

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



Index

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***Contact pointofsalesupport@estee.com
for individual guides***

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Coming soon!

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Coming soon!

Tom Ford Beauty.....93

Coming soon!

***Once on brand page click on the hero product and it will bring
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.

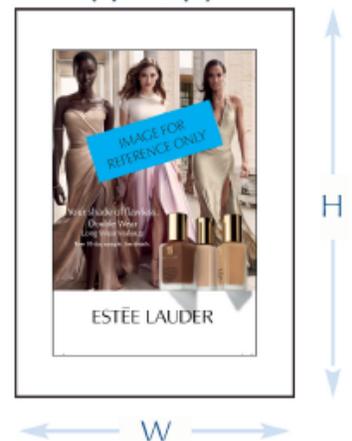
POINTERS

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.

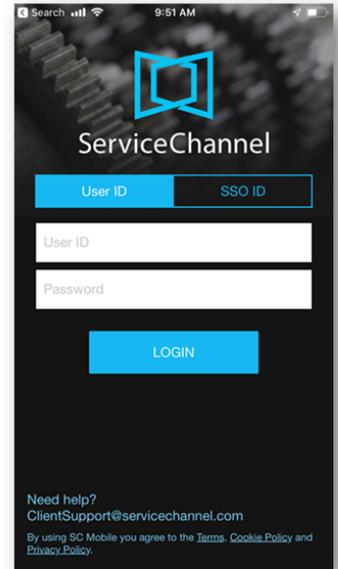
If retailer is not able to resolve follow these steps:

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



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Bloomingdale's Men's Launch
Fall 2025

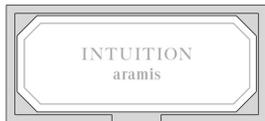
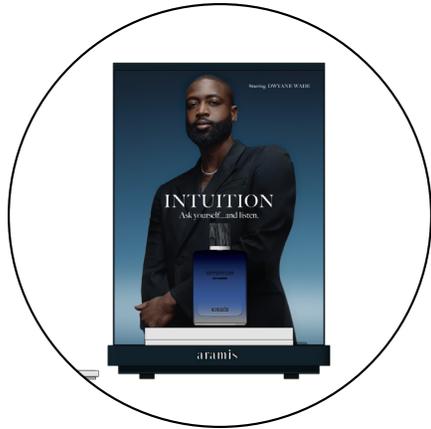


Details

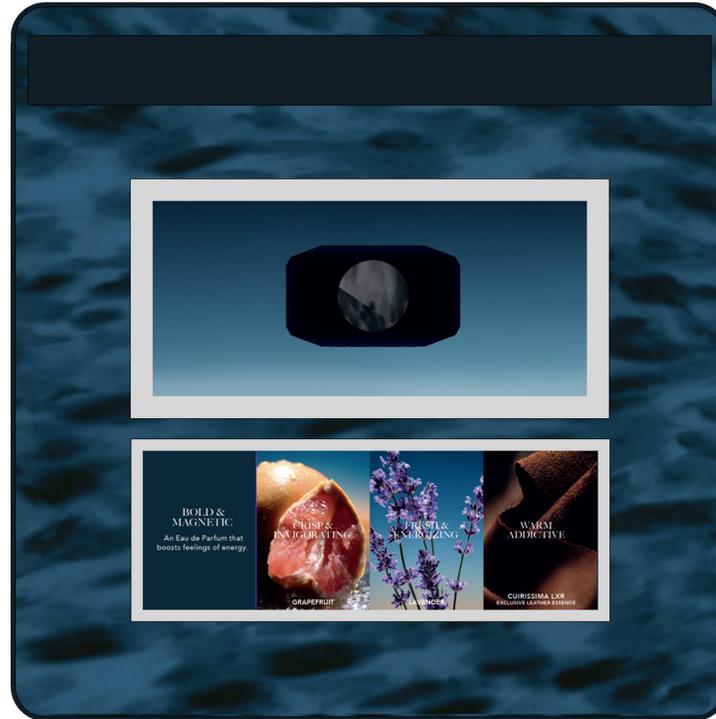
- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

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

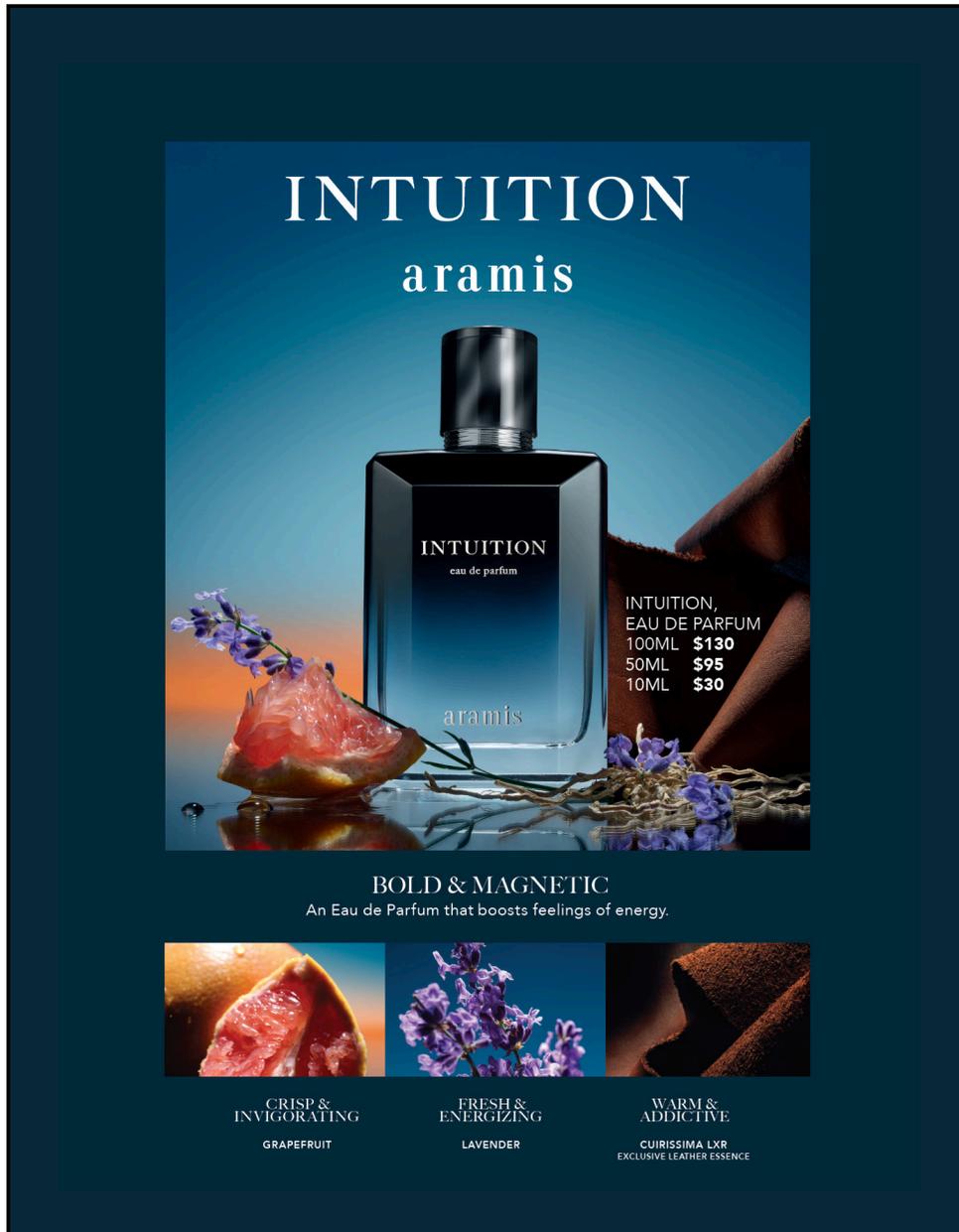


**A. FRONT VIEW
MAIN UNIT**

Details

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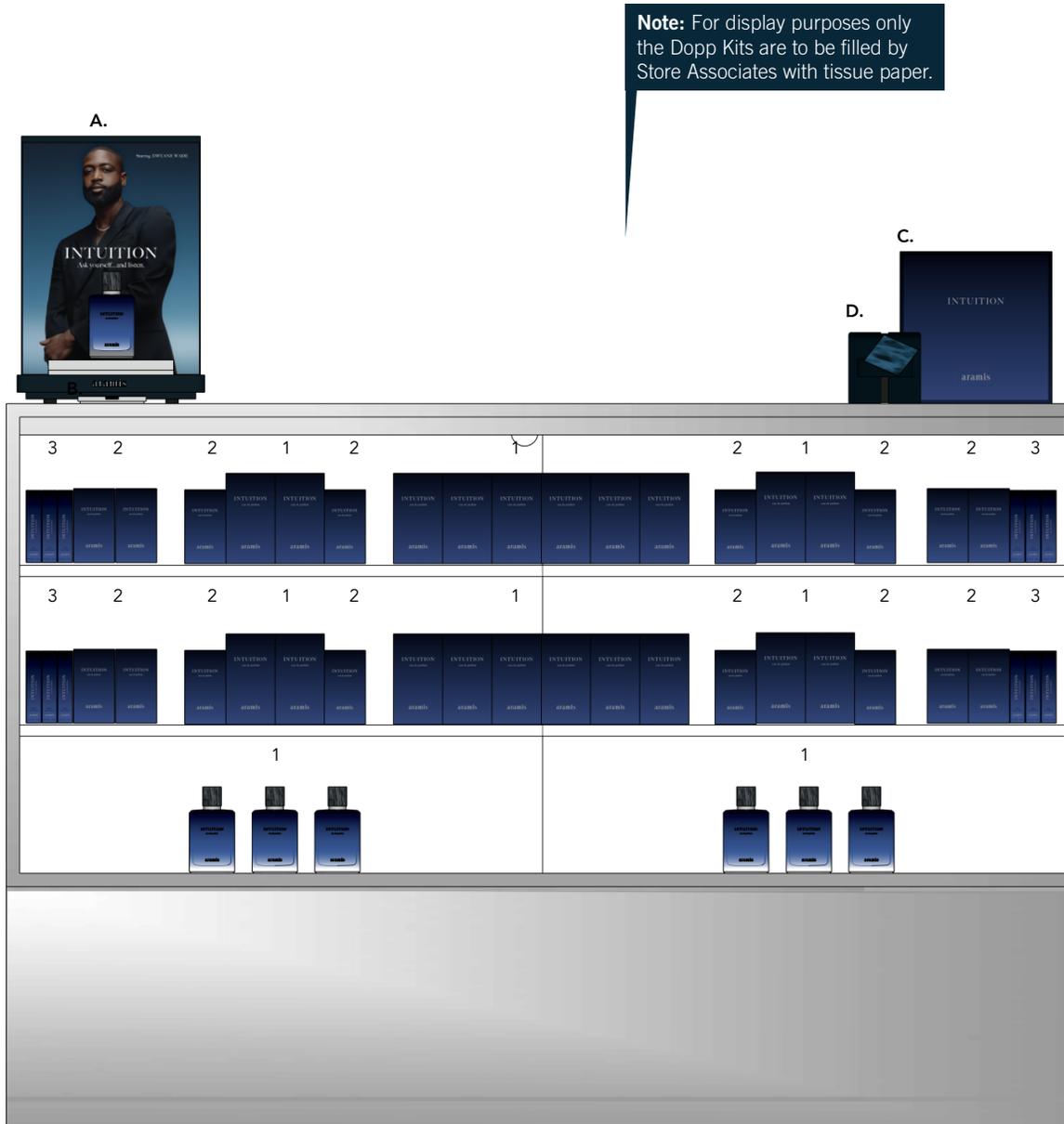
Details

» 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

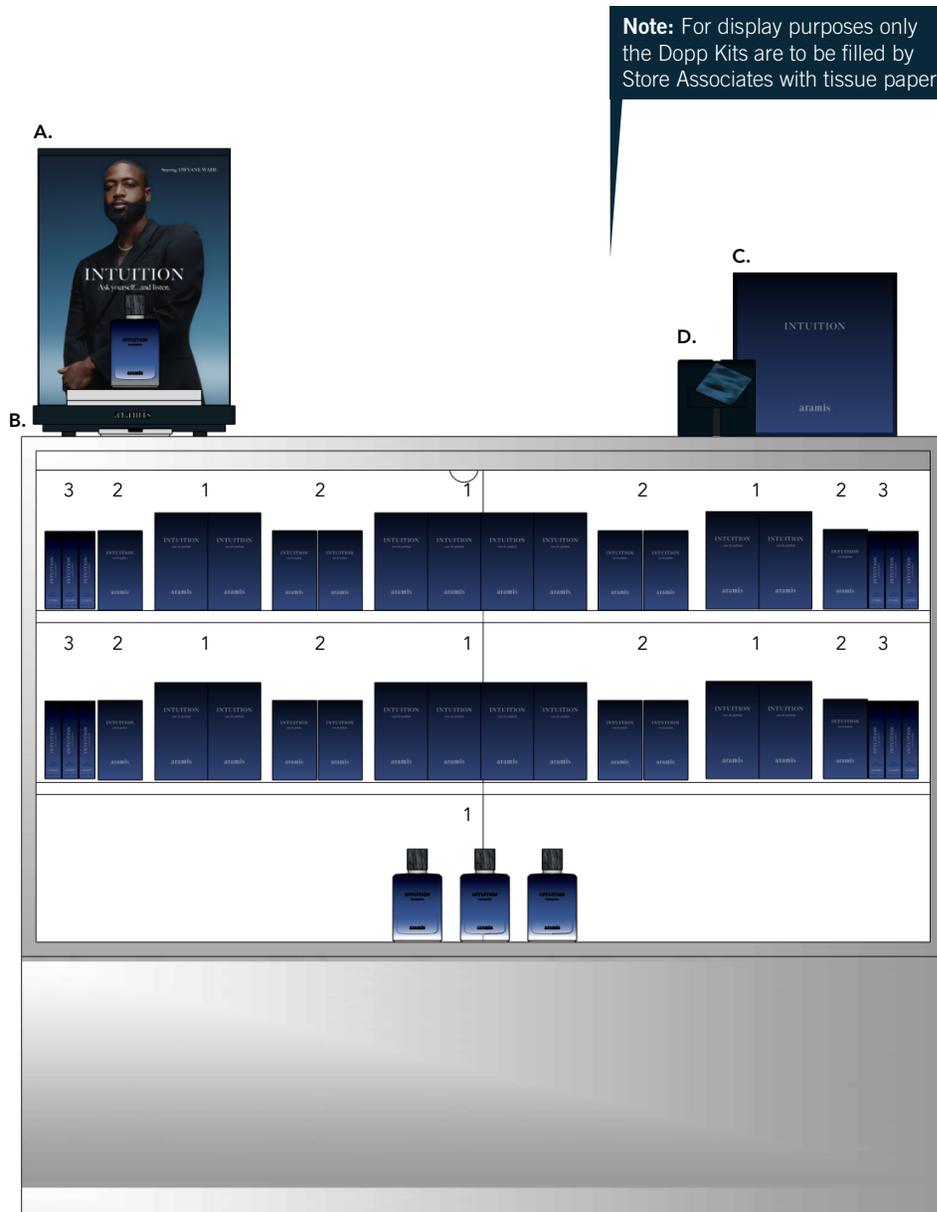


Details

- 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

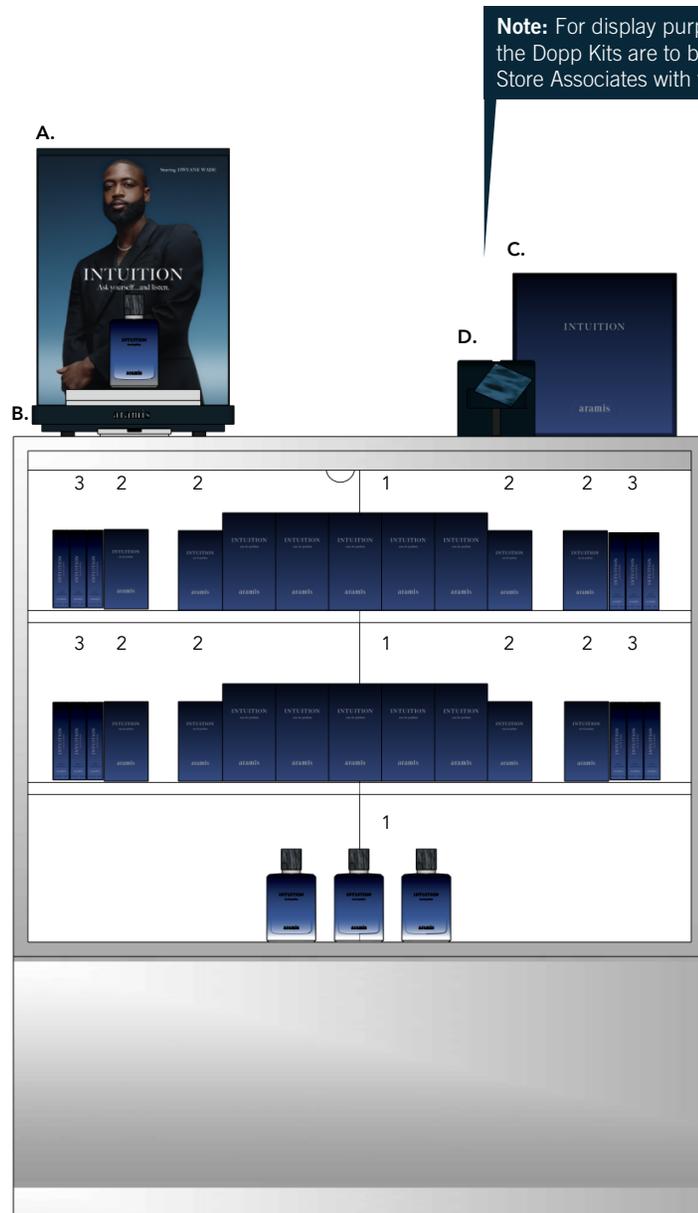


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Macys Men's Launch
Fall 2025

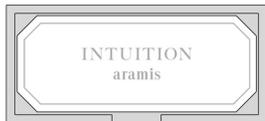
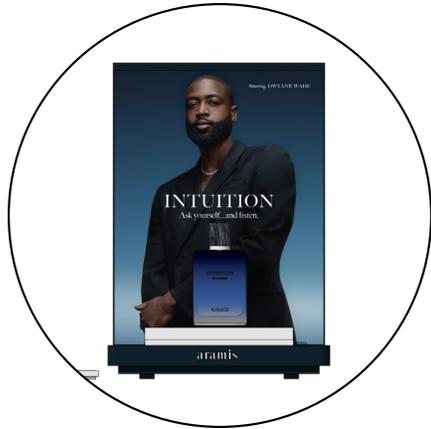


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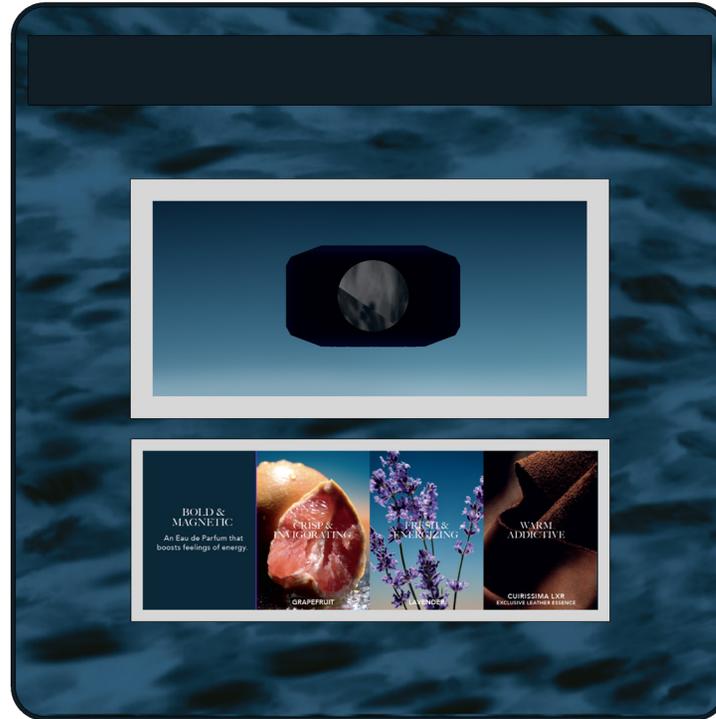
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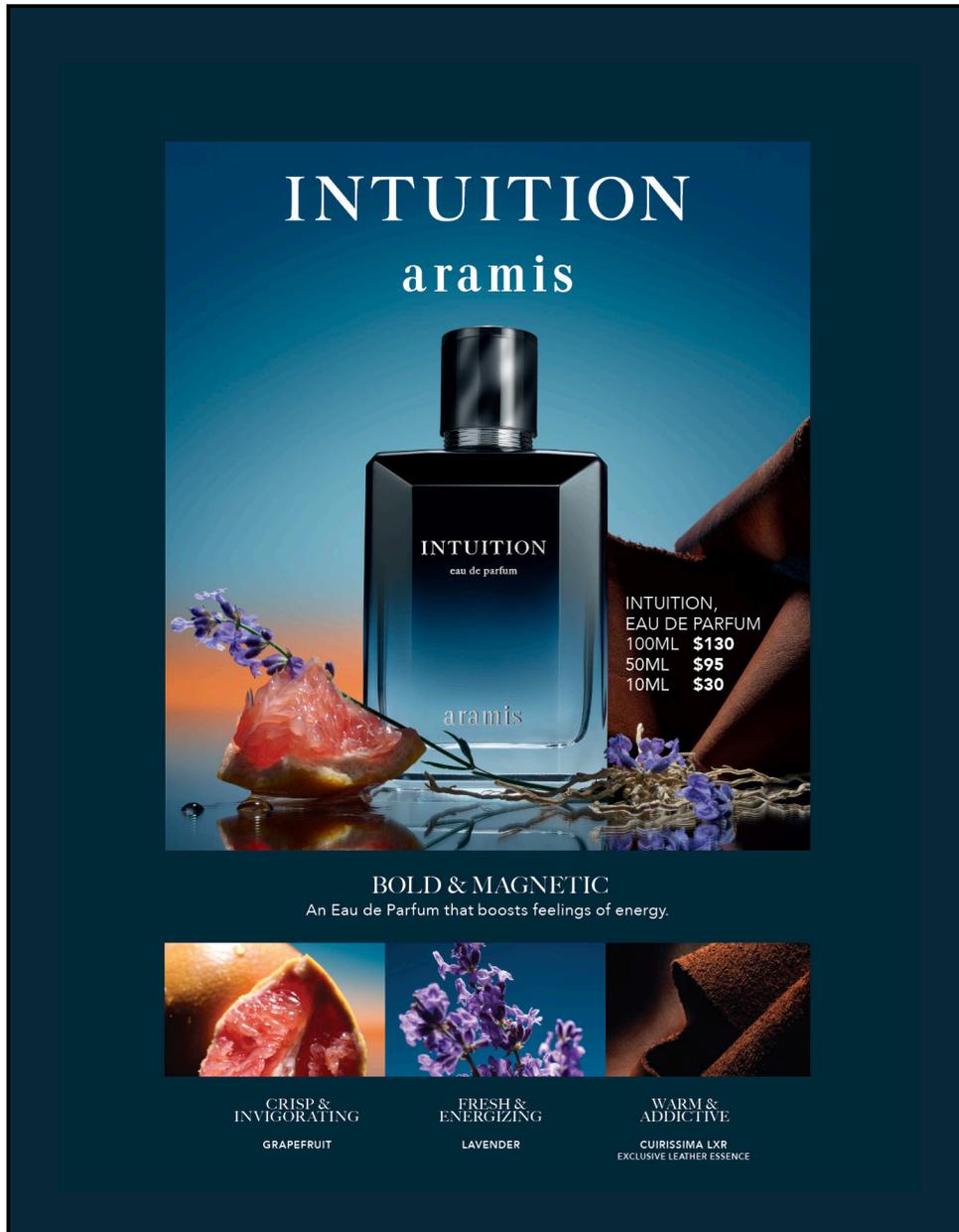


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Details

» 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

- Intuition
- 1. 100ml Cologne
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Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic

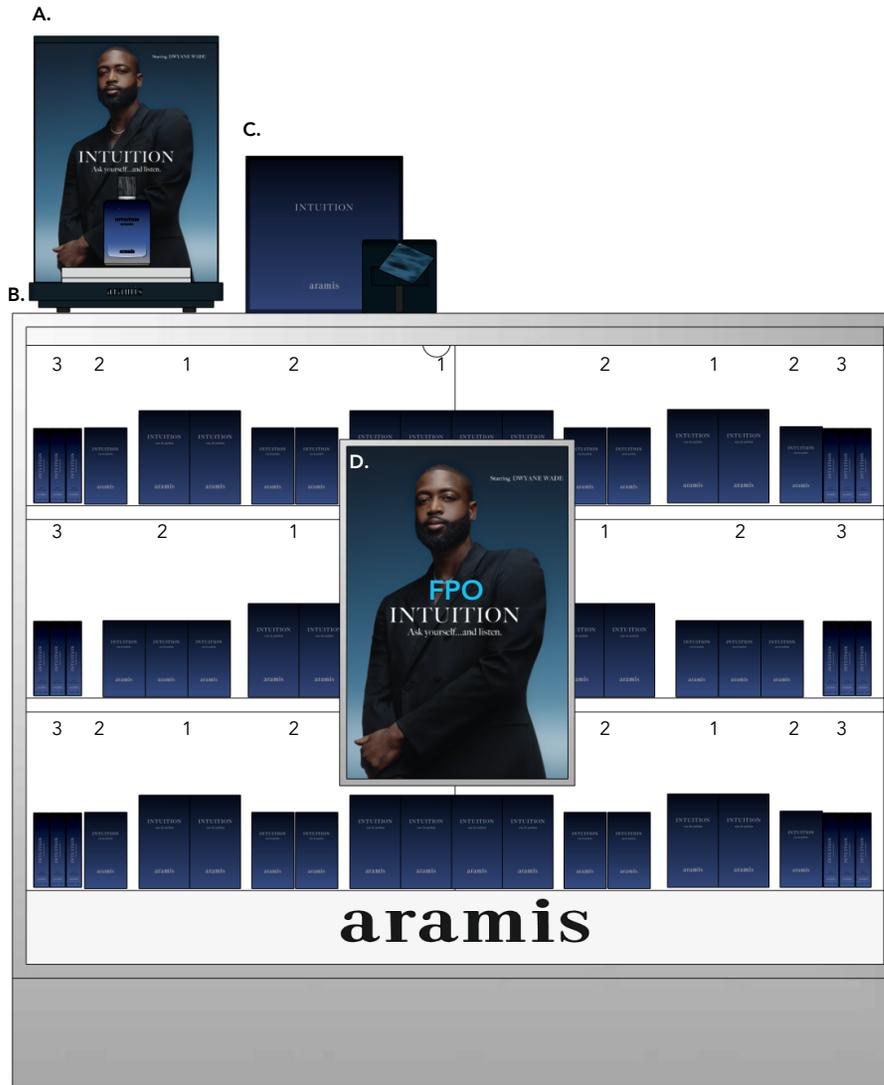


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Top Of Counter

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- C. Intuition Gift Set
- D. In Case Graphic

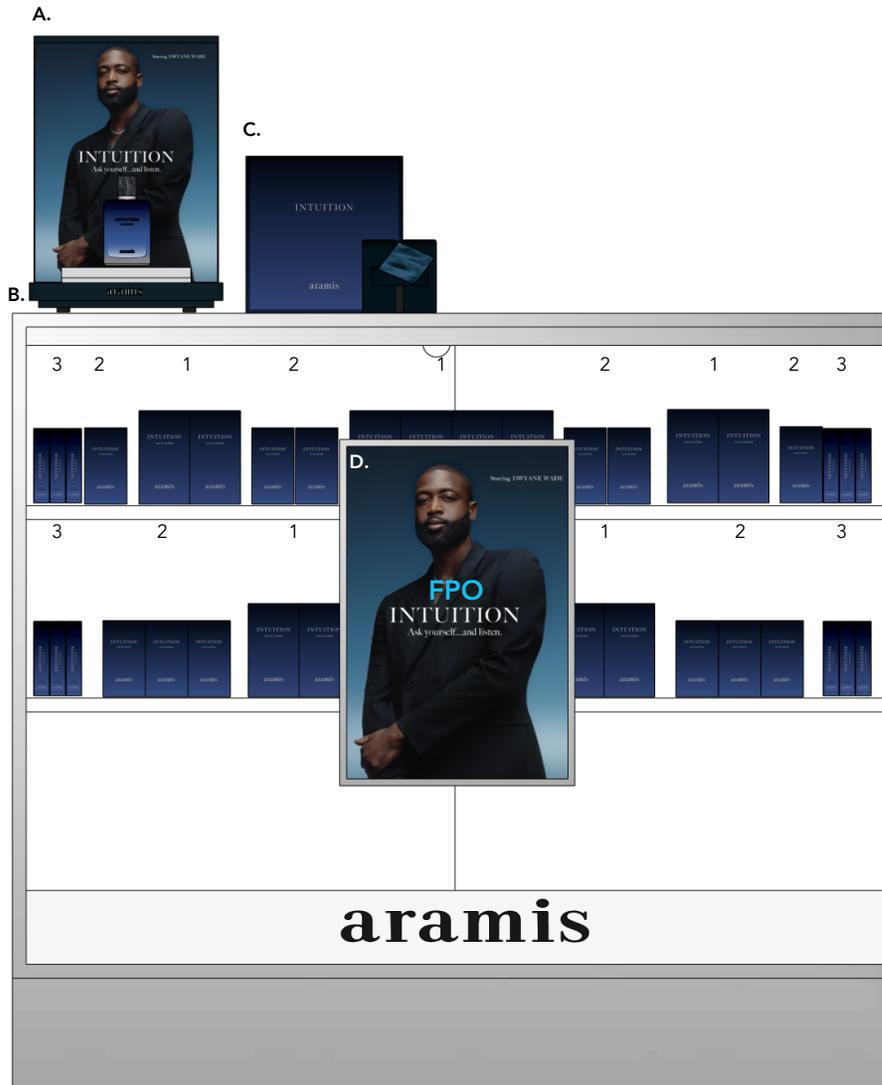


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Top Of Counter

- A. Counter Tester
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- C. Intuition Gift Set
- D. In Case Graphic



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Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic

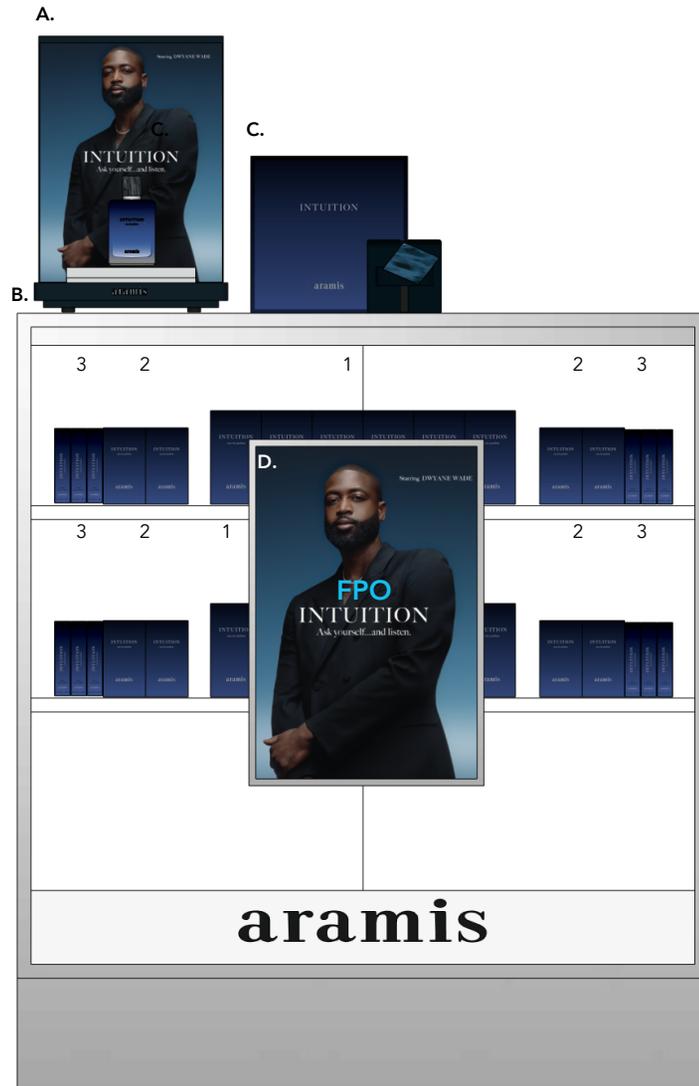


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Top Of Counter

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- C. Intuition Gift Set
- D. In Case Graphic

COLLATERAL



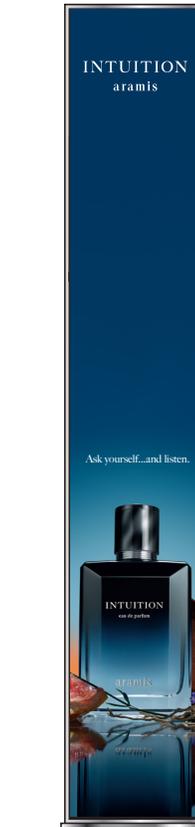
Visuals / 2 Blocks



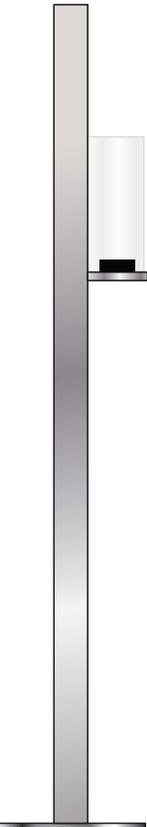
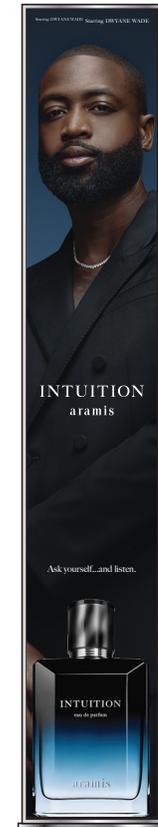
FSU



TOC



CSV



aramis

Dillards Men's Launch
Fall 2025



Details

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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

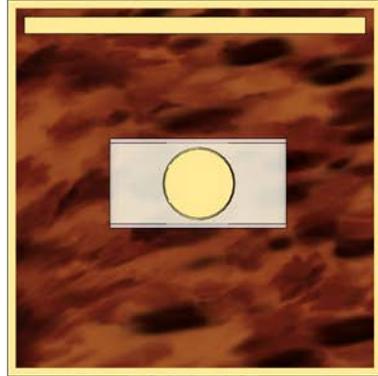
Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER



**A. TOP VIEW
MAIN UNIT**

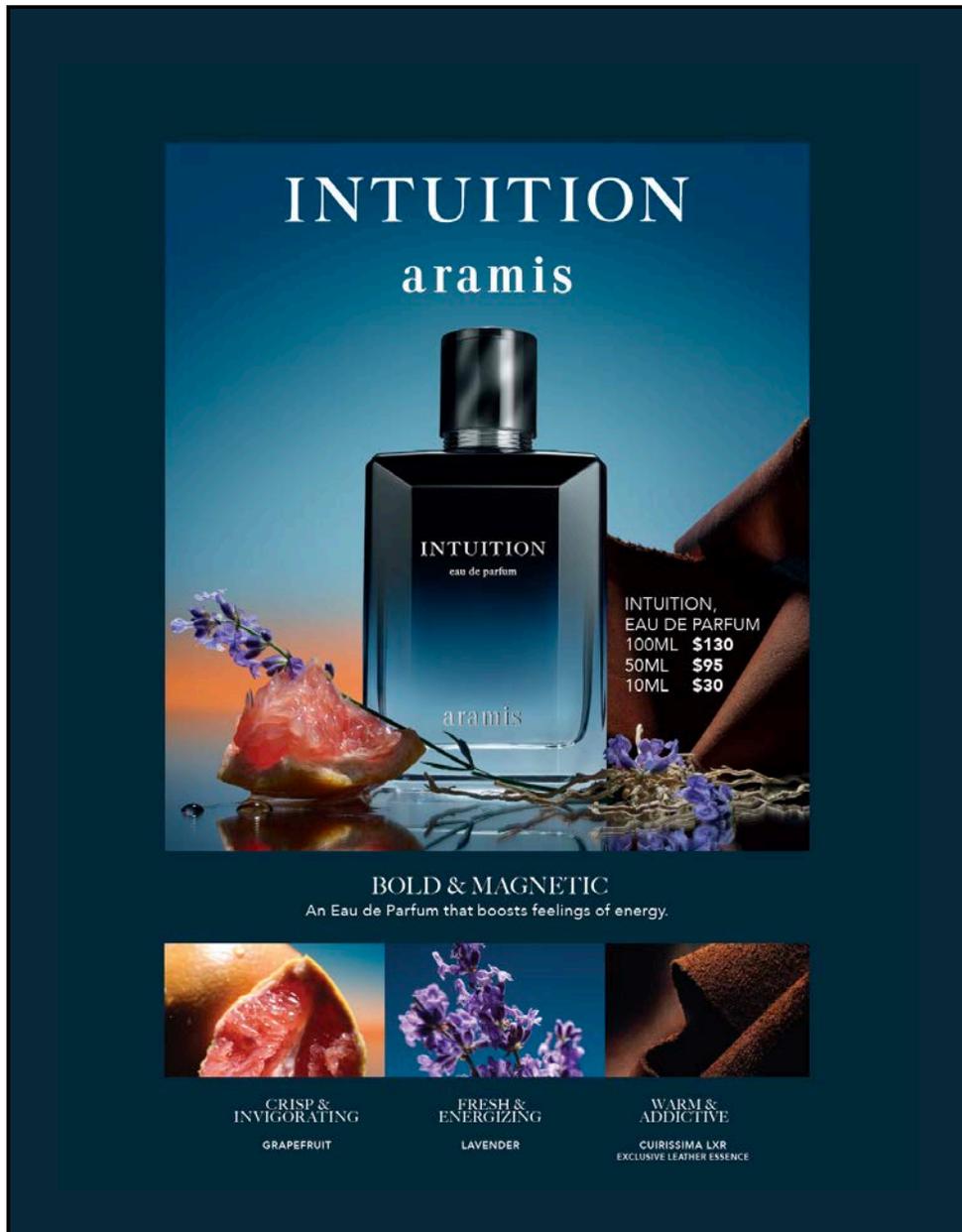


**C. TOP VIEW
EDIT TRAY**

Details

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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

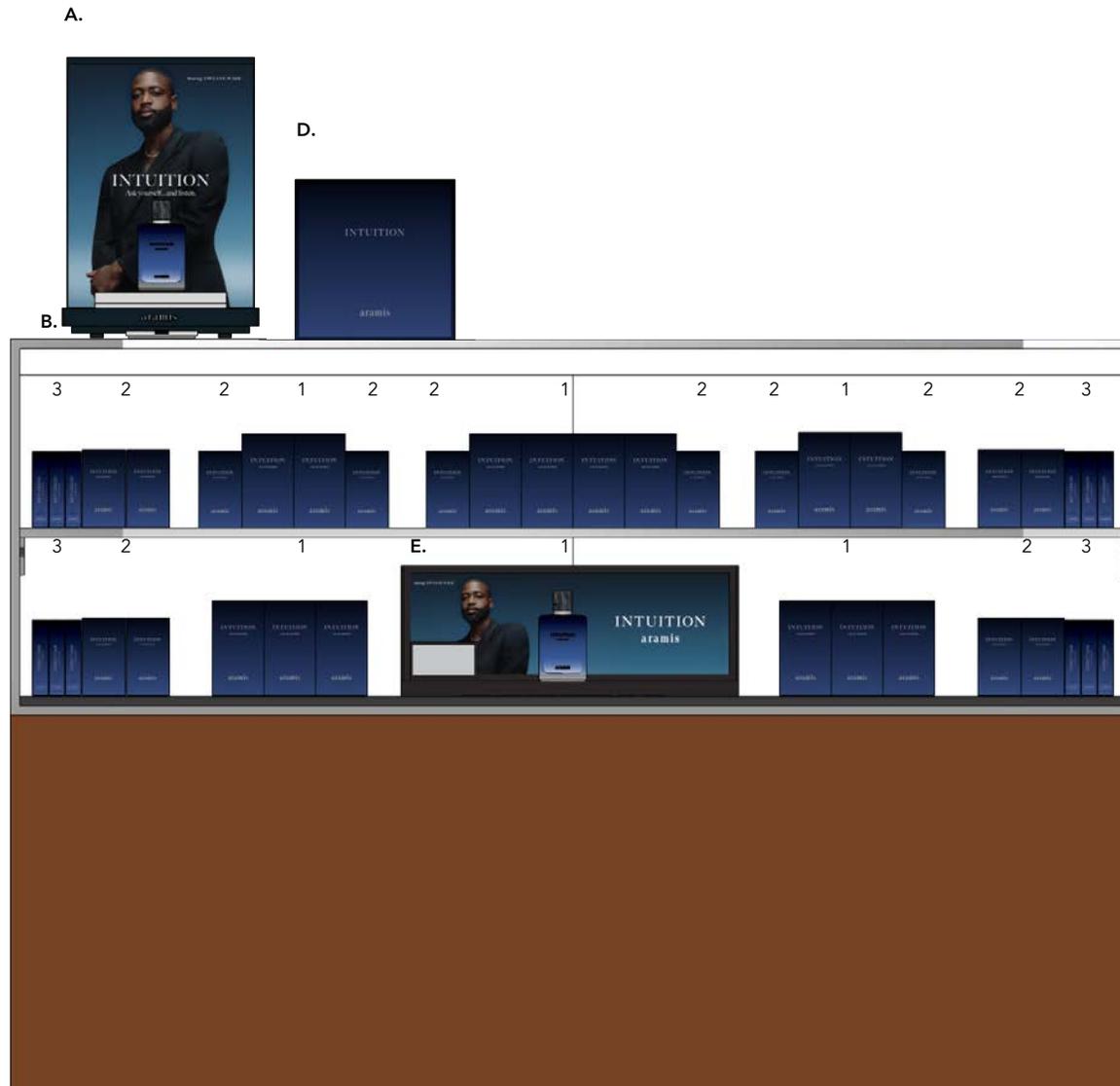
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



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



Details

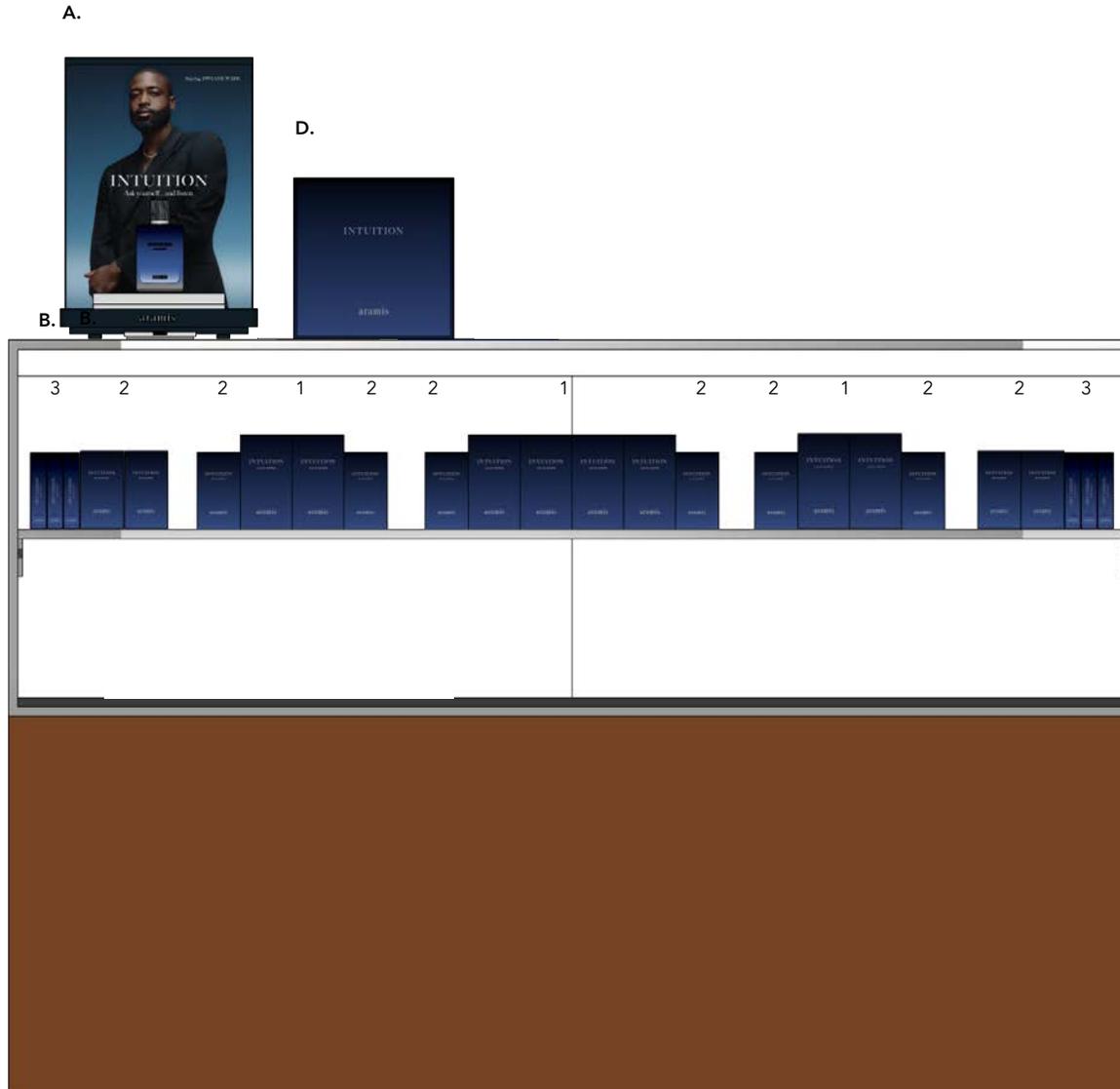
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Top Of Counter

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- C. Classic Tester Unit
- D. Intuition Gift Set
- E. In Case Merchandiser



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



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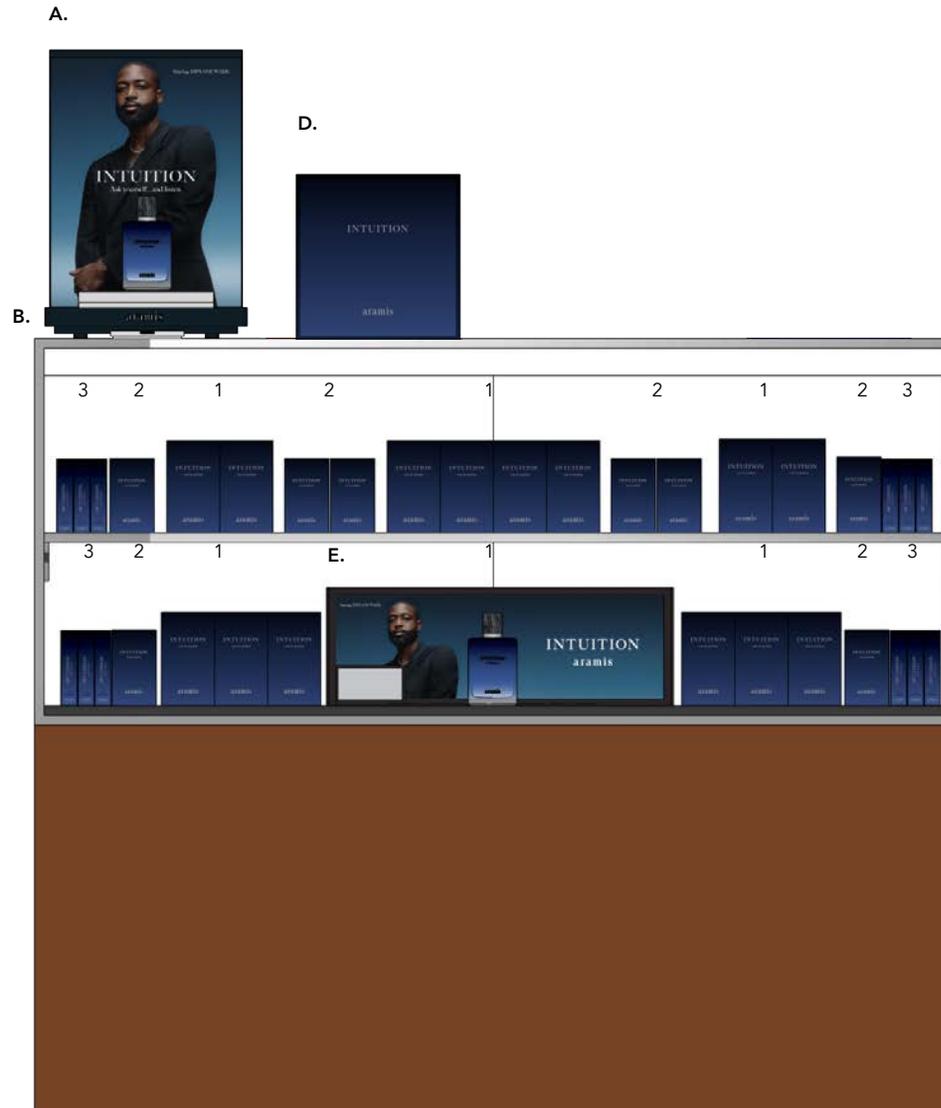
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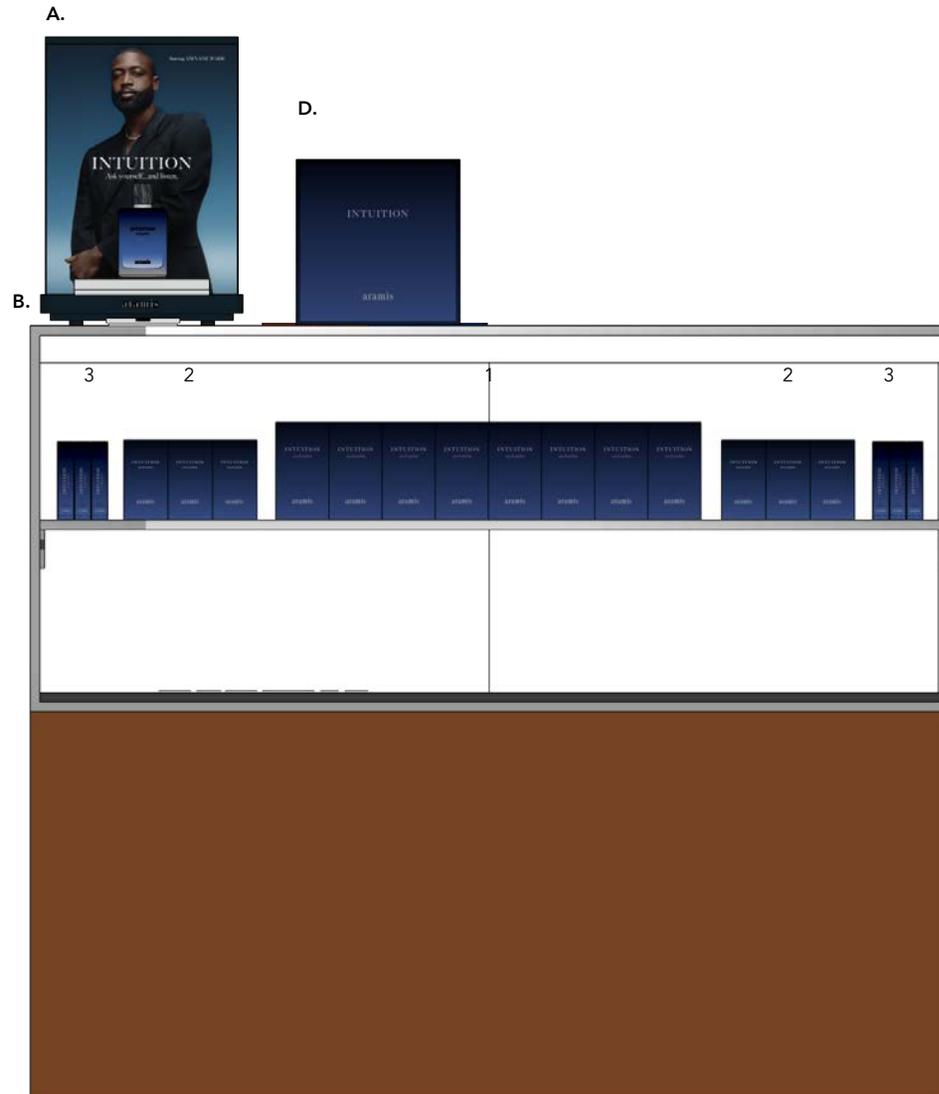
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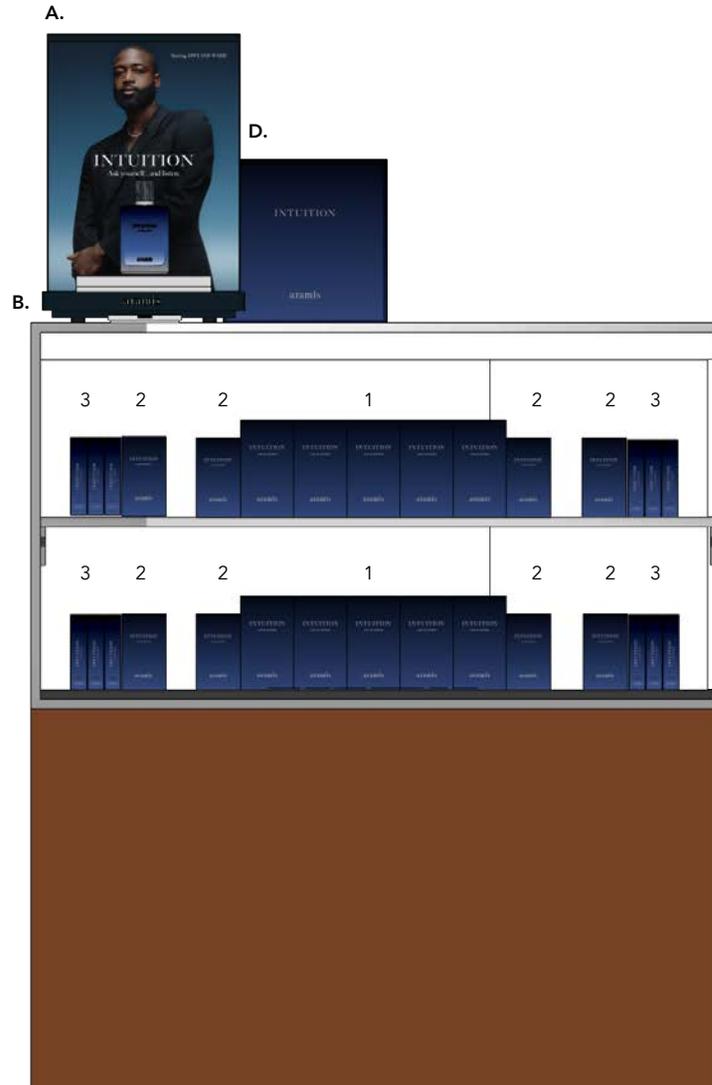
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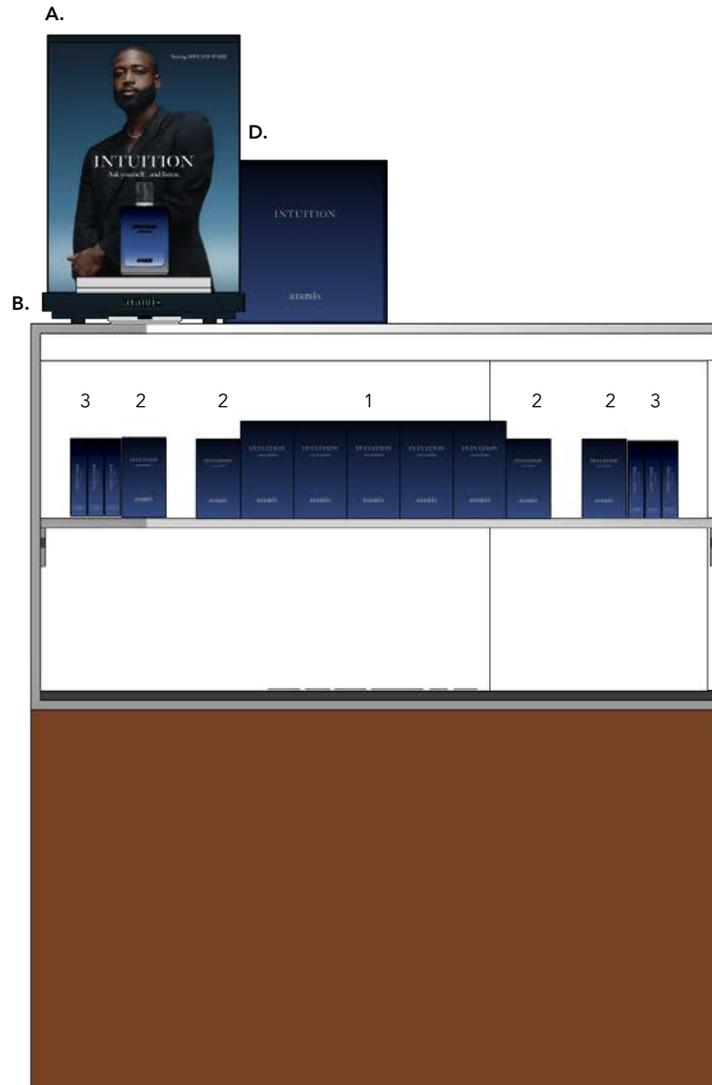
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Top Of Counter

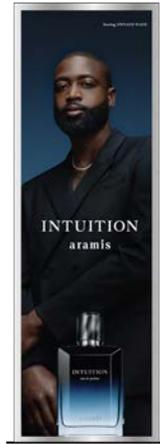
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- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



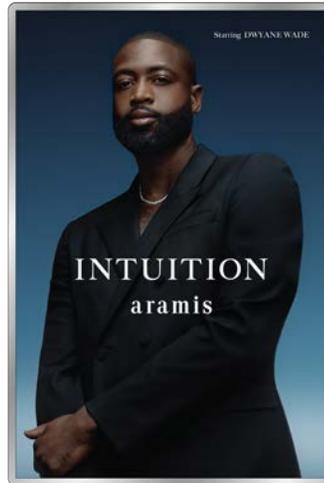
COLLATERAL



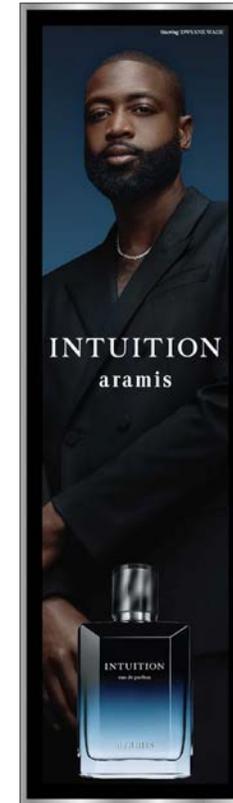
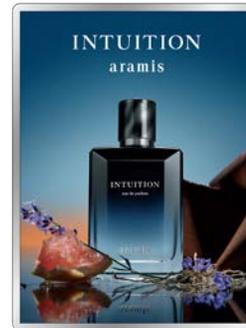
In Case Merchandiser



CTU



Ledge Images



Tara Unit



Balmain

Visual Merchandising SP26 Jan- June

Contact pointofsalesupport@estee.com for by door planogram



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

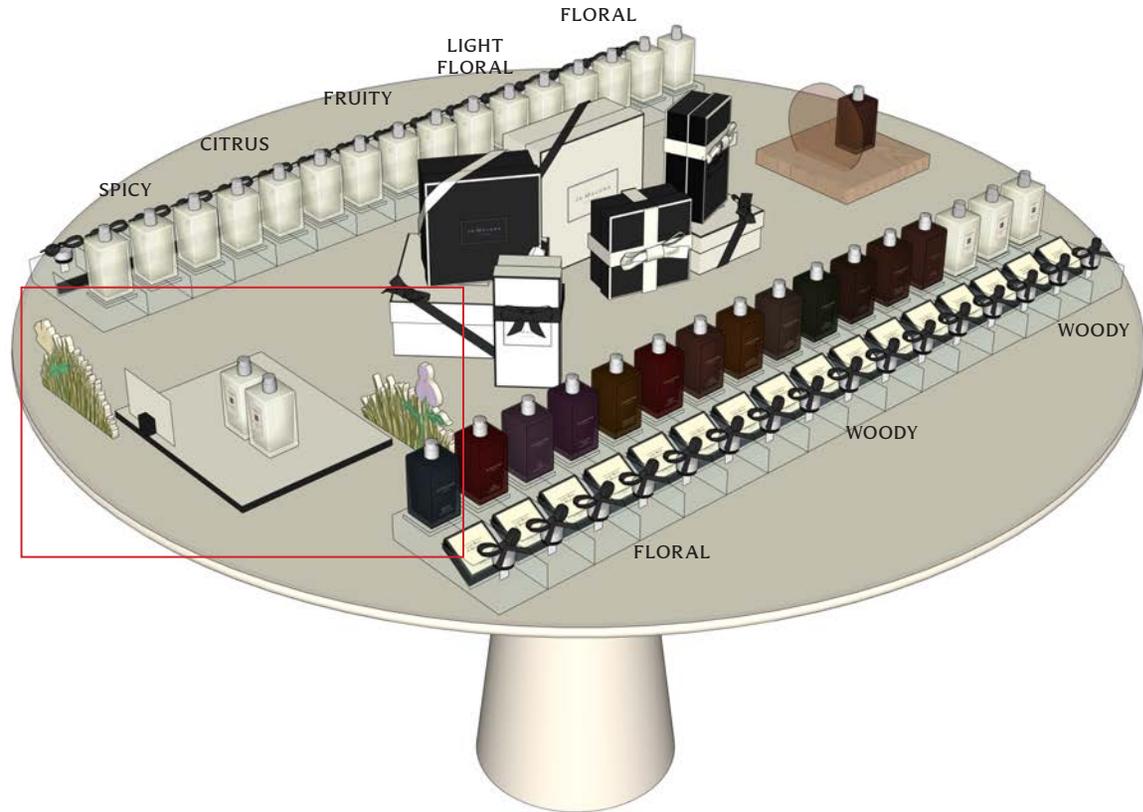
COLOGNE INTENSE

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
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- Blackberry & Bay
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- Red Roses
- Orange Blossom
- Peony Blush & Suede
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The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

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

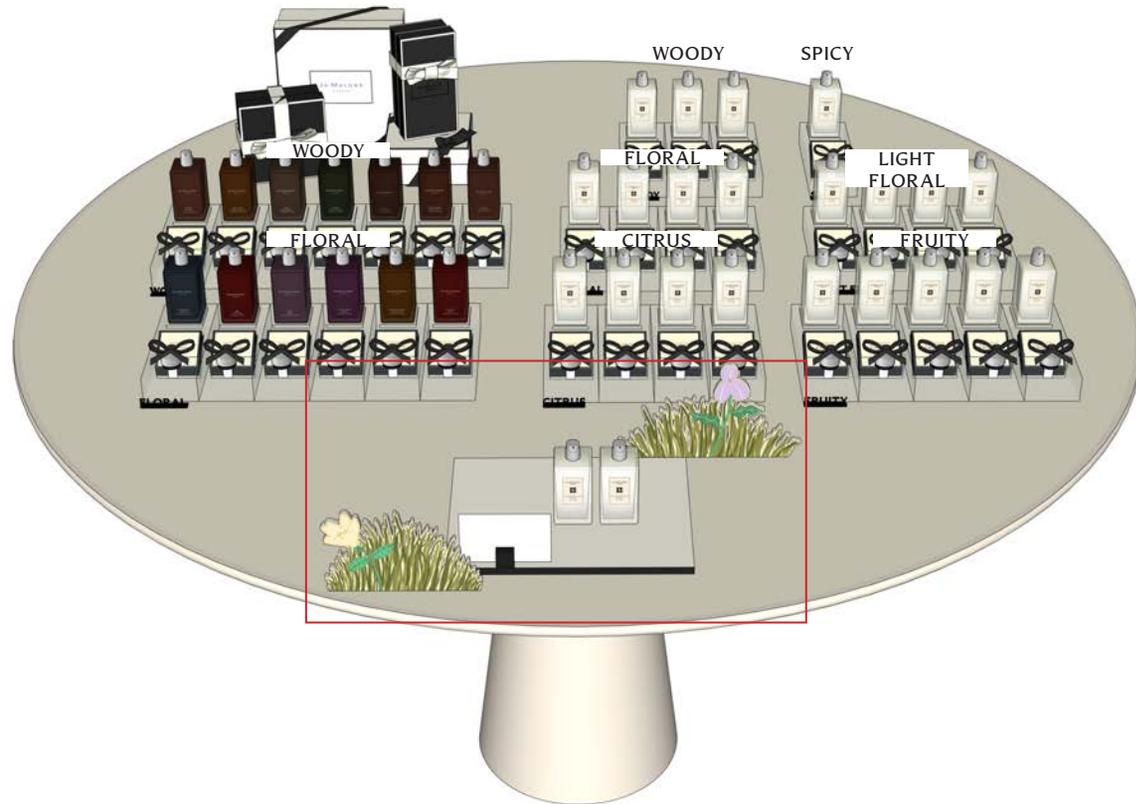
COLOGNE INTENSE

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

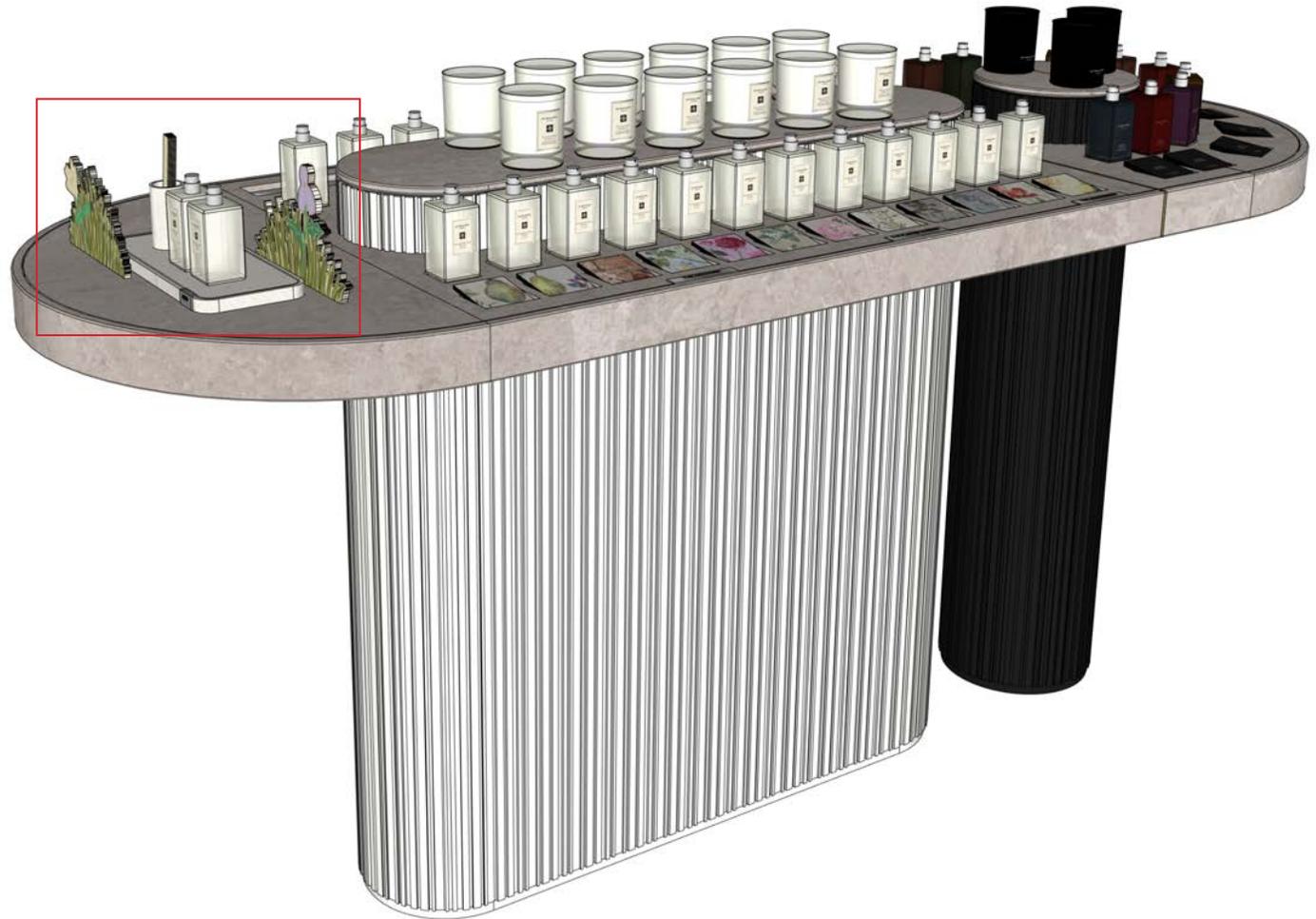
- Home Candle Intense

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)

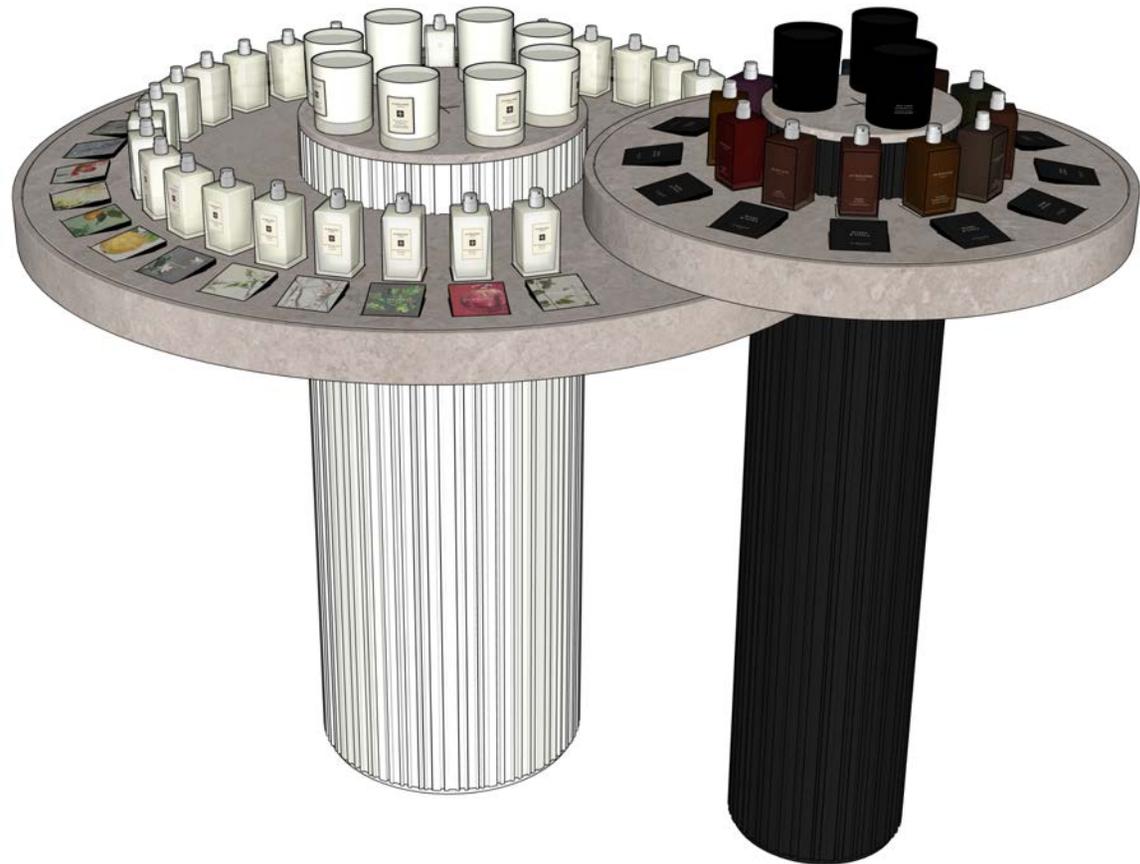
- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

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.

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

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

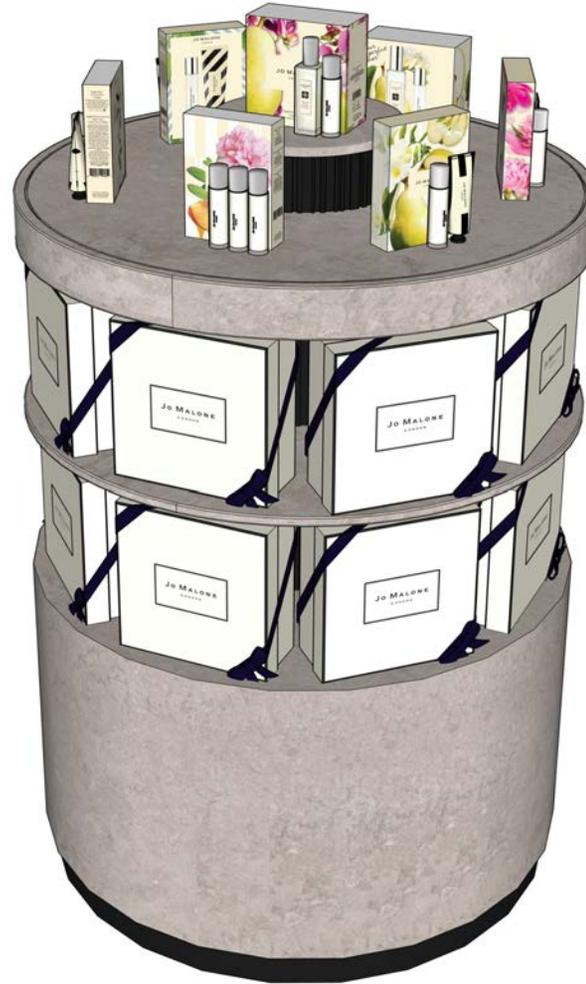
- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

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

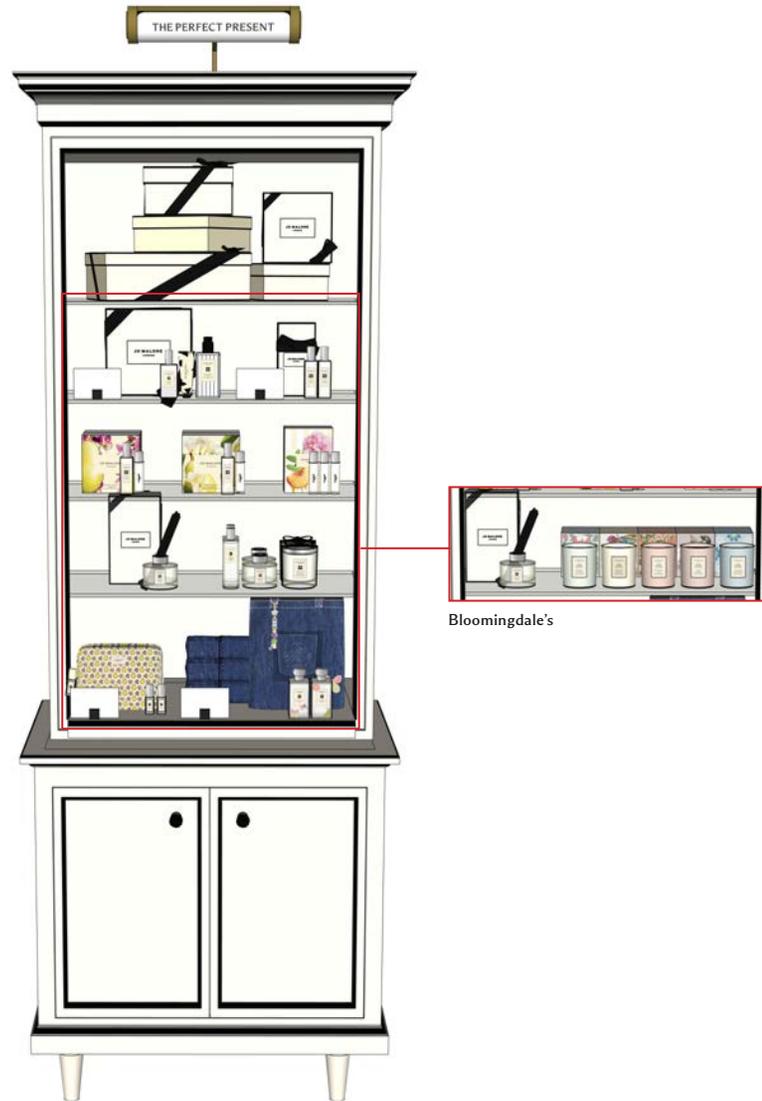
- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle

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.

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

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.

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)

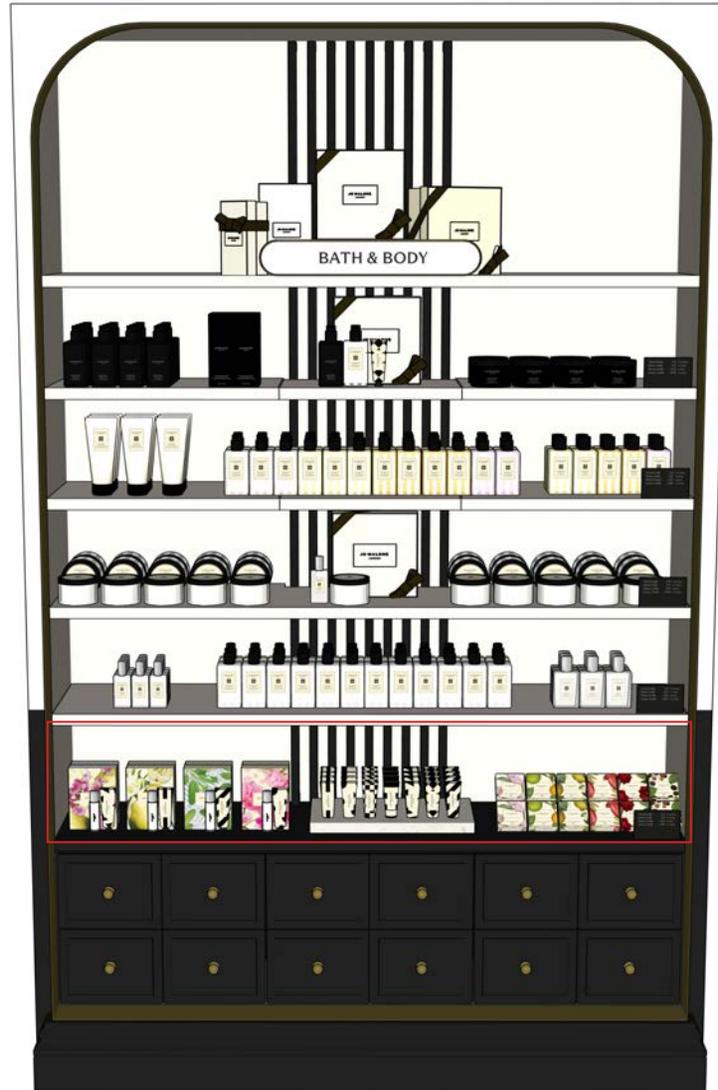
SHELF 5

- 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

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

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

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

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

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

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

** Not every store will receive the same assortments.
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

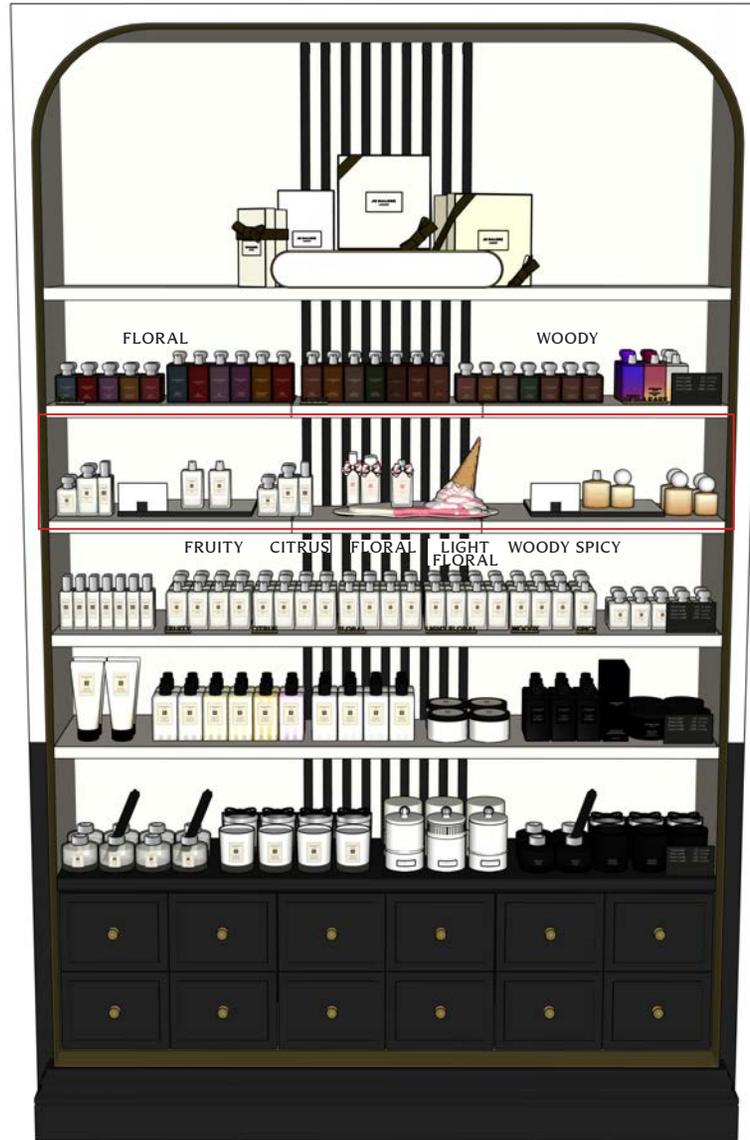
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

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.

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

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

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

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

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



** 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.

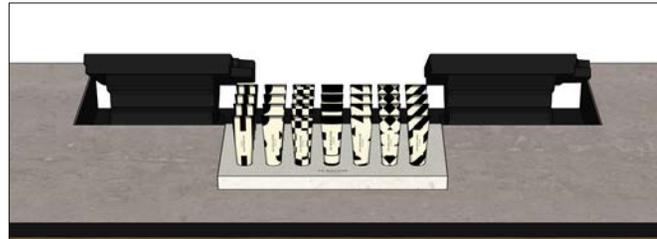
- A
- Little Luxuries in bowls if available

- B
- Hand Cream Tray

A



B



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

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 :
GGBB 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

FY26 Q2 LAUNCHES OVERVIEW



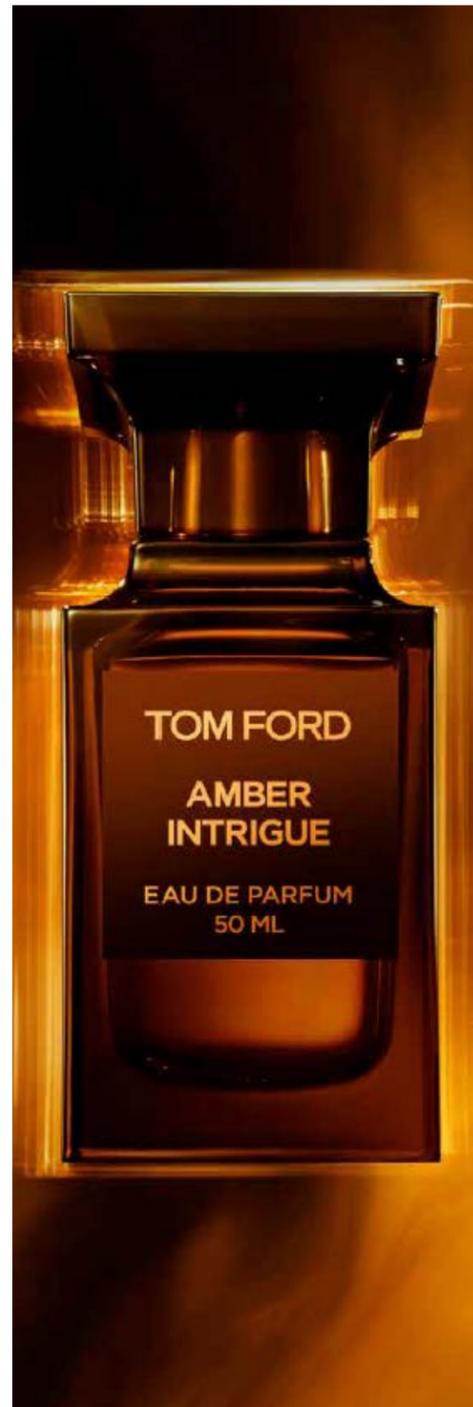
SOLEIL NEIGE LLC

OCTOBER 6TH, 2025



RUNWAY LOOK
TFF/ CANADA DOORS ONLY

OCTOBER 6TH, 2025



AMBER INTRIGUE
NORDSTROM ONLY

NOVEMBER 1ST, 2025



LIP RESERVE
BERGDORF + TFF ONLY

NOVEMBER 3RD, 2025



VANILLA SEX EXT.

DECEMBER 1ST, 2025



SOLEIL NEIGE EDP SIGNATURE

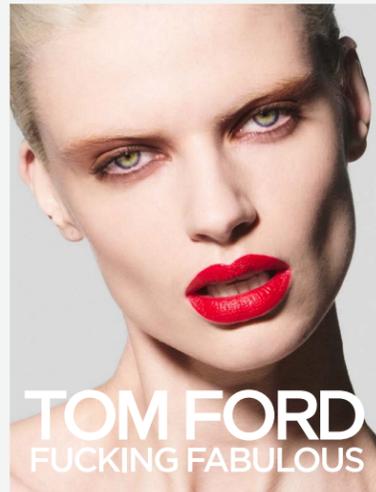
DECEMBER 28TH, 2025

LIGHTBOX PRIORITIES | ALL RETAILERS

FY26 Q2 LIVE DATE : OCT

COLOR

PRIMARY **OCD: 10/01**
 FUCKING FABULOUS LIP **CENSORED VERSION AVAILABLE**



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

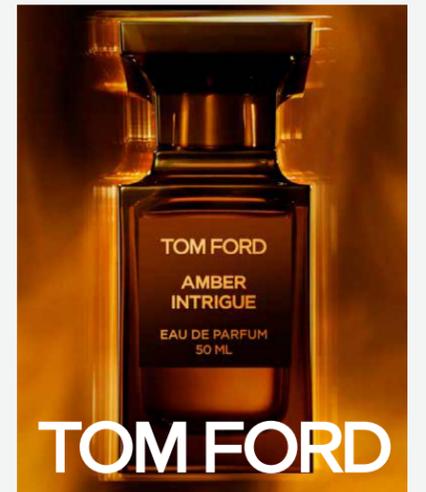
PRIMARY **OCD: 10/06**
 OMBRE LEATHER HOLIDAY



PRIORITY 1 PRODUCT

PRIVATE BLEND

PRIMARY **NORDSTROM EXCLUSIVE**
 AMBER INTRIGUE EDP **OCD: 11/01**



COLOR

SECONDARY **EXISTING**
 ARCHITECTURE RADIANCE



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

SECONDARY **EXISTING OCD: 08/04**
 BLACK ORCHID RESERVE



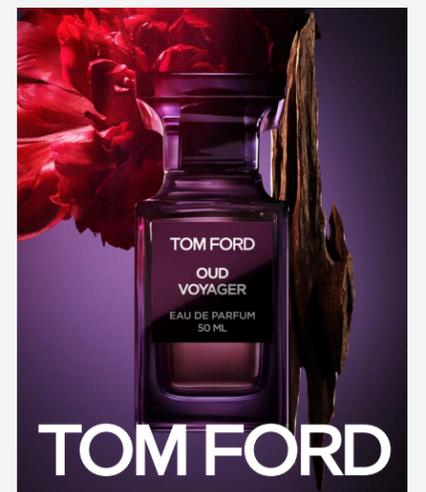
PRIORITY 1 MODEL



PRIORITY 2 PRODUCT

PRIVATE BLEND

PRIMARY **EXISTING OCD: 09/01**
 OUD VOYAGER EDP



COLOR PRIORITIES

FY26 Q2 LIVE DATE : OCT

COLOR NEWNESS

LIMITED LIFE COLLECTION
SOLEIL NEIGE COLLECTION HOLIDAY



OCD OCTOBER 6TH

COLOR SOLEIL

SOLEIL LIP BLUSH HOLIDAY



OCD OCTOBER 6TH

COLOR FACE

ARCHITECTURE RADIANCE



EXISTING

COLOR LIP

LIP COLOR HOLIDAY



OCD OCTOBER 6TH

COLOR LIP

FUCKING FABULOUS LIP
CENSORED VERSION AVAILABLE



OCD OCTOBER 1ST FOR ALL RETAILERS

COLOR EYE

ARCHITECTURE BROW PENCIL



EXISTING

FRAGRANCE PRIORITIES

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

OULD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 2
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

PRIVATE BLEND PRIORITY 3

OULD VOYAGER



EXISTING

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

FRAGRANCE PRIORITIES **NORDTSROM ONLY**

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

AMBER INTRIGUE



OCD NOVEMBER 1ST

PRIVATE BLEND PRIORITY 2

LOUD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 3
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

TV SCREENS

FY26 Q2 LIVE DATE : OCTOBER

COLOR
ROTATING SOLEIL NEIGE COLLECTION STILL



LIVE OCTOBER 6TH

SIGNATURE
ROTATING OMBRE LEATHER STILL



LIVE OCTOBER 6TH

PRIVATE BLEND
ROTATING OUD WOOD + VANILLA SEX STILL



LIVE OCTOBER 6TH

COLOR
FUCKING FABULOUS LIP VIDEO



LIVE OCTOBER 1ST

SIGNATURE
BLACK ORCHID RESERVE VIDEO



LIVE AUGUST 4TH

PRIVATE BLEND
OUD VOYAGER VIDEO



OCD SEPTEMBER 1ST

MACASSAR EASELS

NO CHANGES

FACE | ARCHITECTURE SOFT MATTE EASEL EASEL

TOP VISUAL
ARCHITECTURE MODEL TRIO



FACE | RADIANCE EASEL

TOP VISUAL
ARCHITECTURE INGREDIENT



FACE | COMBO EASEL

TOP VISUAL
ARCHITECTURE INGREDIENT



SOLEIL EASEL

TOP VISUAL
SOLEIL LIP BALM



LIP EASEL

TOP VISUAL
LIP COLOR MODEL ANGELINA JOLIE



LIP+EYE COMBO EASEL

TOP VISUAL
FUCKING FABULOUS LIP **OCD 10/06**



SMALL VISUAL ON THE RIGHT
ULTRA-SHINE LIP COLOR



SMALL VISUAL ON THE RIGHT
FUCKING FABULOUS LIP **OCD 10/06**



SMALL VISUAL ON THE RIGHT
LIP COLOR TRIO



MACASSAR EASELS

NO CHANGES

EYE EASEL

TOP VISUAL
ARCHITECTURE BROW PENCIL



SMALL VISUAL ON THE RIGHT
EYE COLOR QUAD

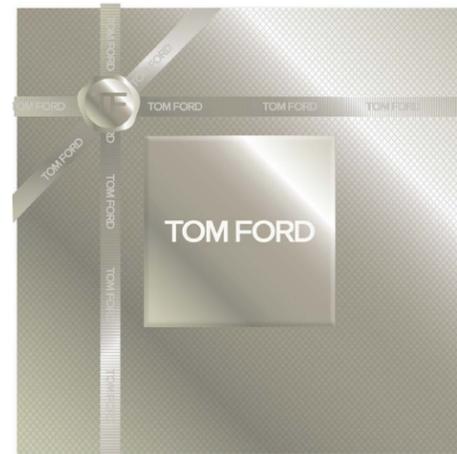


GIFTING GUIDELINES

RIBBON AND WAX SEAL



RIBBON AND WAX SEAL COVER THE LOGO



LOGO IS VISIBLE

- MAKE SURE TF LOGO IS VISIBLE: TIE RIBBON AT TOP LEFT CORNER
- PLACE WAX SEAL OVER THE RIBBON KNOT TO KEEP IT IN PLACE

GIFT SETS DISPLAY



MULTIPLE PRODUCT FAMILIES SHARING A SHELF, RIBBONS TIED ON OPEN BOXES



ONE PRODUCT FAMILY ON EACH SHELF, EMPTY BOXES FILL EXTRA SPACE BEHIND



OPEN BOX DISPLAYED AT AN ANGLE, NESTED INSIDE ITS OWN LID

- GROUP BY PRODUCT FAMILY: ONLY ONE PRODUCT FAMILY PER SHELF
- DISPLAY ONE OPEN BOX ON THE LEFT, ONE CLOSED BOX ON THE RIGHT
- OPEN BOXES CAN BE DISPLAYED AT AN ANGLE (SEE PHOTO) OR STANDING VERTICALLY
- DO NOT TIE RIBBONS ON OPEN BOXES
- STACK EMPTY BOXES BEHIND IF THERE IS EXTRA SPACE

GIFTING TOWER GUIDELINES

MACY'S TOWERS

PLEASE MAKE SURE TOWERS HAVE TOWER TOPPER WITH TOM FORD LOGO + BOTTOM ASSETS PANELS



COLOR LAUNCH: SOLEIL NEIGE COLLECTION MAF

LIVE DATE : OCTOBER 6TH



MEDIUM ANGLED FRAME MAF
SOLEIL NEIGE COLLECTION
T53D60

TOP TIER LEFT TO RIGHT

- APRES GLOW
- EYE COLOR QUAD
- CREME BLUSH
- 3 X ULTRA SHINE LIP

SHADES

ULTRA SHINE LIP COLOR

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

EYE COLOR QUAD

- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



MACASSAR PRESENTATION TRAY
RUNWAY LOOK

TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM

- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
- ARCHITECTURE RADIANCE HYDRATING FOUNDATION
- OUD VOYAGER
- SHADE AND ILLUMINATE CONTOUR DUO
- EXTREME MASCARA IN 01 RAVEN
- GLOSS LUXE IN 01 DISCLOSURE
- RUNWAY LIP COLOR IN 18 UNZIP
- LIP COLOR MATTE IN 08 VELVET CHERRY

COLOR LAUNCH: FUCKING FABULOUS LIP

LIVE DATE : OCT 1ST

PRESENTATION TRAY
FUCKING FABULOUS LIP



FRONT VIEW



TOP VIEW

FUCKING FABULOUS VM UNITS WILL RELEASE IN SEPTEMBER.
PLEASE DISPLAY ON PRESENTATION TRAY UNTIL THEIR ARRIVAL.

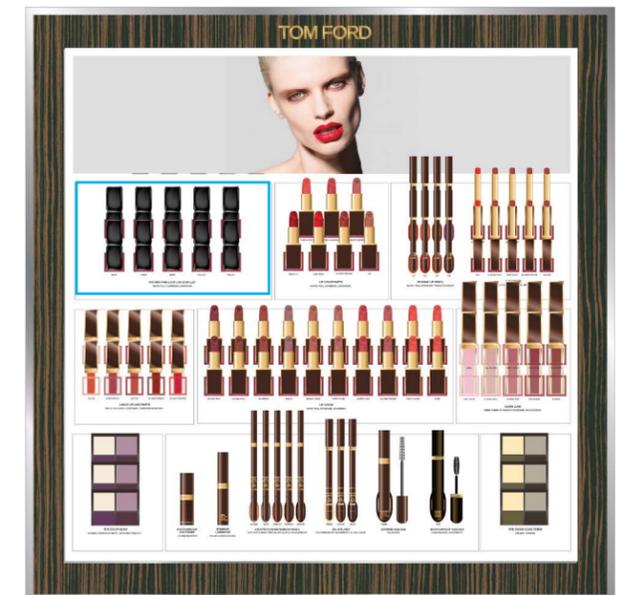
FUCKING FABULOUS LIP

SAF
FUCKING FABULOUS LIP



NEW TILES - SHIIPING DIRECT TO
DOORS IN NOVEMBER

EASEL
LIP ONLY EASEL +
LIP/EYE COMBO EASEL



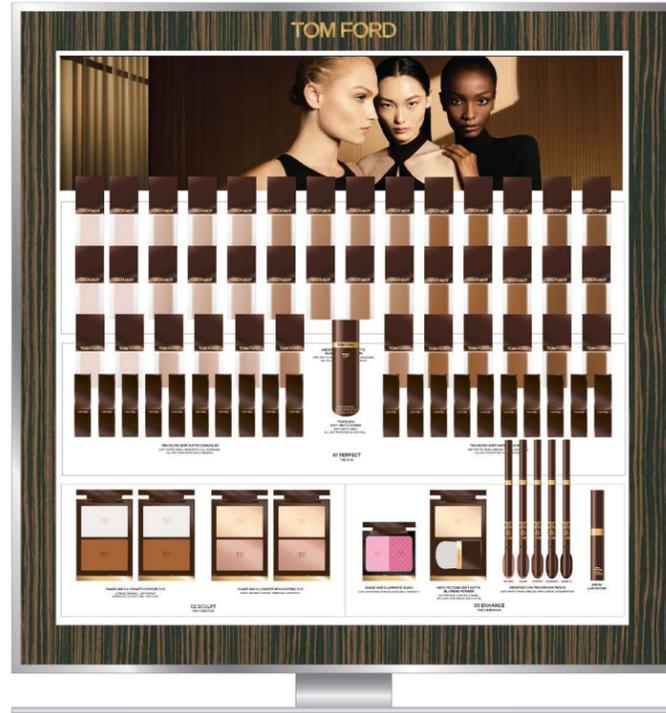
10 NEW SHADES

- F1 PEONY
- F2 BLUSH
- F3 PINK
- F4 CERISE

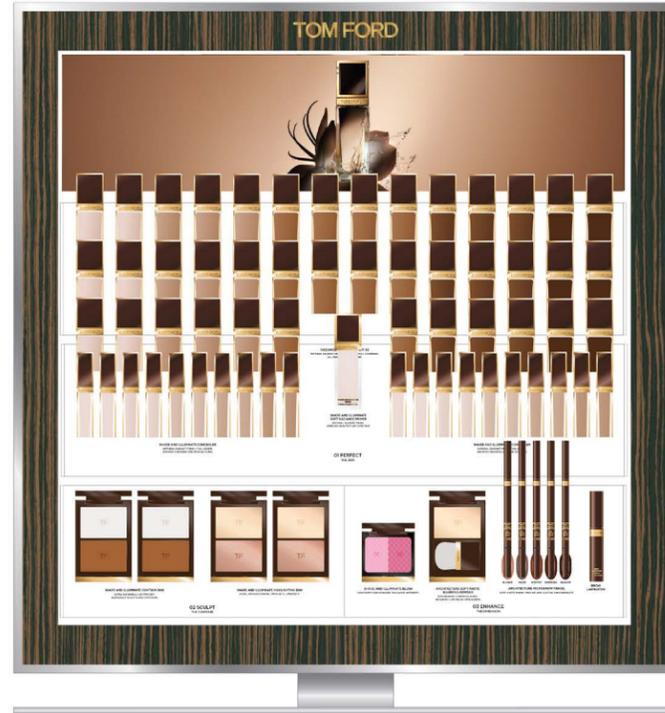
- F5 ROSE
- F6 BERRY
- F7 PLUM
- F8 FUCHSIA

- F9 RED
- F10 MOCHA

ALL EASELS OVERVIEW



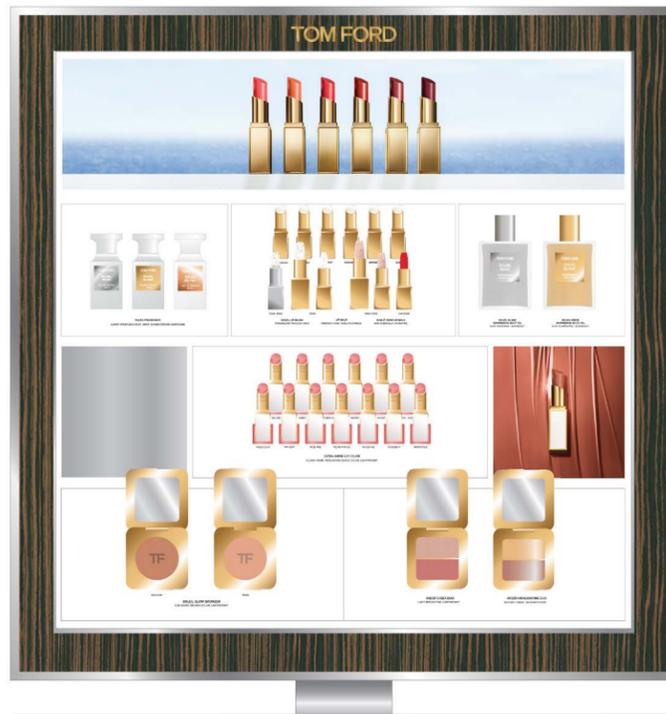
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL



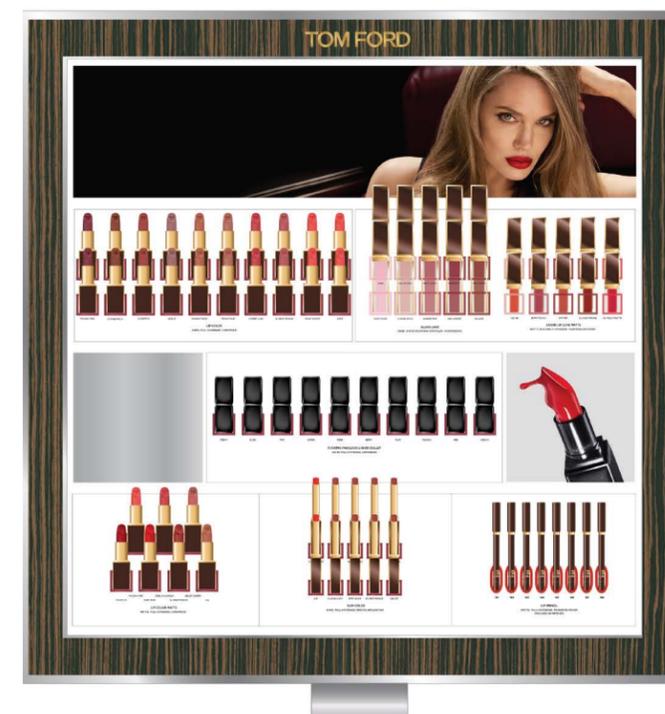
ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL



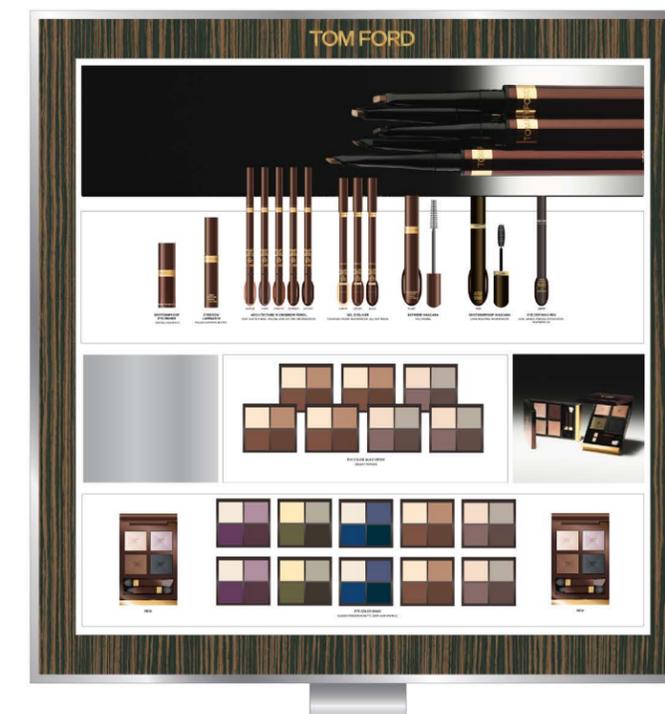
ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING



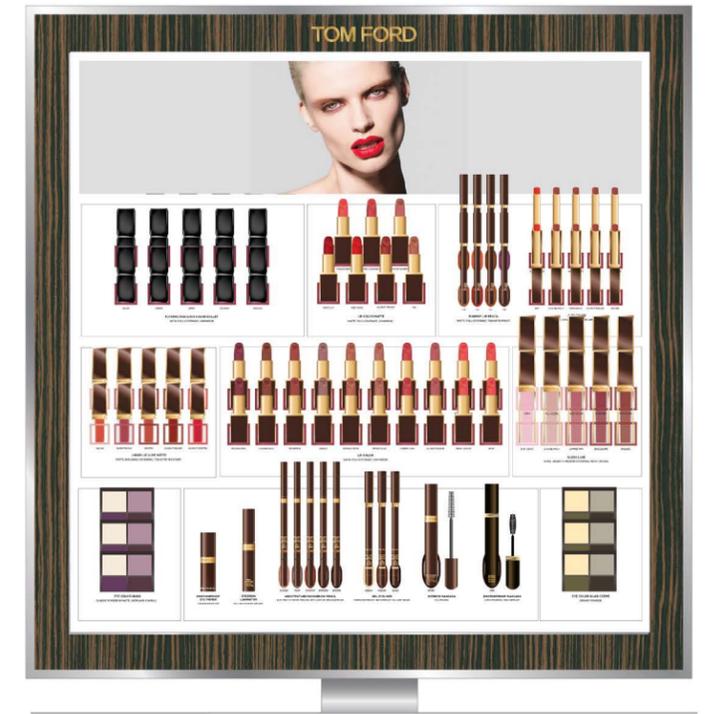
SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

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

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

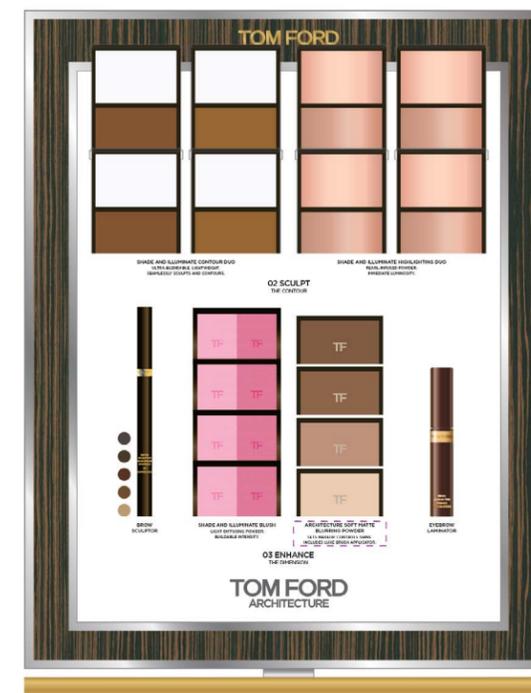
NEW INSERTS SOLEIL + LIP



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



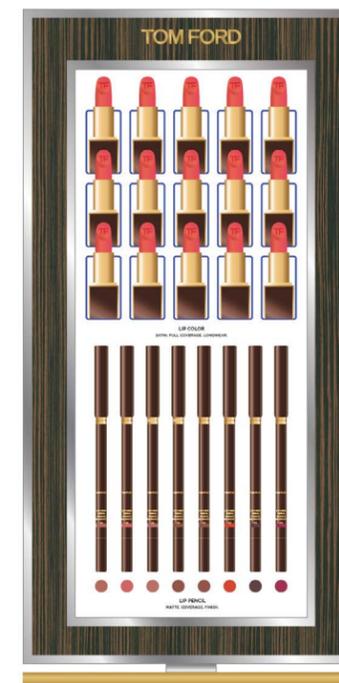
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF

PRIVATE BLEND CASELINE NORDSTROM ONLY

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- OUD VOYAGER 30ML
- OUD VOYAGER 50ML
- ROSE EXPOSED 30ML
- ROSE EXPOSED 50ML
- BLACK LACQUER 30ML
- BLACK LACQUER 50ML

SECOND ROW LEFT TO RIGHT

- F. FABULOUS PARFUM 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW LEFT TO RIGHT

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML

AMBER INTRIGUE

MACASSAR PB 30 SCENTING EXPERIENCE



ALWAYS ARRANGE CASELINE UNITS IN A PYRAMID FORMAT. THE TALL SKUS ALIGN

PRIVATE BLEND CASELINE

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- AMBER INTRIUGUE 50ML (NEW)
- OUD VOYAGER 30ML
- OUD VOYAGER 50ML
- ROSE EXPOSED 30ML
- ROSE EXPOSED 50ML
- BLACK LACQUER 30ML
- BLACK LACQUER 50ML

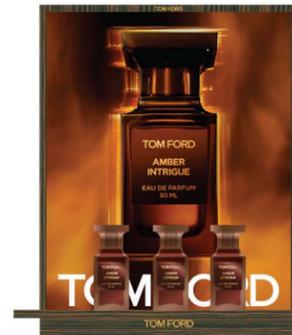
SECOND ROW LEFT TO RIGHT

- F. FABULOUS PARFUM 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW LEFT TO RIGHT

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML

AMBER INTRIGUE



MACASSAR PB 30 SCENTING EXPERIENCE



ALWAYS ARRANGE CASELINE UNITS IN A

COLOR LAUNCH: SOLEIL NEIGE COLLECTION LAUNCH UNIT

LIVE DATE : OCTOBER 6TH



SIGNATURE FRAGRANCE
LAUNCH ON DECEMBER 28TH

TWO-TIER
SOLEIL NEIGE COLLECTION
T53Q60

TOP TIER LEFT TO RIGHT

- APRES GLOW
- EYE COLOR QUAD
- CREME BLUSH
- 3 X ULTRA SHINE LIP

SHADES

ULTRA SHINE LIP COLOR

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

EYE COLOR QUAD

- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

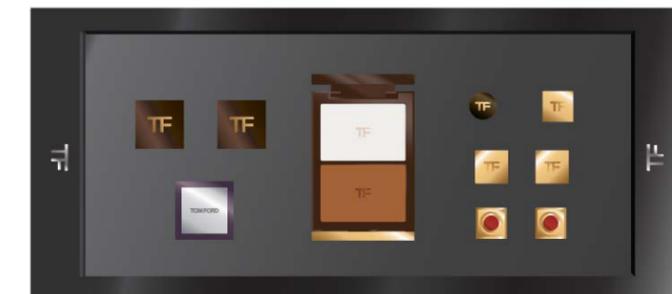
COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



**TWO-TIER
RUNWAY LOOK**
RE-USE BLACK LACQUER/ FUCKING FABULOUS INSERTS

- TOP TIER LEFT TO RIGHT**
- OUD VOYAGER
 - SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08 VELVET CHERRY



**MARBLE PRESENTATION TRAY
RUNWAY LOOK**
USE IF NO TWO-TIER IS AVAILABLE

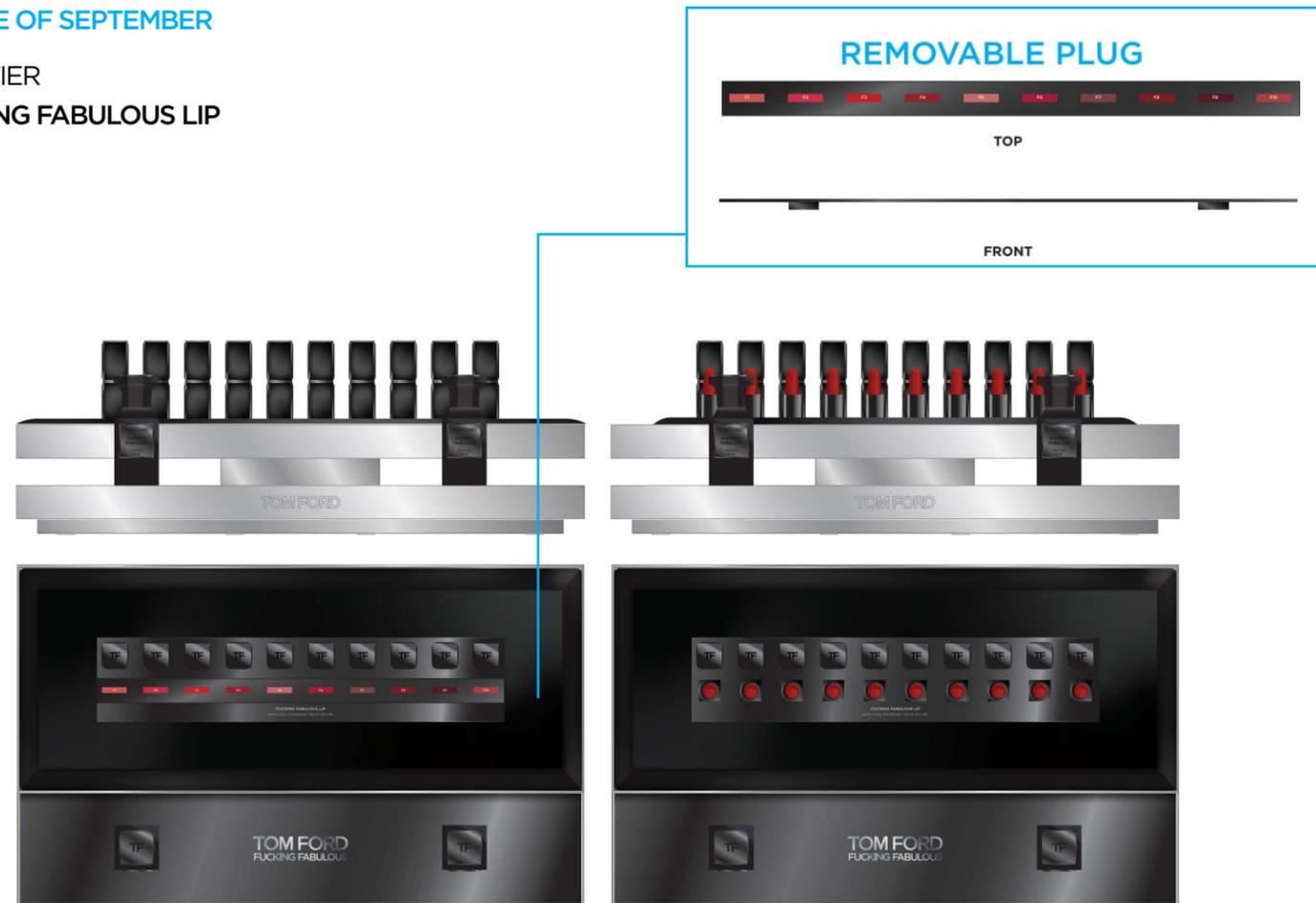
- TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM**
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - OUD VOYAGER
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08 VELVET CHERRY

COLOR LAUNCH: FUCKING FABULOUS LIP ALL DOORS | PHASE II

LIVE DATE : OCTOBER 1ST

NEW TWO -TIER INSERTS - SHIPPING DIRECT TO DOORS
MIDDLE OF SEPTEMBER

TWO-TIER
FUCKING FABULOUS LIP



FUCKING FABULOUS LIP FACTICES WILL BE IN STORE IN LATE SEPTEMBER. PLEASE USE REMOVABLE PLUG UNTIL FACTICES ARE RECEIVED BY YOUR DOOR.

FUCKING FABULOUS LIP

10 NEW SHADES

- F1 PEONY
- F5 ROSE
- F9 RED
- F2 BLUSH
- F6 BERRY
- F10 MOCHA
- F3 PINK
- F7 PLUM
- F4 CERISE
- F8 FUCHSIA

EASEL
LIP ONLY EASEL + LIP/EYE COMBO EASEL
TILES EXPECTED NOVEMBER

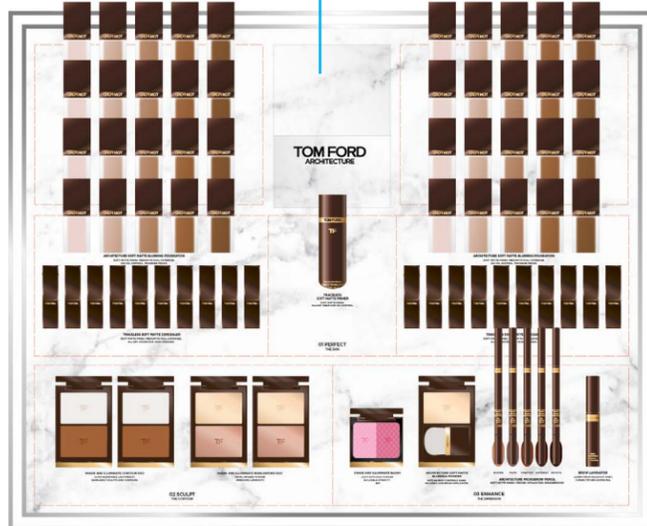


ALL EASELS OVERVIEW NEW TILING SYSTEM

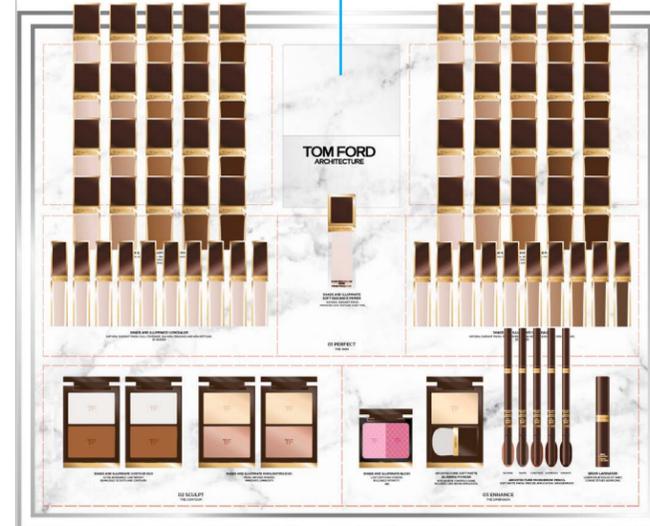
EASELS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

OCD: NOVEMBER

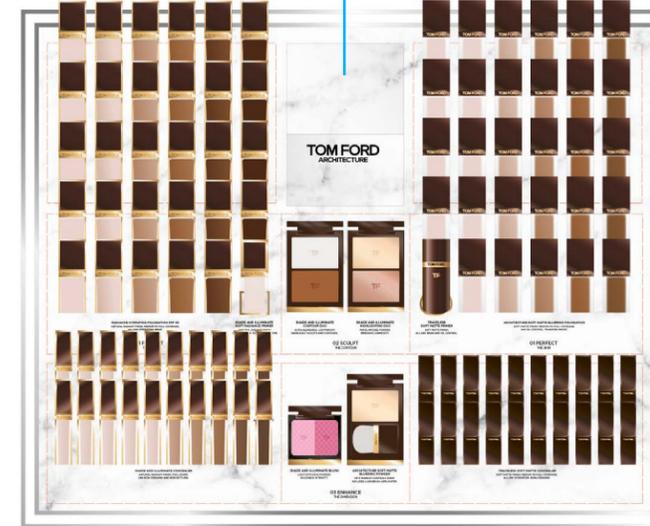
SHIPPING DIRECTLY TO DOOR



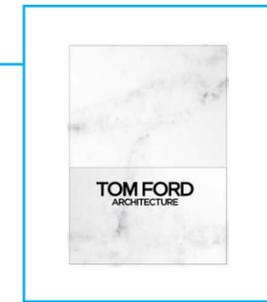
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY

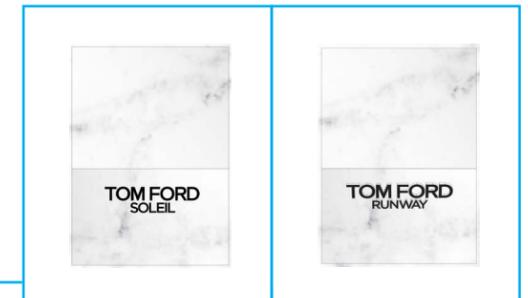


ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL



FACE REFRESH ARCHITECTURE PILLAR
TIB260 - SHIPPING DIRECT TO DOOR
MANDATORY - NEEDED FOR ALL MARBLE FACE EASELS

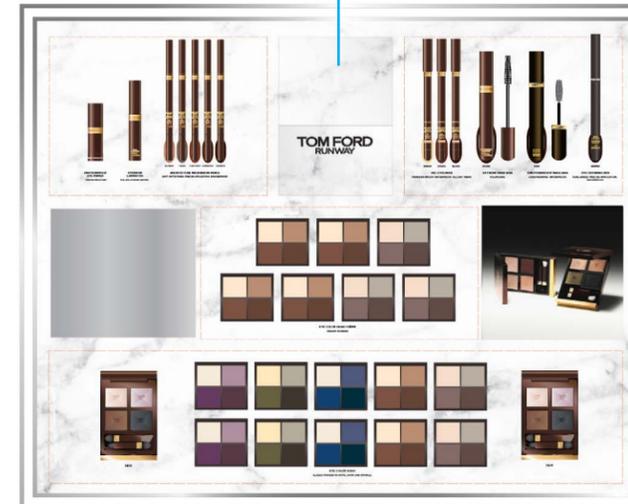
SOLEIL LOGO + RUNWAY LOGO PILLAR
ALLIANCE - SHIPPING DIRECT TO DOOR
MANDATORY - NEEDED FOR SOLEIL, LIP AND EYE EASELS



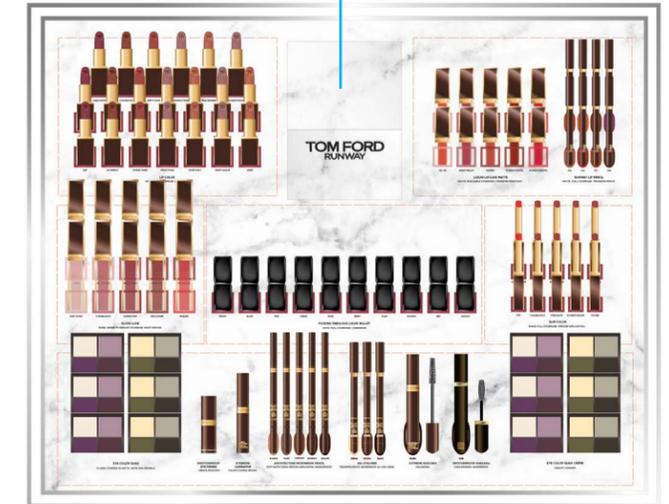
SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL

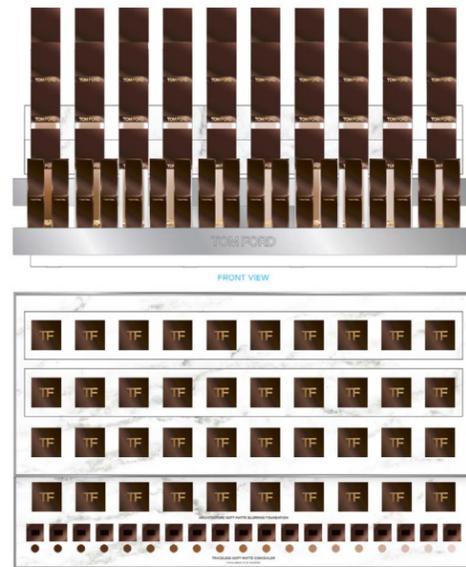


RUNWAY
EYE + LIP EASEL

ALL TWO-TIERS OVERVIEW

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

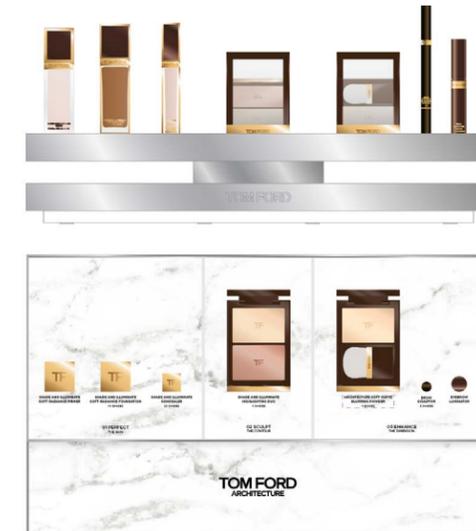
NEW INSERTS FOR SOLEIL, LIP AND EYE.



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



ARCHITECTURE
RADIANCE FOUNDATION ONLY



ARCHITECTURE
FACE REGIMEN REFRESH
TIAZ60



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



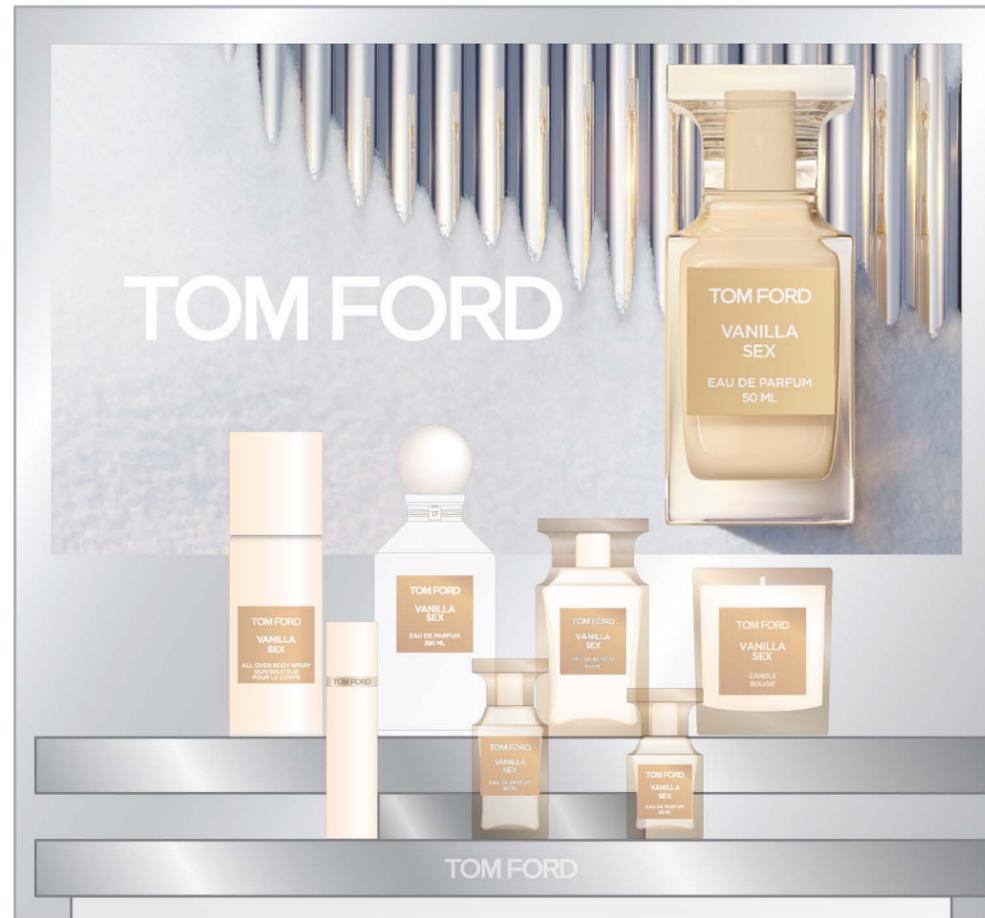
RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



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

PRIVATE BLEND HERO VANILLA SEX HERO

LIVE DATE : DECEMBER 1ST



TWO-TIER
GENERIC MARBLE INSERTS

TOP TIER LEFT TO RIGHT

- VANILLA SEX AOBs
- VANILLA SEX DECANTER
- VANILLA SEX 100ML
- VANILLA SEX CANDLE

LOWER TIER LEFT TO RIGHT

- VANILLA SEX SPRAY 10ML
- VANILLA SEX EDP 50ML
- VANILLA SEX 30 ML

PRIVATE BLEND FRAGRANCE RETAILER CASELINES

PRIVATE BLEND ASSORTMENT SEPTEMBER

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- OUD VOYAGER 30ML
- OUD VOYAGER 50ML

TOP ROW LEFT TO RIGHT

- BLACK LACQUER 30ML
- BLACK LACQUER 50ML
- ROSE EXPOSED 50ML
- ROSE EXPOSED 30ML

SECOND ROW LEFT TO RIGHT

- SOLEIL NEIGE 30ML
- SOLEIL NEIGE 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW LEFT TO RIGHT

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML



ALWAYS ARRANGE CASELINE UNITS IN A PYRAMID FORMAT. THE TALL SKUS ALIGN WITH THE GIFT BOX IN THE MIDDLE.

PRIVATE BLEND FRAGRANCE RETAILER CASELINES NORDSTROM ONLY

PRIVATE BLEND ASSORTMENT SEPTEMBER

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- AMBER INTRIGUE 50ML
- OUD VOYAGER 50ML
- OUD VOYAGER 30ML

TOP ROW LEFT TO RIGHT

- BLACK LACQUER 30ML
- BLACK LACQUER 50ML
- ROSE EXPOSED 50ML
- ROSE EXPOSED 30ML

SECOND ROW LEFT TO RIGHT

- SOLEIL NEIGE 30ML
- SOLEIL NEIGE 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW LEFT TO RIGHT

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML



ALWAYS ARRANGE CASELINE UNITS IN A PYRAMID FORMAT. THE TALL SKUS ALIGN WITH THE GIFT BOX IN THE MIDDLE.

SIGNATURE FRAGRANCE TWO-TIERS

TWO-TIER SIGNATURE MASCULINE + FEMININE



USE THIS ASSORTMENT IF 1 TWO-TIER IS AVAILABLE

FRONT ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 100 ML
- EAU D'OMBRE LEATHER 100ML
- OMBRÉ LEATHER EDP 100ML
- OUD MINÉRALE 100ML
- BOIS PACIFIQUE 100ML

BACK ROW LEFT TO RIGHT

- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID EDP 100ML
- VELVET ORCHID EDP 100ML
- CAFÉ ROSE 100ML
- EAU DE SOLEIL BLANC 100ML

TWO-TIER SIGNATURE MASCULINE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

- CAFE ROSE 100 ML
- EAU DE SOLEIL BLANC 100ML
- BLACK ORCHID RESERVE 100 ML (W/ SIGNATURE "NEW" BLOCK)
- OMBRÉ LEATHER EDP 100ML
- EAU D'OMBRE LEATHER 100ML

BACK ROW LEFT TO RIGHT

- GREY VEVITIER EDP 100ML
- GREY VEVITIER PARFUM 100ML
- OUD MINÉRALE 100ML
- COSTA AZZURRA EDP 100ML
- COSTA AZZURRA PARFUM 100ML

TWO-TIER SIGNATURE FEMININE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 100 ML
- OMBRÉ LEATHER PARFUM 100ML
- OMBRÉ LEATHER EDP 100ML
- EAU D'OMBRE LEATHER 100ML
- BOIS PACIFIQUE 100ML

BACK ROW LEFT TO RIGHT

- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID EDP 100ML
- VELVET ORCHID EDP 100ML
- NOIR EXTREME PARFUM 100ML
- NOIR EXTREME EDP 100ML