

How To Set Single Arm T-Stands

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WHAT TO DISPLAY

- specific ways shown in the Visual Guide
- blankets
- small totes
- crossbodies
- towels
- loungewear (e.g. pj's and robes)



To show off handles or straps as a feature, like crossbodies



- Show a color multiplier (all colors of a color collection)
- Or show additional color options
- Enhance and expand upon a table display



Ability to see the pattern or fabrication and make it easy to see and touch the product

DISPLAY TIP
If using hangers for towels, pj's, blankets etc., make sure all hangers face the same direction



Support the top priority product for the season

WHERE TO PLACE

- Generally 4-6 items fit on each arm
- Two t-stands set back-to-back
- One sitting next to a large table

EXCEPTION

the Trestle Table can have one on each side, flanking the table

- On the side of a cabinet
- Centered between two cabinets

HOW TO SET

1. Always set t-stands as shown in the current Visual Guide
2. Always anchor to another fixture, never "floating" by itself in an open space
3. Ensure the product is relevant to the category/theme of the adjacent display
4. All styles should hang and align (from the bottom) at the same length
5. T-stand items don't need stuffed unless directed
6. One style per t-stand unless repeating two styles across the entire t-stand (e.g. crossbody with wristlet together repeated on the arm)

