


A circular frame containing three diamond rings: a pavé ring, a channel-set ring, and a ring with a large diamond cluster.



A horizontal row of ten small gemstones, alternating between white diamonds and yellow diamonds.

**SEMI-ANNUAL  
JEWELRY  
SALE**

# SEPTEMBER 2017 PLANNER SEMI-ANNUAL JEWELRY EVENT PLANNER

## SEMI-ANNUAL JEWELRY OVERVIEW

### OVERVIEW

- Semi-Annual Jewelry Sale is 25% of Q3.
- Event is a great way for customers to start their holiday shopping

### EVENT DATES

- 9/28 - 10/4 Reserve Now
- Click [HERE](#) for the Reserve Now procedures (applicable bar codes can be found in the procedures)
- 10/5 - 10/7 - Pick up dates
  - 10/5 - 10/24 - Semi-Annual Jewelry Sale
  - 10/20-10/22 - Power Penney Days
  - Set goals using the sales goal worksheet ([Form 200/Associate Goal Worksheet](#)).
  - Communicate goals to associates
  - Check in daily to see how associates are tracking to meet their goals
  - Associates are accountable to keep their goal worksheet and track other metrics (care plans, KITs)
  - Review your specialty KPI to ensure you are using your hours and that you are staffed to handle the additional customer traffic.

### CREDIT PROMOTIONAL FINANCING

The following financing options will be available:

- 12 months no interest, minimum purchase \$300
- 24 months no interest, minimum purchase \$600

### CARE PLANS

- Care Plans contribute to top line sales
- Care Plans increase customer transactions by 50%
- Offer the Care Plan to every customer, every time
- During Billion Dollar, offer the care plan to help keep jewelry looking like new and watches in working condition

### SIGNING

- Proper signing helps respect your customers time, making it easy for her to find what she's looking for. It also helps communicate a value message so she knows how much she is saving!
- Signing guidance can be found on the Fine Jewelry homepage under What's on Sale
- For signing guidance, click [HERE](#).

PRE-SALE



# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER** SEMI-ANNUAL JEWELRY CALL TO ACTION

| WHAT   | WHO                                       | WHEN         | RESPONSIBILITY (NAME) | COMPLETED                |
|--|---|--------------|-----------------------|--------------------------|
| Review Semi-Annual Jewelry Sale Planner  | Merchandise Supervisor                    | Weeks 34 -35 |                       | <input type="checkbox"/> |
| Review event specifics and the event goal - +5% to LY with leadership team   | Merchandise Supervisor                    | Weeks 34-35  |                       | <input type="checkbox"/> |
| Get organized – prepare an event notebook to include everything you need: goals, keep in touch forms, reserve now instructions, copy of Mother’s Day ad and Care Plan tracking sheet                               | Merchandise Supervisor<br>General Manager | Weeks 34- 35 |                       | <input type="checkbox"/> |
| Check supplies –work with leadership team to order   | Merchandise Supervisor                    | Weeks 34-35  |                       | <input type="checkbox"/> |
| Start calling customers to come in during Reserve Now and for the event!   | Associate                                 | Weeks 34-38  |                       | <input type="checkbox"/> |
| Walk the ad with your team to link the ad to available merchandise to become familiar with location  | Merchandise Supervisor                    | Weeks 35-36  |                       | <input type="checkbox"/> |
| Ensure associates know: what the event goal is; Care Plan Goal is 45%; have their individual sales goal and can speak to their progress towards their goal – use the sales goal worksheet (form 200) to set goals. | Merchandise Supervisor                    | Weeks 35     |                       | <input type="checkbox"/> |
| Ensure you are scheduled to work in Fine Jewelry on peak days during peak times  | Merchandise Supervisor                    | Weeks 35-38  |                       | <input type="checkbox"/> |
| Identify associates outside of jewelry who will assist during the event using job code 40098; ensure they complete FJ training; ensure they know how to offer Care Plans   | Merchandise Supervisor<br>HRM             | Weeks 34-35  |                       | <input type="checkbox"/> |
| Review schedules with leadership by hour for peak coverage   | Merchandise Supervisor<br>HRM             | Weeks 34-38  |                       | <input type="checkbox"/> |
| Set up Reserve Now register  | Merchandise Supervisor                    | Week 35      |                       | <input type="checkbox"/> |
| Modern Bride Relaunches; Day of Beauty with Salon & Sephora on 9/30/17; check out the new Modern Bride eLearning course #71117   | Merchandise Supervisor                    | Week 35      |                       | <input type="checkbox"/> |
| Diamond Surprise Pendant and Earrings special offer  | Merchandise Supervisor                    | Weeks 36-42  |                       | <input type="checkbox"/> |

SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER**  
**MARKETING-AT-A-GLANCE**

| WEEK | DATES       | WHAT'S HAPPENING?   | WHAT'S ON SALE?  |
|------|-------------|---|--|
| 35   | 9/28-10/4   | RESERVE NOW<br>(Pick up merchandise on or after 10/5)             | RESERVE NOW!<br>55-75% off Fine Jewelry<br>after extra 20% off with your JCP Credit Card and Coupon<br>or extra 15% off with any method of payment<br><br>25-55% off Fine & Fashion Watches<br>after extra 10% off with your coupon<br><br>EXTRA 25% OFF CLEARANCE<br>ALREADY REDUCED 50-75% OFF<br>+extra 20% off with your JCP Credit Card and Coupon or extra 15% off with any<br>method of payment<br><br>12 MONTH SPECIAL FINANCING \$300 OR MORE OR 24 MONTHS SPECIAL<br>FINANCING \$600 OR MORE             |
| 36   | 10/5-10/24  | SEMI-ANNUAL<br>JEWELRY SALE<br>(10/5-10/24)                       | SEMI ANNUAL JEWELRY SALE<br>55-75% off Fine Jewelry<br>after extra 20% off with your JCP Credit Card and Coupon<br>or extra 15% off with any method of payment<br><br>25-55% off Fine & Fashion Watches<br>after extra 10% off with your coupon<br><br>EXTRA 25% OFF CLEARANCE<br>ALREADY REDUCED 50-75% OFF<br>+extra 20% off with your JCP Credit Card and Coupon or extra 15% off with any<br>method of payment<br><br>12 MONTH SPECIAL FINANCING \$300 OR MORE OR 24 MONTHS SPECIAL<br>FINANCING \$600 OR MORE |
| 38   | 10/20-10/22 | SEMI-ANNUAL<br>JEWELRY SALE<br>POWER PENNEY DAYS<br>(10/20-10/22) | POWER PENNEY DAYS<br>EXTRA 15% OFF FINE JEWELRY<br>+extra 20% off with your JCP Credit Card and Coupon<br>or extra 15% off with any method of payment<br>EXTRA 25% OFF CLEARANCE<br>ALREADY REDUCED 50-75% OFF<br>+extra 20% off with your JCP Credit Card and Coupon or extra 15% off with any<br>method of payment<br><br>12 MONTH SPECIAL FINANCING \$300 OR MORE OR 24 MONTHS SPECIAL<br>FINANCING \$600 OR MORE   |

# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER** **RED BOW DEALS CONTINUE**



## RED BOW DEALS

- Introduced Red Bow Deals for Fall Billion Dollar and they are continuing for the semi-annual jewelry sale!!!
- Showcasing our biggest and most extreme value items in all product categories.
- The red bow logo continues in marketing to call out these special items.
- These can be identified by their red bow box.
  - Easy for Sales Associates and Our Customers to identify
  - All items will be featured in a gray box with a red bow with the exception of Modern Bride, which is featured in a black box.

## DISPLAY

- Should always be out, stacked out on the vignette, heavily marketed, and **NEVER LEFT IN UNDERSTOCK.**
- Red Bow items should not be pulled together on one vignette. Instead, they should sit throughout your run. (Ex. Diamond Hoops go on Hoop Vignette)
- Always have Red Bow Box Signs calling out the incredible value
- Use your event signs to call these items out
- Library Signs are arriving in stores for this event! Remember these are your silent seller.



## PRODUCT

- The back cover and inside the mailer are great Red Bow deals at extreme value prices that you should show every customer who walks through the door!!

\*\*\*\*\*

**5 DAYS ONLY!**  
**SAVE 78%**  
**97.49<sup>00</sup> SET**

**RED BOW DEALS**

**129.99<sup>00</sup> SET**  
**2-PC. BOXED SET; 1 CT. T.W. DIAMOND**  
 jcp.com 293-5113  
**sale \$162.49 set reg. \$449.98 set**



**BONUS BUY! SAVE UP TO 80%**

|   |   |   |
|---|---|---|
| <b>49.99<sup>00</sup> PR.</b><br>1/4 CT. T.W. DIAMOND<br>jcp.com 293-3627, 3626<br><b>sale \$62.49 pr.</b><br>reg. \$249.98 pr. | <b>79.99<sup>00</sup> PR.</b><br>1/2 CT. T.W. DIAMOND<br>jcp.com 293-3634, 3636<br><b>sale \$99.99 pr.</b><br>reg. \$324.98 pr. | <b>149.99<sup>00</sup> PR.</b><br>1 CT. T.W. DIAMOND<br>jcp.com 293-3639, 3640<br><b>sale \$187.49 pr.</b><br>reg. \$499.98 pr. |
|---|---|---|

# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER**

## SUPER BONUS BUYS/KARAT GOLD

### SUPER BONUS BUYS

- Offering extra deep discounts on Super Bonus Buys for five days only.
- Customer gets an additional 25% off on top of the 50% off Bonus Buy sale price, plus an additional 20% with their JCPenney Credit Card!
- These deals will last 10/5-10/9 before going back to the event price!
- Be sure to tell customers about these incredible values to drive traffic and sales and ensure they come in early as these deals won't last long.

**5 DAYS ONLY!**  
WED-THUR, OCTOBER 4-8  
SUPER BONUS BUYS  
**50% OFF**  
FINE JEWELRY  
**25% OFF**  
SALE PRICE'S  
**20% OFF**  
WITH YOUR JCPENNEY CREDIT CARD & COUPON

**299.99 EA.**  
GENUINE OR LAB-CREATED GEMSTONE & 1/7 CT. T.W. DIAMOND IN 10K GOLD  
jcp.com 267-8170, 266-3182, 2182  
sale \$374.99 ea.  
reg. \$749.98 ea.  
additional colors available

**BONUS BUY! SAVE 60%!**  
**249.99 EA.**  
GENUINE OR LAB-CREATED GEMSTONE & 1/4 CT. T.W. DIAMOND IN 10K GOLD  
jcp.com 267-7599, 266-2395, 3395  
sale \$312.49 ea.  
reg. \$624.98 ea.

### KARAT GOLD BIRTHSTONE TRAY

- Use the karat gold birthstone tray that arrived for Billion Dollar. Let your customers know these are super bonus buys, too!



**NEW!**

**5 DAYS ONLY!**  
**SAVE 70%!**  
**149.99 EA.**

**199.99 EA.**  
GENUINE BLUE TOPAZ OR BLUE SAPPHIRE OR LAB-CREATED OPAL & 1/10 CT. T.W. DIAMOND IN 10K GOLD  
jcp.com 267-5465, 5469, 5464, 5455, 5459, 5454  
sale \$249.99 ea. reg. \$499.98 ea.  
additional styles available

# SEPTEMBER 2017 PLANNER SEMI-ANNUAL JEWELRY EVENT PLANNER

## KARAT GOLD

### DIAMOND FASHION

- We are continuing to get behind key product types and categories:
- Ensure you continue to pull together on Karat Gold vignettes



**5 DAYS ONLY!  
SAVE 85%  
\$19.99 EA.**

**399.99\* EA.**  
1/2 CT. T.W. DIAMOND RING OR 1 CT. T.W. DIAMOND PENDANT IN 10K GOLD  
jcp.com 270-1690, 1691, 2226, 2423  
sale \$499.99 ea. reg. \$1249.98 ea.



**5 DAYS ONLY!  
SAVE 70%  
\$149.99 EA.**

**199.99\* EA.**  
1/3 CT. T.W. DIAMOND IN 10K GOLD  
jcp.com 270-1012, 1664, 1672, 1665, 1668  
sale \$249.99 ea. reg. \$499.98 ea.  
additional styles available



**5 DAYS ONLY!  
SAVE 70%  
\$449.99 EA.**

**599.99\* EA.**  
1 CT. T.W. DIAMOND IN 10K GOLD  
jcp.com 270-1007, 1030, 1078, 1100, 1445  
sale \$749.98 ea. reg. \$1499.98 ea.  
additional styles available



**799.99\* EA.**  
3/4 CT. T.W. DIAMOND IN 10K GOLD  
jcp.com 270-2120, 3120  
sale \$999.99 ea. reg. \$1666.65 ea.

**999.99\***  
1 CT. T.W. DIAMOND RING IN 10K GOLD  
jcp.com 270-1120  
sale \$1249.99 reg. \$2083.31



**NEW! | BONUS BUY | SAVE 61%  
\$199.99 EA.**

**1/4 CT. T.W. DIAMOND IN 10K GOLD**  
jcp.com 270-7116, 7117, 470-2492, 2491, 3396, 3395  
sale \$249.99 ea. reg. \$520.81 ea.  
also in 1/2 ct. t.w.



**BONUS BUY | SAVE 66%  
\$999.99\* EA.**

**2 CT. T.W. DIAMOND IN 10K GOLD**  
jcp.com 270-1109, 1107  
sale \$1249.99 ea. reg. \$2999.98 ea.

**BONUS BUY | SAVE 60%  
\$199.99\***

**4 CT. T.W. DIAMOND IN 10K GOLD**  
jcp.com 270-1566  
sale \$3999.99 reg. \$7999.98



# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER**

## DIAMOND SURPRISE



### WHAT AND WHY?

We are doing this to:

- Gain loyalty through Rewards Membership
- Continue to build Keep in Touch books
- Drive revenue per customer

The holiday diamond stud drive:

- Average spend per customer - \$100
- Customers cross shop – 80%; this drove revenue for the entire store

### WHAT IS THE PRODUCT?

- 1/10 cttw diamond Stud OR Pendant in Sterling Silver with a giftable box
- Regularly priced at \$124.98
- NO LIMIT Per Customer
- Available through FindMore/JCP.com

### PRICING AND TIMING

- Week 35-42 item will be offered at \$49.99 with coupons able to be applied.

### ALLOCATION

- Bought 1.5m units
- Week 35 and 38 allocations landing in stores with “Project Q” Sticker
- Allocated daily to ensure stores stay in stock; the more units you sell the more you get.
- If store runs out use Findmore; home office team will continue to allocate until we run out



### DISPLAY & SIGNING

- Mass out product on top of counter and ledges using Etagere, Table, and wallet risers to help pull the stud together in one location to make an impactful statement.
  - DO NOT PUT IN A LOCKED TOC
  - Nothing can be left in understock- MASS IT OUT
  - Use Signage to callout the offer:
    - 3.5 x 2 “ event and library signs
- Click [HERE](#) for set planner

### MARKETING

- Wk 36 Mailer- Featured on the Front Cover of the Mailer for Final Price \$39.99
- Week 40 Mailer- Featured on the Front Cover of the Mailer for Final Price \$39.99
- PrePrints:
  - Wk 39B

### SELLING

- Get a **Keep in Touch sheet** on every customer who buys the earrings so you can call for future events
- Upsell when customer comes into the department- Find out who else is on their list.
- Care Plans are excluded and will not count against your attachment rate
- Offer complimentary items that will go with their items

### IMPORTANT DATES TO REMEMBER

- Week 34- Product Arrives to Stores
- Week 35- Set Week
- Week 36- Cluster Meetings

### HELPFUL LINKS:

- [Set Planner](#)
- [Fine Jewelry Homepage](#)



# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER** COLLECTIONS

## DIAMOND BLOSSOM

- Newness is landing; showcasing great items at incredible values



## HALLMARK DIAMONDS

- New elements are landing for this event in week 35
- Showcase the beautiful branded purple now on the elements, that customers recognize when they see Hallmark!
- Should be merchandised next to Disney



## DIAMOND ACCENT

- Mass these items out
- DO NOT leave anything in understock so customers know about the incredible value.



## RHYTHM AND MUSE

- This collection has price points starting at \$99.99 and going up to \$149.99
- These are perfect pieces to layer



# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER**

## UPDATED FIXTURES & OPAL

### FIXTURES

- We are updating the sterling silver Birthstone Tray and new hearts and crosses trays.
  - They land just in time for the event!!!
  - An updated heart will be landing in stores Week 34.
  - These three new fixtures are landing in stores for the Week 35 set and will match back to the new karat gold birthstone tray.
  - Ensure you are setting it and using the new signs for the event to call out the incredible deals! See your Planogram for any guidance needed and the store communication that will arrive with the fixtures.
- Price: Retail \$124.98; OTD \$49.99  
 -Offered in all 12 colors and set in sterling silver



| INTRODUCING THREE NEW STYLES |                 |              |
|------------------------------|-----------------|--------------|
| GEN. GARNET                  | SIM. AQUAMARINE | GEN. CITRINE |
|                              |                 |              |
|                              |                 |              |
|                              |                 |              |



### OPAL

- New items are coming in for the Birthstone of the Month! Opal is October's Birthstone and continues to be the top gemstone color. Ensure you are massing it out on two vignettes as this color does a lot of volume in October!
- Don't forget to place Karat Gold Opal on the Karat Gold Semi Precious vignette.



**BONUS BUY | SAVE 60%  
 99.99 EA.  
 LAB-CREATED  
 OPAL & WHITE OR  
 PINK SAPPHIRE**  
 jcp.com  
 267-8086,  
 7593, 5445,  
 5396, 5403  
**sale \$124.99 ea.**  
 reg. \$249.98 ea.  
 additional colors  
 available

# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER**

## **MODERN BRIDE - HALLMARK & STUDS**

### **HALLMARK OVERVIEW**

- Our newest collection, Hallmark Bridal, is featured on the front cover of the Semi-Annual Jewelry Mailer
- Hallmark Bridal is the perfect partnership between two iconic brands, Hallmark and JCPenney.
- The collection features the distinctive Hallmark Heart within the design of each piece. Each ring comes with Hallmark Bridal packaging and a unique enclosure card that the customer can use to share their story about their special day.

### **FEATURES**

- Center diamond focused bridal designs
- Timeless, classic styles with a modern romantic twist, geared towards couples seeking affordable luxury
- Each ring is made with a minimum of H/I2 diamond quality
- Set in 10 Karat Gold
- Heart of Hallmark subtly crafted into each ring

### **BENEFITS**

- Exclusive to JCPenney
- Unique Heart of Hallmark packaging
- Additional sizes (5-9) available via [jcp.com](http://jcp.com)



### **STUD PLUS EARRINGS OVERVIEW**

- Stud Plus Earrings, a hot category in the Diamond Stud Earrings was introduced in the Fall Billion Dollar Mailer.
- Stud Plus Earrings offer a great value to the customer by combining a center-stone focus round or nine-stone princess composite
- TruMiracle center with a frame to make the earring appear much larger.
- We are jumping into this exciting category in a big way this holiday by featuring a 1 ct.t.w. and a ½ ct.t.w. version in our Red Bow Box Deals!

### **FEATURES**

- Center-stone focus round or nine-stone princess composite
- TruMiracle with a frame for a huge look
- 1 ct. t.w. (471-2126, 471-2127) and ½ ct. t.w. (471-2151, 471-2137)
- Each earring is made with JK/I3 diamond quality
- Set in 10K white gold

### **BENEFITS**

- Offers value to the customer
- Comes ready for gift giving in our exclusive Red Bow Box



# SEPTEMBER 2017 PLANNER **SEMI-ANNUAL JEWELRY EVENT PLANNER**

## **MODERN BRIDE - EFFY FINAL CALL**

### **EFFY FINAL CALL CLOSEOUT OVERVIEW**

Effy is the largest jewelry manufacturer in North America and has become one of the most recognizable brands in the country. We are excited to grow the business in our stores!

- This program will launch in **WK 35** in 245 of our closeout stores!
- Clearance price points of this product range from \$250.00 - \$11,000.00
- Stores will receive collateral to support the launch - teal vignette cover(s), Effy Final Call™ plexi sign(s), and Effy closeout vignette signs to display on the vignette
- We will feature an Effy piece in marketing for the first time EVER in one of our Holiday mailers to help drive sales and bring customers into the store

