

BUILD THE IDEAL
BURBERRY ASSORTMENT
TO MAXIMIZE YOUR BUSINESS



BURBERRY

WOMEN'S OPTICAL

OBE1355 52 1109



OBE1362 54 1326



OBE2073 53 3002



OBE2073 53 3164



OBE2172 52 3001



OBE2201 52 3002



OBE2205 52 3002



OBE2255Q 51 3001



OBE2280 52 3358



OBE2363 53 3001



OBE2347 52 3942



OBE2357 54 3981



OBE2367 54 3966



OBE2356 51 3992



OBE2388 54 3001



ADV
NEW

WOMEN'S SUN

OBE4308 56 3853T3



OBE4344 51 300187



OBE4216 57 30018G



OBE4392U 52 405587



OBE4393 54 40518G



OBE4216 57 300213



OBE4335 53 39298G



OBE4160 58 34338G



OBE3080 59 114513



OBE4405 55 300187



ADV
NEW

MEN'S OPTICAL

OBE1282 55 1001



OBE1289 55 1007



OBE1323 54 1213



OBE1348 55 1306



OBE2108 54 3001



OBE2334 55 3024



OBE2352 56 3773



OBE2359 53 3998



OBE1373 51 1109



OBE2387 57 4098



ADV
NEW

MEN'S SUN

OBE4291 38 346487



OBE4358 57 300187



OBE4181 58 300187



OBE3074 63 100387



OBE4403 58 409680



ADV
NEW

MERCHANDISING BEST PRACTICES

OBJECTIVES:

Merchandise effectively by highlighting segments and key brand stories to increase traffic and sales. Placing product in the right place and position on the board space.

- Display product by segments to make it easier for the consumer to shop in store (Icons, Stylish and Functional)
- Ensure that display is fully stocked (no empty spaces!)

POSITION PRODUCT ACCORDING TO:

- Levels of Importance & best visibility (best sellers, newness, segments, slow moving)
- Shapes & Materials (square, round, oval / semi-rim, full-rim / metal, acetate)
- Balance of Colors to avoid duplication
- Offer polar and custom fit product when available

10% TOP LEVEL
(Best Sellers)

EYE LEVEL
(New Collections)

80%

HAND LEVEL
(Core Collections,
Special Releases)

10% BASE LEVEL
(Slow moving skus,
skus with lower AUR)

