

VISUAL MERCHANDISING

GUIDE — *Pre-Autumn '24*

LES DEUX





HOW TO ARRANGE YOUR LES DEUX RACKS FOR PRE-AUTUMN '24

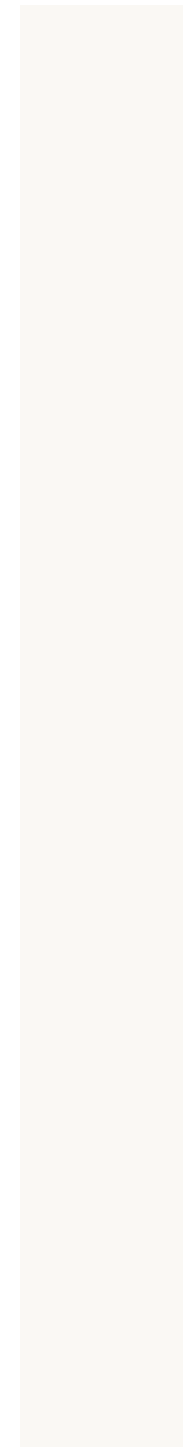
The way you present your Les Deux garments can make a difference to how popular they are with clients and customers. This Visual Merchandising Guide is designed to help you make your in-store racks for Pre-Autumn '24 look great.

It's been created after years of trial and error both in our own brand stores and in collab with Partners around the world to give you inspiration and some general tips and tricks.

We hope you find it useful!

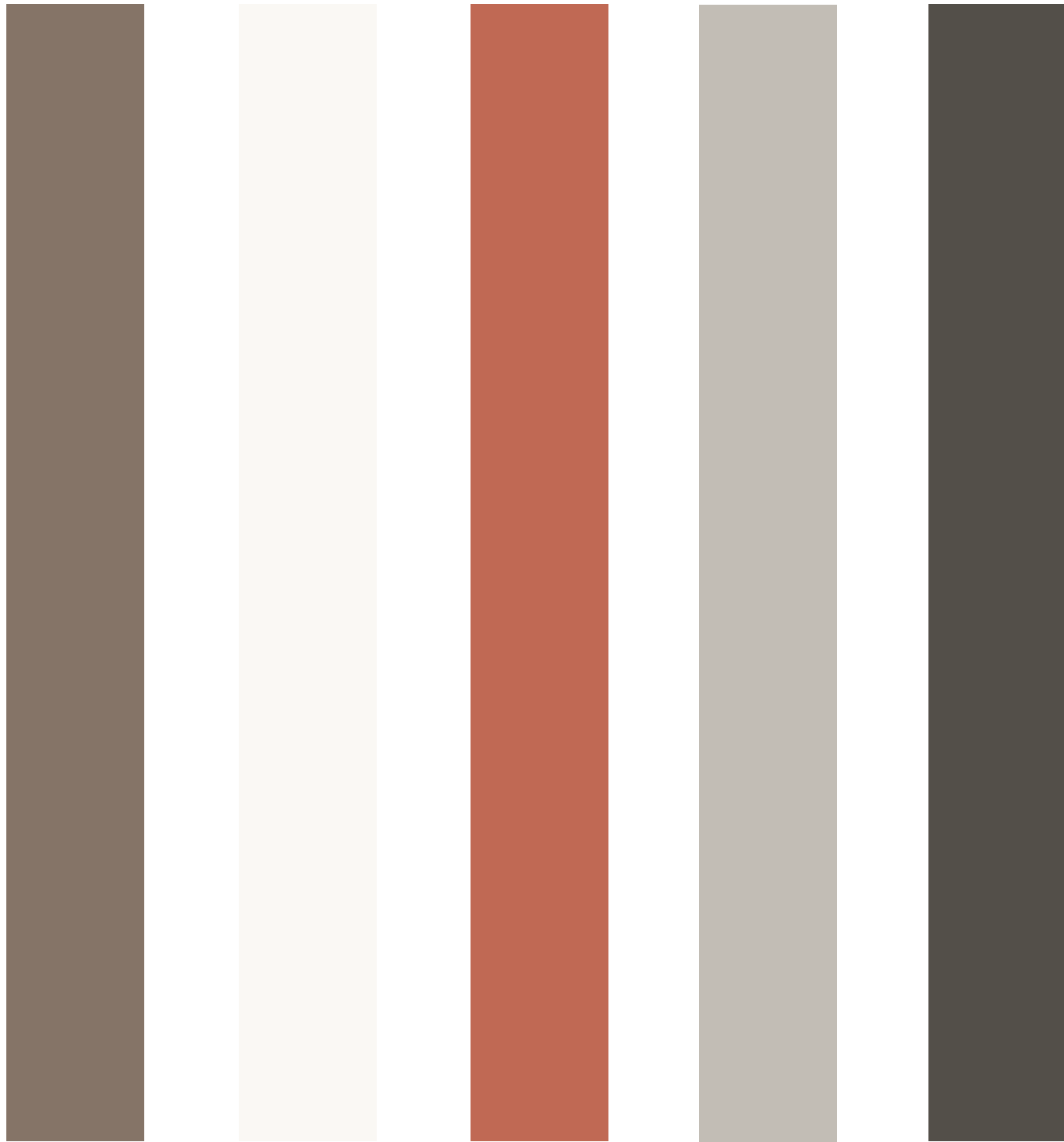
SURF BLUE & IVORY

The primary color palette for the season, Surf Blue and light ivory captures the shades you'd see from the coastline of Portugal, which was the setting for the season. This rack is the perfect place to showcase our bold Portuguese tile pattern, which creates contrast



SURF BLUE
& IVORY





VIBRANT PAPAYA & BUNGEE CORD BROWN

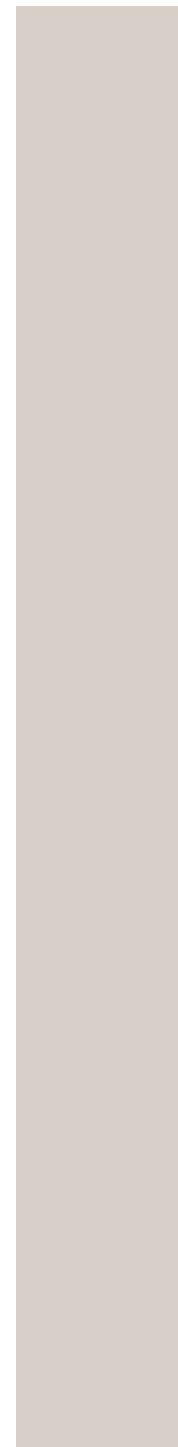
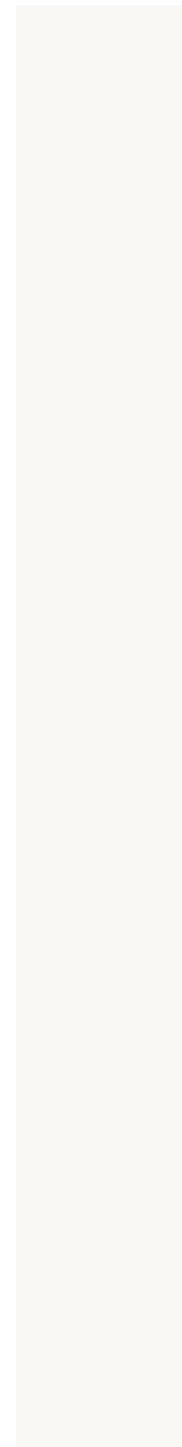
Muted Bungee Cord brown is the perfect partner for vibrant Baked Papaya for a more youthful and playful color scheme. One of our tricks: we always tie the strings on our hoodies, which helps them look a bit more polished.

VIBRANT PAPAYA &
BUNGEE CORD BROWN



DEEP BURGUNDY & DARK NAVY

Our burgundy, navy, and ivory rack adds a touch of sophistication and contrast to a light summer collection. Don't forget to mix up the styles: sporty jersey next to preppy knit or textured seersucker ensures every product is different both visually and by touch.



DEEP BURGUNDY
& DARK NAVY





DUSTY GREEN & SUNBURST YELLOW

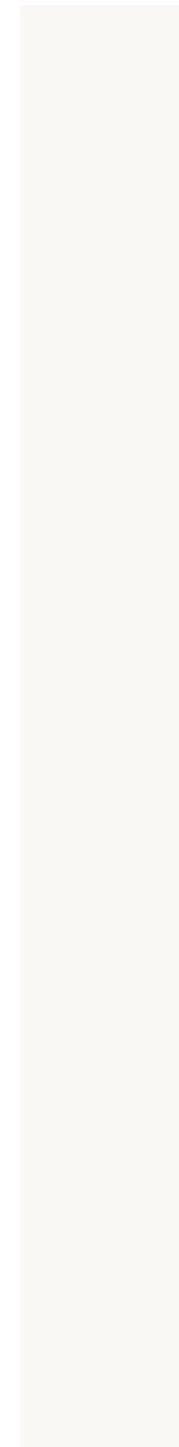
Light sunburst yellow goes great with our dusty Surplus Green and sandy tones. Try to leave space between each hanger so every item of clothing has space to shine. You can also roll up the sleeves on some of the shirts to add a casual vibe.

DUSTY GREEN &
SUNBURST YELLOW



VINTAGE GREEN & SAND

Classic Les Deux colors partnered with vintage racing green. Mix textures and styles to add variety to your racks and consider partnering matching clothes on the same hanger: it frees up space and upsells customers & clients by presenting them with a finished look.



VINTAGE GREEN
& SAND

