

Randa NKW-February Focus Points

Randa Accessory- Neckwear RN#: 43170 (ALL ACCOUNTS)

Belk: Brands-Perry Ellis, Countess Mara, Geoffrey Beene, Van Heusen

Perry Ellis: Top Tier- Cream Story and lighter styles



GB: Top Tier- White Story



VH: Top Tier- Light Colors

Bon Ton: Brands- Billy London, K. Roberts, Geoffrey Beene, Van Heusen, Ben Sherman, Cezani

- No shipments for February
- Perry Ellis: 267 doors
- Ensure all product is out on its OWN TABLE.
- Countess Mara: 66 doors
- Create a color story
- Geoffrey Beene: pull spring colors to the top tier

Bloomies:

- Do Not Service

Boscovs: Brands-Geoffrey Beene, Van Heusen, P&M, Perry Ellis, VHXL

- Ensure VH and GB have the best locations in the department. ****Maintain Real Estate****
 - Top Tier of the Table: White and Spring Colors
- ALL MARKDOWNS should be removed from full price presentations and hung on clearance spinners.

JC Penney: Brands-Stafford, VH, Claiborne Concepts, Stafford Box Ties

The order of colors is listed on the 1st page of each Set Sell Planner for easy reference.

*****NEW Set Sell Planners Posted to the web!!! Carry the JCP Set Sell Planner with you on every store visit.*****

- Review New Markdowns posted on the web.
- Stafford- New Price \$30 (Includes Zip Tie)
- **COLORED BOX TIE Test:** 66 doors (Door list posted to the web)
 - Selling down, maintain as best as possible
 - Lot #3038 Style# JP05BX01 & JP05BX02
 - Merchandising directions were not communicated on the set sell planners.
 - Merchandise on top tier of a table, top of Dress Shirt Table, or top of a prominently located glass cube fixture.
- KEY STYLES
 - Lot #3033 Style# JP050004 New Texture Solid
 - Lot #3011 Style# JP050603 Leadership Stripe
 - Lot #3005 Style# JP051001 Mini Brights
- Randa Table will have 2 different Stafford belly bands on it.
 - **Performance (Red and Navy)-Merchandise on Top Tier**



- Essentials (Blue and White)

VH New Price \$36

- Maintain Core Styles

- [NEW](#) Boxed Tie Lot #6761 Style #JV05BX14 (Estimated arrival of shipments: week of 2/16)
- Maintain- VH Boxed Tie Lot #6861 Style #JV05BX10 & #JV05BX11 (This delivery does NOT have a pocket square included, ONLY KNOTS)
- Merchandise on étagère-Maintain presentation best as possible.

[Claiborne Concepts](#)–New Price \$36

NEW STYLES: (Tie Shape is now 3” on all new ties-it is a rolling change) Some core items like fashion square CC054901 & Mystique CC050801 will have the old shape.

- Lot #2031 Show Stopper Style #CC049906 & #CC049907
- Lot #2034 Sundance Style #CC049913
- Lot #2044 Tulum Style #CC049908 & #CC049909

Kohl's: Brands- Risilio, Axist, Billy London, Chaps, C&B

[Risilio](#)-Ensure prominent placement on the aisle on a ¼ fold spinner.

- RE050606 White Natte Stripe
- RE051001 White Natte

[Axist](#)

- Shipping to 196 doors (Door list posted to the web)
- AS050602 Quatro Stripe

[Billy London](#)

- Shipping to 57 doors (Door list posted to the web)
- New Assortment ships in April

[Chaps \(#1 Priority\)](#)- Review new markdowns on web

- Basic Striges
 - CS0506D6 Chaplin Ribbon
 - CS0506D5 Harper Mini

[Croft & Barow](#)

- **Class 40- Updated Traditional-First Spinner off aisle on NEW 2 Tiered Quarter Fold Fixture**
 - CB050609 Zanzibar Stripe
 - CB051602 Zanzibar Dot
- **Class 80-Contemporary– half of a spinner**
 - CB055202 Gelato Dot-New Colors
 - CB055203 Ping Pong Dot- New Colors

Macy's: Brands- Countess Mara, Perry Ellis, Geoffrey Beene, Ben Sherman, Material London, Alfani, Alfani Red, John Ashford, Tasso Elba, Tasso Collezione

[Markdowns posted to the web](#)

MCE – please pull all Light/Medium Blue to the top tier

MCC – please pull all Yellow & Green to the top tier.

MCW & MCF- please pull all Purples & Lavenders to the top tier

[Countess Mara](#)- Ticket \$49.50, POS \$39.99 or \$34.99 (BRAND NEEDS BOOST!)

- MCE: 138 drs; MCW: 64 drs; MCC: 56 drs; MCF: 8 drs
- Top Tier: Spring Product
- Back to Black merchandised together (styles with black ground color)

[Perry Ellis](#)

- MCE (138 stores) & MCW (108 stores) & MCC (24 Stores)
- Huge Priority Brand – NO backstock.
- Top Tier: Spring Product



[Geoffrey Beene](#)- Ticket \$45.00, POS \$27.99 or \$29.99

- Brand is struggling and needs extra attention
- Top Tier: White Story
- “Go Red” – February 4th thru 8th

- MCW ONLY- Beene boxes with solid neckwear should be displayed on the Dress Shirt Tables year round.
 - Boxes should never replace ties on a neckwear table
- MCE and MCC – Beene Satin Solids will be replenished 2x per month



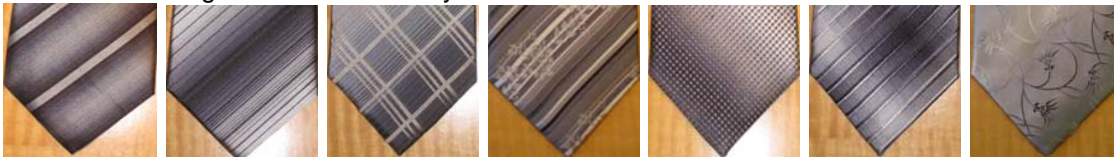
Ben Sherman Ticket \$49.50

- Ensure Ben Sherman has table exposure!
- MCE: 36 drs; MCW: 45 drs; MCF: 3 drs
- Secure separate table for Ben Sherman and/or merchandise with Skinny presentation (if present)
- This is an “all skinny” line. Please see website for specific placement details.



Material London- Ticket \$45, POS \$29.99 (Unless there is a special sale)

- FOCUS ITEM: Continue to gain better real estate for Material London
- MCW-50% of \$45, ensure Material London is signed correctly
- Re-launching the end of February



- MCF: Material London Markdown 2/11. (Doors will have full Alfani Red tables)

Alfani- Ticket \$39.50, POS \$24.99

- Ensure ALL NEW styles are out of the floor.
- Solid statements with Spring Colors.
 - White statements will be shipped at the end of the month
- MCF-If there is no Alfani Red, place newness on the top tier.



Alfani Red- Ticket \$39.50, POS \$24.99

- Purple statement being shipped to all doors
- Ensure Alfani Red is on the sales floor. Narrow tie with a red belly band.
 - Merchandise skinny ties on a full table when available.
 - If you do not have enough for a full table presentation, place on top tier on the Alfani table.
- Double exposure with a skinny tie statement when possible.
- MCE ONLY-42 doors with full table of Alfani Red
- MCW ONLY-Alfani Red will have a separate presentation in ALL doors
- MCC ONLY-Alfani Red merchandised on glass top table/ top tier of Alfani
 - 34 doors have separate “George” fixture
- MCF ONLY-15 doors will have full Alfani Red tables
- Alfani Bowties
 - MCW Doors: 5, 7, 10, 53, 55, 58, 59, 66, 70, 302
 - MCE Doors: 3, 31, 68, 95, 213, 215, 219, 230

- MCW Doors: 2, 5, 8, 9, 52, 63, 80, 87, 94, 96, 201, 204, 215, 237, 238, 320, 323, 359

John Ashford- Ticket \$37.50, POS \$19.99

- All other doors: Place geometrics on the top tier.
- MCW ONLY-50% off
- **Ensure there is a solid presentation.**
- **MCF-all doors will have John Ashford**

Tasso Collezione- \$49.00 POS.

- This label is only in the top doors across all divisions.
- **ENSURE TASSO COLLEZIONE HAS ITS OWN PRESENTATION. IT SHOULD NOT BE SHARING WITH THE TASSO ELBA TABLE.**
- MCE, MCW will have table presentations.
- MCF will have trays on dress shirt tables.
- MCC will have its own table presentation in the top doors.

Tasso Elba-

- MCE-Place blues and whites on top tier, followed by spring colors if room is available
- MCW-Place lavenders and whites on top tier, followed by spring colors if room is available
- MCF-Place lavenders and whites on top tier, followed by spring colors if room is available
- MCC-Place greens and whites on top tier, followed by spring colors if room is available
- Tasso Bow Tie & Pocket Squares
 - Placement by division is as follows
 - MCE-Bow ties only NO POCKET SQUARES PURCHASED-place on bow tie fixture already in stores
 - 3, 23, 31, 33, 45, 47, 68, 69, 78, 90, 95, 101, 213, 215, 216, 217, 219, 230
 - MCW-place on bow tie fixture already in stores
 - 10, 296, 301, 308
 - MCF-place on bow tie fixture already in stores
 - 6, 7, 64
 - MCC-each door receiving product will receive a fixture with the exception of #315 & #240. Please do your best to secure a location that makes sense at these two locations.
 - 2, 5, 8, 9, 20, 51, 53, 72, 87, 162, 175, 180, 181, 187, 201, 204, 213, 219, 237, 238, 240, 315, 323, 359

Sears

Do Not Service