



**MIU MIU**  
EYEWEAR

BUILD YOUR MIU MIU IDEAL ASSORTMENT WITH BEST-SELLING STYLES TO MAXIMIZE ASSORTMENT CHOICE, RETAIN PATIENT LOYALTY, AND INCREASE PRODUCTIVITY WITHIN YOUR PRACTICE.

20 SKU IDEAL ASSORTMENT

**NEW** NEW PRODUCT    **ADV** ADV STYLE



OMU 03UV 10D101 54



OMU 03UV 1AB101 54



OMU 04SV 08D101 54



OMU 04UV 2AZ101 52



OMU 04UV 1AB101 52 **ADV**



OMU 53UV ZVF101 55



OMU 01VV 15H101 52 **NEW**



OMU 07VV 10G101 53 **NEW**



OMU 06VV VAV101 54 **NEW**



OMU 01VS 1AB5S0 55 **ADV**



OMU 02WS 1AB5D1 53



OMU 03WS 06U5D1 53



OMU 08WS 1AB5D1 51



OMU 08WS 17C0A6 51



OMU 09WS 1AB5S0 53 **ADV**



OMU 10WS 1AB5D1 55



OMU 03YS 1AB5D1 54 **NEW**



OMU 13WS 1AB5D1 55



OMU 52WS ZVN5D1 60



OMU 53YS 5AK06S 58 **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)

