

relax. save. smile.

BEALLS Spring 2012

Date Added: 12-07-11

Div/ Dept. Brands	Petites and Womens One World / Cocomo / ING / Nouvida / Zena / French Laundry / Only Nine / Beau Dawson / Earl Jeans
Ad Event / Date:	12/7/11
End Date:	On-going
Issue / Update / Action	All stores should be receiving now their trend shop merchandise in Department 178 & 179 for Petite and 169 for Women. Merchandise same concept as Misses, creating boutique-like shops. Create outfits when applicable. If space is limited in stores please try to shrink down the consv. Areas, especially in emerging/heritage stores as you will have larger asst. of trend shop
To be Comp. by	FYI
Contact	
Link/ Attachmnt:	

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	95	98	99	727	732	739	747

ALL STORES	EMERGING	BALANCE	HERTIAGE	SELECT STORES
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EVENT	FIXTURE	MERCHANDISE	PRESENTATION	SIGNAGE
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Petites and Misses

WMG

12/7/11 - Ongoing