

# I. SS21 NEW COLLECTION RAIL



# NEW COLLECTION IDENTIFIERS

In your collection box you'll find a selection of 10 new colours and 17 new styles of the SS21 Collection to be displayed in your showroom.

To hang the new styles in the correct order on the rail, please use the new SS21 New Collection stickers. They can be found on the identifier sticker sheets and can be recognized by their Serene Blue colour.

**1** - Start by removing all the previous identifier stickers from the hangers, where your AW20 collection is currently displayed.

**2** - Use the new Serene Blue identifier sticker sheet as your guide to correctly place the new styles.

**3** - Place the new stickers on the hangers in the correct order.

**4** - Add the hangtags to each style on the new rail to provide useful information.



# NEW COLLECTION RAIL OVERVIEW



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# NEW COLLECTION RAIL LIST

The following list presents the products to be featured in the new collection rail. Use it as a tool to help you organize the new SS21 collection in the right order.

	Style	Colour	Order
<b>NEW COLOURS</b>	Creator	Mushroom	1
	Creator	Lilac Petal	2
	Creator	Serene Blue	3
	Creator	Stem Green	4
	Creator	Teal Monstera	5
<b>GARMENT DYED</b>	Creator Vintage	G.Dyed Aged Lilac Petal	6
	Creator Vintage	G.Dyed Aged Teal Monstera	7
	Creator Vintage	G.Dyed Aged Serene Blue	8
<b>AOP</b>	Creator AOP	Floral	9
	Cruiser AOP	Floral	10
<b>TIE&amp;DYE</b>	Creator Tie and Dye	Tie&Dye Teal Monstera/Lilac Petal	11
	Cruiser Tie and Dye	Tie&Dye Teal Monstera/Lilac Petal	12
<b>NEW STYLES</b>	Fuser	Serene Blue	13
	Radder	Serene Blue	14
	Trainer	Serene Blue	15
	Slammer	Stem Green	16
	Stanley Mover	Stem Green	17
	Fuser Dip Dye	Dip Dye Mushroom	18
	Slammer Dip Dye	Dip Dye Mushroom	19
	Radder Dip Dye	Dip Dye Mushroom	20
	Mover Dip Dye	Dip Dye Mushroom	21
	Cruiser Vintage	G.Dyed Aged Rose Clay	22
	Mover Vintage	G.Dyed Aged Rose Clay	23
	Imaginer	White	24
	Stella Collider Vintage	G.Dyed Mid Anthracite	25
	Stella Twister	Heather Grey	26
	Stella Twister Dip Dye	Dip Dye Lilac Petal/India Ink Grey	27