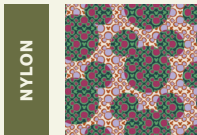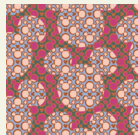# Not So Classic Mickey
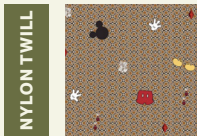
Mickey Mouse
Patchwork
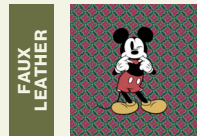
Mickey Mouse
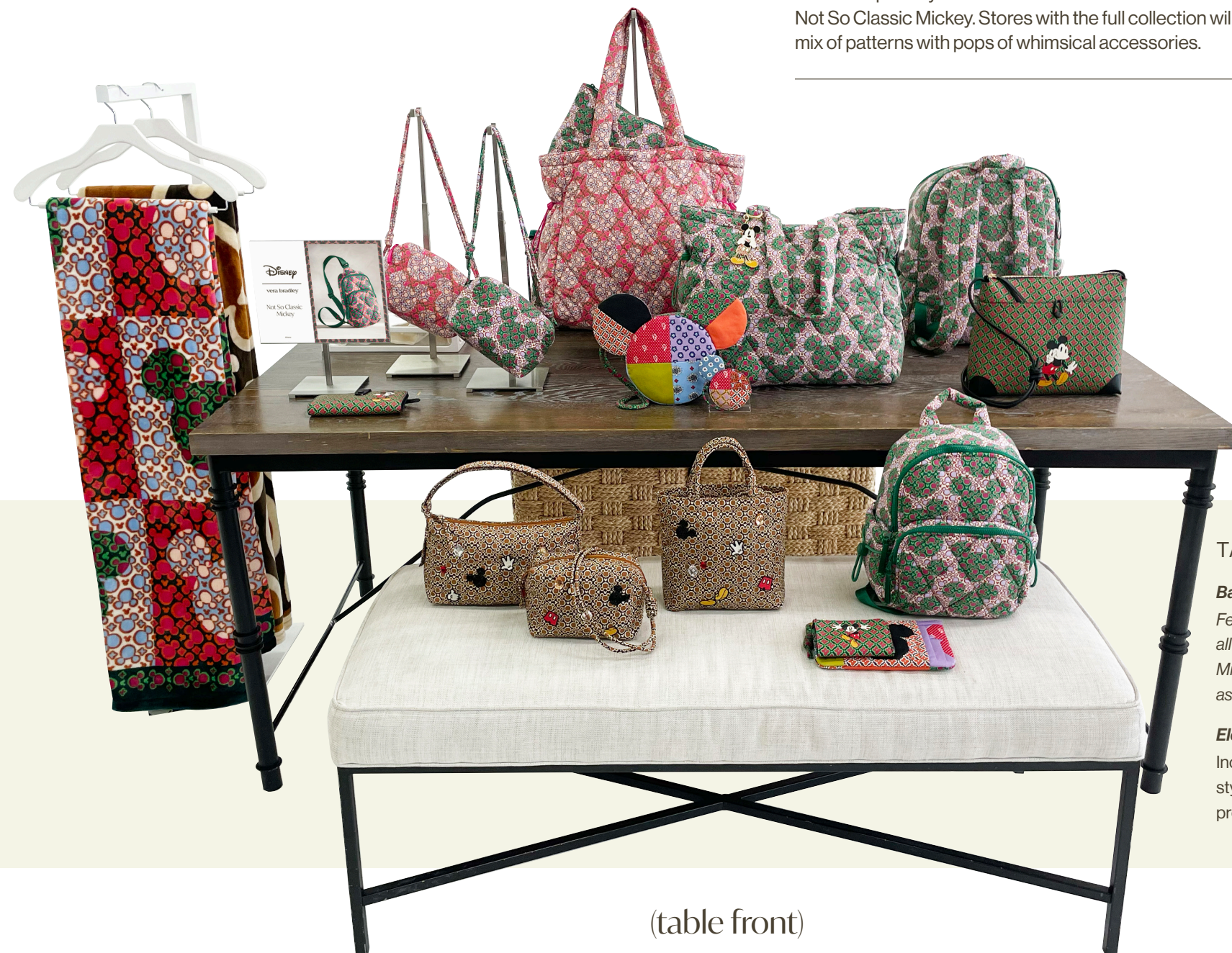Kaleidoscope Lavender

Mickey Mouse
Kaleidoscope Pink

Mickey Mouse Icons

Silly Mickey Mouse

Not So Classic Mickey

(full collection with all styles)

Utilize the primary feature table to showcase the latest Disney Collection, Not So Classic Mickey. Stores with the full collection will include a balanced mix of patterns with pops of whimsical accessories.

(table front)

TABLE FORMULA

Balance product:
Feature a balance of product in all available patterns. Feature Mickey Mouse Kaleidoscope Lavender as the primary pattern.

Elevated styles:
Include embroidered and embellished styles. Group the Mickey Geo Neutral product together on the bench.

Not So Classic Mickey

(full collection with all styles)

Utilize the primary feature table to showcase the latest Disney Collection, Not So Classic Mickey. Stores with the full collection will include a balanced mix of patterns with pops of whimsical accessories.

TABLE FORMULA

Balance product:

Feature a balance of product in all available patterns. Feature Mickey Mouse Kaleidoscope Lavender as the primary pattern.

Layer on styles:

Add in accessories like whimsical keychains or umbrellas.

(table back)

Not So Classic Mickey

(core collection and styles only)
Utilize the primary feature table to showcase the latest Disney Collection, Not So Classic Mickey. Add whimsical keychains to bags.

(table front)

TABLE FORMULA

Triangular formations:
Build triangular formations by placing larger styles in the center and surround with smaller styles. Include table-top hooks to add height.

Marketing support:
Include the Disney table signage to highlight the Not So Classic Mickey collection.

Not So Classic Mickey

(core collection and styles only)

Utilize the primary feature table to showcase the latest Disney Collection, Not So Classic Mickey. Add whimsical keychains to bags.

(table back)

Not So Classic Mickey

(core collection and styles only)
Utilize the primary feature table to showcase the latest Disney Collection, Not So Classic Mickey. Add whimsical keychains to bags.

(table front)