



VISUAL
MERCHANDISING
GUIDELINES



APRIL
2019 02/04 - 05/05

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RETAIL CALENDER 2019

02 2019

03 2019

04 2019

05 2019

06 2019

07 2019

Brand stores



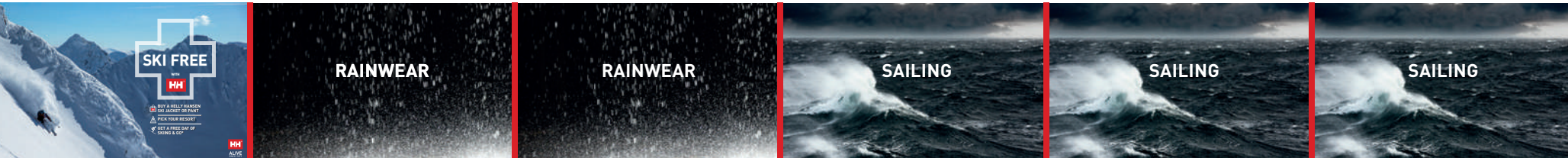
Marine stores



Mountain stores



HH Outlets



APRIL CAMPAIGNS 2019



Brand stores

TIER 1



TIER 2



TIER 3



TIER 4



Marine stores

TIER 1



TIER 2



TIER 3



Mountain stores

TIER 1

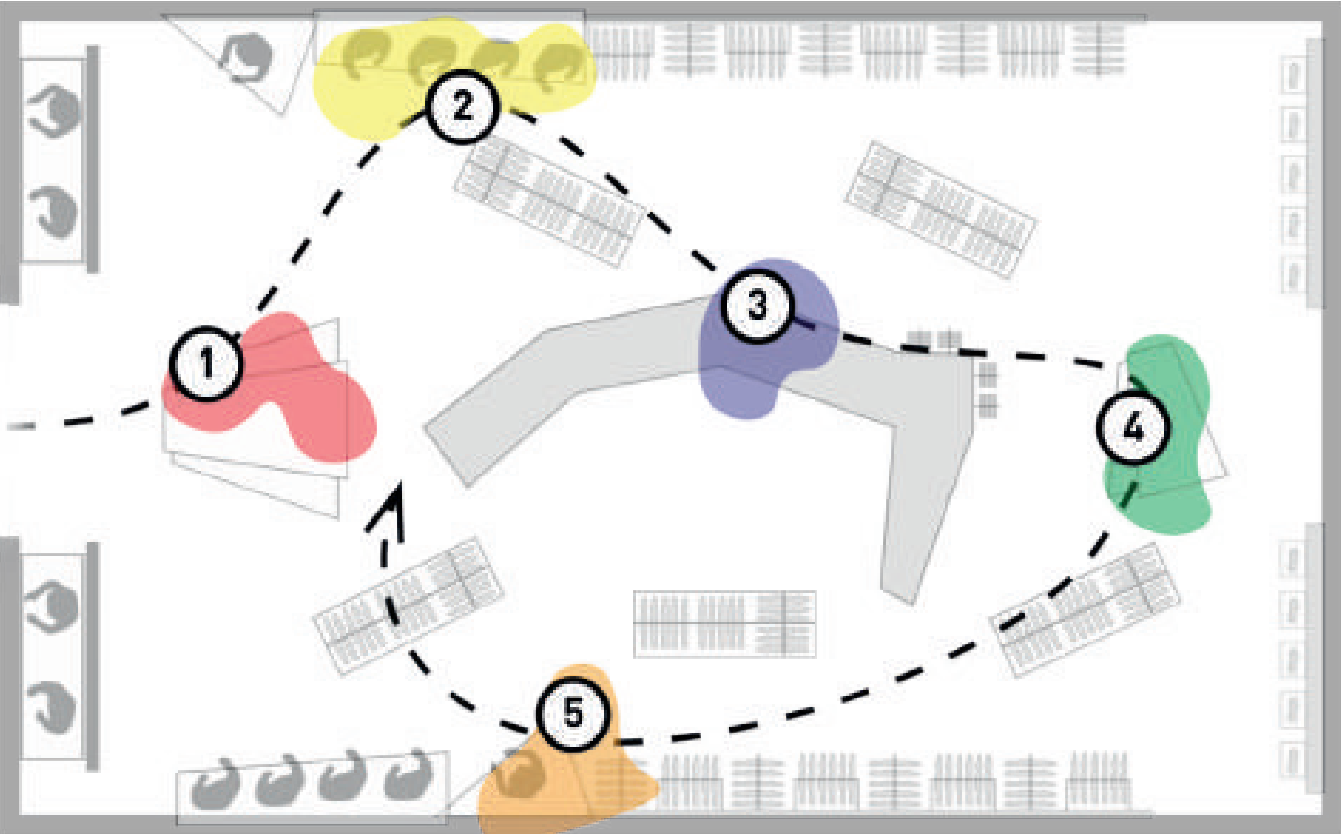


TIER 2



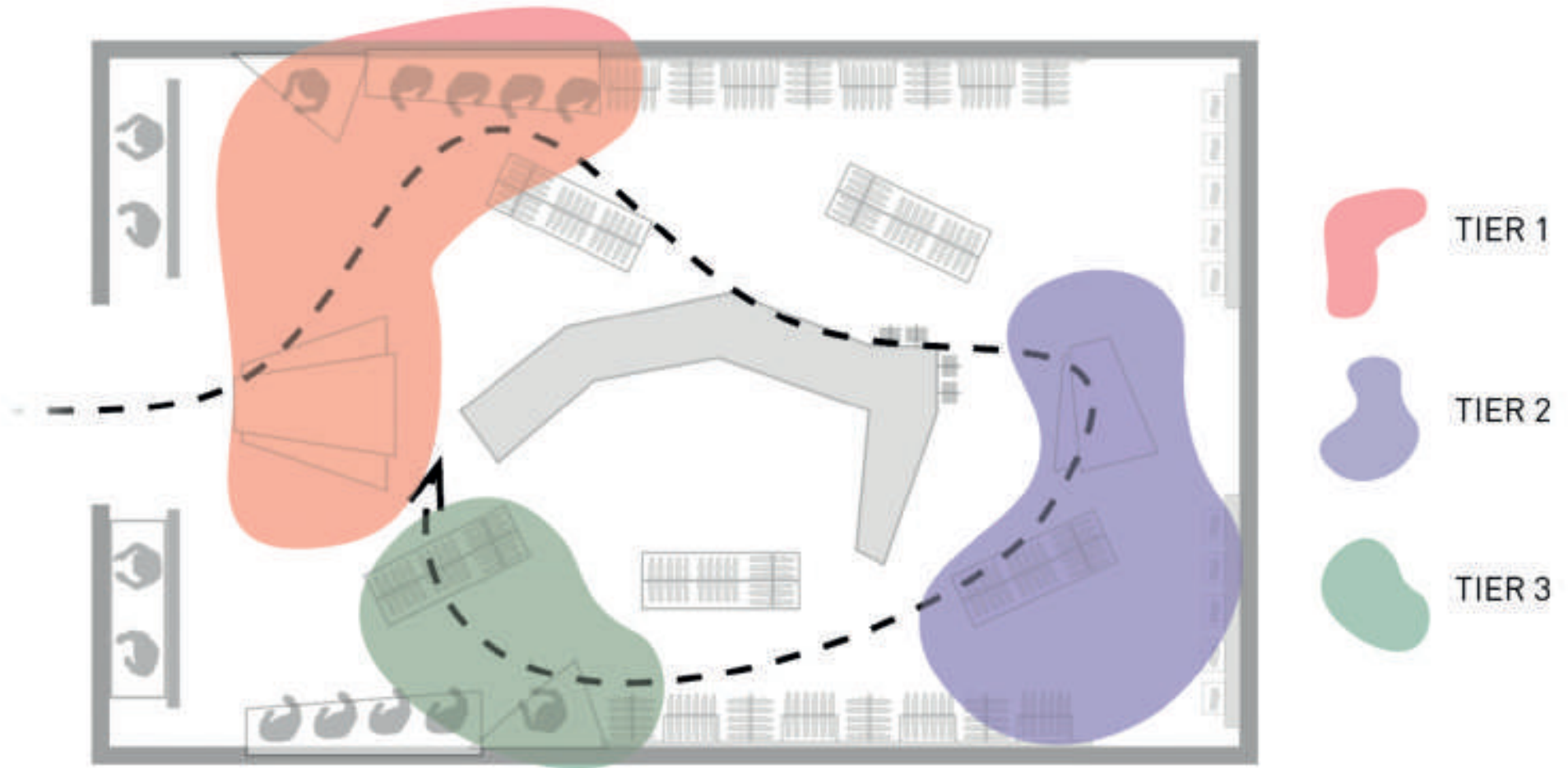
TIER 3

CUSTOMER JOURNEY



- 1)** Attention-grabbing staging should intrigue customers and draw them further into the store
- 2)** Easy to navigate hero staging
- 3)** Staging explaining in more details the different HH technologies
- 4)** Tier 2 presenting another category of our collections
- 5)** Tier 3 presenting another category of our collections

ZONING



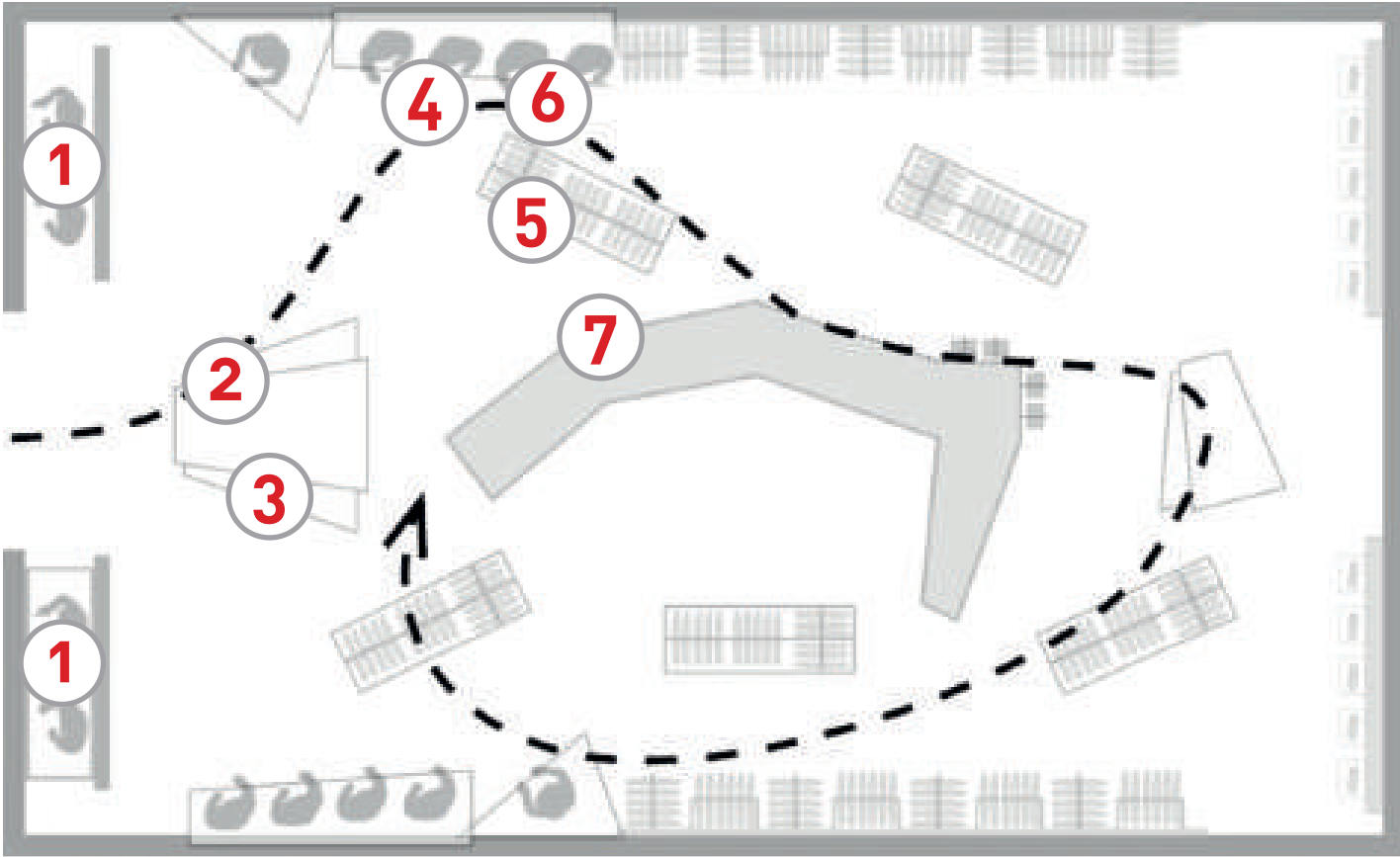
02

BRAND
STORES

APRIL
VM Guidelines



BRAND STORES TIER 1: SAILING COASTAL



ELEMENT 1
Windows



ELEMENT 2
Campaign area



ELEMENT 3
POS



ELEMENT 4
Technology
3D icon



ELEMENT 5
Cardboard hanger
overlay



ELEMENT 6
Magnetic icon



ELEMENT 7
Tech book

BRAND STORES TIER 1: SAILING COASTAL

Hero product: 34041_147

HP RACING MIDLAYER JACKET

20% LIGHTER AND STILL WARMER THAN
STANDARD INSULATION

WATERPROOF AND WINDPROOF

EXCLUSIVE TECHNOLOGY USING LIFA®
FIBERS, WHICH TRAPS MORE HEAT



GERMAN
DESIGN
AWARD
WINNER
2019


GOOD
DESIGN

BRAND STORES TIER 1: SAILING COASTAL

Element 1: Window



SETUP INSTRUCTIONS

- Install the LED structure and arrange the cable to the nearest plug as tidy and clean as possible. Cover the cable with a cable cover for security reasons as per picture here. 
- Display the jacket on a wire frame torso and hang it in the center of the LED structure, accurately as per picture here. Use a thin cable, as invisible as possible.
- Hang the Lifaft cross with thin cables.

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- LED structure
- Cross
- Installation manual

BRAND STORES TIER 1: SAILING COASTAL

Element 2: Campaign area

SETUP INSTRUCTIONS

- Keep the campaign area very sharp and tech-focused. Do not block the cross with the mannequins.
- Male outfit: 34041_147, 48300_990, 33937_980, 48305_990, 11312_147
- Female outfit: 34070_001, 49329_181, 34119_980, 11316_980

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backdrop
- FSU header
- Table cover
- Podium covers



BRAND STORES TIER 1: SAILING COASTAL

Element 3: POS

lifa loft
INSULATION BY PRIMALOFT.
LIGHTER. WARMER.

20% LIGHTER AND STILL WARMER THAN STANDARD INSULATION

WATERPROOF AND WINDPROOF

EXCLUSIVE TECHNOLOGY USING LIFA® FIBERS, WHICH TRAPS MORE HEAT

TRUSTED BY PROFESSIONALS

HH
ALIVE SINCE 1877

BRAND STORES TIER 1: SAILING COASTAL

Element 4: Technology 3D icon



BRAND STORES TIER 1: SAILING COASTAL

Element 5: Cardboard hanger overlay



BRAND STORES TIER 1: SAILING COASTAL

Element 6: Magnetic icon

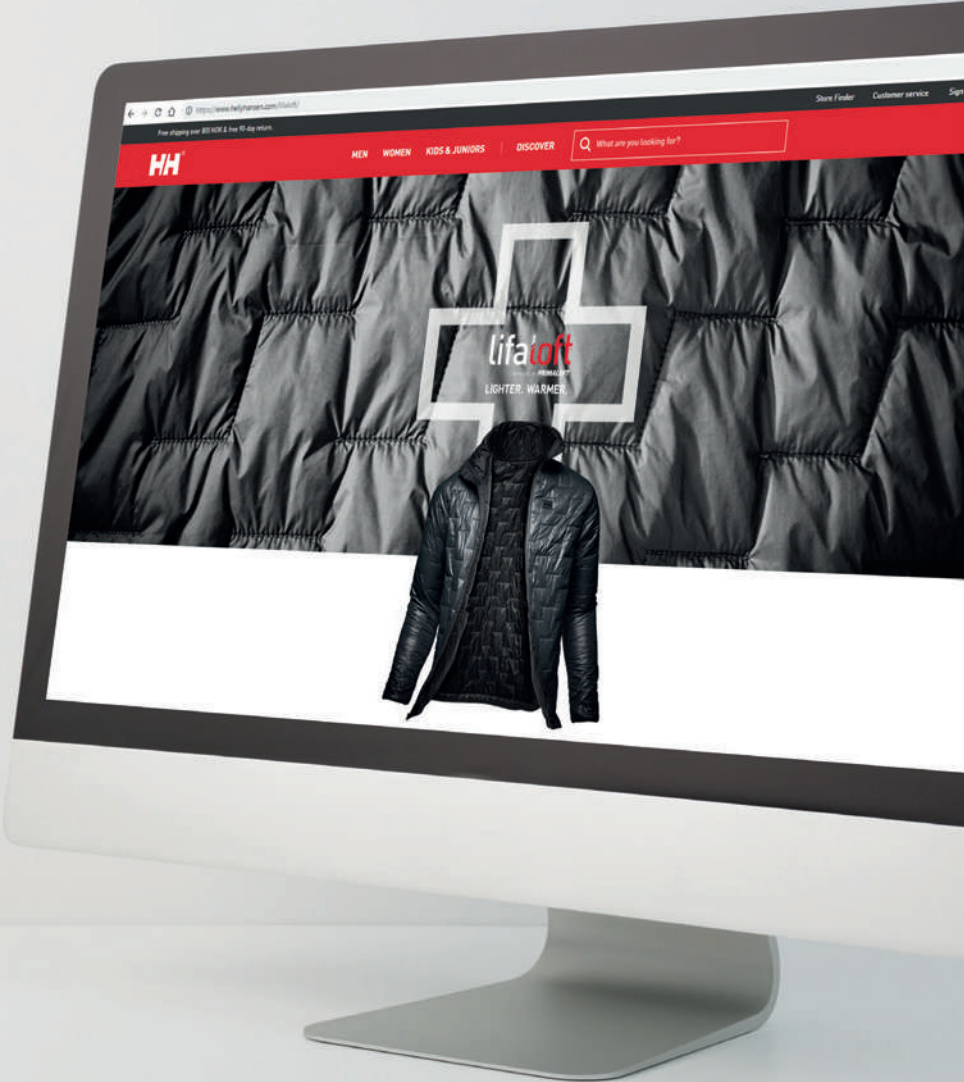


BRAND STORES TIER 1: SAILING COASTAL

Element 7: Tech exploration

SETUP INSTRUCTIONS

Use our website to explain Lifaloft technology



BRAND STORES TIER 2: SAILING COASTAL SKAGEN

Hero product: 33907_282 & 33908_282

33907_282 // SKAGEN OFFSHORE JACKET

SOLAS APPROVED REFLECTIVE PATCHES

DOUBLE CUFFS WITH ADJUSTABLE SEALS

HELLY TECH® PERFORMANCE

33908_282 // SKAGEN OFFSHORE BIB

TWO WAY FRONT ZIP

HELLY TECH® PERFORMANCE

ARTICULATED SEAT AND KNEE

REINFORCEMENTS



BRAND STORES TIER 2: SAILING COASTAL SKAGEN

Wall execution



PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backdrop
- HellyTech® POS

BRAND STORES TIER 3: HELOX

Mini-campaign area

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backdrop
- Hanging cross
- FSU header



BRAND STORES TIER 4: RAZORSKIFF

Podium display in the shoe area

PRODUCTION ASSETS AVAILABLE
ON BRANDMASTER:

- Podium foil



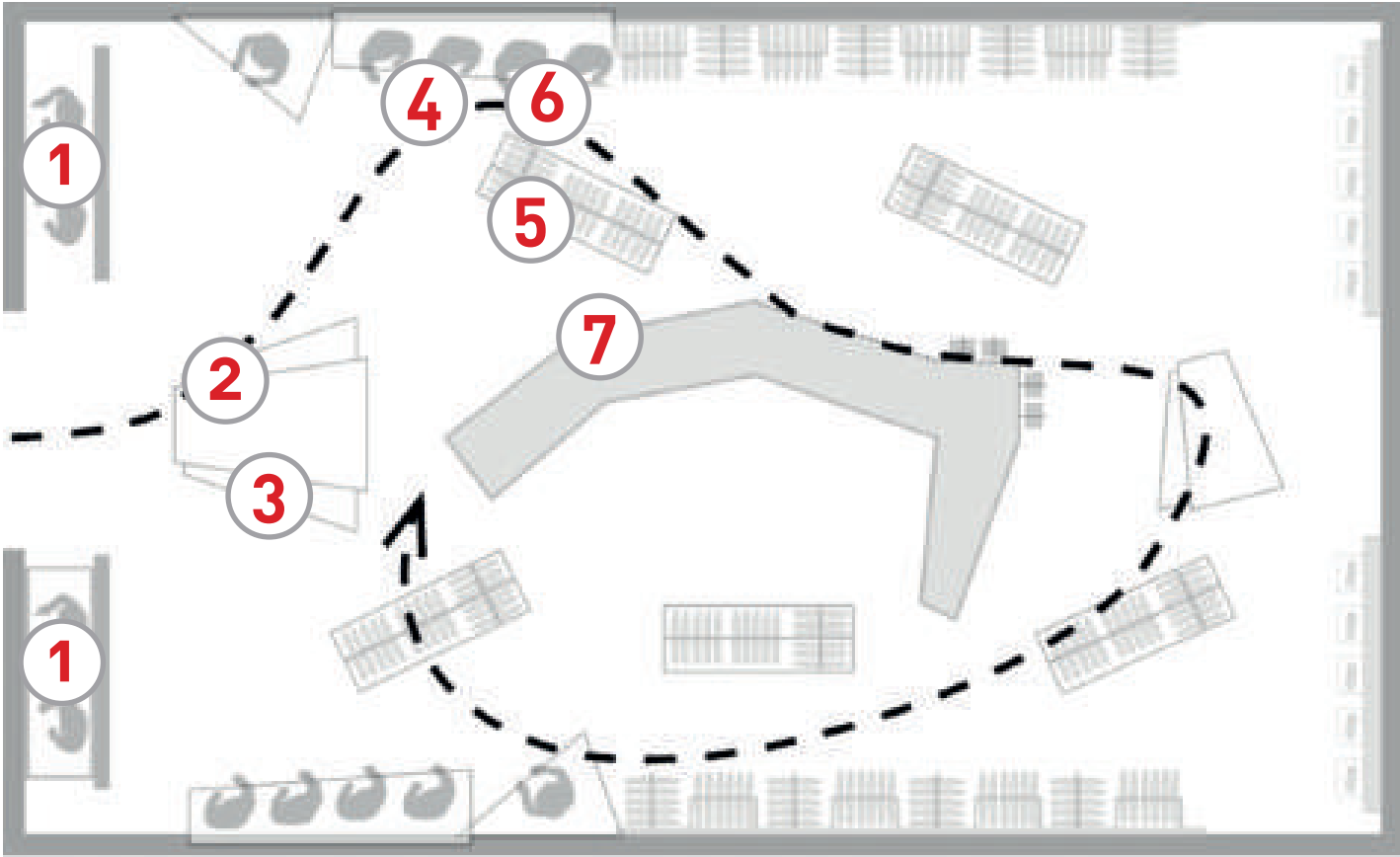


03

**MARINE
STORES**

APRIL
VM Guidelines

MARINE STORES TIER 1: SAILING COASTAL



ELEMENT 1
Windows



ELEMENT 2
Campaign area



ELEMENT 3
POS



ELEMENT 4
Technology
3D icon



ELEMENT 5
Cardboard hanger
overlay



ELEMENT 6
Magnetic icon



ELEMENT 7
Tech book

MARINE STORES TIER 1: SAILING COASTAL

Hero product: 34041_147

HP RACING MIDLAYER JACKET

20% LIGHTER AND STILL WARMER THAN
STANDARD INSULATION

WATERPROOF AND WINDPROOF

EXCLUSIVE TECHNOLOGY USING LIFA®
FIBERS, WHICH TRAPS MORE HEAT




MARINE STORES TIER 1: SAILING COASTAL

Element 1: Window



SETUP INSTRUCTIONS

- Install the LED structure and arrange the cable to the nearest plug as tidy and clean as possible. Cover the cable with a cable cover for security reasons as per picture here. 
- Display the jacket on a wire frame torso and hang it in the center of the LED structure, accurately as per picture here. Use a thin cable, as invisible as possible.
- Hang the Lifaloft cross with thin cables.

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- LED structure
- Cross

MARINE STORES TIER 1: SAILING COASTAL

Element 2: Campaign area

SETUP INSTRUCTIONS

- Keep the campaign area very sharp and tech-focused. Do not block the cross with the mannequins.
- Male outfit: 34041_147, 48300_990, 33937_980, 48305_990, 11312_147
- Female outfit: 34070_001, 49329_181, 34119_980, 11316_980

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backdrop
- FSU header
- Table cover
- Podium covers



MARINE STORES TIER 1: SAILING COASTAL

Element 3: POS

lifa loft
INSULATION BY PRIMALOFT.
LIGHTER. WARMER.

20% LIGHTER AND STILL WARMER THAN STANDARD INSULATION

WATERPROOF AND WINDPROOF

EXCLUSIVE TECHNOLOGY USING LIFA® FIBERS, WHICH TRAPS MORE HEAT

TRUSTED BY PROFESSIONALS

HH
ALIVE SINCE 1877

MARINE STORES TIER 1: SAILING COASTAL

Element 4: Technology 3D icon



MARINE STORES TIER 1: SAILING COASTAL

Element 5: Cardboard hanger overlay



MARINE STORES TIER 1: SAILING COASTAL

Element 6: Magnetic icon

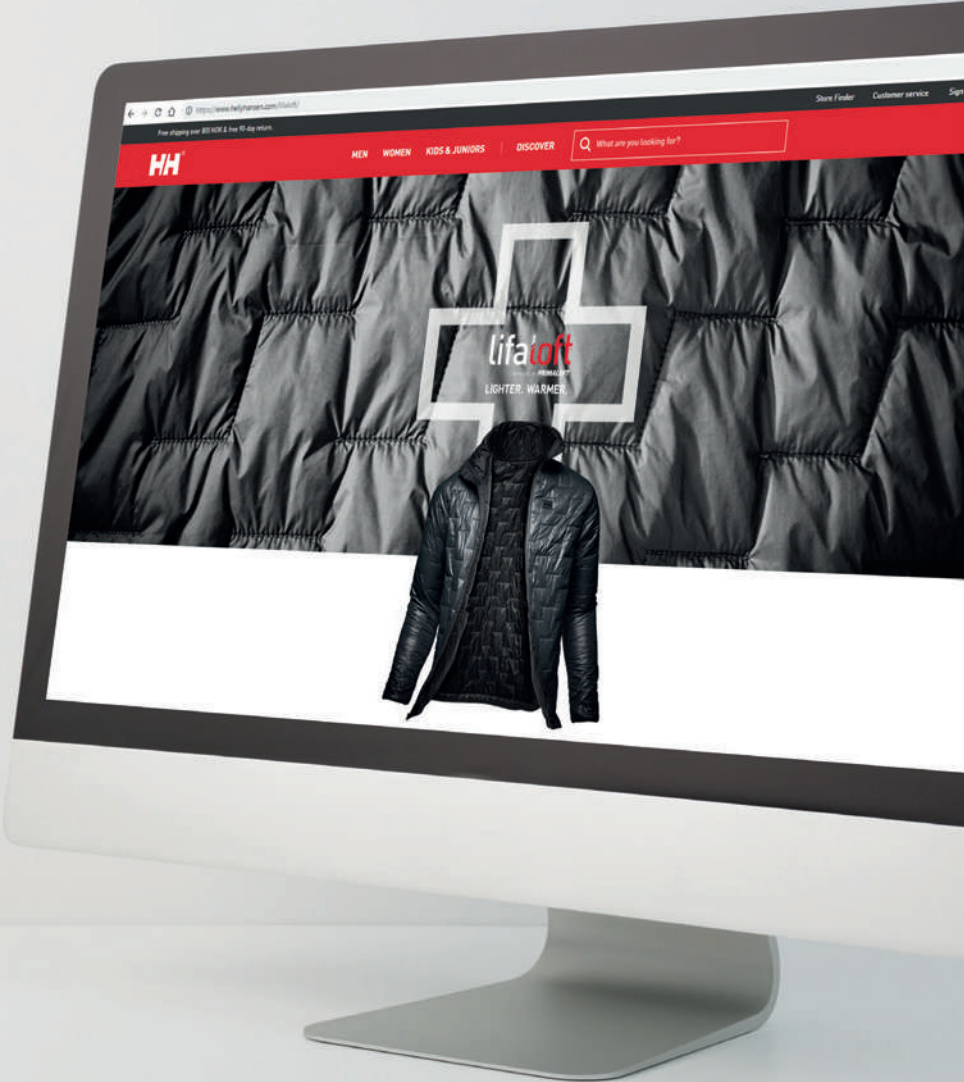


MARINE STORES TIER 1: SAILING COASTAL

Element 7: Tech exploration

SETUP INSTRUCTIONS

Use our website to explain Lifaloft technology



MARINE STORES TIER 2: SAILING COASTAL SKAGEN

Hero product: 33907_282 & 33908_282

33907_282 // SKAGEN OFFSHORE JACKET

SOLAS APPROVED REFLECTIVE PATCHES

DOUBLE CUFFS WITH ADJUSTABLE SEALS

HELLY TECH® PERFORMANCE

33908_282 // SKAGEN OFFSHORE BIB

TWO WAY FRONT ZIP

HELLY TECH® PERFORMANCE

ARTICULATED SEAT AND KNEE

REINFORCEMENTS



MARINE STORES TIER 2: SAILING COASTAL SKAGEN

Wall execution



PRODUCTION ASSETS AVAILABLE
ON BRANDMASTER:

- Backdrop

MARINE STORES TIER 3: HELOX

Mini-campaign area

HELOX THE ORIGINAL RAINCOAT



PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backdrop
- Hanging cross
- FSU header

MARINE STORES TIER 4: RAZORSKIFF

Element 3: Podium display in the shoe area

PRODUCTION ASSETS AVAILABLE
ON BRANDMASTER:

- Podium foil



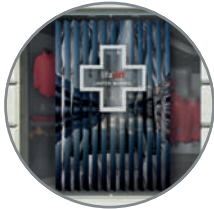
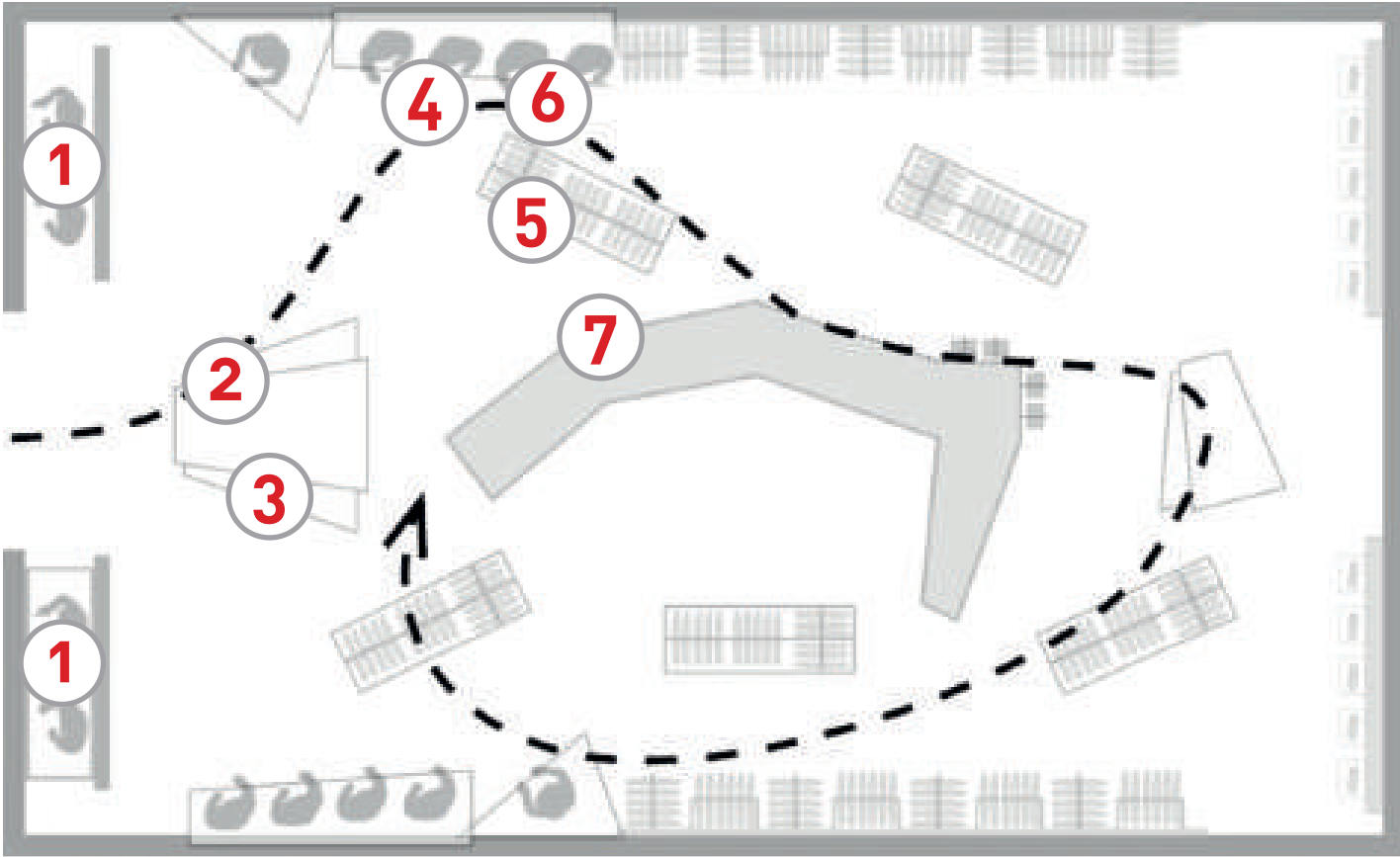


04

**MOUNTAIN
STORES**

APRIL
VM Guidelines

MOUNTAIN STORES TIER 1: LIFALOFT HYBRID



ELEMENT 1
Windows



ELEMENT 2
Campaign area



ELEMENT 3
POS



ELEMENT 4
Technology
3D icon



ELEMENT 5
Cardboard hanger
overlay



ELEMENT 6
Magnetic icon



ELEMENT 7
Tech book

MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Hero product: 65605_135

LIFALOFT HYBRID JACKET

20% LIGHTER AND STILL WARMER DUE TO
UNIQUE LIFA® FIBERS

LIFALOFT™ INSULATION CREATES MORE
AIR POCKETS, GIVING MORE WARMTH

LIFA® FIBERS HAVE MORE MOISURE
TRANSPORTATION PROPERTIES



MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 1: Window



SETUP INSTRUCTIONS

- Accordion backpanel should be prepared beforehand by printer
- Hang cross in center of the window and secure it
- Add backpanel and secure it

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backpanel
- Cross

MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 2 : Campaign area

PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Backdrop
- Table cover



MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 3: POS



lifa^{loft}
INSULATION BY PRIMALOFT
LIGHTER. WARMER.

LIFALOFT™
INSULATION CREATES
MORE AIR POCKETS,
GIVING MORE
WARMTH

LIFA® FIBERS HAVE
BETTER MOISTURE
TRANSPORTATION
PROPERTIES

20% LIGHTER
AND STILL
WARMER DUE TO
UNIQUE LIFA®
FIBERS

MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 5: Technology 3D icon



MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 5: Cardboard hanger overlay



MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 6: Magnetic icon

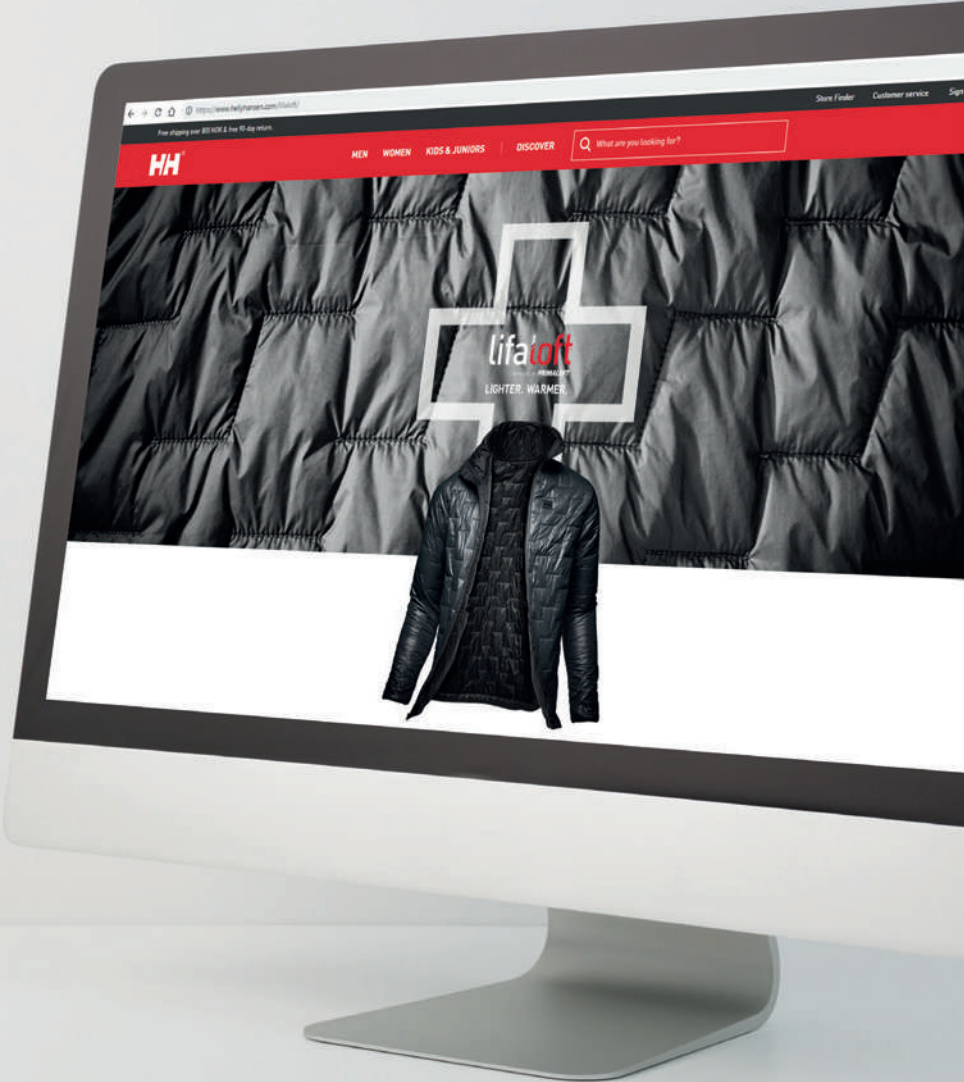


MOUNTAIN STORES TIER 1: LIFALOFT HYBRID

Element 7: Tech exploration

SETUP INSTRUCTIONS

Use our website to explain Lifaloft technology



MOUNTAIN STORES TIER 2: FJORD TIL FJELL

Mini campaign area



PRODUCTION ASSETS AVAILABLE ON BRANDMASTER:

- Podium foils and icons
- Magwall visual