



# SPRING 2015 VISUAL MERCHANDISING

PAKISTAN



THIS IS NOT A DOCUMENT.

# THIS IS A TOOL

THESE ARE GUIDELINES TO  
SET UP DOCKERS SHOP-IN-  
SHOPS AND RETAIL STORES.



VISUAL MERCHANDISING

## MERCHANDISING PRINCIPLES:

- FIRST, THE SALES FLOORS ARE TO BE ORGANIZED BY WEARING OCCASION, CASUAL AND REFINED.
- SECOND, ORGANIZED BY COLLECTION WITHIN WEARING OCCASION.
- THIRD, ORGANIZED BY PRODUCT NAME.
- FOURTH, ORGANIZED BY FIT AND MODEL WITHIN PRODUCT. (ALL PLANS REFLECT THIS)
- IDEALLY, BOTH WEARING OCCASIONS HAVE EXPOSURE AT THE ENTRANCE (ALL PLANS ATTACHED REFLECT THIS).
- SIGNATURE KHAKI REQUIRES A CONTINUOUS WALL, SO PLACEMENT MAY BE DETERMINED BY THE PHYSICAL LAYOUT OF THE STORE.
- PLINTH IS ALWAYS PLACED AT THE ENTRY.
- PLINTH IS ALWAYS ALPHA.
- TOPS ARE KEPT TOGETHER BY PC5, OR COLLECTION (SF/ALPHA) AND ORGANIZED BY SLEEVE LENGTH AND MERCHANDISED WITHIN THE RESPECTIVE WEARING OCCASION.
- PANT PRODUCT NAMES & FITS ARE ALWAYS IDENTIFIED BY EITHER POS, NAVIGATION OR SHELF TALKER.

## SEASONAL PRIORITIES:

- ON-THE-GO- FEATURE, WHENEVER POSSIBLE. BEST PRESENTED AS A HANGING, NOT FOLDED PRESENTATION. IN SOME STORES, I DO HAVE OTG ON A TABLE, BUT IN THIS CASE, THE PANTS SHOULD BE LAID OUT FLAT, NOT FOLDED. WE WILL INDICATE THIS IN THE PLAN-O-GRAMS.
- ALPHA PLINTH IS BEST REPRESENTED AS "NEW DELIVERY". IF SPACE IS AN ISSUE, KEEP THE PLINTH TO ONE FIT AND IDENTIFY AS SUCH.
- SIGNATURE SEASONAL FABRICATIONS. IDEALLY, THESE ARE PULLED OUT ON A FEATURE TABLE ADJACENT TO THE SIGNATURE CORE WALL.
- SEGMENT FLYWEIGHTS, WHEN APPLICABLE.
- SEGMENT SHORTS.





# SPRING 2015 VISUAL MERCHANDISING

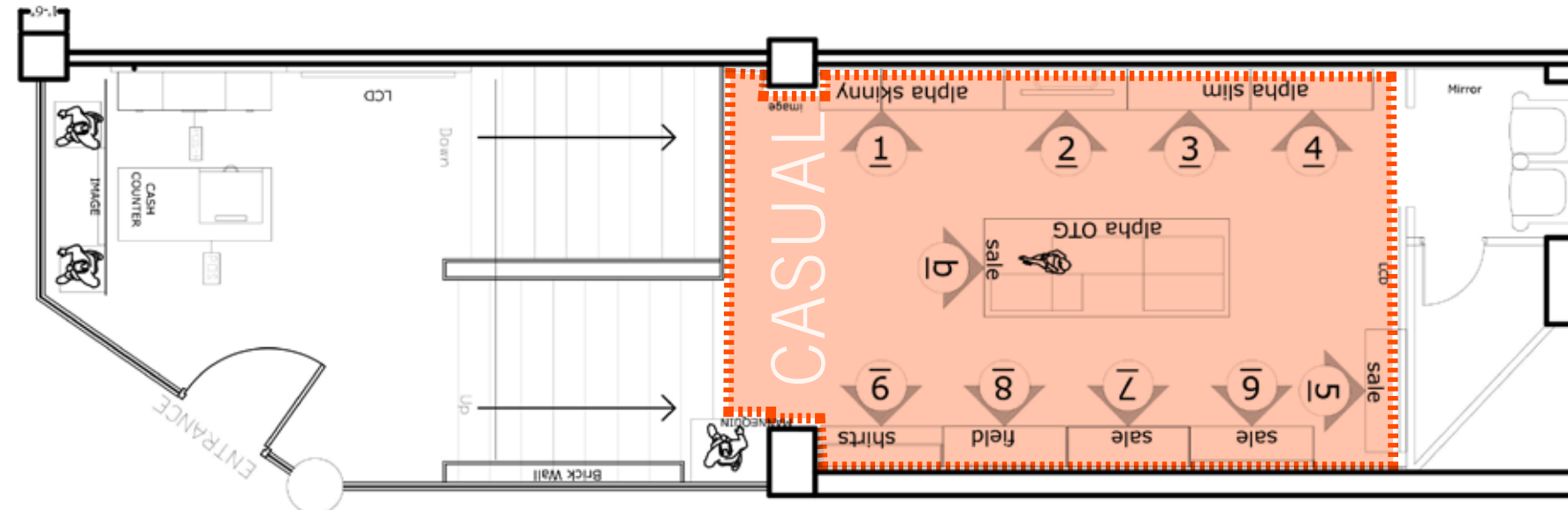
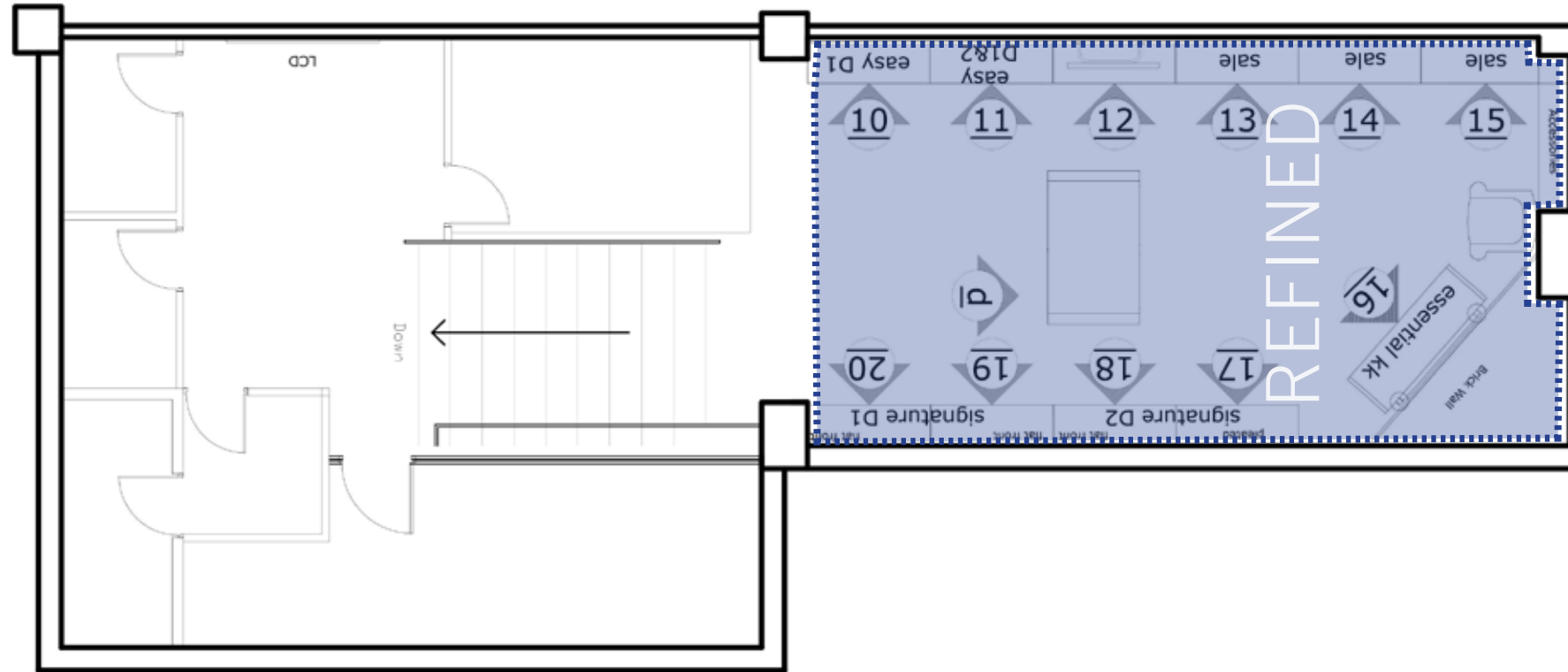
## PAKISTAN

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# I. LARGE DOORS

- I. FLOOR PLAN
2. WALL FIXTURES
3. FLOOR FIXTURES



\*XINJUA, PAKISTAN

CODE	BOTTOMS	TOPS
1	-AC ALPHA SKINNY (STRETCH TWILL SOLID)	-LS ALPHA KHAKI SHIRT
2	-ALPHA ORIGINAL KHAKI LT WT	
3	-AC ALPHA KHAKI -ALPHA KHAKI -ALPHA ORIGINAL KHAKI	-LS ALPHA THE GOOD CHAMBRAY DECK SHIRT
4	-AC ALPHA KHAKI	-LS ALPHA THE GOOD CHAMBRAY DECK SHIRT
8	-FIELD KHAKI D1	-LS 40'S LAUNDERED
9		-LS 40'S LAUNDERED
10	-EASY KHAKI SLIM D1 FF -EASY KHAKI SLIM FF	
11	-EASY KHAKI STRAIGHT D2 FF	-LS SMART SHIELD SHIRT
16	-ESSENTIAL KHAKI SLIM D1 FF	-SF SWEATER - V-NECK -LS CITY SHIRT (SF)
17	-SIGNATURE KHAKI STRAIGHT D2 PLT	-LS IRON FREE SHIRT
18	-SIGNATURE KHAKI STRAIGHT D2 FF	-S IRON FREE SHIRT
19	-SIGNATURE KHAKI SLIM D1 FF	
20	-SIGNATURE KHAKI SLIM TAPERED -SIGNATURE KHAKI SLIM TAPERED (SOLID)	-LS SOFT NO WRINKLE SHIRT
b	-AC ALPHA TRAVEL CARGO	-LS ALPHA WRINKLE TWILL SHIRT SS CLASSIC PIQUE POLO
d	-SIGNATURE KHAKI SLIM TAPERED (SEASONAL)	-LS BD OXFORD SHIRT



## REFINED WALL



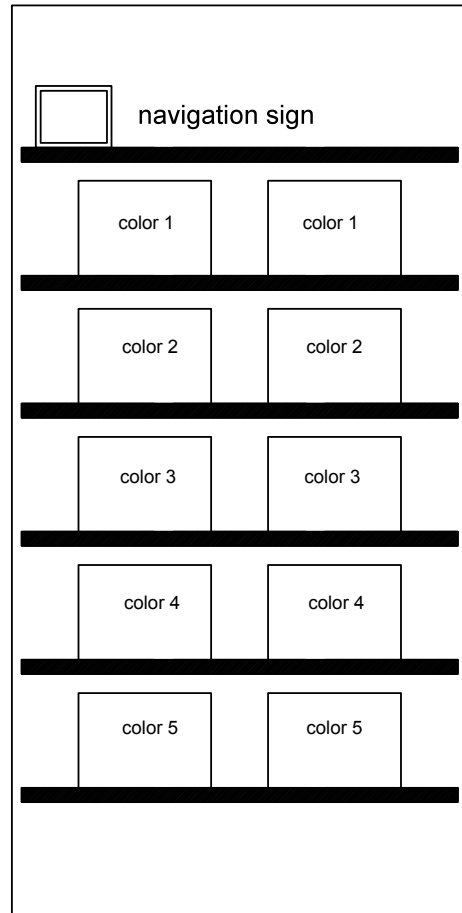
### CAPACITY

- VARIES ON WALL CONFIGURATION
- INTEGRATE TOPS AS ASSORTMENT ALLOWS
- MERCHANDISE AS SHOWN.



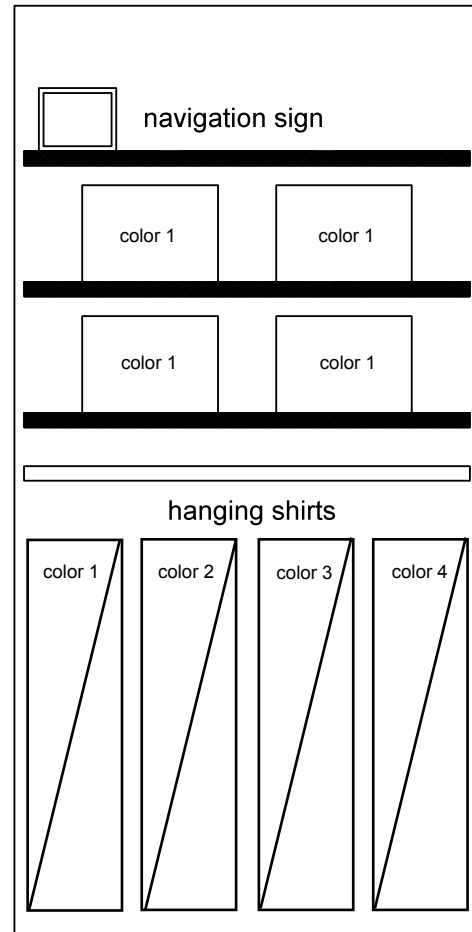


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easy khaki slim (5)

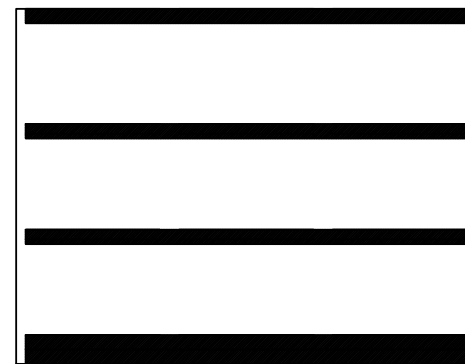
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easy khaki STR (1)  
smartshield shirt (4)

### section 12

by visual

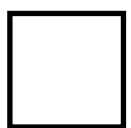


Head to toe laydown

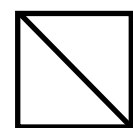
### PRODUCT PLACEMENT

PC-9	STYLE	COLOR	SECTION
47274-0001	EASY KHAKI SLIM D1 FF	ANCIENT STONE	10
47274-0004	EASY KHAKI SLIM D1 FF	BLACK	10
47274-0004	EASY KHAKI SLIM FF	BLACK	10
47274-0002	EASY KHAKI SLIM D1 FF	NEW BRITISH KHAKI	10
47274-0002	EASY KHAKI SLIM FF	NEW BRITISH KHAKI	10
66809-0042	LS SMART SHIELD SHIRT	WILLIS - CERAMIC BLUE	11
66809-0043	LS SMART SHIELD SHIRT	COLIN - CERAMIC BLUE	11
66809-0045	LS SMART SHIELD SHIRT	GEOFFREY - CERULEAN	11
66809-0048	LS SMART SHIELD SHIRT	JEAN - BALTIC	11
46682-0003	EASY KHAKI STRAIGHT D2 FF	NEW BRITISH KHAKI	11

CODE



BOTTOMS



TOPS





## CASUAL WALL



### CAPACITY

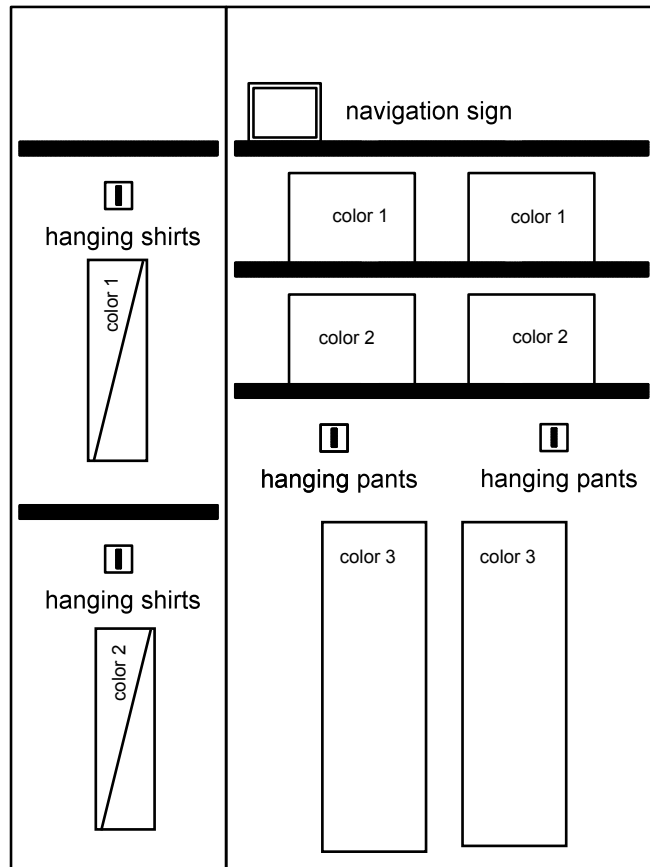
- VARIES ON WALL CONFIGURATION
- INTEGRATE TOPS AS ASSORTMENT ALLOWS
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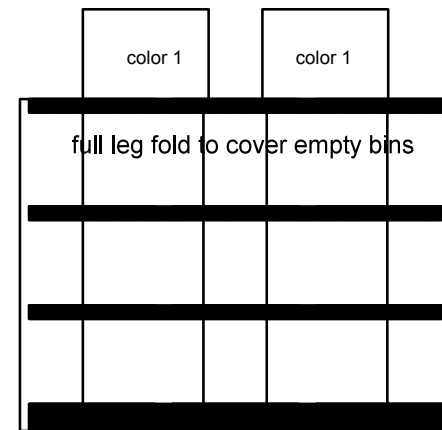


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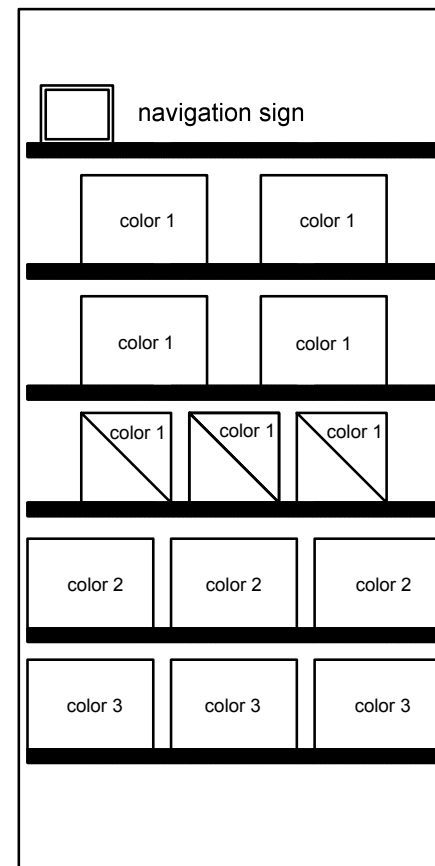
alpha skinny (3)  
alpha khaki shirt (2)

### section 2



alpha light weight (1) alpha slim (5)  
alpha chambray shirt (1)

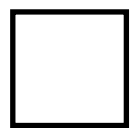
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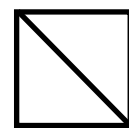
### PRODUCT PLACEMENT

PC-9	STYLE	COLOR	SECTION
47122-0062	AC ALPHA SKINNY (STRETCH TWILL SOLID)	OATMEAL	1
47122-0059	AC ALPHA SKINNY (STRETCH TWILL SOLID)	KETCHUP	1
66811-0022	LS ALPHA KHAKI SHIRT	TWILL - ICY MORN	1
66811-0024	LS ALPHA KHAKI SHIRT	TWILL - TIGERS EYE	1
47122-0058	AC ALPHA SKINNY (STRETCH TWILL SOLID)	DYNAMIC BLUE	1
44715-0396	ALPHA ORIGINAL KHAKI LT WT	TRUE OLIVE	2
66418-0002	LS ALPHA THE GOOD CHAMBRAY DECK SHIRT	LIGHT INDIGO CHAMBRAY	3
44715-0318	AC ALPHA KHAKI	VETIVER	3
44715-0318	ALPHA KHAKI	TWILL - VETIVER	3
44715-0319	ALPHA ORIGINAL KHAKI	TWILL - ARAGON	3

#### CODE



BOTTOMS



TOPS





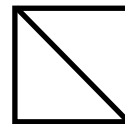
PRODUCT PLACEMENT

PC9	STYLE	COLOR	FIXTURE
47530-0012	AC ALPHA TRAVEL CARGO	TIGER LILY	b
67395-0010	LS ALPHA WRINKLE TWILL SHIRT	OWEN - OLYMPIAN BLUE	b
67395-0011	LS ALPHA WRINKLE TWILL SHIRT	BRYANT - BALTIC	b
67395-0012	LS ALPHA WRINKLE TWILL SHIRT	HOBIE - TIGERLILY	b
26040-0182	SS CLASSIC PIQUE POLO	MONTE - ESTATE BLUE	b

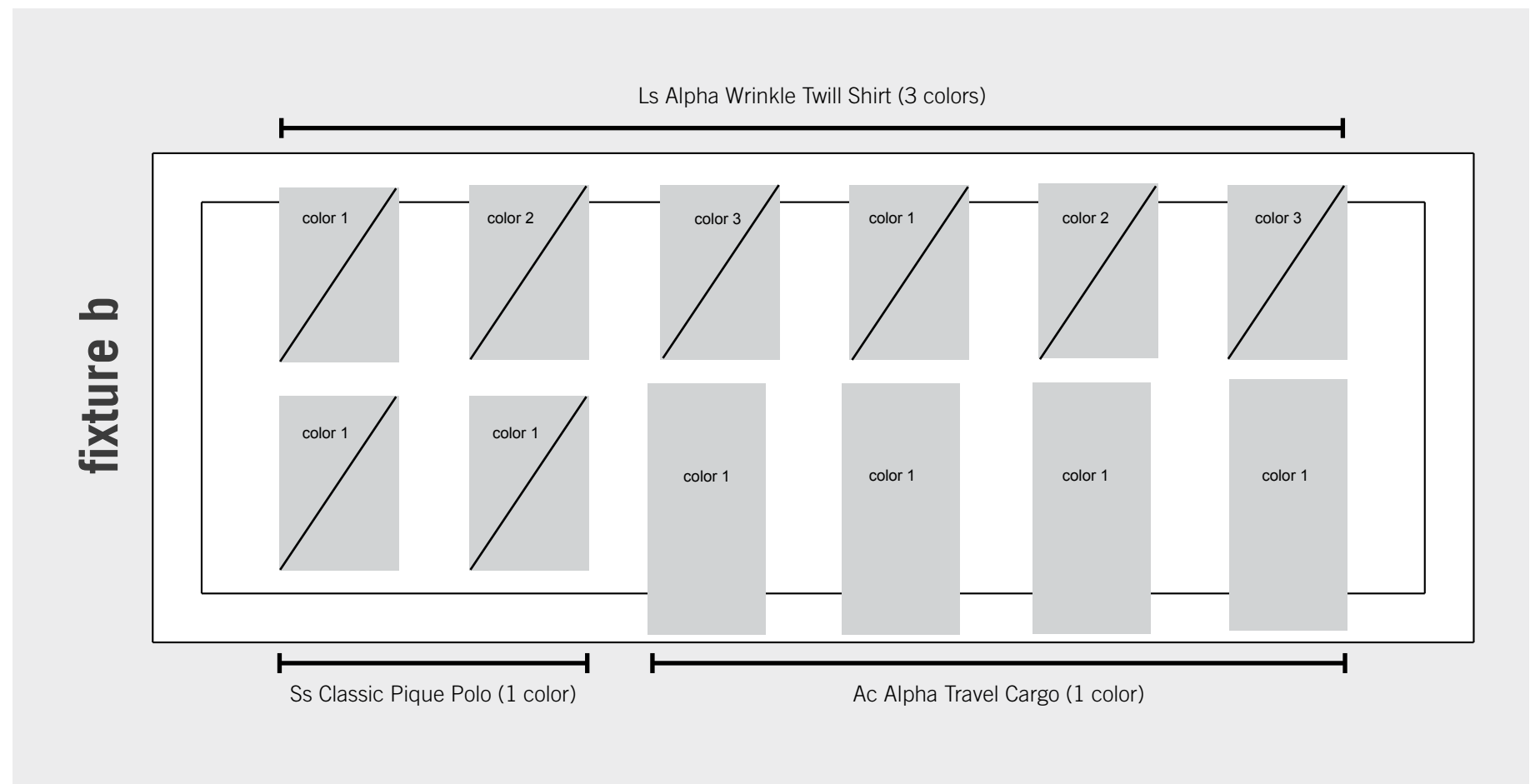
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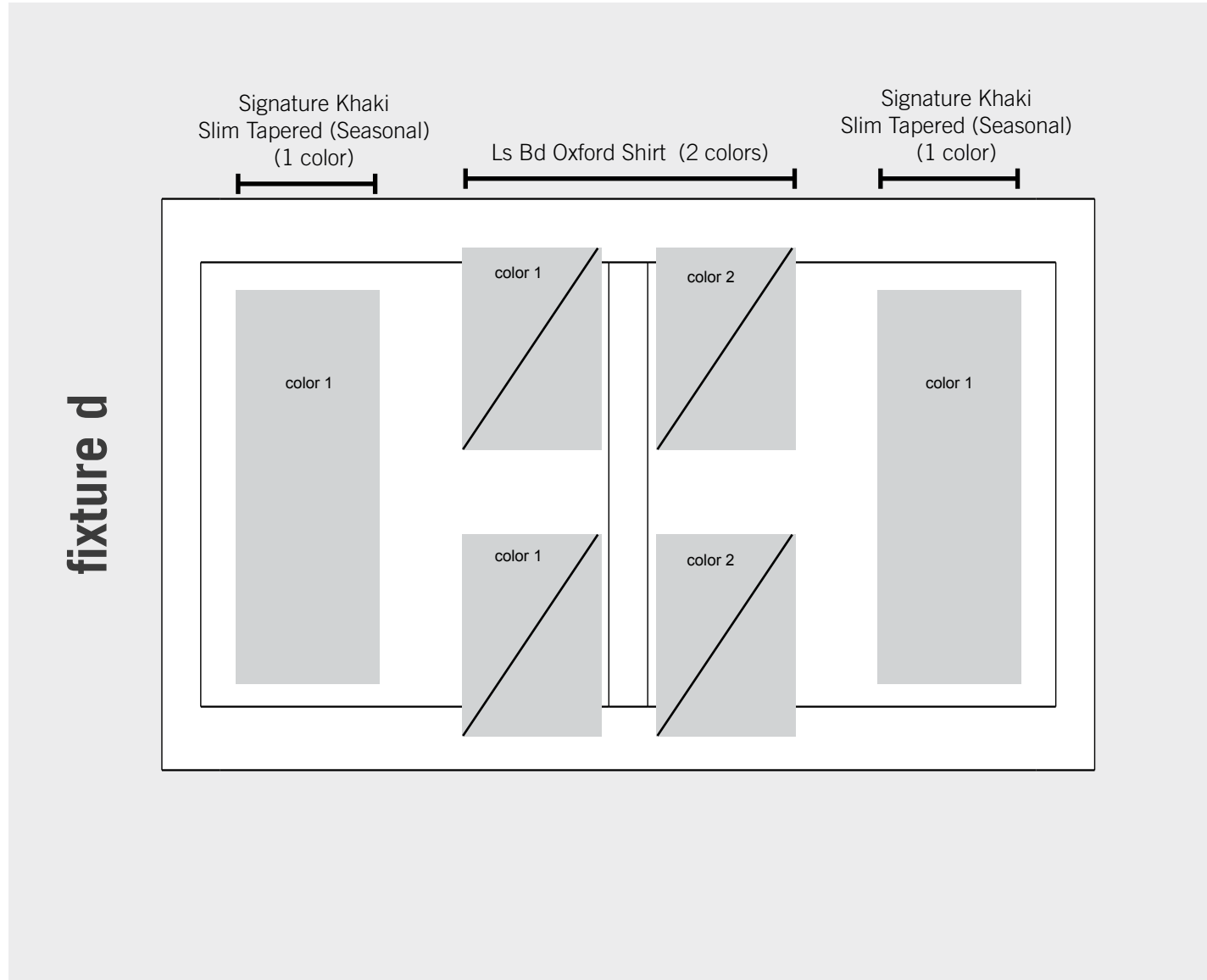
BOTTOMS



TOPS



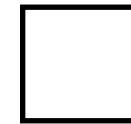




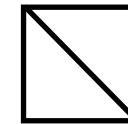
**PRODUCT PLACEMENT**

PC9	STYLE	COLOR	FIXTURE
66220-0064	LS BD OXFORD SHIRT	BOBBY - CERAMIC BLUE	d
66220-0065	LS BD OXFORD SHIRT	GREG - DELFT	d
47815-0016	SIGNATURE KHAKI SLIM TAPERED (SEASONAL)	SAPOLU A OXFORD - BURMA GREY (06529)	d

**CODE**



BOTTOMS



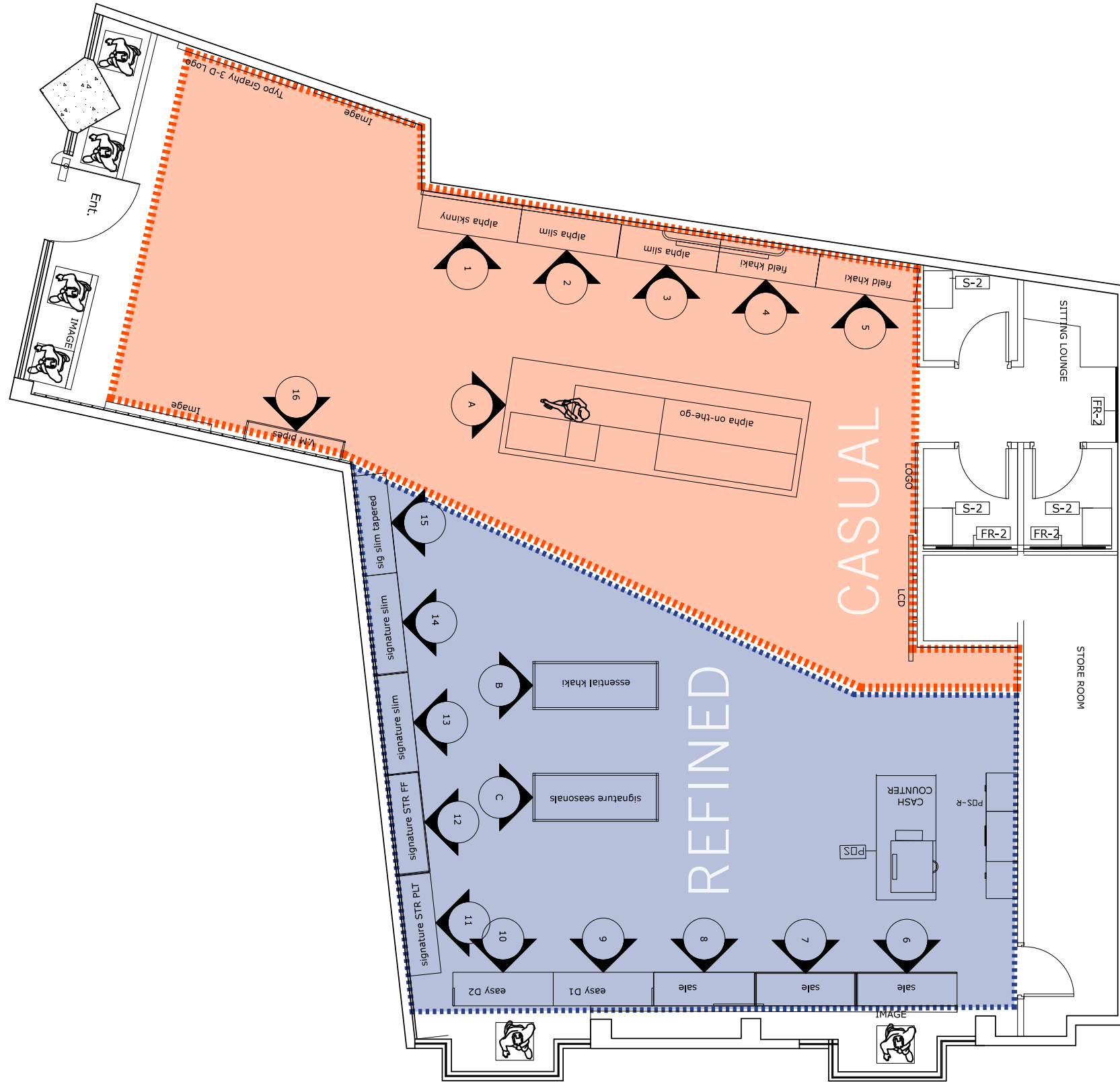
TOPS



# II. MEDIUM DOORS

- I. FLOOR PLAN
2. WALL FIXTURES
3. FLOOR FIXTURES





\* MOL, PAKISTAN

CODE	BOTTOMS	TOPS
1	-AC ALPHA SKINNY (STRETCH TWILL SOLID)	-LS ALPHA THE GOOD CHAMBRAY DECK SHIRT
2	-AC ALPHA KHAKI	-LS ALPHA KHAKI SHIRT
3	-ALPHA ORIGINAL KHAKI LT WT -ALPHA KHAKI -ALPHA ORIGINAL KHAKI	
4		-LS 40'S LAUNDERED
5	-FIELD KHAKI D1	-LS 40'S LAUNDERED
9	-EASY KHAKI SLIM D1 FF -EASY KHAKI SLIM FF	
10	-EASY KHAKI STRAIGHT D2 FF	-LS SMART SHIELD SHIRT
11	-SIGNATURE KHAKI STRAIGHT D2 PLT	-LS IRON FREE SHIRT
12	-SIGNATURE KHAKI STRAIGHT D2 FF	
13	-SIGNATURE KHAKI SLIM D1 FF	-LS IRON FREE SHIRT
14	-SIGNATURE KHAKI SLIM D1 FF	-LS SOFT NO WRINKLE SHIRT
15	-SIGNATURE KHAKI SLIM TAPERED -SIGNATURE KHAKI SLIM TAPERED (SOLID)	-LS SOFT NO WRINKLE SHIRT
a	-AC ALPHA TRAVEL CARGO	-LS ALPHA WRINKLE TWILL SHIRT -SS CLASSIC PIQUE POLO
b	-ESSENTIAL KHAKI SLIM D1 FF	-SF SWEATER - V-NECK -LS CITY SHIRT (SF)
c	-SIGNATURE KHAKI SLIM TAPERED (SEASONAL)	-LS BD OXFORD SHIRT





## REFINED WALL



### CAPACITY

- VARIES ON WALL CONFIGURATION
- INTEGRATE TOPS AS ASSORTMENT ALLOWS
- MERCHANDISE AS SHOWN.





section 6



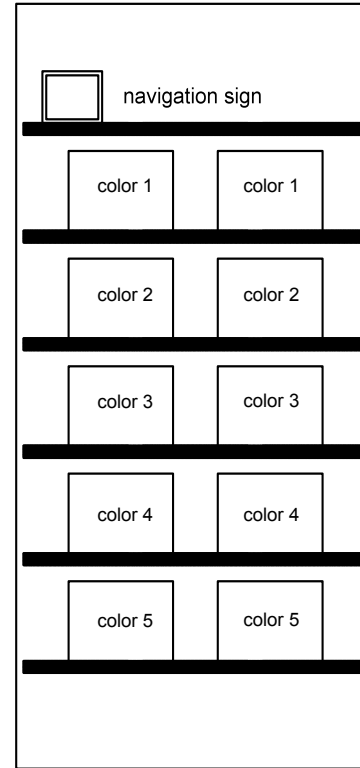
section 7



section 8



section 9

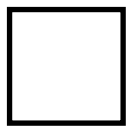


easy khaki slim (5)

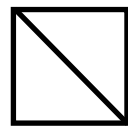
**PRODUCT PLACEMENT**

PC9	STYLE NAME	COLOR	SECTION
47274-0001	EASY KHAKI SLIM D1 FF	ANCIENT STONE	9
47274-0004	EASY KHAKI SLIM D1 FF	BLACK	9
47274-0004	EASY KHAKI SLIM FF	BLACK	9
47274-0002	EASY KHAKI SLIM D1 FF	NEW BRITISH KHAKI	9
47274-0002	EASY KHAKI SLIM FF	NEW BRITISH KHAKI	9

CODE



BOTTOMS



TOPS





## CASUAL WALL



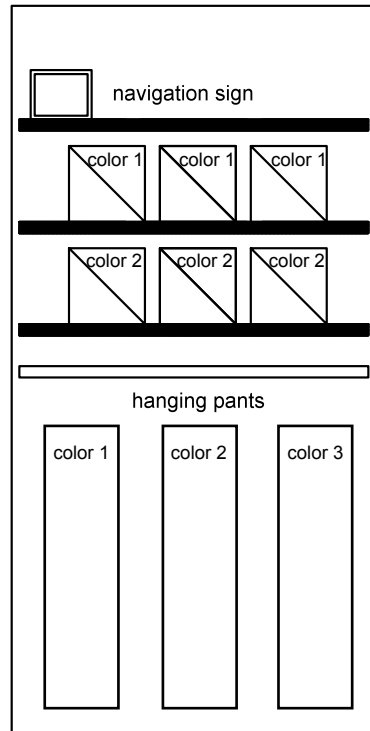
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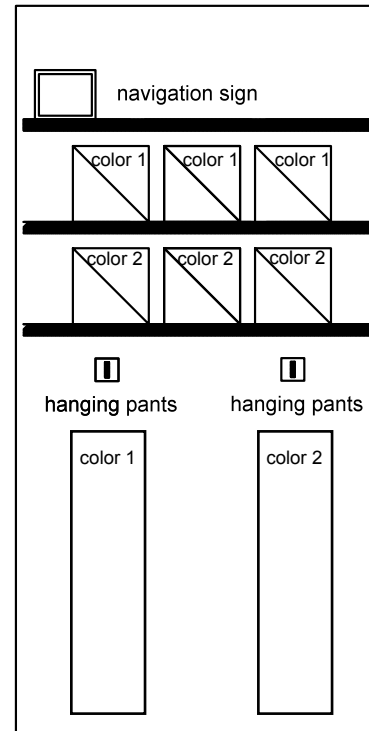


section 1



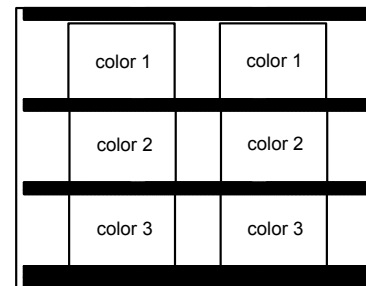
alpha skinny (3)  
alpha chambray shirt (2)

section 2



alpha slim (2)  
alpha khaki shirt (2)

section 3

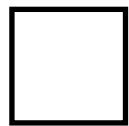


alpha slim (3)

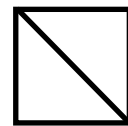
**PRODUCT PLACEMENT**

PC-9	STYLE	COLOR	SECTION
47122-0062	AC ALPHA SKINNY (STRETCH TWILL SOLID)	OATMEAL	1
47122-0059	AC ALPHA SKINNY (STRETCH TWILL SOLID)	KETCHUP	1
47122-0058	AC ALPHA SKINNY (STRETCH TWILL SOLID)	DYNAMIC BLUE	1
66418-0002	LS ALPHA THE GOOD CHAMBRAY DECK SHIRT	LIGHT INDIGO CHAMBRAY	1
66418-0009	LS ALPHA THE GOOD CHAMBRAY DECK SHIRT	CHAMBRAY - PRISM VIOLET	1
44715-0315	AC ALPHA KHAKI	MONKS ROBE	2
44715-0316	AC ALPHA KHAKI	DUSTY BLUE	2
66811-0022	LS ALPHA KHAKI SHIRT	TWILL - ICY MORN	2
66811-0024	LS ALPHA KHAKI SHIRT	TWILL - TIGERS EYE	2
44715-0396	ALPHA ORIGINAL KHAKI LT WT	TRUE OLIVE	3
44715-0318	ALPHA KHAKI	TWILL - VETIVER	3
44715-0319	ALPHA ORIGINAL KHAKI	TWILL - ARAGON	3

CODE



BOTTOMS



TOPS





## FLOOR FIXTURES



### CAPACITY

- VARIES ON WALL CONFIGURATION
- INTEGRATE TOPS AS ASSORTMENT ALLOWS
- MERCHANDISE AS SHOWN.



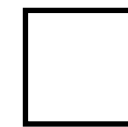




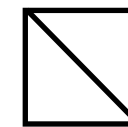
PRODUCT PLACEMENT

PC9	STYLE	COLOR	FIXTURE
47530-0012	AC ALPHA TRAVEL CARGO	TIGER LILY	a
67395-0010	LS ALPHA WRINKLE TWILL SHIRT	OWEN - OLYMPIAN BLUE	a
67395-0011	LS ALPHA WRINKLE TWILL SHIRT	BRYANT - BALTIC	a
67395-0012	LS ALPHA WRINKLE TWILL SHIRT	HOBIE - TIGERLILY	a
26040-0182	SS CLASSIC PIQUE POLO	MONTE - ESTATE BLUE	a

CODE

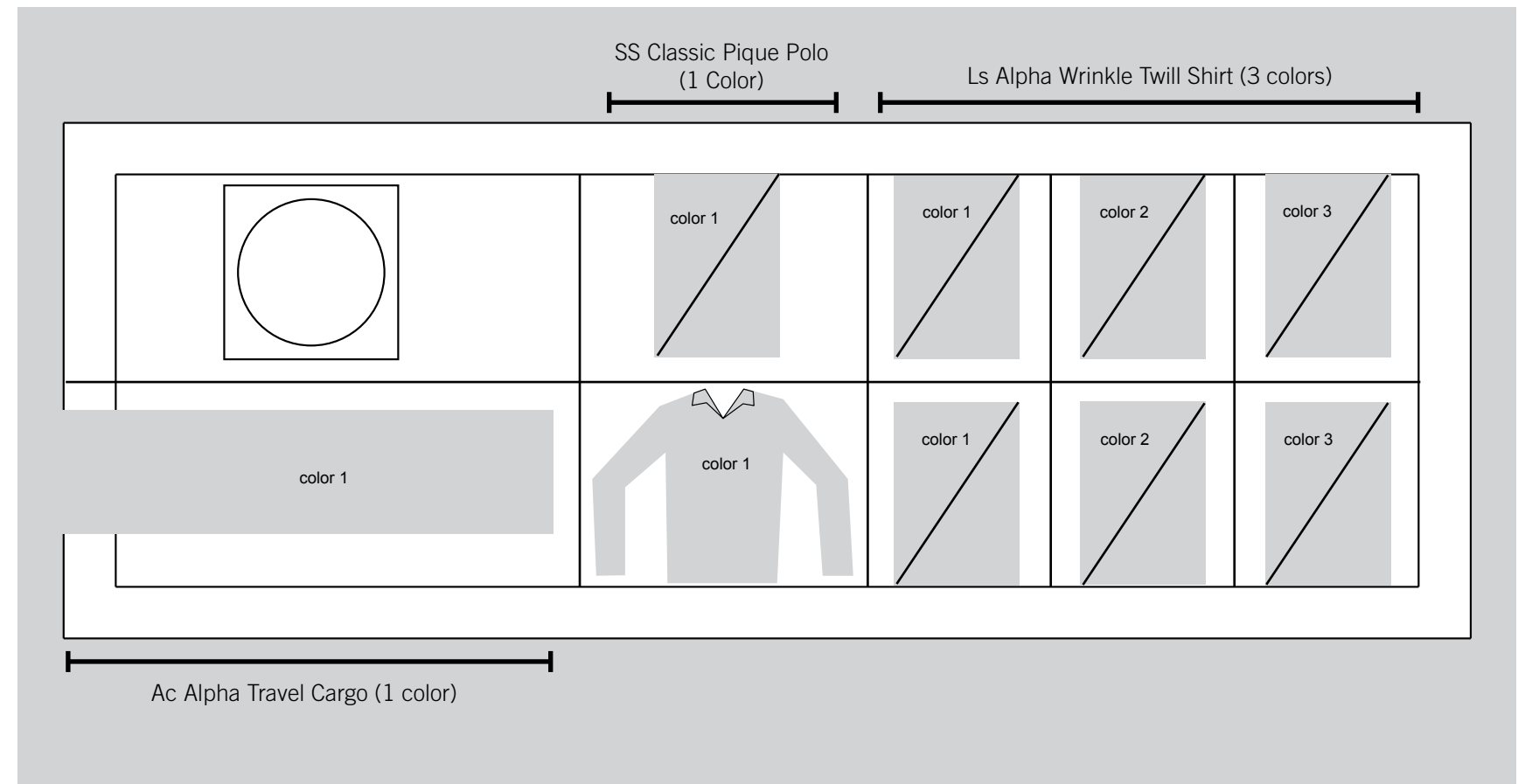


BOTTOMS



TOPS

fixture a





# III. APPENDIX

- I. FIT GUIDE
2. MANNEQUIN LOOKS
3. DESIGN INSPIRATION



# DOCKERS® ALPHA FITS



## SKINNY TAPERED

Sits below the waist  
Extra slim through seat and thigh  
Narrow leg opening

## SLIM TAPERED

Sits below the waist  
Slim through the seat and thigh  
Tapered leg opening

## ATHLETIC

Sits below the waist  
Roomier through the seat and thigh  
Tapered leg opening





# DOCKERS® SIGNATURE FITS



## SLIM TAPERED

Sits slightly below the waist

Slim through the seat and thigh

Tapered leg opening



## SLIM

Sits slightly below the waist

Slim through the seat and thigh

Straight leg opening



## STRAIGHT

Sits slightly below the waist

Straight through the seat and thigh

Straight leg opening



## CLASSIC

Sits naturally at the waist

Eased through the seat and thigh

Straight leg opening



## RELAXED

Sits naturally at the waist

Full through the seat and thigh

Straight leg opening



# DOCKERS® SHIRT FITS



**FITTED**



**STANDARD**



**CLASSIC**





**Signature Collection**  
**The Original Signature Khaki**



**Signature Collection**  
**The Original Signature Khaki**



**Signature Collection**  
**Iron Free With Stretch**



**Insignia Collection**  
**The Khaki**

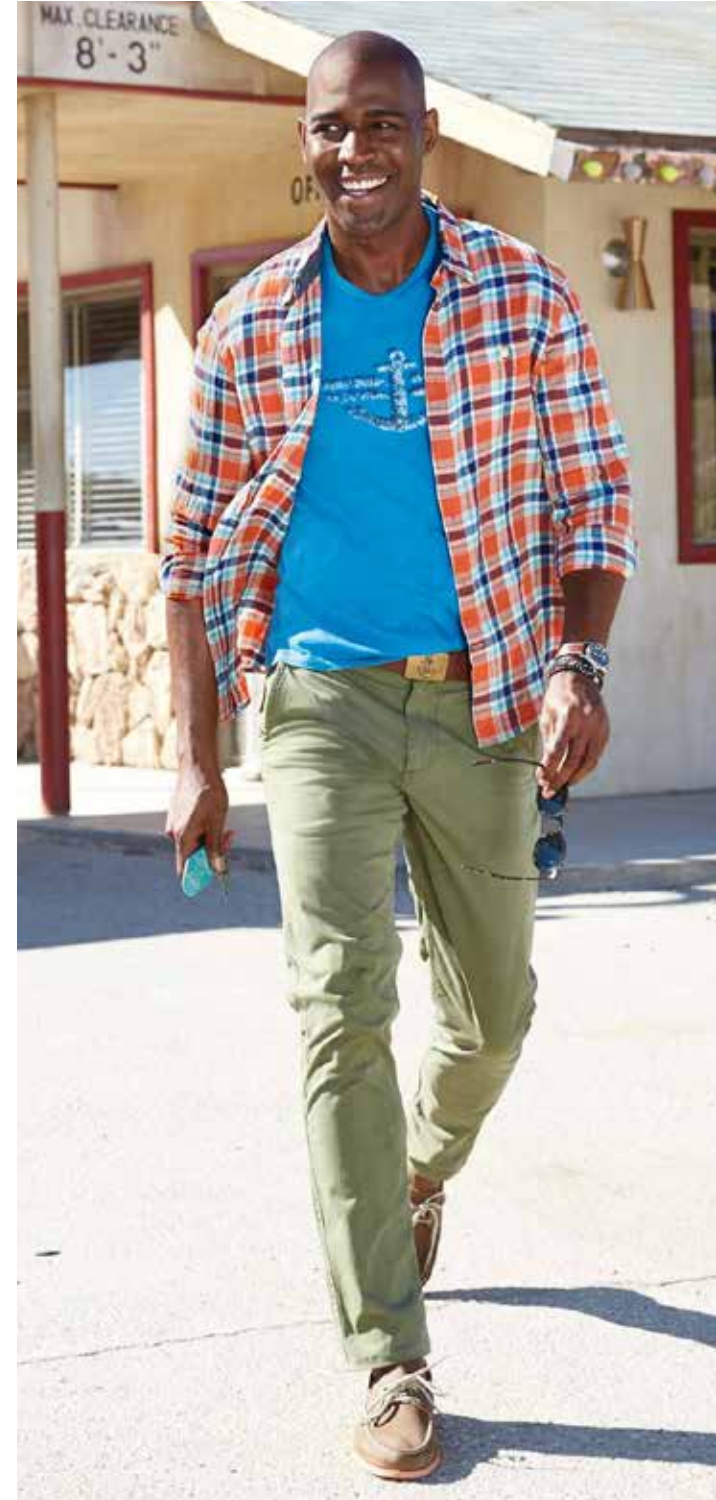




Alpha Collection  
Washed Khaki



Alpha Collection  
The Original Alpha Khaki



Alpha Collection  
Slim Tapered Khaki



Alpha Collection  
The Original Alpha Khaki





## TRAVELLER

### Flow 1: Afloat



Packing our 1<sup>st</sup> class steamer trunks or a simple suitcase in steerage, our eyes are trained on the clear, crisp colors of the horizon ahead: Cool grays, clean blues, bright aqua and the blazing orange & gold of a Pacific Sunset.

Classic men's maritime style defines our voyage:

The refined confidence of the ship's captain & blue-blooded yachtsman play against the casual texture of the merchant marine or castaway deckhand's sun-bleached uniform.



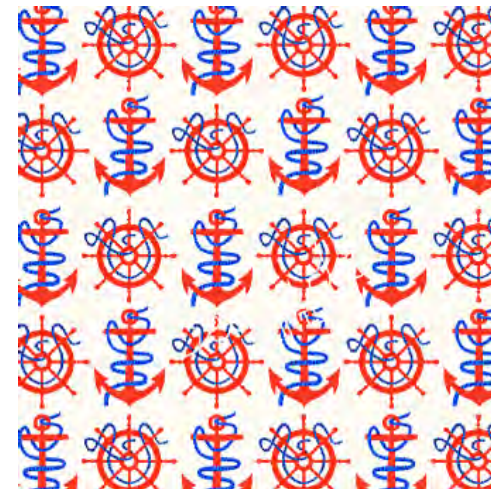
## FLOW 1 COLOR PALETTE







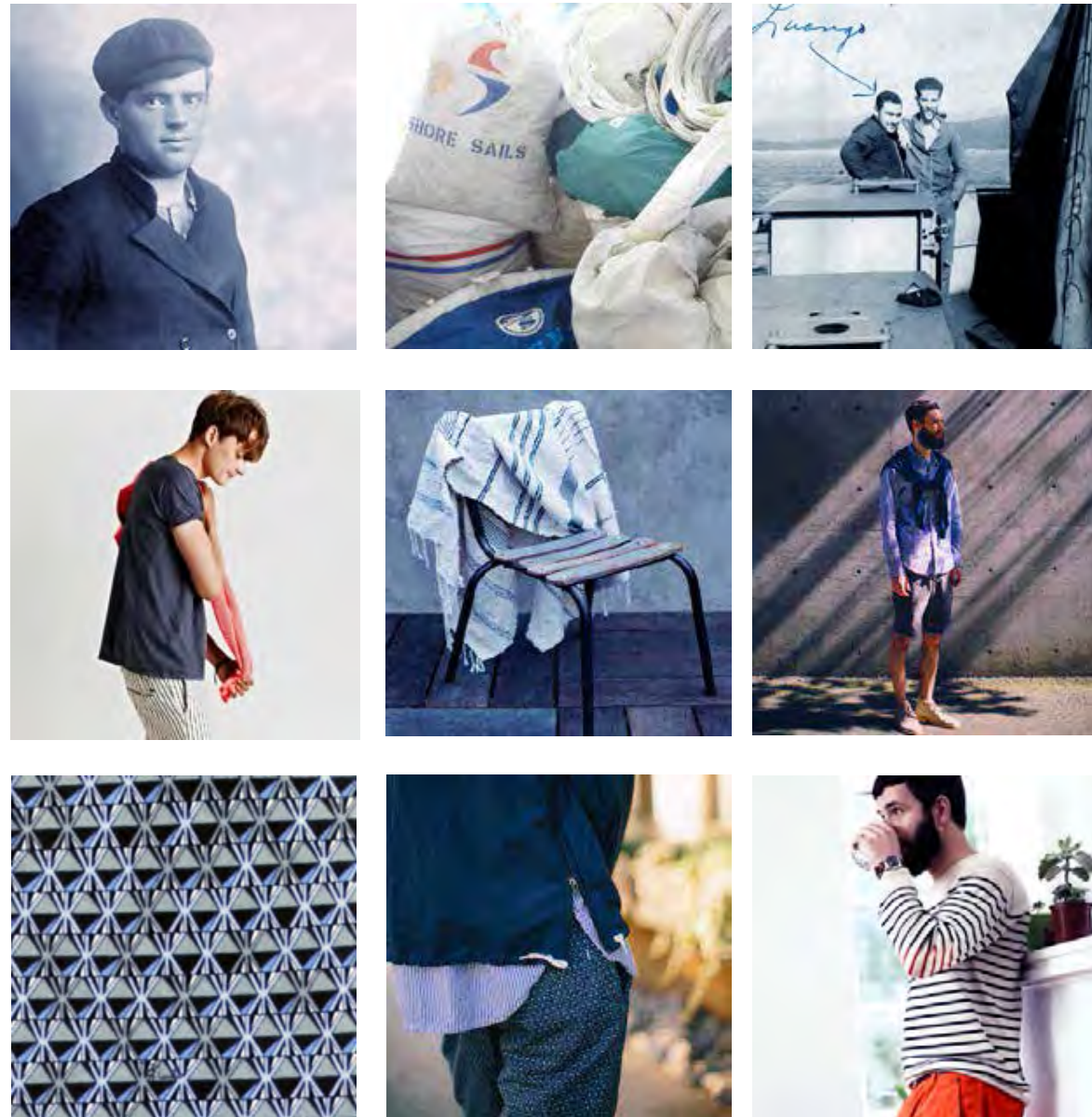
PATTERNS INSPIRATION



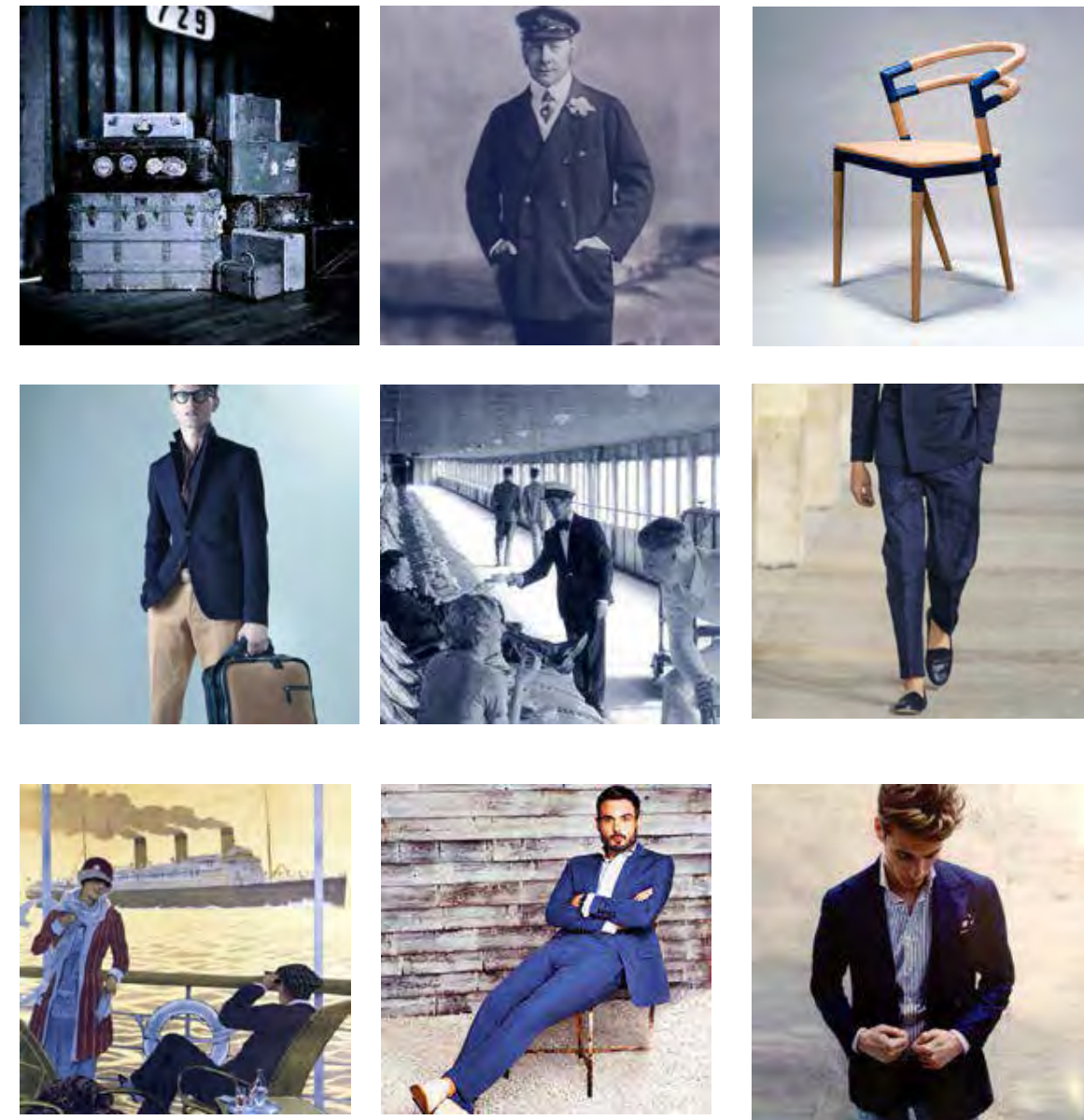




### CASUAL INSPIRATION



### REFINED INSPIRATION







## TRAVELLER

### Flow 2 : In Flight



Ever since the Brothers Wright first took-off, the airplane has been the symbol of adventure, innovation & style that defined the century.

We're inspired by the spirit of aviation pioneers like Charles Lindbergh, Donald Douglas and Richard Branson; refined - yet adventurous, brash and bold.

Glowing golds and atmospheric purples are the core of our palette, with accents drawn from mid-century travel graphics and Emilio Pucci's flight attendant uniforms.



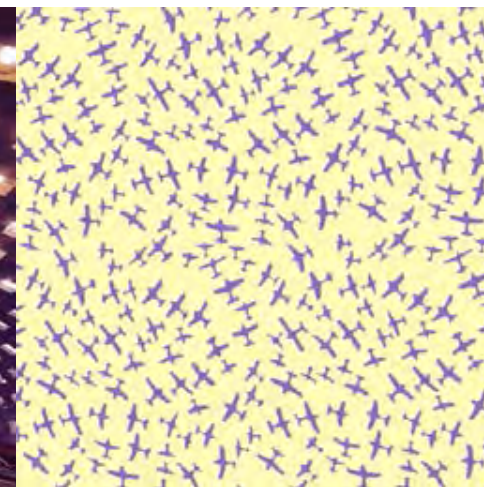
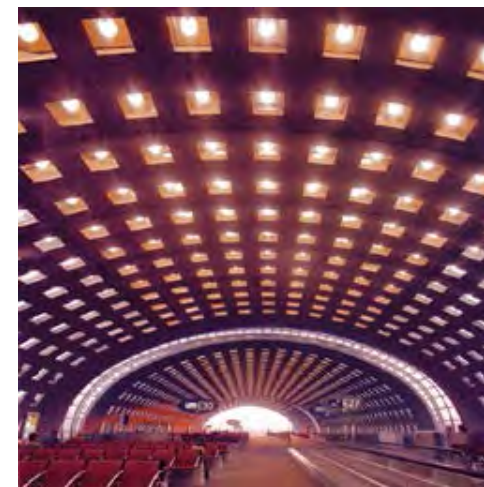
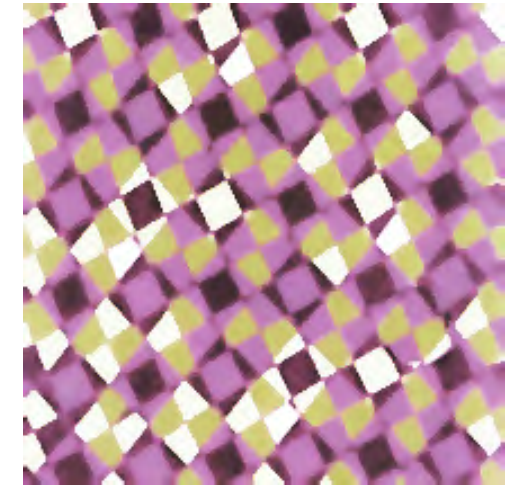
## FLOW 2 COLOR PALETTE







PATTERNS INSPIRATION



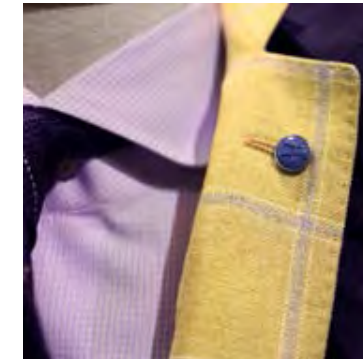




CASUAL INSPIRATION



REFINED INSPIRATION





**THANK YOU.**