



**EMEA VISUAL MERCHANDISING
FORECAST GUIDELINE – MC2203-OPEN-SELL MOSS UPDATE JULY/SEP 2022**

OCD DATE: JULY 2021



UPDATED PLANOGRAM & STATUS

ALL CONCEPTS CONCERNED UPDATE JULY 2021

CONTEXT:

FOR EVERY OPEN-SELL, WE HAVE A PLANOGRAM UPDATE USUALLY 2 TIME PER 1 YEAR,
THIS IS THE 1st Update FOR FY22:

1. UPDATE OF ALL SHADES STRIPS TO MONOCOLOUR
OCD : July 2021
2. UPDATE OF BAY 13 or 13.1 TO INTEGRATE STUDIO FIX MATTIFINE PRIMER
OCD: September 2021

PLANOGRAM LINKS:

SMC Planogram July-Sep 2021

LINK: https://elcompanies.sharepoint.com/:f:/s/MAC_SD_EMEA/ElvsxqtypTdGuSeR0VuTKmMByjqQBAxuXbcUlsudCSDbdA?e=4r6zY1

HYBRID Planogram July-Sep 2021

LINK: https://elcompanies.sharepoint.com/:f:/s/MAC_SD_EMEA/ElvsxqtypTdGuSeR0VuTKmMByjqQBAxuXbcUlsudCSDbdA?e=4r6zY1



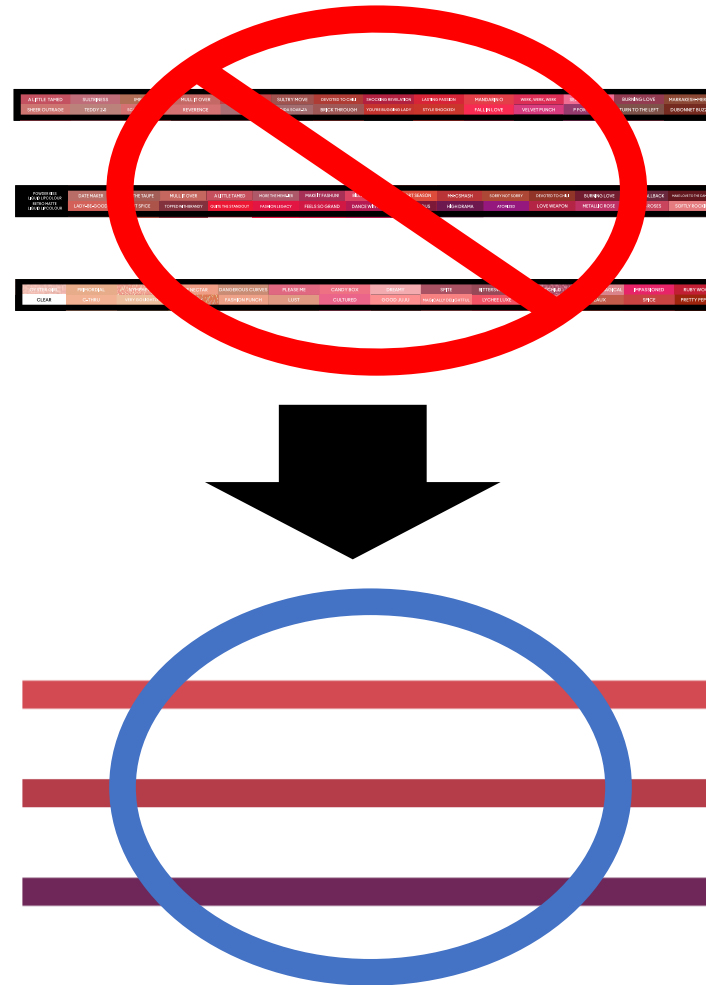
SMC/ HYBRID

MOSS DRAWER SHADE STRIPS UPDATE

SMC/HYBRID

**NEW MOSS DRAWER SHADE STRIP
WILL BE PROVIDED
FROM FY22-1H UPDATE,
ALL EXISTING DRAWER STRIPS
TO BE UPDATED WITH NEW SHADE STRIPS
WHERE ANY SHADE INFORMATION
DISCRIBED FOR THE REASONS:**

- Avoid shades updates for each quarter
- Save maximum the budget required for open-sell update
- Leverage of market's flexibility in case of out of stock
- Align the design with other vm elements instore like permanent displayer, category header, etc.



**ALL EXISTING DRAWER STRIPS
FOR SMC & HYBRID
(EXCLUDE MINI MAC)**



SMC, HYBRID – WITH MINI MAC



BAY 13.1 – SHELF 4
SHELF 4: GLOW PLAY LIP BALM OSM TBC (1QTY)

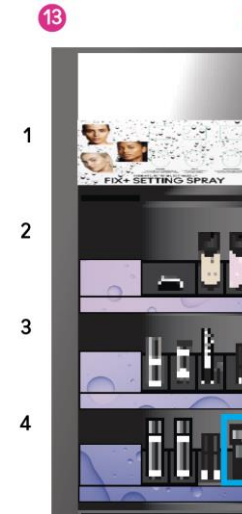
NEW INSERT
(13.1-4 STUDIO FIX MATTIFINE PRIMER)

P+P HIGHLIGHTER
OSM 31-P (1QTY)



STUDIO FIX MATTIFINE PRIMER
OSM TBC (1QTY)

SMC, HYBRID – WITHOUT MINI MAC



BAY 13 – SHELF 4
SHELF 4: GLOW PLAY LIP BALM OSM TBC (1QTY)

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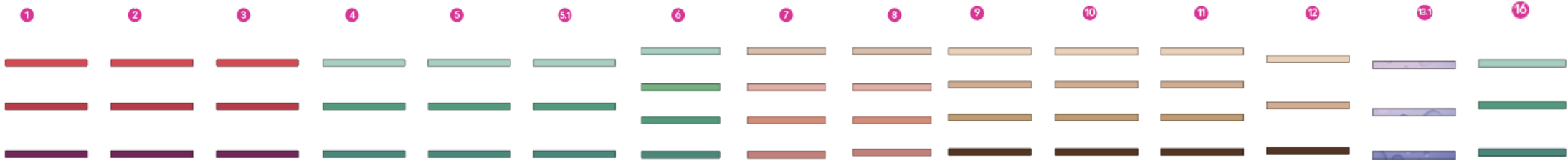


STUDIO FIX MATTIFINE PRIMER
OSM TBC (1QTY)



QUANTITY TO ORDER FOR SMC, HYBRID – WITH MINI MAC

COLOR STRIP & INSERT UPDATE SMC/HYBRID



Reference name	GMW#	Elements	WHAT REFERENCE TO ORDER PER BAY - SMC / HYBRID BAYS WITH MINI MAC															
			1	2	3	4	5	5.1	6	7	8	9	10	11	12	13.1	16	TOTAL
Lipstick Shades strips - bays # 1, 2 or 3	SYYP600001	3 SS	1	1	1													3
Eyes Shades strips - bays #4, 5, 5.1 or 16	SYYP600001	3 SS				1	1	1									1	4
Eyes Shades strips - bays #6	SYYP600001	4 SS							1									1
Blush Shades strips - bays #7 or 8	SYYP600001	4 SS								1	1							2
Face Shades strips - bays #9, 10 or 11	SYYP600001	4 SS										1	1	1				3
Face Shades strips - bays #12 –	SYYP600001	3 SS													1			1
P&P Shades strips - bays #13.1	SYYP600001	3 SS														1		1
STUDIO FIX MATTIFINE PRIMER Insert – Bay #13 or 13.1	SYYP600001	1 insert 1/6														1		1

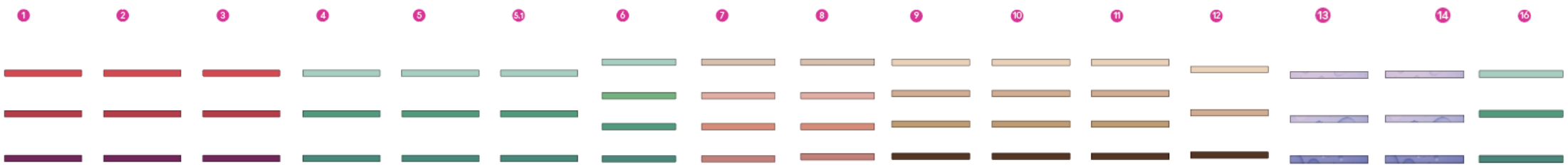


QUANTITY TO ORDER FOR

SMC, HYBRID – WITHOUT MINI MAC

COLOR STRIP & INSERT UPDATE

SMC/HYBRID



Reference name	GMW#	Elements	WHAT REFERENCE TO ORDER PER BAY - SMC / HYBRID BAYS WITHOUT MINI MAC																
			1	2	3	4	5	5.1	6	7	8	9	10	11	12	13	14	16	TOTAL
Lipstick Shades strips - bays # 1, 2 or 3	SYXH600001	3 SS	1	1	1														3
Eyes Shades strips - bays #4, 5, 5.1 or 16	SYYJ600001	3 SS				1	1	1										1	4
Eyes Shades strips - bays #6	SYXR600001	4 SS							1										1
Blush Shades strips - bays #7 or 8	SYYP600001	4 SS								1	1								2
Face Shades strips - bays #9, 10 or 11	SYYN600001	4 SS										1	1	1					3
Face Shades strips - bays #12	SYYM600001	3 SS													1				1
P&P Shades strips - bays #13 or 14	SYYL600001	3 SS														1	1		2
STUDIO FIX MATTIFINE PRIMER Insert – Bay #13 or 13.1	SYYK600001	1 insert 1/6														1			1

