

bebe

MERCHANDISING GUIDELINES

MERCHANDISING SUGGESTIONS

Here are a few suggestions to help you create a bebe eyewear boutique within your retail environment that is consistent with the bebe consumer store experience:

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

PRESENTATION AND MAINTENANCE

For the most attractive product presentation, consider the following:

- Group frames by style and with companions, keeping similar size frames together. Arrange frames 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

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
- 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 keep your patient coming back for years to come:

- Present with the bebe case to the customer with their completed eyewear
- Present a sunglass companion to their optical frame to promote additional sales
- Send bebe postcards to invite your customers to view your newest bebe collection



**bebe Swarovski®
Logo Block**

4.25" W x 5" H x 3/4" D

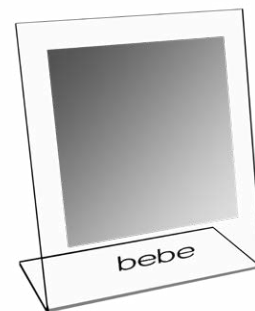
Display near bebe product alongside various bebe visuals for greater brand visibility.



Logo Block

5.5" W x 2.5" H x 2" D

Display near bebe product alongside various bebe visuals for greater brand visibility.



Dispensing Mirror

10" W x 11.5" H x 4.5" D

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



4-Piece Display

13" W x 6.87" H x 6.75" D

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24-Piece Display

14.5" W x 21.75" H x 14.5" D

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**Optional Locking Base
for 24-Piece Display**

14.5" W x 37.25" H x 14.5" D

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