

max *Summer*

PLANOGRAM
HIT 4

LADIES SEQUINCE

- VMs please ensure all staff & management have visibility of this planogram. This is to support team work, communication and awareness of how the floor should look/meet brand standards and vision during set up and maintenance.

LADIES SEQUINCE

COLLECTION

DRESSES

MAMA



CUSTOMER FLOW



URBAN

DENIM

ACTIVE

COLLECTION SEQUINCE

COLLECTION

- ONLY 1 STORY FOR HIT 4.
- 1ST WALL - SUMMER SOUK / 2ND WALL - TROPICANA
- 3RD WALL - CHINA BLUES / 4TH WALL - GARDEN OF EDEN
- 5TH WALL - RETRO WITH MODEST EDIT
- 6TH WALL - BOHO MONO MERGE WITH GOLDEN HOUR IF LOW STOCK
- 7TH WALL - PAISLEY AURA (FLOOR FIXTURE IS NO STOCK OR WITH SPARE WALL)
- WHERE POSSIBLE SHOW FLOOR TO WALL MERCHANTISING
- PRIORITIES APPAREL AT TOPS OF WALLS, NON APP'S DISPLAY SHOULD BE SECOND PRIORITY
- OLD CATEGORY PRODUCT CAN BE DISPLAYED BEHIND NEW HITS WHERE SAME COLOURWAY
- DON'T MIX COLOURS / PRINTS. PLAY DOWN OLD STOCK AT BOTTOM OF WALLS / BACKS OF ARMS

CATEGORY

- TREND CONVICTION & COORD STATEMENT 1ST ZONE
- 2ND SMART ZONE
- WOVEN & KNITS TOPS AND BOTTOM CAN MIX & MATCH
- MIX&MATCH TABLE PRODUCT, REFERRED ERWIN FOR MQ'S STYLING GUIDE
- PLEASE DON'T ALIGN SAME COLOUR FROM 1st TO 4th TIER . REQUESTING MIX & MATCH COLOURS & BLOCK BY STYLE AS PRIORITY.
- DRESSES DISPLAYED AS PER STYLE WISE

WALL 1

SUMMER SOUK



WALL 2

TROPICANA



WALL 3

CHINA BLUE



WALL 4

GARDEN OF EDEN



WALL 5 - TOGETHER

RETRO R



MODEST EDIT



WALL 6 - MERGE IF LOW STOCK

GOLDEN HOUR



BOHO MONO

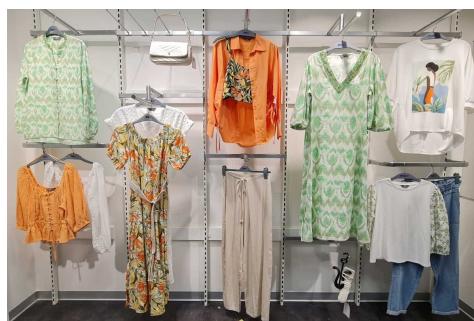


COLLECTION, TREND CONVICTION & SMARTWEAR VIEW

WALL 1 - SUMMER SOUK



WALL 2 - TROPICANA



WALL 3 - CHINA BLUE



WALL 4 - GARDEN OF EDEN



HOTSPOT & TREND CONVICTION

CO-ORD STATEMENT

SMARTWEAR ZONE

COLLECTION, WOVEN / KNITS & DRESSES VIEW

WALL 5 - TOGETHER

RETRO R

MODEST EDIT



WALL 6 - MERGE IF LOW STOCK

GOLDEN HOUR

BOHO MONO



LAST WALL

DRESSES WALL



D RAIL



TABLE



TABLE



WOVEN & KNITS CATEGORY

DRESSES ZONE

URBAN SNAP VIEW

URBAN COLLECTION



- AFTER RAMADAN, USE PREVIEWS POS WHITE & BLACK
- KEEP SWE107 AT HOTSPOT RAIL
- DISPLAYED SWE117 PINK ON THE WALL
- TEST PRODUCT CAN BE DISPLAYED IN DENIM AREA.
- CARRY OVER PRODUCT DISPLAYED STYLE WISE WITH COLOR COORDINATE



DENIM SNAP VIEW

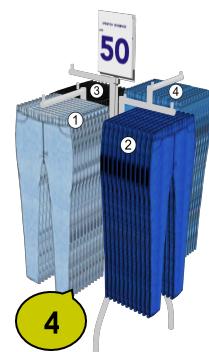


- IF THERE STOCK ISSUE, DISPLAYED JEGGINGS MEDIUM RISE TO FILLED THE WALL
- SHOWN SAME FIT IN HANG & FOLD
- PUT CORRECT SHELF TALKER
- 5 TO 6 PCS EVERY FOLD & SHOW BACK POCKET
- SIZE WISE
- JEGGINGS SHELF TALKER CAN BE PRINT INSTORE
- IN DENIM FASHION WALL DISPLAYED BROTHER AND SISTER TOGETHER IF OLD STOCK IS ADDED ON WALL.
- REQUESTING A & B STORES LAUNCH NEW FASHION DENIM TABLE.
- PLEASE ONLY LAUNCH IF YOU HAVE THE STOCK TO SUPPORT (FLARE & WIDE LEG).
- SHOW DENIM OPEN TO HIGHLIGHT FASHION FIT, NOT FOLDED.
- BASIC JEGGINGS SHOULD NOW MOVE GONDOLA.
- USE SIMILAR STYLE OLD STOCK AT BACK OF TABLE.
- BASIC JEGGINGS TABLE REMAINS FOR C STORES & STORES WHO CANNOT ACHIEVE FASHION JEANS TABLE.
- IN DENIM FLOOR FIXTURE USE KNITS CAGETORY IF NECESSARY.

DENIM BASIC



DENIM FASHION



DENIM TABLE



ACTIVE SNAP VIEW



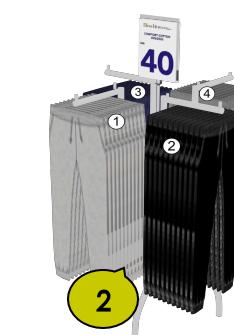
- 16 NEW OPTION FOR FITNESS PRODUCT.
- FOLLOW DISPLAY THOSE STORE USING 4 BAY WALL
- USE OLD STOCK FOR STORE USING 5 BAY WALL
- ONLY 6 OPTION FOR ATHLEISURE WALL, ADD CARRY OVER PRODUCT TO FILLED THE WALL.
- ADD OLD STOCK AT THE BACK OF FRESH STOCK
- ENSURE DON'T MIX SEAMLESS LEGGINGS TO NOOS / SEASON PRODUCT ON GONDOLA.
- DISPLAYED SWIMWEAR PRODUCT FOR THOSE STORE WITH EXTRA GONDOLA.
- PUT MQ'S IF THERE MORE SPACE
- USE WALL PANEL ALONG ACTIVE AREA IF NECESSARY
- FOLLOW SWIMWEAR PLANOGRAM (BY CHRISTIAN)



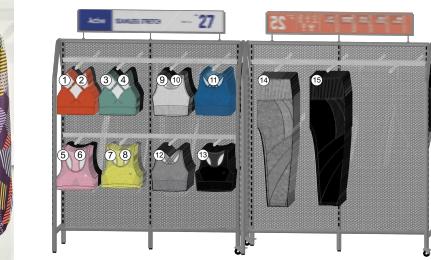
FITNESS



ATHLEISURE



HOTSPOT



SWIMWEAR
GONDOLA

BASIC STORE VIEW

COMFORT JOGGERS
from £16.99
ADD

40

WALL 1



WALL 2



- IN BASIC WALL BC1738 MOVE TO DENIM FASHION WALL & DISPLAYED BC1901 AS REPLACEMENT
- BREAK BRIGHT COLOR
- NEUTRAL COLOR FRONT FACING
- CARRY OVER BC1593 (BOTTOM)
- USE TM36 FOR STORE NO SINGLE CLIP HANGER
- HIGHLIGHT BLACK COLOR $\frac{3}{4}$ & FULL LEGGINGS ON DRAIL





MAMA VIEW

- HIGHLIGHT DENIM JEANS ON THE WALL
- USE TM36 FOR STORE NO SINGLE CLIP HANGER
- CHECK IMAGES CLIP BOARD BEFORE PRINTING
- D RAIL LEGGINGS HIGHLIGHT BLACK COLOR



D RAIL