

Christmas Trim Shop Store Pack 2017/18



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Overview

Welcome to the S18 Christmas Shop for this season!!!!

I know that you're all excited about Christmas as we are in Support Office so we're hoping this store pack that we have created this year will make your Christmas journey smooth sailing!

This year there has been a lot of changes within the Christmas Range. We have really concentrated on re defining our Themes to make it a lot simpler for our customers to see a clear differentiation within each areas. The Themes align to customer lifestyles ensuring that across Hardgoods we have a cohesive customer offer. We have also worked extremely hard on realigning pricing so that we're a lot more competitive within the market. By doing so, we have added a few more product types and items that we feel will be a huge hit and success for us this year!

It is critical that the location of your Christmas Trim Shops is adjacent to the Giftorium space as this is the first year, Christmas Trim, Food for Gifts and Giftorium are considered as one Christmas destination.

Further into this pack we will advise you on what's new this year and what we feel will be our best sellers, in saying this we will also let you know some key selling points which will hopefully be able to assist with in-store sales.

Let's have a very happy and jolly Christmas at Myer for S18!

Critical Dates

Week 5 (w/c Sunday 27th August)

- Preparation of stock and reserve space begins
- Stock beginning to arrive.

Week 6 (w/c Sunday 3rd September)

- Selling floor set up
- Stock arriving – Approximately 85% of your stock should have arrived by close of week 7.

Week 8 (w/c Sunday 17th September)

- In-store set up ready for National Launch on Thursday 21st September
- Note; approximately 10% of the remaining stock will arrive in-store this week

Financials

- Sales Budget of \$16.5 Million
- BGP Budget of \$9.86 Million
- MD Budget of \$9.6 Million (at retail)

*All numbers include Spirit of Christmas CD

The Christmas Trim sales budget for S18 is in line with last year. It is vital that we maximise every opportunity with every transaction.

This year we have a tighter more focused range concentrating on depth not width. We have purchased 30% less options this year allowing us to put more depth into wanted lines. This change in strategy should create greater stock depth on the selling floor which in turn will mean less fill and more customer focus.

This focus on depth not width has also given us a greater opportunity for negotiation driving better margins and greater GP\$ productivity for all resulting in a planned profit growth of 6.4% on last year.

Please find your store season budget on the Myer intranet via the following path;

-> Store Communications/Merchandise Information and Tools /General Merchandise / Christmas

*Please note, a copy of this pack can also be found at this location

Checklist

All stores have now determined a location for the Christmas Trim Shop and should now start to take some time to consider the following:

- ☐ Go through this Document in conjunction with the VME
- ☐ Ensure sufficient space on the dock to receive the bulk of stock in Weeks 5, 6 and 7
- ☐ Reserve space – plan within your team how the stock will be organised and labelled by each theme and product types (how can we improve on LY's practice)
- ☐ Organise and allocate team members during the set up period so that you have all hands on deck
- ☐ Locate all fixtures for the Trim Shop and carry out any required repairs that require cleaning or painting
- ☐ Relocation of existing stock and fixtures from the Trim Shop location – where will it go, how and when will it get there?
- ☐ What are the electrical needs for the Trim Shop? Does the planned location meet these needs or does extra work need to be organised?
- ☐ Start to plan out an in-season replenishment plan within your team – how will this be handled?
- ☐ Budget for Christmas bauble personalisation staff

Themes

Australian House & Garden Eucalyptus (EC)

A truly Australian Christmas is celebrated enjoying delicious food and good company. Adorn this celebration with the unique, fauna and palette of the Australian landscape. Fresh cameo green sits against crisp white. This is highlighted with juicy berry red, tarnish metals and natural textures. The home is styled with a medley of textures to create a casual, yet sophisticated atmosphere. It is all about bringing the outside in. The Christmas story is predominantly based on natural, untouched and exposed materials and finishes. It blossoms with Australian natives giving a highlight of cameo green and red.

This theme continues to grow in sales year on year and this year, the Eucalyptus theme this year will account for approximately 25% of our decorations. This is a planned growth on last year of 12%.



Stores - all stores

This will be a shop in shop and all AH&G product must be placed here and not mixed with other product types.

Colours: Naturals, White, Silver, Gunmetal, Cameo with a highlight of Red and tarnished Steel.





Top Volume Drivers – Hanging Decorations

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	AH&G 2A Acrylic Glitter Leaping Deer - Silver	MY160027RE	\$7.99
	AH&G Flocked Ball Styrofoam - White	Y39-5151(80)	\$4.99

	AH&G 2A Glitter Star - Silver/Grey	ND13-T03/SI	\$7.99
	AH&G Metal White-Washed Star	H43864W3	\$7.99
	AH&G MDF Washed Reindeer - Lime	F14070091R	\$4.99

Top Sales Dollars Drivers – Home Decoration

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	AH&G Standing Reindeer with Scarf	RF5209	\$49.99
	AH&G Ball Leaf Swag - Silver	35168	\$79.99

	AH&G Sitting Reindeer with White Scarf	61209	\$49.99
	AH&G Fabric Owl in Hat and Scarf	CF41658	\$39.99
	AH&G Reindeer with White Jumper and Scarf - Brown	U31299	\$69.99

Display Tree:

210cm Oregon pine Tree (Keycode; 229275460) and the Mirabella 100 Cool White LED Fairlight (Keycode; 310181770) are to be used to present the Australian House and Garden 'Eucalyptus' theme:

Stores will receive 1 for each of their allocated theme trees. These will arrive in week 6, except for regional stores, which will arrive in week 7.



Luxe (LX)




Luxe sees us transported to a winter wonderland of romance and luxury. Soft feminine pastels of soft blue, mint and rose are complimented with luxurious pale metallic of champagne and gold. See a sense of wonder and fairy tale with butterflies, swans, and jewel encrusted baubles as key motifs. Pearl and glitter offer a touch of glitz and glamour.

Stores – all stores

Colours: Champagne, Gold, Silver, Rose Pink, Whisper Blue and a Navy highlight.






Top Volume Drivers – Hanging Decorations

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	Luxe Butterfly Clip - Silver	ML10038BS	\$4.99
	Luxe Dragonfly Clip - Silver	ML10038DS	\$4.99
	Luxe 2A Glitter Reindeer - Silver	ML150097	\$7.99

	Luxe 2A Plastic Iridescent Ballerina	MY170024	\$4.99
	Luxe Glitter Plastic Layered Snowflake - Silver	PT10795	\$4.99

Top Sales Dollars Drivers – Home Decoration

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	Luxe Glitter Triangle Leaf Cone - Champagne	60898	\$29.99
	Luxe Metal Prancing Reindeer with Jewel Antlers	46777	\$69.99

	Luxe Santa with Sack and Staff - Gold	RQ-D14-14	\$99.99
	Luxe Glitter Triangle Leaf Cone Tree - Silver	60897	\$29.99
	Luxe 2A Acrylic Reindeer Small	RB4166R	\$49.99

Display Tree/Lights:

210cm Deluxe Reno Tree (Keycode; 229243330) and the Mirabella 100 Warm White LED Fairlight (Keycode; 310181680) are to be used to present the Luxe theme:

Stores will receive 1 for each of their allocated theme trees. These will arrive in week 6, except for regional stores, which will arrive in week 7.



Jingle Bells (JB)

Join Santa on his travels, travelling in style across the air, seas and land, on his one mission to bring joy to all! When a sleigh simply can't do the job, Santa has back up in the likes of a speed boat, skis, hot air balloon, and parachute! Whilst Santa is making his stops, here on the ground we've frosted over in the world of Hansel and Gretel! Our nutcrackers are banging their drums and marching up a feast, watching over our homes to make sure all trees and bedrooms are flourished in sweet treats including a family of gingerbread people, a gingerbread house and sweet treats including gum ball and candy machines, ice cream, lollies and of course candy canes!

Micro Trend;


MEXICANA- Santa has taken a detour en route back to Lapland and is soaking up the rays off the Caribbean Sea! Mexicana is Jingle Bell's trial story, featuring a minimalistic range with a less than minimal pop of vibrance. This outlandish Mexican inspired story, tells a tale of Santa experiencing the true Summer Christmas, from cactuses, pineapples and flamingos, piñatas and sugar skulls!


Stores – all stores

Colours: White, Red, Green and Aqua with a highlight of yellow and silver




Top Volume Drivers – Hanging Decorations

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	Jingle Bells Claydough Candy Santa with Car - Red	CB6024	\$4.99

	Jingle Bells Plastic Bauble with Glitter Star - Green	MY17-159	\$4.99
	Jingle Bells Plastic Bauble with Glitter Star - Red	MY17-158	\$4.99
	Jingle Bells Felt Mini Letter - White	A7954	\$4.99
	Jingle Bells Plastic Matte and Glitter Bauble - Green	MY17-143	\$4.99

Top Sales Dollars Drivers – Home Decoration

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	Jingle Bells Sitting Elf	F15180158	\$29.99
	Jingle Bells Extendable Legs Santa	FA72275	\$49.99
	Jingle Bells Extendable Legs Reindeer	FA77172	\$49.99
	Jingle Bells Double Nutcracker Holding Sign	WO21814	\$69.99

	<p>Jingle Bells Long Leg Reindeer with Jumper and Scarf</p>	<p>F15020080</p>	<p>\$59.99</p>
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Display Tree:

180cm Deluxe Reno Tree (Keycode; 229239730) and the Mirabella 100 Cool White LED Fairlight (Keycode; 310181770) are to be used to present the Jingle Bells theme:

Stores will receive 1 for each of their allocated theme trees. These will arrive in week 6, except for regional stores, which will arrive in week 7.



****Jingle Bells theme offers the opportunity for cross merchandising with Books. Once you have received all 'Christmas Children's Books' into your stores, can you please create an outpost destination within the Jingle Bells theme.**
Christine Mackee will supply a list of these SKUS to all stores mid-October.

Holiday Opulence (OP)

Holiday Opulence is a rich and jewelled toned theme of exotic motifs that evoke a sense of wonder and luxury. Classic tear drop, finial & onion decorations feature beading, sequins, iridescent finishes, peacock motifs and feathers. Blossom and bird motifs offer an exotic twist to this regal and opulent theme.



Stores – 43 stores

Colours: Teal, Turquoise, Aqua, Eclipse, Royal Purple, Fuschia, Gold and Bronze.



Top Volume Drivers – Hanging Decorations

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	Holiday Opulence Plastic Glitter Butterfly on Clip - Pink	Z17-174	\$7.99
	Holiday Opulence 2A Plastic Glitter Snowflake - Purple	F17580339	\$4.99
 F17580187 11.5CM	Holiday Opulence Plastic Glitter 12 Point Snowflake - Green	F17580187RE	\$4.99

 <p>F17580172 11.5CM</p>	Holiday Opulence Plastic Glitter 6 Point Snowflake - Green	F17580172RE	\$4.99
	Holiday Opulence 2A Plastic Glitter Peacock	F17550164	\$7.99

180cm Crystal Pine Tree (Keycode; 305567290) and the Mirabella 100 Warm White LED Fairlight (Keycode; 310181680) are to be used to present the Holiday Opulence theme:

Stores will receive 1 for each of their allocated theme trees. These will arrive in week 6, except for regional stores, which will arrive in week 7.



Mode (MD)

Mode is inspired by the minimal aesthetic of Scandinavian design. Classic Christmas shapes like the star and Christmas tree are reinvented in copper wire to give them a modern twist. The colour palette is very contemporary with a focus on warm metallic including gold and copper. These are complimented with highlights of black, navy blue and silver.



Stores – 26 stores

Colours: White, Gold, Copper, Silver and Black.



Top Volume Drivers – Hanging Decorations

PRODUCT IMAGE	PRODUCT DESCRIPTION	VPN	RRP
	Mode Shiny Glass Geometric Long Diamond - Copper	GL87482	\$9.99
	Mode Glass Clear Two-Tone Dipped Ball Large - Copper	MY-LX7060	\$12.99
	Mode Glass Clear Rose Gold Bauble Large	H34858	\$12.99

	Mode Clear Glass Bauble with Silver Spots and Glitter Stars	83S4-#5023	\$7.99
	Mode Ceramic Geometric Star - White	CC68007	\$9.99

210cm Slim Yorkville Tree (Keycode; 415146520) and the Mirabella 100 Cool White LED Fairlight (Keycode; 310181770) are to be used to present the Mode theme:

Stores will receive 1 for each of their allocated theme trees. These will arrive in week 6, except for regional stores, which will arrive in week 7.



Baby's First (BF)

Colours: baby pink, baby blue and cream.

Stores – all stores

Australiana (AU)

Australian native animals and images with Christmas themes.

Stores – all stores

From our sales performance from last year, in regards to the Baby First's and Australiana range our best sellers are back in for hanging decorations so you're expected to see the same items!



Product Types

Below is a listing of the product types purchased for this year's range and the expected return by type. Nearly 60% of our sales are driven out of Hanging Decorations, Christmas trees and Home Decorations.

Product Type	Sales\$	% Total Sales
Hanging Decorations	\$ 4,761,504	28.9%
Christmas Tree	\$ 2,937,694	17.8%
Home Decorations	\$ 1,765,460	10.7%
Lights	\$ 873,905	5.3%
Value Packs	\$ 761,791	4.6%
Bon Bon	\$ 609,122	3.7%
Animation	\$ 583,619	3.5%
Plush	\$ 487,225	3.0%
Wreaths	\$ 485,047	2.9%
Tree Toppers	\$ 409,862	2.5%
Wrapping Paper	\$ 365,738	2.2%
Stockings	\$ 322,689	2.0%
Party	\$ 245,479	1.5%
Garland	\$ 229,214	1.4%
Snowglobes	\$ 216,895	1.3%
Picks	\$ 199,970	1.2%
Calendar	\$ 173,813	1.1%
Tinsel	\$ 171,964	1.0%
LED Table Decorations	\$ 171,358	1.0%
Tree Skirt	\$ 157,300	1.0%
Door & Wall Hangers	\$ 157,074	1.0%
Bundle Pack	\$ 153,578	0.9%
Accessory	\$ 139,517	0.8%
Boxed Card	\$ 52,048	0.3%
Gift Tag	\$ 41,436	0.3%
Bag	\$ 26,700	0.2%

Cards and Wrapping Paper

This year, cards and wrapping paper will only be available in AH&G and Luxe themes, all other themes will be catered for by National brands. All stock is to be displayed together within one central destination (with the exclusion of AH&G) and off located in all areas where Gift Giving is strong. (Roll wrap and cards should be all over Giftorium to encourage larger basket spend.

The AH&G Cards and Roll wrap are to be merchandised back within the AH&G Eucalyptus Christmas range although should also be cross merchandised and off located in high gift giving locations such as Giftorium and registers.

National Branded Christmas Cards and Wrap are just as important as MEB ranges as we achieve a strong margin and suppliers do all the work for you! We have asked Simpson, your National Master Vendor for Cards, to ensure they supply sufficient stock to ensure we can off-locate in Christmas Trim department, Food for Gifts, Giftorium and all key gift giving

destinations within the stores. Allow the merchandisers to do the work for you whilst you're benefiting, almost free sales!!!

Personalisation

Stockings

Due to such great success over the past few years for the Giftorium stocking personalisation this concept will again be repeated in Melbourne City, Sydney City, Adelaide City, Perth City, Brisbane City, Chadstone, Bondi, Highpoint and Parramatta stores.

As well as repeating the JB Red Velour Personalisation stocking, we will range a number of other stockings that can also be personalised if the customer chooses to do so (there will be no additional stock, so please ensure sufficient is kept aside for Giftorium).

Concept

- Initial setup to be in the Christmas Trim Shop space
- Then move into Personalisation section of Giftorium for launch, further information on this will be sent out in the Giftorium Pack (Week 4)
- Refer to the Christmas Bauble Personalisation Guide Summer 17 uploaded with other Christmas Trim shop documents

Please merchandise this stock in the location of the 'personaliser'. Otherwise please ensure that there is a ticket up explaining the service to the customer (via the below path). Samples of the various options available for personalisation should be displayed for the customer.

As per last year there will only be one size bauble available this year in the 7cm size. The glitter colours available for personalisation are Gold, Silver, Red and Navy and the bauble colours available to be personalised are Cameo Green, Aqua, Fir Green, Gold, Lotus, Red, White and Silver.

*Stores should allocate appropriate space in reserve for customer holds.

Text Options and guide

Customers will request a variety of Personalised messages for their baubles. Be aware of the length of the name/text, as there is only limited space on the baubles.

Messages can be either:

- 1 – 'Merry Christmas [insert name here]' (eg 'Merry Christmas Ben')
- 2 - "Merry Christmas 2017"
- 3 - The Customer's Name (eg "Emma")
- 4 - The Customer's Name and "2017" (eg "Matthew 2017")

For an example of personalised baubles see below;



Pricing

Personalisation of a 7cm bauble: \$5.95. (Bauble is \$4.99, which is not included)

These prices will cover the cost of glue, glitter, staff time and GST only. This price includes messages, name and year eg. "Merry Christmas". The actual price of the ball/decoration is extra, as indicated above.

MyPos

The process at MyPos for processing the fee of Christmas Ball Personalisation is the same as last year. To process this transaction, please follow these steps:

1. Team member is logged on to POS
2. Scan (merchandise) Item(s)
3. Select **NON MERCH / SERVICES**
4. Select **ADDITIONAL SERVICE FEE**
5. Enter the **AMOUNT** (\$5.95 for the personalization)
6. Select **ENTER**
7. Repeat steps 3 to 6 (for each Christmas bauble to be personalized)
8. Select **TOTAL**
9. Complete transaction as normal

Connor the Myer Christmas Charity Bear 2017

This year the Myer Christmas Bear will have a retail price of \$15 and therefore will not be included in promotions.

Connor should be merchandised within the Christmas Trim shop, adjacent to Jingle Bells / Plush department.

There will be a sufficient stock for outposting in Toys, Kidswear and Santaland as well as other locations within the store during peak times.

This year Myer is again extremely proud to support the Myer Stores Community Fund by donating \$1 from the sale of each Connor Myer Christmas Bear in 2017.



Connor the Myer Charity Bear should have strong representation at front of your Christmas trim shops as well as key traffic areas. The bear is a collectable, and not only supporting a family but is a great contributor to sales. Sales of \$500K and 35,000 units. It is a big job to sell through this volume however we have improved your margin this year and Connor is a wanted item!

Spirit of Christmas CD

The first Spirit of Christmas CD was produced in 1993. It was born out of a desire to continue the Myer tradition of philanthropic support in the Community. Whilst at the same time providing something special for everyone to enjoy. This year we will be celebrating the 23rd anniversary of the Salvation Army Myer Spirit of Christmas CD.

This year the CD will be a 'best of' the past and feature Artists such as Guy Sebastian, Jessica Mauboy and many more of our favourite Australian artists singing Christmas classics. This is a perfect stocking filler that should be added on to every customers purchase.

As per previous years, a display box will be delivered to stores with the CDs and will need to be assembled to be displayed on store counters.

Details for the item are as below:

Keycode: 553689910

Retail: \$19.95

Order Number: 1985350

Delivery Window: Week 13 Sunday 22nd October

Myer Characters

Due to last year's huge success with the Myer Characters four value pack (number one selling value pack!) the company have decided to create new and exciting plush items!!!

This year we're expecting that these Myer Characters will be our super-hot items so we have ensured that we will have enough stock to ensure that we're pleasing our customers! We're predicting that the sales numbers to be \$200k which will enable us to tie in perfectly within the Myer overall company Christmas campaign.

These plush items will retail at \$39.99 each:



Lemax

Nobody does Lemax like Myer does. Last year, we had some great successes in selling through this range and we are building on the success of this.

Your range will continue to be predominantly Sound animations and villages and less focus on figurines. We have found that the sales do not warrant a huge range of figurines.

Make sure you have strong displays within a high traffic location in your Christmas Trim Shop.

Stores ranging Lemax will be required to set up a display featuring Lemax products. See below example of how to set up Lemax in stores:



Key call outs for replenishment & Central Stocks

Trees will go into store Week 6 for set up.

First Drop - 'Connor' The Myer Christmas Bear 2017 will come in with stock for consolidation in **week 7 (PO # 1957039)**.

The Support Office will replenish the trees & Christmas bear according to sales with weekly drops from central stocks. (Refer to Section in POS users guide)

Bon Bons will come in two drops with 30/70 split.

First drop is **week 6** (week commencing Sunday 3rd September)

Second drop is **week 15** (week commencing Sunday 5th November)

Home Delivery Service

Keycode	SKU Description	Dimensions in M			Delivery Method
		Length	Width	Height	
229234690	Deluxe Reno Pine Tree:120cm	0.86	0.23	0.28	Standard Delivery
229237750	Deluxe Reno Pine Tree:150cm	1.02	0.33	0.38	Standard Delivery
229239730	Deluxe Reno Pine Tree:180cm	1.04	0.33	0.38	Standard Delivery
229243330	Deluxe Reno Pine Tree:210cm	1.27	0.36	0.46	Big and Bulky
229253140	Deluxe Reno Pine Tree:240cm	1.37	0.41	0.51	Big and Bulky
229259260	Deluxe Reno Pine Tree:270cm	1.37	0.46	0.56	Big and Bulky
305567290	Crystal Pine Tree: 180cm	1.04	0.37	0.32	Standard Delivery
305567380	Crystal Pine Tree: 210cm	1.04	0.38	0.38	Standard Delivery
229273120	Oregon Pine Tree:180cm	1.04	0.25	0.33	Standard Delivery
229275460	Oregon Pine Tree:210cm	1.04	0.34	0.38	Standard Delivery
229279960	Oregon Pine Tree:240cm	1.42	0.38	0.41	Big and Bulky
415146520	Slim Yorkville Pine Tree: 210cm	1.14	0.26	0.27	Standard Delivery
305568100	Dewdrop Tree in Burlap Pot: 90cm	0.38	0.38	0.20	Standard Delivery

The above table refers to the agreement we have with our delivery contractors.

Trees highlighted in blue must be sent as big and bulky via our standard warehouse customer delivery process, all others can be sent via Australia Post.

Information on how to process these items can be found in the POS user guide, located at your cash wrap.

Bulk Stacking

From the start of November onwards, Christmas trees can be neatly bulk stacked for the customer's convenience adjacent to the tree forest, as this is a great way to boost sales. This year the tree boxes will again have a white star print on them so they look better on display on floor in store.

Please refer to the VME for guidelines on this. VME can be found via the following path from Week 4:
[myerconnect/visualmerchandising/weeklytacticalcommunicationss/week4/Christmas Trim VME](#)

Range List and Fast Facts Sheet

i. Range List

The range list of every item in the Christmas Trim shop will be available under the below link in Week 5. The list will include all the key information such as product image, description, retail price, keycode, APN and ranging. This should be printed out and provided to your Christmas Trim Champion for any store queries. It will be particularly helpful to the team selling display decorations towards the end of the season so please ensure it is well utilised for accurate sales data.

-> Store Communications/Merchandise Information and Tools /General Merchandise / Christmas

Contacts

Thank you in advance for your vital contribution to making the Christmas Trim shop a success this year.

For stock queries:

Benn Frail; (Allocation Analyst) 03 8667 7417

For product and pricing queries:

Sanja Lalic (Category Buyer) 03 8667 7439

Or

Kodie Kroussoratis (Category Buyer Assistant) 03 8667 7481

****Please also keep in mind that Food for Gifts will be launching in Week 11. If you have any questions in regards to Food you will need to contact:**

Sharna De Leo (Category Buyer Assistant) 03 8667 7435

Brittany Rose (Allocation Analyst) 03 8667 7537