

MAKING COLOUR WORK FOR YOUR DISPLAYS

Colour & merchandising handbook




Fermob 

Foreword

let's talk about "experience"
let's talk about "merchandising"
let's talk about "colour"





This handbook will take you on a deep dive into the world of colour – a core part of Fermob's expertise. With stores shuttered during the COVID-19 crisis, shoppers did most of their buying online. But now it's time to bring the magic back to physical retail.

There's nothing more appealing than a welcoming, well-thought-out and inspiring store.

The look and feel of your retail space makes that all-important first impression on customers.

This handbook is packed with tips, ideas and advice to help you bring the magic back.

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Fermob: Bringing colour to outdoor spaces for 30 years

UP

WITH COLOUR!

Five years ago, Fermob set up a dedicated team to revolutionise the way it develops its colour chart. The aim was clear: to make colour central to its thinking and to maintain its position as an inspiring, influential brand – season after season.

Fermob conceives colour as the common theme that permeates every aspect of its work. And this season, the brand is once again consolidating its position as an outdoor design and layout specialist with a selection of furniture, lamps and accessories based around four major colour themes.



The background of the page is a collage of various colored panels (green, orange, red, grey, yellow) with stenciled text in different fonts and sizes. Some visible text includes '33', 'ALINE', '14', 'MUSCADE', '2', 'OC', 'ROU', '45', 'AP', 'NI', '03', 'ALI', '21', 'LEU', 'ROMARIN', '6', 'VE', and 'TIL'.

FERMOB & COLOUR

APPROACH

By regularly refreshing its colour chart, Fermob is staking out a position as a pioneer in the decorative function of colour. That's why the brand offers an exclusive, consistent and timeless range of tones, with endless scope for mixing and matching hues.

METHOD

At Fermob, every new colour is considered and developed with care. Each tone can stand on its own or combine with every other shade from the colour chart.


Fermob's colours are deep, bright, soft, intense, rich and more. And these qualities stem equally from the texture of each hue – a vital task when it comes to getting the colour just right. The end result is finishes ranging from smooth, to textured and spangled.

KNOW-HOW

At its factories in Thoissey and Anneyron, south-eastern France, Fermob has two integrated painting lines that are among the most advanced of their kind in Europe. Each item of furniture goes through a 22-step colour application process that includes electrostatic application, oven baking, stoving, and more. This time-served know-how is what makes the brand's hues so unique – and what enables its products to withstand even the toughest weather conditions, so they're always ready to keep your outdoor spaces looking their best!

A close-up photograph of a plant with vibrant green, feathery fronds. A thick, dark red stem is visible on the right side of the frame. The background is a soft, out-of-focus green.

and there was
colour



Once, I was Burgundy – what Homer called the hue of the wine-dark sea. I am a colour with a thousand and one shades, like the cherry orchards of the Rhône and the vineyards of the Gironde.

My story takes us back to 19th-century in England, where dyers looking for a new name decided on the term “Burgundy”, after the eponymous French region : “Bourgogne”.

Here in France, they called me “Bordeaux”.

My natural, fruity appearance is down to Fermob’s dedicated colour team. And now I can flourish and thrive, reborn as the new addition to the Fermob colour chart.

I am becoming Black Cherry.

BLACK CHERRY THROUGHOUT HISTORY

IN THE BEGINNING WAS RED.

Before it was recognised as a colour in its own right, burgundy was first and foremost a shade of red:

a primary colour.

And primary is an apt description of this timeless colour – the first to be mastered by humanity. Even today, it remains the colour with more symbolic value than any other. Crimson is the colour of monarchs, emperors and cardinals.

Scarlet is associated with power and honour.

Throughout the ages, red has been loved and hated in equal measure.

But it's always roused strong feelings.



6TH - 14TH
CENTURY

THE RED GLORY YEARS

In antiquity, the Greeks and Romans viewed red as the **greatest of all colours** – the one that symbolised power and wealth.

Could we say it was their favourite colour?

Well no, that would be an anachronism, because ancient peoples didn't think about colour in this way. Colour was always associated with an object, an aspect of the natural world or a living being. They might have said "I like red headdresses", but they'd never have said "I like red".

It wasn't until centuries later that colour was considered separate from the material world.



14TH – 17TH

CENTURY

21ST

CENTURY

THE RED CONTENTIOUS YEARS

In the late Middle Ages, red lost ground against other colours such as blue, which symbolised purity, and black hues, which denoted luxury and elegance.

But the real blow to red's fortunes came from religion, which dented its popularity and saw it relegated to a second-string colour. During the Protestant Reformation, **red was seen as a colour that was too expensive, indecent and immoral.**

Then science sounded the final death-knell when, in 1666, Isaac Newton discovered the spectrum: a new way of classifying colours. Red was no longer at the centre of the colour circle. Instead, it was at one end of the spectrum, stripped of its importance and popularity.

THE RED FREEDOM YEARS

Today, red is a colour that symbolises life itself, its various hues denoting passion, love or hate. From its darkest to its lightest shades, red still has plenty of stories to tell. Because after the uncertainty of recent times, the one thing we all want is a sense of well-being.

That's why we're paying tribute to red with Black Cherry – a deep, enticing tone that's as understated as it is warm, and that has **a character all of its own.**

Black Cherry at brush point

BLACK CHERRY IN ART

THIS COLOUR HAS ITS ROOTS IN VARIOUS ARTISTIC MOVEMENTS. BUT ONE REALLY STANDS OUT FROM THE REST: FAUVISM.

The art world was undergoing something of a revolution in the early 20th century. In the summer of 1905, two artists – Henri Matisse and André Derain – launched a new movement that took art in a new direction.

Known collectively as **Fauvists**, these artists saw colour as their **primary medium of expression**, believing it should take precedence over intricate brushwork and realism.

The movement, which lasted through to 1910, gave rise to paintings in bright, unadulterated colours with little or no mixing of tones.

Fauvism was made possible by the Industrial Revolution, which began in the 19th century and made it possible to develop new, more vibrant paint pigments.

Against the conventional wisdom of western art, the Fauvists used these colours straight from the tube as a way to **maintain their purity**.

This is the story behind one of the hottest art movements in history – one that continues to inspire many artists and colourists to this day.



“
Colour is just
a tool...”

”
**THE ABSTRACT ART
OF MARK ROTHKO**

How can we explain the work of Mark Rothko? In fact, behind this question lies a deeper, more important one: **why should we try to explain the work of Mark Rothko?**

His paintings are teeming with life and brimming with feeling. Rothko used colour to convey raw emotion, staking out a position as one of the leading names in abstract art. He saw red as the king of all colours – the one that evoked the strongest and most intense emotions.

He was a leading practitioner of Colour Field painting, but he rejected any label that might reduce his art to something it was not. For Rothko, colour was just a tool in a larger creation.

Mark Rothko,
the figurehead of abstract art.
<http://www.markrothko.org>

©Photo: Alexander Liberman



PORTRAIT OF A LADY

BLACK CHERRY

WHAT ARE YOUR FAVOURITE TIMES OF DAY? WHICH SEASON DO YOU LIKE THE MOST?

I love the morning: when the new day is dawning, when the world is still bathed in darkness and my colour has yet to reveal the full breadth of its subtleties.

And I love the end of the day, when the dying light brings out my shades, somewhere between red and blue.

My favourite season is the Indian summer, that period of unexpectedly warm, dry weather that sometimes happens in autumn.

WHAT KIND OF MOOD ARE YOU IN THIS MORNING?

I'm still sleepy but I move in harmony with the sun, ready to unveil different facets of myself throughout the day until sunset.

Today I'm feeling confident – like I always do!

WHAT SENSATIONS REMIND YOU OF YOUR CHILDHOOD?

My grandmother's garden, the smell of freshly cut grass and the joy that comes from picking sun-ripened fruit: wild peaches, red – almost black – cherries and grapes straight from the vine. In short, all the ingredients for a perfect late-afternoon fruit crumble.

WHAT MAKES YOU UNIQUE?

I'm never where you think I'll be! I change with the time of day, and with my environment. So you'll see me time and again, when you least expect it!

HOW DID YOU COME TO BE ASSOCIATED WITH FERMOB?

My association with Fermob goes back to the Beaujolais and Mâconnais vineyards, and to the cherry orchards of the Rhône-Alpes region, which gave me my colour. I'm the successor to Garnet. And I'm inextricably linked to plants and the natural world.

WHAT'S YOUR PLACE IN THE FERMOB COLOUR CHART?

My place is obvious. You can't miss me. At times I'm strong, at others more modest. My role changes with the seasons and with Fermob trends. I'm a dominant tone alongside blue-tinged notes, yet more discreet when I add a vivid touch to more neutral and contrasting hues.

Black Cherry in the Fermob colour chart

**WITHOUT WISHING TO BOAST,
I LOOK GREAT ALONGSIDE EVERY COLOUR!**

twilight



I'm a mainstay of Fermob's twilight trend, combined with blues and reds.

road trip



I brighten up the road trip trend, adding a fresh twist to neutral and contrasting tones.



oasis



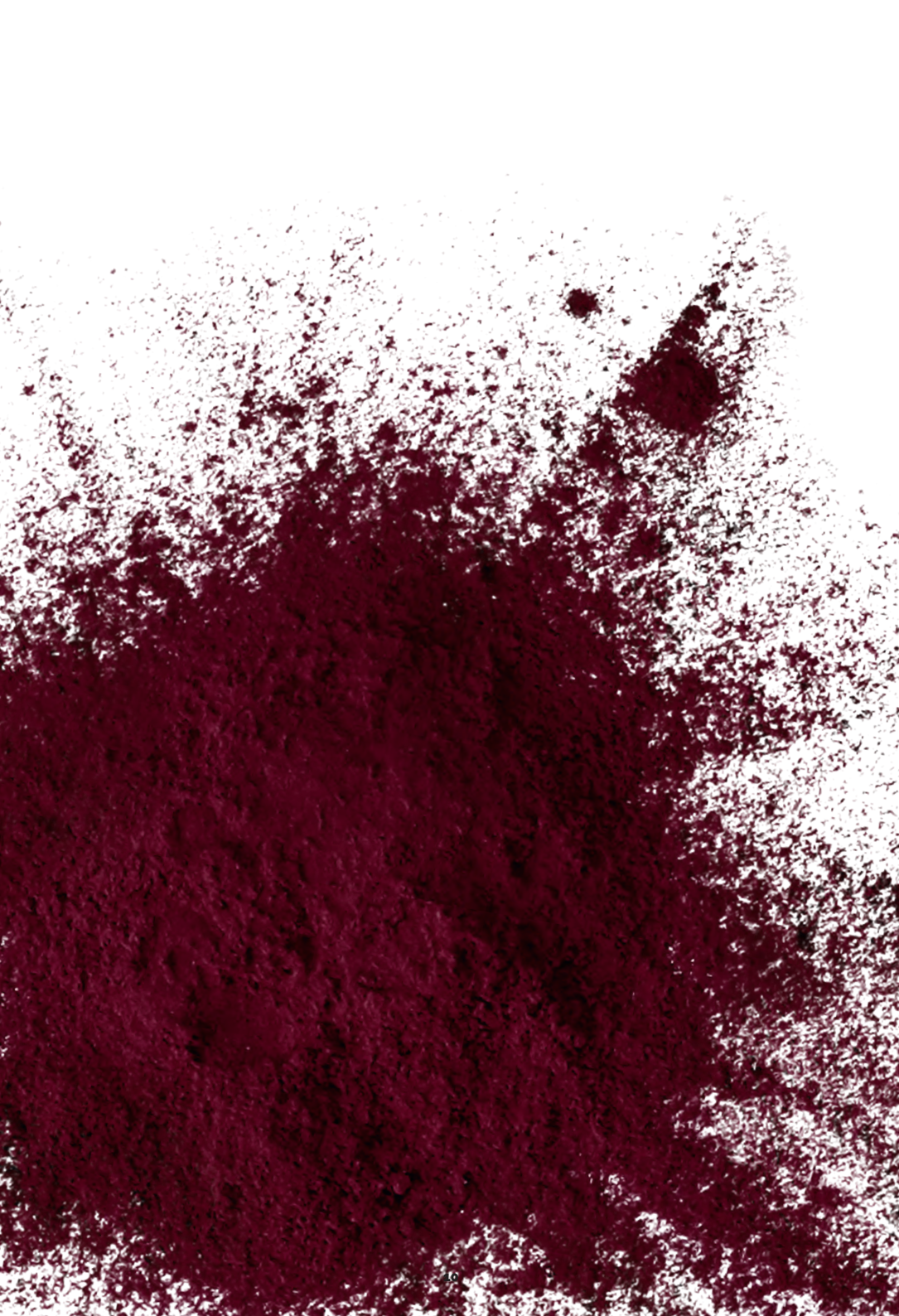
Combined with green shades in oasis, I convey nature's rarest and most exotic treasures.

sorbet



With the sorbet colour combinations, I bring summer freshness to those long, sun-kissed days.

**BLACK CHERRY AS THE
COMMON THEME
ALL YEAR ROUND**





This season's new addition

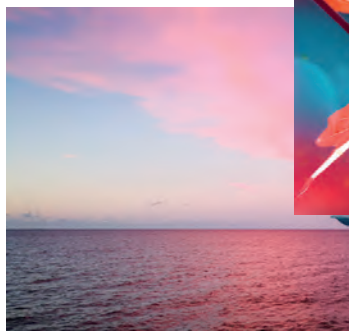
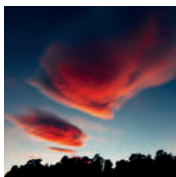
Black Cherry is the latest addition to the Fermob colour chart. And it looks great alongside the other shades!

It can't wait to make its appearance in your customers' gardens and on patios and terraces through four unique and inspiring trends.

- TREND -

Twilight

Twilight is an ode to deep, enticing tones – hues that create a sense of well-being as we make the most of the September sunshine. There's no greater pleasure than watching the sun set gently from the patio or terrace, then heading back inside – cushion under arm – as a chill hits the air.



- TREND -
road trip

Come on, let's go! Where? Who cares?!
Anywhere where the colours are warm. Where
we can admire the appealing contrast between
light and dark tones. Hurry up, we're going! To a
place where we can satisfy our wanderlust and
enjoy a simple life, living off clean water and
colour.

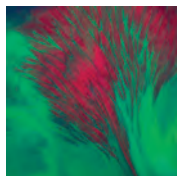


- TREND -

oasis

The Oasis trend is all about greenery, wildness and nature!

It's definitely not a case of bringing the indoors outdoors. So let nature do its thing – in all its unadulterated glory. Here, the furniture becomes an oasis of colour in a desert of green.



- TREND -

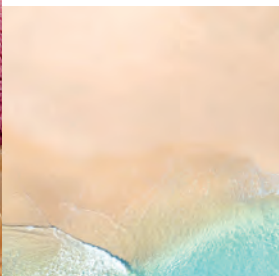
sorbet

Pastels also have their place in the colour scheme!

They create a bold, fresh look,
adding a touch of light and

a dreamlike quality. So don't hide them away.

Embrace the trend and put them front and centre
like you mean it! Get the picture?



- TREND -

Twilight

OUTDOOR

SEPTEMBER–OCTOBER 21

INDOOR

NOVEMBER–DECEMBER 21

The twilight trend sees the garden as a room in its own right. Here, the focus is on warmth and cosiness – much like indoor trends. Warm and cool hues combine, in the same shades and with the same depth. And the effect is a set that's all about harmony.



SELECTED PRODUCTS

FERMOB



SURPRISING
Low armchair
● Black Cherry



BELLEVIE
Sofa
● Russet



ALTO
Tray
● Red Ochre

BALAD
Set of 3 H12 lamps
● Anthracite



ACROBATE
Coat peg
● Acapulco Blue



BELLEVIE
Bench
● Red Ochre



IOS
Single-stem vase
● Acapulco Blue

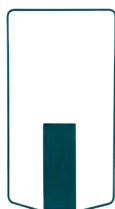


SALSA
Low table
● Deep Blue

ENVIE D'AILLEURS
Cushion 68x44
● Petrol Blue



SIXTIES
Rocking chair
● Red Ochre



ITAC
Rectangular vase
● Acapulco Blue

APLÔ
Lamp H24
● Red Ochre



ANGE
Chair
● Acapulco Blue

- TREND -

twilight

LAYOUT

+ ACCESSORISE
YOUR TABLES
TO HELP
CUSTOMERS'
IMAGINATION



+ MIX AND MATCH SEAT MODELS
AROUND BELLEVIE LOUNGE (TO SAVE SPACE)



ADD PLANTS TO YOUR PLANTERS AND VASES

TO HELP CUSTOMERS UNDERSTAND THEIR PURPOSE



ADD DECORATIVE CUSHIONS

TO LOUNGE COLLECTIONS (SIXTIES, BELLEVIE, ETC.) AS A FINAL TOUCH



DISPLAY MULTIPLE COLLECTIONS OF LIGHTING

- TREND -

road trip

INDOOR

JANUARY-FEBRUARY 22

The road trip trend is a fresh take on monochrome palettes of white, grey and black, retaining their elegance while adding a touch of light. The enhanced, bright tones will transform indoor spaces into private, intimate settings.



SELECTED PRODUCTS

FERMOB



BELLEVIE
Chair
● Anthracite



OULALA
Nesting tables
● ● ● Road trip



MONSTERA
Trivet
● Black Cherry



BEBOP
Low table Ø60
● Black Cherry



ULTRASOFA
Low table
● Liquorice



PIAPOLO
Stool H45
● Nutmeg



MOOON!
Lamp H63
● Anthracite



ALTO
Tray
● Clay Grey



BEBOP
Occasional table
● Honey



IOS
Single-stem vase
● Anthracite



ITAC
Cylindrical vase
● Anthracite



ORIGAMI
Bench
● Clay Grey



LORETTE
Cushion 44x44
● Liquorice

- TREND -
road trip
LAYOUT

**+ BRIGHTEN UP
YOUR DISPLAY**
WITH TOUCHES
OF HONEY AND
BLACK CHERRY

**+ PLACE LOGS
INSIDE NEVADO**
TO HELP
CUSTOMERS
UNDERSTAND
THE PRODUCT'S
PURPOSE



**+ USE
MONOCHROME
PALETTES**
AROUND THE
SAME SET FOR A
SUBTLE LOOK

+ REMEMBER THE SHADOO
PARASOL WHEN DISPLAYING
SUNLOUNGERS



+ THINK PRACTICALLY WHEN SELECTING ACCESSORIES:
FOUTA TOWELS ON
SUNLOUNGERS, TRAYS ON TABLES, ETC.

- TREND -

oasis

OUTDOOR

MARCH-APRIL-MAY 22

Oasis is about taking inspiration from nature to get outdoor spaces looking their best. A simple yet effective concept! Monochrome palettes of leaf greens and floral reds create a clear, consistent contrast while helping items of furniture blend seamlessly into the background.



SELECTED PRODUCTS

FERMOB

BASKET

High planter
● Black Cherry



LORETTE

Cushion 44x44
● Sage Green



IOS

Single-stem vase
● Red Ochre



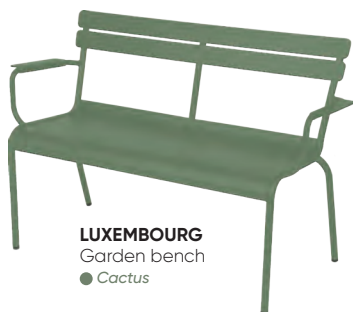
APLÔ

Lamp H24
● Cactus



ITAC

Cylindrical vase
● Red Ochre



LUXEMBOURG

Garden bench
● Cactus



STUDIE

Chair
● Rosemary



ALIZÉ

Sunlounger
● Rosemary



ENVIE D'AILLEURS

Trivet
● Cactus



CARACTÈRE

Table Ø 128 cm
● Red Ochre

ACROBATE

Coat peg
● Chili



TRÈFLE

Cushion 44x30
● Cedar Green



BASKET

Long planter
● Black Cherry



SIXTIES

Rocking chair
● Cactus

- TREND -

oasis

LAYOUT



ADD GREEN ACCESSORIES
TO YOUR RED
MONOCHROME PALETTE
SETS AND VICE VERSA



**CONSIDER DISPLAYING
SMART FURNITURE** TO
GENERATE ADDITIONAL
SALES (OULALA, PIAPOLO,
ETC.)



+ **USE SINGLE-RANGE
DISPLAYS**
TO SHOW THE EXTENT OF A
COLLECTION

+ **DECORATE
YOUR TABLES**
WITH PLACEMATS,
TRAYS AND
TRIVETS (TO HELP
CUSTOMERS'
IMAGINATION)

+ **ADD COMFORT**
TO YOUR SEATS
WITH SEAT CUSHIONS

- TREND -

sorbet

OUTDOOR

JUNE-JULY-AUGUST 22

Sorbet is a pastel trend that adds a softer touch to settings that are already brimming with colour. These hues can also bring subtle splashes of colour to more modern spaces. And for a bolder combination, use these tones alongside Black Cherry for a dynamic effect.



SELECTED PRODUCTS

FERMOB



COLOR MIX
Cushion 44x30
● Mint



IOS
Single-stem vase
● Clay Grey



COLOR MIX
Garden poncho
● Sorbet Yellow



OULALA
Nesting tables
● ● ● Sorbet

ENVIE D'AILLEURS
Trivet
● Opaline Green



CALVI
Table 160x80
● Cotton White



APLÔ
Lamp H24
● Nutmeg



1900
Cabriolet armchair
● Frosted Lemon

AIRLOOP
Table Ø60
● Ice Mint



LUXEMBOURG
Bench with backrest
● Black Cherry



CADIZ
Chair
● Clay Grey



DUNE
Sunlounger
● Clay Grey



LORETTE
Trivet
● Ice Mint



LUXEMBOURG
Low table
● Clay Grey

- TREND -

sorbet

LAYOUT



GO FOR NEUTRAL COLOURS SUCH AS CLAY GREY ON LARGE SETS



MIX AND MATCH FABRIC SEATS (OTF) AROUND THE SAME TABLE



**ADD A BOLD TOUCH
OF BLACK CHERRY**

WITH PASTEL TONES
ON SMART FURNITURE
(HERE, GINGUETTE)
FOR A SHARP COLOUR
COMBINATION



**OPT FOR
MONOCHROME
DISPLAYS ON**

SMALL SETS SUCH
AS AIRLOOP
(HERE, IN OPALINE
GREEN)

Merchandising tips



After many months of online shopping, we're all keen to **bring the magic back to our retail spaces and welcome customers back into our stores. MERCHANDISING MAKES ALL THE DIFFERENCE**, by helping you deliver a **customer experience that's radically different from buying online.**

And as in previous years, Fermob is on hand to help you make your stores really stand out – places that inspire and set you apart. Ready?

+45%

**AVERAGE INCREASE IN
SALES FOR SIS CUSTOMERS**

**WITH MERCHANDISING
SUPPORT FROM FERMOB**

≈ 10%

**SHARE OF NEW FERMOB
PRODUCTS EACH YEAR**

Whereas without support:

+30%

**AVERAGE INCREASE IN
SALES
FOR OUR SIS RETAILERS
(FRANCE & EUROPE)**

+20%

**AVERAGE INCREASE IN
SALES
FOR OUR NON-SIS
RETAILERS
(FRANCE & EUROPE)**

THE AIMS OF MERCHANDISING



1

TO ATTRACT THE CUSTOMER'S ATTENTION AND ENCOURAGE THEM TO COME INTO YOUR STORE.

2

TO STAND OUT FROM THE COMPETITION.

3

TO MAINTAIN APPEAL THROUGHOUT THE SEASON – AND ALL YEAR ROUND!

4

TO BOOST SALES AND STORE PROFIT.

WHAT MAKES A WINNING LAYOUT?

1

DIFFERENT PRODUCT TYPES

Tables of different shapes

Seats to suit every need

Varied lounge sets with sofas

Lamps

Additional products

Decorative accessories

2

DIFFERENT PRODUCT STYLES

Modern

Bellevie, Calvi, Ribambelle, etc.

Retro

Sixties, Croisette, Salsa, Studie, etc.

Classic

1900, Lorette, etc.

Timeless

Luxembourg, Caractère, etc.

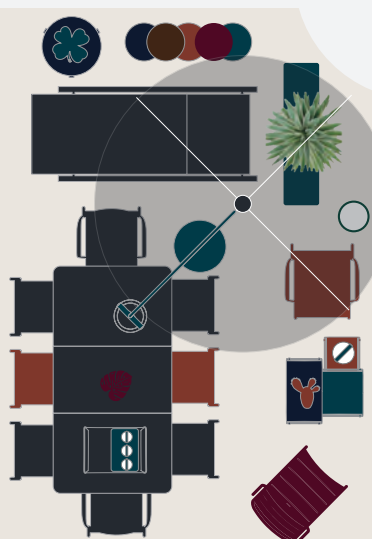
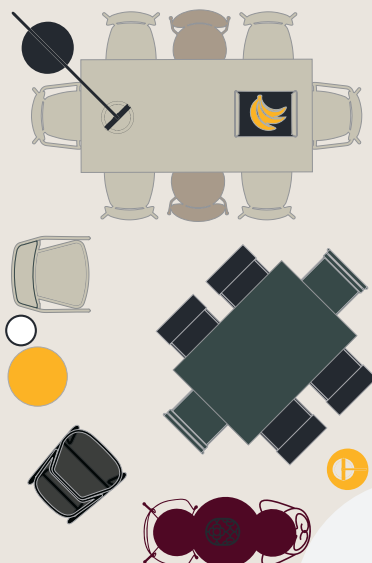
3

TRENDS REFLECTED ACROSS THE SPACE

Your space should showcase the four trends throughout the season, with the different shades of the Fermob colour chart presented in a carefully considered way.

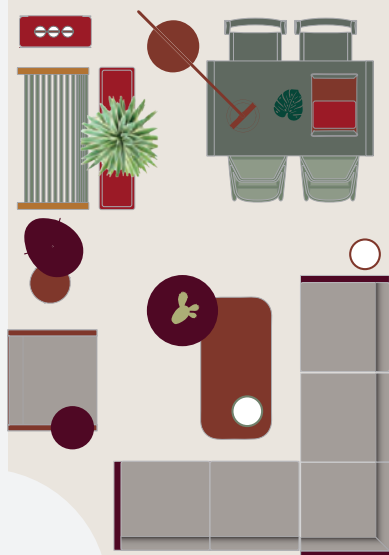
80%

PRODUCTS



20%

STAGING



4

DEDICATED ACCESSORIES FOR EACH PRODUCT TYPE

Help your customers imagine how the products will look in their home.

They might be short on inspiration, so it's your job to help them make the right purchases. It's also a useful way to drive additional sales.



Table

- Trivet
- Placemats
- Trays
- Small lamps



Lounge

- Cushions
- Garden poncho
- Trays and trivets
- Small and large lamps



Chair

- Seat cushions
- Garden poncho



Sunlounger

- Fouta towels
- Headrest

DISPLAY STANDS & STAGING

Display stands let you showcase products in your retail space alongside self-service stock. Customers will love being able to inspect, turn and touch the products, then pick up their very own model to take away!

A well thought-out display stand:

- Is clear and instantly understandable
- Allows you to showcase lots of products together
- Increases sales
- Lets customers buy products easily and independently

BALAD/MOOON! DISPLAY STAND

Holds **36 lamps**

8 x Balad H12

10 x Balad H25

6 x Balad H38

12 x Moon! H41

**+ 9 WORKING LAMPS
ON DISPLAY**



**+ TO BOOST SALES,
THE DISPLAY STAND SHOULD BE PLUGGED IN AND THE
LAMPS CHARGED.**



MAGNETIC WALL-MOUNTED COLOUR CHART

with colour circles arranged in the order recommended by Fermob

BISTRO CHAIR DISPLAY

23 colours
2 chairs per colour
46 chairs in total



APLÔ DISPLAY STAND

24 lamps + 24 accessories in stock
10 lamps on display to showcase their versatility

PLACEMAT DISPLAY STAND

10 colours
16 placemats per colour
160 placemats in total



TIPS FOR PRESENTING ACCESSORIES



COLOR MIX GARDEN PONCHO AND FOUTA TOWELS

Hang your garden poncho and fouta towels on Acrobat coat pegs. Use a coat-hanger to make the poncho really stand out!



TRIVETS

Use Bistro tables and stick trivets onto them with magnets. Self-service stock of each model available underneath. Clever, right?!

SEAT CUSHIONS

Present the different models adapted to your seats: a comfortable addition to the furniture that will easily boost sales!

ALTO TRAY

Combine your trays in stacks on a table. This will present the available sizes and colours.



COCOTTE

Create stacks of Cocotte tables for customers to take away. Do the same for the new los and Itac vases.

ADD PLANTS TO YOUR SPACES

Bring a touch of greenery to your spaces to turn your shop floor into a stroll through the outdoors.



FOLLOW THESE TIPS TO MAKE YOUR RETAIL SPACES THE PLACE TO BE!

1

Ensure that the colours of the table and chairs match.

2

No more than three colours for a single set.

3

Decide on a dominant colour and choose it for the table.

4

Select shades of the same colour to create a monochrome palette effect.

5

Go for a bold, 100% monochrome look

6

Always present furniture with lamps and accessories

7

Remember to charge your lamps to bathe your display in light

8

Follow the colour trend toolkit to keep your displays moving with the times

MERCHANDISING: GETTING IT RIGHT

What exactly does good merchandising entail?
It means getting several things right!

The
**RIGHT
PRODUCT**

by combining
items that go well
together.

In the
**RIGHT
PLACE**

by considering the
retail space as a
whole.

At the
**RIGHT
TIME**

by considering
seasonal trends.

With the
**RIGHT
INFORMATION**

by giving shoppers all the
details they need.

*The winning formula
for a happy garden*



Furniture

+



Lights

+



Accessories

+



Parasol

Marion

**A DEDICATED
TEAM**



Sandra



Mathilde



Our three-strong team – Mathilde, Sandra and Marion – is here to help you design retail spaces that show off Fermob products in their best light.

Our merchandising champions provided tailored support to ensure you make the best of your space – with all the strengths and limitations that entails – and to design a layout that's the right fit for you. This trio of experts is behind the tips and advice in this handbook, all of which have been tried and tested in our own stores.

Thanks to the team!

ADDITIONAL TOOLS

We provide a range of tools and resources to **help you communicate and spread your message, both in-store and on social media** – from newsletter templates and product videos, to trend visuals you can display in store and across your social platforms. All you need to do is get in touch with your sales representative!

You can also generate free **3D simulations of your layouts using the pCon modelling software** to make sure your space looks its best and to help customers' imagination. A real plus!

To use pCon, go to:

<https://box.pcon-solutions.com>



Checklist

Work through this checklist to make sure everything's covered
– and to get your Fermob corner looking its best!

Product layouts

- _____ New products presented ☐
- _____ New colours presented ☐
- _____ Colour trend instructions followed ☐
- _____ Formula represented in the display ☐
- _____ Consistent with the timeline/colour theme ☐
- _____ Plants in the corner ☐

Accessories

- _____ Accessory display ☐
- _____ Placemats ☐
- _____ Accessories display = Colour themes as instructed + enough stock ☐
- _____ Placemats = Arranged in the colour chart order ☐
- _____ Seat cushions displayed on chairs ☐
- _____ Garden poncho and fouta towels hung up ☐
- _____ Decorative cushions showcased on furniture ☐
- _____ Alto trays on tables and stacked for colour chart + stock available nearby ☐
- _____ Trivets = Models showcased + self-service stock available ☐

Lighting displays (Balad + Moonoo!/Aplô)

- _____ Display correctly filled + fully stocked ☐
- _____ Lamps charging and switched on ☐

Off-display lighting

- _____ Hoop string of lights presented, installed + stock nearby ☐
- _____ Aplô = Lamps and accessories showcased in store ☐
- _____ Marked-out area for smart lighting ☐
- _____ Fermob Lighting app presented ☐
- _____ Balad + Moonoo! lamp bases presented H134 + H63 on the display ☐
- _____ Lamps charging and switched on ☐

Marketing

- _____ Magnetic colour chart arranged in the correct order ☐
- _____ Labels affixed to products ☐
- _____ Pyramids placed on tables ☐
- _____ Albums available in the retail space ☐
- _____ Background canvases presented and visuals up to date ☐

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