

Women's Isotoner Cold Weather Hats & Gloves at Target

Account Manager: Lauren O'Neill loneill@revenuecreations.com or 845-313-9685.

Product: Women's Isotoner Gloves & Hats

Purpose: To set the specified product to planogram, merchandise, bring out back stock and obtain the best location for the Women's Isotoner Gloves and Hats.

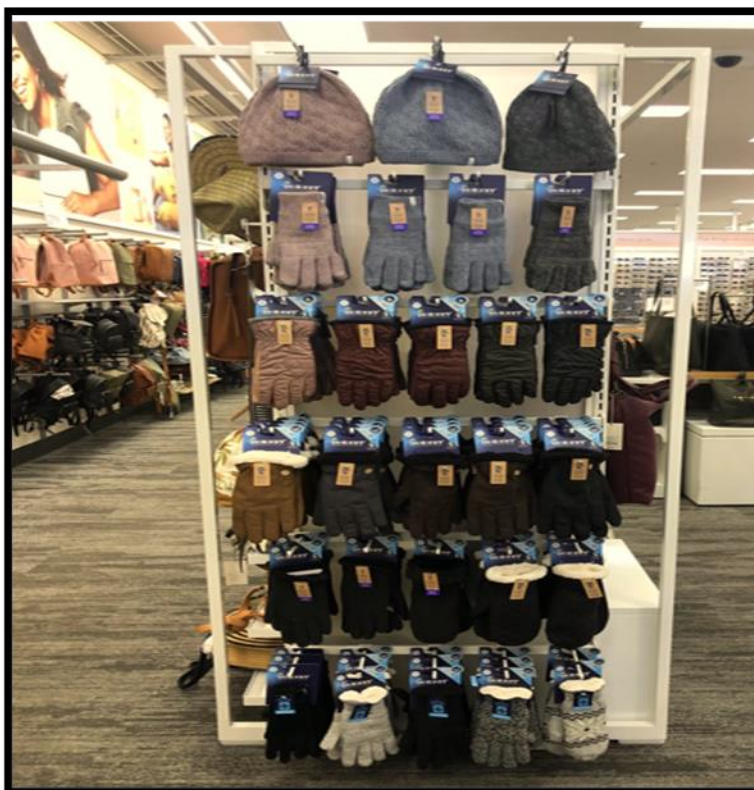
Departments: Women's Accessory Department

Average Time: 1 hour

Maximum Time: 1 hour. Please text Lauren (845-313-9685) if you need more time. **Additional time MUST be approved**

Required Photos: 4 TOTAL at least (1 before and 1 after showing the hats and the gloves merchandised according to the planogram provided, as well as 2 overview photos showing the fixture placement within the department. If you do not take photos, we cannot approve this project for payroll.

Fixture



Visit Priorities

- Once you arrive at your store, please check in with Customer Service and ask for the Soft Lines Manager and introduce yourself. Let them know what products you will be merchandising, and please show them your vendor approval letter.
- Get the managers full name and title for your survey.
- In the Women's Accessory Department please locate the Women's Isotoner Gloves and hats seen on the following pages. These should already be out on the salesfloor. If they are not, please work with management on getting them out.
- Please get these on either a wall or fixture presentation. Please try to get upfront placement that can easily be seen from the isle!
- If there is more room on the fixture please add more pegs onto the fixture to allow for more product.
- **Organize the pegs by style, according to the planogram provided with 6 different rows . This is very important!**
- **Please bring out as much backstock as possible! (make note of how many units you filled according to the following: Eco Knit Hats, Eco Knit Gloves, Sleek Heat Gloves, Spandex Gloves, Fleece Gloves, Microsuede Gloves, Chenille Gloves and Knit Gloves). Please go onto the following page....**

PLEASE MERCHANDISE YOUR FIXTURE OR WALL IN THE FOLLOWING ORDER ACCORDING TO THE BELOW:

ROW 1
ECO KNITS HATS



ROW 2
ECO KNITS GLOVES



ROW 3
SLEEKHEAT
SPANDEX



ROW 4
SPANDEX
FLEECE
MICROSUEDE



ROW 5
MICROSUEDE
CHENILLE



ROW 6
KNITS



Please go onto the next page for the SKU's.....

MICROSUEDE



BLK LED COG

210T1 - Retail \$24.99
BLK, LED, COG

CHENILLE



BLK CRO IVO

203T4 - Retail \$19.99
BLK, CRO, IVO

SLEEKHEAT



BLK WBL TM6

215T1 - Retail \$24.99
BLK, WBL, TM6

FLEECE



BLK HGY LEO

220T3 - Retail \$24.99
BLK, HGY, LEO

SPANDEX



BLK BAT WBL

219T3 - Retail \$24.99
BLK, BAT, WBL

Eco KNITS Gloves and Hats



DCT WBL PNE

276T2 - Retail \$19.99 Glove
287T2 - Retail \$16.99 Hat
DCT, WBL, PNE

KNIT GLOVEVS



BLK HGY BSI

211T4 - Retail \$24.99
BLK, HGY, BSI

288T2 - Retail \$24.99
HGY

254T2 - Retail \$24.99
SBC



recycled materials
better for the environment

Key isolationer fabrics now made with recycled polyester meaning fewer water bottles in the landfill



smartTouch
TOUCHSCREEN TECHNOLOGY



smartDRI
WATER ROLLS OFF



SLEEKHEAT
WARMTH WITHOUT BULK