

ELCP and POS COE+ Guide
Holiday 2025 Oct- Dec

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by door planograms***

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you back to the Index.***



Introduction

Dear ELCP Team,

Get ready to Sparkle, Shine, Surprise!

Holiday 2025 brings many opportunities for you and your brands. To help, we've created a resource covering visual merchandising, gratis, uniforms, lightbox measuring, and supplies.

October- 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! See link on page 6.*
- *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)*
- *Tracking gifts and samples (For immediate assistance call # below)*
- *Lightbox graphic support*
- *Program/launch questions*

Contact information:

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

Please note our hours of operation:

- *Monday thru Friday 10am – 7pm EST*

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

*Happy Holidays,
The POS COE Team*



Supply Calendar- POS COE +

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

July

August

September

Clinique

MAC

Clinique

Clinique

Tom Ford

October

November

December

Clinique

MAC

Clinique

Clinique

By request only

*Estee Lauder, Jo Malone London, La Mer, Origins,
Bobbi Brown, Frederic Malle, Kilian Paris, Balmain*



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

*Estee Lauder
La Mer
Jo Malone London*

August

*Clinique
MAC
Origins
Independent Retailers Staff*

September

*Frederic Malle
Kilian Paris
Tom Ford Beauty
Multi-branded demonstrators/
Ulta MBBA
Freelancers (based on hours
worked threshold)*

October

Bobbi Brown

November

Estee Lauder

December

*All awards expire on
12/31*

Uniform- POS COE +

For assistance with uniforms contact POS COE.

To access the uniform site EL/CL- [ELC Uniform Ordering](#)

To access the uniform site Balmain/ Frederic Malle/ Tom Ford [Luxe Uniform Ordering](#)



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.

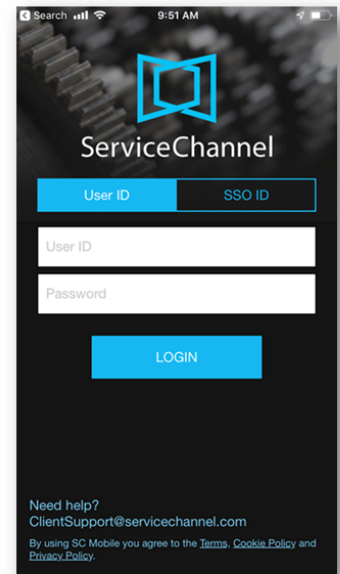
If retailer is not able to resolve follow these steps:

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 Digital Signage or MAC Playnetwork issues into Service Channel. This includes damaged screens, content and player issues. As well as EL / JML engraving machines.
- All other technology issues should be directed to the Retail Help Desk at usrthelp@estee.com or 877-354-3375.

Balmain

Visual Merchandising Hol25 Oct- Dec

Please contact pointofsalesupport@estee.com for by door planograms



Bobbi Brown

Visual Merchandising Hol25 Oct-Dec



DEPARTMENT STORE MERCHANDISING UNIT

Ocd: 9/15



*NOTE NOT FINAL PRODUCT RENDERINGS - FPO

DEPARTMENT STORE MERCHANDISING UNIT

Ocd: 9/15



^ ONLY SECTION THAT CAN HAVE ALICE

Macys Holiday Tower In-Store
Launch Displayer Mockup



Clinique

Visual Merchandising Hol25 Oct-Dec



Clinique NA Merchandising Guidelines Department Stores

Holiday 2025 | October - December

TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs

 *NOTE: Please check field sharepoint master spreadsheet for volume code by door.

(CURRENT) SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER
LBX #1 Launch	 3-Step (F'25 Assets)	 Holiday (3-Step, Moisture Surge, Happy)		
LBX #2 Launch	 Even Better Vitamin Makeup (S'25 Assets)	 Even Better Vitamin Makeup (w/o NEW)		
LBX #3 Launch	 Smart Serum (F'24 Assets)			
LBX #4 Launch (if you have a 3rd treatment area)	 Moisture Surge Glow (F'25 Assets)			

LBX #5 +
more
Heroes
Based on
zoning



Smart Hero
(F'23 Assets)



Moisture Surge
100H Hero
(F '23 Assets)



Black Honey
(S'24 Assets)



Foundation Hero
(F'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)



Active Derm Lab Coat
(F'24 Assets)

 *NOTE: Please contact the POS COE for any door type/lightbox questions.

NON-TOP DOORS (B-E)

***NOTE:** Non-Top Doors have 1 launch LBX + Heroes



***NOTE:** Please check field sharepoint master spreadsheet for volume code by door.

(CURRENT) SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
LBX #1 Launch  3-Step (F'25 Assets)			
LBX #2 Hero  Foundation Hero (F'23 Assets) -OR-  Even Better Vitamin Makeup (S'25 Assets)			
	 Even Better Vitamin Makeup (w/o NEW)		
LBX #3 Hero  Moisture Surge 100H Hero (F'23 Assets)			

LBX #4,5,6
Heroes Based on zoning



Smart Hero
(F'23 Assets)



Black Honey
(S'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)



Active Derm Lab Coat
(F'24 Assets)



***NOTE:** Please contact the POS COE for any door type/lightbox questions.

VIDEO: Select Doors

(CURRENT) SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Smart (F'24 Assets)  Even Better Vitamin Makeup (S'25 Assets)  Moisture Surge Glow (S'25 assets)  3-Step (F'25 Assets)  Nude Honey (F'25 Assets) 	NEW  Give happy. Get happy. NEW  Give happy. Get happy. NEW  Give happy. Get happy. Holiday (3-Step, Moisture Surge, Happy)  *NOTE: All videos to update to Holiday		

Maintenance Process

- STEP 1

Field sends in request to correct issue through POS COE.
- STEP 2

R&M team communicates issues to VID.

- STEP 3

VID creates a ticket to track progress of repair.



***NOTE:** Please contact the POS COE for any door type/lightbox questions.

(CURRENT) SEPTEMBER

OCTOBER

NOV

DEC

Full & Reduced Doors

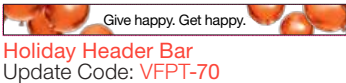
CLEANSER BAR

TREATMENT BAR



Treatment Bar
Header Graphic Code: VG1N-70
July '25 Update Code: VG1Q-70

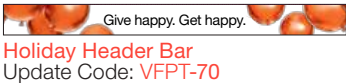
Cleanser Bar
Header Graphic Code: VG1M-70
July '25 Update Code: VG1Q-70
MLU magnifier Reserves: VAY6-60



Specialty Doors

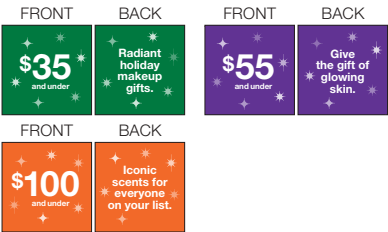
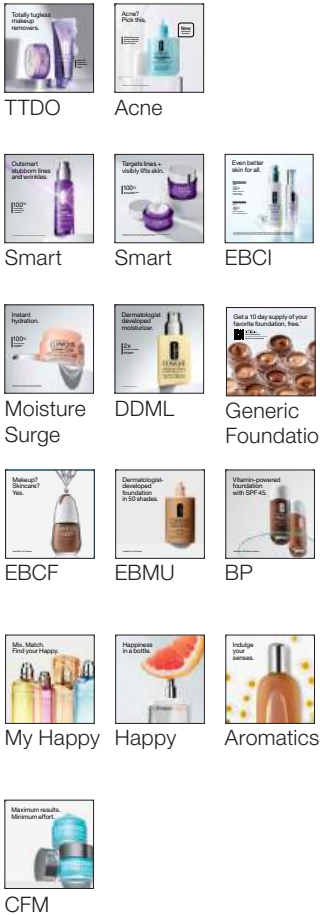


Specialty Treatment Bar
Header Graphic Code: VG1N-70
July '25 Update Code: VG1P-70

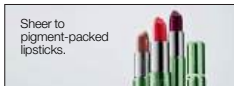
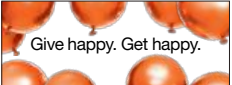


Product On Glass
Plexi: 7.5" x 7.5"
Unit Code: K41H-60

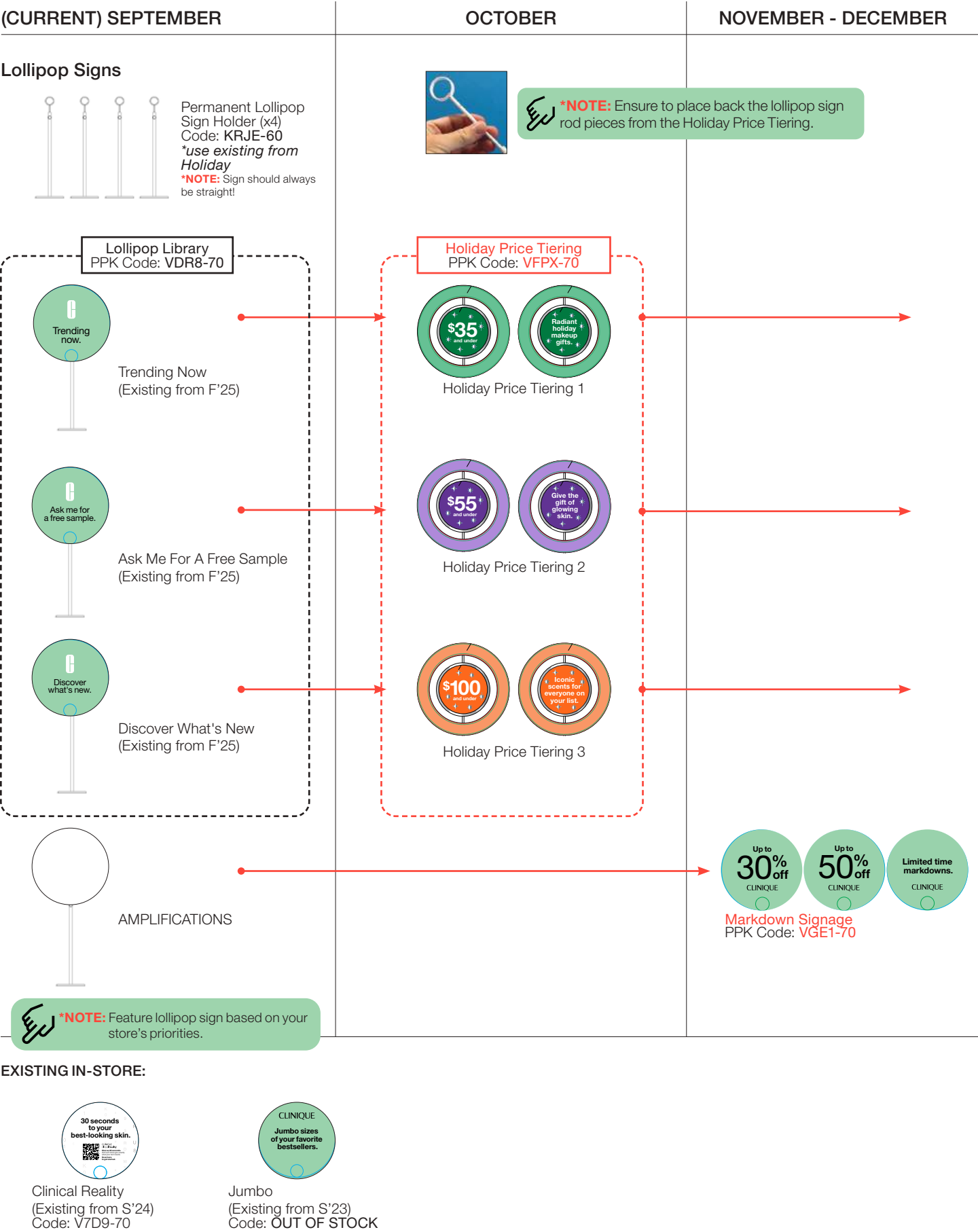
7.5" x 7.5" POG
Full PPK Code: VG0P-70

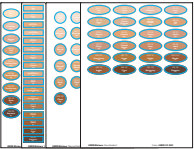


7.5 "x 7.5" Plexi
Update Code: VGDX-70

(CURRENT) SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 In-Case Plexi: 20" x 7.5" Unit Code: ZX2A-60  Activate your glow. Moisture Surge  Wrinkles, you're outnumbered. Smart  3 steps. Twice a day. Every day. Where great skin begins. 3-Step  Moisturizers for more resilient skin. DDMs  100% dermatologist tested makeup. Foundation  Sheer to pigment-packed lipsticks. Lip  All the drama, none of the irritation. Mascara  Simple. Smart. Straightforward. Clinique For Men  Indulge your senses. Fragrance July '25 Incase Plexi Full PPK Code: VG0R-70	ENG EM ES  Macy's GWP (10/3 - 10/22) Code: VG8Q -70 E Code: VG8N-70 EM Code: VG8P-70 ES  Holiday Code: VFPW-70		
NEW UNIT  MSNA Pedestal Update Code: VBXJ-70	NEW FRONT BACK  PWP Temporary Pedestal Update Code: VFQ3-60  MSNA Pedestal Update Code: VH0J-70		

Lollipop Sign Holder Cadence



(CURRENT) SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
8.5" x 11" Counter Signs 	NATIONAL  MACY'S  Price Set Menu AD Code: VGE8-70 Code: VGE7-70 MACY'S OCTOBER (Front + Back)   PWP Counter Sign AD Code: VGE2-70	  Gift Wrap Sign AD Code: VGE4-70 Code: VGE3-70 ENG/SPA   MYO Tote Bag Sign AD Code: VGE6-70 Code: VGE5-70 ENG/SPA	
EXISTING IN-STORE:    How Much Is It Signs Code: VG0N-70			
  Clinical Reality Counter Sign + Mat Counter Sign Code: VDR9-70 Mat Code: VDR6-60			
  Consultant Tools Code: LOCAL PRODUCTION			
Sticker PPK  Includes: • EBMU, EBCF, Beyond Perfecting, Acne Solutions NOTE: Place stickers to top cap, not on bottom. Foundation Stickers PPK Code: V6FD-70			

EXISTING IN-STORE:



Skin School Services
Sign Code: VB07-70

Holiday Collateral Checklist

HOLIDAY SUSTAINABILITY:

 - Recyclable

LEGEND:

AD - All Doors
SP - Specialty Doors
FD - Full Doors
SMM - Million \$ Doors
M - Macy's Only
SD - Select Doors
RD - Reduced Doors

• October On-Counter



Price Tier & Category PPK **AD**

Code: VFPX-70

☐ (3) double-sided price tiering + category signage

**To be merchandised with sign holders. Please check included instruction sheets for more details.*



Markdown Lollipop Signage **AD**

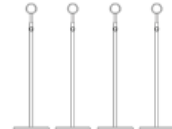
Code: VGE1-70

☐ lollipop signage



***NOTE:** Instruction sheets will be placed on Sharepoint. Please follow recycling information contained on instruction sheets.

EXISTING



Lollipop Sign Holders

Code: KRJE-60

☐ (4) telescoping sign holder



Fragrance Display Unit **AD**

Code: VFQ1-60

☐ (1) Fragrance Display



***NOTE:** The Fragrance Display Unit can be used to merchandise other sets depending on your store's needs.



Grab & Go Unit **AD**

Code: VFPZ-60

☐ (1) Grab & Go



Lip Unit **AD**

Code: VFQ0-60 **NATIONAL**

☐ lip unit graphic

BOING OPTIONS:



***NOTE:** Unit can be used for National Lip set, Macy's Exclusive Lip Set and Pop Treats set.



Ledge Top Display PPK

Code: VFQ2-70

☐ (1) Ledge Top Display



22" x 28" Posters PPK

Code: VGEA-70

☐ (1) Holiday Smart
☐ (1) Holiday Moisture Surge
☐ (1) Holiday Fragrance

Holiday Collateral Checklist

HOLIDAY SUSTAINABILITY:
 - Recyclable

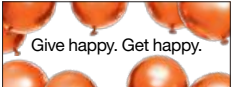
LEGEND:
AD - All Doors
SP - Specialty Doors
FD - Full Doors
SMM - Million \$ Doors
M - Macy's Only
SD - Select Doors
RD - Reduced Doors

• October On-Counter

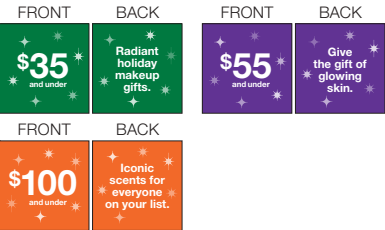
***NOTE:** Instruction sheets will be placed on Sharepoint. Please follow recycling information contained on instruction sheets.



Cleanser & Treatment Bar Header **AD**
Code: VFPT-70
☐ header graphic



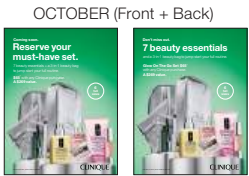
In-case Graphics PPK **AD**
Code: VFPW-70
☐ (1) 20" x 7.5" graphic



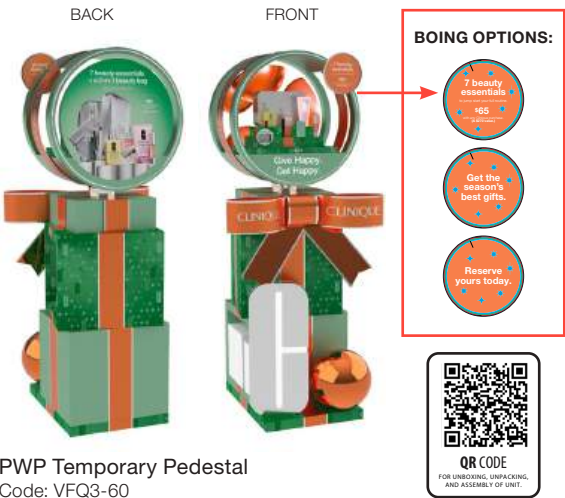
Plexi Signs (POG) **AD**
Code: VGDX-70
☐ (3) 7.5" x 7.5" Double-sided graphic



Price Set Menu **AD**
Code: VGE8-70
Code: VGE7-70 **MACY'S**
☐ 8.5" x 11" Sign



PWP Counter Sign **AD**
Code: VGE2-70
☐ 8.5" x 11" Sign **OCTOBER OCD**



PWP Temporary Pedestal
Code: VFQ3-60
☐ tower with vitrine



Holiday Fragrance Outpost **Select Doors**
Code: VFPPY-60
☐ outpost



MSNA Pedestal **SD**
Code: VH0J-70
☐ pedestal graphic

Holiday Collateral Checklist

HOLIDAY SUSTAINABILITY:

 - Recyclable

LEGEND:

AD - All Doors
SP - Specialty Doors
FD - Full Doors
SMM - Million \$ Doors
M - Macy's Only
SD - Select Doors
RD - Reduced Doors

• October On-Counter



***NOTE:** Instruction sheets will be placed on Sharepoint. Please follow recycling information contained on instruction sheets.



Gift Ribbon AD
Code: VG70-70
☐ White ribbon



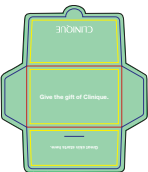
Holiday Shred AD
Code: VG6Z-70
☐ Shred
(Store shred in an upside-down vitrine top behind cashwrap)



Holiday Gift Wrap AD
Code: VG6Y-70
☐ wrapping paper



Gift Wrap Sign AD
Code: VGE4-70
Code: VGE3-70 **ENG/SPA**
☐ (2) 8.5" x 11" sign



Gift Card Envelope AD
Code: VG6X-70
☐ envelope



Gift Bags AD
Code: see below
☐ large bag (V7MX-70)
☐ small bag (V7N2-70)



Holiday Box SD
Code: N/A
☐ green box



MYO Tote Bag AD
12/5 OCD
Code: V1GV-90
☐ tote



MYO Hang Tag AD
12/5 OCD
Code: VGE9-70
☐ (2) hang tag



MYO Tote Bag Sign 12/5 OCD
Code: VGE6-70
Code: VGE5-70 **ENG/SPA**
☐ (2) 8.5" x 11" sign

UNPACKING INSTRUCTIONS

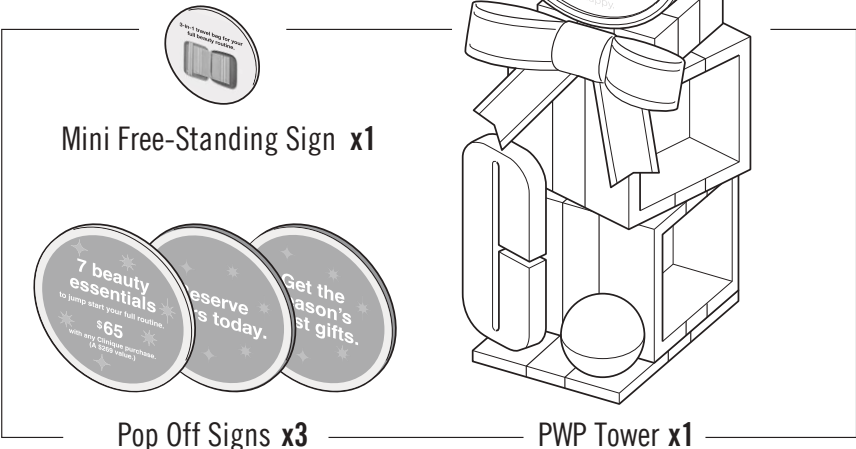
Carefully remove all parts from the carton and place on flat secure area.
DO NOT DISCARD OR DESTROY ANY PACKING MATERIALS UNTIL TOTAL UNIT HAS BEEN COMPLETELY ASSEMBLED.



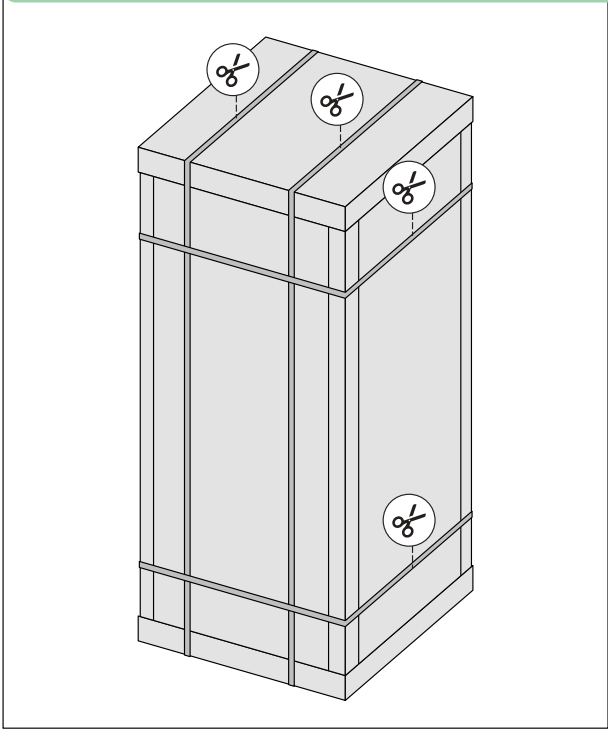
QR CODE

FOR UNBOXING, UNPACKING,
AND ASSEMBLY OF UNIT.

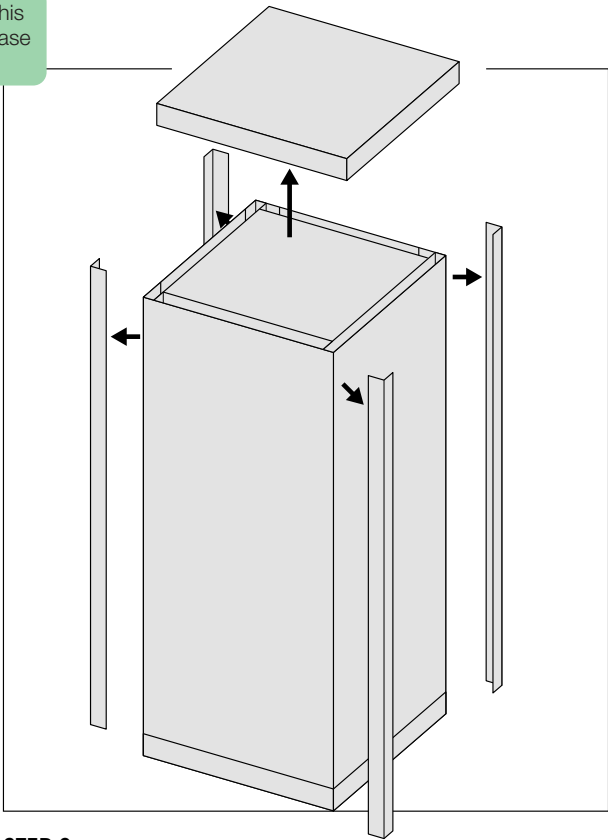
CONTENTS:



***NOTE:** Only the first page of the instruction sheet is placed on this guideline. All instruction sheets will be placed on Sharepoint. Please follow recycling information contained on instruction sheets.

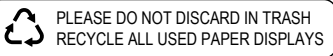


STEP 1
Remove Packing straps.



STEP 2
Lift top cap and remove corner supports.

Cleaning Instructions: Do not spray cleaning agents directly onto displays. Spray onto microfiber cloth then apply to displays. Or use Clorox Disinfecting Wet Wipes or Purell Sanitizing Wipes and dry off with microfiber cloth.



• INSTRUCTIONS



***NOTE:** Holiday 2023 set is shown on these step-by-step images.



1. Drape your ribbon across the top left corner of the box. Leave about 4 to 8 inches (4 Clinique logos) hanging off of the left side of the corner. Keep the rest of the ribbon on the spool on the top edge.



2. Wrap the ribbon behind the top right corner. Take the spool-side of the ribbon and pull it behind the top right corner, down towards the bottom right corner. Keep your thumb over the ribbon on the top left corner so that it doesn't fall off.



3. Wrap the ribbon across the bottom right corner and under the bottom left corner. Keep the wraps nice and snug so that they don't slide off of the corners.



4. Bring the ribbon back towards the top left corner. At this point, it would be a good idea to take a moment to adjust the positions of the wrapped ribbons on each of the corners. If they look like they are slipping off, pull them further from the corners.



5. Cut off the excess ribbon. Bring both ribbons towards the center of the top left corner. Measure the spool ribbon against the other ribbon, and cut it down to match.



6. Cross and tie the ribbons. Cross the left ribbon over and under the right, then tug on both ends to tighten them. Fold both ribbons into loops, then cross the right one over the left—just like tying a shoe!



7. Cross the left ribbon over and under the right, then tug on both ends to tighten them. Fold both ribbons into loops, then cross the right one over the left—just like tying a shoe!



7. Cut off the excess ribbon. Once the bow is tight and secure, snip off the excess ribbon at the tails. For a fancier touch, cut them at angles or into notches.



Finished set with bow

Overview



NEW Collaterals for Holiday 2025

1 **NEW** "Reserve Now" Boing for PWP Temporary Pedestal

BACK

FRONT



BOING OPTIONS:

- 7 beauty essentials \$65
- Get the season's best gifts.
- Reserve yours today.



QR CODE
FOR UNBOXING, UNPACKING,
AND ASSEMBLY OF UNIT.

2 **NEW** "Pop Treats" Set Option for Lip Unit



BOING OPTIONS:

- 7 beauty essentials \$35
- Get the season's best gifts.
- Reserve yours today.

A

Best of Clinique

B

\$35 and under

C

1

2

3

B

\$55 and under

4

5

6

7

B

\$100 and under

8

9

10

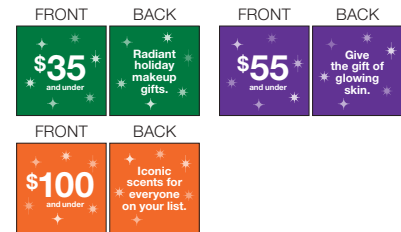
11

12

POG Header

A Best of Clinique

Update Code: **Shipped direct to door**



Plexi Signs (POG) AD

Code: VGDX-70

☐ (3) 7.5" x 7.5" Double-sided graphic

Shelf 1 - 4

B Holiday POG Graphic

Plexi Graphic: 7.5" x 7.5"

PPK Code: **VGDX-70**

C Holiday Ribbon

Holiday Code: **VG70-70**

- 1 Clinique Kisses
- 2 Have A Little Happiness
- 3 Cult Classics On The Go
- 4 Pop Treats
- 5 My Happy Duo
- 6 High Impact Lashes
- 7 Ultimate Eye Line-up
- 8 Full Face Forward: Simple Radiant
- 9 Glow From AM to PM
- 10 Wrinkle Fighting Routine
- 11 Great Skin Everywhere (III,IV)
- 12 Great Skin Everywhere (I,II)

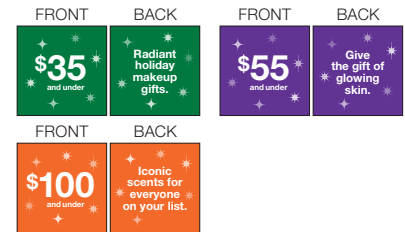
***NOTE:** Please use either price tiering side or category tiering side of the POG 7.5" x 7.5" graphic based on set availability.

***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.



POG Header

A Best of Clinique
Update Code: **Shipped direct to door**



Plexi Signs (POG) AD

Code: VGDX-70
☐ (3) 7.5" x 7.5" Double-sided graphic

Shelf 1 - 4

B Holiday POG Graphic
Plexi Graphic: 7.5" x 7.5"
PPK Code: **VGDX-70**

C Holiday Ribbon
Holiday Code: **VG70-70**

- 1 Full Face Forward: Simple Radiant
- 2 Pop Treats
- 3 High Impact Lashes
- 4 Ultimate Eye Line-up
- 5 Cult Classics On The Go
- 6 Glow From AM to PM
- 7 Wrinkle Fighting Routine
- 8 Perfectly Happy
- 9 My Happy Duo
- 10 Happy For Him
- 11 Happy Couple
- 12 Have A Little Happy

***NOTE:** Please use either price tiering side or category tiering side of the POG 7.5" x 7.5" graphic based on set availability.



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.

 The following graphics should no longer be in-store.

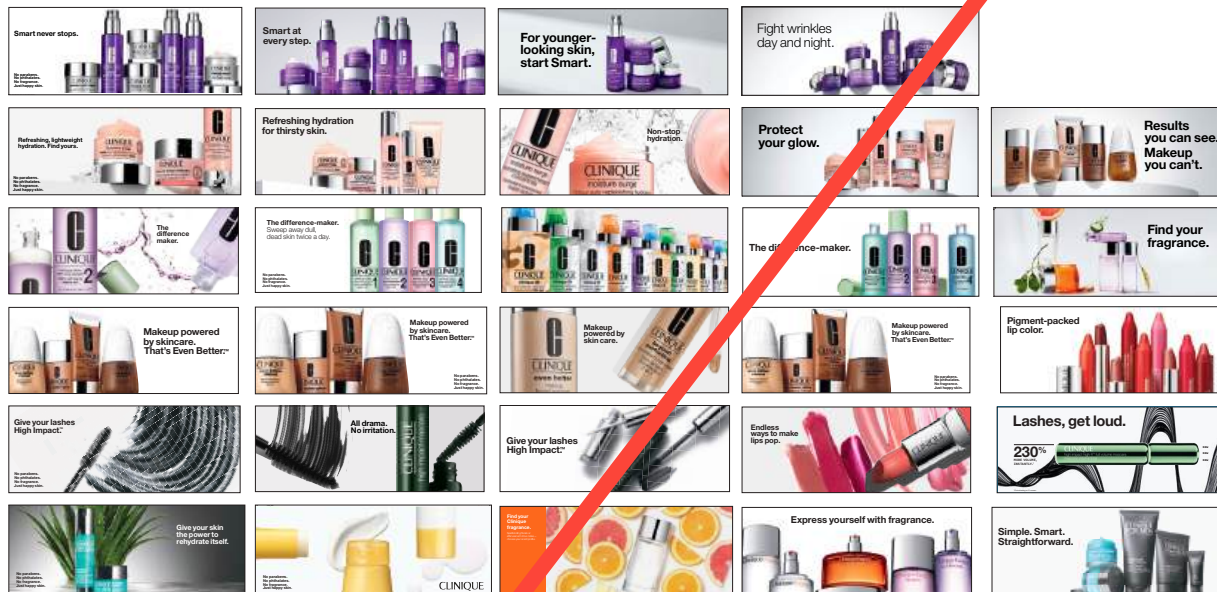
• Fall 2025 To Discard



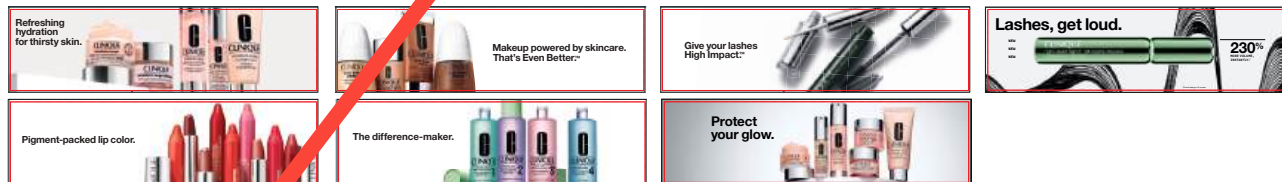
20" x 7.5" In-case &
In-case Box
Graphic Only

• Discard from previous seasons

20" x 7.5" PLEXI INCASE & POG



INCASE BOX



TESTER UNITS

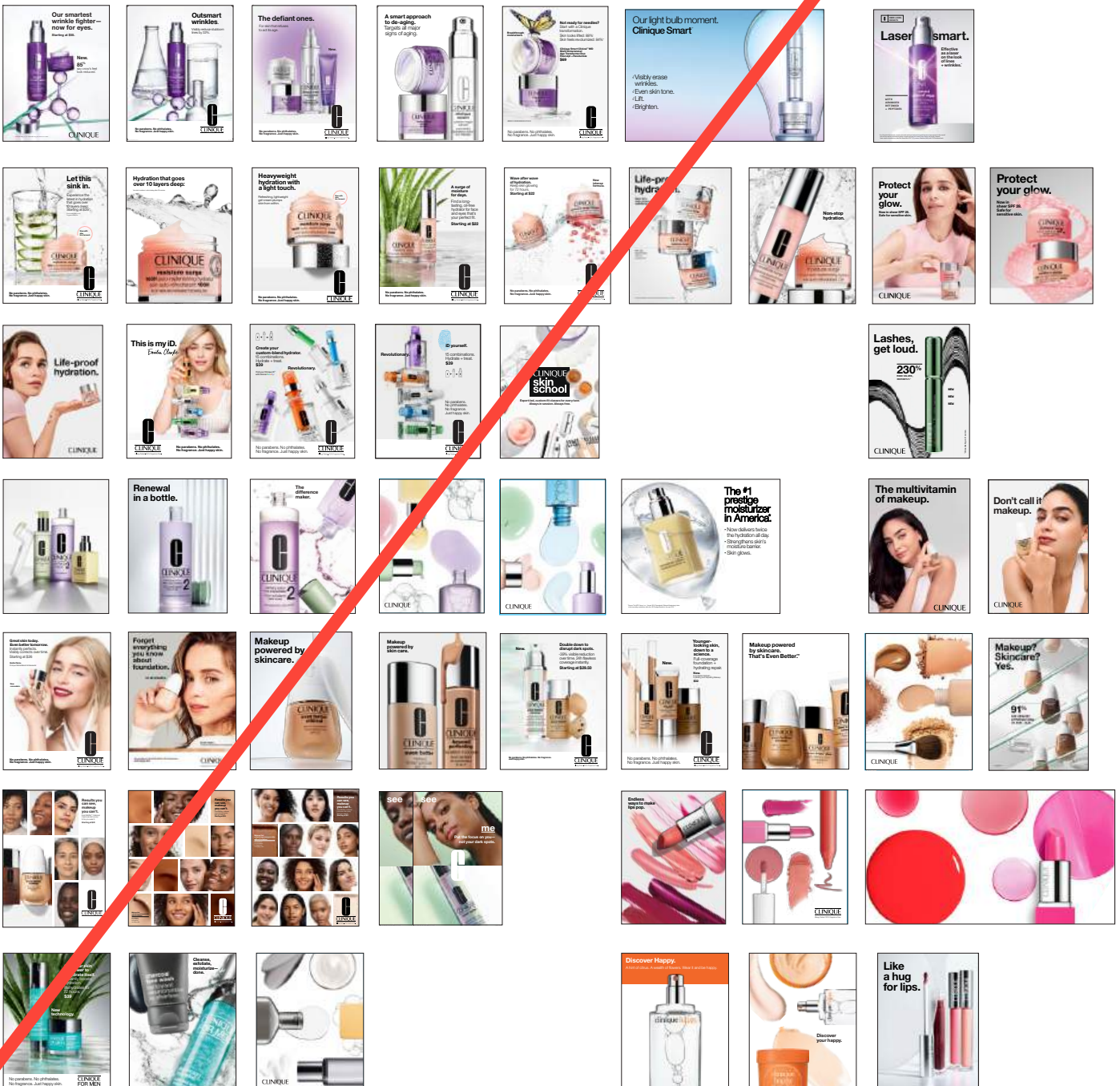


 The following lightboxes should no longer be in-store.

• Fall 2025 To Discard



• Discard from previous seasons



TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs

 *NOTE: Please check field sharepoint master spreadsheet for volume code by door.

	(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
LBX #1 Launch	 Moisture Surge (S'25 Assets)	 3-Step		
LBX #2 Launch	 Even Better Vitamin Makeup (S'25 Assets)			
LBX #3 Launch	 Smart Serum (F'24 Assets)			
LBX #4 Launch <i>(if you have a 3rd treatment area)</i>	 Active Derm Lab Coat (F'24 Assets)	 Moisture Surge Glow (w/o NEW)		

LBX #5 +
more
Heroes
Based on
zoning



Smart Hero
(F'23 Assets)



Moisture Surge
100H Hero
(F '23 Assets)



Black Honey
(S'24 Assets)



Foundation Hero
(F'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)



Active Derm Lab Coat
(F'24 Assets)

 *NOTE: Please contact the POS COE for any door type/lightbox questions.

TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs



*NOTE: Please check field sharepoint master spreadsheet for volume code by door.

(CURRENT) SEPTEMBER		OCTOBER		NOVEMBER	DECEMBER
LBX #1 Launch	 3-Step (F'25 Assets)	NEW NEW NEW			
		Holiday (Happy, Smart, Moisture Surge)			
		NEW			
		Even Better Vitamin Makeup (w/o NEW)			
LBX #2 Launch	 Even Better Vitamin Makeup (S'25 Assets)				
LBX #3 Launch	 Smart Serum (F'24 Assets)				
LBX #4 Launch (if you have a 3rd treatment area)	 Moisture Surge Glow (F'25 Assets)				

LBX #5 +
more
Heroes
Based on
zoning



Smart Hero
(F'23 Assets)



Moisture Surge
100H Hero
(F '23 Assets)



Black Honey
(S'24 Assets)



Foundation Hero
(F'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)



Active Derm Lab Coat
(F'24 Assets)



*NOTE: Please contact the POS COE for any door type/lightbox questions.

NON-TOP DOORS (B-E)

*NOTE: Non-Top Doors have 1 launch LBX + Heroes

*NOTE: Please check field sharepoint master spreadsheet for volume code by door.

	(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
LBX #1 Launch	 Smart Serum (F'24 Assets)	 3-Step		
LBX #2 Hero	 Foundation Hero (F'23 Assets) -OR- Even Better Vitamin Makeup (S'25 Assets)			
LBX #3 Hero	 Moisture Surge 100H Hero (F'23 Assets)			

LBX #4,5,6
Heroes Based on zoning

Smart Hero
(F'23 Assets)

Black Honey
(S'24 Assets)

Fragrance Hero
(F'23 Assets)

Fragrance Hero
(Horizontal Ratio)

CFM Hero
(F'23 Assets)

Skin School
(F'24 Assets)

Active Derm Lab Coat
(F'24 Assets)

*NOTE: Please contact the POS COE for any door type/lightbox questions.

NON-TOP DOORS (B-E)

***NOTE:** Non-Top Doors have 1 launch LBX + Heroes



***NOTE:** Please check field sharepoint master spreadsheet for volume code by door.

(CURRENT) SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
LBX #1 Launch  3-Step (F'25 Assets)			
LBX #2 Hero  Foundation Hero (F'23 Assets) -OR-  Even Better Vitamin Makeup (S'25 Assets)	 Even Better Vitamin Makeup (w/o NEW)		
LBX #3 Hero  Moisture Surge 100H Hero (F'23 Assets)			

LBX #4,5,6
Heroes Based on zoning



Smart Hero
(F'23 Assets)



Black Honey
(S'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)



Active Derm Lab Coat
(F'24 Assets)



***NOTE:** Please contact the POS COE for any door type/lightbox questions.

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
SLIVER 1  Smart Graphic Update MARCH OCD (graphic only) Update Code: VEJZ-70 E Update Code: VEKB-70 ES Update Code: VEKD-70 EM	SHIPPING DIRECT TO DOOR  Smart *Shipping direct to door* ELM Reserve Codes Update Code: VG0E-70 E Update Code: VG0D-70 ES Update Code: VG0C-70 EM		
SLIVER 2  EB Concealer JULY '24 OCD (graphic + SRP Updates) Update Code: VAZR-70 E Update Code: VAZS-70 ES Update Code: VAZT-70 EM			
SLIVER 3  Even Better Vitamin Makeup Graphic + Structure Update (graphic + acrylic cover) MAY OCD Update Code: VFJX-70 E Update Code: VFJW-70 ES Update Code: VFJT-70 EM			 Nude Honey Update Code: VGRA-60 E Update Code: VGR9-60 ES Update Code: VGR8-60 EM
SLIVER 4  Moisture Surge Glow MARCH OCD (graphic & universal vac form) Update Code: VF3S-60 E Update Code: VF3Q-60 ES Update Code: VF3D-60 EM	E ES EM  Moisture Surge (SRP Updates + Remove NEW) Update Code: VG08-70 E Update Code: VG07-70 ES Update Code: VG06-70 EM		

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
 *NOTE: All doors have 1 Story-Telling Unit. Select Top doors have 2 Story-Telling units. Refer below.			
TOP DOORS:  NON-TOP DOORS:  Moisture Surge 100H + Glow Serum MARCH OCD (base, left riser, right riser, newness graphic holder) Update Code: VEKQ-70 Glorifier Code: VDZ3-60 (NOTE: Glorifier for Top Doors; Non Top Doors received updated micro riser graphic) Doors: SD	 DDML SPF/DDM/3-Step Story Update Code: VG1L-70		
Story Telling Unit #2 SELECT DOORS ONLY (57 DOORS)  Smart Clinical Repair (Retinoid Balm/ Overnight Recovery Cream) MARCH OCD (base, left riser, micro riser and newness graphic holder) Update Code: VEKS-70	TOP DOORS:  NON-TOP DOORS:  Moisture Surge Glow Serum (Remove NEW) Update Code: VG0F-70		
 Story Telling Unit Kit of Parts Box Unit Code: VF35-60 Doors: AD <i>*All Doors with previous double vitrine units will be getting this VM pre-pack to place on the NEW Story-Telling Unit.</i>			
 *NOTE: Please see page xx for details.			

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
 *NOTE: Please go to Treatment Units tab for details.			
Full & Reduced Doors			
TREATMENT BAR Experience the #1 prestige skincare brand.*  <u>Treatment Bar</u> Header Graphic Code: VDS2-70 SRP Graphic PPK Code: VDRA-70 Doors: FD RD	 Update Code: VG1Q-70 FD - full commband + commbox SRP Update <u>Treatment Bar Header</u> Update Code: VG1N-70 FD		
CLEANSER BAR Experience the #1 prestige skincare brand.*  <u>Cleanser Bar</u> Header Graphic Code: VDS3-70 SRP Graphic Update Code: VDRA-70 (including magnifier visuals) MLU magnifier Reserves: VAY6-60	 Update Code: VG1Q-70 FD - full commband + commbox SRP Update <u>Cleanser Bar Header</u> Update Code: VG1M-70 FD		- NEW Packaging: Turnaround Moisturizer (no VM updates)
*Acrylic Blocks (x5) + New Sign (x2) Code: V8TP-60 *Claim Post Visual PPK Code: V1CL-60 *Claim Post Poles Code: VAY8-60 *for both Treatment & Cleanser Bar			
Specialty Doors			
Experience the #1 prestige skincare brand.*  <u>Specialty Treatment Bar</u> Header Graphic Code: VDS3-70 SRP Graphic Update Code: VDRB-70 (including magnifier visuals) Acrylic Blocks (x5) + New Sign (x2) Code: V8TR-60 *Claim Post Visual PPK Code: VC1M-60 *Claim Post Poles Code: VAY7-60 Doors: SD	 Update Code: VG1P-70 SP - full commband + commbox SRP Update <u>Treatment Bar Header</u> Update Code: VG1N-70 FD		

(CURRENT) JUNE

JULY

AUGUST

SEPT

 ***NOTE:** Please go to Makeup Units tab for details.

Full Doors



Foundation Update FD
(Full update including locator, visuals and bottle die cut boing for MLU header)
Update Code: VFK1-70
Model Header Code: VFTF-70
Foundation Bar (Bays 1 & 2) Code: VB0D-70
Foundation Bar (Bay 3 & 4) Code: VB0E-70

Model Header Code **(ALL VARIANTS)**
Update Code: **VG1G-70 FD RD SP**



Update Code: **VG14-70 FD**
- full commband + commbox SRP Update

Foundation Bar
Update Code: **VG11-70 (Bays 1 & 2)**
Update Code: **VG1F-70 (Bays 3 & 4)**

Locator Code: **VGGA-60 FD**
- B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window

Place Set The Day Setting Spray on allotted space

Reduced Doors



Foundation Update RD
(Full update including locator, visuals and bottle die cut boing for MLU header)
Update Code: VFK0-60
Model Header Code: VFTF-70
Foundation Bar (Bays 1 & 2) Code: VB0D-70



Update Code: **VG13-70 RD**
- full commband + commbox SRP Update

Foundation Bar
Update Code: **VG11-70 (Bays 1 & 2)**

Locator Code: **VGG9-60 RD**
- B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window

Place Set The Day Setting Spray on allotted space

Specialty Doors



Foundation Update SP
(Full update including locator, visuals and bottle die cut boing for MLU header)
Update Code: VFJZ-60
Model Header Code: VFTF-70
Foundation Bar (Bays 1 & 2) Code: VB0D-70



Update Code: **VG12-70 SP**
- full commband + commbox SRP Update

Foundation Bar
Update Code: **VG11-70 (Bays 1 & 2)**

Locator Code: **VGG8-60 SP**
- B1S2: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Hygiene Unit + Mirror
Hygiene Unit Code: KJRG-70
Mirror Unit Code: KJRF-70
Doors: **AD**

(CURRENT) JUNE

JULY

AUGUST

SEPTEMBER



***NOTE:** Please go to Makeup Units tab for details.

Full, Reduced and Specialty Doors



Lip & Cheek Main Line Unit
FEB OCD (full graphic update)
 Update Code: **VDRC-70**
 XL Commbbox Template: **VDZC-60**
 Locator/Structure Update: **VDZB-60**



Update Code: **VG1E-70**
 - full commband + commbbox SRP Update
 - **NEW** Black Honey Lip & Cheek Oil
 - **NEW** Black Honey Gel Tech Liner
 Model Header Update Code: **VG0G-70**

Locator Code: **VGG7-60**
 - B1S2: New Locator MD, window template, window base
 - B1S5: New locator, window template, window base

Eye Units



Eye Liner Sliver
 (SRP update + acrylic top template + vac form)
 July Update Code: **VBFR-60**
 Doors: **FD RD SP**



Eye Liner Sliver
 - includes acrylic top template + vacform + graphic
 Update Code: **VGG0-60**
 Doors: **FD RD SP**



Eye Shadow Sliver
 July Update Code: **VAZP-70**
 Doors: **FD RD SP**



Eye Shadow Sliver
 - includes acrylic top template + vacform + graphic
 Update Code: **VGG2-60**
 Doors: **FD RD SP**



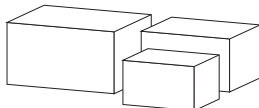
Mascara Sliver
 July Update Code: **VAZQ-70**
 Doors: **FD RD SP**



Mascara Sliver
 Update Code: **VG05-70**
 Doors: **FD RD SP**

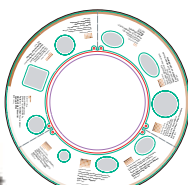


*Use existing permanent display platform for merchandising Jumbo products with graphic

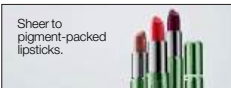
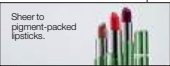
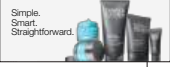
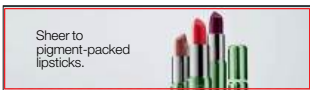


Update Code: **VG0W-70**

Jumbos Display Platform
 Update Code: **VB05-70**

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
FRONT BACK  Foundation Feature Unit Graphic Update Code: VDRE-70 Doors: SD FRONT BACK  New & Trending Unit Unit Code: KRNJ-60 Graphic Update Code: VDZ1-60 Doors: SD Asian Tester Feature Unit Graphic Update Code: V6ZE-70 Unit Code: KRNJ-60 Doors: SD Community Favorites Unit Graphic Update Code: V6ZF-70 Unit Code: V05X-60 Doors: SD    Dramming Unit SD Unit Code: KKW0-60 Graphic Update Code: VB02-70 FULL DOOR REDUCED DOOR  CFM Unit Update Code: VB03-70 FD Update Code: VB04-70 RD	BACK   Riser + Base Update Graphic Update Code: VGG3-70 Doors: SD BACK  Riser Update Graphic Update Code: VG0Z-70 Doors: SD		

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
Fragrance Units			
 Fragrance Unit Code: VECL-60 (Full Unit) July '24 Update Code: VAZW-70 Base Update Code: VDRD-70 FEB OCD	Riser + Base update Update Code: VG04-70		
 My Happy Unit Code: VEXP-60 (Full Unit) July '24 Update Code: VAZX-70 Base Update Code: VDRS-70 FEB OCD	Riser + Base update Update Code: VG03-70		
 Generic Fragrance Unit Unit Generic PPK Code: V8SX-60 Aromatics Graphic Code: VAZ4-70 Doors: Belk Only Generic Visual PPK Code: VAZY-70 Doors: Nordstrom Only	Belk Update Only Riser + Base update Update Code: VG02-70		
 Minis Unit Doors: Select Doors July SRP Update Code: VAZC-70 High-Fi Mascara Update Code: V1OW-70 Full Unit Code: VCHN-60 Extra Bin Code: VCHM-60	Full bin graphic update Update Code: VG0T-70		
 OR  Generic "C" Permanent Pedestal Update Code: VC1H-70 Doors: SD			
 MSNA Pedestal Update Code: VBXJ-70			

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
 In-Case Plexi: 20\" x 7.5\" Unit Code: ZX2A-60  Activate your glow. Moisture Surge  Wrinkles, you're outnumbered. Smart  The difference-maker. Clarifying Lotions  Moisturizers to strengthen skin. DDMs  100% dermatologist tested makeup. Foundation Code: VFJL-70  Sheer to pigment-packed lipsticks. Lip  All the drama, none of the irritation. Mascara  Simple. Smart. Straightforward. Clinique For Men  Indulge your senses. Fragrance July '24 Incase Plexi Full PPK Code: VAZE-70 20\" x 7.5\" In-Case Plexi Code: VELD-70	UPDATE  3 steps. Twice a day. Every day. Where great skin begins. 3-Step UPDATE  Moisturizers for more resilient skin. DDML  Activate your glow.  Wrinkles, you're outnumbered.  100% dermatologist tested makeup.  Sheer to pigment-packed lipsticks.  All the drama, none of the irritation.  Simple. Smart. Straightforward.  Indulge your senses. REPRINT (x7): - Moisture Surge - Clarifying Lotions - Foundation - Lip - Mascara - Fragrance - CFM	 Belk GWP (8/5 - 8/26) Code: VG8T-70	 Dillard's GWP (8/29 - 9/15) Code: VG8S-70
 In-Case Box/Trays: 25.56\" x 7.08\" Update Code: KHL8-60 FD; KHL9-60 RD Tray Code: KHLA-60 In-Case Comm Bands (x8) & Index Card Graphics (x7) Update Code: KJKH-60  The difference-maker.  Activate your glow.  100% dermatologist tested makeup.  Sheer to pigment-packed lipsticks.  All the drama, none of the irritation. July '24 Incase Box Full PPK Code: VAZD-70 Moisture Surge Glow + Mascara Eye Safety Message MARCH OCD Code: VELB-70 Foundation MAY OCD Code: VFJK-70	 3 steps. Twice a day. Every day. Where great skin begins. 3-Step Update Code: VG0S-70	 *NOTE: The in-case box graphics are LARGER than the 20\" x 7.5\" graphics for plexi frame.	

Product On Glass Graphic Cadence

(CURRENT) JUNE



**Product On Glass
Plexi: 20" x 7.5"**
Unit Code: ZX2A-60



Smart



Moisture Surge Glow
Code: VEKZ-70



Clarifying Lotions



Foundation Family



Clinique For Men



Fragrance
Code: VEKZ-70

July '24 Incase POG Plexi
Full PPK Code: VAZH-70



Sun & Body

JULY

AUG

SEPT

POG Plexi
PPK Code: VG0Q-70



Clarifying Lotions



Smart



Moisture Surge Glow



Foundation Family



Clinique For Men



Fragrance



Sun & Body



**Product On Glass
Plexi: 7.5" x 7.5"**
Unit Code: K41H-60

7.5" x 7.5" POG
Full PPK Code: VAZF-70



TTDO



Acne



Smart



Smart



EBCI
Code: VDRG-70
FEB OCD



Moisture
Surge



DDML



EBCF



EBMU



BP



My Happy



Happy



Aromatics



CFM



TTDO



Acne



Smart



Smart



EBCI
Code: VDRG-70
FEB OCD



Moisture
Surge



DDML



EBCF



EBMU



BP

NEW



Generic
Foundation



My Happy



Happy

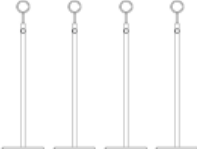


Aromatics



CFM

Lollipop Sign Holder Cadence

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
Lollipop Signs  Permanent Lollipop Sign Holder (x4) Code: KRJE-60 <i>*use existing from Holiday</i> *NOTE: Sign should always be straight! Lollipop Library PPK Code: VDR8-70  Trending now. Trending Now (Existing from S'25)  Ask me for a free sample. Ask Me For A Free Sample (Existing from S'25)  Discover what's new. Discover What's New (Existing from S'25)  AMPLIFICATIONS *NOTE: Feature lollipop sign based on your store's priorities.	 Lollipop Library PPK Code: VDR8-70  Trending now. Trending Now  Ask me for a free sample. Ask Me For A Free Sample  Discover what's new. Discover What's New Get 25% off Clinique skincare products.* For a limited time only. Skincare Amplification 8/21 - 8/25 OCD Code: VGGS-70		

EXISTING IN-STORE:

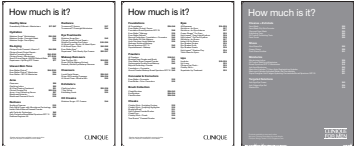
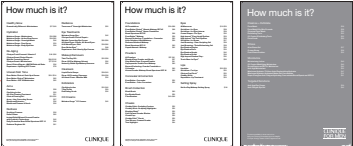
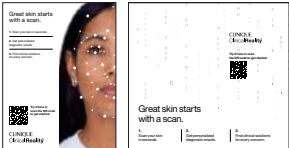
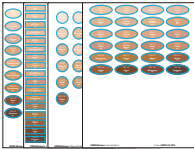


Clinical Reality
(Existing from S'24)
Code: V7D9-70



CLINIQUE
Jumbo sizes
of your favorite
bestsellers.

Jumbo
(Existing from S'23)
Code: OUT OF STOCK

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
8.5" x 11" Counter Signs 	ENG ES  National Lipstick Day 7/26 - 7/29 OCD Code: VGHB-70 E Code: VGHC-70 ES	ENG ES  Moisturizer Amplification 8/21 - 8/25 OCD Code: VGGQ-70 E Code: VGGR-70 ES	 Quick Clari Facial Device Placemat Code: LOCAL PRODUCTION Doors: Select Doors
EXISTING IN-STORE:  How Much Is It Signs Update Code: VAZJ-70	 How Much Is It Signs Code: VG0N-70		
 Clinical Reality Counter Sign + Mat Counter Sign Code: VDR9-70 Mat Code: VDR6-60			
 Consultant Tools Code: LOCAL PRODUCTION	 Consultant Tools Code: LOCAL PRODUCTION		
 Includes: • EBMU, EBCF, Beyond Perfecting, Acne Solutions NOTE: Place stickers to top cap, not on bottom. Foundation Stickers PPK Code: V6FD-70			

EXISTING IN-STORE:



Skin School Services
Sign Code: VB07-70

Overview



Collateral - All Clinique Production



Posters
22" x 28"
PPK code: **VG91-70**
30" x 40"
PPK code: **VG90-70**



In-Case Plexi Graphic
20" x 7.5"
Code: **VG8T-70**



Ledge-Top Boxes (x3)
18" x 20" x 18" deep
Code: **VG8M-70**



***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).

Belk GWP Merchandising Unit
PPK code: **VG94-60**

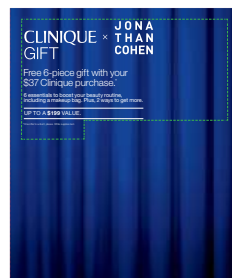
SHIPPING DIRECT TO DOOR



Box Graphics



Base Mat



Riser (Front)



Riser (Back)

Quick Clarifying Facial Device Instruction Sheet

On-Counter Date: **8/1 OCD**

• ELEMENTS

A Placemat



Placemat

B 8.5" x 11" Counter Sign



8.5" x 11" Counter Sign **E**



8.5" x 11" Counter Sign **ES**



8.5" x 11" Counter Sign **EM**

EXISTING ELEMENTS



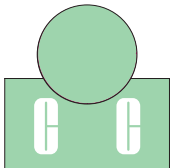
FRONT

BACK



D

HOLIDAY '22 ASSET



D Table Wrap + Mat



APRIL '24 ASSET

E Banner

Hardware/Accessories

Apple iPad 8th Generation (10.2" Wi-Fi, 128 GB)



PRODUCT DETAILS

Code: N/A
Doors: Select Doors
On-Counter Date: Per allocation schedule
Shipping: Direct to Field Executive from vendor

Lock Set



PRODUCT DETAILS

Code: KPT6-70
Doors: All doors with iPads
**Keep lock key in secure location as this cannot be replaced*

10 ft. Lightning Cord



PRODUCT DETAILS

Code: N/A
Doors: All doors with iPads

Clinique Clinical Reality Counter Sign 8.5" x 11"



PRODUCT DETAILS

Update Code: V7D9-70
Doors: All doors with iPads

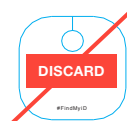
Non-Lit AboveTek Stand



PRODUCT DETAILS

Update Code: VEPM-60
Doors: All doors with iPads
***NOTE:** 2 keys come in stand box.
Please be sure not to throw away

Base Sticker for AboveTek Stand + VM Guidelines



PRODUCT DETAILS

~~Code: KRA2-70~~
Doors: All doors with iPads

***NOTE:** If you have the sticker, please remove and discard.

Placemat



PRODUCT DETAILS

Update Code: VDR6-60
Doors: All doors with iPads



***NOTE:** All iPads should be accompanied by a stand, lock, lightning cord and sign. Please remove and discard existing sticker

iPad Support

iPad Navigation Guide

This interactive guide serves as your first course of action in solving any of your iPad questions.



Scan QR to access iPad Navigation Guide

Tech Related Questions?

Reach out to the Retail Help Desk

Email: usrthelp@estee.com

Phone: (877) 354 - 3375

iPad Usernames

Clinique Clinical Reality Remote Management Usernames by Door.



Scan QR to access iPad RM Usernames

Need iPad Accessories?

Contact Point of Sale COE

Email: PointOfSaleSupport@estee.com

Estee Lauder

Visual Merchandising Hol25 Oct- Dec

DEPARTMENT
STORES U.S.



ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2025

Holiday '25 Light-boxes

BEHIND SKINCARE CASES:

OCTOBER



Priority #1
ANR Serum

OCTOBER



Priority #2
ANR Serum + ANR Eye

OCTOBER



Priority #3
Supreme+

BEHIND MAKEUP CASES:

OCTOBER



Priority #1
Double Wear

BEHIND FRAGRANCE CASES:

MACY'S ONLY

EXISTING



Priority Visual #1
Ana + Magnolia Fleur
Product

ALL OTHER DOORS

OCTOBER



Priority Visual #1
Magnolia

OCTOBER



Priority Visual #2
Beautiful Core

OCTOBER



Priority Visual #3
Pleasures Core

BEHIND RE-NUTRIV CASES:

EXISTING



Priority Visual #1
Keep from Fall: Eye Creme Product Shot

EXTREME VERTICALS:

OCTOBER



Priority #1
Paulina

OCTOBER



Priority #2
Imaan

OCTOBER



Priority #3
Karlie

ONE LIGHT-BOX ONLY:

OCTOBER



Priority #1
Holiday Model

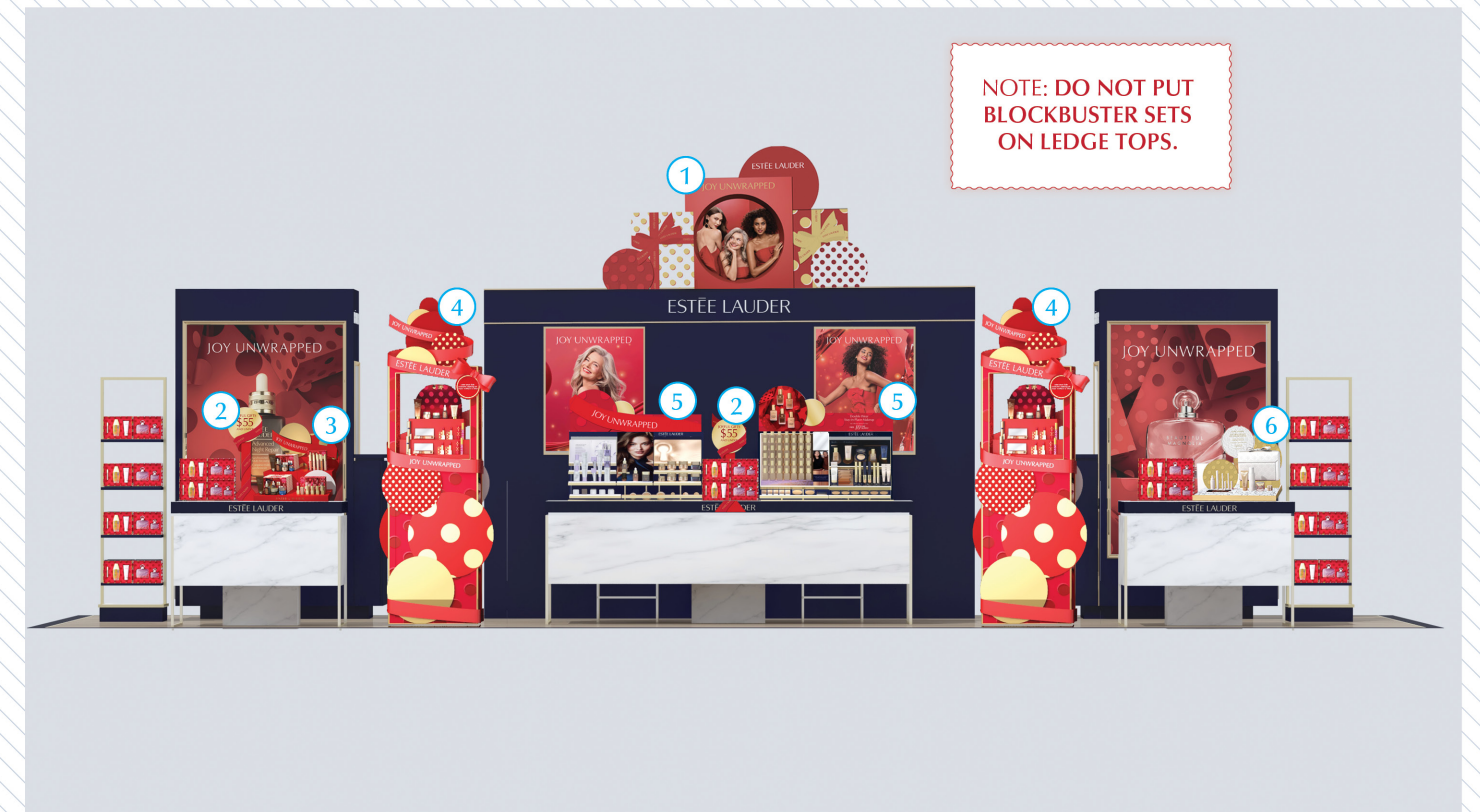
HOLIDAY STORE ENVIRONMENTS

MACY'S HOLIDAY STORE ENVIRONMENTS

Traditional Case Line Counter:



MSNA/Open Sell Counter:



HOLIDAY DISPLAY ELEMENTS

1. 3D Ledge Top Prop (PAGE 17)
Pre-pack code #: GBP8-60
Quantity: 1 pre-pack per door
2. Blockbuster Tower (PAGE 19)
Pre-pack code #: GC79-60
Quantity: Varies by door
3. Lollipop Signs (PAGE 26)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
4. In-Case Tent Cards (PAGE 24)
Pre-pack code #: GBP6-60
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)
5. Full Line Unit Topper (PAGE 25)
Pre-pack code #: GBPA-60
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
6. Photo Carton Set Highlight Display (PAGE 29)
Pre-pack code #: GBPM-60
Quantity: 1 unit per door (select doors only)

HOLIDAY DISPLAY ELEMENTS

1. 2D Ledge Top Prop (PAGE 18)
Pre-pack code #: GBP7-60
Quantity: 1 prop per door
2. Lollipop Signs (PAGE 26)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
3. Photo Carton Set Highlight Display (PAGE 22)
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Quantity: Varies by door
5. Full Line Unit Topper (PAGE 25)
Pre-pack code #: GBPA-60
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
6. Re-Nutriv Luxury Unit (PAGE 22)
Pre-pack code #: GBPJ-60
Quantity: 1 per door (select doors only)

MACY'S HOLIDAY TOWERS

Macy's Holiday Towers:



HOLIDAY DISPLAY ELEMENTS

1. Macy's Tower Topper
Retailer Produced Collateral
2. Macy's Tower Wrap (Holiday Image)
Retailer Produced Collateral

Tower Merchandising Direction:

Follow the guidelines below for placing sets on each tower based on the graphics displayed on the tower.

Tower A:

- Skincare Sets

Tower B:

- Magnolia Sets

Tower C with Holiday Model Image:

- Shelves 1 + 2: Beautiful Sets
- Shelves 3 + 4: Pleasures Sets

MACY'S HOLIDAY WRAPPING STATION

Wrapping Station at Counter:



HOLIDAY DISPLAY ELEMENTS

1. "Free Gift Wrap" Lollipop Signs (PAGE X)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
2. Gift Wrap Roll (PAGE X)
Pre-pack code #: GBS6-70
Quantity: Pre-pack per door (1 Roll) - Quantities vary per door
3. 2-Block Gift Wrap Visual
Retailer Produced Collateral

DILLARD'S HOLIDAY STORE ENVIRONMENTS

Traditional Case Line Counter:

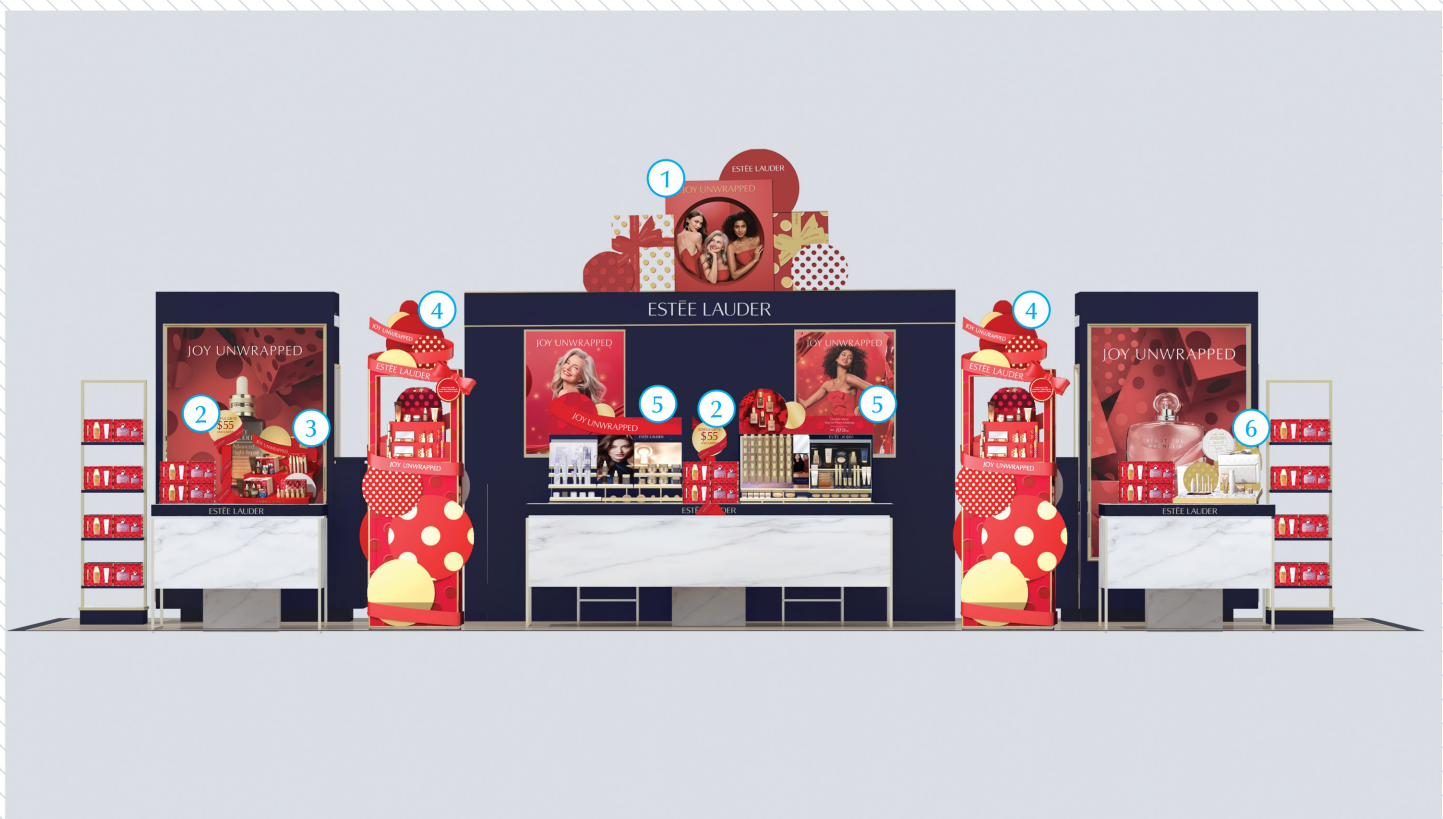


HOLIDAY DISPLAY ELEMENTS

1. Blockbuster Tower (PAGE 19)
Pre-pack code #: GC79-60
Quantity: Varies by Door
2. Lollipop Signs (PAGE 26)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
3. In-Case Tent Cards (PAGE 24)
Pre-pack code #: GBP6-60
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)
4. Full Line Unit Topper (PAGE 25)
Pre-pack code #: GBPA-60
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
5. 3D Ledge Top Prop (PAGE 17)
Pre-pack code #: GBP8-60
Quantity: 1 pre-pack per door
6. Photo Carton Set Highlight Display (PAGE 29)
Pre-pack code #: GBPM-60
Quantity: 1 unit per door (select doors only)
7. "Free Gift Wrapping" Case Wrap
Retailer Produced Collateral

DILLARD'S HOLIDAY STORE ENVIRONMENTS

MSNA/Open Sell Counter (with Ledge Set Up):



HOLIDAY DISPLAY ELEMENTS

1. 2D Ledge Top Prop (PAGE 18)
Pre-pack code #: GBP7-60
Quantity: 1 prop per door
2. Lollipop Signs (PAGE 26)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
3. Photo Carton Set Highlight Display (PAGE 22)
Pre-pack code #: GBPM-60
Quantity: 1 unit per door (select doors only)
4. Blockbuster Tower (PAGE 19)
Pre-pack code #: GC79-60
Quantity: Varies by door
5. Full Line Unit Topper (PAGE 25)
Pre-pack code #: GBPA-60
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
6. Re-Nutriv Luxury Unit (PAGE 22)
Pre-pack code #: GBPJ-60
Quantity: 1 per door (select doors only)

BELK, BOSCOV'S, & VON MAUR HOLIDAY STORE ENVIRONMENT

Traditional Case Line Counter:



MSNA/Open Sell Counter:



HOLIDAY DISPLAY ELEMENTS

- | | |
|---|--|
| <ul style="list-style-type: none">1. 3D Ledge Top Prop (PAGE 17)
Pre-pack code #: GBP8-60
Quantity: 1 pre-pack per door2. Blockbuster Tower (PAGE 19)
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Quantity: Varies by door3. Lollipop Signs (PAGE 26)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)4. In-Case Tent Cards (PAGE 24)
Pre-pack code #: GBP6-60
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)5. Full Line Unit Topper (PAGE 25)
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Pre-pack code #: GBPM-60
Quantity: 1 unit per door (select doors only) |
|---|--|

HOLIDAY DISPLAY ELEMENTS

- | | |
|---|--|
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Pre-pack code #: GBPJ-60
Quantity: 1 per door (select doors only) |
|---|--|

Outpost Elements: (Limited Doors Only)



ELX HOLIDAY
ENVIRONEMNT

HOLIDAY OUTPOST DISPLAY ELEMENTS

- 1. Tower Cap
Retailer Produced Collateral
- 2. Tower Cube (Variant 1)
Retailer Produced Collateral
- 3. Tower Cube (Variant 2)
Retailer Produced Collateral
- 4. Holiday Table
Retailer Produced Collateral

ELX HOLIDAY STORE ENVIRONMENT



HOLIDAY DISPLAY ELEMENTS

1. Promo Table Graphics
Shipping Direct-to-Door

ADDITIONAL HOLIDAY ELEMENTS:

2. Model Light-Box
Shipping Direct-to-Door
3. Promo Unit Without Back Riser
Shipping Direct-to-Door



HOLIDAY ELEMENTS

HOLIDAY ELEMENTS:
LEDGE TOP PROPS

3D Ledge Top Prop (Top Doors Only)

Pre-pack Code #: **GBP8-60** (one pre-pack per door)



Merchandising Guidelines:

- ° Place and center 3D prop on ledge top along with fragrance sets as shown below.



HOLIDAY ELEMENTS:
LEDGE TOP PROPS

2D Ledge Top Prop (Select Retailers)

Pre-pack Code #: **GBP7-60** (one pre-pack per door)

Ledge top has 3 separate parts and be reconfigured as desired. See breakdown below.



Merchandising Guidelines:

- ° Place 2D Prop on top of ledge tops – see photos below for reference.
- ° Use fragrance sets only on top of ledge with 2D Prop.



Example using parts ② and ③ of 2D Props.



Example using all three parts of 2D Props with fragrance sets.

HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Towers (Select Retailers)

Pre-pack Code #: **GC79-60** (quantities vary by door)

The packout includes the complete tower, as shown below. Please refer to the included instruction sheets for guidance on assembling the Blockbuster tower.

Merchandising Guidelines:

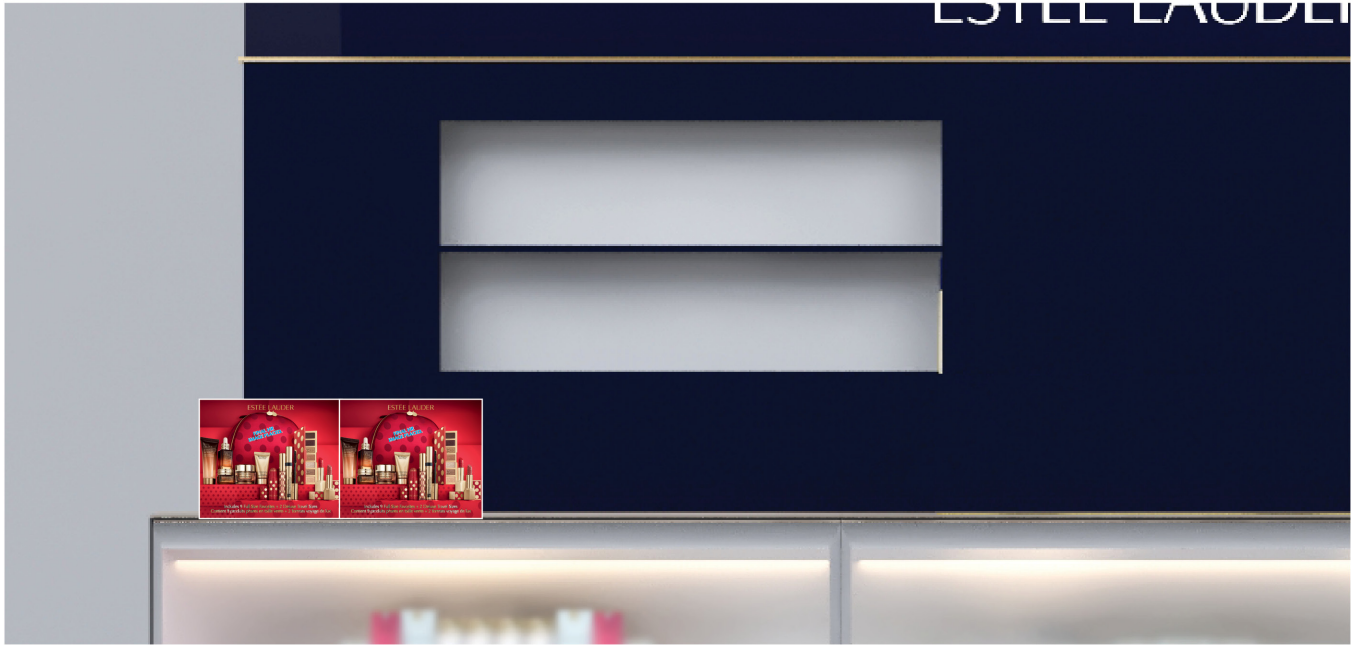
- Place Blockbuster Towers in high traffic aisles adjacent to Estée Lauder counter.
- When Blockbusters sell through, remove risers and platform from Blockbuster display and fill with gift sets.



HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Saleable Boxes (Select Retailers):

For stores with caselines, display Blockbuster boxes on top of the counter, as shown below.
Do not place Blockbuster boxes on ledge tops.



Important Note: Do not place/merchandise Blockbuster saleable boxes on ledge top.

HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Top-of-Counter Unit (Select Retailers):

Pre-pack Code #: **GC76-60** (1 pre-pack per door)



Merchandising Guidelines:

- Place Blockbuster Towers Unit on top of counter as shown below.
- Display Blockbuster saleable boxes next to unit.



HOLIDAY ELEMENTS:
RE-NUTRIV LUXURY

Re-Nutriv Luxury Unit (Select Doors):

Pre-pack Code #: **GBPJ-60** (1 pre-pack per door)



Merchandising Guidelines:

- Place Re-Nutriv Luxury Unit on top of counter. Display saleable boxes next to unit if space allows.
- Place Re-Nutriv Luxury Unit next to Re-Nutriv tester unit.



HOLIDAY ELEMENTS: RE-NUTRIV LUXURY

FOOR DOORS WHO DO NOT RECIEVE RE-NUTRIV LUXURY UNIT.

Re-Nutriv Luxury Sets with L-Shape Sign: (Select Doors)

L-Shape Sign Pre-pack Code #: **GBP1-70** (1 pre-pack per door)



Merchandising Guidelines:

- For doors that do not receive Re-Nutriv Luxury Top-of-Counter Unit, place sets directly on counter with L-shape price sign underneath the sets. See below.



RN Luxury Unit L-Shape
Price Sign
Pre-pack Code #: **GBP1-70**
(1 pre-pack per door)

HOLIDAY ELEMENTS: IN-CASE TENT CARDS

Free-standing, Double-Sided Tent Cards:

Pre-pack Code #: **GBP6- 60** (# Tent Cards are included per pre-pack)

NOTE:

- The first shipment of holiday tent cards has a **printing error on SIDE A**. A new shipment with the corrected image is being sent.
- In the meantime, **use SIDE B inside cases until new tent cards arrive**.
- Tracking Number of new tent cards: **TBD**.

PRINT ERROR: missing ribbon



SIDE A:
“Joy Unwrapped” Image

CORRECTED IMAGE: ribbon shown



SIDE A:
“Joy Unwrapped” Image



SIDE B:
Holiday Model Image

Merchandising Guidelines:

- First, remove Fall 2025 in-case graphics along with frame and store for re-use after Holiday.
- Replace Fall 2025 in-case graphics with holiday tent cards inside case on the bottom shelf, centered, alternating between Model Image and “Joy Unwrapped” Image, once corrected tent cards are recieved.
- **Do not place tent cards in Beautiful Magnolia and Re-Nutriv cases. Continue to use existing in-case graphics.**



HOLIDAY ELEMENTS: FLU HOLIDAY TOPPERS

Full Line Tester Unit Holiday Toppers:

Pre-pack Code #: **GBPA-60** (2 toppers are included per pre-pack, 1 “Joy Unwrapped” and 1 Double Wear)



“JOY UNWRAPPED” FULL LINE TESTER UNIT TOPPER



DOUBLE WEAR FULL LINE TESTER UNIT TOPPER

Merchandising Guidelines:

- Place “Joy Unwrapped” FLU Topper on top of **Color or Skincare FLU**.
- Place Double Wear on top of **Foundation FLU only**.
- Do not place toppers on top of any other units including Distortion Table Units.



“JOY UNWRAPPED” FLU TOPPER ON COLOR FLU EXAMPLE



DOUBLE WEAR FLU TOPPER ON FOUNDATION FLU EXAMPLE

HOLIDAY ELEMENTS: LOLLIPOP SIGNS

Lollipop Sign Pieces:

Pre-pack Code #: **GBP5-70** (6 signs per pre-pack)



2 PCS.



1 PC.



3 PC.

Merchandising Guidelines:

- Place lollipop signs to corresponding sets on top of counter.



HOLIDAY PROMOS

HOLIDAY PROMO: LOLLIPOP SIGNS

Generic Discount Signs (Lollipop Signs)

Pre-pack Code #: **Reuse signs from last year**



Merchandising Guidelines:

- ° Place generic discount signs to existing silver metal lollipop sign holder already in stores.
- ° Merchandise special offer sets with generic discount signs where applicable.
- ° Refer to special offer cadence below to know when to place generic discount signs.

Sets Offer Cadence + Qualifying Sets: (VARY BY OFFER)

11/23 - 11/29

30% Off

Black Friday +
Cyber Monday



Unwrap Inspiration
Beautiful Magnolia
\$170 SRP



Give Joy Pleasures Duo
\$125 SRP



Give Joy Pleasures
Favorites Duo
\$55 SRP



Joy Unwrapped
Beautiful Duo
\$145 SRP



Fragrance Treasures
\$42 SRP

11/30 - 12/3

25% Off

Special Offer



Unwrap the Moment Lip Gloss
\$40 SRP



Double Your Joy Supreme+
\$100 SRP



Youth Keepers Unwrapped
\$100 SRP



Supreme Joy (Macy's Only)
\$170 SRP

12/5 - 12/9

20% Off

Special Offer

12/10 - 12/11

30% Off

Special Offer



24/7 Magic Routine
\$118 SRP



The Hydrating Routine
Skincare Joys
\$68 SRP



The Lift + Firm Routine
Skincare Joys
\$124 SRP



The Lift + Glow Routine
Skincare Joys
\$134 SRP

HOLIDAY PROMO:
COLOR SET UNIT

Photo Carton Set Unit: (Limited Top Doors Only)

Pre-pack Code #: **GBPM-60**



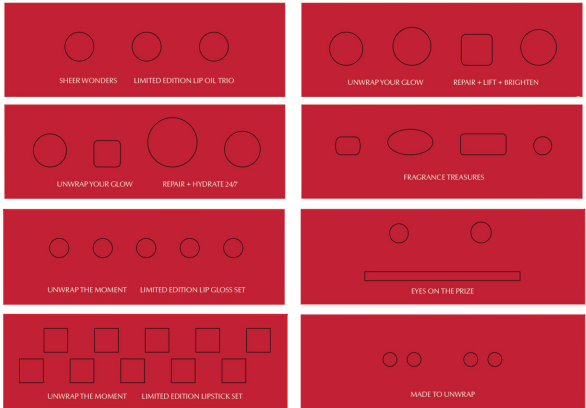
Merchandising Guidelines:

- ° Place Color Unit on top of counter with sets.
For caseline doors, place on top of a color case.
- ° Remove unit when sets sell through.



NOTE:

The Photo Carton Unit includes 9 interchangeable inserts. Keep all of them for future use and replace them as needed when sets are sold through.



HOLIDAY PROMO:
FRAGRANCE GWP

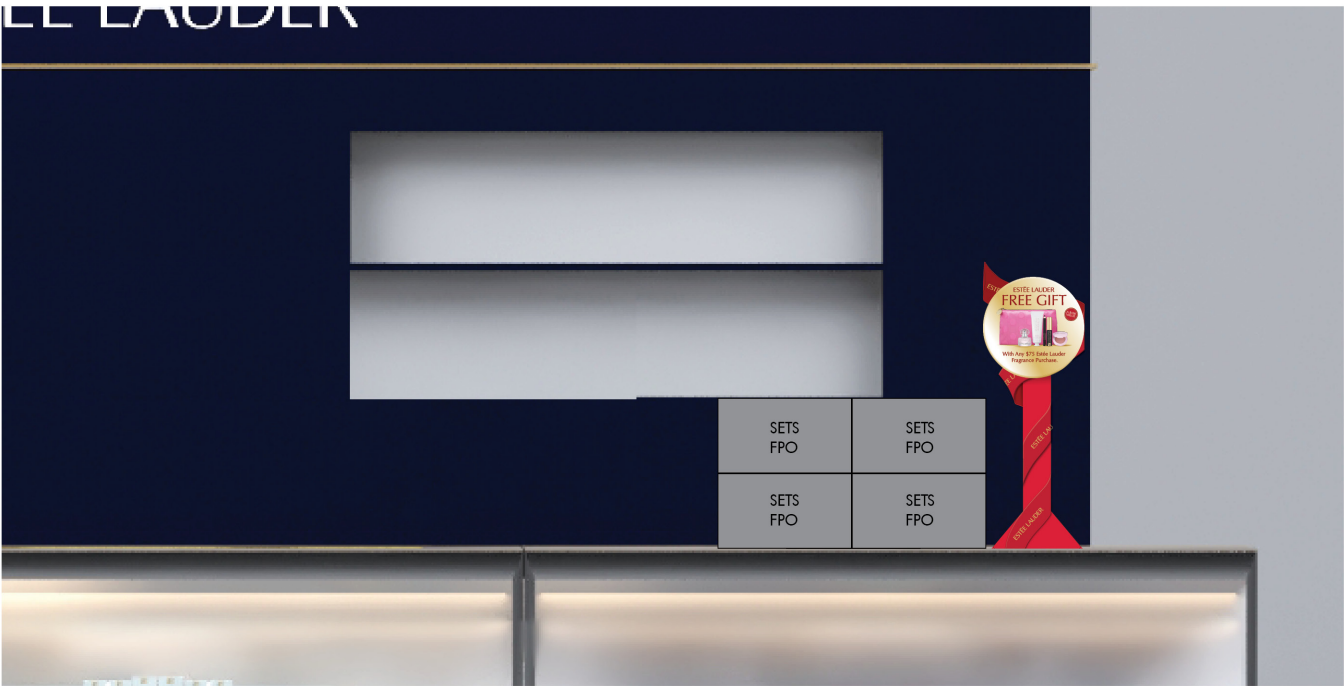
Fragrance Gift-With-Purchase Sign:

Pre-pack Code #: **GBP5-70** (Free Gift sign is included with Holiday lollipop sign pre-pack - see page 26)



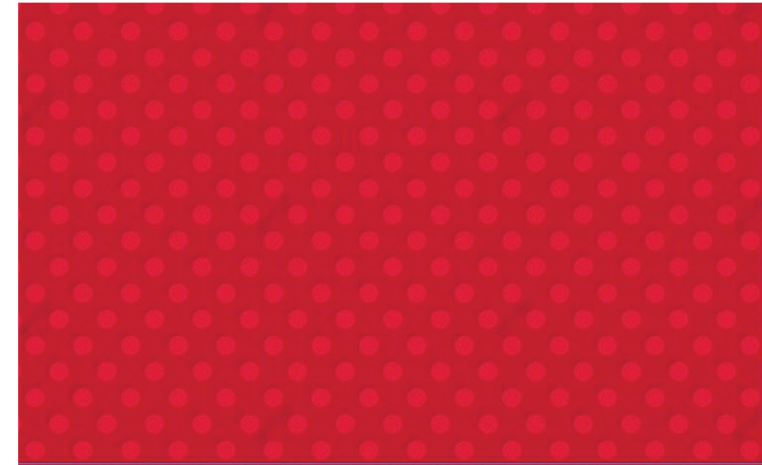
Merchandising Guidelines:

- ° Place Fragrance GWP Sets on top of counter and display with “Free Gift” lollipop sign as shown below. For caseline doors, place on top of a fragrance case when possible.



HOLIDAY GIFTING

HOLIDAY GIFTING: COLLATERAL



HOLIDAY PRE-CUT GIFT WRAP SHEET
Pre-pack Code #: GBS5-70
1 Pre-pack (25 Sheets) - Quantities vary per door



HOLIDAY HANG TAG
Pre-pack Code #: GBS4-70
50 Pre-pack per door -
Quantities vary per door



HOLIDAY RIBBON ROLL
Pre-pack Code #: GBS9-70
1 Pre-pack per door (2 Rolls) - Quantities vary per door



HOLIDAY GIFT WRAP ROLL
Pre-pack Code #: GBS6-70
1 Pre-pack per door (1 Roll) -
Quantities vary per door

Gifts on Top of Counter:

Create a gifting station on top of counter by wrapping sets with holiday wrap and ribbon. See rendering below for reference.



HOLIDAY GIFTING:
VALUE “FLAGS”

Value “Flags” Placement

Pre-pack Code #: **GBPC-70**
Place % off flag on the top right corner of the the display box set as shwon. Use correct % as per marketing offer.



Value “Flags” Percentages:



HOLIDAY GIFTING:
CUSTOM CONTAINERS

Custom Holiday Gift Box Do's & Dont's

Medium Container with Tissue and Bow Pre-pack Code #: **GBSC-70** (12 per pre-pack)
Medium Container Dust Cover Pre-pack Code #: **GBYZ-70** (12 per pre-pack)

Do's:

- When using the Large Holiday Gift Box, **always use the dust cover** to enclose custom sets for a polished presentation. See image
- Use the container mix suggestions from the previous page as a guide for selecting products to display in the Large Holiday Gift Box.
- Use EL-branded containers for countertop display first. Once these containers run out, switch to the retailer gift boxes.



Dont's:

- **Do not use shrink wrap or tulle** to cover EL Large Holiday Gift Box or any of EL custom containers only on retailer gift boxes.
- **Do not add enhancements**, such as: petals or ribbons on any of the EL containers as shown in the photo.



Using tulle, ribbon, and petals on EL custom container.

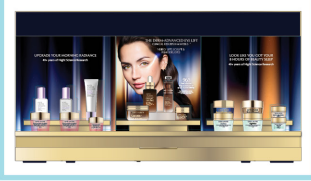
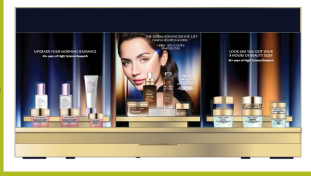


Using shrink wrap on an EL Gift Box.



Use of shrink wrap and fabric is only approved when part of the retailer custom gifting program.

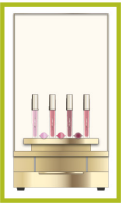
LINE TESTERS & LAUNCH UNITS/ IN CASE PROPS

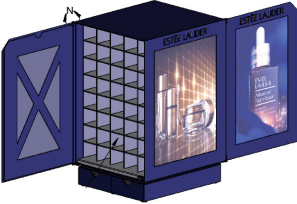
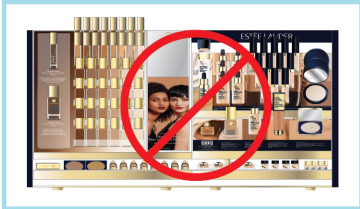
	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
LAUNCH	 SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70			NOTE: Discard current Skincare Hybrid unit on counter and replace with new Skincare Hero Focus Unit.  NEW HERO FOCUS UNIT: SKINCARE Select Doors Remove current Trending Now Unit at counter and install this new unit Unit Code #: GD01-60
IN-CASE	 PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD  ADVANCED NIGHT REPAIR REPMOTE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC97-70  SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC9Q-70			
LINE TESTER	 NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60			 SKINCARE CORE UNIT Macy's Doors Update with new products and graphics Unit Code #: GCZK-60 Graphic Update Code #: GDXM-70  SKINCARE CORE UNIT All Other Doors Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: TBD

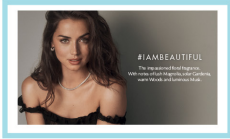
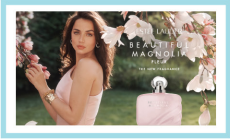
	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
DEPARTMENT STORE	 RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GDSF-60			 RE-NUTRIV CORE UNIT Select Doors Update with new graphics Unit Code #: GCZL-60 Graphic Code #: TBD Acrylic Code #: TBD

Select Doors Only

All Doors

North America Tester Cadence: Department Stores			COLOR	Spring '26 Preview
	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
LAUNCH	 IPAD/IMATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70			 NEW HERO FOCUS UNIT: PRIORITY 2 Select Doors Install NEW Unit Unit Code #: GCZY-60
IN-CASE	 TURBO LASH IN-CASE GRAPHIC Select Doors GRAPHIC Code #: G1QA-70  PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors GRAPHIC Code #: GB82-70			
LINE TESTER	 COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products All Doors with Color LTU Unit Code #: PG53-60			NOTE: Discard current Color line tester unit on counter and replace with new Color Core Unit.  NEW COLOR CORE UNIT Select Doors Remove current Color Line Tester Unit at counter and install this new unit Unit Code #: GCZS-60
	 COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove graphic plug to reveal new Glossy Lip Unit Code #: TBD Update Code #: GCGB-70		NOTE: Discard current Color Hybrid unit on counter and replace with new Color Hero Focus Unit. 	NEW HERO FOCUS UNIT: COLOR Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GD00-60
Select Doors Only All Doors				

	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
LAUNCH	 DRAMMING UNIT New graphic updates on all panels Select Doors Unit Code #: PNIP-70 Graphic Update Code #: GA78-70  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70  COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Update Code #: GC9G-60			 NEW DRAMMING UNIT Remove current dramming unit and replace with new unit Select Doors Unit Code #: TBD  NOTE: Discard current Trending Now Unit on counter and replace with new Priority 1 Hero Focus Unit. NEW HERO FOCUS UNIT: PRIORITY 1 Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GCZW-60
IN-CASE	 DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC Graphic Code #: GCA7-70  FUTURIST SKINTINT REPROMOTE IN-CASE GRAPHIC Graphic Code #: GCDX-70			 Select Doors Only All Doors
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60		NOTE: Discard current Foundation LTU on counter and replace with new Foundation Core Unit.	 NEW FOUNDATION CORE UNIT Select Doors Remove current Foundation Line Tester Unit at counter and install this new unit Unit Code #: GCZP-60

	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
AERIN	 AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD			 AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD
LINE TESTER	 LUXURY FRAGRANCE CONVERSION Select Doors Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70  FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70  FRAGRANCE LINE TESTER MACY'S ONLY Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GD87-70			
IN-CASE & OTHER	 BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70  MACY'S ONLY BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GC93-70			 Select Doors Only  All Doors

Frederic Malle- COMING SOON!

Visual Merchandising Hol25 Oct- Dec



Jo Malone London

Visual Merchandising FL25 July-December



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.



SOTS - Sandalwood & Spiced Apricot

100ml | 30ml

SRP: \$170 | \$90

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



Santalwood & Spiced Apricot



Midnight Musk & Amber

Bloomingdale's Exclusive



Orange Bitters Colognes and Home Collection



Pine & Eucalyptus Home Collection



Ginger Biscuit Home Candle

Macy's Exclusive



Ornaments

Nordstrom's Exclusive



Crackers



Festive Cologne Duo



Hand Cream Collection



New Year Countdown Collection



Fragrant Festivities Collection

Nordstrom's Exclusive



Cologne Collection



Cologne Intense Collection



Men's Discovery Quad



Cypress & Grapevine Duo



Decorated Candle Duo

Dillard's Exclusive



Pillar Candle Collection

Dillard's Exclusive



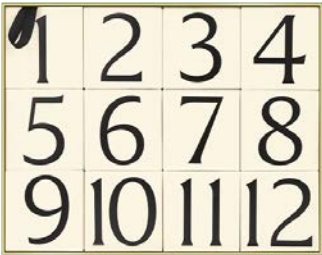
English Pear & Freesia Trio



Wood Sage & Sea Salt Trio



Cypress & Grapevine Trio



12 Days of Ornaments



25 Day Advent Calendar



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)

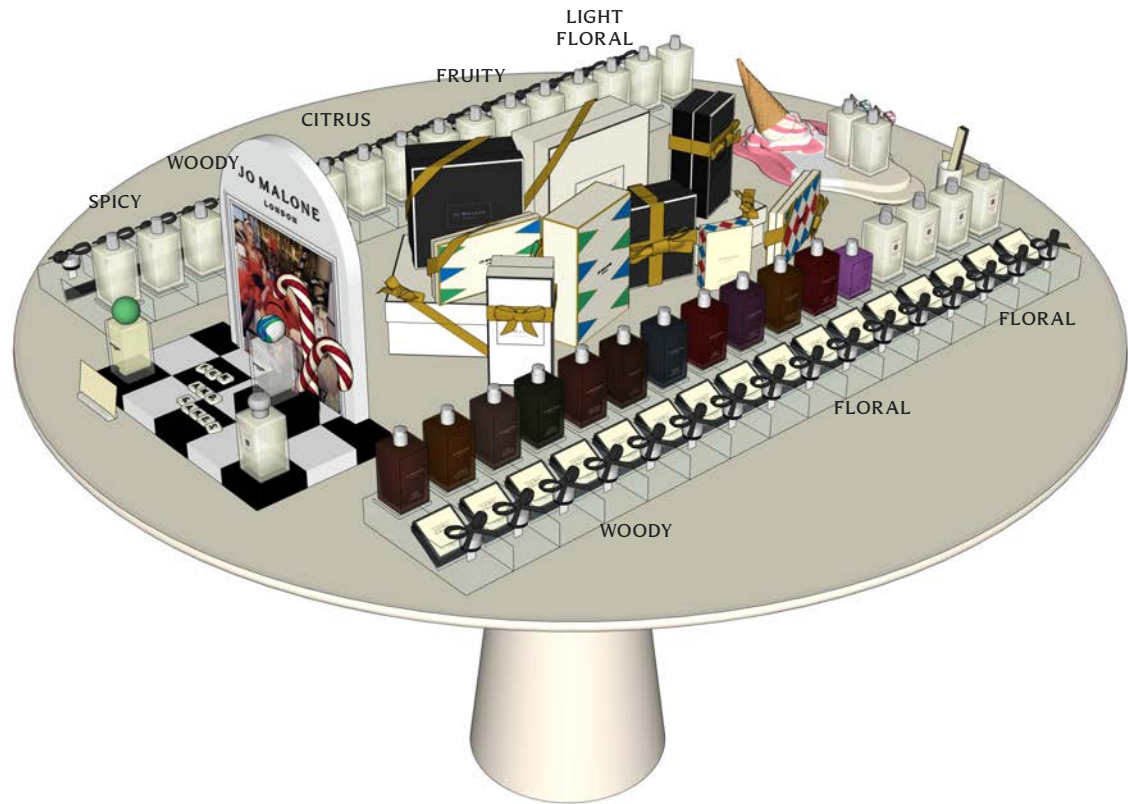
- Orange Marmalade
- Lime Basil Mandarin
- Grapefruit
- Earl Grey & Cucumber

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)

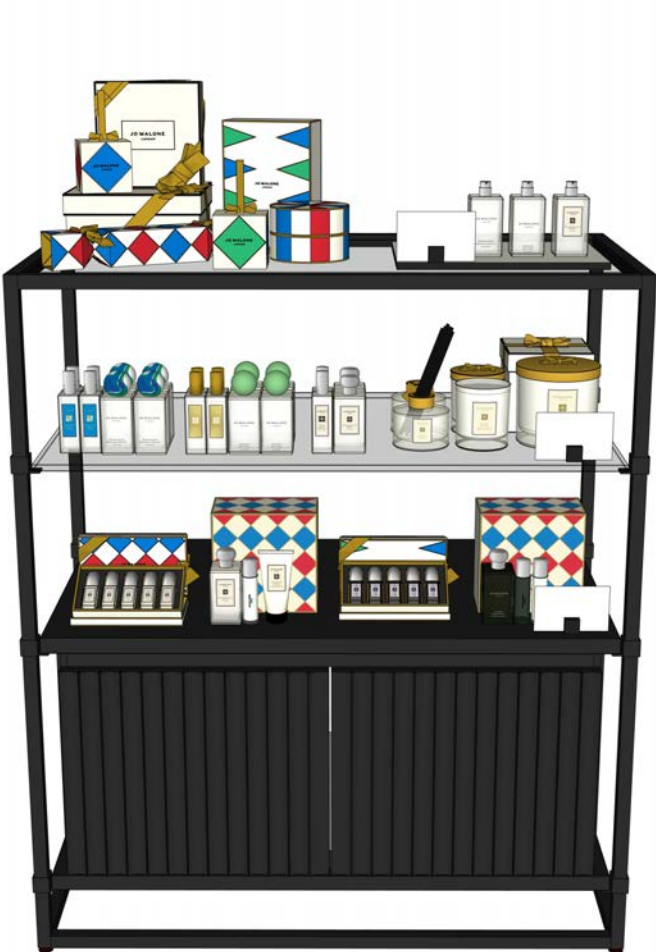
- SHELF 2**
- Sandalwood & Spiced Apricot 30ml, 100ml
 - Orange Bitters 30ml, 100ml
 - Ginger Biscuit 100ml
 - BLM Exclusive: Midnight Musk & Amber 100ml

- SHELF 3**
- Cologne Collection
 - Fragrant Festivities Collection
 - Wood Sage & Sea Salt Trio
 - Cologne Intense Collection

OPTION 1



OPTION 2



SIGNAGE

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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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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

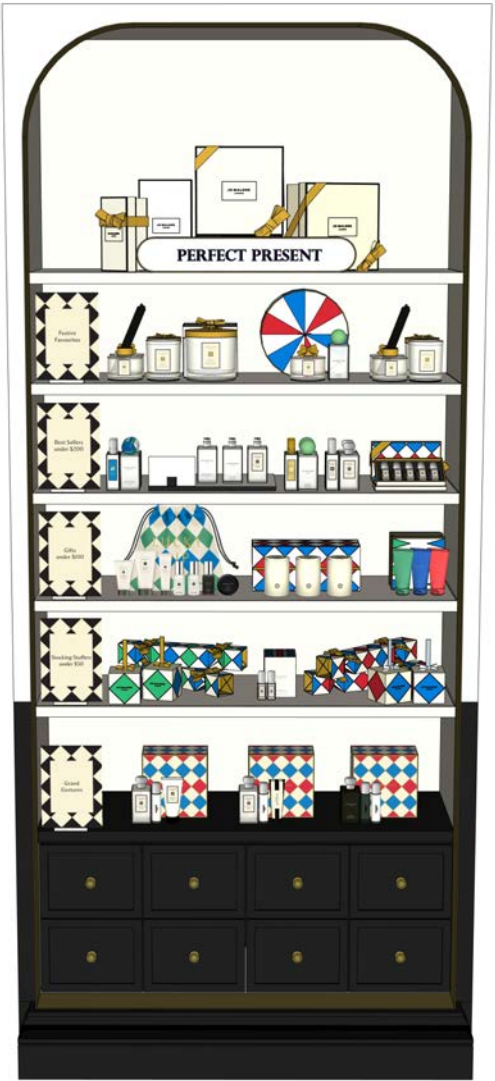
- SHELF 2
- Festive Favorites*
- Orange Bitters Home Collection
 - Gifting story with Orange Bitters
 - Pine & Eucalyptus Home Collection

- 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,
- 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 Intense Collection
- Cologne Absolu (Small)

SHELF 4

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

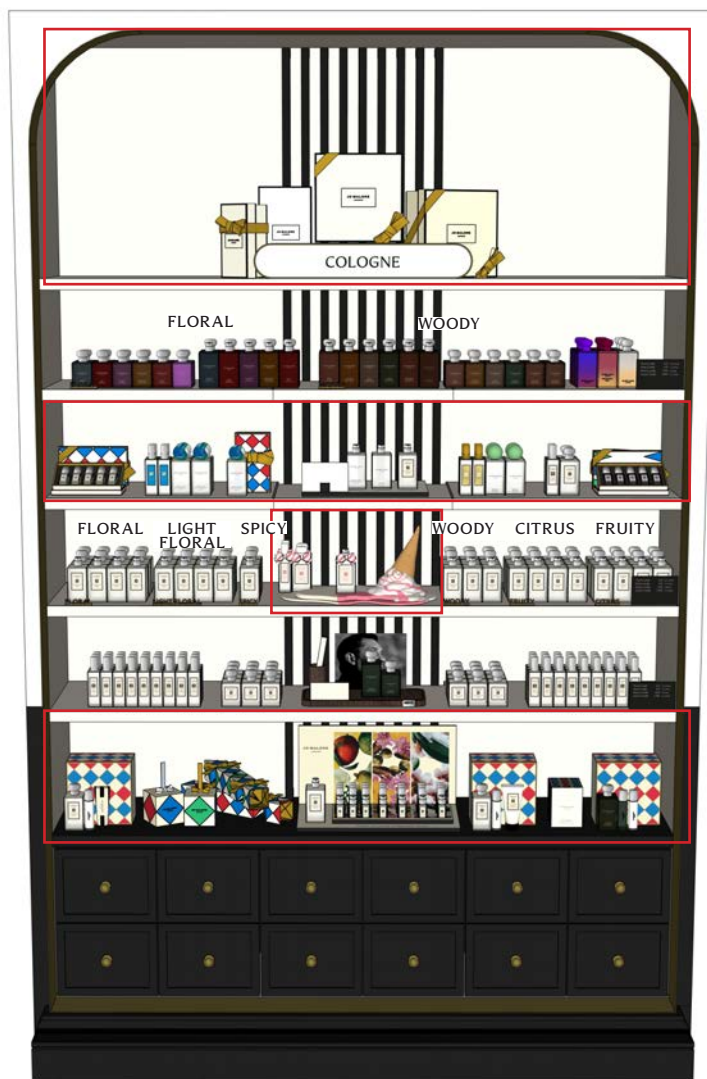
SHELF 5

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

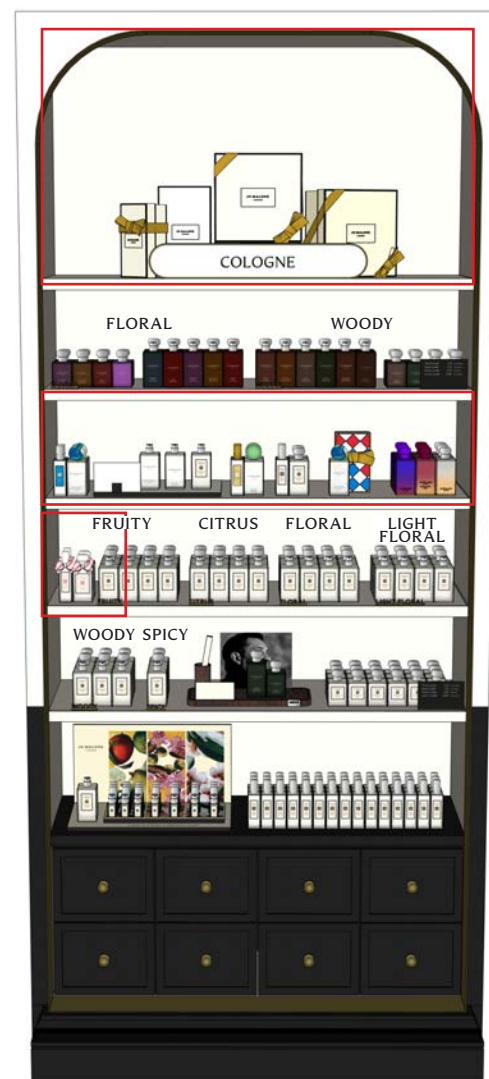
SHELF 6

- 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

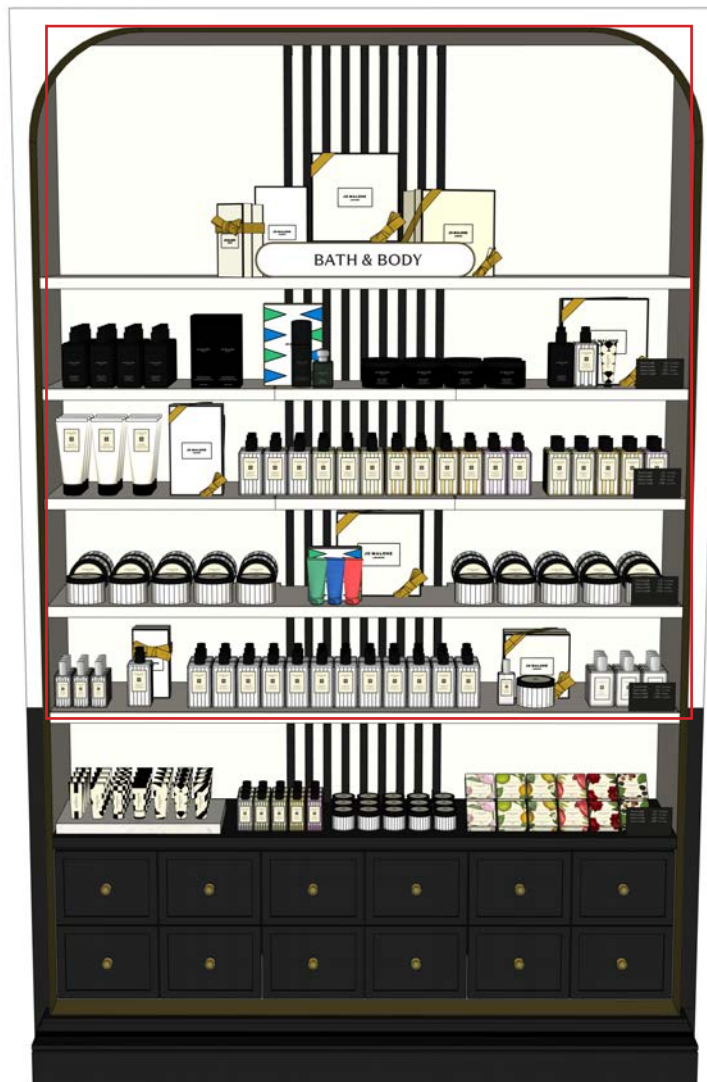
SHELF 5

- 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

LARGE



SMALL



SIGNAGE

** Not every store will receive the same assortments.
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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

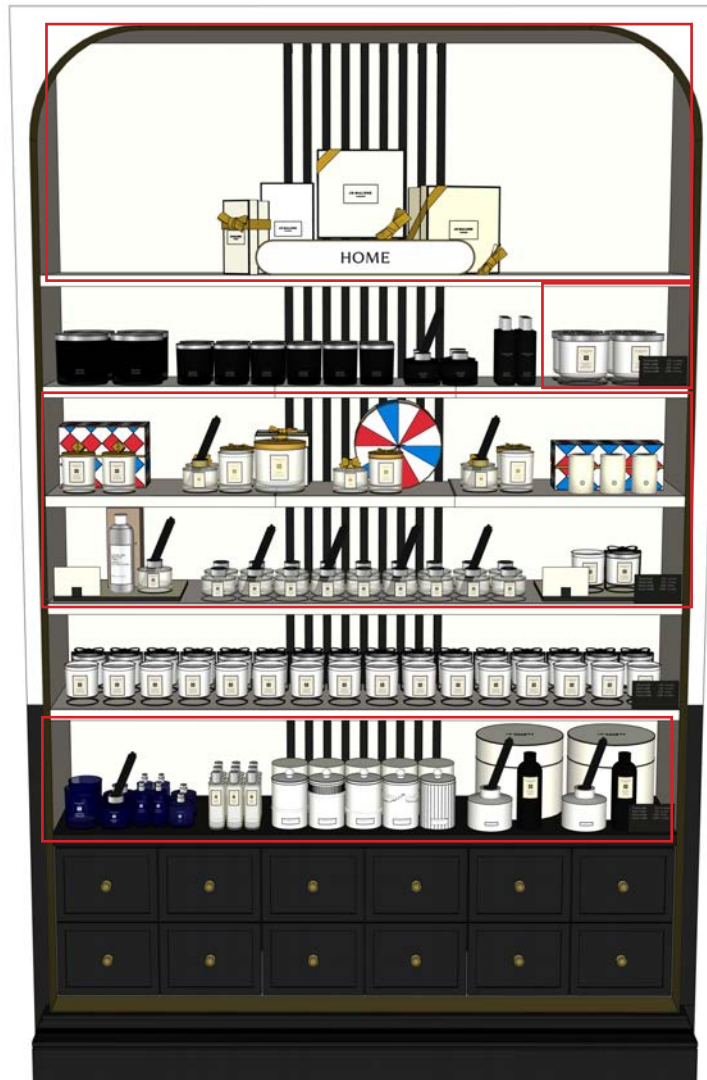
SHELF 5

- Home Candle

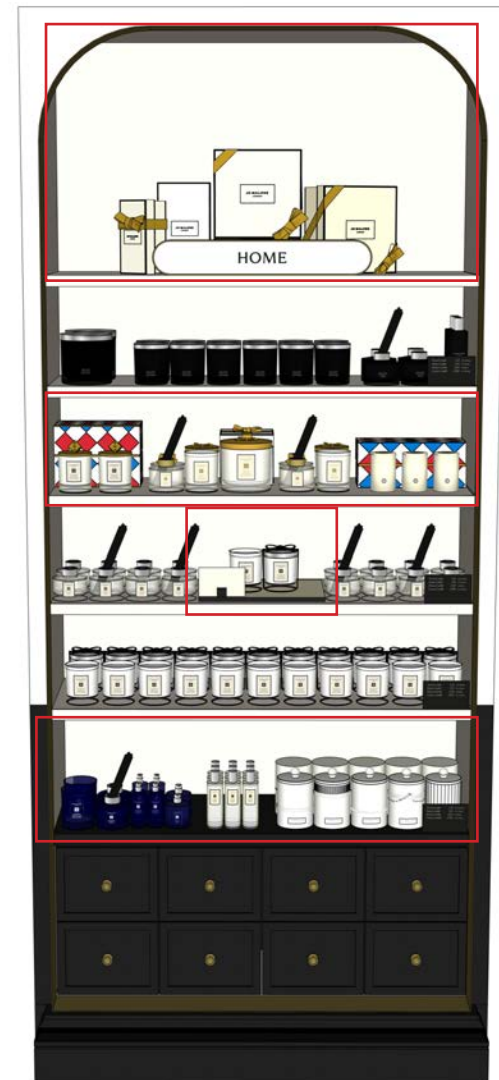
SHELF 6

- 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

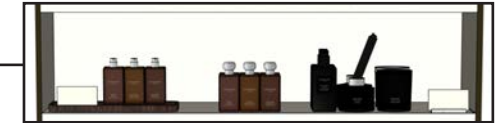
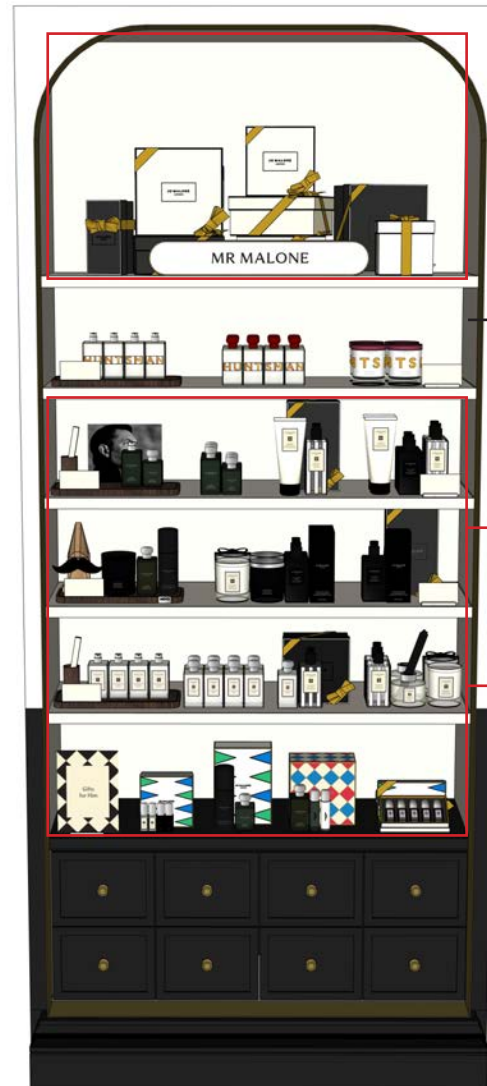
- Wooden riser with Shaving Cream and Aftershave Moisturizer testers followed by stock
- Gifting story: Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer

SHELF 6

Gifts for Him

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

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



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

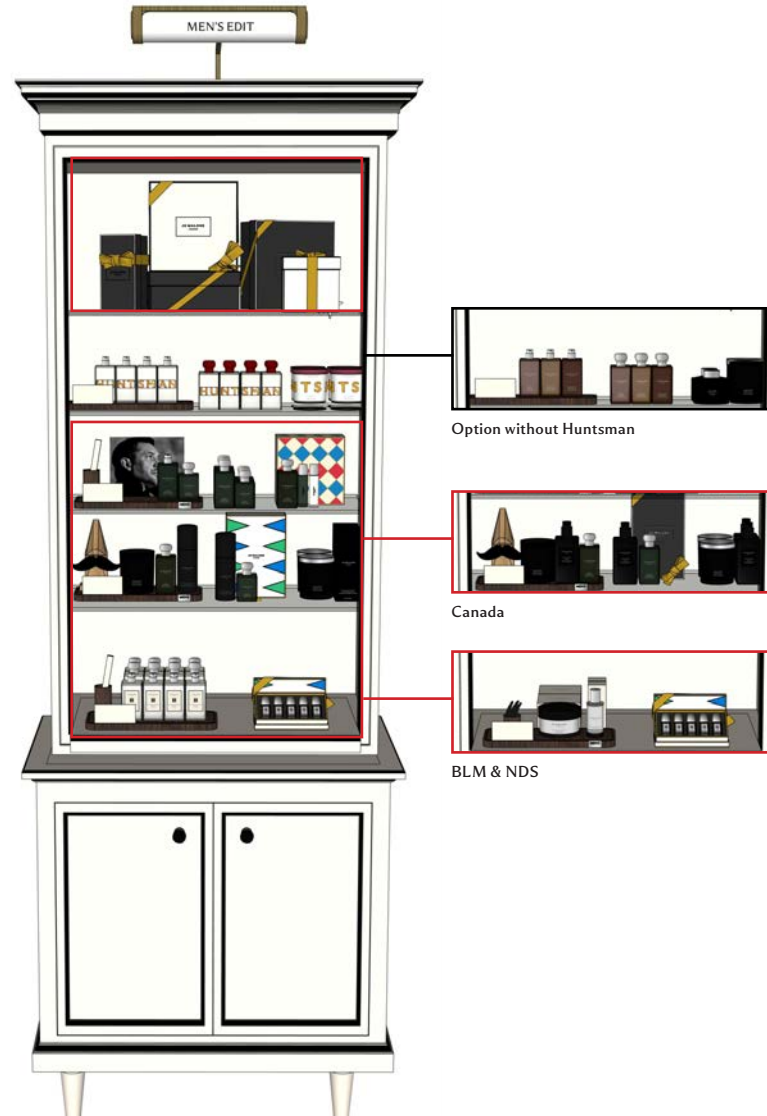
- Wooden riser with Cypress & Grapevine Home Candle, Cologne 100ml and Body Spray
- Cypress & Grapevine Duo
- Cypress & Grapevine Home Candle, Hand & Body Wash and Body Spray

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

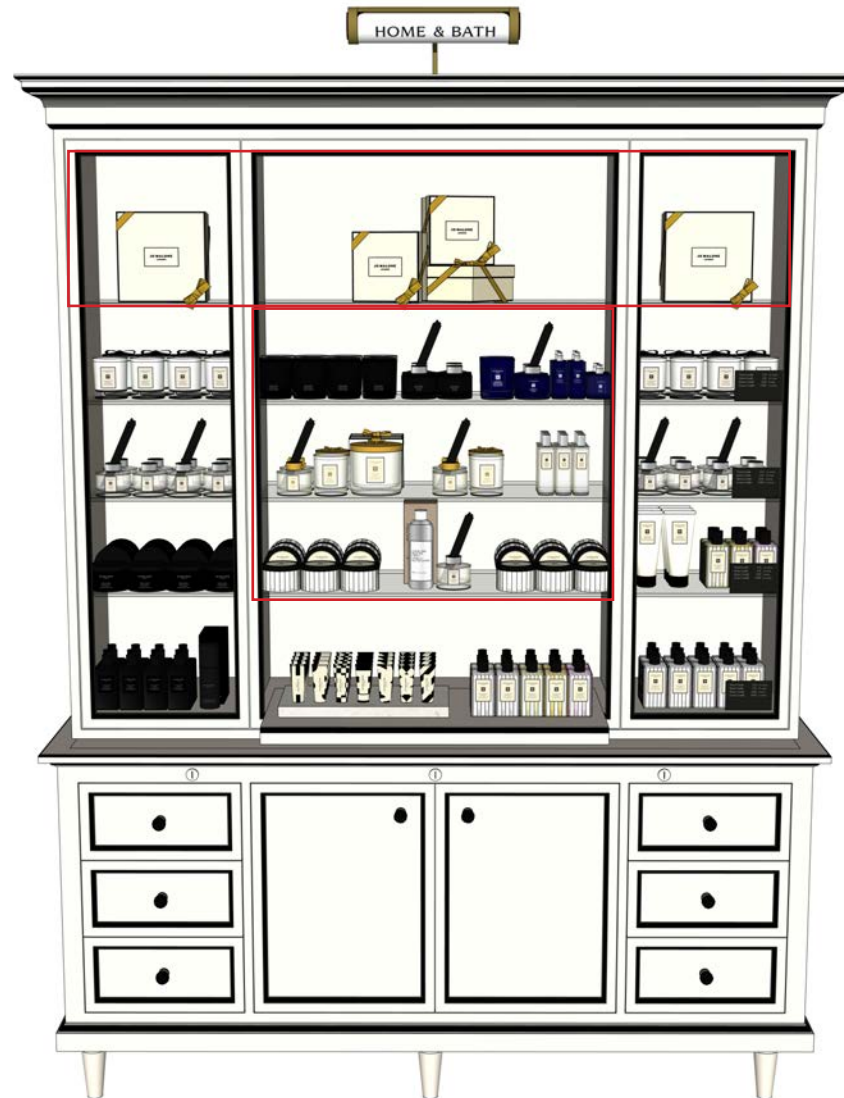
- Diffuser
- Orange Bitters Home Collection
- Pine & Eucalyptus Home Collection
- Room Spray

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

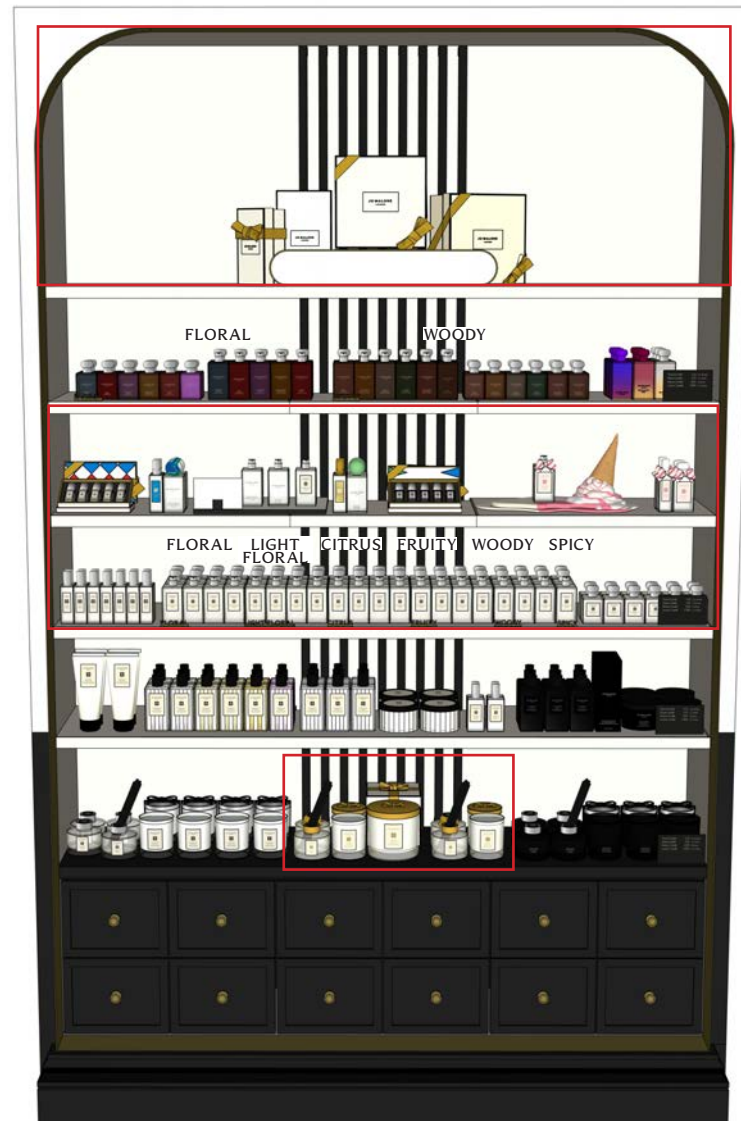
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

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

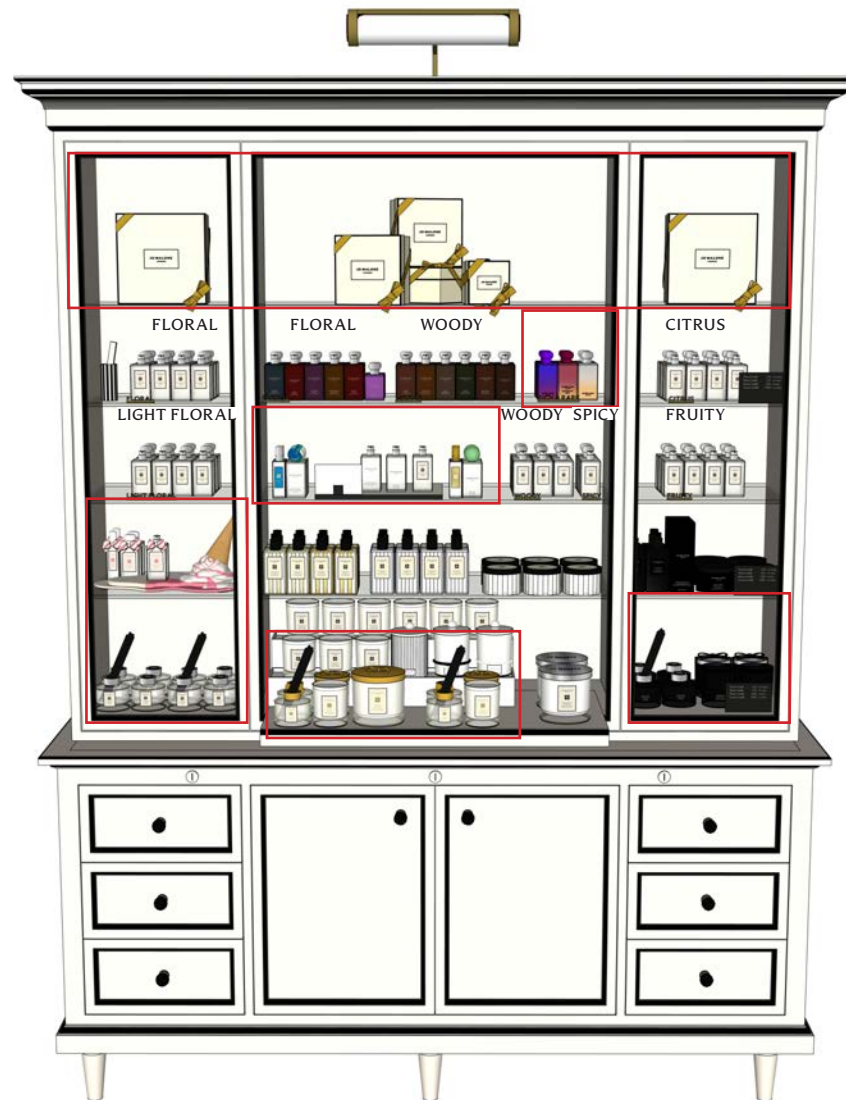
- Cologne 100ml
- Sandalwood & Spiced Apricot 30ml, 100ml
- Edit tray with Sandalwood & Spiced Apricot, Orange Bitters, English Pear & Freesia testers (BLM Exclusive: Midnight Musk & Amber)
- Orange Bitters 30ml, 100ml

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

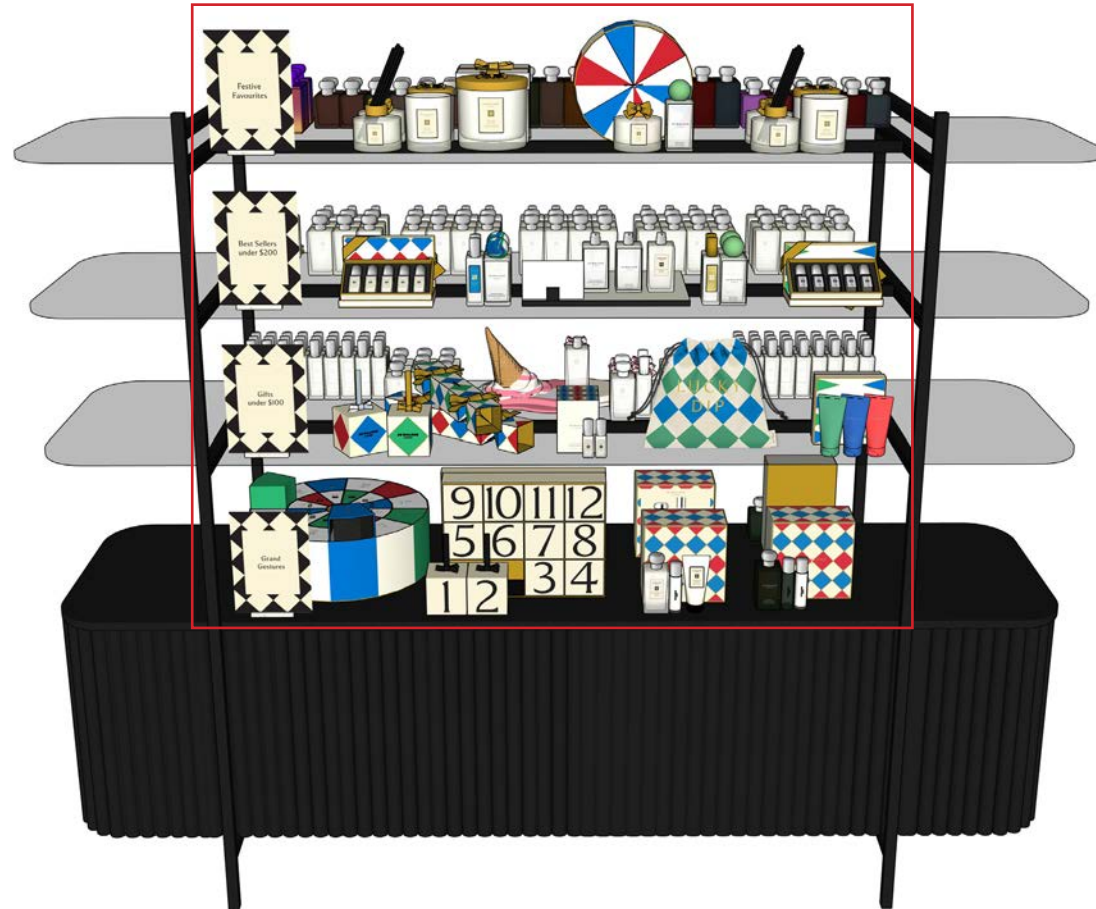
- Ornaments
- Crackers
- Festive Cologne Duo
- New Year Countdown Collection
- Hand Cream Trio

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

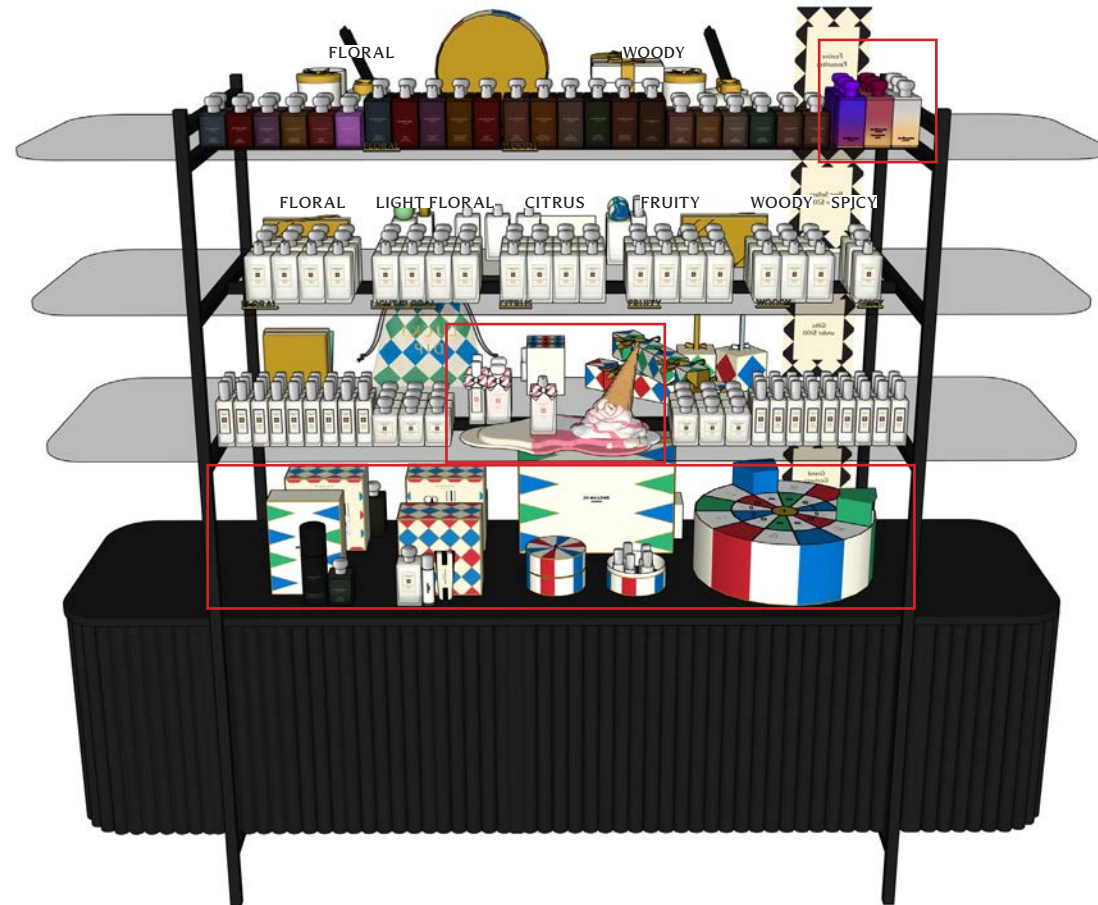
- Cologne 100ml

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

CASH WRAP: SMALL

A

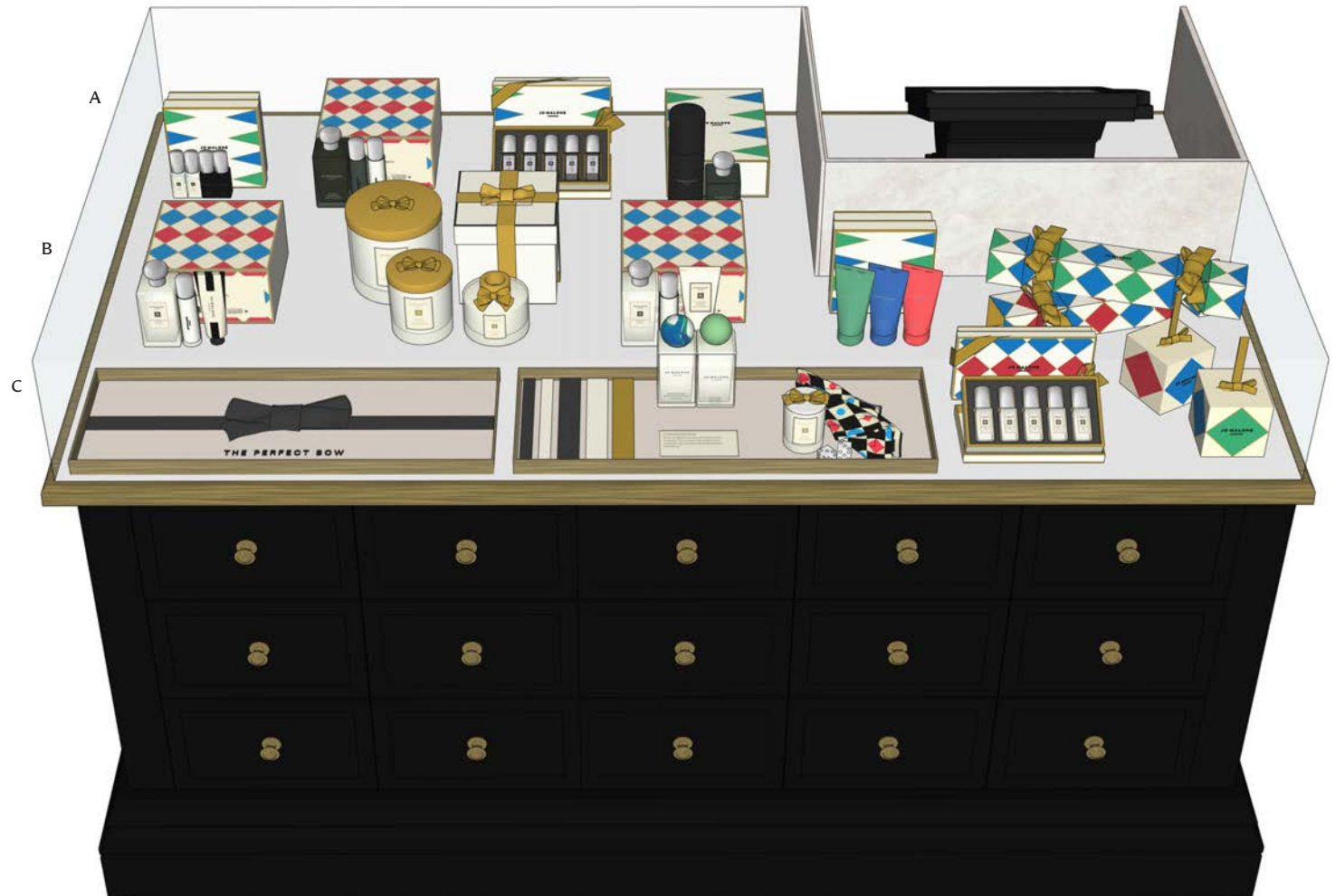
- Men's Discovery Quad
- Cypress & Grapevine Trio
- Cologne Intense Collection
- Cypress & Grapevine Duo

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 Hol24 Oct-Dec



LARGE TESTER STAND

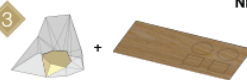


1



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
Angels'Share 60 ml x 1
Angels'Share Paradis 60 ml x 1

4



TEXT DISPLAY NEW
N040600001

5



SMALL PRICE FRAME
N8J1700001

SMALL TESTER STAND

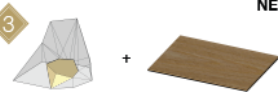


1



KIT LARGE TRAY
N660600001

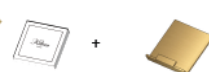
3



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



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



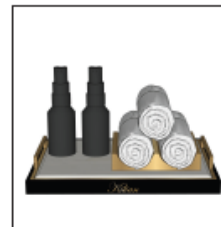
NEWNESS B&B
LARGE RANGE DISPLAYER



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

LaMer

Visual Merchandising Hol25 Oct-Dec



LA MER

LIGHTBOX ARTWORK - VIDEO - LAUNCH UNIT - PLUG & PLAY 11/01/2025 ALL DOORS

Lightbox Artwork



HOLIDAY Artwork
(ALL DOORS)

Doors with TV's



Holiday Video
In newness location
(ALL DOORS)



Holiday Launch Unit RNC
(ALL DOORS)



Place Small Holiday sets
Here

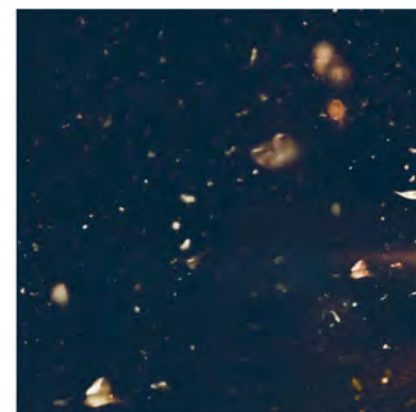
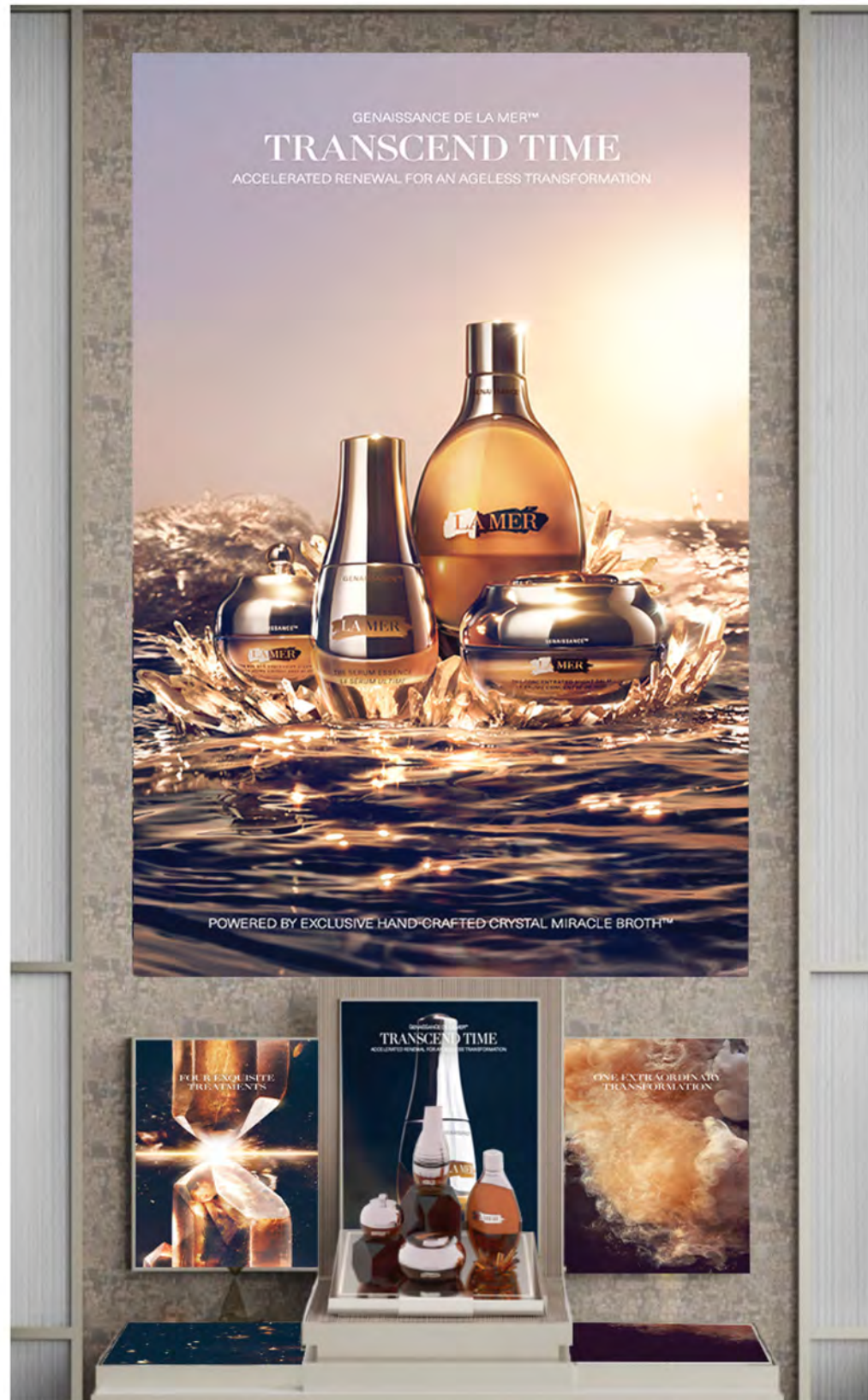
Secondary Plug & Play
(ALL DOORS)

NO UPDATES

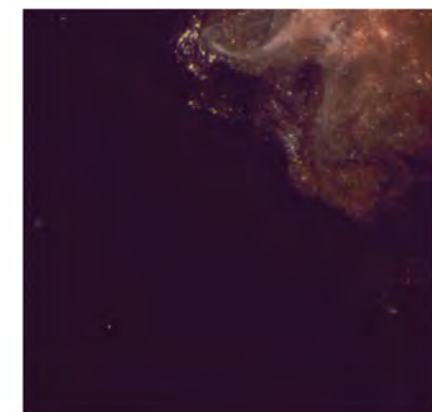
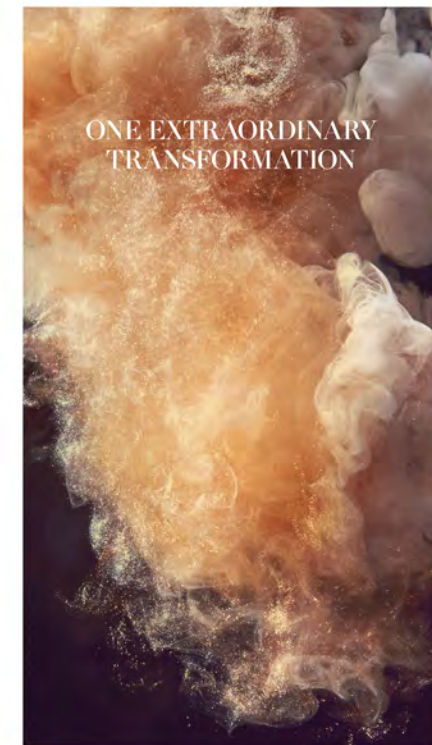
ALL DOORS
ARTWORK CODE:468D700001



NO UPDATES



The GDLM Unit



LA MER

LAUNCH UNIT - 11/01/2025 ALL DOORS

ALL DOORS 11/ 01/ 25
ARTWORK CODE:
47QW-70-00014h



Holiday Launch Unit RNC
May use moisture pucks if available.
(ALL DOORS)



Litho Backer



Base

LA MER

SECONDARY PLUG & PLAY - 11/01/2025 ALL DOORS

ALL DOORS 11/ 01/ 25
ARTWORK CODE:
7QX-70-0001



Place Small Holiday sets
Here

Secondary Plug & Play Unit



Vertical block



Backer



Base

LA MER

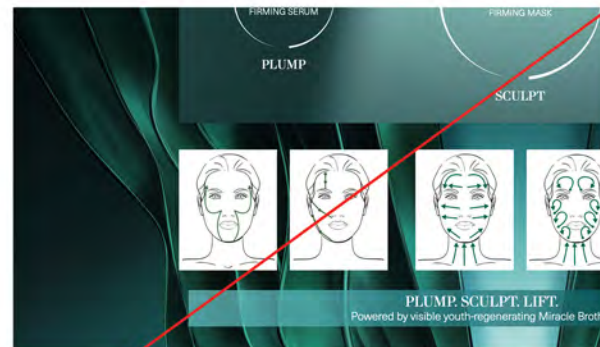
ACTIVATION TRAY -11/01/2025 ALL DOORS

NO UPDATES

NEW ACTIVATION TRAY
CODE: PT02-25
173109-0



FRONT



REMOVE AND STORE OLDER TRAY
AND DISCARD ARTWORK



BACK

LA MER

MOISTURE TESTING TRAY -11/01/2025 ALL DOORS

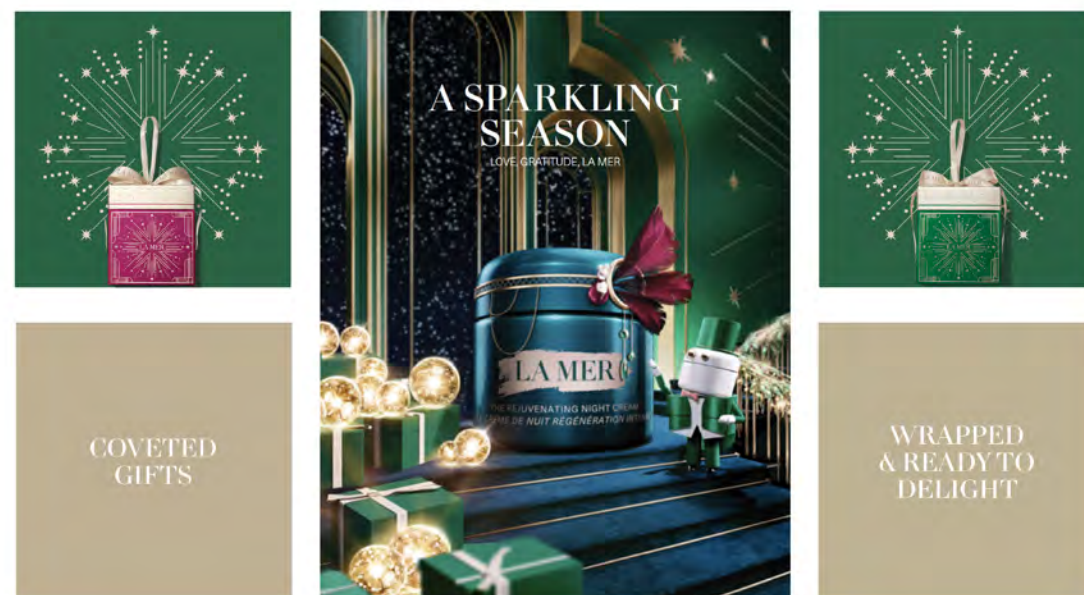
NO UPDATES

NEW ACTIVATION TRAY
CODE: PT01-25



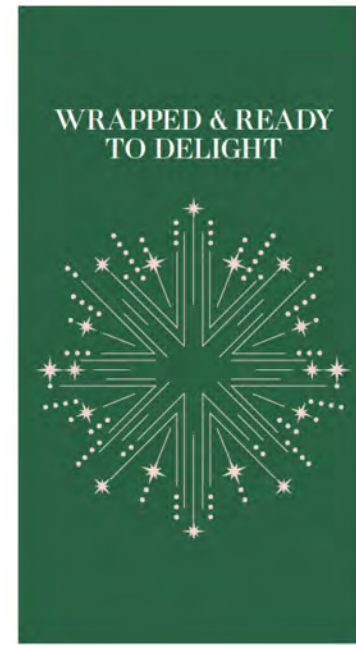
PUT MOISTURIZERS HERE.

FY26 HOLIDAY NICHES



LA MER

NEWNESS BAY GUIDELINES - 11/01/2025 ALL DOORS



MERCHANDISE RNC.
MAY USE MOISTURE PUCK IF
AVAILABLE.
(ALL DOORS)



LA MER

PLAYTABLE ENDCAP GUIDELINES -11/01/2025 ALL DOORS



MERCHANDISE WITH HOLIDAY SETS

LA MER

600 ROUND TABLE GUIDELINES - 11/01/2025 ALL DOORS

Merchandise
Moisturizing Fresh Cream on the left
platform



Merchandise MSC AND RNC
on the top platform.

Merchandise Creme
on the right platform.

LA MER

FLU TEMPLATES

NO UPDATES



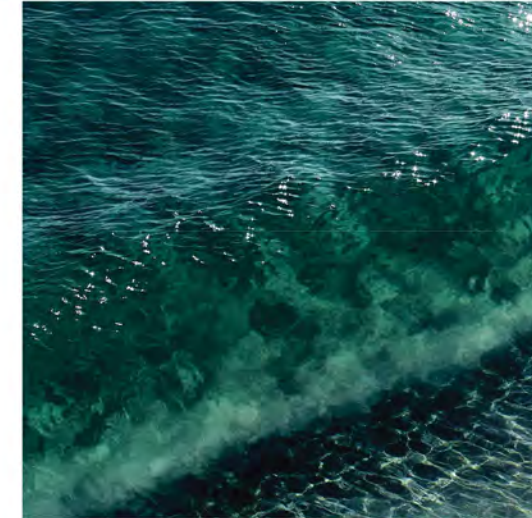
FRONT BACKER 1



FRONT BACKER 2



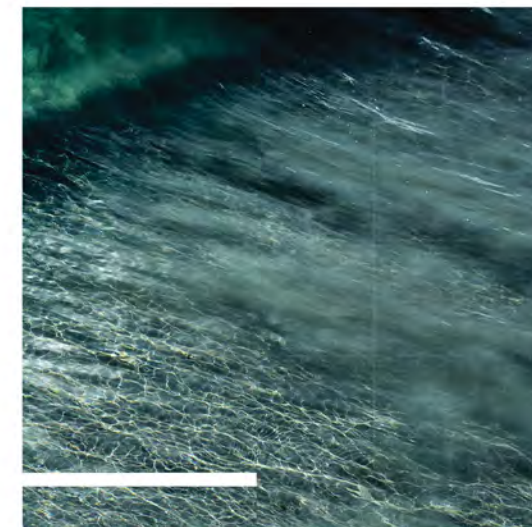
FRONT BACKER 3



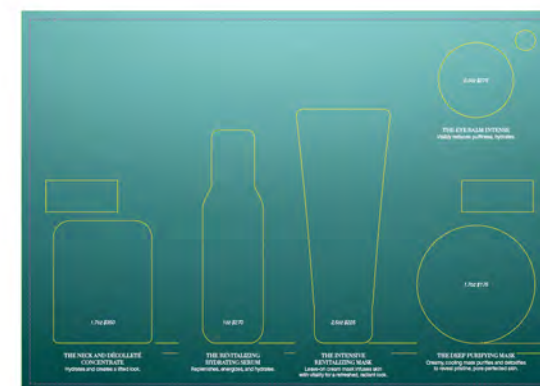
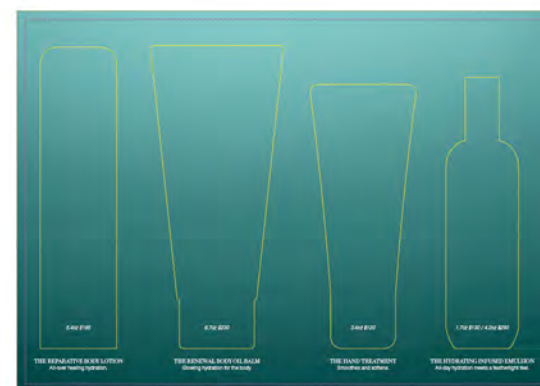
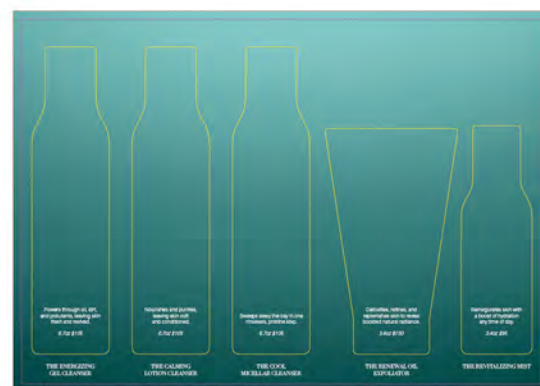
BACKER 1



BACKER 2



BACKER 3

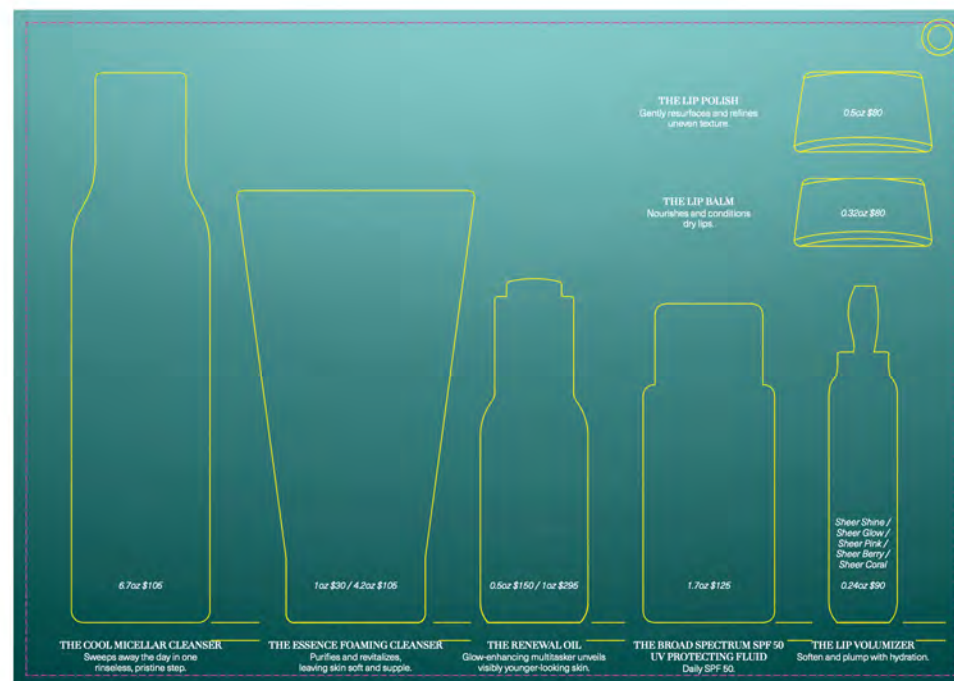


NO UPDATES

(TOP)



(BOTTOM)



FRONT BACKER



BACKER



NO UPDATES



NEW LITTLE LUX ARTWORK
ALL DOORS
47GB700001



OLD LITTLE LUX ARTWORK
REMOVE AND DISCARD.

LITTLE LUXURIES
TRAVEL-READY TREATMENTS
Try our best-sellers, infused with Miracle Broth™ to energize skin for visible age reversal.

FIND YOUR IDEAL MOISTURIZER

CRÈME DE LA MER
Dry skin / 0.5oz \$100

THE MOISTURIZING FRESH CREAM
Combination / oilier skin / 0.5oz \$100

THE MOISTURIZING SOFT CREAM
Combination / dry skin / 0.5oz \$100

THE REJUVENATING NIGHT CREAM
All skin types / 0.5oz \$115



2

THE TREATMENT LOTION Hydrates & preps with serum-strength 3.4oz \$135	THE LIFTING FIRMING SERUM Lifts & Firms 0.5oz \$225	THE RENEWAL OIL Anti-aging, glow-enhancing multi-tasker 0.5oz \$150	THE CONCENTRATE Strengthens & Stabilizes 0.5oz \$225
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3

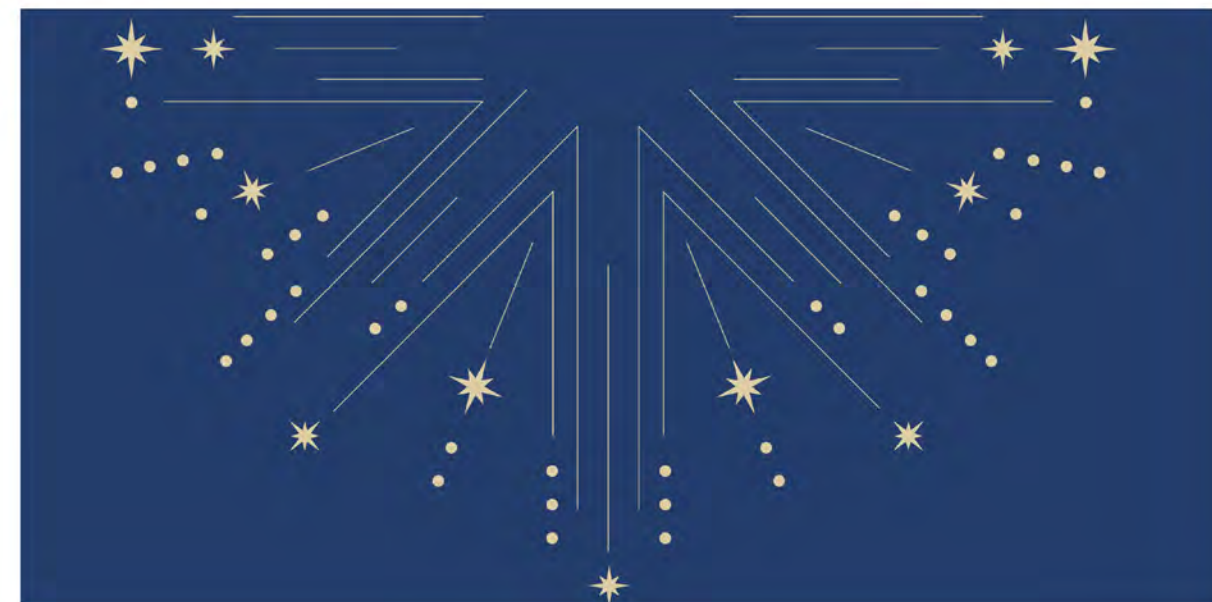


4

THE ESSENCE FOAMING CLEANSER Purifies & revitalizes leaving skin soft & supple 1oz \$30	THE MOISTURIZING SOFT CREAM Plumps & Soothes Ideal for combination / dry skin 0.5oz \$100	THE REJUVENATING NIGHT CREAM Speeds rejuvenation Ideal for all skin types 0.5oz \$115	THE NIGHT RECOVERY CONCENTRATE Accelerates barrier repair & reduces irritation 0.5oz \$240
---	---	---	--

5

Trend Unit
Artwork Code:
176159-0



NO UPDATES



FRONT SIDE



BACK SIDE

LA MER

NORDSTOM INNOVATION DOOR 3 BAY 11/01/2025 ALL DOORS

 NEW ARTWORK

 NEW PRODUCT



LA MER

NORDSTOM INNOVATION DOOR 4 BAY 11/01/2025 ALL DOORS

- NEW ARTWORK
- NEW PRODUCT



NEW SPARKLING SHELVES
WILL ARRIVE IN EARLY NOVEMBER
PLEASE CHECK NEWSLETTER FOR UPDATED TRACKING.
Element ID: 177097-0
(ARTWORK ONLY)

NORDSTOM INNOVATION DOOR 5 BAY 11/01/2025 ALL DOORS



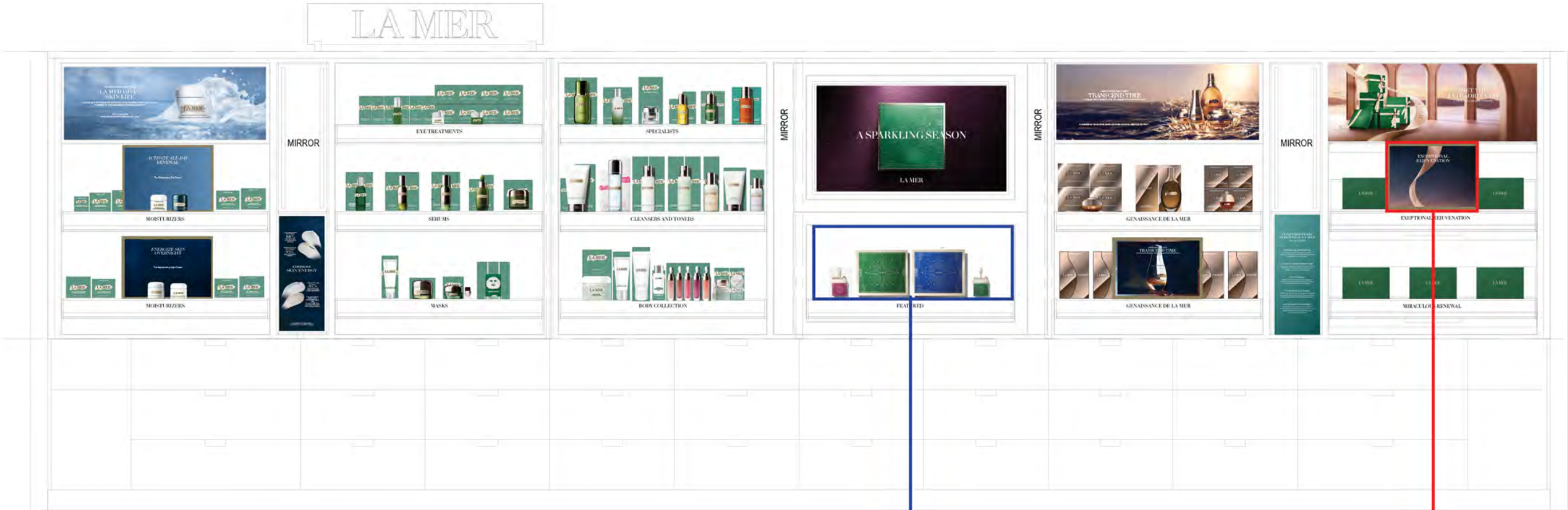
NEW SPARKLING SHELVES
WILL ARRIVE IN EARLY NOVEMBER
PLEASE CHECK NEWSLETTER FOR UPDATED TRACKING.
Element ID: 177097-0
(ARTWORK ONLY)

LA MER

NORDSTOM INNOVATION DOOR 6 BAY 11/01/2025 ALL DOORS

NEW ARTWORK

NEW PRODUCT



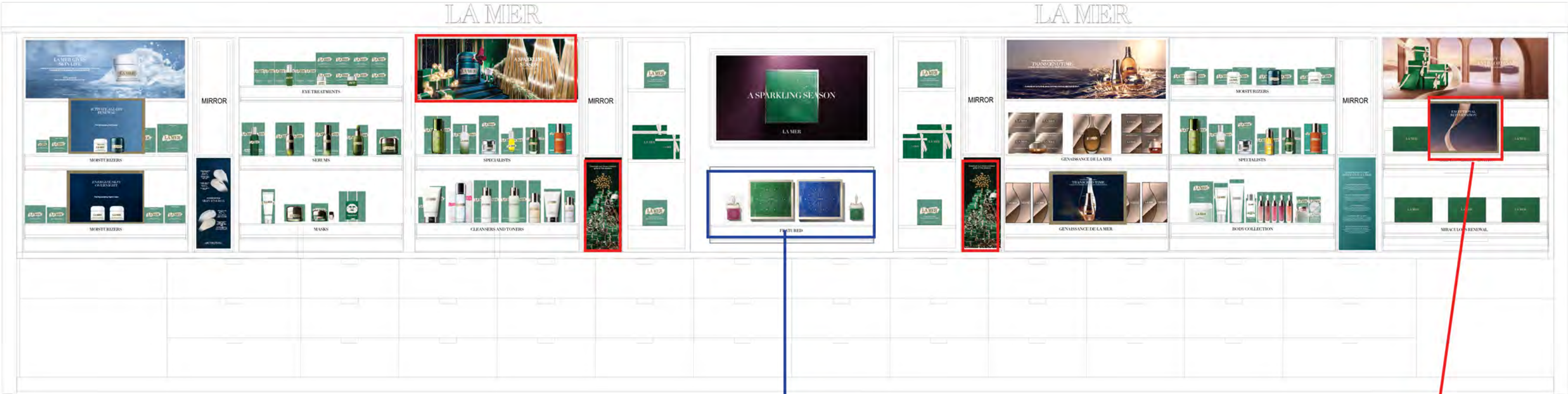
MERCHANDISE HOLIDAY SETS

NEW SPARKLING SHELVES
WILL ARRIVE IN EARLY NOVEMBER
PLEASE CHECK NEWSLETTER FOR UPDATED TRACKING.
Element ID: 177097-0
(ARTWORK ONLY)

LA MER

NORDSTOM INNOVATION DOOR 7 BAY - 11/01/2025 ALL DOORS

- NEW ARTWORK
- NEW PRODUCT



MERCHANDISE HOLIDAY SETS

NEW SPARKLING SHELVES
WILL ARRIVE IN EARLY NOVEMBER
PLEASE CHECK NEWSLETTER FOR UPDATED TRACKING.
Element ID: 177097-0
(ARTWORK ONLY)

MAC

Visual Merchandising Hol25 October-December



COLLATERAL OVERVIEW

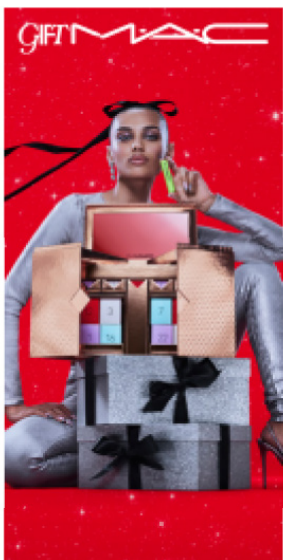
LIGHTBOXES PRIORITIES



GRWM
EVERGREEN



PRIORITY #1

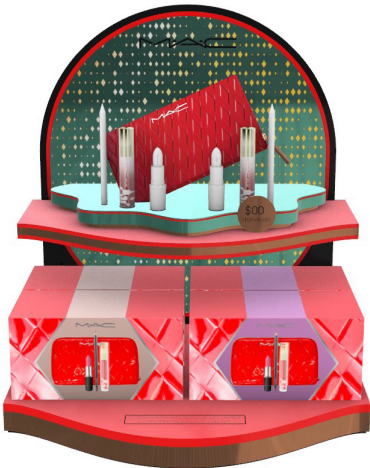


PRIORITY #2



PRIORITY #3

DELUXE DISPLAYERS



Holiday Kits



Holiday Kits Tiles



Holiday Colour Collection Tiles

TABLE WRAPS - SELECT



Holiday

RETAIL TOWER



Holiday

MACY'S HSQ TOWER



Holiday

STAND ALONE (For doors with only one NPL Displayer)



Holiday Colour Collection

NOW ON COUNTER

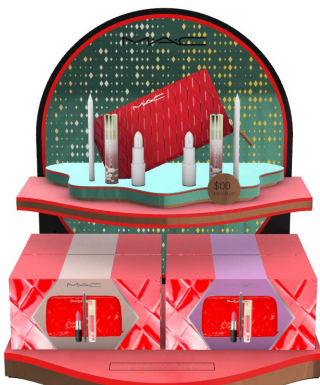
This is a list of VM displayer your counter should have:



NPL DISPLAYER 01



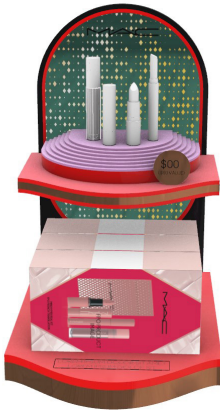
NPL DISPLAYER 02 (select doors)



Deluxe Displayers



Deluxe Displayers



Deluxe Displayers



Deluxe Displayers



Mascara Spinner



VG Glam Overflow tray



SunsetSpritzMakeup



Holiday Colour
Stand Alone Displayer



Ornament Displayers



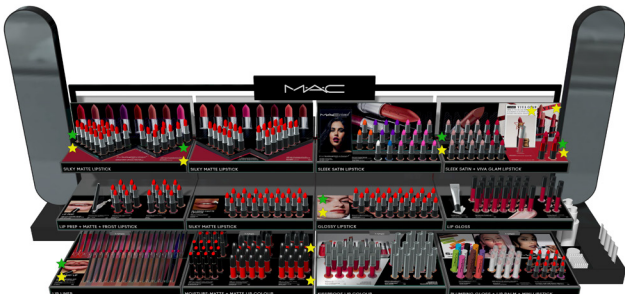
Dramming Unit



NUDES Collection
Spinner Unit



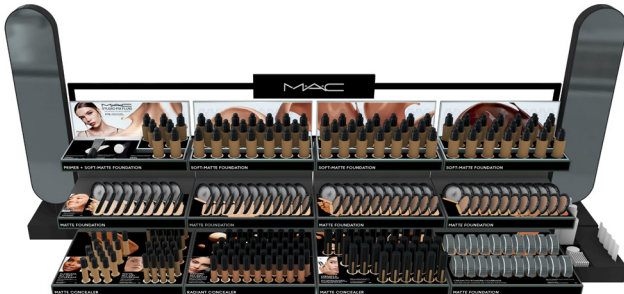
Turquatic Displayer



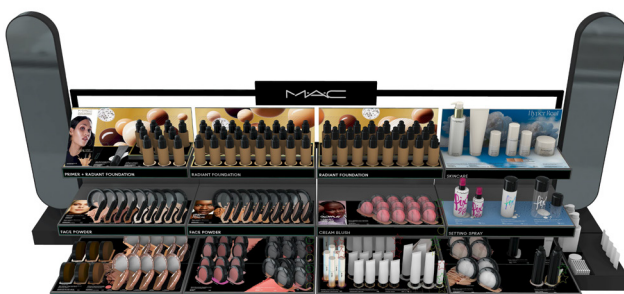
TOC - LIP



TOC - EYE



TOC - FACE side A



TOC - FACE side B

LIGHTBOX CADENCE

LAUNCH LIGHTBOX PRIORITIES



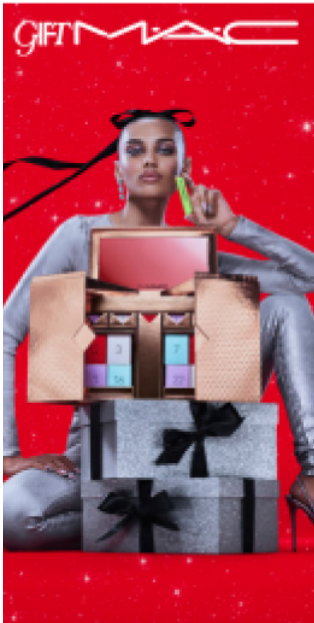
GRWM
EVERGREEN

Each Store should have
one GRWM Lightbox up
and visible to consumers

+



PRIORITY #1



PRIORITY #2



PRIORITY #3

LIGHTBOXES CADENCE

July 2025 REMOVE ON 10/1		Dec 2025 OCD 10/02
PRIORITY #1		PRIORITY #1
PRIORITY #2		PRIORITY #2
PRIORITY #3		PRIORITY #3

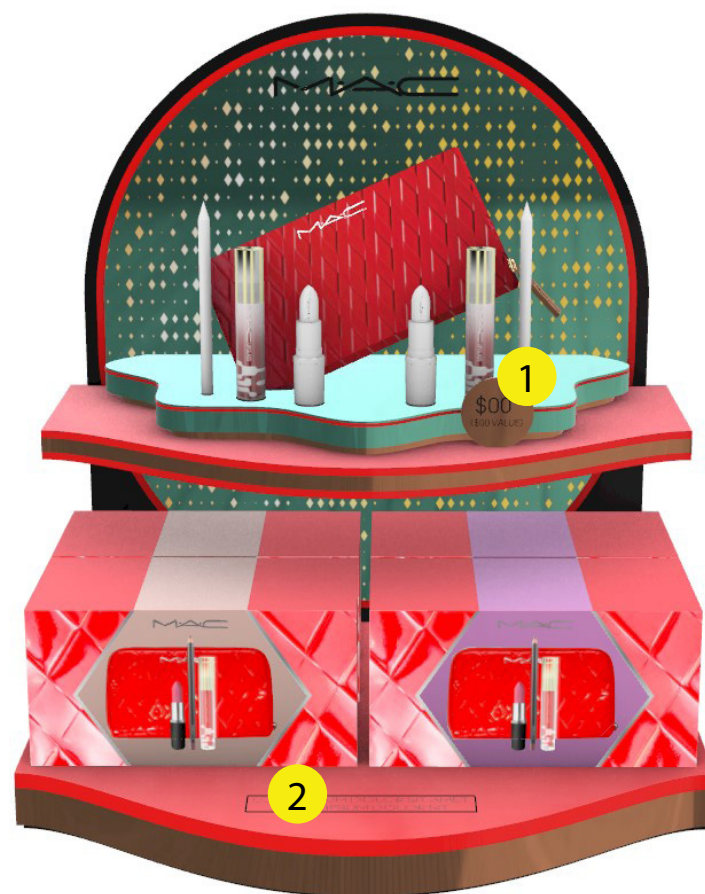
NOTE:
IMAGE SELECTIONS ARE BASED UPON THE COUNT OF LIGHT BOXFRAMES AND/OR THE
CONSUMER DEMOGRAPHIC.

HOLIDAY DISPLAYERS - STICKER / GRAPHIC PLACEMENT

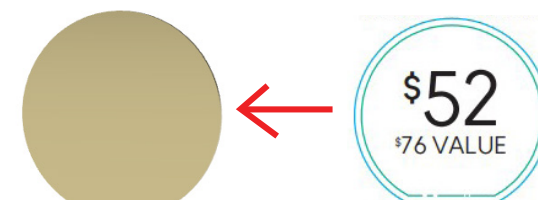
Please follow instructions on how to apply each Holiday kit name, based on displayer type

LIVE ON

Holiday
10/02/2025



- 1 PRICE STICKER:**
Please apply price sticker over provided lollipop

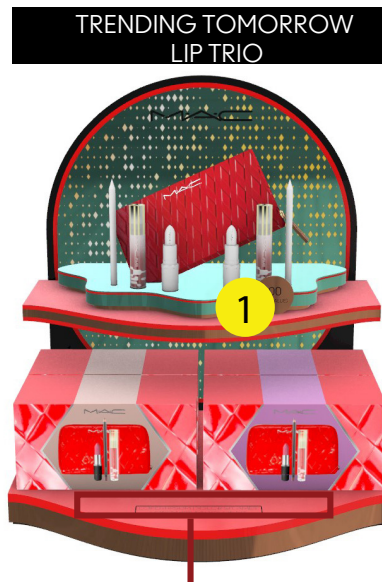


- 2 HOLIDAY KIT NAME**
Please slide correct Holiday kit name where instructed

TRENDING TOMORROW LIP TRIO
2 SKUS: NUDE // RED

HOLIDAY DISPLAYERS - STICKER / GRAPHIC PLACEMENT

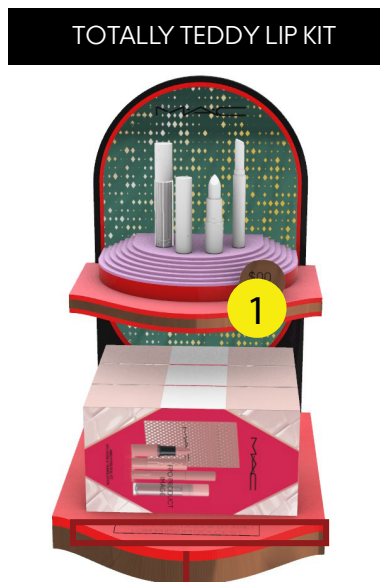
Each door will receive 4 Holiday DELUXE displayers.
Please display them next to each other, where possible.



TRENDING TOMORROW LIP TRIO
2 SKUS: NUDE // RED



LESS IS BORE- LIP x5 KIT + BAG



TOTALLY TEDDY LIP KIT

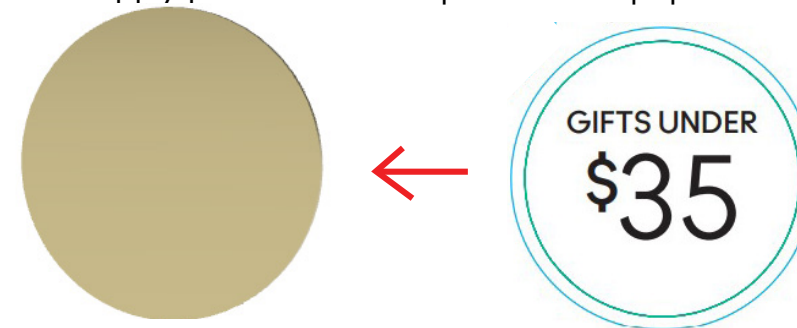


STAR GIFT KIT

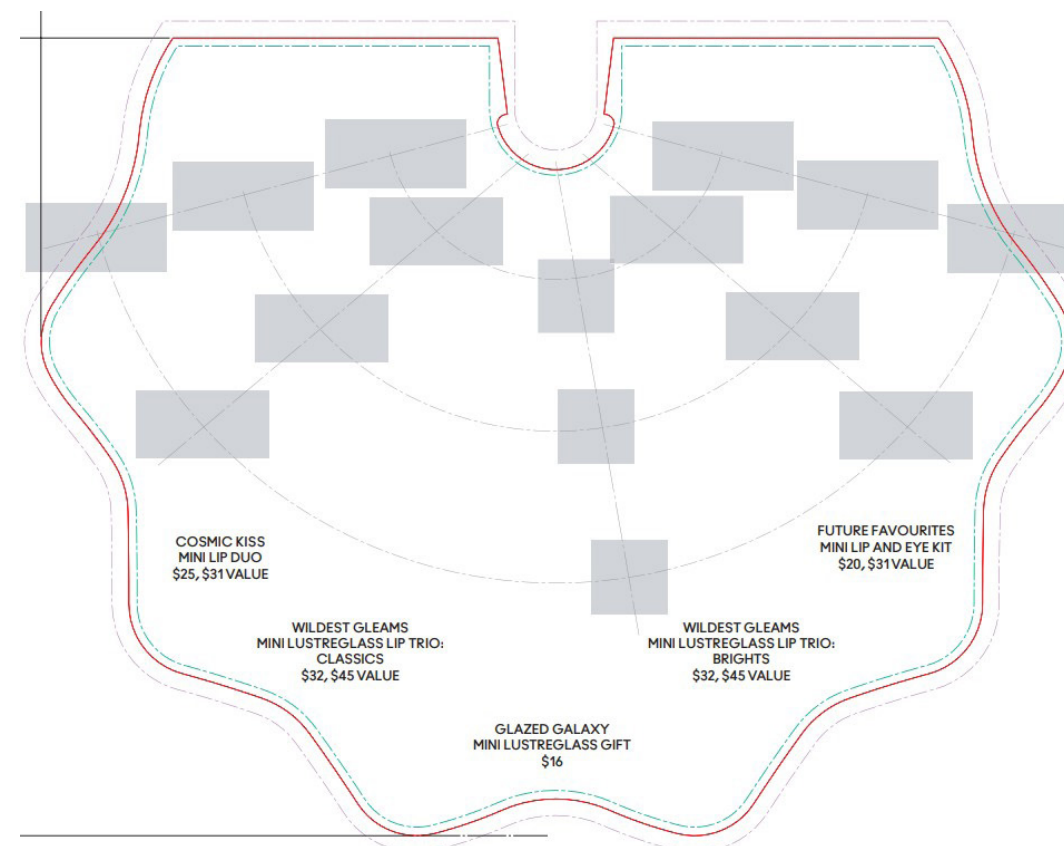
HOLIDAY DISPLAYERS - STICKER / GRAPHIC PLACEMENT



- 1 **PRICE STICKER:**
Please apply price sticker over provided lollipop



- 2 **HOLIDAY KIT NAME**
Please slide correct Holiday kit name where instructed

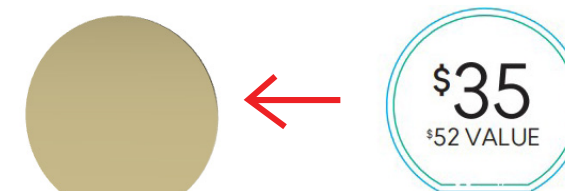


HOLIDAY DISPLAYERS - STICKER / GRAPHIC PLACEMENT

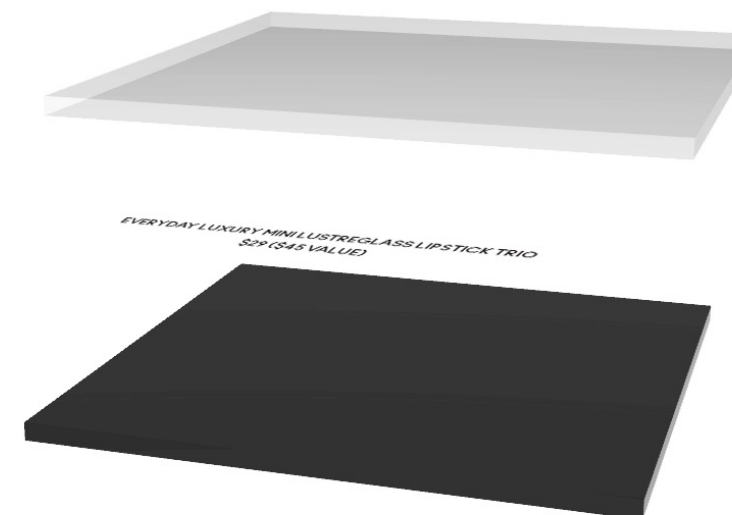
Please follow instructions on how to apply each Holiday kit name, based on displayer type



- 1 PRICE STICKER:**
Please apply price sticker over provided lollipop



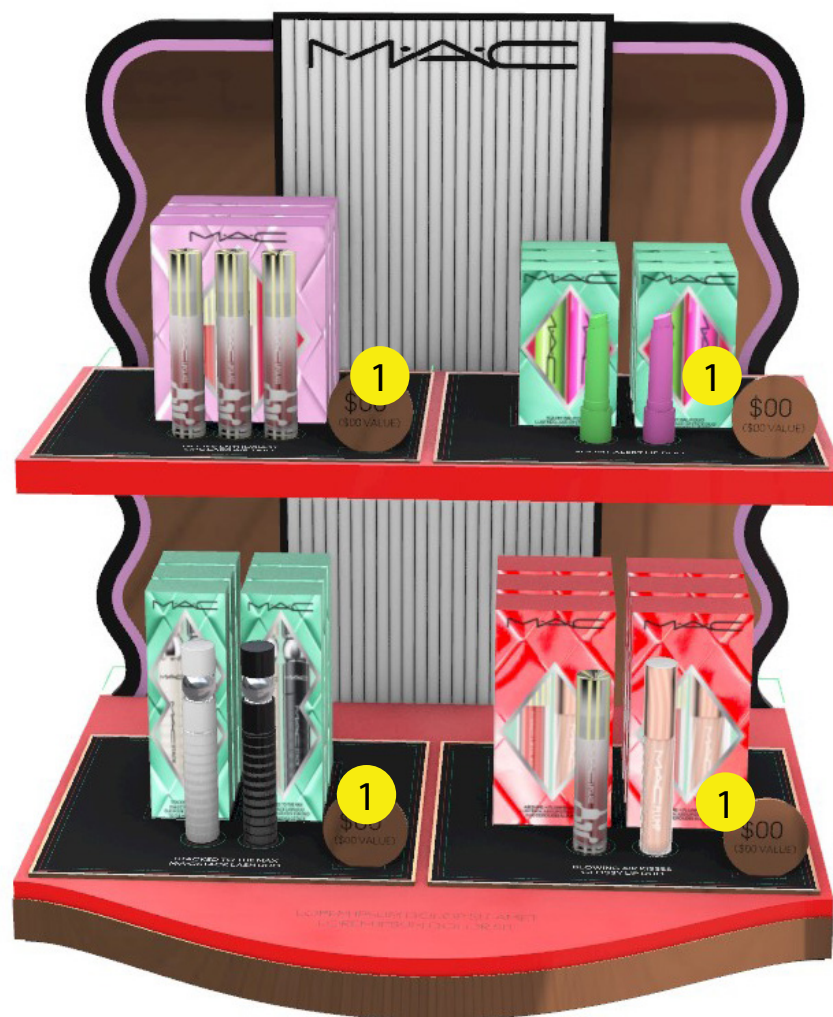
- 2 HOLIDAY KIT NAME**
Please slide provided kit name between the clear acrylic and the red (or black) base



HOLIDAY DISPLAYERS - STICKER / GRAPHIC PLACEMENT

This new modular Holiday Displayer is designed to save space on counter and to be flexible.
Each modular displayer is designed to hold 4 or 6 Holiday templates.

MODULAR DISPLAY x4



MODULAR DISPLAY x6



HOLIDAY DISPLAYERS - MODULAR

This new modular Holiday Displayer is designed to save space on counter and to be flexible. Each modular displayer is designed to hold 4 or 6 Holiday templates.



GLOSS ENTHUSIAST
LIPGLASS AIR TRIO



SQUIRT ALERT LIP
DUO



MAC TOTHE FUTURE
LIP DUO



NO WORK ALL GLOW
PLAY KIT



SURREAL SHINE
MINI HIGHLIGHTER
DUO



STACKED TO THE MAX
M•A•C STACK LASH DUO



BLOWING AIR KISSES
GLOSSY LIP DUO



TOPSY-TEDDY LIP KIT



STAY PUT FIX + DUO



ANYTHING'S GLOSSIBLE
LIP COMBO KIT

NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the new NEW PRODUCT LAUNCH (NPL) for MAC NA.
For stores that have received **two NPL** displayers, please place as following.
Stores that received **one NPL** will showcase only one launch

LIVE ON

Holiday Kits Tiles 10/02/25

Holiday Colour Collection 10/02/25

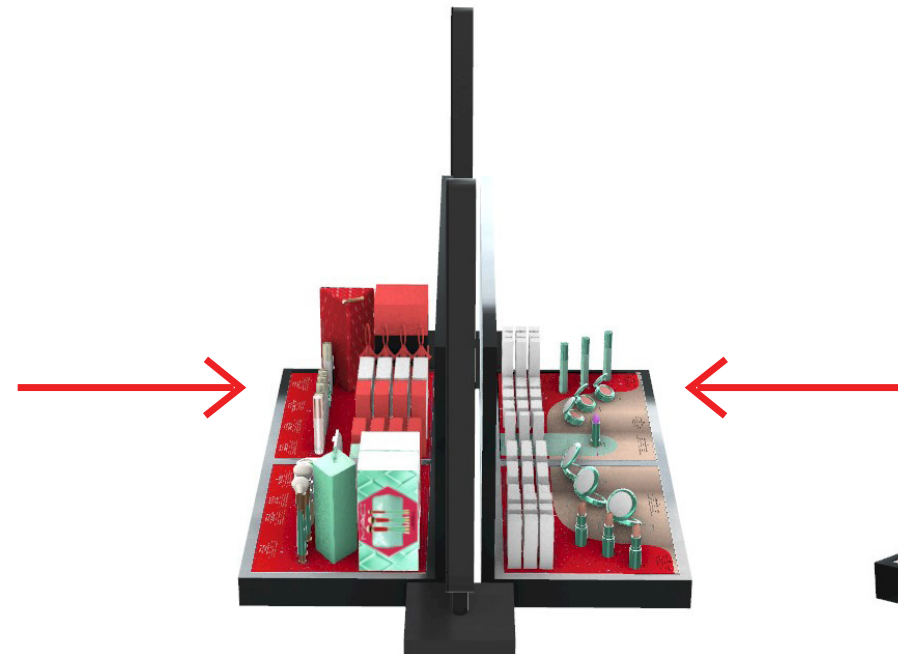
Holiday Kits Tiles



IMPORTANT

Always place this NPL facing the MAIN AISLE

Holiday Colour Collection



Where possible, please place
both NPL displayers back to back

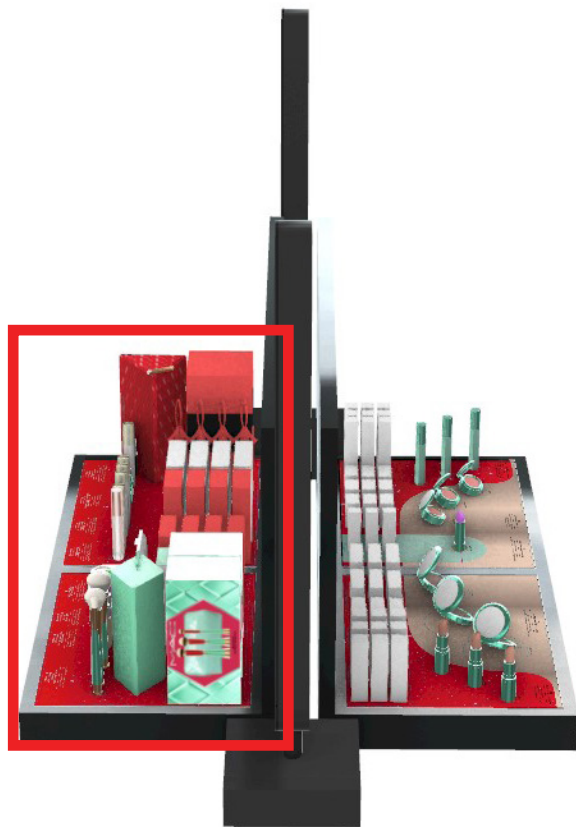
NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the new NEW PRODUCT LAUNCH (NPL) for MAC NA.

LIVE ON

Holiday Kits Tiles 10/02/25

Holiday Kits Tiles



NEW PRODUCT LAUNCH - NPL DISPLAYER

Please add the Holiday Kits templates and graphics.
Please follow these steps below.

LIVE ON

Holiday Kits Tiles 10/02/25



STEP 1

Open the top lid, please follow instruction sheets for extra details.



STEP 2

Remove the Skinfinish Lightstruck riser in order to replaced it,
(Please do not discard the evergreen)
+
Discard the Skinfinish Lightstruck templates.



STEP 3

Slide in new Holiday Kits
riser
in front of the evergreen graphic.
(Please do not discard it)
+
Place Holiday Kits templates.



STEP 4

Close the top lid and merchandise
with Holiday Kits.

NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Holiday Kits launch

Product list (Left to right)

- Trending Tomorrow Lip Trio: Whirl
- Wildest Gleams Mini Lustreglass Lip Trio: Brights
- Gloss Enthusiast Lipglass Air Trio
- Blowing Air Kisses Glossy Lip Duo
- M•A•Cnificent Eye Shadow Palette x6
- Squirt Alert Lip Duo
- Surreal Shine Mini Highlighter Duo
- M•A•C Of All Trades Brush Kit

NPL TOC - PRIMARY

ALWAYS FACING MAIN TRAFFIC AILE

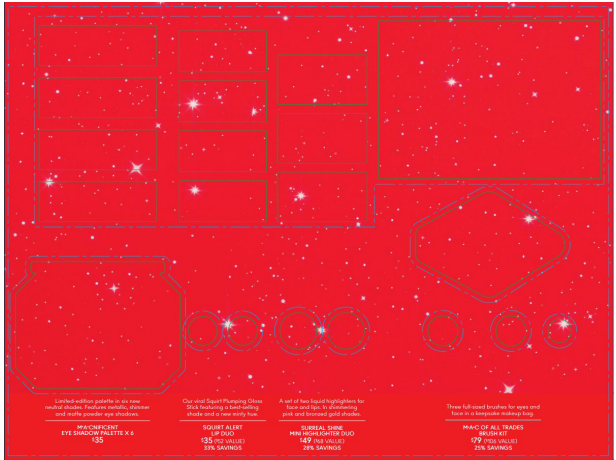


Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

1 Back Riser



2 Bases



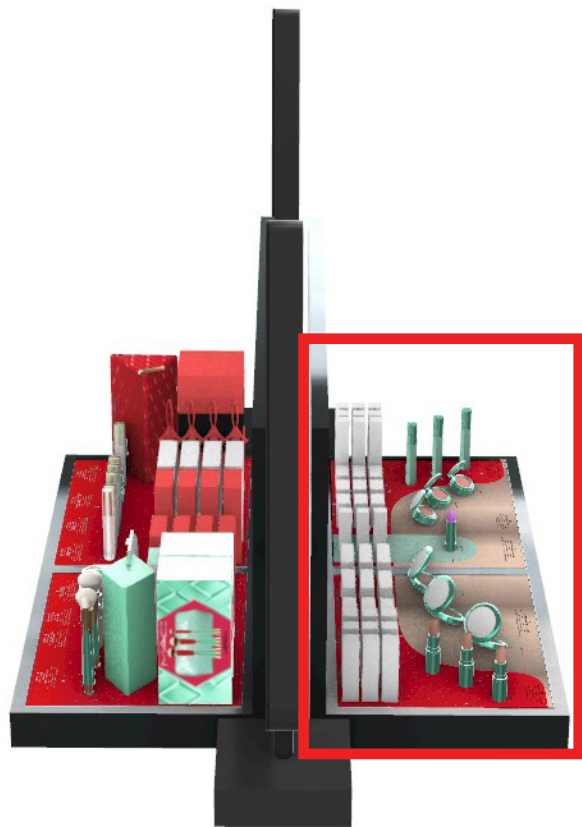
Graphic templates x2
Please merchandise with Holiday Kits

NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the new NEW PRODUCT LAUNCH (NPL) for MAC NA.

LIVE ON

Holiday Colour Collection 10/02/25



Holiday Colour Collection



NEW PRODUCT LAUNCH - NPL DISPLAYER

Please add the Holiday Colour Collection templates and graphics.
Please follow these steps below.

LIVE ON

Holiday Colour Collection 10/02/25



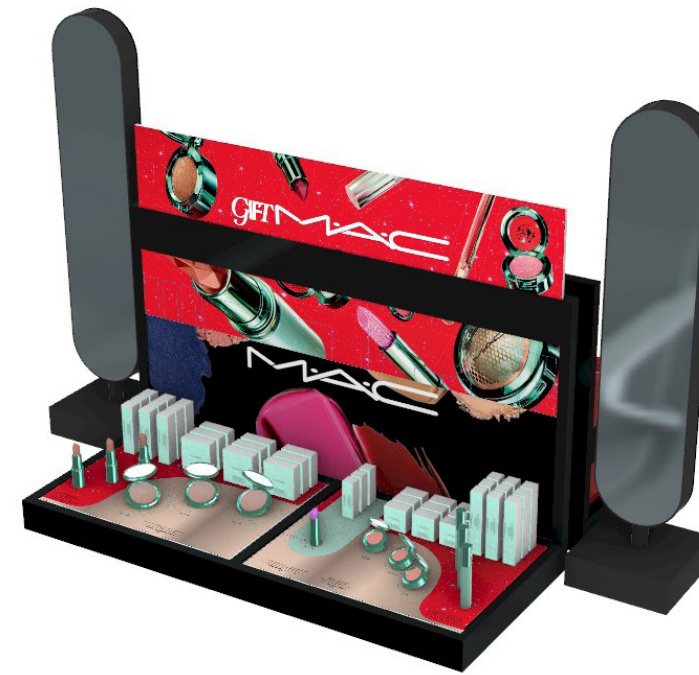
STEP 1

Open the top lid, please follow instruction sheets for extra details.



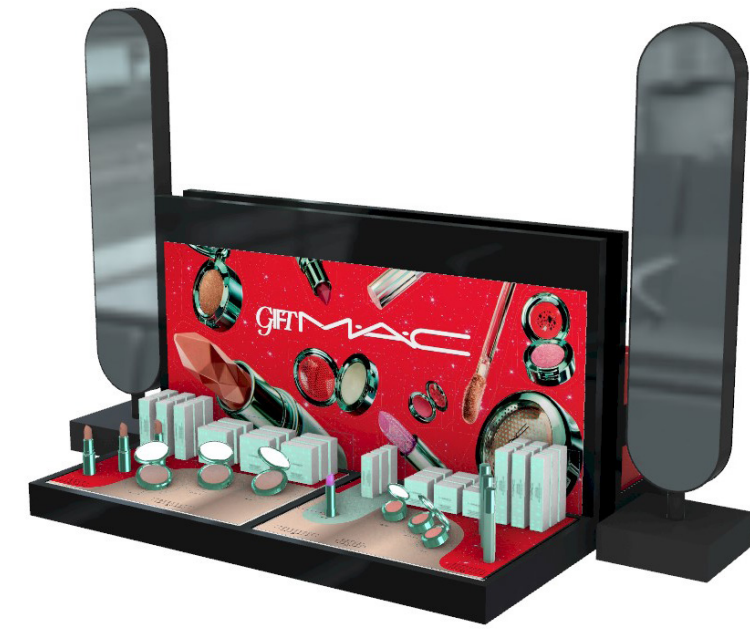
STEP 2

Remove the Lipglazer + Lipglass Air riser in order to replaced it,
(Please do not discard the evergreen)
+
Discard the Lipglazer + Lipglass Air templates.



STEP 3

Slide in new Holiday Colour Collection riser
in front of the evergreen graphic.
(Please do not discard it)
+
Place Holiday Colour Collection templates.



STEP 4

Close the top lid and merchandise with Holiday Colour Collection.

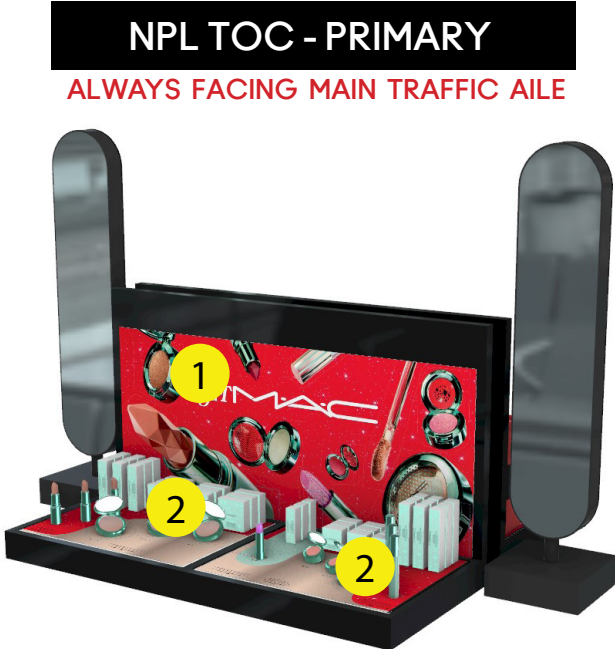
NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Holiday Colour Collection launch

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

Product list (Left to right)

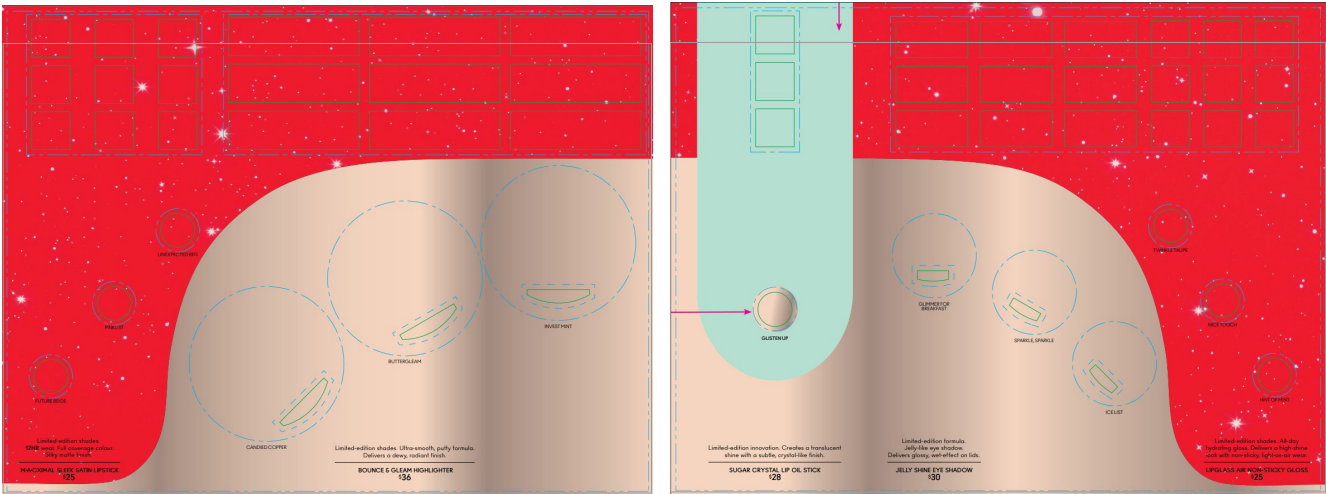
- MACximal Satin Lipstick: Future Beige
- MACximal Satin Lipstick: Pinklist
- MACximal Satin Lipstick: Unexpected Red
- Putty Highlighter: Candied Copper
- Putty Highlighter: Buttergleam
- Putty Highlighter: Investmint
- Gem Oil Stick: Glisten Up
- Twinkle Eyeshadow: Glimmer For Breakfast
- Twinkle Eyeshadow: Sparkle, Sparkle
- Twinkle Eyeshadow: Ice List
- Lipglass Air: Twinkle Taupe
- Lipglass Air: Nice Touch
- Lipglass Air: Hint Of Mint



1 Back Riser



2 Bases



Graphic templates x2
Please merchandise with Holiday Colour Collection kit

TABLE WRAP

LIVE ON

Holiday
10/02/2025

WHERE TO PLACE IN STORE

Select Macy's will receive vinyls for one table.
These vinyls will be professionally installed.

Please make sure to place
NPL Displayer on top of the wrapped table.



HOLIDAY RETAIL TOWER

LIVE ON

Holiday Retail Tower
10/02/2025

Please follow product positioning for the
Holiday Retail Tower launch

Product list (Left to right)

Shelf 1

- Gloss Enthusiast Lipglass Air Trio
- Double Dazzle Eye Shadow Stick Duo
- Anything's Glossible Lip Combo Kit
- Stay Put Fix+ Duo

Shelf 2

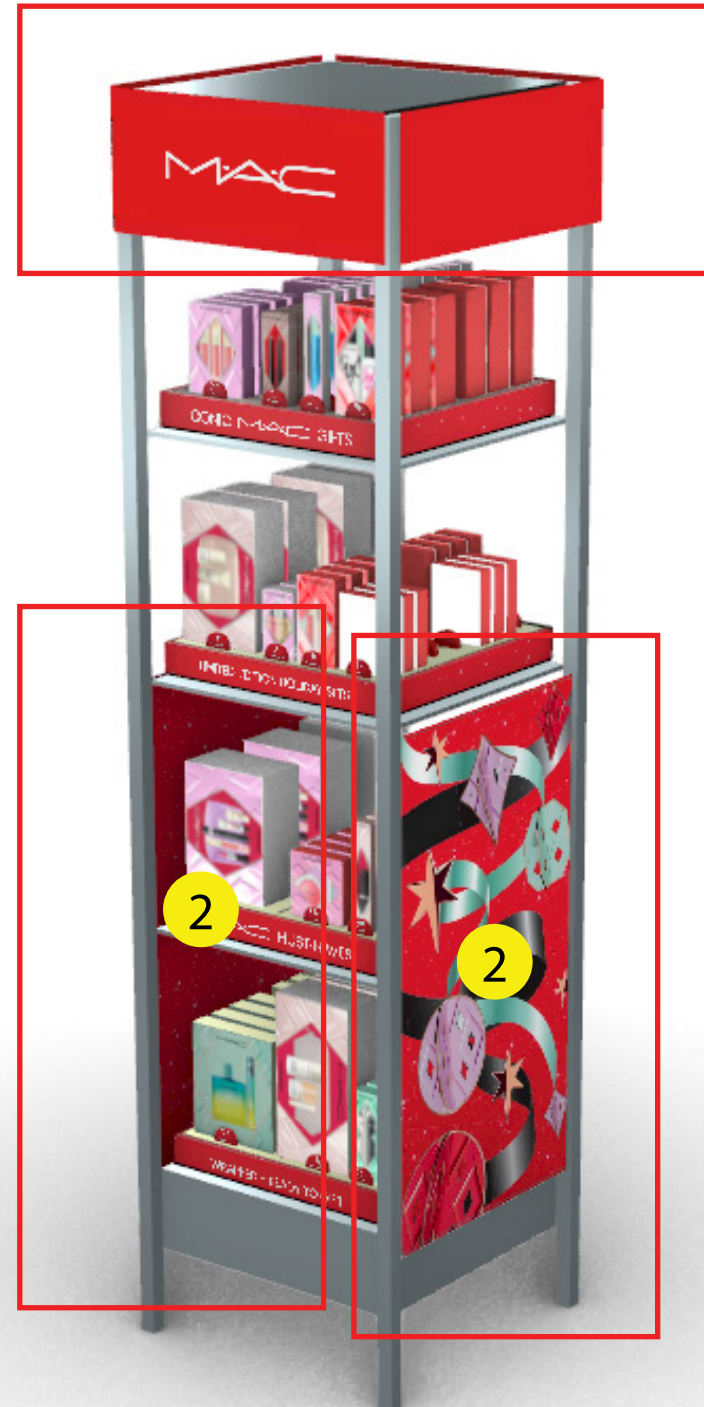
- Hyper Real Imagination Mini Skincare Kit
- Surreal Shine Mini Highlighter Duo
- Blowing Air Kisses Glossy Lip Duo
- Squirt Alert Lip Duo

Shelf 3

- Surreal Deal Kit
- No Work All Glow Play Kit: Pink
- Topsy-Teddy Lip Kit

Shelf 4

- Twistedly Turquatic Fragrance Duo
- Hyper Real Radiant Face + Eye Kit
- Stacked To The Max MACStack Lash Duo



1 Header

2 Sides



OUTSIDE



INSIDE



HOLIDAY RETAIL TOWER

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store



2 Front/
Back

3 Dividers

ICONIC MAC GIFTS

GLOSS ENTHUSIAST LIPGLASS AIR TRIO	DOUBLE DAZZLE EYE SHADOW STICK DUO	ANYTHING'S GLOSSIBLE LIP COMBO KIT	STAY PUT FIX+ DUO
\$49 (78 VALUE) 37% SAVINGS	\$34 (56 VALUE) 39% SAVINGS	\$35 (51 VALUE) 31% SAVINGS	\$41 (52 VALUE) 21% SAVINGS

2 Front/
Back

3 Dividers

LIMITED-EDITION HOLIDAY SETS

HYPER REAL IMAGINATION MINI SKINCARE KIT	SURREAL SHINE MINI HIGHLIGHTER DUO	BLOWING AIR KISSES GLOSSY LIP DUO	SQUIRT ALERT LIP DUO
\$55 (90 VALUE) 39% SAVINGS	\$49 (68 VALUE) 28% SAVINGS	\$35 (54 VALUE) 35% SAVINGS	\$35 (52 VALUE) 33% SAVINGS

2 Front/
Back

3 Dividers

MAC MUST-HAVES

SURREAL DEAL KIT	NO WORK ALL/GLOW PLAY KIT	TOPSY-TEDDY LIP KIT
\$69 (98 VALUE) 30% SAVINGS	\$42 (60 VALUE) 30% SAVINGS	\$30 (50 VALUE) 40% SAVINGS

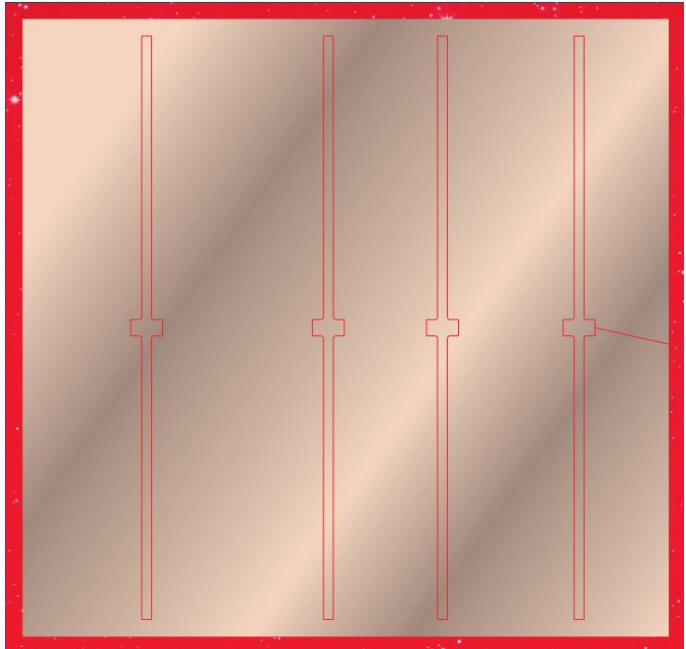
2 Front/
Back

3 Dividers

WRAPPED + READY TO GIFT

TWISTEDLY TURQUATIC FRAGRANCE DUO	HYPER REAL™ RADIANT FACE + EYE KIT	STACKED TO THE MAX M·A·CSTACK LASH DUO
\$79 (113 VALUE) 30% SAVINGS	\$80 (125 VALUE) 36% SAVINGS	\$39 (58 VALUE) 33% SAVINGS

1 Base



HOLIDAY MACY'S HSQ TOWER

LIVE ON

Holiday Macy's HSQ Tower
10/02/2025

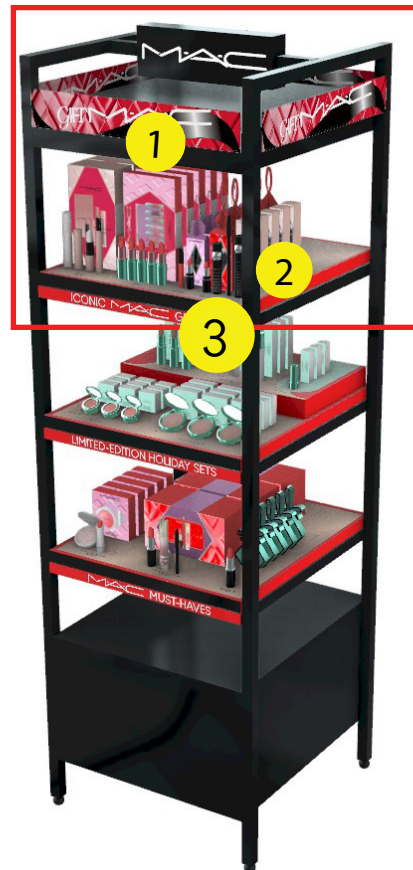


HOLIDAY MACY'S HSQ TOWER

Please follow product positioning for the Holiday Macy's HSQ Tower launch

Product list (Left to right)

- Totally Teddy Lip Kit
- Less Is Bore Lip x 5 Kit
- Mini Lip Duo
- Future Favourites Mini Lip And Eye Kit
- Forseeable Future Eye Kit

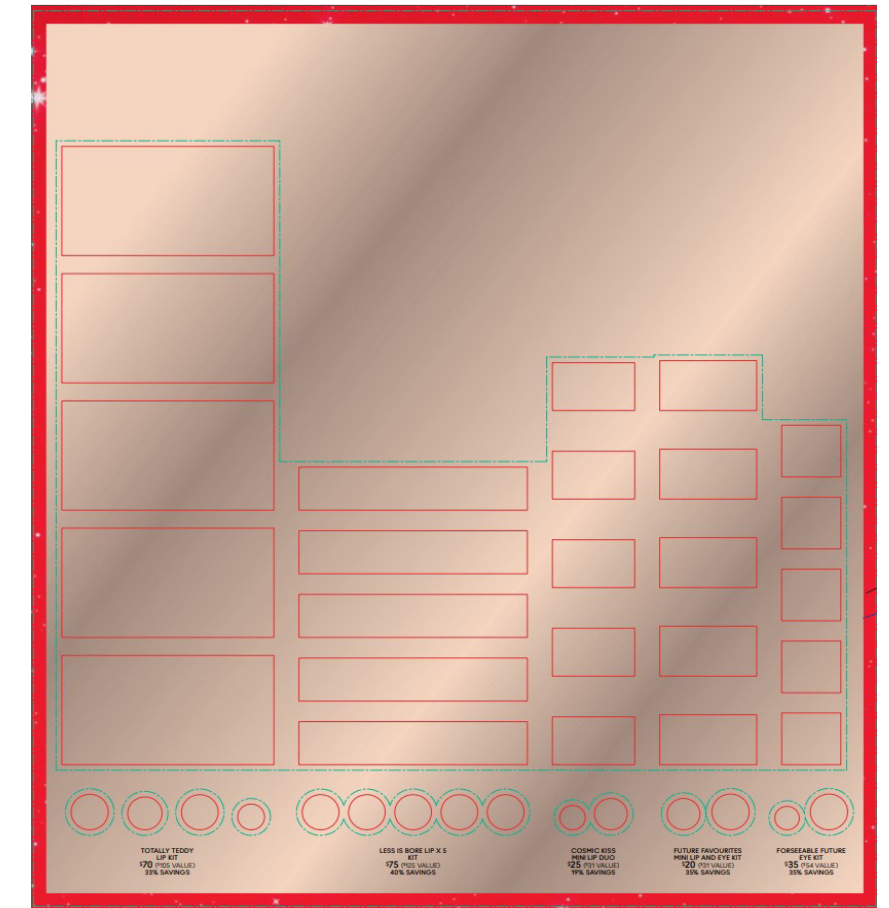


Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

1 Header



2 Base



3 Front



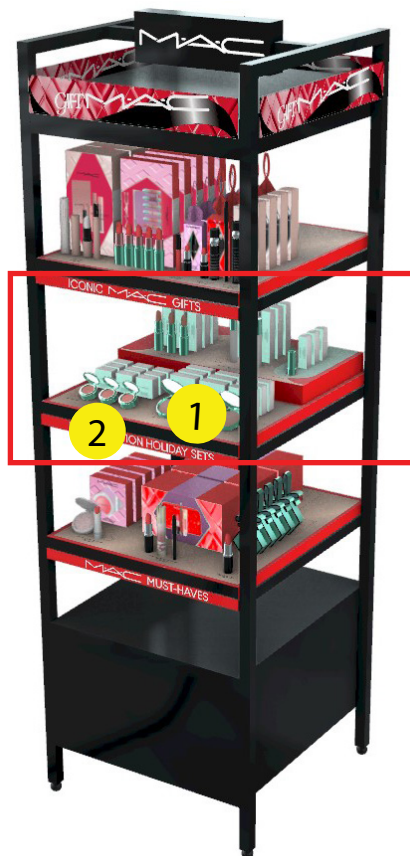
HOLIDAY MACY'S HSQ TOWER

Please follow product positioning for the Holiday Macy's HSQ Tower launch

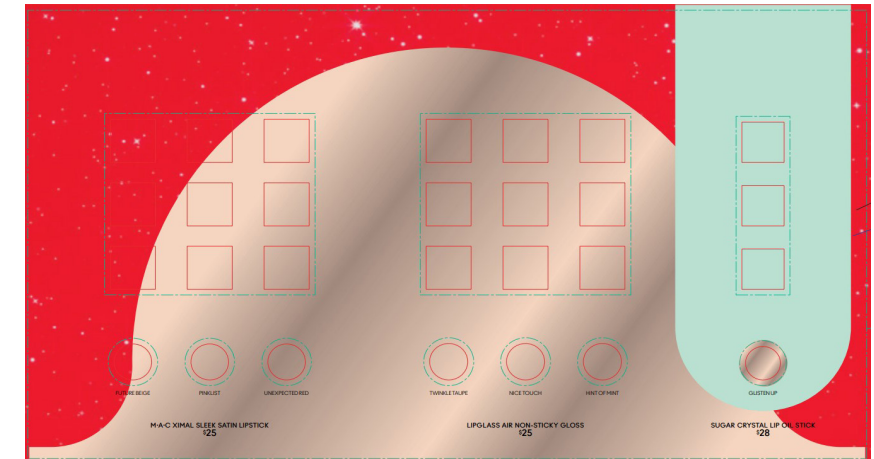
Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

Product list (Left to right)

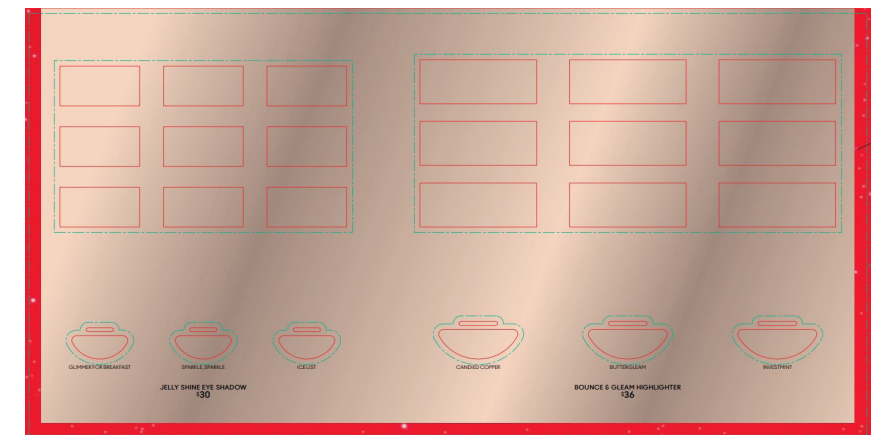
- MACximal Satin Lipstick x3
- Lipglass Air x3
- Gem Oil Stick
- Twinkle Eyeshadow x3
- Putty Highlighter x3



2 Base



3 Front



LIMITED-EDITION HOLIDAY SETS

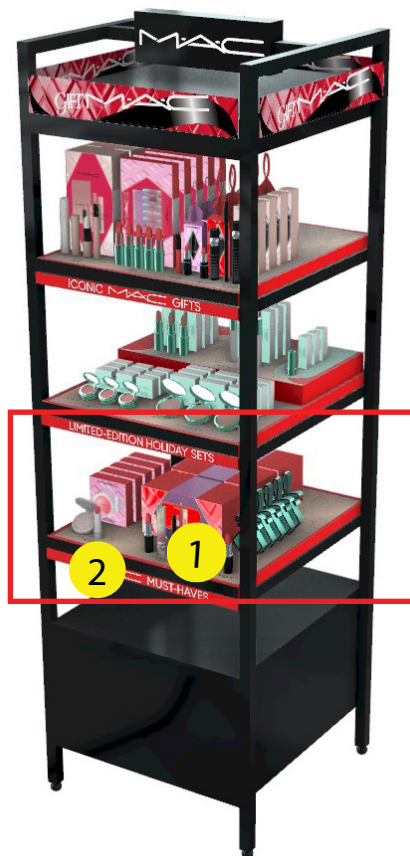
HOLIDAY MACY'S HSQ TOWER

Please follow product positioning for the Holiday Macy's HSQ Tower launch

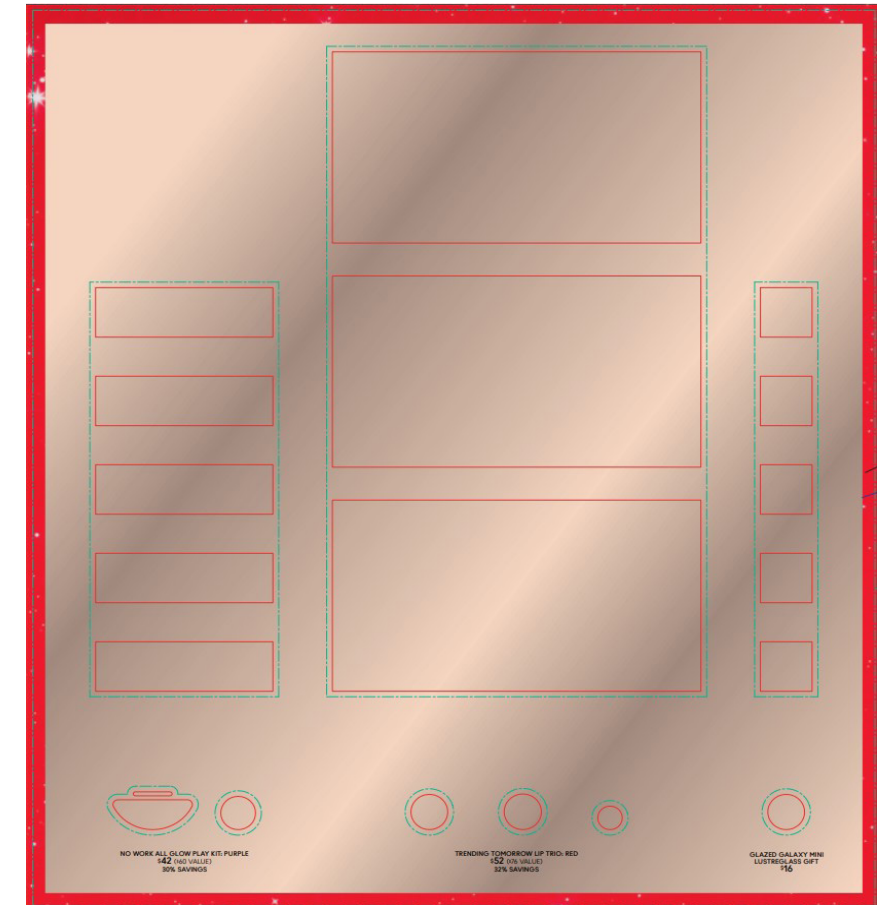
Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

Product list (Left to right)

- No Work All Glow Play Kit: Purple
- Trending Tomorrow Lip Trio: Red
- Glazed Galaxy Mini Lustreglass Gift



2 Base



3 Front



COLOUR COLLECTION STAND ALONE

Please follow product positioning for the Colour Collection Stand Alone

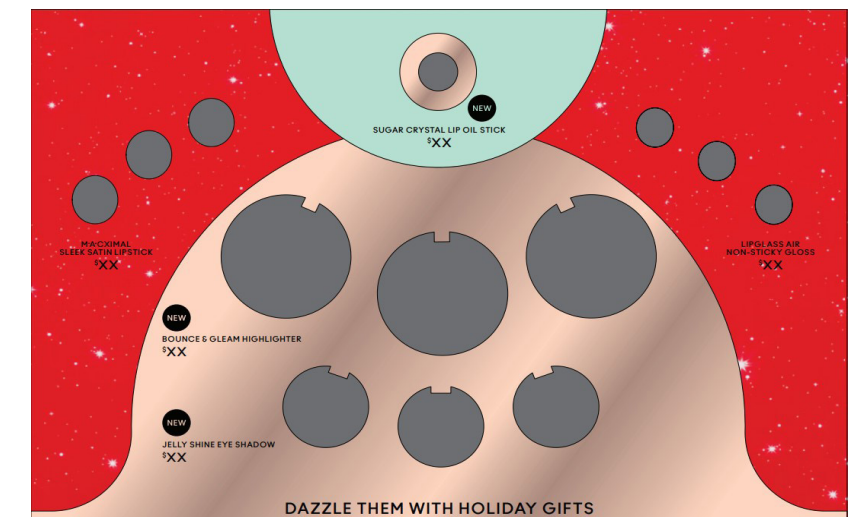
LIVE ON

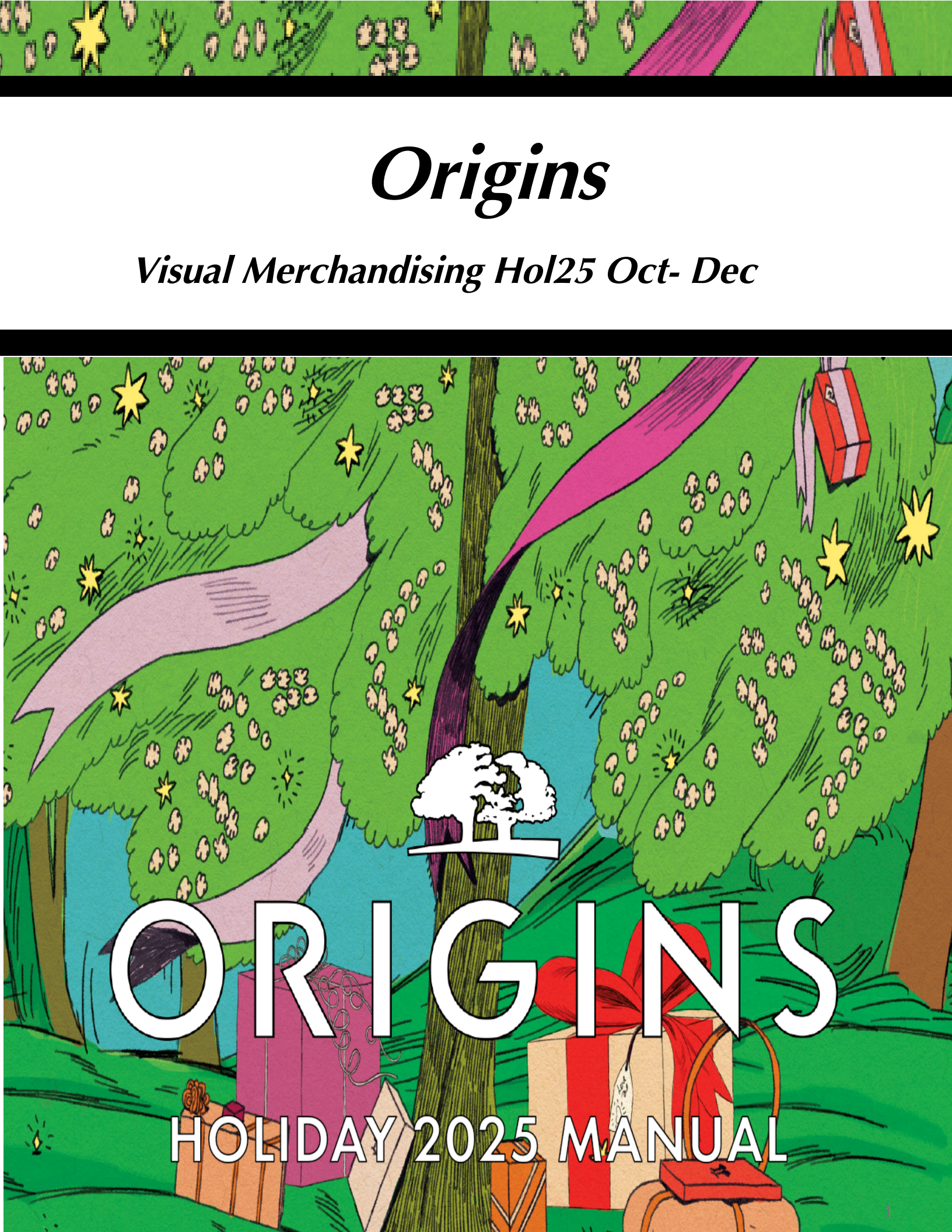
Colour Collection Stand Alone
10/02/2025

(For doors with only one NPL Displayer)

Product list (Left to right)

- MACximal Satin Lipstick: Future Beige
- MACximal Satin Lipstick: Pinklist
- MACximal Satin Lipstick: Unexpected Red
- Gem Oil Stick: Glisten Up
- Putty Highlighter: Candied Copper
- Putty Highlighter: Buttergleam
- Putty Highlighter: Investmint
- Twinkle Eyeshadow: Glimmer For Breakfast
- Twinkle Eyeshadow: Sparkle, Sparkle
- Twinkle Eyeshadow: Ice List
- Lipglass Air: Twinkle Taupe
- Lipglass Air: Nice Touch
- Lipglass Air: Hint Of Mint





Origins

Visual Merchandising Hol25 Oct- Dec

ORIGINS

HOLIDAY 2025 MANUAL

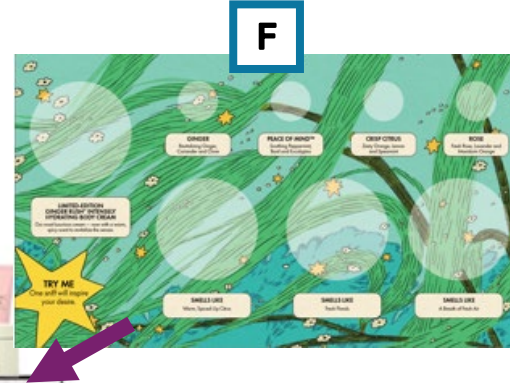
BELK SCHEMATICS – PRIMARY TABLES BASED ON STORE TYPE



PRIMARY TABLES (SHAKER, DISCOVER, DAVID MANN, CASELINE):

- (A) COLLATERAL PPK (172043-0) 1 Large Frame – PFV (2 of the same graphic per PPK)
- (E) LOLLIPOP SIGN PPK (175169-0) \$35 & Under, \$50 & Under, & \$140 & Under
- (G) VITRINE PPK (LAVENDAR HUG 174083-0) – this should be merchandised near the Lavendar Hug as it shows the product and price.
- Sets in the back should be merchandised on top of like sets laying down to give them height.
- Sets should be merchandised with 2 facings – one side showing the product w/price and the other showing the design
- \$140 & Under Lollipop: Plantscription™ Youth-Boosting Essentials and Ginger Body-Indulging Essentials
- \$50 & Under Lollipop: Lavender Hug, GinZing™ Glowing Essentials, Souffle Trio Nourishing Body Creams
- \$35 & Under Lollipop: Glowing Essentials – Our Favorites to Cleanse, Hydrate, & Brighten, Ginger Aromatic Hand Wash & Lotion Trio, and Multi-Maskers Four Mini Masking Essentials

BELK SCHEMATICS – PROMO TOWER / SECONDARY



PROMO TOWERS OR SECONDARY TABLES IF NO TOWERS:

- (F) PROMO TOWER (174101-0) 1 Medium Frame (Body Care) and 1 Tower Mat Sign (Try Me)
 - ❑ Tray should sit on top of the promo tower or table if it fits
- Products going from Left to Right Try Me)
 - ❑ Back Row: Ginger Rush™ Hydrating Body Cream, and Moisturizing Hand Creams in Ginger, Peace of Mind™, Crisp Citrus, and Light Rose
 - ❑ Front Row: Ginger Souffle™, Plantfusion™ Souffle, and Precipitation™ Extra
- Saleable Products on the shelves or on the table.
 - ❑ Top Row: Ginger Rush™ Hydrating Body Cream, Ginger Souffle™, Plantfusion™ Souffle, and Precipitation™ Extra
 - ❑ Bottom Row: Mini Hand Cream Set. Can utilize Souffle Trio Nourishing Body Creams (not pictured) if you have the stock.

BELK SCHEMATICS – BAY VITRINES



HOIDAY VITRINES:

- OLDER STYLE STORES (174083-0) and NEWER STYLE STORES (EXCEPT OG DOORS) (174085-0)
 - ☐ Lavender Hug
 - ☐ Ginger Rush™ Hydrating Body Cream
- Lavender Hug should be placed on the table next to the saleable product. If the vitrine doesn't fit, please place it near the Hug in your gifting bay
- Ginger Rush™ vitrine should be placed near the saleable cream in the Body Bay with the Ginger Products.
 - ☐ If limited room, replace your current vitrine for the season only and have the saleable next to it.
 - ☐ If extra room, can add where available in the bay
 - ☐ If you have room on your primary table, you can also place the vitrine and product there.

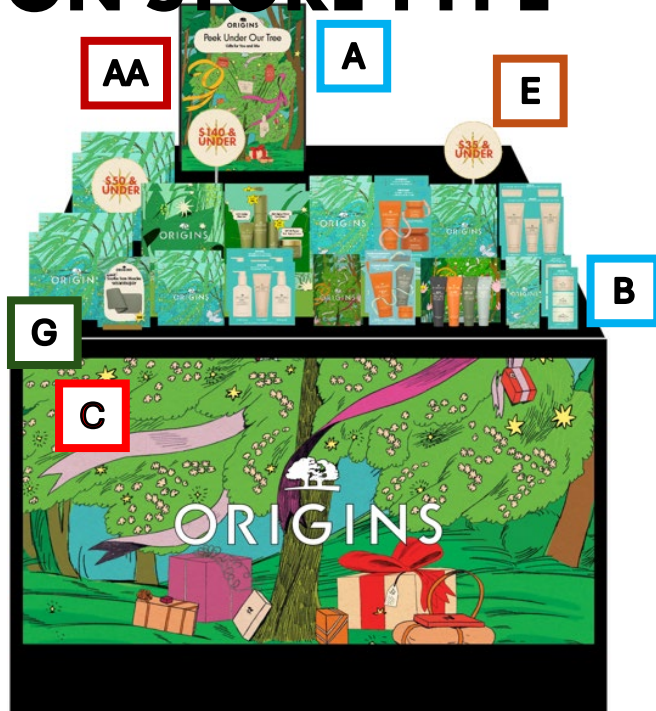
DILLARD'S SCHEMATICS – PRIMARY TABLES BASED ON STORE TYPE



PRIMARY TABLES (SHAKER, DISCOVER, DAVID MANN, CASELINE):

- (A) COLLATERAL PPK (172043-0) 1 Large Frame – PFV (2 of the same graphic per PPK)
- (E) LOLLIPOP SIGN PPK (175169-0) \$35 & Under, \$50 & Under, & \$140 & Under
- (G) VITRINE PPK (LAVENDAR HUG 174083-0) – this should be merchandised near the Lavendar Hug as it shows the product and price.
- Sets in the back should be merchandised on top of like sets laying down to give them height.
- Sets should be merchandised with 2 facings – one side showing the product w/price and the other showing the design
- \$140 & Under Lollipop: Plantscription™ Youth-Boosting Essentials and Ginger Body-Indulging Essentials
- \$50 & Under Lollipop: Lavender Hug, GinZing™ Glowing Essentials, Souffle Trio Nourishing Body Creams
- \$35 & Under Lollipop: Glowing Essentials – Our Favorites to Cleanse, Hydrate, & Brighten, Ginger Aromatic Hand Wash & Lotion Trio, and Multi-Maskers Four Mini Masking Essentials

DILLARD'S SCHEMATICS – PRIMARY TABLES BASED ON STORE TYPE



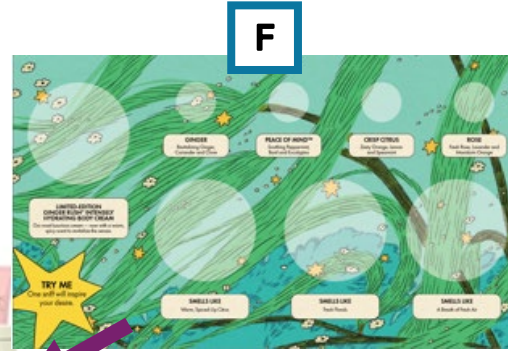
OG DOORS:

Not all sets will fit on the waterfall. Only utilize ones that will fit and showcase the rest underneath as well as in your gifting bay area.

PRIMARY (ORIGINS OF ORIGINS PLAY TABLES, OG WATERFALL UNITS, OG LAUNCH TABLES (NOT PICTURED):

- (A & B) NEW STORE TRAY PPK (174091-0) 1 PFV Double-sided and Green Product Panel
- (C) NEW STORE TRAY LAUNCH LIGHTBOX (174095-0) 1 Launch Lightbox
- (AA) PFV LIGHTBOX (174093-0) 1 PFV Lightbox
- (E) LOLLIPOP SIGN PPK (175169-0) \$35 & Under, \$50 & Under, & \$140 & Under
- (G) VITRINE PPK (LAVENDAR HUG 174083-0) – this should be merchandised near the Hug as it shows product and price (*Origins of Origins only*)
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- \$35 & Under Lollipop: Glowing Essentials – Our Favorites to Cleanse, Hydrate, & Brighten, Ginger Aromatic Hand Wash & Lotion Trio, and Multi-Maskers Four Mini Masking Essentials

DILLARD'S SCHEMATICS – PROMO TOWER /



PROMO TOWERS OR SECONDARY TABLES IF NO TOWERS:

- (F) PROMO TOWER (174101-0) 1 Medium Frame (Body Care) and 1 Tower Mat Sign (Try Me)
 - ❑ Tray should sit on top of the promo tower or table if it fits
- Products going from Left to Right Try Me)
 - ❑ Back Row: Ginger Rush™ Hydrating Body Cream, and Moisturizing Hand Creams in Ginger, Peace of Mind™, Crisp Citrus, and Light Rose
 - ❑ Front Row: Ginger Souffle™, Plantfusion™ Souffle, and Precipitation™ Extra
- Saleable Products on the shelves or on the table.
 - ❑ Top Row: Ginger Rush™ Hydrating Body Cream, Ginger Souffle™, Plantfusion™ Souffle, and Precipitation™ Extra
 - ❑ Bottom Row: Mini Hand Cream Set. Can utilize Souffle Trio Nourishing Body Creams (not pictured) if you have the stock.

DILLARD'S SCHEMATICS – GLORIFIER / CASHWRAP SIGN



GLORIFIER UNIT PACK – SELECT DOORS

- (G) (174107-0) 1 Glorifier Unit
- This sign will replace the Mega-Mushroom Overnight Cream. It highlights creating a custom gift set. You should place 2-3 items on the glorifier to showcase what a customer can create for a set. Shown above as an example is Ginger Exfoliating Body Wash and Ginger Souffle™

EVERGREEN BRANDED EASEL BACK SIGN – SELECT DOORS

- (J) (174109-0) 1 Easel Back Sign. **THIS IS NOT A HOLIDAY SIGN AND WILL STAY UP UNTIL OTHERWISE NOTED!**
- This sign should go on your cashwrap or in a visible area. During upcoming launches, if you have room on your primary table, you can move the sign there as well.

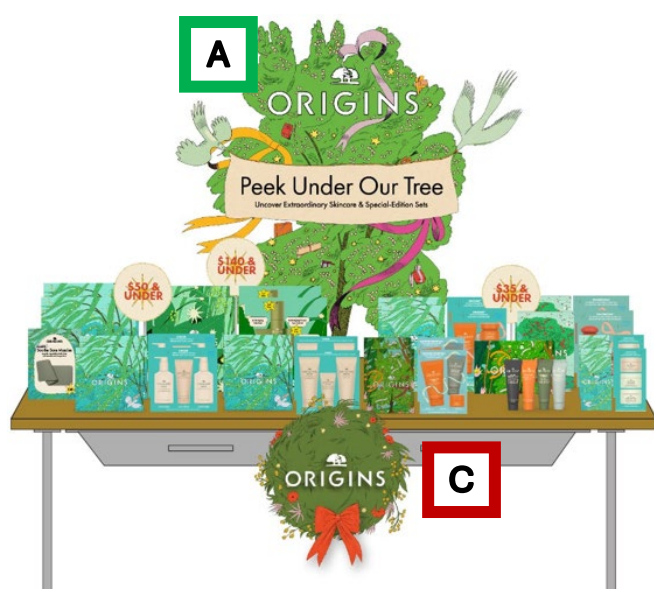
DILLARD'S SCHEMATICS – BAY VITRINES



HOIDAY VITRINES:

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- Ginger Rush™ vitrine should be placed near the saleable cream in the Body Bay with the Ginger Products.
 - ☐ If limited room, replace your current vitrine for the season only and have the saleable next to it.
 - ☐ If extra room, can add where available in the bay
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DILLARD'S SCHEMATICS – EXTRA SELECT DOORS



EXTRA COLLATERAL FOR TOP DOORS:

- (A) "Peek Under Our Tree" Large Tree Visual (175171-0)
- (B) "Peek Under Our Tree" Small Tree Visual (175173-0)
- (C) Branded Wreath X 2 (175175-0)

(A) "Peek Under Our Tree" Large Tree Visual

If you receive, this should go on your primary table. Use this in place of a primary visual. A small number of you will also receive the primary visual large frame. Both should **NOT** go on the table – utilize on another table or visual part of your store

(B) "Peek Under Our Tree" Small Tree Visual

For Origins of Origins doors, please place on your table with launch. For OG doors, this should go on or near one of your waterfalls outside of the launch one.

(C) Branded Wreath X 2

You will receive 2 of these. One should go on your Launch table (but not for Origins of Origins or OG doors). The other should go on your Promo Tower (or table if you do not have a tower).



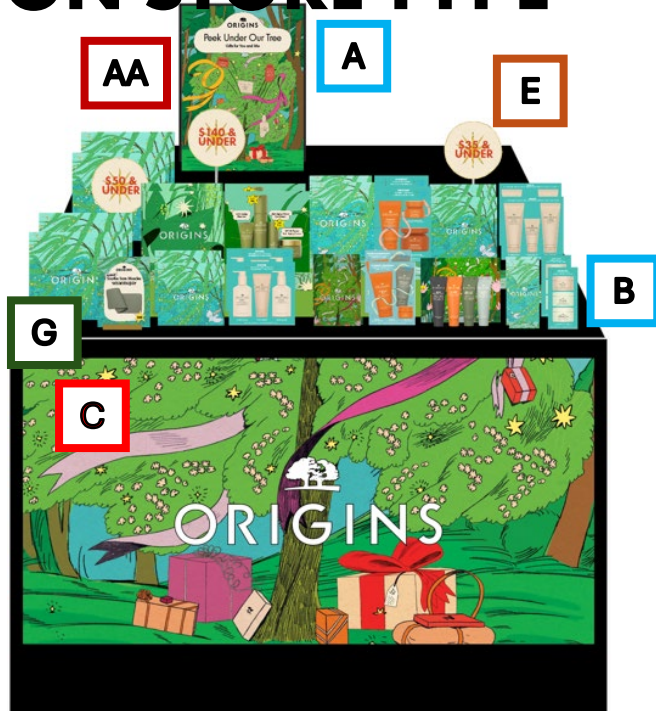
MACY'S SCHEMATICS – PRIMARY TABLES BASED ON STORE TYPE



PRIMARY TABLES (SHAKER, DISCOVER, DAVID MANN, CASELINE):

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- (G) VITRINE PPK (LAVENDAR HUG 174083-0) – this should be merchandised near the Lavendar Hug as it shows the product and price.
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- Sets should be merchandised with 2 facings – one side showing the product w/price and the other showing the design
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- \$50 & Under Lollipop: Lavender Hug, GinZing™ Glowing Essentials, Souffle Trio Nourishing Body Creams
- \$35 & Under Lollipop: Glowing Essentials – Our Favorites to Cleanse, Hydrate, & Brighten, Ginger Aromatic Hand Wash & Lotion Trio, and Multi-Maskers Four Mini Masking Essentials

MACY'S SCHEMATICS – PRIMARY TABLES BASED ON STORE TYPE



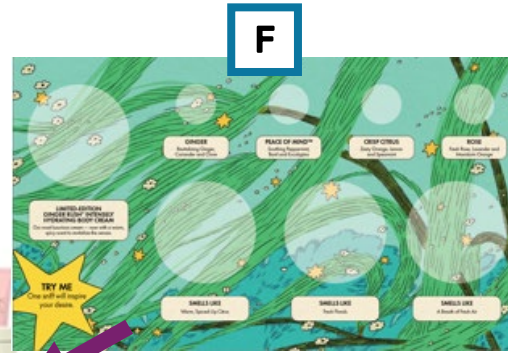
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MACY'S SCHEMATICS – BAY VITRINES



HOIDAY VITRES:

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 - ☐ If you have room on your primary table, you can also place the vitrine and product there.

MACY'S SCHEMATICS – SECONDARY EXPOSUTRE



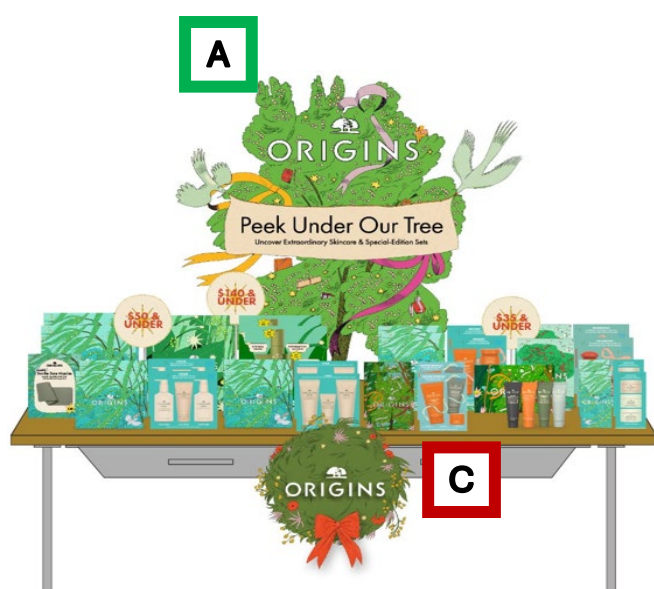
D



PROMO TOWERS OR SECONDARY TABLES IF NO TOWERS:

- (D) MACY'S PROMO EASEL BACK PPK (174105-0) 1 Black Friday 30% off Sign and 1 Cyber Monday 50% off Sign
- During Each promo, you can take down the medium frame and set these up on your Promo Tower. If you have an extra table, you can utilize that instead and leave your tower up with the Body Bar.
- Black Friday 30% off Sign. November 23rd through November 29th
 - ☐ 30% off Total Origins Brand
 - ☐ Place top seller testers and saleable products with the sign. Shown: GinZing™ SPF30, Plantscription™ Multi-Powered Youth Serum, Plantscription™ Anti-Aging Cleanser, and Checks and Balances™ Frothy Face Wash
- Cyber Monday 50% off Sign. December 1st only
 - ☐ 50% off 2 Holiday Sets: Plantscription™ Youth-Boosting Essentials and Ginger Essentials Set

MACY'S SCHEMATICS – EXTRA SELECT DOORS



EXTRA COLLATERAL FOR TOP DOORS:

- (A) "Peek Under Our Tree" Large Tree Visual (175171-0)
- (B) "Peek Under Our Tree" Small Tree Visual (175173-0)
- (C) Branded Wreath X 2 (175175-0)

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(B) "Peek Under Our Tree" Small Tree Visual

For Origins of Origins doors, please place on your table with launch. For OG doors, this should go on or near one of your waterfalls outside of the launch one.

(C) Branded Wreath X 2

You will receive 2 of these. One should go on your Launch table (but not for Origins of Origins or OG doors). The other should go on your Promo Tower (or table if you do not have a tower).



Tom Ford

Visual Merchandising FL25 July-December



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

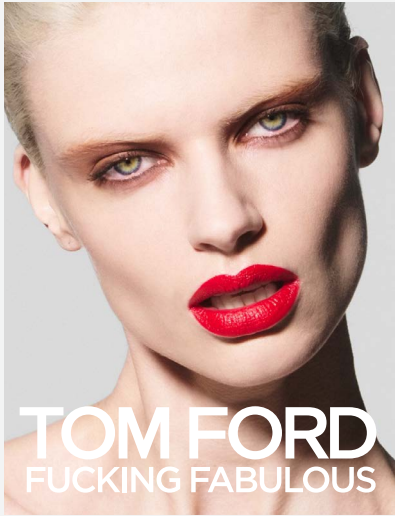
DECEMBER 28TH, 2025

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

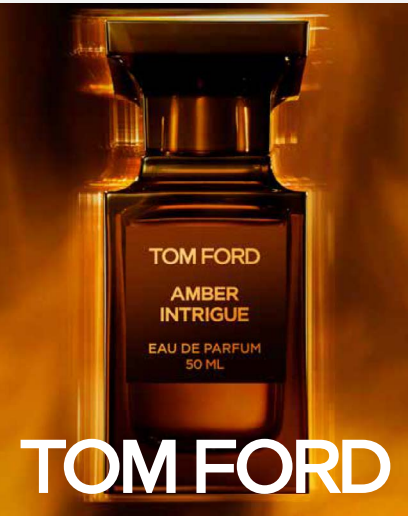
PRIMARY
OMBRE LEATHER HOLIDAY OCD: 10/06



PRIORITY 1 PRODUCT

PRIVATE BLEND

PRIMARY
AMBER INTRIGUE EDP NORDSTROM EXCLUSIVE
OCD: 11/01

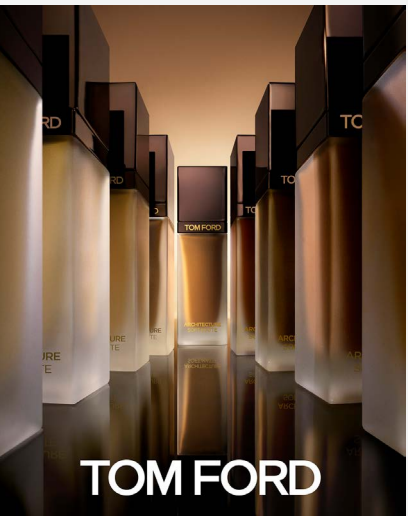


COLOR

SECONDARY
ARCHITECTURE RADIANCE
EXISTING



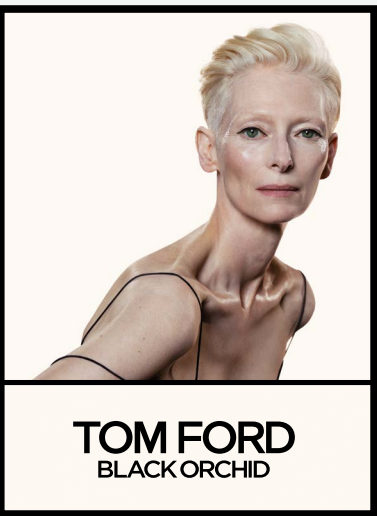
PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

SECONDARY
BLACK ORCHID RESERVE
EXISTING OCD: 08/04



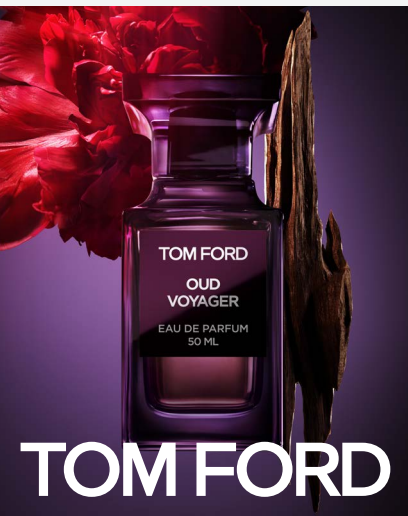
PRIORITY 1 MODEL



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



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

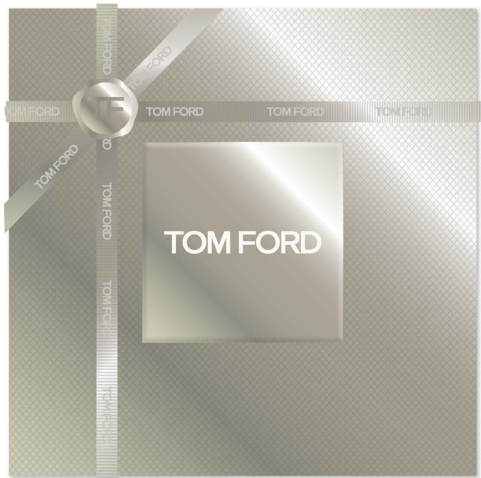


GIFTING GUIDELINES

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

ULTA SHINE LIP COLOR

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

EYE COLOR QUAD

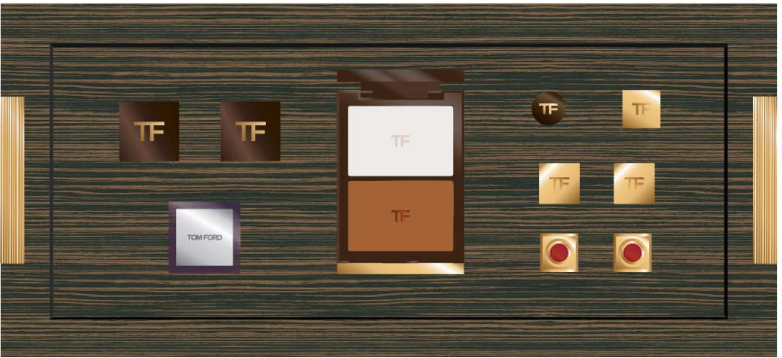
- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



MACASSAR PRESENTATION TRAY
RUNWAY LOOK

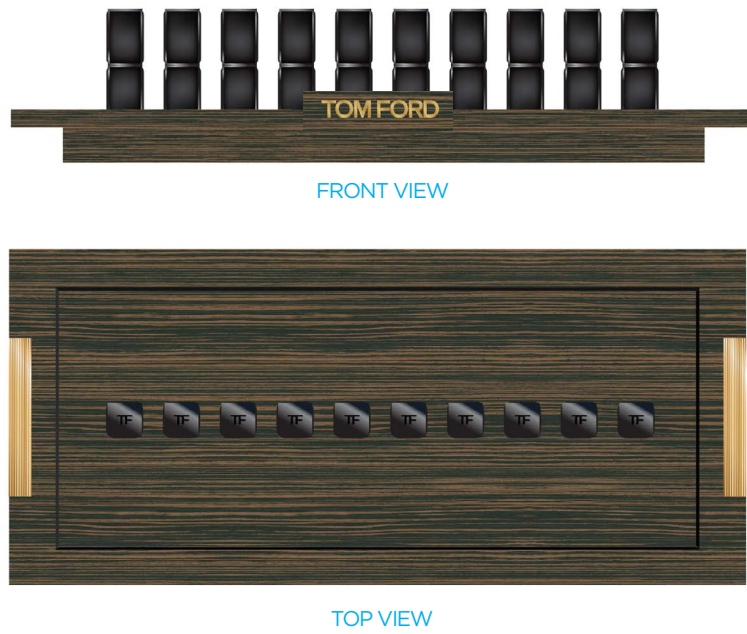
TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM

- 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

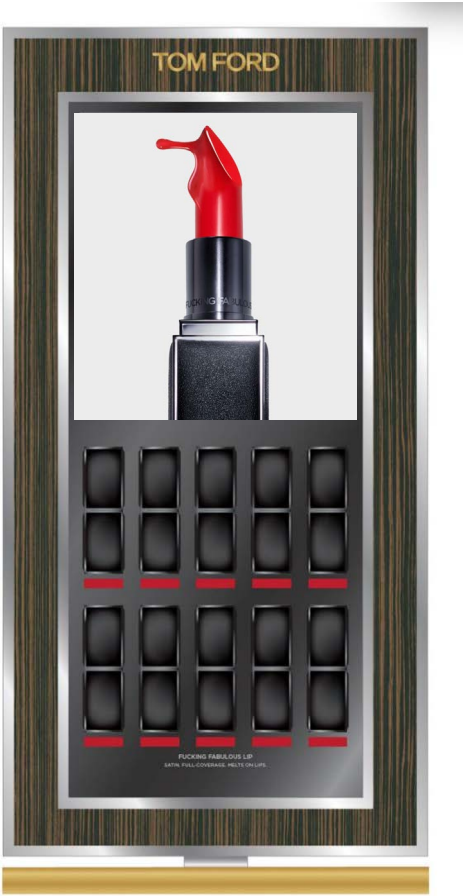
PRESENTATION TRAY
FUCKING FABULOUS LIP



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

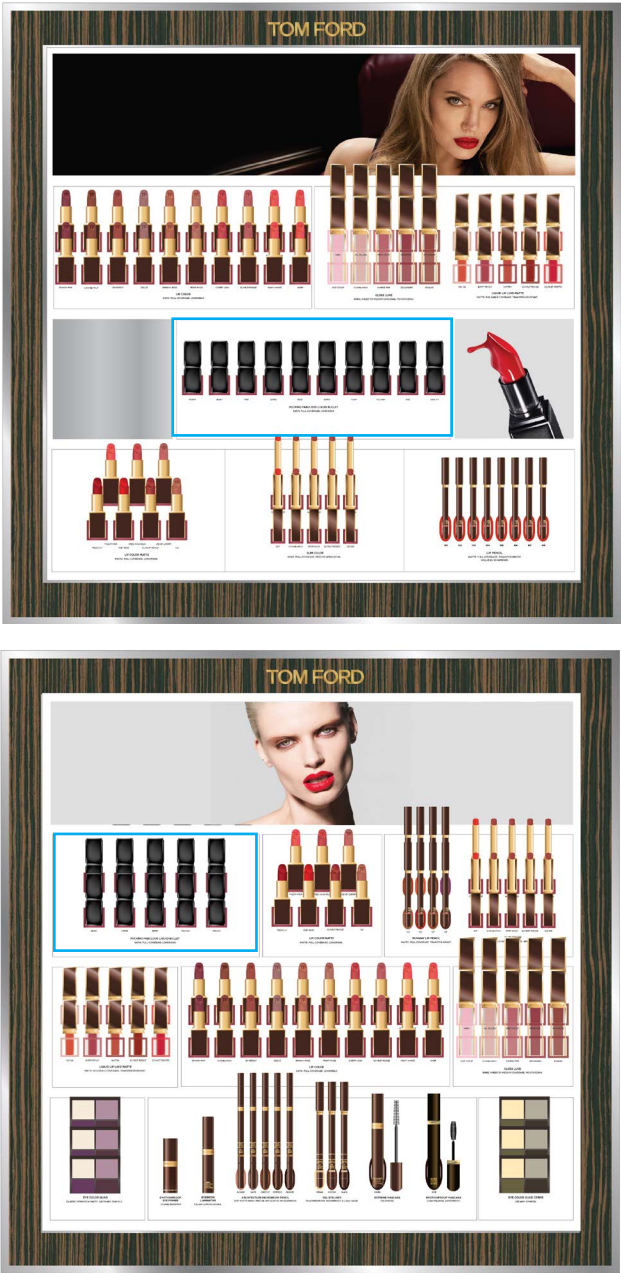
FUCKING FABULOUS LIP

SAF
FUCKING FABULOUS LIP



NEW TILES - SHIIPING DIRECT TO
DOORS IN NOVEMBER

EASEL
LIP ONLY EASEL +
LIP/EYE COMBO EASEL



10 NEW SHADES

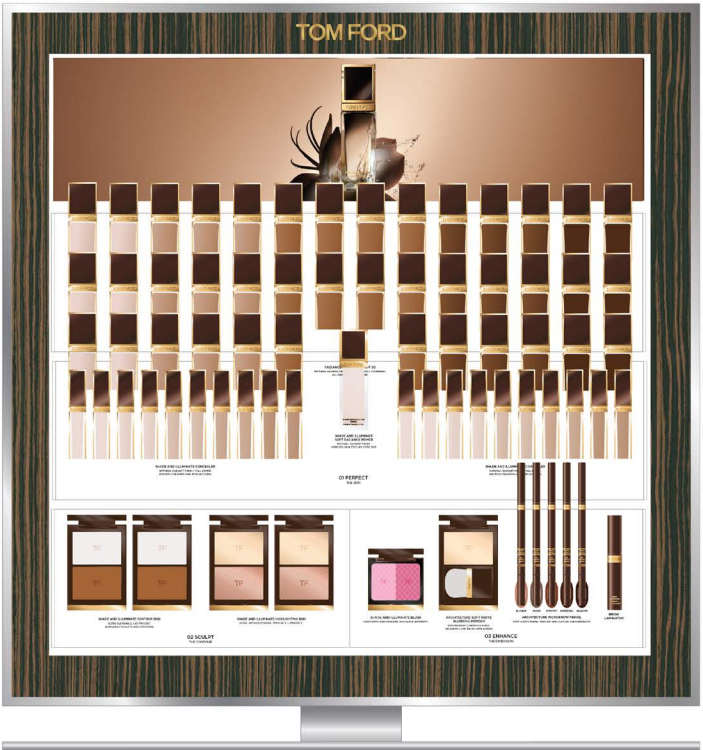
- F1 PEONY
- F2 BLUSH
- F3 PINK
- F4 CERISE
- F5 ROSE
- F6 BERRY
- F7 PLUM
- F8 FUCHSIA

- F9 RED
- F10 MOCHA

ALL EASELS OVERVIEW



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL

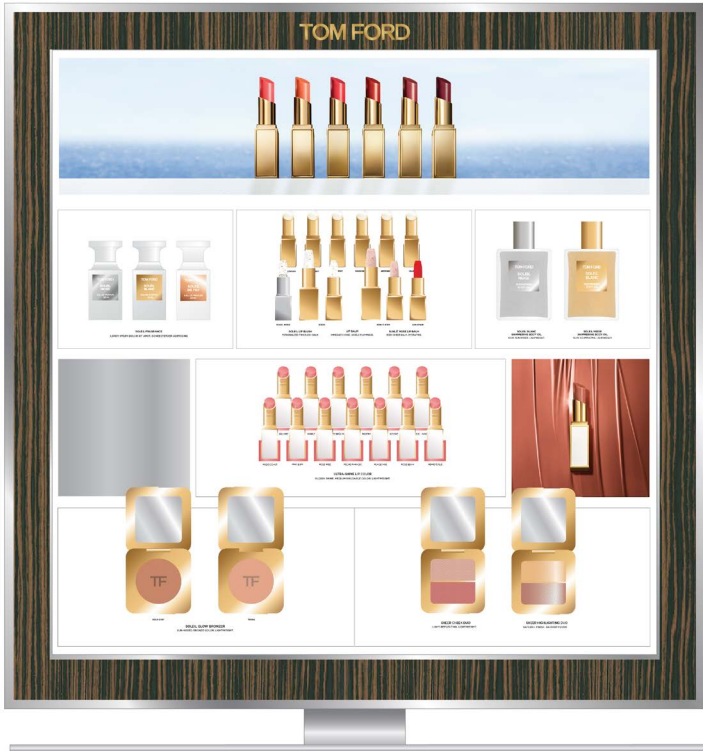


ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL

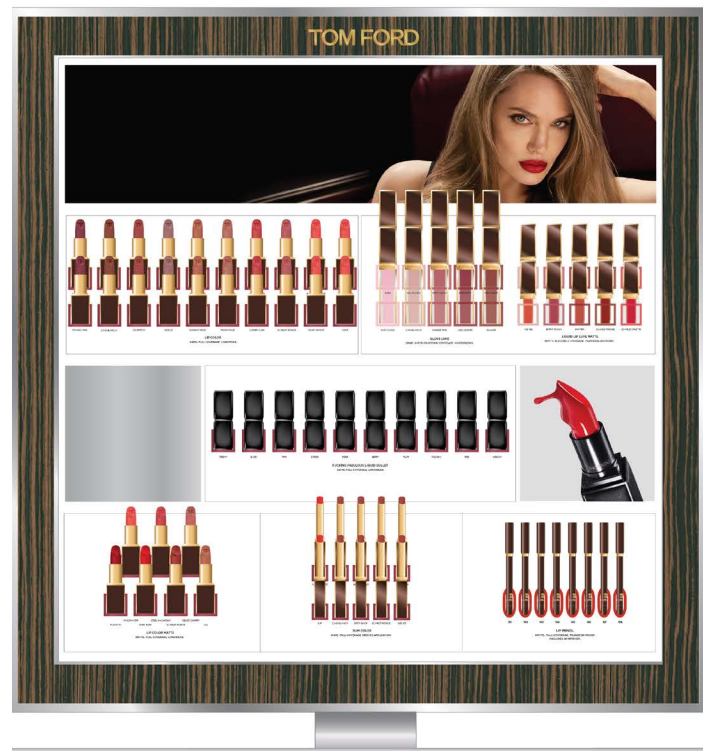


ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING

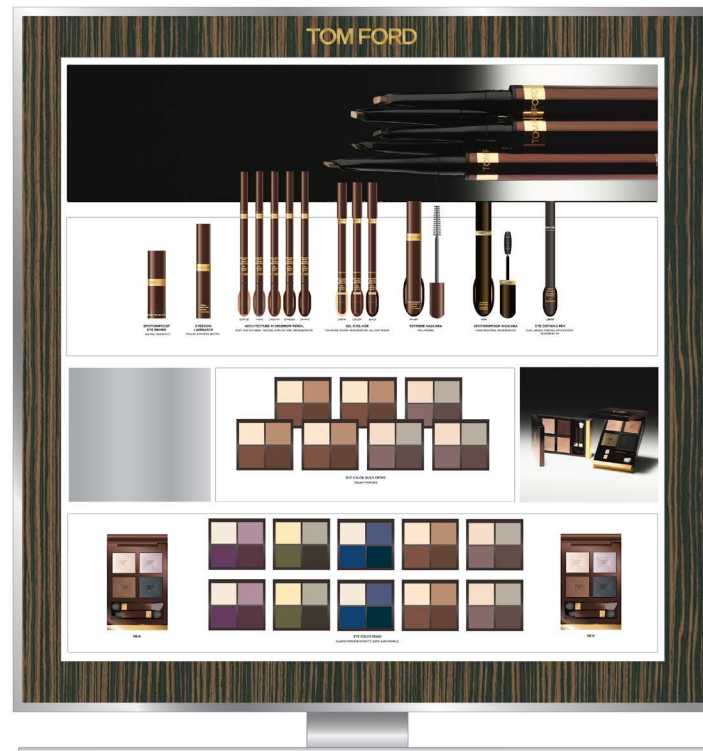
PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF FACE, SOLEIL, LIP AND EYE.



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

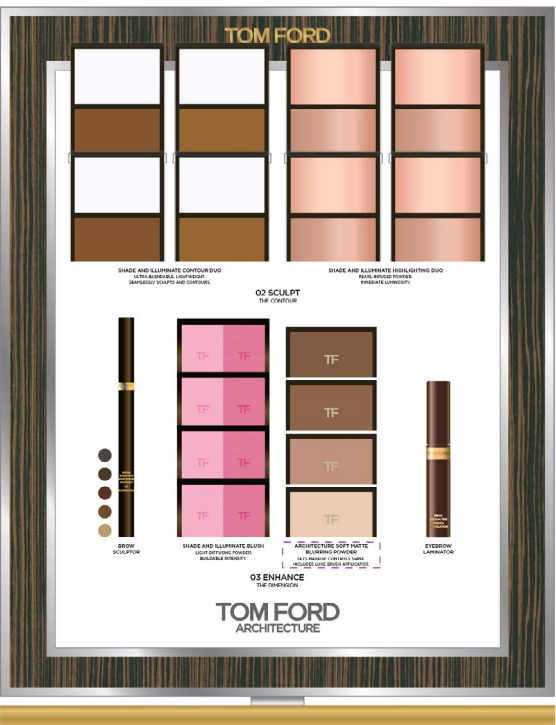
NEW INSERTS SOLEIL + LIP



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

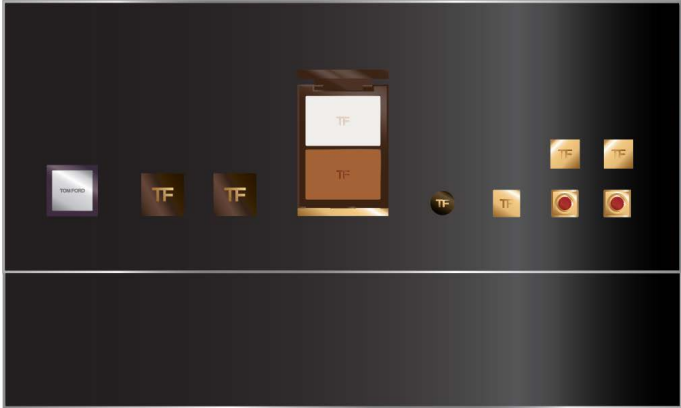
- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

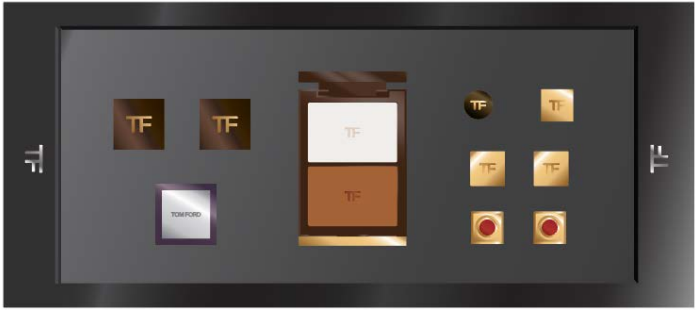
COLOR LAUNCH: RUNWAY LOOK

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

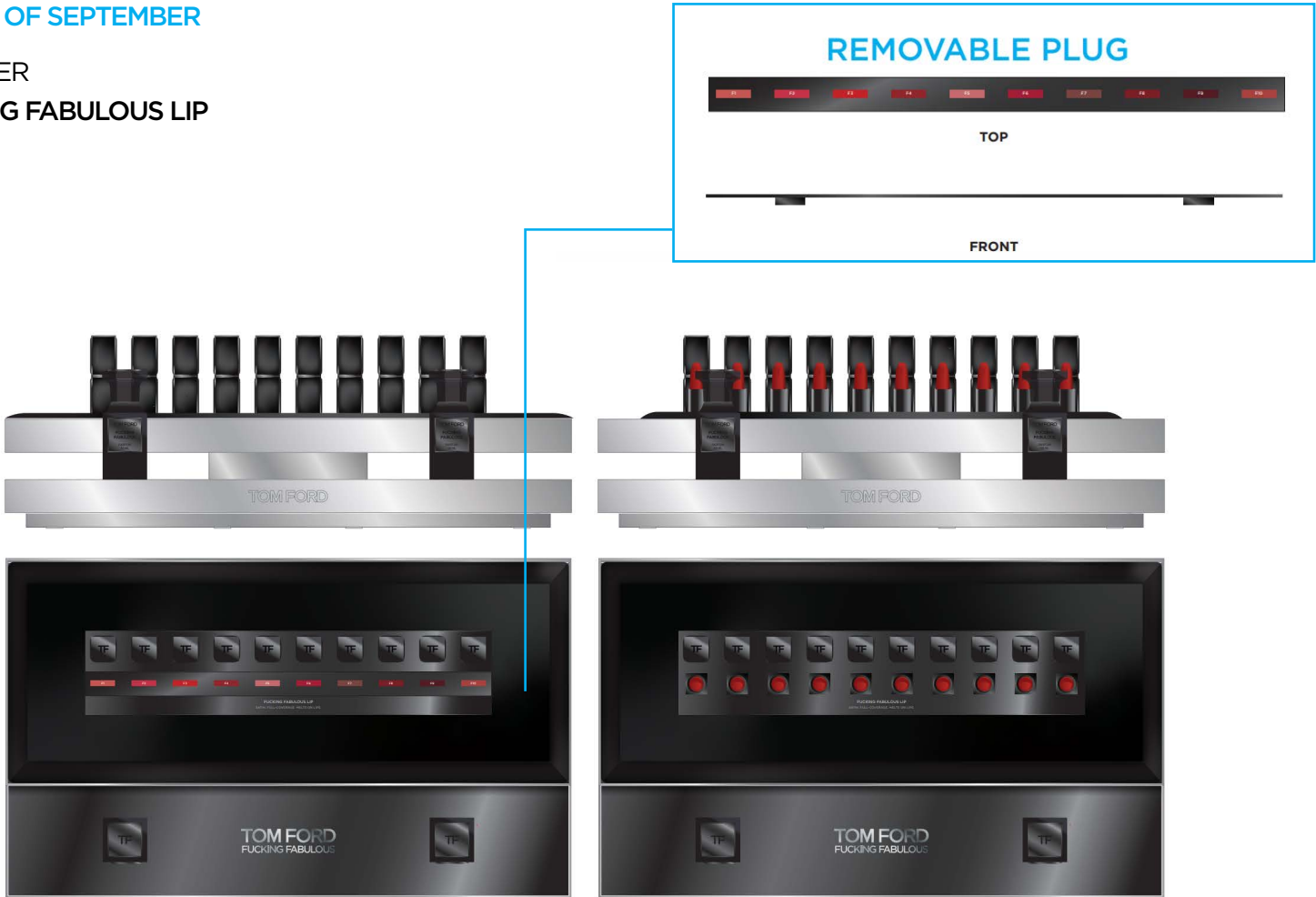
- TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - OUD VOYAGER
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08 VELVET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

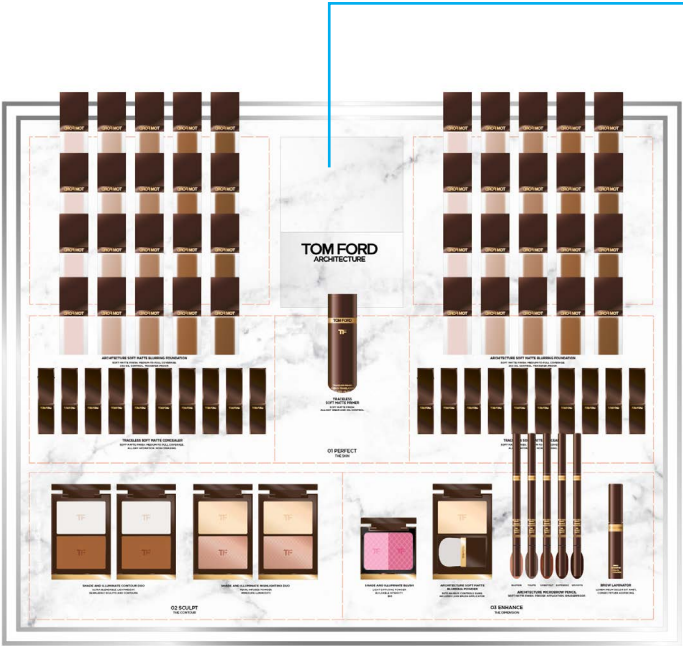


ALL EASELS OVERVIEW **NEW TILING SYSTEM**

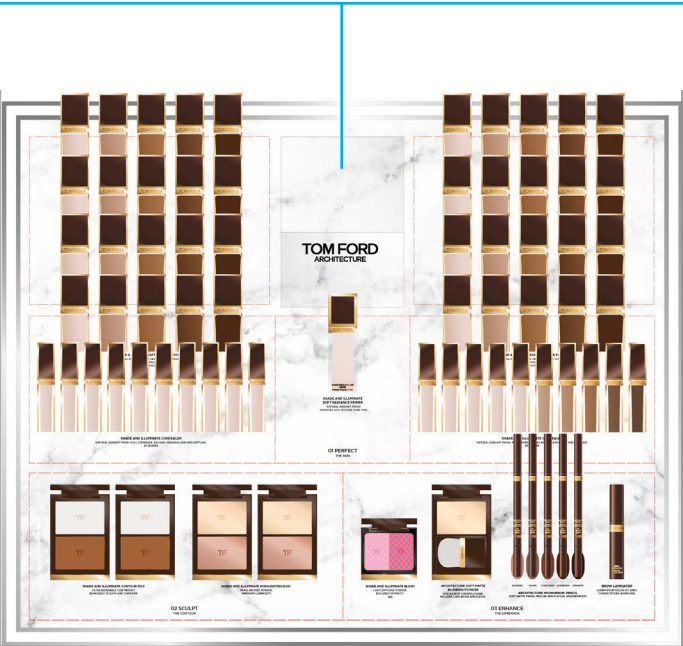
EASELS ARE ALWAYS PLACED IN THE ORDER OF **FACE**, **SOLEIL**, **LIP** AND **EYE**.

OCD: NOVEMBER

SHIPPING DIRECTLY TO DOOR



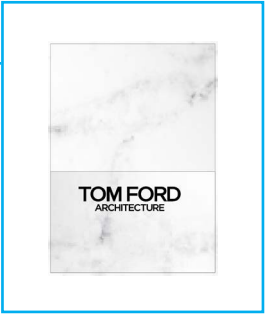
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



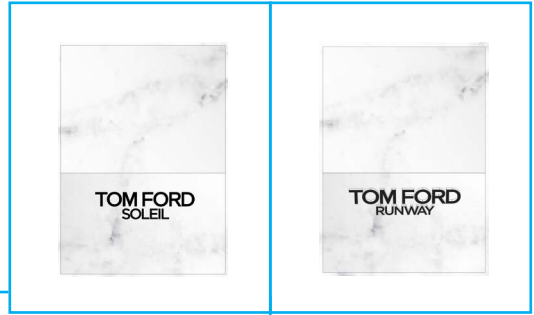
ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY



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



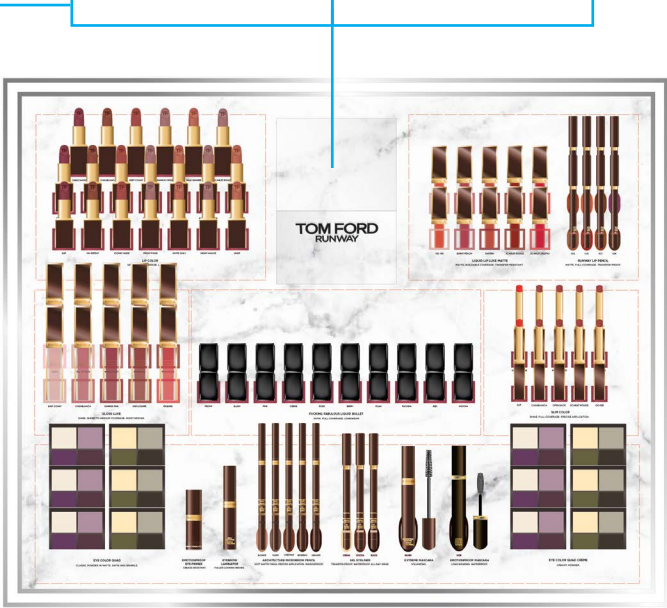
SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

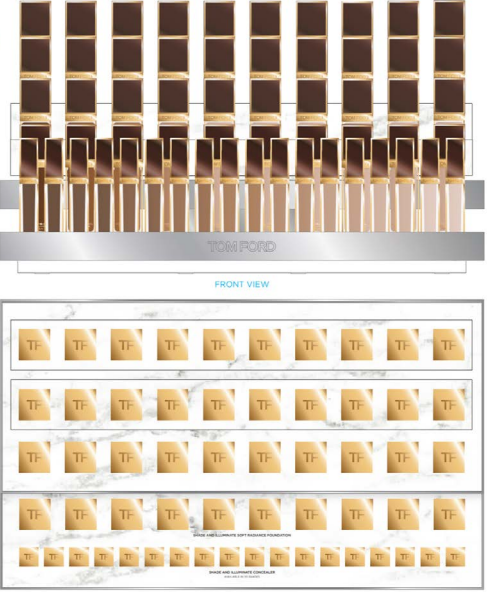
ALL TWO-TIERS OVERVIEW

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

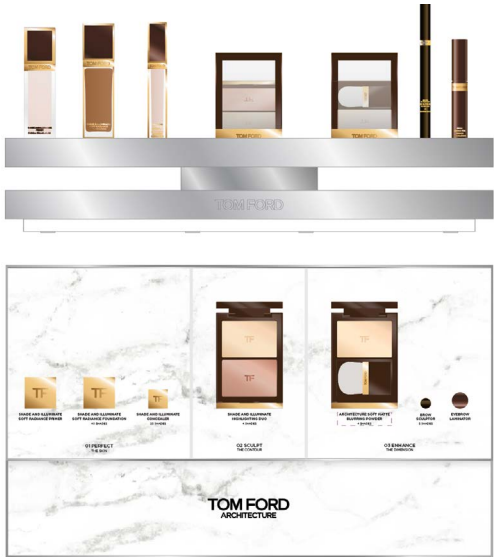
NEW INSERTS FOR SOLEIL, LIP AND EYE.



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



ARCHITECTURE
RADIANCE FOUNDATION ONLY



ARCHITECTURE
FACE REGIMEN REFRESH
T1AZ60



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



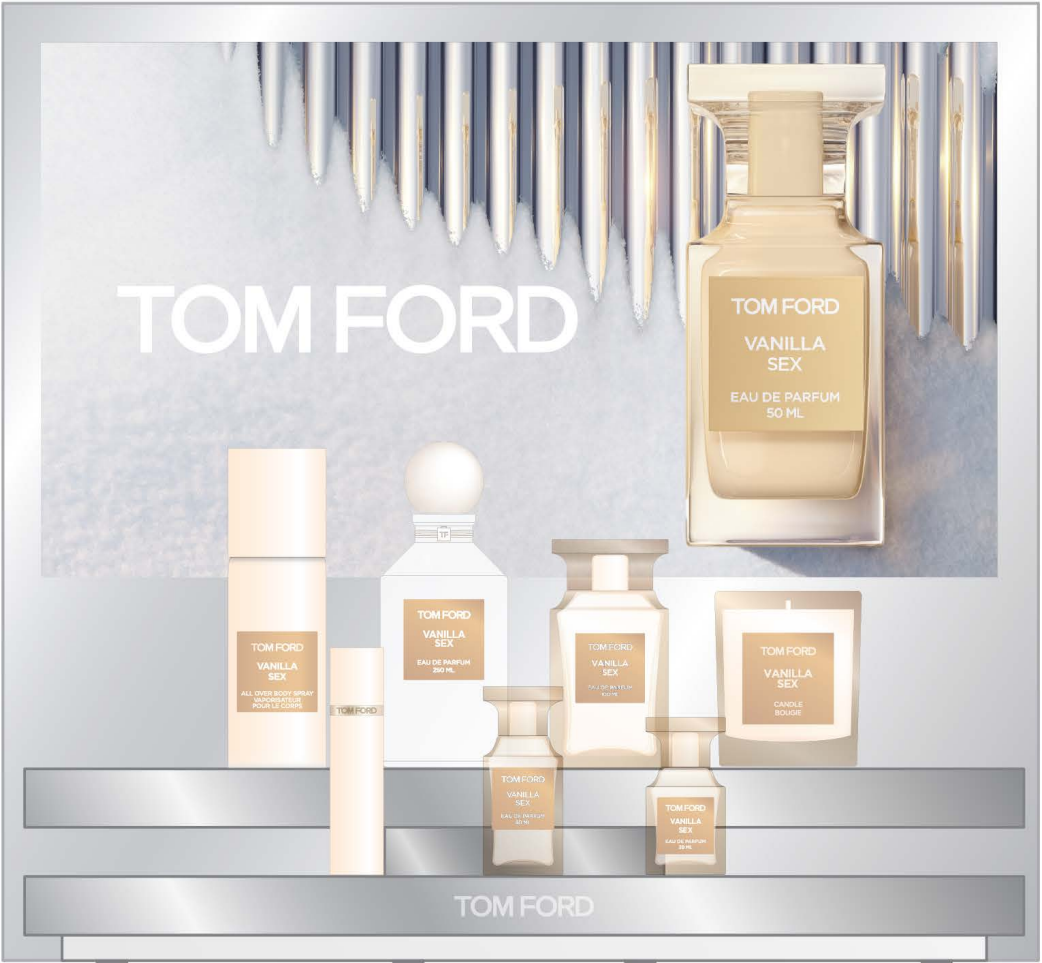
RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



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