

# RAY-BAN EXCLUSIVE COLLECTION FOR VISION SOURCE – MERCHANDISING GUIDELINES



# DRIVING SELL-THROUGH WITH CO-BRANDED MERCHANDISING TOOLS

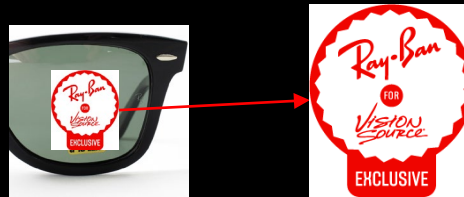
## CO-BRANDED LOGO PLAQUE AND TENT-CARD WITH DEDICATED VISUAL ASSETS

CREATE A FOCAL POINT IN STORE BY USING THE DEDICATED LOGO PLAQUE AND TENT CARD CLOSE TO THE COLLECTION AND/OR ON WINDOWS



## EXCLUSIVE STICKERS FOR LENSES

APPLY THE STICKERS TO YOUR RAY-BAN EXCLUSIVES. GRAB CUSTOMERS ATTENTION AND REMIND YOUR TEAM THESE FRAMES ARE EXCLUSIVE TO YOU AND COME WITH A HIGH PROFIT MARGIN



## SHELF TALKER

FOCUS ON THE CUSTOMER EXPERIENCE AND CREATE A 360\* IN-STORE COMMUNICATION BY ENHANCING THE PRESENTATION WITH THE DEDICATED SHELF TALKERS



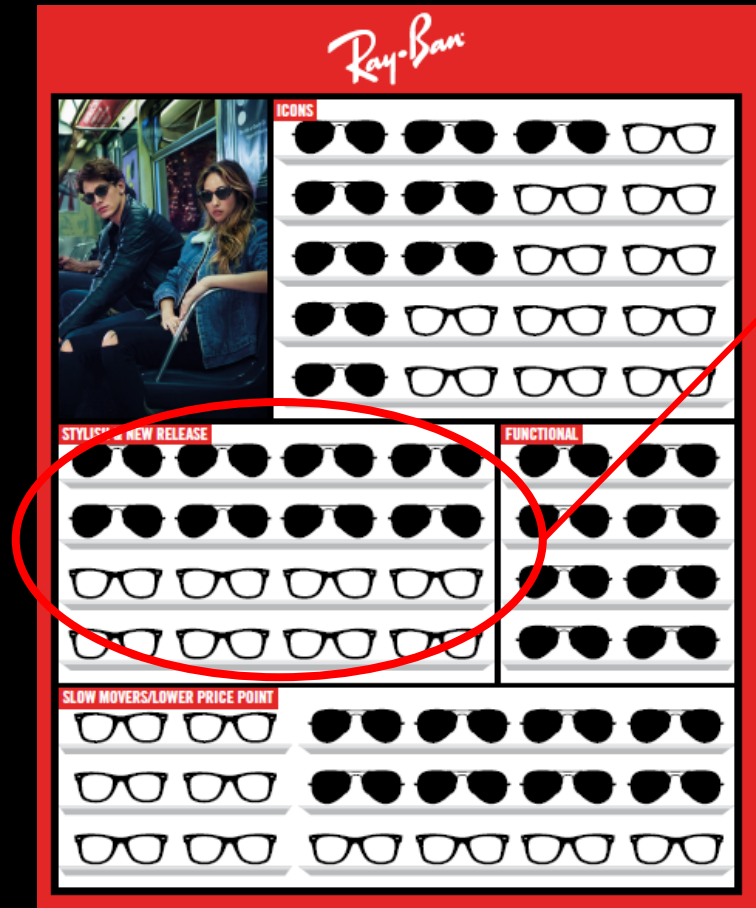


EXCLUSIVE  
COLLECTION FOR  
*VISION SOURCE*

# TRAFFIC → CONVERSION → MARGINALITY

MERCHANDISE EFFECTIVELY BY HIGHLIGHTING VS EXCLUSIVES, IN ACCORDANCE TO SEGMENTS, COLORS AND KEY BRAND STORIES

INCREASE TRAFFIC AND SALES, **MAXIMIZING YOUR PROFIT**



HIGHLIGHT THE EXCLUSIVE COLLECTION WITH THE SUPPORT OF THE TRADE MARKETING MATERIALS PROVIDED AND MAKE THEM EASY TO IDENTIFY ON THE BOARD



QUICKLY IDENTIFY THEM ON YOUR BOARD AND DRIVE THE CONSUMER CHOICE TOWARDS THE EXCLUSIVES TO LEVERAGE EXCLUSIVITY AND MAXIMIZE YOUR MARGIN

R8

# RX EXCLUSIVE SKUS – VISUAL MERCHANDISING GUIDELINE

GRAY COLOR STORY

BLUE COLOR STORY

BROWN COLOR STORY

BLACK COLOR STORY

RX6943 - SIZE 53  
140 TEMPLE

BLACK/GREY



BLACK/GOLD



BROWN/ROSE GOLD



BLACK



TRANSPARENT GREY/ DARK GREY



BLUE GRADIENT HAVANA



HAVANA



BLACK



RX5413 - SIZE 54  
145 TEMPLE

TRANSPARENT GREY/BLACK



BLUE/HAVANA



HAVANA



BLACK



RX5412 - SIZE 52  
145 TEMPLE

CLEAR/BLACK



TRANSPARENT BLUE



HAVANA



BLACK



RX5414 - SIZE 54  
145 TEMPLE

METAL

ACETATE

LIGHT

DARK

RB