

Temporary and fast moving

Collaboration Display

Collaboration

Usually comes seasonally.

Display at Front for maximum visual presentation.

Once Collab SKUs goes low (<60%), remove and combine with other brands.



Collab Stock Display

Stores Must display Collab at store front and use “Sold Out” POP when stock goes low



Sold out 🐾

SR1007B-4A C2

Caramel Pudding Model | SR1007B-4A



Sold out 🐾

SR1008B-4A C2

Pudding A La Mode Model | SR1008B-4A



Sold out 🐾

SR2003J-4A C1



Sold out 🐾

SR2004N-4A C1



Sold out 🐾

SR2005N-4A C1

Included with frame purchase!

OWNDAYS POMPOMPURIN

Presenting the OWNDAYS & Pompompurin spectacle frame collaboration!
It's cuteness overload with these spectacle frames featuring Pompompurin,
the boy golden retriever with his trademark brown beret.
Whether you're out and about or relaxing at home, pick your favourable pair and
keep Pompompurin by your side at all time!



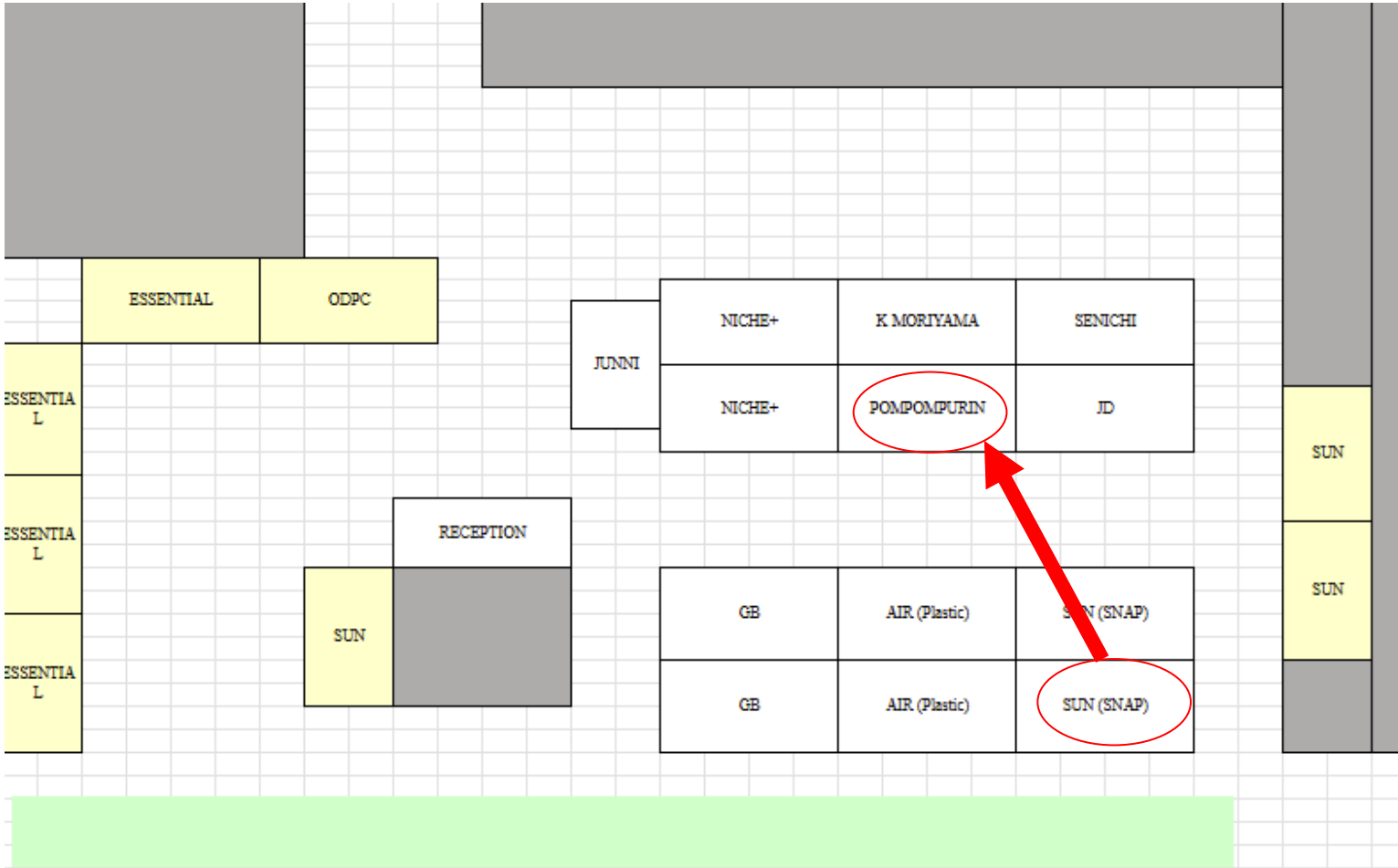


The frames are packed with pudding motifs!
Check out our campaign webpage for more details!

OWNDAYS & POMPOMPURIN
Scan for campaign webpage ▶



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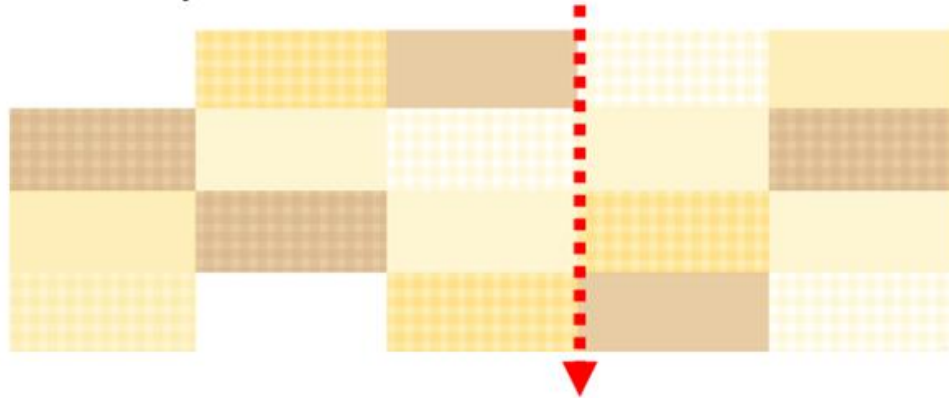
Below 50% of SKU is Out of Stock

Stores must remove the Collab on front of the Store if the SKU Display goes below 50%.

VMD Team will give recommendation on where to place them!

When to change display: If Collab SKU goes below 30-50% and 2nd month onwards

Step 1: Take Collab Shitajiki (If have) and Cut 2- 3 rows base on how many SKU left



Step 2: Take the Cut section and place above the normal Shitajiki then place dividers

Step 3: Combine with Similar Brand if not enough to fit 1 showcase

Combine POMPOMPURIN with NICHE/LILLYBELL
as they are **same style** (as shown below)

