

PB
teen

POTTERY BARN

fur
everyone



visual book
holiday 1 • oct. 26, 2012

SEASON OVERVIEW

What's New for Holiday 1?

The Holiday 1 Floorset should be complete on October 26.

Please continue to put out of stock inventory on your needs list and reach out to Brittany Jones and Jamie Scott with additional questions. As always, you can contact Mackenzie Edgerton for any visual assistance.

Have a very successful Holiday 1!

Contents:

1. Floorplans
2. Windows
3. Alexis Bedroom
4. Graham Bedroom
5. Fur Lounge
6. Fur Features
7. Tech Features
8. Marketing

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CALENDAR

OCTOBER 2012

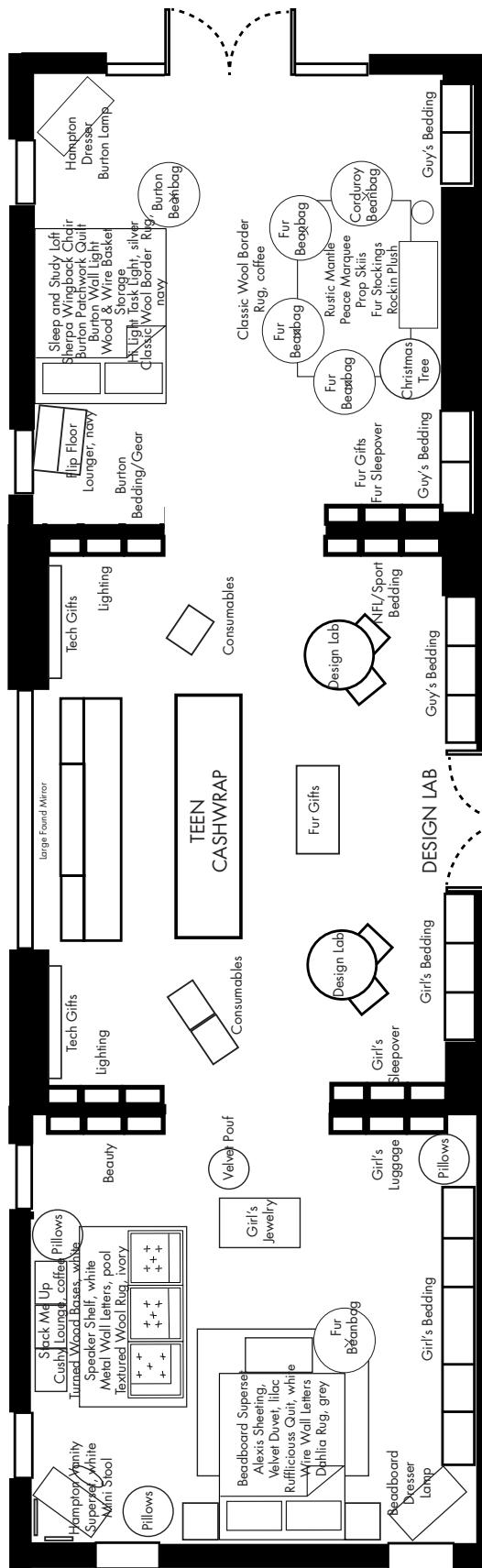
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13 Holiday 1 Visual Book Arrives in Stores
14 Holiday 1 Phasing	15 Holiday 1 Phasing	16 Holiday 1 Phasing	17 Holiday 1 Phasing	18 Holiday 1 Phasing	19 Holiday 1 Phasing Marketing Arrives	20 Holiday 1 Phasing
21 Holiday 1 Phasing	22 Holiday 1 Phasing	23 Holiday 1 Phasing	24 Holiday 1 Phasing	25 Holiday 1 Phasing	26 Floorset Complete in Stores	27
28	29	30	31			



#655 PLAZA FRONTENAC

Holiday 1

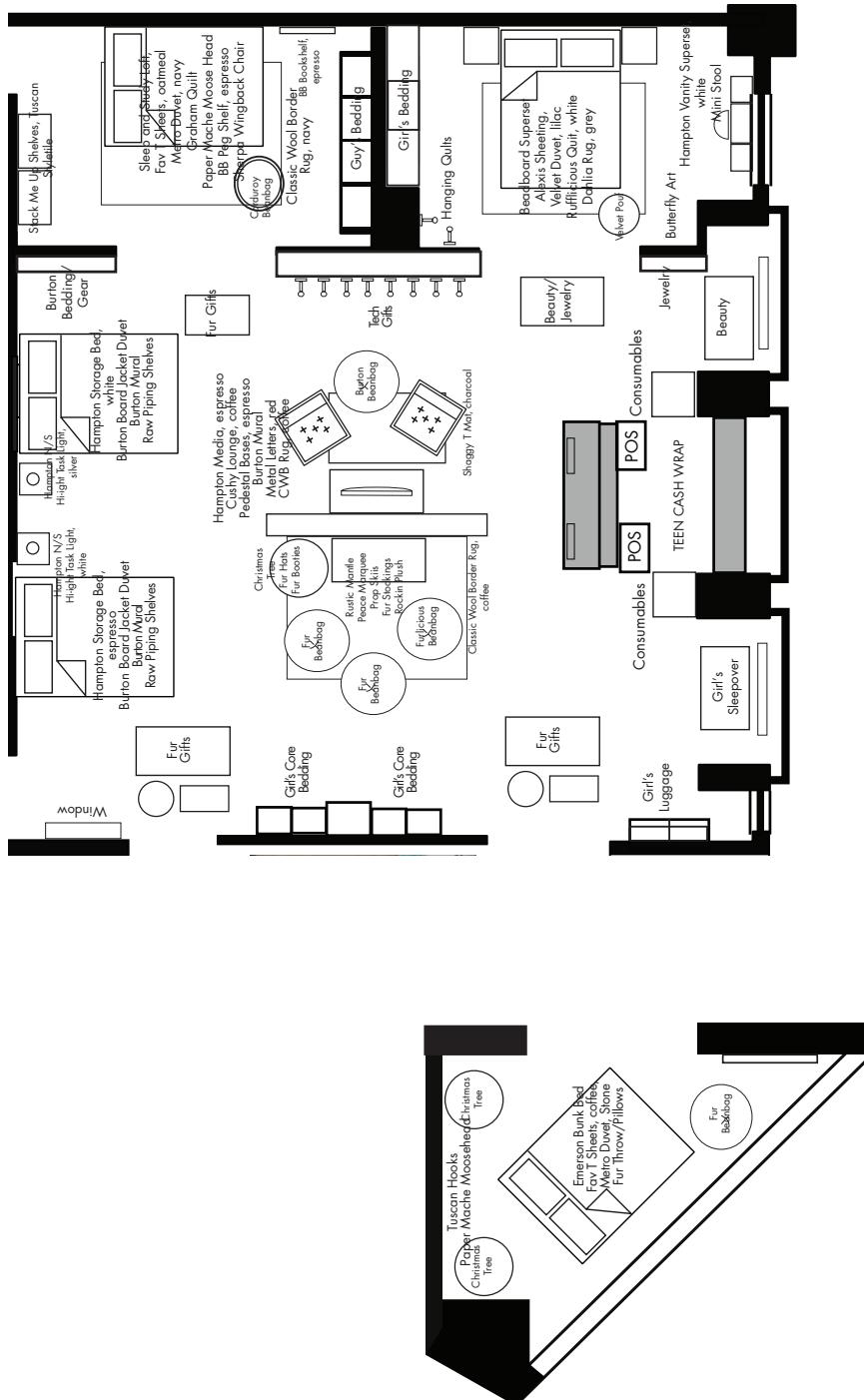
10/26/2012



**PB
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#694 LENOX SQUARE

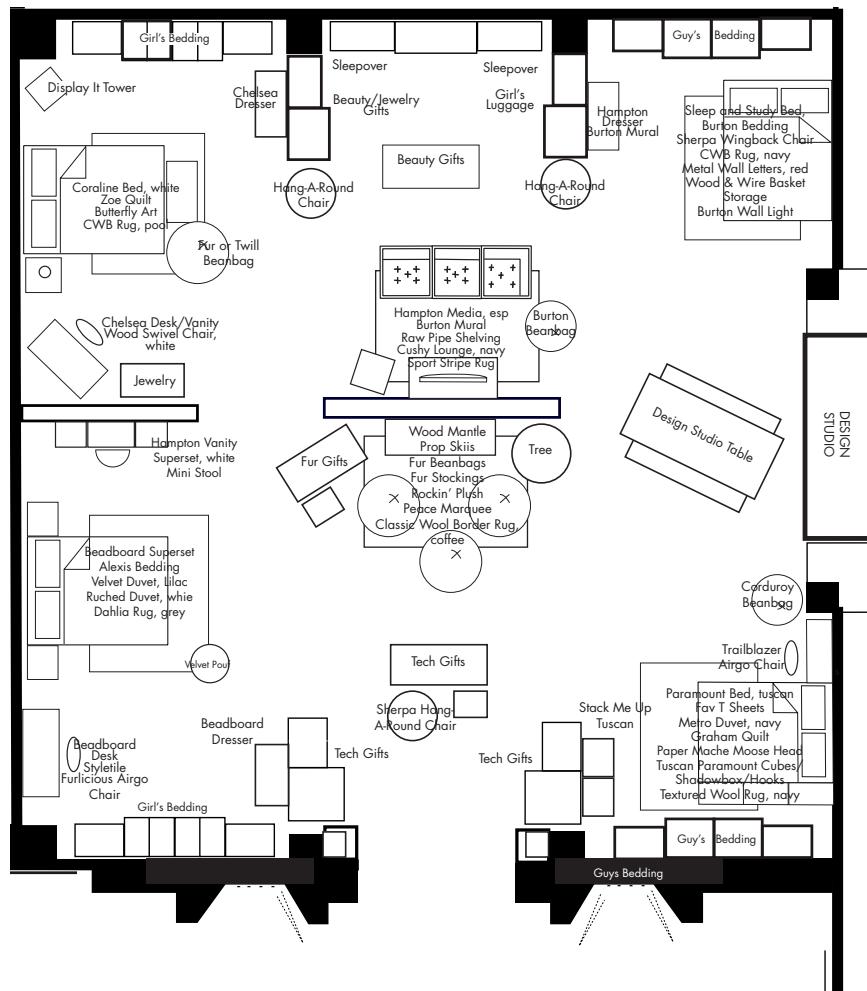
Holiday 1
10/26/2012



**PB
teen**

#762 MARKET SQUARE

**Holiday 1
10/26/2012**

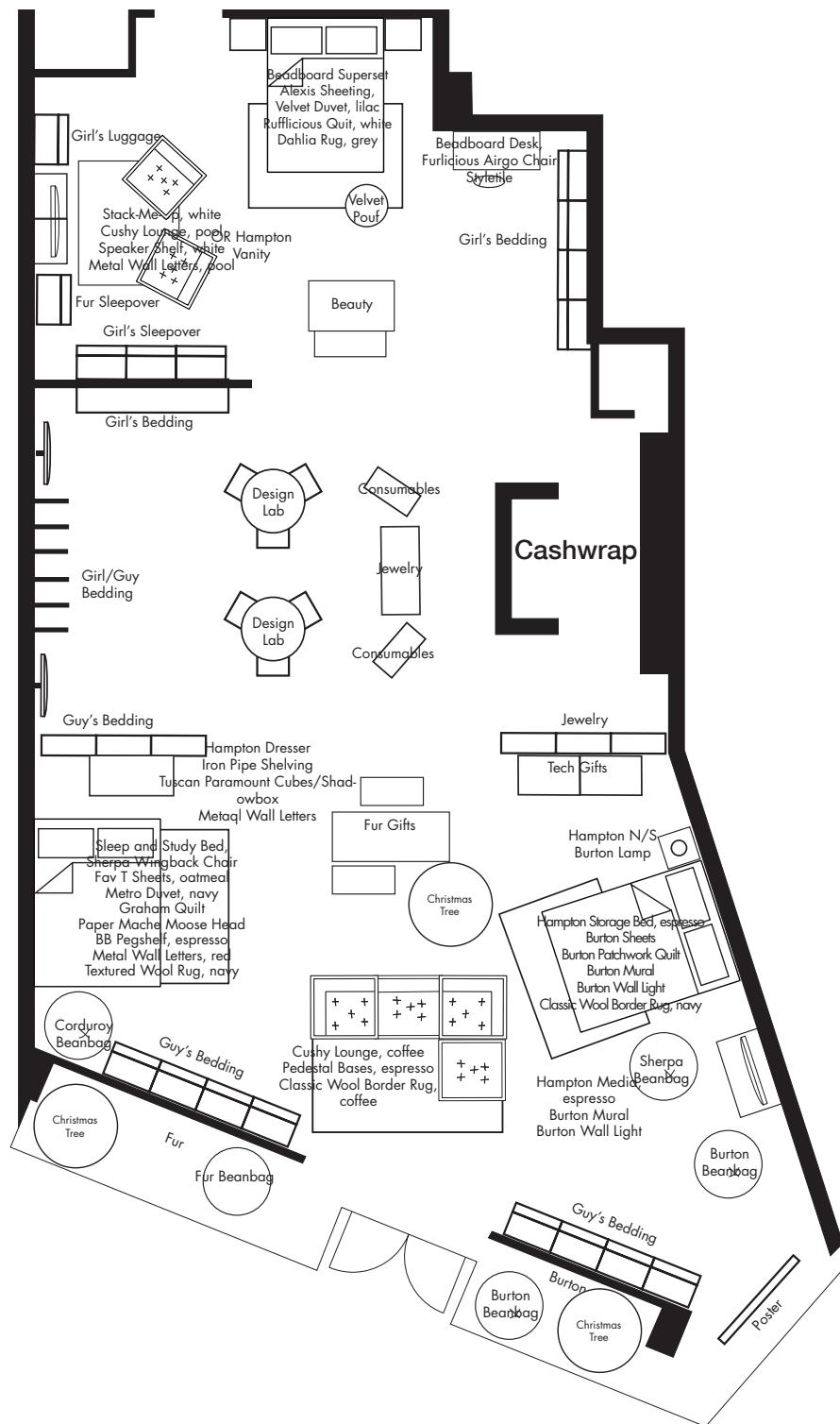


**PB
teen**

#888 NATICK

Holiday 1

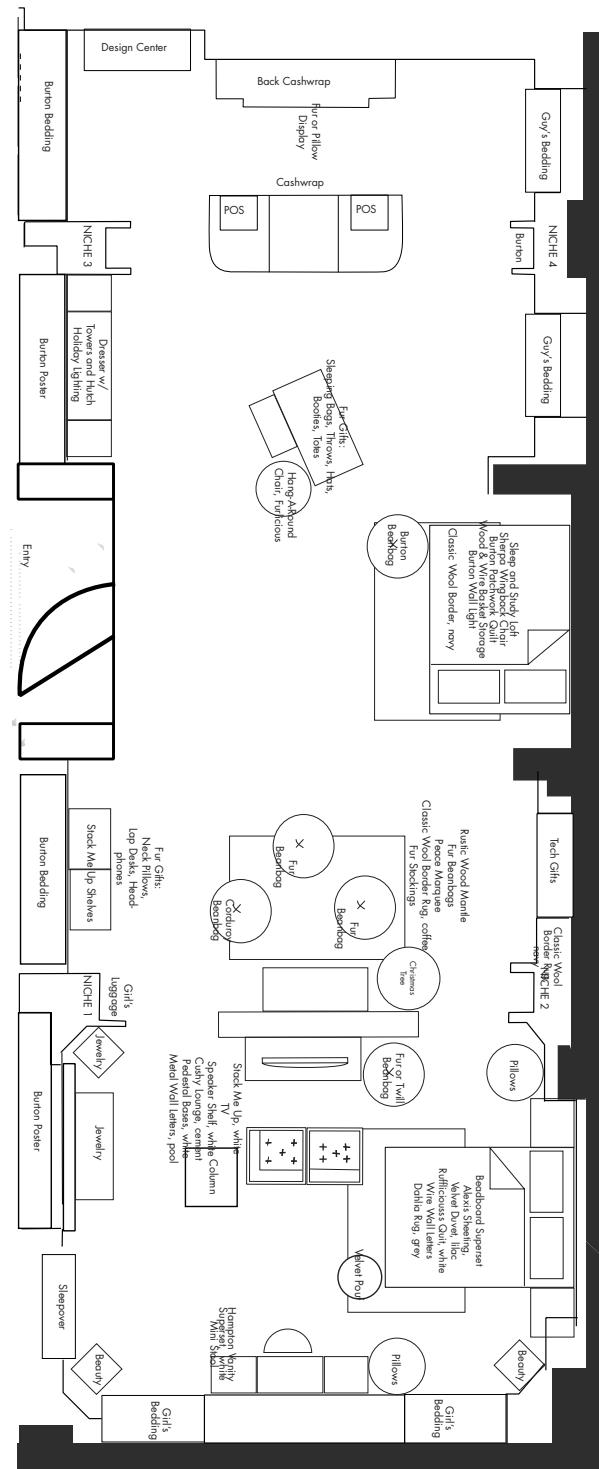
10/26/2012





#981 NEW YORK

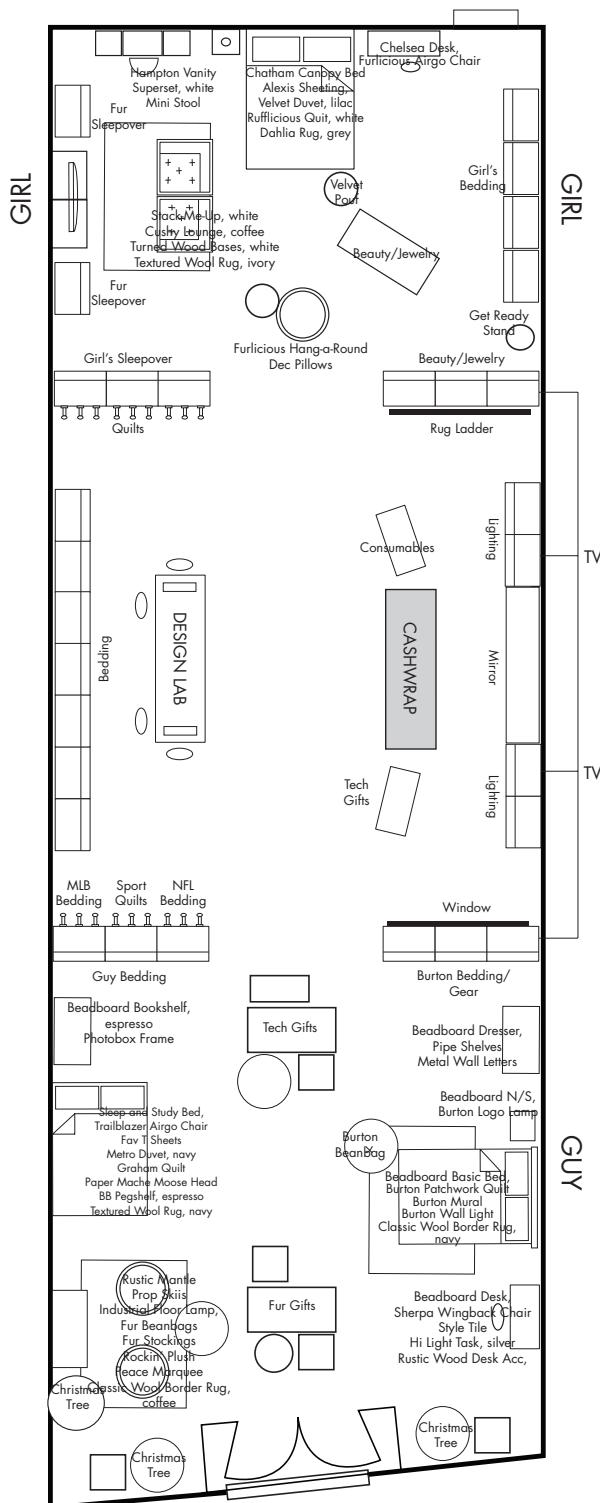
Holiday 1
10/26/2012



**PB
teen**

#983 Roseville

**Holiday 1
10/26/2012**



WINDOWS

#694 LENOX SQUARE



Window A

Furniture:

- Emerson Bunk Bed, tuscan

Textiles:

- Fav Tee Sheets/Cases, coffee
- Metro Duvet/Sham, oatmeal
- Fur Throw Zebra (bottom)
- Fur Thros Sherpa (top)
- Sherpa Sham
- Zebra Dec Pillow

Dec Acc:

- (2) Paramount Shelving Peg Hook
- Fur Stockings, sherpa/leopard
- MLB Headphones
- Red Metal Letters

Rug:

- CWB Rug, coffee

Props:

- Vintage Skiis
- Christmas Trees
- Wrapped Gifts

WINDOWS

#694 LENOX SQUARE



Framed Window A Poster



Mall Poster



Window Decal

WINDOWS

#762 MARKET SQUARE



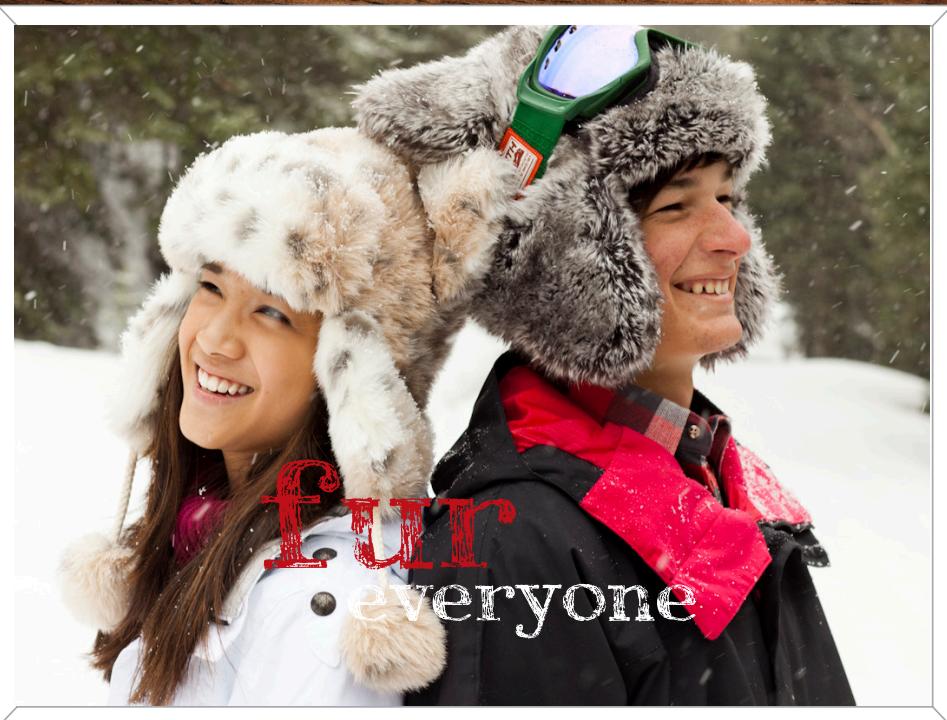
Window A Poster



Window B Poster

WINDOWS

#762 MARKET SQUARE



Window C



Window D

WINDOWS

#888 NATICK



Window A

Textiles:

- Burton Dec Pillow, owl
- Sherpa Beanbag, ivory

Dec Acc:

- Snow Leopard Beanbag
- Fur Stockings (all)
- Fur Hats (on tree)
- Fur Booties (on tree)

Lighting:

- (2) Bradley Pendants
- Peace Marquee Light

Rug:

- Shaggy Tee Mat, charcoal

Props:

- Vintage Skis
- Christmas Tree
- Wrapped Gifts

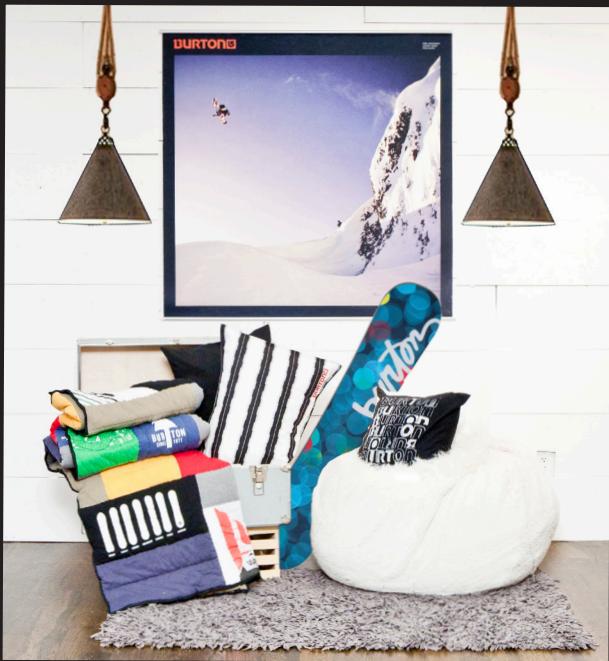
fur
everyone

THE BIG BEANBAG SALE
NOW 20% OFF

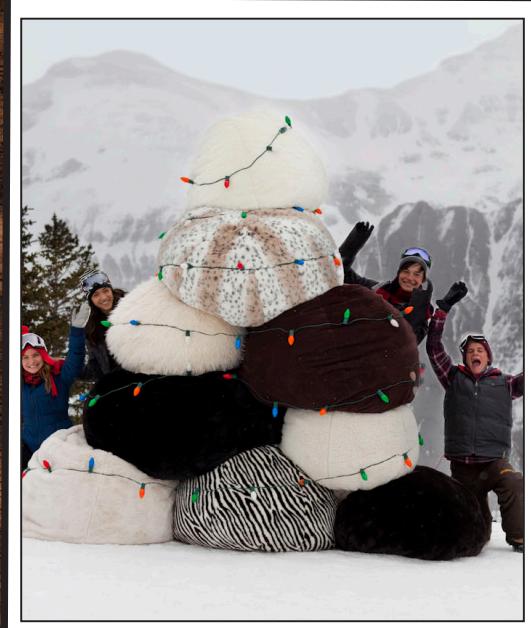
Window Decal

WINDOWS

#888 NATICK



Window B



Window C

Textiles:

- Burton Tee Quilt
- Vibrating Stripe Sham
- Burton Dec Pillows
- Sherpa Beanbag

Dec Acc:

- Burton Mural, Gabi Viteri

Lighting:

- (2) Bradley Pendants

Rug:

- Shaggy Tee Mat, charcoal

Props:

- Snowboard

fur
everyone

THE BIG BEANBAG SALE
NOW 20% OFF

Window Decal

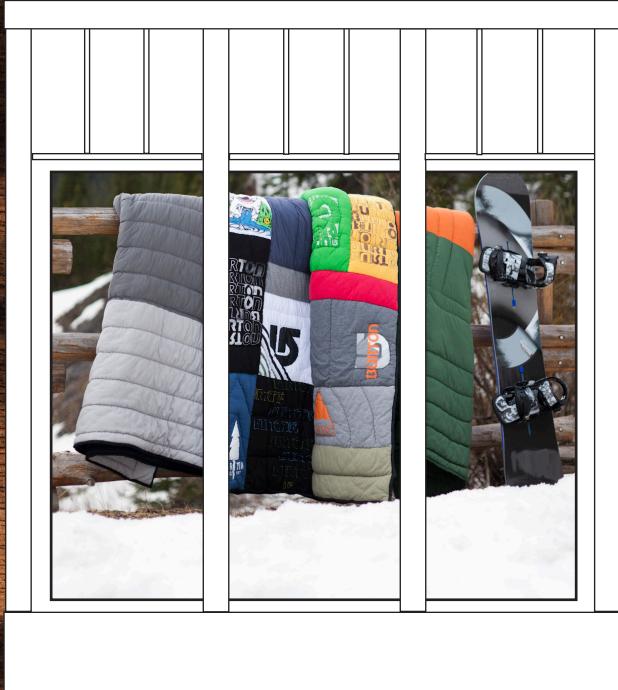
fur
everyone

THE BIG BEANBAG SALE
NOW 20% OFF

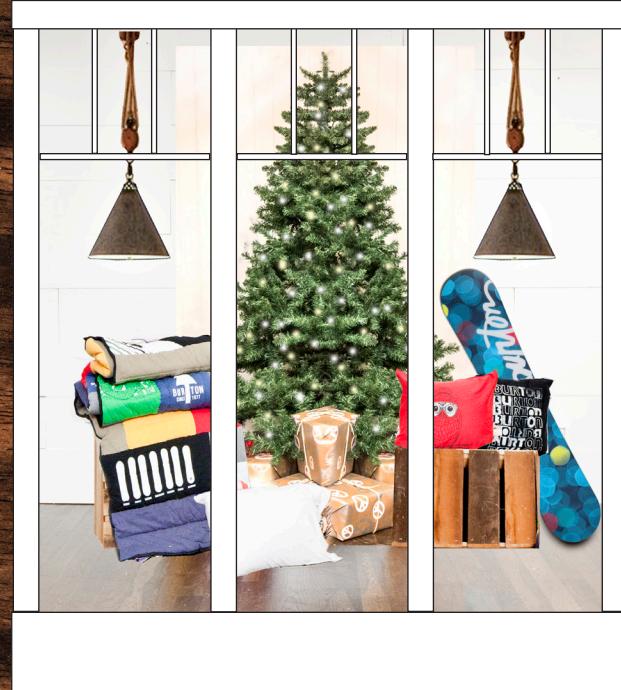
Window Decal

WINDOWS

#981 NEW YORK



Window A



Window B

Textiles:

- Burton Tee Quilt
- Burton Dec Pillows
- Sherpa Sham

Props:

- Snowboard
- Christmas Tree
- Wrapped Gifts
- Crates

Lighting:

- (2) Bradley Pendants

fur
everyone

THE BIG BEANBAG SALE
NOW 20% OFF

Window Decal

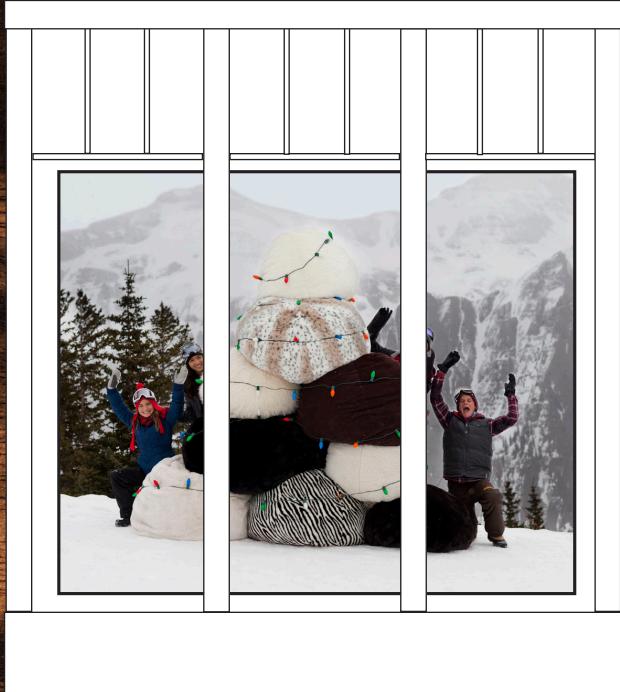
fur
everyone

THE BIG BEANBAG SALE
NOW 20% OFF

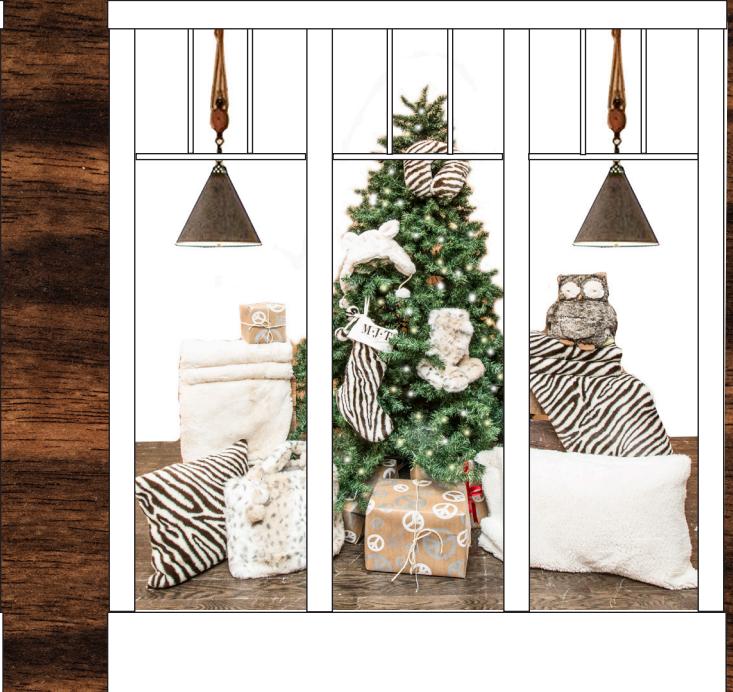
Window Decal

WINDOWS

#981 NEW YORK



Window C



Window D

Textiles:

- Sherpa Throw
- Zebra Throw
- Sherpa Sham
- Zebra Sham

Dec Acc:

- Rockin Plush, owl
- Zebra Stocking
- Fur Hats/Neck Pillows

Lighting:

- (2) Bradley Pendants

Props:

- Christmas Tree
- Wrapped Gifts
- Crates



Window Decal



Window Decal

WINDOWS

#983 ROSEVILLE



Window A

Textiles:

- Sherpa Throw
- Zebra Throw
- Sherpa Sham
- Zebra Sham
- Rockin Plush, owl
- Fur Hats/Neck Pillows
- Fur Stockings

Props:

- Christmas Tree
- Crates
- Wrapped Gifts



Window Decal

WINDOWS

#983 ROSEVILLE



Window B

Textiles:

- Burton Tee Quilt
- Vibrating Stripe Sham
- Burton Dec Pillows
- Sherpa Beanbag

Lighting:

- Bradley Pendant

Props:

- Snowboard
- Vintage Trunk

Rug:

Shaggy Tee Mat, charcoal



Window Decal

FUR LOUNGE

(#655 FRONTENAC, #694 LENOX, #762 MARKET SQUARE,
#981 NEW YORK, #983 ROSEVILLE)



CWB Rug, coffee

Occasional Seating:

- Sherpa Beanbag
- Leopard Beanbag

Textiles:

- Burton Pillow

Lighting:

- Peace Marquee Light

Rug:

- CWB, coffee

Dec Acc:

- Rockin Plush, owl, penguin, bear
- Fur Hats, all
- Fur Neck Pillows, all
- Fur Stockings, all

Props:

- Rustic Mantle
- Vintage Skis
- Christmas Tree
- Wrapped Gifts

FUR FEATURE

(ALL STORES)



Standing Fixture:

- Wrapped Gifts Display
- Fur Sleeping Bags, all

Small Table:

- Fur Throws (all)
- Fur Lapdesks (all)

Metal Table:

- (Inside Crate)
- Fur Neck Pillows, sherpa/leopard and sherpa/zebra
 - Fur Totes, sherpa, leopard

Left Basket:

- Fur Hats/Booties (all)

Right Basket:

- Fur Stockings (all)

GIRL'S TECH GIFTS

(#694 LENOX SQUARE)



Tech Gifts:

Big Table

- Rockin Alarm Clock, black dottie
- Rockin Alarm Clock, pool dottie
- Pop Phones, zebra/cheetah
- Rockin' Plush, penguin/owl/bear
- On Crate: Fur Headphones, zebra/snow leopard
- DXG Printed Video Camera
- Must Have Mini Speaker, zebra
- Ultimate Jam Speaker, pool mini dot

Small Table

- Tune In Headphones, black dottie
- Tune In Headphones, multi floral
- Must Have Mini Speaker, multi floral, multi peace, pool dottie, pink dottie, black dottie
- Tune In Headphones, pool
- Tune In Headphones, pink
- Go Anywhere Mini Speakers, pool/pink
- Pop Phones, pink, lime green, orange
- Fur Beanbag Phone Holder, Himalayan and Sherpa

GUY'S TECH GIFTS

(#694 LENOX SQUARE)



Tech Gifts

Big Table:

- iDJ2GO
- Liquid Image "The Ego", black/white
- Rockin Plush, penguin/owl
- Ultimate Jam Speaker, camo
- Grey Clock
- Go Anywhere Mini Speaker, orange
- MLB Headphones
- Liquid Image Video Goggles

On Crate:

- Rock Out Headphones, houndstooth, camo, MLB

*House wrapped stock inside crate

Small Table:

- Rock Out Headphones, camo
- Rock Out Headphones, houndstooth
- Must have Mini Speakers. camo, houndstooth
- Speaker Storage Lapdesk
- Fur Lapdesk, brown luxe
- Karaoke A Go-Go Machine

GIRL'S TECH GIFTS

(#655 FRONTENAC)



Tech Gifts:

Upper Display:

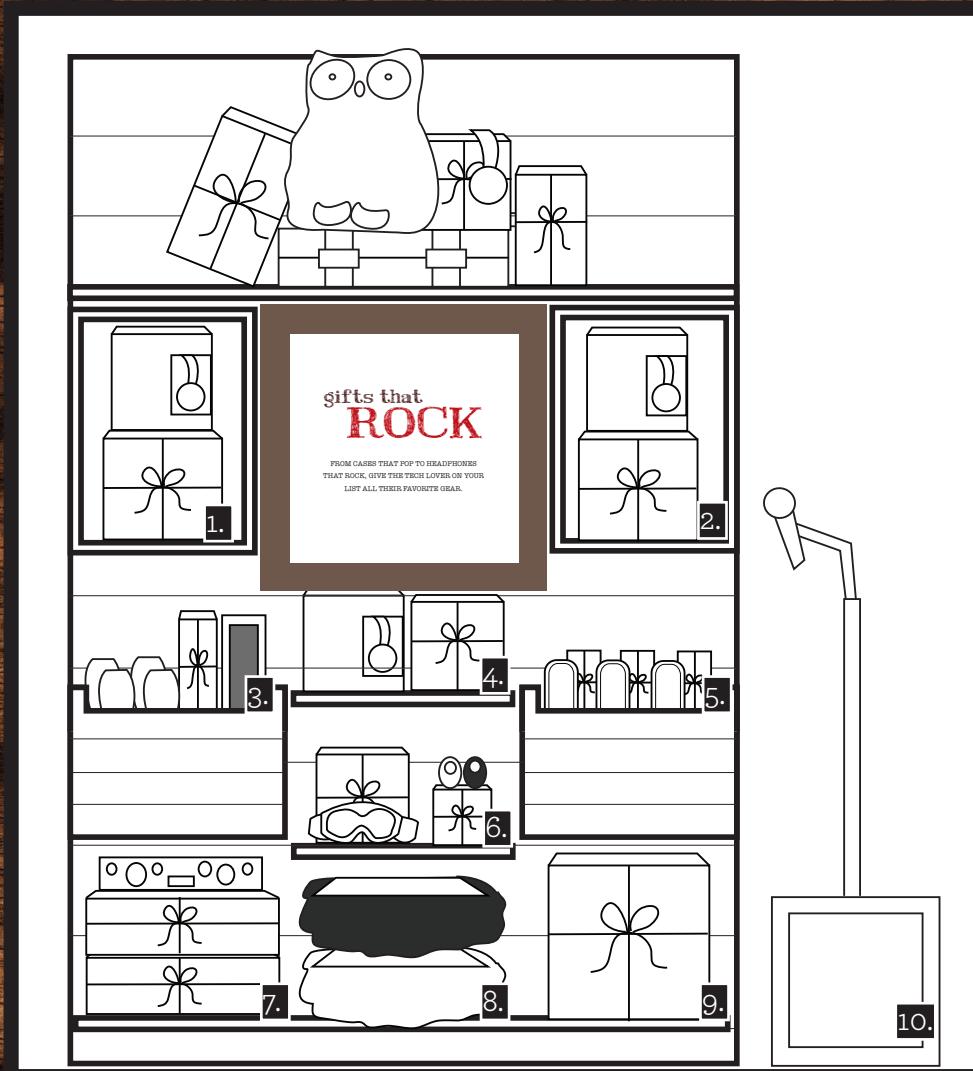
Rockin Plush, penguin, Fur Headphones, snow leopard, wrapped gifts

1. Fur Headphones, zebra
2. Fur Headphones, snow leopard
3. Pop Phones, zebra, cheetah, pink, lime green, orange
4. Tune In Headphones, black dottie/ pool

5. Must Have Mini Speakers, multi floral, multi peace, pool dottie, pink
6. Tune In Headphones, multi floral/ pink
7. Basket: Fur Beanbag Phone Holder, Himalayan and Sherpa
8. Rockin Alarm Clock. black dottie, pool dottie, pink dottie

GUY'S TECH GIFTS

(#655 FRONTENAC)



Tech Gifts

Upper Display:

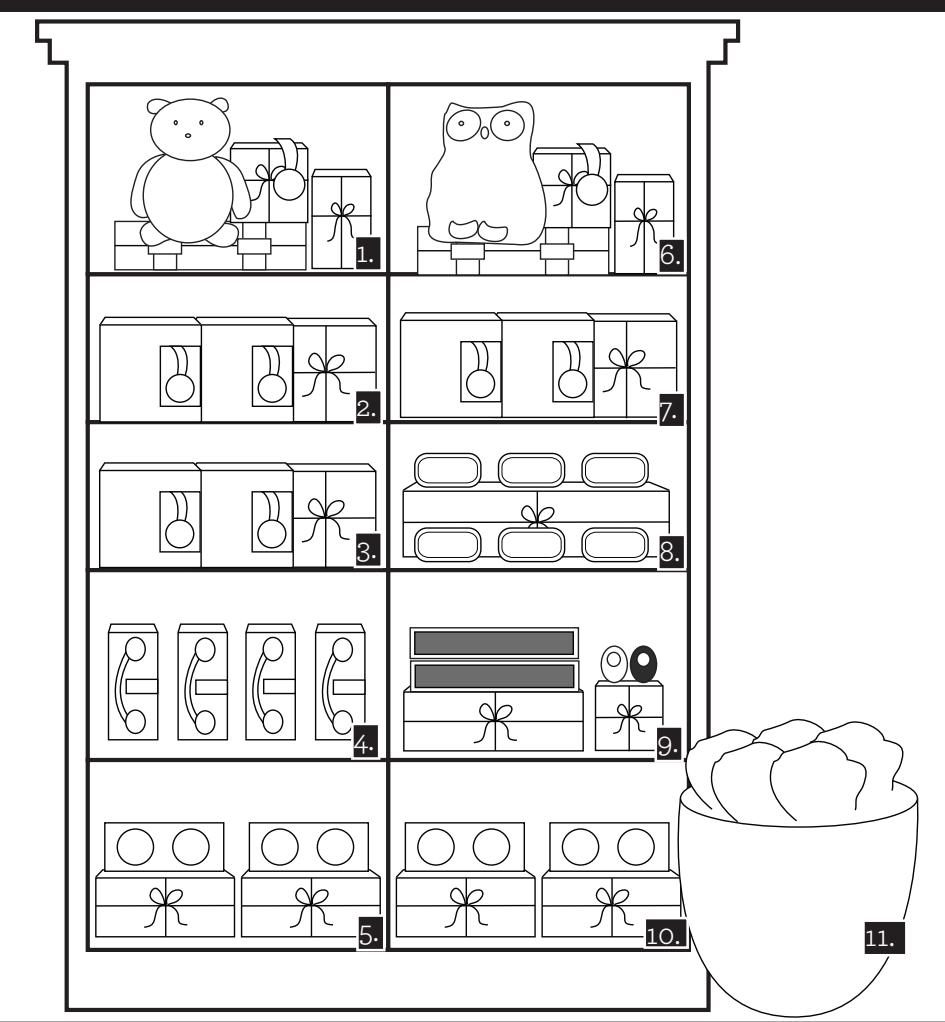
Rockin Plush, owl, Rock Out Headphones, camo and wrapped gifts

1. Rock Out Headphones, camo
2. Rock Out Headphones, houndstooth
3. Ultimate Jam Speaker, camo/ Go Anywhere Mini Speaker, orange
4. MLB Headphones

5. Must have Mini Speakers, camo, houndstooth
6. Liquid Image Video Goggles, Liquid Image "The Ego", black/white
7. iDJ2GO
8. Speaker Storage Lapdesk/ Fur Lap desk, brown luxe
9. Wrapped Stock
10. Karaoke A Go-Go Machine

GIRL'S TECH GIFTS

(#762 MARKET SQUARE)

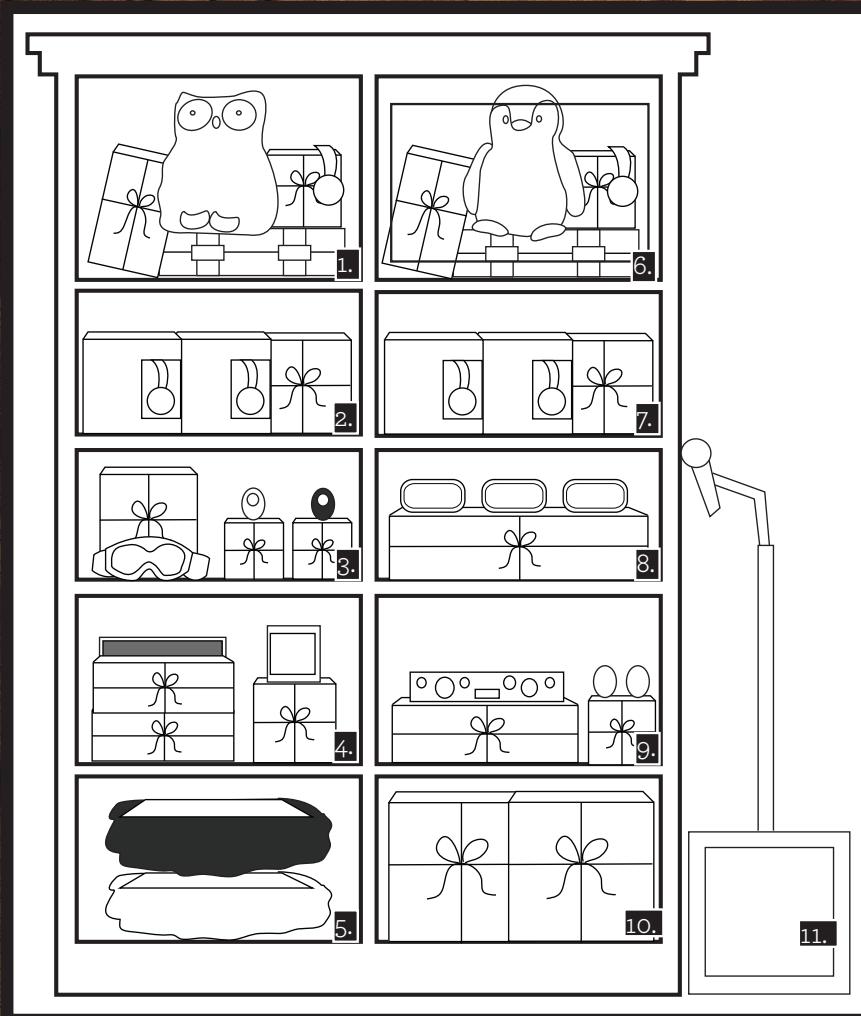


Tech Gifts:

1. Upper Display: Rockin' Plush, bear, Fur Headphones, snow leopard, wrapped gifts
2. Tune In Headphones, black dottie/ pool
3. Fur Headphones, snow leopard/ zebra
4. Pop Phones, zebra, cheetah, pink, lime green, orange
5. Rockin' Alarm Clock, black dottie, pool dottie
6. Upper Display: Rockin' Plush, owl, Fur Headphones, zebra, wrapped gifts
7. Tune In Headphones, multi floral/ pink
8. Must Have Mini Speaker, multi floral, multi peace, pool dottie, pink dottie, black dottie, zebra
9. Ultimate Jam Speaker, pool dottie/ Liquid Image "The Ego", black/white
10. Rockin' Alarm Clock, black dottie, pink dottie
11. Basket: Fur Beanbag Phone Holder, Himalayan and Sherpa

GUY'S TECH GIFTS

(#762 MARKET SQUARE)

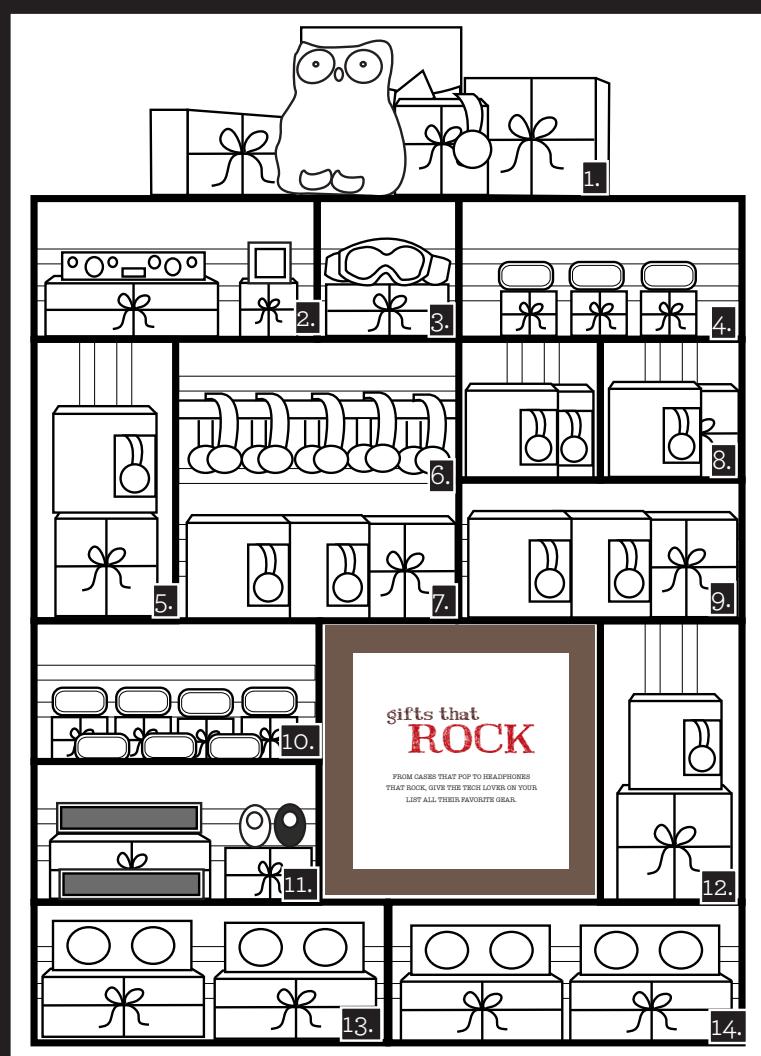


Tech Gifts

1. Upper Display: Rockin' Plush, owl, Rock Out Headphones, camo, wrapped gifts
2. Rock Out Headphones, camo
3. Liquid Image Video Goggles/ Liquid Image "The Ego", black/white
4. Ultimate Jam Speaker, camo
5. Speaker Storage Lapdesk/ Fur Lap desk, brown luxe
6. Upper Display: Rockin' Plush, penguin, Rock Out Headphones, houndstooth, wrapped gifts
7. Rock Out Headphones, houndstooth
8. Must have Mini Speakers. camo, houndstooth
9. iDJ2GO/ Go Anywhere Mini Speaker, orange
10. Wrapped Stock
11. Karaoke A Go-Go Machine

TECH GIFTS

(#888 NATICK / #981 NEW YORK)



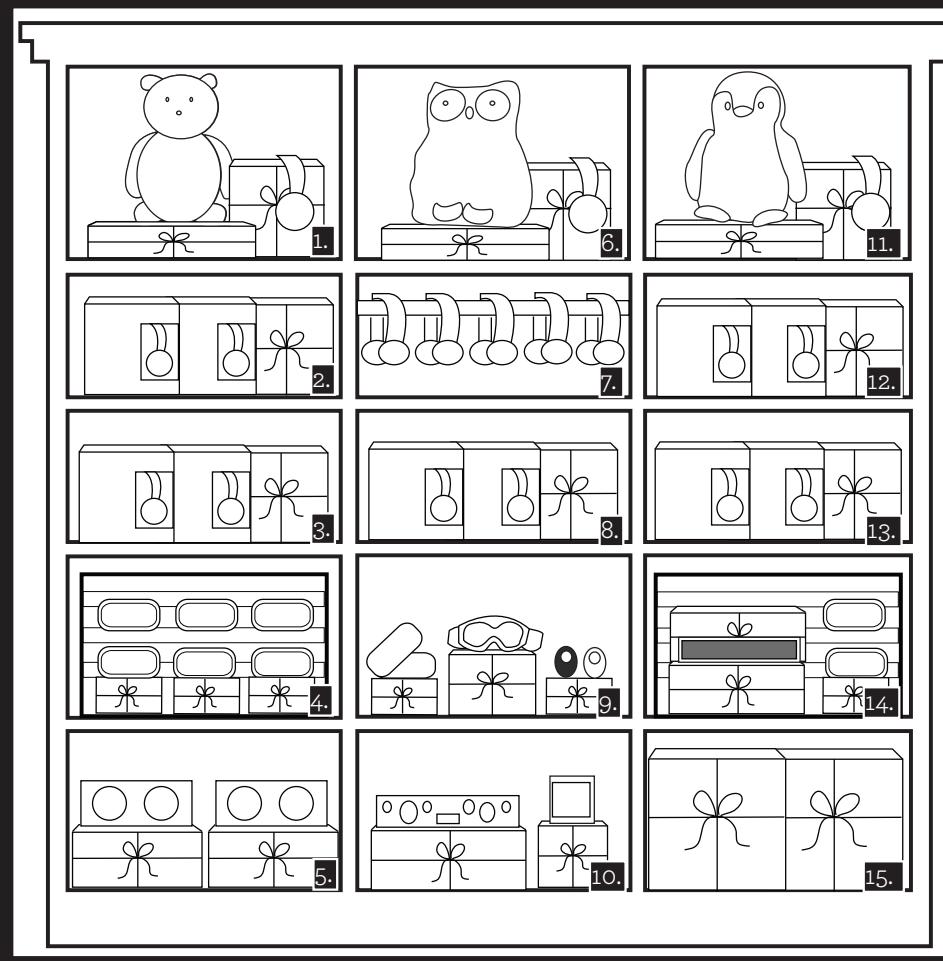
Tech Gifts:

1. Upper Display: Rockin' Plush, owl, Fur Headphones, zebra, wrapped gifts
2. iDJ2GO/Alarm Clock, gray
3. Liquid Image Video Goggles
4. Must have Mini Speakers. camo, houndstooth
5. Fur Headphones, snow leopard/ zebra
6. Display of Headphones (all styles)
7. Tune In Headphones, black dottie/ pool
8. MLB Headphones
9. Rock Out Headphones, camo, houndstooth
10. Must Have Mini Speaker, multi floral, multi peace, pool dottie, pink dottie, black dottie, zebra
11. Ultimate Jam Speaker, camo/pool dottie, Liquid Image "The Ego" black/white
12. Tune In Headphones, multi floral/ pink
13. Rockin Alarm Clock. black/pool dottie
14. Rockin Alarm Clock, black/pink dottie



TECH GIFTS

(#983 ROSEVILLE)



Tech Gifts

1. Rockin' Plush, bear, Fur Head phones, zebra, wrapped gifts
2. Tune In Headphones, black dot tie/pool
3. Tune In Headphones, multi floral/pink
4. Must have Mini Speakers, multi floral, multi peace, pool dottie, pink dottie, black dottie, zebra
5. Rockin' Alarm Clock, black dot tie/pool dottie
6. Rockin' Plush, owl, Fur Headphones, snow leopard, wrapped gifts
7. Headphone Display (all)
8. Fur Headphones, snow leopard/zebra
9. Liquid Image Video Goggles, Liquid Image "The Ego" black/white
10. iDJ2GO/Alarm Clock, gray
11. Rockin' Plush, penguin, Rock Out Headphones, camo, wrapped gifts
12. Rock Out Headphones, camo/houndstooth
13. MLB Headphones
14. Ultimate Jam, camo/Must Have Mini Speaker, camo, houndstooth
15. Karaoke A Go Go Machine

JEWELRY FEATURE

(#762 MARKET SQUARE, #983 ROSEVILLE)



Jewelry

Large Table:

- Chloe tower, rotating, jewelry box and swivel, white
- Wire Zodiac Jewelry

Back of Table:

- * Keep wrapped stock on bench (if available)

Small Table:

- Classic Leather Jewelry Box, pink, purple, pool (large)
- Classic Leather Jewelry Box, White (large, medium, small)

Baskets:

- Himalyan Fur Pillows

BEAUTY FEATURE

(# 694 LENOX, #762 MARKET SQUARE, #888 NATICK, #981 NEW YORK)



Beauty

Occasional Seating:

- Furlicious Hang Around Chair
- Needlepoint Pillow, peace

Baskets:

- Quilted Velvet Cases, pool/pink
- Fur Neck Pillows, all

Jewelry:

- Glass Vanity Topper
- Ultimate Beauty Organizer, small and large
- Beauty Lapdesk Mani/Pedi, pool dottie, pink dottie

SLEEP & STUDY LOFT - GRAHAM

(#694 LENOX, #888 NATICK, #983 ROSEVILLE)



Textured Wool Rug

Furniture:

- Sleep and Study Loft
- Sherpa Wingback Chair

Textiles:

- Fav Tee Sheets/Cases, gray
- Metro Duvet/Case, navy
- Graham Quilt/Sham
- Antler Sham

Lighting:

- Hi Light Task, silver

Dec Acc:

- Paper Mache Moose Head
- Vintage Desk Acc
- Dry Erase Calendar Decal
- Mini Cooler, black
- Perforated Storage Bins
- Wood and Wire Basket
- Headphones

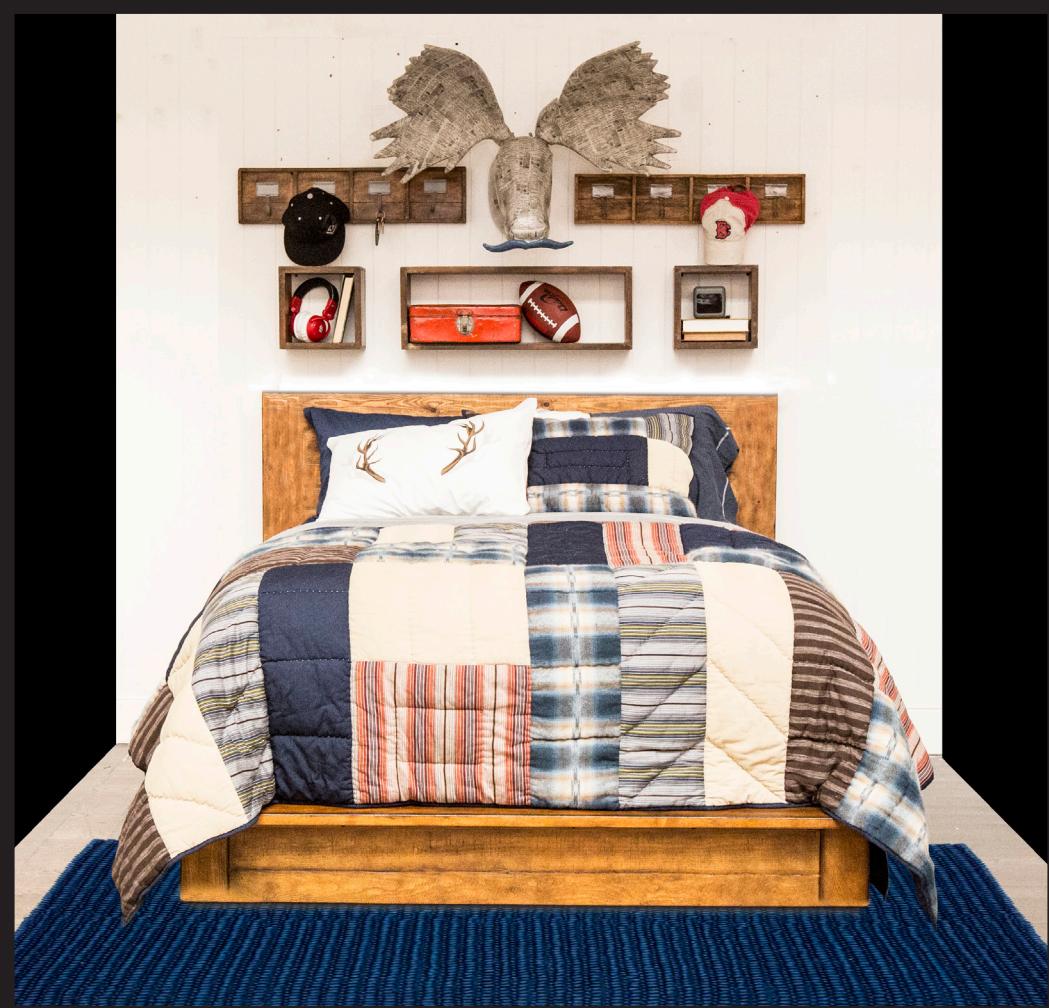
Rug:

- Textured Wool Rug, coffee or navy

*Visual Note: Lenox Only- Show Paper Mache Moose in Window.

PARAMOUNT- GRAHAM

(#762 MARKET SQUARE)



Furniture:

- Paramount Collection, tuscan

Textiles:

- Fav Tee Sheets/Cases, gray
- Metro Duvet/Case, navy
- Graham Quilt/Sham
- Antler Sham

Lighting:

- Hi Light Task, silver

Rug:

- Textured Wool Rug, navy

Dec Acc:

- Paramount Shelves/Hooks
- Paper Mache Moose Head
- Headphones
- Rock n' Rise Alarm Clock, gray

Props:

- Hats
- Books
- Metal Toolbox
- Football

BEADBOARD SUPERSET- ALEXIS/VELVET

(#694 LENOX SQUARE, #762 MARKET SQUARE, #888 NATICK,
#981 NEW YORK, #983 ROSEVILLE)



Furniture:

- Beadboard Superset, white
- Pintuck Pouf, lilac

Textiles:

- Alexis Sheets/Cases, lilac
- Velvet Duvet/Sham, lilac
- Ruffilicious Quilt, white
- Needlepoint Pillow, peace

Rug:

- Dahlia Rug, gray

Lighting:

- Clip Light, white

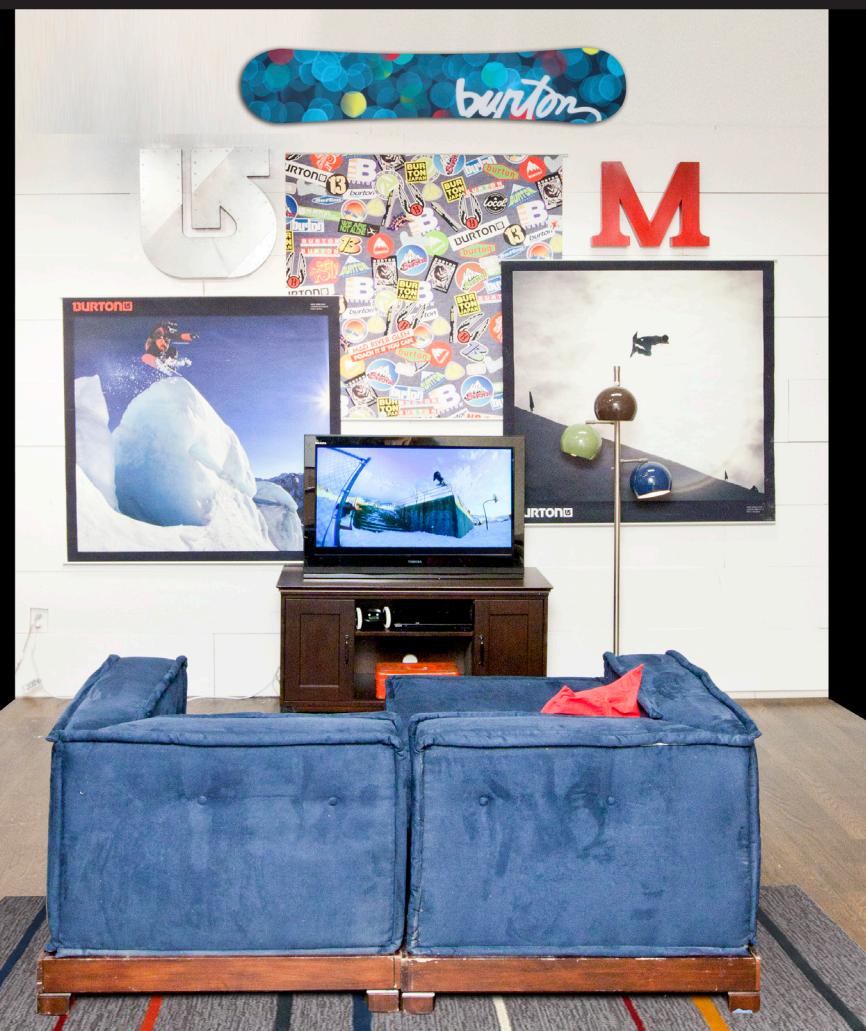
Dec Acc:

- Hideaway Baskets, white
- Gallery Frames, white/black
- Fur Headphones
- Fur Stocking, sherpa

*Visual Note: Frontenac Only- Hang your 2' Wreath over Wire Wall Letters

GUY'S BURTON LOUNGE

(#762 MARKET SQUARE)



Occasional Seating:

- Cushy Lounge, navy

Textiles:

- Burton Pillow

Lighting:

- Spot Light

Rug:

- Sport Stripe Rug

Dec Acc:

- Burton Wall Light
- Metal Wall Letter, red "M"
- Burton Wall Murals

Props:

- Burton Snowboard

HOLIDAY DECOR GUIDELINE

(ALL STORES)



photo a.



Time to Decorate!

In addition to the Christmas Trees shown in the visual book, please ensure that your store is filled with lots of Holiday cheer!

Place your pre-lit garland on upper cabinets as shown in *photo a.*

Be sure to have lots of wrapped gifts on your upper ledge displays and on key holiday feature tables. You should wrap in the PBT Holiday giftwrap, using the twine and silver on most boxes, but add a few pops of color with the red ribbon throughout!

Use vintage skis from last year, and keep your snowboards on the floor to keep the fun winter feel.

MARKETING

(#655 FRONTENAC)



Framed Marketing
“Burton”



Framed Marketing
“Fur”



Framed Marketing
“Beauty”



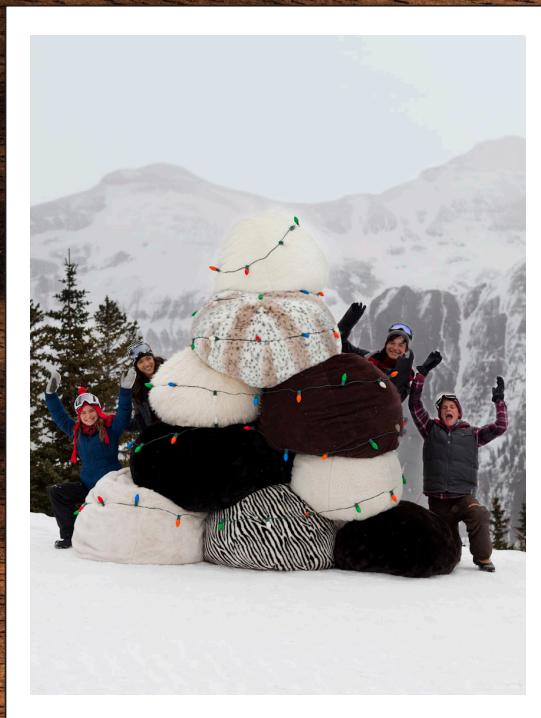
Framed Marketing
“Jewelry”



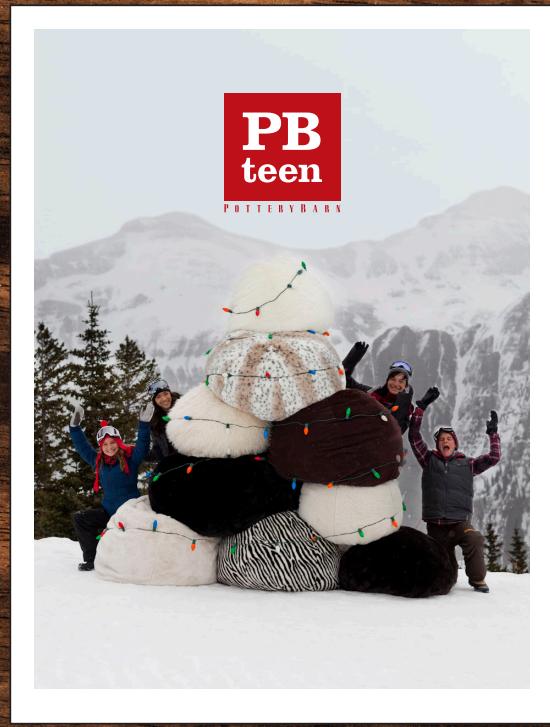
Framed Marketing
“Tech”

MARKETING

(#694 LENOX SQUARE)



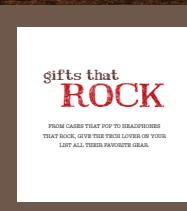
Framed Window A Poster



Mall Poster



Window Decal



Framed Marketing Framed Marketing Framed Marketing Framed Marketing Framed Marketing

"Burton"

"Jewelry"

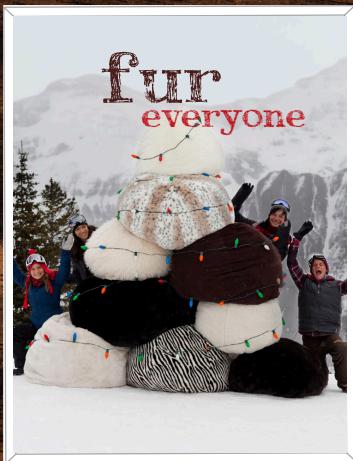
"Tech"

"Fur"

"Beauty"

MARKETING

(#762 MARKET SQUARE)



Window A Poster



Window C



Window B Poster



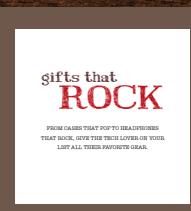
Window D



INTRODUCING
BURTON



gifts that
SPARKLE



gifts that
ROCK



fur
everyone



gifts that
SHINE

Framed Marketing Framed Marketing Framed Marketing Framed Marketing Framed Marketing

"Burton"

"Jewelry"

"Tech"

"Fur"

"Beauty"

MARKETING

(#888 NATICK)



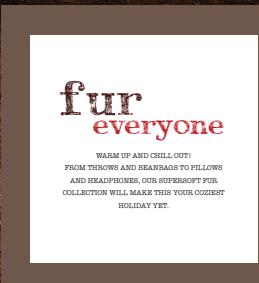
Window C

**fur
everyone**
THE BIG BEANBAG SALE
NOW 20% OFF

Window Decal



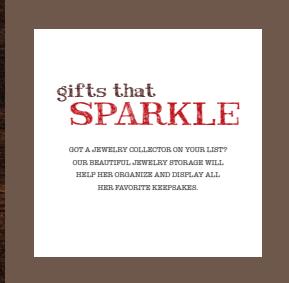
Framed Marketing
“Burton”



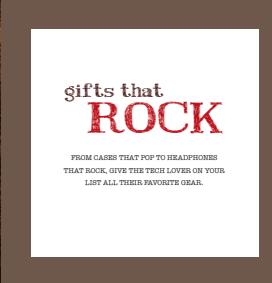
Framed Marketing
“Fur”



Framed Marketing
“Beauty”



Framed Marketing
“Jewelry”



Framed Marketing
“Tech”

MARKETING

(#981 NEW YORK)



Window A



Window C



Tiffany A



Tiffany B



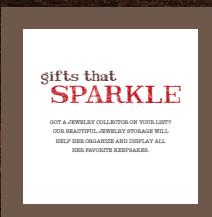
Window Decal



Cashwrap Deck Bay

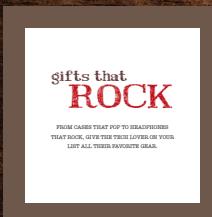


INTRODUCING
BURTON
EAT SLEEP SKI REPEAT INTRODUCING OUR
ALL NEW BURTON HOME DECOR LINEUP.
BRING YOUR STYLE RIGHT TO YOUR ROOM.
YOU ONLY FIND IT AT BURTON - GO GET OR
BOARD.



gifts that
SPARKLE

GOT A JEWELRY COLLECTION ON YOUR LIST?
OUR BEAUTIFUL JEWELRY SPARKLE WILL
BE THE HIGHLIGHT AND A GIFT THEY CAN
KEEP FOREVER.



gifts that
ROCK

FROM CASES THAT POP TO HEADPHONES
THAT ROCK, GIVE THE TECH LOVERS ON YOUR
LIST ALL THEIR FAVORITE GEAR.



fur
everyone

WARM UP AND CHILL OUT
FROM THERMAL BLANKETS TO PILLOWS
AND VELOURS, OUR SWEETEST FAIR
COLLECTION WILL MAKE THIS YOUR COZIEST
HOLIDAY YET.



gifts that
SHINE

PUT YOUR BEST FACE FORWARD!
OUR MAKEUP CASES, JEWELRY STORAGE
AND BEAUTY ACCESSORIES MAKE GETTING
READY EASY AND FUN.

Framed Marketing Framed Marketing Framed Marketing Framed Marketing Framed Marketing
“Burton” “Jewelry” “Tech” “Fur” “Beauty”

MARKETING

(#983 ROSEVILLE)



Window Decal



Framed Marketing
“Burton”



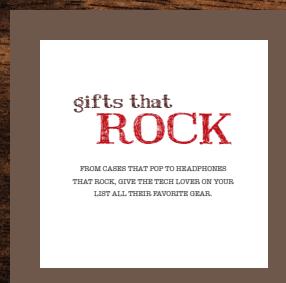
Framed Marketing
“Fur”



Framed Marketing
“Beauty”



Framed Marketing
“Jewelry”



Framed Marketing
“Tech”

HOW-TO GIFT WRAP

(ALL STORES)

PB teen HOLIDAY 2012 - GIFT WRAP COMPONENTS & GUIDELINES FOR STORES

COMPONENTS

A. White silver peace sign wrapping paper (B6036)
B. 1' white red peace sign ribbon (B6044)
C. White PB teen peace sign tie-on (B6032)
D. 4" x 4" Kraft envelope (B6034A)
E. Small Kraft "peace sign" gift card holder (B6006)
F. Large Kraft "peace sign" gift card holder (B6006)
G. Gift card holder (B6006)

HOW TO WRAP A BOX

1. MEASURING THE PAPER

1 Cut a length of wrapping paper equal to the four sides of box.
2 Place box upside down on length of wrapping paper - a little off center.

2. WRAPPING THE BOX

1 Cut a length of wrapping paper equal to the four sides of box.
2 Place box upside down on length of wrapping paper - a little off center.
3 Fold left side of paper over box and secure with tape in center.
4 Fold right side of paper over box and secure with tape in center.
5 Fold left side up to center.
6 Fold right side up to center.
7 Fold left side in to center.
8 Fold right side in to center.
9 Fold top point down.
10 Fold bottom point up.
11 Trim the width of the paper so that it extends on both sides approximately 1/2 the height of the box.
12 Cut red ribbon to size enough to wrap around box horizontally & vertically, time, plus extra for bow. Tie a knot.
13 Tie bow. Each loop should be 2.5" long. Cut each loose end diagonally, 3" from the knot.