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M S X™

BY MICHAEL STRAHAN

WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** STRATEGY OVERVIEW

STRATEGY

- Launch new Active Apparel by Michael Strahan with a more Athleisure look. Exclusive to JCPenney.
- Allocated to 500 stores. [CLICK HERE](#) for Store List
- Solid execution is critical to the success of this program, including relocating existing fixtures, and placing new graphics and merchandise.
- Set adjacent to Xersion and before adidas.

Nike	Xersion	MSX	adidas	Tapout
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KEY DATES

5/11-5/19 - Mannequin lands in stores.

5/13-5/19 - Merchandise arrives in stores.

5/16-5/19 - Graphics land in stores.

5/23-5/27 - Set floor.

GRAPHICS

- 53.125" X 14.375" branded ballet bar topper (M68900-1)
- 32" X 14" hanging brand sign (M68900-2)
- 7" X 5.5" Find More sign (M68900-3)
- 16" X 40" hanging pylon (M69095-1)

FIXTURES (RELOCATED FROM MODERN SPORTSWEAR)

- Modern Ballet Bars (existing in Modern Sportswear)
 - XL** Box Type 1A-2A Qty 8
 - L** Box Type 3A-4A Qty 6
 - M** Box Type 5B Qty 4

WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** **FIXTURES/MANNEQUIN**

MODERN BALLET BAR



- Pre-plan fixture moves prior to arrival of merchandise.
- Modern ballet bars should be relocated from the Modern Sportswear floor in the following order of priority:
 1. JF
 2. Van Heusen
 3. Claiborne
- Replace ballet bars with chrome fixtures from the Active area.

MANNEQUIN (SEE STORE LIST)



[CLICK HERE](#) for Mannequin Store List

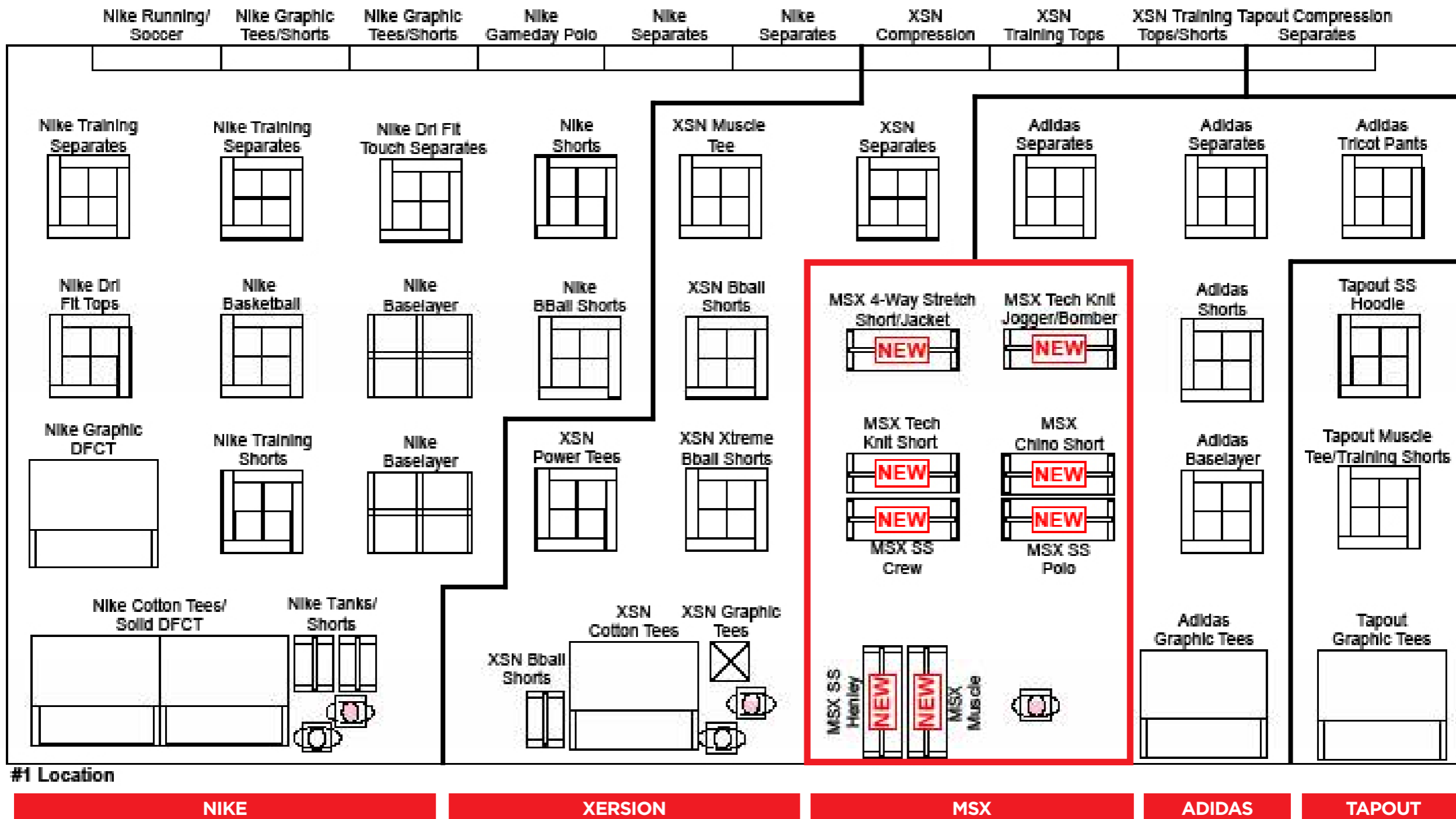
- 344 MSX stores will receive one black mannequin that is the same design as the Collection by Michael Strahan mannequin.

WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** **OVERALL XL** (BOX TYPE 1A-2A)



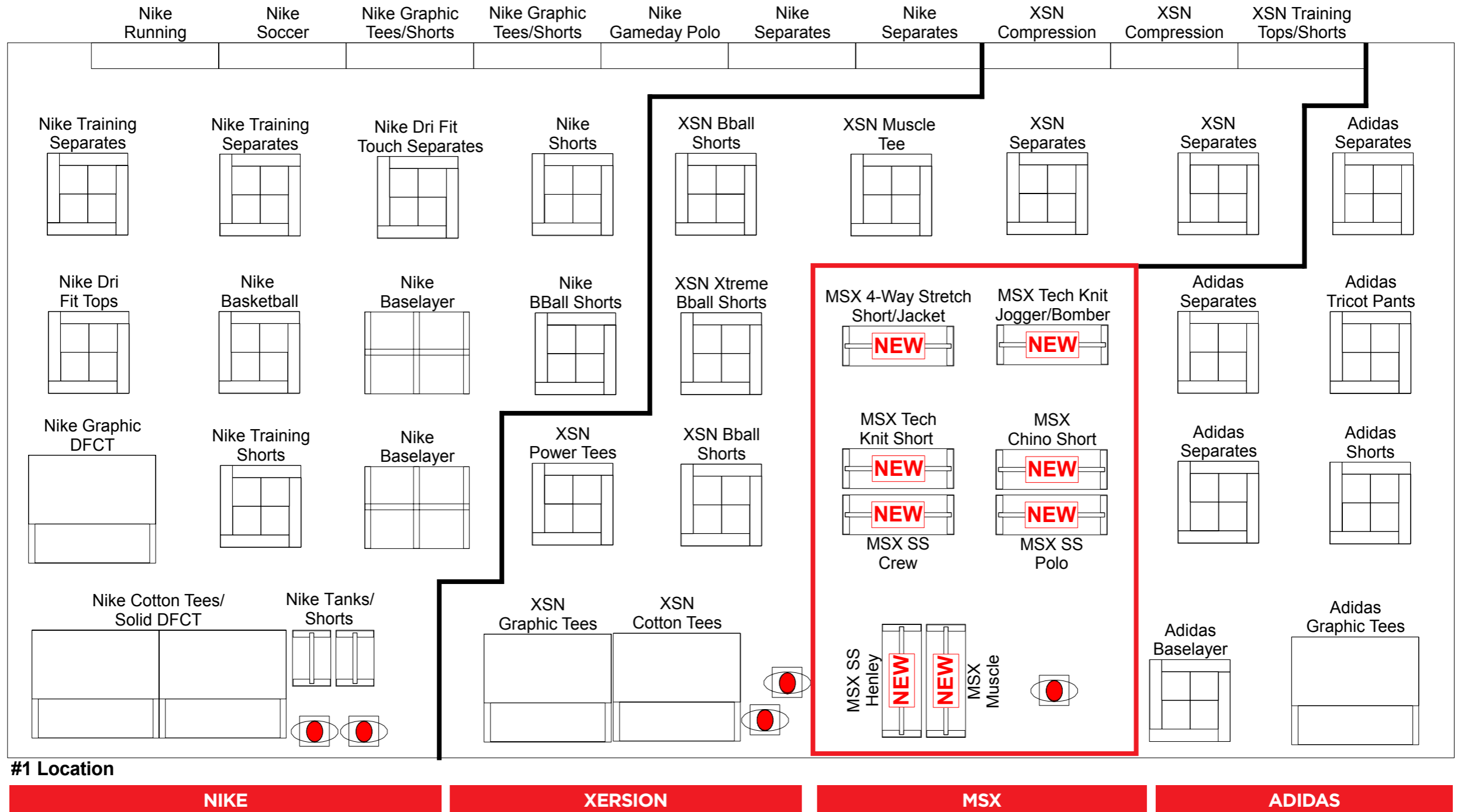
WEEK 17 PLANNER MSX BY MICHAEL STRAHAN XL (WITH TAPOUT)

MSX should be set adjacent to Xersion before adidas.



WEEK 17 PLANNER MSX BY MICHAEL STRAHAN XL (WITHOUT TAPOUT)

MSX should be set adjacent to Xersion before adidas.

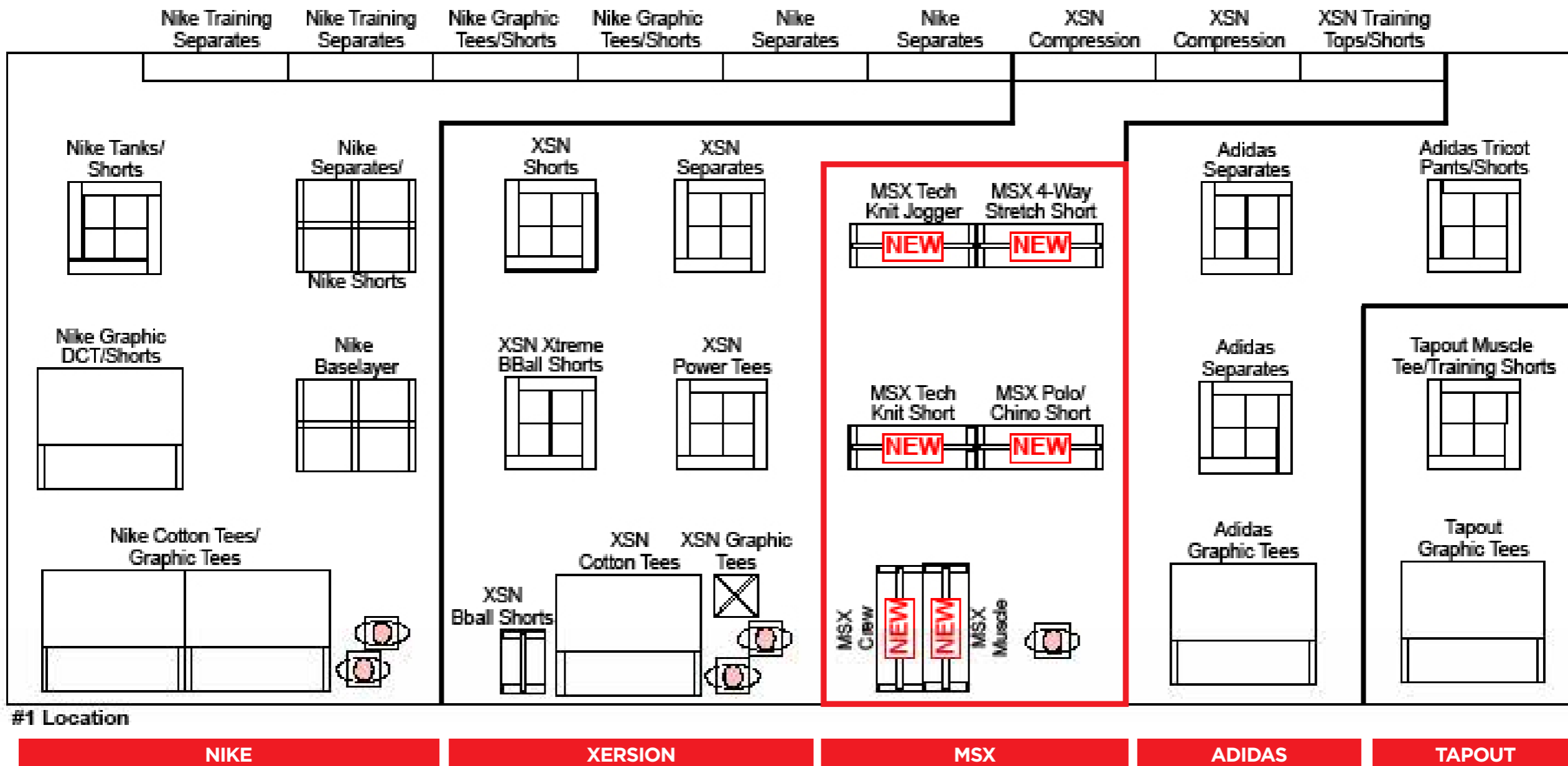


WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** **OVERALL LARGE** (BOX TYPE 3A-4A)



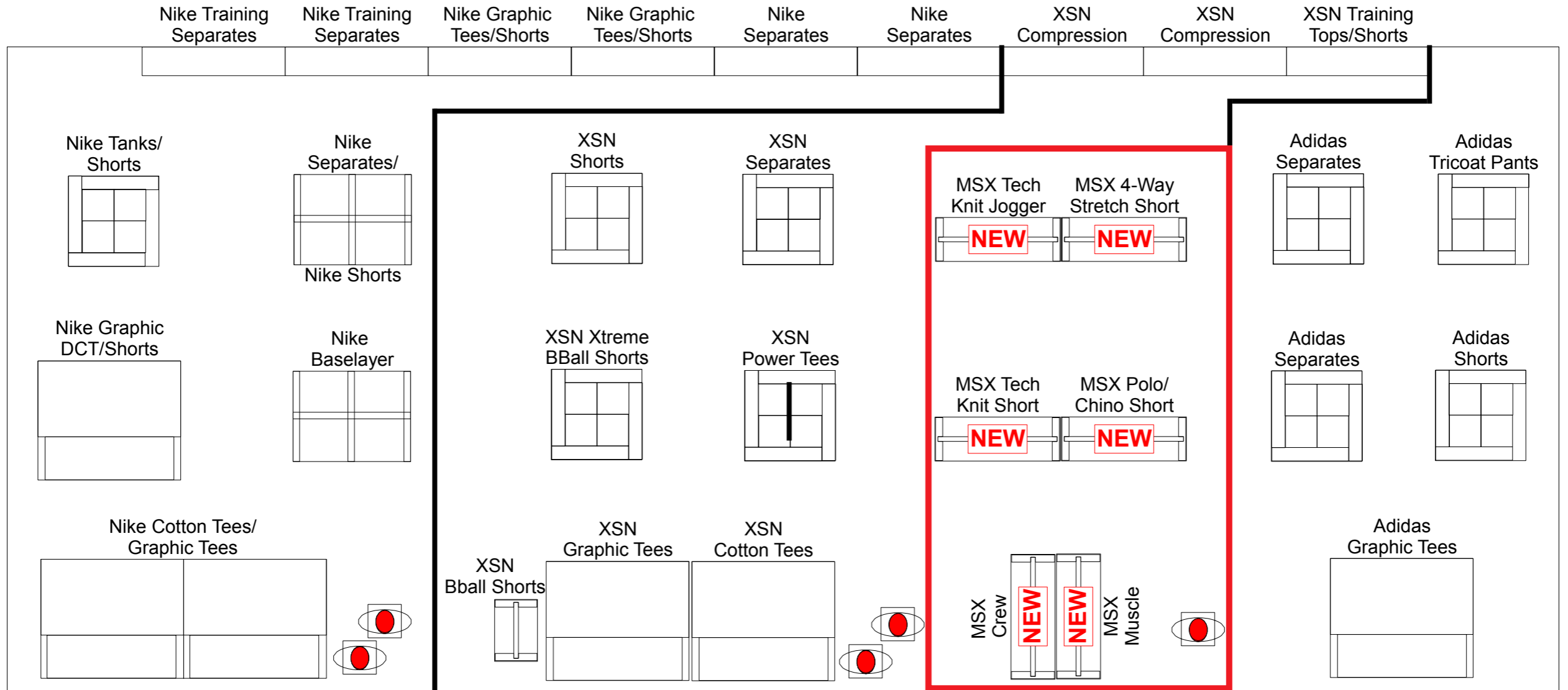
WEEK 17 PLANNER MSX BY MICHAEL STRAHAN LARGE (WITH TAPOUT)

MSX should be set adjacent to Xersion before adidas.



WEEK 17 PLANNER MSX BY MICHAEL STRAHAN LARGE (WITHOUT TAPOUT)

MSX should be set adjacent to Xersion before adidas.



#1 Location

NIKE

XERSION

MSX

ADIDAS

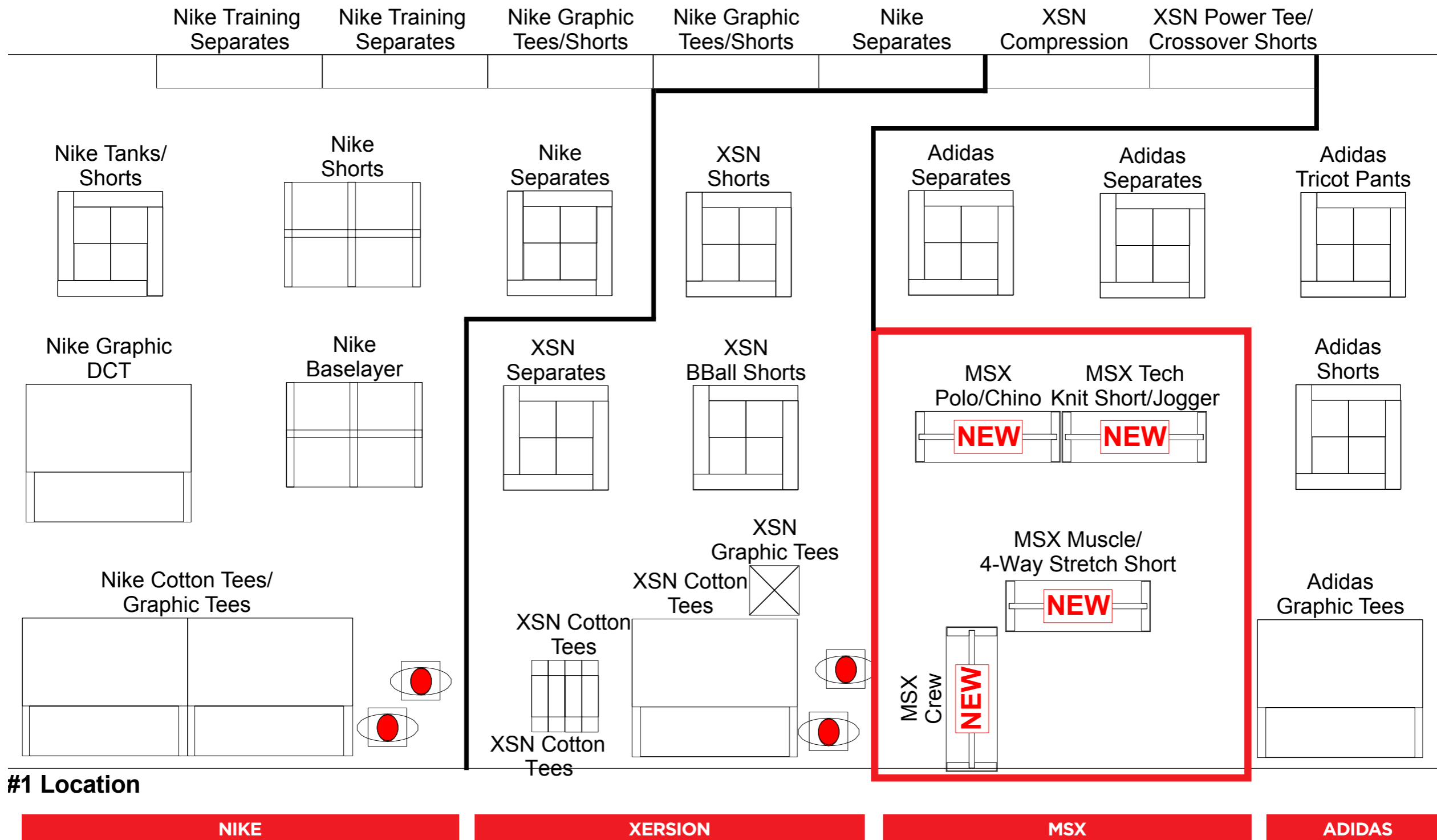
WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** **OVERALL MEDIUM** (BOX TYPE 5B)



Graphic sits right next to apparel.

WEEK 17 PLANNER MSX BY MICHAEL STRAHAN MEDIUM (WITHOUT TAPOUT)

MSX should be set adjacent to Xersion before adidas.



WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** **FORM DIRECTION**



586-0120 Performance Tech Knit Bomber
586-0109 Performance Muscle - Rich Teal Heather
586-0124 Performance Four Way Stretch Black Short

WEEK 17 PLANNER **MSX BY MICHAEL STRAHAN** **GRAPHICS**

HANGING SIGN



M68900-2
32" X 14"

BALLET BAR TOPPER



M68900-1
53" X 14"

HANGING PYLON



M69005-1
16" X 48"

FIND MORE SIGN



M68900-3
7" X 5.5"