

2016

***VISUAL
MERCHANDISING
CALENDAR***

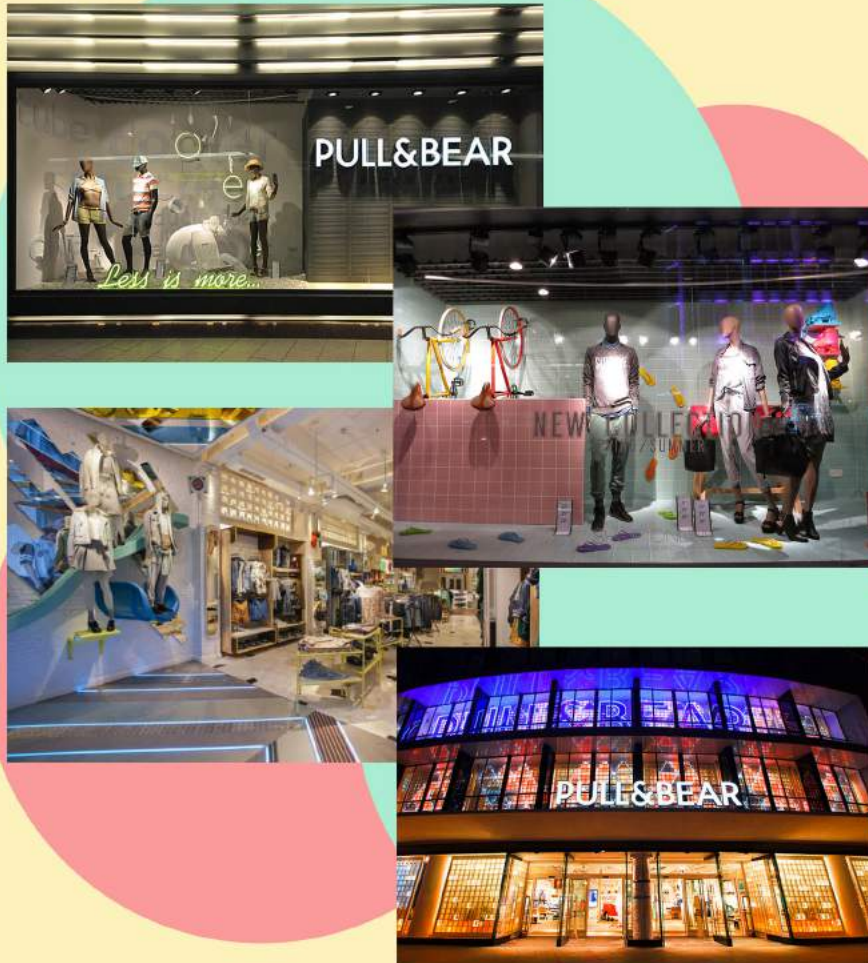
By ANNIK

PULL&BEAR

From Spain

Since 1991

It focuses on casual, laid-back clothing and accessories for young people with a very urban style, at accessible prices. The stores themselves are designed as vanguardist spaces that are attractive to their target market


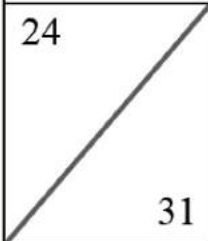



store location around the world : 872 stores (by December,2015)

*exclude USA and Canada



JANUARY 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Window change <u>The new you</u>		1 New Year	2
3	4	5	6	7	8	9
10	11	12	13 Window change <u>Boxes</u>	14  Promotion start	15	16
17	18	19	20	21	22	23
24 	25	26	27	28 Valentines day flyer start	29	30  Promotion finish
31						

JANUARY 2016

1st~14th

● The New Year

● Window display change

Theme: texture

paper flakes background
white&red,
with quote.

Inspiration: I've always wanted to have new notebook for the new year as everything is brand new.

change date: 30 Dec

take down: 15th Jan



Happy new year
Happy new days
Happy new desires
Happy new chances
Happy new you



Mannequin: egghead (black/wood)

● 15th~31th

● Window display:

Theme: fantasy

puzzle with sealife props

Inspiration: We all love sea, oceans, after a cold winter, I think we start to miss it.

change date: 15th Jan

take down: 2nd Feb

● Promotion:

Gift card for Valentine's Day, shop over \$50



FEBRUARY 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Valentine's Day flyer	3 Window display change	4 ● Promotion start	5	6
7	8	9	10	11	12	13
14 Valentine's Day ● Promotion finish	15 Window display change	16	17	18	19	20
21	22	23	24	25 ● Winter Sales	26	27
28	29					

FEBRUARY 2016

● 1st~14th Valentine's Day

- Flyer start: Special deal for Valentine's Day *2nd Feb

- Window display

Theme: Atmosphere

Gift boxes

Accessories heart shape

- Promotion

1.Special deal (flyer)
selected items.

section showed and poster

2. Buy one get 50% off for
the second one (selected items)

- In-Store

Add gift section

post: 1.Many more ways to say it
with love in here

2.She/ He 'll love it!



● 15th~

- Window display change (forest/green)

- Promotion

1.Winter items for sale

MARCH 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Window display change	8	9	10	11	12
13	14	15	16 St. Patrick's Day	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MARCH 2016

7th~16th St. Patrick's Day

- Window display

Theme: Fantasy

blue, green, yellow tone.
magic jungle

Inspiration: Peter Pan

change date: 7th

take down date: 3rd Apr

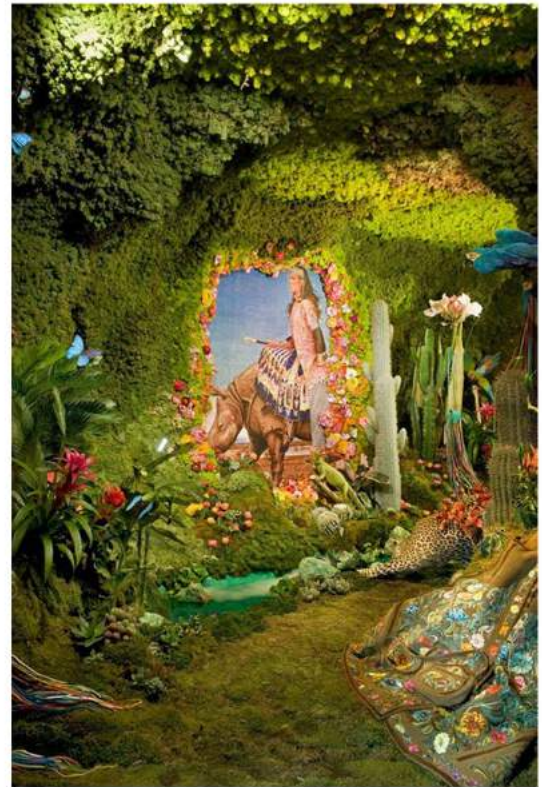
- Promotion

1.Limited Sale:

ex: 20% off from
12 Dec~ 16 Dec.

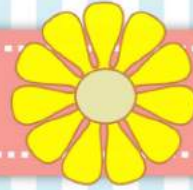
- Instore

Add St. Patrick's Day section, catchy post both in store and the entrance.

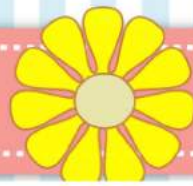




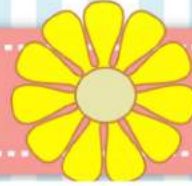
APRIL 2016



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 Window display: Road trip	5	6	7	8	9
10	11 In store: new collection	12	13	14	15	16
17	18	19	20	21	22 Poster for Easter event	23
24	25	26	27	28	29 ● Easter event start	30



APRIL 2016



- 4th

Window Display

Theme: Realistic
Bikes, landscape craft

Inspiration: Road-Trip
the weather is getting better,
it's time for outdoor activities!



- 22th

Poster publish
Easter Madness Sale
29th~2st May

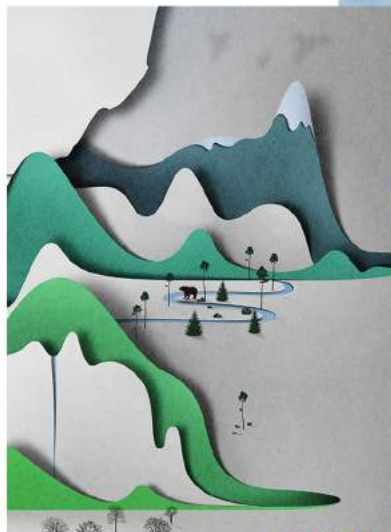
- 28th

Window display

Theme: Color
Orange
Easter Eggs Props

Inspiration: I want people
have the feeling that there's many
suprise in the store when they
pass, also it's Easter!

take down date: 4th May



- 29th~2May **Easter**

Promotion:

Madness 4 Days Sale
from 20%-40% (selected items)
shop over \$50 get gift card

MAY 2016



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Easter	2 ■ Easter Sale finish	3 store poster Mother's Day weekend sale	4 Window display: Flower	5	6 ■ Mother's Day weekend Sale	7
8 Mother's Day	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23 Victoria's Day ■ 10% off sale	24	25	26	27	28
29	30	31				

MAY 2016



● 3rd

Promotion: Poster for Mother's Day Weekend Sale

Special deal: up to 50% off

● 4th

- Window display

Theme:

Fantasy, semi-realistic

Floral, ribbon

Inspiration:

flowers blooming, sun shining, and celebrate for Mother's Day, we all love our mom!

Take down date: 23th



● 23th Victoria Day

Promotion

Buy 1 get 1 for 30% off!

- Window display

Theme: Realistic

changing room scene

silver tone (tech style)



Inspiration:

How exciting and happy the moment come out from changing room, let's spread the happiness! try it on!



JUNE 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 in-store change: summer item	2	3	4
5	6	7	8	9	10	11
12	13	14 Window display change: Beach!	15	16	17 ● Promotion start	18 ●
19 Father's Day ● Promotion finish	20	21	22	23	24	25
26	27	28	29	30		

JUNE 2016

- 1st
In-store change
Summer vibe
add: beach wear section
- 14th
Window display
Theme: semi-realistic
crafty palm tree & sandy beach
and surf board
* 4 Mannequins (swim wear)

take down date: 1st July
- 17th~19th
3 days sale "Father's Day"
Promotion:
T-shirt from \$15
Shorts from \$20



JULY 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Canada Day	2
				Window display change ● Promotion: we love Canada		
3 ● Promotion finish	4	5	6 In-store change spotlight summer item	7	8	9
10	11	12	13	14	15 ● Ads& poster swim wear from 19.99	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

JULY 2016

●1st “ Canada Day ”

*Window display

Theme: Color
Maple leaf & red

Inspiration:

the first thing appear in my head
about Canada it's maple leafs, as
well the Canadian red Flag _

*Promotion

“WE LOVE CANADA”

From 1st~3rd

10%off Everything



Take down date: 1st August

●6th

*In-store change

spotlight summer items

move swim wear closed to the entrance

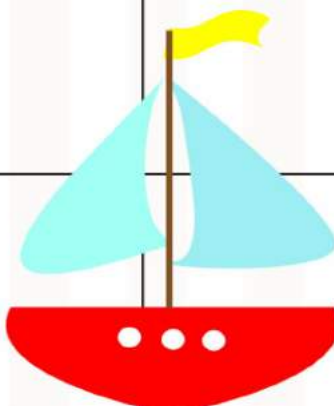
can be seen when pass the store.

●15th

In-store poster and ads

swimwear from \$19.99

AUGUST 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
British Columbia Day	1 Window display change	2	3	4	5	6
7	8	9	10	11	12	13
14	15 ● Promotion: Back to school speacial deal	16	17	18	19	20
21	22 *prepare summer sale	23	24	25	26	27
28	29	30	31 ● Promotion finish			

AUGUST 2016

● 1st “ British Columbia Day ”

*Window display

Theme: Fantasy

Future, Silver

Spotlight: New collection arrived!



Take down date: 1st Sep

● 15th

*Promotion

“Back to school”

Backpack from \$19.99

Tank top buy 2 get 1 for 50%off

Shoes from \$29.99

*In-store

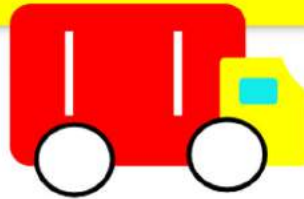
Put as much related items in store
till summer sale



● 22th

Prepare summer sale (flyers, code, stocks, posters, ideas)

SEPTEMBER 2016



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

				1 Window display change	2	3
4	5	6	7 Labour Day ● 1 day sale	8	9	10
11	12 Summer sale flyer and poster start	13	14	15 In-store change: Sale	16 Summer sale: clearance ●	17
18	19	20	21	22	23	24
25 ● Summer sale finish	26	27	28 In-store change: New collection	29	30	

SEPTEMBER 2016



● 1st

*Window display

Theme: Texture

wooden background & boxes

*Mannequin: 4 per window

Idea: in order to ready for the summer clearance, I choose boxes to match the summer clearance.



Take down date: 1st Oct

● 7th “ Labour Day ”

*Promotion: 1 Day's sale

Everything for (Tax Rate)% off

No Taxes 1 Day Sale !

12th

Put posters for summer clearance

● 15th

*In-store change

Put summer clearance items to the main spot, and sectioned to sale atmosphere, posters, prices, etc...

● 16th~25th

Summer Clearance

Clothing from \$10
Accessories from \$2 appro

● 28th

*In-store change

summer clearance finished
change store to clean and basic,
put on new collection to
mannequins and all display area.



OCTOBER 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						¹ Window display change
2	³ Promotion post: Thanksgiving	⁴	5	6	7 ● Thanksgiving Sale start	8
9	¹⁰ Thanksgiving ● Thanksgiving Sale finish	11	12 In-store change	13 Window display change	14	15
16	17 Promotion post: Halloween	18	19	20	21	22
23 30	24 31 Halloween	25	26	27	28	29



OCTOBER 2016

1st

*Window display

Theme: Environmental

closet scene

yarn balls decorated

orange tone

(Mannequins: 2)

more accessories display Take down date: 13th

Inspiration:

Fall is coming, we live to stay in the beautiful livingroom with friends, family.



7th~10th "Thanksgiving "

*Promotion

1.purchase over\$50 get change win giftcard.

2.No Tricks Just Treats: Sale from 20% ~ 50%off

*In-store prepared by 7th

12th

*In-store change

Halloween on!

decorated with pumpkins, gift boxes...

13th

*window display

Theme: humor

Skulls, Mannequins put on pompkin headdress.

Inspiration:

Tim burton movie

Take down date: 5 Nov



NOVEMBER 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5 Window display change
6	7	8	9	10	11 <u>Remembrance Day</u>	12
13	14 In-store change	15	16	17	18	19
20	21	22	23	24	25	26
27	28 Prepare X'mas	29	30			

NOVEMBER 2016

● 1st

*Window display

Theme: Geometric

use strings fill the window
with bright colors

*Mannequins: 4

Inspiration:

movie "The Matrix"



Take down date; 5th Dec

● 14th

*In-store change

set a fall season atmosphere

focus winter items

winter accessories display

● 28th

Prepare for X'mas

deals, in-store space change...



DECEMBER 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 X'mas pronotion start post	2	3
4	5 Window display change	6	7	8 In-store change	9 ● X'mas Sale Start	10
11	12	13	14	15	16	17
18	19	20	21	22 Boxing Day Flyer start post	23 3 days speacial price	24 X'mas eve
25 X'mas In-store change I day big sale	26 Boxing Day	27	28	29	30	31 New Year's Eve

DECEMBER 2016

- 5th

- *Window display

- Theme: Fantasic & Abstract

- Horse-drawn carriage with X'mas decor and accessories hanging on X'mas tree.

- Idea: Buying a gift for myself for x'mas, I imagine that's from santa :)



- 9th

- *Promotion

- X'mas Sale start till Boxing Day

- Sweater from \$19.99

- Jacket from \$29.99

- Special deal every weekend

- 22th: Boxing Day flyer start post

- 23th: " 3 Day's X'mas sale "
- sale needs to be ready by 23
 - items selected.

- 25th

- *In-store change

- set up items display

- prepare enough product for the Boxing Day

- put on Boxing Day's poster

- (take down date : 29th)