

TIFFANY & Co.

BUILD THE IDEAL TIFFANY & CO. ASSORTMENT
TO MAXIMIZE YOUR BUSINESS



TIFFANY & Co.

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HERO STORIES

HARDWEAR

OTF2217 8015 53



OTF2231 8001 52



NEW

OTF4187 80013C 55



OTF3092 60213B 59



NEW

OTF3092 6175V6 59



NEW

TIFFANY T

OTF2234B 8047 54



NEW

OTF1141 6122 54



OTF2177 8314 50



OTF2233B 8015 54



NEW

OTF2232U 8366 53



ADV
NEW

OTF4193B 80019S 55



OPTICAL

OTF1072 6007 51



OTF1111B 6097 53



OTF1127 6122 54



OTF1130 6127 52



OTF1136 6007 53



OTF1145B 6162 54



OTF2074 8055 54



OTF2091B 8134 53



OTF2097 8055 52



OTF2103B 8055 53



OTF2109HB 8124 51



OTF2116B 8124 53



OTF2144HB 8134 54



OTF2160B 8255 54



OTF2168 8270 54



OTF2175 8055 54



OTF2192 8287 52



OTF2205 8328 53



OTF2221 8346 54



OTF2223B 8055 54



OTF2229 8001 55



OTF2220B 8002 54



OTF2220B 8134 54



NEW

SUN

OTF3049B 60019S 58



OTF3083B 60213B 59



OTF4047B 80553C 55



OTF4076 80553F 58



OTF4089B 80553C 58



OTF4089B 8055T3 58



OTF4105HB 81343B 55



OTF4121B 80559S 55



OTF4148 80013B 54



OTF4190 80013C 57



NEW

OTF4203 80013C 56



NEW

OTF4196 8001S4 56



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)

