

BUILD THE IDEAL  
**VERSACE ASSORTMENT** TO  
MAXIMIZE YOUR BUSINESS

# VERSACE



WOMEN'S OPTICAL

OVE3242A 54 148



OVE1218 53 1342



OVE1271 54 1433



OVE1275 54 1433



OVE3186 54 GB1



OVE1280 55 1433



OVE1233Q 53 1366



OVE3274B 54 5305



OVE3293 55 593



OVE3327U 55 GB1



OVE3315 54 5339



OVE3312 53 GB1



OVE3304 53 GB1



OVE3298B 55 148



OVE3329B 55 148



WOMEN'S SUN

OVE2198 54 1002T3



OVE2232 61 143887



OVE2245 60 10028G



OVE4426BU 54 GB1/87



MEN'S OPTICAL

OVE1274 55 1436



OVE3218 53 GB1



OVE1184 53 1261



OVE1264 54 1436



OVE3314 54 GB1



OVE1279 53 1436



OVE3303 55 593



OVE1269 57 1002



OVE1290 56 1002



OVE1285 56 1443



MEN'S SUN

OVE4361 53 GB1/87



OVE2199 56 100281



OVE4296 59 GB1



OVE4399 58 GB1



OVE4406 56 GB1



OVE2252 63 100287



ADV  
NEW

KID'S OPTICAL & SUN

OVK3324U 47 GB1



OVK3323U 47 5372



OVK3322U 47 148



OVK3321U 48 5373



OVK4429U 48 GB1 87



OVK4427U 46 53734V



OVK4428U 45 536787



# 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)

