

LOVE YOUR MELON

WHOLESALE VISUAL MERCHANDISING GUIDE

LOVE YOUR MELON

FULL CAPABILITY TABLE

INCLUDES:

3 TRAYS

4 HEADFORMS

2 BOXES

SPACE NEEDED:

18.5" L X 12.5 W FOR EACH TRAY,
6.5" DIAMETER FOR EACH HEADFORM,
AND APPROX. 12" X 12" FOR BOXES

Please use 2-3 heights framing the table
when possible. Boxes should be acrylic or
white.

When using different headforms, utilize as
many different types of product as stocked
to highlight full offering.

Trays should be two inches from edge of
table, aligned with edge.

If two trays are being used next to
each other, "Love Your Melon" branding
should be placed on the left and "Buy
Beanies Fight Cancer" to the right.



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HALF TABLE CAPABILITY

INCLUDES:

2 TRAYS

3 HEADFORMS

3 FLAT LAY PILES

SPACE NEEDED:

18.5" L X 12.5 W FOR EACH TRAY,
6.5" DIAMETER FOR EACH HEADFORM,
AND APPROX. 10" WIDE FOR FLAT LAYS

Use headforms to separate Love Your Melon product from other brands.

Utilize second row of product to display full offering. Choose a mix of small items such as head bands as well as long items such as the beanie, so the placement is clean and not overwhelming. Piles should be neat and uniform.

If two trays are being used behind one another, "Buy Beanies Fight Cancer" should always be the front tray, 1 inch from the edge of the table, aligned with the edge.



LOVE YOUR MELON

ONE THIRD TABLE CAPABILITY

INCLUDES:

2 TRAYS

3 HEADFORMS

OR

3 FLAT LAY PILES

SPACE NEEDED:

18.5" L X 12.5 W FOR EACH TRAY,
6.5" DIAMETER FOR EACH HEADFORM,
AND APPROX. 10" WIDE FOR FLAT LAYS

Use headforms to separate Love Your Melon product from other brands, also acceptable to lay product out in a row.

Utilize second row of product to display full offering. Choose different styles and colors. If using flat lay option, piles should be neat and uniform.

If two trays are being used behind one another, "Buy Beanies Fight Cancer" should always be the front tray, 1 inch from the edge of the table, aligned with the edge.



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ADDITIONAL NOTES

- STYLES SHOULD ALWAYS BE IN TRAYS TOGETHER, ARRANGED BEANIE - CUFFED BEANIE - POM BEANIE
- WITHIN STYLE BREAKDOWN, PLEASE MAKE SURE THE LIKE COLORS ARE NEXT TO EACH OTHER
- EACH TRAY SHOULD HAVE LIGHT COLORS IN THE FRONT, DARKER IN BACK
- USE ROYGBIV FROM FRONT TO BACK IF ASSORTMENT HAS COLOR

In the event that there is not enough inventory to fill the tray, make sure the folded beanies are pushed toward the back of the tray, and branding is visible.



Cuffed beanies should have the top tucked into the cuff so the branding is always showing when a customer pulls the item out from a tray.



Regular beanies should be folded in half to the backside so the branding is always showing when a customer pulls the item out from a tray.

