



CK
Calvin Klein

24

Calvin Klein

Fall Visual Guidelines | Apparel + Accessories



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Floorset Execution

- **Begin:** Monday 7/29 | **Complete:** Friday 8/2
- Read through all notes within this direction before floorset execution.
- Mark the task as complete once floorset is finalized.

Mannequins

- Mannequin looks are not covered in this guideline.
- Direction will be posted on **Thursday 8/1 @ 5pm EST.**
- You can view on the [Communications Portal](#).



CK Visual Academy

New for Fall '24!

We are thrilled to announce the launch of the new CK Visual Academy.

This training course will include a thorough review of the visual standards, with a focus on foundational principles.

All Field Supervisors, Store Managers + Merchandise AORs will have training assigned and will complete over the next 6 weeks.

However, associates at every level are encouraged to participate.

We truly look forward to seeing the impact of this eLearning experience throughout all stores!

Eight lessons in total, which include:

1. Hanging + Folding
2. Sizing + Capacity
3. Building Walls
4. Fixturing
5. Underwear Wall + Floor Bins
6. Mannequins
7. Navigating the Line List
8. Linear Maps + Electronic Floorplans

Access the new CK Visual Academy on

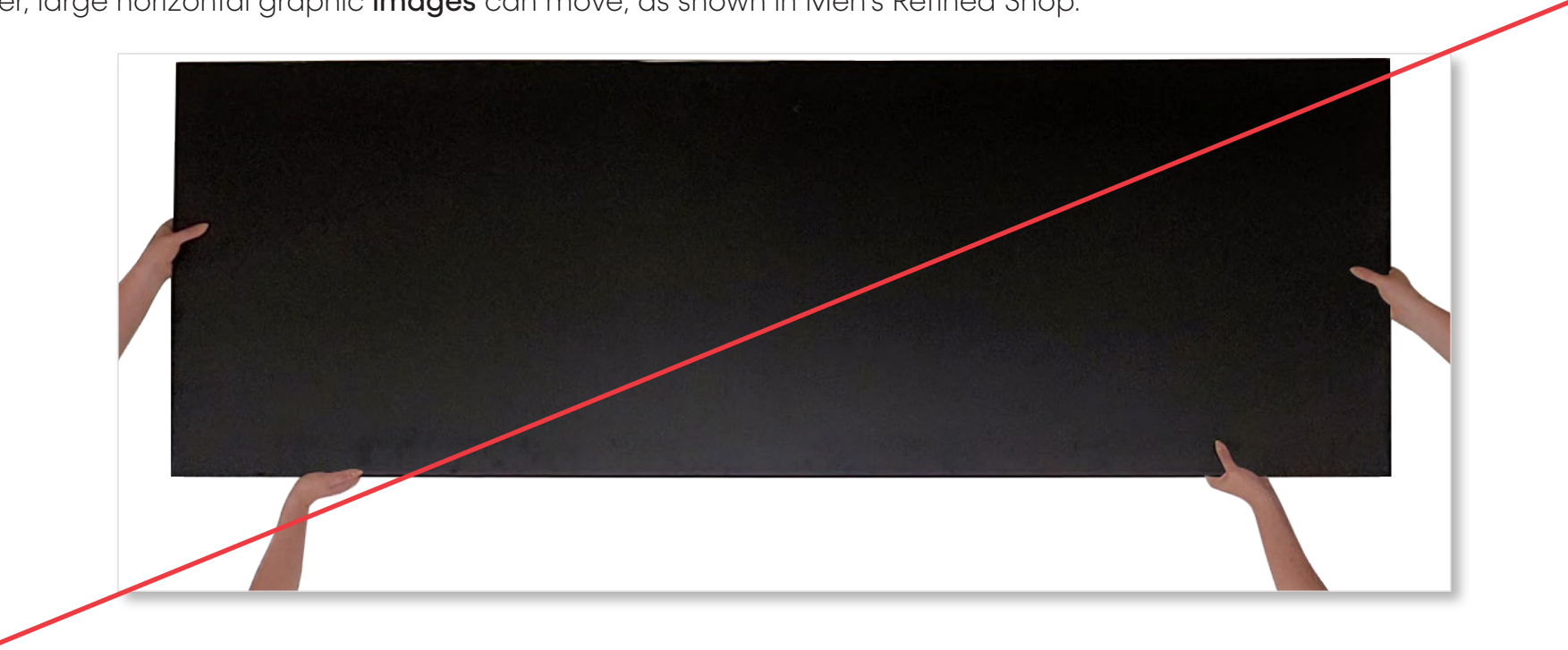


Shop Moves

- Men's Casual + Tech shops flip for this floorset.
- In addition, large stores that have the walls available should split Tech Shop between the return + floating walls.
- Refer to example floorplans on [pages 8 + 9](#) for more details.

Large Horizontal Graphic Frame Holders

- Regardless of what is shown in this direction, **do not move any large horizontal graphic frame holders.**
- However, large horizontal graphic **images** can move, as shown in Men's Refined Shop.



S-Hooks

- Several pant, jean + short styles are half-hung on s-hooks for this floorset.
- If you do not own enough, use a pant hanger, continuing to half-hang.
- **Do not use a mixture of s-hooks and pant hangers within the same shop.**



First Marks vs. Clearance

- Continue to maintain separate destinations for first marks + clearance.
- Linear Maps detail out where these 2 promotional buckets live, either in a wall or on a floor fixture/table.



Linear Maps

LEGEND

TECH

ENTRY

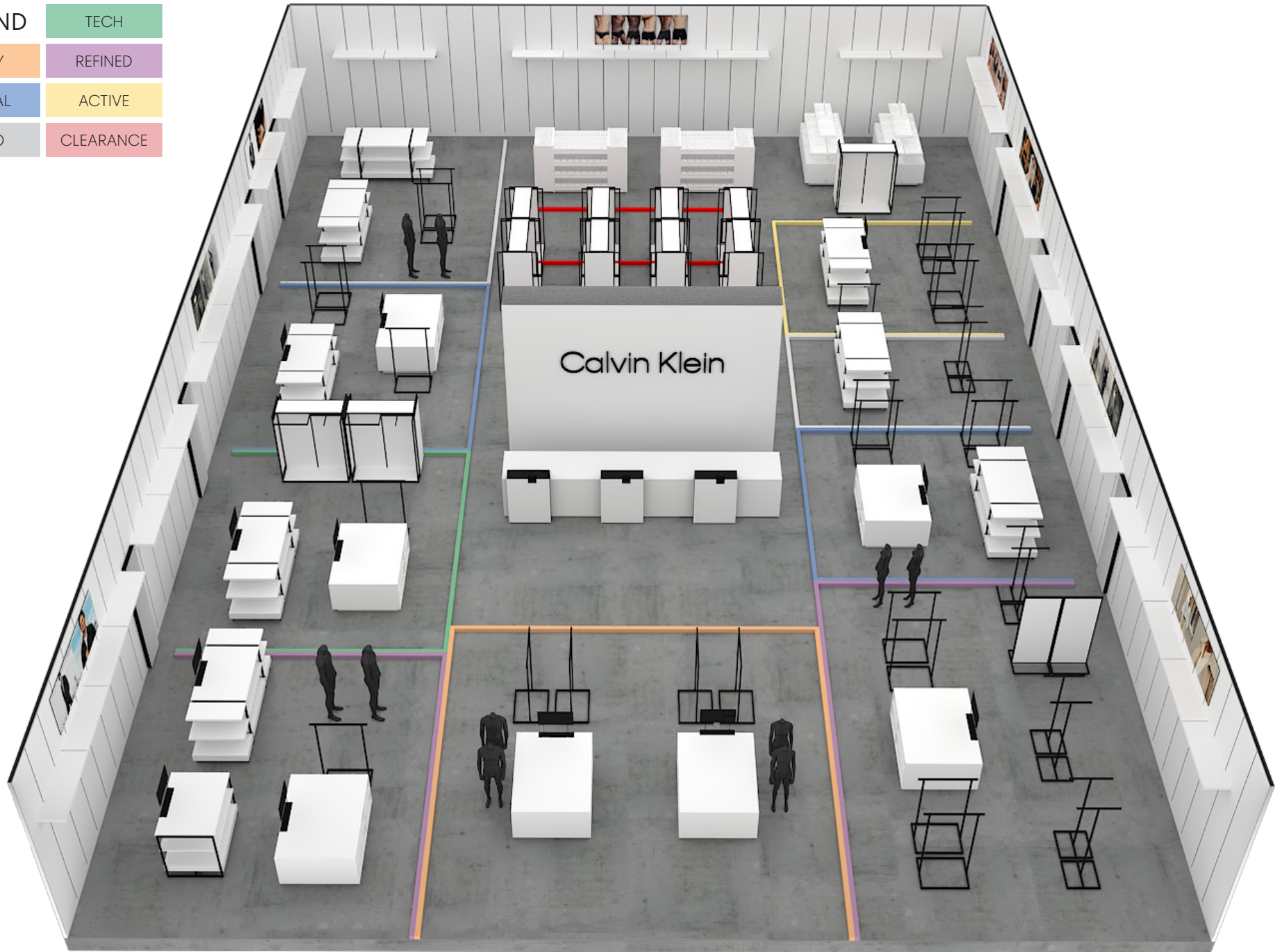
REFINED

CASUAL

ACTIVE

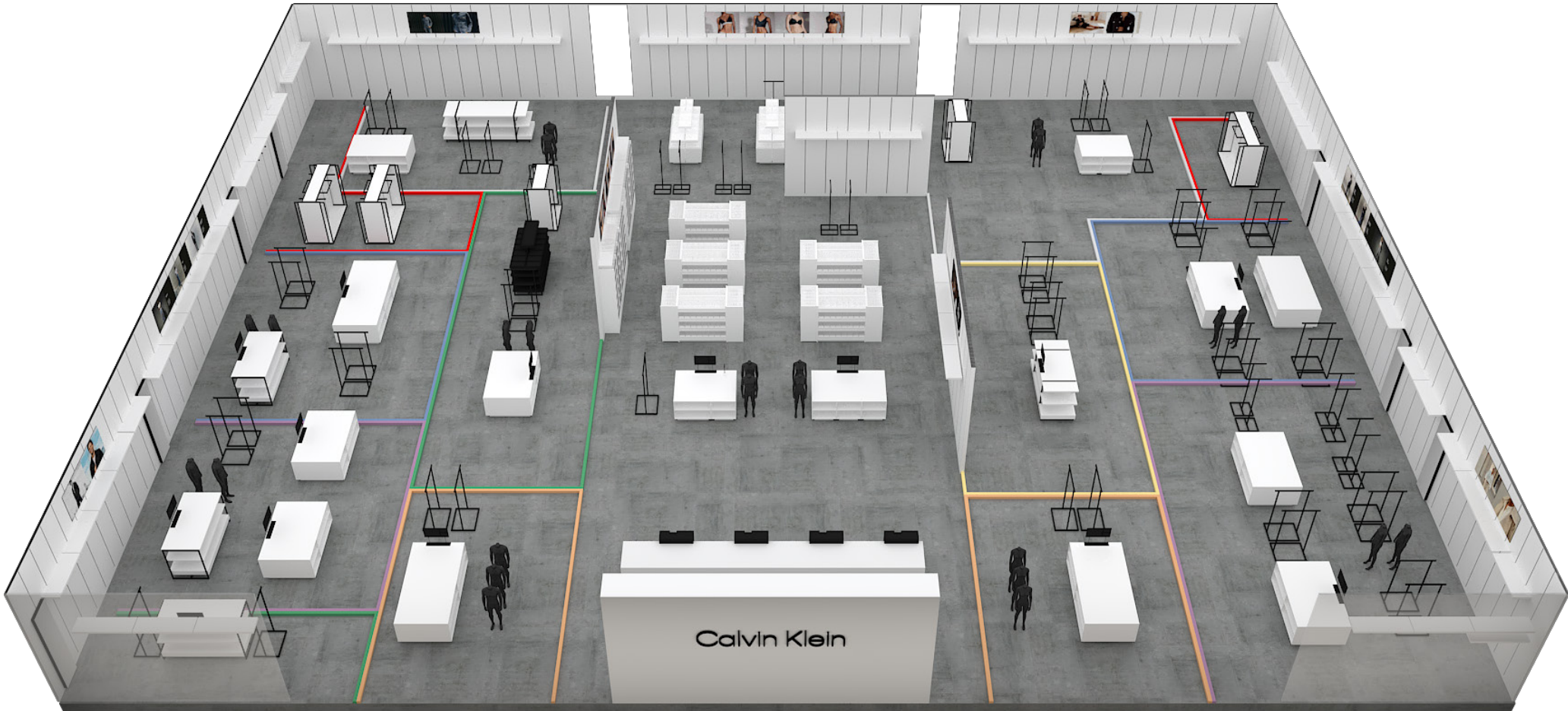
LOGO

CLEARANCE



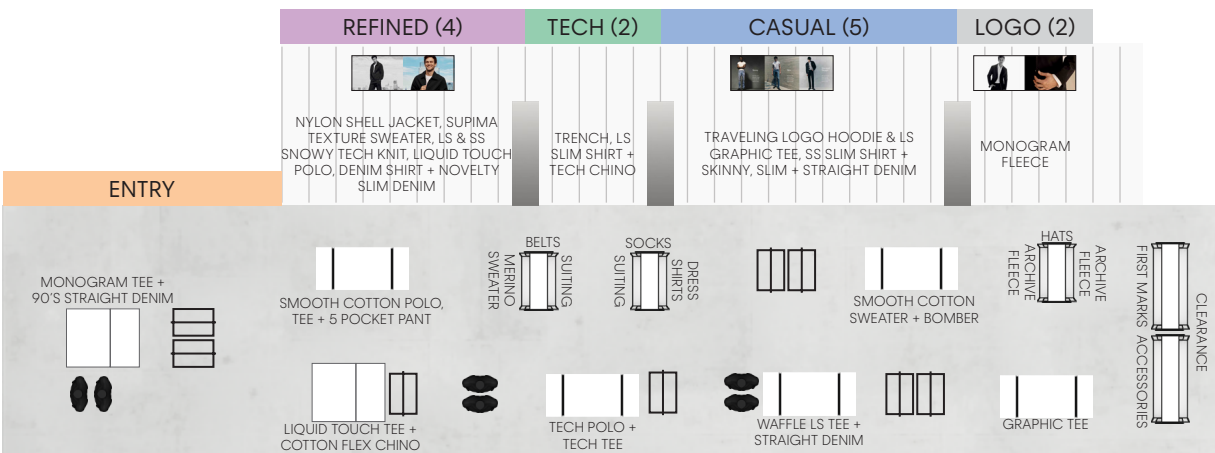
FIXTURING EXAMPLE

LEGEND	
TECH	REFINED
ENTRY	ACTIVE
CASUAL	CLEARANCE
LOGO	



FIXTURING EXAMPLE

MEN'S (13 WALL BAYS)



◀ **ENTRY**
most focal

BACK OF STORE ▶
least focal

FEATURE TABLES

- 2 FT = 2
- 3 FT = 2
- 4 FT = 0

TABLES

- 6 FT = 5
- 8 FT = 0

FEATURE RACKS = 8

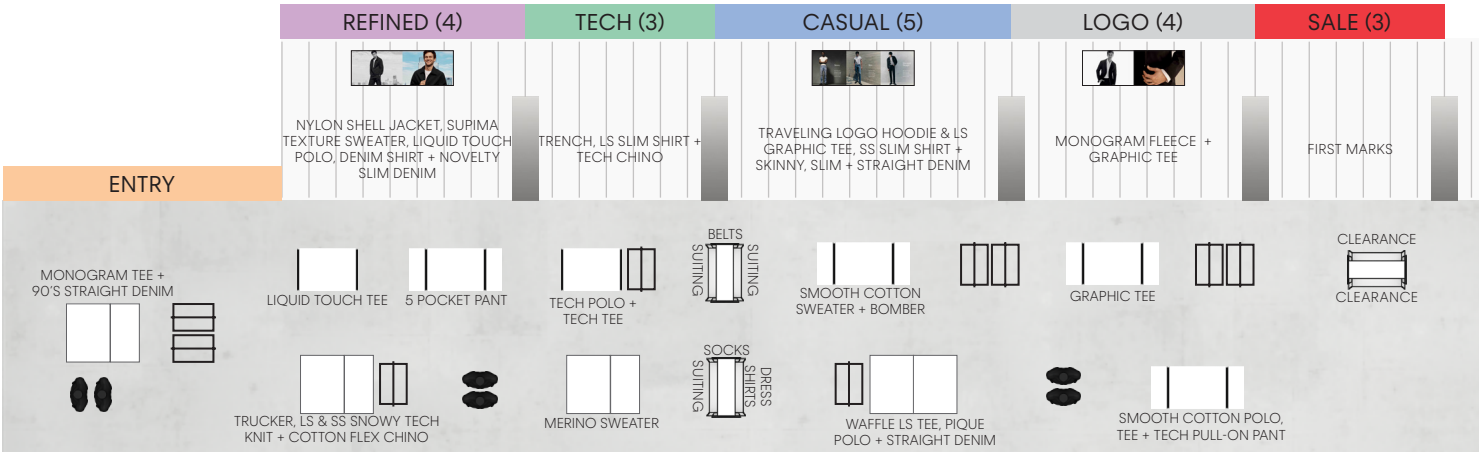
- 1 TRUCKER + MONOGRAM TEE
- 2 FASHION TRUCKER + MONOGRAM TEE
- 3 MATTE BOMBER
- 4 LS SLIM SHIRT
- 5 SS CLASSIC COTTON POLY SHIRT
- 6 TRUCKER + TECH PULL-ON PANT
- 7 OXFORD
- 8 OXFORD

HANGING FIXTURES

- 4 FT = 3
- 6 FT = 2

MANNEQUINS = 6

MEN'S (19 WALL BAYS)



◀ **ENTRY** most focal ————— **BACK OF STORE** ▶ least focal

FEATURE TABLES
 2 FT = 3
 3 FT = 5
 4 FT = 0

TABLES
 6 FT = 6
 8 FT = 0

HANGING FIXTURES
 4 FT = 3
 6 FT = 0

MANNEQUINS = 6

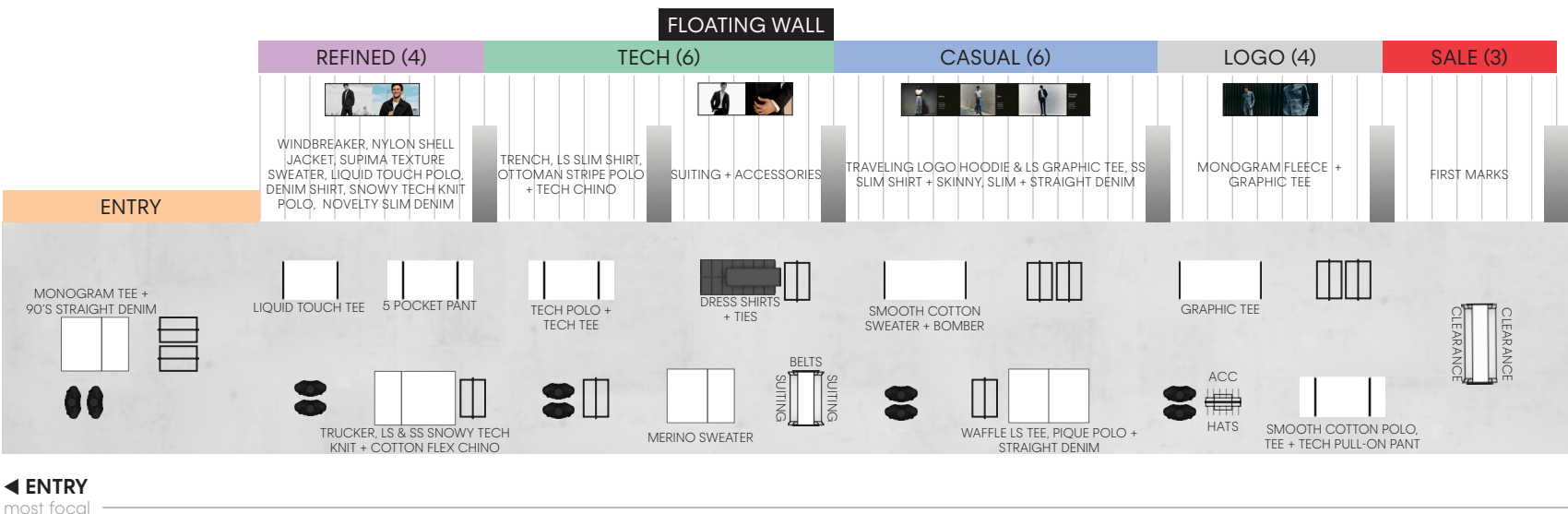
FEATURE RACKS = 9

- 1 TRUCKER + MONOGRAM TEE
- 2 FASHION TRUCKER + MONOGRAM TEE
- 3 MATTE BOMBER
- 4 LS SLIM SHIRT
- 5 SS CLASSIC COTTON POLY SHIRT
- 6 OXFORD (WARM)
- 7 OXFORD (COOL)
- 8 ARCHIVE FLEECE HOODIE + JOGGER
- 9 ARCHIVE FLEECE QZ + FZ

MEN'S (23 WALL BAYS)



Stores without a floating wall should refer to Small Linear Map for priority flow.



FEATURE TABLES

- 2 FT = 3
- 3 FT = 4
- 4 FT = 1

TABLES

- 6 FT = 4
- 8 FT = 2

HANGING FIXTURES

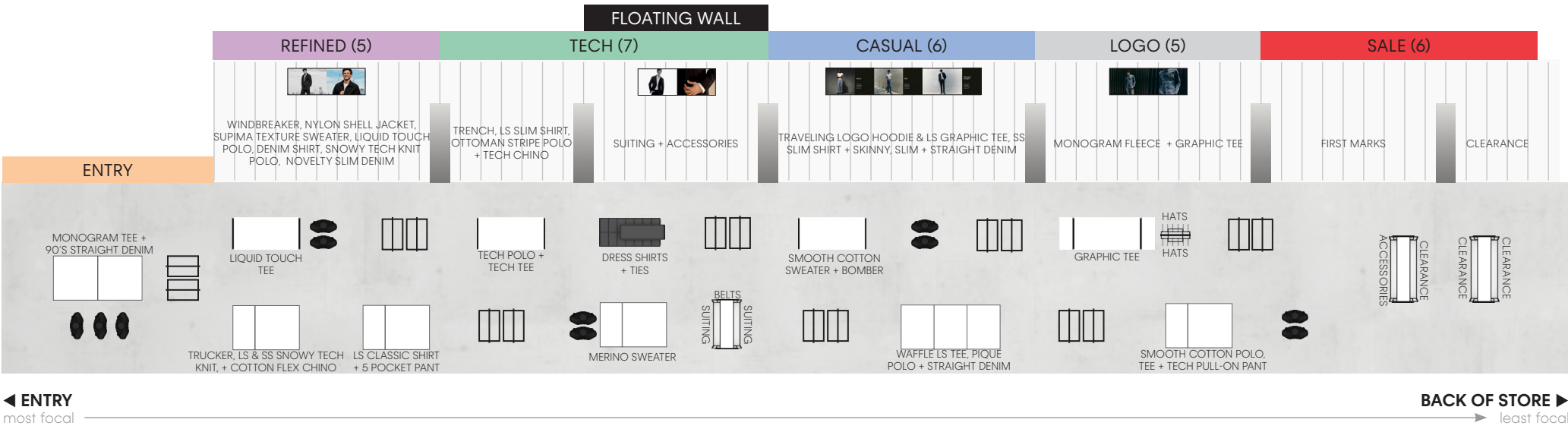
- 4 FT = 1
- 6 FT = 1

MANNEQUINS = 10

FEATURE RACKS = 10

- TRUCKER + MONOGRAM TEE
- FASHION TRUCKER + MONOGRAM TEE
- MATTE BOMBER
- LS SLIM SHIRT
- SUITING
- SS CLASSIC COTTON POLY SHIRT
- OXFORD (WARM)
- OXFORD (COOL)
- ARCHIVE FLEECE HOODIE + JOGGER
- ARCHIVE FLEECE QZ + FZ

MEN'S (29 WALL BAYS)



FEATURE TABLES

- 2 FT = 4
- 3 FT = 3
- 4 FT = 6

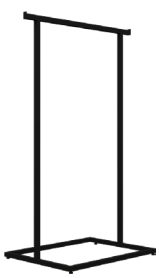
TABLES

- 6 FT = 0
- 8 FT = 4

HANGING FIXTURES

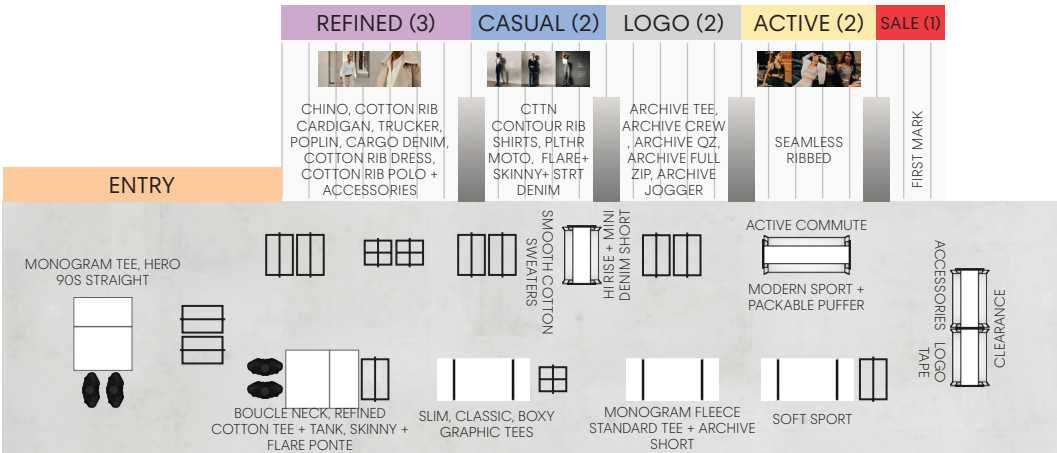
- 4 FT = 1
- 6 FT = 2

MANNEQUINS = 11



- FEATURE RACKS = 16**
- TRUCKER + MONOGRAM TEE
 - FASHION TRUCKER + MONOGRAM TEE
 - WOOL SWEATER POLO + 5 POCKET PANT
 - MATTE BOMBER
 - PERFORMANCE POLO + TECH CHINO
 - LS SLIM SHIRT
 - SUITING + LIQUID TOUCH TEE
 - SUITING + LIQUID TOUCH TEE
 - OXFORD (WARM)
 - OXFORD (COOL)
 - SS CLASSIC COTTON POLY SHIRT
 - LS CLASSIC COTTON POLY SHIRT + SKINNY DENIM
 - ARCHIVE CREWNECK TEE
 - ARCHIVE FLEECE CREWNECK SWEATSHIRT
 - ARCHIVE FLEECE QZ + JOGGER
 - ARCHIVE FLEECE HOODIE

WOMEN'S (10 WALL BAYS)



FEATURE TABLES

- 2 FT = 2
- 3 FT = 2
- 4 FT = 0

TABLES

- 6 FT = 3
- 8 FT = 0

HANGING FIXTURES

- 4 FT = 3
- 6 FT = 1

MANNEQUINS = 4

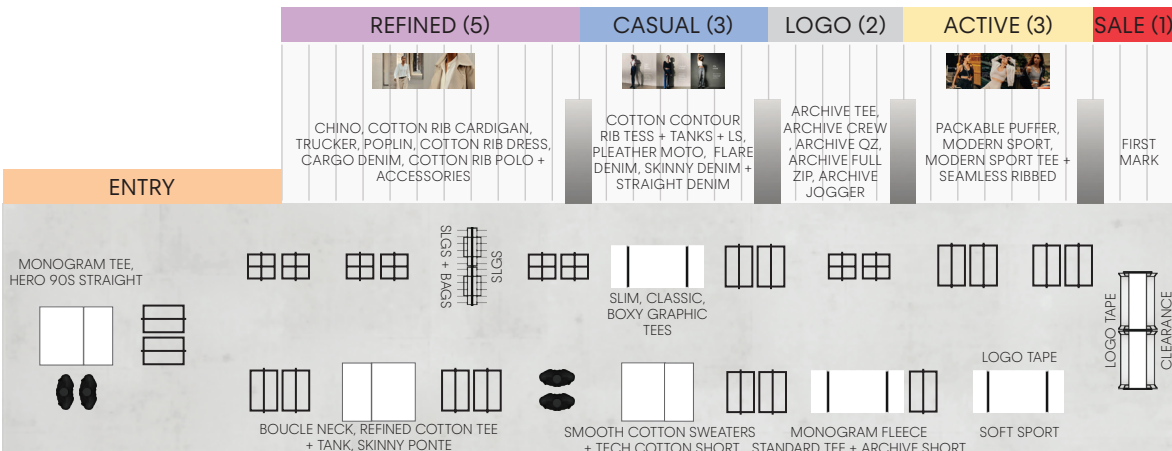
FEATURE RACKS = 10

- 1 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
- 2 LS FILLED NYLON, MONOGRAM TEE + HER DENIM SKIRT
- 3 SHERPA TRUCKER, COTTON RIB TANK + ULTRA WIDE LEG DENIM
- 4 TRUCKER, COTTON RIB TANK, ULTRA WIDE LEG DENIM + COTTON RIB SKIRT
- 5 REFINED STRETCH SUITING + POPLIN SHIRT
- 6 CHAMBRAY SHIRT + TECH COTTON SHORT
- 7 TENCEL SHIRT + SOFT TWILL SHORT
- 8 ARCHIVE DRESS
- 9 ARCHIVE DRESS
- 10 SOFT SPORT

T-STANDS = 3

- 2 SL CRUSHED SATIN DRESS + REFINED JERSEY DRESS
- 2 BOUCLE NECK DRESS + TRUCKER
- 3 CONTOUR COTTON RIB DRESS

WOMEN'S (14 WALL BAYS)



◀ **ENTRY**
most focal

BACK OF STORE ▶
least focal

FEATURE TABLES

- 2 FT = 3
- 3 FT = 3
- 4 FT = 0

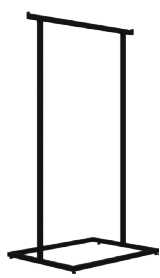
TABLES

- 6 FT = 3
- 8 FT = 0

HANGING FIXTURES

- 4 FT = 2
- 6 FT = 0

MANNEQUINS = 4



- FEATURE RACKS = 15**
- 1 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
 - 2 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
 - 3 SHERPA TRUCKER, COTTON RIB TANK + ULTRA WIDE LEG DENIM
 - 4 TRUCKER, COTTON RIB TANK, ULTRA WIDE LEG DENIM + COTTON RIB SKIRT
 - 5 REFINED STRETCH SUITING + POPLIN SHIRT
 - 6 SL CRUSHED SATIN CAMI, POLY CDC SKIRT + CHINO
 - 7 POLY CDC SHIRT + PANT
 - 8 POLY CDC SHIRT + SOFT TWILL SHORT
 - 9 HI RISE DENIM SHORT
 - 10 HI RISE MINI DENIM SHORT
 - 11 ARCHIVE CREW + JOGGER
 - 12 SOFT SPORT
 - 13 SOFT SPORT
 - 14 ACTIVE COMMUTE
 - 15 ACTIVE COMMUTE

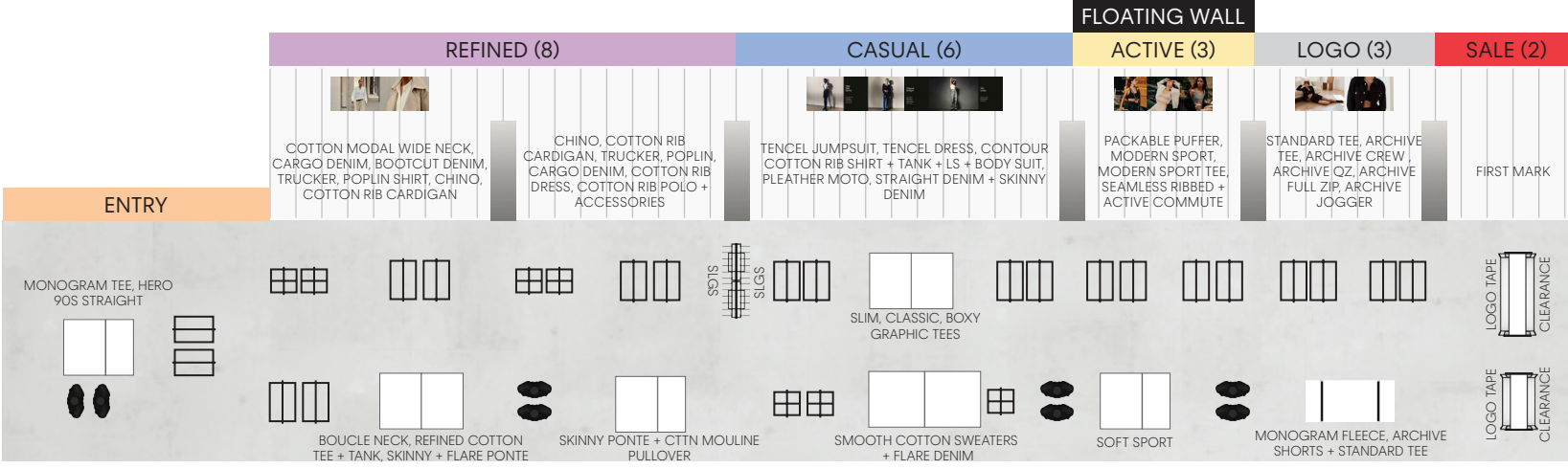


- T-STANDS = 8**
- 1 LINEN DAY DRESS + REFINED JERSEY DRESS
 - 2 SL CRUSHED SATIN DRESS
 - 3 FLARE PONTE
 - 4 FLEX
 - 5 LS TENCEL SHIRT
 - 6 CHAMBRAY SHIRT, COTTON CONTOUR RIB DRESS
 - 7 ARCHIVE DRESS
 - 8 ARCHIVE DRESS

WOMEN'S (22 WALL BAYS)



Stores without a floating wall should refer to Small Linear Map for priority flow.



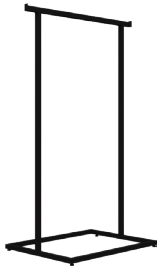
◀ ENTRY most focal ————— BACK OF STORE ▶ least focal

FEATURE TABLES
 2 FT = 3
 3 FT = 7
 4 FT = 2

TABLES
 6 FT = 2
 8 FT = 0

HANGING FIXTURES
 4 FT = 1
 6 FT = 3

MANNEQUINS = 8



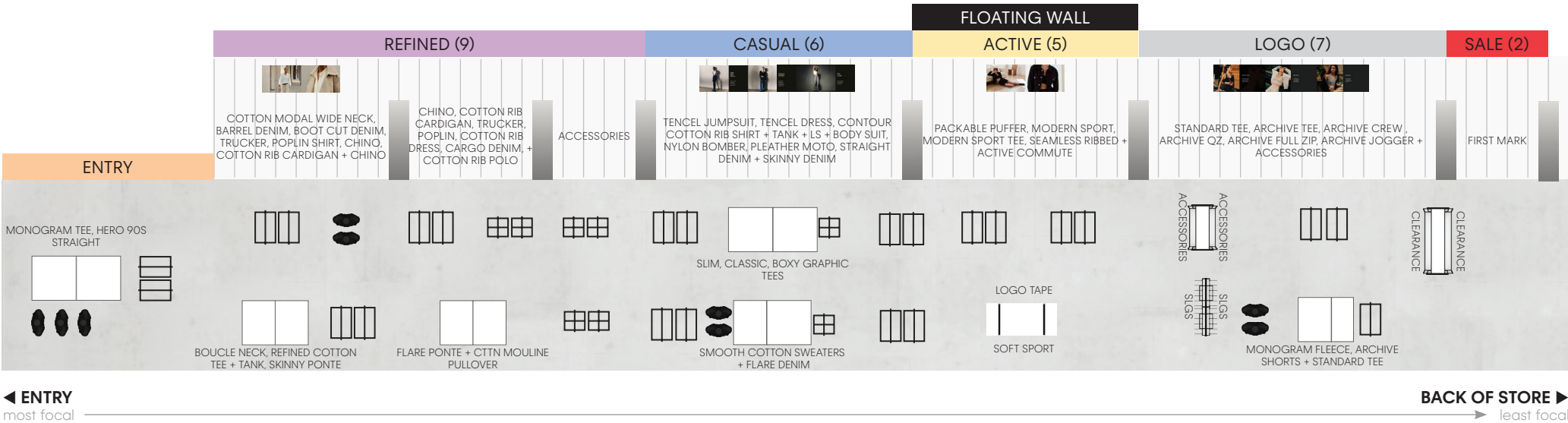
- FEATURE RACKS = 20**
- 1 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
 - 2 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
 - 3 SHERPA TRUCKER, COTTON RIB TANK + ULTRA WIDE LEG DENIM
 - 4 TRUCKER, COTTON RIB TANK, ULTRA WIDE LEG DENIM + COTTON RIB SKIRT
 - 5
 - 6 POLY CDC SHIRT + POLY CDC SKIRT
 - 7 REFINED STRETCH SUITING + POPLIN SHIRT
 - 8 SL CRUSHED SATIN CAMI, POLY CDC SKIRT + CHINO
 - 9 POLY CDC SHIRT + POLY CDC PANT
 - 10 LOGO TANK + HI RISE 90S SHORT
 - 11 HI RISE MINI DENIM SHORT
 - 12 HI RISE DENIM SHORT

- 13 SOFT SPORT
- 14 SOFT SPORT
- 15 ACTIVE COMMUTE
- 16 ACTIVE COMMUTE
- 17 ARCHIVE CREW
- 18 ARCHIVE JOGGER
- 19 ARCHIVE DRESS
- 20 ARCHIVE DRESS



- T-STANDS = 7**
- 1 LINEN DAY DRESS + REFINED JERSEY DRESS
 - 2 SL CRUSHED SATIN DRESS
 - 3 POLY CDC SHELL + POLY CDC PANT
 - 5 FLEX
 - 6 LS TENCEL SHIRT + SOFT TWILL SHORT
 - 10 CHAMBRAY SHIRT + TECH COTTON SHORT
 - 8 CONTOUR COTTON RIB DRESS

WOMEN'S (29 WALL BAYS)



FEATURE TABLES
 2 FT = 1
 3 FT = 6
 4 FT = 5

TABLES
 6 FT = 1
 8 FT = 0

HANGING FIXTURES
 4 FT = 1
 6 FT = 1

MANNEQUINS = 9

FEATURE RACKS = 23

- 1 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
- 2 LS FILLED NYLON, MONOGRAM TEE + HERO DENIM SKIRT
- 3 SHERPA TRUCKER, COTTON RIB TANK + ULTRA WIDE LEG DENIM
- 4 TRUCKER, COTTON RIB TANK, ULTRA WIDE LEG DENIM + COTTON RIB SKIRT
- 6 PONTE BLAZER + POLY CDC SKIRT
- 6 VISCOSE SWEATER
- 7 REFINED STRETCH SUITING + POPLIN SHIRT
- 8 SL CRUSHED SATIN CAMI, POLY CDC SKIRT + CHINO
- 9 POLY CDC SHIRT + PANT
- 10 SOFT TWILL SHORT
- 11 CHAMBRAY SHIRT + TENCEL SHORT
- 12 CHAMBRAY SHIRT + TECH COTTON SHORT

- 13 LOGO TANK + HIGH RISE 90S SHORT
- 14 LOGO TANK + HIGH RISE 90S SHORT
- 15 HI RISE DENIM SHORT
- 16 HI RISE MINI DENIM SHORT
- 17 ACTIVE COMMUTE
- 18 ACTIVE COMMUTE
- 19 SOFT SPORT
- 20 SOFT SPORT
- 21 SPACER PULL OZ PULL OVER
- 22 SPACER PULL ON PANT
- 23 ARCHIVE DRESS

T-STANDS = 8

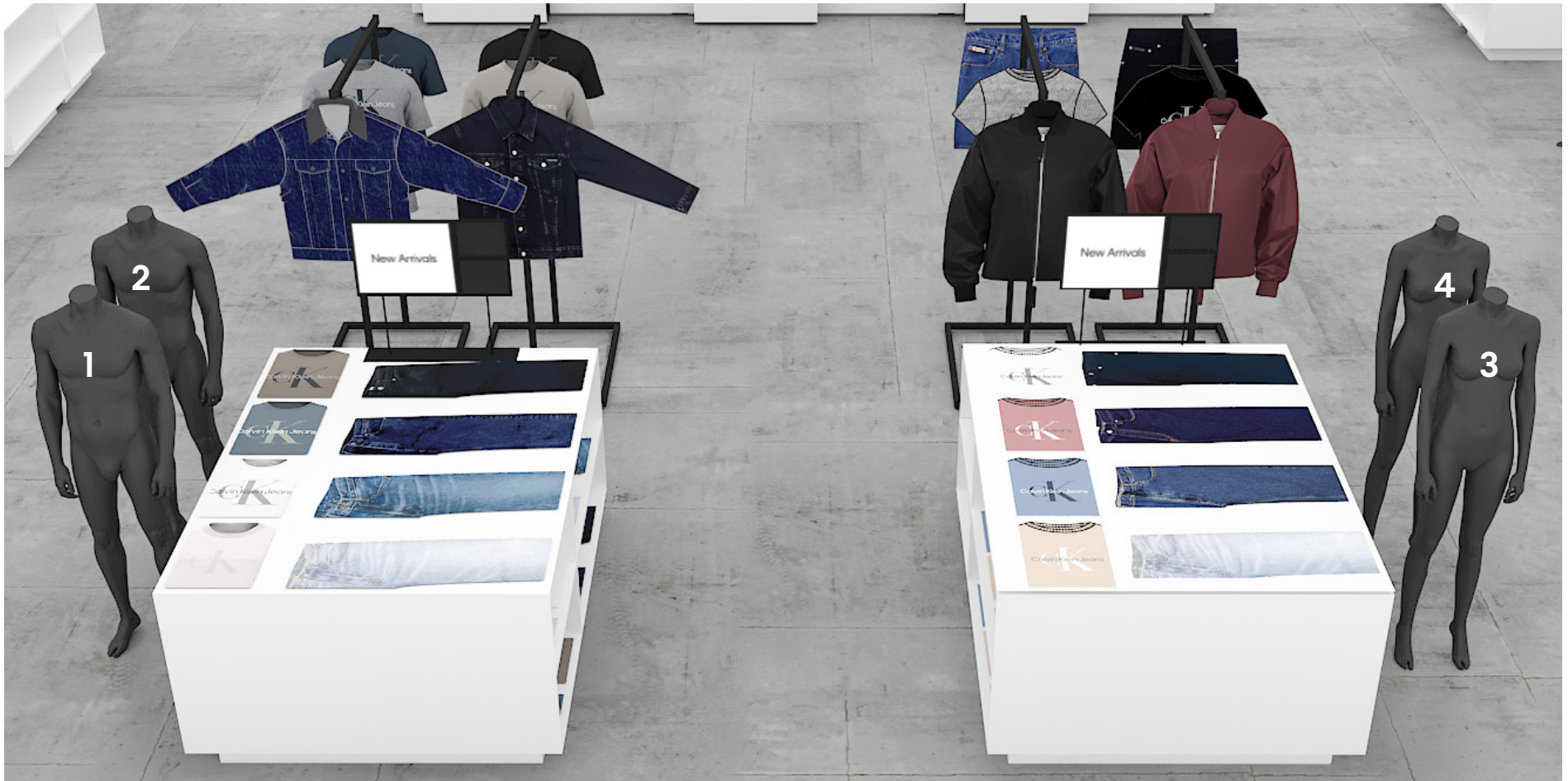
- 1 LINEN DAY DRESS + REFINED JERSEY DRESS
- 2 SL CRUSHED SATIN DRESS
- 3 TERRY DRESS + BOUCLE DRESS
- 4 COTTON RIB CARDIGAN + COTTON RIB DUSTER
- 5 CRUSHED SATIN PANT + + SOFT TWILL SHORT
- 6 POLY CDC SHELL + POLY CDC SKIRT
- 7 LS TENCEL SHIRT
- 8 COTTON CONTOUR RIB DRESS



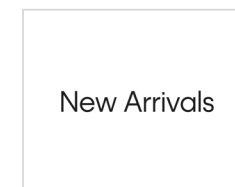
Entry Shop

Men's Feature Table
Monogram Tee + 90s Straight Jean

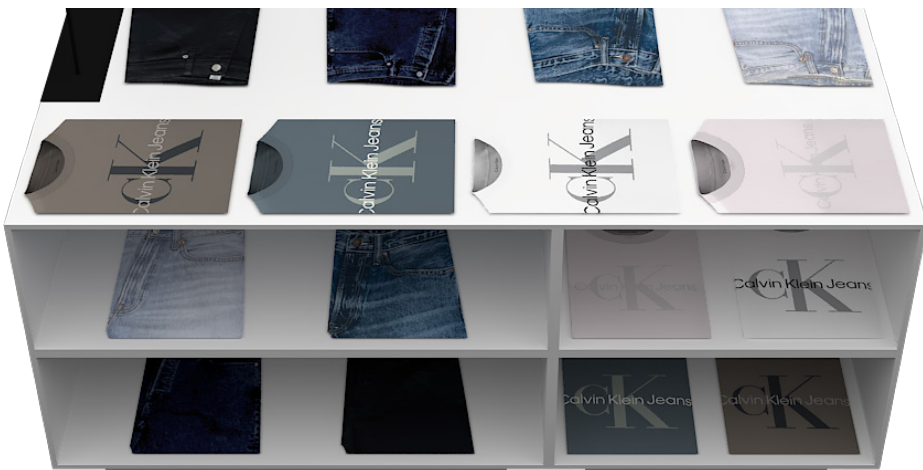
Women's Feature Table
Monogram Tee + 90s Straight Jean



Marketing



CR23-TBS-0006



MEN'S LEFT SHELVES



WOMEN'S LEFT SHELVES



MEN'S RIGHT SHELVES



WOMEN'S RIGHT SHELVES

Men's Feature Racks
Fashion Trucker + Monogram Tee

Women's Feature Racks
Nylon Jacket, Monogram Tee + Denim Skirt



Feature Table
Monogram Tee + 90s Straight Jean



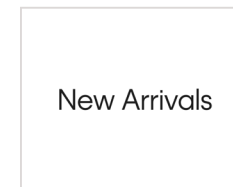
LEFT SHELVES



RIGHT SHELVES



Marketing



CR23-TBS-0006

Feature Table
Monogram Tee + 90s Straight Jean



LEFT SHELVES

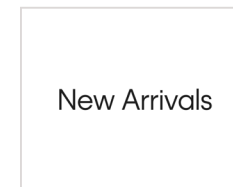


RIGHT SHELVES

Notes

Merchandise three of each color Paper Bag.

Marketing



CR23-TBS-0006

Men's Feature Racks
Fashion Trucker + Monogram Tee

Women's Feature Racks
Nylon Jacket, Monogram Tee + Denim Skirt





Men's Average + Below



◀ FRONT OF STORE

Wall

Windbreaker, Nylon Shell Jacket, Supima Texture Sweater, Liquid Touch Polo, Denim Shirt, Snowy Tech Knit Polo + Novelty Slim Denim

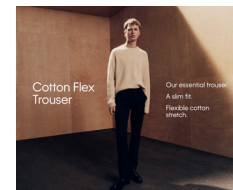


Feature Table

Trucker, SS and LS Snowy Tech Knit + Infinite Flex Trousers



Marketing



FA23-TBS-0007

Table
Liquid Touch Tee



Marketing

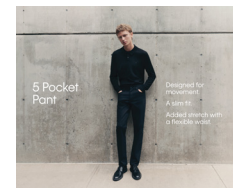


SP24-TBS-0014

Table
5-Pocket Pant



Marketing



FA23-TBS-0009

Feature Rack
Matte Bomber





◀ FRONT OF STORE

Wall

Trench, LS Slim Shirt, Ottoman Stripe Polo + Tech Chino



Marketing

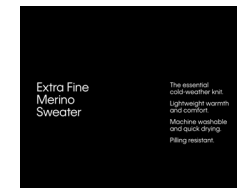
Slim Fit Shirts

SP24-SSN-0002

Feature Table Merino Sweater



Marketing



FA23-TBS-0001

Table
Tech Tee + Tech Polo



Marketing



FA23-TBS-0008

Hanging Fixtures
Suiting



FRONT

Notes

Double expose Liquid Tees in colors shown.

Hanging Fixtures
Suiting



BACK

Notes

Double expose Liquid Tees in colors shown.

Feature Rack
LS Slim Shirt

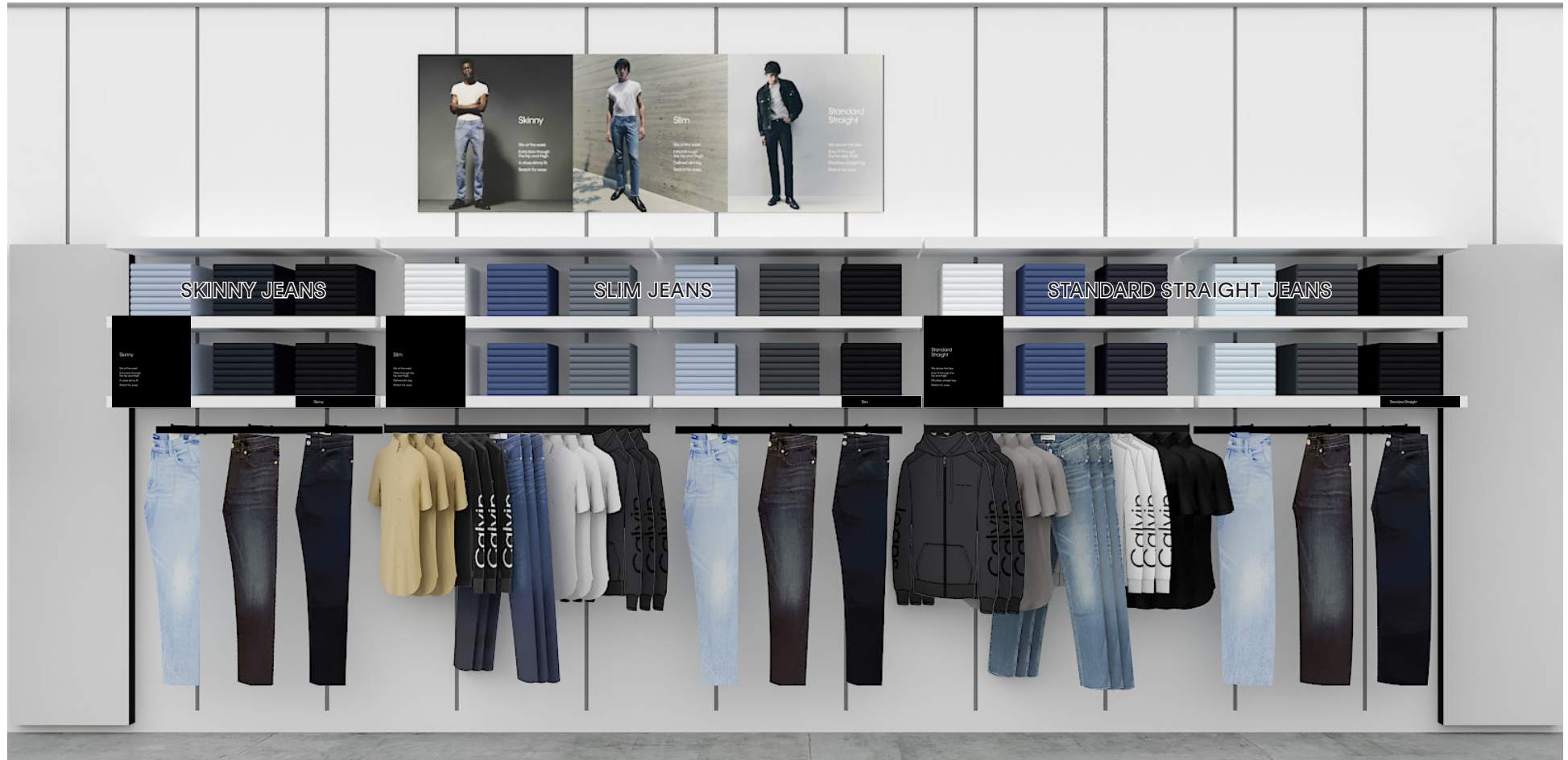




◀ FRONT OF STORE

Wall

Traveling Logo Hoodie, LS Graphic Tee, SS Slim Shirt + Core Denim



Notes

Half-hang faceout denim on s-hooks.

Average Stores: Maintain double large graphics.

Marketing



SU23-HWT-0003



SU23-HWT-0002



SU23-HWT-0001



SP22-SSN-0029



SP22-SSN-0030



FA22-SSN-0015

Feature Table

LS Waffle Tee, Pique Polo + Standard Straight Jeans



Notes

Merchandise Pique Polos on back shelves.

Marketing

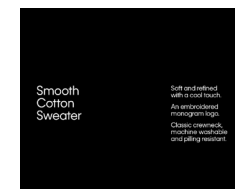


FA23-TBS-0013

Table Smooth Cotton Sweater and Bomber

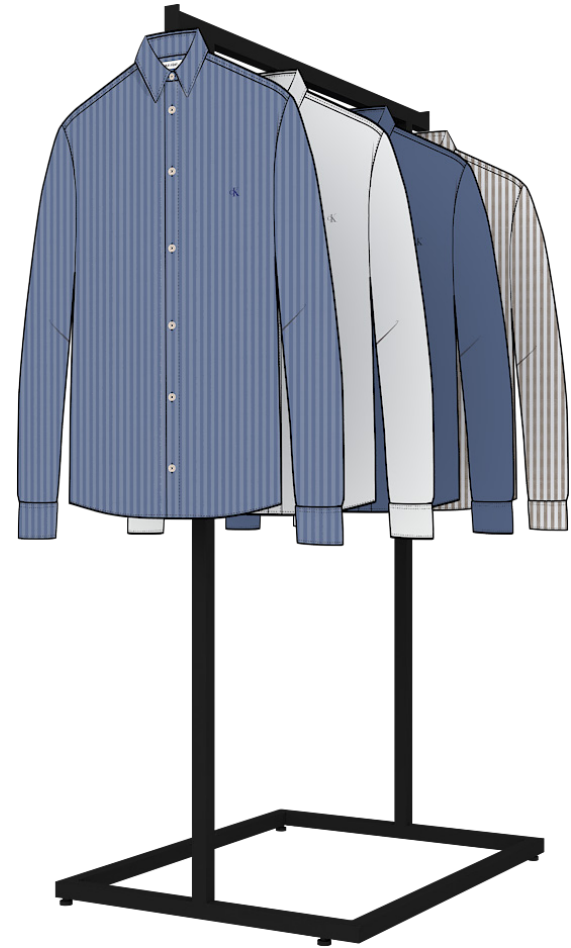


Marketing



SP23-TBS-0001

Feature Racks
SS Classic Cotton Shirt + Oxford Shirt





◀ FRONT OF STORE

Wall
Monogram Fleece + Graphic Tee



Notes

Display graphic tees shown in wall + merchandise full inventory in folded stacks on bottom two shelves.

Although shown on an angle, face all hats forwards.

Table
Graphic Tee



Notes

Balance of graphic tees that are not in wall live on this table.

Merchandise table as shown, with like styles together.

Merchandise carryover graphic tees not shown on back shelves, towards bottom.

Table

Smooth Cotton Tee and Polo + Tech Pull-On Pant



Feature Racks
Archive Fleece





Men's Large + Above



◀ FRONT OF STORE

Wall

Windbreaker, Nylon Shell Jacket, Supima Texture Sweater, Liquid Touch Polo, Denim Shirt, Snowy Tech Knit Polo + Novelty Slim Denim

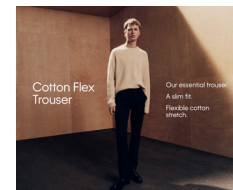


Feature Table

Trucker, SS and LS Snowy Tech Knit + Infinite Flex Trouser



Marketing



FA23-TBS-0007

Feature Table

LS Classic Shirt + 5-Pocket Pant



Marketing



FA23-TBS-0009

Table
Liquid Touch Tee



Marketing



SP24-TBS-0014

Feature Racks
Wool Sweater Polo + Matte Bomber



Notes

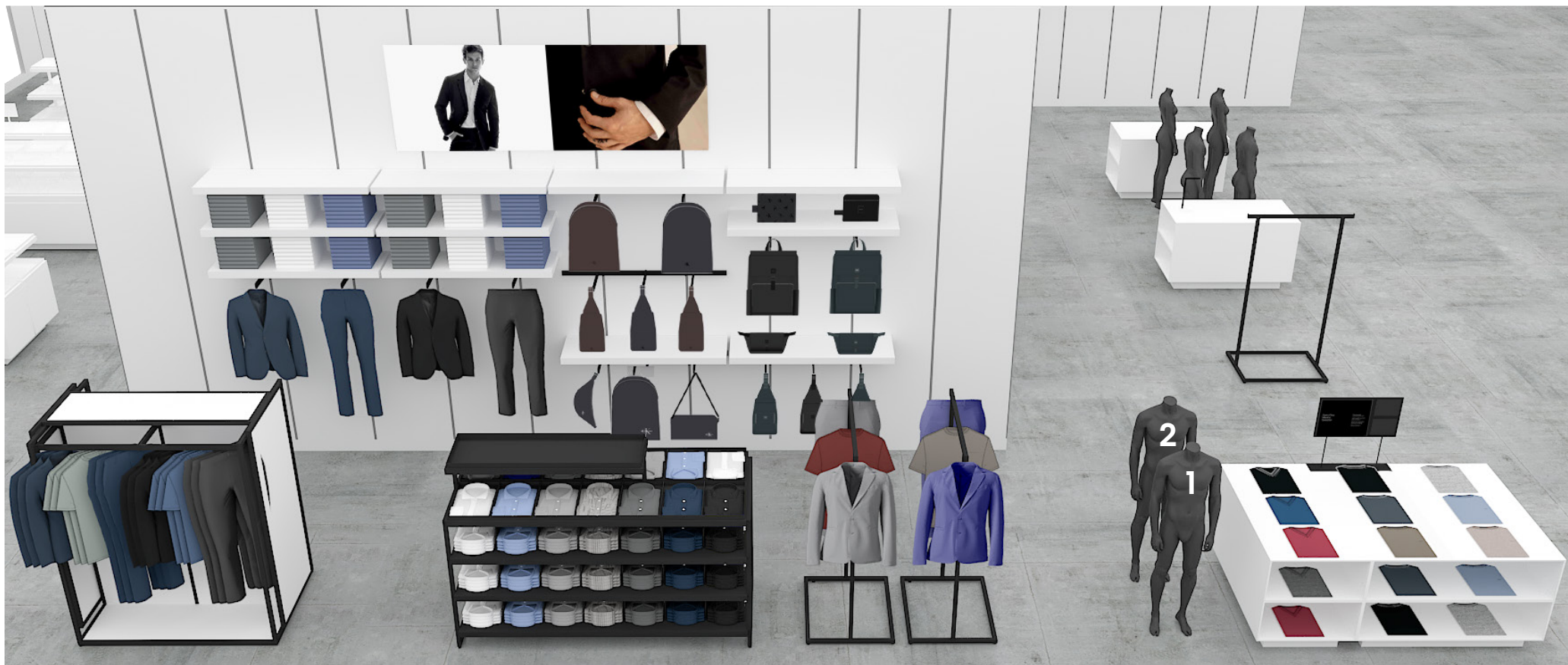
Double expose 5-Pocket Pant on polo feature rack in color shown.



▲ FRONT OF STORE



MAPPING TIP:
This priority portion of Tech Shop is ideal on a return wall, adjacent to Refined Shop.



FRONT OF STORE ▶



MAPPING TIP:
 This priority portion of Tech Shop is ideal on a floating wall.

Wall - Priority 1

Trench, LS Slim Shirt, Ottoman Stripe Polo + Tech Chino



Marketing

Slim Fit Shirts

SP24-SSN-0002

Wall - Priority 2
Suiting + Accessories



Table
Tech Tee and Polo

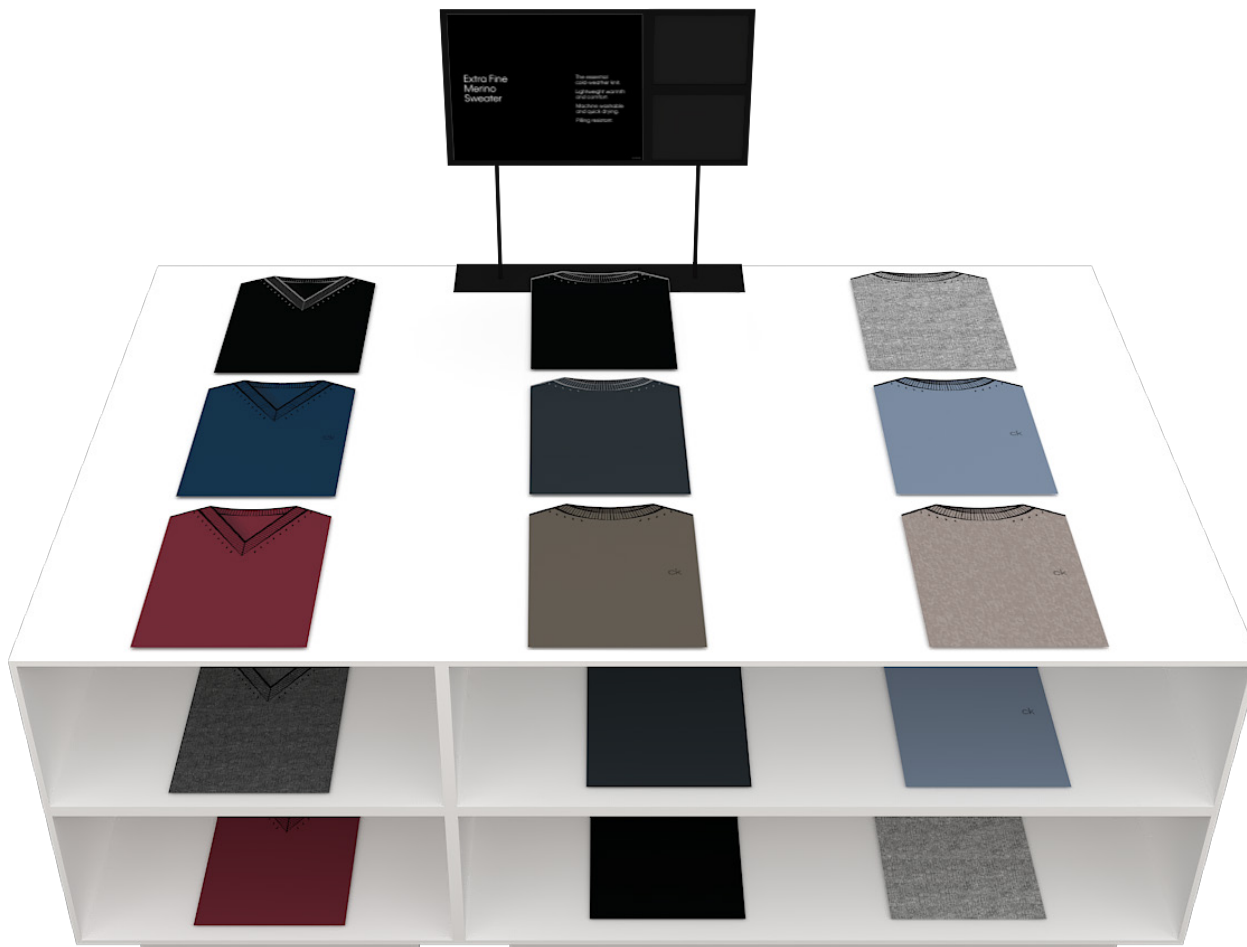


Marketing

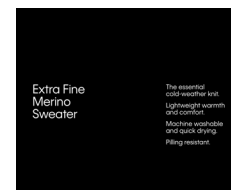


FA23-TBS-0008

Feature Table Merino Sweater



Marketing



FA23-TBS-0001

Hanging Fixture
Suiting



FRONT

Notes

Merchandise additional suiting on back of fixture as needed.

Feature Racks

Performance Polo, Tech Chino, LS Slim Shirt + Suiting



Notes

Double expose Liquid Tees on suiting feature racks in colors shown.



◀ FRONT OF STORE

Wall

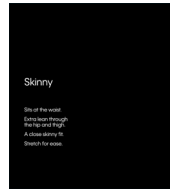
Traveling Logo Hoodie, LS Graphic Tee, SS Slim Shirt + Core Denim



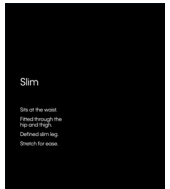
Notes

Half-hang faceout denim on s-hooks.

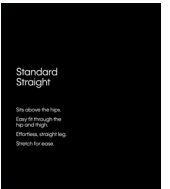
Marketing



SU23-HWT-0003



SU23-HWT-0002



SU23-HWT-0001



SP22-SSN-0029



SP22-SSN-0030



FA22-SSN-0015

Feature Table

LS Waffle Tee, Pique Polo + Standard Straight Jean



Notes

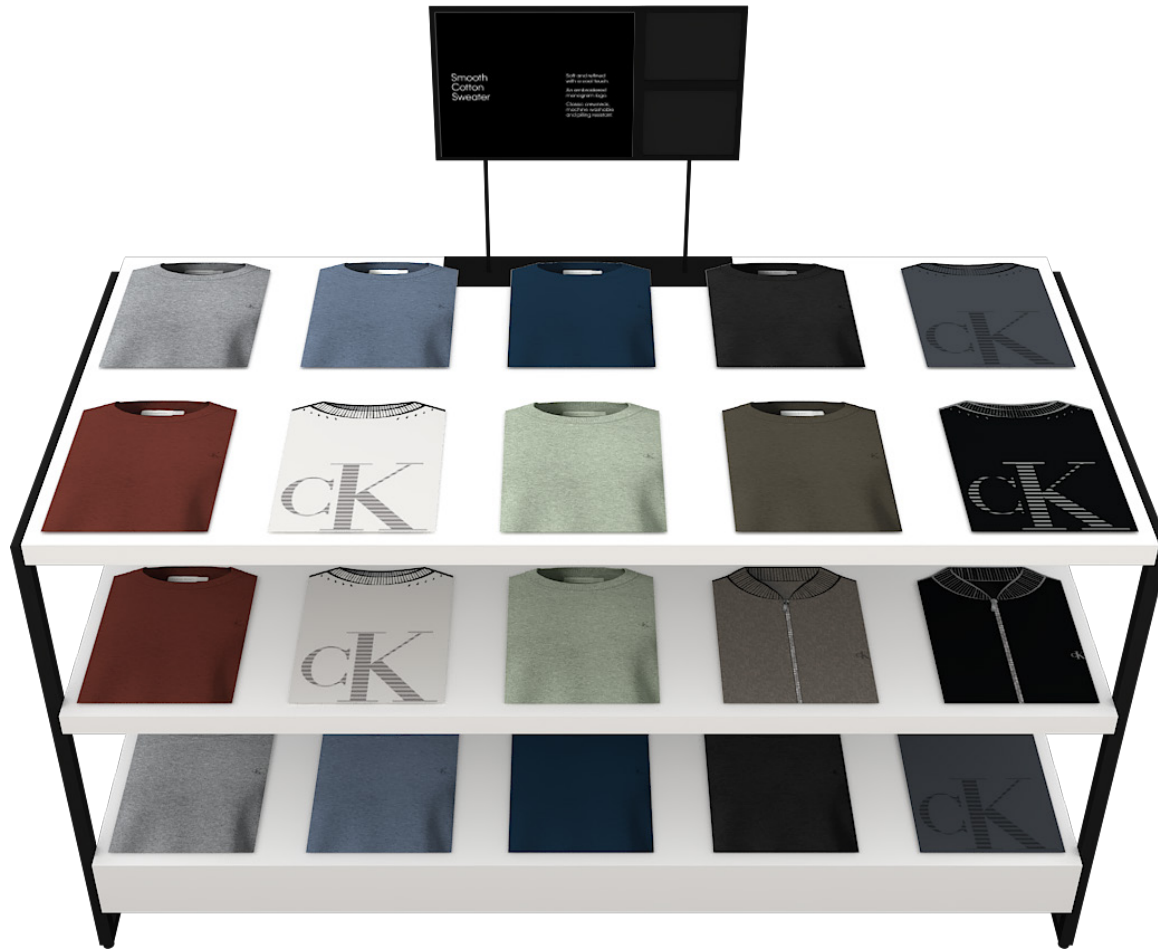
Merchandise Pique Polos on back shelves.

Marketing



FA23-TBS-0013

Table
Smooth Cotton Sweater and Bomber

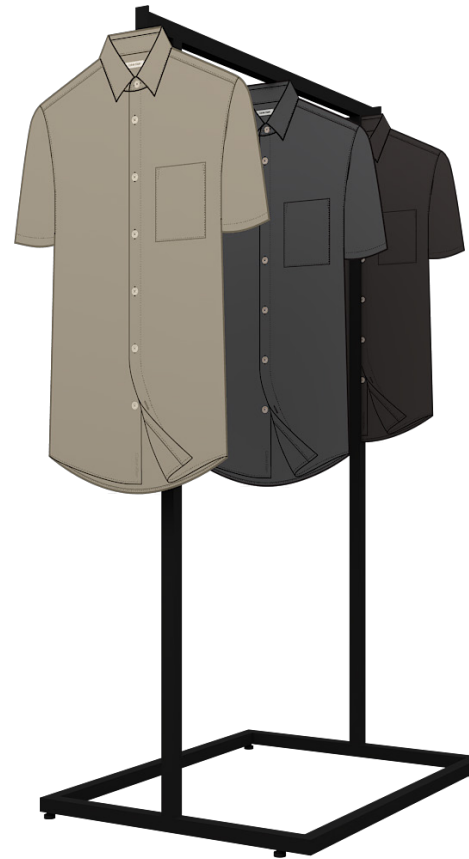


Marketing



SP23-TBS-0001

Feature Racks
Oxford Shirt + SS and LS Classic Cotton Shirt



Notes
Double expose Skinny Jean on LS Classic Cotton Shirt feature rack in wash shown.



▼ FRONT OF STORE

Wall
Monogram Fleece + Graphic Tee



Notes

Display graphic tees shown in wall + merchandise full inventory in folded stacks on bottom two shelves.

Although shown on an angle, face all hats forwards.

Table
Graphic Tee



Notes

Balance of graphic tees that are not in wall live on this table.

Merchandise table as shown, with like styles together.

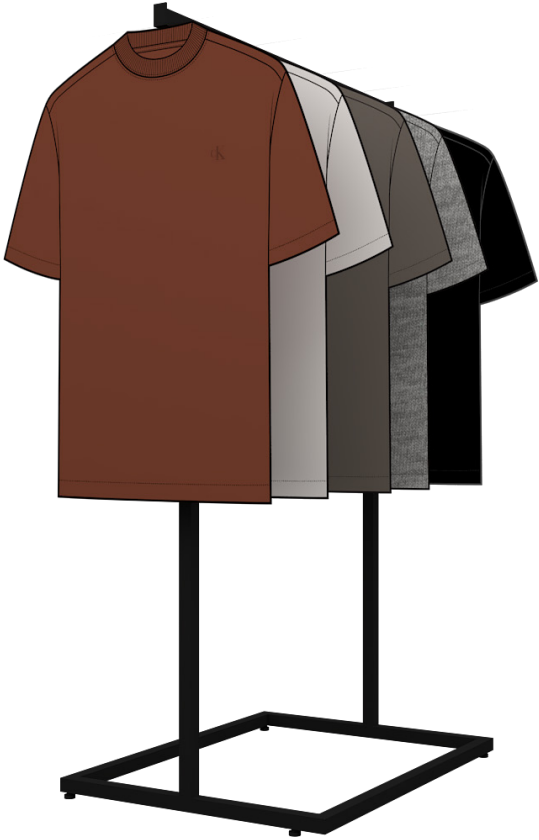
Merchandise carryover graphic tees not shown on back shelves, towards bottom.

Feature Table

Smooth Cotton Tee and Polo + Tech Pull-On Pant



Feature Racks
Archive Tee + Archive Fleece





Women's Small + Below



FRONT OF STORE ►

Wall

Chino, Cotton Rib Polo and Cardigan, Cotton Rib Dress, Trucker, Poplin, Cargo Denim + Accessories



Notes

Folded apparel in wall is additional product from what's hung below:

- Chino (black)
- Poplin Shirt (blue stripe)
- Trucker
- Chino (tan)

Feature Table

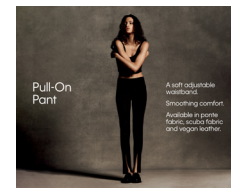
Boucle Neck, Refined Cotton Tee and Tank + Skinny Ponte



Notes

Merchandise Refined Cotton Tanks on back shelves.

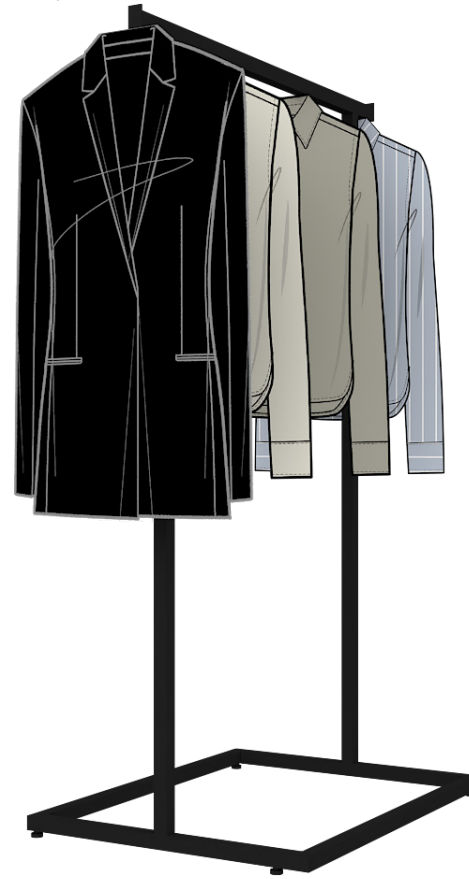
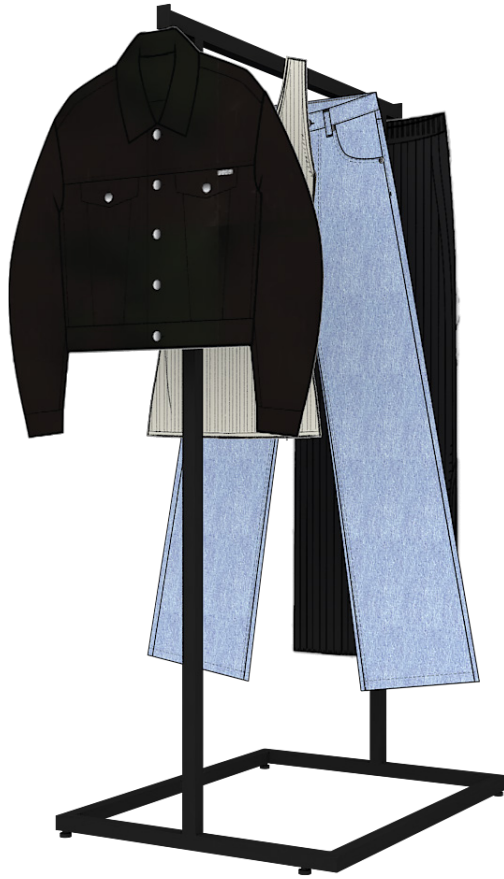
Marketing



FA23-TBS-0003

Feature Racks

Sherpa Trucker, Trucker, Cotton Rib Tank, Ultra Wide Leg Denim, Refined Stretch Suiting, Poplin Shirt, SL Crushed Satin Cami, Poly CDC Skirt + Chino



T-Stands

Linen Day Dress, Refined Jersey Dress, SL Crushed Satin Dress + Flare Ponte



Notes

Flex Refined Cotton Tees or Tanks on additional t-stand next to the ponte pants if space allows.



High
Waist

Original
Straight

90s
Loose

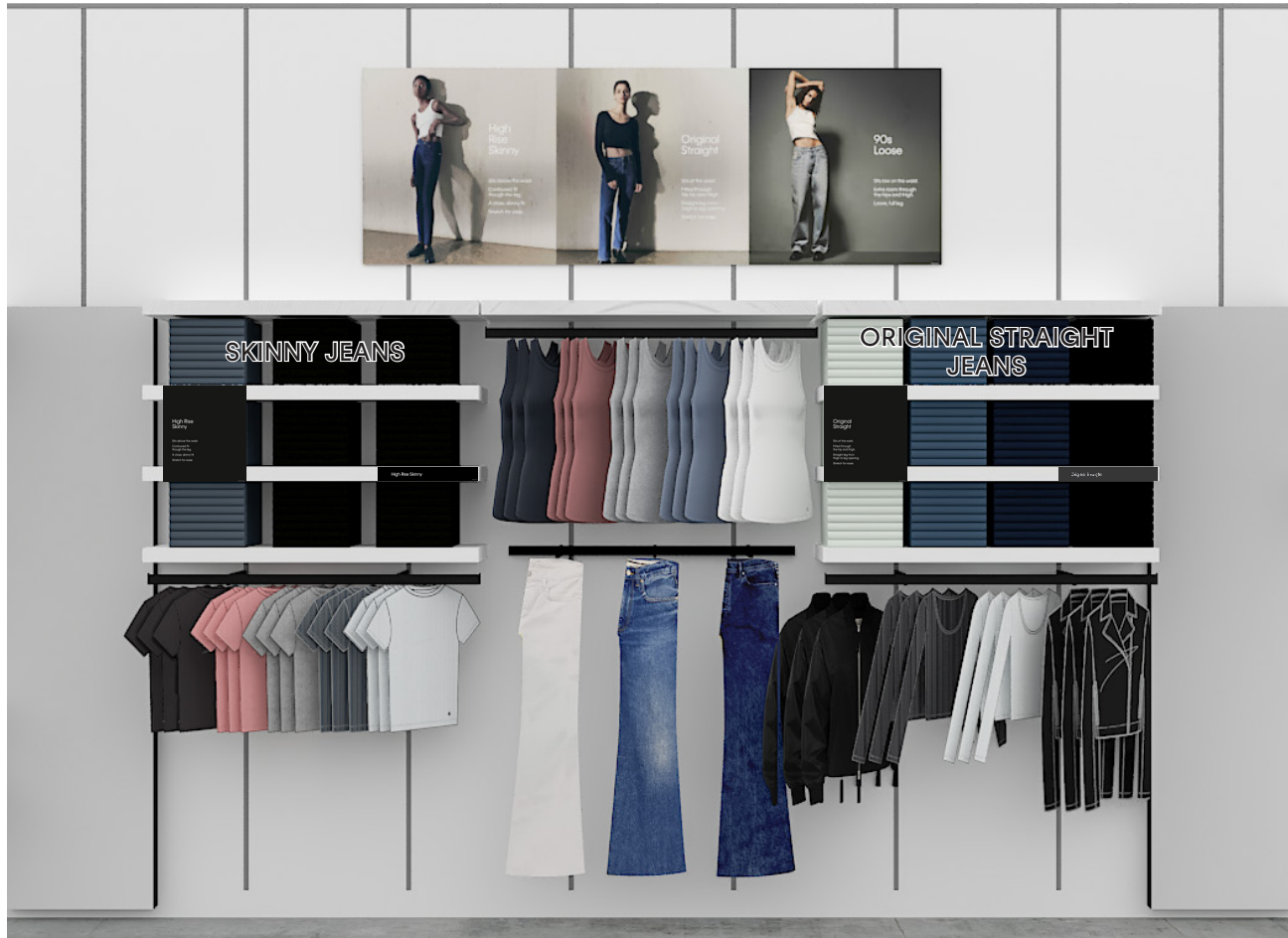
FRONT OF STORE ►

2

1

Wall

Cotton Contour Rib Tees and Tanks, Pleather Moto + Flare and Core Denim



Notes

Half-hang denim on s-hooks.

Marketing



FA23-HWT-0003



FA23-HWT-0002

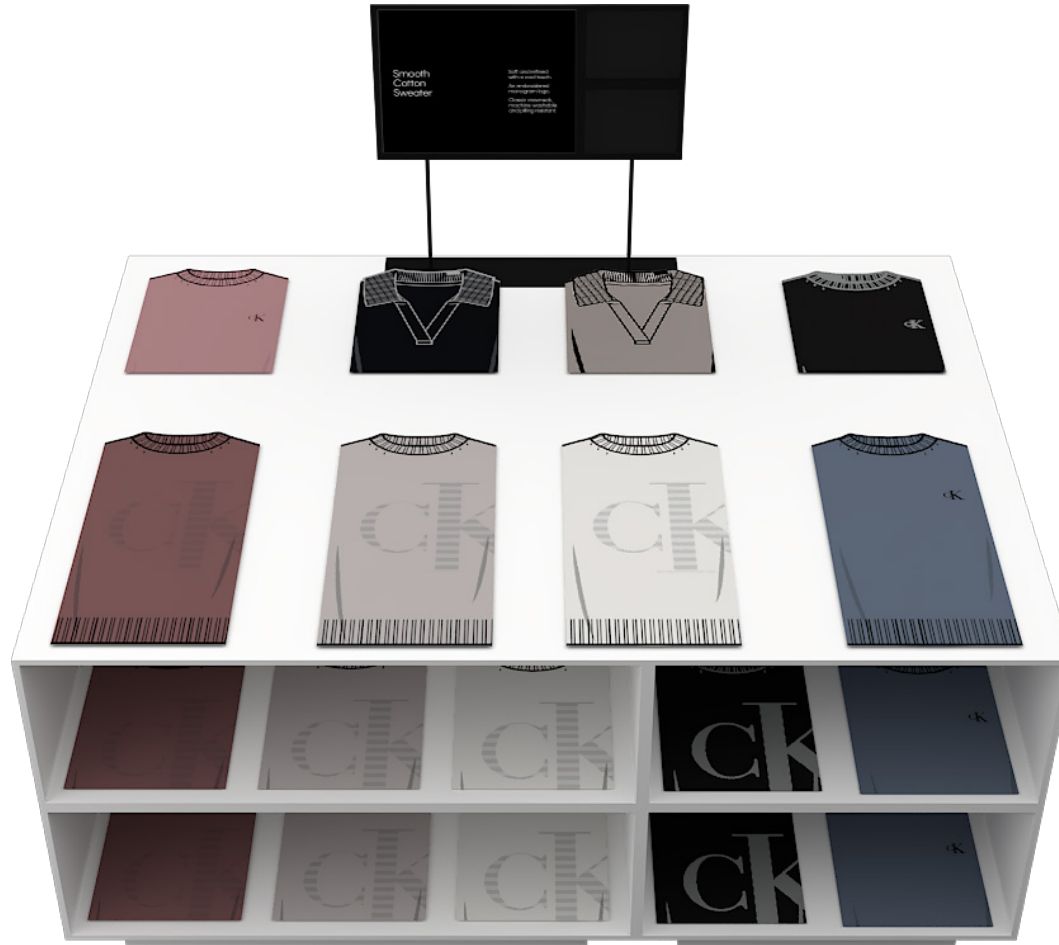
High Rise Skinny

SP22-SSN-0032

Original Straight

SP23-SSN-0001

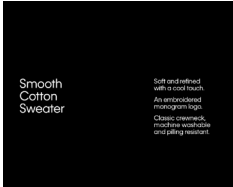
Feature Table
Smooth Cotton Sweater and Tech Cotton Short



Notes

Merchandise Tech Cotton Short on back shelves.

Marketing



SP23-TBS-0001

Table
Graphic Tees



Notes

Merchandise tees by fit as laid out with shelf talkers.

Within each fit, ensure every version of graphic or logo is represented on top of table, with like colors on shelves below.

Merchandise carryover graphic tees not shown on back shelves, towards bottom.

Marketing

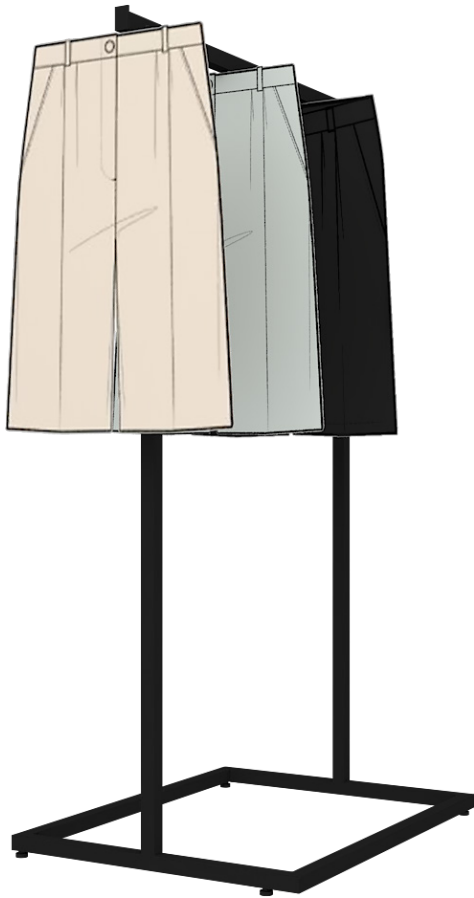
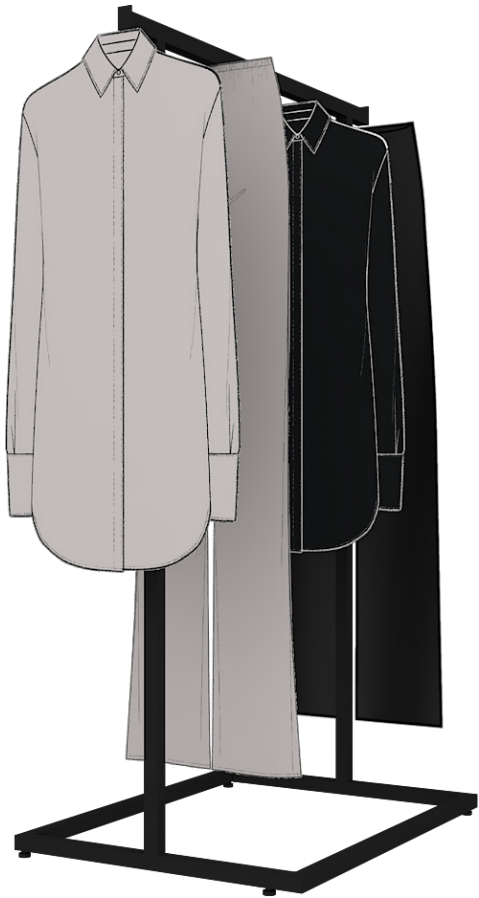
Slim Fit
SU24-SSN-0002

Boxy Fit
SU24-SSN-0001

Classic Fit
SU24-SSN-0003

Feature Racks

Poly CDC Shirt, Poly CDC Pant and Short + Denim Shorts



T-Stands

Tencel Shirt, Chambray Shirt + Cotton Contour Rib Dress





FRONT OF STORE ►

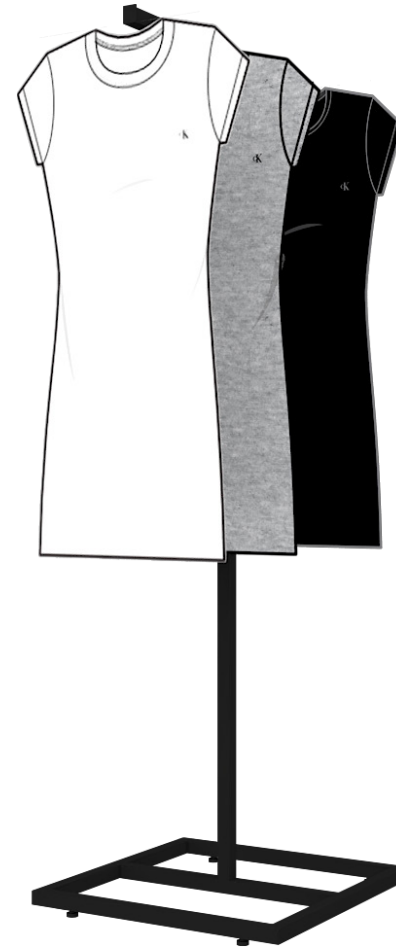
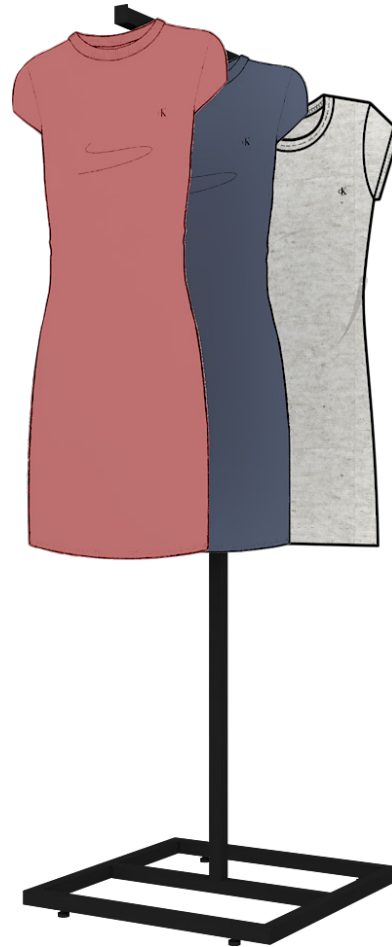
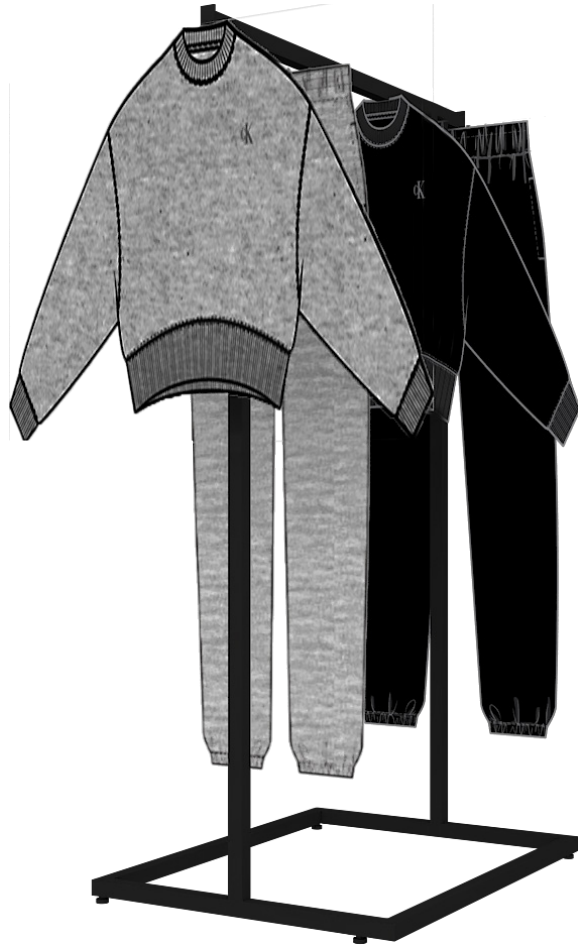
Wall
Archive Fleece + Archive Tee

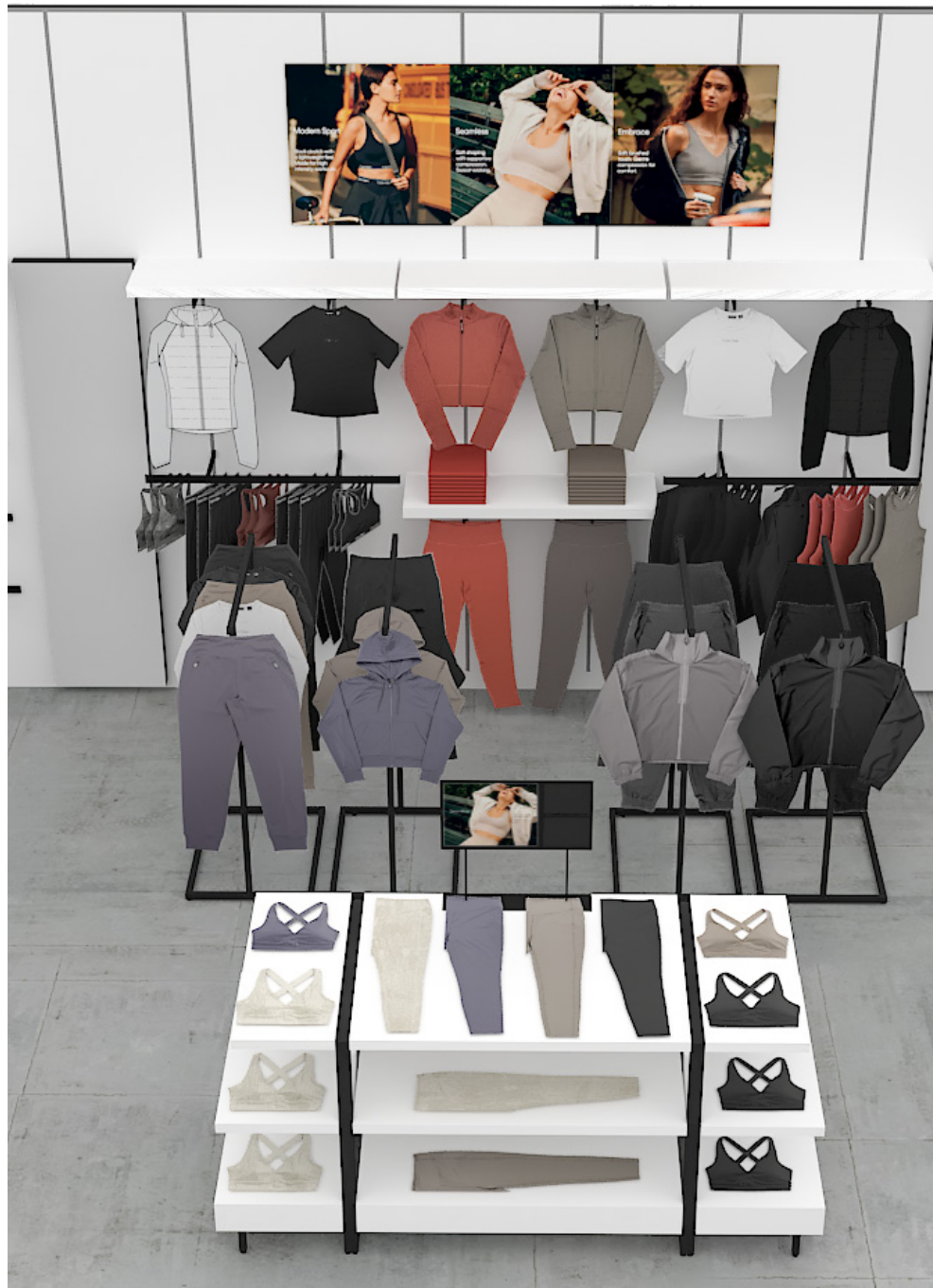


Table
Monogram Fleece, Archive Short + Standard Tee



Feature Rack + T-Stands
Archive Fleece + Archive Dress





FRONT OF STORE ►

Wall

Packable Puffer, Modern Sport + Seamless Ribbed



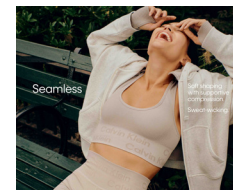
Table
Soft Sport + Logo Tape



Notes

Merchandise Logo Tape on back shelves.

Marketing



SP24-TBS-0013

Feature Racks
Soft Sport + Active Commute





Women's Average + Above



Wall - Priority 1

Cotton Modal Top, Barrel Jean, Bootcut Jean, Trucker, Poplin Shirt, Chino + Cotton Rib Cardigan



Notes

Folded apparel in wall is additional product from what's hung below:

- Cotton Modal Top (blue + red)
- Barrel Jean (indigo)
- Poplin Shirt (stripe + green)
- Barrel Jean (black)
- Cotton Rib Cardigan (blue)
- Chino (tan)

Wall - Priority 2

Chino, Cotton Rib Polo and Cardigan, Cotton Rib Dress, Trucker, Poplin + Cargo Denim

**Notes**

Folded apparel in wall is additional product from what's hung below:

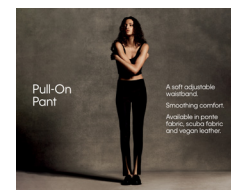
- Cotton Rib Cardigan (black)
- Poplin Shirt (tan)
- Trucker
- Chino (tan)

Feature Table

Boucle Neck, Refined Cotton Tee and Tank + Skinny Ponte

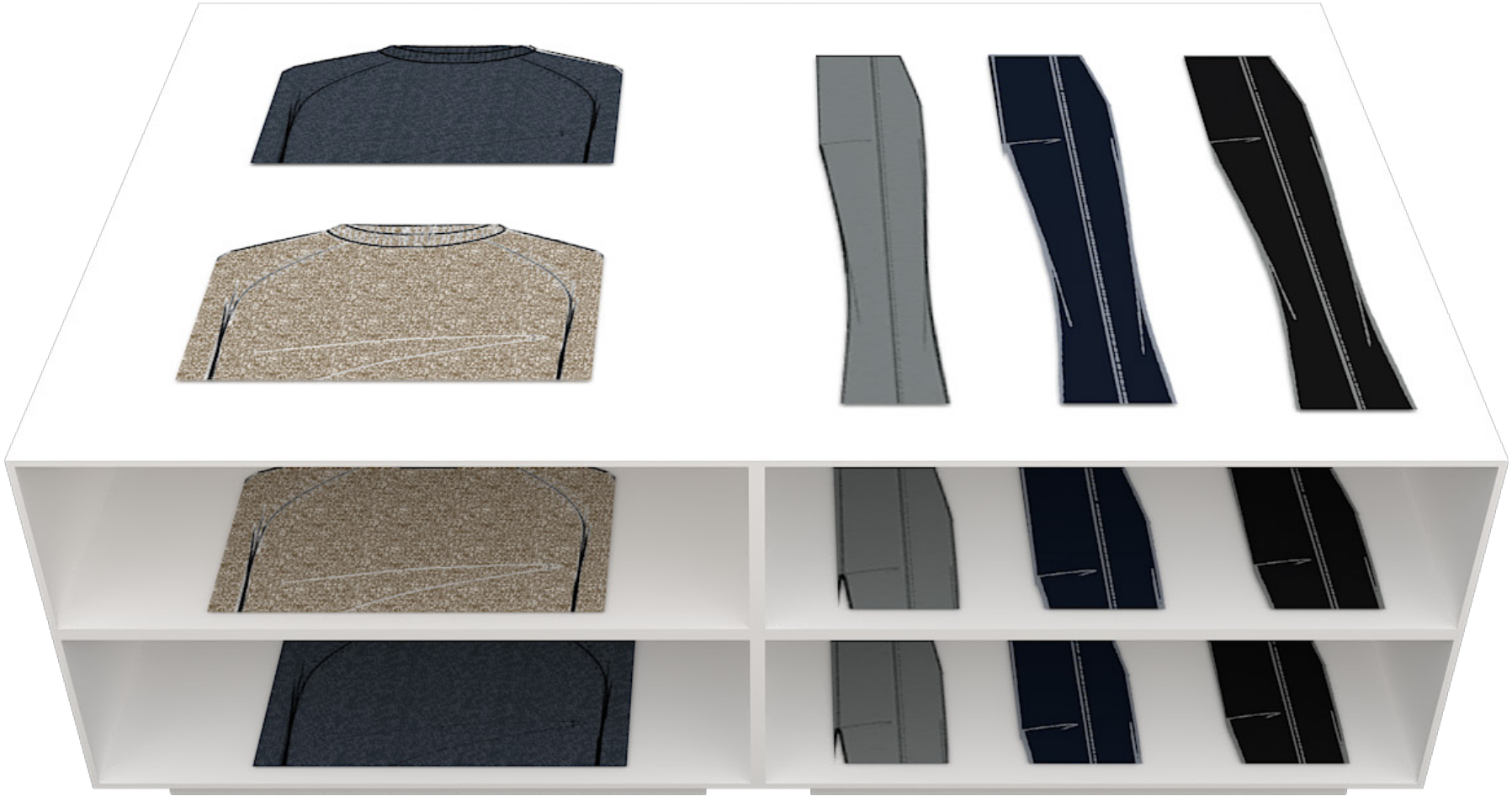


Marketing



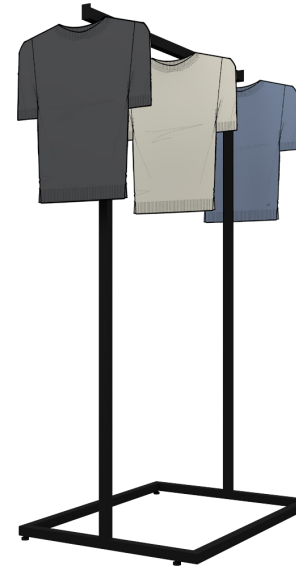
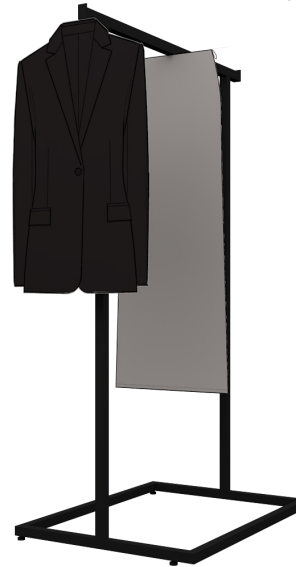
FA23-TBS-0003

Feature Table
Cotton Mouline Pullover + Flare Ponte



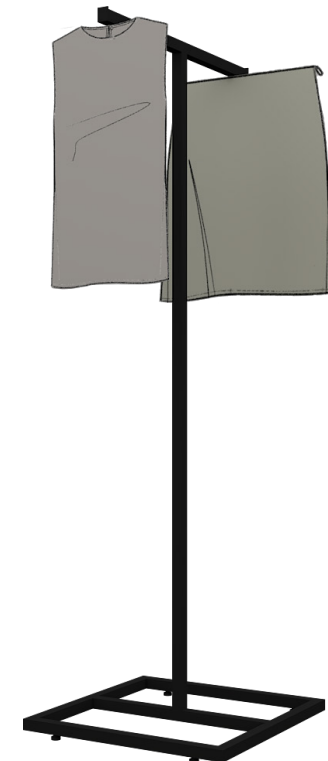
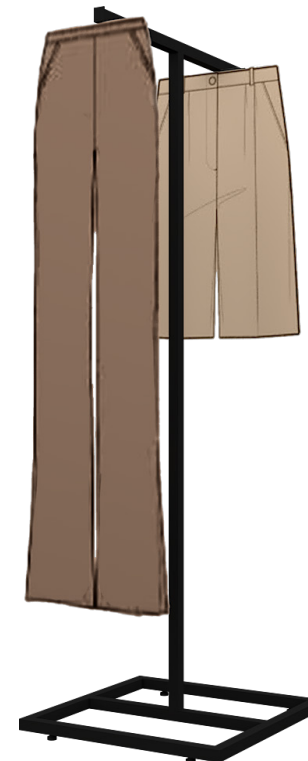
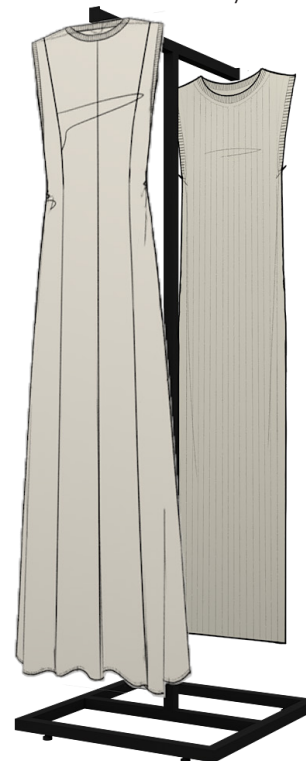
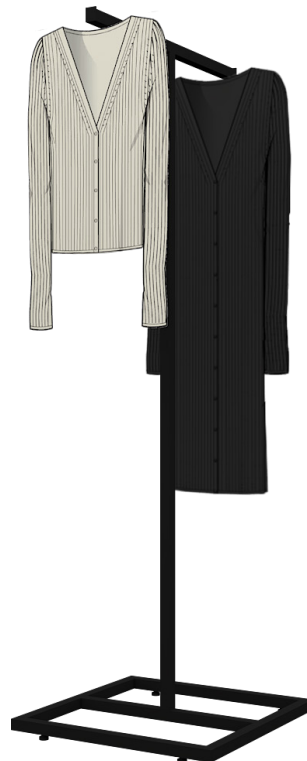
Feature Racks

Sherpa Trucker, Trucker, Cotton Rib Tank and Skirt, Ultra Wide Leg Denim, Ponte Blazer, Viscose Sweater, Refined Stretch Suiting, Poplin Shirt, SL Crushed Satin Cami, Poly CDC Skirt + Chino



T-Stands

Linen Day Dress, Refined Jersey Dress, SL Crushed Satin Dress, Terry Dress, Boucle Dress, Cotton Rib Cardigan and Duster, Crushed Satin Pant, Soft Twill Short + Poly CDC Shell and Skirt





FRONT OF STORE ▶

Wall

Tencel Dress and Jumpsuit, Contour Cotton Rib Tank and Tee, Contour Cotton Rib Bodysuit, Nylon Bomber, Pleather Moto + Core Denim



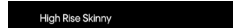
Marketing



FA23-HWT-0003



FA23-HWT-0002



SP22-SSN-0032



SP23-SSN-0001

Feature Table
Smooth Cotton Sweater + Flare Jean



Feature Table
Graphic Tees



Notes

Merchandise tees by fit as laid out with shelf talkers.

Within each fit, ensure every version of graphic or logo is represented on top of table, with like colors on shelves below.

Merchandise carryover graphic tees not shown on back shelves, towards bottom.

Marketing

Slim Fit

SU24-SSN-0002

Boxy Fit

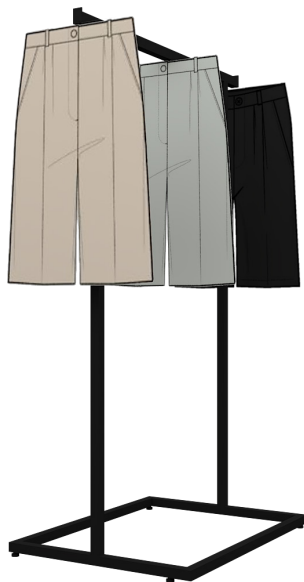
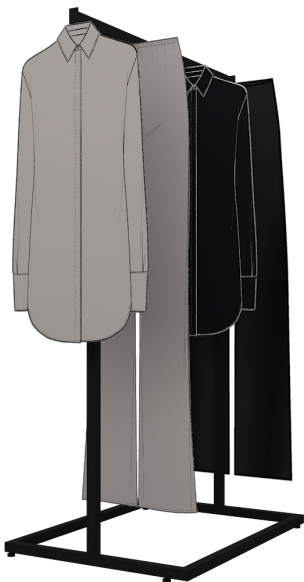
SU24-SSN-0001

Classic Fit

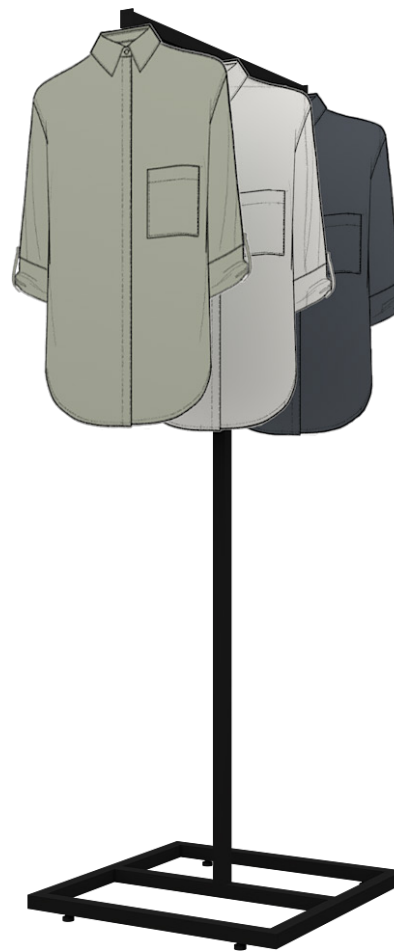
SU24-SSN-0003

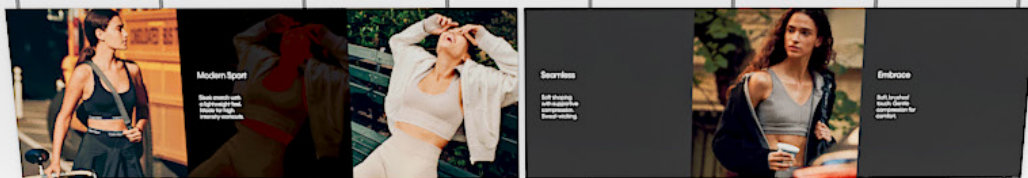
Feature Racks

Poly CDC Shirt and Pant, Soft Twill Short, Chambray Shirt, Tencel Shirt, Tech Cotton Short, Logo Tank + 90s Denim Short



Feature Racks + T-Stands
Denim Shorts, Tencel Shirt + Cotton Contour Rib Dress

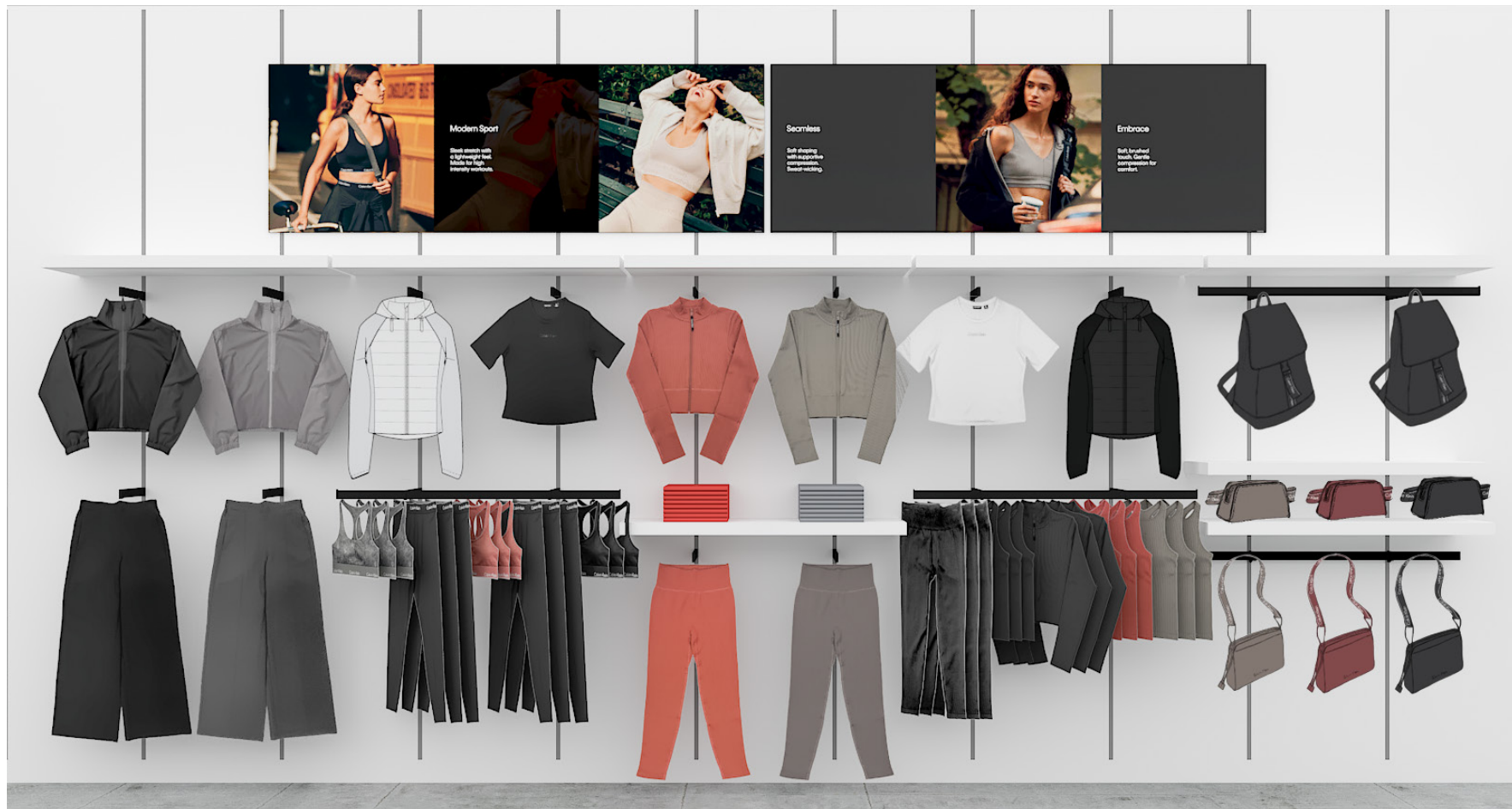




◀ FRONT OF STORE

Wall

Packable Puffer, Modern Sport, Seamless Ribbed + Active Commute



Modern Sport

Great essential with
ultralight down
insulation for high
intensity activities.

Seamless

Soft draping
with ribbed
construction,
breathable.

Embrace

Soft, knitted
knit, classic
companion for
everyday.

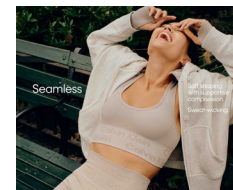
Feature Table
Soft Sport + Logo Tape



Notes

Merchandise Logo Tape on back shelves.

Marketing



SP24-TBS-0013

Feature Racks
Active Commute + Soft Sport





▼ FRONT OF STORE

Wall

Archive Fleece, Archive Tee, Standard Tee + Accessories

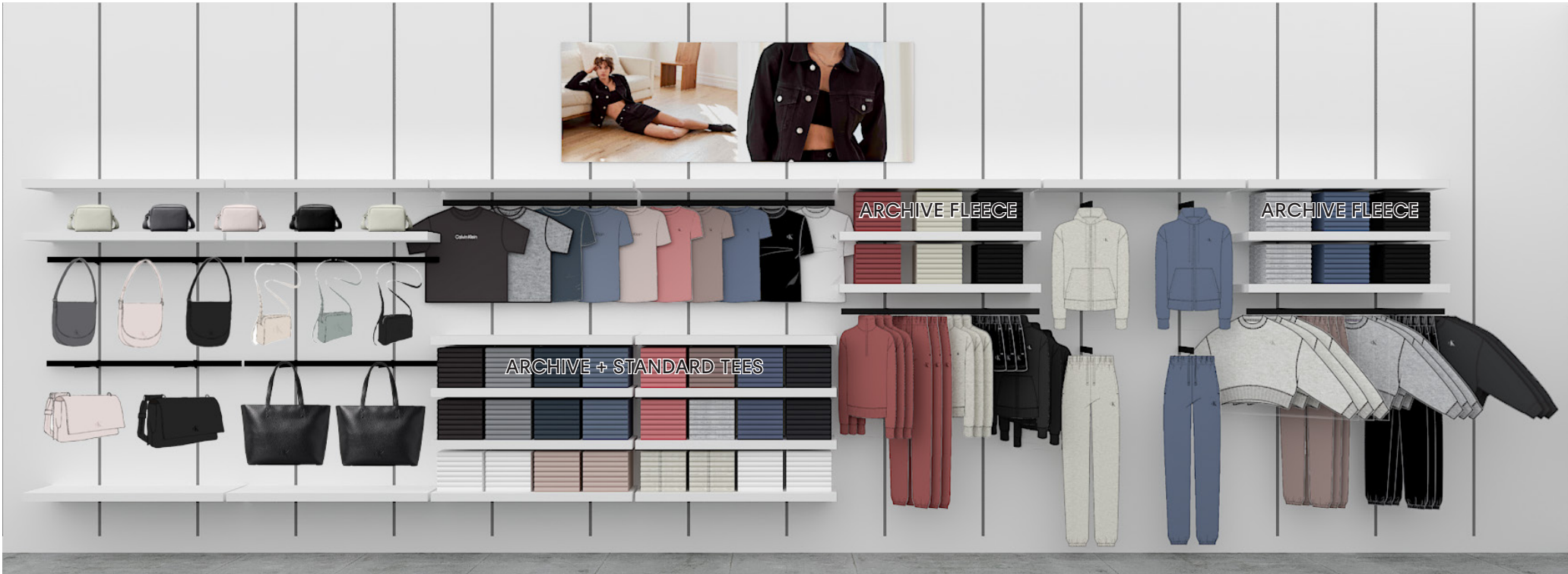
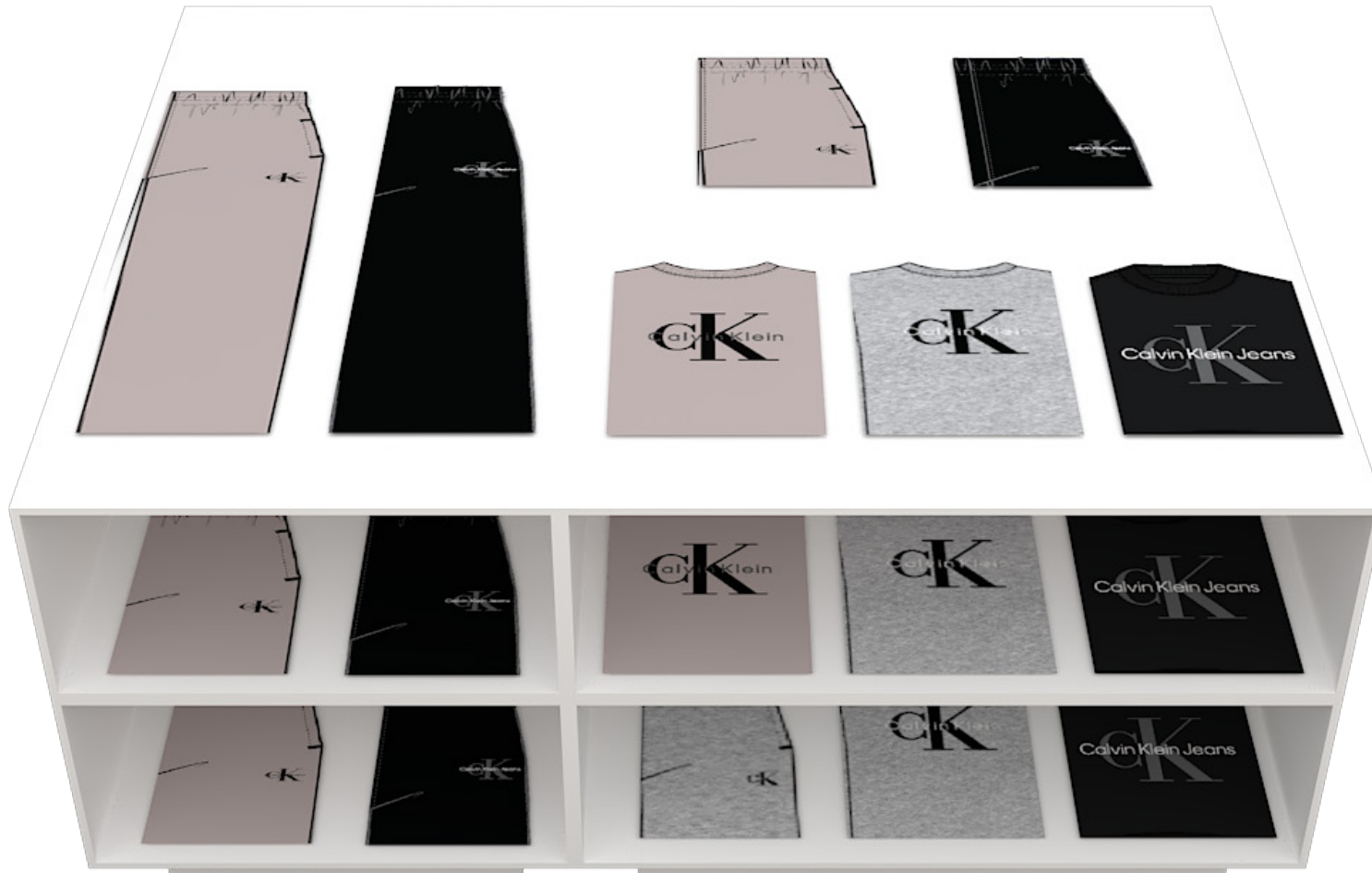
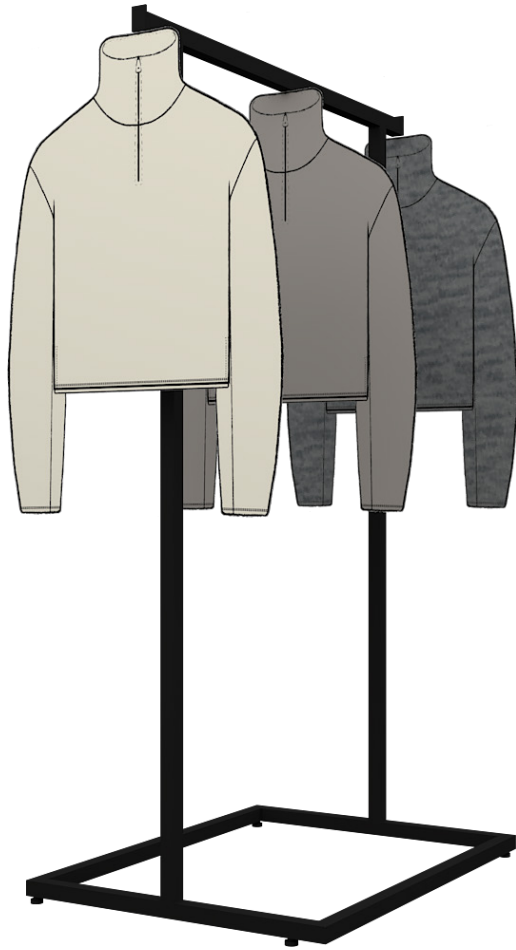


Table
Monogram Fleece, Archive Short + Standard Tee



Feature Racks
Spacer Pullover and Pant + Archive Dress



Calvin Klein