



24

Calvin Klein

Fall Visual Guidelines | Mannequins



<b>01</b>	<b>Introduction</b>	<a href="#">P. 3</a>
<b>02</b>	<b>Mannequins</b>	
	Men's	<a href="#">P. 6</a>
	Women's	<a href="#">P. 13</a>
	Underwear + Intimates	<a href="#">P. 19</a>
<b>03</b>	<b>Windows</b>	
	Chain	<a href="#">P. 23</a>
	CKU	<a href="#">P. 29</a>

# Floorset Execution

- **Begin:** Thursday 8/8 | **Complete:** Monday 8/12
- Read through all notes within this direction before floorset execution.
- Mark the task as complete once floorset is finalized.

# Fall '24 Mannequins

- Use this direction in conjunction with your Fall '24 Visual Guidelines for all mannequins.



[Apparel + Accessories](#)



[Underwear + Intimates](#)

# Footwear

- Stores using footwear on mannequins will continue to do so.
- **Black Boots:** Use in Entry Shop + apparel windows.
- **Black, Strappy Sandals:** Use in women's Refined Shop.
- **Black Sneakers:** Use in all remaining shops.
- Do not add footwear on Underwear, Intimates or Active mannequins.

# Outerwear

- Several mannequins throughout this guideline are dressed with layering items.
- Stores in warmer climates (such as Resort stores) can remove outerwear.





# Men's



**Priority 1**

- 90s Straight Jean
- Monogram Tee
- SS Classic Shirt

**Priority 2**

- 90s Straight Jean
- Graphic Tee
- Sherpa Trucker



**Priority 1**  
90s Straight Jean  
Monogram Tee  
SS Classic Shirt

**Priority 2**  
90s Straight Jean  
Graphic Tee  
Smooth Cotton Bomber (green)  
Leather Backpack (black)

**Priority 3**  
90s Straight Jean  
Graphic Tee  
Sherpa Trucker



**Priority 1**  
Slim Jean  
SS Snowy Tee  
Matte Bomber

**Priority 2**  
Infinite Flex Trouser  
Liquid Touch Tee (white)  
SS Snowy Polo  
Leather Messenger (green)



**Priority 1**

Suiting Pant  
SS Slim Shirt  
Merino Sweater

**Priority 2**

Slim Jean  
SS Tech Tee (white)  
SS Tech Zip Polo  
Trench  
Leather Backpack (green)



**Priority 1**

- Standard Straight Jean
- Liquid Touch Tee
- LS Classic Shirt

**Priority 2**

- Standard Straight Jean
- Liquid Touch Tee
- Smooth Cotton Sweater



**Priority 1**

- Modern Cotton Underwear
- Monogram Fleece Jogger
- Monogram Tee

**Priority 2**

- Slim Jean
- Liquid Touch Tee
- Monogram Fleece Hoodie



# Women's

**Priority 1**

Denim Mini Skirt  
 Monogram Tee  
 Nylon Bomber

**Priority 2**

Modern Cotton Panty  
 90s Loose **or** 90s Straight Jean  
 Modern Cotton Bra  
 Trucker

**Priority 1**

Denim Mini Skirt  
Monogram Tee  
Nylon Bomber

**Priority 2**

Modern Cotton Panty  
90s Loose **or** 90s Straight Jean  
Modern Cotton Bra  
Trucker

**Priority 3**

Denim Mini Skirt  
Cotton Contour Rib Tank  
Monogram Tee

**Priority 1**

Dress  
Trucker

**Priority 2**

90s Loose **or** 90s Straight Jean  
Cotton Moulaine Pullover  
Paper Bag

**Priority 1**

Original Straight Jean  
Cotton Contour Rib Tank (white)  
Cotton Contour Rib Tank (red)  
Moto Jacket

**Priority 2**

Denim Mini Skirt  
Graphic Tee  
Sherpa Trucker



**Priority 1**

Modern Cotton Panty  
Archive Fleece Jogger  
Modern Cotton Bra  
Archive Fleece Crewneck

**Priority 2**

90s Straight Jean  
Archive Tee  
Archive Fleece Quarter-Zip Top



# Underwear + Intimates



Notes

Maintain blue and/or black underwear on all hip displays.



**Priority 1**  
Modern Terry Short  
Modern Terry Sweatshirt

**Priority 2**  
Modern Terry Jogger  
Tank

**Priority 3**  
Modern Cotton Panty  
Standard Tee

**Priority 4**  
Modern Cotton Lounge Jogger  
Modern Cotton Bralette



**Priority 1**  
Modern Terry Short  
Modern Terry Sweatshirt

**Priority 2**  
Modern Cotton Panty  
Standard Tee



# Windows



PRIORITY 1

PRIORITY 2

**Notes**

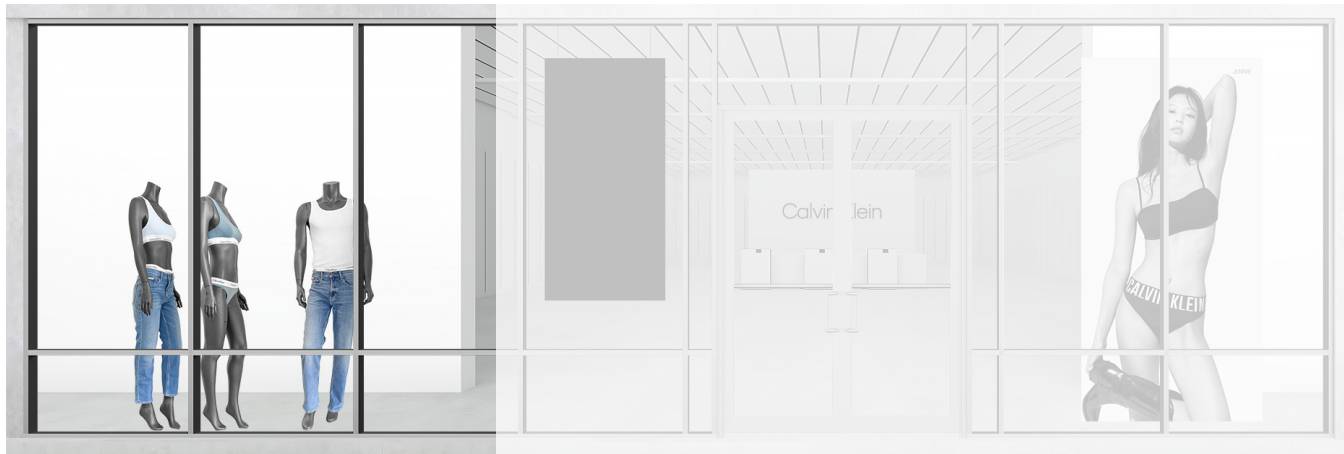
Update mannequin looks in priority 2 window.

Reference weekly Promo Windows + Marketing document for final promotions.



PRIORITY 1

PRIORITY 2



PRIORITY 4

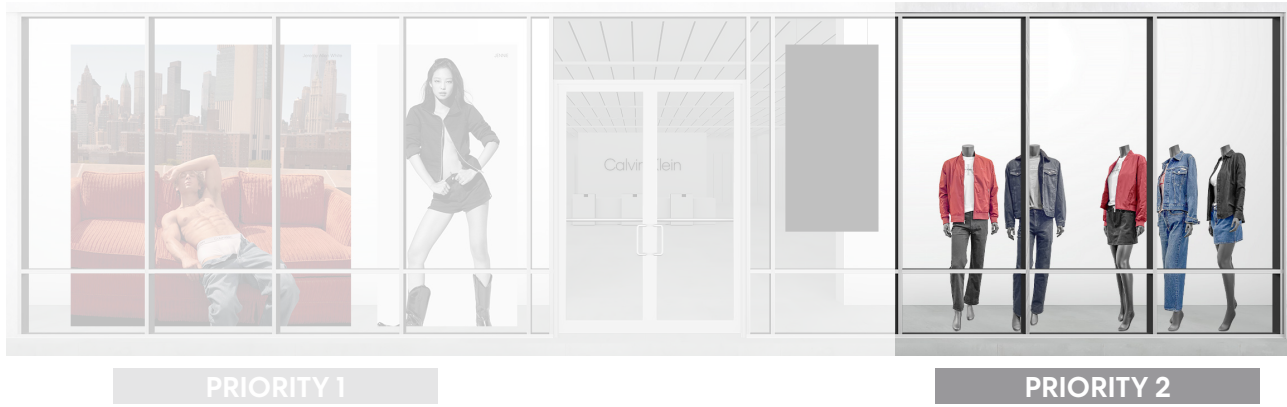
PRIORITY 3

Notes

Update mannequin looks in priority 2 + 4 windows.

Reference weekly Promo Windows + Marketing document for final promotions.





Notes

Update mannequin looks in priority 2 + 4 windows.  
Reference weekly Promo Windows + Marketing document for final promotions.



**Priority 1**  
 90s Straight Jean  
 Monogram Tee  
 Matte Bomber

**Priority 2**  
 Barrel Jean **or** 90s Jean  
 Logo Tank (Stores without substitute Archive Tee in dusty rose color.)  
 Trucker

**Priority 3**  
 Denim Mini Skirt  
 Monogram Tee  
 Nylon Bomber

**Priority 4**  
 Modern Cotton Panty  
 Denim Mini Skirt  
 Modern Cotton LS Bralette  
 Denim Shirt

**Priority 5**  
 90s Straight Jean  
 Graphic Tee  
 Sherpa Trucker



**Priority 6**

Modern Cotton Underwear  
 90s Straight Jean  
 Tank

**Priority 7**

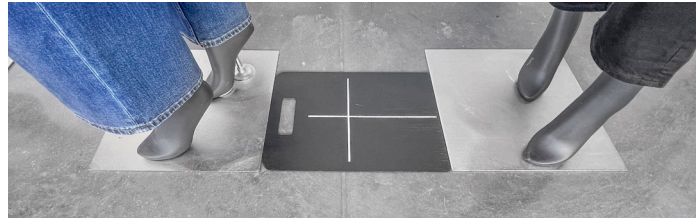
Modern Cotton Thong  
 Modern Cotton Bra

**Priority 8**

Modern Cotton Panty  
 Original Straight Jean  
 Modern Cotton Bra

# Spacing

- Position mannequins so that each base is separated by the length of a folding board.



# Composition

- Select mannequins are intentionally angled at a 45° angle.
- Keep all bases parallel to window and only turn mannequins themselves on the angle.



## If you can only fit 4 mannequins:

- Men's faced front + women's angled.



## If you can only fit 3 mannequins:

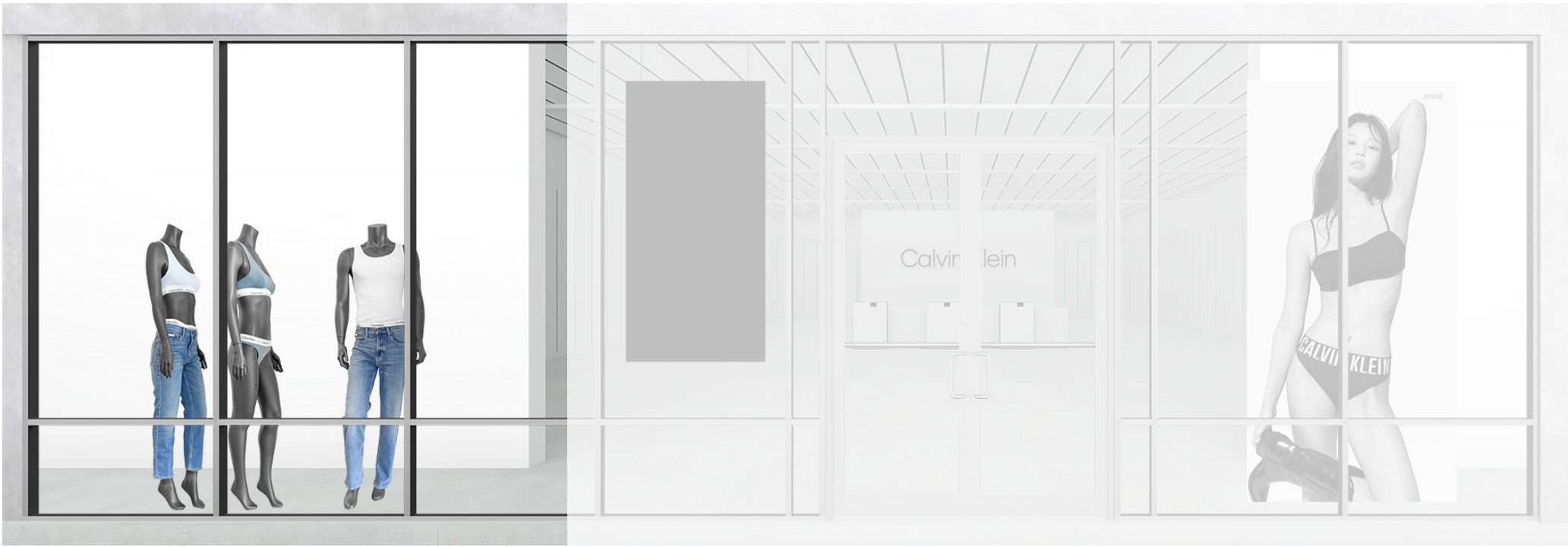
- Men's faced front + women's angled.



## If you can only fit 2 mannequins:

- Both men's + women's faced front.
- Slightly overlapped, with women's in front.





PRIORITY 2

PRIORITY 1

**Notes**

Update mannequin looks in priority 2 window.

Reference weekly Promo Windows + Marketing document for final promotions.



**Priority 1**  
 Modern Cotton Underwear  
 90s Straight Jean  
 Tank

**Priority 2**  
 Modern Cotton Thong  
 Modern Cotton Bra

**Priority 3**  
 Modern Cotton Panty  
 Original Straight Jean  
 Modern Cotton Bra

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