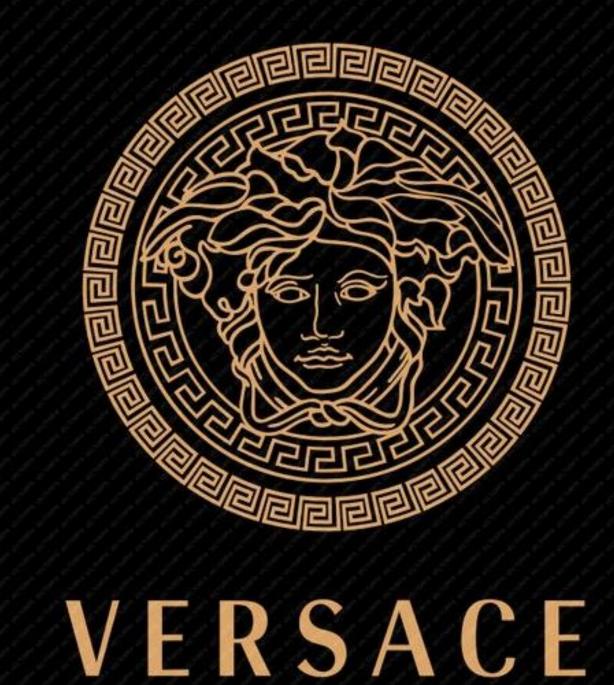


Brand Standards

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CONTENT

- BRAND VALUES
- NEW DOOR STANDARDS
- NEW BRAND OFFER



THE BRAND



BRAND ESSENCE

COLLECTION ARCHITECTURE

COLLECTION DISCOVERY

NEW DOOR OPENING STANDARDS

Door Selection Guidance

Brand Placement & Merchandising Requirements

Brand Annual Requirements

Assortment Selection Guidance



LUXURY BRAND DOOR SELECTION GUIDANCE

To be successful in 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)

1010000

Surrounding retail also caters to Luxury shoppers

TAT

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 brand offering

TATION

BVLGARI

BRAND PLACEMENT & MERCHANIDING REQUIREMENTS

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

Every store must go through store approval process via the Sale Consultant.

MINIUMUM OPENING ORDER: 18 units

MERCHANDISING

- Luxury Brands should be merchandised together and adjacent to other premium priced brands
- 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, <u>at least 2</u> other Luxury brands (>\$250 MSRP)

BRAND COMMITMENT REQUIRED EVERY CALENDAR YEAR

BRAND COMMITMENT

- Min <u>36 frames buying</u> in <u>each</u>
 <u>calendar year</u>
- 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

o **<u>18 Frames</u>** as Min **in store display** at all times



TRAINING

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



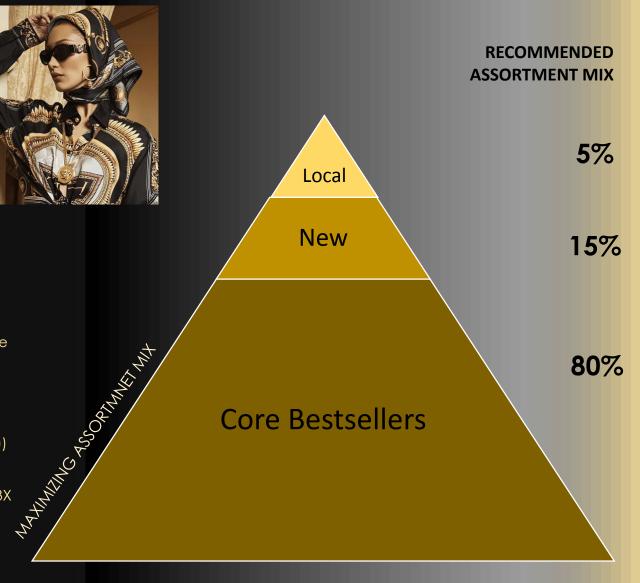
OPENING ASSORTMENT GUIDANCE

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:

- \checkmark 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 represent 80% of the total assortment to maximize turn-over.
 - NEWNESS the latest offering from the brand (15% of assortment)
 - LOCAL CUSTOMIZATION Tailoring to the specific needs of the practice considering local demographic and prescription needs (5% 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.

✓ Find the latest Ideal Assortment Recommendation on Brand Regulator



MUST HAVE STYLES

These proven bestsellers for Versace are a must have in your collections! Have them in stock to ensure you never miss a sale. Simply order online via **my.luxottica.com** and enter your username and password or call 1-800-422-2020.





VERSACE

NEW CLIENT OFFERING

In order to ensure a consistent brand experience, brand standard terms for VERSACE Eyewear require: 18 Unit Minimum Opening Order 36 Unit Annual Target 15% Maximum Annual Exchange Limit

New clients are offered the following special benefits with any **OPENING ORDER** on VERSACE EYEWEAR.

VALID: JAN 1st 2020 until superseded

ASSORTMENT MANAGEMENT	 ✓ "MUST-HAVE" SKUs – PROVEN NATIONAL BEST SELLERS ✓ Ideal Assortment (Optical/Sun) and Never Out of Stock Lists
TRAINING	 Luxottica University VERSACE Brand Identity Page Download Luxottica University VERSACE Collection Highlights Fall/Winter Module (Add-On) Luxottica University VERSACE Collection Highlights Spring 2020 (M2) Luxottica University VERSACE Collection Highlights Summer 2020 (M1)
MERCHANDISING TOOLS*	PERMANENT TOOLS OPTIONAL ✓ In Store Logo Plaque ✓ Tower (Lockable – No lighting) ✓ In Store Glorifier ✓ Tray ✓ In Store Display ✓ In Store Logo Header in Small/ Large *Sales Consultant may retrieve these items if Annual commitments are not met.
SPECIAL OFFER	 Ask your Sales Consultant the most current offer available.



VERSAC

PA



Grazie



VERSACE