

JACQUIE·E

JULY 2019



made FOR EVERY DAY

STYLE

**content within
this document has
been redacted
due to commercial
confidentiality*

PROMO 12

PLAN TO SET UP PROMO > MON 24TH JUNE
PLAN TO START PROMO > TUE 25TH JUNE

PROMO 13

PLAN TO SET UP PROMO > MON 8TH JULY
PLAN TO START > TUE 9TH JULY

DFO

PG 37

WINDOW POSTERS

ELEMENT
1.1, 1.5



1.2, 1.3, 1.8,
1.9



HOT & HOT HOT

1.6



AUS COOL & WARM

1.7



NZ

INSTORE IMAGES

6.1, 6.3, 7.1,
7.3, 8.1



8.2



NEW GEN ONLY

6.2, 7.2,
8.3



SUCTION BANNER

YOU
ALREADY
HAVE



LMKM PG 21

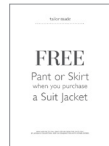
A 4

YOU
ALREADY
HAVE



LMKM PG 15

YOU
ALREADY
HAVE



LMKM PG 16

A 5

YOU
ALREADY
HAVE



LMKM PG 13

YOU
ALREADY
HAVE



LMKM PG 16

4.5



Save 40% OFF THESE STYLES

4.7



Save 50% OFF THESE STYLES

SIDE 1

SIDE 2

NZ 99C

GREETER

9.1, 10.1



9.2, 10.2



SUIT WALL SHELF TALKER

YOU ALREADY HAVE (PG 36)



DECAL

2.5

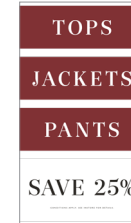


DECAL

2.1



2.2



A 4

5.1



5.2



5.3



5.4



A 5

4.1



4.2



WOBBLER

11.1



PROMO
12 & 13

SUCTION BANNER

YOU
ALREADY
HAVE



PG 36

A 5

YOU
ALREADY
HAVE



PG 36

A 4

YOU
ALREADY
HAVE



PG 36

KEEP ON STANDBY

STORE SAFELY

WINDOW POSTERS

BACK 1.1, 1.5



1.2, 1.6, 1.7, 1.8,



1.3, 1.9



HOT HOT

THE BELOW STORES WILL RECEIVE THE SOFT PINK BLOUSE POSTER INSTEAD OF THE ORCHID COAT:

-
-
-

INSTORE IMAGES

6.4, 6.7, 7.4, 7.6, 8.4



8.5

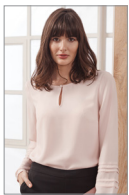


NEW GEN ONLY

6.5, 7.5 8.6



6.6



8.7



A4

5.5



5.6



DECAL

2.3



2.4



WOBLER

11.2



A5

4.3



4.4



PROMO 14

STORE SAFELY UNTIL YOU RECEIVE P14 BRIEF

WINDOW POSTERS

ELEMENT 1.4, 1.10



YOU ALREADY HAVE

SUCTION BANNERS

YOU ALREADY HAVE



A4

YOU ALREADY HAVE



A5

YOU ALREADY HAVE



SEE PG 36 FOR KEEP & THROW COLLATERAL

STORY 4
ORNATE FLORAL
NEW RED, BLACK
PG 24



STORY 6
RASPBERRY, PLUM,
PLAID SUIT GREY
PG 25



STORY 2
SPECIAL
OCCASION
PEONY BLOOM,
PG 23



PANT WALL



STORY 1
SIENNA,
CHARCOAL,
BLACK
PG 21



COUNTER

STORY 5
EVERGREEN, SOFT PINK,
BROKEN MINI CHECK SUIT,
BLACK TEXTURED SUIT
PG 22

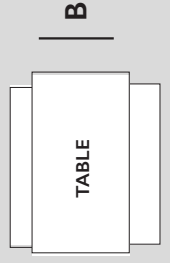
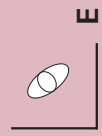
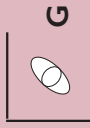
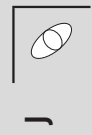
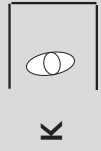
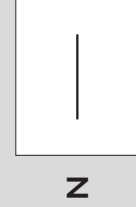
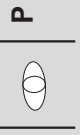


SALE

SALE
SALE

BETTER CASUAL

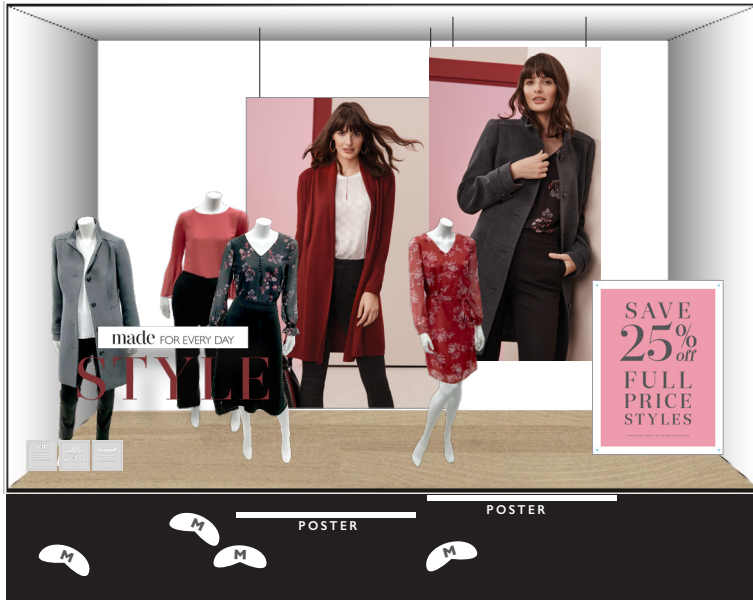
40% OFF THESE STYLES
40% OFF PROMO ZONE
40% OFF THESE STYLES



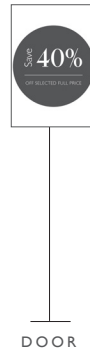
WINDOW 2

WINDOW 1

ONE WINDOW



REMEMBER!
STORES RECEIVING
'SMALL' 1000MM X
1700MM POSTERS
PLEASE USE YOUR
1000MM WINDOW
CLAMPS



DOOR

WINDOW POSTERS FOR: HOT & HOT HOT



WINDOW POSTERS FOR: NEW ZEALAND



STORES WITH ONE SMALL WINDOW:

WILL ONLY FEATURE THE RUST VIV CARDI
POSTER (REFER LIST BELOW).

AUS

NZ

TWO WINDOWS



DOOR



WINDOW HOW TO

1. ENSURE THE WINDOW AREA IS CLEAN.
2. HANG POSTERS AT THE BACK OF VM RAILS.
3. DRESS AND POSITION MANNEQUINS USING THE BIRDS EYE VIEW FOR PLACEMENT OF ELEMENTS.
4. PLACE ELECTROSTATIC DECALS ON WINDOW.
5. GO OUTSIDE AND LOOK AT YOUR WINDOW. CHECK IT MATCHES BRIEF. IF NOT, MAKE THE APPROPRIATE CHANGES. IF IT LOOKS TOO FULL TAKE SOMETHING OUT.

MANNEQUIN OUTFITS



1



2



3



4



5



6



7

**HOT STORES**

SKEW TOWARD NON COAT OPTIONS, DRESSES AND/OR SHOW WITHOUT JACKETS.

MANNEQUIN 1.

535668 - NELLIE V NECK BLOUSE (99)

ⓕ 518445 - CREPE MIDI SKIRT (95)

ALT OPTIONS

518440 - PONTE GORED HEM SKIRT

MANNEQUIN 2.

533196 - VIV CARDI (22)

535675 - ADA TEXTURED SPOT BLOUSE (2)

ⓕ 510158 - BROKEN MINI CHECK PANT (98)

ALT OPTIONS

516765 - GRACE STRAIGHT PANT (95)

MANNEQUIN 3.

538082 - VENUS DRESS (96)

MANNEQUIN 4.

ⓕ 535672 - BRITTA PLEAT SLEEVE BLOUSE (26)

516728 - ELASTIC BACK WIDE LEG PANTS (95)

ALT OPTIONS

535661 - PINTUCK BLOUSE (99)

MANNEQUIN 5.

ⓕ 513281 - FUNNEL NECK COAT (93)

535661 - PINTUCK BLOUSE (2)

516723 - PONTE SLIM TAILORED PANTS (95)

ALT OPTIONS

ⓐ HOT HOT STORES SHOW WITH VIV CARDI (93)

MANNEQUIN 6.

516679 - AMY DRESS (99)

MANNEQUIN 7.

ⓕ 513302 - PEA COAT (95)

ⓕ 534292 - CABLE DETAIL KNIT (8)

516724 - PONTE STRAIGHT TAILORED PANTS (99)

ALT OPTIONS

513320 - LONGLINE PVE COAT (95)

535657 - MONROE BLOUSE (2)

516717 - KATE PONTE STRAIGHT PANT (95)

ⓐ HOT & HOT HOT STORES SHOW WITHOUT COAT

TOP STORES

TABLE LINES

BACK TIER

K. 516845 (99) L. 517606 (60) M. 516821 (99)



A. 535672 (26) B. 535464 (34) C. 535464 (95)
 D. 535464 (22) E. 516761 (99)



FRONT TIER

F. 516834 (99) G. 517606 (95) H. 516748 (95)

ALL STORES



ALL STORES - MAY USE TABLE TREE 535673 - BRITTA PLEAT BLOUSE IN SPOT PRINT, AND 580344 - DIAGONAL PLEATED SCARF IN SUGAR PINK



FRONT TO BACK:

- 535668 (99)
- 533196 (22)
- 535675 (2)
- 513290 (95)
- 538082 (96)
- 518440 (95)

1

FRONT TO BACK:

- F** 532869 (95)
- F** 519717 (99)
- 533850 (2)
- 516717 (95)
- F** 513290 (4)

2

FRONT TO BACK:

- F** 514073 (08)
- F** 534292 (4)
- 517608 (95)
- F** 534292 (29)
- 535661 (95)

3

OUTLINE FLORAL, RUST, OATMEAL, BLACK



H & S TIP

MANNEQUIN BASES

HAVE YOU CHECKED THAT YOUR MANNEQUIN BASES ARE SECURED? ENSURE ALL THE SCREWS ARE TIGHTENED.

MANNEQUIN 1

- 519458 - EDGE TO EDGE JACKET (26)
- 530080 - BELLA BLOUSE (2)
- F** 546605 - BROKEN MINI CHECK SKIRT (98)
- ALT OPTIONS**
- 512188 - PONTE PENCIL SKIRT (95)

MANNEQUIN 3

- F** 514067 - RUBY V NECK DRESS (99)
- ALT OPTIONS**
- 516679 - AMY DRESS (99) IF NOT FEATURING IN YOUR WINDOW
- 532275 - RACHEL SHIFT DRESS (99)

MANNEQUIN 2

- F** 535092 - PIPPA PIPED CARDI COAT (95)
- 535657 - MONROE SHIRRED BLOUSE (2)
- 516821 - PIA PONTE (98)
- ALT OPTIONS**
- 533196 - VIV CARDI (95)

B

ONE WAY

SAVE 25%
FULL PRICE STYLES



COIN SPOT



D

ONE WAY

SAVE 25%
FULL PRICE STYLES



BLACK, OATMEAL,
ANIMAL



E

L SHAPE

SAVE 25%
FULL PRICE STYLES



BLACK, PINK,
CHECK



C

VIV CARDI
- FRONT



THE VIV
CARDI
made for every woman



BLACK, RUST, RED,
SUGAR PINK



VIV CARDI
- BACK



THE VIV
CARDI
made for every woman



PLUM, SILVER,
MERLOT, NAVY



NEW GEN ONLY



FRONT OF STORE

SIENNA, CHARCOAL, BLACK



N ARRIVE DC W/E 29/06

WHERE FRONT FACES AREN'T AVAILABLE, REPLACE WITH LIKE STYLES FROM SIDE HANGS

ALT FRONT FACE OPTIONS

DRESSES

514061 - ROSIE NOTCH SHIFT DRESS (BLACK/CASHMERE)
535778 - CHARLIE TWIST SHIFT (BLACK)

KNITS

533196 - VIV CARDI (BLACK)



HOT STORES CAN SHOW WITHOUT JACKETS




H & S TIP

WORKING AT HEIGHT

- ONLY ONE PERSON AT A TIME ON THE LADDER.
- MAKE SURE YOU ARE STABLE ON THE PLATFORM BEFORE COMMENCING WORK AT HEIGHT.
- NEVER OVERREACH FOR STOCK; REPOSITION LADDER INSTEAD.
- DO NOT HANG STOCK FROM ANY PART OF THE LADDER.

SALE

STORY 4
MARIGOLD,
FLORAL, BLACK
PG 35



STORY 6
ORNATE FLORAL,
NEW RED, BLACK
PG 24



STORY 2
SPECIAL OCCASION
PEONY BLOOM,
PG 23




SUITING WALL
CORE PVE
PG 25



PROMO ZONE

PANT WALL

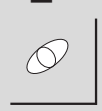
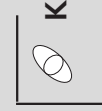
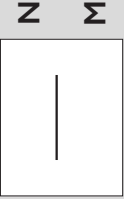
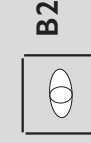
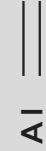
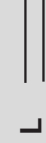


COUNTER

STORY 1
EVERGREEN, SOFT PINK,
BROKEN MINI CHECK
SUIT, BLACK TEXTURED
SUIT
PG 22



STORY 5
SIENNA, CHARCOAL,
BLACK
PG 21

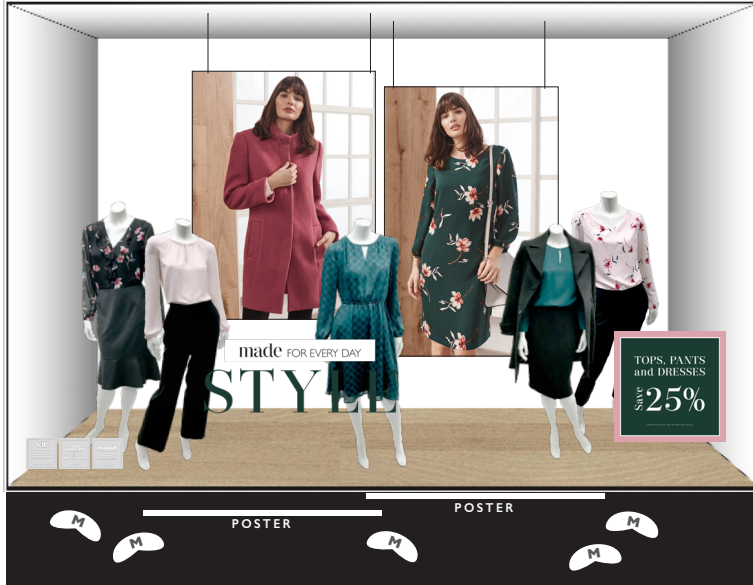



WINDOW 2

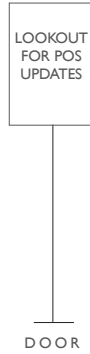


WINDOW 1

ONE WINDOW



REMEMBER!
STORES RECEIVING
'SMALL' 1000MM X
1700MM POSTERS
PLEASE USE YOUR
1000MM WINDOW
CLAMPS



WINDOW POSTERS FOR: HOT & HOT HOT

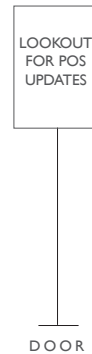


STORES WITH ONE SMALL WINDOW:
WILL ONLY FEATURE ONE POSTER -
EVERGREEN TUNIC DRESS (REFER LIST BELOW).

AUS

NZ

TWO WINDOWS



WINDOW HOW TO

1. ENSURE THE WINDOW AREA IS CLEAN.
2. HANG POSTERS AT THE BACK OF VM RAILS.
3. DRESS AND POSITION MANNEQUINS USING THE BIRDS EYE VIEW FOR PLACEMENT OF ELEMENTS.
4. PLACE ELECTROSTATIC DECALS ON WINDOW.
5. GO OUTSIDE AND LOOK AT YOUR WINDOW. CHECK IT MATCHES BRIEF. IF NOT, MAKE THE APPROPRIATE CHANGES. IF IT LOOKS TOO FULL TAKE SOMETHING OUT.

MANNEQUIN OUTFITS



MANNEQUIN 1.

513320 - LONGLINE PVE COAT (95)

F 531083 - POPPY TUCK SLEEVE (74)

F 518430 - TEXTURED PENCIL SKIRT (95)

ALT OPTIONS

535661 - PINTUCK BLOUSE (74)

☉ HOT & HOT HOT STORES SHOW WITHOUT COAT

MANNEQUIN 2

F 533594 - ABBY CARDI COAT (25)

535657 - MONROE SHIRRED BLOUSE (2)

F 510158 - BROKEN MINI CHECK PANT (98)

ALT OPTIONS

533196 - VIV CARDI (10)

516724 - PONTE STRAIGHT TAILORED PANTS (99)

MANNEQUIN 3.

514062 - MIRANDA TUNIC DRESS (99)

MANNEQUIN 4

☉ 535674 - LONG SLEEVE TEXTURED BLOUSE (33)

516728 - ELASTIC BACK WIDE LEG PANTS (95)

ALT OPTIONS

531083 - POPPY TUCK SLEEVE (34)

MANNEQUIN 5

535670 - BONNIE RUFFLE BLOUSE (99)

546605 - BROKEN MINI CHECK SKIRT (98)

ALT OPTIONS

512188 - PONTE PENCIL SKIRT (95)

MANNEQUIN 6

F 514065 - ADA JACQUARD KEYHOLE DRESS (74)

ALT OPTIONS

535729 - VENUS DRESS (1F)

DO NOT SHOW MANNEQUIN 6 IF YOU CANNOT SHOW EITHER DRESS

MANNEQUIN 7

F 535669 - CHARLOTTE V NECK BLOUSE (99)

517537 - SASHA SLIM PANT (95)

ALT OPTIONS

535661 - PINTUCK BLOUSE (34)

☉ **MANNEQUIN 8**

☉ 531359 - RILEY SOLID BLOUSE (74)

☉ 512812 - SOFT CREPE CULOTTE (95)

☉ **MANNEQUIN 9**

☉ 535765 - RACHEL V NECK SHIFT DRESS (99)



HOT STORES

SKEW TOWARD NON COAT OPTIONS, DRESSES AND/OR SHOW WITHOUT JACKETS & SCARVES.

☉ HOT STORE OPTIONS



FRONT TO BACK:

|

- F 533596 (95)
- 535657 (2)
- 516761 (99)
- F 533596 (8)
- 535609 (95)

FRONT TO BACK:

2

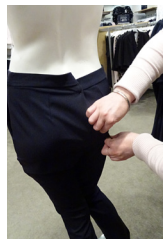
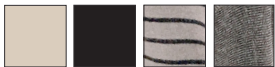
- F 535463 (8)
- 517537 (95)
- 535619 (2)
- F 534289 (11)
- F 513320 (95)

FRONT TO BACK:

3

- F 519468 (99)
- 532779 (2)
- 518430 (95)
- F 533597 (3)
- 530080 (2)
- F 533597 (95)

OATMEAL, BLACK, STRIPE, CHEVRON



PINS IN GARMENTS:

WHEN REMOVING CLOTHES FROM THE MANNEQUIN LOOK OUT FOR PINS. BE SURE TO REMOVE THEM FROM THE GARMENT BEFORE RETURNING IT TO THE SHELF.

MANNEQUIN 1

- F 533596 - HELEN TIPPING CARDI COAT (8)
- 530080 - BELLA BLOUSE (2)
- 516723 - PONTE SLIM TAILORED PANTS (95)
- ALT OPTIONS**
- 533597 - LIBBY CARDI COAT (3)
- 533196 - VIV CARDI (93)

MANNEQUIN 3

- F 519468 - TEXTURED KNIT JACKET (98)
- 530080 - BELLA BLOUSE (2)
- 512188 - PONTE PENCIL SKIRT (95)
- ALT OPTIONS**
- 519458 - EDGE TO EDGE JACKET (95)

MANNEQUIN 2

- F 513320 - LONGLINE PVE COAT (95)
- F 535463 - STEVIE STRIPED KNIT (8)
- 516723 - PONTE SLIM TAILORED PANTS (95)
- ALT OPTIONS**
- ☉ HOT STORES DO NOT SHOW MANNEQUIN 2

BACK TIER

K. 516845 (99) L. 517606 (60) M. 516821 (99)



TOP TIER

A. 535669 B. 535006 (22) C. 535006 (74)
D. 535006 (34) E. 516761 (99)



FRONT TIER

F. 516834 (99) G. 517606 (95) H. 516748 (95)

NZ STORES



CONTINUE TO SHOW PROMO 12 KNITS C. 535464 (22)
D. 535464 (34) AND KATE PONTE E. 516724 (99) WITH
PROMO 13 BLOUSE A. 535669 AND KNIT B. 535006 (74).

F 535670
BONNIE RUFFLE BLOUSE (WINDSWEEP FLORAL)

A2

COOL STORES
NEXT TO
TABLE

TOPS, PANTS
and DRESSES
SAVE 25%



GREY, RASPBERRY
COATS



A2

HOT STORES
NEXT TO
TABLE

TOPS, PANTS
and DRESSES
SAVE 25%



WINDSWEPT
FLORAL,
ICING PINK



C2

TWO WAY

TOPS, PANTS
and DRESSES
SAVE 25%



FLOCKED SPOT, NAVY
PINSTRIPED SUIT



C

HOT STORES ONLY

LINEN
- FRONT



NAVY, DENIM, FLAX



LINEN
- BACK



SOFT PINK, DENIM,
SCATTERED DAISY





MARIGOLD,
FLORAL, BLACK



ALT FRONT FACE OPTIONS

TOPS

- 535675 - ADA TEXTURED BLOUSE (MILK)
- 531023 - CAITLIN PINTUCK BLOUSE (MILK)

KNITS

- 533596 - MACY CARDI COAT (BLACK/MILK)

PANTS

- 516765 - GRACE STRAIGHT PANT (BLACK)

SKIRTS

- 512188 - PONTE PENCIL SKIRT (BLACK)
- 518430 - TEXTURED PENCIL SKIRT (95)

DRESSES

REPLACE 514016 WITH 531075 WINNIE WRAP TOP IN SPOT OR 531083 POPPY KEYHOLE TOP IN BLACK AND YOUR BEST SELLING BLACK PANT



HOT STORES

CAN SHOW WITHOUT CARDI COATS

IF YOU DON'T HAVE ROOM TO SHOW THE BROKEN MINI CHECK SUIT IN YOUR EVERGREEN COLLECTION DURING PROMO 13, YOU MAY PLACE IT INTO STORY FOUR WITH YOUR MARIGOLD COLLECTION

JACQUI·E

