

Luxury Fragrance & POS COE+ Guide

Hol 2025 Oct- Dec

TOM FORD BEAUTY

JO MALONE
LONDON

Kilian
PARIS

EDITIONS DE PARFUMS
FREDERIC MALLE

aramis

BALMAIN
BEAUTY



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***Click below
to go to
brand page.***

**Balmain Contact
pointofsalesupport@estee.com
for individual planograms*

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,

Holiday 2025 offers numerous opportunities for you and each brand you support. Understanding your busy schedule, we have developed a comprehensive resource encompassing visual merchandising, gratis, uniforms, lightbox measuring, and supplies.

July- December

- *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 (timeline October)*
- *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

July

*Jo Malone
London*

August

*Independent
Retailers Staff*

September

*Frederic Malle
Balmain
Kilian Paris
Tom Ford
Freelancers (based on
hours worked threshold)*

October

November

December

*All awards
expire on
12/31*



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.

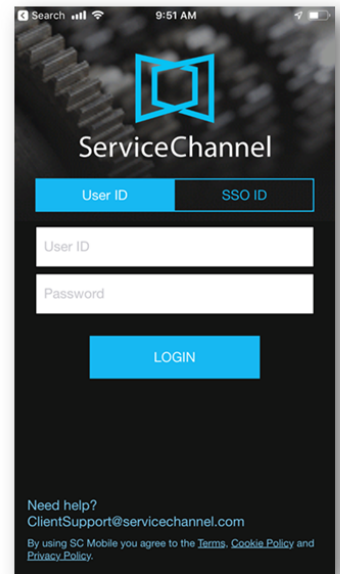
If retailer is not able to resolve follow these steps:

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.

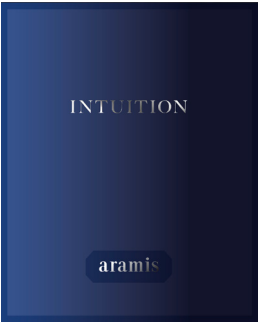
Aramis

Visual Merchandising Hol25 Oct- Dec



aramis

Bloomingdale's Men's Launch
Fall 2025

LAUNCH RANGE (10ml, 50ml, 100ml)	TOA LAUNCH DOPP KIT (OCD 10/01)	GIFT SETS (OCD 12/26)
		



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

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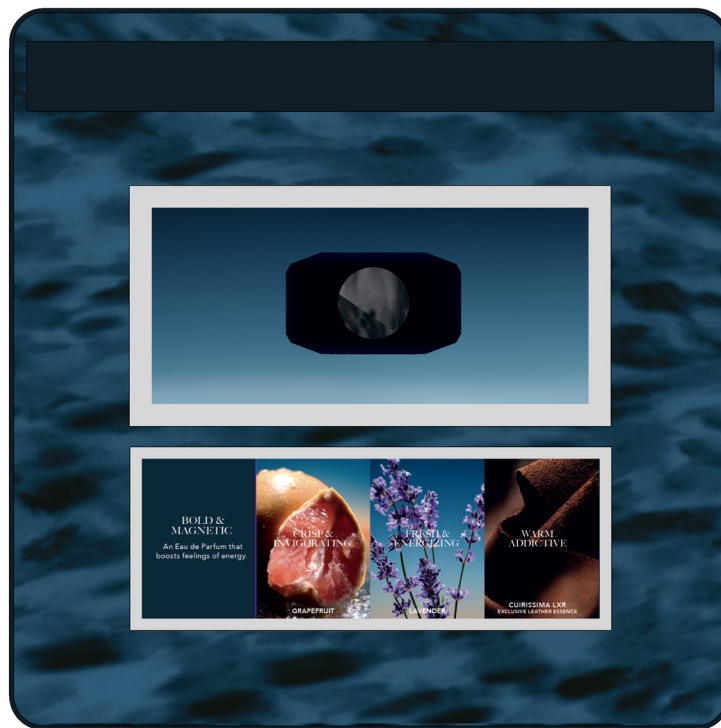
B. BLOTTER HOLDER

A. FRONT VIEW
MAIN UNIT

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



B. BLOTTER HOLDER



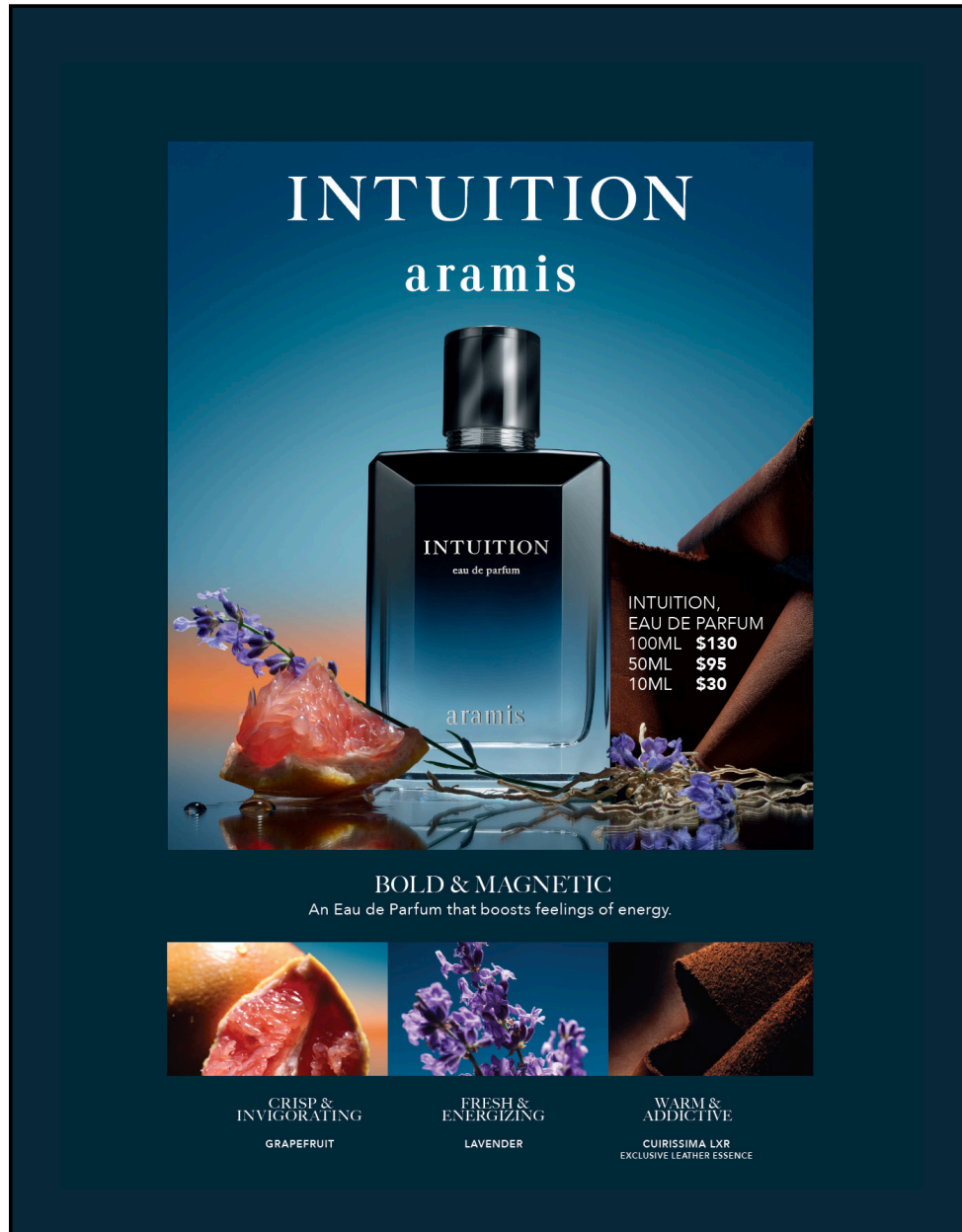
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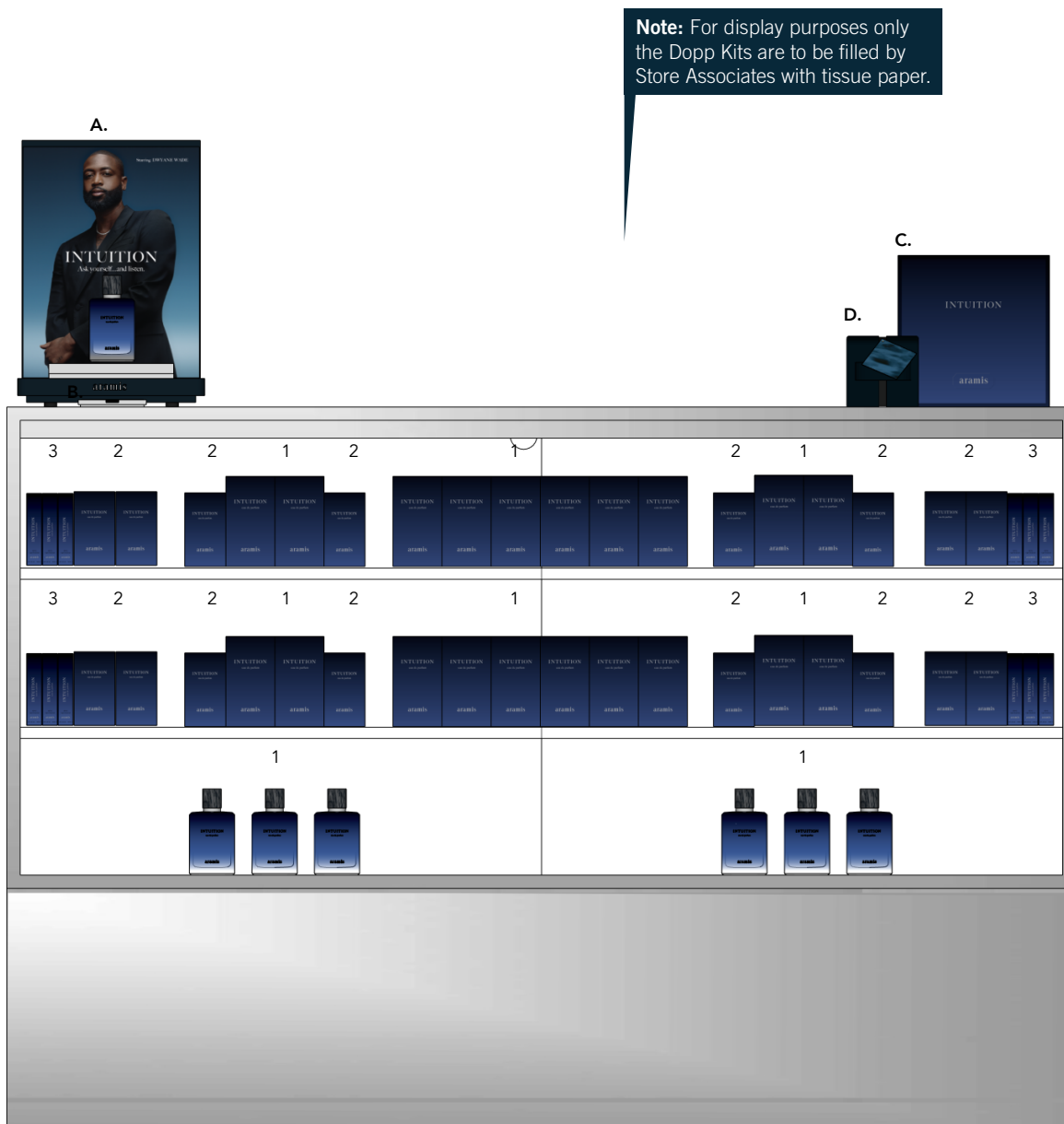
Details

» 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

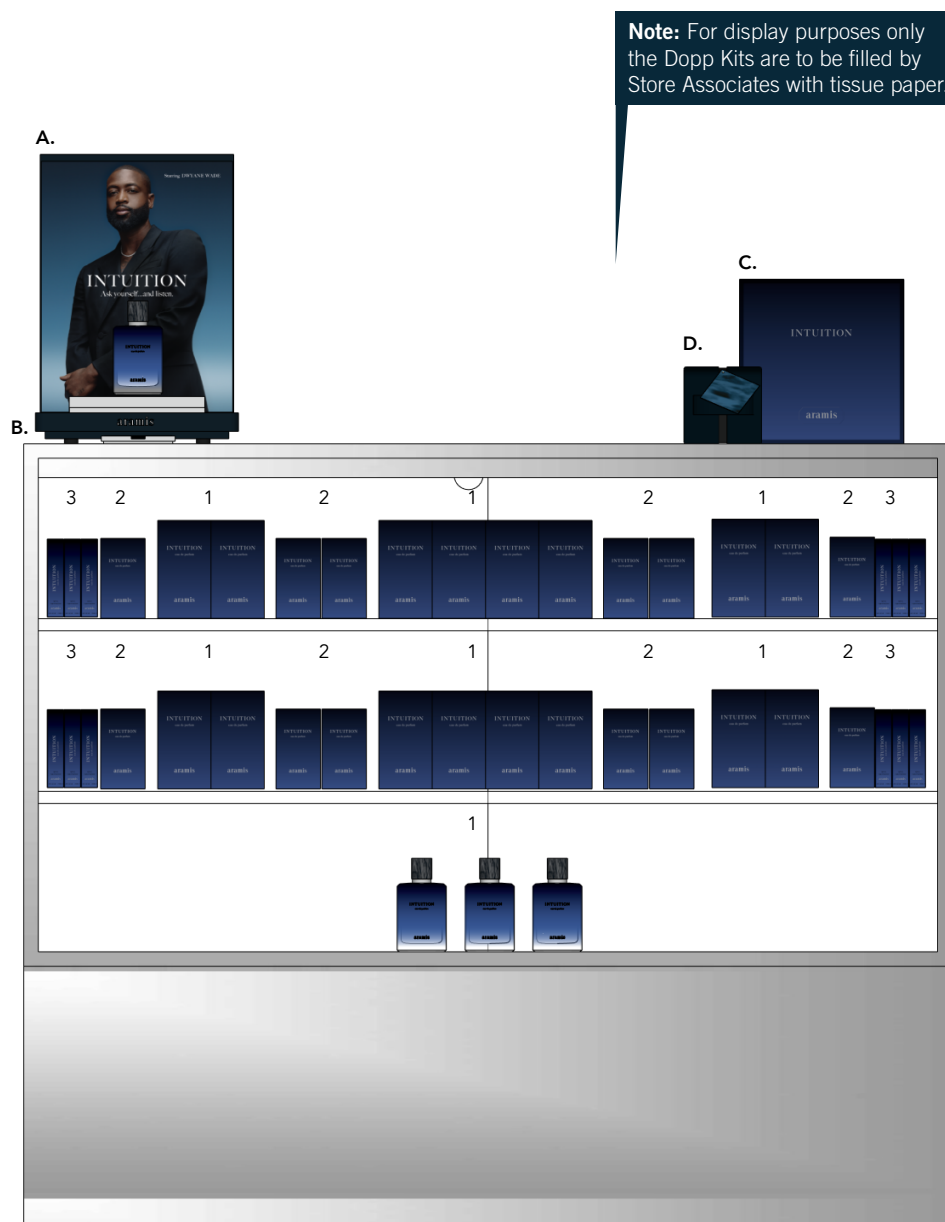


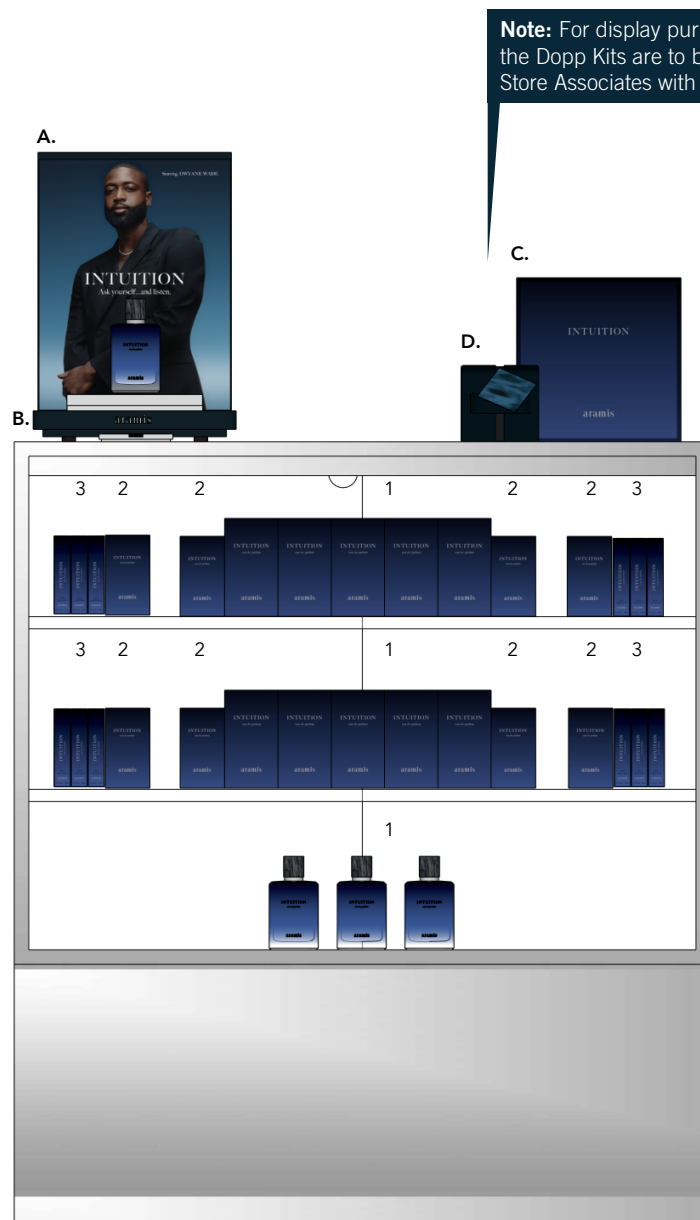
Details

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

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- Intuition Dopp Kit





Details

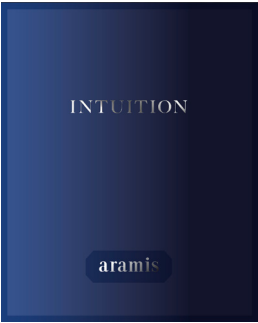
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1. Counter Tester
2. Blotter Holder
3. Intuition Gift Set
4. Intuition Dopp Kit

aramis

Macys Men's Launch
Fall 2025

LAUNCH RANGE (10ml, 50ml, 100ml)	TOA LAUNCH DOPP KIT (OCD 10/01)	GIFT SETS (OCD 12/26)
		



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

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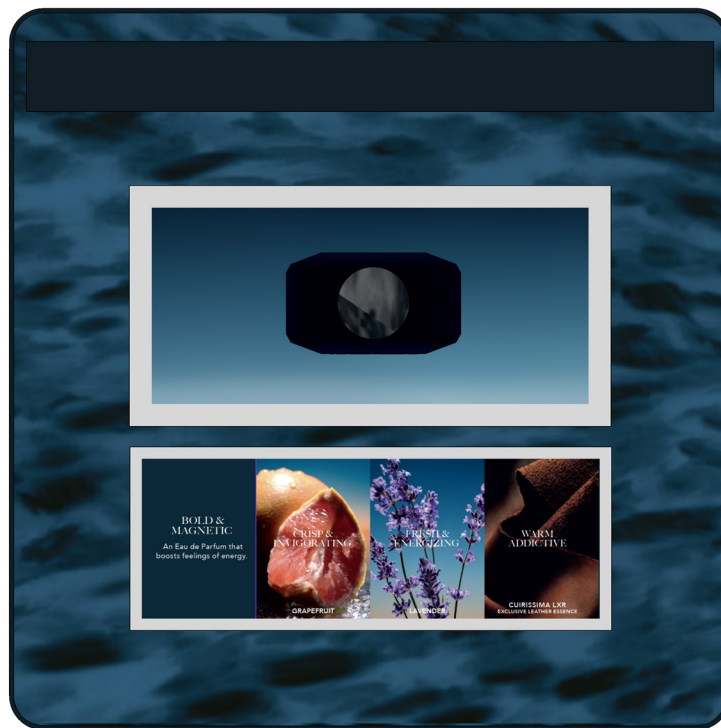
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A. FRONT VIEW
MAIN UNIT

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



B. BLOTTER HOLDER



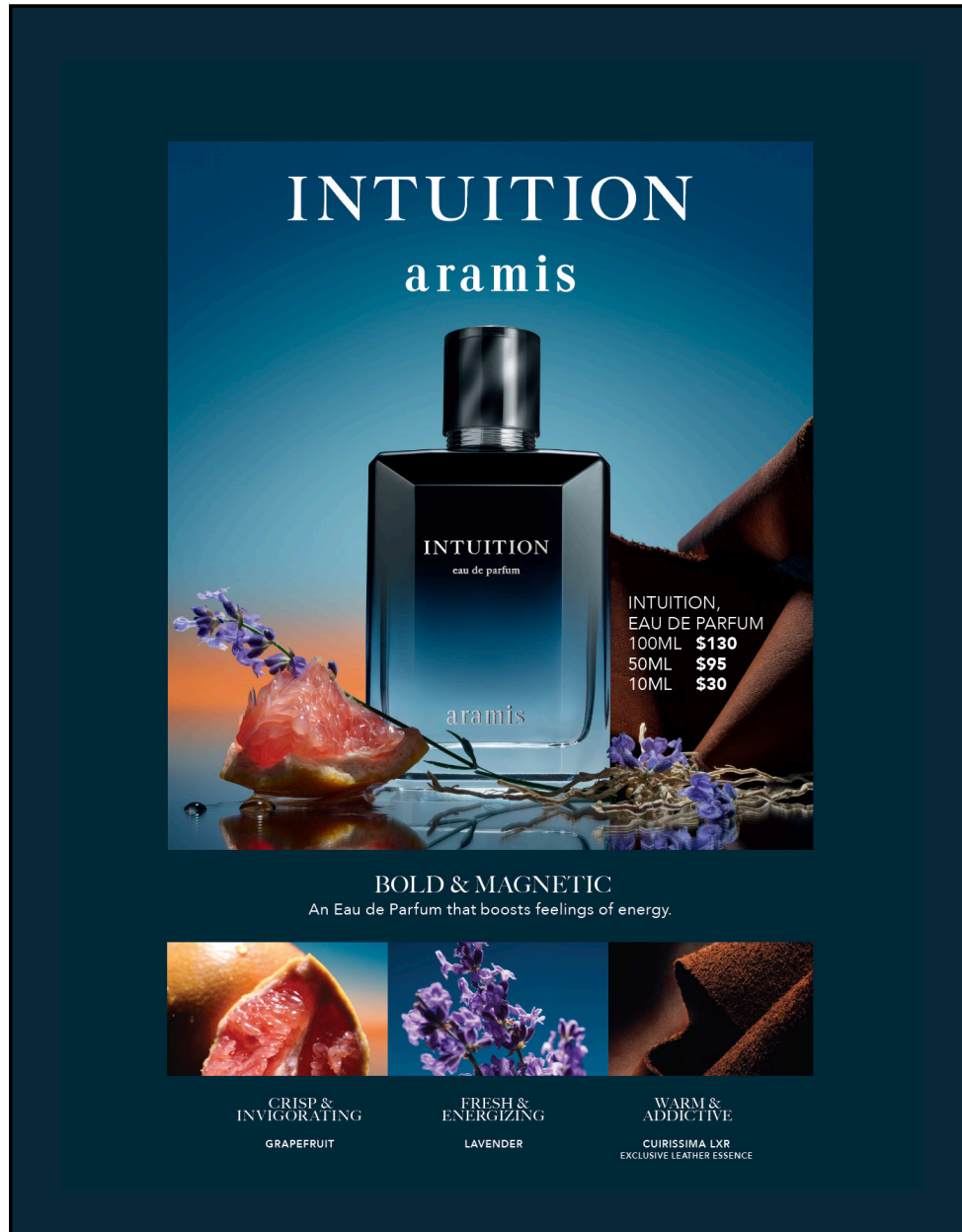
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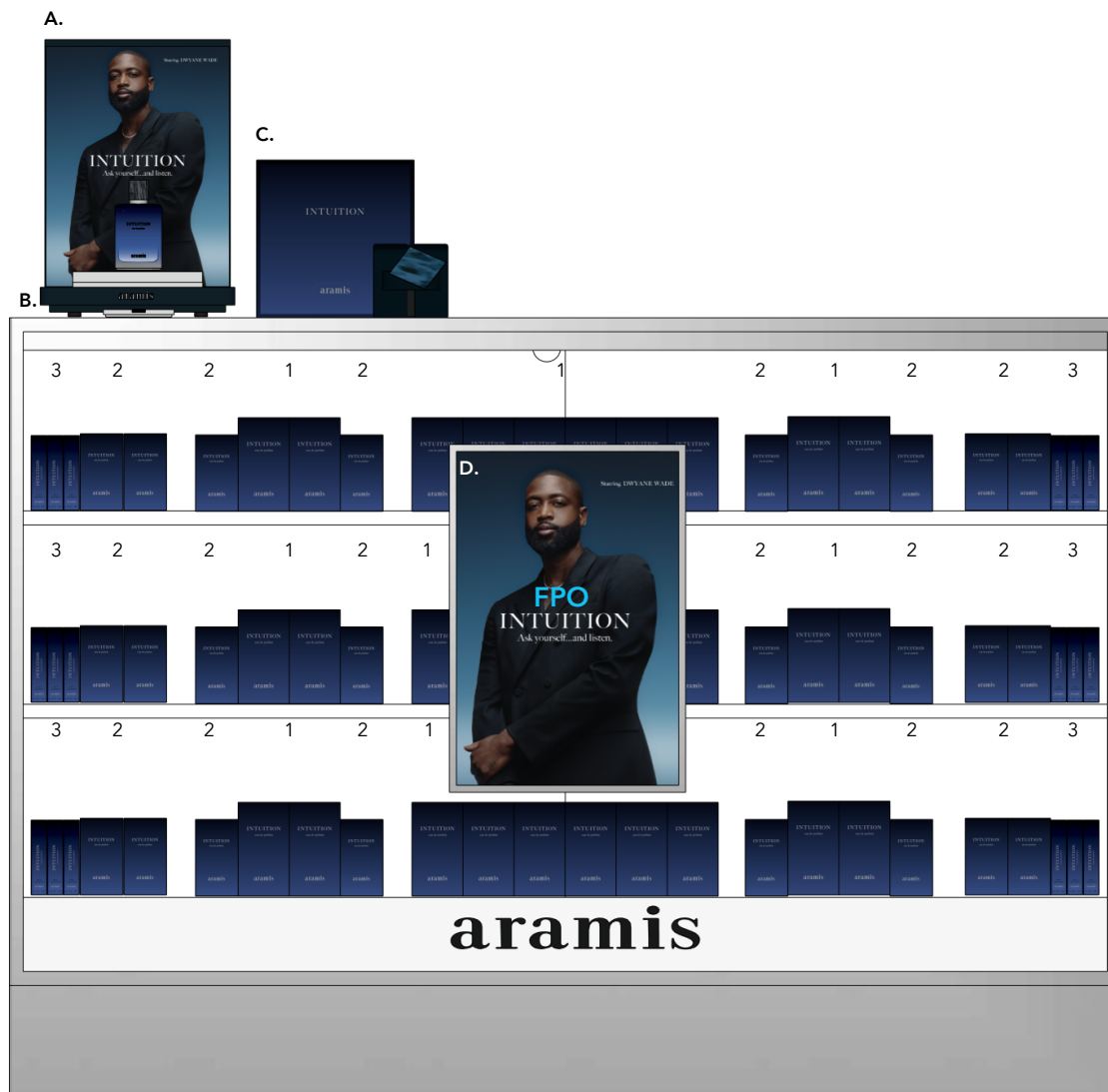
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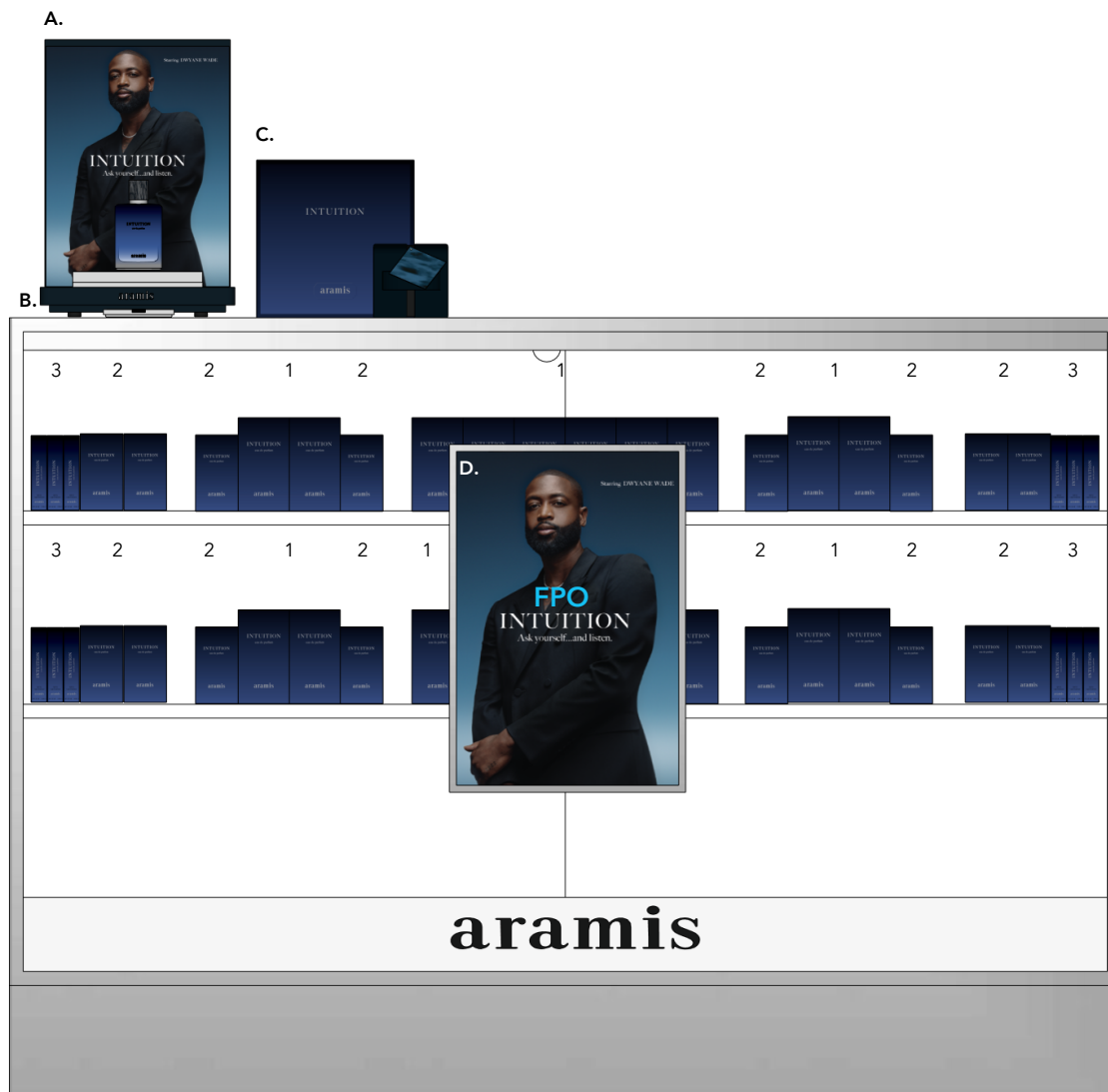
- Intuition
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 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic

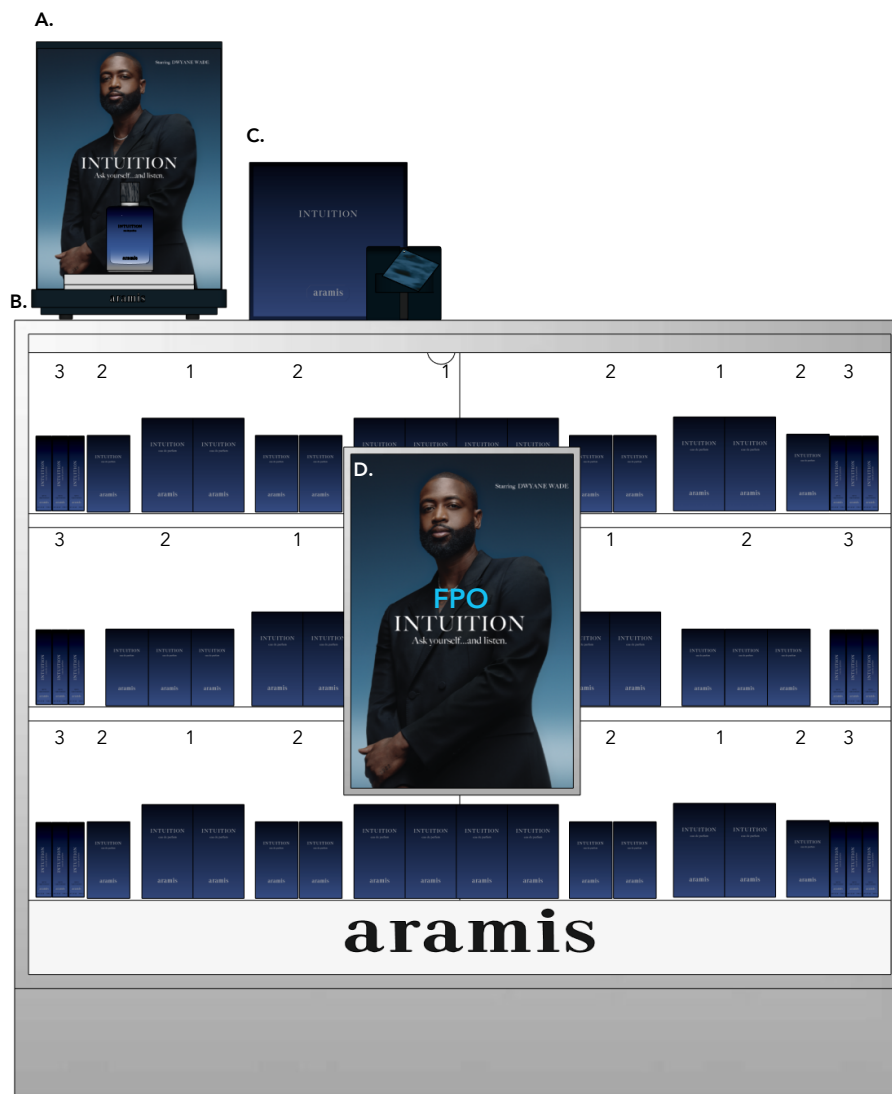
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Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic

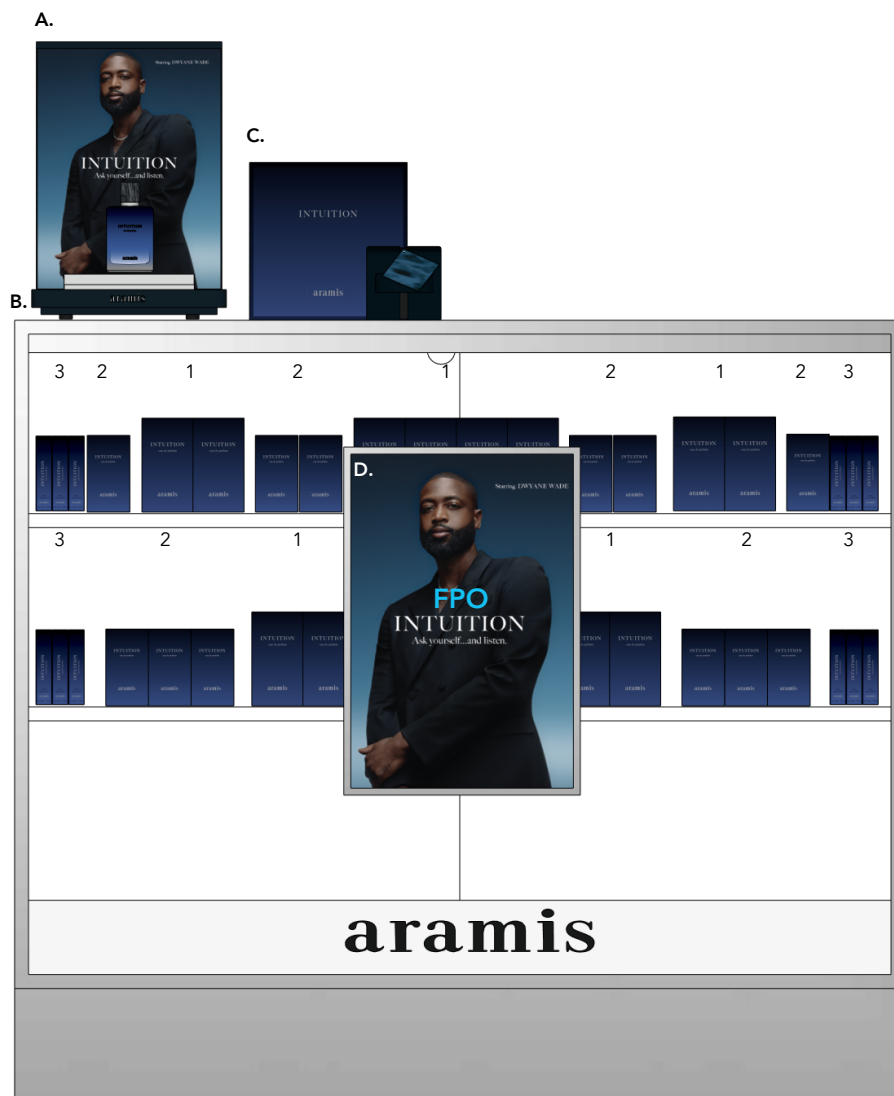


Details

- Intuition
1. 100ml Cologne
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Top Of Counter

1. Counter Tester
2. Blotter Holder
3. Intuition Gift Set
4. In Case Graphic



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. In Case Graphic



Details

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 2. 50ml Cologne
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Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic



Details

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Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic

COLLATERAL

Visuals / 2 Blocks

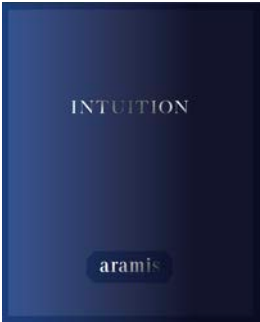
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CSV

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Dillards Men's Launch
Fall 2025

LAUNCH RANGE (10ml, 50ml, 100ml)	GIFT SETS (OCD 12/26)
	



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

B: Blotter Holder

C: Sidecar:
5.5"w x 5.5d" x 9.646"h

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

Details

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B. BLOTTER HOLDER

A. FRONT VIEW
MAIN UNIT

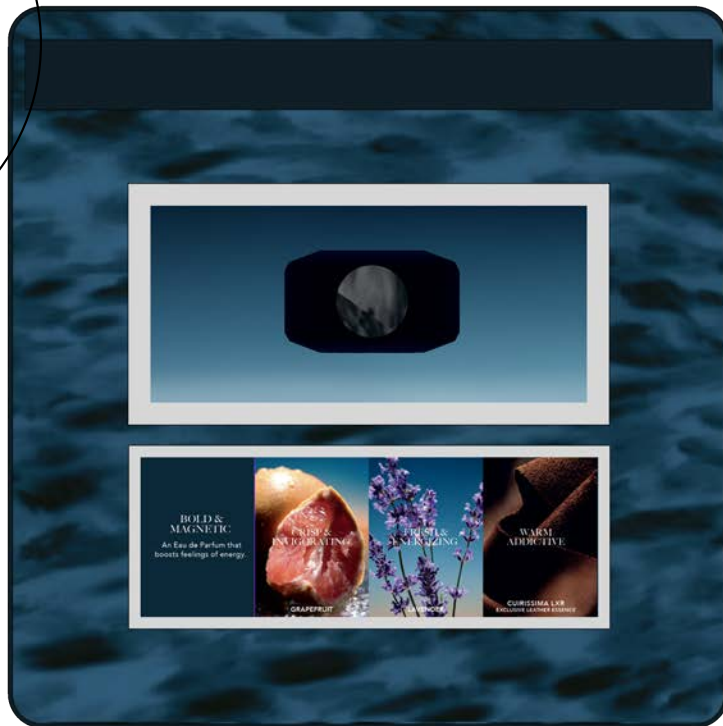


C. FRONT VIEW
EDIT TRAY

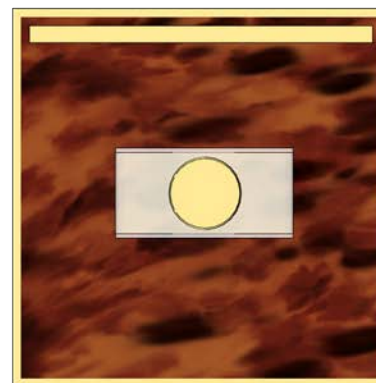
Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER



**A. TOP VIEW
MAIN UNIT**



**C. TOP VIEW
EDIT TRAY**

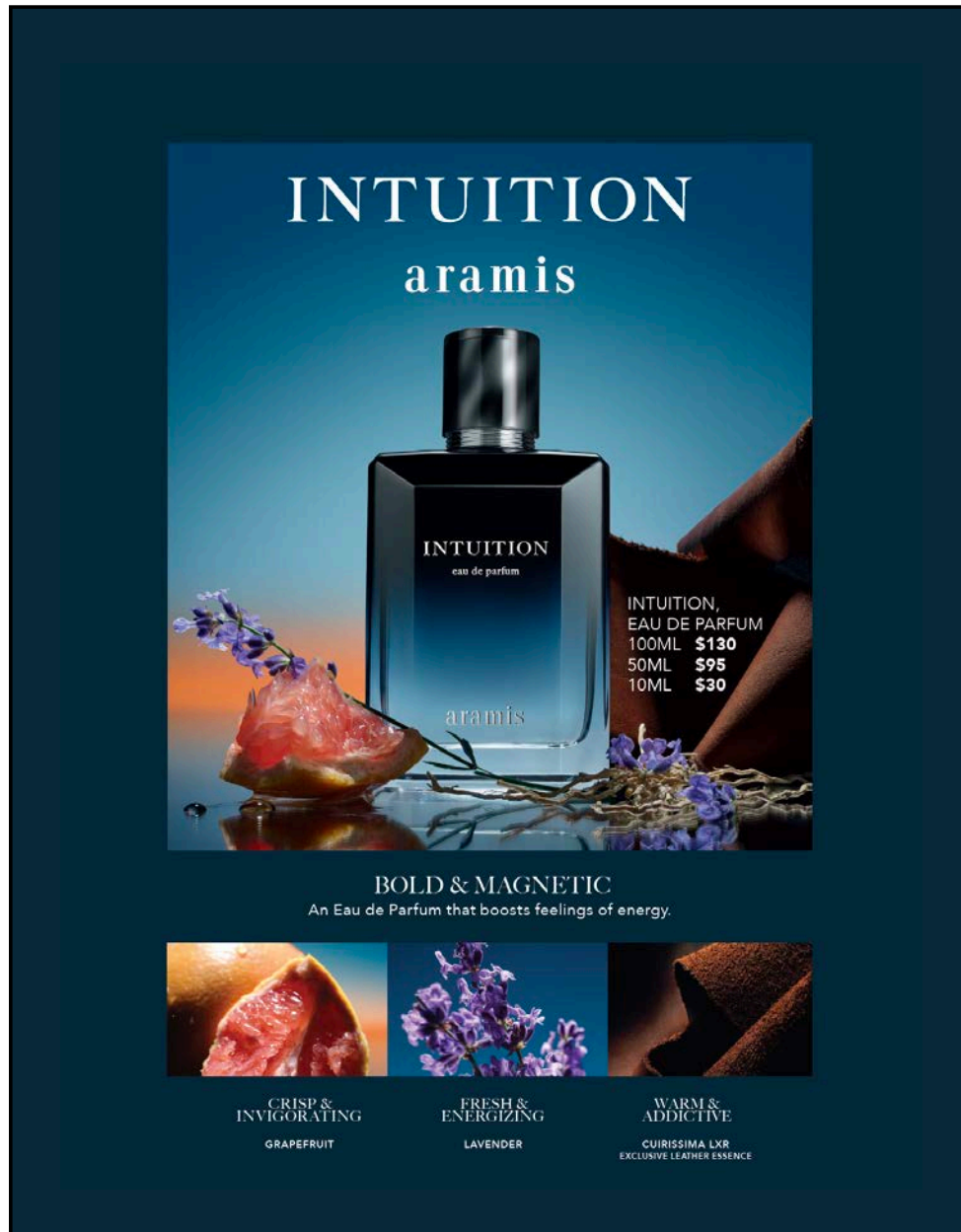
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Graphic located on the back of the shown tester display

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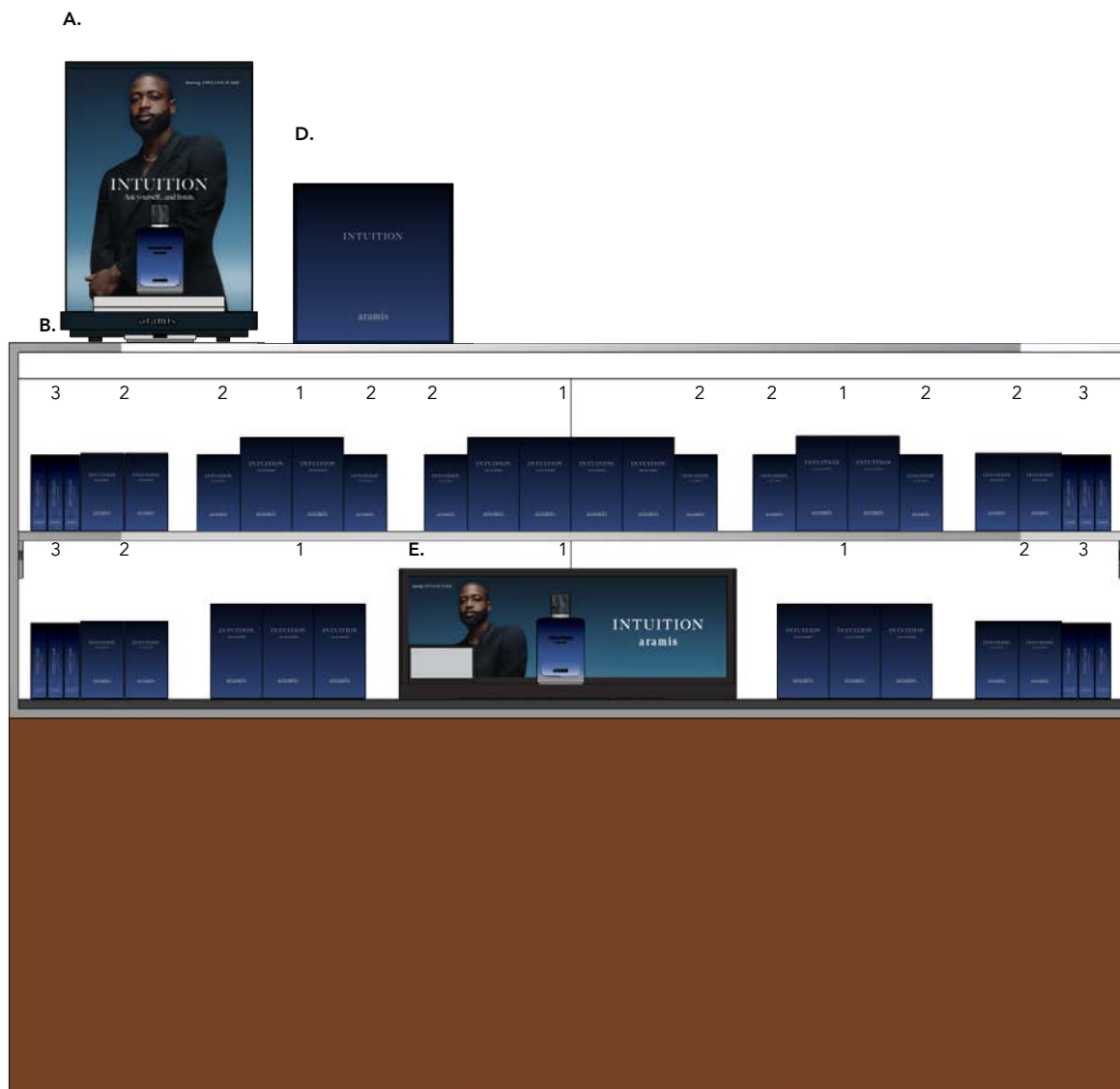
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



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



Details

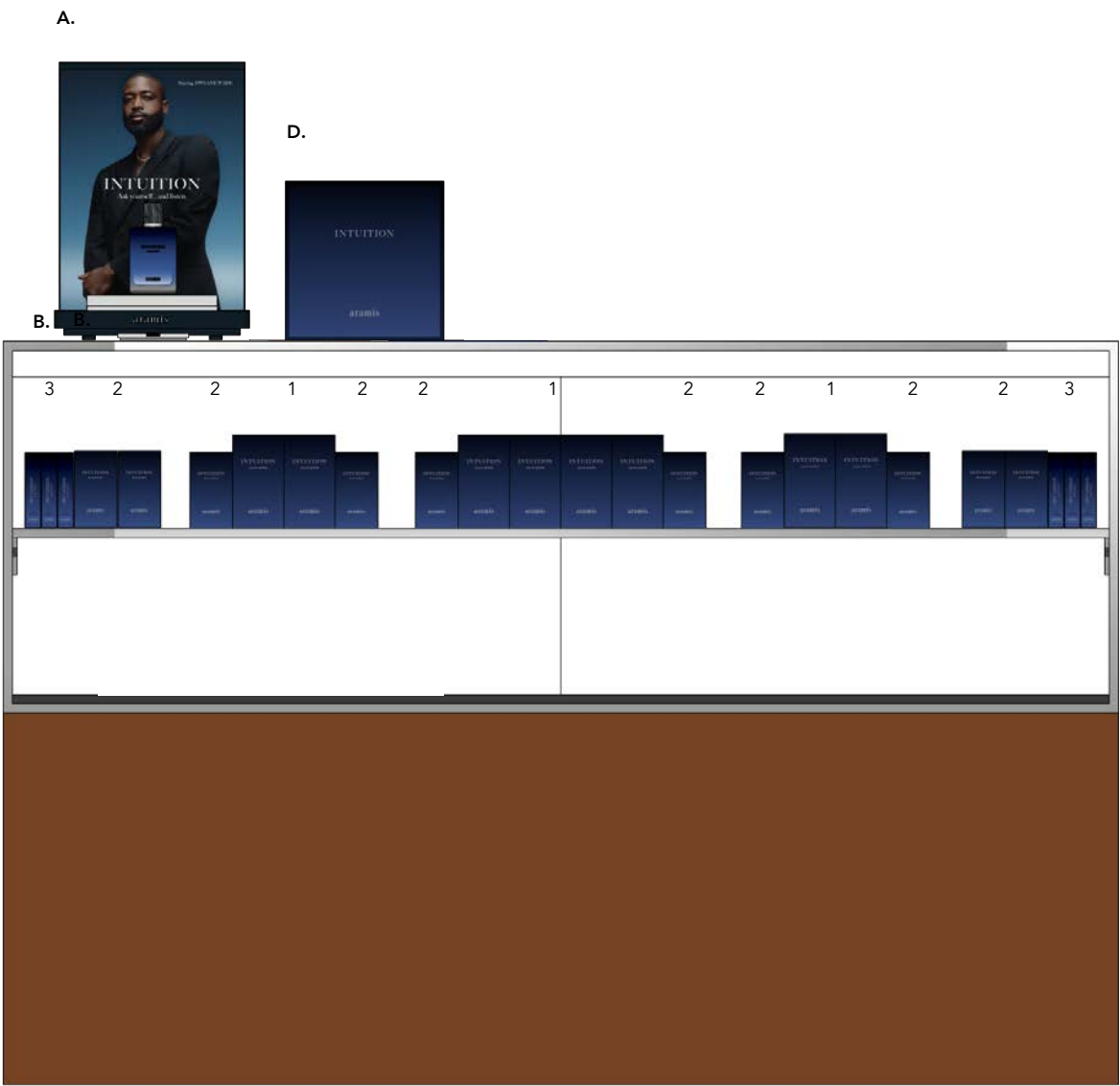
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1. 100ml Cologne
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Top Of Counter

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- Blotter Holder
- Classic Tester Unit
- Intuition Gift Set
- In Case Merchandiser



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Details

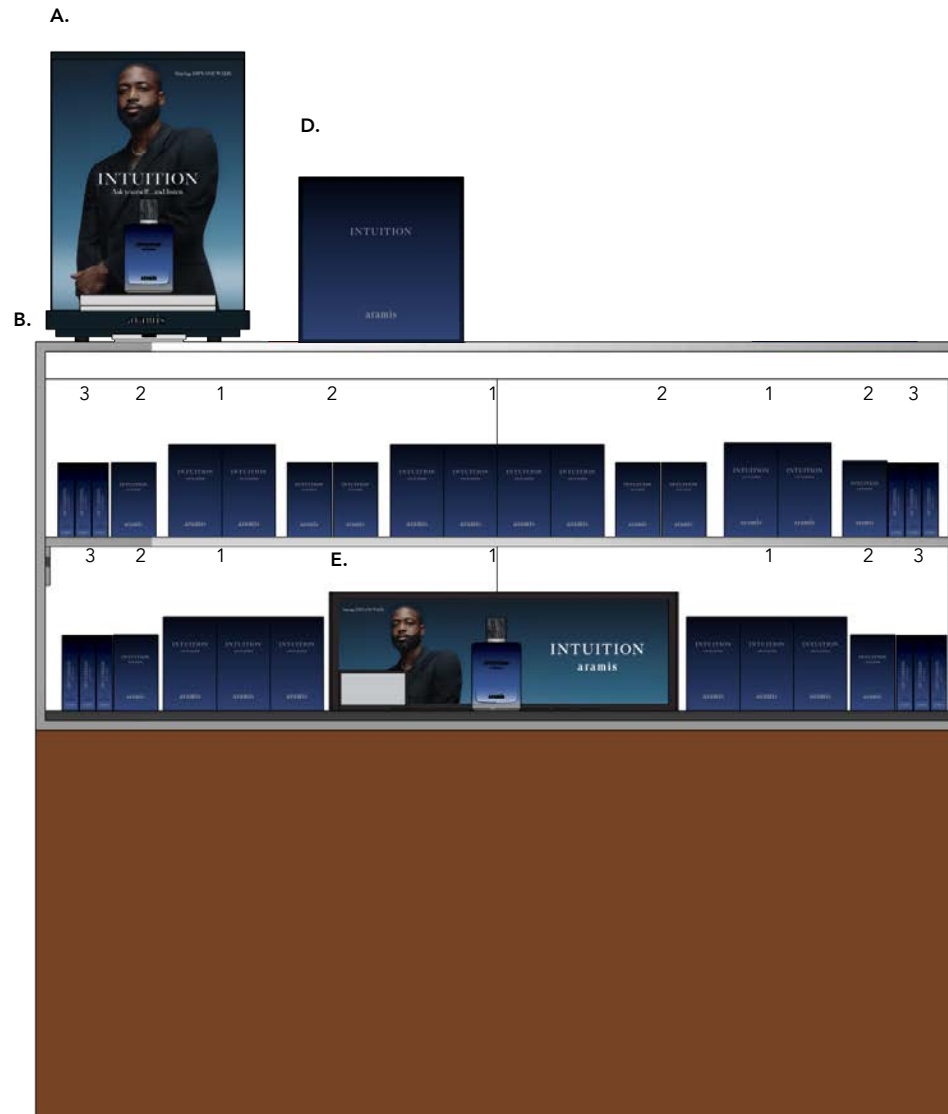
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- D. Intuition Gift Set



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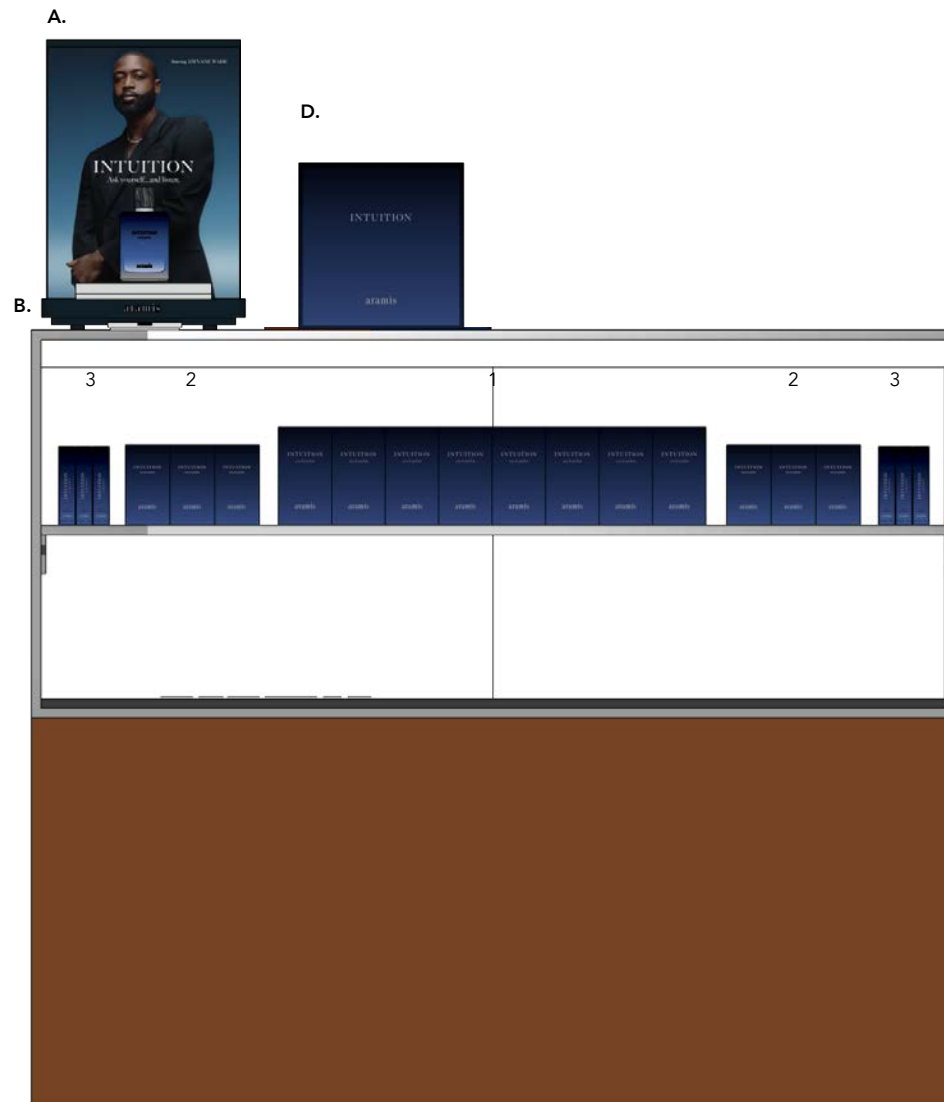
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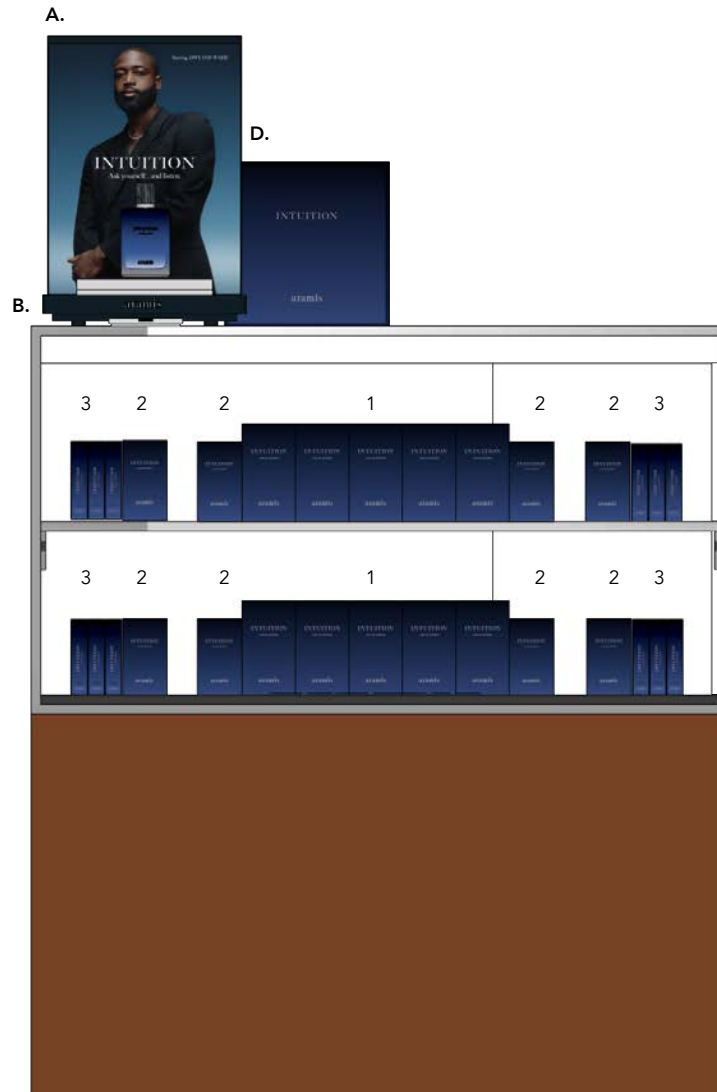
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Details

Intuition

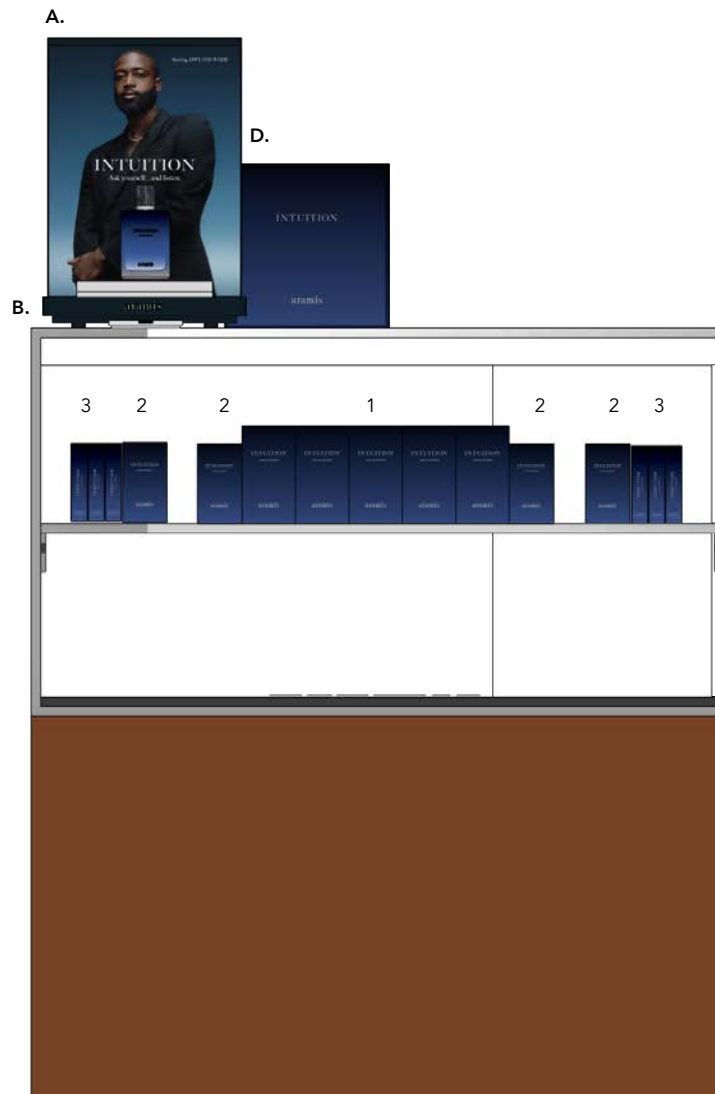
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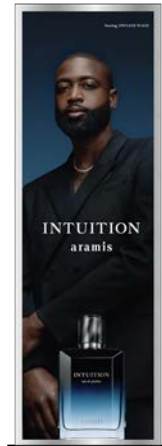
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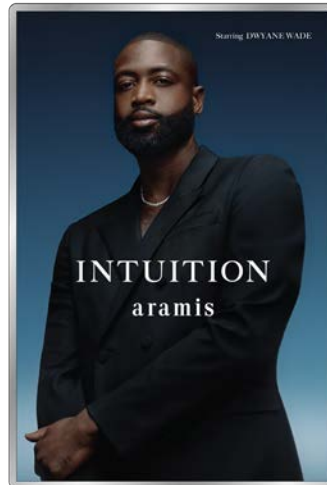
COLLATERAL



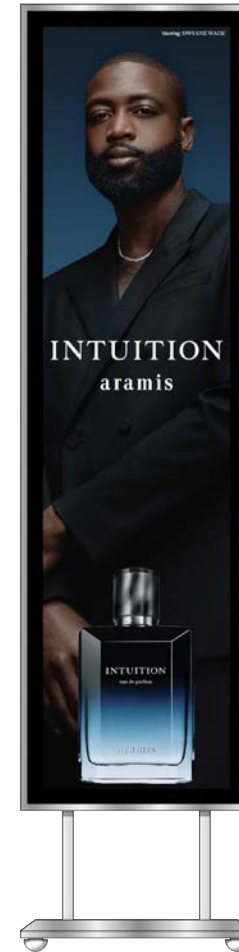
In Case Merchandiser



CTU



Ledge Images



Tara Unit

Balmain

Visual Merchandising Hol25 Oct- Dec

Contact pointofsalesupport@estee.com for by door planogram



Frederic Malle

Visual Merchandising Hol25 Oct- Dec
Coming soon!



Jo Malone London

Visual Merchandising Hol25 Oct- Dec



CAMPAIGN IMAGES



Hero Image

FY26 SCENT OF THE SEASON: SANDALWOOD & SPICED APRICOT COLOGNE

INSPIRATION

Introducing the limited-edition scent of the season, Sandalwood & Spiced Apricot. Taking inspiration from FY26 Christmas campaign of fun & games between friends & family enjoyed with a spiced warm festive drink.

FRAGRANCE STORY

Enwrapped in the spirit of the evening. Warm sandalwood and the richness of vanilla make merry. The freshness of cardamom revels with the velvety smoothness of apricot. A playful scent for the season.

OLFACTIVE CHARACTERISTICS & OCCASIONS TO WEAR

Enwrapping. Woodsy. Smooth.

A sensual woody scent with a velvety warmth.
Wear to be noticed at a festive party.

Layer with English Oak & Hazelnut to freshen with a woody elegance or Grapefruit to uplift with a citrus brightness.

TOP

Apricot



Apricot accord with natural cardamom and nutmeg add a warm fruity spiced effect.

HEART

Sandalwood



Natural sandalwood bring a powerful woody effect with comforting creamy notes.

BASE

Vanilla



Natural vanilla adds an enveloping and sensual warmth.



MIDNIGHT MUSK & AMBER COLOGNE

INSPIRATION

For FY26, we re-introduce Midnight Musk & Amber Cologne. Inspired by the opulence and allure of festive celebrations that extend into the early hours.

FRAGRANCE STORY

As the sky grows dark, sensual musk comes together with the warmth of amber, crystallised with juniper. Embrace the celebrations with the entrancing spirit of this alluring scent.

OLFACTIVE CHARACTERISTICS & OCCASIONS TO WEAR

Entrancing. Crystallised. Sensual.

Sensual, glowing and warm.
Perfect scent to dance the night away.

Layer with English Oak & Hazelnut to freshen with a woody elegance or Grapefruit to uplift with a citrus brightness.

TOP

Juniper



Natural juniper – cool and aromatic, it adds a crystallised freshness.

HEART

Amber



Notes of amber brings warmth and dry woody facets that brings strength and longevity to the fragrance.

BASE

Midnight Musk



A blend of three different musk notes that enhances the trail of the scent, adding a long-lasting softness.



Midnight Musk & Amber

100ml

SRP: \$170

ORANGE BITTERS COLOGNE

INSPIRATION

Orange Bitters has become an annual holiday hero, first launched as a limited-edition scent for Christmas 2016. For FY26, we bring back the Cologne, Classic Candle, alongside a Diffuser.

FRAGRANCE STORY

A delectable winter's cocktail. Two dashes of citrus brightness, juicy sweet orange and a burst of fresh mandarin. A zesty splash of bitter orange revealing luscious prune and a sensual base of rich sandalwood and amber.

OLFACTIVE CHARACTERISTICS & OCCASIONS TO WEAR

Delectable. Tangy. Luscious.

Smooth woody with a fresh zing. A universal scent.
The perfect scent for the festive party season.

Layer with Peony & Blush Suede to warm with a smooth florality.

TOP

Sweet Orange



Natural juicy-sweet orange that bursts with brightness

HEART

Bitter Orange



Natural bitter orange - bitter-fresh, it suffuses the fragrance with a zesty bite.

BASE

Sandalwood



Sandalwood accord brings a warm sensual effect.



Orange Bitters Cologne

100ml | 30ml

SRP: \$170 | \$90

ORANGE BITTERS HOME FRAGRANCE

FRAGRANCE STORY

Set a festive atmosphere with a delectable scent inspired by a winter's cocktail. Juicy sweet orange and a splash of bitter orange on a base of rich sandalwood.

OCCASIONS TO SCENT

The perfect scent for the festive party season.

Place the Orange Bitters candle near the Pomegranate Noir Diffuser to create a warm sensual mood ahead of entertaining.



Bitter Orange



Sandalwood



Deluxe Candle
600g
SRP: \$220

Classic Candle
200g
SRP: \$82

Diffuser
165ml
SRP: \$112

PINE & EUCALYPTUS HOME FRAGRANCE

INTRODUCTION

Pine & Eucalyptus is a holiday hero. In FY26 we bring back the classic home favourites; the limited-life candle and diffuser.

FRAGRANCE STORY

Set a festive atmosphere with a fresh scent for Christmas morning. Aromatic pine bursts through enlivening eucalyptus.

Enlivening. Aromatic. Merry.

OCCASIONS TO SCENT

Candle: Flickering candlelight creates an instant atmosphere.

Diffuser: An effortless way to add enveloping, continuous fresh scent to any space. Brings the feeling of a real Christmas tree into your home, providing freshness.



Pine

Natural pine brings a clean & reviving effect



Eucalyptus

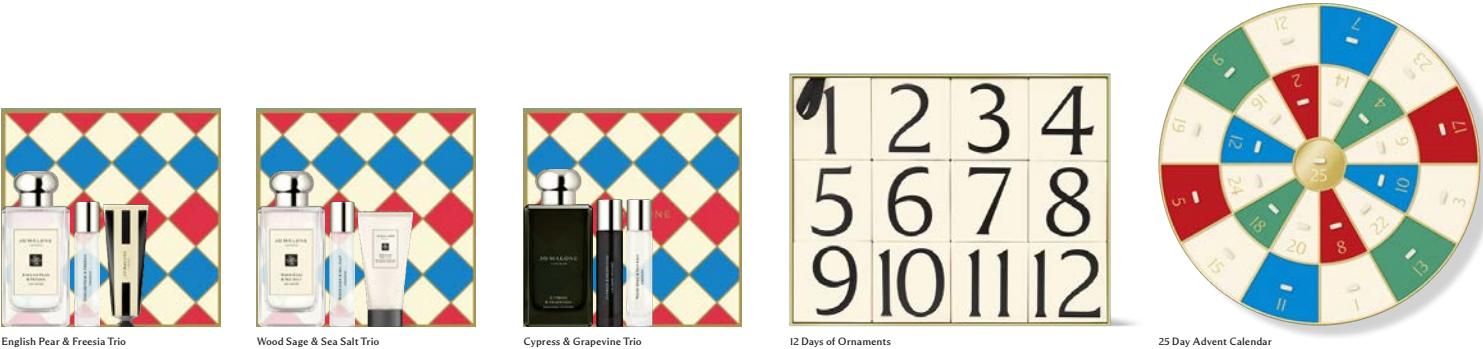
Natural eucalyptus brightens with an embracing, crisp aromatic accent



Classic Candle 200g
SRP: \$82

Diffuser 165ml
SRP: \$112

CAMPAIGN PRODUCT ASSORTMENT





5x7 Signage for Gift Guide

RETAIL EXPERIENCE | TOKEN OF APPRECIATION ACTIVATIONS

USA | HOLIDAY MAGIC ON DEMAND | WHY WAIT FOR DECEMBER?

We're bringing the holiday spirit to life whenever buyers need that extra sparkle! Our "Anytime" Holiday events wrap customers in festive joy with thoughtful tokens of appreciation that feel like personal gifts from us to them. Every surprise moment creates connection, every gesture builds loyalty, and every experience reminds them why they chose us first.

✨ SURPRISE. SPARKLE. STAY CONNECTED. REPEAT. ✨

Because the best holiday magic happens when they least expect it—and most need it.

Available 10.15.25 to 12.31.25 and while supplies last. Include collateral items that are listed in **BOLD**.

DECORATED
SQUARE BOX



@ Two Full Size Products

DECORATED
ROUND BOX



Delight in the magic of the season with our whimsical gift wrap animation, designed to enchant and elevate your gifts. Enjoy an enchanting holiday collection Gift Box—choose from a classic square or our limited round gift boxes. These festive offerings will be beautifully merchandised on the counter, adding a touch of holiday cheer.

DECORATED
QUICK-WRAP 100ML BOX



@ 100ml Seasonal Colognes

Present their Holiday Seasonal 100ml Colognes dressed in style!

HOLIDAY
RIBBON



@ All Holiday Gifts

Dress-up all their gifts with our holiday ribbon!

CAMPAIGN RISER

- Sandalwood & Spiced Apricot 100ml
(place on black riser cube)
- Orange Bitters 100ml
- English Pear & Freesia 100ml
- BLM Exclusive: Midnight Musk & Amber 100ml



SIGNAGE

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

DISCOVERY TABLES

LARGE
Testers only

- Campaign Riser
- Sandalwood & Spiced Apricot 100ml
 - Orange Bitters 100ml
 - English Pear & Freesia 100ml
 - BLM Exclusive: Midnight Musk & Amber 100ml

- Raspberry Ripple Riser
- Raspberry Ripple 100ml
 - Wood Sage & Sea Salt 100ml



SMALL
Testers only

- Campaign Riser
- Sandalwood & Spiced Apricot 100ml
 - Orange Bitters 100ml
 - English Pear & Freesia 100ml
 - BLM Exclusive: Midnight Musk & Amber 100ml



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ARC MAIN DISCOVERY TABLE: LARGE

Add Holiday Sets and gift boxes.

Campaign Riser

- Sandalwood & Spiced Apricot 100ml
- Orange Bitters 100ml
- English Pear & Freesia 100ml
- BLM Exclusive: Midnight Musk & Amber 100ml

Raspberry Ripple Riser

- Raspberry Ripple 100ml
- Wood Sage & Sea Salt 100ml

COLOGNE INTENSE

Warm & Amber (Woody)

- Myrrh & Tonka
- Vetiver & Golden Vanilla
- Oud & Bergamot
- Cypress & Grapevine
- Dark Amber & Ginger Lily
- Hinoki & Cedarwood

Rich & Floral (Floral)

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

COLOGNE CLASSIC

The Flower Garden (Floral)

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

The Countryside (Light Floral)

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

The Orchard (Fruity)

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

The Herb Garden (Citrus)

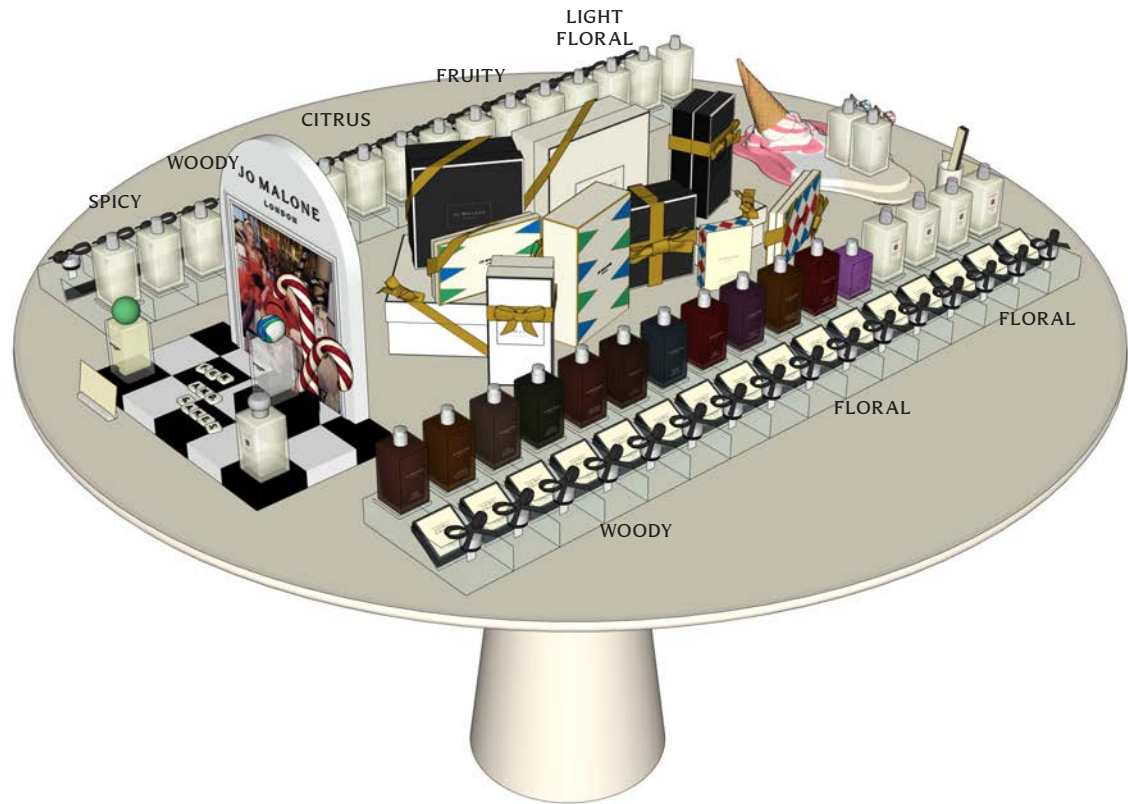
- Orange Marmalade
- Lime Basil Mandarin
- Grapefruit
- Earl Grey & Cucumber

The Woods (Woody)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt



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ARC MAIN DISCOVERY TABLE: SMALL

Add Holiday Sets and gift boxes.

Campaign Riser

- Sandalwood & Spiced Apricot 100ml
- Orange Bitters 100ml
- English Pear & Freesia 100ml
- BLM Exclusive: Midnight Musk & Amber 100ml

COLOGNE INTENSE

Rich & Floral (Floral)

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

Warm & Amber (Woody)

- Myrrh & Tonka
- Vetiver & Golden Vanilla
- Oud & Bergamot
- Cypress & Grapevine
- Dark Amber & Ginger Lily
- Hinoki & Cedarwood

COLOGNE CLASSIC

The Flower Garden (Floral)

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

The Countryside (Light Floral)

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

The Orchard (Fruity)

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

The Herb Garden (Citrus)

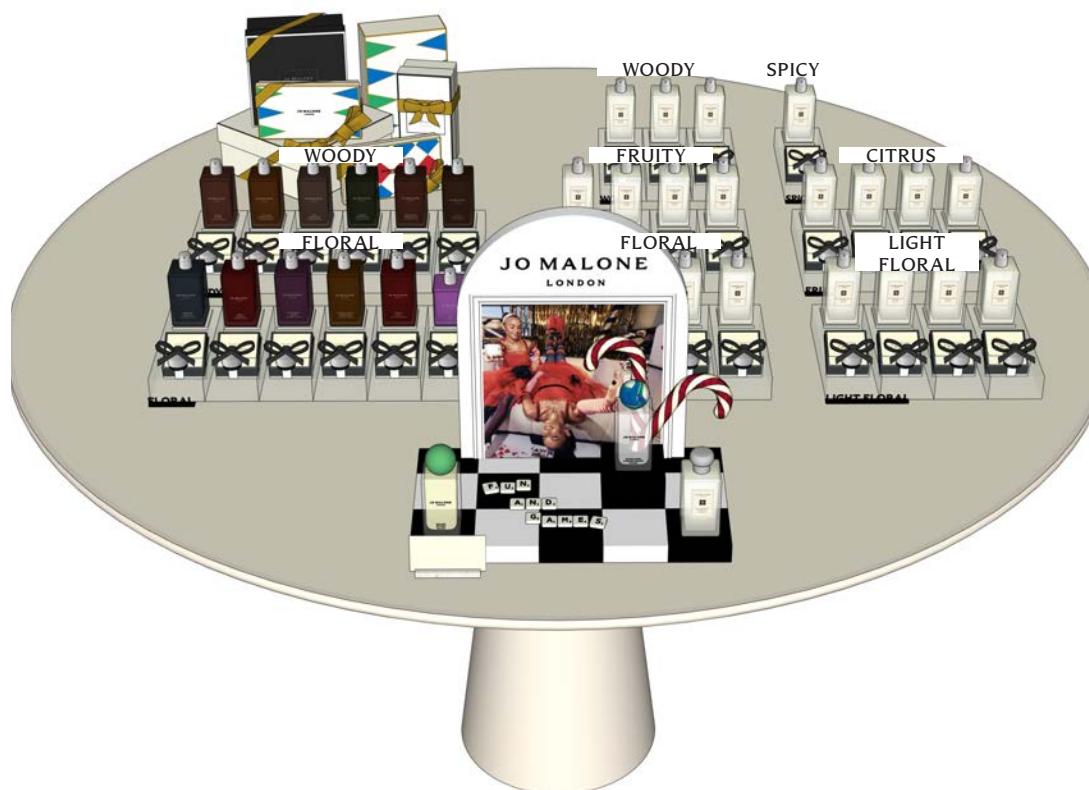
- Orange Marmalade
- Lime Basil Mandarin
- Grapefruit
- Earl Grey & Cucumber

The Woods (Woody)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt



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MODIFIED DISCOVERY TABLE

- Campaign Riser**
- Sandalwood & Spiced Apricot 100ml
 - Orange Bitters 100ml
 - English Pear & Freesia 100ml
 - BLM Exclusive: Midnight Musk & Amber 100ml

- COLOGNE CLASSIC**
- Home Candle
 - Macy's Exclusive: Ginger Biscuit Home Candle

- The Flower Garden (Floral)**
- Red Roses
 - Orange Blossom
 - Peony & Blush Suede
 - Mimosa & Cardamom

- The Countryside (Light Floral)**
- Blackberry & Bay
 - Wild Bluebell
 - Poppy & Barley
 - Honeysuckle & Davana

- The Orchard (Fruity)**
- English Pear & Freesia
 - English Pear & Sweet Pea
 - Fig & Lotus Flower
 - Nectarine Blossom & Honey

- The Herb Garden (Citrus)**
- Orange Marmalade
 - Lime Basil Mandarin
 - Grapefruit
 - Earl Grey & Cucumber

- The Woods (Woody)**
- Silver Birch & Lavender
 - English Oak & Hazelnut
 - Pomegranate Noir

- The English Coast (Spicy)**
- Wood Sage & Sea Salt

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



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CIRCULAR DISCOVERY TABLES

LARGE TABLE - COLOGNE CLASSIC

- Home Candle
- Macy's Exclusive: Ginger Biscuit Home Candle

The Flower Garden

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

The Countryside

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

The Orchard

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

The Herb Garden

- Orange Marmalade
- Lime Basil Mandarin
- Grapefruit
- Earl Grey & Cucumber

The Woods

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

The English Coast

- Wood Sage & Sea Salt

SMALL TABLE - COLOGNE INTENSE

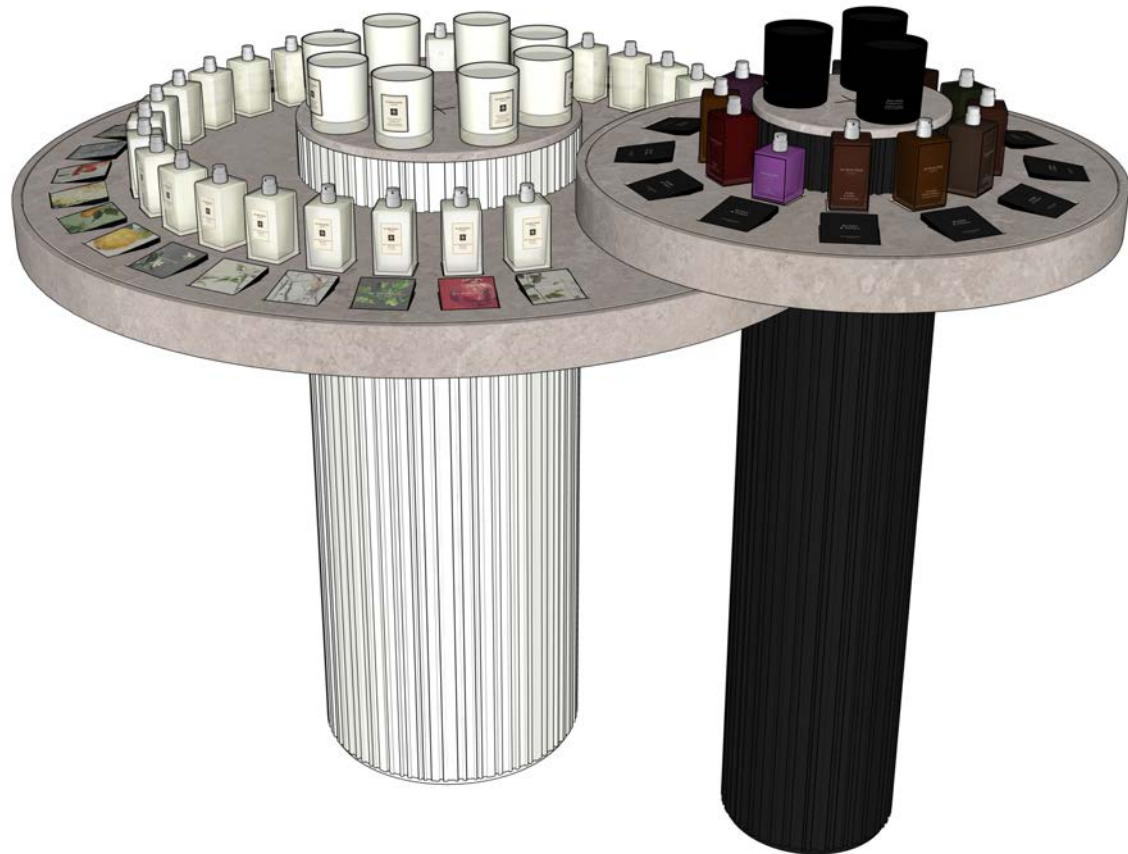
- Home Candle Intense

Rich & Floral

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

Warm & Amber

- Myrrh & Tonka
- Vetiver & Golden Vanilla
- Oud & Bergamot
- Cypress & Grapevine
- Dark Amber & Ginger Lily
- Hinoki & Cedarwood



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ETAGÈRE

SHELF 1

Guidance only. Add Your Retailer's available Holiday Gift Sets.

- 25 Day Advent Calendar OR Holiday Gift Sets
- Edit Tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia 100mls (BLM Exclusive: Midnight Musk & Amber)

SHELF 2

- Sandalwood & Spiced Apricot 30ml, 100ml
- Orange Bitters 30ml, 100ml
- Ginger Biscuit 100ml
- BLM Exclusive: Midnight Musk & Amber 100ml

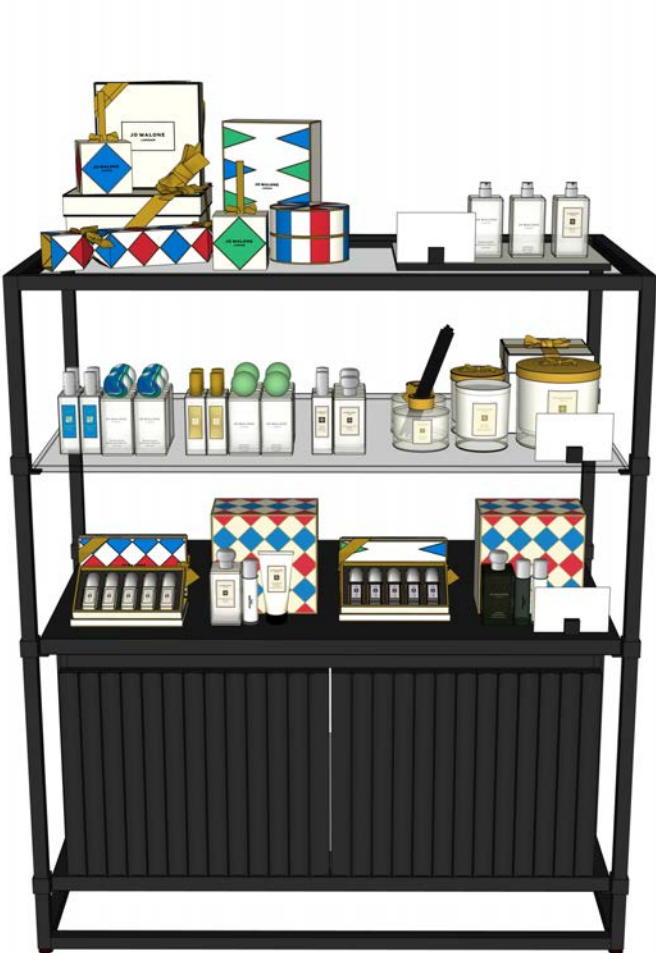
SHELF 3

- Cologne Collection
- Fragrant Festivities Collection
- Wood Sage & Sea Salt Trio
- Cologne Intense Collection

OPTION 1



OPTION 2



SIGNAGE

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

MODIFIED ETAGÈRE

- SHELF 1**
Guidance only. Add Your Retailer's available Holiday Gift Sets.
- 25 Day Advent Calendar OR Holiday Gift Sets
 - Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)

- SHELF 2**
- Cologne Collection
 - Sandalwood & Spiced Apricot 30ml, 100ml
 - Orange Bitters 30ml, 100ml
 - BLM Exclusive: Midnight Musk & Amber 100ml
 - English Pear & Freesia 30ml, 100ml
 - Cologne Intense Collection

OPTION 1



OPTION 2



SIGNAGE

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Display what is provided.

FOCUS TABLES

- TABLE 1
- Hand Cream Trio
 - Ornaments
 - Crackers

- TABLE 2
- 12 Days of Ornaments
 - 25 Day Advent Calendar
 - Dillard's Exclusive: Decorated Candle Duo
 - Cologne Collection
 - Cologne Intense Collection

- TABLE 3
- Guidance only. Adapt this schematic based on your retailer's tables and assortment.*
- NDS Exclusive: Fragrant Festivities Collection
 - English Pear & Freesia Trio
 - New Year Countdown Collection



SIGNAGE

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FLEXIBLE TABLES

- TABLE 1
- Hand Cream Trio
 - Ornaments
 - Crackers

- TABLE 2
- 12 Days of Ornaments
 - 25 Day Advent Calendar
 - Dillard's Exclusive: Decorated Candle Duo
 - Cologne Collection
 - Cologne Intense Collection

- TABLE 3
- Guidance only. Adapt this schematic based on your retailer's tables and assortment.*
- NDS Exclusive: Fragrant Festivities Collection
 - English Pear & Freesia Trio
 - New Year Countdown Collection



SIGNAGE

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MODIFIED ROUND TABLE

SHELF 1

- Holiday Gift Sets

SHELF 2

- Gift boxes with black and gold ribbon

SHELF 3

- Gift boxes with black and gold ribbon



SIGNAGE

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GIFTING BAY: NRE

- SHELF 1
- Bay Header

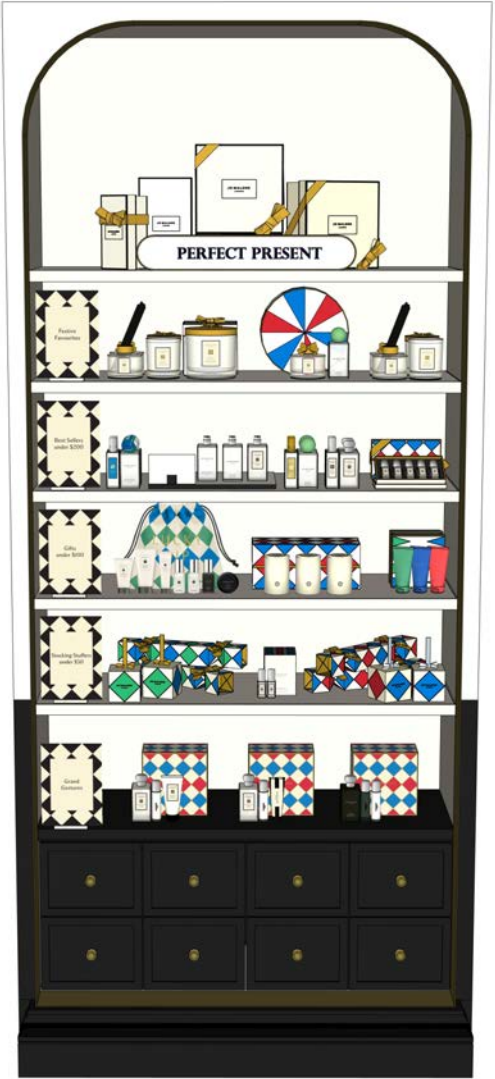
- SHELF 2
- Festive Favorites*
- Orange Bitters Home Collection
 - Gifting story with Orange Bitters
 - Pine & Eucalyptus Home Collection

- SHELF 3
- Best Sellers Under \$200*
- Sandalwood & Spiced Apricot 30ml, 100ml
 - Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
 - Orange Bitters 30ml , 100ml
 - English Pear & Freesia 30ml, 100ml
 - Cologne Collection

- SHELF 4
- Gifts Under \$100*
- New Year Countdown Collection
 - Pillar Candle Collection
 - Hand Cream Trio

- SHELF 5
- Stocking Stuffers Under \$50*
- Ornaments
 - Crackers
 - Festive Cologne Duo

- SHELF 6
- Grand Gestures*
- Wood Sage & Sea Salt Trio
 - English Pear & Freesia Trio
 - Cypress & Grapevine Trio



SIGNAGE



Shelf 2

Shelf 3

Shelf 4

Shelf 5

Shelf 6

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

GIFTING BAY: CLASSIC

- SHELF 1
- Bay Header (add gold ribbon)

- SHELF 2
- Festive Favorites*
- Orange Bitters Home Collection
 - Pine & Eucalyptus Home Collection

- SHELF 3
- Cologne Collection
 - Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
 - Cologne Intense Collection

- SHELF 4
- Best Sellers Under \$200*
- Wood Sage & Sea Salt Trio
 - English Pear & Freesia Trio
 - Cypress & Grapevine Trio

- SHELF 5
- Gifts Under \$100*
- Hand Cream Trio
 - Ornaments
 - Crackers
 - Festive Cologne Duo



SIGNAGE



Shelf 2



Shelf 4



Shelf 5

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

COLOGNE & COLOGNE INTENSE BAY: NRE

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Cologne Intense 50ml
- Cologne Intense 100ml
- Cologne Absolu (Large)

SHELF 3

- Cologne Collection
- Sandalwood & Spiced Apricot 30ml, 100ml
- Gifting Story with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml
- English Pear & Freesia 30ml, 100ml
- Cologne Intense Collection
- Cologne Absolu (Small)

SHELF 4

- Cologne 100ml
- Raspberry Ripple riser with 30ml and 100ml stock behind

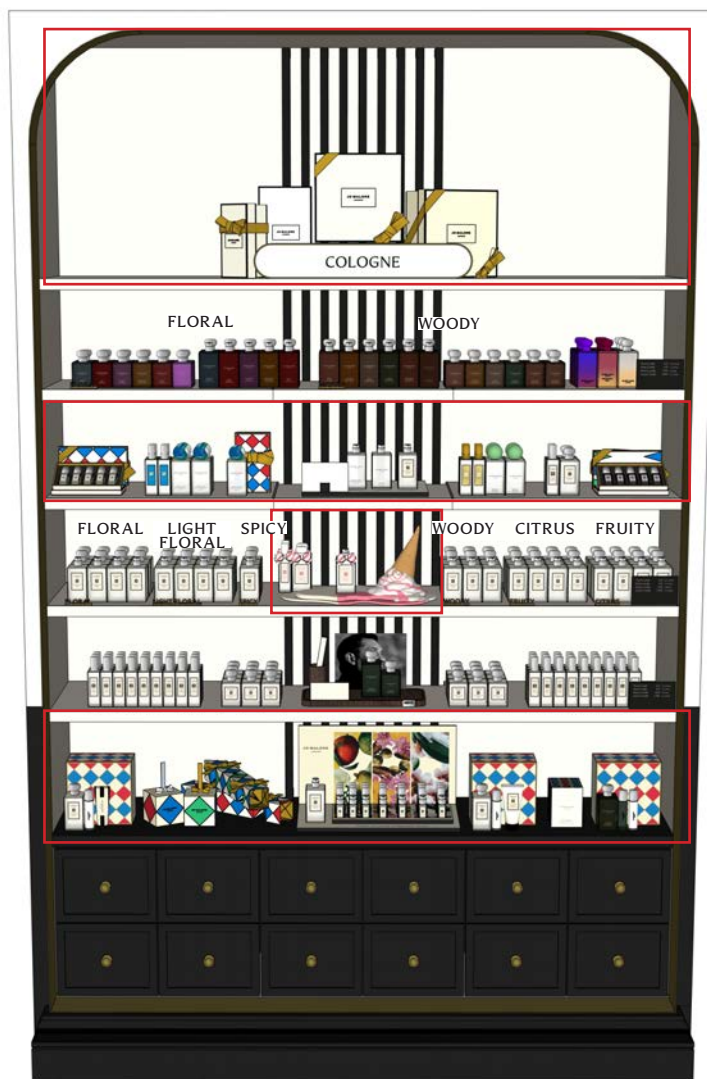
SHELF 5

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

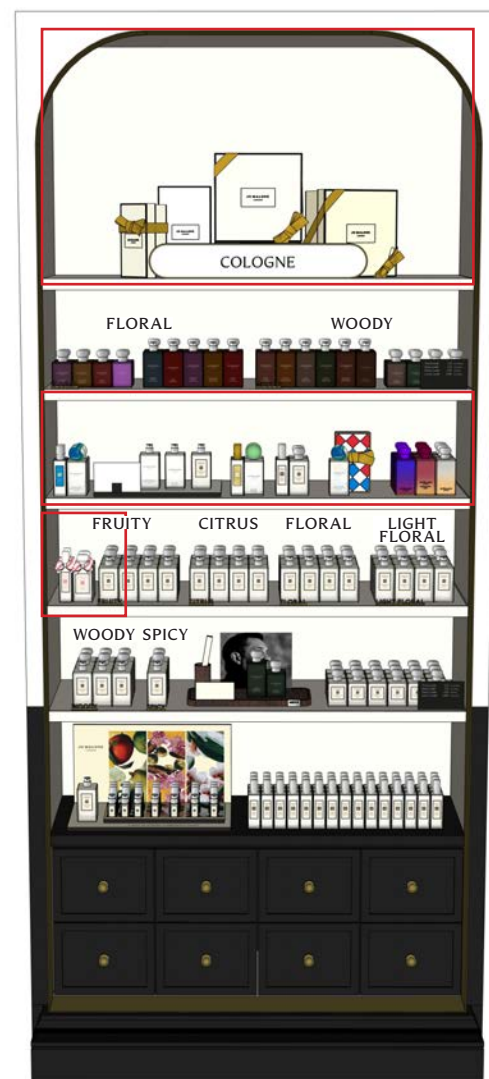
SHELF 6

- Holiday Gifts Sets (Large)
- Uniquely Yours 9ml Tray
- Cologne 30ml (Small)

LARGE



SMALL



SIGNAGE

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Cologne Intense 50ml
- Cologne Intense 100ml

SHELF 3

- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Gifting Story with Sandalwood & Spiced Apricot
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml
- English Pear & Freesia 30ml, 100ml
- Raspberry Ripple riser with 30ml and 100ml stock behind

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 50ml
- Cologne Absolu
- Cologne 30ml

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: NRE

Add gift boxes with gold ribbon and gifting storytelling through the shelves.

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

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

SHELF 3

- Exfoliating Shower Gel
- Gifting Story (Large)
- Body & Hand Wash
- Bath Oil

SHELF 4

- Body Creme
- Hand Cream Trio

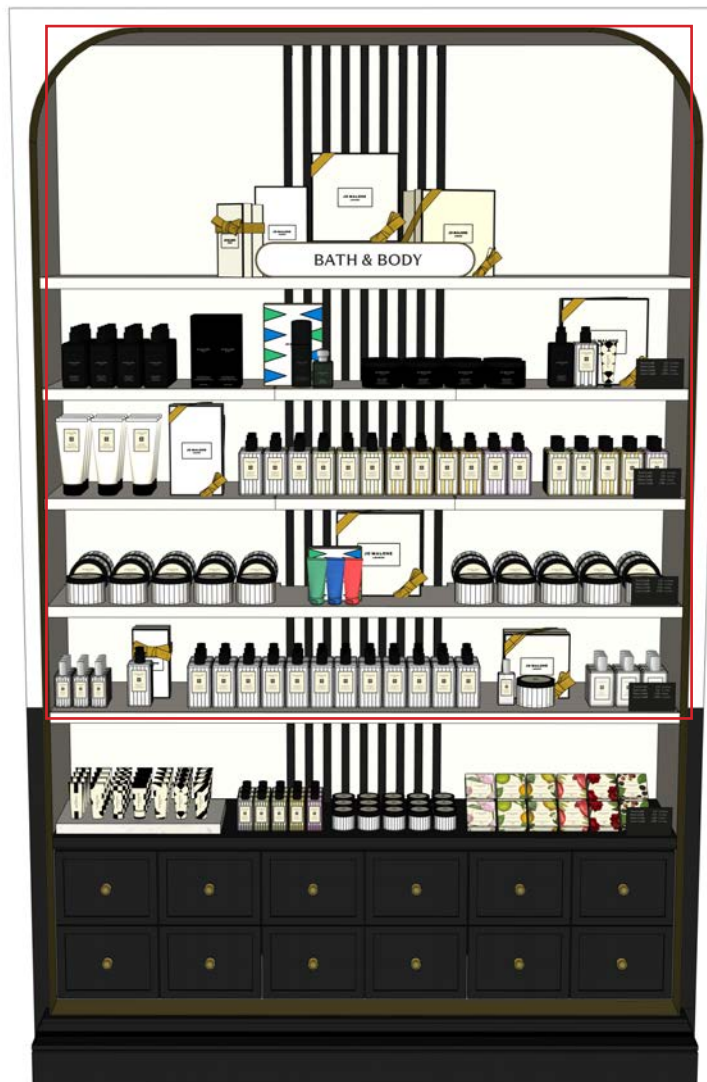
SHELF 5

- Hair Mist
- Gifting Story (Large)
- Body & Hand Lotion
- Gifting Story (Large)
- Body Mist

SHELF 6

- Hand Creams on tray
- Little Luxuries (Large)
- Soap

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

Add gift boxes with gold ribbon and gifting storytelling through the shelves.

- SHELF 1**
- Bay Header (add gold ribbon)
- SHELF 2**
- Body & Hand Wash Intense
 - Cypress & Grapevine Body Spray (US only)
 - Body Creme Intense
 - Cypress & Grapevine Duo
 - Body Mist
- SHELF 3**
- Gifting Story (Large)
 - Exfoliating Shower Gel
 - Body & Hand Wash
 - Hand Cream Trio
 - Hair Mist
- SHELF 4**
- Bath Oil
 - Gifting Story
 - Body & Hand Lotion
 - Gifting Story (Large)
 - Soap
- SHELF 5**
- Body Creme
 - Hand Cremes on tray



SIGNAGE

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HOME BAY: NRE

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

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

SHELF 3

- Decorated Candle Duo
- Orange Bitters Home Collection
- Gifting Story
- Pine & Eucalyptus Home Collection
- Pillar Candle Collection (Dillard's/Belk exclusive) or double expose Decorated Candle Duo

SHELF 4

- Best-Seller Diffuser Refill
- Diffuser
- Best-seller Home Candle on edit tray or Macy's Exclusive: Ginger Biscuit Home Candle

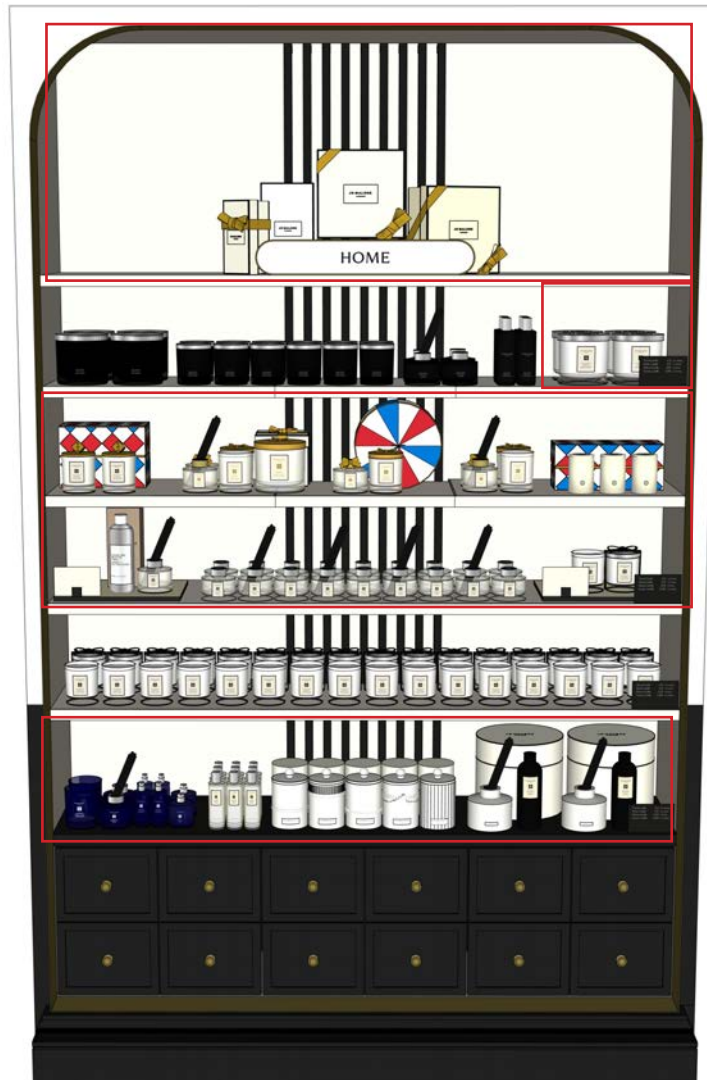
SHELF 5

- Home Candle

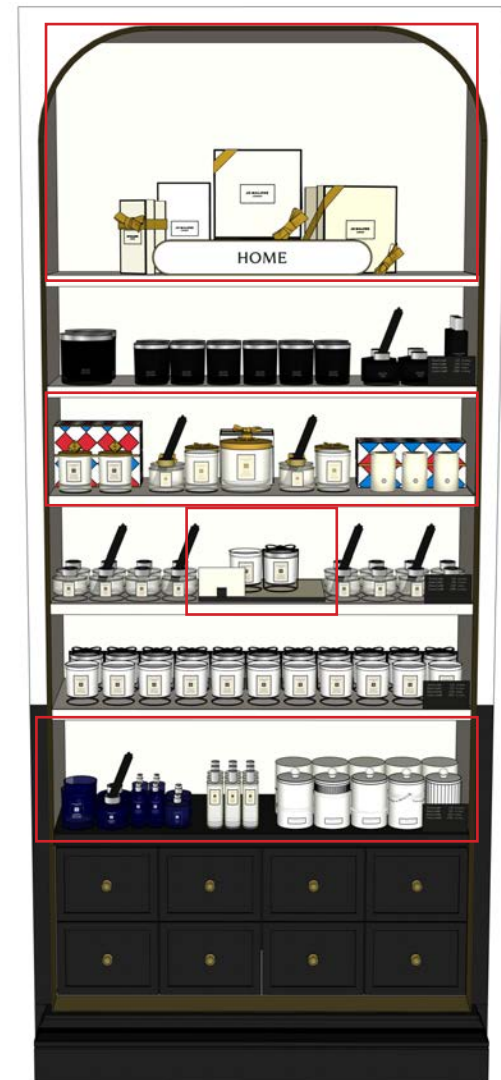
SHELF 6

- Night Collection
- Room Spray
- Townhouse Candle
- Townhouse Diffuser+Refill (Large)
- *Doors without Townhouse Collection double expose Holiday assortment

LARGE



SMALL



SIGNAGE

HOME BAY: CLASSIC

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

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

SHELF 3

- Decorated Candle Duo
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Pillar Candle Collection (Dillard's/Belk exclusive) or double expose Decorated Candle Duo
- Deluxe Candle (Large)

SHELF 4

- Best-seller Home Candle on edit tray or Macy's Exclusive: Ginger Biscuit Home Candle
- Diffuser
- Best-seller Diffuser Refill
- Room Spray (Small)

SHELF 5

- Room Spray (Large)
- Home Candle
- Deluxe Candle (Small)
- Townhouse Candle
- Townhouse Diffuser (Large)

LARGE



SMALL



SIGNAGE

MEN'S EDIT: NRE

Add gift boxes with gold ribbon and gifting storytelling through the shelves.

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Wooden riser with Huntsman Cologne Collection 100ml testers followed by stock
- Huntsman Home Candle

Without Huntsman

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

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Gifting story: Exfoliating Shower Gel, and Shampoo
- Lime Basil & Mandarin Exfoliating Shower Gel
- Body & Hand Wash Intense
- Shampoo

SHELF 4

- Wooden riser with Cypress & Grapevine Home Candle, Cologne 100ml and Body Spray followed by stock
- WSSS Home Candle
- Gifting story: Cypress & Grapevine Body & Hand Wash, and Body Spray

Canada

- Wooden riser with Cypress & Grapevine Home Candle, Body & Hand Wash, and Cologne 100ml testers followed by stock
- WSSS Home Candle
- Gifting story: Cypress & Grapevine Body & Hand Wash, and Cologne 100ml

SHELF 5

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

Bloomingdale's & Nordstrom

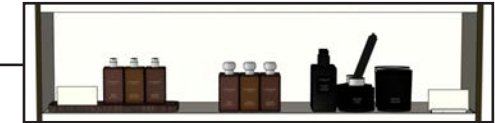
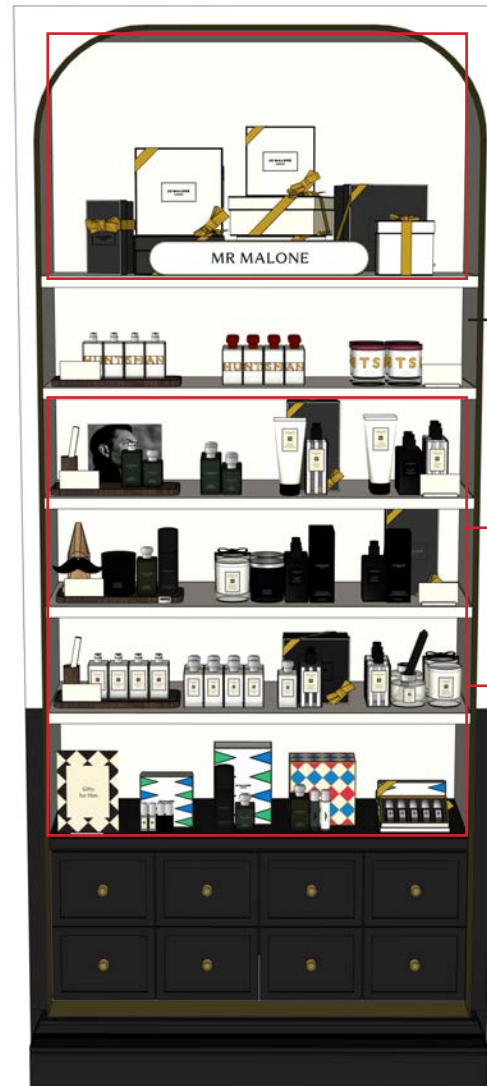
- Wooden riser with Shaving Cream and Aftershave Moisturizer testers followed by stock
- Gifting story: Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer

SHELF 6

Gifts for Him

- Men's Discovery Quad
- Cypress & Grapevine Duo
- Cypress & Grapevine Trio
- Cologne Intense Collection

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Option without Huntsman



Canada



BLM & NDS

SIGNAGE



Shelf 6

MEN'S EDIT: CLASSIC

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Wooden riser with Huntsman Cologne Collection 100ml testers with stock behind
- Huntsman Home Candle

Without Huntsman

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

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Trio

SHELF 4

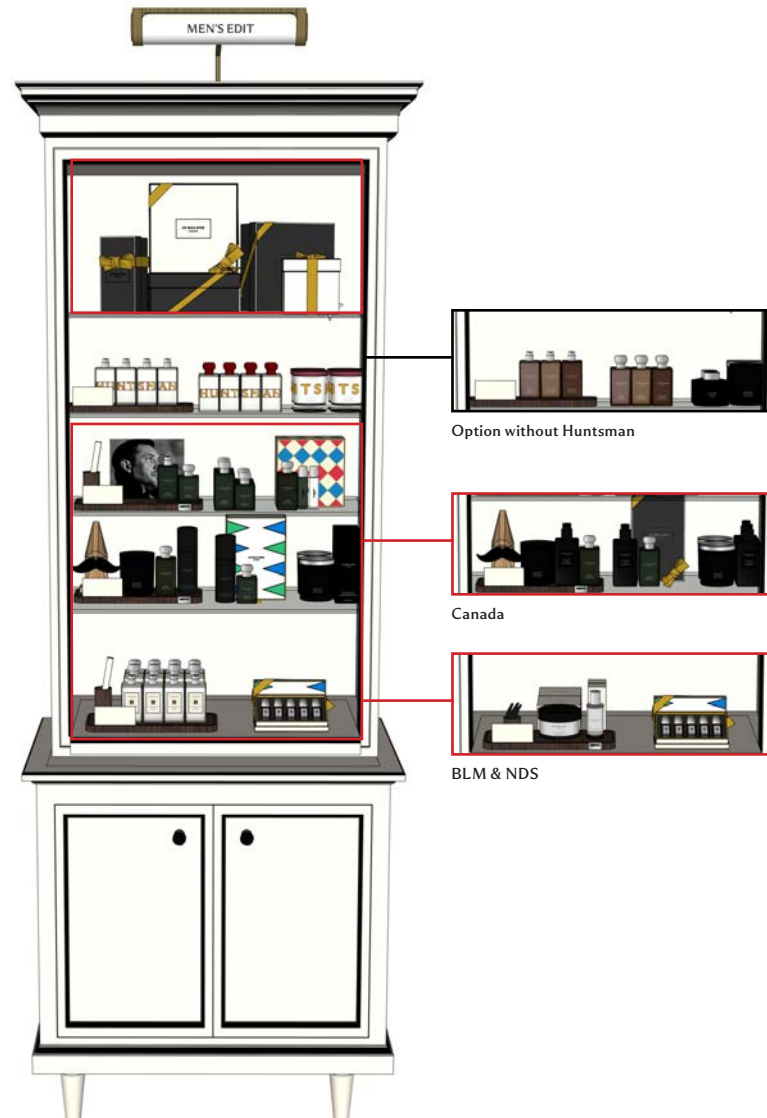
- Wooden riser with Cypress & Grapevine Home Candle, Cologne 100ml and Body Spray
- Cypress & Grapevine Duo
- Cypress & Grapevine Home Candle, Hand & Body Wash and Body Spray

Canada

- Wooden riser with Cypress & Grapevine Home Candle, Body & Hand Wash, and Cologne 100ml testers
- Gifting story: Cypress & Grapevine Body & Hand Wash, and Cologne 100ml
- Cypress & Grapevine Home Candle and Body & Hand Wash

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
 - Cologne Intense Collection
- Bloomingdale's & Nordstrom**
- Wooden riser with Shaving Cream and Aftershave Moisturizer testers with stock behind
 - Cologne Intense Collection



SIGNAGE

HOME & BATH BAY: NRE

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Diffuser
- Pine & Eucalyptus Home Collection on edit tray
- Room Spray
- Best-seller Diffuser+Refill

SHELF 3

- Home Candle
- Orange Bitters Home Collection on edit tray
- Orange Bitters Deluxe Candle
- Macy's Exclusive: Ginger Biscuit Home Candle

SHELF 4

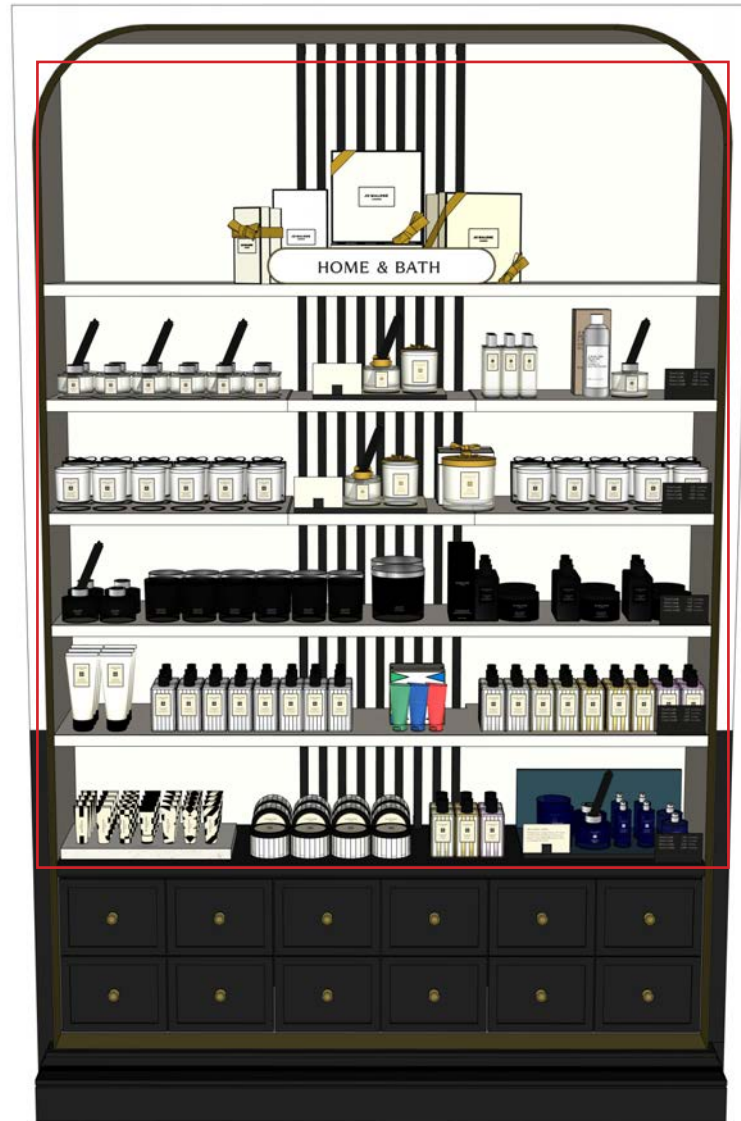
- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Lotion
- Hand Cream Trio
- Body & Hand Wash

SHELF 6

- Hand Cremes on tray
- Body Creme
- Bath Oil
- Night Collection



SIGNAGE

HOME & BATH BAY: CLASSIC

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Home Candle
- Macy's Exclusive: Ginger Biscuit Home Candle
- Home Candle Intense
- Diffuser Intense
- Night Collection

SHELF 3

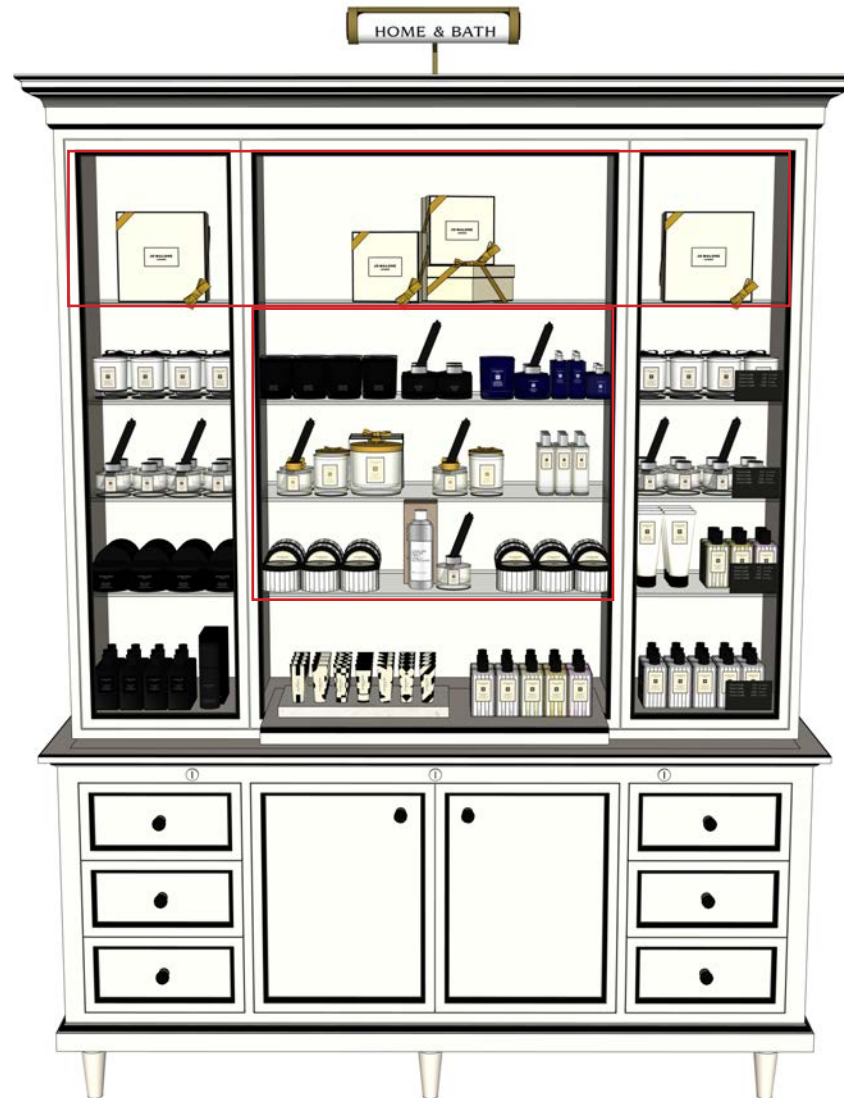
- Diffuser
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Room Spray

SHELF 4

- Body Creme Intense
- Body Creme
- Best-seller Diffuser+Refill
- 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

COMBINATION BAY: NRE

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Cologne Intense 50ml and 100ml
- Absolu Cologne

SHELF 3

- Cologne Collection
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml
- Raspberry Ripple riser followed by stock

SHELF 4

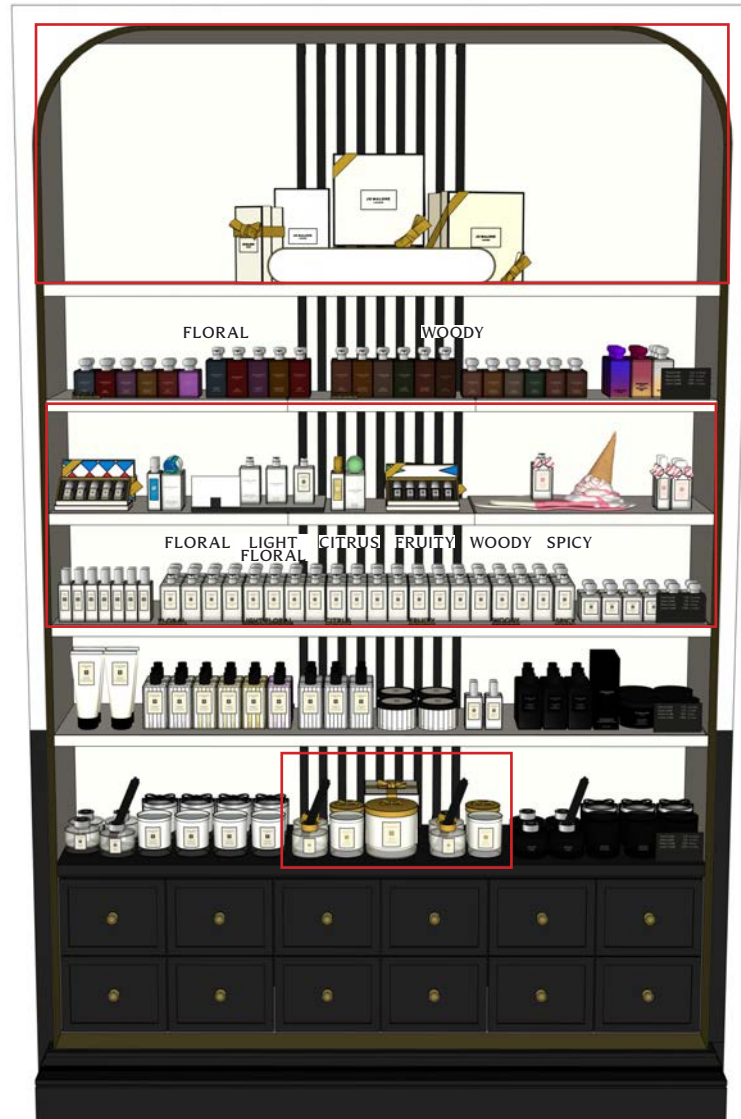
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

SHELF 5

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

SHELF 6

- Diffuser
- Home Candle
- Macy's Exclusive: Ginger Biscuit Home Candle
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Diffuser Intense
- Home Candle Intense



SIGNAGE

COMBINATION BAY: CLASSIC

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Cologne 100ml
- Cologne Intense
- Absolu Cologne

SHELF 3

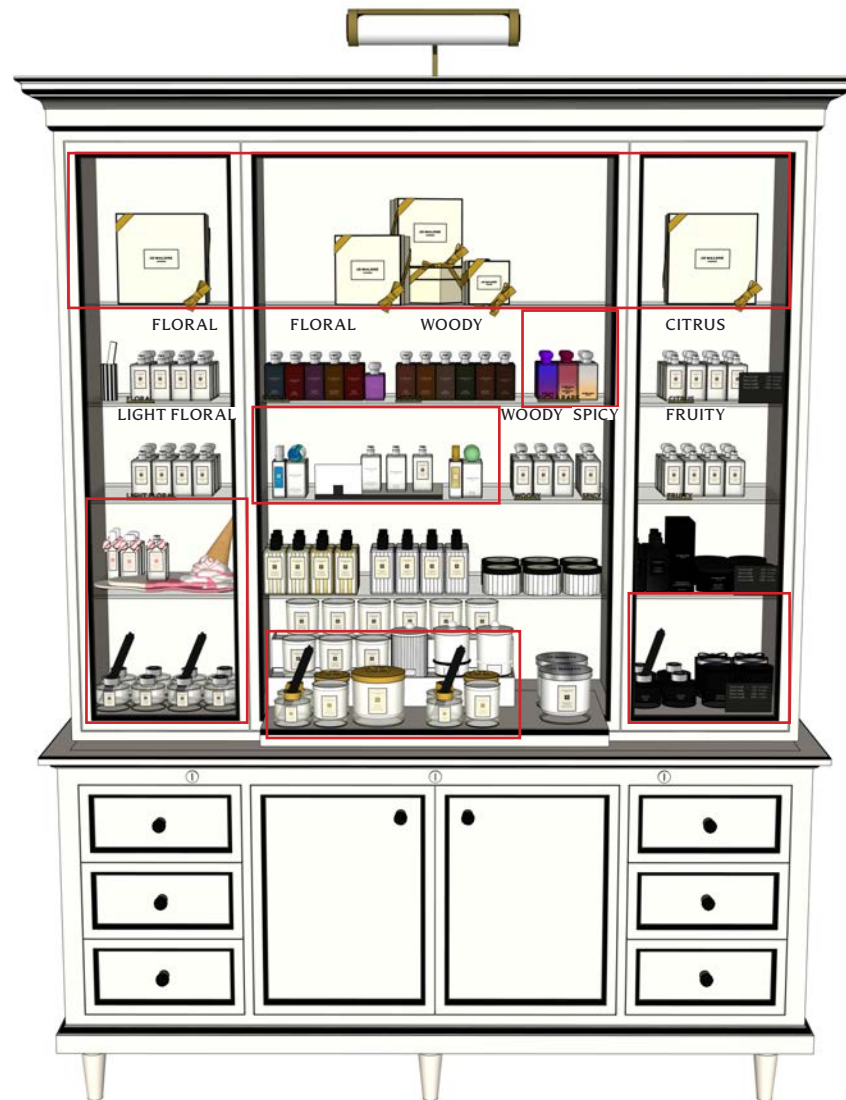
- Cologne 100ml
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml

SHELF 4

- Raspberry Ripple riser with stock behind
- Body & Hand Wash
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Diffuser
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Macy's Exclusive: Ginger Biscuit Home Candle
- Home Candle
- Townhouse Candle
- Deluxe Candle
- Diffuser Intense
- Home Candle Intense



SIGNAGE

OPEN UNIT SIDE A: GIFTING

SHELF 1

Festive Favorites

- Orange Bitters Home Collection
- Gifting story with Orange Bitters
- Pine & Eucalyptus Home Collection

SHELF 2

Best Sellers Under \$200

- Cologne Collection
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml
- Cologne Intense Collection

SHELF 3

Gifts Under \$100

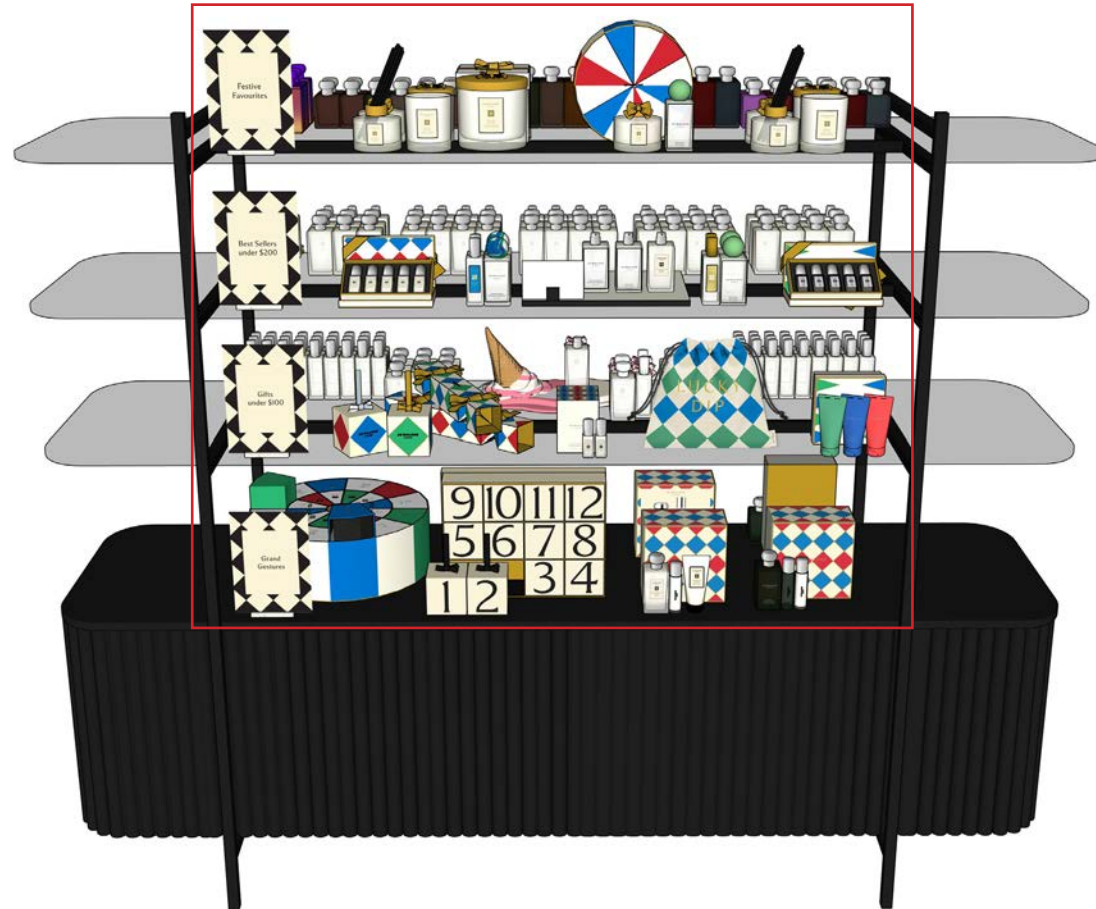
- Ornaments
- Crackers
- Festive Cologne Duo
- New Year Countdown Collection
- Hand Cream Trio

SHELF 4

Grand Gesture

- 25 Day Advent Calendar
- 12 Days of Ornaments
- Wood Sage & Sea Salt Trio
- Cypress & Grapevine Trio

*For stores without Advent Calendars, replace with more WSSS, EPF and CG Gift Sets



SIGNAGE



Shelf 1



Shelf 2



Shelf 3



Shelf 4

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

OPEN UNIT SIDE B: COLOGNE & COLOGNE INTENSE

SHELF 1

- Cologne Intense 100ml and 50ml
- Cologne Absolu

SHELF 2

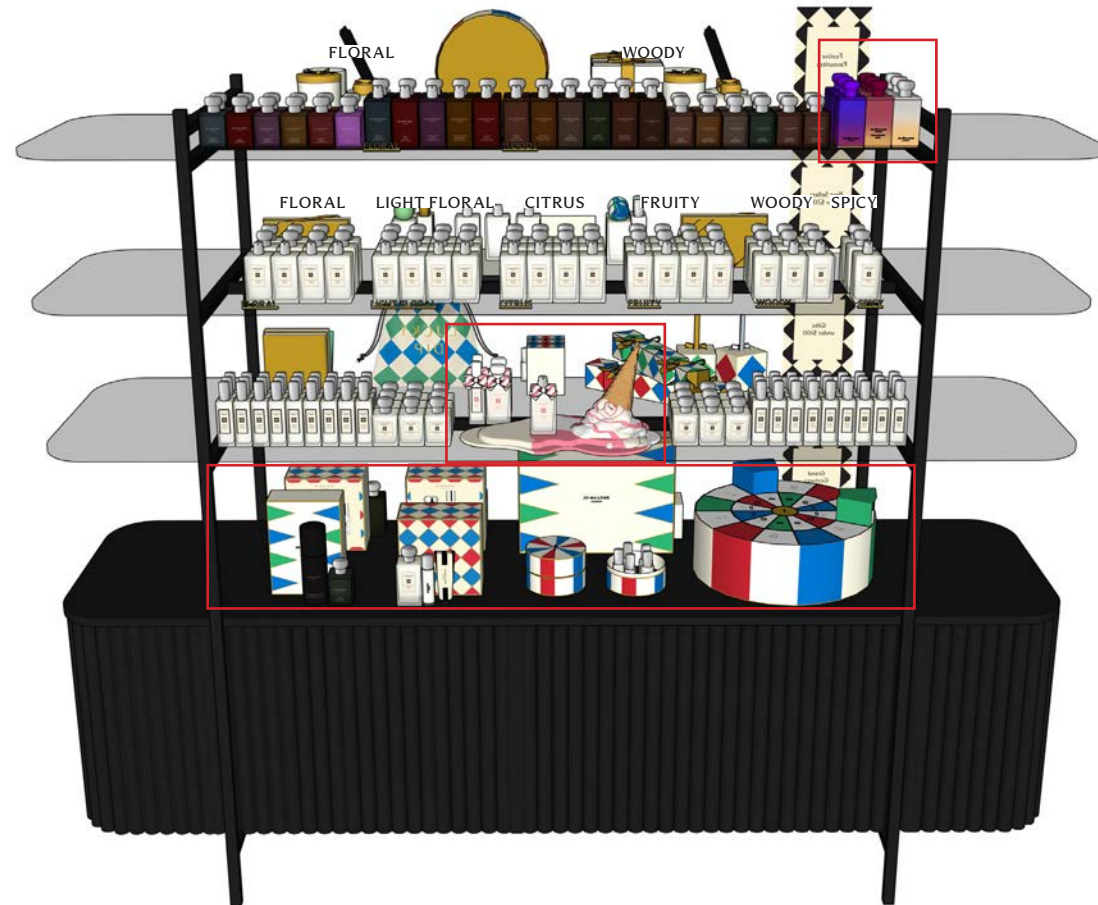
- Cologne 100ml

SHELF 3

- Cologne 30ml and 50ml
- Raspberry Ripple riser with stock behind

SHELF 4

- Cypress & Grapevine Duo
 - English Pear & Freesia Trio
 - Fragrant Festivities Collection
 - 25 Day Advent Calendar
- *For stores without Advent Calendars, replace with more WSSS, EPF and CG Gift Sets



SIGNAGE

OPEN UNIT SIDE A: BATH & BODY

SHELF 1

- Exfoliating Shower Gel
- Hand Cream Trio
- Body & Hand Wash

SHELF 2

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

SHELF 3

- Body Creme

SHELF 4

- Bath Oil
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE B: HOME

SHELF 1

- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Home Collection Story
- *Add Townhouse Collection if available

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 3

- Deluxe Candle
- Home Candle
- Macy's Exclusive: Ginger Biscuit Home Candle

SHELF 4

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



SIGNAGE

MICRO FORMAT

SHELF 1

- Bay Header (add gold ribbon)

SHELF 2

- Cologne Intense 50ml and 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
- Sandalwood & Spiced Apricot 30ml, 100ml
- Orange Bitters 30ml, 100ml
- Raspberry Ripple 30ml, 100ml

SHELF 5: Cologne

- Hair Mist
- Cologne 50ml
- Cologne Collection
- Cologne Intense Collection
- 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
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Home Candle



OPEN SELL UNITS: LARGE



LEFT

SHELF 1

- Diffuser
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Decorated Candle Duo
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Pillar Candle Collection

SHELF 3

- Home Candle

SHELF 4

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

CENTER

SHELF 1

- Cologne Intense 100ml and 50ml

SHELF 2

- Cologne 30ml
- Cologne Collection
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, and EPF 100ml testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml
- Cologne Intense Collection

SHELF 3

- Add Raspberry Ripple to Fruity
- 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
- Hand Cream Trio
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

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

OPEN SELL UNITS: SMALL



LEFT

SHELF 1

- Diffuser
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Decorated Candle Duo
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection

SHELF 3

- Home Candle

SHELF 4

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

CENTER

SHELF 1

- Cologne Intense 100ml and 50ml

SHELF 2

- Cologne Collection
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, and EPF 100ml testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml
- Cologne Intense Collection

SHELF 3

- Add Raspberry Ripple to Fruity
- Cologne 100ml

SHELF 4

- Cologne 50ml
- Cologne 30ml

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Bath Oil
- Hand cream Trio
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

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

TASTING BAR

- Feature Holiday Collection assortment
*For stores without Advent Calendars, replace with more WSSS, EPF and CG Gift Sets

LARGE



SMALL



SIGNAGE

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

CASH WRAP: SMALL

A

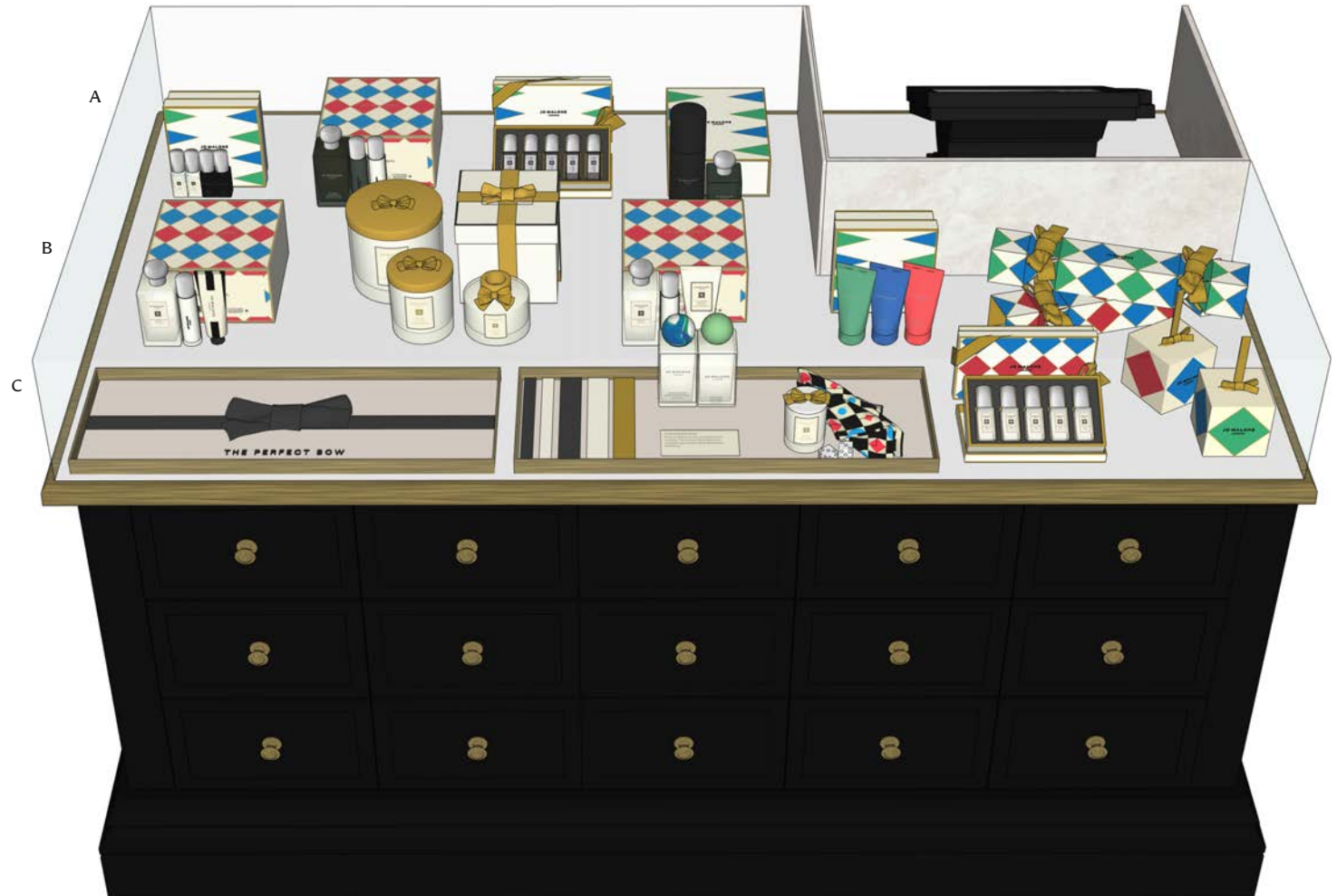
- Men's Discovery Quad
- Cypress & Grapevine Trio
- Cologne Intense Collection
- Cypress & Grapevine Duo

B

- English Pear & Freesia Trio
- Orange Bitters Home Collection
- Wood Sage & Sea Salt Trio
- Hand Cream Trio
- Crackers

C

- The Perfect Bow Tray
- On the Tray: Ribbons, Sandalwood & Spiced Apricot, Orange Bitters, (BLM Exclusive: Midnight Musk & Amber) 100mls. GWP: Scarf, Travel Candle, Dice Bag Tie
- Cologne Collection
- Ornaments



CASH WRAP: LARGE

A

- Cypress & Grapevine Duo
- Hand Cream Trio
- Crackers

B

- Orange Bitters Home Collection
- Men's Discovery Quad
- Festive Cologne Duo
- Ornaments

C

- Cologne Collection
- English Pear & Freesia Trio
- Stone riser with Sandalwood & Spiced Apricot, Orange Bitters, (BLM Exclusive: Midnight Musk & Amber) 100mls
- Stone riser with GWP: Scarf, Travel Candle, Dice Bag Tie
- Cypress & Grapevine Trio
- Cologne Intense Collection



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

Kilian Paris

Visual Merchandising Hol25 Oct- Dec



LARGE TESTER STAND

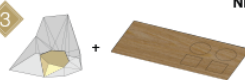


1



KIT LARGE TRAY
N660600001

3



ASOTR RISER + LARGE TRAY INSERT
TO PRODUCE LOCALLY

NEW

6



BLOTTERS TO ORDER
BLOTTERS HOLDER TO PRODUCE LOCALLY

2



PERFUMES TO DISPLAY :
Angels'Share on the Rocks 100 ml x 1
Angels'Share 60 ml x 1
Angels'Share Paradis 60 ml x 1

NEW

4



TEXT DISPLAY NEW
N040600001

5



SMALL PRICE FRAME
N8J1700001

SMALL TESTER STAND



1



KIT LARGE TRAY
N660600001

3



ASOTR RISER + LARGE TRAY INSERT
TO PRODUCE LOCALLY

NEW

6



BLOTTERS TO ORDER
BLOTTERS HOLDER TO PRODUCE LOCALLY

2



PERFUMES TO DISPLAY :
Angels'Share on the Rocks 100 ml x 1

NEW

4



TEXT DISPLAY NEW
N040600001

5



SMALL PRICE FRAME
N8J1700001



1



KIT LARGE TRAY
N660600001

3



+



NEW

ASOTR RISER + LARGE TRAY INSERT
TO PRODUCE LOCALLY

6



+



BLOTTERS TO ORDER
BLOTTERS HOLDER TO PRODUCE LOCALLY

2



NEW

PERFUMES TO DISPLAY :
Angels' Share on the Rocks 100 ml x 1

4



TEXT DISPLAY NEW
N040600001

5



SMALL PRICE FRAME
N8J1700001

1



NEW

PERFUMES TO DISPLAY :
Angels' Share on the Rocks 50 ml
Angels' Share on the Rocks refill 100 ml

2



SMALL PRICE FRAME + Text
«True Luxury should Last Forever» N8J1700001

3



VM GENERIC YOU MUST HAVE ON THIS POS
FORMAT :
KIT OF ONE REFILL DISPLAY N4E7600001



REMINDER OF PRINCIPAL TESTER STANDS _ please refer to the generic bulletin : [here](#)

BATH & BODY REFER TO SPECIFIC GUIDELINES BATH & BODY



NEWNESS B&B
LARGE RANGE DISPLAYER



NEWNESS B&B
LARGE TESTER STAND



NEWNESS B&B
SMALL TESTER STAND



NEWNESS B&B
SMALL TESTER STAND

LIQUORS TESTER STAND FORMATS



LARGE TRAY LIQUORS



SMALL TRAY LIQUORS



KILIAN 10 TRAY LIQUORS



BAR TRAY LIQUORS

NARCOTICS TESTER STAND FORMATS



LARGE TRAY NARCOTICS 100 ML



SMALL TRAY NARCOTICS 100 ML



KILIAN 10 NARCOTICS 100 ML

Tom Ford

Visual Merchandising Hol25 Oct- Dec



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

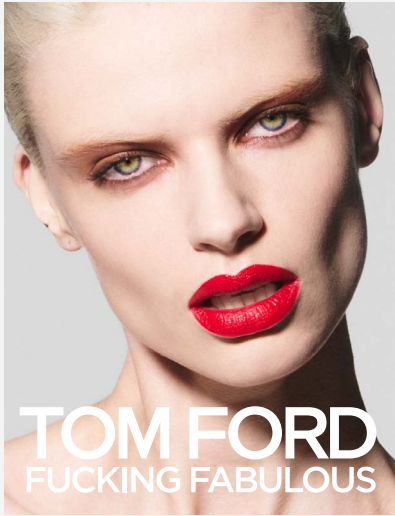
DECEMBER 28TH, 2025

LIGHTBOX PRIORITIES | ALL RETAILERS

FY26 Q2 LIVE DATE : OCT

COLOR

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



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

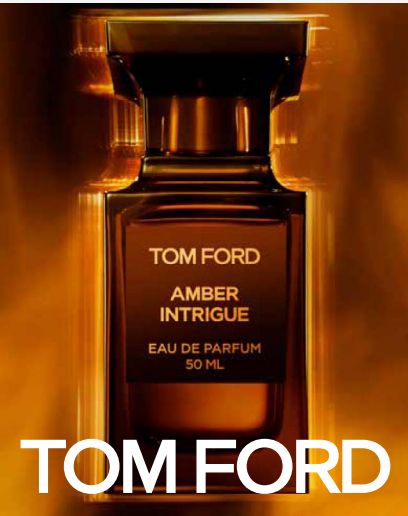
PRIMARY
OMBRE LEATHER HOLIDAY OCD: 10/06



PRIORITY 1 PRODUCT

PRIVATE BLEND

PRIMARY
AMBER INTRIGUE EDP NORDSTROM EXCLUSIVE
OCD: 11/01

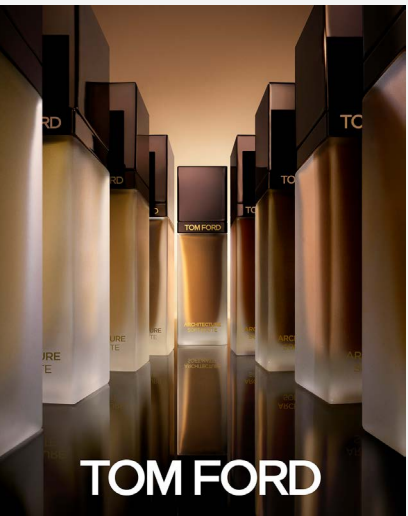


COLOR

SECONDARY
ARCHITECTURE RADIANCE
EXISTING



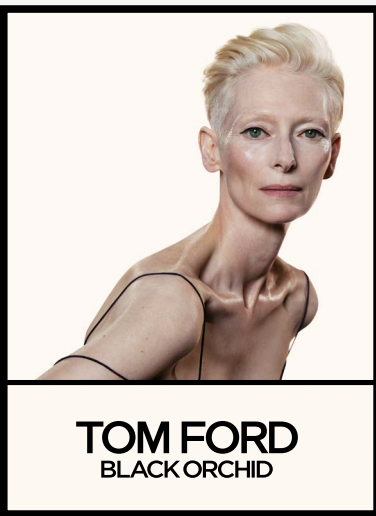
PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

SECONDARY
BLACK ORCHID RESERVE
EXISTING OCD: 08/04



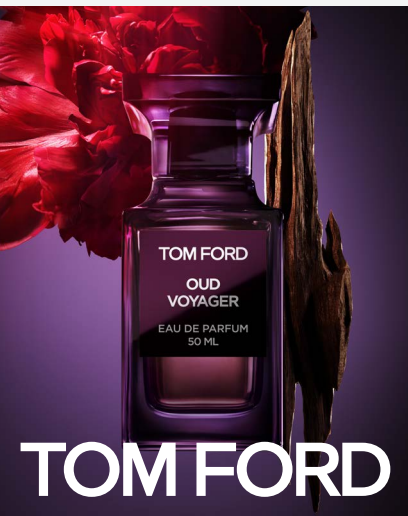
PRIORITY 1 MODEL



PRIORITY 2 PRODUCT

PRIVATE BLEND

PRIMARY
OUD VOYAGER EDP
EXISTING OCD: 09/01



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

LOUD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 2
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

PRIVATE BLEND PRIORITY 3

LOUD 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 DECEMEBER 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

COLOR
FUCKING FABULOUS LIP VIDEO



LIVE OCTOBER 1ST

SIGNATURE
ROTATING OMBRE LEATHER STILL



LIVE OCTOBER 6TH

SIGNATURE
BLACK ORCHID RESERVE VIDEO



LIVE AUGUST 4TH

PRIVATE BLEND
ROTATING OUD WOOD + VANILLA SEX STILL



LIVE OCTOBER 6TH

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



SMALL VISUAL ON THE RIGHT
ULTRA-SHINE LIP COLOR



LIP EASEL

TOP VISUAL
LIP COLOR MODEL ANGELINA JOLIE



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



LIP+EYE COMBO EASEL

TOP VISUAL
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

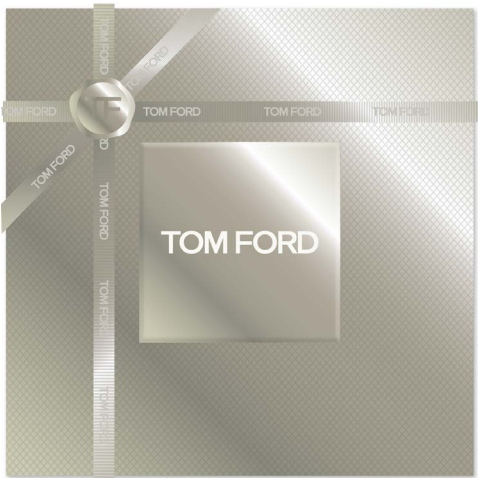


GIFTING GUIDELINES

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

ULTA 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

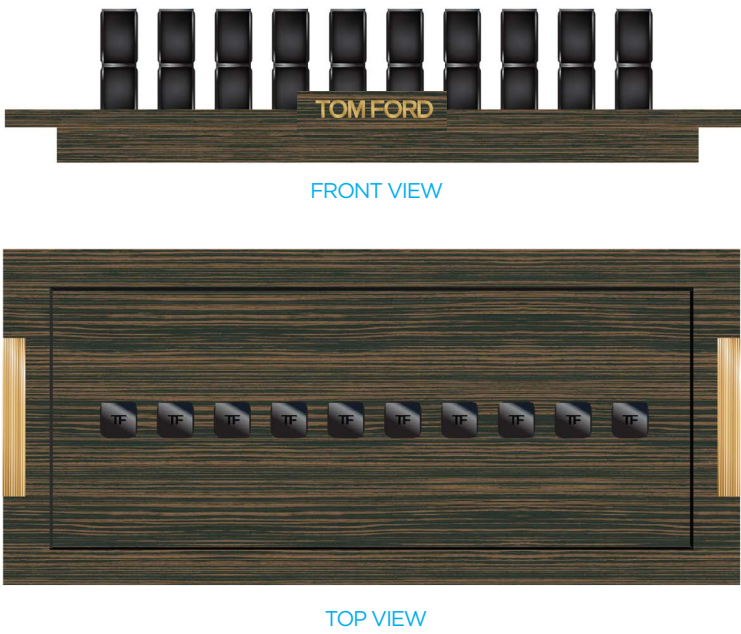
TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM

- 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

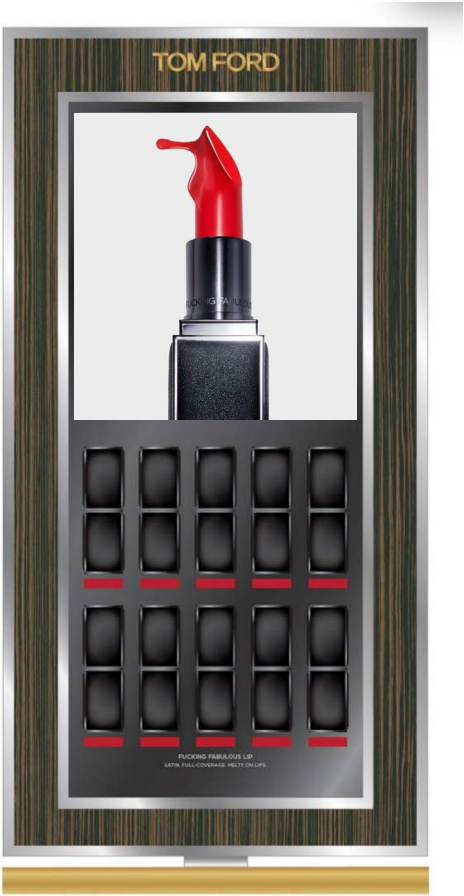
PRESENTATION TRAY
FUCKING FABULOUS LIP



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

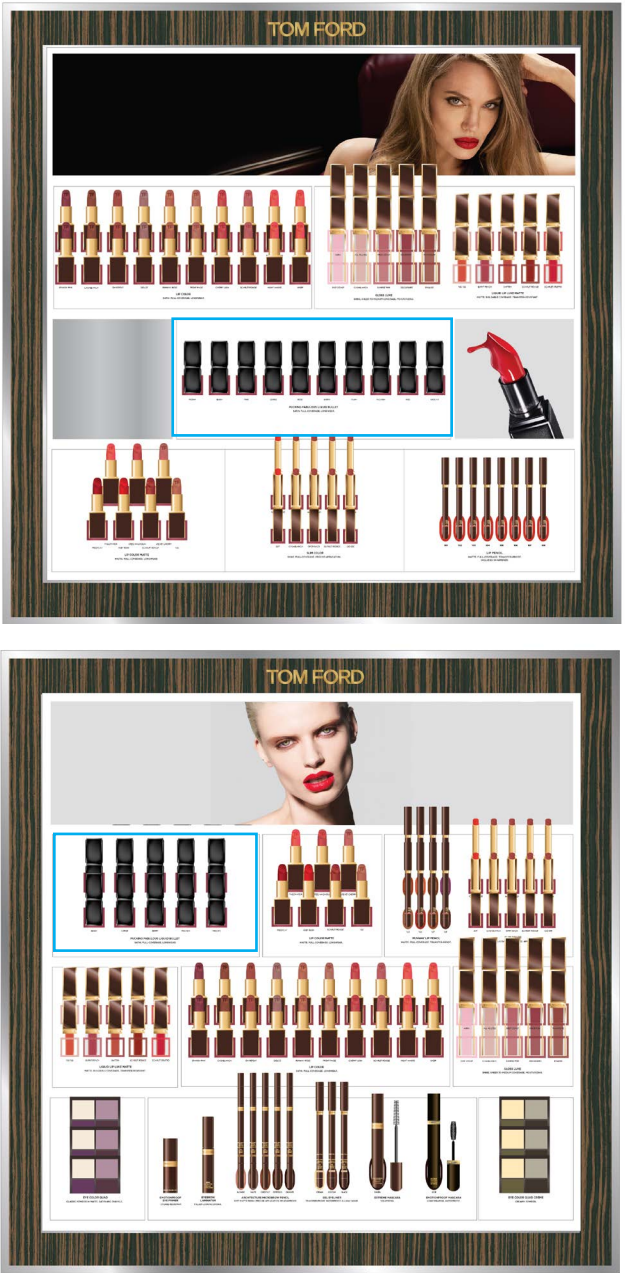
FUCKING FABULOUS LIP

SAF
FUCKING FABULOUS LIP



NEW TILES - SHIIPING DIRECT TO
DOORS IN NOVEMBER

EASEL
LIP ONLY EASEL +
LIP/EYE COMBO EASEL



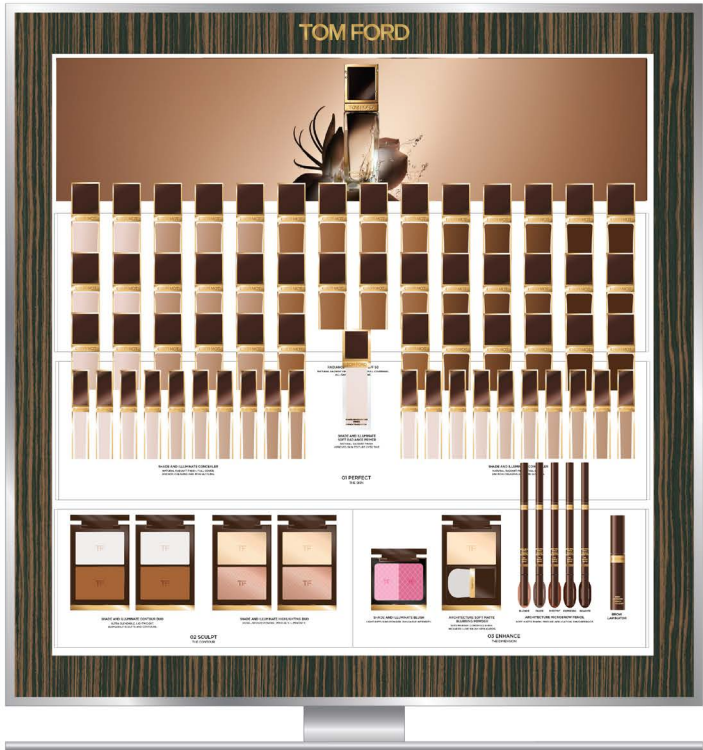
10 NEW SHADES

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

ALL EASELS OVERVIEW



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL

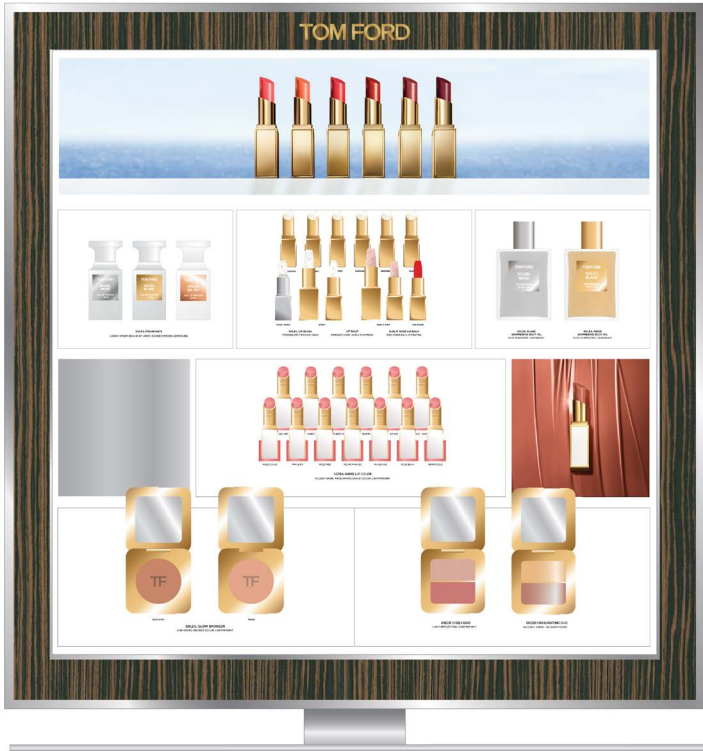


ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL

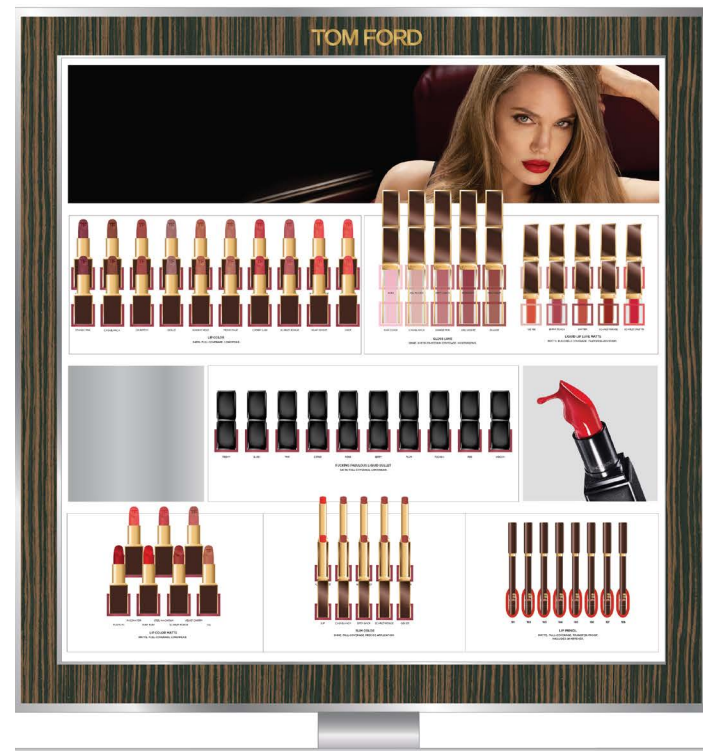


ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING

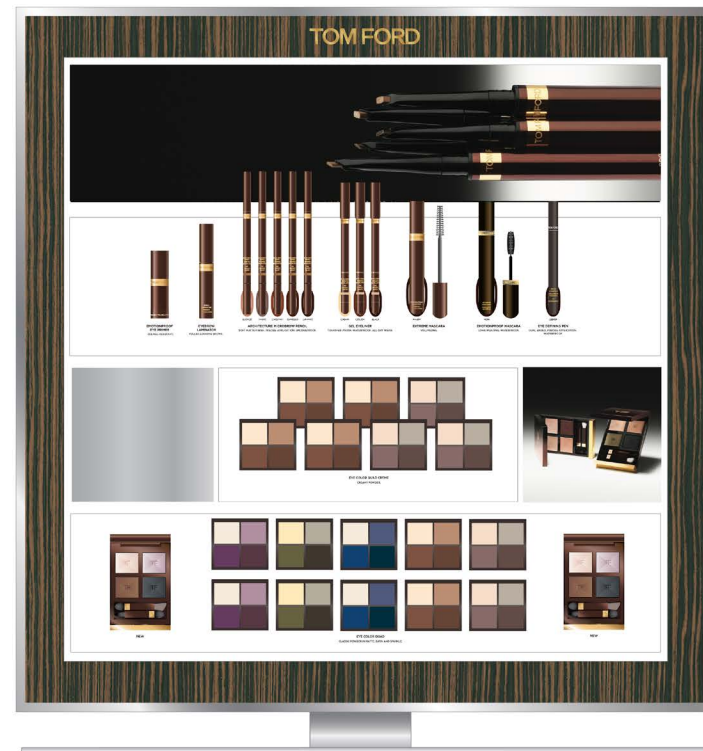
PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF FACE, SOLEIL, LIP AND EYE.



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

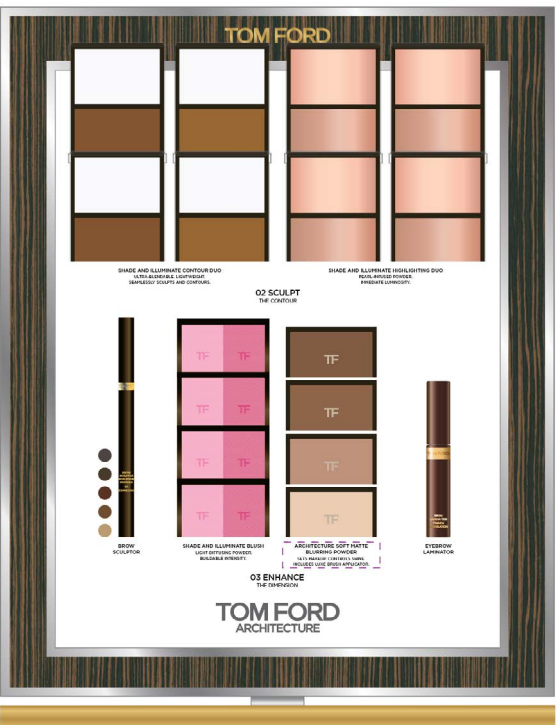
NEW INSERTS SOLEIL + LIP



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 INTRIUGUE



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

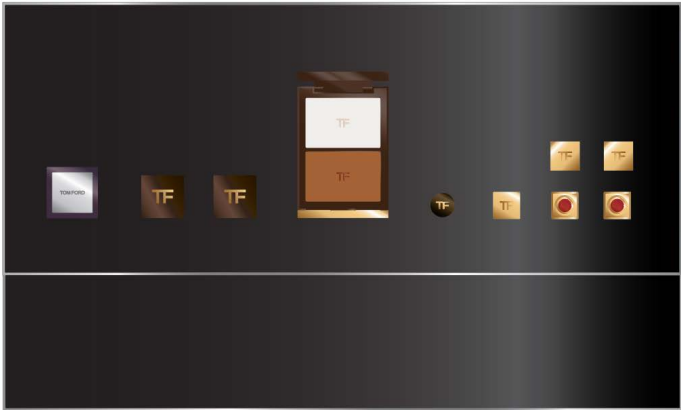
- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

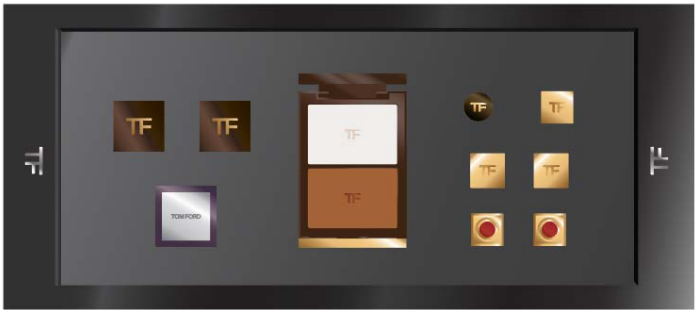
COLOR LAUNCH: RUNWAY LOOK

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

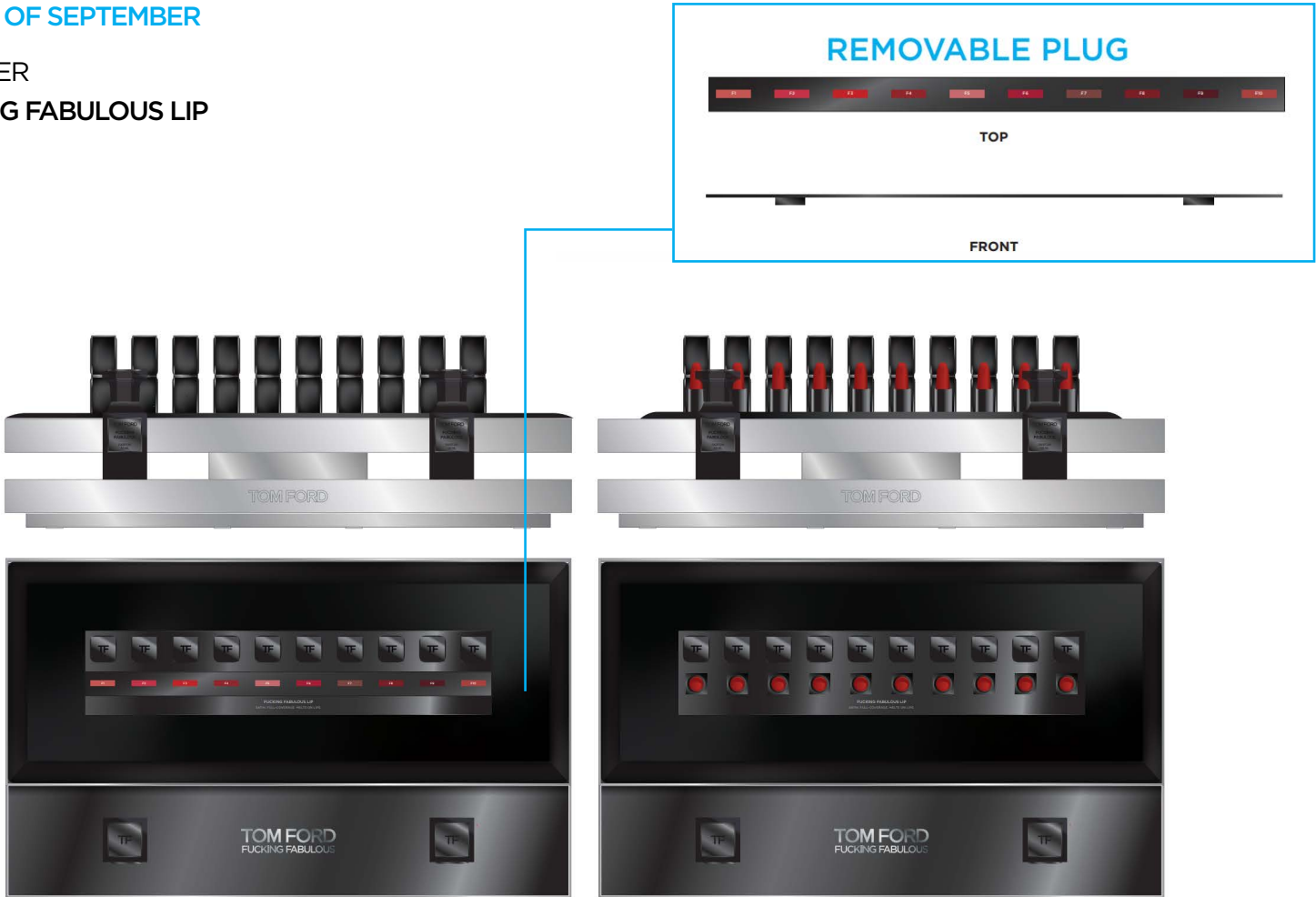
- TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - OUD VOYAGER
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08 VELVET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

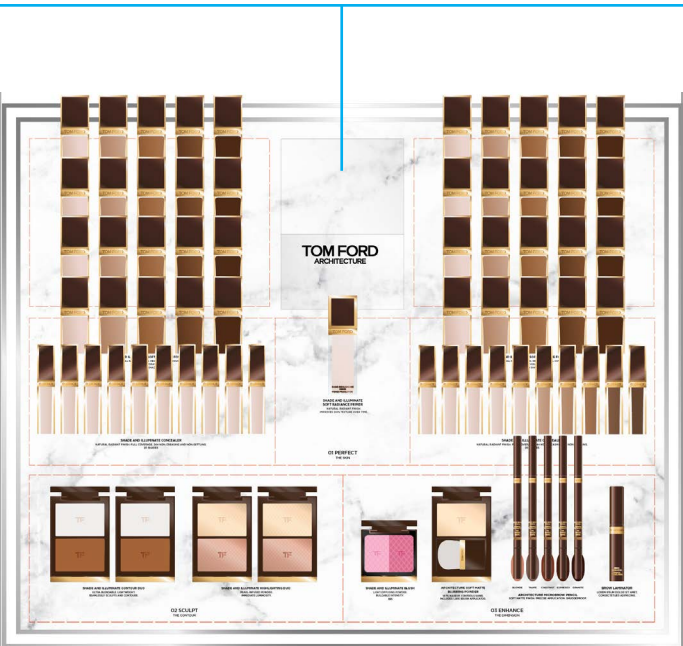
EASELS ARE ALWAYS PLACED IN THE ORDER OF **FACE**, **SOLEIL**, **LIP** AND **EYE**.

OCD: NOVEMBER

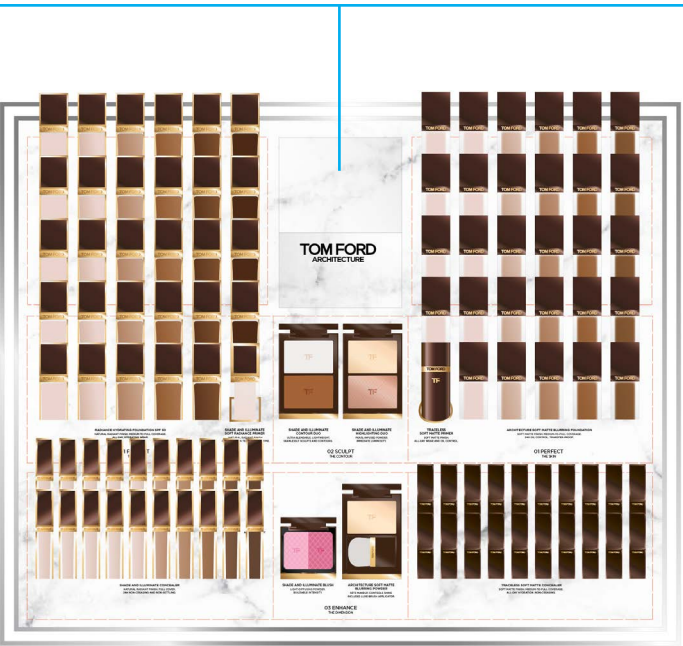
SHIPPING DIRECTLY TO DOOR



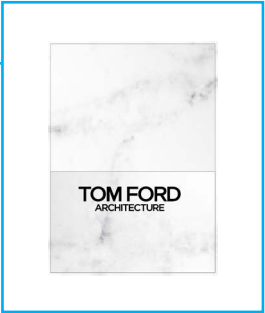
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



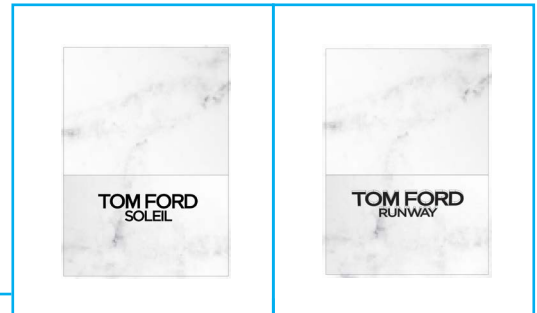
ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY



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

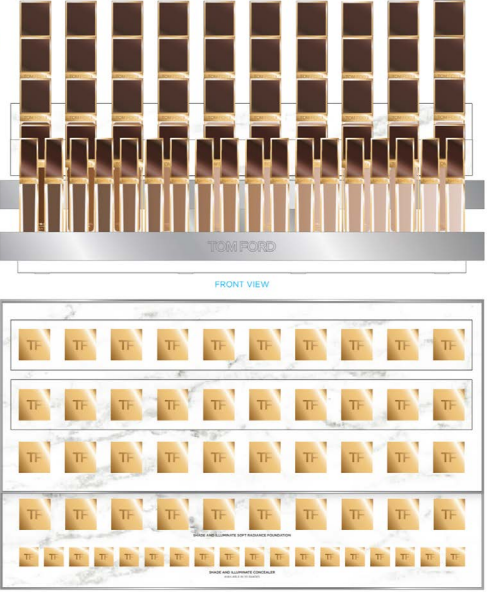
ALL TWO-TIERS OVERVIEW

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

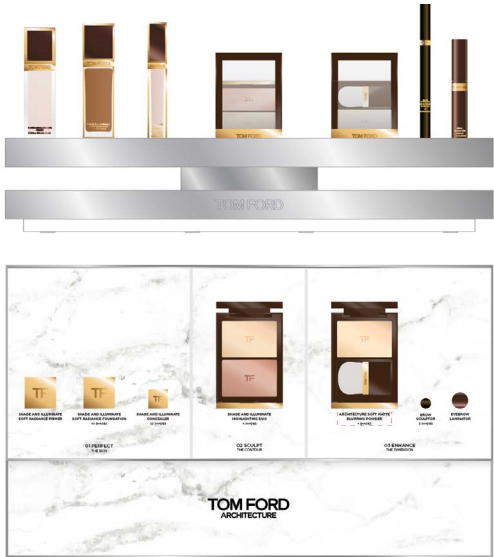
NEW INSERTS FOR SOLEIL, LIP AND EYE.



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



ARCHITECTURE
RADIANCE FOUNDATION ONLY



ARCHITECTURE
FACE REGIMEN REFRESH
T1AZ60



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



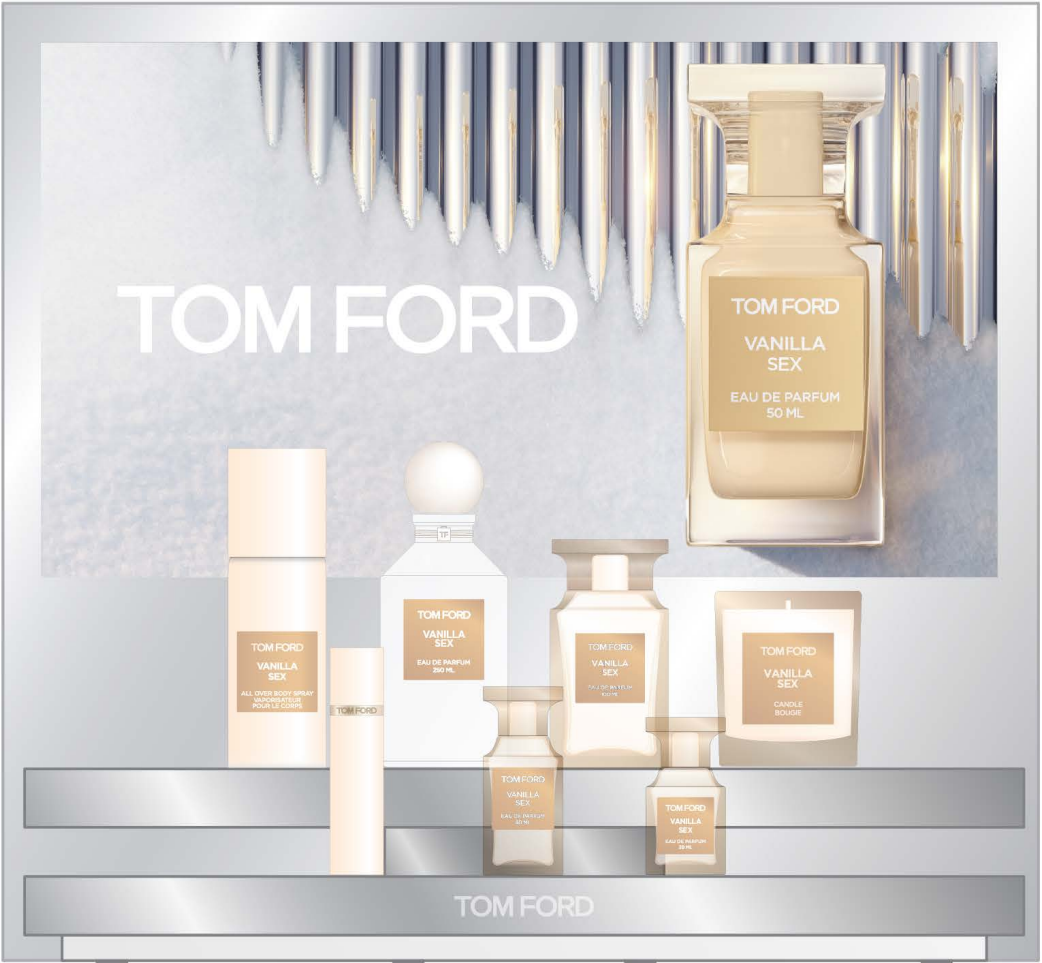
RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



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