

**BUILD YOUR PRADA
IDEAL ASSORTMENT**



PRADA
EYEWEAR

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

ADV ADV STYLE NEW NEW PRODUCT ★ ALWAYS AVAILABLE SKU

50 SKU PRADA | PRADA LINEA ROSSA ASSORTMENT

PRADA



OPR 10WV UAO1O1 54 ★



OPR 10WV ROJ1O1 54 ★



OPR 03WV 07R1O1 53 ★



OPR 54TV 1B01O1 57 ★



OPR 180V NAG1O1 52 ★



OPR 11RV ROJ1O1 52 ★



OPR 09YV 21B1O1 54 ★



OPR 18WV 1AB1O1 54 ★



OPR 18WV VIY1O1 54



OPR 15YV 1AB1O1 54



OPR 65YV 18A1O1 53



OPR 19WV 1AB1O1 53



OPR 02YV 08Y1O1 54 ★



OPR 14WV 08Q1O1 56



OPR 03WV ROJ1O1 53 ★



OPR 02ZV 2AZ1O1 54



OPR 09ZV 1AB1O1 51 ADV



OPR 07ZV 1AB1O1 55 ADV



OPR 14ZV 07R1O1 54 NEW



OPR 17WS 1AB5S0 49 ★



OPR 15WS 09Q5S0 54 ★



OPR 24ZSF 07R0A6 57 NEW



OPR 16RS 1AB0A7 56 ★



OPR 01OS 1AB3M1 55 ★



OPR 16YS 01M0A7 52 ★



OPR 21YS 1AB0A7 54



OPR 23YS 1AB5S0 51



OPR 19SS 1AB0A7 59 ★



OPR 57YS ZVN3D0 57



OPR 08OS 2AU6S1 57 ★



OPR 01VS 1AB5S0 56 ★



OPR 13ZS 1AB5S0 50 ADV



OPR 14ZS 1425S0 50 ADV NEW



OPR 67ZS ZVN09T 56 NEW



OPR 19WS U4309T 52 NEW

PRADA LINEA ROSSA



OPS 50GV DG01O1 55



OPS 04IV 2AZ1O1 55



OPS 52FV DG01O1 54



OPS 54IV DG01O1 55



OPS 50PV 12H1O1 57



OPS 07OV 13C1O1 56



OPS 05PV 1AB1O1 55 NEW



OPS 01XS DG002G 59



OPS 02YS 1B006F 59



OPS 53PS 1BC5W1 62



OPS 01TS DG00A7 56



OPS 56MS 5AV6S1 62



OPS 54WS 1BC06G 57



OPS 54TS 1AB5Z1 61



OPS 50YS 5AV02P 62

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)

