



# CHRISTMAS VM PROP GUIDE 2021





# TABLE OF CONTENTS

PAGE	SECTION
3	TIMELINE
4	FLOORPLAN
5	HARDWARE ELEMENTS
6	LCD SCREENS
7	TABLE WRAPS
8	GLITTER AWNING
12	FAMILY STRUTS
13	FAMILY - GINGERBREAD
14	FAMILY - FAIRISLE
15	FAMILY - MICKEY
17	FAMILY - CANDY STRIPES
18	BIG TOP INSTRUCTIONS
20	WIZARD OF OZ
24	AUSSIE
25	POLY SATIN
26	MEN'S TREE / TABLE
27	STACKED PRESENT INSTRUCTIONS
28	FLORAL LEOPARD / SLINKIES
29	WINDOW INSTALLATION TIMELINE
30	XMAS WINDOW
32	XMAS WINDOW PROPS
34	XMAS WINDOW INSTALLATION INSTRUCTIONS

PAGE	SECTION
36	CURTAIN INSTRUCTIONS
37	FAMILY BANNERS
38	FIREPLACE INSTRUCTIONS
44	BEAR HEAD & WREATH INSTRUCTIONS

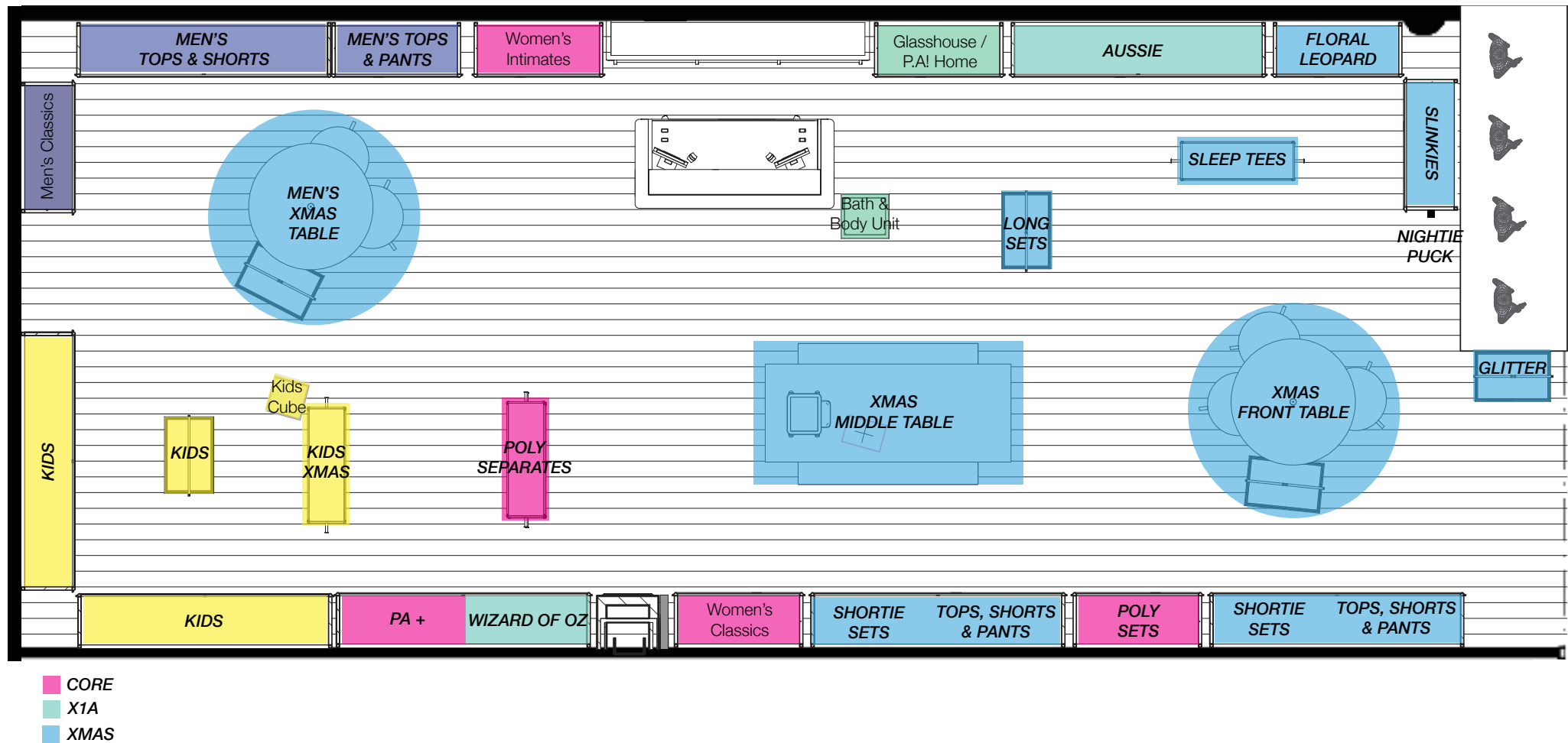


## TIMELINE

WEEK	ACTION
OCT WK 3	CHRISTMAS INTERNAL PROPS ARRIVE IN STORE (X1A, X1B, X2A, & X2B) VM OVERLAY TEAM (OCT WK 3 - DEC WK 2) TBC CLOSED LOCKDOWN STORES HARDWARE ELEMENTS ARRIVE (BOOK CASE & T-STAND)
OCT WK 4	CHRISTMAS WINDOW PROPS ARRIVE IN STORE
OCT WK 5	X2A ON FLOOR - WOMEN'S, MEN'S & KIDS XMAS CONVERSION / XMAS FRONT TABLE CHRISTMAS TALENT COLLATERAL ARRIVE IN STORE
NOV WK 2	BLACK FRIDAY & EOYS DECALS ARRIVE IN STORE
NOV WK 3	LCD SCREENS INSTALL - SELECTED STORES
NOV WK 4	BLACK FRIDAY PROMO (THURS - MON)
DEC WK 2	XMAS WINDOW OUTFIT UPDATE
DEC WK 3	NEW SUPER PEAK VM STANDARDS



## X2A - OCT WK 5





## REPLACEMENT BOOK CASES & NEW T-STANDS

THE BELOW STORES WILL BE RECEIVING NEW BOOK CASES:

**VIC:**

EMPORIUM  
CHADSTONE  
CENTRAL SQUARE  
MELBOURNE AIRPORT T4

**SA:**

MARION  
NORWOOD (SCREWS ONLY)

**NSW:**

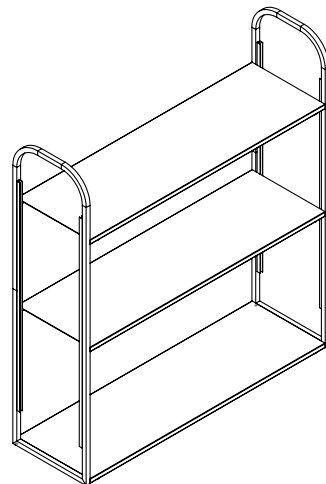
BROADWAY (SCREWS ONLY)  
MERRYLANDS  
CHATSWOOD WEST  
HORNSBY  
EASTGARDENS  
RHODES  
HURTSVILLE  
CHATSWOOD

**QLD:**

HELENSVALE  
ROBINA  
NOOSA  
LOGANHOLME

**WA:**

CAROUSEL  
JOONDALUP



ALL STORES WILL BE RECEIVING NEW LARGE T-STANDS  
EXCEPT MYER & THE BELOW SMALL FORMAT STORES:

**VIC:**

CENTRAL SQUARE  
MELBOURNE AIRPORT T4  
SORRENTO  
MALVERN

**NSW:**

BALGOWLAH  
RHODES  
SYDNEY AIRPORT T2  
GREENWOOD PLAZA

**QLD:**

BRISBANE AIRPORT



**BOOK CASES & LARGE T-STANDS ARE DUE  
INTO STORE BY MONDAY 11TH OF OCTOBER**





## LCD SCREENS - NOV WK 3

THE BELOW STORES  
WILL RECEIVE AN LCD  
SCREEN:

**VIC:**

EMPORIUM  
CHADSTONE  
EASTLAND  
HIGHPOINT

**SA:**

RUNDLE MALL

**NSW:**

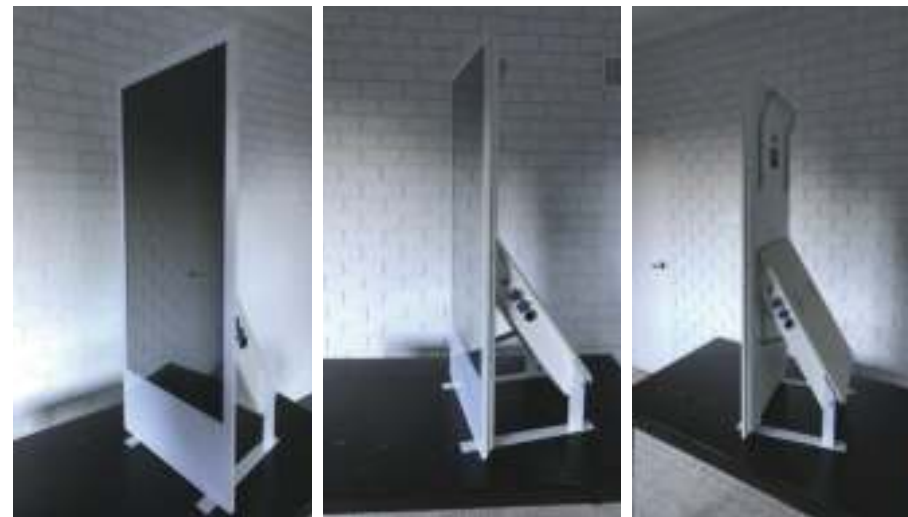
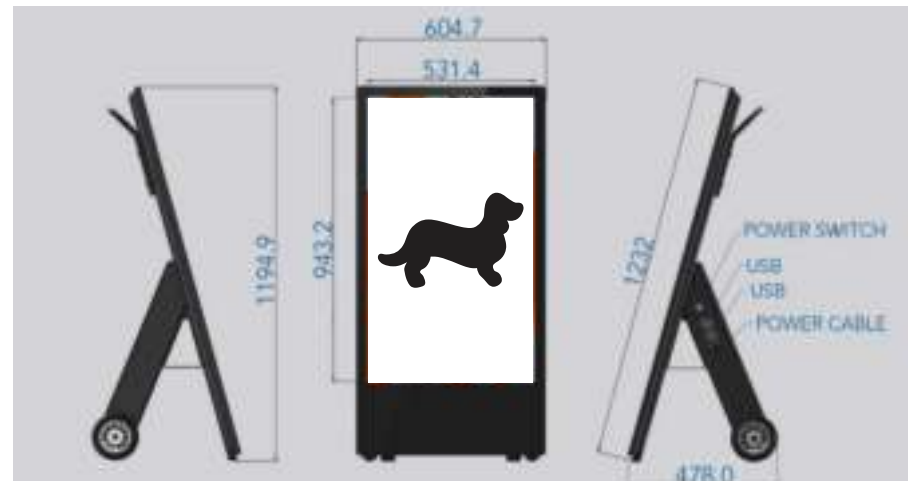
MACQUARIE  
CASTLE TOWERS  
MIRANDA  
GREENHILLS

**ACT:**

CANBERRA

**QLD:**

BRISBANE  
CHERMSIDE  
MAROOCHYDORE  
INDOOROOPILLY  
PACIFIC FAIR



LCD SCREENS WILL BE HOUSED  
ON THE MIDDLE TABLE FOR A  
DURATION OF 4 WEEKS.

SUPPLIER WILL ASSIST TO SET  
UP ON THE TABLE.

SUPPLIER WILL REMOVE FROM  
THE TABLE.

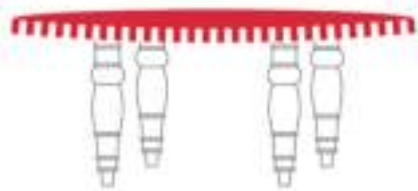


## TABLE WRAPS - OCT WK 5

FRONT - ROUND



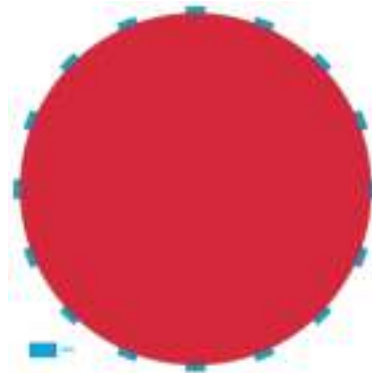
FRONT - OVAL



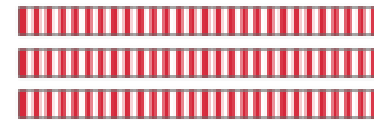
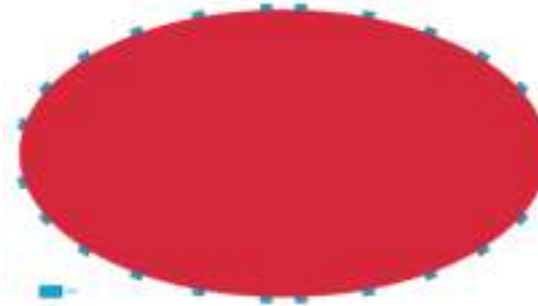
MIDDLE



ROUND



OVAL



MIDDLE

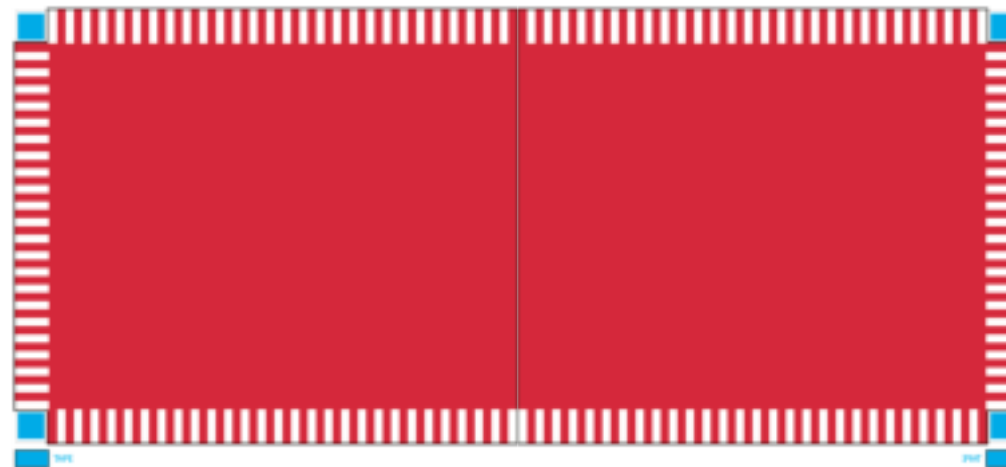


TABLE WRAPS ARE  
TO REMAIN UNTIL  
SALE CONVERSION



## GLITTER AWNING

2020

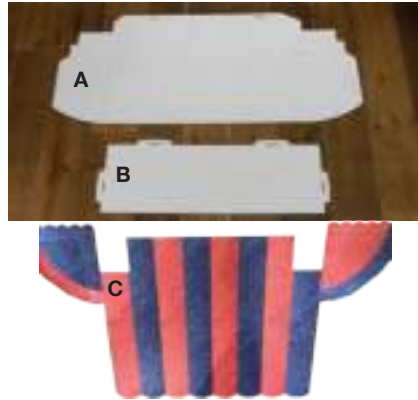






# GLITTER AWNING INSTRUCTIONS

1. **EACH** Glitter Awning will come with 3 parts.  
A - base B - connector & C - glitter sheet (6 parts total).



4. Grab part B - connector.



2. Lay **part A - base** out on a flat surface with the faint line print facing up.



5. Lay **part B** on top of the base and connect in remaining flaps.



3. Gently fold in each section of your base to create the shell creases.



6. Turn your shell over so the void is at the top.  
The shell will have a slight incline.  
The lowest face of the shell is to be at the front of your wardrobe in the next step.





## GLITTER AWNING - PART 1

7. Place the first shell on top of your wardrobe - above your XMAS and Poly Satin Bay, on the LEFT half of the double bay like below.



10. Carefully bring the awning to rest on top of its shell, above the wardrobe.  
Please get assistance from another TM, and follow the SOPS for ladder safety while completing.



8. Lay **part C - glitter sheet** out on the floor.  
You will see there is one red wedge and one blue wedge on each side of the glitter sheet.  
Cut off the **BLUE** wedge only!



9. Connect all the teeth into their relevant slots on each side of the awning so it sits like below.





## GLITTER AWNING - PART 2

11. Repeat steps 2-6 to create your second shell.  
Place the second shell on top of your wardrobe - above your XMAS and Poly Satin Bay, on the RIGHT half of the double bay like below.



14. Carefully bring the awning to rest on top of its shell, above the wardrobe.  
Please get assistance from another TM, and follow the SOPS for ladder safety, while completing.



12. Lay your second **part C -glitter sheet** out on the floor.  
For this awning, cut off the **RED** wedge only.  
It is important to only cut the one wedge off each awning, so the wardrobe is covered from each end of bay.



13. Connect all the teeth into their relevant slots on each side of the awning so it sits like below.





# FAMILY STRUTS

2020

2021 - MAN, KID & DOG PHOTOGRAPHED IN EACH STORY







# GINGERBREAD



688 x 1000



624 x 900



474 x 700

## EXISTING STORE PROPS:







- **DASCHUND**
- **REINDEER**
- **UTE WITH XMAS TREE**
- **3D XMAS TREE -  
2 PARTS SLOTTED TOGETHER**

The grid contains the following items:

- Row 1: A light-colored rock, a gold-colored candle, a large red bow, a brown hedgehog figurine, a brown pig figurine.
- Row 2: A small green Christmas tree, two small green Christmas trees, a medium green Christmas tree, a branch with red berries.
- Row 3: Three small woven baskets, three stacked cardboard boxes, a large brown cardboard box.



## MICKEY



STORES RECEIVE SELF STANDING BOXES IN THE 3 DIFFERENT MICKEY PRINTS. ADDITIONAL CARD BOARD VESSEL IN MATCHING PRINTS WILL HOLD STOCK.

BOXES CAN BE USED AS A PLATFORM OR CONTAINER.

### EXISTING PROPS IN STORE:





# TOP INSERT INSTRUCTIONS



1. Component A - insert



4. Insert complete



7. Fold 2 x flaps in on the riser (B)



2. Component B - riser



5. Open flaps out on the riser (B)



8. Fold in last 2 x flaps on the riser (B)



3. Fold in component A



6. Riser with insert (top up) inserted



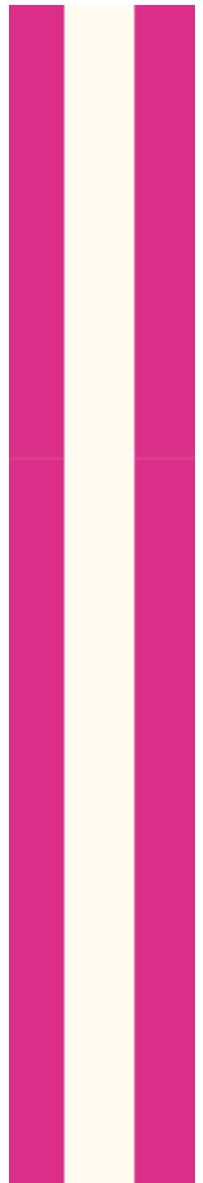
9. Push flaps down







# CANDY STRIPES



## EXISTING PROPS IN STORE:





## ***BIG TOP INSTRUCTIONS***

1. Component A - roof insert.



2. Peel double sided tape & connect tabs.



3. Component A should now look like this.  
The red side will be facing the floor.



4. Component B - Big Top with gusset.



5. Connect gusset tab to first Big Top slot.



6. Repeat for the other side.





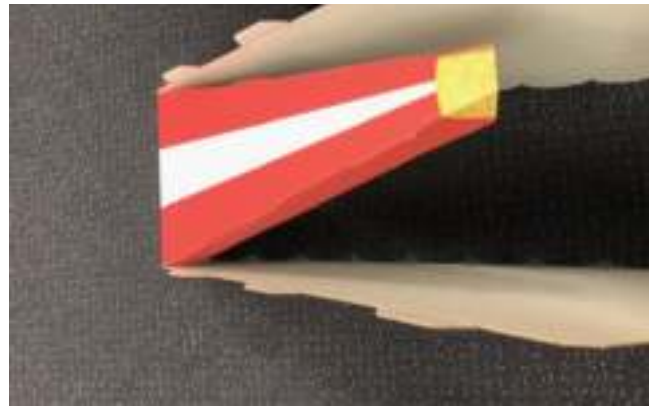


## ***BIG TOP INSTRUCTIONS***

7. Your Big Top should now open like this.



8. Pre crease gusset edges.



9. Insert remaining Big Top tabs into gusset slots.



10. Your Big Top should now look like this.



11. Ensure all tabs are secured.



12. Completed Big Top.





## ***BIG TOP INSTRUCTIONS***

13. Insert first wall component into the base component. Ensure the red side of the base is facing up & the curved edges of the wall are at the top of the structure.



14. Insert component A to the walls & then add the Big Top. Ensure wall pieces are connected firmly.





## WIZARD OF OZ - OCT WK 5



printed poppy strut with artificial poppies  
threaded through to add dimension



sky blue  
wardrobe liner

low tac poppy  
decals applied  
to insides of  
wardrobe

yellow brick  
road shelf  
liners

yellow brick road floor  
decals leading up to WOZ  
wardrobe (safety non-slip decals)

**CANNOT BE INSTALLED WITH X1A ON  
FLOOR. TO BE EXECUTED IN OCT WK 5!**

### PRINTED PROPS:

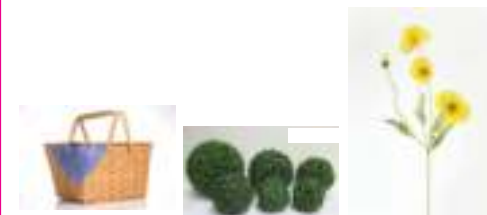
- 1 x SKY BLUE WARDROBE LINER
- 2 x YELLOW BRICKS SHELF LINERS
- 1 x POPPY STRUT
- 3 x POPPY WARDROBE DECALS
- 3 x YELLOW BRICKS NON-SLIP FLOOR DECAL

### HARD PROPS:

**EACH STORE WILL RECEIVE 1 BOX OF  
RED POPPIES**



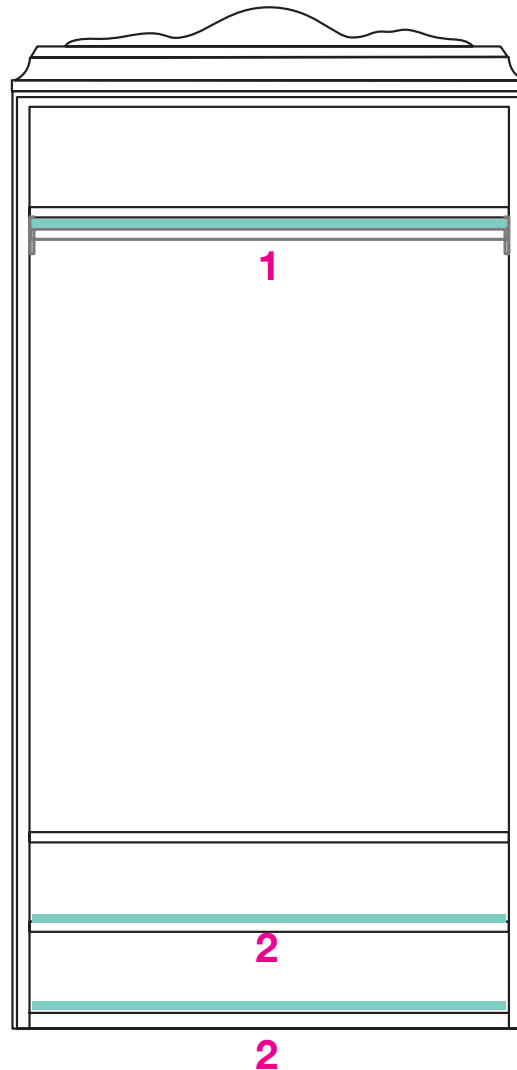
### EXISTING PROPS IN STORE:





## WIZARD OF OZ - OCT WK 5

**EXECUTION WILL BE DONE IN 2 STAGES FOR THIS WARDROBE.**



**1**



**2**



YELLOW BRICK SHELF LINERS ARE TO BE TAPED ON TOP OF SHELVES USING DOUBLE SIDED TAPE IN SMALL AMOUNTS - SEE MARKERS ABOVE



1. Keep wardrobe liner piece rolled up.



2. Feed the roll through the space between the wardrobe & the wall. Ensure roll remains straight.



10. Secure the roll to the tape.



11. Before un-rolling the wardrobe liner, run your hand along the back to ensure the paper has stuck.



12. Slowly un-roll the wardrobe liner.



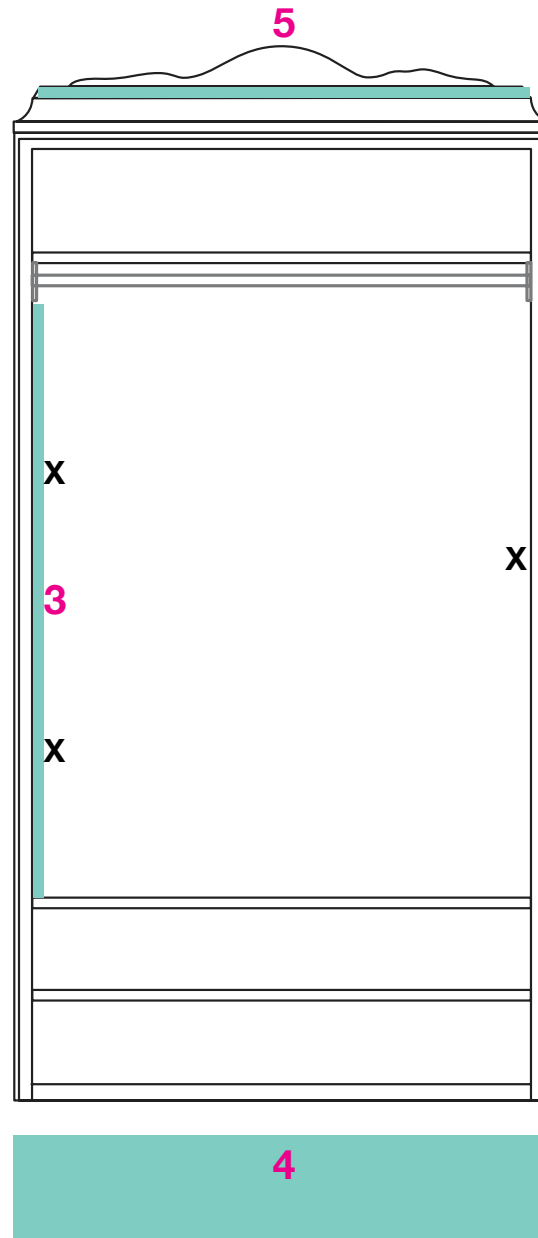


## WIZARD OF OZ

### 5 PRINTED PROPS & FAUX POPPIES



POPPIES CAN BE THREADED  
THROUGH DRILL HOLES



NO WINDEX REQUIRED FOR WOZ DECALS

### 3 POPPY WARDROBE DECAL FOR WARDROBE SIDES



SEE MARKERS FOR POPPY  
PLACEMENT

### 4 YELLOW BRICK DECALS CAN BE CUT TO CREATE YOUR OWN BRICK PATTERNS







## AUSSIE - AUS ONLY



SMALL STANDARD & DOUBLE NARROW  
WINDOWS WILL NOT BE RECEIVING A  
KANGAROO

STORES RECEIVING DOUBLE SIDED  
STRUTS WHICH CAN BE USED ON  
TABLES

EXISTING PROPS IN STORE:





## POLY SATIN - OCT WK 3

### 2021 COLOURS



- MERCHANDISE IN 'A' ZONE
- CORE & FASHION POLY OPTIONS MADE UP 25% OF THE SALES OVER NOV/DEC PERIOD IN 2020 DELIVERING \$12.2M
- NEW STRUT ARRIVING OCT WK 5

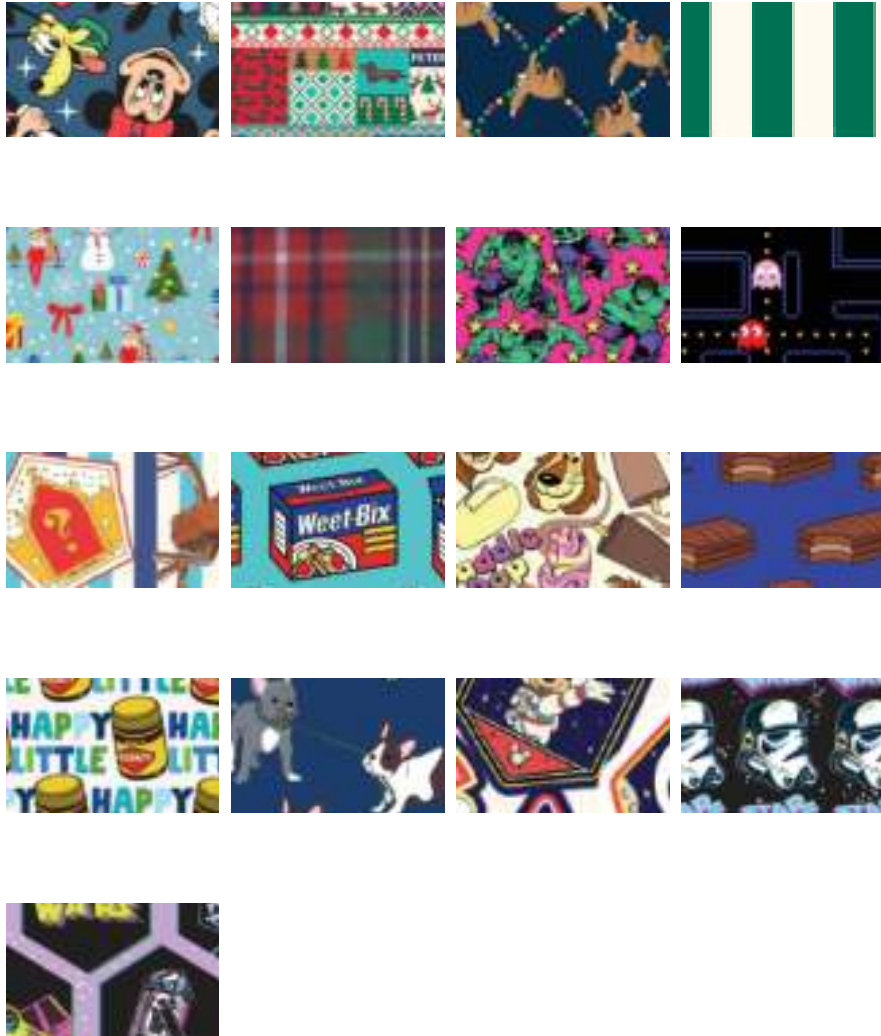






## MEN'S TREE - OCT WK 5

### 2021 - BOXED PRODUCT



### 2020





## STACKED PRESENT

2020



### INSTRUCTIONS

**USE HIGH VOLUME LINES/SIZES ONLY & ENSURE THE CORRECT BALANCE OF SIZES IS AVAILABLE ON SHOP FLOOR & SECONDARY LOCATION PRIOR TO BUILDING**

1. Using one style of packaging, build 4 individual columns of approx 10 boxes with sizes facing out
2. Once your pillars are neatly in place, take 1 piece of ribbon & lay over top & front of the display
3. Place small amount of sticky tape to hold ribbon in place
4. Take another piece of ribbon & lay over the top & side of the display
5. Place small amount of sticky tape to hold ribbon in place
6. Ensure all ribbon strips are centred to the face of the display
7. Place a red bow to the front of the display, resting on the crown of the wardrobe
8. Dress the display with fun/sparkly/soft xmas accessories so that it doesn't look too hard!

**VMS & FAR AWAY STORES ARE ALLOCATED TO RECEIVE RED RIBBON ROLLS**







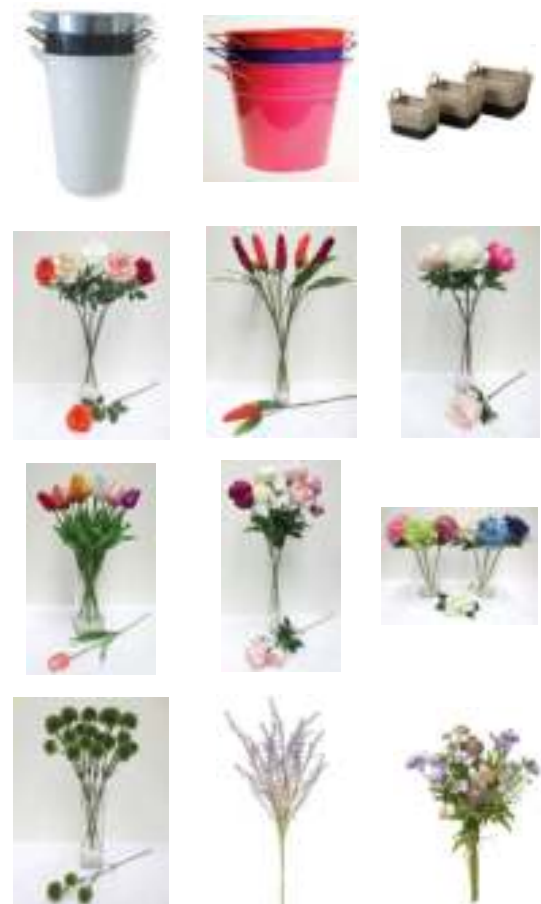
# FLORAL LEOPARD & SLINKIES WARDROBES

2020



FLOWER MARKET SIGN NOT INCLUDED  
IN 2021

EXISTING PROPS IN STORE:







## ***XMAS WINDOW TIMELINE***

<b>WEEK</b>	<b>DATE</b>	<b>ACTION</b>
<b>NOV WK 1</b>	MON 01/11	<b>A GRADE &amp; REMOTE STORES</b>
	WED 03/11 OR THURS 04/11	<b>B GRADE STORES</b>
	THURS 04/11 OR FRI 05/11	<b>C &amp; D GRADE STORES</b>



# XMAS WINDOW

STANDARD



EXTRA LONG



DOUBLE NARROW



SMALL STANDARD





## ***XMAS WINDOW***







## ***XMAS WINDOW PROPS***

### **STORES RECEIVING FIREPLACE**



**TIE MINI BOW TIE ON BLUE BIRD WITH FISHING WIRE**



**ADD LED LIGHTS TO INSIDE THE DOME. BATTERIES INCLUDED**



**DECORATED GARLAND PROVIDED BY VMS.  
SELECTED FAR AWAYS TO DECORATE THEMSELVES**



**A3**

**A**



## ***XMAS WINDOW PROPS***



**SANTA SACK**



**SOCKS WITH BOW FOR  
SALE \$20 PER PAIR**



**STOCKING**



**EXTERNAL DECAL**



**FAMILY BANNERS**



**SEQUIN BEAR HEAD & WREATH**



**FLOORING & BANNERS  
PLINTHS**





# HOW TO BUILD XMAS WINDOW

## 1. CURTAINS

- Apply Curtain Decals to Window Glass
- Top Stores will install Fabric Curtains and Rod Decal as per instructions in VM Brief (allow 1 hour)



## 2. FLOORING

- Using the 'Waterfall Method', install the flooring elements
- Ensure flooring is neatly executed with no white gaps
- Use 2x small pieces of tape to secure flooring to the Dais



## 3. FIRST GROUPING

- Install pre-wrapped plinths into position. Lift and place plinths instead of dragging as this can tear flooring
- Add mannequins into position (be sure not to hide female or child manni behind the curtain)
- Complete all styling points outlined in the VM Window Brief



## 4. TALENT FRAME

- Using fishing wire and 's' hooks, hang the family talent frame from the second last vm rail, towards the store. This will allow an additional rail for the banners at the end. Ensure the frame is balanced



## 5. FIREPLACE

- Position the Fireplace next to the Talent Frame, slightly off centred to the left of window



## 6. MANNEQUIN LEGS

- Lift the lid off the fireplace and install mannequin legs (see instructions in VM Brief)





# HOW TO BUILD XMAS WINDOW

## 7. FIREPLACE DECORATIONS

- Add sitting mannequin into position and style as per VM Window Brief. (Make adjustments to fireplace/family banner positioning)
- Using all of the supplied elements (garland/socks) and hard props you have on hand in store, decorate the top of the fireplace and build your cluster displays!



## 9. BEAR HEAD

- Using fishing wire and 's' hooks, hang the bear head from the second last vm rail, towards the inside of store.
- Ensure Bear Head is level and at correct height
- Decorate Bear Head with Wreath and decorations (candy canes/mints/cherry stem)



## 8. SECOND GROUPING

- Install pre-wrapper plinths into position.
- Lift and place plinths instead of dragging as this can tear flooring
- Add mannequins into position and complete all styling points outlined in the VM Window Brief
- Add Dog Strut & make final adjustments to positioning and styling



## 10. WALLPAPER BANNERS

- Install your Wallpaper Banners on the last VM Rail
- Place tape on the back ends of the Plastic Banner Clips, to ensure the don't fall down
- Your complete XMAS Window should now look like this!





# RED VELVET CURTAIN

## EXTERNAL VELVET CURTAINS

### ALLOCATED STORES:

EMPORIUM  
CHADSTONE  
EASTLAND  
SOUTHLAND  
HIGHPOINT

MACQUARIE  
CASTLE TOWERS  
MID CITY  
WARRINGAH  
CHATSWOOD WEST

CARINDALE  
INDOOROPILLY  
MAROOCHYDORE  
CAROUSEL  
JOONDALUP

ST LUKE'S  
SYLVIA PARK

## COMPONENTS PER CURTAIN:

- 1 x CURTAIN PER WINDOW SIDE
- 1 x POLE PER CURTAIN
- 2 x 'U' BRACKET HOOKS PER CURTAIN
- 1 x GOLD TIE BACK WITH TASELS PER CURTAIN
- 1 x GOLD ROD DECAL PER CURTAIN



## HOW TO INSTALL:

1. Thread pole through the loops attached to the back, top end of the curtain & attach 1 hook to each end of the pole. Allow 5cm over hang
2. Hold curtain to the far left (or right) of the window & ensure the curtain meets at the top of the dais. In standard windows there should approximately be a 20cm gap to the floor to avoid trip hazard. Anomaly stores to consult national team.
3. Remove double sided tape from the back of both 'u' brackets & press to the window

**Note - keep pressing on the hooks for 30 seconds, remove the pole & curtain only & leave the hooks on the glass for at least 1 hour to strengthen**

4. After one hour gently place each end of the pole back into the 'u' bracket.

**Note - to avoid exposing the pole ends, unhook the last loop at each end of the curtain, once the pole is in position rehook the last loops back on**

Apply gold rod decal slightly behind the curtain to give the illusion that they are connected.

5. Gently space out the pleats to ensure they are crisp & even throughout
6. Tie each tie back just passed half way down the curtain. The tie back should sit on a slight angle with the tassels facing into the window, towards the ground.
7. Manipulate the fabric above the tassel to pillow out & to not gather tightly. To create a seamless look gently refine the pleats using your fingers & hide any visible tie back knots





## FAMILY BANNERS

### 2021 STORIES



1200 x 1700 FOAM CORE

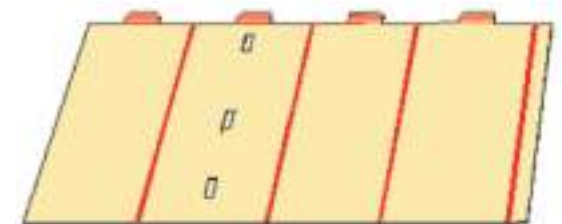
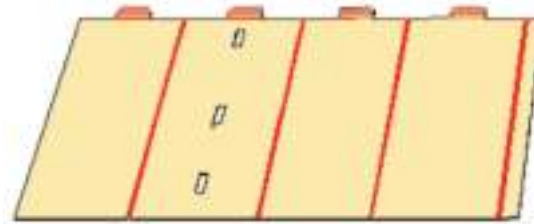






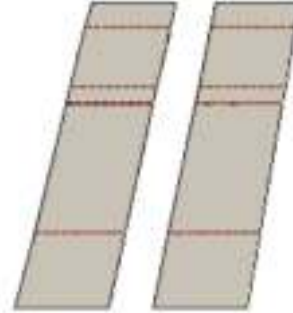
## FIREPLACE INSTRUCTIONS - NOV WK 1W

<b>A</b> COLUMN 1	<b>F</b> MOULDING 4	<b>K</b> CORNICE 1
<b>B</b> COLUMN 2	<b>G</b> COVER 1	<b>L</b> CORNICE 2
<b>C</b> MOULDING 1	<b>H</b> COVER 2	<b>M</b> CORNICE 3
<b>D</b> MOULDING 2	<b>I</b> MANTEL	<b>N</b> CORNICE 4
<b>E</b> MOULDING 3	<b>J</b> BACKING	<b>O</b> LID



**A**

**B**



**C**

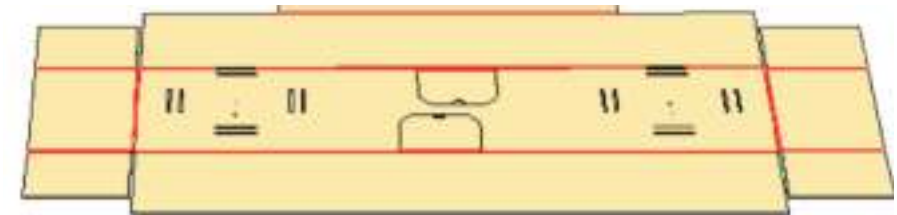
**D**

**E**

**F**

**G**

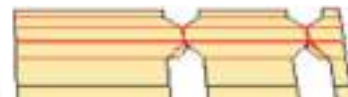
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**I**



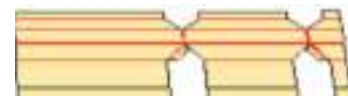
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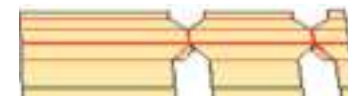
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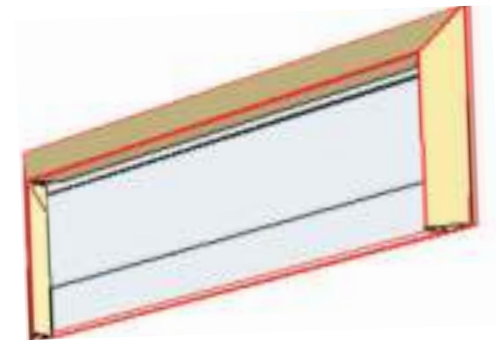
**L**



**M**



**N**



**O**



# FIREPLACE INSTRUCTIONS

## 1.

- Take component **A** (Left Column)
- Remove the Double Sided (DST) Tape, align tab against the edges to create a column
- Peel DST in 10/15cm sections and have another Team Member guide along to ensure all edges are aligned before pressing down
- Repeat with Piece **B** (Right Column)

You may need to gently manipulate the sides of the column to get the right shape.



## 2.

- Take component **C** (Moulding Insert), and connect into slots on front of the Left Column (**A**).  
The curve/mound should be towards the top of column (tab end)
  - Take component **E** (Moulding Panel), Remove the Double Sided Tape (DST) and connect edges to side of column  
The curve/mound should also be towards the top of column, with marble facing out
  - Repeat steps using component **D** and **F**, for the Right column (**B**)
- Each column should now look like the last image!





## FIREPLACE INSTRUCTIONS

### 3.

Begin with the external sides of the column as they are most visible. Complete one side of the moulding at a time and have the second Team Member guiding you as you apply the cover to the moulding on both sides, ensuring that the cover meets the moulding edges sharply

- Take component **G**, and place on top of the mouldings of the Left Column (**A**)
- Press cover right into the crease, to create a smooth curve, over and into the moulding mound
- Remove the DST from the mound area only and apply the Cover
- Continue peeling DST in 10-15cm lengths as Team Member 2 guides along (removing too much backing of the DST can cause the cover to accidentally stick in wrong place)



### 4.

- After first side is complete, remove the DST from the internal side of moulding cover and follow the same guidelines as above
- Repeat the above steps for Right column (**B**), using component **H**

Each columns should now look like the last two images!







# FIREPLACE INSTRUCTIONS

## 5.

- Take component **I** (Mantel), and lay flat with Marble Print facing down
- Pre-crease each side of the component
- Remove the DST from each tab and connect with all corresponding sides of component until you have the structure of the mantel
- With second Team Member, lift Mantel on top of the columns

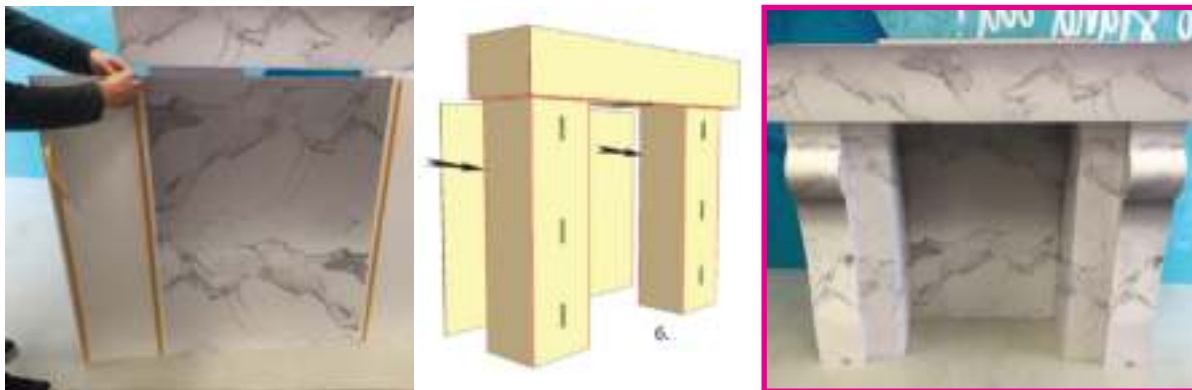
**The mannequin legs will sit in here! Please ensure these tab slots are closest to the front of the fireplace to avoid tipping**

- Insert each individual tab piece through each **external tab slot** (4x each column)
- Thread tab Up-and-Over into the **internal tab slot** to lock in place



## 6.

- Take component **J** (Backing)
  - Remove the DST from each panel at a time and have the second Team Member guiding you as you apply the backing, ensuring that it meets the edges sharply & evenly
- Your Fireplace should now look like the last image!**







# FIREPLACE INSTRUCTIONS

7.

- Take component **K/L/M/N** (Cornice Piece)
- Each component is split into three connected sections
- Remove the DST from the first section of the Cornice, and close the lid over and align the edges before pressing down
- Peel DST from second section and close the lid over and align the edges before pressing down
- Peel DST from third section of the cornice and close the lid over and align the edges before pressing down
- Repeat the above steps until you have completed all 4 Cornice Pieces (**K, L, M & N**)



8.

Please note: There are two different sizes of Cornice. The two largest are for the feet of each column and two smaller pieces to sit below the mantle, as shown

- Take completed component **K/L/M/N** (Cornice Piece)
- Remove the DST from the first section of the Cornice, and tuck into the internal area of the column/fireplace
- Peel DST from second section and wrap around the front of the column ensuring each Cornice Bend meets the edge of column
- Peel DST from third section and wrap around the external side of the column
- Repeat the above steps until you have completed all 4 Cornice Pieces (**K, L, M & N**)





## FIREPLACE INSTRUCTIONS

9.

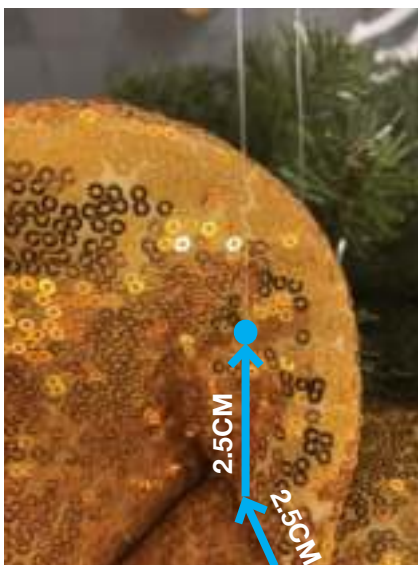
- Final step is, take component **○** (Lid) and lift on top of the fireplace
- Secure each side with pointed ends facing the front and flat side facing the back

Once fireplace is positioned in the Window, you will need to remove the lid, to place your mannequin legs through





# HOW TO HANG BEAR HEAD & WREATH INSTRUCTIONS



## EACH STORE WILL RECEIVE:

- 1 x GOLD GLITTER BEAR HEAD
- 1 x PACK OF UPHOLSTERY NEEDLES
- 1 x GARLAND (TO BE USED AS A WREATH)
- CANDY CANES & STARLIGHT MINTS
- RED CHERRY DECORATIONS

## HOW TO INSTALL:

1. Tie a knot of fishing wire approx 60cm long to an 's' hook & hang over vm grid. Repeat step
2. Using the medium needle size (see black star in image), attach the fishing wire to the needle loop
3. Using the image attached, measure 2.5cm from the top connecting point of the ear & head, & then 2.5cm up. This is where you will pierce the needle through the ear ●

Note - this will help the bear head from falling back

Stores hanging bear head above fire place - this needs to be done by eye allowing enough space above the fireplace for the mannequin & props. As well as enough drop down from the PA logo

4. Thread needle through the ear and bring the needle up to the 's' hook
5. Cut the needle off & tie the loose end of fishing wire to the 's' hook  
complete this for both ears ensuring the bear head is level
6. Using your garland, make a loop shape to fit around the bears head
7. Place the garland behind the bear head & bring it in tightly behind the ears
8. Twist the garland ends into a tight knot to hold the garland up. Hide any ends that are poking out
9. Fluff the garland by opening the branches
10. Decorate using candy canes, starlight mints & red cherries