



# TIFFANY & Co.

BRAND STANDARDS

- BRAND VALUES
- NEW DOOR OPENING STANDARDS
- NEW BRAND OFFER





## TIFFANY & Co.

Tiffany & Co. IS THE ROMANCE, CREATIVITY AND GLAMOUR OF NEW YORK AND ONE OF THE MOST GIFTED BRANDS IN THE WORLD

### AMERICAN LEGACY

ROMANCE, CREATIVITY AND GLAMOUR OF  
**NEW YORK CITY**

LEGENDARY **EXCELLENCE**

PRAGMATISM

FUNCTIONAL **DESIGN**



### EFFORTLESS BEAUTY

UNRELENTING  
**CREATIVITY**

PURE **ELEGANCE**

INSPIRATIONAL DESIGN

**INNOVATIVE**



### SYMBOL OF LOVE

HONOR THE **DEEPEST CONNECTIONS** AND THE  
STRONGEST EMOTIONS

GIVES VOICE TO THE **HEART**

**ROMANCE**

**RADIANT OPTIMISM**



# NEW DOOR OPENING STANDARDS





# LUXURY BRAND DOOR SELECTION GUIDANCE

To be successful selling Luxury, it is important to have the **right environment** to offer the brand. Before committing to a new line, we recommend reviewing the checklist below to ensure that the brand has the optimal chance of success.

## EXTERNAL ENVIRONMENT

Creates **SUFFICIENCY** of Luxury Clients

- Area Demographics in line with Luxury (sufficient traffic of high HH income clients)
- Surrounding retail also caters to Luxury shoppers

## INTERNAL ENVIRONMENT

Creates **LEGITIMACY** with Luxury Client

- Service / Trained Staff
- Ease of Shopping (Clean, shopper navigation)
- Elevated fixtures / displays

## PRESENCE OF LUXURY

Creates **AUTHORITY** with Luxury Client

- Multiple Luxury brands offering

# BRAND OPENING | BRAND PLACEMENT & MERCHANDISING REQUIREMENTS

*In order to preserve the Tiffany & Co. brand name, we are committed to adhering to strict quality controls under which products bearing the trademark and logo are manufactured and sold.*

*Every store must go through door approval process via the Sale Consultant. The Door Approval Request Form must be submitted with photos of the store's exterior, interior and demonstrating Luxury Brand adjacencies where the new brand will be merchandised.*

- **MINIMUM OPENING ORDER: 30 units**

## MERCHANDISING

- ✓ Ensure **Luxury Brands** are **merchandised together** in a designated Luxury area within the store (Luxury Brands = **MSRP > \$250**)
- ✓ Luxury area should be **adjacent to other premium priced brands** (\$150-250 MSRP)
- ✓ Brand should be **highlighted with appropriate branding** (Logo Plaque, Brand tools, or follow consistent store visual merchandising standards)
- ✓ Frames must always be placed under correct brand signage
- ✓ **Images** are **up to date** and refreshed according to License usage dates

## BRAND ADJACENCIES

- ✓ In order to **approve** the **location**, the store must have in distribution at all time, **at least 3 other Luxury brands** from the list below.
- ✓ Reminder, that all brands in **blue** are serviced by Luxottica and eligible for the Luxottica Rewards Program benefits.
  - Bottega Veneta
  - **Bulgari**
  - **Burberry**
  - Cartier
  - Celine
  - **Chanel**
  - Dior
  - Dita
  - **Dolce & Gabbana**
  - Face à Face
  - Fendi
  - **Giorgio Armani**
  - Gucci
  - IC Berlin
  - Lindberg
  - Tom Ford
  - **Valentino**
  - **Prada**
  - **Versace**

# BRAND COMMITMENT REQUIRED EVERY CALENDAR YEAR

## BRAND COMMITMENT

- Min **45 frames buying** in **each calendar year**
- MAX 15% products returns within any given calendar year



## BRAND INTEGRITY

- Customer will **not** engage in “gray market” sales, “parallel” sales, or similar sales with respect to products
- Customer will not sell products to any other retailers, wholesalers, distributors or suppliers, or any other buyer who intends to resell the products, whether via the internet or otherwise

## BRAND EXPERIENCE

- **30 Frames** as Min **in store display** at all times
- For **optical store**, the display must include a Min of 30% ophthalmic frames



## TRAINING



- All staff should be trained on new collections (3X per year)
- All new staff should take Brand Institutional training available on Luxottica University

# OPENING ASSORTMENT GUIDANCE

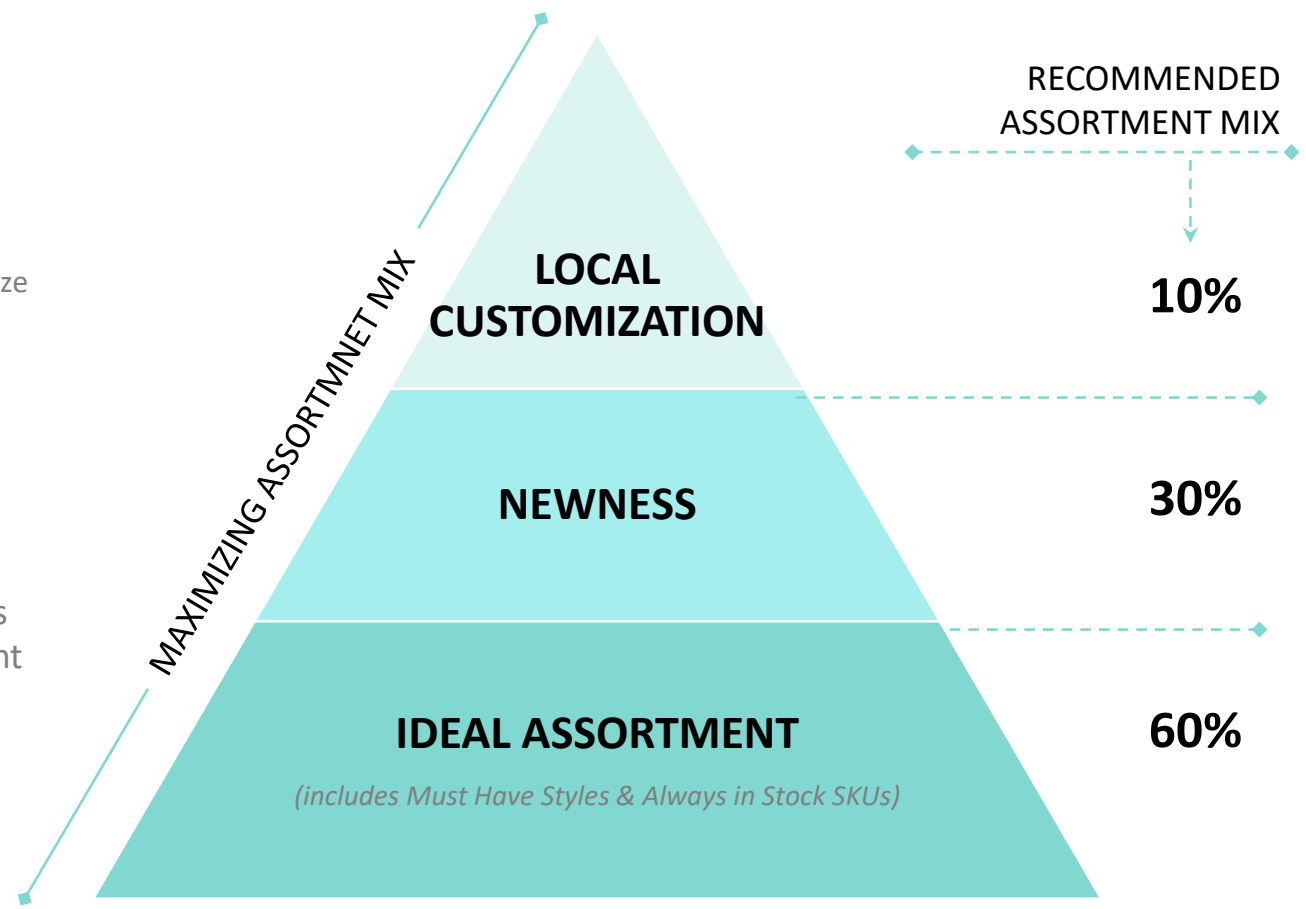
Once you have evaluated the potential of the brand within the practice, it is important to carefully construct the **right assortment** to capture the full potential of sales within your practice. This allows you to both **maximize sell through** and **ensure strong service levels**.

It is important to work with your Luxury Sales Consultant to create the right mix of products for your practice. We recommend the following tips to get started:

- ✓ Ensure the right mix of product:
  - **IDEAL ASSORTMENT** – a curated assortment which includes:
    - Proven Best Selling SKUs
    - Advertised SKUs, and
    - High potential newness from the latest collection.We recommend that this represents 60% of the total assortment to maximize turn-over.
  - **NEWNESS** - the latest offering from the brand (30% of assortment)
  - **LOCAL CUSTOMIZATION** – Tailoring to the specific needs of the practice considering local demographic and prescription needs (10% of assortment)

✓ Assortments should be refreshed with newness with each Collection release (3X per year). For best service, we recommend that Customers schedule in advance **at least 3 appointments** with their Sales Consultant per year.

✓ For the latest Ideal Assortment Recommendation: [Click here](#)





# TOP REPLENISHMENT STYLES

## OPTICAL

These styles are proven bestsellers that are must haves in your Tiffany & Co. assortment.

Always keep in stock to ensure you never miss a sale.

To order online visit [my.luxottica.com](https://my.luxottica.com) and enter your username and password or call 1-800-422-2020.



0TF2074



0TF2109HB



0TF2175

# TIFFANY & Co.

## New Client Offering

In order to ensure a consistent brand experience, brand standard terms for **Tiffany & Co. Eyewear require:**

- **30 Units Minimum Opening Order**
- **45 Units Annual Target**
- **15% Maximum Annual Exchange Limit**

New clients are offered the following special benefits with any OPENING ORDER on Tiffany & Co. EYEWEAR.

VALID: JAN 1<sup>st</sup> 2020 until superseded

### ASSORTMENT MANAGEMENT

- Top Replenishment styles – PROVEN NATIONAL BEST SELLERS
- Ideal Assortment Consultation

### TRAINING

- Luxottica University Tiffany & Co. Brand Identity Page Download
- Luxottica University Tiffany & Co. Collection Highlights Fall/Winter Module (R3)
- Luxottica University Tiffany & Co. Collection Highlights Spring 2019 Module
- Live Tiffany & Co. R1 2019 Collection Brand Training (with Sales Consultant)

### MERCHANDISING TOOLS\*

#### PERMANENT TOOLS

- Logo Plaque
- Logo Header

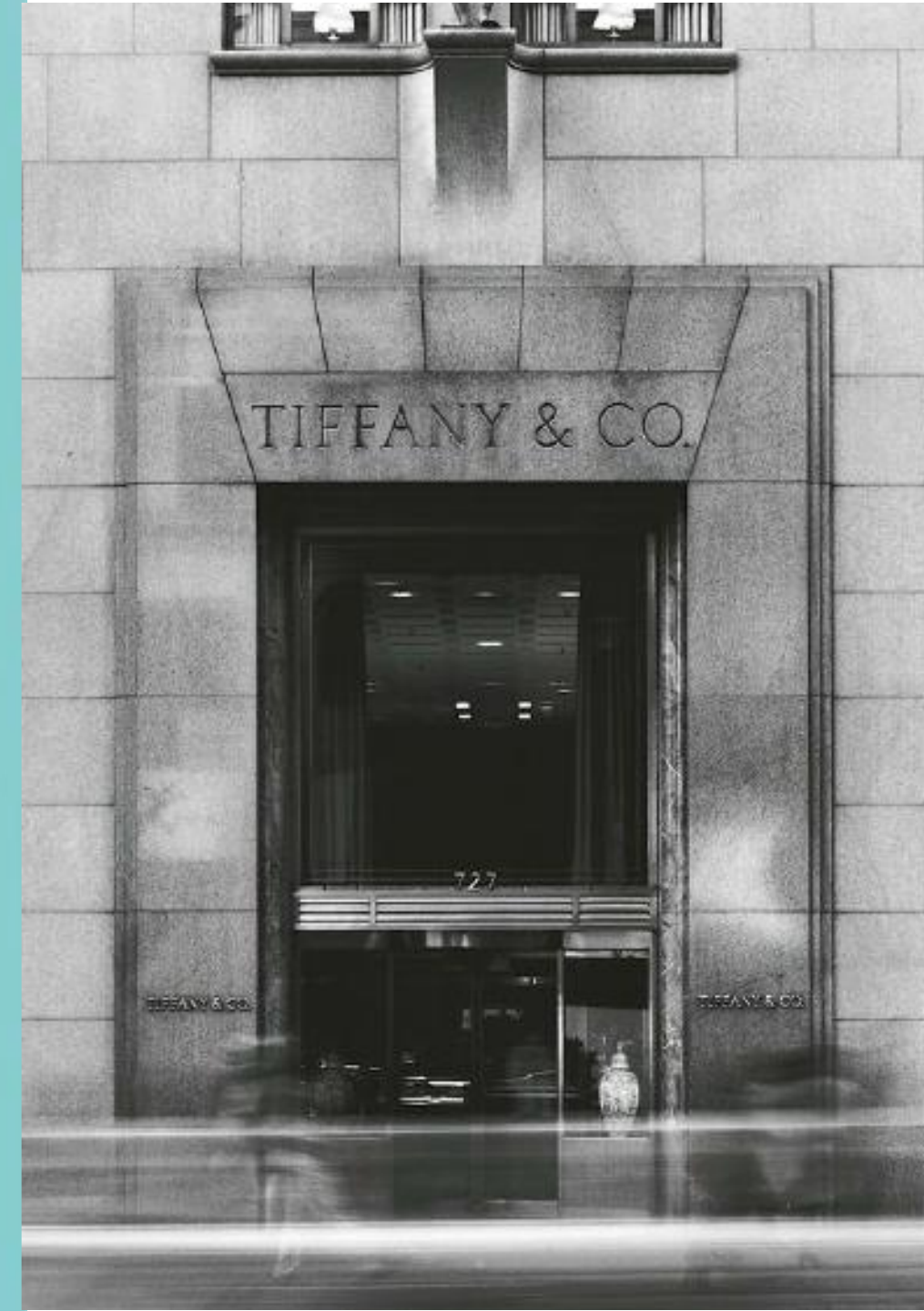
#### SEASONAL TOOLS

- Digital Banners

*\*Sales Consultant may retrieve these items if Annual commitments are not met.*

### SPECIAL OFFER

- Ask your Sales Consultant the most current offer available.





*Thank You!*

**TIFFANY & Co.**