



Brand Standards

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VERSACE

THE BRAND



VERSACE IS ONE OF THE WORLD'S
MOST FAMOUS and ICONIC
LUXURY BRANDS.

VERSACE IS

POWERFUL

PROVOCATIVE

GLAMOROUS

PASSIONATE

SEDUCTIVE

VERSACE PRODUCES LUXURY GOODS

UNDER THE ARTISTIC DIRECTION

OF DONATELLA VERSACE.

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)
- 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 brand offering

BRAND PLACEMENT & MERCHANDISING 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.

MINIMUM 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, at least 2 other Luxury brands (>\$250 MSRP)

BRAND COMMITMENT REQUIRED EVERY CALENDAR YEAR

BRAND COMMITMENT

- Min **36 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

- **18 Frames** 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:

- ✓ 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



MAXIMIZING ASSORTMENT MIX

RECOMMENDED ASSORTMENT MIX





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.



OVE1184 1261 | 53



OVE3211 GB1 | 54



OVE1163 1252 | 52



OVE1233 1366 | 53



OVE3192 GB1 | 54



OVE4361 GB1/87 | 53



OVE2199 100281 | 56



OVE2198 1002T3 | 54



OVE4290 GB1/8G | 57



OVE2180 100087 | 44

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

- ✓ In Store Logo Plaque
- ✓ In Store Glorifier
- ✓ In Store Display
- ✓ In Store Logo Header in Small/ Large

OPTIONAL

- ✓ Tower (Lockable – No lighting)
- ✓ Tray

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

SPECIAL OFFER

- Ask your Sales Consultant the most current offer available.





Grazie



VERSACE