

SS27 FLOOR SET — COASTAL MODERNISM

SALT & LIGHT

Planogram & Set Guide

This directive governs the full SS27 floor reset across the MARLOWE network. Execute exactly as drawn. Zones, fixtures, capacities and window rotations are fixed — do not improvise adjacencies. Photograph, upload and confirm within the compliance window on page 6.

SET LIVE — BEFORE OPEN FRI 12 FEB 2027 Complete before 10:00 door open · overnight set	CAMPAIGN / STORY SALT & LIGHT SS27 Coastal Modernism · Looks LK-01 → LK-08	DIRECTIVE N° SS27-04 Supersedes SS27-03 · Rev A · Issued 02 Feb 2027
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DOORS IN SCOPE — THIS WAVE / 5 OF 14 NETWORK

● FLAGSHIP	● TIER 1	● TIER 2 — SUBSEQUENT WAVE		
FLAGSHIP F MERCER New York · 118 Mercer St DOOR NY-01 2 WINDOWS · GROUPS A + B	TIER 1 • MARYLEBONE London · Chiltern St DOOR LN-04 1 WINDOW · GROUP A	TIER 1 • LE MARAIS Paris · Rue de Turenne DOOR PA-02 1 WINDOW · GROUP A	TIER 1 • AOYAMA Tokyo · Minami-Aoyama DOOR TK-03 1 WINDOW · GROUP A	TIER 1 • PRINSENGRACHT Amsterdam · Grachtengordel DOOR AM-06 1 WINDOW · GROUP A

MARLOWE NETWORK — FULL DOOR LIST / 14 DOORS · 3 TIERS

● FLAGSHIP	MERCER NY-01 · New York
● TIER 1	MARYLEBONE LN-04 · LE MARAIS PA-02 · AOYAMA TK-03 · PRINSENGRACHT AM-06
● TIER 2	MILAN MI-05 · BERLIN BE-07 · COPENHAGEN CP-08 · LOS ANGELES LA-09 · CHICAGO CH-10 · TORONTO TO-11 · SEOUL SE-12 · SHANGHAI SH-13 · MELBOURNE ME-14 — SUBSEQUENT WAVE, FROM 19 FEB

SET-LIVE WAVE TIMELINE / SS27-04 LIFECYCLE · 12 FEB → 11 MAR

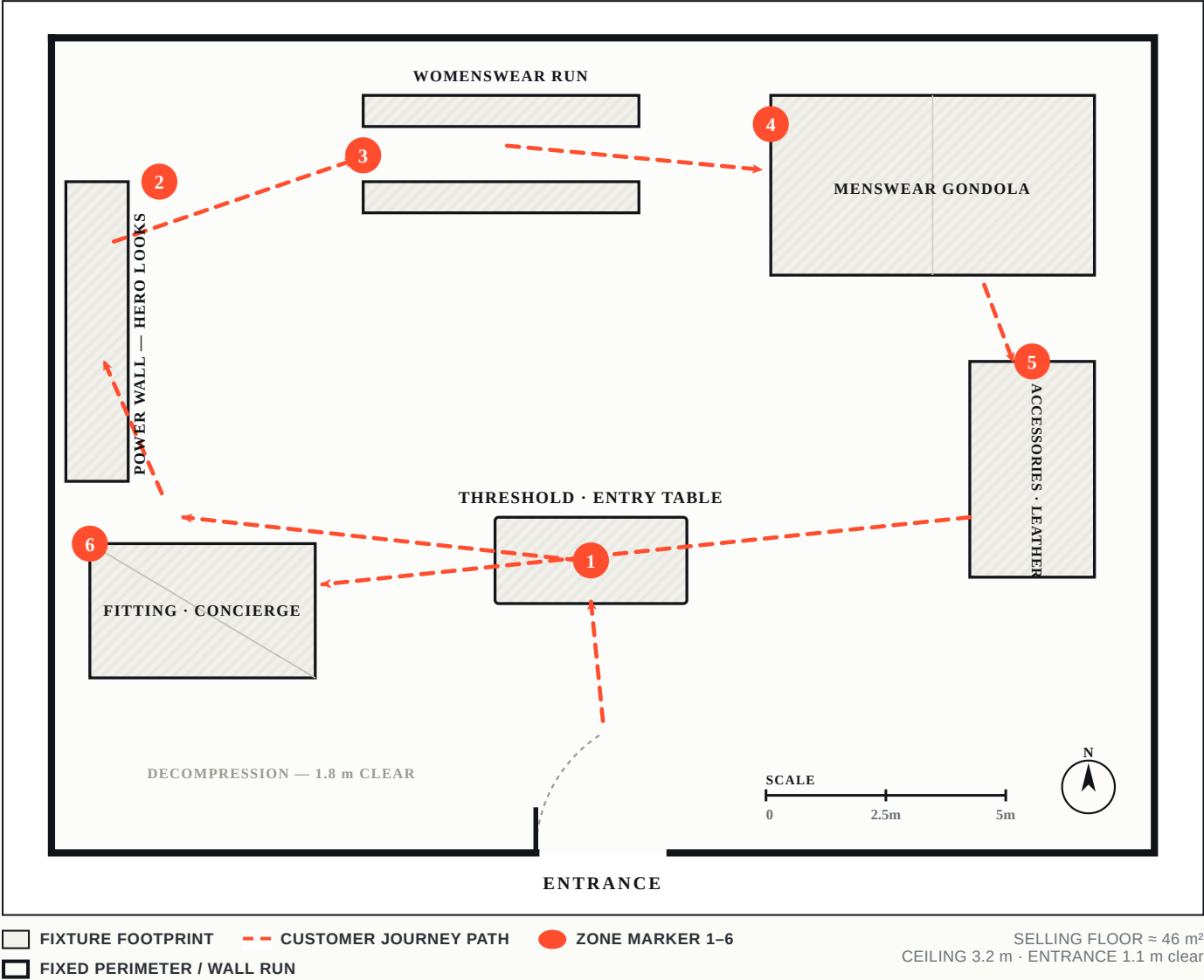
12 FEB WAVE 1 — SET-LIVE This directive · 5 doors (Flagship + Tier 1). Complete before 10:00 open.	19 FEB WAVE 2 — TIER 2 Subsequent wave · 9 Tier-2 doors roll to the same set.	26 FEB – 5 MAR MID-SEASON ROTATION Window groups W3–W4 advance (see page 5 calendar).	11 MAR PACKDOWN Strike SS27-04 after close; hold interim set until SS27-05.
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Read order. P2 Floor plan & journey · P3 Zone directives & capacity · P4 Fixture elevations · P5 Windows & mannequin rotation · P6 Tier rules, compliance & set-up checklist. Any deviation requires written sign-off from the Regional VM Lead before the door opens.

SECTION 01 — CIRCULATION

Floor Plan & Customer Journey

Six zones, one directed path. The dashed route is the intended decompression-to-transaction sequence — set fixtures so sightlines pull the customer forward in order. Scale reference and orientation below the plan.



DIRECTED JOURNEY — SET SIGHTLINES IN ORDER / 6 STOPS

1 THRESHOLD	2 POWER WALL	3 WOMENSWEAR	4 MENSWEAR	5 ACCESSORIES	6 FITTING
Decompress. Nothing over 950 mm — clear line to Power Wall.	Hero looks face the door. Coral accent shelf at eye line.	Tonal light → salt flow. Colour-blocked, opposite Menswear.	Gondola — outerwear on ends. Keep 900 mm cross-aisle.	Plinth hero + wall grid. Lock the case for >€600 SKUs.	Service close. 6-SKU styling rail; mirror + seating retained.

CIRCULATION DISCIPLINE / 3 NON-NEGOTIABLES

One directed path. No shortcuts across the floor. Set every fixture so each zone reveals the next in order — the dashed route is the sightline, not a suggestion.	Sightlines hold. Hero looks on the Power Wall (Z2) must be visible from the threshold. Keep 900 mm clear on every cross-aisle so the run never blocks the view forward.	Decompress at entry. Keep 1.8 m clear at the threshold and nothing over 950 mm in Z1 — the customer must land before they shop. Transaction sits last, at the fitting close.
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SECTION 02 — MERCHANDISING RULES

Zone Directives & Capacity

PER-ZONE DIRECTIVE / 6 ZONES

Z	ZONE	MERCHANDISE / STORY	REFRESH CADENCE	ADJACENCY RULE
1	Threshold · Entry Table	Salt & Light entry story — LK-01 flat-lay + folded knitwear	Twice weekly · Mon & Thu	Nothing taller than 950 mm. Clear sightline to Power Wall.
2	Power Wall — Hero Looks	SS27 hero LK-01 → LK-04, full-look styling, size-run behind	Weekly · Monday AM	Faces entrance. No markdown. Coral accent shelf at eye line.
3	Womenswear Run	Tailoring + dresses, LK-05/06, light-to-mid tonal flow	Bi-weekly + size fill daily	Colour-blocked light → salt. Sits opposite Menswear.
4	Menswear Gondola	Shirting, knit, outerwear LK-07; folded + hung mix	Bi-weekly + fold reset daily	Outerwear on ends only. Keep 900 mm cross-aisle.
5	Accessories · Leather	Bags, belts, small leather LK-08; plinth hero + wall grid	Weekly + daily tidy	Locked case for >€600 SKUs. High-density wall.
6	Fitting · Concierge	Service zone — no primary merch; styling rail LK-02 edit	Daily open + close	6 SKU styling rail max. Mirror + seating retained.

CAPACITY & DENSITY / 6 FIXTURES

REF	FIXTURE	TYPE	CAPACITY (UNITS)	FACINGS	DENSITY TARGET
F1	Entry Table	3-tier nesting table	72	9	Relaxed — 8 units / facing
F2	Power Wall	4-shelf + hang bar wall	96	12	Hero — 8 units / facing
F3	Womenswear Rail	Double-hang floor rail	120	2 bars	Full — 55 mm pitch
F4	Menswear Gondola	4-sided fold + hang	168	16	Full — 10 units / stack
F5	Accessories Wall	6-shelf grid + hooks	84	14	Dense — 6 units / facing
F6	Leather Plinth	Hero plinth + locked case	18	6	Editorial — 3 units / facing

CAPACITY AT A GLANCE / UNITS PER FIXTURE · FLOOR TOTAL 558

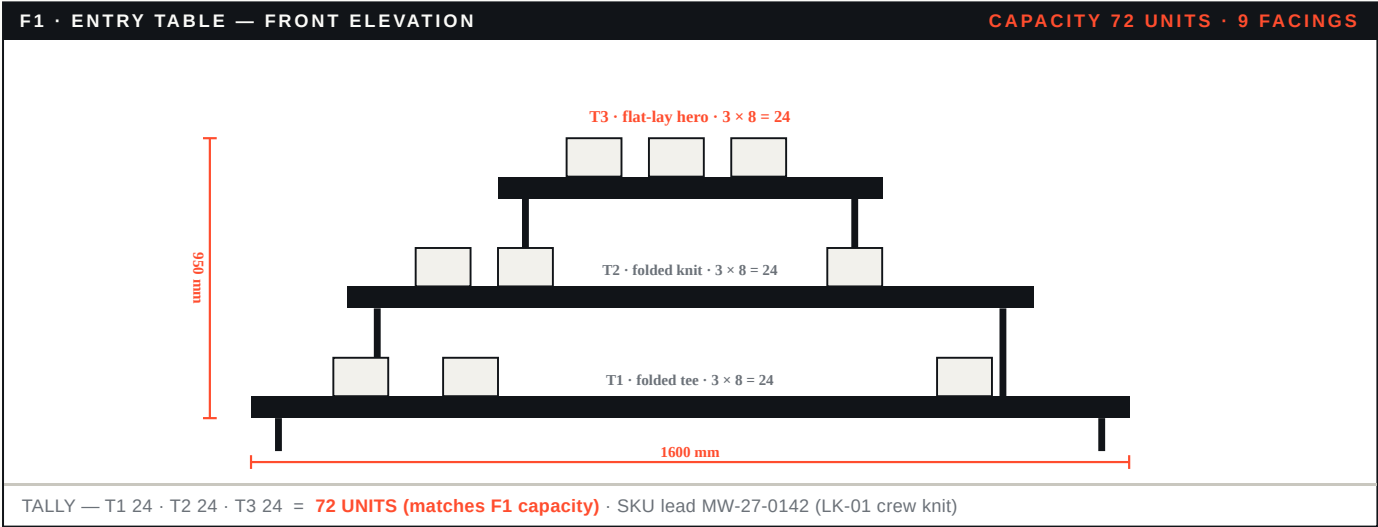
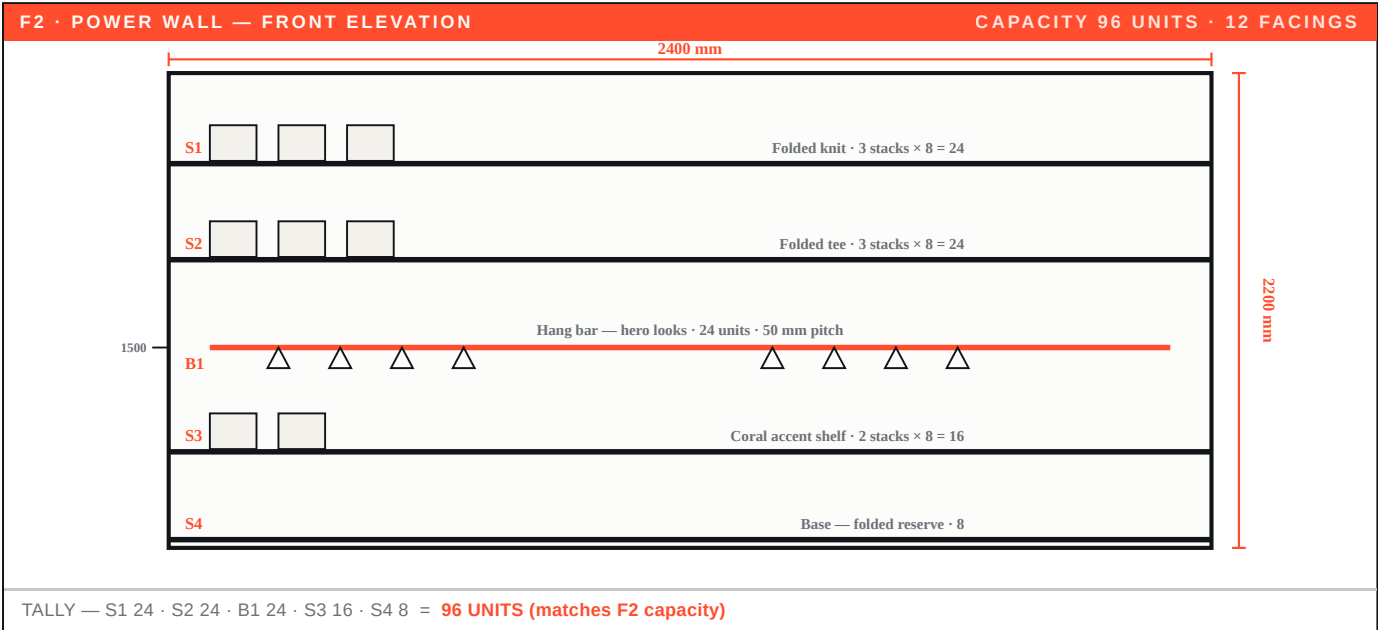
F1 · Entry Table		72
F2 · Power Wall		96
F3 · Womenswear Rail		120
F4 · Menswear Gondola		168
F5 · Accessories Wall		84
F6 · Leather Plinth		18
STANDARD DENSITY FIXTURE HERO — HOLD AT EDITORIAL DENSITY		

Density discipline. Capacity figures are the **maximum** on the floor, not a fill target. Hold hero fixtures (F2, F6) at editorial density even when stockroom is full — replenish sold units within the cadence above, never over-pack. Power Wall (F2) tally is detailed in the elevation on page 4.

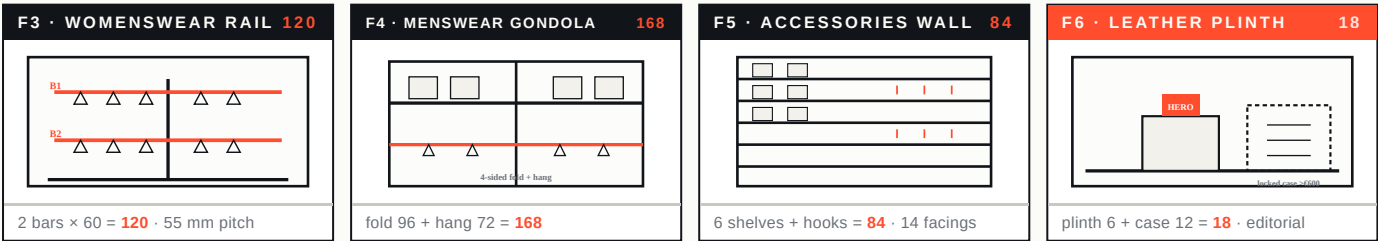
SECTION 03 — BUILD TO DRAWING

Fixture Elevations

Front elevations, to scale. Shelf/bar labels and unit tallies sum to the capacity on page 3. Dimensions in mm.



REMAINING FIXTURES — SCHEMATIC ELEVATIONS / F3-F6 · TALLIES MATCH PAGE 3



Build to drawing. All six fixtures are drawn to the same 1:20 reference. Unit tallies here sum to the capacity table on page 3 — **F1 72 · F2 96 · F3 120 · F4 168 · F5 84 · F6 18 = 558 on the floor**. Do not exceed a shelf or bar tally to make stock fit; hold the density target and replenish within cadence.

SECTION 04 — WINDOWS & ROTATION
Window Spec & Mannequin Rotation

WINDOW BUILD SPEC

HERO BAY · LK-01 + LK-02

Lighting — colour	3000 K warm-neutral track, CRI ≥ 90
Key beam angle	24° spot on mannequin face + torso
Fill beam angle	40° flood, 60% key intensity
Prop — riser	Salt-plaster plinth · 450 × 450 × 300 mm · matte lime finish
Prop — backdrop	Brushed sand acrylic panel · 1800 × 1200 mm
Vinyl — size	A0 · 1189 × 841 mm, centred at 1600 mm
Vinyl — material	Matte optically-clear, frosted "SALT & LIGHT" lockup
Vinyl — colour	Coral #FF4D2E wordmark on frost

WINDOW ELEVATION — LIGHTING PLOT

MANNEQUIN ROTATION CALENDAR / 4 WEEKS · 2 GROUPS

WEEK	GROUP	POSITION 1	POSITION 2	POSITION 3	STORY NOTE
W1 · 12–18 Feb	A — WINDOW	LK-01	LK-02	LK-03	Launch — full hero pair
	B — INTERIOR RISER	LK-05	LK-06	LK-04	Womenswear tonal intro
W2 · 19–25 Feb	A — WINDOW	LK-03	LK-04	LK-01	Tailoring pivot
	B — INTERIOR RISER	LK-06	LK-07	LK-05	Menswear layering
W3 · 26 Feb–4 Mar	A — WINDOW	LK-05	LK-01	LK-07	Colour lift — salt → light
	B — INTERIOR RISER	LK-07	LK-08	LK-02	Accessories spotlight
W4 · 5–11 Mar	A — WINDOW	LK-02	LK-08	LK-04	Mid-season close
	B — INTERIOR RISER	LK-04	LK-03	LK-06	Carry-over edit

Rotation rule. Advance groups every Monday before open. **Coral looks** (LK-01, LK-02, LK-05, LK-08) are the window hero for their week — never dressed on the interior riser the same week they lead the window. Looks recur across weeks; keep the same styling reference sheet for each LK number.

SS27 LOOK KEY / LK-01 → LK-08 · CORAL = WINDOW HERO

LK-01	Salt entry knit	LK-02	Light tailoring	LK-03	Tailoring pivot	LK-04	Tonal dress	LK-05	Womenswear hero	LK-06	
	Menswear layering	LK-07	Outerwear	LK-08	Accessories close						

SECTION 05 — SIGN-OFF

Tier Rules, Compliance & Checklist

SIGNAGE & PRICING — BY TIER

TIER	SIGNAGE	PRICING DISPLAY	WINDOW PACKAGE	IN SCOPE · THIS WAVE
● FLAGSHIP	Full A0 campaign vinyl + 2 hero banners	No shelf price — concierge card only	2 windows, both mannequin groups	Mercer · NY-01
● TIER 1	A1 campaign vinyl + 1 hero banner	Discreet ticket, back of fixture	1 window, Group A	Marylebone · Le Marais · Aoyama · Prinsengracht
● TIER 2	A2 vinyl, entry only	Standard front ticket	Riser only — no dressed window	9 doors · subsequent wave (from 19 Feb)

COMPLIANCE PROTOCOL	MANDATORY	PACKDOWN NOTE	END OF SET · 11 MAR 2027
Photo upload	All 6 zones + both windows within 24h of set-live	Strike SS27-04 after close on Wed 11 Mar 2027 . Retain the salt-plaster plinths and sand acrylic backdrops — flat-pack and label SS27-04 / door code for central prop store. Recycle all campaign vinyl; do not carry wordmark vinyl to SS27-05. Return hero size-runs to stock, fold-reset F2 and F4 to base planogram, and leave the floor on the interim carry-over set until directive SS27-05 lands.	
Portal	VM Ops → Directive SS27-04 → your door code		
Reviewer	Regional VM Lead signs off each door		
Re-work window	48h from flagged note to corrected re-upload		
Escalation	Head of Retail — Global VM if 2× flagged		

SET-UP CHECKLIST / COMPLETE IN ORDER · 10 STEPS

01 Clear & clean — strike SS27-03, deep-clean all fixtures & glass. Bag all SS27-03 signage for return; glass streak-free before set.	06 Fill runs — Womenswear & Menswear to density target. Tonal light → salt flow; outerwear on gondola ends only.
02 Verify plan — chalk zone footprints to page 2 dimensions. Confirm 900 mm cross-aisle and 1.8 m clear at the threshold.	07 Windows — mannequin Group A + B, lighting plot, vinyl @1600. Salt-plaster plinth + sand acrylic backdrop; frosted wordmark.
03 Set fixtures — position F1–F6, level, check 900 mm aisles. Level every shelf and bar; lock castors before dressing.	08 Accessories — plinth hero + wall grid, lock >€600 case. Editorial density on F6; high-density grid on F5.
04 Build Power Wall — S1–S4 + B1 per page 4 tally (96 units). Coral accent shelf S3 at 1500 mm eye line; hero looks on B1.	09 Light & walk — aim 24°/40°, walk the journey path. Key 24° on face + torso; fill 40° at 60% intensity.
05 Dress Entry Table — T1–T3 nesting, 72 units, LK-01 hero. Nothing over 950 mm; keep the sightline to the Power Wall.	10 Photograph & upload — all zones + windows, submit portal. All 6 zones + both windows within 24 h of set-live.

Doors in scope, this wave — Flagship Mercer (NY-01); Tier 1 Marylebone (LN-04) · Le Marais (PA-02) · Aoyama (TK-03) · Prinsengracht (AM-06). Tier 2 (9 doors) follows from 19 Feb 2027. Set-live overnight — **complete before 10:00 open, Fri 12 Feb 2027**.

DOOR SIGN-OFF / SET COMPLETE · BOTH SIGNATURES REQUIRED BEFORE OPEN

STORE / SET LEAD Name & signature Door code _____ · set complete ☐	REGIONAL VM LEAD Name & signature Reviewed & approved ☐ · re-work ☐	DATE / TIME SIGNED ___ / ___ / 2027 · ___ : ___ Before 10:00 open, Fri 12 Feb 2027
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