

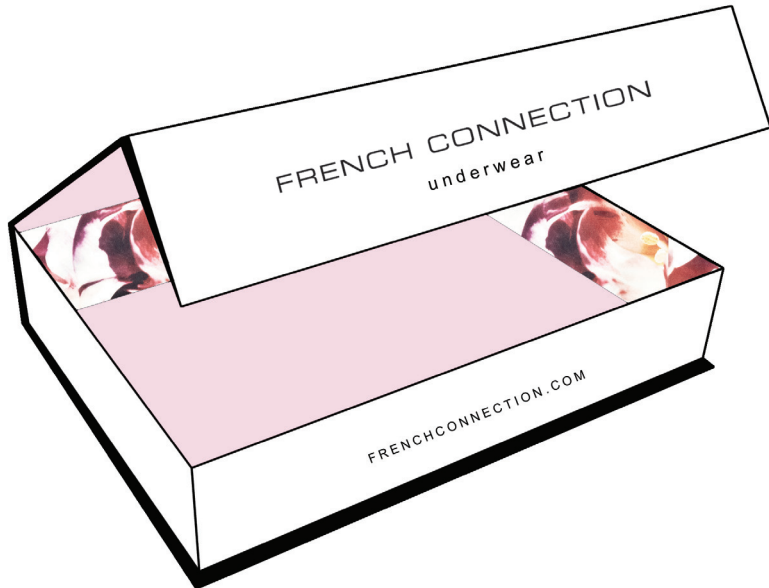
Branding & Pricing

BRANDING EXAMPLES

Logo Example:

FRENCH CONNECTION
underwear

Gift boxes and tissue paper will be given to customers with their purchase, taking into account the personalised retail trend shown in the retail trend section of this report. The gift box colours can change season to season depending on colours of range and key trends.



PRICING

Pricing will be in keeping with French Connections current offerings and price ranges.

Below is a chart showing French Connections current pricing for key product categories in womenswear, and where a lingerie range will sit.

