



## Client Guidelines & Survey

**CUSTOMER:** RANDA ACCESSORIES-NECKWEAR  
**RETAILER:** MACYS

**DATES OF SERVICE:** AUG-DEC 2009

**PRODUCT:** NECKWEAR

**BRANDS:** ALFANI, ALFANI RED, BEN SHERMAN, COUNTESS MARA, GEOFFREY BEENE, JOHN ASHFORD, PENGUIN, PERRY ELLIS, TASSO ELBA, TASSO COLLEZIONE

### Client Priorities:

- Sign into the vendor log book upon arriving to location
- Sign out of the vendor log book upon completing your service call from the location.
- Secure a front aisle location for all merchandise
- All brands should be merchandised on their own table. If any of Randa is sharing with another vendor please bring all Randa merchandise up to the front and to the top tier of the table.
- Merchandise all Randa Neckwear by Label, Style, than Color.
- The color wheel is different for traditional and contemporary brands. Please see below for instructions.
- Top tier of the table should be merchandised with yellow and green for traditional brands; pink and purple for contemporary brands.
- **Traditional brands:** Countess Mara, Geoffrey Beene, Tasso Collezione, Tasso Elba
- **Contemporary brands:** Alfani, Alfani Red, John Ashford, Perry Ellis, Penguin
- Scan Ties to ensure Randa Neckwear is signed correctly. If sign is not correct than ask the manager for the correct POS sign.
- All Clearance merchandise should be out of stockroom and on the top/front of the clearance table or clearance fixture.
- Ensure all dress shirt tables are displayed with current Randa Neckwear. Green should be displayed. If there is not enough green, use yellow.
- All Randa Boxes are marked Randa NKW in red on all 4 sides.

### **Color Wheel & How to Use**

- Traditional brands
  - Start with green and move counter-clockwise
  - Green should be at the front of the table and the first color the customer sees.
  
- Contemporary brands
  - Start with purple and move counter-clockwise
  - Purple should be at the front of the table and the first color the customer sees.



### **Branded Servicing Details:**

#### Geoffrey Beene

- Top Tier Direction: Satin Solid and Dimension Solid. If the store does not have enough solids, the top tier should be merchandised with pink & lavender.



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- Beene solid replenishment should be arriving in stores by mid June – PO#5728311. Please strive to obtain an additional table.
- Old MCW stores: Beene boxed solids should be pulled from boxes and placed on the clearance table. The box can be discarded.
- Beene Satin Solids and Dimension Solids will be replenished twice a month at all stores.
- A meaningful solid presentation needs to be made with satin solids and textured solids.
- AQUA will be a key color.



Titanium Wardrobe                      BT0599V9 Curaco Wardrobe BT0599W1 Mocha Wardrobe

**Perry Ellis Test Product**

- **Test product will go to the following stores: #, 5, 31, 54, 75, 173, 217, 230, 231, 259, 333, 511, 523, 524, 544, 547, 665, 687, 715, 731**
- Under no circumstances should any test product be back stocked. If necessary, please backstock older styles that are not included in the test.
- PO #5736821; arrived in mid-June, please maintain test presentation for July.
- Assortment:
  - PE051401 Maple Grid
  - PE050616 Crystal Stripe



PE051706 Ash Grid      PE050618 Column Stripe      PE057705 Granite Plaid      PE050617 Lime Stone Stripe      PE050107 Maple Paisley      PE050615 Steel Stripe

**Perry Ellis**

- Top tier: Cream story and lighter styles for spring
- Huge priority brand – no backstock
- Merchandise on its own table for all divisions
- Brand is struggling and needs extra attention



Pointillist Dot                      Pointillist Stripe                      PE059905 Porcini Pack



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### Countess Mara

- Top tier: Spring product in green & yellow, aqua, & chocolate
- Back to black merchandised together (styles with black ground color)



CO055204 Chocolate Dot



CO059912 Chocolate Wardrobe

### Ben Sherman

- Ben Sherman must have table exposure.
- This is an "all skinny" line



Liverpool Solid



Themes Plaid

### Penguin

- Herald Square only
- Plans to expand for the fall

### **Private Label Servicing Details:**

#### Alfani Test Product:

- **The following stores will receive Alfani and Alfani Red test product:**
  - **Assortment A: #1, 23, 45, 428, 434, 511, 584, 665, 757, 770**
  - **Assortment B: #53, 173 217, 218, 523, 524, 527, 544, 686, 776**
- Assortment A Styles
  - *Alfani Red:* Botanix, Center Panel, Checker Panel, Millennium City, Millennium Fence, Road Stripe, Skyscraper
  - *Alfani Black:* Bison Grid, Gator Stripe, Great Dane Stripe, Hokie Geo, Hoosier Paisley, Sun Devil Stripe, Tiger Geo, Trojan Plaid
- Assortment B Styles
  - *Alfani Red:* Argyle, Camouflage, Matrix, Millennium Link, Millennium Paisley, Suiting Stripe, Tunnel
  - *Alfani Black:* Blue Devil Stripe, Buckeye Paisley, Cyclone Plaid, Longhorne Paisley, Razorback Stripe, Spartan Paisley, Wolverine Geo
- For these stores, you should have 2 Alfani tables.
  - The table with the best real estate should have Alfani Red Test Product on the top and Alfani Black Test Product on the bottom tier
  - The table with the second best real estate should have the non-test styles for Alfani Red and Alfani Black.
- Under no circumstances should any test product be put in back stock.
- PO #5939501; product shipped on 6/15 and should be in stores the first week of July.



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- If there is no Alfani Red or Alfani has a separate presentation from Alfani Red, please put aqua packs on the top tier. Fill in with white grounds, pinks, purples, and sages. The top tier of the Alfani table should show all of the **COLOR** Alfani has to offer.
- Aqua is a best selling color. Three aqua packs will ship; please ensure all product is on the floor. Absolutely **NO BACKSTOCK** in aqua.



### Alfani Red

- Alfani Red is a narrow tie with a red belly band
- All spring/new product should go on the top tier of the table.
- Details by Division – please refer to by door matrix.
  - Former MCC: 34 doors had a “George” fixture, which should have been taken down. If it has not been taken down, it should be used to merchandise Alfani Red
  - Former MCE: 42 doors have separate Alfani Red table presentations. Please see by door brand matrix for details. If there is not enough merchandise to fill an entire table with Alfani Red, then these 42 doors should have two Alfani tables.
  - Former MCF: 15 doors will have full Alfani Red tables. This was the former Material London table.
  - Former MCW: Alfani Red will have a separate presentation in all doors.
- The goal is to always obtain separate real estate for Alfani Red and Alfani if there are enough units. If you do not have enough units for a full table presentation, Alfani Red should be placed on the top of the Alfani table.
- Double exposure with a skinny tie statement if possible.
- Purple statements should be in all doors



- The “Americana” wardrobe has hit floors and is performing well at former MCE stores – Navy with red. The idea behind this tie is for the customer who wants to wear a tie with jeans.
- 2 new wardrobes shipping:
  - Galaxy Wardrobe
  - Sash Pack Wardrobe

### Tasso Elba

- **Brand is struggling and needs extra attention!**
- **Testing ‘Black’ styles at select doors. Please refer to web for door numbers and assortment.**
- White pack (last two pictures below) should be on the top tier or have a wedge in a key place on the table.
- New merchandise: Pink Wardrobe, Medallion Wardrobe Pack, a new Paisley Pack
- Top Tier Direction by Division:
  - Consolidate medium blue & whites as a statement on the top tier.
  - Rest of the top tier should be merchandised with yellow, green, pink, purple.



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- Tasso Elba Bow Tie
  - Not all doors are going forward with bow ties, please see by door matrix
  - If one of your doors is going forward and you do **not** have a bow tie fixture, contact your district manager.
  - Product should be merchandised on the bow tie fixture and placement should be on the Tasso Elba dress shirt table.
  - Re-orders this month will include pocket squares.

### Tasso Collezione

- Re-launching brand to a 7 fold tie with a new door list at top stores – please refer to the web for doors that will carry the brand.
- Selling points for a 7 fold tie:
  - Refer to the picture for how a 7 fold tie looks
  - The seven fold tie is the world's most luxurious tie.
  - Crafted by skilled tailors by folding two and a half yard of rich Italian silk.
  - Quality made silk prints with a heavier feel or weight of 18 to 40 mommes (weight of the silk)
  - The construction of our ties include rolled edges for a soft natural look.
  - We use a custom woven combed interlining in various weights to achieve the perfect knot.
  - The seven-fold is more than an extravagant amount of material. It is a testament to craftsmanship.
- New ticket price: \$59.50
- Tasso Collezione **must** have its own presentation. It should not be sharing a table with Tasso Elba.
  - Former MCC, MCE, MCW will have table presentations
  - Former MCF will have trays on dress shirt tables



### John Ashford

- New spring wardrobe should be merchandised on the top tier.
- A "clean" geo look will be shipped to top doors. Door list will be posted to the web and needs to be on the top tier.
- John Ashford will slowly be rolled out to all Macy's doors. Full table presentations must be obtained. This month it will roll out to the following:
  - Macy's #428 (Union Square) Formerly MCW #10
  - Macys #560 (Kenwood Town Center) Formerly MCC #5
  - Macy's #561 (Fayette) Formerly MCC #730
  - Macy's #730 (Lenox) Formerly MCC#2
- MCF & MCE: All doors carry this brand as of March 2009 – please ensure it is on the floor.
- Ensure there is a solid presentation – may be a portion of the bottom tier.



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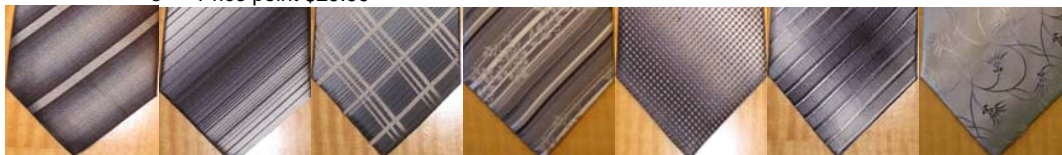
- Brand is struggling and needs some extra attention.
- Testing two styles below. Please refer to web for doors who are receiving this merchandise.



TEST STYLE TEST STYLE

### Material London

- Brand no longer carried in MCC, MCE, MCF
- MCF: 15 doors that previously carried this label will now have a separate Alfani Red presentation. Please check the MCF by door brand matrix to see which doors will have a separate Alfani Red presentation.
- MCW
  - Price point \$29.99



### Survey Questions:

1. Upon arrival, did you sign into the vendor log? (If no, please explain why you were not able to complete this task.)  
 Yes  No
2. Upon completion of your service call, did you sign out of the vendor log? (If no, please explain why you were not able to complete this task.)  
 Yes  No
3. Upon completion, was every style & color of each Randa program represented if all stock did not fit on the selling floor? (If no, please explain why you were unable to complete this task.)  
 Yes  No
4. Upon completion, what was the current price point of each Randa neckwear brand? (Please list)
5. Upon completion, were all markdowns taken and placed on the clearance fixture? (If no, please explain why you were unable to complete this task?)  
 Yes  No
6. Upon completion, were all regular & clearance priced Randa product out on the selling floor? (If not, please list approximately how many units by brand are in the stockroom.)  
 Yes  No
7. Upon completion, did all Randa brands have a POS sign (Point of Sale = a sign that has the price the item is currently ringing up as) before you left the store? (If no, please explain why you were unable to complete this task.)  
 Yes  No



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8. Upon completion, did all Randa labels have their own fixture? (If not, please explain why.)  
 Yes       No
9. If a Randa label is sharing a fixture, is Randa merchandised on the top/front of the table? (If not, please explain why.)  
 Yes       No
10. After speaking with the manager, what comments did they have about any Randa brands?
11. If your store is supposed to have its own Alfani Red presentation, does Alfani Red have its own table and is all the stock out on the floor in a prime location? (If no, approximately how many units remain in backstock?)  
 Yes       No       Does Not Apply
12. Upon completion, was the Alfani Red (skinny) neckwear on the sales floor on top of the Alfani table? (If no, please comment where they are located in the department)  
 Yes       No       Does Not Apply
13. Upon completion, was all John Ashford stock out on the floor and on its on table at the new rollout doors?  
 Yes       No       Does Not Apply
14. Upon completion, was all John Ashford test merchandise out of the floor and on its own table at the new rollout doors?  
 Yes       No       Does Not Apply
15. Upon completion, was all Tasso Collezione merchandise out on the floor and on its own table at the new rollout doors?  
 Yes       No       Does Not Apply
16. Upon completion, was all Tasso Elba Black test merchandise out on the floor?  
 Yes       No       Does Not Apply
17. Upon completion, were all Randa tables merchandised according to the color wheel for each classification?  
 Yes       No
18. Upon completion, were all correlating dress (Geoffrey Beene, Perry Ellis, Alfani, Alfani Red, Tasso Elba, Tasso Collezione, Ben Sherman, John Ashford) trimmed with green or yellow neckwear? (If no, please explain why you were unable to complete this task)  
 Yes       No
19. Comments/Feedback:
20. Attach before pictures.
21. Attach after pictures.  
**\*\*\*All calls must be reported no later than 24 hours after service has been completed\*\*\***



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