ICING
TOP 10 HOT PICKS

Top 10 List

1. D. 01 Chokers
2. D. 01 Short Pendants
3. D. 08 Bandanas
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6. D. 49 Water Filled Phone Cases
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Beginning with Fall POG, we are introducing a new top 10 list of the hottest, trendiest, best selling must haves of each quarter.

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.
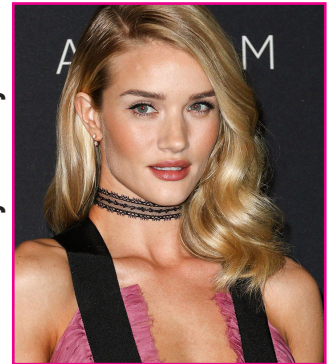- Remember to replenish these styles throughout the day and fully stock with nightly recovery.

D.01 Chokers

1

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!

Gigi Hadid

Rosie Huntley-Whiteley

D.01 Short Pendants

2

Miley Cyrus

Kaley Cuoco

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!
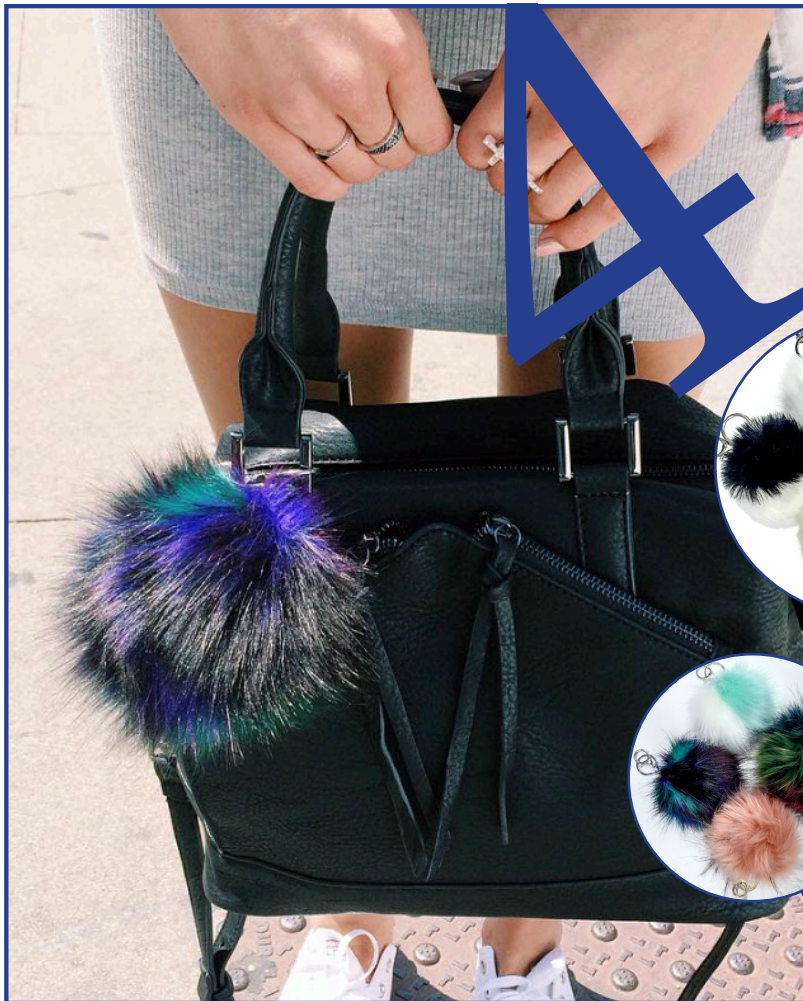
D.08 Bandanas

3

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!

Bandanas are a great add on to any look or accessory. Share with our customer all the different ways to wear a bandana and show all the colors and patterns we have to offer!

D.07 Pom Keyrings

4

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.

Lily Aldridge

D.01 Open Cuffs

Open Cuffs come in all shapes and sizes! Help our customers choose from bold, geometrics or dainty, stackable ones. Make a statement with a jeweled open cuff like Shelley Hennig!

Shelley Hennig

D.49 Waterfilled Phone Cases

Add some unexpected fun to our customers' phones with a Waterfilled case! Whether it's filled with floating glitter or inspired by wine, help them choose the one that is perfect for their personality!

LOVE

MEOW

I DON'T GET DRUNK I GET AWESOME

SMILE

D.09 Pins

Have our customers express themselves with our fun, trendy pins! They can be added onto any bag, or even a great outfit to customize a look to the smallest detail.

Show our customers how to add a pin collection to a cosmetic case, backpack or denim jacket!

D.08 Bows

Bows are super cute, versatile and always a good choice! Sport this trend by clipping a smaller sized bow on the side to help hold bangs back! List other options of how to wear a bow to our customers such as with a messy bun or at the end of a loose braid! Assist our customers with choosing a pattern, print or solid bow!
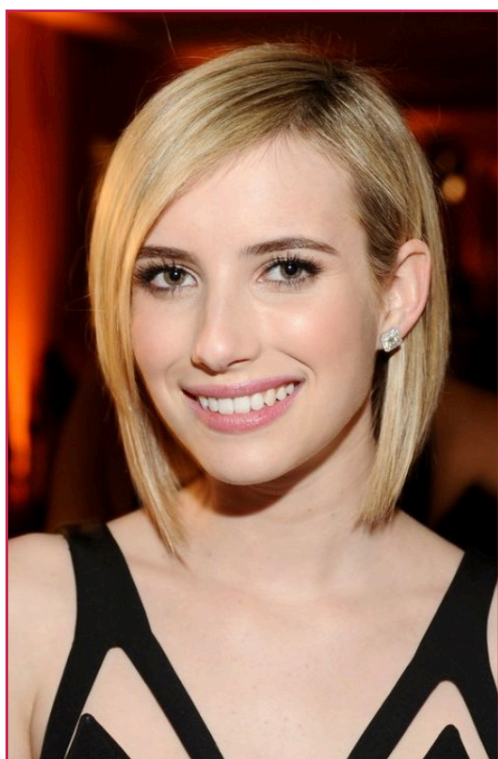
D.02/D.28 CZ's

9

CZ studs are a go-to trend that are classic and timeless! Encourage customers to choose a pair for everyday wear and a dressy pair for special occasions and parties! Claire's has Sterling Silver CZ's with colored stones such as light purple, champagne and jet black for a nice twist on the traditional clear stone!

CZ's are a girls' best friend! Let our customers know that we have rose gold CZ studs!

meet your new best friends.

10

Emma Roberts

If the customer is all about Hollywood Glam, then show them a pair just like Emma Robert's! An emerald cut or square cut Cubic Zirconia makes an attention-grabbing statement while still staying effortless and classy!

An Opal stone is perfect for a customer with vintage style featuring a framed iridescent look!