

# the ICING INSIDER

## DOWN THE LINE!

June 2017

**June 9th - 11th: Bridal Event**

**June 8th: Bestie Day**

A day to honor that important person for our customer!

**June 21st: Selfie Day**

Celebrate Social Media with National Selfie Day, show our customer how to accessorize for optimum selfie game!

**June 23rd: Pink Day**

Show our customer all the pink pieces she can rock on National Pink Day whatever her style is!

**June 27th: Sunnies**

Day Share the message of UV protection on National Sunglasses Day, show our customer our newest styles that she can flaunt that day!



**July 1st: Canada Day**

**July 4th: 4th of July**

**July 13th: Geek Chic Day**

Let our customers inner geek shine, show them our fab attitudes & BTC gear!



**July 14th: Nude Day**

Help her find the perfect "au naturel" look from makeup to skintone flattering jewelry!



## In the NEWS

Our Customers are drinkin' up our Happy Hour Promos & can't get enough! FYI: On average we sell 100% more units of an item during Happy Hour!! Check out this example! **In a day if we sell 9 units of something, then typically during the Happy Hour promo you will sell 18 units!**



**New Adds...** New mannequin is on it's way to store for the Back to Campus Planogram. Exact date will be announced soon!



Our mannequin has the below amazing new features:

- Ear holes for fab earring merchandising.
- Proportional neck height.
- Chest to show off statement neck and scarves in a flattering way!

P.s. Her name is Bernadette, we call her "Bernie."

XD ISP Team

## #NEWICINGSTORE Sneak Peaks!



Shh.. Check out these new items arriving Week 24!

ALL THINGS ARE POSSIBLE WITH Coffee & Lipstick

## BUZZ Worthy!

Daily Mail

PICTURE EXCLUSIVE: Kendall Jenner's pal Justine Skye shows off her model physique as she poses in some skimpy swimwear for sizzling Icing campaign

The 27 year old singer and model shows off her incredible figure in the new series of swimwear featuring her as the brand's face of the season. As well as modelling for the brand, Justine also created a collection of her favorite pieces for her range of swimwear.



DailyMail | Icing/ Justine Skye Launch | April 27, 2017

The launch of the New Icing is everywhere! Our product has been featured from Stylewatch to Social Media, check out some of our stuff on IG!

@JoyleCorrigan  
@Lindsilane  
@fakexstrom  
@Sarahpotempa



BRIDES

PeopleStyleWatch

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