

MAY 2013 HARD SHOP **ROLLOUT** PLANNER



MAY 2013 HARD SHOP ROLLOUT DECORATE E43 DECORATIVE ACCESSORIES

OVERALL FLOOR



- 1.** Product assortment includes lamps, vases, trays, lanterns, candles, frames, bookends and more.
- 2.** Hard shop with construction in 505 stores.
- 3.** New cubby fixtures, etageres and floor cubes are used to display the merchandise.

- 4.** Lamps are placed on moag walls.
- 5.** Pillows may be placed on Russell Williams fixtures if there is not enough moag wall space.

NOTE: Canopy shown in photo is not currently used.

MAY 2013 HARD SHOP ROLLOUT DECORATE

E43 DECORATIVE ACCESSORIES

MOTHER'S DAY (FRONT - TABLE 1)



LINK CANDLES (BACK - TABLE 2)



ACTIONS

- 1.** Merchandise top of fixture with one unit of each item in the Fringe Collection.
- 2.** Back of fixture features Link Candles, made by Nest Fragrances. Link candles for JCP feature seven scents with quality ingredients including premium soy-blend wax bases and alcohol free diffuser formulas.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 DECORATIVE ACCESSORIES

BRIGHTS (FRONT - TABLE 2)



ARCHIPALEGO CANDLES (BACK - TABLE 2)



Abotanicals

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 DECORATIVE ACCESSORIES

GRADUATION FRAMES (FRONT - TABLE 3)



COLLAGE FRAMES (BACK - TABLE 3)



1.

Quantities vary by store.

- If low capacity ownership, fill bottom shelf with accent pillows.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 DECORATIVE ACCESSORIES

FASHION FRAMES (FRONT - TABLE 4)



1. Mix and match pieces from our fresh new frame collections.
2. Quantities vary by store.
 - If low capacity ownership, fill bottom shelf with accent pillows.

FRAMES & CANDLE ACCESSORIES (BACK - TABLE 4)



1. Quantities vary by store.
 - If low capacity ownership, fill bottom shelf with accent pillows.

NOTE: Do not stack Ribbonwick candles as it damages the wick.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 DECORATIVE ACCESSORIES

SOLID WOOD FRAMES



1. Swing Easel frames on the top shelf.
2. Traditional molded frames on the 2nd and 3rd shelves.

SOLID WOOD FRAMES



1. Mix Swing Stratton and Sutton frames on the tower.

MAY 2013 HARD SHOP ROLLOUT DECORATE
E43 LIGHTING
STUDIO MODERN LIGHTING TABLE



- 1.** All lamps are shipped with a bulb and are to be lit during store hours.
- 2.** “Grab and Go” concept makes it easy for customers to simply unplug and take their lamp selection to the nearest checkout.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 LIGHTING

FASHION LAMPS



MICHAEL GRAVES LAMPS



ACTIONS

- 1.** Merchandise all lighting along moag wall at all times, except for any key tables or features statements.
- 2.** Merchandise sections by color/lifestyle story, unless brand is present (Michael Graves, Martha Stewart)
- 3.** Michael Graves is to be merchandised in its own 4-8ft. section.
- 4.** Utilize a 7" X 3" sign holder for each lamp on the shelf.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 LIGHTING

MARTHA LAMPS



STUDIO LAMPS



MOAG SHELF
HEIGHTS

20 OH

28 OH

23 OH

OH = Open Holes

ACTIONS

1. Merchandise Martha Stewart together in 4-8ft. section.
2. Studio Lighting can also be featured on the wall if inventory allows, after filling feature table.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 LIGHTING

CLASSIC GLASS CERAMIC LAMPS



FLOOR LAMPS



ACTIONS

- 1.** Utilize white floor cubes to create a "runway" of floor lamps leading into the department.
- 2.** Cubes are to be grouped together.

MAY 2013 HARD SHOP ROLLOUT DECORATE

E43 LIGHTING

PENDANT LAMPS



ACTIONS

- 1.** Pendant Lighting is to be hung in the Decorative Accessory shop over the 7 ft. table.
- 2.** Refer to the "How-To" instructions on the following page.
- 3.** Recommendation is to only hang one to two display units, and keep remaining units in backstock until customer is ready to purchase.

MAY 2013 HARD SHOP ROLLOUT DECORATE

E43 PENDANT LIGHTING HOW-TO



STEP 1
Place 2 barnacle clips onto ceiling grid.



STEP 2
Move clip together, thread cord through clips.



STEP 3
Make a knot in cord.



STEP 4
Loosen screw in canopy.



STEP 5
Bunch cord together.



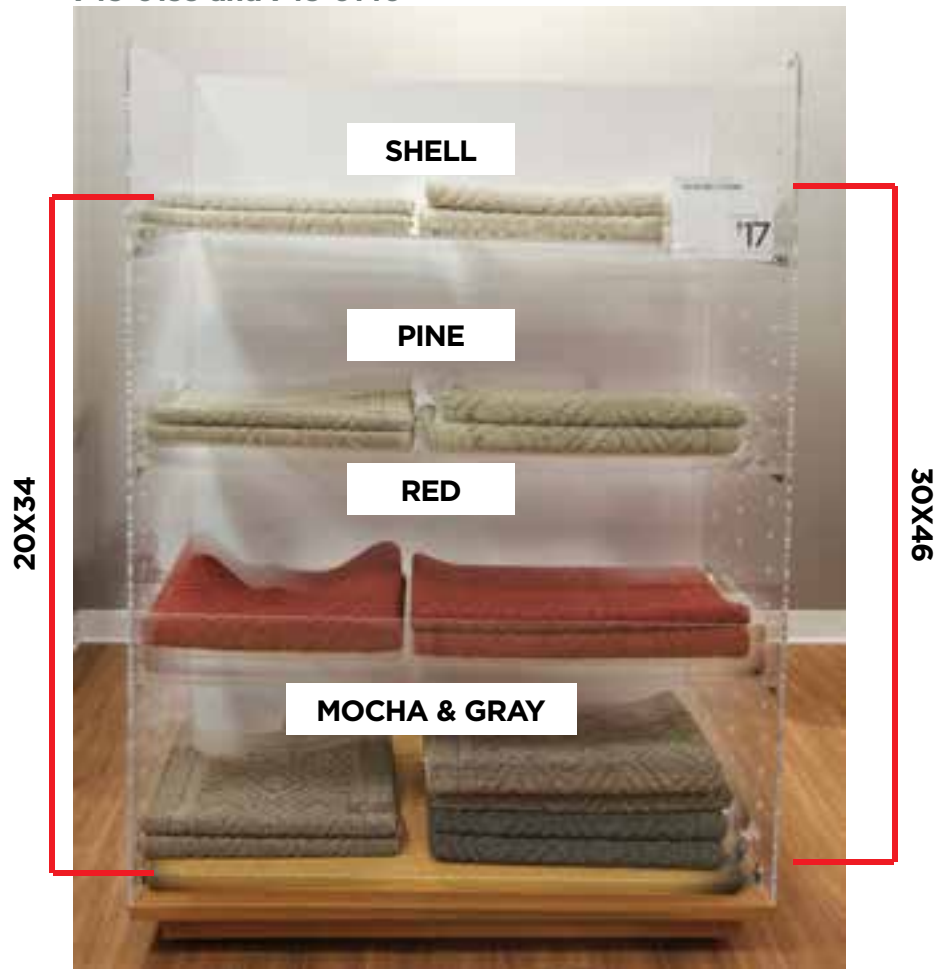
STEP 6
Track canopy to ceiling.



STEP 7
Hide cord beneath canopy.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 RUGS

ASCOT ACCENT RUGS
745-0139 and 745-0140



ACTIONS

1. Ascot Accent Rugs lots 745-0139 and 745-0140.
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

JCP INTERNAL VISUAL MERCHANDISING

SOFT STEP ACCENT RUGS
745-0155 and 745-0156



ACTIONS

1. Soft Step Accent Rugs lots 745-0155 and 745-0156
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

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MAY 2013 HARD SHOP ROLLOUT DECORATE E43 RUGS

MEMORY FOAM ACCENT RUGS

745-0184, 0187, 0188, 0189, 1237, 1238

MONTOYA BEIGE

MONTOYA CHOCOLATE

BOWDEN

GWEN

30X46

20X34

ACTIONS

1. Memory Foam lots 745-0184, 0187, 0188, 0189, 1237, 1238
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

JCP INTERNAL VISUAL MERCHANDISING

LCL ACCENT RUGS

745-1224, 1225, 1226, 1227, 1208, 1209, 1262, 163

CHARLOTTE

PHOENIX

BALTIMORE

CHEYENNE

**RUG GRIPPER
28X42**

**RUG GRIPPER
5X8**

TAPE

20X34

30X46

ACTIONS

1. Level Cut Loop (LCL) Accent Rugs lots 745-1224, 1225, 1226, 1227, 1208, 1209, 1262, 163
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

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MAY 2013 HARD SHOP ROLLOUT DECORATE E43 RUGS

HOOK LOOK/WOOL ACCENT RUGS



ACTIONS

1. Hook look Accent rugs lots 745-1241, 1242, 1243, 1244, 1245, 1246, 1247, 1248, Lynndale Wool 745-1250, 1251, Sabine 745-0125, 0126
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

JCP INTERNAL VISUAL MERCHANDISING

PARSONS ACCENT RUGS



ACTIONS

1. Parsons Accent Rugs lots 745-3165 thru 745-3174, Conover lots 745-3004, 3005
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

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MAY 2013 HARD SHOP ROLLOUT DECORATE E43 RUGS

WINDING BRAID - 45-1254, 1255

NUBBY TWEED ACCENT RUGS - 745-1260, 1261



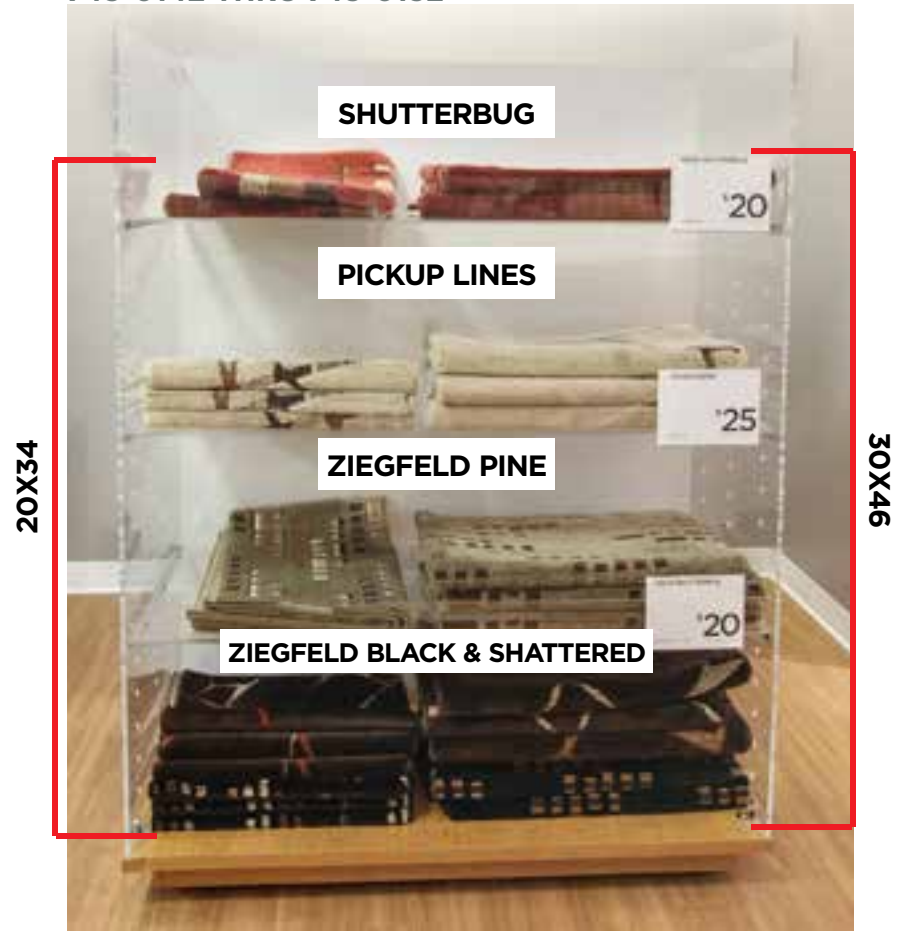
ACTIONS

1. Winding Braid lots 745-1254, 1255, Nubby Tweed lots 745-1260, 1261
2. Top Shelf: Lay 20" X 34" winding braid flat and stack 5 colors.
3. 2nd Shelf: Fold 30" X 46" winding braid in half once and stack all 5 colors.

JCP INTERNAL VISUAL MERCHANDISING

EMBERS ACCENT RUGS

745-0142 THRU 745-0152



ACTIONS

1. Embers Accents lots 745-0142 thru 745-0152
2. Set 30" X 46" size on right side of shelf and 20" X 34" size on the left side of shelf.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 RUGS



ACTION

1. Striped Chindi lots 745-0112 and 745-0113, Countryside 745-1256
2. For Chindis, fold 20" X 34" size once and place to left of shelf with the shortest width facing out.
3. Fold 30" X 46" in half and then fold in half lengthwise again and place to right of shelf.
4. Chindi SG 1-5 and Countryside SG 1-3.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 PILLOWS

OVERVIEW



ACTIONS

- 1.**
Leave top shelf open for graphics.
- 2.**
If you are a furniture store, you may accessorize furniture groups with pillows from this department.
- 3.**
Pillows are to be set on moag walls. If space not available, use Russel William fixture.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 PILLOWS

TAUPE/BROWN PILLOWS



BEIGE/ORANGE PILLOWS



GREY/RED/BLACK PILLOWS



ACTIONS

1. Show 3-4 pillows facing out on each shelf with backstock behind.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 PILLOWS

GREEN/BLUE PILLOWS



BRIGHT PILLOWS (PINK, ORANGE, YELLOW)

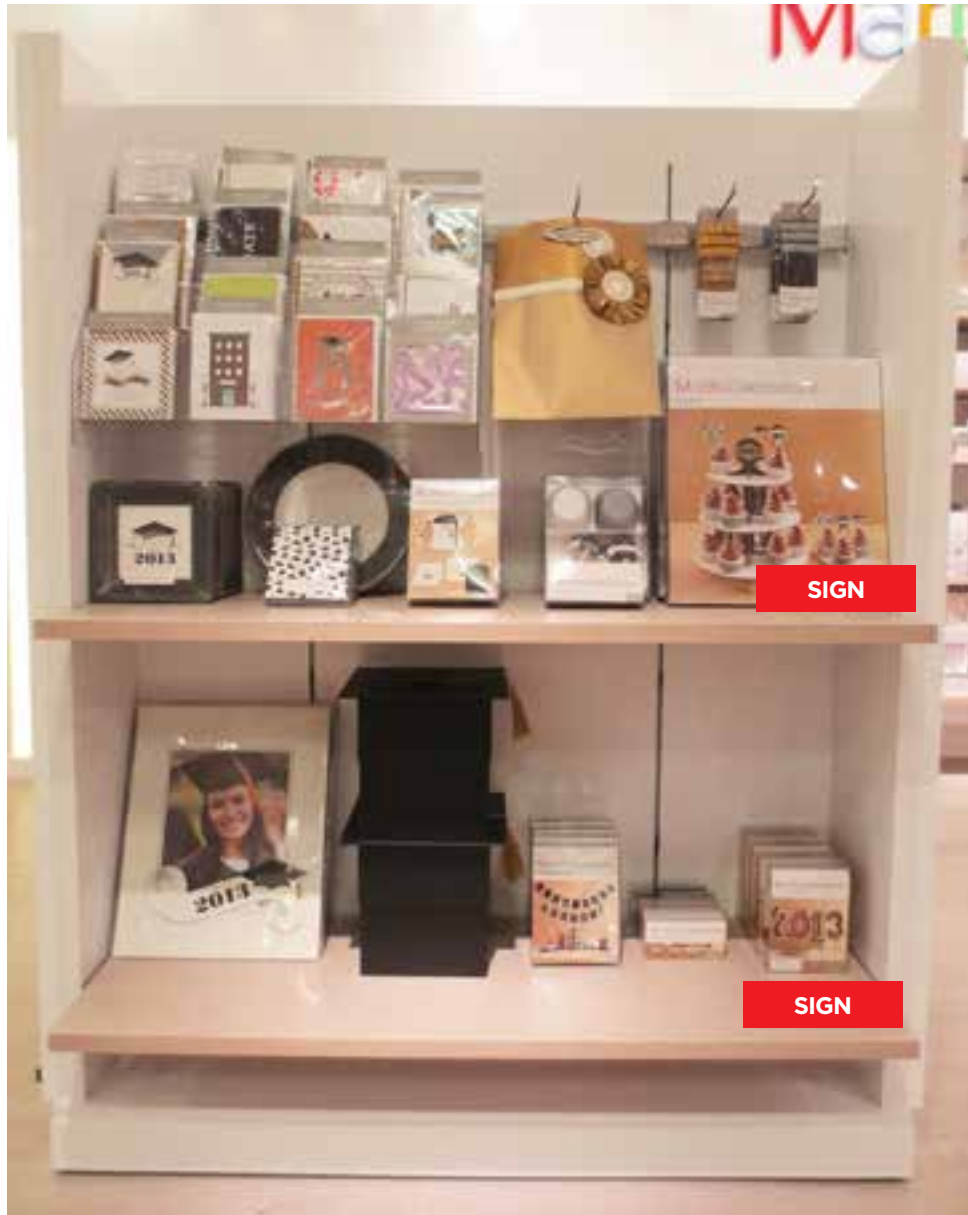


ACTIONS

1. Show 3-4 pillows facing out on each shelf with backstock behind.

MAY 2013 HARD SHOP ROLLOUT DECORATE E43 MARTHA CELEBRATIONS

GRADUATION



1.
Set by 4/25.

2.
Replaces Scarlett on fixture #2. There will be no graduation Party Display kit. Leave Scarlett Display Party until 5/17.

PATRIOTIC

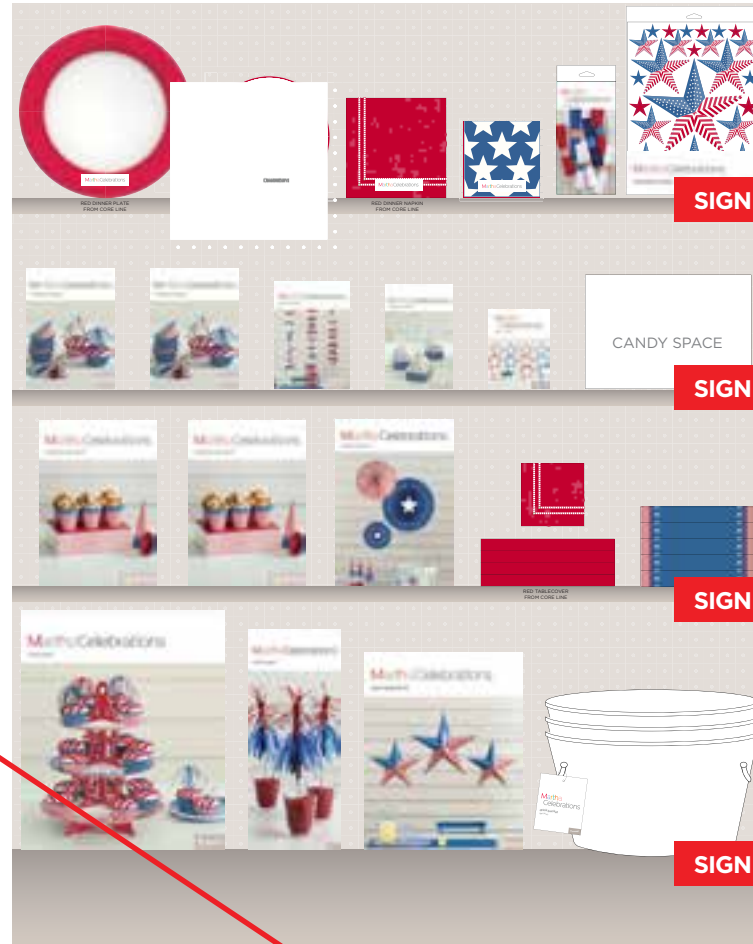


- Hanging decor is hung with white sky hooks & monofilament.
- Seven individual pieces are to be hung individually at varying heights over the feature table.
- Each should be approximately 12"-18" apart and should hang no lower than 40" from floor to bottom of decor.

NOTE:

Drinks shown in photo are props only.

PATRIOTIC



1. Set Patriotic display table as shown by 5/17 (Group lot 741-8041).

2. Apply adhesive stickers (741-9040) to white beverage tub.

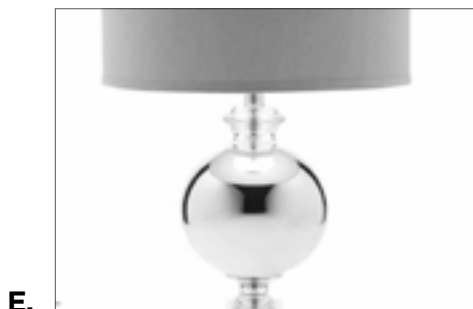
NOTE:
Keep metal beverage tub for future party displays.

3. Place sign on the right of the display.

Apply adhesive sticker
(741-9041)
to white beverage tub.

MAY 2013 HARD SHOP ROLLOUT DECORATE

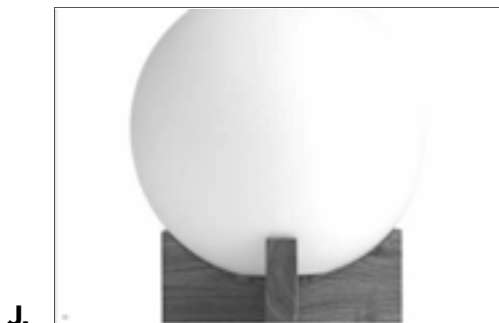
DECORATE - VISUALS



E-PRO		DESCRIPTION	SIZE	QTY	1	2	3	4	5	6
A.	HO-112	Etagere	N/A	each	2	2	2	2	2	2
B.	H64899-44	Martha Lighting Moag Wall Graphic	47.5" X 33.25"	each	2	2	2	1	1	1
C.	H64899-45	Michael Graves Design Moag Wall Graphic	47.5" X 33.25"	each	2	2	2	1	1	1
D.	H64899-46	Studio JCP Home Moag Wall Graphic	47.5" X 33.25"	each	2	2	2	1	1	1
E.	H64899-47	Lamp 1 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	0	0
F.	H64899-48	Lamp 2 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	1	1

MAY 2013 HARD SHOP ROLLOUT DECORATE

DECORATE - VISUALS



	E-PRO	DESCRIPTION	SIZE	QTY	1	2	3	4	5	6
G.	H64899-58	Lamp 3 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	0	0
H.	H64899-59	Lamp 4 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	1	1
I.	H64899-60	Lamp 5 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	0	0
J.	H64899-61	Lamp 6 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	1	1
K.	H64899-62	Pillow 1 Moag Wall Graphic	47.5" X 33.25"	each	2	2	2	2	1	1
L.	H64899-63	Pillow 2 Moag Wall Graphic	47.5" X 33.25"	each	1	1	1	1	1	1

MAY 2013 HARD SHOP ROLLOUT DECORATE

DECORATE - CUEING ELEMENTS



*** Element quantities represent total Home Rollout.**

E-PRO		DESCRIPTION	SIZE	QTY	1	2	3	4	5	6
A.	HO-V126	White Acrylic Risers *	N/A	set/3	54	54	54	54	54	54
B.	HO-V128	Acrylic Box *	12" X 12" X 12"	each	17	17	17	17	9	9
C.	HO-V130	Acrylic Box *	12" X 12" X 6"	each	12	12	12	12	12	12
D.	HO-V131	Acrylic Box *	12" X 12" X 8"	each	15	15	15	15	7	7
E.	HO-V133	Acrylic Box *	12" X 36" X 6"	each	12	12	12	12	12	12

DECORATE - SIGNING STANDARDS EXAMPLES



MAY 2013 HARD SHOP ROLLOUT DECORATE

DECORATE - LIGHTING



ACTIONS

Ensure all spotlights are aimed at priority items.

LIGHTING PRIORITY ORDER:

1. Floor Fixtures

NOTE: Canopy shown in photo is not currently used.

MAY 2013 HARD SHOP ROLLOUT DECORATE

DECORATE - LIGHTING

LIGHTING TIPS:

- Every track includes a flood lamp.
- Flood lamp is to be aimed for overall coverage.
- Spotlights are to be used to highlight merchandise.
- Spotlights along the aisle are intended for first row of display only - trying to aim beyond that they become a source of glare for the shopper.
- Wall wash lighting is used to illuminate visuals and graphics along the walls.
- Verify all lamps are working properly and replace any non working bulbs.
- See diagram for aiming direction.

