

August 10, 2017

Modern Bride Relaunch

Dear Fine Jewelry Team,

We are very excited to announce we are relaunching Modern Bride. We are updating our modern bride experience both in store and online. There will be new modern marketing concepts and vehicles, updated store environment, new in case elements, elevated .com experience, and robust associate training. All of which will help drive value, educate the customer and our associates on our brands, as well as drive sales!

Before you get started make sure that you read the following instructions and if you have any questions during the process contact your JEM.

The relaunch will be broken out below into 4 parts

1. Training overview
2. Overview of new marketing
3. .com/Digital updates
4. Overview of new instore experience

1: Training overview

To Kick off the Modern Bride Relaunch we are launching training tools for stores to use to be prepared. Listed below is the training that will be available to stores and when it will be available. We ask that you get 100% compliance.

1. 4CTV – will launch in WEEK 31 and will give you a comprehensive overview of what is to come for the relaunch.
2. Diamond Professional Elearning – Reviews the 4CS so you can explain the basics of Diamonds – Available on the stores training page under Fine Jewelry. This will be available WEEK 31
3. Modern Bride Elearning – A comprehensive training about Modern Bride Collections and in-depth information about the product and how to sell it. This will be available in WEEK 35
4. Product Information Sheets – There will be Product Information Sheets that will arrive with this communication in WEEK 35

2: Overview of New Marketing

- We will be introducing a new concept for the look and feel of the collections under Modern Bride in all of our print vehicles. Use of color, lifestyle images, educational graphics and value messaging will differentiate each collection which will tie back to the in-case visual presentations and the unique brand identities. You will see this throughout our marketing starting with the Billion Dollar Mailer.

Modern Bride signature

BREATHTAKING, DESIGNER STYLES—AT A VALUE THAT WILL TAKE YOUR BREATH AWAY. YOUR JOURNEY HAS JUST BEGUN—AND FINDING THE PERFECT RING MAKES IT WORTH THE RIDE.

NEW! C.E.L. \$4599.99 EA.
1/2 TO 2 CT. TW.
1/2 TO 5/8 CT. CENTER STONE

\$699.99
1/2 CT. TW.
3/8 CT. CENTER STONE

\$1899.99 EA.
3/4 CT. TW. 1/2 TO 1/3 CT. CENTER STONE

EXTRAVAGANT LOOKS. EXQUISITELY PRICED.

NEW! \$2199.99 EA.
1 CT. TW. 1/4 TO 1/3 CT. CENTER STONE

IN EACH RING ARE TWO INTERLOCKING INFINITY SYMBOLS "holding" a color-enhanced lab-grown diamond.

INDEPENDENT

*UP TO EXTRA 3.0% OFF WITH YOUR JEWELRY CREDIT CARD & COUPON. Excludes 10% off subject to credit approval. Some restrictions may apply. Price does not include tax and shipping. †Returns allowed only for ring and not for lab-grown diamonds. A & B. \$3999.99 ea. 3/4 ct. l.w. diamond set in 14k gold. 1 7/8 ct. center stone. pp.com:272-4833. \$2000 sale \$2794.99 ea. reg. \$1959.37 in 18 ct. \$4199.99 ea. 3/4 ct. l.w. diamond ring or bridal set in 14k gold. 1/2 to 1/3 ct. center stone. pp.com:272-4833. \$1833 sale \$2749.99 ea. reg. \$1983.25 ea. \$4999.99 ea. 1/4 ct. l.w. diamond in 18k gray. 3/4 ct. center stone. pp.com:272-4833 sale \$2999.99 reg. \$1233.15 pp. \$2199.99 ea. 1 ct. l.w. diamond ring or bridal set in 14k gold. 1/4 ct to 1/3 ct. center stone. pp.com:272-4833. \$228.00 sale \$2749.99 ea. reg. \$3999.99 ea.

opulent DIAMONDS

MASTERFULLY CUT TO PROVIDE MAXIMUM BRILLIANCE AND FIRE. JUST THINK—WHAT STARTED WITH A SPARK TURNED INTO A WHOLE LOT OF SPARKLE.

INCREDIBLE SPARKLE. CLEAR-CUT SAVINGS.

Modern Bride

\$3299.99
1 1/2 CT. TW.
1/2 CT. CENTER STONE

\$2479.99
1 CT. TW.
3/8 CT. CENTER STONE

\$1399.99
3/8 CT. TW.
1/4 CT. CENTER STONE

\$2559.99
3/4 CT. TW.
1/2 CT. CENTER STONE

The center diamond is specially cut to maximize clarity and broadly disperse light, giving the appearance of a much larger stone.

SAFETY CERTIFIED

I SAID YES!

SAY "YES" TO BEAUTIFUL DIAMONDS WITHOUT SPENDING A FORTUNE. PLUS, EACH RING IS MADE OF PLATINAIRE™, GIVING YOU THE LOOK OF PLATINUM FOR A FRACTION OF THE PRICE.

A RING THAT SAYS SO MUCH. A PRICE THAT SPEAKS VOLUMES.

Modern Bride

\$499.99
1 CT. TW.

\$599.99 EA.
3/8 CT. TW.

\$249.99
1/8 CT. TW. A
GENUINE BLUE SAPHIRE

\$149.99
1/8 CT. TW. B
GENUINE BLUE SAPHIRE

Lab-created blue sapphire in hidden inside each ring.

Q-R. \$599.99 ea. 3/8 ct. l.w. diamond ring or bridal set in 14k gold. pp.com:272-4036. 4036, 4037 genuine blue sapphire 4033 sale \$749.99 ea. reg. \$1249.99 ea. \$499.99 1/8 ct. l.w. diamond bridal set in 14k gold. pp.com:272-4036. \$624.99 reg. \$283.12-T. \$249.99 1/8 ct. l.w. diamond & genuine blue sapphire in 14k gold. pp.com:272-4036. \$12.49 reg. \$12.49. \$169.99 diamond accent & genuine blue sapphire in 14k gold. pp.com:272-4036 sale \$197.49 reg. \$371.49.

- Also, as part of our launch, in Week 35 you will be receiving a new in-store Modern Bride Engagement Guide showcasing the best from your 5 branded collections as well as a look at our entire Modern Bride assortment. The Engagement Guide highlights our new modern, aspirational, and educational graphics.

The collage includes:

- Modern Bride Engagement Guide cover featuring a couple and a ring.
- Opulent Diamonds advertisement with the headline 'INCREDIBLE SPARKLE. CLEAR-CUT SAVINGS.'
- Advertisement for 'GENUINE BLUE SAPHIRE' with 'LAB-CREATED BLUE SAPHIRE IN HIDDEN INSIDE EACH RING.'
- Advertisement for 'PLATINAIRE™' with the headline 'A RING THAT SAYS SO MUCH. A PRICE THAT SPEAKS VOLUMES.'
- Advertisement for 'J.C. Penney Co. FINE JEWELRY' featuring a couple and a ring.
- Various lifestyle photos of couples in wedding attire.
- Close-up photos of different styles of engagement rings.
- Educational graphics showing ring details and pricing.

3: Digital updates

Not only are we updating marketing and stores, but dotcom is getting a refresh too.

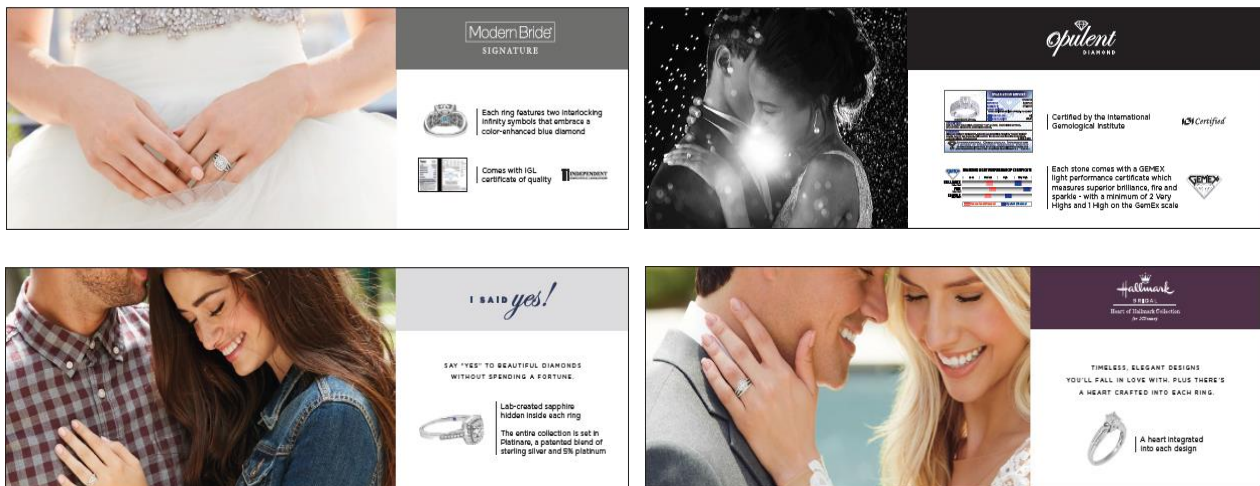
- Updated banners for each collection will reflect new brand identity and communicate features and benefits of each collection to the customer.
- Refreshing Dotcom images for collections with higher resolution images as well as additional alt views and expanding assortment offerings.
- In addition, we are going to create ensembles for engagement rings to show matching wedding band option.
- Updated Design Your Dream Ring site with new marketing!

4: ELEVATED IN-STORE EXPERIENCE

- In looking at how our bridal collections stacked up versus competition we realized our Modern Bride Collections were not visually differentiated in your cases. We did not tell a story with the features and benefits of each brand or show her the value that we offer. *WE CHANGED THAT!* Collections are your highest retail that you offer your customer and we wanted to make sure the assortments looked and felt special.
- For your Week 35 set you will be receiving a new element kit with updated in-case presentations of each collection with vignette covers that will help convey each unique brand identity. Refer to your Week 35 Set Sells for more detailed information for each individual vignette.



- We are also adding educational graphics and updating the current lifestyle images to each vignette to help communicate features and benefits of each collection to the customer. Key item signs will also be added to all collections to highlight value.



- You will also receive new 3x3 vignette graphics that you can use throughout your modern bride run



- In Week 35 you will also be receiving new aspirational back-wall, vitrine, shadowbox graphics that will tie back to your incase experience. Please the store environment homepage for the ALL IN ONE graphic package.
- In week 38 we will be rebranding the Fine Jewelry Department with new signage “J.C.Penney Co. FINE JEWELRY EST 1902. And you will also receive new ledge graphics. Please the store environment homepage for the ALL IN ONE graphic package.
- Here is a quick sneak peak of what your department will look like after week 38!





Now let's get started setting your new incase element and signs

Based on your shop grade you may be receiving vignette covers and new elements for the following 4 Modern Bride collections.

- I Said Yes
- Hallmark Bridal
- Modern Bride Signature
- Opulent

I SAID YES



FEATURES AND BENEFITS

- The merchandise in the I SAID YES collection is **EXCLUSIVE** to JCPenney.
- The I Said Yes Collection is considered to be our entry level bridal assortment that is a great look for the customer on more of a budget.
- MERCHANDISE: Each piece is made with love and the customer in mind.
 - The entire collection is crafted of Platinaire, a patented blend of sterling silver and 5% platinum.
 - Each ring has a uniquely placed lab-created blue sapphire so you will always have your “something blue”.
 - Overall Collection has diamond quality featured in I/J- I2
 - The assortment is made up of bridal and wedding bands
 - Each ring comes with a certificate of authenticity

























This project will include:

1. NEW and Special I SAID YES Fixtures:

Image	Item	Description
	FJV16	MOD BRIDE - I SAID YES RISER SHROUD SET PK SZ 2
	FJV17A	MOD BRIDE - I SAID YES RING TOWER SMALL PK SZ 1
	FJV17B	MOD BRIDE - I SAID YES RING TOWER LARGE PK SZ 1
	FJV37	MODERN BRIDE - I SAID YES CERTIFICATE FRAME HOLDER PK SZ 1
	FJV19	MB LARGE BRAND VIGNETTE SIGNHOLDER PK SZ 1
	FJV20	MOD BRIDE - SMALL PRICE VIGNETTE SIGNHOLDER PK SZ 1
	PS_FJL20173 8-3	MOD BRIDE - I SAID YES VIGNETTE SIGN
	FJ70115-3	MOD BRIDE - I SAID YES CASE GRAPHIC

STEPS TO COMPLETE THE TASK

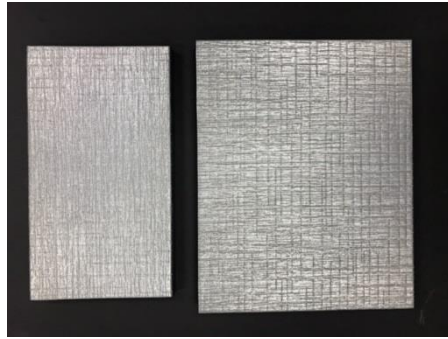
1. Locate and Follow the WEEK 35 Set Sell
2. Locate the package with the NEW I SAID YES Elements and signs that were shipped to stores during Wk 35
 - a. Use element guide above to ensure you received all elements for this launch
 - b. In the package with the elements you will also find the new vignette signs that will be needed to set the vignette.
3. Locate the I SAID YES Assortment that is currently in your store
 - a. You will be able to identify this product using the lot list below. Please note that the lot list includes ALL lots in the collection and depending on your store's shop grade may, you not carry all styles

Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG	Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG
	272	4019	2724019	PLATINAIRE 1/6 CTTW PRINCESS BRIDAL RING	I SAID YES	8		272	4155	2724155	PLATINAIRE - 3/8 CTTW BRIDAL SET	I SAID YES	8
	272	4089	2724089	1/4 CTTW PLATINAIRE BYPASS DBL ROW RING	I SAID YES	5		472	4085	4724085	1/5 CTTW PLATINAIRE DBL BAGUETTE CTR RING	I SAID YES	Test
	272	4008	2724008	PLATINAIRE 1/3 CTTW DIA MULTI TOP WAVE BRIDAL SET	I SAID YES	8		472	4087	4724087	3/8 CTTW PLATINAIRE PEAR SHAPE 3 PIECE SET	I SAID YES	Test
	272	4003	2724003	PLATINAIRE 3/8 CTTW HEART BRIDAL RING W/SAPPHIRE	I SAID YES	8		472	4088	4724088	1/2 CTTW PLATINAIRE CUSH FRAME SET	I SAID YES	Test
	272	4107	2724107	PLATINAIRE 3/8 CTTW DELICATE SOL PLUS SET - I SAID YES	I SAID YES	6		472	4095	4724095	PLATINAIRE 1/2 CTTW DIA/SAPPHIRE RD CTR BRIDAL RING	I SAID YES	Test
	272	4027	2724027	PLATINAIRE 3/8 CTTW DIA PRINCESS DOUBLE FRAME VINTAGE RING - I SAID YES	I SAID YES	6		472	4093	4724093	PLATINAIRE 5/8 CTTW DIA/SAPPHIRE 3-STN SWIRL RING	I SAID YES	Test
	272	4036	2724036	3/8 CTTW CUSHION HEAD WITH CUSHION FRAME AND CUFF BRIDAL SET IN PLATINAIRE	I SAID YES	5		472	4094	4724094	PLATINAIRE 5/8 CTTW DIA/SAPPHIRE 3-STN BRIDAL SET	I SAID YES	Test
	272	4086	2724086	3/8 CTTW PLATINAIRE OVAL SHAPE 3 PIECE SET	I SAID YES	5		472	4092	4724092	PLATINAIRE 1/4 CTTW DIA/SAPPHIRE OVAL RING	I SAID YES	Test
	272	4005	2724005	PLATINAIRE 1/2 CTTW DIA MULTI TOP CUSHION BRIDAL SET	I SAID YES	6		472	4090	4724090	PLATINAIRE 1/4 CTTW DIA/SAPPHIRE SWIRL BAND	I SAID YES	Test
	272	4600	2724600	PLATINAIRE - 1/10 CTTW BAND	I SAID YES	8		472	4097	4724097	PLATINAIRE 1/3 CTTW DIA/SAPPHIRE 2-ROWN ALT BAND	I SAID YES	Test
	272	4601	2724601	PLATINAIRE - 1/4 CTTW BAND	I SAID YES	8		472	4096	4724096	PLATINAIRE 1/2 CTTW OVAL VINTAGE BRIDAL RING	I SAID YES	Test
	272	4604	2724604	PLATINAIRE 1/8 CTTW BAND W/SAPPHIRE	I SAID YES	6		472	4098	4724098	PLATINAIRE 3/4 CTTW RD CTR 3 ROW BRIDAL RING	I SAID YES	Test

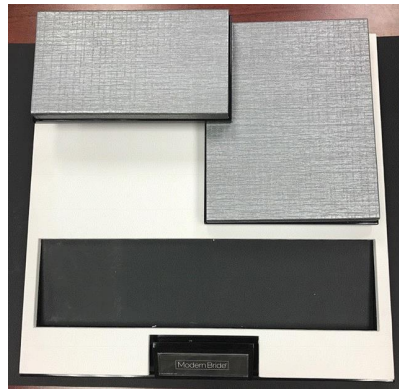
4. Clear your vignettes using the set sell guidance so you can use them for placing the I SAID YES Covers.
 - a. Take your empty vignettes



- b. Place the Silver I SAID YES covers over the empty back riser platform holders



- c. Once complete it should look like the image below



5. Locate the new sign holders and I SAID YES signs- place the I SAID YES 3X3 vignette and the new educational signs in to their NEW sign holders and place on the front of the vignette
- a. Once complete it should look like this.



6. Take the collection product that you located and place it on the Blue I SAID YES specific elements

a. Once complete it should look like this.



HALLMARK BRIDAL



Heart of Hallmark Collection
for JCPenney

FEATURES AND BENEFITS

- The merchandise in the HALLMARK BRIDAL collection is **EXCLUSIVE** to JCPenney.
- The Hallmark Bridal customer is a value conscious woman who wants a gold engagement ring with a true center stone focus and isn't willing to waver on quality.
- **MERCHANDISE:** Hallmark Bridal is the perfect partnership of two iconic brands Hallmark and JCPenney.
 - Each engagement ring is integrated around the iconic Heart of Hallmark - the design of these rings conveys the message of ever-lasting love.
 - The entire collection is crafted in 10k GOLD
 - Overall collection has diamond quality featured in HI / I2
 - The assortment is made up of bridal rings


























This project will include:

1. NEW and Special HALLMARK BRIDAL Fixtures:

Image	Item	Description
	FJV21	MOD BRIDE - HALLMARK RISER SHROUD SET PK SZ 2
	FJV19	MB LARGE BRAND VIGNETTE SIGNHOLDER PK SZ 1
	FJV20	MOD BRIDE - SMALL PRICE VIGNETTE SIGNHOLDER PK SZ 1
	FJV22A	MOD BRIDE - HALLMARK RING TOWER SMALL PK SZ 1
	FJV22B	MOD BRIDE - HALLMARK RING TOWER LARGE PK SZ 1
	PS_FJL2 01738-5	MOD BRIDE - HALLMARK VIGNETTE SIGN
	FJ70115- 2	MOD BRIDE - HALLMARK CASE GRAPHIC

STEPS TO COMPLETE THE TASK

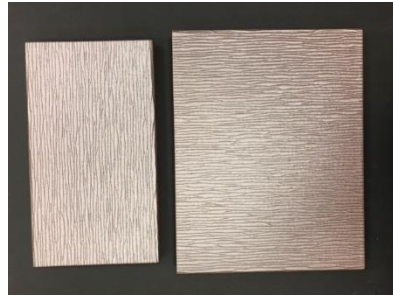
1. Locate and Follow the WEEK 35 Set Sell
2. Locate the package with the NEW HALLMARK BRIDAL elements and signs that were shipped to stores during Wk 35
 - a. Use element guide above to ensure you received all elements for this launch
 - b. In the package with the elements you will also find the new vignette signs that will be needed to set the vignette
3. Locate the HALLMARK BRIDAL assortment that is currently in your store
 - a. You will be able to identify this product using the lot list below. Please note that the lot list includes ALL lots in the collection and depending on your store's shop grade, you may not carry all styles

Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG	Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG
	272	9037	2729037	HM 1/3 CTTW 10K WG 1/5 CT CTR RD HRT SIDES RG	HALLMARK	5		472	9027	4729027	HM 1/3 CTTW 10K YG 1/6 CT CTR PR DBLE ROW HRT RG	HALLMARK	Test
	272	9031	2729031	HM 1/3 CTTW 10K WG 1/6 CT CTR RD DBL FRAME RG	HALLMARK	5		472	9039	4729039	HM 1/2 CTTW 10K WG 1/4 CT CTR PR SCALLOP SDS RG	HALLMARK	Test
	272	9025	2729025	HM 1/3 CTTW 10K WG 1/6 CT CTR PR DBLE ROW HRT RG	HALLMARK	5		472	9034	4729034	HM 1/2 CTTW 10K YG, 1/5 CT CTR RD DBL FRM RG	HALLMARK	Test
	272	9029	2729029	HM 1/3 CTTW 10K WG 1/6 CT CTR RD TRI SDS SET	HALLMARK	5		472	9036	4729036	HM 1/2 CTTW 10K WG/RG 1/3 CT CTR SOL PLUS RG	HALLMARK	Test
	272	9030	2729030	HM 1/2 CTTW 10K WG 1/4 CT CTR PR DBLNOTCH SDS RG	HALLMARK	5		472	9020	4729020	HM 3/4 CTTW 10K WG 1/3 CT CTR PR DBL FRM SPLIT SHANK RG	HALLMARK	Test
	272	9040	2729040	HM 1/2 CTTW 10K WG, 1/5 CT CTR RD DBL FRM RG	HALLMARK	5		472	9038	4729038	HM 3/4 CTTW 10K WG 1/4 CT CTR RD DBL FRM SET	HALLMARK	Test
	272	9041	2729041	HM 1/2 CTTW 10K WG 1/4 CT CTR RD HRT TWIST RG	HALLMARK	5		472	9032	4729032	HM 1 CTTW 10K WG 3/8 CT CTR PR DBL ROW MILG RG	HALLMARK	Test
	472	9136	4729136	HM 3/4 CTTW 1/4 CT CNT STN 10K WG PRN MT BRIDAL RING	HALLMARK	Test		472	9021	4729021	HM 1 CTTW 10K WG 3/8 CT CTR RD CUSH FRM TWIST RG	HALLMARK	Test
	472	9026	4729026	HM 1/2 CTTW 1/5 CT CTR STN, 10K WG SQ MT BIRDAL SET	HALLMARK	Test		472	9033	4729033	HM 1 CTTW 10K WG 3/8 CT CTR PR DBL FRM 2-ROW SET	HALLMARK	Test
	472	9134	4729134	HM 3/4 CTTW 1/4 CT CTR STN 10K WG THREE STONE RING	HALLMARK	Test		472	9035	4729035	HM 1 CTTW 10K YG 3/8 CT CTR RD DBL FRM SPLIT SHANK SET	HALLMARK	Test
	472	9135	4729135	HM 1/2 CTTW 10K WG HRT SWR DIA BAND	HALLMARK	Test		472	9022	4729022	HM 1 CTTW 10K WG 1/2 CT CTR RD V-SDS RG	HALLMARK	Test
	472	9024	4729024	HM 1/3 CTTW 10K WG 1/6 CT CTR PR CUFF RG	HALLMARK	Test		472	9023	4729023	HM 1 CTTW 10K WG 1/2 CT CTR RD BASIC SET	HALLMARK	Test
	472	9028	4729028	HM 1/3 CTTW 10K WG/RG 1/6 CT CTR PR BOLD SDS RG	HALLMARK	Test							

1. Clear your vignettes using the set sell guidance so you can use them for placing the HALLMARK BRIDAL Covers.
 - a. Take your empty vignettes



- b. Place the Purple HALLMARK BRIDAL Covers over the empty vignette holders



- c. Once complete it should look like the image below



2. Locate the new sign holders and HALLMARK BRIDAL signs- place HALLMARK BRIDAL 3X3 vignette and the new educational signs in to their NEW sign holders and place on the front of the vignette
- a. Once complete it should look like this.



7. Take the collection product that you located and place it on the Purple Hallmark specific elements
 - a. Once complete it should look like this.



MODERN BRIDE SIGNATURE



FEATURES AND BENEFITS

- The merchandise in the MODERN BRIDE SIGNATURE collection is **EXCLUSIVE** to JCPenney.
- The MB Signature Customer is looking for a better quality ring with updated and trendy styling.
- **MERCHANDISE:** The MB Signature Collection offers the customer a designer look at an incredible value.
 - It is comparable to brands Neil Lane at Kay Jewelers and Vera Wang at Zales.
 - Each ring has two infinity symbols hidden inside the ring that are entwined together and embrace an enhanced Blue Diamond to represent “endless love” and possibly your “something blue”
 - The entire collection is crafted in 14k GOLD
 - Overall Collection has diamond quality featured in HI/SI2-11
 - Each ring comes with a certificate of quality from IGL.
 - The assortment is made up of bridal rings



















This project will include:

NEW and Special MODERN BRIDE SIGNATURE Fixtures:

Image	Item	Description
	FJV26	MOD BRIDE - SIGNATURE ACRYLIC RISER SHROUD SET PK SZ 2
	FJV19	MB LARGE BRAND VIGNETTE SIGNHOLDER PK SZ 1
	FJV20	MOD BRIDE - SMALL PRICE VIGNETTE SIGNHOLDER PK SZ 1
	FJV27A	MOD BRIDE - SIGNATURE RING TOWER SMALL PK SZ 1
	FJV27B	MOD BRIDE - SIGNATURE RING TOWER LARGE PK SZ 1
	PS_FJL2 01738-1	MOD BRIDE - I SAID YES VIGNETTE SIGN
	FJ70115-1	MOD BRIDE - SIGNATURE CASE GRAPHIC

STEPS TO COMPLETE THE TASK

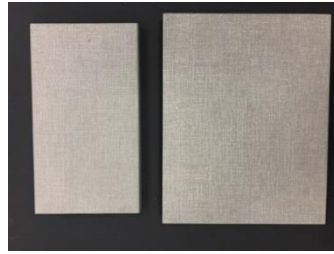
1. Locate and Follow the WEEK 35 Set Sell
2. Locate the package with the NEW MODERN BRIDE SIGNATURE elements and signs that were shipped to stores during Wk 35
 - b. Use element guide above to ensure you received all elements for this launch
 - c. In the package with the elements you will also find the new vignette signs that will needed to set the vignette
3. Locate the MODERN BRIDE SIGNATURE assortment that is currently in your store
 - a. You will be able to identify this product using the lot list below. Please note that the lot list includes ALL lots in the collection and depending on your store's shop grade may not carry all styles

Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG	Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG
	272	5820	2725820	3/4 CTTW 14K WG, 1/5 CNTR, TWIST SHANK SET	MODERN BRIDE SIGNATURE	7		472	5074	4725074	1 1/2 CTTW 14K WG 1/2 CT EMER CTR FRM TRIP ROW RING	MODERN BRIDE SIGNATURE	Test
	272	5060	2725060	3/4 CTTW WG RD CUSH FRM TWIST 1/3 CT CTR SIG RNG	MODERN BRIDE SIGNATURE	4		472	5079	4725079	1 1/2 CTTW 14K WG 1/2 CT OVAL CTR DBL FRM RING	MODERN BRIDE SIGNATURE	Test
	272	5823	2725823	1 CTTW 14K RG 3/8 RD CNTR SPLIT SHANK DBLE FRAME SET	MODERN BRIDE SIGNATURE	6		472	5080	4725080	1 CTTW 14K WG 1/4 CT CTR RD DBL FRM DAINTY RING	MODERN BRIDE SIGNATURE	Test
	272	5821	2725821	1 CTTW 14K WG 1/4 CNTR CURVE SET	MODERN BRIDE SIGNATURE	6		472	5083	4725083	1 CTTW 14K WG RCT BRIDAL RING	MODERN BRIDE SIGNATURE	Test
	272	5838	2725838	14K WG 1 CTW DIA BRIDAL SET, 1/4 CT CNTR	MODERN BRIDE SIGNATURE	7		472	5084	4725084	3/4 CTTW 14K WG LYRD BRIDAL SET	MODERN BRIDE SIGNATURE	Test
	272	5004	2725004	14K WG 1 CTTW EMERALD DIAMOND RING 1/3 CT CENTER	MODERN BRIDE SIGNATURE	4	No Image	472	5087	4725087	3/4 CTTW 14K WG RND LYRD BRIDAL SET	MODERN BRIDE SIGNATURE	Test
	272	5061	2725061	1 CTTW 14K WG PRIIN FRM SIGNATURE SET, 1/3 CT CTR	MODERN BRIDE SIGNATURE	4	No Image	472	5090	4725090	11/2 CTTW 14K YG SQ PLS BRIDAL SET	MODERN BRIDE SIGNATURE	Test
	272	5835	2725835	1-3/4 CTTW 14K WG, 3/4 EMERALD CENTER RING	MODERN BRIDE SIGNATURE	3	No Image	472	5088	4725088	2 CTTW 14K PR CTR PR FRM DBL BAND RING	MODERN BRIDE SIGNATURE	Test
	272	5833	2725833	1 3/4 CTTW 14K WG, 5/8 RD CNTR 3 ROW RING	MODERN BRIDE SIGNATURE	3		272	5049	2725049	14KT 1CTTW OVAL RING, 1/4 CT CTR	MODERN BRIDE SIGNATURE	4
	272	5840	2725840	2.0 CTTW 14K WG, 1/2 RD CNTR DOUBLE FRAME SET	MODERN BRIDE SIGNATURE	5		472	5847	4725847	14K RG 1-1/4 CTW CTW DIA BRIDAL SET, 1/2 CT CNTR	MODERN BRIDE SIGNATURE	1
	472	5078	4725078	1 1/2 CTTW 14K WG 1/2 CT EMER CTR FRM DBL ROW SET	MODERN BRIDE SIGNATURE	Test							

4. Clear your vignettes using the set sell guidance so you can use them for placing the MODERN BRIDE SIGNATURE Covers.
 - a. Take your empty vignettes



- b. Place the Taupe MODERN BRIDE SIGNATURE Covers over the empty vignette holders



- c. Once complete it should look like the image below



5. Locate the new sign holders and MODERN BRIDE SIGNATURE signs- place MODERN BRIDE SIGNATURE 3X3 vignette and the new educational signs in to their NEW sign holders and place on the front of the vignette
- a. Once complete it should look like this.



8. Take the collection product that you located and place it on the Modern Bride Signature collection specific elements
- a. Once complete it should look like this.



OPULENT



FEATURES AND BENEFITS

- The Opulent diamond is sold **EXCLUSIVELY** at JCPenney.
- The Opulent diamond is a patented cut with 90 facets, versus 58 facets in a regular round solitaire diamond.
- Every Opulent Diamond is singularly measured for superior fire, sparkle and brilliance.
- Each Opulent GemEx diamond is certified using the Brilliance Scope analyzer, which is a patented imaging spectrophotometer used to measure bright white light (brilliance), bright color light (fire) and scintillation (sparkle). When evaluating diamonds, GemEx uses six different light measurements in various lighting positions.
- Every Opulent diamond measures at least 2 Very Highs and 1 High on the GemEx scale for brilliance, fire and scintillation.
- Each Opulent ring will come with an IGI certificate as well as a GemEx certificate which lists GemEx light performance results, and five photos of that specific diamond and its unique GemEx ID.
- Each Opulent diamond is laser inscribed with the Opulent ID number.
- **MERCHANDISE:** The Opulent Diamond offers the customer our highest standard in brilliance.
 - The Opulent Diamond is comparable to the Leo Diamond and Tolkowsky at Kay Jewelers or the Celebration Diamond customer at Zale’s
 - The entire collection is crafted in 14k GOLD
 - Overall Collection has diamond quality featured in HI/SI2-I1
 - Each ring comes with a certificate of quality from IGI and GemEx light performance certificate
 - The assortment is made up of bridal rings



This project will include:

NEW and Special OPULENT Fixtures

Image	Item	Description
	FJV31	MOD BRIDE - OPULENT RISER SHROUD SET OF 2
	FJV19	MB LARGE BRAND VIGNETTE SIGNHOLDER PK SZ 1
	FJV20	MOD BRIDE - SMALL PRICE VIGNETTE SIGNHOLDER PK SZ 1
	FJV33A	MOD BRIDE - OPULENT RING HOLDER RAMP SMALL
	PS_FJL2 01738-2	MOD BRIDE - OPULENT VIGNETTE SIGN
	FJ70115-4	MOD BRIDE - OPULENT CASE GRAPHIC

STEPS TO COMPLETE THE TASK

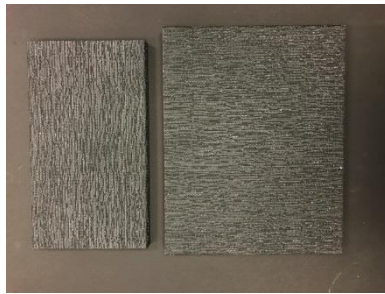
1. Locate and Follow the WEEK 35 Set Sell
2. Locate the package with the NEW OPULENT elements and signs that were shipped to stores during Wk 35
 - a. Use element guide above to ensure you received all elements for this launch
 - b. In the package with the elements you will also find the new vignette signs that will be needed to set the vignette
3. Locate the OPULENT assortment that is currently in your store
 - a. You will be able to identify this product using the lot list below. Please note that the lot list includes ALL lots in the collection and depending on your store's shop grade, you may not carry all styles

Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG
	273	6110	2736110	1 1/4 CTTW 14K WG OPULENT BOLD SHANK RING - 1/2 CT CTR	OPULENT DIAMOND	4
	273	6114	2736114	1 CTTW 14K WG OPULENT CUT DBLE ROW TWIST RING - 3/8 CT CTR	OPULENT DIAMOND	3
	273	6112	2736112	3/4 CTTW 14K WG OPULENT CUT DIAMOND RING - 1/2 CT CTR	OPULENT DIAMOND	4
	273	6118	2736118	5/8 CTTW 14K WG OPULENT CUT INFINITY SIDE RING - 1/4 CT CTR	OPULENT DIAMOND	3
	273	6108	2736108	1 CTTW 14K WG OPULENT CUT DIAMOND RING - 3/4 CT CTR	OPULENT DIAMOND	2
	273	6000	2736000	1 1/4 CTTW PRINCESS DIAMOND RING - 1/2 CT CENTER - OPULENT DIAMOND	OPULENT DIAMOND	2
	473	6008	4736008	3/4 CTTW 14K WG 1/5 CT CTR OPULENT CUT BRIDAL RING	OPULENT DIAMOND	Test
	473	6007	4736007	1 CTTW 14K WG 1/4 CT CTR OPULENT CUT BRIDAL RING	OPULENT DIAMOND	Test
	473	6006	4736006	1 CTTW 14K WG 1/3 CT CTR OPULENT CUT BRIDAL RING	OPULENT DIAMOND	Test
	473	6005	4736005	1 CTTW 14K WG 1/3 CT CTR OPULENT CUT BRIDAL RING	OPULENT DIAMOND	Test
	473	6004	4736004	1 CTTW 14K WG 1/3 CT CTR OPULENT CUT BRIDAL RING	OPULENT DIAMOND	Test
	473	6003	4736003	1 CTTW 14K WG 1/2 CT CTR PARIS OPULENT CUT BRIDAL RING	OPULENT DIAMOND	Test

4. Clear your vignettes using the set sell guidance so you can use them for placing the OPULENT Covers.
 - a. Take your empty vignettes



- b. Place the Black OPULENT Covers over the empty vignette holders



- c. Once complete it should look like the image below



5. Locate the new sign holders and OPULENT signs- place OPULENT 3X3 vignette signs and the new educational signs in to their NEW sign holders and place on the front of the vignette
- d. Once complete it should look like this.



6. Take the collection product that you located and place it on the collection specific elements
- Once complete it should look like this.



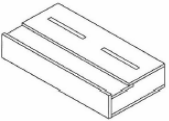


TRIOS

FEATURES AND BENEFITS

- We will be introducing a new element base that will be used in combination with your current Modern Bride elements and signage.
 - The new base will give you the opportunity to display both the ladies bridal set and the matching men’s ring together side by side.
 - This will help the customer understand which rings are intended to go together and their corresponding pricing.
- MERCHANDISE: Offers the customer a traditional bridal set and matching men’s wedding band at an entry level price

This project will include:

1. NEW and Special Trio Fixtures:

Image	Item	Description
	JCP2030876	TRIO ELEMENT BASE- DOUBLE RING BASE PK SZ 1
	PS_FJL201738-7	MODERN BRIDE - TRIOS VIGNETTE SIGN
	FJ70115-11	MODERN BRIDE - 3X3 LIFESTYLE VIGNETTE SIGN

STEPS TO COMPLETE THIS TASK

1. Locate and Follow the WEEK 35 Set Sell
2. Locate the package with the NEW TRIO Element Base that were shipped to stores during Wk 35
 - a. Use element guide above to ensure you received all elements for this launch
 - b. In the package with the elements you will also find the new vignette signs that will need to be set in the vignette
3. Locate the Trio Assortment that is currently in your store
 - a. You will be able to identify this product using the lot list below. The list has the women’s bridal set and directly below the matching men’s band. First separate your inventory by Trio Sets. Please note that the lot list includes ALL lots in the collection and depending on your store’s shop grade may not carry all styles
 - b. Be sure to check your Traditional Bridal and your Men’s Diamond Band vignettes to locate all of the product carried in your store**
 - c. Merchandise Men’s and Ladies Diamond Set together on one element base. Lots are listed and highlighted together in the lot list below.

Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG	Image	Sub	Lot	Sub&Lot	Description	Collection Name	SG
	272	2360	2722360	10K TRIO - LADIES - YG	Trios	8		272	2904	2722904	14K YG 5/8 CTTW DIAMOND 9 STONE BRIDAL SET	Trios	3
	272	2361	2722361	10K TRIO - MENS - YG	Trios	7		272	2905	2722905	14K YG 1/3 CTTW DIAMOND DOUBLE ROW MEN'S BAND	Trios	3
	272	2364	2722364	10K TRIO - LADIES - YG	Trios	8		272	2800	2722800	STERLING SILVER TRIO SLANT - LADIES	Trios	5
	272	2365	2722365	10K TRIO - MENS - YG	Trios	7		272	2801	2722801	STERLING SILVER TRIO SLANT - MENS	Trios	5
	272	2276	2722276	1/5 CTTW 10K YG HIGH POL TRIO BRIDAL SET	Trios	5		472	2297	4722297	3/8 CTTW 10K WG MULTI ROW TRIO BRIDAL SET- LADIES	Trios	Test
	272	2275	2722275	DA 10K YG HIGH POL MENS BAND	Trios	5		472	2298	4722298	1/10 CTTW 10K WG MULTI ROW TRIO BRIDAL SET- MENS	Trios	Test
	272	2272	2722272	1/2 CTTW 10K WG CUSH FRAM INTERLOCK TRIO BRIDAL SET	Trios	7		472	2299	4722299	1/3 CTTW 10K YG MQ WAVE TRIO BRIDAL SET- LADIES	Trios	Test
	272	2271	2722271	DIA ACCENT 10K WG SLANT TRIO MENS BAND	Trios	7		472	2300	4722300	1/8 CTTW 10K YG WAVE TRIO BRIDAL SET- MENS	Trios	Test
	272	2273	2722273	1/4 CTTW 10K YG 3-STN SLANT TRIO BRIDAL SET SHADOW BND	Trios	6		472	2301	4722301	1/2 CTTW 10K TT 3-STN SWIRL TRIO BRIDAL SET- LADIES	Trios	Test
	272	2274	2722274	DIA ACCENT 10K YG SLANT TRIO MENS BAND	Trios	6		472	2313	4722313	1/6 CTTW 10K YG SWIRL TRIO BRIDAL SET- MENS	Trios	Test
	272	2906	2722906	14K YG 5/8 CTTW DIAMOND CLUSTER MILGRAIN BRIDAL SET	Trios	4		472	2293	4722293	3/4 CTTW 10K TT MRQ TRIO BRIDAL SET- LADIES	Trios	Test
	272	2078	2722078	14K YG 1/5 CTTW DIAMOND MILGRAIN MEN'S BAND	Trios	4		472	2292	4722292	1/5 CTTW 10K YG TRIO BRIDAL SET- MENS	Trios	Test
								472	2312	4722312	1/2 CTTW 10K TT QUAD TRIO BRIDAL SET- LADIES	Trios	Test
								472	2302	4722302	1/4 CTTW 10K TT QUAD TRIO BRIDAL SET- MENS	Trios	Test

4. Clear your vignette using the set sell guidance so you can use them for placing the Trio Assortment
 - a. Take your empty vignette



- b. Take the new Trio element base and add in two Modern Bride elements to each one along with corresponding lot signage in to the base. Place the new Trio elements on the vignette.



5. Locate the sign holders, trio vignette signs and new lifestyle graphic signs – place on the front of the vignette
- a. Pull the trio vignette sign and place in the front left side
 - b. Pull the vignette lifestyle graphic sign and place in the front right side
6. Merchandise your Trio assortment according to your Week 35 Set Sell guidelines
- Once complete, it should look like this:



Thank you for all of your hard work executing this set!!!! We look forward to a great start to the holiday meeting!!!

