

[illegible]

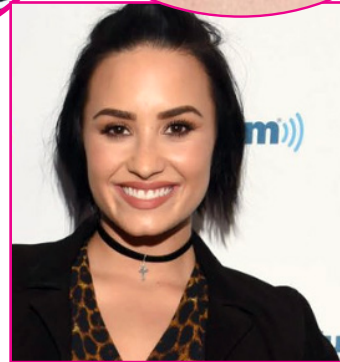
These are shown in the Fall POG Cover and highlighted throughout the picture page document. This guidebook has been created to give you **product knowledge** and **trend information** on all of these styles to help everyone on staff become an expert on this **VIP product!**

- Ensure these styles are **most focal** and **unhashed** in the store and if additional space is available, **duplicate** and **max out** key drivers.
- Treat these hot, trending styles as **priority shipments**, process first when shipment arrives, work out onto the sales floor before other shipment. If back stock exists, keep in the most **reachable** location in the back room, for easy access.
- Remember to **replenish** these styles throughout the day and **fully stock** with nightly recovery.

D.01 & D.05 Chokers



Demi Lavato



Keke Palmer



The 90's trend is back and it's being spotted on the hottest celebrities everywhere! It's delicate, it's different, and it adds a little bit of an edge to even the simplest of looks!

Find out if our customer wants more of a simple, everyday choker, or one that has multiple layers and makes a big statement!

D.01 Short Pendants

Selena Gomez



Bella Thorne



Short Pendants are a sweet and delicate look, that can be worn on their own or in a more casual and bohemian way when layered with longer necklaces!

Point our customers in the right direction with our assortment of simple, perfect pendants!



D.08 Bandanas



Bandanas have been trending for several seasons, they became popular in the 60's worn as head wraps with the hair down. Today it is so versatile you can wear the bandana at least 7 different ways!

Share with our customer all the different ways to wear a bandana and show all colors and patterns we have to offer!

D.05 Fortune Bracelets

Help our customer keep good vibes strong with these colorful Fortune Bracelets, a trend from the 90's that is an accessory designed to help you choose your fortune!

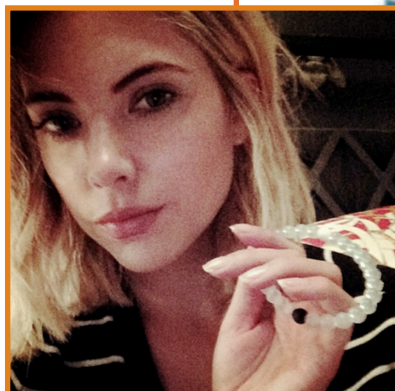
Help our customer choose their fortune!

Turquoise: Tranquility
Black: Protection
Orange: Warmth
Rainbow: Balance
Pink: Love

Purple: Peace
White: Honesty
Dark Blue: Healing
Green: Growth
Red: Strength



Ashely Benson



D.49 Waterfilled Phone Cases

Add some unexpected fun to our customers selfie game with these cases filled with sparkles! These Waterfilled Cases are fun for everyone and look super glitzy.

They are filled with glitter, hearts, stars or sequins!



D.29 and D.7 Pom Keyrings

Pom Pom Keyrings are a must-have for any set of keys, backpack or handbag!

With our assortment of colors, our customers will want more than one.



Kylie Jenner



D.09 & D.05 Pins & Patches

Have our customers express themselves with our fun, trendy Pins and Patches! They can be added onto any personal item to customize a look to the smallest detail.

Show our customers how to personalize their cosmetic case, backpack or denim jacket with our selection of pins and stick on patches to add flair right then and there!



Gigi Hadid



Rihanna



D.12 Plush

New exclusive friendly faces are coming in our TY Plush assortment! The newest additions to the Plush family are Pegasus, Charlotte and Cherry. Expect their arrival starting week 34.



8



D.30 Pucker Pops

The new Pucker Pop styles are a great add on to her purse or keys. It is a cute way of adding style and making sure her pout is always shimmery! The new blind bags will start rolling in week 36, encourage customers to collect them all!



So cute, they're irresistible!



D.44 Shopkins Exclusives

Inform our Shopkins customer of the newest Exclusive Glamour Squad Capsule set being offered only at Claire's! Their favorite characters are coming in new colors, with sparkly personalities and in a new purse like packaging that also includes two hidden exclusive shopkins. Expect these sets to start arriving week 35-36.

