

PERUFFO

*V I S U A L
M E R C H A N D I S I N G
G U I D E L I N E*

- 00* SET COMPONENTS
- 01* COLLECTIONS/ONE PER DISPLAY
- 02* COLLECTIONS/TWO PER DISPLAY
- 03* COLLECTIONS/THREE PER DISPLAY
- 04* DO AND DON'T
- 05* BOXES

*A FEW SUGGESTIONS TO GET THE BEST RESULT
FROM THE POINT-OF-SALE DISPLAY SYSTEM*

- ▼ *DON'T OVERLY FILL THE DISPLAYS*
- ▼ *LIGHT THE SHOWN ITEMS THE CORRECT WAY*
- ▼ *THE DISPLAY MATERIALS MUST BE IN GOOD
SHAPE, NOT DAMAGED NOR ALTERED*
- ▼ *MAKE SURE THE DISPLAY ISN'T EMPTY NOR
RESTOCKED*
- ▼ *DON'T SHOW PRICE TAGS*
- ▼ *PLACE THE DISPLAYS AT THE RIGHT HEIGHT
TO MAKE SURE THE CUSTOMERS HAVE THE BEST
VIEW*
- ▼ *ALWAYS USE CROWNER AND LOGO SIGN*



TRAY
32x30x1,2 CM

BASE
38x35x3,8 CM

CROWNER 1
38x38x2 CM

CROWNER 2
38x25x2 CM



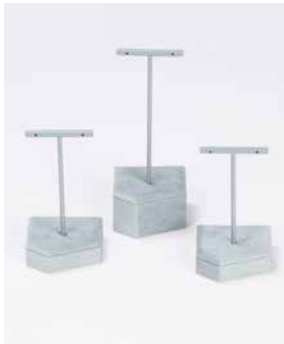
NECKLACE STAND
HEIGHT 30 CM



FLAT NECKLACE
DISPLAY 20x22x6 CM



CUSHION



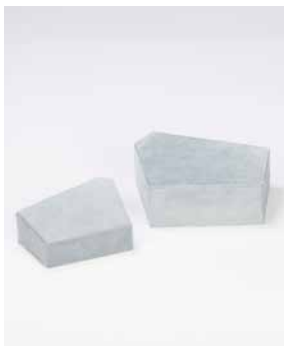
EARRINGS STANDS



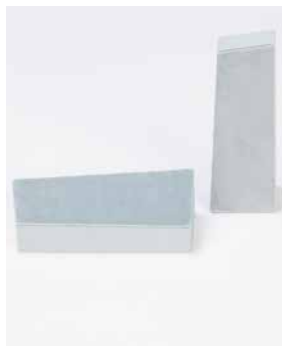
RINGS STANDS



LOGO SIGN



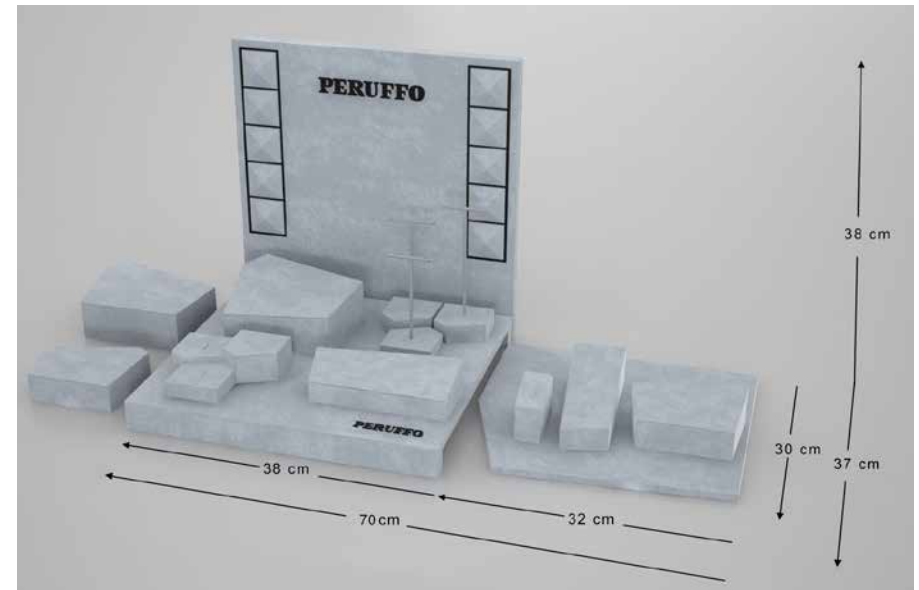
LARGE STANDS



NARROW STANDS



POUCH



CROWNER 1: 38 CM HEIGHT



CROWNER 2: 25 CM HEIGHT

▼ *EXAMPLES
OF SINGLE
COLLECTIONS
DISPLAY*

▼ *SUGGESTIONS
FOR MIXING
ITEMS TO
CREATE A
BALANCED
ARRANGEMENT
IN PRICING
AND MUST-HAVE
ITEMS*





ROCKS
MAXI EARRING



18O01G1000L

ROCKS
CURVE MIDI



18O20G1000M

ROCKS TIK TOK
EARRING



18O31G10000

ROCKS LONG
MONO EARRING



18O04G10000

ROCKS
VECTOR BENT



18O30G10000

ROCKS
MINI EARRING



18O01G1000S

ROCKS CANDY
MAXI CHOKER



18C03G10360

ROCKS CANDY
MINI CHOKER



18C01G10400

ROCKS CANDY
MIDI CHOKER



18C02B10400

ROCKS
NECKLACE



18C04G10450

ROCKS CANDY
MINI BRACELET



18B01G10190

ROCKS CANDY
MIDI BRACELET



18B02G10190

ROCKS CANDY
MAXI BRACELET



18B03G10190

ROCKS
FULL MOON RING



18A01G00120

ROCKS SOLITAIRE
CANDY RING



18A02R10140



CHAINS COLLECTION

SNAKE FRINGE
EARRING



09O03G0000R RIGHT
09O03G0000L LEFT

LONG FRINGE
CURVE MIDI



10O09G0000M

FRINGE
DROP CURVE



10O08G00000

CHAINS
CURVE MIDI



10O06G00000

CHAINS
MAXI EARRING



10O04G0000M

FRINGE
CURVE RIVET



10O10G00000

SNAKE FRINGE
RING



09A03G00140

LONG FRINGE
RING



09A05G00140

SHORT FRINGE
RING



09A06G00140

BASKET
RING



09A02G00140

SNAKE
FRINGE CUFF



09S03G00160

CHAINS
C-CUFF SMALL



09S01G00160

CHAINS
C-CUFF LARGE



09S02G00160



GUITAR DOUBLE
SQUARE RING



12A07G00100

GUITAR
RING



12A04G00130

GUITAR SQUARE
MAXI EARRING



12O07G00000

GUITAR
EARRING



12O04G00000

GUITAR
MINI EARRING



12O01G0000S

GUITAR SQUARE
BRACELET



12S05G00175

GUITAR
NECKLACE



12C04G00450

GUITAR+DIAMONDS
CHOKER



12C06G10400

GUITAR+DIAMONDS
DOUBLE BANGLE BRACELET



12S06G10580

GUITAR+DIAMONDS
MAXI EARRING



12O01G1000MR RIGHT
12O01G1000ML LEFT

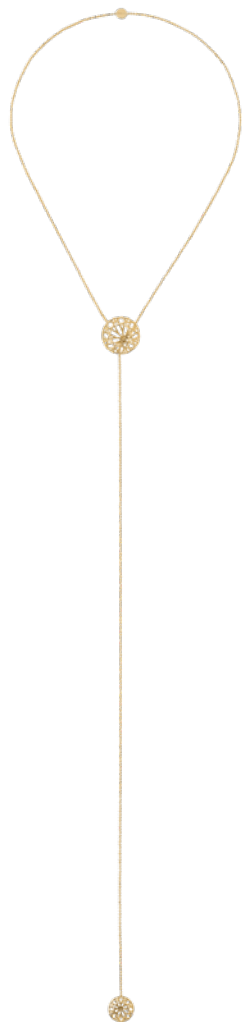
GUITAR+DIAMONDS
TWILIGHT RING



12A06G10140



INK ROUND
LONG NECKLACE



06C08G10000

INK ROUND
MAXI RING



06A22G10140

INK SQUARE
MAXI RING



06A21G10140

INK
EVEN RING



06A20G10140

INK EVEN
OPEN RING



06A07G10140

INK OVAL
MAXI RING



06A24G10140

INK TRILLION
MAXI RING



06A23G10140

INK SQUARE
VECTOR EARRING



06O05G10000

INK OVAL
EARRING



06O29G10000

INK TRILLION
EARRING



06O28G10000

INK EVEN
MONO EARRING



06O07G10000

INK GRID
MINI EARRING



06O16G1000S

INK ROUND
MULTI EARRING



06O10G10000

INK MIX
EARRING



06O25G10000

INK SQUARE
LONG EARRING



06O17G10000



STONES SQUARE
NECKLACE



16C04G35420

STONES SQUARE
MAXI CURVE



16O20G3500M

STONES TOWER
EARRING



16O03G37000

STONES TOWER
HOOP EARRING



16O05G37000

STONES SQUARE
OPEN RING



16A02G35140

STONES
BOXY RING



16A03G40140

STONES TWISTED
OPEN RING



16A01G39140

STONES SQUARE
BRACELET



16B04G37180

STONES SQUARE
MONO EARRING



16O04G37000

STONES EVEN
MONO EARRING



16O07G37000

STONES SQUARE
MINI EARRING



16O01G37000



STUDS
RING



11A01G23160

STUDS
MAXI EARRING



11O01G2300L

STUDS
MIDI EARRING



11O01G2300M

STUDS
MINI EARRING



11O01G2300S

STUDS DOUBLE
MINI EARRING



11O02G23000

STUDS
QUADRA EARRING



11O05G23000

STUDS LONG
MONO EARRING



11O03G23000

STUDS LONG
DOUBLE EARRING



11O04G23000

STUDS
DOUBLE BRACELET



11B04G23180



HEARTS STUD
NECKLACE



19C02G00420

HEARTS FULL PAVÉ
NECKLACE



19C05G10420

HEARTS CHAINS
NECKLACE



19C03G00420

HEARTS STUD
BRACELET



19B02G00240

HEARTS FULL PAVÉ
BRACELET



19B05G10240

HEARTS FULL PAVÉ
BANGLE



19S05G10580

HEARTS FULL PAVÉ
EARRING



10O05G10000

HEARTS HALF PAVÉ
PENDANT EARRING



19O16G10000

HEARTS CHAINS
FRINGE EARRING



19O04G00000



SQUARE COLLECTION

HYPHEN CHAIN



07C02G00400

VECTOR LONG



05O18G00000

VECTOR BENT



05O17G00000

VECTOR MIDI



05O05G0000L

VECTOR SMALL



05O05G0000M

VECTOR MINI



05O05G0000S

HOOK MIDI



05O14G0000L

HOOK SMALL



05O14G0000M

HOOK MINI



05O14G0000S

CURVE MAXI



05O20G0000L

CURVE MIDI



05O20G0000M

CURVE MINI



05O20G0000S

CURVE MONO



05O19G00000

P CHAIN



07O04G00000

STUD CHAIN



07O03G00000

C CUFF



07S02G00160

PIERCED OPEN



07A02G00140



SQUARE CAPSULE 2

PIERCED OPEN
STONE STUD



05A11G16140

2 STUDS
MINI



05O24G16000

TARGET



05O32G16000

VECTOR MINI
STONE STUD



05O05G1600S

VECTOR MIDI
STONE STUD



05O05G1600M

VECTOR BENT
STONE STUD



05O30G16000

STONE STUD
CHAIN



05O03G16000

TICK-TOCK



05O29G16000

TICK



05O31G16000

CURVE MIDI
STONE STUD



05O20G1600M

CURVE MINI
STONE STUD



05O20G1600S

3 STUDS



05O25G16000

2 STUDS
MIDI



05O26G16000

DOUBLE
CURVE



05O27G16000



HOWLITE



DALMATIAN JASPER



MALACHITE



PINK OPAL



ONYX



BLUE AGATE



▼ SQUARE_CAPSULE 4

▼ ROCKS+PEARLS

■ SQUARE CAPSULE_4

PIERCED OPEN
PEARLS



04A01G08140

CURVE MIDI
PEARLS



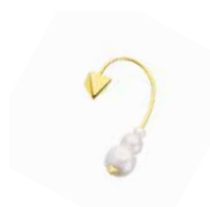
04O06G08000

CURVE MIDI
MULTI PEARLS



04O20G0800M

CURVE MINI
PEARLS



04O20G0800S

VECTOR BENT
PEARLS



04O11G08000

CURVE BOLD



04O05G08000

LOBO MINI



04O01G08000

VECTOR MINI
PEARLS



02O07G08000

STAPLE MINI
PEARLS



04O02G08000

■ ROCKS + PEARLS

ROCKS + PEARLS
FULL MOON RING



18A01G08140

ROCKS + PEARLS
VECTOR BENT



18O30G08000

ROCKS + PEARLS
MINI LOOP



18O01G0800S

ROCKS + PEARLS
STAPLE MINI



18O02G08000

ROCKS + PEARLS
LOBO MINI



18O03G08000

ROCKS + PEARLS
CURVE MINI



18O20G0800S



▼ SLIDE+PEARLS



▼ SLIDE+DIAMONDS

▼ SLIDE

SLIDE+PEARLS

SLIDE + PEARLS
FULL MOON CHOKER



08C01G08380

SLIDE+DIAMONDS

SLIDE+DIAMONDS
FULL MOON CHOKER



08C01G10400

SLIDE COLLECTION

SLIDE

SLIDE MINI
MOHAWK EARRING



08O01G00000

SLIDE
MINI SHIELD EARRING



08O03G00000

SLIDE
SHIELD EARRING



08O04G00000

SLIDE + PEARLS MOHAWK
MAXI EARRING



08O07G08000

SLIDE + PEARLS
MULLET EARRING



08O05G08000

SLIDE + PEARLS MINI
MOHAWK EARRING



08O01G08000

SLIDE+DIAMONDS
FULL MOON BANGLE



08S01G10580

SLIDE
PENDANT EARRING



08O06G00000

SLIDE MOHAWK
MAXI EARRING



08O07G00000

SLIDE
DAWN RING



08A02G00140

SLIDE + PEARLS
SUNSET RING



08A03G08140

SLIDE + PEARLS
NECKLACE



08C02G08420

SLIDE+DIAMONDS
PENDANT MIDI EARRING



08O05G1000R
08O05G1000L

RIGHT
LEFT

SLIDE+DIAMONDS
DOWN RING



08A01G10140

SLIDE
SUNSET RING



08A03G00140

SLIDE
FULL MOON RING



08A01G00140

SLIDE
TWILIGHT RING



08A04G00140



▼ CLUB CAPSULE 1



▼ CLUB COLLECTION

CLUB CAPSULE_1

CLUB

CLUB COLLECTION

LOOP CHAIN EN9
HOOK NECKLACE



17C01G29450

LOOP CHAIN EN6
HOOK NECKLACE



17C04G48420

LOOP CHAIN BAR
NECKLACE



13C09G00450

CLUB+LOOP CHAIN
NECKLACE



13C01G00550

LOOP CHAIN BASE
NECKLACE



13C04G00450

LOOP CHAIN EN4
BRACELET



17B12G29190

LOOP CHAIN EN6
HOOK BRACELET



17B05G26190

CLUB X1 PENDANT
EARRING



13O02G00000

LOOP DIAMOND
FEDINA RING



13A10G10140

MAXI LOOP
EARRING



13O10G0000L

LOOP CHAIN MIDI
EARRING



13O04G00000

MINI LOOP
EARRING



13O10G0000S

LOOP OVAL
EARRING



13O03G00000

LOOP CHAIN BASE
BRACELET



13B07G00180

CLUB+LOOP CHAIN
BRACELET



13B01G00180



▼ INK COLLECTION

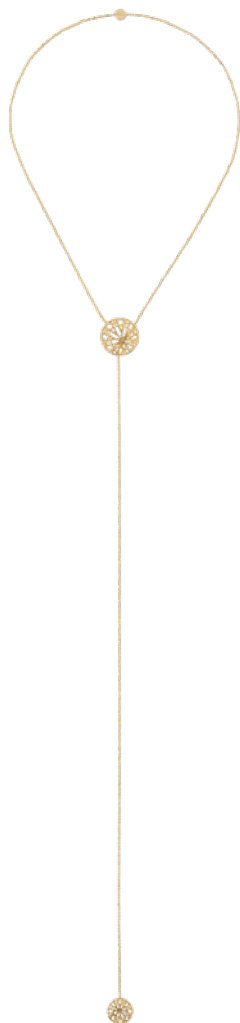
▼ STONES COLLECTION

INK

STONES

INK + STONES

INK ROUND
LONG NECKLACE



06C08G10000

INK ROUND
MAXI RING



06A22G10140

INK SQUARE
MAXI RING



06A21G10140

INK MIX
EARRING



06O25G10000

INK TRILLION
MAXI RING



06A23G10140

STONES SQUARE
NECKLACE



16C04G35420

STONES SQUARE
MAXI CURVE



16O20G3500M

STONES TOWER
EARRING



16O03G37000

STONES TOWER
HOOP EARRING



16O05G37000

STONES SQUARE
OPEN RING



16A02G35140

STONES
BOXY RING



16A03G40140

STONES TWISTED
OPEN RING



16A01G39140

STONES SQUARE
BRACELET



16B04G37180

STONES SQUARE
MONO EARRING



16O04G37000

STONES EVEN
MONO EARRING



16O07G37000

STONES SQUARE
MINI EARRING



16O01G37000



▼ HEARTS COLLECTION

▼ ROCKS COLLECTION

HEARTS

HEARTS STUD
NECKLACE



19C02G00420

HEARTS FULL PAVÉ
NECKLACE



19C05G10420

HEARTS CHAINS
NECKLACE



19C03G00420

HEARTS FULL PAVÉ
BANGLE



19S05G10580

HEARTS FULL PAVÉ
EARRING



10O05G10000

ROCKS

ROCKS
MAXI EARRING



18O01G1000L

ROCKS LONG
MONO EARRING



18O04G10000

ROCKS SOLITAIRE
CANDY RING



18A02R10140

ROCKS CANDY
MAXI CHOKER



18C03G10360

ROCKS CANDY
MIDI BRACELET



18B02G10190

ROCKS + HEARTS



▼ CLUB COLLECTION

▼ HEARTS COLLECTION

CLUB

LOOP CHAIN BASE
NECKLACE



13C04G00450

CLUB X1 PENDANT
EARRING



13O02G00000

LOOP CHAIN MIDI
EARRING



13O04G00000

LOOP CHAIN BASE
BRACELET



13B07G00180

HEARTS

HEARTS STUD
NECKLACE



19C02G00420

HEARTS FULL PAVÉ
NECKLACE



19C05G10420

HEARTS CHAINS
NECKLACE



19C03G00420

HEARTS CHAINS
FRINGE EARRING



19O04G00000

HEARTS HALF PAVÉ
PENDANT EARRING



19O16G10000

HEARTS STUD
BRACELET



19B02G00240

HEARTS FULL PAVÉ
BRACELET



19B05G10240

HEARTS FULL PAVÉ
BANGLE



19S05G10580

HEARTS FULL PAVÉ
EARRING



10O05G10000

HEARTS + CLUB



▼ CLUB COLLECTION

▼ GUITAR COLLECTION

▼ CHAINS COLLECTION

CLUB

LOOP CHAIN BASE
NECKLACE



13C04G00450

LOOP DIAMOND
FEDINA RING



13A10G10140

CLUB X1 PENDANT
EARRING



13O02G00000

LOOP CHAIN BASE
BRACELET



13B07G00180

MAXI LOOP
EARRING



13O10G0000L

GUITAR

GUITAR
RING



12A04G00130

GUITAR+DIAMONDS
TWILIGHT RING



12A06G10140

GUITAR+DIAMONDS
DOUBLE BANGLE BRACELET



12S06G10580

GUITAR
EARRING



12O04G00000

CHAINS

SNAKE FRINGE
EARRING



09O03G0000R RIGHT
09O03G0000L LEFT

LONG FRINGE
CURVE MIDI



10O09G0000M

CHAINS
MAXI EARRING



10O04G0000M

SNAKE FRINGE
RING



09A03G00140

LONG FRINGE
RING



09A05G00140

SNAKE
FRINGE CUFF



09S03G00160

CLUB + GUITAR + CHAINS



▼ ROCKS COLLECTION

▼ GUITAR COLLECTION

▼ SLIDE COLLECTION

ROCKS
MAXI EARRING



18O01G1000L

ROCKS SOLITAIRE
CANDY RING



18A02R10140

GUITAR DOUBLE
SQUARE RING



12A07G00100

GUITAR+DIAMONDS
MAXI EARRING



12O01G1000MR
12O01G1000ML
RIGHT
LEFT

SLIDE
MINI SHIELD EARRING



08O03G00000

SLIDE
SHIELD EARRING



08O04G00000

ROCKS CANDY
MAXI CHOKER



18C03G10360

GUITAR+DIAMONDS
TWILIGHT RING



12A06G10140

SLIDE+DIAMONDS
FULL MOON BANGLE



08S01G10580

SLIDE
DAWN RING



08A02G00140

ROCKS CANDY
MIDI BRACELET



18B02G10190

GUITAR SQUARE
BRACELET



12S05G00175

SLIDE
PENDANT EARRING



08O06G00000

SLIDE MOHAWK
MAXI EARRING



08O07G00000



DO NOT

▼ DON'T PUT
TOO MANY ITEMS
ON ONE SINGLE
DISPLAY



▼ STANDS HAVE TO BE
WELL-ORGANISED AND
ARRANGED ON THE BASE,
WITH A DISTANCE IN
BETWEEN TO GIVE THE
RIGHT VISIBILITY

▼ THE HIGHER STANDS
DON'T HAVE TO HIDE
THE LOGO

▼ DON'T OMIT THE
LOGO SIGN



▼ DEDICATE THE TRAY TO CAPSULE COLLECTIONS OR GROUPS OF ITEMS OF ANOTHER COLLECTION

▼ FOR A GOOD DISPLAY, LEAVE THE RIGHT SPACE BETWEEN STANDS



▼ EXTEND THE SHOWING AREA WITH AN EXTRA TRAY AND LOGO SIGN





BIG VELVET BOX FOR NECKLACES
AND CHOCKERS



WARRANTY LEAFLET



SMALL VELVET BOX FOR RINGS AND
EARRINGS

