

# women's fragrance

## model/freelance expectations



*These expectations apply to Women's Fragrance only (departments 101 and 489).*

Beginning June 1, 2011, we will change the way we offer service to our Women's Fragrance customer.

Nordstrom will eliminate fragrance models from our daily business in the Women's Fragrance departments in each store and increase our own Fragrance advisor staffing.

Fragrance models have played an important role in our business over the years and we will continue to welcome their support during divisional events only (Trend shows, Beauty on Location, Triple Rewards and Fragrance Festivals).

The buyer or NMM may approve the use of fragrance models for events outside the aforementioned divisional events. That approval will be communicated solely through an email from the buyer or NMM for each store. If you do not receive an email/toolkit that includes approval for fragrance models, they are not approved for the event.

*Here are some general guidelines the buying office will use to determine which events are eligible for fragrance model support:*

### **3-Tier Fragrance Event Strategy**

#### **Level A Event:**

- Vendor/model support allowed.
- Posted on Event Calendar.
- Approved and planned by vendor and buying office - they should never be planned at store level.
- Include at least one of the following components:
  - Personal appearance
  - Event-specific animation (selling tools such as iPod, DJ, photo booth)
  - Off-floor, end cap takeover or prominent hard aisle setup
  - Event or trunk show order for limited edition items
  - High volume goal (based on individual brand performance)
  - Special gift with purchase
  - Exclusive product
  - Examples of Level A events: Coty Mega Event, Bvlgari Perfumer PA, Geir PA, Angel Sensory Voyage, World of Prada events.

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**Corporate Focus Event:**

- No vendor/model support.
- Posted on Event Calendar.
- Focus on brand launches, Visual calendar, advertised items and corporate focuses as determined by buying office.
- Planned by buying office according to divisional priorities.
- All events based around visual weeks must have an increased focus on sampling to make up for loss of fragrance model sampling.
- Fragrance specialist is responsible for driving all Corporate Focus events, including set-up, communication to department and Fragrance team on event, GWP, collateral from vendor, etc.)
- Examples of Corporate Focus events: Light Blue events to support June tote visual, pureDKNY events during F1 visual/launch week with launch GWP, Summerize Your Skin, Donna Karan events to promote GWP advertised in August catalog, Angel Source events.

**Counter Activity:**

- No vendor/model support.
- Not posted on Event Calendar.
- Fragrance specialist will plan events at store level by collaborating directly with their account executive or using vendor-provided toolkits.
- Vendors will provide "event in a box" toolkits to include suggested event formats, selling verbiage, training materials, samples, tokens of appreciation, etc., to be used by Fragrance specialist to build daily business and offset location-specific liabilities.
- Examples of Counter Activities: Donna Karan Cashmere Mist Spa event, Angel Magic Making Kit events.

**Normal Activities for Fragrance Models**

Fragrance models are welcome in our stores every day to support the business as long as their planned in-store activity does not involve selling to the customer. With the exception of the division-wide events listed above, fragrance models may:

- Build a relationship with the Fragrance specialist
- Supply "event in a box" elements to the Fragrance specialist to support counter events
- Bring all collateral to Fragrance specialist to ensure proper allocation and delivery for stores
- Assist with event set-up
- Bring samples or help make samples
- "Stay and Play" - schedule time with the department manager if you want to speak at the 10 to 10 rally
- All fragrance models should check in with the department manager, counter manager and Fragrance specialist when they arrive to discuss their game plan for that visit. This will ensure there are no misunderstandings.

### **Fragrance Specialists**

Fragrance specialists (formerly known as "line assigned") will be the point person for a brand.

Their responsibilities include:

- Visual
- Filling in and stock concerns
- RTVs
- Point person for account executive on topics to include sales review, event review, future events, needed collateral, etc.
- Executing MBH and launch plan
- Educate Fragrance counter and Cosmetics team on brand details ("Stay & Play"), including but not limited to: counter activity, at-counter events, GWPs, etc.
- Building personal trade for their assigned brands

Fragrance specialist assignments are housed on SharePoint and sent to the vendor after the 7th of each month. Please make sure that you check and update this regularly if needed.

All brands not listed on the sheet are the responsibility of the Fragrance counter manager.

### **Launches**

- In-store training for Fragrance specialists and beauty stylists facilitated by vendor and/or detailed training information communicated via email from the buying office.
- Vendor hosted Employee Stairwell events approved for all launches. Vendor to work with department manager and Fragrance specialist to facilitate.
- Social media blitz for pre-sell and launch
- Sampling blitz: Two weeks prior to the on-counter date, samples will be give out to every customer in anticipation of the launch, including Sample Saturday during the launch month
- Pre-sell will be an expectation for every launch. Details of launch brands for pre-sell can be found on the monthly MBH sheet.
  - Online: Pre-sell to start two weeks prior to on-counter date
  - In-store: All fragrance departments to feature tester with pre-sell signage.
  - NOTE: Testers, samples and bulk juice are requested to be in stores two weeks prior to all fragrance launches.
- Multiple visual locations will be designated throughout the Cosmetics department for the duration of the visual launch time period.
- Launch event during visual week (no model support - event planned by buying office and executed by the Fragrance specialist).
- Launch token to be used for pre-sell.
- Launch details can be found on the monthly MBH sheet.

### **Best Practices – Women's Fragrance Models & Fragrance Specialists**

- Vendors are required to enter and exit through the designated employee entrance area.
- Vendors must sign in and out at the Employee Service Area (ESA).
- Vendors are subject to package checks; appropriate paperwork must accompany vendor gifts, GWPs and gratis merchandise.
- Vendors must be accompanied to any stock room or office area by a Nordstrom employee.
- All large totes, collateral, personal handbags (larger than 5X7) and boxes of supplies should be kept off of the sales floor. Handbags that measure 5x7 or smaller are allowed on the sales floor at your own risk.
- Testers must remain in the store.
- Exchanging, returning and selling gratis is not permitted.
- All collateral should be pre-approved by the buyer.
- Always use Nordstrom blotter cards
- Nordstrom customer information (such as name, address, phone, credit card number) is considered confidential and proprietary Nordstrom property. Customers in our stores are Nordstrom customers only. Any information about these customers is exclusively the property of Nordstrom and should not be shared with anyone outside Nordstrom, including your company.
- Be professional, ethical and practice common courtesy with co-workers.
- Professional dress is required at all times.
- Cell phones should not be used on the floor.
- Gum, food and beverages should be consumed off of the sales floor.
- Hygiene practices must meet or exceed Nordstrom Hygiene Standards found on [Nordstromsupplier.com](http://Nordstromsupplier.com).
- Do not discriminate against or harass any customers or Nordstrom employees. Nordstrom absolutely does not permit discrimination or harassment of any kind.
- Support all Nordstrom business objectives. Offer only positive feedback on other brands