

TOM FORD BEAUTY

FY26 Q2 VISUAL MERCHANDISING GUIDELINES

ASSISTED SELL ALL RETAILERS

MARBLE DOORS

HOLIDAY

TABLE OF CONTENTS

HOLIDAY OCT-NOV-DEC

FY26 Q2 OVERVIEW

- 03 VISUAL MERCHANDISING DO’S & DON’T
- 04 HYGEINE GUIDELINES
- 05 FY26 Q2 LAUNCHES
- 06 VISUAL CALENDAR
- 14 GIFTING GUIDELINES

MARBLE ASSISTED SELL MERCHANDISING

- COLOR
 - 18 COLOR LAUNCH: SOLEIL NEIGE COLLECTION
 - 19 COLOR LAUNCH: RUNWAY LOOK
 - 20 COLOR LAUNCH: LIP SERVE EXCLUSIVE DOORS ONLY
 - 21 COLOR LAUNCH: FUCKING FABULOUS
 - 25 ALL EASELS OVERVIEW
 - 29 ALL TWO-TIERS OVERVIEW
 - 32 BEAUTY RETAILER CASELINES
- FRAGRANCE
 - 33 SIGNATURE FRAGRANCE LAUNCH: SOLEIL NEIGE SIGNATURE EDP
 - 34 PRIVATE BLEND FRAGRANCE LAUNCH:AMBER INTRIGUE NORDSTROM ONLY
 - 35 PRIVATE BLEND SCENTING EXPERIENCE PB 30
 - 37 PRIVATE BLEND SCENTING EXPERIENCE PB 10
 - 38 PRIVATE BLEND CANDLES
 - 39 PRIVATE BLEND HERO TWO-TIER SCHEMANTICS
 - 41 PRIVATE BLEND RETAILER CASELINES
 - 43 SIGNATURE FRAGRANCE TWO-TIERS
 - 44 SIGNATURE FRAGRANCE RETAILER CASELINES
- RESEARCH
 - 46 TF RESEARCH

TFB TERMS

- COLOR: MAKE UP
- ARCHITECTURE: FOUNDATION/FACE MAKE UP
- RUNWAY: LIP + EYE MAKE UP
- RESEARCH: SKINCARE

VISUAL MERCHANDISING DO'S AND DON'TS

DO

- 1 DO FOR BOTH DIGITAL AND PRINT VISUAL ASSET USAGE IN STORE, REFER TO MONTHLY TFB USAGE RIGHTS CALENDAR ISSUED BY CONSUMER MARKETING.
- 2 DO KEEP POS COUNTER CLEAN AND NOT USED TO DISPLAY PRODUCT, COLLATERAL, OR PERSONAL ITEMS.
- 3 DO KEEP PRODUCT WELLS FILLED ON THE UNITS. IF TESTERS ARE NEEDED, CONTACT YOUR REGIONAL VM TEAM.
- 4 DO DISPLAY SALABLE MERCHANDISING SYMMETRICALLY IN A PYRAMID FORMATION - TALLEST PRODUCTS IN THE CENTER CASCADING DOWN TO SMALLER SIZES. COLOR FAMILIES SHOULD BE PLACED TOGETHER.
- 5 DO DISPLAY TF RESEARCH SKINCARE UNIT ON A LAUNCH PODIUM, PLACED CENTRALLY ON A COLOR DISPLAY TABLE OR BETWEEN TWO CONSULTATION STATIONS. DO NOT DISPLAY ADJACENT TO FRAGRANCE UNITS.
- 6 DO FILL PRODUCT WELLS ONLY WITH THE CORRECT PRODUCT. IF AN ALTERNATIVE SOLUTION IS REQUIRED, REACH OUT TO YOUR REGIONAL VM TEAM.
- 7 DO FOLLOW SPECIFIC LAUNCH AND DISTORTION GUIDELINES - ANYTHING THAT DIFFERS FROM THE GUIDELINES WILL REQUIRE REVIEW AND APPROVAL BY GLOBAL.
- 8 DO FOLLOW PRODUCT SCHEMATICS FOR FRAGRANCE LAYOUT ON COUNTER UNITS INCLUDED IN THESE GUIDELINES.

DON'T

- 1 DON'T REMOVE UNITS OR FIXTURES, OR CHANGE THE LOCATION OR ORIENTATION OF A UNIT OR FIXTURE, WITHOUT CONSULTING YOUR REGIONAL VM TEAM.
- 2 DON'T USE SPACES OR NICHEs ON OR AROUND THE TABLE FIXTURES TO DISPLAY ADDITIONAL MERCHANDISING.
- 3 DON'T CROSS MERCHANDISE FRAGRANCE AND COSMETICS UNLESS PERMITTED IN THE VM GUIDELINES. FRAGRANCE AND COSMETICS SHOULD BE KEPT IN THEIR RESPECTIVE CATEGORIES WHILE COLLECTIONS CAN LIVE WITH EITHER CATEGORIES BASED ON COUNTER PRIORITIES.
- 4 DON'T USE GREY MIRROR FRAGRANCE INSERTS TO DISPLAY COSMETICS IN THE VM GUIDELINES.
- 5 DON'T CROSS MERCHANDISE SIGNATURE FRAGRANCE AND PRIVATE BLEND FRAGRANCE UNLESS PERMITTED IN A GLOBALLY APPROVED FLOOR PLAN.
- 6 DON'T DISPLAY ANY PRODUCT, COLLATERAL, OR OTHER MERCHANDISING ELEMENTS NOT PERMITTED IN THE MERCHANDISING GUIDELINES. ONLY BRAND-APPROVED MERCHANDISING ELEMENTS ARE TO BE USED.
- 7 DON'T DISPLAY ANY NON-APPROVED OR NON-BRAND MERCHANDISING ELEMENTS WITHOUT CONSULTING YOUR REGIONAL VM TEAM.
- 8 DON'T DISPLAY HYGIENE ON A TWO-TIER UNIT. HYGIENE SHOULD BE PLACED IN AN OVERFLOW DRAWER AND ON A HYGIENE UNIT ON THE CONSULTATION TABLE.
- 9 DON'T CUSTOMIZE DISTORTION ELEMENTS THAT HAVE NOT BEEN APPROVED BY GLOBAL.
- 10 DON'T ALTER OR PERSONALIZE PRODUCT OR PACKAGING IN ANY WAY - NO CALLIGRAPHY, NO ENGRAVING, NO STICKERS.
- 11 DON'T USE PACKAGING OR GIFT WRAP FOR DISPLAY PURPOSES THAT DOES NOT FOLLOW GLOBAL GIFTING AND HOLIDAY VM GUIDELINES.
- 12 DON'T ADD PRODUCTS TO DISPLAYS OTHER THAN THOSE SHOWN IN THE SCHEMATICS ON THE FOLLOWING PAGES UNLESS REVIEWED AND APPROVED BY YOUR REGIONAL VM TEAM.

HYGIENE GUIDELINES

ALONG WITH FOLLOWING EXISTING PROTOCOLS AROUND GOOD COUNTER HYGIENE, PLEASE SUPPLEMENT HYGIENE PRACTICES WITH ALL ISSUED GUIDELINES.

PLEASE REFERENCE THE GLOBALLY-ISSUED “RETURN TO RETAIL TOOLKIT”, AND/OR THE MOST UP-TO-DATE GUIDELINES AS PROVIDED BY GLOBAL.

THESE TOOLKITS/GUIDELINES WILL OUTLINE THE REQUIRED CLEANING PROTOCOLS, ADDITIONAL SIGNAGE, AND CHANGES TO SERVICE TO BE IMPLEMENTED.

HYGIENE PROTOCOLS + REQUIREMENTS ARE TO COMPLY WITH ALL GLOBAL AND REGIONAL STANDARDS AS PROVIDED BY CORPORATE AND GOVERNMENT OFFICIALS.

TO BOTH CLEAN AND DISINFECT VM UNITS AND INSERTS, USE 70% ISOPROPYL ALCOHOL (IPA) WITH A VIRGIN COTTON CLOTH. APPLY GENTLY, PRESSING TOO MUCH MAY SCRATCH SURFACES, DAMAGING DECORATION. PROCESS HAS BEEN TESTED ON ACRYLIC, METAL, GLASS AND BFORM BY DISPLAY VENDORS.

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

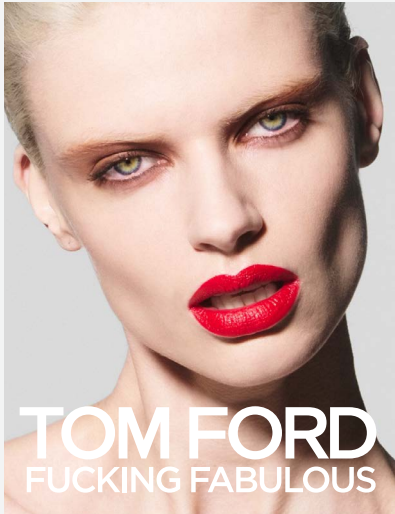
DECEMBER 28TH, 2025

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

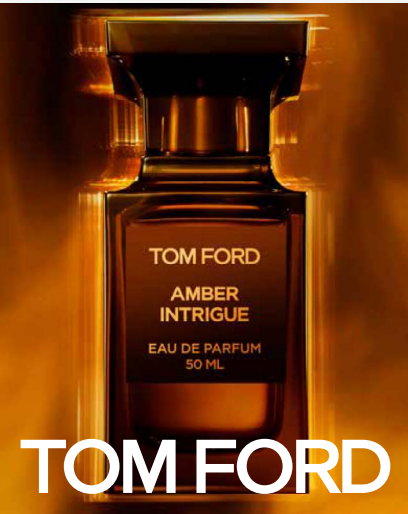
PRIMARY
OMBRE LEATHER HOLIDAY OCD: 10/06



PRIORITY 1 PRODUCT

PRIVATE BLEND

PRIMARY
AMBER INTRIGUE EDP NORDSTROM EXCLUSIVE
OCD: 11/01

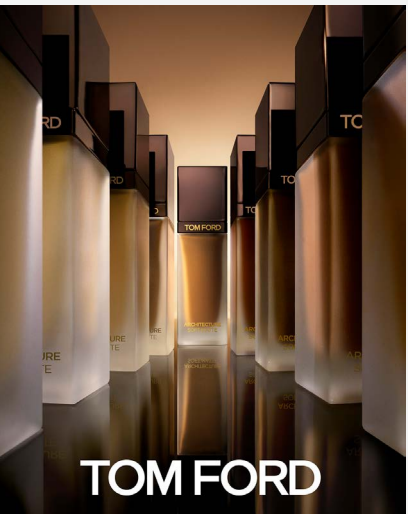


COLOR

SECONDARY
ARCHITECTURE RADIANCE
EXISTING



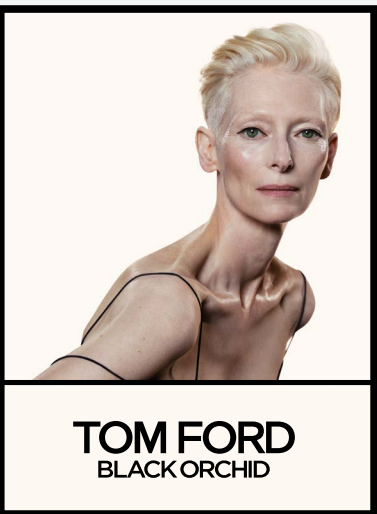
PRIORITY 1 MODEL



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



TWO - TIER PRIORITIES | COLOR

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

TWO - TIER PRIORITIES | FRAGRANCE

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

TWO - TIER PRIORITIES | FRAGRANCE **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

TWO - TIER PRIORITIES | REASEARCH

NO CHANGES

PRIORITY 1

RESEARCH EYE CREAM



PRIORITY 2 (OR IF EYE CREAM IS NOT CARRIED IN STORE)

RESEARCH LOTION



MACY'S AND DILLARD'S CASELINE DOORS

FY26 Q2 LIVE DATE : OCT

SIGNATURE

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND

LOUD WOOD



MARBLE EASEL VISUALS SHIPPED WITH NEW MARBLE EASELS

FY26 Q2 LIVE DATE : OCT

SOLEIL EASEL
SMALL VISUAL ON THE RIGHT
ULTRA-SHINE LIP COLOR



LIP EASEL
SMALL VISUAL ON THE RIGHT
FUCKING FABULOUS LIP



EYE EASEL
SMALL VISUAL ON THE RIGHT
EYE COLOR QUADS



TV SCREENS

FY26 Q2 LIVE DATE : OCTOBER

COLOR
ROTATING SOLEIL NEIGE COLLECTION STILL



LIVE OCTOBER 6TH

COLOR
FUCKING FABULOUS LIP VIDEO



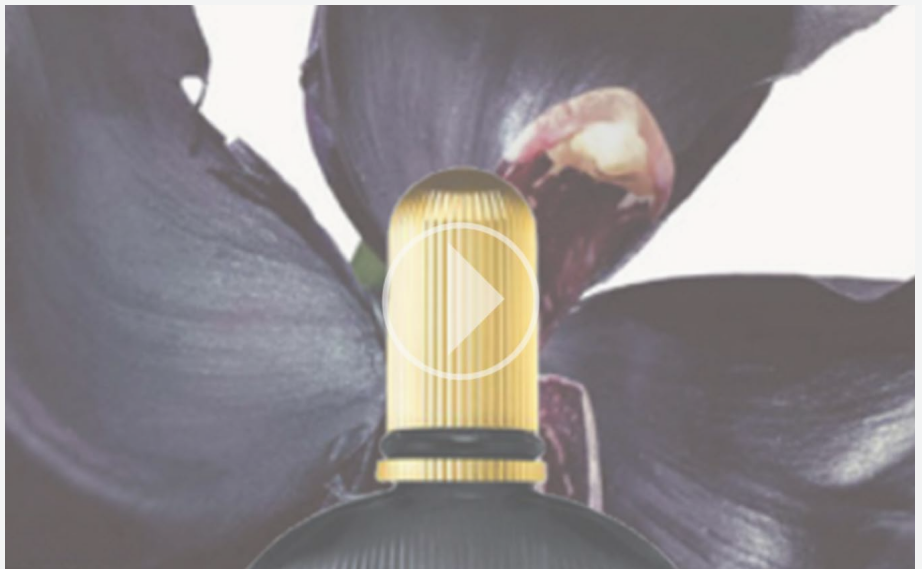
LIVE OCTOBER 1ST

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



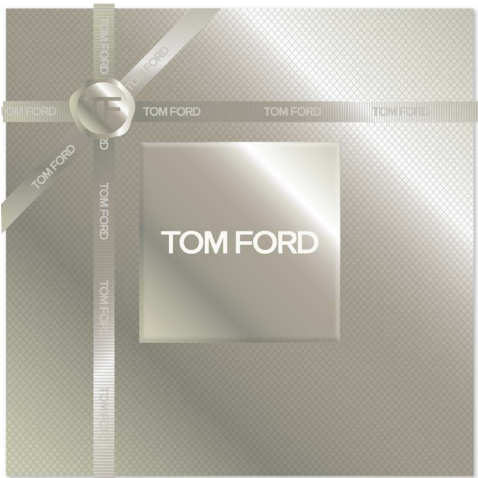
OCD SEPTEMBER 1ST

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

HOLIDAY VM DISTORTION IN STORE

MACY'S TOWERS AND CASELINES

COUNTER AT MACY'S GARDEN STATE PLAZA



GIFTING TOWER GUIDELINES

MACY'S TOWERS

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

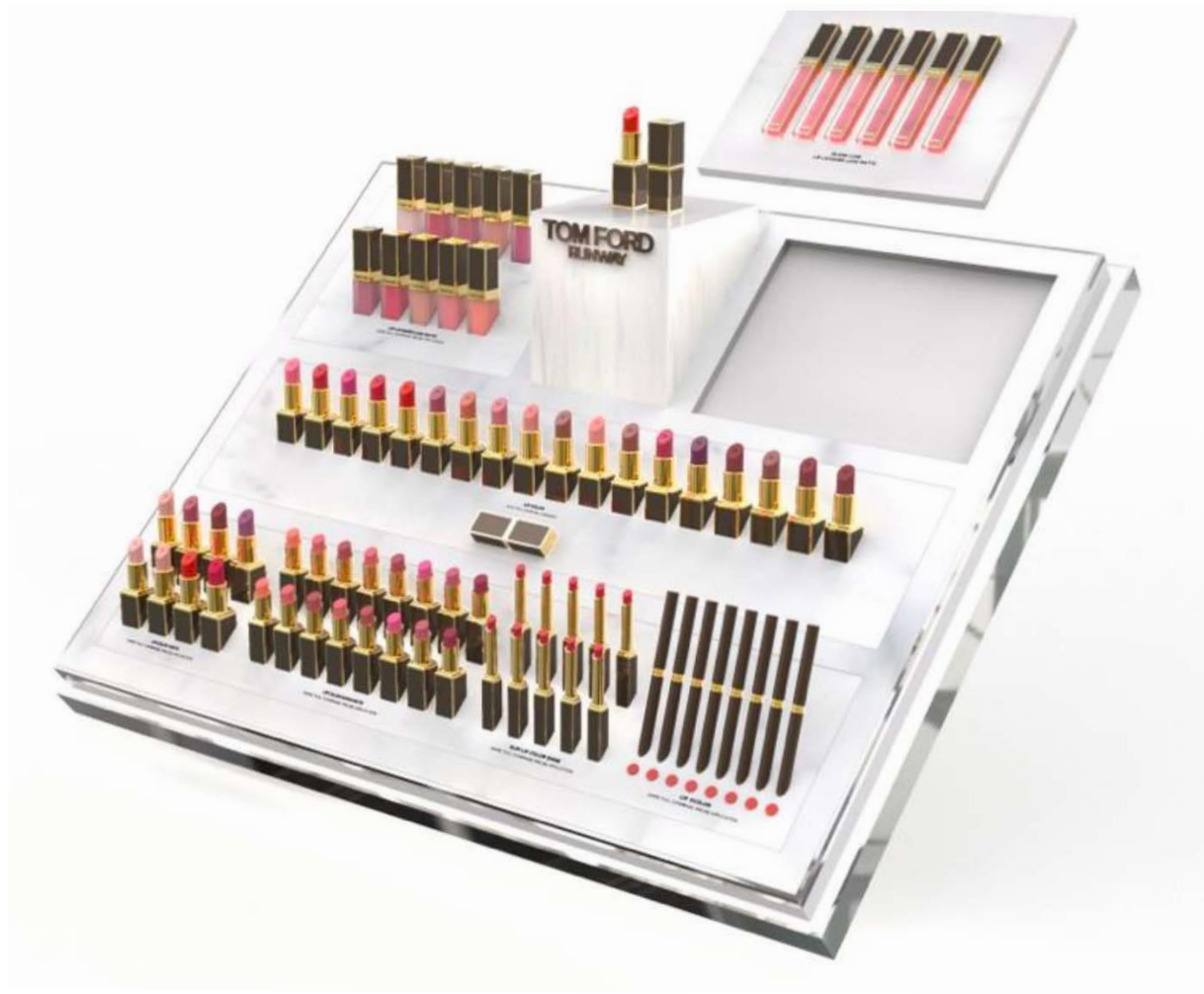


IMPORTANT UPDATE: NEW MARBLE INSERTS WITH TILING SYSTEM LAUNCH

EXPECTED NOVEMBER

OVERVIEW

INTERCHANGEABLE TILES
PLEASE PAY ATTENTION TO TILE
CONFIGURATION PAGE 20 -24



TILE LAYOUT



MORE INFORMATION WILL BE DISCLOSED
CLOSE TO RELEASE DATE.

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

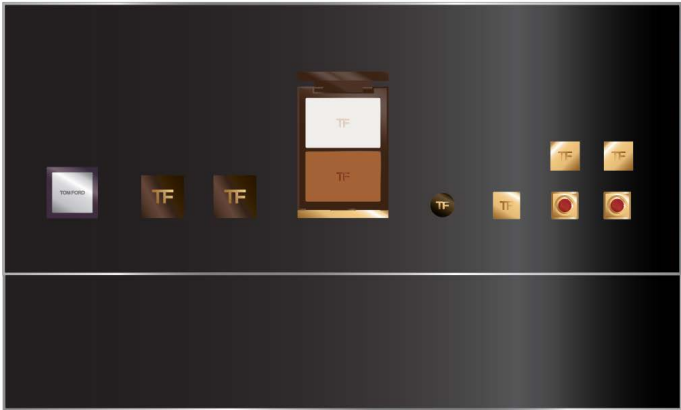
- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

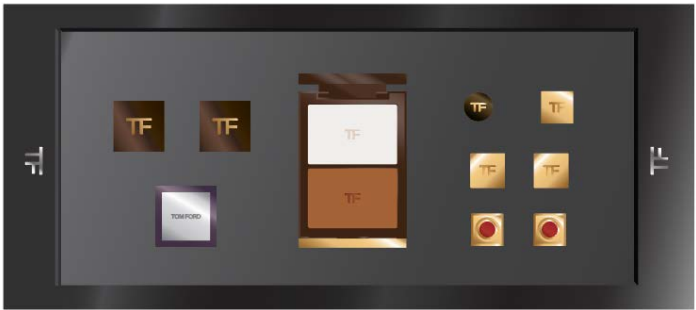
COLOR LAUNCH: RUNWAY LOOK

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: LIP RESERVE TFF DOORS + BERGDORF GOODMAN ONLY

LIVE DATE : NOVEMBER 3RD



TWO-TIER
RESERVE LIP
T4MS60

TOP TIER LEFT TO RIGHT

- 2 X FLUTED CASE
- 5 X LIP COLOR

RESERVE LIP COLOR

5 NEW SHADES

- 16 SCARLET ROUGE
- 57 TAORMINA ROSE
- 56 DESIGN NUDE
- 58 RODEO RED
- 59 MADISON MINK

COLOR LAUNCH: FUCKING FABULOUS LIP [ALL DOORS | PHASE I](#)

LIVE DATE : OCT 1ST

USE THIS UNTIL YOU RECIEVE THE TWO-TIER INSERTS AND EASELS.

MARBLE PRESENTATION TRAY
FUCKING FABULOUS LIP



FUCKING FABULOUS LIP

10 NEW SHADES

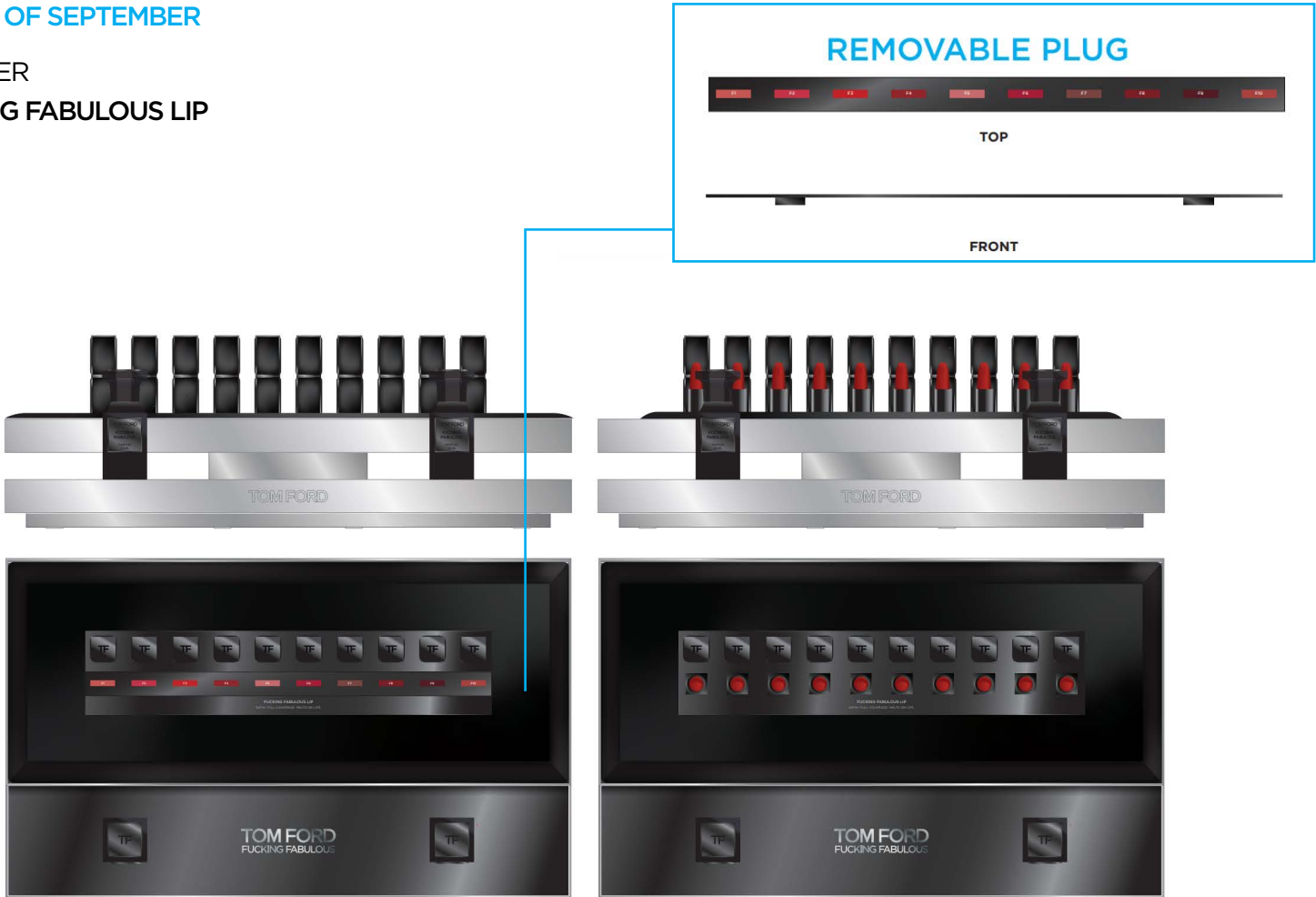
- | | | |
|-------------|--------------|-------------|
| ● F1 PEONY | ● F5 ROSE | ● F9 RED |
| ● F2 BLUSH | ● F6 BERRY | ● F10 MOCHA |
| ● F3 PINK | ● F7 PLUM | |
| ● F4 CERISE | ● F8 FUCHSIA | |

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 | |

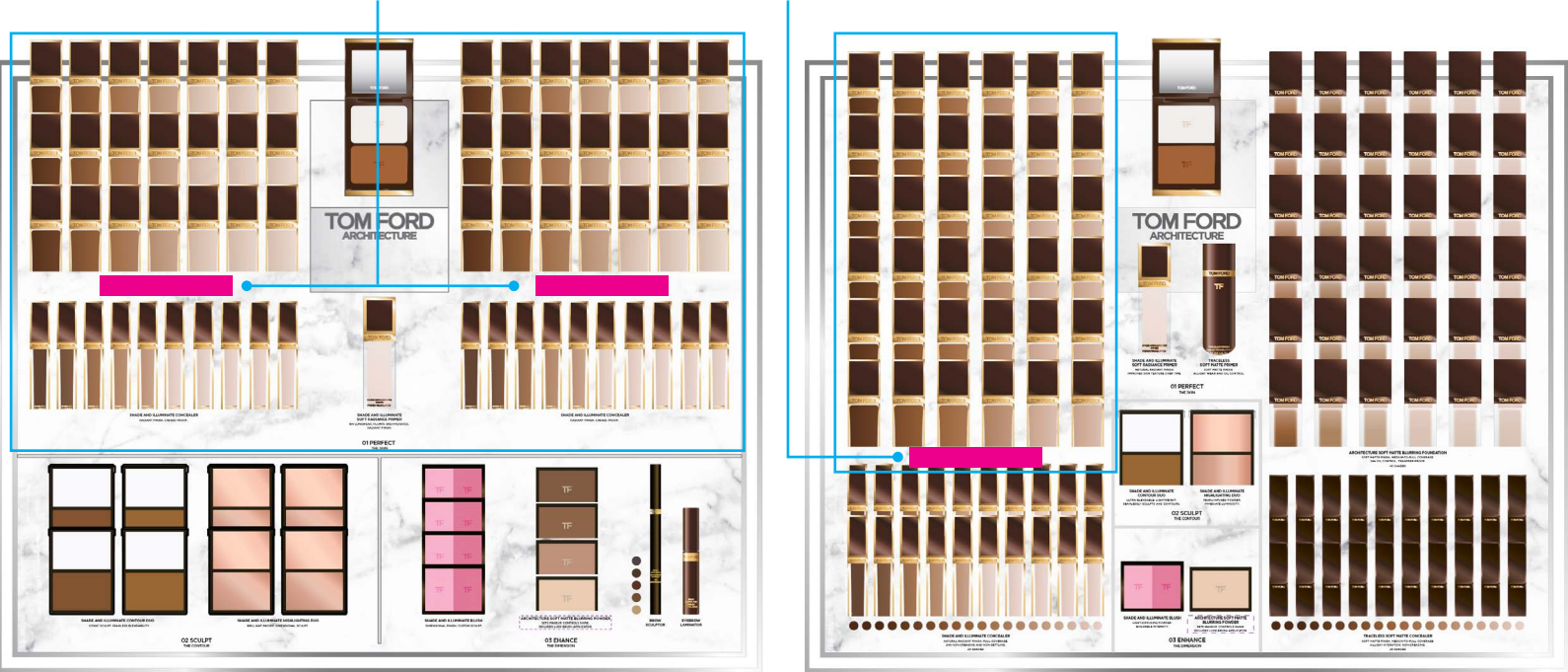
EASEL
LIP ONLY EASEL + LIP/EYE COMBO EASEL
TILES EXPECTED NOVEMBER



COLOR LAUNCH: ARCHITECTURE RADIANCE FOUNDATION SPF 50 PHASE 1 | TEMPORARY STICKERS ON EXISTING EASELS

OCD AUG 4TH

PLEASE USE STICKERS SENT TO YOU TO TEMPORARILY COVER THE OLDER SHADE AND ILLUMINATE FOUNDATION ON BOTH EASELS BELOW



ARCHITECTURE
SHADE AND ILLUMINATE EASEL ONLY

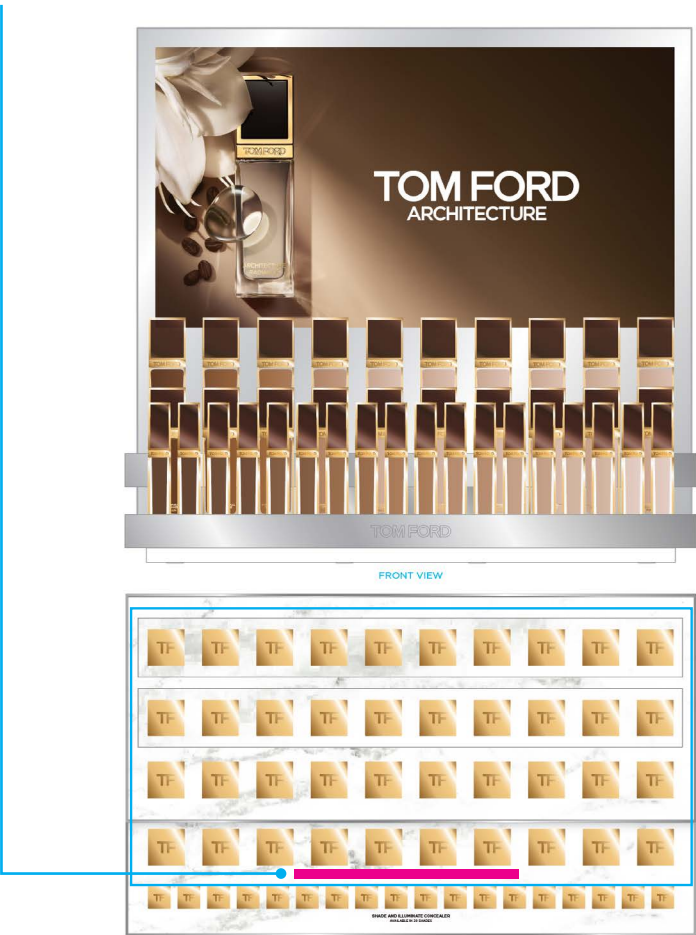
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE COMBO EASEL

FACE EASELS
RADIANCE HYDRATING FOUNDATION UPDATE

THE NEW TILING EASELS WILL RELEASE IN NOVEMBER - UNTIL ARRIVAL PLEASE FOLLOW THE PLANOGRAM ON PREVIOUS SHADE & ILLUMINATE EASEL + FOUNDATION COMBO EASEL.

ARCHITECTURE RADIANCE HYDRATING FOUNDATION BROAD SPECTRUM SPF 50

PLEASE USE STICKERS SENT TO YOU TO TEMPORARILY COVER THE 2TIER, SEE DIAGRAM BELOW



ARCHITECTURE TWO TIER
SHADE AND ILLUMINATE ONLY

REPLACE SHADE & ILLUMINATE FOUNDATION WITH THE NEW ARCHITECTURE RADIANCE HYDRATING FOUNDATION

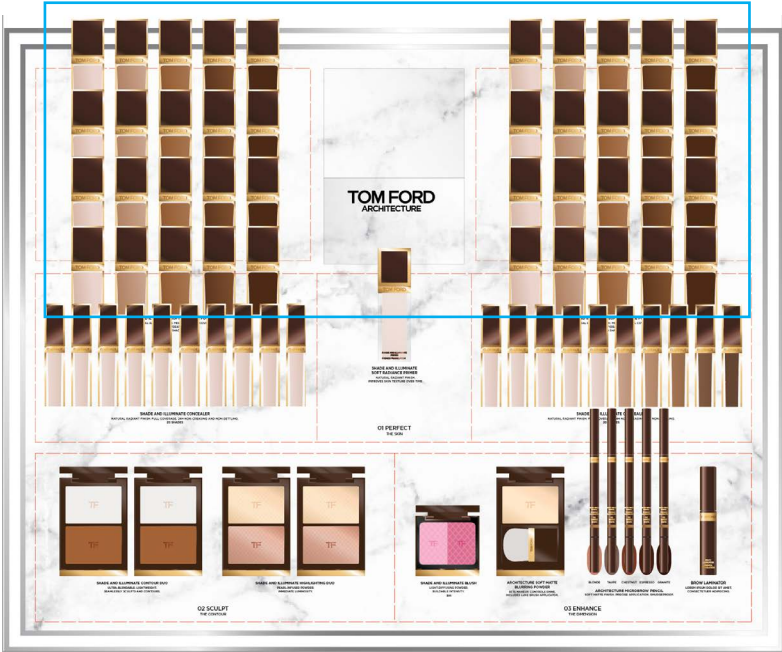
40 SHADES

- | | | | | | | | |
|-----------------|-----------------|----------------|------------------|-------------------|----------------|----------------|----------------|
| 0.5C PEARL | 3.0C ROSE | 5.5W BONE | 8.0N DAWN | 10.5N BISQUE | 13.0N SEPIA | 15.5W MAHOGANY | 18.0N UMBER |
| 1.0C CAMEO | 3.5N NUDE IVORY | 6.0W LINEN | 8.5N VELLUM | 11.0N NATURAL | 13.5C SIENNA | 16.0W CHESTNUT | 18.5W NUTMEG |
| 1.5C VANILLA | 4.0N CREAM | 6.5N CHAMPAGNE | 9.0N SUEDE | 11.5W SABLE | 14.0W HONEY | 16.5C MOCHA | 19.0W MACASSAR |
| 2.0N IVORY SILK | 4.5N BUFF | 7.0N FAWN | 9.5N IVORY BEIGE | 12.0N TAWNY | 14.5W CINNAMON | 17.0W AMBER | 19.5W WALNUT |
| 2.5C PORCELAIN | 5.0C IVORY ROSE | 7.5N IVORY | 10.0N DUNE | 12.5N SHELL BEIGE | 15.0N JAVA | 17.5C DUSK | 20.0N ESPRESSO |

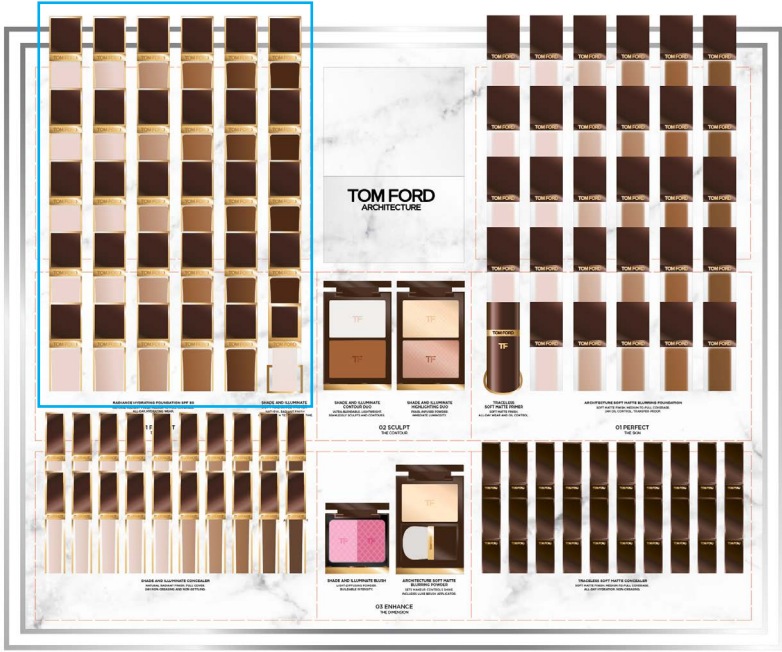
COLOR LAUNCH: ARCHITECTURE RADIANCE FOUNDATION SPF 50 PHASE 2 | NEW EASELS IN NOVEMBER

LIVE DATE : NOVEMBER

SHIIPING DIRECT TO DOORS



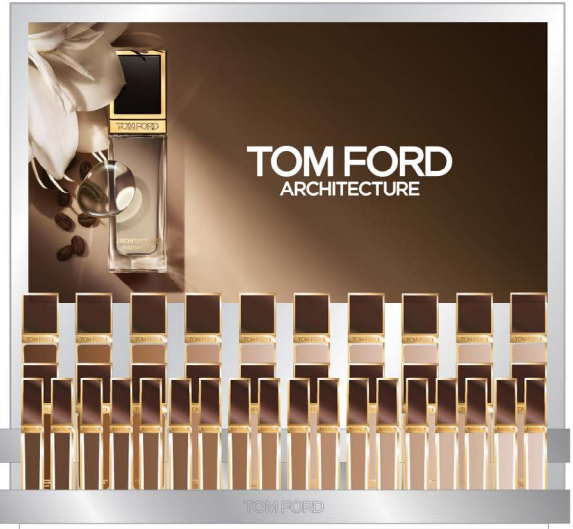
ARCHITECTURE [NEW]
RADIANCE HYDRATION FOUNDATION EASEL ONLY



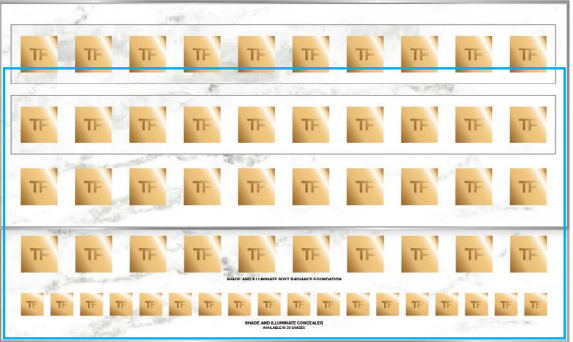
ARCHITECTURE [NEW]
SOFT MATTE + RADIANCE COMBO EASEL

FACE EASELS
RADIANCE HYDRATING FOUNDATION

THE NEW TILING EASELS WILL RELEASE IN NOVEMBER



FRONT VIEW



ARCHITECTURE TWO TIER [NEW INSERT]
RADIANCE HYDRATING FOUNDATION ONLY

THE NEW 2TIER INSERT WILL RELEASE IN SEPTEMBER/ OCTOBER

ARCHITECTURE RADIANCE HYDRATING FOUNDATION BROAD SPECTRUM SPF 50

40 SHADES RUNNING FROM LIGHT TO DARK

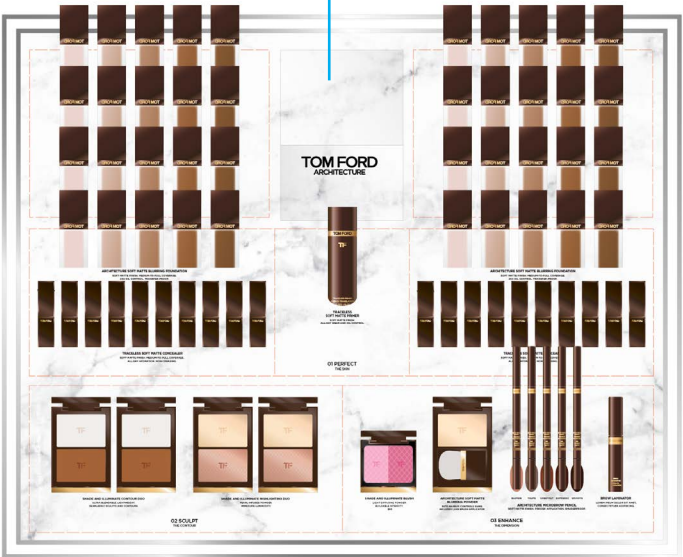
- | | | | | | | | |
|-----------------|-----------------|----------------|------------------|-------------------|----------------|----------------|----------------|
| 0.5C PEARL | 3.0C ROSE | 5.5W BONE | 8.0N DAWN | 10.5N BISQUE | 13.0N SEPIA | 15.5W MAHOGANY | 18.0N UMBER |
| 1.0C CAMEO | 3.5N NUDE IVORY | 6.0W LINEN | 8.5N VELLUM | 11.0N NATURAL | 13.5C SIENNA | 16.0W CHESTNUT | 18.5W NUTMEG |
| 1.5C VANILLA | 4.0N CREAM | 6.5N CHAMPAGNE | 9.0N SUEDE | 11.5W SABLE | 14.0W HONEY | 16.5C MOCHA | 19.0W MACASSAR |
| 2.0N IVORY SILK | 4.5N BUFF | 7.0N FAWN | 9.5N IVORY BEIGE | 12.0N TAWNY | 14.5W CINNAMON | 17.0W AMBER | 19.5W WALNUT |
| 2.5C PORCELAIN | 5.0C IVORY ROSE | 7.5N IVORY | 10.0N DUNE | 12.5N SHELL BEIGE | 15.0N JAVA | 17.5C DUSK | 20.0N ESPRESSO |

ALL EASELS OVERVIEW **NEW TILING SYSTEM**

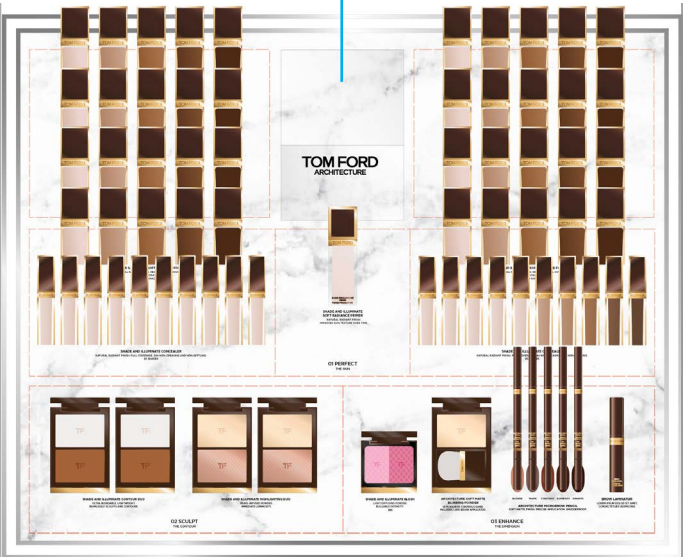
EASELS ARE ALWAYS PLACED IN THE ORDER OF **FACE**, **SOLEIL**, **LIP** AND **EYE**.

OCD: NOVEMBER

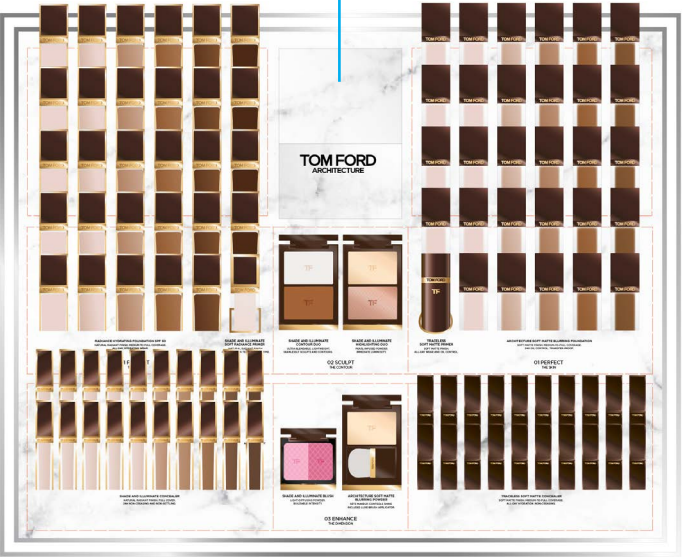
SHIPPING DIRECTLY TO DOOR



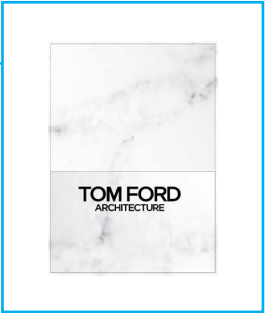
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



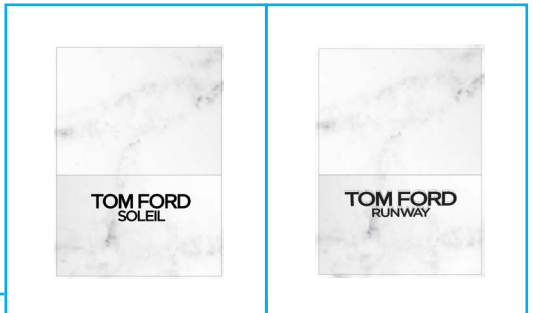
ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY



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

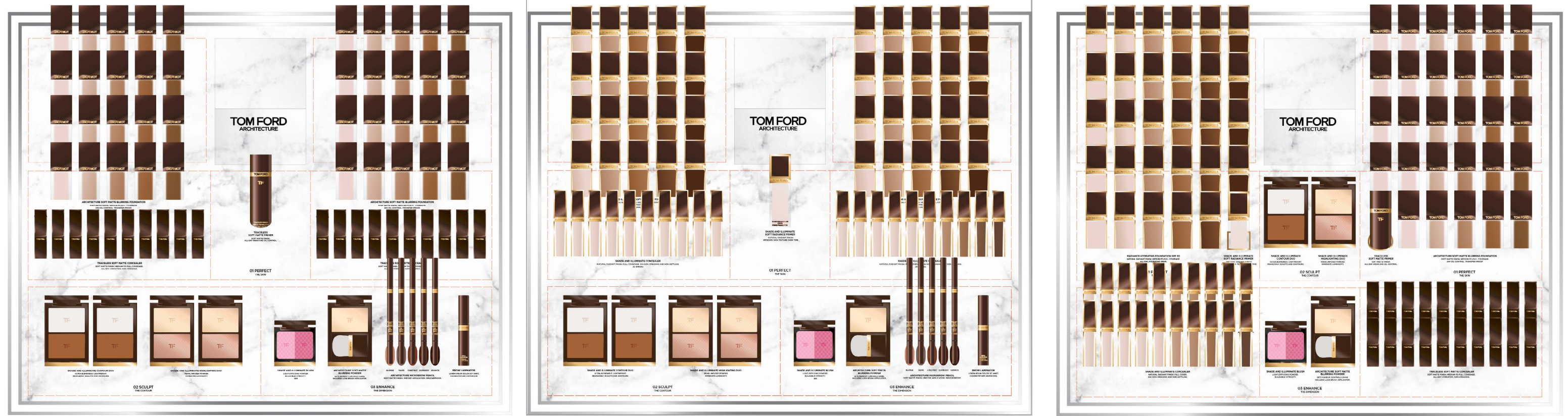


RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

ARCHITECTURE EASEL SCHEMATICS



ARCHITECTURE [NEW]
SOFT MATTE BLURRING FOUNDATION EASEL ONLY
SHIPPING DIRECTLY TO DOOR

EASAL LEFT TO RIGHT / TOP TO BOTTOM

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

ARCHITECTURE [NEW]
RADIANCE HYDRATION FOUNDATION EASEL ONLY
SHIPPING DIRECTLY TO DOOR

EASAL LEFT TO RIGHT / TOP TO BOTTOM

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

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

EASAL LEFT TO RIGHT / TOP TO BOTTOM

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

SOLEIL EASEL SCHEMATICS



SOLEIL EASEL [NEW]
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- SOLEIL NEIGE 50ML (1)
- SOLEIL BLANC EDP 50ML (1)
- SOLEIL DE DEU 50ML (1)
- SOLEIL SHIMMERING BODY OIL (2)
- ULTRA-SHINE LIP COLOR (13)
- SOLEIL GLOW BRONZER (2)
- SOLEIL LIP BALM (6)
- SOLEIL LIP BLUSH (1)
- SHEER HIGHLIGHTING DUO (1)
- SHEER CHEEK DUO (1)



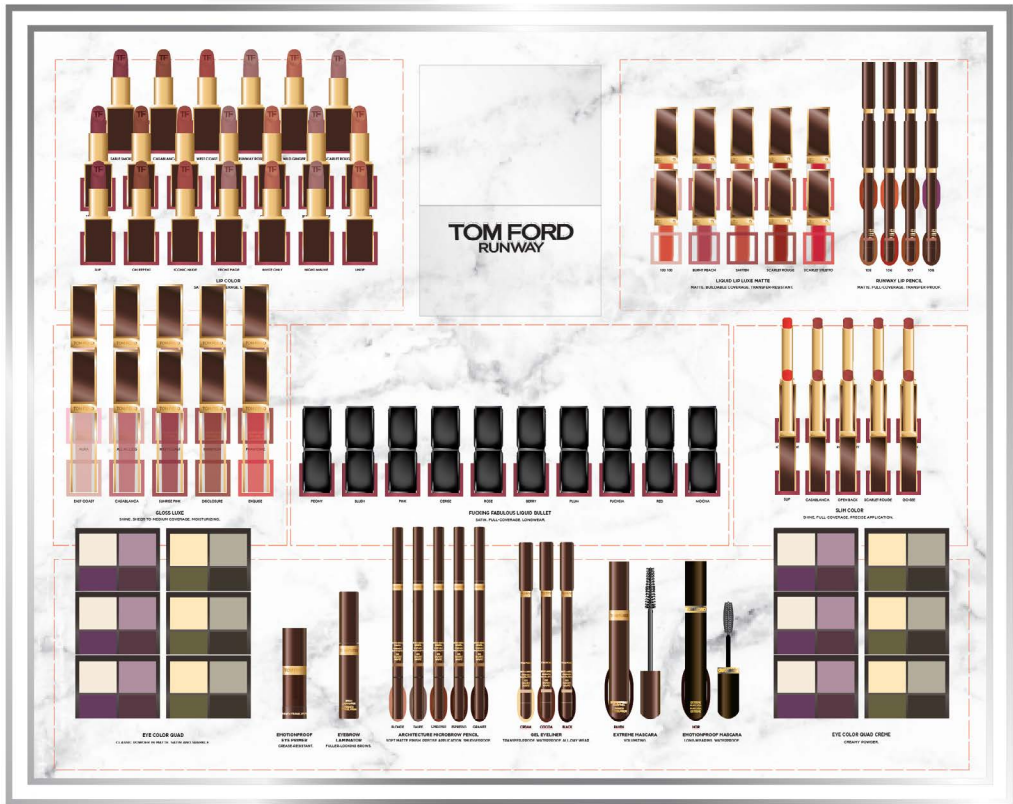
DOUBLE-ENDED FACTICE

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

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

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

RUNWAY EASEL SCHEMATICS



RUNWAY [NEW]

LIP EASEL

SHIPPING DIRECTLY TO DOOR

EASAL LEFT TO RIGHT / TOP TO BOTTOM

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

DOUBLE-ENDED FACTICE

- LIP COLOR
- LIP COLOR MATTE



RUNWAY [NEW]

EYE EASEL

SHIPPING DIRECTLY TO DOOR

EASAL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- BROW LAMINATOR (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EMOTIONPROOF MASCARA (WAND FACTICE) (1)
- EXTREME MASCARA(WAND FACTICE) (1)
- EYE DEFINING PEN (1)
- EYE COLOR QUAD CRÈME (GODET) (7)
- NEW RUNWAY ECQ (PRIMARY) (1)
- EYE COLOR QUAD (GODET) (10)
- NEW RUNWAY ECQ (PRIMARY) (1)

RUNWAY [NEW]

EYE + LIP EASEL

SHIPPING DIRECTLY TO DOOR

EASAL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (18)
- LIQUID LIP LUXE MATTE (9)
- LIP PENCIL (8)
- GLOSS LUXE (10)
- **FUCKING FABULOUS LIP (10)**
- SLIM LIP COLOR SHINE (10)
- EYE COLOR QUAD CRÈME (GODET) (6)
- EMOTIONPROOF EYE PRIMER (1)
- BROW LAMINATOR (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EMOTIONPROOF MASCARA (1)
- EXTREME MASCARA (1)
- EYE COLOR QUAD (GODET) (6)

DOUBLE-ENDED FACTICE

- LIP COLOR
- LIP COLOR MATTE



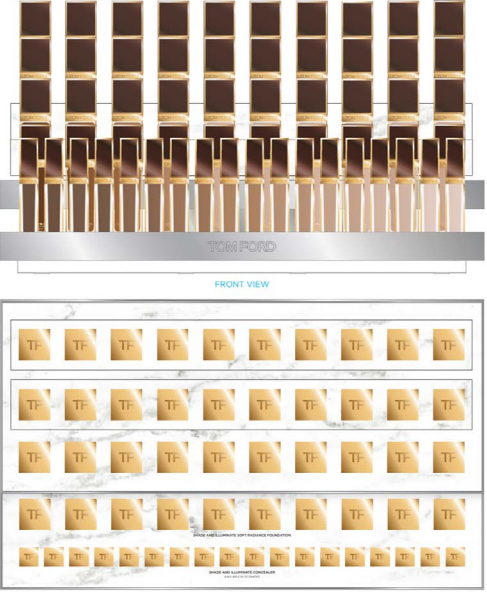
ALL TWO-TIERS OVERVIEW

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

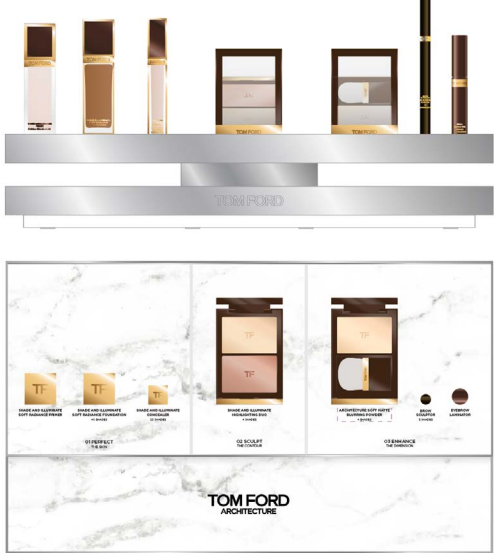
NEW INSERTS FOR SOLEIL, LIP AND EYE.



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



ARCHITECTURE
RADIANCE FOUNDATION ONLY



ARCHITECTURE
FACE REGIMEN REFRESH
T1AZ60



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

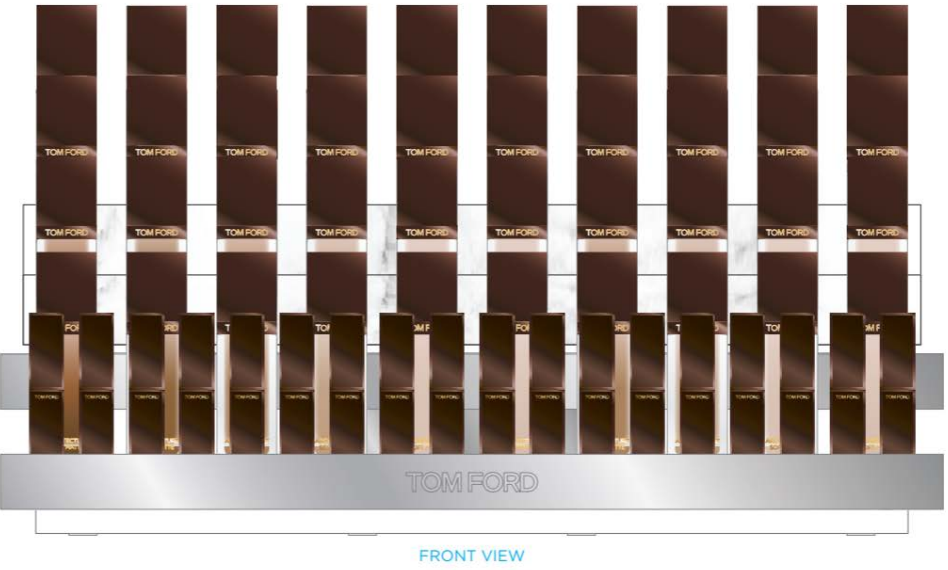


RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



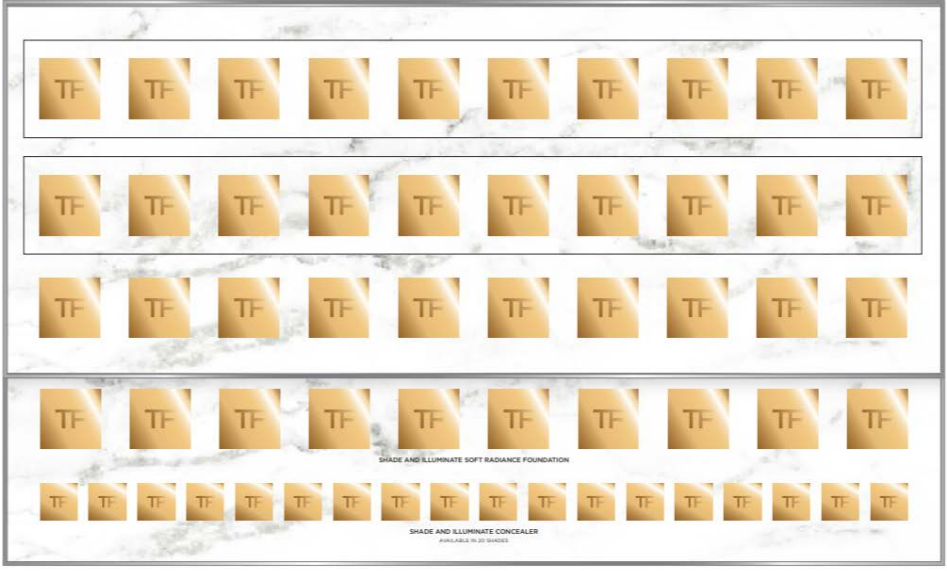
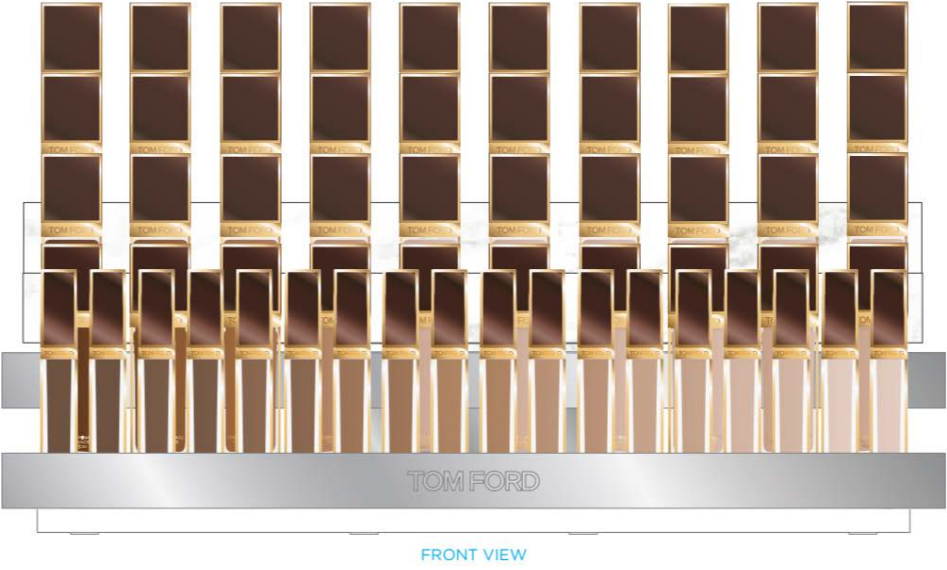
RUNWAY
EYE TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

ARCHITECTURE TWO-TIER SCHEMATICS



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY

- TOP TIER**
- SOFT MATTE BLURRING FOUNDATION (30)
- LOWER TIER**
- SOFT MATTE BLURRING FOUNDATION (10)
 - TRACELESS SOFT MATTE CONCEALER (20)



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION ONLY
TEMPORARILY USE STICKERS UNTIL NEW INSERT

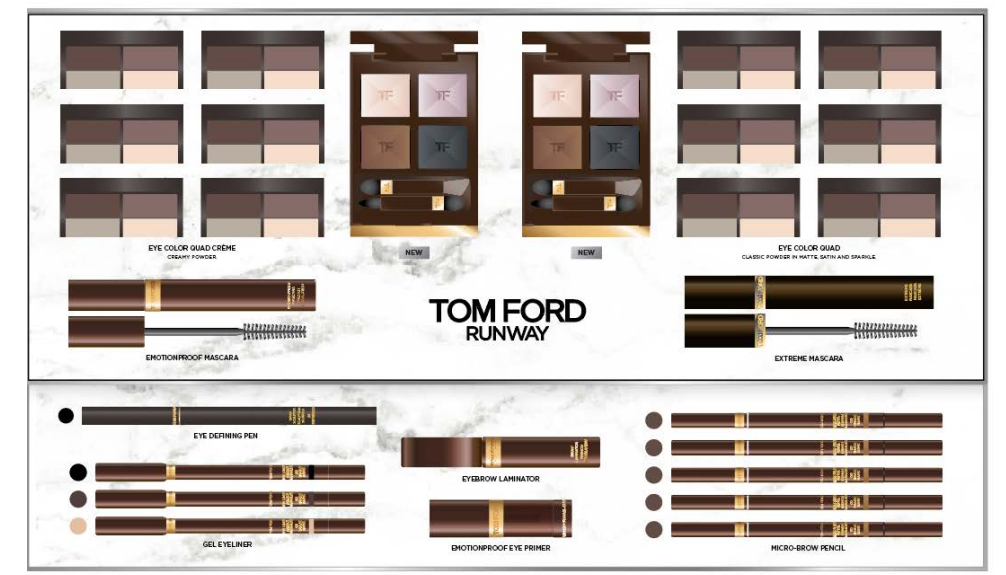
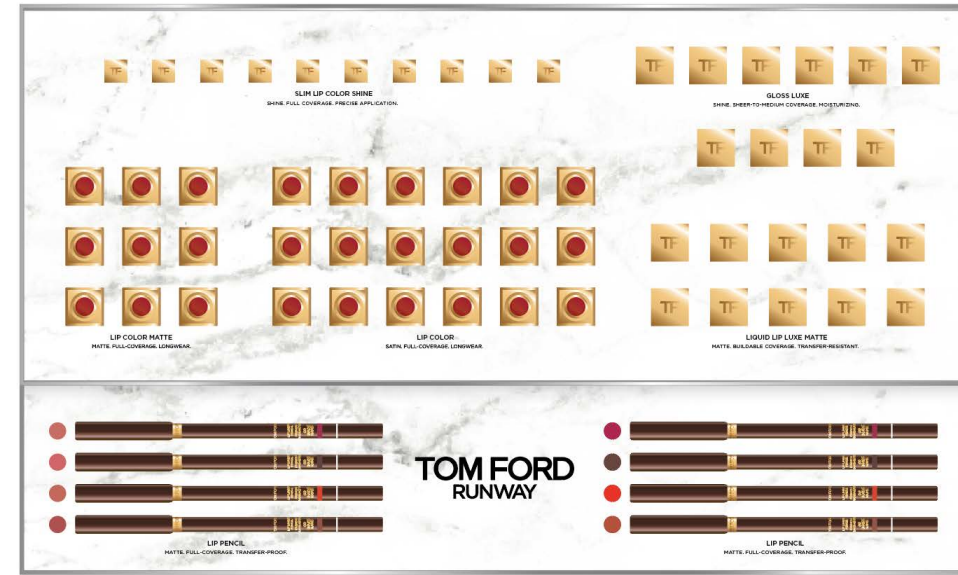
- TOP TIER**
- [ARCHITECTURE RADIANCE FOUNDATION \(30\) AUGUST](#)
- LOWER TIER**
- [ARCHITECTURE RADIANCE FOUNDATION \(10\) AUGUST](#)
 - SHADE AND ILLUMINATE CONCEALER (20)



ARCHITECTURE
REGIMEN FACE REFRESH
[TIAZ60](#)

- TOP TIER**
- TRACELESS SOFT MATTE PRIMER (1)
 - SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
 - SHADE AND ILLUMINATE CONCEALER (1)
 - SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
 - ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
 - BROW SCULPTOR (1)
 - EYEBROW LAMINATOR (1)

A collection of Tom Ford makeup products, including lipsticks and foundations, displayed on a silver tray. The products are arranged in a row, featuring gold and silver packaging. The lipsticks have gold caps and silver bases, while the foundations have silver caps and gold bases. The Tom Ford logo is visible on the silver bases of the lipsticks.



- LOWER TIER**
- SOLEIL GLOW BRONZER
 - SHEER CHEEK DUO
 - SOLEIL GLOW BRONZER (1)

- LOWER TIER** LEFT TO RIGHT
- LIP LINER (8)

- LOWER TIER**
- EYE DEFINING PEN (1)
 - GEL EYELINER (W/DSL) (3)
 - EYEBROW LAMINATOR (1)
 - EMOTIONPROOF PRIMER (1)
 - MICROBROW PENCIL (5)

BEAUTY RETAILER CASELINE

COLOR ASSORTMENT

CASE ARRANGEMENT

- FIRST ROW LEFT TO RIGHT**
- ARCHITECTURE RADIANCE FOUNDATION
 - SHADE & ILLUMINATE CONCEALOR
 - SHADE & ILLUMINATE PRIMER
 - TRACELESS SOFT MATTE PRIMER
 - TRACELESS SOFT MATTE CONCEALER
 - ARCHITECTURE SOFT MATTE FOUNDATION

- SECOND ROW LEFT TO RIGHT**
- SLIM LIP COLOR SHINE
 - LIP COLOR
 - EYE COLOR QUAD
 - LIP COLOR
 - LIP COLOR MATTE

- THIRD ROW LEFT TO RIGHT**
- SOLEIL LIP BLUSH
 - SUNLIT ROSE LIP BALM
 - ULTRA-SHINE LIP COLOR
 - SHEER HIGHLIGHTING DUO
 - SOLEIL BLANC BODY OIL
 - SOLEIL GLOW BRONZER
 - SOLEIL GLOW BRONZER
 - SOLEIL NEIGE BODY OIL
 - SHEER HIGHLIGHTING DUO
 - ULTRA-SHINE LIP COLOR
 - SOLEIL LIP BLUSH
 - SUNLIT ROSE LIP BALM



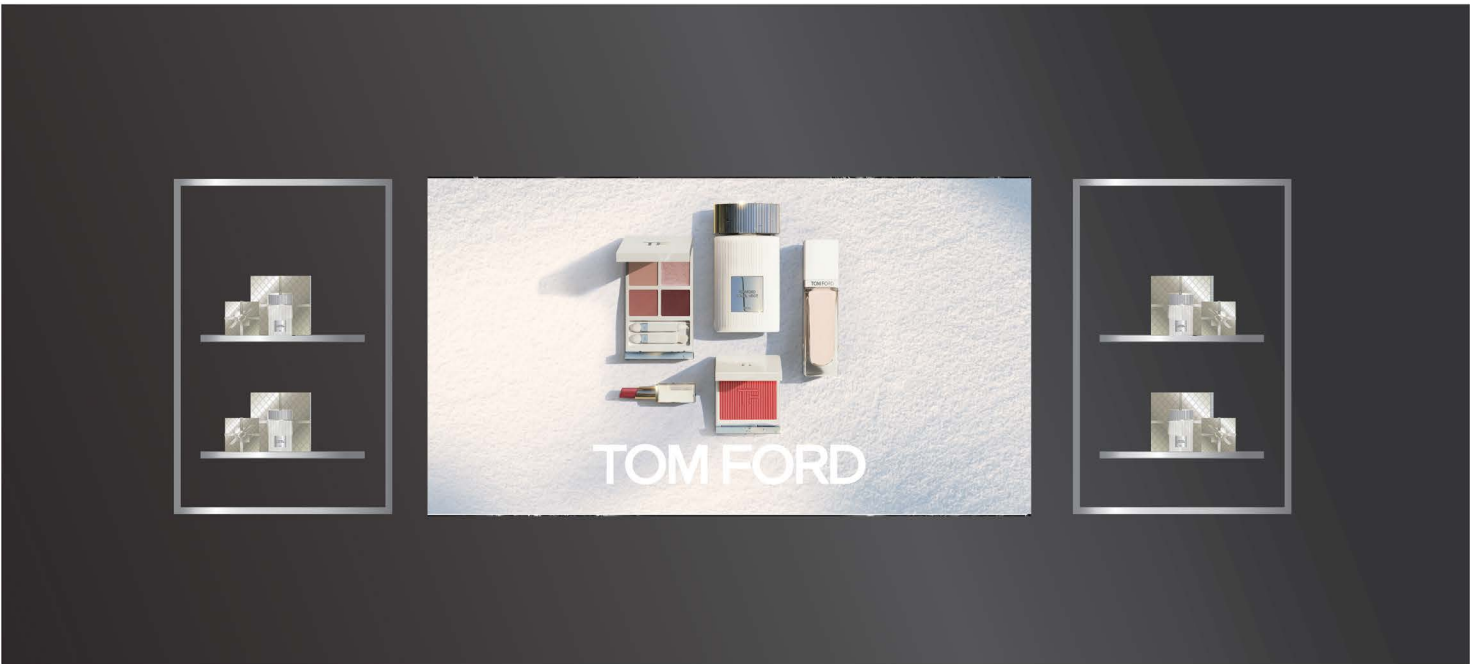
SIGNATURE FRAGRANCE LAUNCH : SOLEIL NEIGE EDP SIGNATURE COLOR DOORS

LIVE DATE : DECEMEBER 28TH

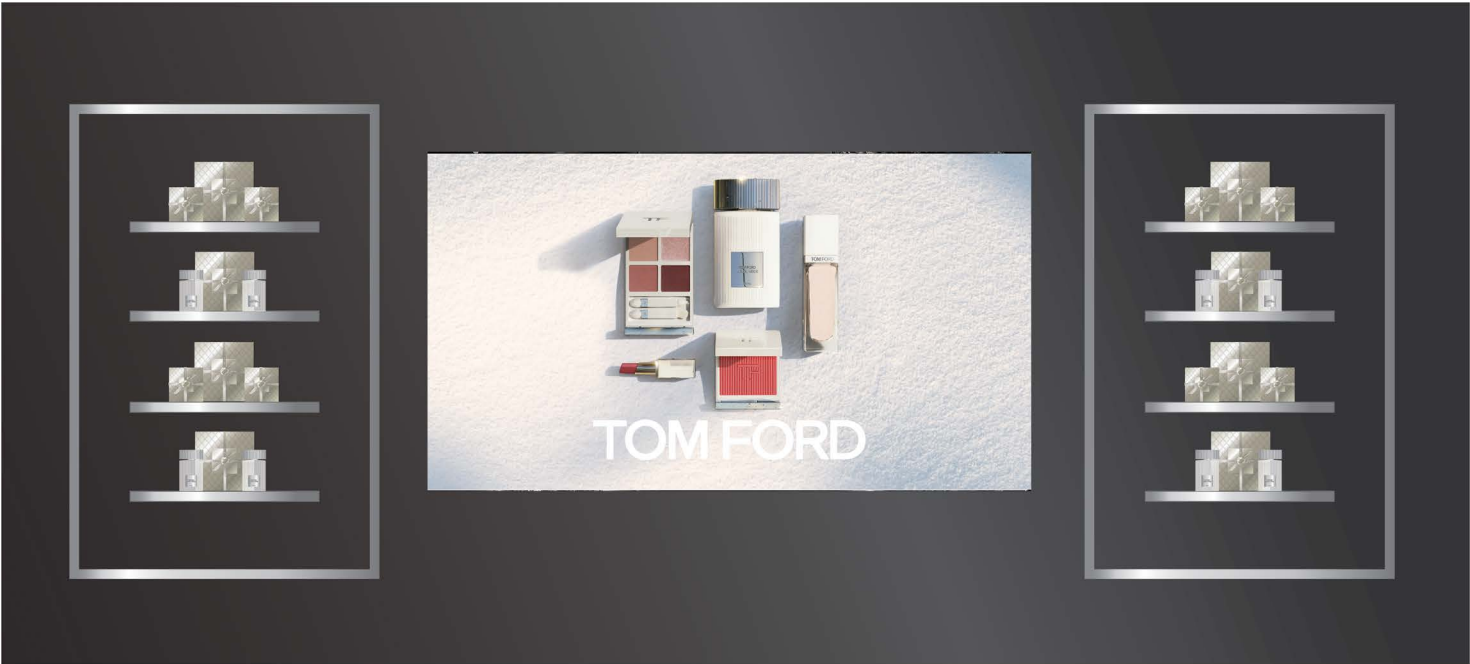


TWO-TIER
SOLEIL NEIGE COLLECTION WITH EDP
T53Q60

- TOP TIER LEFT TO RIGHT
- SOLEIL NEIGE EDP 50ML
 - SOLEIL NEIGE EDP 100ML
 - SOLEIL NEIGE EDP 50ML



NARROW MARBLE BACKWALL



WIDE MARBLE BACKWALL

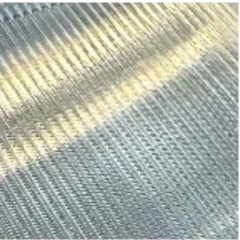
SIGNATURE FRAGRANCE LAUNCH : SOLEIL NEIGE EDP SIGNATURE

LIVE DATE : DECEMEBER 28TH



PLEASE RE-USE EAU DE SOLEIL
BLANC VM INSERTS FROM MAY 2025

TOP MATERIAL



CLEAR RIBBED MATERIAL

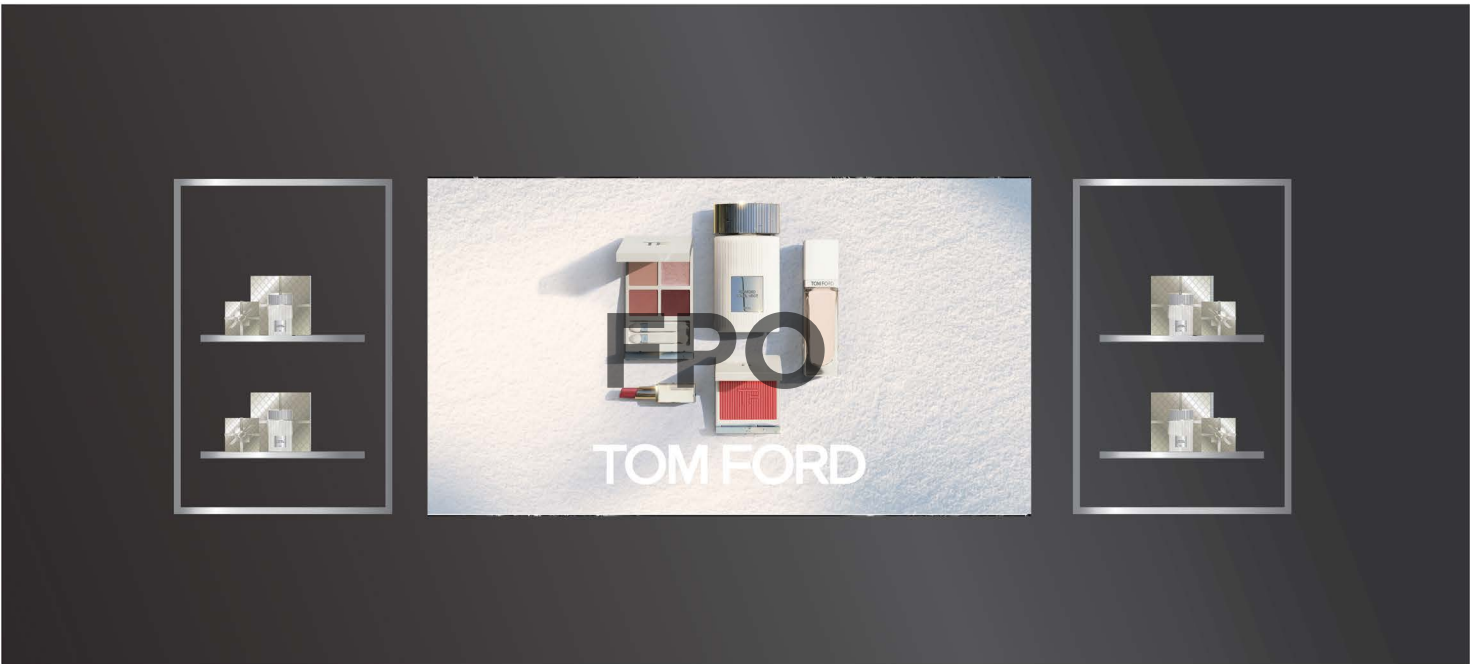
TWO-TIER
SOLEIL NEIGE EDP
T5D060 COLOR FILM ONLY

- TOP TIER LEFT TO RIGHT
- SOLEIL NEIGE EDP 50ML
 - SOLEIL NEIGE EDP 100ML
 - SOLEIL NEIGE EDP 50ML

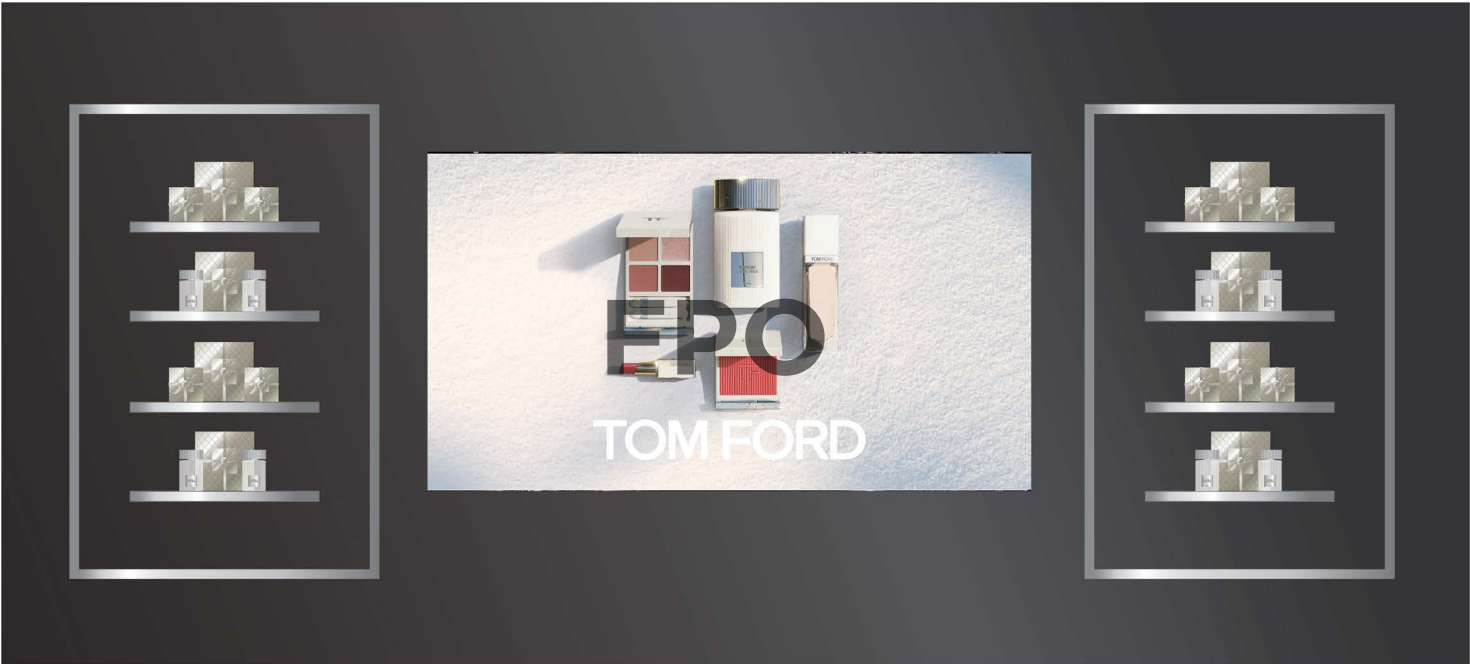
NEW BOTTOM COLOR FILM



PLACE UNDER
CLEAR RIBBED MATERIAL



NARROW MARBLE BACKWALL



WIDE MARBLE BACKWALL

PRIVATE BLEND FRAGRANCE LAUNCH : AMBER INTRIGUE NORDSTROM EXCLUSIVE ONLY

LIVE DATE : NOVEMBER 1ST

PLEASE USE A PB LAUNCH 2TIER TO DISPLAY THE NEW FRAGRANCE.
IF UNAVAILABLE, PLEASE USE MARBLE PRESENTATION TRAY AND PLACE NEXT TO PB30/ PB10 UNIT.



TWO-TIER
AMBER INTRIGUE EDP
USE GENERIC MIRROR GREY INSERTS

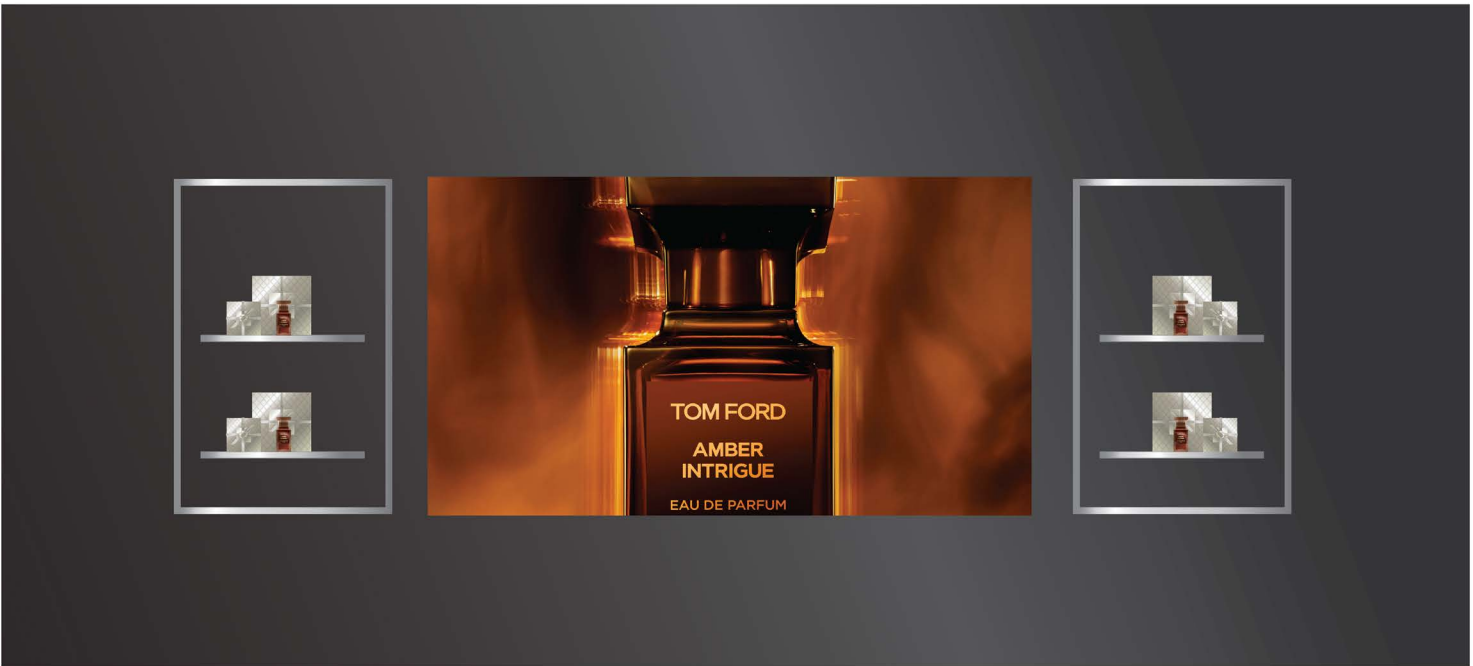
- TOP TIER LEFT TO RIGHT
- AMBER INTRIGUE EDP 50ML
 - AMBER INTRIGUE EDP 50ML
 - AMBER INTRIGUE EDP 50ML

- LOWER TIER LEFT TO RIGHT
- BLOTTER CARDS



MARBLE PRESENTATION TRAY
AMBER INTRIGUE EDP

- TOP TIER LEFT TO RIGHT
- AMBER INTRIGUE EDP 50ML
 - AMBER INTRIGUE EDP 50ML
 - AMBER INTRIGUE EDP 50ML



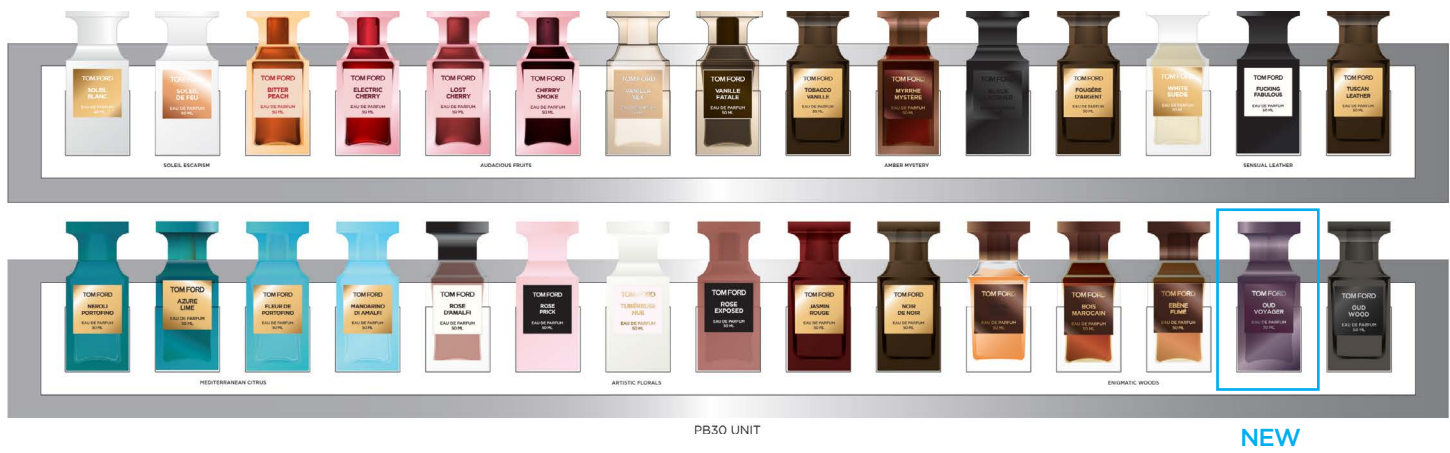
NARROW MARBLE BACKWALL



WIDE MARBLE BACKWALL

PRIVATE BLEND SCENTING EXPERIENCE PB30 ARRANGEMENT

PB30 SCENTING EXPERIENCE
W/ OUD VOYAGER EDP



LINEAR PB30 SEPTEMBER



PB30 SCENTING EXPERIENCE (SEPTEMBER)
ARRANGEMENT

BACK ROW LEFT TO RIGHT

- SOLEIL NEIGE (OUT)
- SOLEIL BLANC
- SOLEIL DE FEU
- BITTER PEACH
- ELECTRIC CHERRY
- LOST CHERRY
- CHERRY SMOKE
- VANILLA SEX
- VANILLA FATALE (RP)
- TOBACCO VANILLE
- BLACK LAQUER
- MYRRHE MYSTÈRE
- WHITE SUEDE
- FUCKING FABULOUS
- TUSCAN LEATHER

FRONT ROW LEFT TO RIGHT

- NEROLI PORTOFINO
- AZURE LIME
- FLEUR DE PORTOFINO
- MANDARINO DI AMALFI
- ROSE D'AMALFI
- ROSE PRICK
- ROSE EXPOSED
- NOIR DE NOIR
- TUBÉREUSE NUE
- JASMIN ROUGE
- FOUGÈRE D'ARGENT
- SANTAL BLUSH
- BOIS MAROCAIN
- ÉBÈNE FUMÉ
- OUD VOYAGER
- OUD WOOD

LINEAR PB30 SEPTEMBER

FRONT ROW LEFT TO RIGHT

- NEROLI PORTOFINO
- AZURE LIME
- FLEUR DE PORTOFINO
- MANDARINO DI AMALFI
- SOLEIL NEIGE (OUT)
- SOLEIL BLANC
- SOLEIL DE FEU
- ROSE D'AMALFI
- ROSE PRICK
- ROSE EXPOSED
- TUBÉREUSE NUE
- JASMIN ROUGE
- NOIR DE NOIR
- BITTER PEACH
- ELECTRIC CHERRY
- LOST CHERRY
- CHERRY SMOKE
- TOBACCO VANILLE
- VANILLA SEX
- VANILLA FATALE (RP)
- BLACK LAQUER
- MYRRHE MYSTÈRE
- WHITE SUEDE
- FUCKING FABULOUS
- TUSCAN LEATHER
- FOUGÈRE D'ARGENT
- SANTAL BLUSH
- BOIS MAROCAIN
- ÉBÈNE FUMÉ
- OUD WOOD
- OUD VOYAGER

PRIVATE BLEND SCENTING EXPERIENCE VM UNITS

PB30 SCENTING EXPERIENCE TOP LOADING
DISPLAY PARFUMS ON THE THIRD TIER IF YOU CARRY THEM.



PB30 SCENTING EXPERIENCE FRONT LOADING
IF YOUR DOOR CARRIES PARFUMS, DISPLAY THEM ON THE SIDE ON A MARBLE TRAY.



PB30 SCENTING EXPERIENCE LONG NARROW
IF YOUR DOOR CARRIES PARFUMS, DISPLAY THEM ON THE SIDE ON A MARBLE TRAY.



PRIVATE BLEND SCENTING EXPERIENCE PB 10



PB 10 SCENTING EXPERIENCE



PB 10 LONG NARROW UNIT

PRIVATE BLEND 10 SEPTEMBER
PLEASE DISPLAY ALL FRAGRANCES IN THE
ARRANGEMENT LISTED BELOW.

- FRONT ROW LEFT TO RIGHT**
- PB HIGHLIGHTER BLOCK (2)
 - ROSE EXPOSED 50ML (1)
 - OUD VOYAGER (1)

- BACK ROW LEFT TO RIGHT**
- SOLEIL BLANC ALL OVER BODY SPRAY(1)
 - SOLEIL BLANC 50ML (1)
 - SOLEIL BLANC 10ML (1)
 - SOLEIL BLANC ALL OVER BODY SPRAY(1)
 - VANILLA SEX 50ML (1)
 - SOLEIL BLANC 10ML (1)
 - NEROLI PORTOFINO ALL OVER BODY SPRAY(1)
 - NEROLI PORTOFINO 50ML (1)
 - NEROLI PORTOFINO 10ML (1)
 - BITTER PEACH ALL OVER BODY SPRAY(1)
 - BITTER PEACH 50ML (1)
 - BITTER PEACH 10ML (1)
 - LOST CHERRY ALL OVER BODY SPRAY(1)
 - ELECTRIC CHERRY 50ML (IN)
 - LOST CHERRY 10ML (1)
 - LOST CHERRY ALL OVER BODY SPRAY(1)
 - LOST CHERRY 50ML (1)
 - LOST CHERRY 10ML (1)
 - ROSE PRICK ALL OVER BODY SPRAY(1)
 - ROSE PRICK 50ML (1)
 - ROSE PRICK 10ML (1)
 - FUCKING FABULOUS ALL OVER BODY SPRAY(1)
 - FUCKING FABULOUS 50ML (1)
 - FUCKING FABULOUS 10ML (1)
 - OUD WOOD ALL OVER BODY SPRAY(1)
 - OUD WOOD 50ML (1)
 - OUD WOOD 10ML (1)
 - TOBACCO VANILLE ALL OVER BODY SPRAY(1)
 - TOBACCO VANILLE 50ML (1)
 - TOBACCO VANILLE 10ML (1)

PLUG (TO COVER CARTRIDGES) WILL SHIP
DIRECT TO DOOR.

PRIVATE BLEND CANDLES

USE GENERIC GREY MIRROR INSERTS



PRIVATE BLEND CANDLES ONE-TIER UNIT

LEFT TO RIGHT

- FUCKING FABULOUS 30ML (1)
- FUCKING FABULOUS 50ML (1)
- FUCKING FABULOUS 100ML (1)
- FUCKING FABULOUS 10ML (1)
- FUCKING FABULOUS CANDLE (1)
- OUD WOOD 30ML (1)
- OUD WOOD 50ML (1)
- OUD WOOD 100ML (1)
- OUD WOOD 10ML (1)
- OUD WOOD CANDLE (1)
- EBÈNE FUME 30ML (1)
- EBÈNE FUME 50ML (1)
- EBÈNE FUME 100ML (1)
- EBÈNE FUME 10ML (1)
- EBÈNE FUME CANDLE (1)

PRIVATE BLEND CANDLES TWO-TIER UNIT

TOP TIER: LEFT TO RIGHT

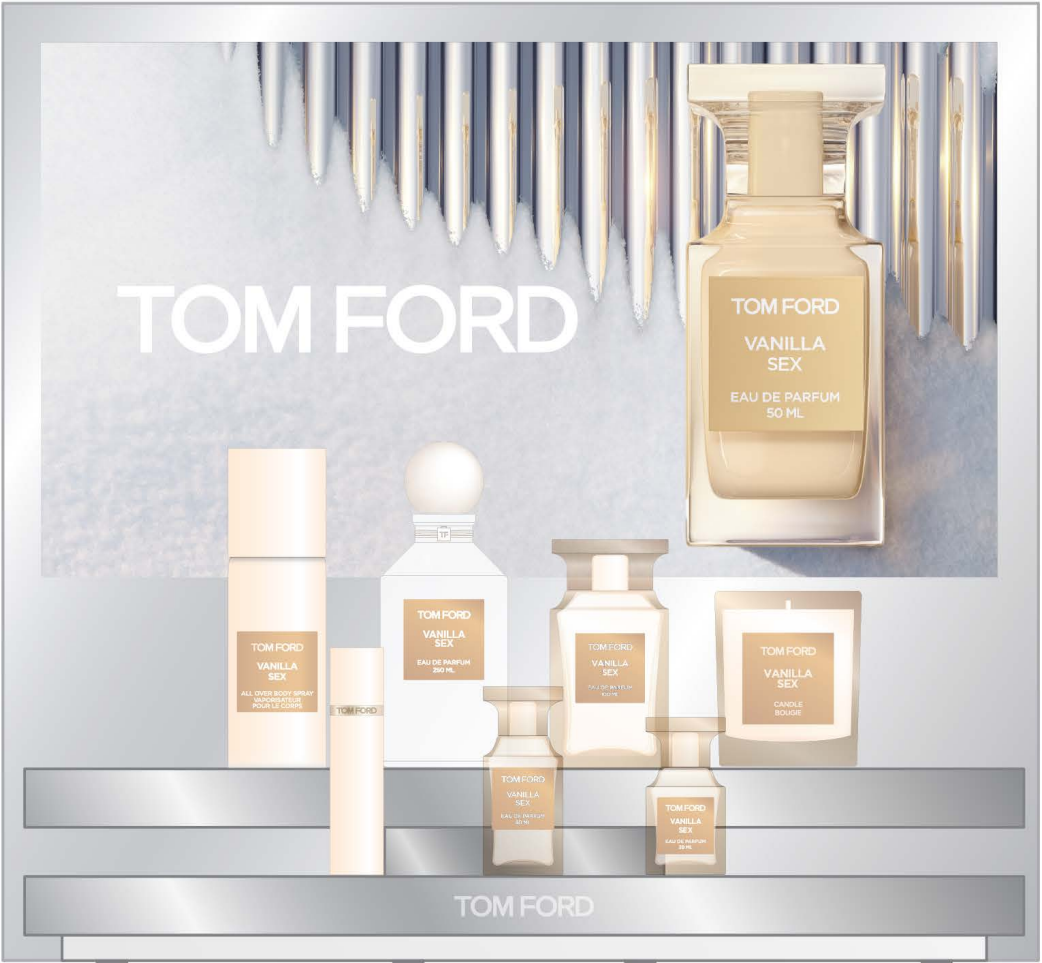
- FUCKING FABULOUS 50ML (1)
- FUCKING FABULOUS 10ML (1)
- FUCKING FABULOUS 100ML (1)
- OUD WOOD 50ML (1)
- OUD WOOD 10ML (1)
- OUD WOOD 100ML (1)
- EBÈNE FUME 50ML (1)
- EBÈNE FUME 10ML (1)
- EBÈNE FUME 100ML (1)

BOTTOM TIER: LEFT TO RIGHT

- FUCKING FABULOUS CANDLE (1)
- OUD WOOD CANDLE (1)
- EBÈNE FUME CANDLE (1)

PRIVATE BLEND HERO VANILLA SEX HERO

LIVE DATE : DECEMBER 1ST



TWO-TIER
GENERIC MARBLE INSERTS

TOP TIER LEFT TO RIGHT

- VANILLA SEX AOB
- 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 HERO TWO-TIER SCHEMANTICS

THESE SHEMATICS ARE APPLICABLE TO ALL HEROES.

USE GENERIC GREY MIRROR INSERTS

HERO LIST

- SOLEIL NEIGE
- SOLEIL BLANC
- NEROLI PORTOFINO
- BITTER PEACH
- ELECTRIC CHERRY
- LOST CHERRY
- ROSE PRICK
- FUCKING FABULOUS
- OUD WOOD
- TOBACCO VANILLE



MASCULINE HERO - OUD WOOD **WITHOUT BATH + BODY**

FRONT ROW **LEFT TO RIGHT**

- OUD WOOD TRAVEL SPRAY 10ML
- OUD WOOD 50ML
- OUD WOOD 30ML
- OUD WOOD PARFUM 50ML

BACK ROW **LEFT TO RIGHT**

- OUD WOOD ALL OVER BODY SPRAY
- OUD WOOD DECANTER 250ML
- OUD WOOD 100ML
- OUD WOOD CANDLE 100ML



FEMININE HERO - ROSE PRICK

FRONT ROW **LEFT TO RIGHT**

- ROSE PRICK TRAVEL SPRAY 10ML
- ROSE PRICK 50ML
- ROSE PRICK 30ML

BACK ROW **LEFT TO RIGHT**

- ROSE PRICK ALL OVER BODY SPRAY
- ROSE PRICK DECANTER 250ML
- ROSE PRICK 100ML
- ROSE PRICK CANDLE 100ML

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

SIGNATURE FRAGRANCE RETAILER CASELINES

TWO-TIER SIGNATURE MASCULINE + FEMININE

USE THIS ASSORTMENT IF 1 TWO-TIER IS AVAILABLE

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 50ML
- BLACK ORCHID RESERVE 100ML
- BOIS PACIFIQUE 50ML
- BOIS PACIFIQUE 100ML
- EAU DE SOLEIL BLANC 100ML
- EAU DE SOLEIL BLANC 50ML

SECOND ROW LEFT TO RIGHT

- OMBRÉ LEATHER EDP 50ML
- OMBRÉ LEATHER EDP 100ML
- OMBRÉ LEATHER PARFUM 50ML
- OMBRÉ LEATHER PARFUM 1000ML
- EAU D'OMBRÉ LEATHER 100ML
- EAU D'OMBRÉ LEATHER 50ML
- CAFÉ ROSE 100ML
- CAFÉ ROSE 50ML

THIRD ROW LEFT TO RIGHT

- NOIR EXTREME PARFUM 50ML
- NOIR EXTREME PARFUM 100ML
- VELVET ORCHID PARFUM 50ML
- VELVET ORCHID PARFUM 100ML
- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID PARFUM 50ML
- NOIR EXTREME EDP 100ML
- NOIR EXTREME EDP 50ML

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



SIGNATURE FRAGRANCE CASELINES

TWO-TIER SIGNATURE MASCULINE + FEMININE

USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 50ML
- BLACK ORCHID RESERVE 100ML
- BOIS PACIFIQUE 100ML
- BOIS PACIFIQUE 50ML
- EAU DE SOLEIL BLANC 50ML
- EAU DE SOLEIL BLANC 100ML

SECOND ROW LEFT TO RIGHT

- OMBRÉ LEATHER EDP 50ML
- OMBRÉ LEATHER EDP 100ML
- OMBRÉ LEATHER PARFUM 50ML
- OMBRÉ LEATHER PARFUM 100ML
- EAU D'OMBRÉ LEATHER 100ML
- EAU D'OMBRÉ LEATHER 50ML
- BEAU DE JOUR EDP 100ML
- BEAU DE JOUR EDP 50ML

THIRD ROW LEFT TO RIGHT

- COSTA AZZURRA EDP 50ML
- COSTA AZZURRA EDP 100ML
- COSTA AZZURRA PARFUM 50ML
- COSTA AZZURRA PARFUM 100ML
- GREY VETIVER PARFUM 100ML
- GREY VETIVER PARFUM 50ML
- GREY VETIVER EDP 100ML
- GREY VETIVER EDP 50ML

MASCULINE



FEMININE



CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 50ML
- BLACK ORCHID RESERVE 100ML
- BOIS PACIFIQUE 100ML
- BOIS PACIFIQUE 50ML
- EAU DE SOLEIL BLANC 50ML
- EAU DE SOLEIL BLANC 100ML

SECOND ROW LEFT TO RIGHT

- OMBRÉ LEATHER EDP 100ML
- OMBRÉ LEATHER EDP 50ML
- OMBRÉ LEATHER PARFUM 100ML
- OMBRÉ LEATHER PARFUM 50ML
- EAU D'OMBRÉ LEATHER 100ML
- EAU D'OMBRÉ LEATHER 50ML
- CAFÉ ROSE 100ML
- CAFÉ ROSE 50ML

THIRD ROW LEFT TO RIGHT

- NOIR EXTREME PARFUM 50ML
- NOIR EXTREME PARFUM 100ML
- VELVET ORCHID PARFUM 50ML
- VELVET ORCHID PARFUM 100ML
- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID PARFUM 50ML
- NOIR EXTREME EDP 100ML
- NOIR EXTREME EDP 50ML

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

RETAILER CASELINE IN - SHELF UNIT

FOR SELECT DILLARD'S PB10 DOORS ONLY

SIGNATURE CASELINE

FIRST ROW LEFT TO RIGHT

- OMBRÉ LEATHER PARFUM 50ML
- OMBRÉ LEATHER PARFUM 100ML
- OMBRÉ LEATHER EDP 100ML
- OMBRÉ LEATHER EDP 50ML

SECOND ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 100 ML

ARRANGE CASELINE UNITS IN A PYRAMID FORMAT (TALL SKUS IN THE MIDDLE)



PRIVATE BLEND CASELINE

FIRST ROW LEFT TO RIGHT

- SOLEIL BLANC 50ML
- SOLEIL BLANC 100ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 100ML
- VANILLA SEX 50ML
- VANILLA SEX 100ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- FUCKING FABULOUS 50ML
- FUCKING FABULOUS 100ML

SECOND ROW LEFT TO RIGHT

- OUD WOOD 50ML

RETAILER CASELINE IN - SHELF UNIT

FOR SELECT MACY'S PB10 DOORS ONLY

SIGNATURE CASELINE

FIRST ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 50 ML
- BLACK ORCHID RESERVE 100 ML
- VELVET ORCHID RESERVE 50 ML
- VELVET ORCHID RESERVE 100 ML
- BLACK ORCHID 100ML
- BLACK ORCHID 50ML
- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID PARFUM 50ML

THIRD ROW LEFT TO RIGHT

- NOIR EXTREME PARFUM 50ML
- NOIR EXTREME PARFUM 100ML
- NOIR EXTREME 50ML
- NOIR EXTREME 100ML
- OMBRÉ LEATHER EDP 100ML
- OMBRÉ LEATHER EDP 50ML
- OMBRÉ LEATHER PARFUM 50ML
- OMBRÉ LEATHER PARFUM 100ML
- EAU D'OMBRÉ LEATHER 100ML
- EAU D'OMBRÉ LEATHER 50ML
- CAFÉ ROSE 100ML
- CAFÉ ROSE 50ML
- EAU DE SOLEIL BLANC 100ML
- EAU DE SOLEIL BLANC 50ML
- BOIS PACIFIQUE 100ML
- BOIS PACIFIQUE 50ML



PRIVATE BLEND CASELINE

FIRST ROW LEFT TO RIGHT

- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- NEROLI PORTOFINO 30ML
- NEROLI PORTOFINO 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 50ML
- LOST CHERRY 30ML

THIRD ROW LEFT TO RIGHT

- ROSE PRICK 30ML
- ROSE PRICK 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- OUD WOOD 50ML
- OUD WOOD 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

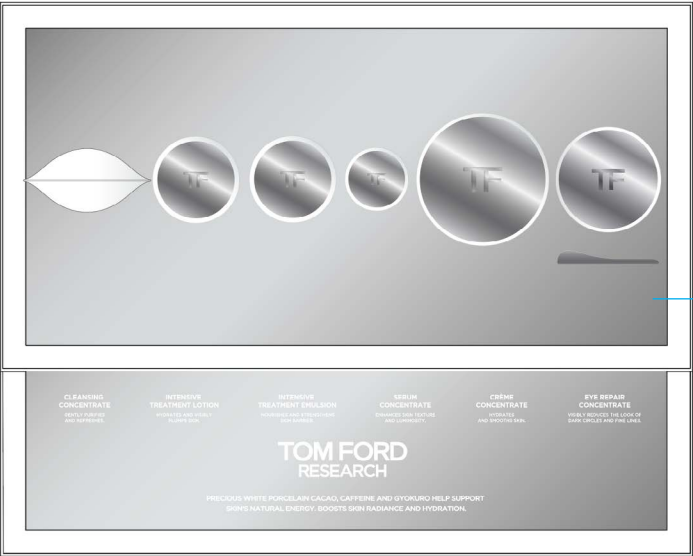
ARRANGE CASELINE UNITS IN A
PYRAMID FORMAT (TALL SKUS IN THE MIDDLE)

TOM FORD RESEARCH

SELECT DOORS ONLY
TFF, BERGDORF GOODMAN + HOLT RENFREW



FRONT ELEVATION VIEW



TOP VIEW

MAKE SURE THE LITHO/DURATRANS SCREEN IS UPDATED

TWO-TIER
TF RESEARCH

TOP TIER LEFT TO RIGHT

- CLEANSING CONCENTRATE
- INTENSIVE TREATMENT LOTION
- INTENSIVE TREATMENT EMULSION
- SERUM CONCENTRATE
- CRÈME CONCENTRATE
- EYE REPAIR CONCENTRATE W/ SPATULA

LOWER TIER LEFT TO RIGHT

- REMOVABLE COPY INSERT

KEEP CURRENT INSERT, JUST ADD NEW PRODUCT TO LINEUP

TOM FORD