



## VISUAL MERCHANDISING GUIDELINES

---

Premium + MYER Concessions

# CONTENTS

1. Footwear

2. Belts

3. Leather Bags + Wallets

4. Socks / Shoe Care + Laces

6. Labelling + Pricing

7. Bringing it all together

8. Instore standards

# FOOTWEAR

---



- 
- Each style is to be displayed in all the store in size **42**, If 42 is not available then either 41 or 43, no other sizes. Both feet must be the same size, so no mixed sizes within the pair are to be displayed.
  - Merchandise each style in *complete pairs* – *Both Left & Right feet*. With the darkest colour always being the right foot.
  - If the style only comes in one colourway have the full pair merchandised on display.
  - Laces are to be *pulled neatly inside the shoe* and **no** laces are to be tied on the outside. Examples of *how to* tie laces and how **not to** tie laces.







---

All footwear **must always be stuffed with paper** but not over stuffed. Any shoes on display that are heavily creased need to be swapped over for a fresh pair to *keep them looking premium*. Example of a creased style in black.

---

---

Suede naturally fades under the light. Make sure you **rotate your shoes often**. Especially styles featured in your windows from natural sunlight.

---



---

When the style comes in multiple colorways. Have the **darkest colour in the middle** to break up the other colours.

---

# BELTS



---

Merchandise belts on the tall free-standing belt stands with *each belt having a leather tab looped through the buckle* and then hung on the stand. Don't over crowd your stand. Please keep **each prong to 3-4 belts**. Keep the same style next to each other with the lightest to darkest rule and merchandising from left to right.

---

---

Belts are also to be **displayed on a singular belt stand**. When displayed on the stand – Please *remove the price swing tag from the belt* and keep stored elsewhere. No belts should be displayed inside of a shoe. No belts should be rolled standing up etc. Please display them in either of these ways only.

---





## LEATHER BAGS + WALLET

---



---

Leather briefcases and backpacks to be **displayed on the black adjustable bag stand**. The bottom of the bag should be sitting on the base of the stand and not floating mid-air, adjust the display to suit the product. *Larger bags like the holdalls do not need to be displayed on a bag stand.*

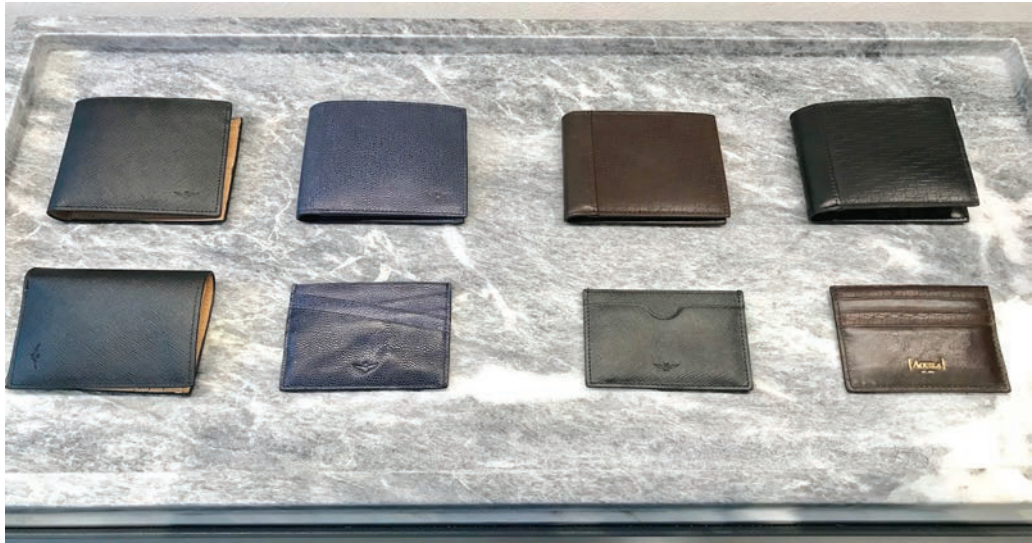
---

---

Make sure all product on **display is adequately stuffed**. The *stuffing should be inserted into the black dust bag that comes with the bag* and then this goes inside the bag. This keeps the bag looking more premium when you open it up to show the insides to your customer, rather than pulling out heaps of tissue paper. Please remove all plastics from bag when displaying. The price tag should be on one of the back handles so it's not visible from the front.

---





---

Wallets and cardholders **must be displayed in the accessories tray** in one destination within your store. The wallets are to have the price tag inside of the wallet. *Boxes for wallets & cardholders are not to be displayed.* keep these off the store floor and give to the customer on purchase.

---

---

Laptop sleeves **must be displayed standing on their A frame metal stands.** The price tag should be taken off the zip and placed inside of the sleeve. Remove all plastics from the sleeve when displaying.

---





# SOCKS / SHOE CARE + LACES

---

Socks are to be merchandised **only on your free-standing sock stands** in either the smaller 8 prongs stand which holds four styles each side of its display or displayed on the tall free-standing sock stand of 30 prongs which holds fifteen styles each side of its display. Make sure the displays are full but not over full. *No socks are to be displayed inside of footwear or merchandised within the negative space on shelving.*

---



---

Polishes, Brushes, Sprays and laces are to be **only merchandised in the shoe care box displays**. Please always keep these as full as possible. *No shoe care or laces are to be merchandised within the negative space on shelving.*

---



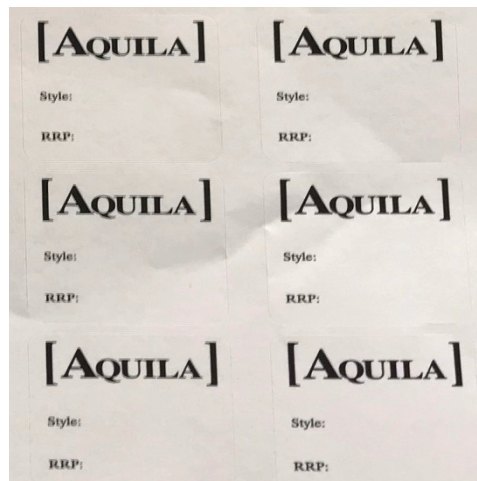


# LABELLING + PRICING

---

Only use **black** pen with **neat & clear handwriting** when writing the style name and price on the Aquila pricing stickers. Place sticker on the inside of the shoe or on the sole neatly make sure *not to cover; size, logo or where the style is manufactured*.

---



# BRINGING IT ALL TOGETHER

---



---

**Now you have all the basics it's time to bring it all together**

When merchandising the shelving it should always be; *from left to right and from top of the shelf to the bottom of the shelf.*

All the store must be merchandised in a *linear trend, facing side on or facing towards you.* When facing sideways the toe of the style should always be facing towards the door and never the back of the style.

Merchandise your singular belt stand stands throughout your shelving *pairing the belt style back to the footwear style.*

If your store has wall boxes, please *only merchandise a style that is already merchandised* on the shelves in the boxes.

Use the wooden plinths to *create depth and heights and to also emphasis a highlight on a selected style* within your store. Keep them to a couple of these per shelf or bay.

*Keep your store merchandised into categories* where you can. These include; Dress, Loafers, Sneakers, Lifestyle, Chelsea boots etc. Can also merchandise styles in similar lasts.

**AQ by Aquila** - This is to be merchandised all together in one section of the store.

---





\*AQ By Aquila product merchandised all together



---

When merchandising your premium slat wall, you should always merchandise them like your shelves. It should always be from *left to right and from top of the shelf to the bottom of the slat wall*. Merchandise the walls into categories, these include; Dress, Loafers, Sneakers, Lifestyle, Chelsea boots etc.

You can also use the prong fixtures to display belts and socks. *When doing this they must be grouped together for a larger impact, do not display these sporadically*. See images for more detail.

When displaying a *single shoe it must always be a right foot and when they are in a pair on the larger display slat they must be in a full pair*.

Make sure the *product has enough space around it and the wall is not cluttered*. See images for reference.

We have manufactured some premium fixtures that go over the whole wall, to display your belts, socks and bags.

**\*Please note – Do not slide fixtures across the wall without lifting them as they will damage the wall.**

---







---

*Merchandise your accessories in one destination within your store like briefcases, bags, backpacks all grouped together. Keep all your wallets together within its accessories tray. Can also include belts and our range of shoe care.*

---



# INSTORE STANDARDS

---

We must keep our stores always looking clean and of a premium standard. There are daily tasks that need to be done to up keep these standards.

- Floors, windows and entrances vacuumed *daily*
  - All mirrors and glass shelving cleaned *daily*
  - Wipe down all shelves and fixtures
  - Counter is to be free of clutter – **NO coffee cups, taped notes etc.**
  - Wipe your counter down *daily*
  - All VM guidelines are correct as per documents *for windows and in store.*
-