



# Client Guidelines & Survey

**CUSTOMER:** RANDA ACCESSORIES-NECKWEAR  
**RETAILER:** MACYS

**DATES OF SERVICE:** SEPTEMBER 2009  
**PRODUCT:** NECKWEAR  
**BRANDS:** ALFANI, ALFANI RED, BEN SHERMAN, COUNTESS MARA, GEOFFREY BEENE, JOHN ASHFORD, PENGUIN, PERRY ELLIS, TASSO ELBA, TASSO COLLEZIONE

**Client Priorities:**

- Sign into the vendor log book upon arriving to location
- Sign out of the vendor log book upon completing your service call from the location.
- Secure a front aisle location for all merchandise
- All brands should be merchandised on their own table. If any of Randa is sharing with another vendor please bring all Randa merchandise up to the front and to the top tier of the table.
- Merchandise all Randa Neckwear by Label, Style, than Color.
- **Traditional brands:** Countess Mara, Geoffrey Beene, Tasso Collezione, Tasso Elba
- **Contemporary brands:** Alfani, Alfani Red, John Ashford, Perry Ellis, Penguin
- Scan Ties to ensure Randa Neckwear is signed correctly. If sign is not correct than ask the manager for the correct POS sign.
- All Clearance merchandise should be out of stockroom and on the top/front of the clearance table or clearance fixture.
- Ensure all dress shirt tables are displayed with current Randa Neckwear.
- All Randa Boxes are marked Randa NKW in red on all 4 sides.

**Color Wheel & How to Use:** Berry colors should be at the front of the table.



**PAISLEY TREND:**

- Paisley will not receive a separate trend table.
- Pull Paisley to the top of each respective table
- If there is not a top tier, pull paisley to the center portion of each table.

**NEW Berry Trend:**

- See attached by door matrix to determine if your store should have a separate BERRY multi-vendor trend table.
- Examples of the BERRY trend:



Ben Sherman  
Dickens Solid



Countess Mara  
Parma Wardrobe



Alfani Red  
GSM Wardrobe



Alfani Red  
Aqua Mist



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Tasso Elba  
Rose Berry Pack



Tasso Elba  
Wine Berry Story



Tasso Elba  
Aqua Paisley

### **Branded Servicing Details:**

#### Geoffrey Beene

- **Beene Berry Table**
  - 25 doors will receive a separate table for Beene Berry, PO #6667171
  - See by door matrix for the 25 doors
- **GBXL**
  - See by door matrix for doors receiving GBXL
  - These ties should be housed in the Big & Tall department – under no circumstances should they be in the tie section.
- Beene solid replenishment should be arriving in stores. Please strive to obtain an additional table.
- Old MCW stores: Beene boxed solids should be pulled from boxes and placed on the clearance table. The box can be discarded
- A meaningful solid presentation needs to be made with satin solids and textured solids.

#### Perry Ellis

- Top tier: Berry & stripes
- Merchandise on its own table for all division
- Will be promoted at \$24.99 – please make sure the table has the correct POS sign.



PE050108  
Oliver Paisley



PE051708  
Barnaby Grid



PE050701  
Everett Neat



PE050617  
Limestone Stripe



PE051402  
Clarence Stripe

#### Countess Mara

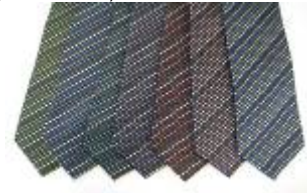
- Back to black merchandised together (styles with black ground color)



CO050125 Arno Paisley



CO051746 Bari Grid



CO051101 Black Lights Natte



CO050127 Black Magic Paisley

#### Ben Sherman





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- Ben Sherman must have table exposure.
- This is an "all skinny" line
- Plaids should be focused on the top tier.

### Penguin

- Herald Square only
- Door expansion will be 8/25.

### **Private Label Servicing Details:**

**NEW Markdowns attached.**

#### Alfani Black:

- Top tier should be PAISLEYS if there is no Alfani Red or Alfani Red has a separate table.
- Aqua is a best selling color. Three aqua packs will ship; please ensure all product is on the floor in a section on the table. Absolutely **NO BACKSTOCK** in aqua.



Blackberry Pack

Blueberry Pack

Boysenberry Pack

Cranberry Pack

#### Alfani Red

- Alfani Red is a narrow tie with a red belly band
- Details by Division – please refer to by door matrix.
  - Former MCC: 34 doors had a "George" fixture, which should have been taken down. If it has not been taken down, it should be used to merchandise Alfani Red
  - Former MCE: 42 doors have separate Alfani Red table presentations. Please see by door brand matrix for details. If there is not enough merchandise to fill an entire table with Alfani Red, then these 42 doors should have two Alfani tables.
  - Former MCF: 15 doors will have full Alfani Red tables. This was the former Material London table.
  - Former MCW: Alfani Red will have a separate presentation in all doors.
- The goal is to always obtain separate real estate for Alfani Red and Alfani if there are enough units. If you do not have enough units for a full table presentation, Alfani Red should be placed on the top of the Alfani table.
- 2" solid in black and red is shipping and has performed well so far.



Black Tech Pack

Brown Autumn

Taupe Autumn

Aqua Dreams

Cranberry Pack

#### Tasso Elba

- Top tier direction: Paisley – replenishment styles shipping include Sau Paulo Paisley, Cashmere Paisley, & a Paisley Wardrobe with best sellers.
- Browns, taupes, & medium blues will be key colors in transitioning the table from a spring to fall look.



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- Two aqua packs will ship: Aqua Paisley & Aqua Stripe Pack.
- Berry packs will ship in Grape Berry (Navy & purple), Roseberry (light gray & pink), and Wineberry.



Brown Story

Blue-Brown Story

Aqua Stripe Pack

Grape Berry Story

Purple Berry Story

- Tasso Elba Bow Tie
  - Not all doors are going forward with bow ties, please see by door matrix
  - New bow ties will not ship until 8/10. Please make sure you secure the fixture if you sell down to zero units and save it until your store gets its next shipment. Shipment PO#6345501
  - Doors that were missing spinners will receive the spinners requested when their new shipment of bowties arrive.

Tasso Collezione

- **Rolling out to additional doors for AUGUST – PO#6345431**
- New width is 3 ¼"
- Selling points for a 7 fold tie:
  - Refer to the picture for how a 7 fold tie looks
  - The seven fold tie is the world's most luxurious tie.
  - Crafted by skilled tailors by folding two and a half yard of rich Italian silk.
  - Quality made silk prints with a heavier feel or weight of 18 to 40 mommes (weight of the silk)
  - The construction of our ties include rolled edges for a soft natural look.
  - We use a custom woven combed interlining in various weights to achieve the perfect knot.
  - The seven-fold is more than an extravagant amount of material. It is a testament to craftsmanship.
- New ticket price: \$59.50
- Tasso Collezione **must** have its own presentation. It should not be sharing a table with Tasso Elba.
  - Former MCC, MCE, MCW will have table presentations
  - Former MCF will have trays on dress shirt tables



John Ashford

- **Brand is now in all Macy's doors and should be out on the floor at all times.**
- Top Tier Direction: Geometrics



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- A "clean" geo look will be shipped to top doors. Door list will be posted to the web and needs to be on the top tier.
- Ensure there is a solid presentation – may be a portion of the bottom tier.
- Blue & taupe will be significant colors.



South Beach Geo Pack A



South Beach Geo Pack B



South Beach Stripe Pack A



South Beach Stripe Pack B

### Survey Questions:

1. Upon arrival, did you sign into the vendor log?  
 Yes       No
2. Upon completion of your service call, did you sign out of the vendor log?  
 Yes       No
3. Upon completion, was every style & color of each Randa program represented if all stock did not fit on the selling floor?  
 Yes       No
4. Upon completion, what was the current price point of each Randa neckwear brand? (Please list)
5. Upon completion, were all markdowns taken and placed on the clearance fixture?  
 Yes       No
6. Upon completion, were all regular & clearance priced Randa product out on the selling floor?  
 Yes       No
7. Upon completion, did all Randa brands have a POS sign (Point of Sale = a sign that has the price the item is currently ringing up as) before you left the store?  
 Yes       No
8. Upon completion, did all Randa labels have their own fixture?  
 Yes       No
9. If a Randa label is sharing a fixture, is Randa merchandised on the top/front of the table?  
 Yes       No
10. After speaking with the manager, what comments did they have about any Randa brands?
11. If your store is supposed to have its own Alfani Red presentation, does Alfani Red have its own table and is all the stock out on the floor in a prime location?  
 Yes       No       Does Not Apply
12. Upon completion, was the Alfani Red (skinny) neckwear on the sales floor on top of the Alfani table?  
 Yes       No       Does Not Apply
13. Upon completion, was all John Ashford stock out on the floor and on its on table at the new rollout doors?  
 Yes       No       Does Not Apply
14. Upon completion, was all Tasso Collezione merchandise out on the floor and on its own table at the new rollout doors?  
 Yes       No       Does Not Apply
15. Please attach before picture(s).
16. Please attach after picture(s).



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17. Comments/Feedback:

**\*\*\*All calls must be reported no later than 24 hours after service has been completed\*\*\***



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