

MARCH **2013** HARD **SHOP**
ROLLOUT PEARL

Pearl
GEORGINA CHAPMAN
of MARCHESA

JCP INTERNAL VISUAL MERCHANDISING



WS4630-3_201375120 375 (2 of 2) up: 3/0/13

MARCH 2013 SHOP ROLLOUT PEARL

OVERVIEW

1.

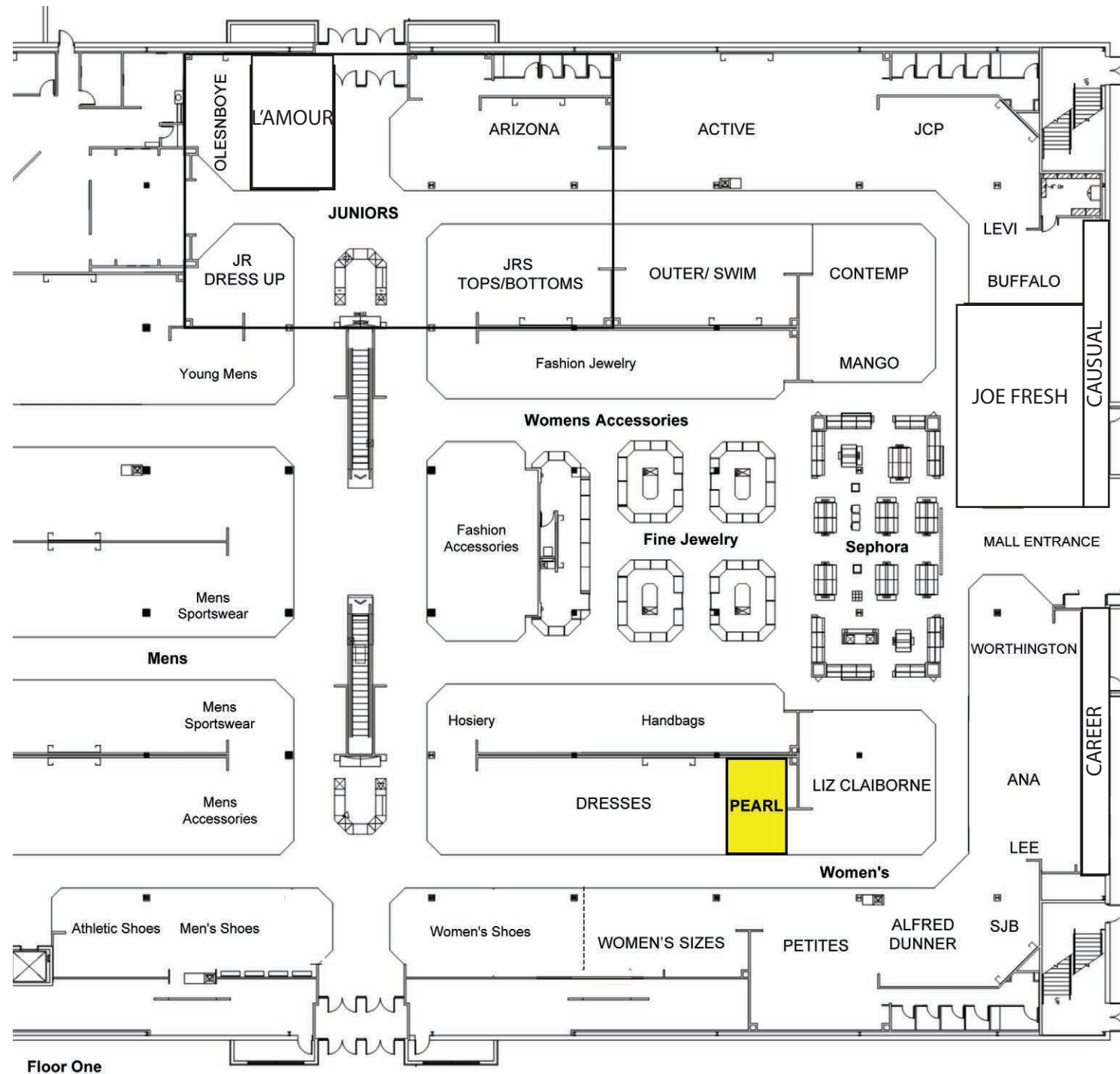
Topical and Hard Shop launching 3/1

2.

Hard Shop 10 stores (store list)

3.

Georgina Chapman brings her fashion magic to jcp with Pearl, a new collection which captures the designer's glamorous and elegant style. Created for holiday parties, black tie events, summer soirees, and the prom, as well as more casual occasions, Pearl will offer beautiful designs at affordable prices for savvy shoppers.



PEARL REPLACES MOST OF THE SOCIAL DRESS CATEGORY AND WILL BE LOCATED IN FORMER SOCIAL SPACE.

MARCH 2013 SHOP ROLLOUT PEARL PROFILE

Fashion designer **Georgina Chapman**, who grew up in West London, moved to New York in 2004 to launch **Marchesa** with co-founder Keren Craig, which quickly became a highly coveted red carpet fashion label.

The chic and glamorous Georgina Chapman is consistently featured on best-dressed lists and magazine covers worldwide and currently serves a permanent judge on Project Runway All Stars. Georgina currently lives in New York with her husband movie producer Harvey Weinstein and their daughter India Pearl who the line is named after.



OVERALL - HARD SHOP - 10 STORES ONLY

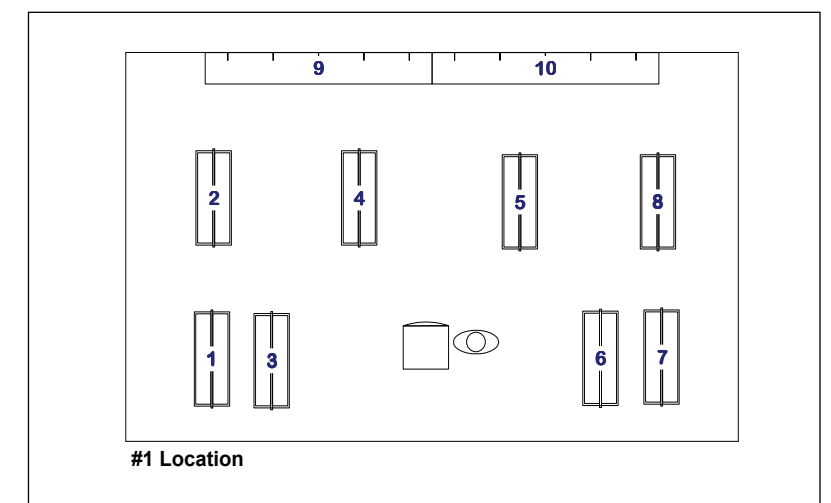


BIG IDEA

1. Pearl of Marchesa

ACTIONS

1. Set front focal statement with chair, Mannequin.
2. Merchandise each ballet bar by color story, refer to the set vision guide pages.
3. Stores with no walls, ballet bars need to be adjusted to support long gowns.



MERCHANDISING TECHNIQUES - HARD SHOP



ACTIONS

1.

Merchandise ballet or t-stand in the following order.

220 1325 Cap Sleeve Tulle/Organza Full Skirt Dress Black

220 1314 Emb Emma Dress Blush

220 1316 Beaded Illusion Neck Shift Dress Blush

220 1319 Beaded Illusion Neck Shift Dress Black



ACTIONS

1.

Merchandise ballet or t-stand in the following order.

220 1300 Strapless Tulle/Organza Full Skirt Dress
Passion Red

220 1306 Sequin Shift Dress Black Sequins

220 1305 One Shoulder Flocked Dot Dress Raspberry
Pink/Black Dot .



ACTIONS

1.

Merchandise ballet or t-stand in the following order.

220 1326 Ivory Lace Dress

220 3302 Black/Ivory jacket

220 6301 Black/Ivory short

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FIXTURES & VISUAL ELEMENTS - HARD SHOP

A. & B.



C.



D.



E. & F.



G.



H.



I.



J. & K.



FIXTURES & VISUAL ELEMENTS - HARD SHOP

	E-PRO	DESCRIPTION	SIZE	#174	#699	#952	#1180	#1761	#1948	#2069	#2071	#2795	#2814
A.	PRL-100	48" Shelf	48"W	2	2	2	2	2	2	2	3	3	3
B.	PRL-V112	Cluster Frames Set of 2 (frames Only)	Large - 18.75"W X 2.5"H Small - 14.5"W X 21.5"H	3	1	2	2	2	1	1	3	3	3
C.	PRL-102	White Ballet Bars	N/A	11	7	14	18	6	13	16	14	4	9
D.	PRL-V100	Mannequin	N/A	1	1	1	1	1	1	1	1	1	1
E.	PRL-V118	Mirror (GC Order)	60"W X 104"H	1	1	1	1	1	1	1	1	1	1
F.	PRL-V106	Logo Decal for Mirror	N/A	1	1	1	1	1	1	1	1	1	1
G.	W64630-3	Skin Wallpaper	48"W X 114"H	0	21	21	21	21	21	21	21	21	21
	W64630-1	Skin Wallpaper (Manhattan only)	48"W X 114"H	21	0	0	0	0	0	0	0	0	0
H.	PRL-V113	Chandelier Lit	40"W X 29"H	1	1	1	1	1	1	1	1	1	1
I.	PRL-V107	Chair	N/A	1	1	1	1	1	1	1	1	1	1
J.	PRL-V109	60" Round Rug	60" D	0	1	1	1	1	1	1	1	1	1
K.	PRL-V116	Form	N/A	1	1	1	1	1	1	1	1	1	1
L.	W64630-3	Cluster Frame Graphics Set of 4 (graphics only)	Large - 18.75"W X 2.5"H Small - 14.5"W X 21.5"H	2	2	2	2	2	2	2	2	2	2
M.	MH-PRL-V109	55" Round Manhattan	55" D	1	0	0	0	0	0	0	0	0	0
N.	PRL-101	Wall Fins	N/A	6	5	4	4	5	4	4	4	5	5
O.	WSH65012	Faceout	N/A	10	4	4	6	3	8	4	19	4	6
P.	WSH641	48" Lateral Hang Bar	48" L	3	2	0	0	3	0	0	0	3	1
Q.	WSH645	Lateral Hang Bar Support End Cap	24"W	6	4	0	0	6	0	0	0	6	2
R.	WSH67812	Lateral Bar Support	39"W X 52"H X 1.25"D	6	4	0	0	6	0	0	0	6	2
S.	PRL-103	Crown Molding	8 Ft. Long	64	64	40	40	56	56	40	88	56	48
T.	PRL-104	Base Molding	8 Ft. Long	64	64	40	40	56	56	40	88	56	48
U.	GC	Fitting Room Local Build Mirror (GC Order)	N/A	0	1	0	0	0	0	0	0	0	0
V.	PRL-V105	Mirror Trim	60"W X 104"H X 4.2"D	1	1	1	1	1	1	1	1	1	1
W.	MH-PRL-V113	Manhattan Visual Element	N/A	1	1	1	1	1	1	1	1	1	1

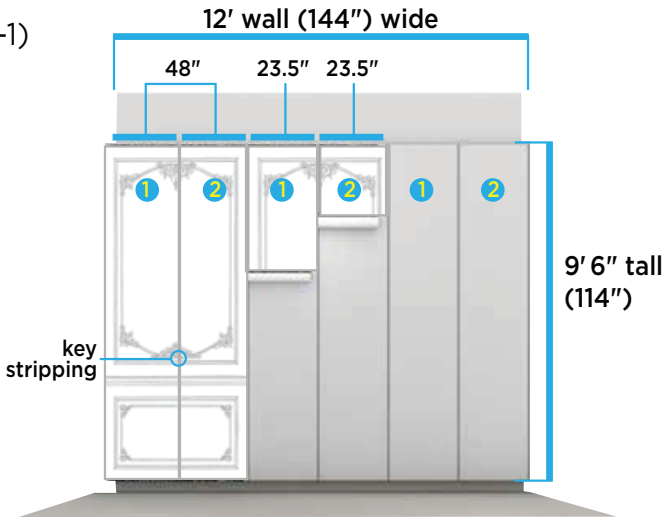
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VISUAL HOW-TO WALLPAPER

PEARLS wallpaper How-To instructions (W64630-1)

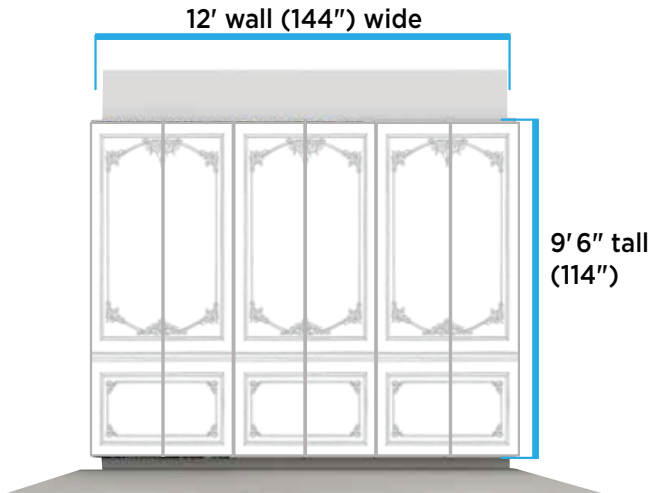
Start with wallpaper

For a 12 foot wide wall, you will need 144" of wallpaper width coverage. Note: the wallpaper is "paired", so it is important to put up the wallpaper next to its partner. For a 12 foot wide wall, you will need 3 pairs of wallpaper. 3x48"= 144"



Completed wall

You should be able to visually see the paired panels creating an ornate wall design through the pairing process.



Other wall sizes

The Pearl wallpaper can accommodate walls up to 40' wide. Note- some wall widths will leave part of the wall uncovered by the wallpaper, and should be centered.

Wallpaper Pair list:

6' wall	1 pair
8' wall	2 pair
10' wall	2 pair
12' wall	3 pair
14' wall	3 pair
16' wall	4 pair
18' wall	4 pair



WALLPAPER ART CLOSE UP



MARCH 2013 SHOP ROLLOUT PEARL

FORM DIRECTIONS



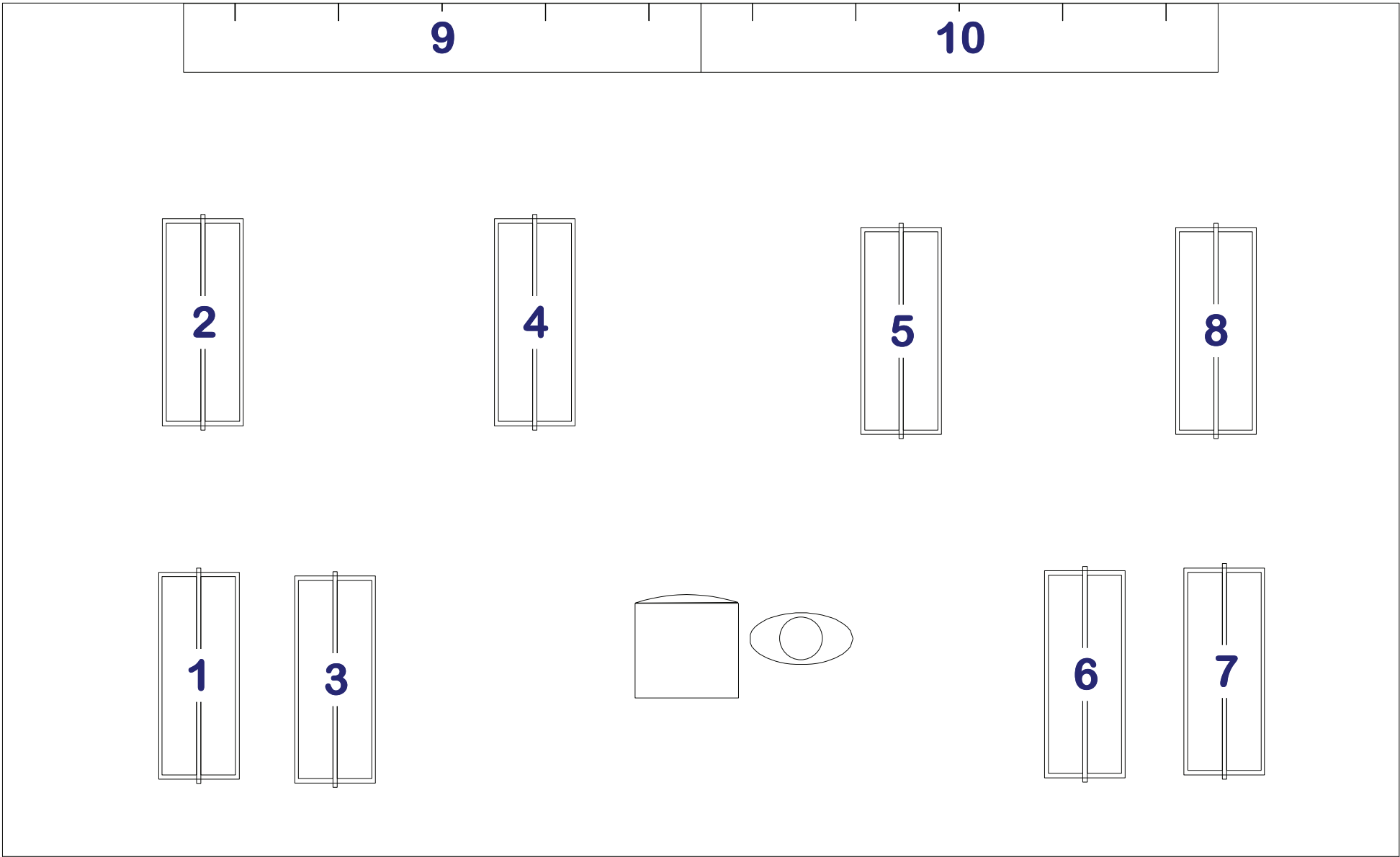
220-2306
(If low on inventory, use **220-1300**)



220-2306

MARCH 2013 SHOP ROLLOUT PEARL

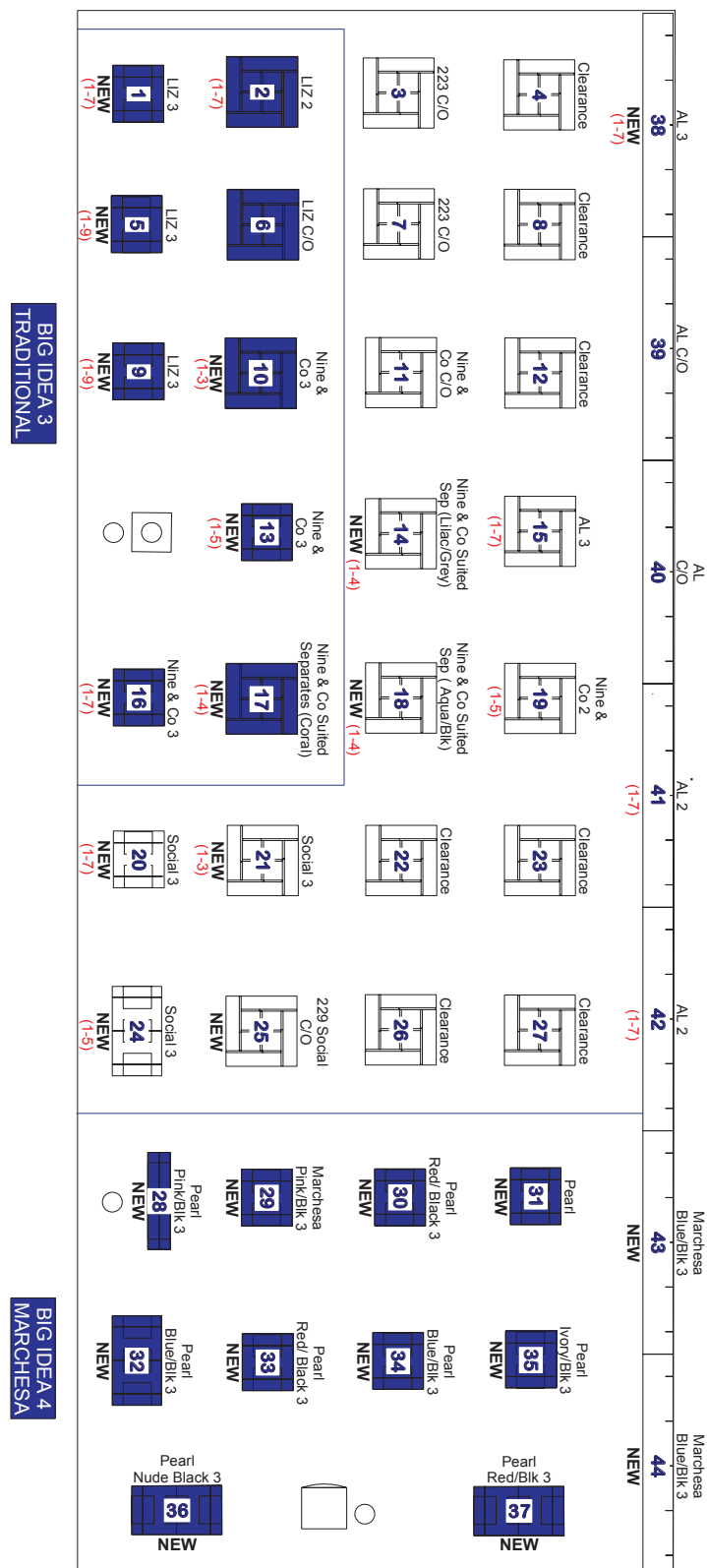
GUIDANCE & DETAILS



#1 Location

- 1 Pearl Red/ Black 3**
 - Item# Item Desc
2201303 PRL ROSETTE DRSS
2201309 PRL BOW BCK DRSS
- 2 Pearl Red/ Black 3**
 - Item# Item Desc
2201303 PRL ROSETTE DRSS
2201309 PRL BOW BCK DRSS
- 3 Pearl Blue/Blk 3**
 - Item# Item Desc
2201323 PRL LACE PEPLUM
2201324 PRL STRPLSS RFFL
2201325 PRL ILLUSION DRESS
2202303 PRL SEQUIN LONG
- 4 Pearl Nude Black 3**
 - Item# Item Desc
2201317 PRL 1SHDLR DRSS
2201318 PRL RFFL SHLDR DRSS
2201319 PRL EMB SHFT DRSS
2202301 PRL RCHD EMB GWN
- 5 Marchesa Blue/Blk 3**
 - Item# Item Desc
2201311 PRL FLCKD DOT DRSS
2201312 PRL BUSTIER DRSS
2201313 PRL FLWR APPLIQUE
2203301 PRL FLRL BLZR
2206300 PRL FLRL SHORT
- 6 Pearl Pink/Blk 3**
 - Item# Item Desc
2201304 PRL STR PRNT DRSS
2201305 PRL BOW SHLDR DRSS
2201306 PRL TRAPEZE DRSS
2201307 PRL OMBRE DRESS
- 7 Pearl Pink/Blk 3**
 - Item# Item Desc
2201304 PRL STR PRNT DRSS
2201305 PRL BOW SHLDR DRSS
2201306 PRL TRAPEZE DRSS
2201307 PRL OMBRE DRESS
- 8 Marchesa Pink/Blk 3**
 - Item# Item Desc
2201314 PRL EMB EMMA DRSS
2201315 PRL EMB RFFL DRSS
2201316 PRL EMB SHFT DRSS
2202300 PRL EMB JUMPSUIT
- 9 Pearl Red/Blk 3**
 - Item# Item Desc
2201300 PRL ORGANZA DRSS
2201301 PRL BUSTIER DRSS
2201302 PRL FLCKD TNK DRSS
2203300 PRL ROSETTE BLERO
- 10 Pearl Ivory/Blk 3**
 - Item# Item Desc
2201326 PRL OVRLY DRSS
2202304 PRL MERMAID DRSS
2203302 PRL PEPLUM JCKT
2206301 PRL LACE SHORT

GUIDANCE & DETAILS - XLARGE



1 LIZ 3	Item#	Item Desc
-	2515017	LC SL PONTE DRS
-	2517015	LC SL TWEED DRS
-	2517018	LC SL LACE DRS
-	2517020	LC SL PEPLUM DRS
2 LIZ 2	Item#	Item Desc
-	2515011	LC ZEBRA PRINT
-	2515012	LC 3/4 WRAP DRS
-	2517005	LC SS MOD DRS
-	2517012	LC SS CLRBLCK DRS
-	2517013	LC SS FRNT ZIP
-	2517014	LC SS FRNT ZIP
3 223 C/O	Item#	Item Desc
4 Clearance		
5 LIZ 3	Item#	Item Desc
-	2517016	LC SL FRNT ZIP
-	2517017	LC SS LACE DRS
-	2517019	LC SS SHIFT DRS
-	2517021	LC SL FLORAL DRS
6 LIZ C/O	Item#	Item Desc
7 223 C/O		
8 Clearance		
9 LIZ 3	Item#	Item Desc
-	2515013	LC SL DRAPE DRS
-	2515014	LC 3/4 SHIFT DRESS
-	2515015	LC 3/4 WRAP DRS
10 Nine & Co 3	Item#	Item Desc
-	2157064	NC SL DOT SHEATH
-	2157065	NC SL SHEATH DRS
-	2157066	NC SL SOLID DRS
-	2157067	NC SL EYELET DRS
-	2157070	NC SL PRNT DRS
-	2157071	NC SL PRNT DRS
11 Nine & Co C/O	Item#	Item Desc
12 Clearance		
13 Nine & Co 3	Item#	Item Desc
-	2152011	NC SS PRNT ITY DRS
-	2157031	NC SL SHIMMER DRS
-	2157034	NC SL SHIFT DRS
-	2157037	NC SS LACE FLARE
-	2157038	NC SL WIDE BLT DRS
14 Nine & Co Suited Sep (Lilac/Grey)	Item#	Item Desc
-	2281012	NC LS JACKET
-	2281016	NC LS JACKET
-	2282012	NC SL PRNT TOP
-	2282015	NC SL TIENCK TOP
-	2282016	NC SL PRNT TOP
-	2283003	NC SS STRIPE DRS
-	2285012	NC SKINNY PANT
-	2285013	NC STRGHT PANT
15 AL 3	Item#	Item Desc
-	2150105	AL TESS SL EYELET
-	2154133	AL SARR DOT DRS
-	2155114	AL SL DARL COWL
-	2157032	AL ALBE 2TONE DRS
16 Nine & Co 3	Item#	Item Desc
-	2154136	NC SL FLORAL DRS
-	2157030	NC SL TWEED DRS
-	2157035	NC SL PRNCESS DRS
-	2157039	NC SL SHIRT DRS

	2157040	NC SL BELT DOT DRS
17	Nine & Co Suited Separates (Coral)	
-	Item#	Item Desc
	2281006	NC LS VNCK JCKT
	2281011	NC LS JACKET
	2282009	NC SL PRNT TOP
	2283002	NC SL SOLID DRS
	2284016	NC STRAIGHT SKRT
	2285011	NC STRAIGHT PANT
18	Nine & Co Suited Sep (Aqua/Blk)	
-	Item#	Item Desc
	2281002	NC LS SOLID JCKT
	2281004	NC LS 1BTN JCKT
	2282001	NC SL TIENCK TOP
	2282006	NC SL TIENCK TOP
	2284008	NC WRAP SKIRT
	2285009	NC STRAIGHT PANT
	2285010	NC STRGHT PANT
19	Nine & Co 2	
-	Item#	Item Desc
	2151306	NC 3/4 LACE DRS
	2155080	NC SS SWNG DRS
	2155081	NC SS COWL NCK DR
	2155083	NC 3/4 SIDE TIE
20	Social 3	
-	Item#	Item Desc
	2290321	JT PEPLUM DRESS
	2290341	JH SLVLSS BLOUSON
	2290351	JH CPLSV RFFL DRSS
21	Social 3	
-	Item#	Item Desc
	2290353	JT CHFFN BOW DRSS
	2290357	JSB STRPLSS DRSS
	2290365	JT STRPE BOW DRSS
	2290378	JT FLRAL SEQN DRSS
22	Clearance	
23	Clearance	
24	Social 3	
-	Item#	Item Desc
	2290302	OC NCKLCE DRESS
	2290317	CA BEADED PNL DRSS
	2290326	JT RCRBCK DRESS
	2290340	AP DECO SHFT DRSS
25	229 Social C/O	
26	Clearance	
27	Clearance	
28	Pearl Pink/Blk 3	
-	Item#	Item Desc
	2201304	PRL STR PRNT DRSS
	2201305	PRL BOW SHLDR DRSS
	2201306	PRL TRAPEZE DRSS
	2201307	PRL OMBRE DRESS
29	Marchesa Pink/Blk 3	
-	Item#	Item Desc
	2201314	PRL EMB EMMA DRSS
	2201315	PRL EMB RFFL DRSS
	2201316	PRL EMB SHFT DRSS
	2202300	PRL EMB JUMPSUIT
30	Pearl Red/ Black 3	
-	Item#	Item Desc
	2201308	PRL STPLRSS ROSE
	2201309	PRL BOW BCK DRSS
	2201310	PRL RCHD PRNT DRSS
	2204300	PRL BUSTIER TOP
	2205300	PRL LACE PANT
31	Pearl	
32	Pearl Blue/Blk 3	
-	Item#	Item Desc
	2201323	PRL LACE PEPLUM

	2201324	PRL STRPLSS RFFL
	2201325	PRL ILLUSION DRESS
	2202303	PRL SEQUIN LONG
33 Pearl Red/ Black 3		
-	Item#	Item Desc
	2201303	PRL ROSETTE DRSS
	2201309	PRL BOW BCK DRSS
34 Pearl Blue/Blk 3		
-	Item#	Item Desc
	2201323	PRL LACE PEPLUM
	2201324	PRL STRPLSS RFFL
	2201325	PRL ILLUSION DRESS
	2202303	PRL SEQUIN LONG
35 Pearl Ivory/Blk 3		
-	Item#	Item Desc
	2201326	PRL OVRLY DRSS
	2202304	PRL MERMAID DRSS
	2203302	PRL PEPLUM JCKT
	2206301	PRL LACE SHORT
36 Pearl Nude Black 3		
-	Item#	Item Desc
	2201317	PRL 1SHDLR DRSS
	2201318	PRL RFFL SHLDR DRSS
	2201319	PRL EMB SHFT DRSS
	2202301	PRL RCHD EMB GWN
37 Pearl Red/Blk 3		
-	Item#	Item Desc
	2201300	PRL ORGANA DRSS
	2201301	PRL BUSTIER DRSS
	2201302	PRL FLCKD TNK DRSS
	2203300	PRL ROSETTE BLERO
38 AL 3		
-	Item#	Item Desc
	2150103	AL GRAC SL LACE DRS
	2150104	AL PHIL SL EYELET DR
	2150107	AL TANY 1 SHLDR
	2155097	AL HARP VNCK DRS
	2155098	AL DARL SL PRNT
39 AL C/O		
-	Item#	Item Desc
	2150546	AL DARLN SL COWL
	2155017	AL SIDE RUFFLE
	2155228	AL S/S EMPIRE- RENEE
40 AL C/O		
41 AL 2		
-	Item#	Item Desc
	2155058	AL EVE SL 2TONE
	2155061	AL HARP SS DOT DRS
42 AL 2		
-	Item#	Item Desc
	2155047	AL SARI SS SOLID DRS
	2155049	AL SONN SL PRNT
	2155050	AL SS RENE PRNT DRS
	2155086	AL BETH SL PRNT
43 Marchesa Blue/Blk 3		
-	Item#	Item Desc
	2201311	PRL FLCKD DOT DRSS
	2201312	PRL BUSTIER DRSS
	2201313	PRL FLWR APPLIQUE
	2203301	PRL FLRL BLZR
	2206300	PRL FLRL SHORT
44 Marchesa Blue/Blk 3		
-	Item#	Item Desc
	2201311	PRL FLCKD DOT DRSS
	2201312	PRL BUSTIER DRSS
	2201313	PRL FLWR APPLIQUE
	2203301	PRL FLRL BLZR
	2206300	PRL FLRL SHORT