



24

Calvin Klein

Fall Visual Guidelines | Underwear + Intimates



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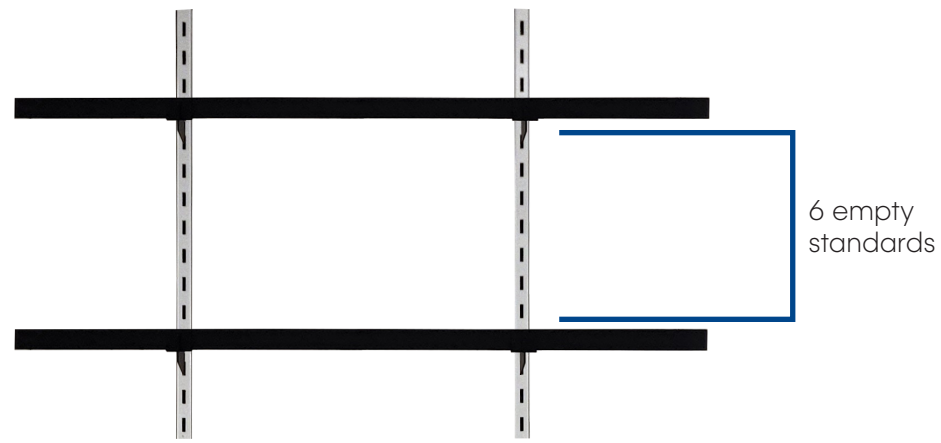
CKU [P. 31](#)

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.

Intimates Wall Spacing

- **New for Fall '24!** Tighten wall hardware spacing in intimates walls to 6 open standards between each row.
- This allows for 5 rows of intimates to hang in each wall bay instead of 4.
- In doing this, there is more exposure to all programs, allowing for a better color expression in the wall.



UW WALL
ICON, COTTON TEES, MODERN TERRY,
TONAL LOGO, INTENSE POWER +
ULTRA SOFT MODERN

INT WALL - PRIORITY 2
SHEER MARQ, INVISIBLES, PERFECTLY
FIT + FLIRTY FRESH

INT WALL - PRIORITY 1
TONAL LOGO, MODERN TERRY
+ MODERN COTTON



SMALL STORE FIXTURING EXAMPLE

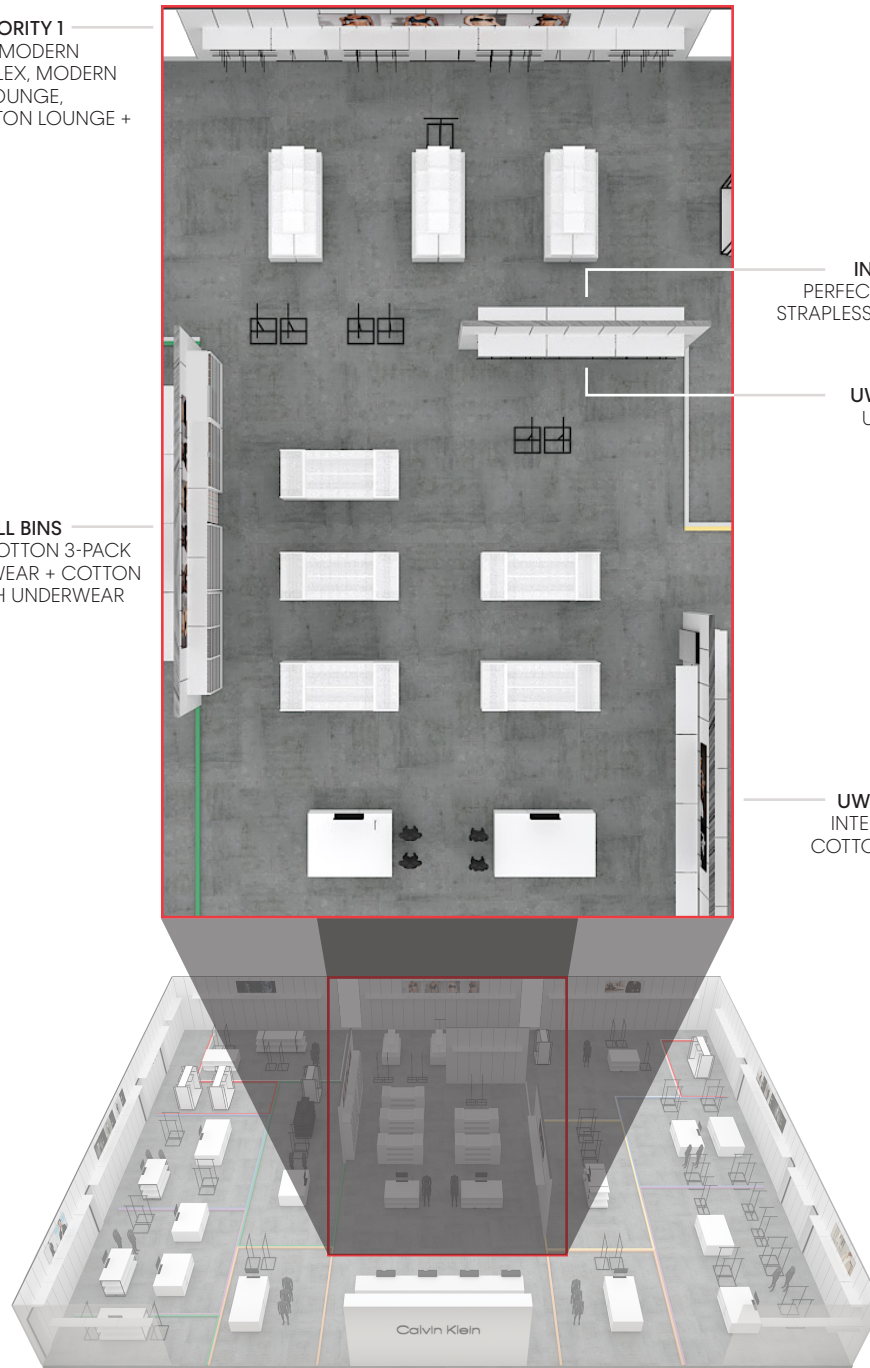
INT WALL - PRIORITY 1
 TONAL LOGO, MODERN COTTON, FIT FLEX, MODERN TERRY, CK96 LOUNGE, MODERN COTTON LOUNGE + INVISIBLES

INT WALL - PRIORITY 2
 PERFECTLY FIT, FLIRTY FRESH, STRAPLESS, MINIMALIST MICRO + LIQUID TOUCH

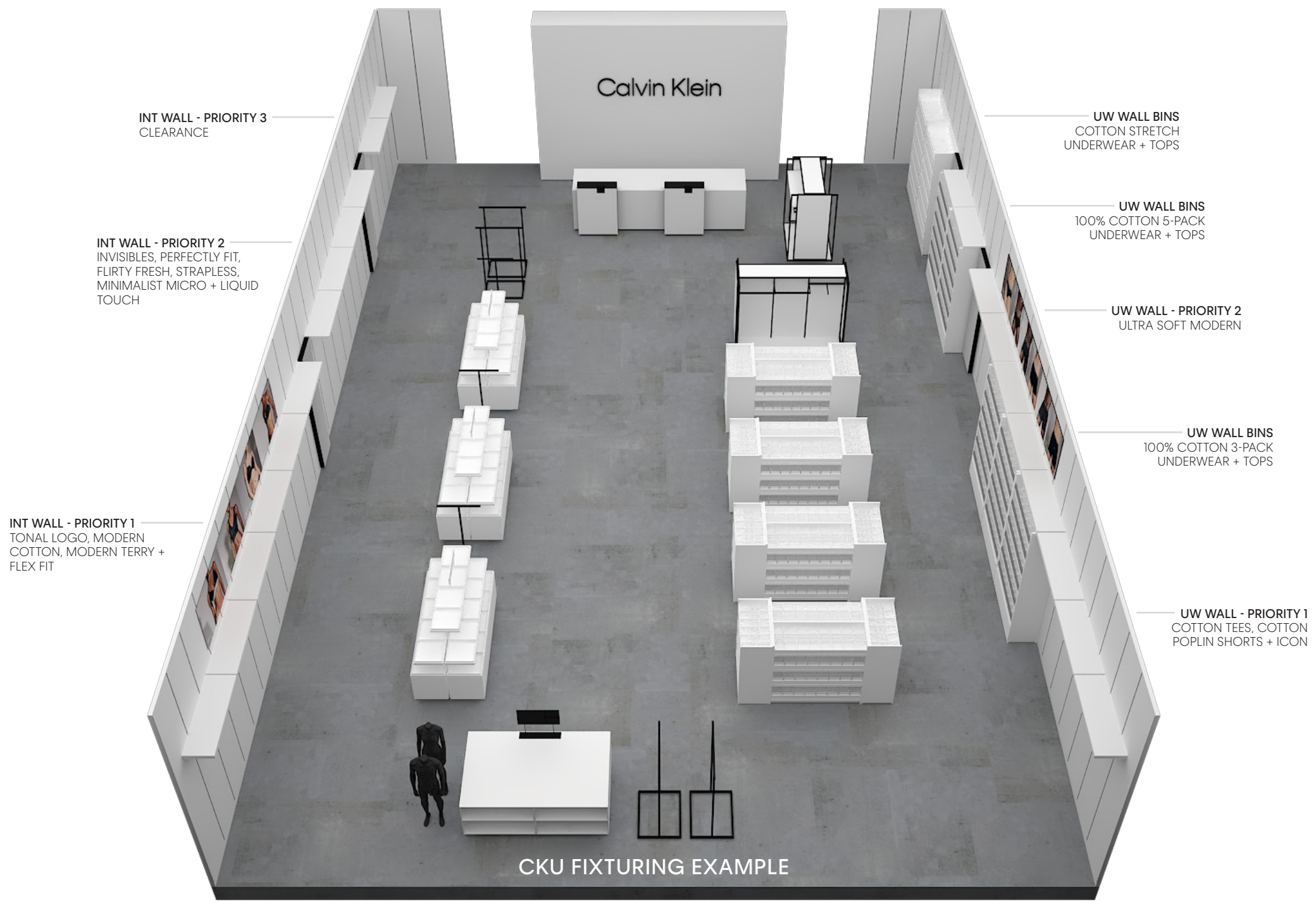
UW WALL - PRIORITY 2
 ULTRA SOFT MODERN

UW WALL BINS
 100% COTTON 3-PACK UNDERWEAR + COTTON STRETCH UNDERWEAR

UW WALL - PRIORITY 1
 INTENSE POWER, ICON, COTTON TEES + COTTON POPLIN SLEEP



LARGE STORE FIXTURING EXAMPLE



INT WALL - PRIORITY 3
CLEARANCE

INT WALL - PRIORITY 2
INVISIBLES, PERFECTLY FIT,
FLIRTY FRESH, STRAPLESS,
MINIMALIST MICRO + LIQUID
TOUCH

INT WALL - PRIORITY 1
TONAL LOGO, MODERN
COTTON, MODERN TERRY +
FLEX FIT

UW WALL BINS
COTTON STRETCH
UNDERWEAR + TOPS

UW WALL BINS
100% COTTON 5-PACK
UNDERWEAR + TOPS

UW WALL - PRIORITY 2
ULTRA SOFT MODERN

UW WALL BINS
100% COTTON 3-PACK
UNDERWEAR + TOPS

UW WALL - PRIORITY 1
COTTON TEES, COTTON
POPLIN SHORTS + ICON

CKU FIXTURING EXAMPLE



Stores without Large Descriptor Signs (LDSC) for the fronts and backs maintain Hip Display Signs (HDS).

Underwear Floor Bins

Click [HERE](#) for wall + floor bin training, which includes merchandising and capacity guidelines.

PRIORITY 1

FRONT
100% COTTON
3-PACK
UNDERSHIRTS



SP23-LDSC-0012

END CAP 1
100% COTTON
5-PACK
UNDERSHIRTS



SP23-DSC-0012

BACK
100% COTTON
5-PACK
UNDERWEAR



SP24-LDSC-0006

END CAP 2
100% COTTON
5-PACK
UNDERWEAR



SP24-DSC-0006

PRIORITY 2

FRONT
INTENSE POWER
(NEW)



SP24-LDSC-0001 (Large + Above)
SP24-LDSC-0002 (Average + Below)

END CAP 1
BAMBOO
COMFORT



SP23-DSC-0010

BACK
ULTRA SOFT
MODERN



SP24-LDSC-0003

END CAP 2
PRO FIT



SP24-DSC-0004

PRIORITY 3

FRONT
MICRO PLUS



SP23-LDSC-0007

END CAP 1
MICRO PLUS



SP23-DSC-0007

BACK
CHROMATIC



SP23-LDSC-0008

END CAP 2
CHROMATIC



SP23-DSC-0008

PRIORITY 4

FRONT
MODERN COTTON
STRETCH



SP23-LDSC-0003

END CAP 1
MODERN COTTON
STRETCH



SP23-DSC-0003

BACK
COTTON STRETCH
UNDERSHIRTS



SP23-LDSC-0013

END CAP 2
COTTON STRETCH
UNDERSHIRTS



SP23-DSC-0013

PRIORITY 5

FRONT
100% COTTON
3-PACK
UNDERSHIRTS



SP23-LDSC-0012

END CAP 1
100% COTTON
5-PACK
UNDERSHIRTS



SP23-DSC-0012

VARIOUS **BACK**
CLEARANCE

Sale

FA22-LDSC-0002

VARIOUS **END CAP 2**
FIRST MARKS

Sale

FA22-DSC-0001



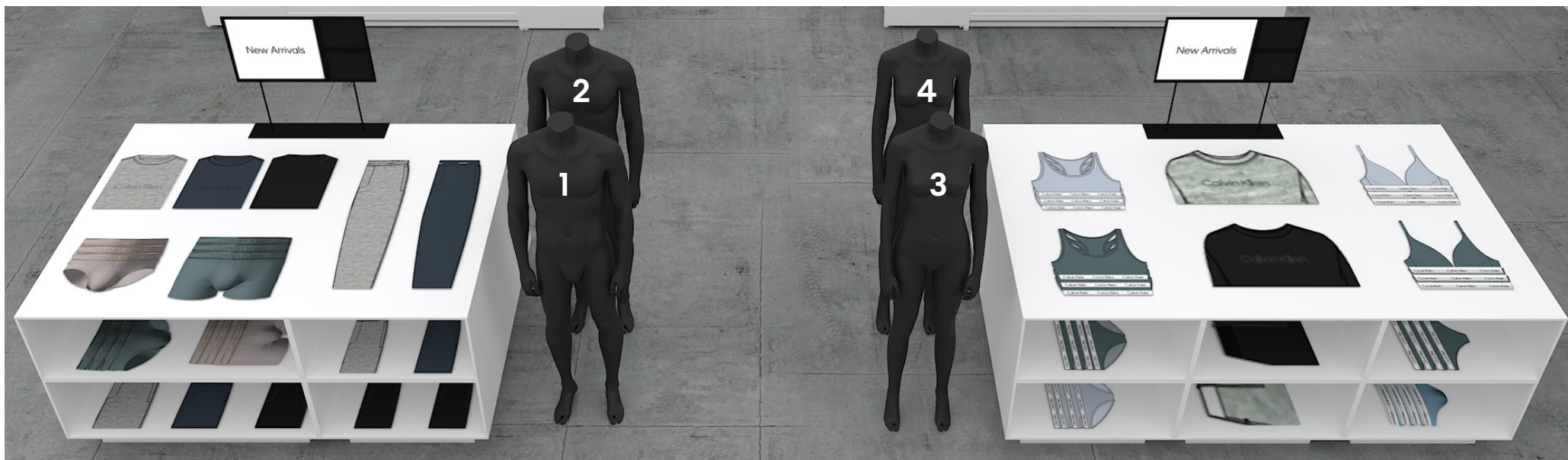
Chain Underwear

Men's Feature Table

Tonal Logo, Modern Terry Lounge + Flex Fit

Feature Table

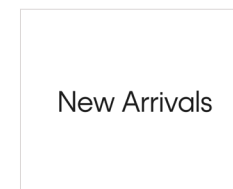
Modern Cotton + Modern Terry Lounge



Notes

- Maintain a separation between tables.
- Merchandise Men's Flex Fit on back shelves.

Marketing



CR23-TBS-0006

Wall

Icon, Cotton Tees, Modern Terry, Tonal Logo, Intense Power + Ultra Soft Modern



Wall - Priority 1

Intense Power, Icon, Cotton Tees + Cotton Poplin Sleep

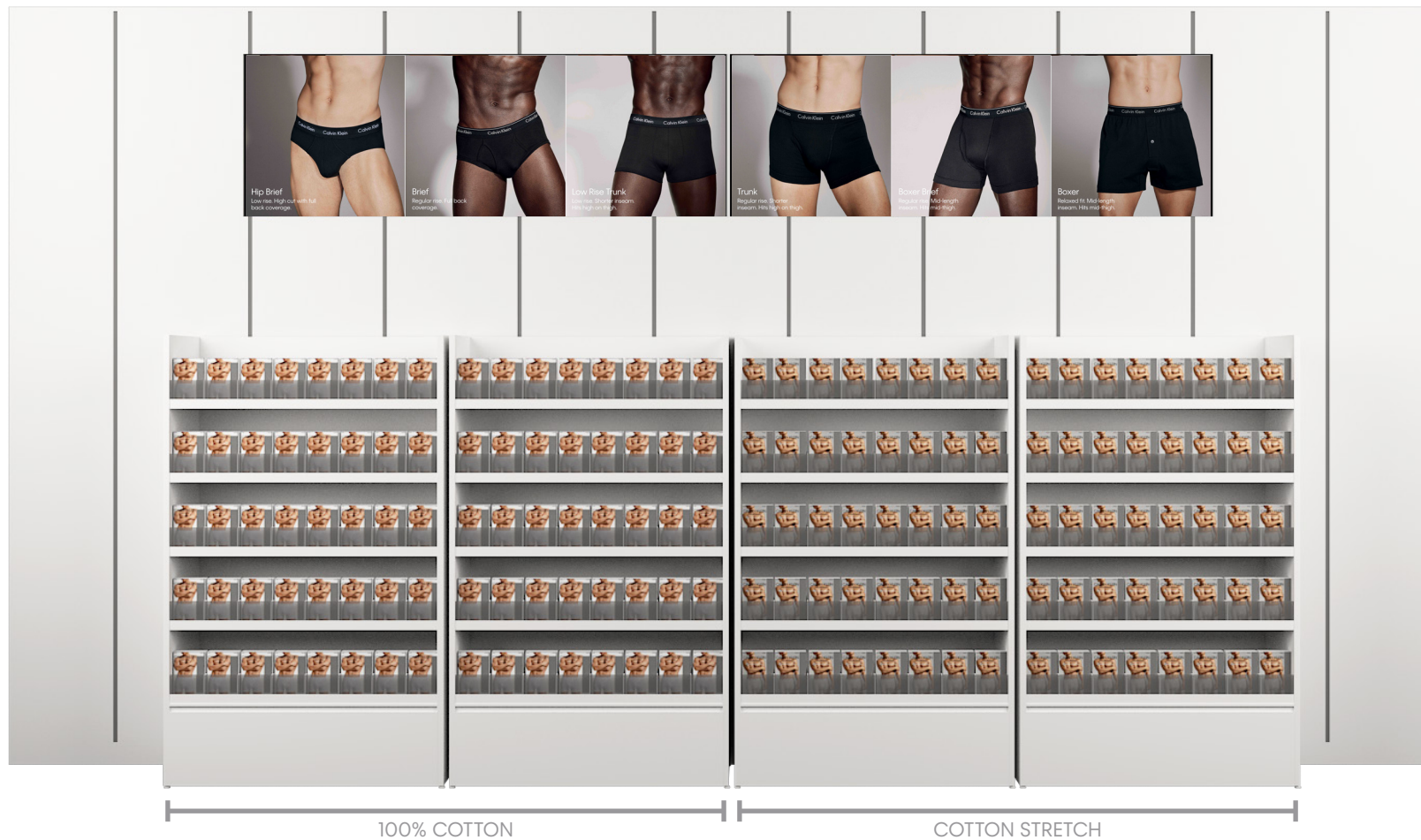


Wall - Priority 2
Ultra Soft Modern

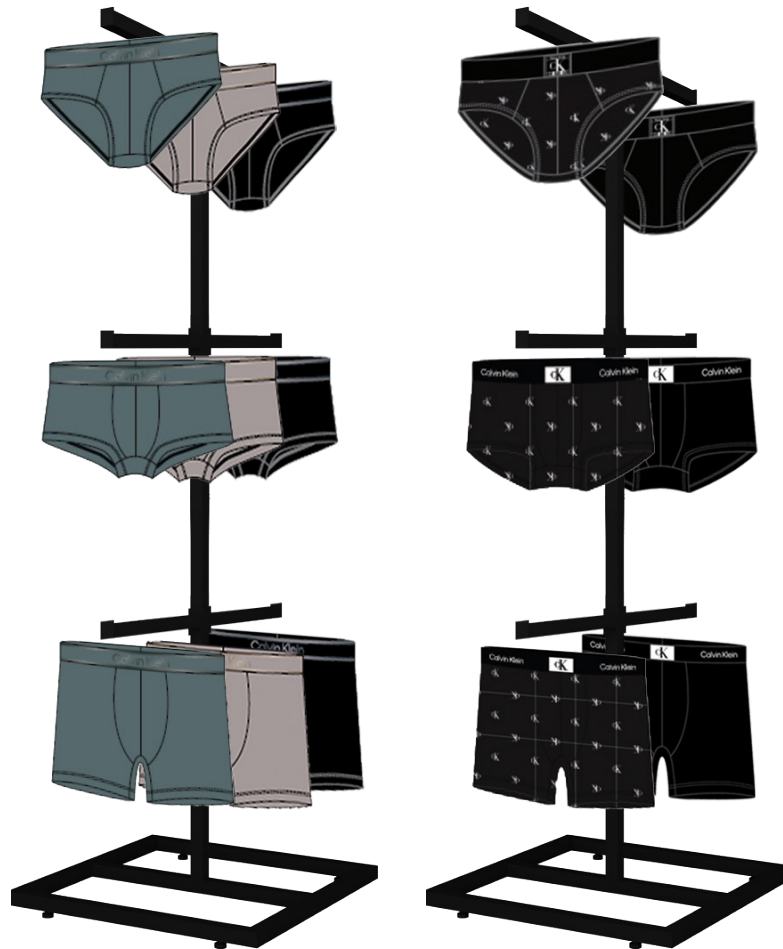


Wall - Priority 3

100% Cotton 3-Pack Underwear + Cotton Stretch Underwear



T-Stands
Tonal Logo + CK Established



Notes

Double expose Tonal Logo on t-stand. If unable to, priority is on feature table.



CKU Underwear

Feature Table

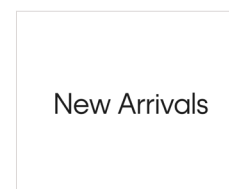
Men's Tonal Logo, Men's Flex Fit, Women's Modern Cotton + Modern Terry Lounge (Dual Gender)



Notes

Merchandise Men's Flex Fit on back shelves.

Marketing



CR23-TBS-0006

Feature Racks
Men's Intense Power Lounge



Notes

Place fixtures adjacent to feature table.

Wall - Priority 1
Cotton Tees, Cotton Poplin Shorts + Icon



Wall - Priority 2

100% Cotton 5-Pack Underwear and Tops, Ultra Soft Modern + 100% Cotton 3-Pack Underwear and Tops



100% COTTON 5-PACK UNDERWEAR + TOPS

ULTRA SOFT MODERN

100% COTTON 3-PACK UNDERWEAR + TOPS

Hanging Fixture
Ultra Soft Modern + Tonal Logo



FRONT



BACK

Hanging Fixture
CK Established + Clearance



FRONT



BACK



Chain Intimates

Wall - Priority 1
Tonal Logo, Modern Terry + Modern Cotton



TONAL LOGO + MODERN COTTON

MODERN TERRY + MODERN COTTON

MODERN COTTON

Notes

Test Stores: Maintain perimeter signs as previously directed.

Marketing



SP24-WTKR-0008



SP24-WTKR-0010 (x2)



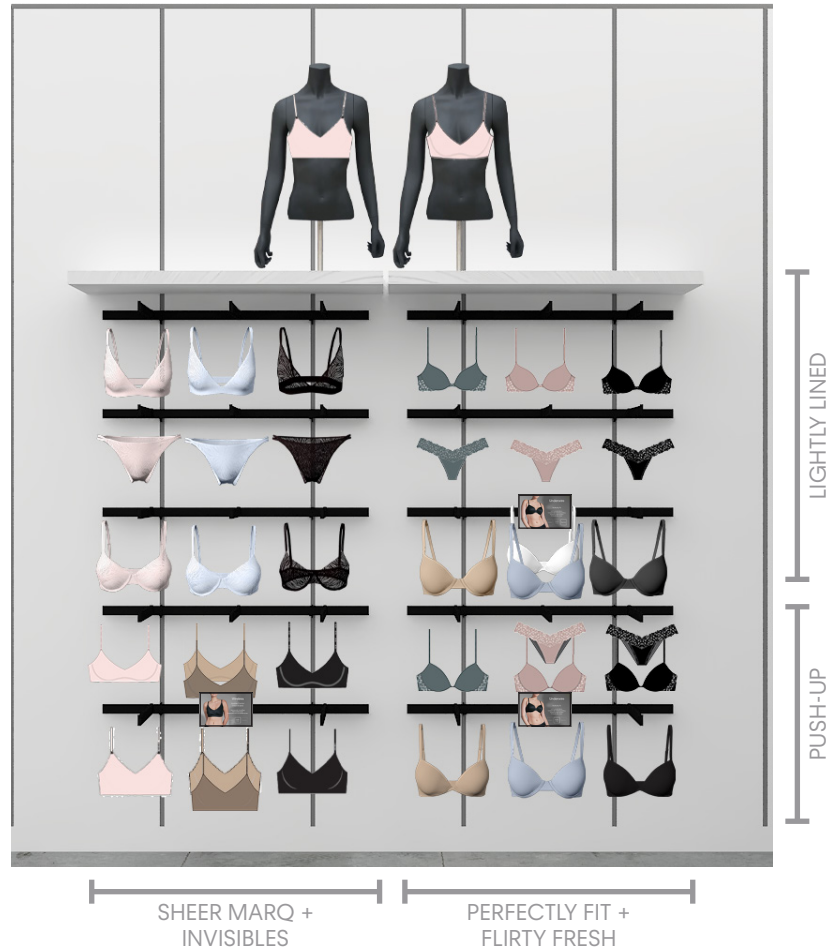
SP24-WTKR-0007



SP24-WTKR-0009

Wall - Priority 2

Sheer Marq, Invisibles, Perfectly Fit + Flirty Fresh



SHEER MARQ +
INVISIBLES

PERFECTLY FIT +
FLIRTY FRESH

Marketing



SP24-WTKR-0011



SP24-WTKR-0013



SP24-WTKR-0014

Notes

Add two torsos in wall with corresponding bras as shown.

Test Stores: Maintain perimeter signs as previously directed.

Wall - Priority 1

Tonal Logo, Modern Cotton, Fit Flex, Modern Terry, CK96 Lounge, Modern Cotton Lounge + Invisibles



TONAL LOGO

MODERN TERRY

MODERN COTTON

FIT FLEX +
MODERN TERRY

MODERN COTTON

CK96 LOUNGE +
MODERN COTTON
LOUNGE

INVISIBLES

Notes

Add four torsos in wall with corresponding bras as shown.

Test Stores: Maintain perimeter signs as previously directed.

Marketing



SP24-WTKR-0010
(x2)



SP24-WTKR-0008



SP24-WTKR-0007
(x2)



SP24-WTKR-0011



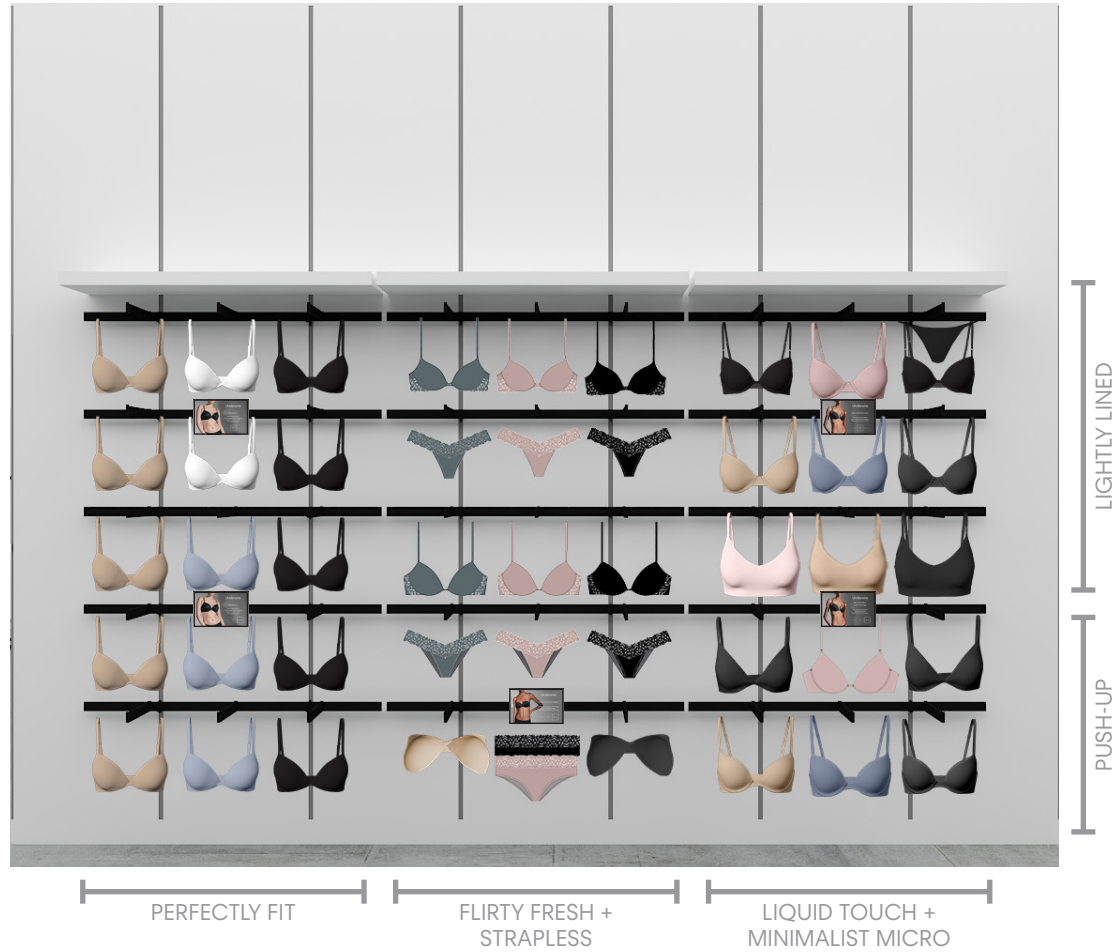
SP24-WTKR-0009



SP24-WTKR-0012

Wall - Priority 2

Perfectly Fit, Flirty Fresh, Strapless, Minimalist Micro + Liquid Touch



Notes

Alternate rows of Minimalist Micro + Liquid Touch in the right wall bay to balance colors.

Test Stores: Maintain perimeter signs as previously directed.

Marketing



SP24-WTKR-0014



SP24-WTKR-0013



SP24-WTKR-0015



SP24-WTKR-0016



SP24-WTKR-0017

Hanging Fixture
Modern Terry, Flex Fit + Ultra Light Lounge



FRONT



BACK

Hanging Fixture
Sheer Marq Lace + Clearance



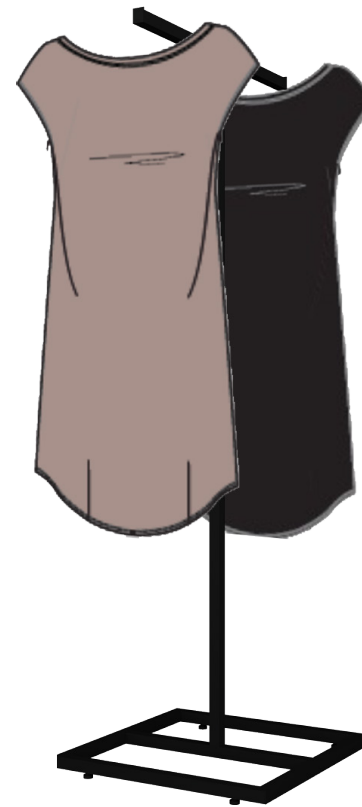
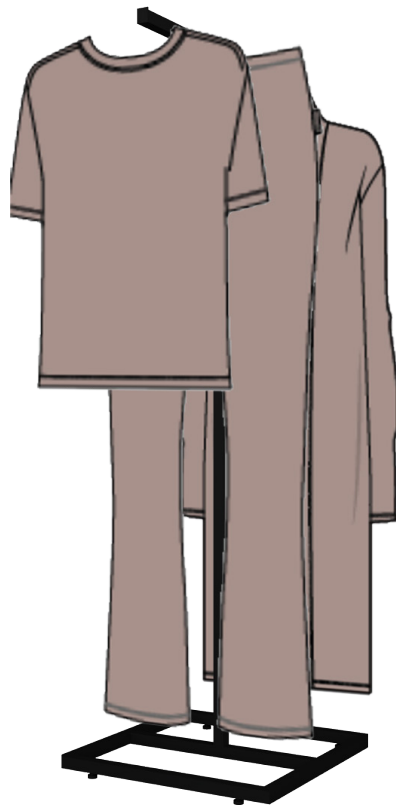
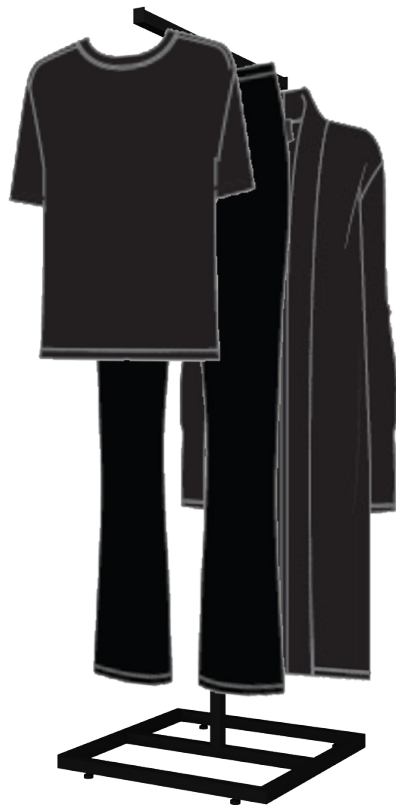
FRONT



BACK

T-Stands

Robes, Ultra Light Lounge + Form-to-Body





CKU Intimates

Wall - Priority 1
Tonal Logo, Modern Cotton, Modern Terry + Flex Fit



Notes

Add four torsos in wall with corresponding bras as shown.
Test Stores: Maintain perimeter signs as previously directed.

Marketing



Wall - Priority 2

Invisibles, Perfectly Fit, Flirty Fresh, Strapless, Minimalist Micro + Liquid Touch



Notes

Alternate rows of Minimalist Micro + Liquid Touch in the right wall bay to balance colors.

Test Stores: Maintain perimeter signs as previously directed.

Marketing



SP24-WTKR-0011



SP24-WTKR-0012



SP24-WTKR-0014



SP24-WTKR-0013



SP24-WTKR-0015



SP24-WTKR-0016



SP24-WTKR-0017

Feature Racks
Ultra Light Lounge



T-Stands
Form-to-Body, Sheer Marq Lace + Robes



Calvin Klein