

## #PARTYSTARTSATICING

### A Fresh Take!

New Year! New Icing! New Us! As fashion changes so do the trends. As girls become women, fashion plays an even more important role in self-expression. Our new Icing mission is to be the personal fashion stylist, aiding our customer through her journey of self discovery, and keeping her on trend and looking fabulous every time she visits. Being on top of everything that is sexy, edgy, feminine, bold, and lush to be able to help her showcase to the world her identity and have a great time finding it. With our new line of accessories Icing is trendsetting in a new and improved way, with pieces that are on every wish-list. Items that will shape our customers look and allow her to explore all the newest trends!

As a part of the new Icing a lot of cool, fun and exciting things are coming. Stay tuned!

### TIMELINE

Get ready for our new exciting changes!

WEEK 3

#### AND SO IT ALL BEGINS...

- Changes to Icing.com web page, with new "Sneak Peep" featuring a collection of some of our newest exclusives styles !
- New window element to announce changes coming.
- New product teasers.
- New Planogram flow.
- Intro to new Icing influencers.
- Re-vamp of stores - introduction to new merchandising techniques.
- Bridal Bar Program launches with new decor, signing and merchandise.

WEEK 8

#### RELAUNCH

- Intro to new slogan.
- New small fixtures arrive.
- New Planogram flow.
- New product flows in.
- New marketing goes up.
- Influencer events on social media, follow along @icingstores

#NEWICINGSTORE

#### WHO ARE THE ICING STYLISTS?

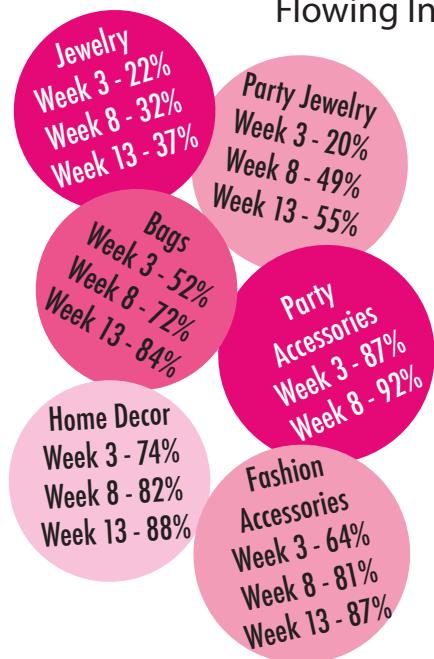
They are ...

- inspiring
- expressive
- trendsetters
- bold
- fierce
- edgy
- accomplished
- humorous

Our new Icing store, has serious new vibes! We are pushing boundaries and showing our true colors.

Don't be afraid to be yourself. Spread good vibes & be ready!

New Unique Styles  
Flowing In



#### Our Influencers

@rocky\_barnes  
@natalie

Meet our newest influencers, Rocky Barnes & Natalie, follow their adventures with Icing on our social media to learn more.

f t Y T P I  
#rockyxicing  
#soinlovewithicing

