

# BOUTIQUE BENEFITS

EXCLUSIVE BENEFITS FOR IN-STORE BRAND BOUTIQUES

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## **EXCLUSIVE SEASONAL PRODUCTS AND CUSTOM COLORS (pg. B20-B21)**

## **ADDITIONAL 5% OFF ALL SEASONAL PROMOTIONS AND COLLECTIONS**

## **CUSTOMIZED NOELLE IN-STORE EVENTS! (TRUNK SHOW, LAUNCH PARTY, GIRLS NIGHT, ETC.)**

- Promotional items
- In-store signage and digital marketing custom designed for your store & promo
- Personal Boutique Specialist assistance and a step by step guide to a successful event

## **TERRITORY PROTECTION BASED UPON MARKET CONCENTRATION**

## **SEASONAL BOUTIQUE BRANDING GUIDE**

- Information and recommended layouts with mannequins, planograms, spiral racks, and fixture merchandising
- Downloadable marketing tools, advertising layouts and markdown strategies
- Available on NoelleBoutique.com or request a printed copy from your rep

## **EXCLUSIVE BOUTIQUE WEBSITE LOCATOR (pg. B16)**

- Digital Marketing Portal

## **EXCLUSIVE NET60 TERMS ON ALL ORDERS (INITIAL ORDER AND REORDERS)**

- Subject to prior credit approval

## **ONE ON ONE MERCHANDISING ASSISTANCE FROM OUR IN HOUSE MERCHANDISING SPECIALISTS (pg. B7)**

## **EXCLUSIVE BOUTIQUE IN-STORE SIGNAGE AND DISPLAY PACKAGING**

- Vinyl window decals and vinyl wall decal (approx. 10" x 36")
- One 4-image metal collage; with web access to downloadable seasonal graphics
- Two single-image metal frame with Simply Noelle logo

# HOW TO QUALIFY

STEPS TO BECOMING AN EXCLUSIVE BOUTIQUE

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- One time \$100 membership fee per location
- Minimum order of \$3,000 Spring and \$5,500 Fall (per location)
  - Both seasonal minimums must be met to remain in the program (per location)
- Completed boutique packet must be submitted to applications@noelleent.net to be considered for membership and include:
  - A boutique application and site evaluation for each qualifying store
  - Customer profile application for any credit card customers who want to apply for terms, and e-mail to noellenewaccounts@mwcbk.com
  - 3 current pictures (2 interior photos of where the product will be displayed, and 1 exterior)

## **QUESTIONS? WE'RE HERE TO HELP**

Contact customer service at 910.270.4047

or email: info@noelleboutique.com