

the ICING INSIDER

2017 | Volume 3

It is time for volume 3 now... & in this one we are talking more deets about the re-launch!

- ★ SLOGAN! SLOGAN! SLOGAN! Check it out, our new slogan is now official!
- More news on our new charity collab.
- ☀ Exciting adventures with our new influencers who are showcasing our newest product, with some fab new marketing in the works.
- ◎ Product previews of it girl style inspired newness!
- ★ Brand new fixtures to jazz up the merch.
- 📶 Top 20 sneak peeps of 2017!

Celebrate with US, the New Icing and start preparing for some FAB new changes coming your way!!!

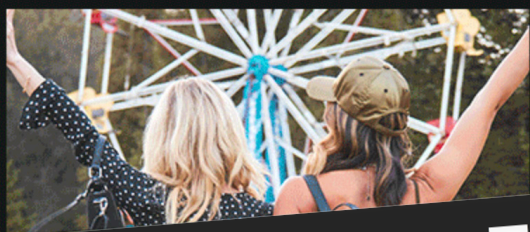


STILL TO COME...

- More fixtures!
- FAB new marketing that may shock you!
- New Icing gear to wear loud & proud.
- New customer service programs for our #1 Fans.

So get the party started and enjoy the NEW ICING Re-Launch with us!

#NEWICINGSTORE



**SNEAK
PEEP**



NAKED WITHOUT... ICING

RE-FRESH!

Introducing our new slogan in our 3rd volume, Naked without Icing! Because... well we are not fully dressed without the newest & trendiest Icing accessories. New marketing will be coming your way soon as well! In the mean time, make sure to see any new updates on our Insta!



#NEWICINGSTORE
#SOINLOVEWITHICING

Say Something

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

As you already know Icing has partnered 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. Icing is taking the pledge and spreading the word! Make sure to take the pledge yourself to say something. Let our customers know about this amazing cause, where they can take their pledge. More details will be provided in the next newsletter regarding donation opportunities and other ways we are supporting this awesome charity!



Take the pledge
& be a part of
the IT'S ON US
community!

@itsonus

#ITSONUS



Girls of the Moment

With new Icing Influencers joining our team, make sure to follow our Instagram & Youtube! @icingstores

Check out constant pics & videos of our influencers showcasing our new product and fab new ways to style them! In this volume meet Elizabeth Keene, Rachel Cook, week 6, & Rocky Barnes, week 8. These fashionistas by trade, we will be releasing fun videos on Youtube along with their 10 Icing Must-Haves. More new adventures will be debuting in the upcoming weeks, so grab your cell and make sure to check it out!



akeenesenseofstyle.com

True LA based fashionista, Elizabeth Keene a lady of fashion, only hopes to spread her love of fashion and styling to the world through her fashion, beauty & lifestyle blog.

#THEPARTYSTARTSATICING

@rachelc00k

This light brown haired and blue eyed beauty is an up and coming model from Seattle, who is owning it one day at a time. Check out her insta, where she posts fab pics of her travels and conquers!



#SOINLOVEWITHICING

rockybarnesblog.com

Gypset, Gypsy + Jet Set, California girl, Rocky Barnes, is a beach girl at heart. As a model, a fashionista & traveler, she created a place where she can share all of her beautiful adventures online to continually inspire with her gypset lifestyle, for us to join the ride!



@rocky_barnes

@elizabethkeene

890K

133K

@rachelc00k

903K



Follow their
adventures!



Umm... MORE FAB STORE DECOR

Jazz it up some more...

Week 13, you shall be receiving some fabulous marketing that is TOP SECRET CONFIDENTIAL, until further notice! As well as:

- Fresh AF gold balloons to hang front and center for our new launch!
- Neon sign kit.
- New music.



Sick new tunes are arriving so you can have a dance party with our customers!!! 50/50 Indie and Top 40 songs that are your fave jams! So raise the volume and start busting moves to celebrate all the changes. With the music we will also have new voice overs from Kerry Washington and other celebrities about our new charity and other promotions that will be coming your way.



The Perfect Necklace for Every Neckline Guide



Cowl Neckline

Best paired with:

- Statement necklace
- Layered Necklaces
- Choker



Crew Neckline

Best paired with:

- Statement necklace
- Choker

Rock our new pieces @ work!



Turtleneck Neckline

Best paired with:

- Statement necklace
- Long Pendant
- Layered Necklaces



Scoop Neckline

Best paired with:

- Statement necklace
- Layered necklaces
- Choker



Boat Neckline

Best paired with:

- Long Pendant
- Collar Statement Necklace
- Choker



V-Neck Neckline

Best paired with:

- Statement necklace
- Short Pendants
- Drop Choker



Collar Neckline

Best paired with:

- Statement Necklace worn under collar
- Short Pendant
- Choker

Dress Code & DTI



Whether you're Urban Glam, Boho Chic, or a preppy Queen Bee, be uniquely you and show our GUESTs your great sense of style. Check out our updated Dress Code and DTI poster for your back room. Be Flirty, Fun and Fabulous, decked head to toe in our freaking awesome new merch.

MORE TO COME...

Arriving in shipment this month:

- Updated GUEST training tips and Daily Deck Cards.
- NEW Success Profiles & Interview Guide.
- And our newest GUEST offering to drive sales...VIP Events & Private Parties. Everything you'll need to know to promote spectacular events in-store customized to suit your GUESTs' needs. Whether its a Girls Night Out, Sorority Event, Bachelorette Party or BIG Birthday Blow Out, getting ready will be almost as much fun as the event itself when you get ready at Icing with a pre-event private party.

Shhh! Shhh! Shhh! **WEEK 13** Shhh! Shhh! Shhh!
SNEAK PEAK!



Fabulous



ON A TEQUILA DIET & SO FAR I'VE LOST TWO DAYS



Fierce
 Super Sweet, FLOBONGO!
 Let's get flocked up!



IT'S ALWAYS **HAPPY HOUR**



Flirty

