

the ICING INSIDER

2017 | Volume 4

*Let's talk final touches for the relaunch in volume 4,
& deets about the charity, the fixtures & more!*

- ★ Join the PARTY, & check out our NEW PARTY Programs for our guests!
- Support and spread the word about our collab with It's On Us.
- ◎ New Volume Groups Info!
- 📡 Review of new merchandising techniques & MORE new fixtures arriving for week 13!
- ★ Exclusive sneak peek on new marketing... page 4.

Are you ready to enjoy the NEW ICING
Re-Launch with us?

NEW ICING = NEW US!



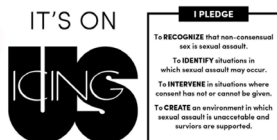
NAKED WITHOUT ICING

Say Something

IT'S ON US, Take the pledge at itsonus.org!

Icing has taken the pledge with the IT'S ON US Organization to spread awareness about sexual assault and recognize that it is on us to say and do something to stop it. Make sure to tell our guests about our collaboration with this charity and let them know that they can make a donation at the register from April 26th to September 30th to help support the cause! More detailed information about IT's On Us is enclosed in this memo pack. Or...Learn more about the charity at itsonus.org. You should have received buttons (in this memo pack) to wear proudly to also help spread awareness. Here's a sneak peak.

Sneak peak of the button!



Refer to Vol. 3 memopack for full details about our It's On Us campaign!

@itsonus

#ITSONUS



RE-FRESH!

In this volume were talking business! We will be giving you some great information on what is happening with It's On Us and info on some sweet programs for our guests. We'll talk through our new fixtures to add final looks and news on New Volume Groups. Let's not delay further... it's all coming together so quickly! In the mean time, make sure to see any new updates on our Insta! Let's be social.



#NEWICINGSTORE

#SOINLOVEWITHICING

Join the Party!

At Icing, we know how to party!

Let our guests know about our wild party animal side and how we can host unforgettable events for them and their best girlfriends.

We can plan a party with our guest to fit her needs and personality, she can choose a theme and the accessories to go with it! How exciting, right? More information will be sent to you soon with great marketing and further instructions.

But really it's as easy as them contacting their local Icing store and everyone can PARTY... just sayin'!





STORE DECOR

Let's start the party!



You have the music to jam out to and you have the great new product to work with, now let's add the final touches. To make the place look re-launch ready, check out these amazing new fixtures. They will be arriving at your door any day now. These cool pieces will really finalize your store decor! They will allow you to style the product fabulously from a gallery style canvas wall to a fabulous boutique wall of hand bags and accessories!

- 18 White shelves
- 6 Hang bars
- 6 Straight arms
- 24 Canvas hooks
- 4 Black wigs
- 2 Cashwrap clip strips

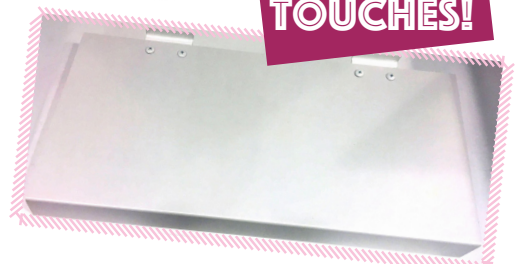


Merchandising Techniques

Along with our amazing new fixtures to spice up our stores visually, we will be trying a few new merchandising techniques. We will be focusing on new trend items and styling our stores using boutique merchandising to show off our new product even better! We want to show product by girl, like for week 13 we will be merchandising in themes such as: Glam Girl (Pink), Urban Chic (Army Green/Black), and Denim Damsel (Blue). For Bridal Bar we will be adding 3 more bins as well to expand our launched collection and offer a few more fun items to the Bridal collections. Refer to page 2 of the Summer POG for additional fixture information.



**PERFECT
FINAL
TOUCHES!**



New Vol. Groups!



With this mad re-launch and all these FAB changes happening with Icing, stores will also be changing grading!

Are you ready? Can you handle it? All these changes are happening and it is so much fun! Icing stores have been bumped up in volume to start the party. So get excited to see shipment boxes, because let's just say there's some sweet merchandise on the way. Your DM will chat you through it to answer any Q&A's!

Marketing Sneak PEEK!

Check out our new marketing with JUSTINE SKYE! A singer, a model, and actress who is mad running it lately with her style and is currently working on her new album!

ICING X JUSTINE



Justine is sporting the hottest Icing looks that will own Summer!

#ICINGontheCAKE



Re-CAP! Re-CAP! Re-CAP!

Go over this recap checklist to refresh your mind with newness by department.

Visual Presentation

- ___ Fresh fixtures for the stores
- ___ Amazeballs new merchandising techniques for a boutique style
- ___ New Bridal Bar merchandising concepts



Marketing

- ___ Edgy new marketing for the stores with starlets like Justine Skye
- ___ New slogans & advertising
- ___ Great new Bridal Bar images & banners
- ___ Danceable tunes for the stores 50/50
- ___ Indie & Top 40 jams



PR

- ___ Fun adventures with influencers
- ___ Partnership with a new charity, It's On Us
- ___ Exciting new Social media coverage & posts
- ___ Hastags to start the party
- ___ #thepartystartsaticing
- ___ #icingonthe cake



Buying

- ___ On trend new product with marvelous flair
- ___ Bridal Bar boxes & goodies for a FAB bridal experiences



Store Operations

- ___ Updated Dress Code & DTI news with new styling & personal flair options
- ___ Ready to start the party events
- ___ Fun customer initiatives
- ___ Awesome new guest party programs
- ___ It's On Us donation collection begins April 26th
- ___ Sales incentive contest from 4/27-5/7



E-commerce

- ___ Re-launch of the Icing.com website
- ___ New weekly Sneak PEEPS
- ___ Great online deals... check them out!



ICING Sales Report

Our NEW week 13 merch will appeal to all girls with more unique styles and FAB core products that will make everyone a trend setter and accessorize for life! Let's work, work, work to make an impact on our guests shopping experience. Mean while for your info check out Q2 sales stats by department and get to it.

ICING Sales

Dept.	Dept. Description	Q2 '17
1	Fashion Jewelry	16.5 %
2	Tree Earrings	14.5 %
4	Ear Piercing	5.5 %
10	Party Jewelry	5.5 %
25	Specialty Jewelry	20.5 %
28	Precious Metals	34.0 %
	Total Jewelry	14.2 %
6	Handbags	53.1 %
7	Fashion Accessories	14.8 %
8	Hairgoods	16.4 %
9	Home	21.7 %
11	Events	15.9 %
22	Seasonal Accessories	5.6 %
23	Dress Up	111.7 %
24	Party Accessories	38.1 %
27	Beauty	32.0 %
42	Small Leather Goods	20.2 %
49	Tech	13.8 %
	Total Accessories	21.4 %
	Total ICING	17.2 %