

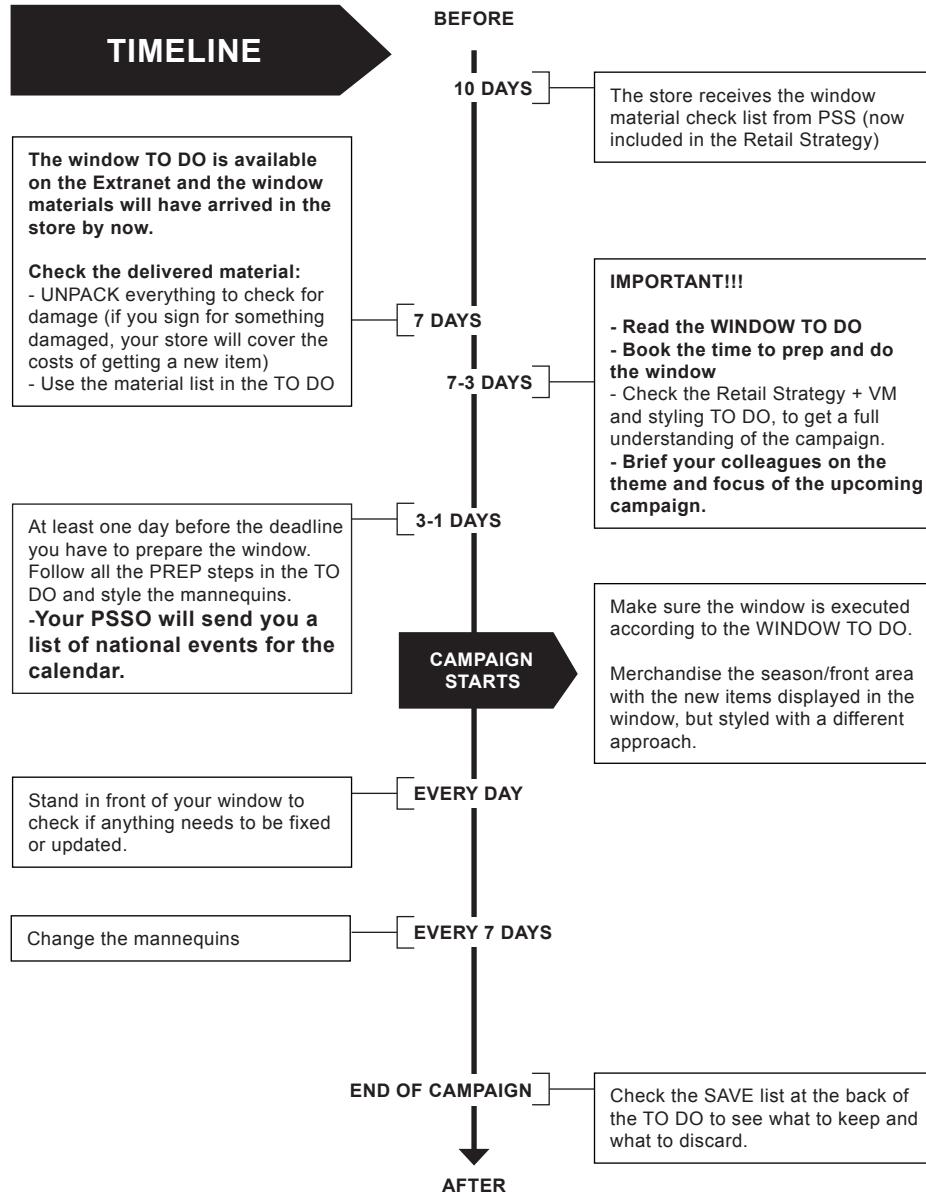


TO DO MONTH

SS 4_16 SUMMER

Retail Strategy
Week 17-23





SS4_16_SUMMER


JACK & JONES CAMPAIGN_SUMMER EVENTS (WINDOW 1+2)
INT Period: week 17 - 23

The moment we've all been waiting for: Summer is here!

Like any summer, this is going to be the best one ever. The topic for this campaign is summer events with a specific focus on sports as there will be a lot of big sports events this summer. European Championship in soccer, Olympics and Tour de France, just to name a few!

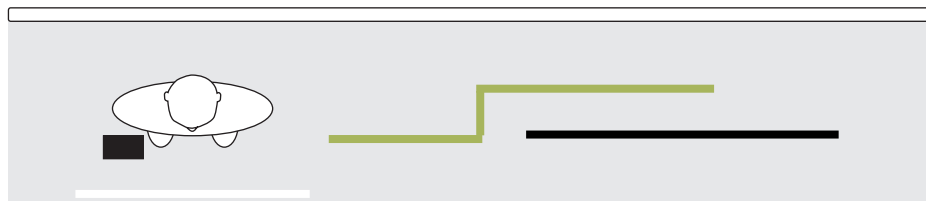
The window will carry the communication of the summer events and the best outfits for them through a calendar and a sign to highlight one event even more. The calendar marks the biggest events and gives you the opportunity to add national or even local events. The main events will be featured on the copper racks alongside a perfect outfit for it. The special banner will set the atmosphere of hanging out and enjoying these events with your friends. It's the perfect summer campaign!



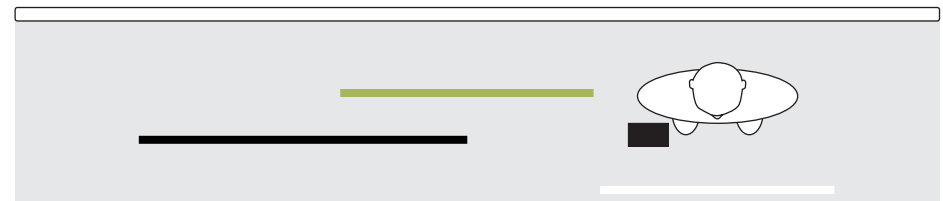
 This foil can be mounted by one person.



WINDOW 1



WINDOW 2



LIST OF MATERIALS

Make sure you have received all materials one week before the window starts.

If anything is missing, please contact:
jjwindow-instore@bestseller.com



A JJ SS SPECIAL BANNER SUMMER
INT 12114368

B RACKS (BLACK) 12093127

C COPPER RACK MEDIUM
REUSE 12093248

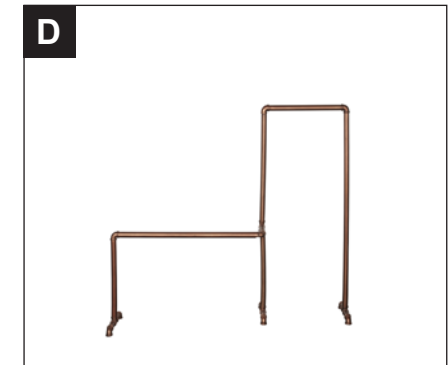
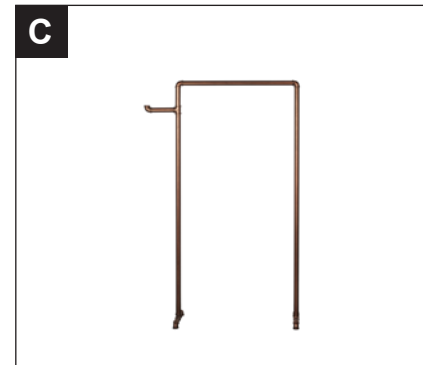
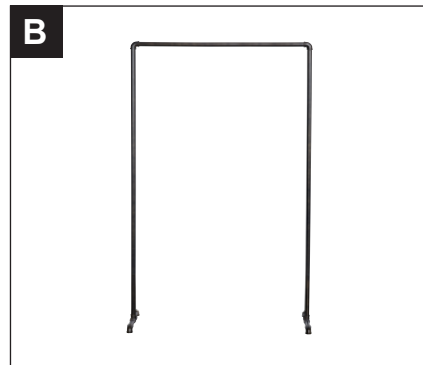
D COPPER RACK LARGE
REUSE 12093249

E CLIPBOARDS
(1 SMALL + 1 LARGE + 6 RINGS)
INT 12112078

CLIP S
REUSE 12077649

CLIP L
REUSE 12102222

F FRAMES FOR CALENDAR
(SET OF 2 - SLIDES + WRENCH)
INT 12112077

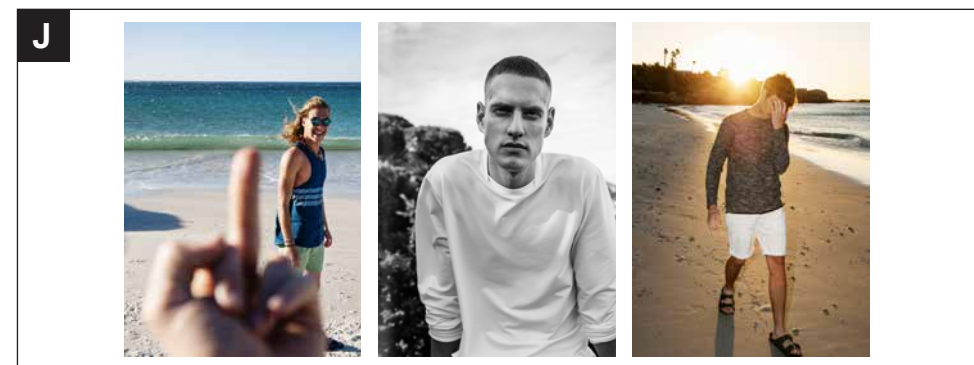
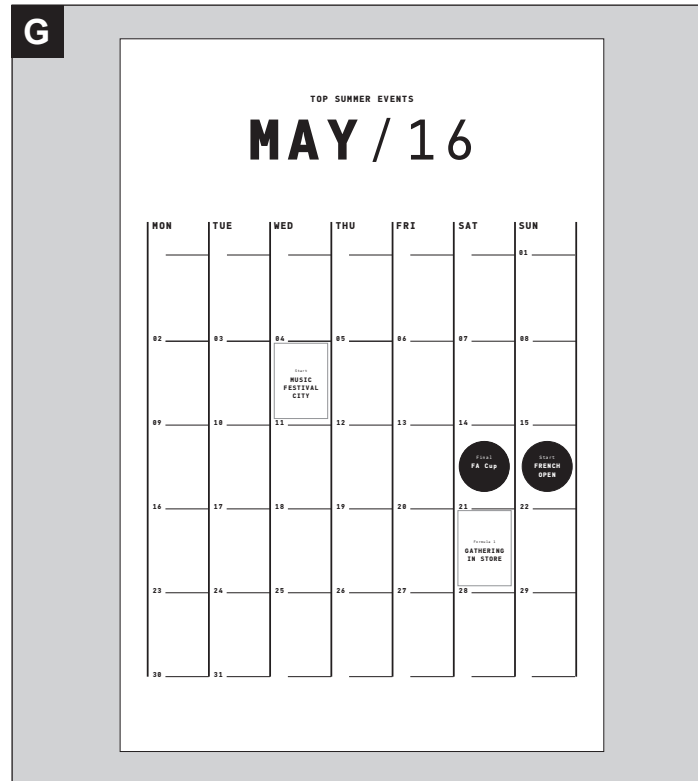


G JJ SS Calendar
 INT 12114403
 FRA 12114405
 BLR 12114406

H JJ SS Window foil
 INT 12114411
 FRA 12114412
 BLR 12114413

I BestSign A4 sticker for calendar
 INT 12115044

J A3 Image Poster
 INT 12114407



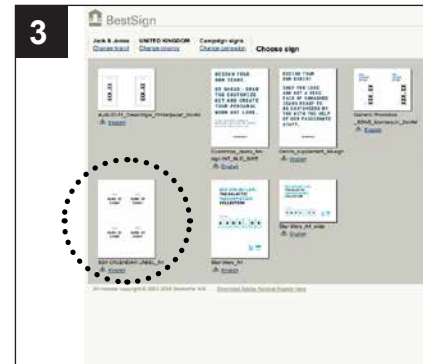
PREP WORK TO DO BEFORE YOU START IN THE WINDOW...



Do some research on local events which are relevant for your customers.
3 national events and **2 local** events for each calendar. Your PSSO will send you a list of national events.



Choose the folder "CAMPAIGN SIGNS" in Bestsign.



Choose the sign "SS4 CALENDAR LABEL", fill in the event information and print the labels.



Place the events on the calendar.



1. Find and steam an outfit that matches the current focus of your window week for week.
 2. Choose the folder "CAMPAIGN SIGNS" in Bestsign.
 3. Choose the sign "AUT 9-10-11 GREEN-STYLE PRINTERPAPER" with vertical prices.



Print and fasten to the small clipboard reusing the small clip from the Autumn 2015 campaign.



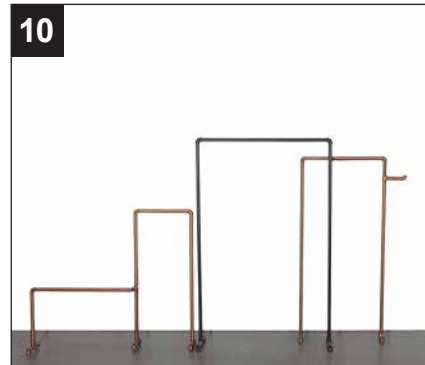
Choose one of the A3 posters and clip it onto the large clipboard with a large clip.



Empty and clean the window inside and outside.



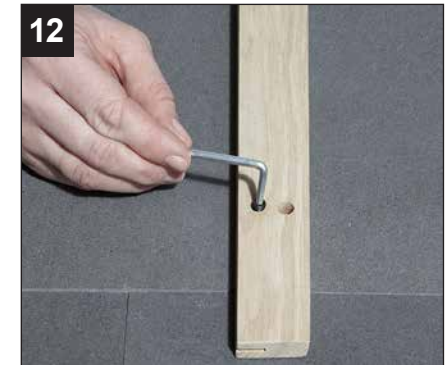
Hang up and steam the special poster.



Assemble the racks



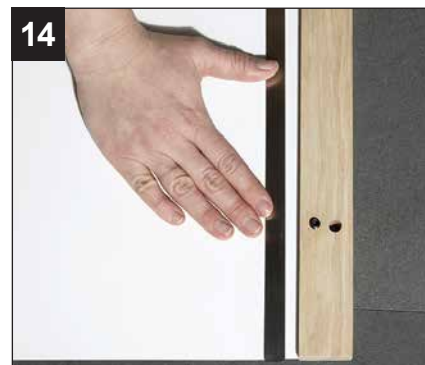
Make sure the rack is level.



Mount the calendar in the top and bottom of the frame.
Unscrew all screws with the allen key - **turn it only 3 times.**



TIP: the slide with holes in it goes on top.
Remove the metal bar inside the wooden slides.



Insert the calendar and reinsert the metal slide under the holes.
The screws should be on the side of the wooden frame facing away from the window pane.



Refasten all screws at the top and bottom - **turn it only 3 times.**



Use the jailer key rings to hang the clip-boards and calendar frame from the racks.

TROPICAL

Flower print
Fruit print
Happy colours

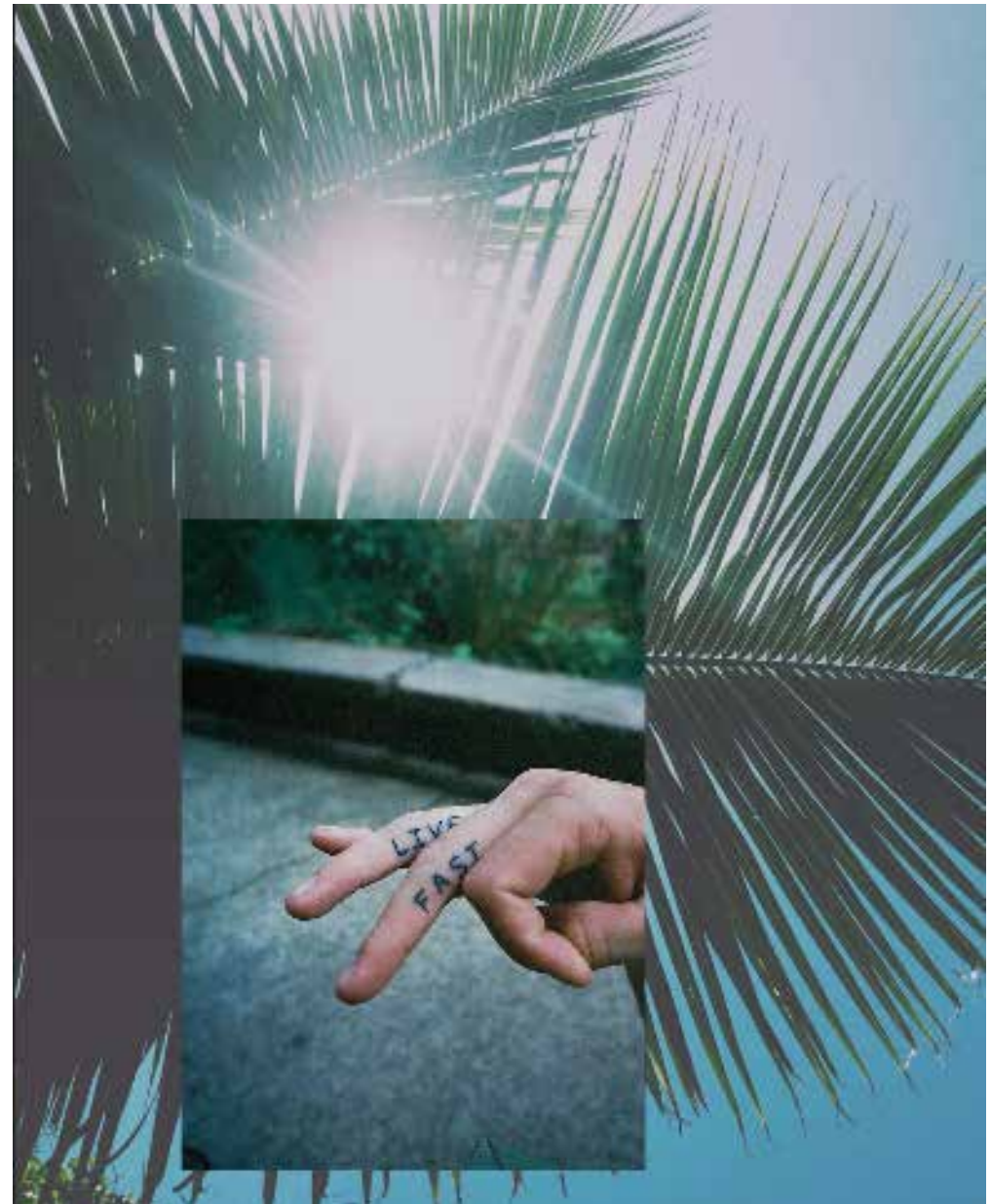
RETRO SPORT

Red and blue colours
Oldschool styling
90th sports reference

THE BASIC

Normcore styling
Basic sweats and tees
Simple trend items
Jeanswear

ORIGINALS
BY JACK & JONES



OUTFITS / ORIGINALS

Remember to place two of these mannequins as inspiration on the different pages with table solutions. Click on the mannequin you want – COPY and PASTE it into the frame on the page with the table solution.



TROPICAL

RETRO SPORT

THE BASIC

STYLING TIPS / RETRO SPORT



STYLING TIPS / THE BASIC



POP COLOURS

- Colourful
- All white
- Fresh feeling

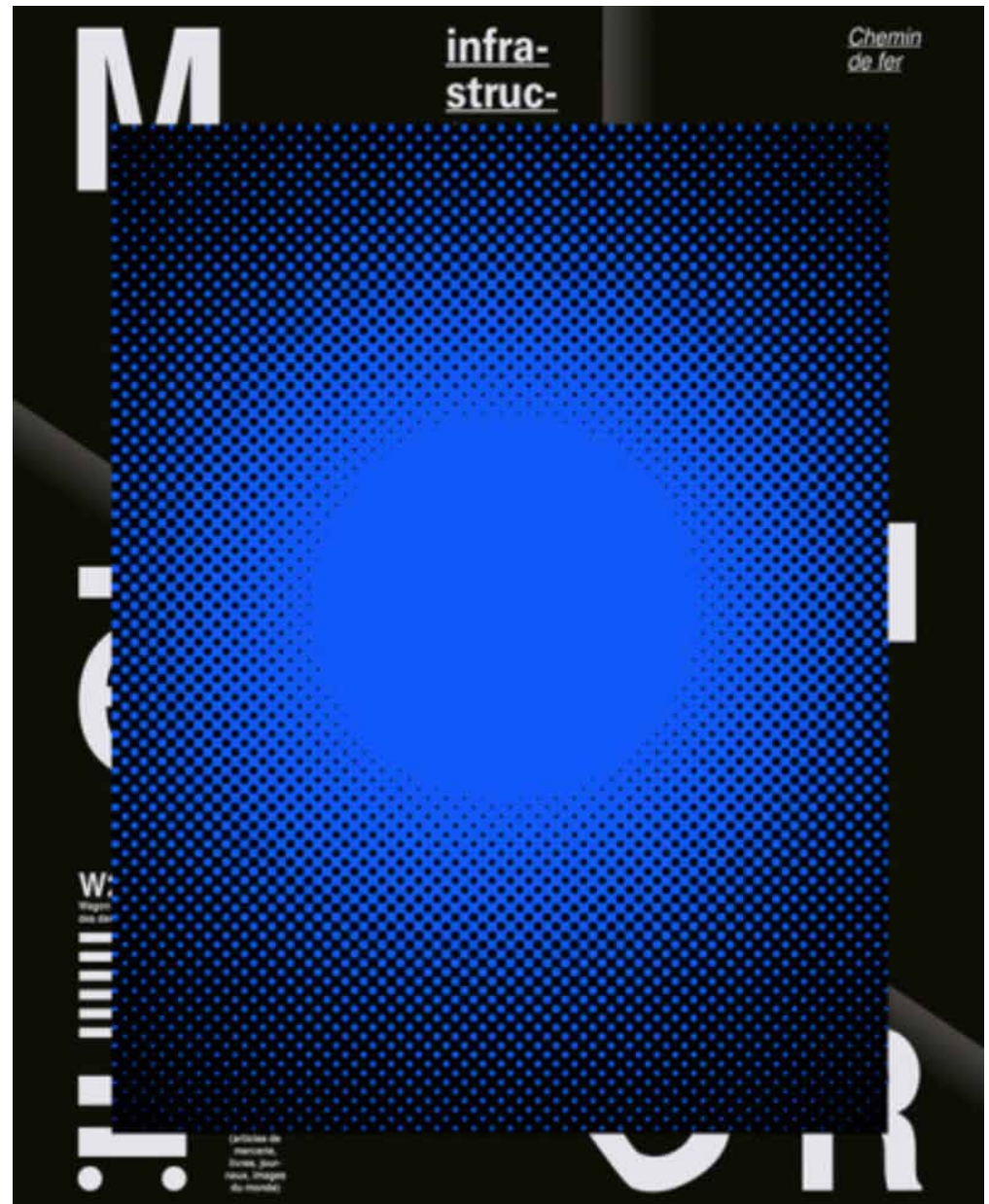
GRAPHIC

- Monochrome
- Strong graphic print
- Statement lettering

SPORT

- Active
- Sweatshorts
- Streetwear

CORE | BY JACK & JONES



OUTFITS / CORE

Remember to place two of these mannequins as inspiration on the different pages with table solutions. Click on the mannequin you want – COPY and PASTE it into the frame on the page with the table solution.



POP COLOURS

GRAPHIC

SPORT

STYLING TIPS / POP COLOURS



STYLING TIPS / SPORT



RUGGED

African inspiration
Dusty Colours
African Prints & Patterns

BLUE BELIEVER

Safari inspiration
Details from uniforms
Blue & Khaki

FREE & EASY

Surfer inspiration
Faded colours
Surfer prints
Palm prints

JACK & JONES
VINTAGE COTTON
QUALITY COTTON



OUTFIT / VINTAGE

Remember to place two of these mannequins as inspiration on the different pages with table solutions. Click on the mannequin you want – COPY and PASTE it into the frame on the page with the table solution.



RUGGED

BLUE BELIEVER

FREE & EASY

STYLING TIPS / RUGGED



STYLING TIPS / BLUE BELIEVER



BLUE

Authentic Getaway
Oriental Inspiration
Picante & Blue Colours
Soft Summer Tailoring
Mosaic Prints & Patterns

BLACK

Monochrome High Summer
Sporty Tailoring elements
Black & White

SUIT UP SUMMER

Fabrics light in colour & weight
Sharp Edge
Classic

BLUE DEPTHS

Minimal
Tropical Prints
Palm prints



PREMIUM
BY JACK & JONES

PREMIUM

Remember to place two of these mannequins as inspiration on the different pages with table solutions. Click on the mannequin you want – COPY and PASTE it into the frame on the page with the table solution.



BLACK

BLACK TREND

BLUE

STYLING TIPS / SUIT UP FOR SUMMER



STYLING TIPS / SOFT SUMMER TAILORING





Make sure the window is clean.



Place the window foil centred in front of the mannequins in the window; **160 cm** above the window floor.



Measure and mark 160 cm. Make sure it is level.



**THIS IS A CUT-OUT FOIL.
DO NOT USE WATER FOR IT.**





21 Wipe all spots with a dry cloth. See the Maintenance guide in the Light Specialist guide on the extranet.



22 Check all bulbs and change those with a miscoloured light.

SPOTS PER MANNEQUIN:

1 mannequin = 2 spots

Group:

2 mannequins = 3 spots

3 mannequins = 4 spots



**SPRING
CLEANING
2016**

IF YOU HAVE ANY OF THESE ELEMENTS IN THE SHOP/STOCK, THEY HAVE TO BE SAVED.



SS4 CLIPBOARD + JAILER KEY RINGS



SS4 FRAMES FOR CALENDAR



CLIP M-L



SS2 CUTOUT JEANS STATEMENT



WOOD LIGHT BOX

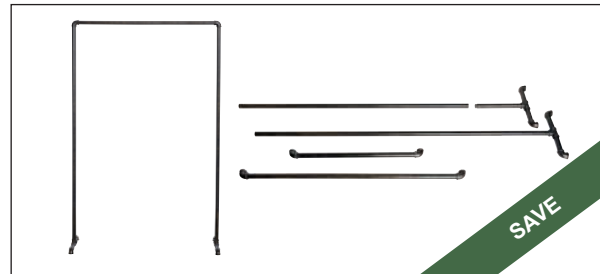
SAVE UNTIL END OF AW1 GO FOR GREAT CAMPAIGN



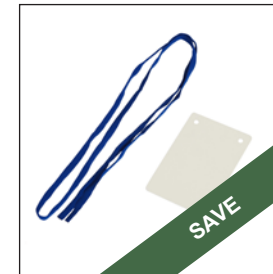
BRACKET FOR MANNEQUIN PODIUM



MANNEQUIN PODIUM



RACK



IN-STORE PENDANT TAG

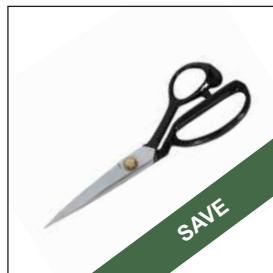


JJ PLASTIC HANGER

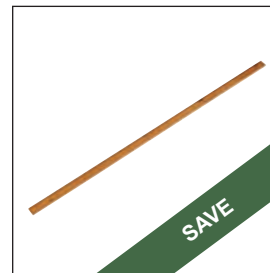
WINDOW TOOLS



MANNEQUIN GLOVES



SCISSOR



WOODEN RULER



FOIL TOOL



WOODEN BOX 2



WOODEN BOX 3



WOODEN BOX 1



AUT 12 2015 BOARD B+F



ACRYLICS FOR BOX



WOODEN BLOCK

DISCARD OF AFTER THE END OF SS4 SUMMER CAMPAIGN



WINDOW BOARD
BRACKET



C-HOOK



OLD SALE RACK



COPPER RACK SMALL



COPPER RACK MEDIUM



COPPER RACK LARGE



BRACKET FOR
CONCRETE BENCH



BRACKET FOR RACK



CONCRETE BENCH SMALL



CONCRETE BENCH LARGE



S HOOK



AUT 10 CLIPBOARD

ARE YOU READY FOR SUMMER SALE?

NBI PLEASE DISCARD ALL OLD PAPER SALE SIGNAGE MATERIAL



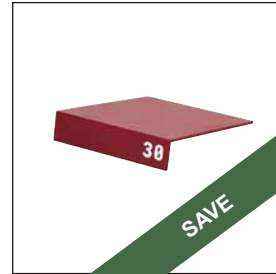
IN-STORE ALARM COVER



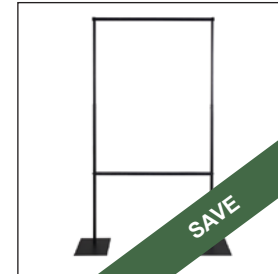
WOODEN IN-STORE SHOE CUBE



WOODEN IN-STORE SIZE HANGTAGS



WOODEN IN-STORE SIZE TABLE SIGNS



SALE RACK



IN-STORE WHITE SALE FRAMES



IN-STORE TABLE SIGN



IN-STORE SIZE TABLE SIGN



IN-STORE SIZE HANGTAGS



ALARM COVER LARGE



CANVAS BANNER LARGE



HANGTAG LARGE



OLD SALE HANGTAG



SALE HANGTAG



OLD SALE



CARPET



FABRIC ROLL



SALE ACRYLIC SIZE SIGN