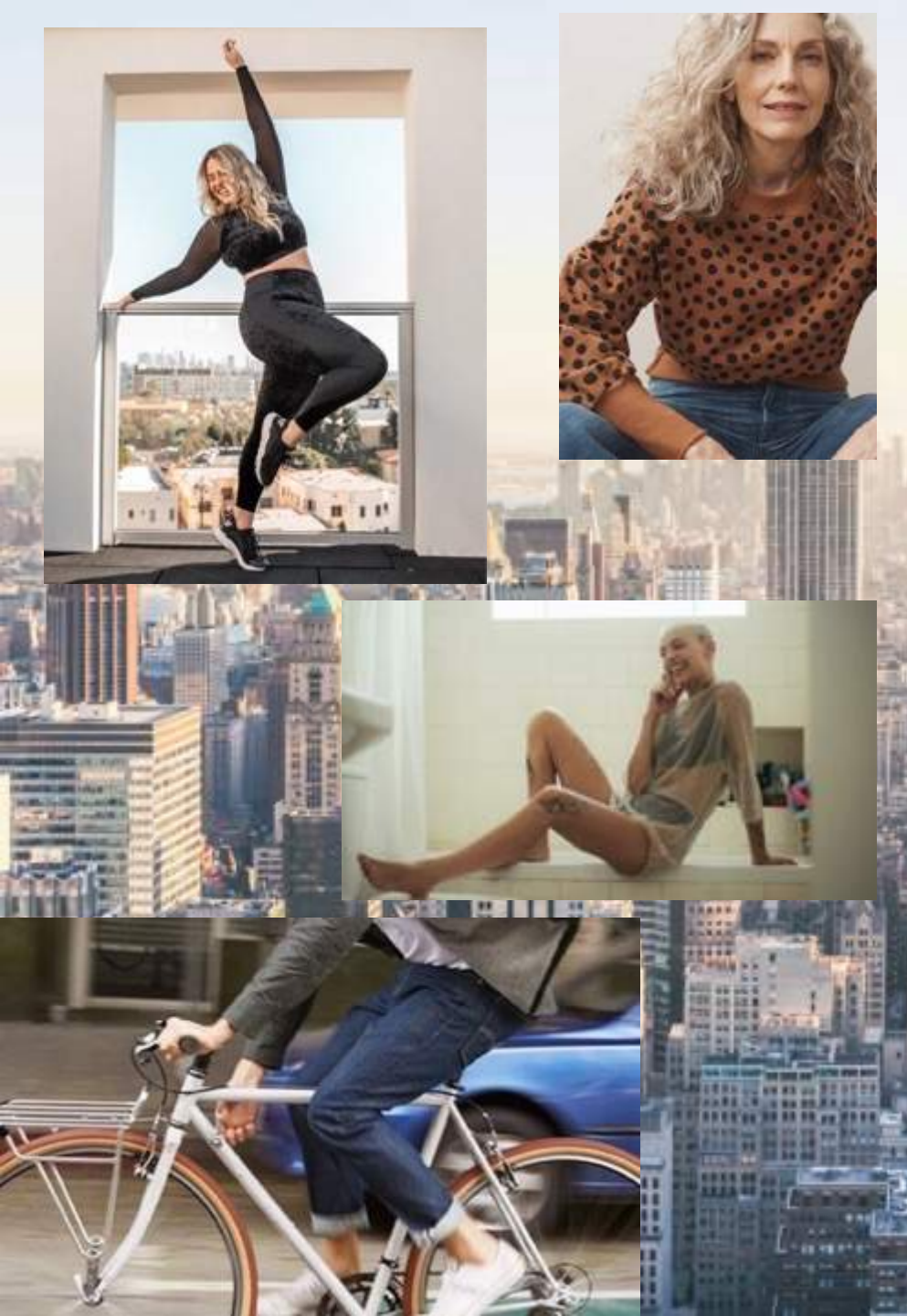




VM guidelines

SHOWROOMS | SS22



INTRO

- Use this VM guide for the set-up of your showroom
- via below link you can enter the 360 showroom as extra support for the set-up
- make sure to also check the slides in this document for more details on the VM

Discover the complete showroom



key initiatives



<https://kuula.co/share/collection/7k7Dg?fs=1&vr=1&zoom=1&initload=0&autorotate=0.16&thumbs=1&info=0&logo=-1>





Classics

SPG22

VM information

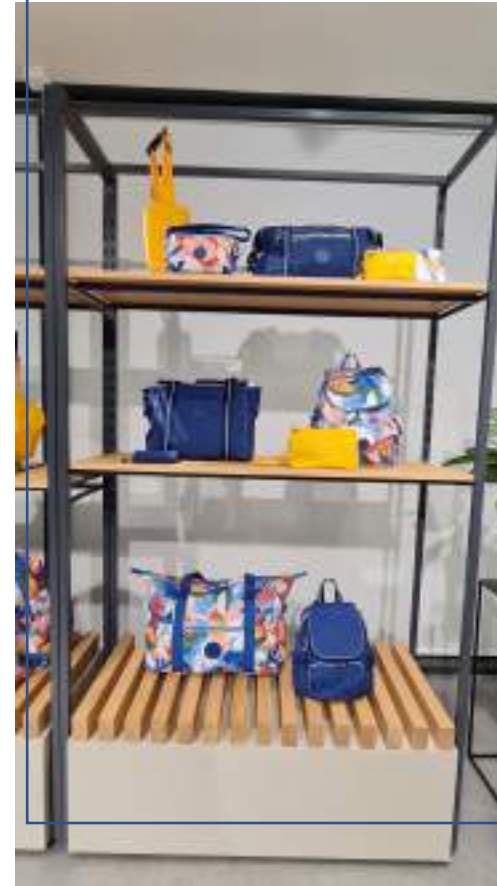
- Merchandise the **Classics collection** together in a wall in your showroom
- Make sure to show this collection close to the Center collection on slide 8.
- Do not mix this collection with other collections from the SS21 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



CORE PLUS



CORE





Classics

SPG22

VM information

- Merchandise the **Classics collection** together in a wall in your showroom
- Do not mix this collection with other collections from the SS21 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



Urban
Black Jq



Pink Flow
Emb

Rich
Black



CORE PLUS





Classics

SPG22

VM information

- Merchandise the **Classics collection** together in a wall in your showroom
- Make sure to show this collection close to the classics collection shown on previous slide
- Do not mix this collection with other collections from the SS21 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.

DT Warm
Rose

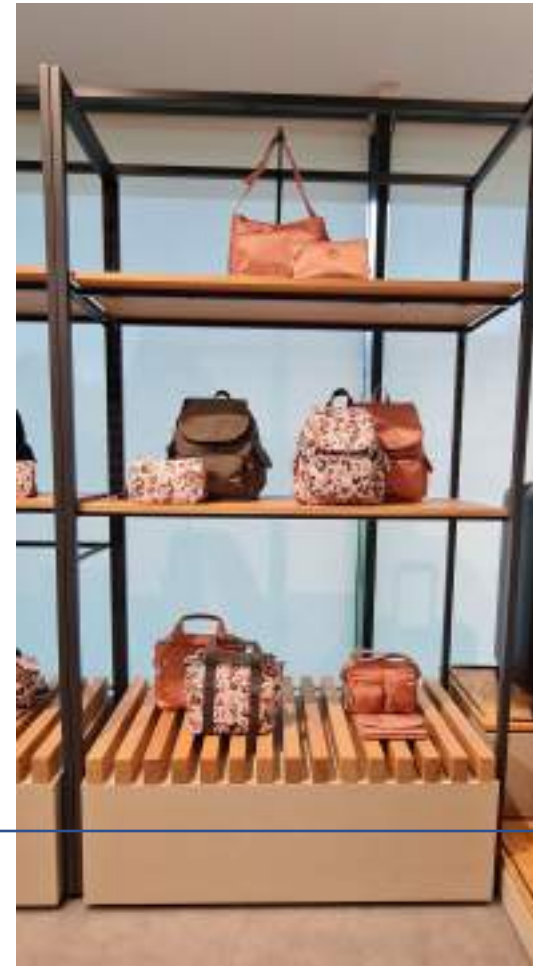
Softly
Spots

Green
Moss

Black
Noir



CORE

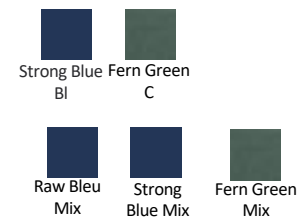




Metro

SPG22

- Merchandise the **Metro collection** together in a wall or on a table in your showroom
- Do not mix this collection with other collections from the SS22 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



TREND





KValley

SPG22

- Merchandise the **Kvalley** on a table or gondola
- show this collection in an area close to the center collection
- Do not mix this collection with other collections from the SS22 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.

Valley
Black C



Valley Yell Bl



Valley Grey C

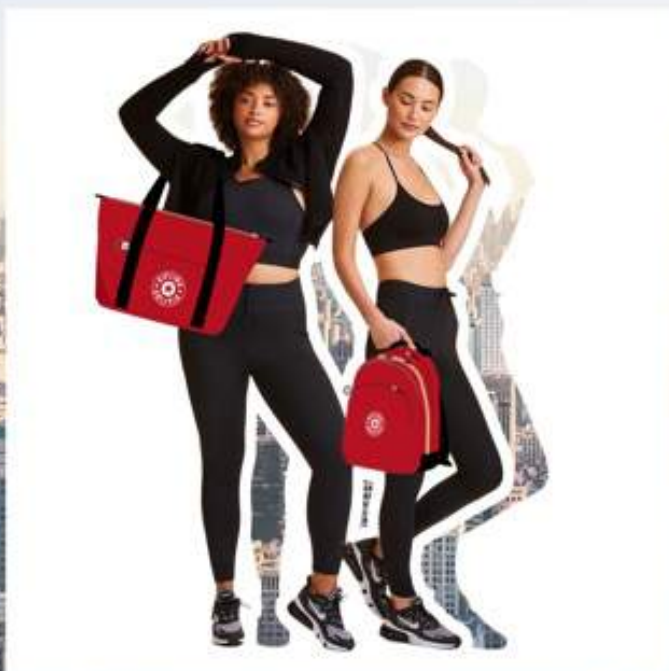
TREND



CENTER

SPG22

- Merchandise the **Center collection** on a table or gondola
- Do not mix this collection with other collections from the SS22 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



CORE PLUS





Paka | muze | Rey

SPG22

Merchandise the **Metro collection** together in a wall or on a table in your showroom

Do not mix this collection with other collections from the SS21 product range

Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



Signature
Beige



Soft
Almond



Soft
Yellow



Paka
Black



Paka
Bleu



Melange
Block

TREND



CORE PLUS

CORE PLUS





Paka | muze | Rey

SPG22

Merchandise the **Metro collection** together in a wall or on a table in your showroom

Do not mix this collection with other collections from the SS21 product range

Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



Straw Tan
Bl



Straw
Yellow Bl



Exuberant
Black

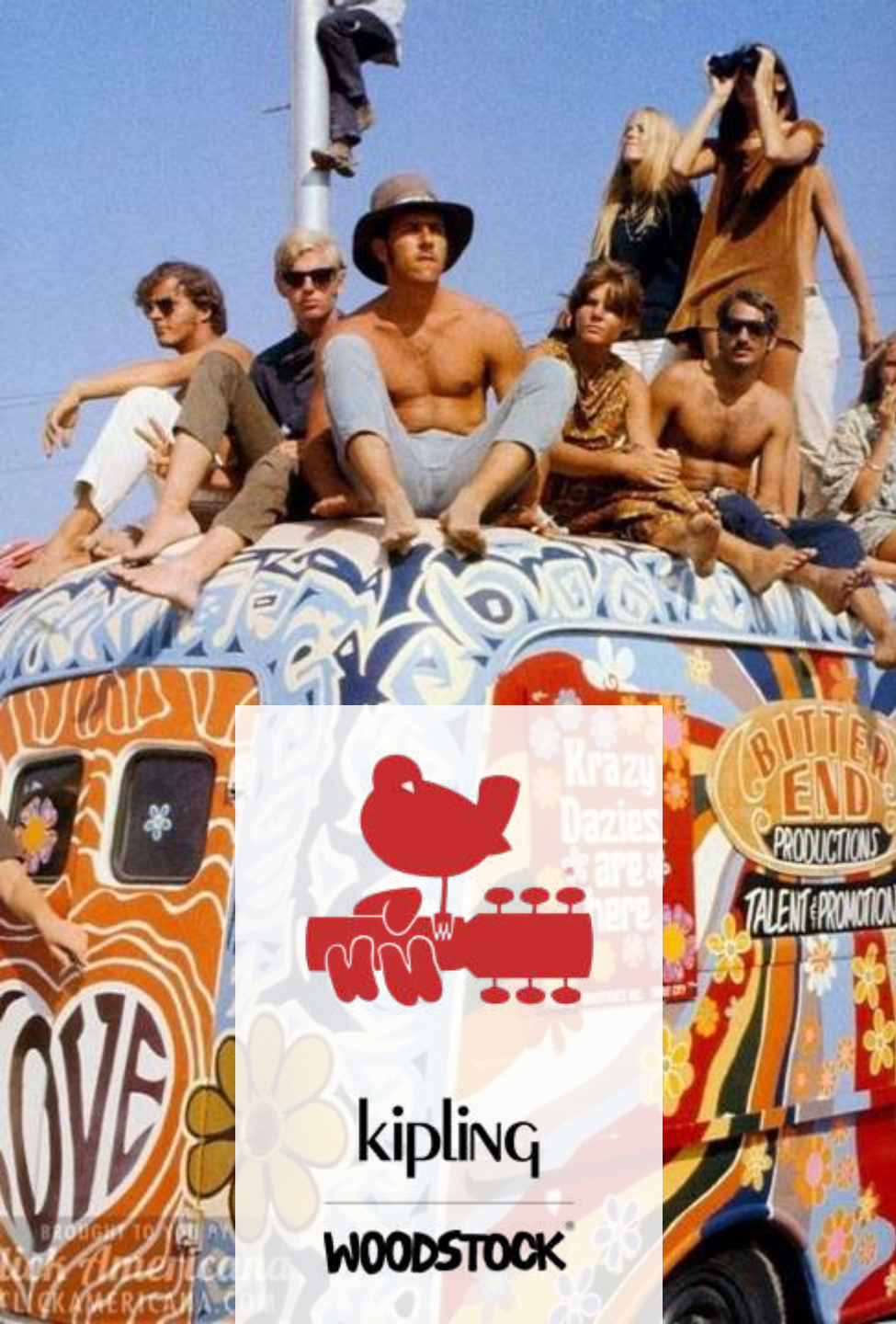
Black FL Black VL BL



TREND



CORE PLUS



Woodstock

SPG22

- Merchandise the **Metro collection** together in a wall or on a table in your showroom
- Do not mix this collection with other collections from the SS21 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



Woodstock
Yellow



Love Paisly Jq



Woodstock
Moss



TREND



Limited edition

SPG22



- Merchandise the limited edition collection in a separate wall or fixture in your showroom
- Do not mix this collection with other collections from the SS22 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



Back to school

SS22

- Merchandise the **back to school collection** in the back of your showroom
- Do not mix this collection with other collections from the SS21 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



Classics

SS22

- Merchandise the **summer classics collection** together in a wall or on a table in your showroom
- Do not mix this collection with other collections from the SS21 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



CORE



DTC EXCLUSIVES



CORE COLLECTION

DTC EXCLUSIVES

CENTER

SS22

- Merchandise the **summer drop of the center collection next to the back to school collection**
- Do not mix this collection with other collections from the SS22 product range
- Pay attention to basic VM standards like stuffing, zipper, shoulder-straps etc.



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