

ANNE KLEIN

MERCHANDISING GUIDELINES

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MERCHANDISING SUGGESTIONS

Here are a few suggestions to help you create an Anne Klein eyewear boutique within your retail environment:

- Place Anne Klein eyewear in the most focal or high-traffic area of the dispensary
- Display Anne Klein eyewear as a collection, distinct from other brands
- Keep displays full at all times
- For greater brand visibility, use Anne Klein fixtures to display key pieces from your assortment and merchandise with counter cards and posters for greater impact



DISPENSING MIRROR

10" w x 10.5" h x 5.75" d

Perfect enhancement to your frame display or for your dispensing table.

PRESENTATION AND MAINTENANCE

For the most attractive product presentation, consider the following:

- Create brand stories by displaying frames with complementing attributes together. Arrange by size from small to large, either from top to bottom, or left to right
- Maintain consistent spacing between frames to ensure an orderly presentation and allow customers to focus on the product
- Keep frames and displays clean and free of dust and fingerprints. If displays become damaged, contact us and we will be happy to provide a replacement if available



1-PIECE DISPLAY / LOGO BLOCK

6" w x 2.25" h x 2.5" d

Use top-of-counter to highlight key styles.

BEST PRACTICES AND SELLING TIPS

Some of our accounts have shared their best practices for presenting product to patients. Try these on for size!

- Handle frames as if they were fine jewelry to enhance product value to the consumer
- Point out proprietary design details and logo treatments (proprietary details include the lion logo at the end of every temple tip)
- Polish the frames and hand them to the customer, temples first, inviting them to try on the frames

COMPLETING THE PATIENT EXPERIENCE

Utilize these proven sales strategies to create customer loyalty:

- Present the Anne Klein case to the customer with their completed eyewear
- Present a sunglass companion to their optical frame to promote additional sales



3-PIECE DISPLAY

7" w x 3.25" h x 8.5" d

Use top-of-counter to highlight key styles.

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