EO
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COLLECTION
display

Why do we need to display by collection?

- It looks better. It's neater and more attractive.
- It's easier for customers to choose.
- It will show the variety of colors available.
- It will be easier for the branch to do the inventory.

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Upon receiving of the items GROUP the frames per SKU.

Example:

BLAZE (FR) BL2102 C10 (202)	0194600001434
BLAZE (FR) BL2102 C16 (202)	0194600001440
BLAZE (FR) BL2102 C18 (202)	0194600001441
BLAZE (FR) BL2102 C3 (202)	0194600001442
BLAZE (FR) BL2102 C8 (202)	0194600001435
BLAZE (FR) BL2102 C9 (202)	0194600001433

Group them together (by collection).
Same SKU and with all the different colors available.

GROUPING THE FRAMES

Always prioritize displaying the COLLECTION on top/upper part of the modules.

DISPLAY THE COLLECTION

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DISPLAY THE COLLECTION

DISPLAY THE COLLECTION

VISUAL MERCHANDISING GUIDE 2024

DISPLAY THE COLLECTION
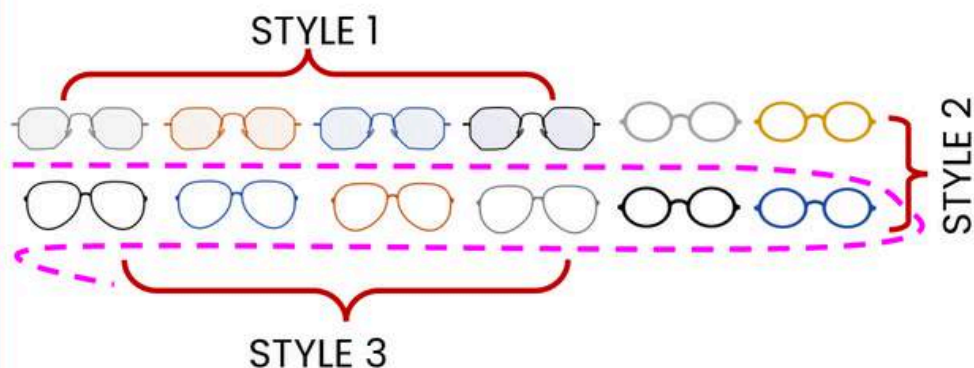
DISPLAY THE COLLECTION

DISPLAY THE COLLECTION

DISPLAY THE COLLECTION

TECHNIQUES TO FOLLOW WHEN DISPLAYING THE COLLECTION

DISPLAY THE FRAMES **PER STYLE**, SIDE BY SIDE WITH THE AVAILABLE COLORS.

FOR THE OPEN DISPLAYER B USE THE **HORIZONTAL WAY OF DISPLAYING THE FRAMES**.

STYLE 1
STYLE 2
STYLE 3

DISPLAY THE FRAMES **PER STYLE**, SIDE BY SIDE WITH THE AVAILABLE COLORS.

FOR THE OPEN DISPLAYER D USE THE **VERTICAL WAY OF DISPLAYING THE FRAMES**.

STYLE 1 STYLE 2 STYLE 3 STYLE 4 STYLE 5

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

round shaped eyeglasses

aviator/double bar eyeglasses

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

by material

metal

acetate

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

earth friendly eyeglasses

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

ultem eyeglasses

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

rectangle eyeglasses

P1599

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

geometric eyeglasses

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP THE EYEGLASSES

over sized eyeglasses

DISPLAY THE COLLECTION

SAMPLE DISPLAY ON HOW YOU SHOULD GROUP
THE EYEGLASSES

clip-on eyeglasses

TECHNIQUES TO FOLLOW WHEN DISPLAYING THE COLLECTION

- Always place the latest collections on the top part of the modules. Prioritize the new and full collections.
- Broken collections may be placed on the lower parts, grouping them by style and by material.

DISPLAY THE COLLECTION

STORING YOUR STOCKS

group them per SKU before storing it

21001 - 21004

STYLE NEW YORK

label the box

This will help you replenish the proper item and easier for you to do the inventory.

DISPLAY THE COLLECTION

If you need assistance with the display you may contact the VM team

- ccrespo@eo-executiveoptical.com - CISSY
- pauljames.grutas@gmail.com - PAUL
- usison_dennis@yahoo.com -DENNIS
- vm_hbp@yahoo.com - HARLEY
- eo.vmjoseph@gmail.com - JOSEPH

DISPLAY THE COLLECTION