ivory Fawn	TECF02	1
Architecture Soft Matte Blurring Powder Sahara Dust	TECF03	1
Architecture Soft Matte Blurring Powder Sable Voile	TECF04	1
Pan Frame PrePack: Eye Color Quad Pan Frames 12 ppk	T52E60	12
Powder Pan Frames 12 ppk	T52E62	12
Small Year Round Gift Box	T5DG70	25
Small Year Round Collapsible gift box	T5DF70	25
Medium Year Round Collapsible gift box	T5DE70	25
Large Year Round Collapsible gift box	T5DD70	25
Wrapping Paper (Double sided)	TCFR70	1
Everyday Ribbon- Gunmetal	T1WD70	1
Everyday Tissue paper	T12070	48
Tissue Sticker- Gunmetal	T5DH70	100
Wax Seal- Gunmetal	T8EN70	100
Shopping bag mini	T5DC70	25
Shopping bag small	T5DB70	25
Shopping bag medium	T5DA70	25
Triangle bag small	T1YD70	25
Triangle bag medium	T1YB70	25
Signature Blotter Card	TEX370	100
Private Blend Blotter Card	TEX470	100
Alcohol Spray Bottle	T0L771	1
Hygienic Cleanser Spray Bottle	T12A70	1
Hand Sanitizer Pump Bottle	T12C700001	1

Tom Ford-

For collateral requests please contact the Estee Lauder Companies' Point of Sale Support:

Phone

- **US 1-844-387-1122**
- **Canada Phone 1-855-523-7105**

Email

- **PointOfSaleSupport@estee.com**
- **Hours of operation:**
Monday- Friday 10:000am-7:00pm EST
- **Voicemail available outside hours of operation for a call back the next business day.**

