



BRAND PLAYBOOK

Branding components, merchandising, creative, marketing guidelines and best practices for all areas of the company.

DISCLAIMER TO GO HERE



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OUR BRAND: Founding Story

Launched in 1987 as Midnight Velvet by Seventh Avenue, Midnight Velvet made good on its tagline, “Luxuries made Affordable.” Among the gift and jewelry offerings in the first catalog were a tea set plated in 22K Gold, Hummel figurines, Credit Suisse Gold ingot pendants and ring—even a grandfather clock with solid oak cabinet.

Over time gifts and collectibles have become less opulent and expensive, though Midnight Velvet’s identity as a dream book with a sense of magic has remained. By the early 90s Midnight Velvet began including home and apparel, at first with a more rustic, casual feel. As MV evolved, the apparel and home came to embody the unique and elegant styles we now offer, especially our glamorous social wear.

Midnight Velvet has long appealed to a multi-ethnic audience, and in general an older customer. We embrace her wholeheartedly, bringing her apparel and home décor that celebrates who she is.

Our new tagline we will be introducing in Fall 2017 is:

“Extraordinary Style for Extraordinary Women.”

OUR BRAND: ESP (Emotional Selling Position)/About Us

We stand for you, the extraordinary woman, who embodies extraordinary style. You adore the unique details, wonderful flourishes, embellishments and elegant touches. We understand that your style comes from within. It's who you are; it's how you live. This rare gift elevates your look beyond trendy or cookie-cutter designs. You forge your own audacious path and effortlessly convey your unique imprint in every facet of your wardrobe, home and your life.

We search the world for inspiration to bring you special occasion wear, dramatic everyday looks, fine and fashion jewelry, unique shoes, unexpected home décor and more—all with the extra details you love. We know anything plain is simply not an option for you.

We applaud (and unabashedly admire) you—the extraordinary woman ***who lives life beautifully.***

SUMMARY

About Us is actually ABOUT YOU.

- Your extraordinary sense of style comes from your own unique vision.
- You aren't interested in cookie-cutter design or latest trends.
- You love unique details, flourishes, embellishments and elegant touches.
- You bring this style to every facet of your wardrobe, home and your life.

Knowing that plain is not an option for you, we search the world for inspiration to bring you distinctive home accessories and eye-catching apparel with the extra details you love.

We applaud (and unabashedly admire) you—the extraordinary woman ***who lives life beautifully.***

OUR BRAND: Positioning

BRAND VERB

CAPTIVATE

BRAND ATTRIBUTES

6S's:

Stunning, Sophisticated,
Statement, Sexy, Stylish, Social

Brand Tagline:	Extraordinary Style for Extraordinary Women
Brand WHY:	We applaud extraordinary women who bring their statement style to every aspect of their lives.
Brand Nature:	"Wow-factor" looks. Sophisticated lifestyle settings. Vivacious. Elegant. Escape.
Marketing Emphasis:	Midnight Velvet is a lifestyle boutique featuring distinctive apparel, home décor, accessories and gifts that compliment her unique and expressive flair, <i>all available using our credit plan.</i>
Credit Emphasis:	Our credit allows her to afford indulging herself on occasion within her budget.

WILL RECREATE THIS CHART TO FIT THE PLAYBOOK FORMAT

OUR BRAND: Voice

We speak to her as a friend, one woman-in-the-know to another.

In our headlines and other editorial, we aim to celebrate our customer's own fully-developed, thoroughly confident sense of style. We don't offer solutions, tips or how to put together an outfit—she knows how to dress and how to choose the accents that go with her décor. We are here to make that possible, and through our brand voice we speak to her aspirations, with language that is evocative, perhaps with a touch of fantasy. When appropriate, headlines will have the feeling of a call to action, with a verb pulling her into the spread. Product copy, with a few exceptions, is short and sticks to the details, letting her depend on visuals to decide whether she wants it. Exceptions include fragrance copy, a difficult blind buy, and electronics, which require more technical detail.

OUR BRAND: Employee Testimonials

WHY WE LOVE WORKING ON MIDNIGHT VELVET

TESTIMONIAL:

I enjoy working on Mid [Ann's testimonial to go here.](#) customer—her confidence in her style, which comes from [Ann's testimonial to go here.](#) t afraid to wear something bold or bright, and her home style is an eclectic mix of things she loves.

BRENDA KULOW-KING:

I have worked on Midnight Velvet since 2011. I was hired to manage our social media platforms. It was such a joy to engage with our customers and learn about their style and lives. She's such an expressive gal and just loves to chat and shop. I especially love her fierce loyalty to Midnight Velvet and how much she adores us and can't wait to get our catalog. She would share on Facebook about how she had a ritual of lighting candles or making a special tea to sit down and page through our catalog. I was fortunate to help with the contests and sweepstakes so I even got to meet and spend time with our special customers and she was just as much fun in person as she was virtually. I am proud to be part of this team and to serve this amazing, extraordinary customer.

RORY METCALF:

I enjoy working on Midnight Velvet because I love the customer—her confidence in her style, which comes from her own unique vision. She's not afraid to wear something bold or bright, and her home style is an eclectic mix of things she loves.

BRENDA PAYNE:

I love that the brand is so eclectic and that I can offer unique “stand alone” shoes.

ANN HUNTER:

I enjoy the group because they are very interested in what the customer wants from the Midnight Velvet brand.

OUR BRAND: Employee Testimonials

WHY WE LOVE WORKING ON MIDNIGHT VELVET

CHRIS MILES:

Midnight Velvet customers take a creative approach to dressing, style, and making personal statements no matter their age. It's inspiring to work with our unique products to create eye-catching presentations with design and photography. I love the creative collaboration with photographers, stylists, decorators, and models to bring the Midnight Velvet dream book to life for our customers.

KRISTIN DURST:

I love working on Midnight Velvet because it is unlike any other brand, just like our customer is unlike any other woman. Having the opportunity to learn more about the customer and why she loves Midnight Velvet just as much as we do is inspiring and motivating. Being a part of a brand that embraces the one-of-a-kind styles our customers love makes my job that much more fun.

DANIELE HALL:

Midnight Velvet is inspired! The opportunity to celebrate extraordinary women by respecting their taste for unique merchandise keeps our creativity at the forefront of our work together. This customers' eclectic taste and bold style can't help but inspire you.

MARCY BRAYKO:

To me, Midnight Velvet is and has always been a magical brand. The merchandise mix is unique and eclectic, bold and dramatic, romantic and sexy, intriguing and statement making. When all the merchandise is brought together, it's magical the way each item lends itself to another to give the customer a place to escape and dream. The customer is very expressive in the way she dresses and decorates her home, and she can tell you about each piece she has bought. She is an avid fan of Midnight Velvet and so joyful that you get caught up in her excitement and can't wait to offer her more amazing items that she'll use to express her style.

OUR CUSTOMER: Her Profile

LICHELE (Our most loyal persona)

She is an extraordinary woman who loves her life and her family. A giver by nature, she doesn't put herself first when it comes to her time or money, which makes our credit a great tool for her to splurge a little at a time for things she wants or needs. She never blends in, never runs errands in sloppy clothes. Bold, vibrant styles with a hint of the exotic are what attract her, both in apparel and her décor.



I AM MISSING A CUSTOMER PHOTO THAT IS SHOWN IN THE PPT FILE.. IS IT AVAILABLE?

I AM MISSING A CUSTOMER PHOTO THAT IS SHOWN IN THE PPT FILE. IS IT AVAILABLE?

I AM MISSING A CUSTOMER PHOTO THAT IS SHOWN IN THE PPT FILE. IS IT AVAILABLE?

Submitted photos of her personal style



OUR CUSTOMER: Her Profile

Average Age:	63.7 <small>Epsilon appended Data through F16</small>
Ethnicity:	49% AA / 34% Caucasian / 5% Hispanic <small>Source: Email Survey Dec. 2016</small>
Where she lives:	South / Midwest / primarily urban <small>MDW1.customer table F16</small>
Income:	\$50.4k <small>Epsilon appended Data through F16</small>
% Plus	Size 16+=51% / 12+=71% <small>MDW1.colorsizetall table S17</small>
% Married	47% <small>Source: Email Survey Dec. 2016</small>
% Credit Usage	<small>Source: Email Survey Dec. 2016</small>
Order Channel %	web <small>MDW1.ordersall table F16</small>
Hobbies:	shopping, Reading, Cooking, Time teering, Card & Board Games
What Motivates Her?	To be seen, to make a statement. She wants to look like no one else. <small>Source: Email Survey Dec. 2016</small>
What she says about us:	"I have been a customer for about 25 years or more. I love everything I buy from you. My home & clothes are pretty much all from you. You are the BEST!"
Other brands she shops (in general):	
Aspirational Brands	Z Gallerie, Boston Proper, Chico's, Soft Surroundings

WILL RECREATE THIS CHART TO FIT THE PLAYBOOK FORMAT

OUR CUSTOMER: Her Words

HER STYLE IN HER OWN WORDS (Home & Personal)

“ Unique. My choices in certain things, either colors in my clothes or my house are different. It makes me smile. When I go out, I still like to be dressed, even to Costco, it makes you feel better. ”

“ When it comes to décor –very colorful. The bedset is white with dark purple, the walls are lilac. It makes me feel warm. I will change the comforter for Christmas. Will change up the accent colors in the bathroom. ”

“ In home décor, the things I’ve redone in the past 10 years are more modern, clean lines. I like some things a little quirky. ”

“ Put Together. I feel confident in myself. I wear earrings every day. I don’t go out of my driveway without my lipstick. ”

“ Classic. I like style and fashion, but I don’t like trends. I like things that will last. ”

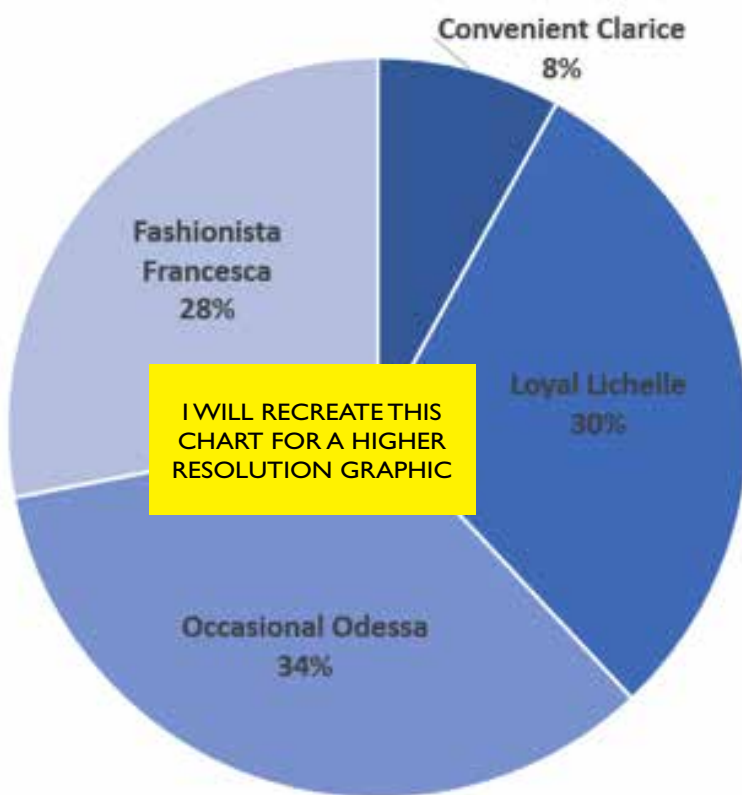
“ Unique and Flattering. I don’t try to copy someone else’s style, I make it my own. I’m comfortable with my body...when someone makes a comment that what you are wearing is flattering...what really matters is that I like it. I am wearing it for myself. ”

“ Elegantly Casual. Casual because it’s comfortable and socially acceptable. Elegant is the embellishment. ”

OUR CUSTOMER: Personas

MIDNIGHT VELVET CUSTOMER PERSONAS

The goal of persona segmentation is to create groups of similar customers while exploiting the differences among groups. All customers used in this analysis have purchased in the past 18 months and are current customers; because of this, they share certain characteristics (like to shop, purchase from Midnight Velvet, etc.). This report explores the differences among top consumers.



Source: Email Survey Dec. 2016

OUR CUSTOMER: Persona #1

LOYAL LICHELLE

Loyal Lichelle likes to make a **bold statement**. She loves prints and embellishments. She often wears Midnight Velvet's **suits, dresses and special occasion items**, and is driven by **fabrics** and **new items** more so than others. She is quite **loyal**, and **very satisfied** with Midnight Velvet. She is the most interested in brands, and will choose **looks over quality**, but is always watching her budget. She **purchases the most from Midnight Velvet**, loves the **home décor** (especially spiritual items) and holds Midnight Velvet in the highest regard. She tends to purchase from Midnight Velvet because of **quality, return policy and customer service**.

DEMOGRAPHICS:

- Most likely to be married
- Least likely to have kids in the household
- Tends to live in the south
- Has the highest incidence of African Americans and Hispanics
- 2nd to lowest income

MOST LIKELY TO SHOP AT:

JC Penney
Seventh Avenue
Sears
K Jordan
HSN
QVC

MOST LIKELY TO PURCHASE FROM MV

(self-report):

- Special occasion clothing (leisure/weekend activities, casual social activities, work)
- Dresses (casual wear, dressy activities)
- Suits (work, leisure/weekend activities)
- Active wear (exercising)
- Accessories
- Makeup, perfume, wigs

SPENDING HABITS:

- Highest Midnight Velvet sales, orders and credit balance
- Highest sales of home décor, housewares, accessories, women's clothing, beauty and linens for Midnight Velvet
- Most likely to order in the next 6 months

FEELS HER STYLE IS:

Dress to Impress

DESCRIBES HER STYLE AS:

Comfortable, Confident, Classy

MOST LIKELY TO BE FOUND:

Church activities
Dancing
Board games/cards
Sunday at church or volunteering

HELP

She wants to add more statement items to her wardrobe that she can build outfits around, learn how to add accessories to complete her outfits, and learn how to create looks that show off her style. She wouldn't mind accentuating her thighs, waist and arms at the same time!

Source: Email Survey Dec. 2016

OUR CUSTOMER: Persona #2

FASHIONISTA FRANCESCA

Fashionista Francesca has her own unique style and **spends the most on clothing**. She considers herself a **fashionista**, and is more likely to be **driven by trendiness** than other groups. She loves to shop, and finds her fashion info by watching celebrities, **Pinterest and fashion blogs, fashion magazines and fashion TV**. She's the **most involved in social media**, and especially likes Instagram and Pinterest. She wants to be seen and **make a statement** with her one-of-a-kind style in Midnight Velvet's **casual items**. She wants Midnight Velvet to offer **more new styles**. She would like to see **improvements in quality and value**.

DEMOGRAPHICS:

- Highest incidence of sizes 10 and smaller, missy sizing and tall sizing
- Most likely to be single, work full-time and reside in the Midwest
- Youngest group, but most affluent

MOST LIKELY TO SHOP AT:

Macy's
TJ Maxx
Marshall's
Dress Barn
Venus
Ashley Stewart
Nordstrom & Rack

MOST LIKELY TO PURCHASE FROM MV

(self-report):

- Career-wear (for work)
- Casual tops (weekend/ social activities)
- Casual bottoms (work, dressy social activities)
- Shoes
- Jewelry
- Intimates
- Décor
- Outerwear

SPENDING HABITS:

- 2nd highest MV sales
- 2nd highest credit balance for MV
- Highest jewelry and shoe purchases from MV
- Ties for top home décor purchases from MV

FEELS HER STYLE IS:

Dramatic, Exotic, Bold, Trendy, Sassy

DESCRIBES HER STYLE AS:

Confident, Classy, Feminine

MOST LIKELY TO BE FOUND:

Shopping
Traveling
Entertaining others
Exercising & Yoga
Reading

HELP

She wants to add more one-of-a-kind items and accentuate her bust, butt and legs. She loves to accessorize with shoes and jewelry.

Source: Email Survey Dec. 2016

OUR CUSTOMER: Persona #3

OCCASIONAL ODESSA

Occasional Odessa is an **older woman**, and takes her fashion cues from friends and family. She tends to feel rather indifferent to Midnight Velvet (**not extremely satisfied, nor dissatisfied**). She tends to **dress for comfort**, and isn't necessarily looking to impress anyone or stand out. She **wants help putting looks together** and wants to be **appropriate for the occasion**. She's **not into brands or accessories**, and doesn't spend much on clothes overall; however, she is **motivated by fit**. Olivia tends to **buy a little of everything** from Midnight Velvet, but **loves to buy gifts for family and friends**. She likes the **convenience of mail order** and the **payment plan**. She has **concerns over shipping and handling fees** and doesn't necessarily like all the styles. She has had problems with returns and customer service issues.

DEMOGRAPHICS:

- Skews to plus size
- Oldest group
- Most likely to be retired, work part-time
- Highest incidence of living in western states
- 2nd highest income

MOST LIKELY TO SHOP AT:

Woman Within
Kmart
Full Beauty
Soft Surroundings

MOST LIKELY TO PURCHASE FROM MV

(self-report):
• Nothing specific but leans towards casual tops

SPENDING HABITS:

- Highest Midnight Velvet sales in beauty and gifts
- Has the lowest corporate balance

FEELS HER STYLE IS:

Classic

DESCRIBES HER STYLE AS:

Comfortable, Feminine,
Confident, Casual

MOST LIKELY TO BE FOUND:

Spending time with friends
Movies
Music
Crafts
Volunteering

HELP

She would like to learn how to put outfits together, especially how to incorporate color into her looks.

OUR CUSTOMER: Persona #4

CONVENIENT CLARICE

Convenient Clarice is all about comfort; she loves to wear **loose fitting clothes** that are functional rather than fashionable. She feels most confident when her **clothes fit and are not too tight**. She is driven by **availability of sizes, sales, prices and value**, and purchases from Midnight Velvet because of the **credit plan**. She is the **least interested in fashion**, and generally does not look for fashion information. She is most likely to purchase clothing from **discount stores**, and **spends the least amount** of money on clothing in general. **Convenient Clarice** purchases from Midnight Velvet because she **likes credit options** and **payment plans**, as well as **having the sizes she needs**. She feels Midnight Velvet offers an **overall good value** and has prices she is willing to pay (**with help of the payment plan**). She would like to see **improved quality and lower prices**.

DEMOGRAPHICS:

- Highest incidence of plus size
- Highest incidence of homemakers, unemployed and disabled
- Highest incidence of Caucasians
- Lowest income

MOST LIKELY TO SHOP AT:

Walmart

FAVORITE STORES:

Walmart
Kohl's
JC Penney
Macy's

LEAST LIKELY TO PURCHASE FROM MV

(self-report):

- Career wear
- Social Occasion clothing
- Jewelry

SPENDING HABITS:

- Highest Midnight Velvet sales in men's, fitness and watches
- Highest sales from non-clothing brands - Swiss Colony, Seventh Avenue, Ginny's, Country Door and Montgomery Ward

FEELS HER STYLE IS:

Casual, Basic, Traditional, Conservative

DESCRIBES HER STYLE AS:

Comfortable, Casual, Feminine, Basic

MOST LIKELY TO BE FOUND:

Reading
Cooking
Kids/grandkids activities
Watching college/pro sports

HELP

She would like help learning how to put outfits together, specifically learning how to mix and match staples to create new outfits. She wants to camouflage her body instead of showing it off, especially hips, bust and shoulders.

Source: Email Survey Dec. 2016

OUR CUSTOMER: Customer Service

She loves our customer service reps!

QUOTES ABOUT

“ Once again, thank you for excellent customer service! Your company is a pleasure to work with, and your treats are terrific! ”

“ Your customer service reps are the BEST!! I love this company!! Keep up the good work! ”

“ Thank you very, very much. When it comes to customer appreciation, you guys are number one in my book and I’ll make sure to spread the word amongst my friends and colleagues. Thanks again. ”

“ Just wanted to send a note thanking your coworkers for their excellent customer service. I had a missing package and everyone I spoke to while working through the process have been more than accommodating, supportive and tolerant. Customer service is very important to me it defines a company. Outstanding work. Thank you very much. ”

NEED PHOTOS OF CSR'S
TO ADD TO PAGE

OUR MERCHANDISE: Categories

MERCHANDISE SIGNATURE CATEGORIES

SPECIAL OCCASION

Elegant suits and, dresses with sophisticated details, embellishments, beading & sparkle that will turn heads at any event.



DRAMATIC EVERYDAY LOOKS

Casual wear with something extra, whether sparkle, embroidery or unusual details, lifting it above the plain and practical. Denim jeans with studding or embroidery, tops with unique sleeves or bodice, fringed Southwestern looks.



NEED THE HIGH RESOLUTION FILES FOR ALL OF THESE IMAGES

FINE & FASHION JEWELRY

Embellished and exquisite necklaces, earrings, bracelets, rings, etc. Colorful & statement-making. Gold, Platinum, and cubic zirconia jewelry, bridal sets & bands.



UNIQUE SHOES

From stunning slingbacks, to daring peep-toes, to flat-out fabulous sandals, to studded boots, the eye-catching styles are must-have wardrobe additions.



UNEXPECTED HOME DECOR

Items that express her unique style as much as her clothes do. Romantic and bold bedding sets; colorful wall art and prints; globally inspired figurines of people, elephants, and giraffes; inspirational figurines



OUR MERCHANDISE: Guidelines

MERCHANDISE OFFER

OUR MERCHANDISE OFFER:

Our fashions for her and her home provide her with eye-catching options that are unique and uncommon. We are like a treasure hunt for her, offering distinctive styles for her wardrobe and home. We act as her favorite boutique, providing complete looks—specializing in special-occasion fashions, dramatic everyday looks, fine & fashion jewelry, unique shoes and unexpected home accessories. Our customer appreciates the ability to buy our moderately priced merchandise on credit. And she especially appreciates bringing her personal style with her wherever she goes!

THE PRODUCT:

Captivating styles to dress and decorate with.

MERCHANDISE GUIDELINES

- Makes a statement, whether it is a fashion piece or a unique home accessory
- Unique details, something special she can't find anywhere else
 - Dramatic fashion looks that make a statement; could be sexy
 - Embellishment and/ or unique details and features
 - Specialty fabrics include jacquards, shantung, chiffon, peachskin crepe, etc
- Always exudes style
 - Both home and fashion speaks to her own style
 - Casual and activewear apparel is “dressed up” with shoes and accessories.
- Understand her life stage
 - Mid-50s and older, mother and grandmother; family is very important
 - Confident is who she is and she likes to make a statement
 - Not looking to furnish a room, but update with new exciting home accessories
 - Primary shopper in household; purchases gifts and shops/dresses her husband in 4th quarter
- Social Occasion Apparel
 - Skirt suits and jacket dresses could be found in a boutique; very unique feel
 - Age-appropriate styling - arm coverage, below knee lengths, looser fitting with shape

OUR MERCHANDISE: Guidelines

MERCHANDISE DOS & DON'TS

DO

- **MAKES A STATEMENT**
- **COULD BE FOUND IN A BOUTIQUE**

CLOTHING:

- Embellished or has special details that gives item a unique twist
- Creates drama or attitude
- Event worthy

SHOES:

- Completes an outfit
- Creates drama or attitude
- Embellished and/or with special details

FASHION JEWELRY:

- Complements apparel or can stand on its own
- Bold and sophisticated

UNEXPECTED HOME DECOR

- Completes or complements home furnishings with style
- Often ethnic and speaks to customers culture
- Embellished or has special details
- Can border on novelty or trend (i.e. peacocks, butterflies, safari animals, etc.)

DON'T

- **PRODUCT SHOULD NOT BE BASIC, PLAIN OR BORING**

CLOTHING:

- If product is mass market and easily found at retail, then it doesn't belong in MV
- Lengths of skirts & dresses should not be higher than 1" above knee length
- Don't develop product for customers younger than target age

SHOES:

- Do not offer many heels above 3"
- Do not offer orthopedic shoes (offer stylish casual shoes)

FASHION JEWELRY:

- Should not be poor quality
- Should not be novelty (not fun and flirty)

UNEXPECTED HOME DECOR:

- Should not be mainstream or mass market
- Should not be too trendy or avant garde

OUR MERCHANDISE: Guidelines

MERCHANDISE GUIDELINES

FOR DIGITAL (WEBSITE, EMAILS, DISPLAY, CONTENT, SOCIAL)

- Ensure navigation accurately represents product depth & breadth
- Build & support special categories based on seasonal brand stories
- Assign products to categories with customer shopping habits in mind
- Rank featured products to top of thumbnail pages (nav & search)
- Update & maintain banners and site messaging
- Determine how products are best sold (general, family, ensemble)
- Utilize dynamic cross-sells & up-sells based on user behavior & overall business rules
- Utilize product attributes for site merchandising (PIMS)
- Put redirects in place for internal searches if needed (ie. pay my bill)
- Product Selection for features in emails, homepages, etc. is based on the following:
 - Product performs well based on sales and indexes
 - Product is sourced by Midnight Velvet (not mega), unless that is the strategy
 - Product is in-stock and available for customers to purchase (or at minimum core sizes)
 - Product is seasonally relevant
 - Image will work in space allowed and represents the brand well
 - Has positive overall review rating
 - Does not have problem pack or other QA issue

BASIC IS NOT AN OPTION



Source: Burrell Presentation, Spring 2016

OUR MERCHANDISE:

WHERE DOES SHE WEAR MIDNIGHT VELVET?

WHERE WEARING

Casual tops and bottoms are generally being worn for leisure on the weekends and casual social events, but sometimes to dressy social events as well. Activewear is considered more for leisure/weekend wear than for exercise. Career wear is being used for both work and dressy social events. Monroe and Main dresses and suits run the gamut from dressy social occasions to work to casual social events.

Midnight Velvet	Work	Leisure/Weekend	Casual/Home	Dressy Social	Casual Social	Exercise	Ashro	Work	Leisure/Weekend	Casual/Home	Dressy Social	Casual Social	Exercise
Casual Tops	33%	51%	22%	42%	52%	2%	Casual Tops	30%	50%	18%	47%	45%	2%
Casual Bottoms	31%	55%	29%	39%	55%	3%	Casual Bottoms	35%	52%	21%	41%	51%	2%
Activewear	10%	58%	38%	19%	32%	29%	Activewear	11%	53%	24%	33%	39%	27%
Career Wear	49%	31%					Career Wear	22%	30%	10%	61%	34%	1%
Special Occasion	12%	17%					Special Occasion	8%	18%	6%	90%	17%	1%
Dresses	25%	20%					Dresses	8%	19%	8%	86%	20%	0%
Suits	23%	12%					Suits	4%	11%	3%	94%	12%	0%

THIS INFORMATION IS BEING REVISED

Mon and f	Work	Leisure/Weekend	Casual/Home	Dressy Social	Casual Social	Exercise
Casual Tops	33%	51%	22%	42%	52%	2%
Casual Bottoms	39%	55%	28%	29%	55%	4%
Activewear	11%	56%	42%	12%	34%	35%
Career Wear	60%	25%	8%	51%	37%	1%
Special Occasion	18%	21%	6%	82%	26%	1%
Dresses	35%	22%	7%	75%	31%	1%
Suits	35%	12%	3%	77%	19%	1%



Please indicate where you most often wear the following Midnight Velvet items.

OUR CREDIT: Card

OUR CREDIT CARD



OUR CREDIT: Positioning

CREDIT POSITIONING

CREDIT CARD DESIGN

Credit card always incorporates brand pantone color as much as possible (whether it's background or on the card)

Credit card image should include brand logo

I design only *(Will need to have that I design with a white box for Page 3 for laser printing, otherwise, everywhere else, remove the white box.)*

The word CREDIT should be the "hero" of the credit card

Should we include a fake name or Valued Customer and fake number to make it look like a card? Like Seventh Avenue?

PRINT GUIDELINES

- Page 3 Guidelines:
 - Must include a credit card with white space for laser printing
 - Minimize background
 - No guarantee messaging (move to IFC)
- In-Book Guidelines
 - Credit bugs should be every 2-3 spreads
 - Credit footers do not "count" as a credit bug
 - Bugs throughout book won't include the white space on the card, but will be same color and look.
 - Bugs must include a credit card

WEB GUIDELINES

- Credit card should be brand pantone color
- Credit card image should include brand logo
- Credit banners on emails/homepages, etc. should contain credit card image, logo, & be in the brand color.
- Try to include customer testimonial as much as possible.
- Credit Landing Page:
 - Contain the key points (see Hierarchy)
 - Include credit card image
 - Minimize background
 - Include a customer testimonial
- Social Media
 - Post about credit a minimum of monthly.

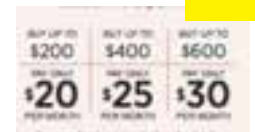
HIERARCHY OF INFO on page 3 & bugs

CAN INCLUDE:

- "Credit" or "Credit Plan"
- Buy Now, Pay Later
- Payments as Low as \$20 a month or *Monthly Payments as Low as \$20*
- Dedicated URL: brand.com/Credit
- Phone Number

OPTIONAL:

- *Credit Burger graphic*
- No Annual Fee
- Secure and confidential online account management
- Build your credit limit with "on-time" payments
- Credit line increases
- Leverage your buying power
- Fast, Friendly Approval



BUY UP TO	BUY UP TO	BUY UP TO
\$200	\$400	\$600
PER MONTH	PER MONTH	PER MONTH
\$20	\$25	\$30
PER MONTH	PER MONTH	PER MONTH

NEED THE ORIGINAL FILE FOR THIS CREDIT BURGER

OUR CREDIT: Messaging

CREDIT MESSAGING

NOT PRE-APPROVED (NPA) KEY MESSAGES:

- Indulge yourself—without adding to bank card debt. Buy now and pay later, as low as \$20/month.
- Easy to love, easy to use, easy to budget—Midnight Velvet Credit lets you buy now and pay later—as little as \$20/month.
- Love it? Get it now and pay later with Midnight Velvet Credit. As low as \$20/month.

ESTABLISHED CREDIT ACCOUNTS (PA) KEY MESSAGES:

- The convenient credit you know and love. Midnight Velvet Credit.
- It's time to pamper yourself. Midnight Velvet Credit is available to make it possible within your budget.
- Midnight Velvet Credit—making your home and wardrobe dreams attainable.

PRE-APPROVED OFFERS (PA) KEY MESSAGES:

- You're Pre-Approved! Use your Midnight Velvet Credit to get what you want now, and pay later.
- Congratulations! You're Pre-Approved! Shop now and pay later, as low as \$20/month.
- You're Pre-Approved! Midnight Velvet Credit makes it easy to love your look, with low, easy-to-budget payments.

OUR CREDIT: Concepts

BUYERS

PLEASE PROVIDE THE HIGH RESOLUTION FILE FOR THIS SPREAD

BRING YOUR Style TO LIFE WITH MIDNIGHT VELVET CREDIT

Your fashion sense—encompassing your home as well as your wardrobe—is uniquely your own. We're here to help you keep it fresh and exciting, with a little help from our credit plan.

- Fast, friendly approval
- No annual fees
- Secure and confidential account management
- Low monthly payments
- Credit line increases

MidnightVelvet.com 800-383-2283

YOU'RE A 5-STAR CUSTOMER! YOU CAN CHARGE

ACCOUNT NUMBER: 9999 9999 9999 9999 OVER THE TOP

© 2017 Midnight Velvet, Inc.

PROMOS

MIDNIGHT STAR "So different—so very cool." —Diane K. MO

SAVE 25% BREATHER TARD!

MIDNIGHT VELVET CREDIT MAKES IT EASY

PAYMENTS AS LOW AS \$20 A MONTH

OPEN YOUR ACCOUNT IN SECONDS

- Fast, friendly approval process
- Low monthly payments
- No annual fees
- Credit line increases
- Secure and confidential account management online

MIDNIGHT STAR "It feels good to know that if you see something you want, but are short on cash, that Midnight Velvet is there for you!" —Sony W. SC

MidnightVelvet.com 800-383-5283

BUY NOW—PAY LATER! MIDNIGHT VELVET CREDIT

ACCOUNT NUMBER: 9999 9999 9999 9999 OVER THE TOP

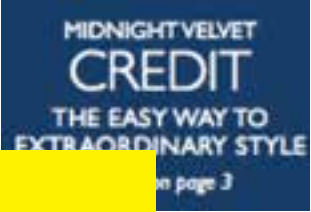

© 2017 Midnight Velvet, Inc.

OUR CREDIT: Banners/Bugs

CONCEPT: CREDIT BANNERS/BUGS



EASY TO LOVE...
EASY TO USE...
EASY TO BUDGET...



MIDNIGHT VELVET
CREDIT
THE EASY WAY TO
EXTRAORDINARY STYLE
on page 3

PLEASE PROVIDE THE
HIGH RESOLUTION
FILES FOR ALL OF
THESE SPREADS



LOVE THAT EXTRAORDINARY FIND?
GET IT NOW WITH
MIDNIGHT VELVET CREDIT



LOVE IT? GET IT NOW AS LOW AS \$20/MONTH
MIDNIGHT VELVET CREDIT

800 MidnightVelvet.com 1.800.383.5283 EXTRAORDINARY STYLE FOR EXTRAORDINARY WOMEN



Web: Examples of banners & bugs with the new credit card. Will need concepts created.

OUR CREATIVE: Copy Guidelines

COPY DOS & DON'TS

IN WRITING CATALOG COPY BLOCKS, HEADLINES, AND DIGITAL COPY

DO

- Evoke an extraordinary response
- Be positive, uplifting, aspirational
- Speak to her as an equal
- Let visuals speak for themselves
- Be culturally-sensitive & relevant

DON'T

- Speak down to her
- Use cheesy humor
- Veer into practical advice regarding her style
- Be boring

HEADLINES

Use call-to-action verbs

Tell our unique story, be aspirational and impactful

Use customer testimonials when possible

Capitalize on unique, one of a kind, individualistic, extraordinary details

YES-HEADLINES:

- Standout Glam
- Complete Your Look with...
- Enhance Your Style with...
- Make a Statement with...

NO-HEADLINES :

- Update Your Decor (too practical)
- Enhance Your Shape (too MM)
- Mix & Match (too cheesy/overused)
- Chic Looks (too boring)

COPY ON DIGITAL CHANNELS

We aim to celebrate our customer's own fully-developed, thoroughly confident sense of style. Our emails and blog posts are informational, but we don't tell her how to achieve her style. Product copy will be longer than in the catalog for top items, detailing the benefits (hard or soft).

OUR CREATIVE: Design Guidelines

CREATIVE GUIDELINES

MIDNIGHT VELVET SHOULD BE VIEWED THROUGH AN “EXTRAORDINARY” LENS

- Refer to seasonal Creative Style Guide

FOOTER:

- Left-hand page: page number, MidnightVelvet.com, 800-383-5283
- Right-hand page: web drivers to call out merchandise, blog, Facebook, credit or tagline

WEB-DRIVERS:

- On every second or third spread

Digital Guidelines-overall?

OUR CREATIVE: Print Design

Hotspots are based on location in the catalog that are the top viewed spreads according to how she typically flips through a catalog. Once she reviews hotspots, she will decide whether she's going to page through the entire book, so the hotspots need to represent the brand well and adhere to the guidelines:

- **Inside Front Cover (IFC)**
- **Gatefold**
- **Page 4-5**
- **Center of the Book (COB)**
- **Inside Back Cover (IBC)**
- **Outside Back Cover (OBC)**

HOTSPOT GUIDELINES

COVER ONLY (1-3 DIFFERENT VERSIONS)

- Type Treatments: Seasonal headline font, headline, and subhead fonts only
- Logo on every cover
- Use MV brand color for the logo when possible
- Tagline: "Extraordinary Style for Extraordinary Women"
- Misses & Plus
- Many Shoe Sizes in Wide
- MidnightVelvet.com
- Season and year
- Credit banner/bug if possible

PAGE 3 CREDIT: *See credit guidelines for this information????*

HOTSPOT SPREADS *(see box to the right)???*

- Type Treatments: Seasonal Headline font, headline, and subhead fonts only
(Max of three different fonts)
- Represent/display home & apparel, if possible
- Include customer testimonial(s)
- Represent one or more signature categories
- Feature at least one rockstar
- Include Credit Bug
- Include Web driver
- Include product based on price point if possible

OBC (OUTSIDE BACK COVER) ONLY

- Mailing requirements (including QR code if discount applies)
- Feature product based on price point
- Credit Bug
- Include social & blog drivers if possible

OUR CREATIVE: Brand Logo Variations & Usage

MIDNIGHT VELVET:

Gill Sans UC Regular or Light

TAGLINE:

Gill Sans Italic ULC Regular or Light

SIZE:

To fit space

STANDARD USE:



SMALL "M" USE:



STACKED USE:



TIGHT USE:



OUR CREATIVE: Brand Logo Color Usage



COLOR VALUES

CMYK: 98 62 0 14

RGB: 0 78 168

HEX: 004EA8

ACCEPTABLE ONE COLOR USE:

PMS 2145C

i NEED THE COLOR OR WORKING VERSION OF THIS LOGO

MIDNIGHT VELVET®
Extraordinary Style for Extraordinary Women

Black 100%

MIDNIGHT VELVET®
Extraordinary Style for Extraordinary Women

White

i NEED THE WORKING VERSION OF THIS LOGO

Extraordinary Style for Extraordinary Women

ACCEPTABLE 4 COLOR PROCESS USE:

98C 62M 0Y 14K

i NEED THE COLOR OR WORKING VERSION OF THIS LOGO

MIDNIGHT VELVET®
Extraordinary Style for Extraordinary Women

OUR CREATIVE – Brand Color

WHERE BRAND COLOR IS USED:



COLOR VALUES

CMYK: 98 62 0 14

RGB: 0 78 168

HEX: 004EA8

PRINT:

- Print:
- Credit Card
- Catalog Covers
- Packaging
- Support Materials
- Banners/Bugs for credit or web drivers. Tints can be used.

DIGITAL:

- Credit Page (credit card)
- Logo on Site Header
- Credit Banners
- Email Banners
- Email Header
- Social Media profile pic
- Social Media cover image

PROVIDE METALLIC COLORS SO THEY CAN BE ADDED

OUR CREATIVE – Photography

PHOTOGRAPHY GUIDELINES

- Emphasize the exclusivity of the products and special/unique details
- Sparkle effect: Each piece is extraordinary. She sparkles wearing it or having it in her home
- Dramatic photography and layouts, especially on social spreads
- Themed stopper spreads will pace the book and tell our brand story
- Seated apparel shots should also be covered standing to show cut and details best

SET AND LOCATION GUIDELINES

- Midnight Velvet furniture & décor will be shown in model shots with interior sets
- Light Social Set for Glam/Social Shots:
Upscale, classy, rich, glamorous interiors. Warm ivory walls with moldings and details, gold trim, windows with sheers and/or gold or burgundy drapes, tassels, mirrors, candles, chandeliers, sparkling décor items
- Dark Social Set for Glam/Social Shots:
Same as above with dark wood
- Contemporary Light Loft Set for Contemporary/Bold Shots: Upscale, sophisticated urban contemporary loft. Cool white walls, chrome details, large windows, sheers
- Global Set for Global/SW Shots (includes Santa Fe/southwest, Moroccan, etc.) :
Textured walls in light to medium earth tones and neutrals. Rough plank floor, details/ props with natural wood, wooden lattices, oversized earthenware pots, hammered metal pots.
- Locations for outerwear:
Simple sidewalk/street, cool tones, concrete. Can be created in-studio
- Locations for swimwear and summer casualwear:
Pool (not beach), balconies and terraces with ocean views

PHOTOGRAPHY GUIDELINES FOR DIGITAL

FOR WEBSITE, EMAILS, DISPLAY, CONTENT, SOCIAL

- Product photography:
 - Goal is to have an image of every color option available
 - Include detail shots for selling features not easily noticed on main product image
 - Include alt shots that show versatility of product
 - Utilize spin and video to better sell product
- Replace primary image for pick-up product if better performing shot is available

OUR CREATIVE: Models

GUIDELINES FOR MODEL SELECTION

- Show models our customers can relate to. Not too upscale or high-fashion.
- Allow her to imagine herself in the place and the apparel.
- Curvy, sexy, glamorous, beautiful, sophisticated, elegant, soft, feminine, chic

DIVERSITY: Models will represent our target market

- 50%-60% African American,
- 30% Latina/Mixed Race/Brunette
- 10%-20% Caucasian

SIZES: Missy 4-6-8-10, Height: 5'8"-5'11", B: 34 B-C-D, W: 25-26, H: 35-36, Age: 30-45

HAIR & MAKEUP: Updated looks to coordinate with merchandise.

- Glamour/Social: Put-together, elegant, glamorous. Hair can be worn down or up to complement apparel.
- Modern/Bold: Clean, modern, sophisticated, up-to-date look.
- Romance: Soft, romantic, natural makeup, looser hair.
- World Traveler: Natural makeup, looser hair.
- MV Spa: Clean, contemporary, relaxed, natural

ATTITUDE: confident, approachable, sophisticated, sexy. Exuding style.

ADDITIONAL
NEW PHOTOS
TO COME



ADDITIONAL
NEW PHOTOS
TO COME



ADDITIONAL
NEW PHOTOS
TO COME

OUR CREATIVE: Print Typography

FONT/TYPE TREATMENT GUIDELINES

Kepler & Gill Sans

For a cohesive look,
our font families are:

SERIF: Kepler

SANS SERIF: Gill Sans

SCRIPT: Bickham

FOR BOTH PRINT
AND DIGITAL USE

KEPLER CAPS

GILL SANS CAPS FOR SUBHEADS

Kepler

SOCIAL

Headlines and subheads

Kepler Light Italic

Kepler

casual

kepler lt lc subhead

Kepler, Bickham & Gill Sans

STANDOUT
Glam

Make every night out a red carpet event,
and create an extraordinary, opulent
retreat to come home to.

OUR CREATIVE: Touchpoints

WE COMMUNICATE WITH OUR CUSTOMER

OUR CATALOG

BRAND NOTES/CARDS:

“Thank You Cards” or Blank cards

DIGITAL PIECES

Emails

Promotional Emails

Transactional Emails

Program Emails

Website

Display Ads

Paid Search Ads

Social Media

Blogs/Content

NON-CATALOG SUPPORT MATERIALS

Follow Brand Voice Guidelines

Follow Creative Guidelines

Support materials need to work harder to support brand positioning

- Kickers
- Bind-Ins
- Blow-Ins
- NTF Letters
- Statements
- IVR
- Package Inserts

MUST INCLUDE:

Logo

Tagline

Credit message

URL

Phone number

Use brand color when possible

OUR CREATIVE: Testimonials, Comments, Reviews & Quotes

FORMAT

Suggested: First name, last initial, and abbreviated state.

CATALOGS

- Every Rockstar should have a quote (maximum of 1 per spread).
- Every hotspot should have a quote to reinforce positioning (or credit, or message)
- Spreads of Signature categories may have a quote

WEB

- Homepage, if featuring a Rockstar, should have a quote if it makes sense with the story
- Credit landing page should have a quote
- Product quotes should be picked up in web copy
- Social Media should make efforts to collect customer quotes and share quotes when appropriate

EMAIL

- Quotes should be included with emails if they make sense with the theme of the email

INTERNAL

- Each Colony Contact employee newsletter should contain a customer story
- Each month an email with a customer story should go to all employees (from Customer Centricity)
- Each month multiple new customer stories should be posted in bathrooms
- Customer stories should be accessible via Customer Centricity webpage

ALWAYS REMEMBER:

She says it best! Use customers' own words as headlines, subheads and callouts!

OUR CREATIVE: Cover Concept #1



SPRING 2018
MidnightVelvet.com

M MIDNIGHT VELVET

*Extraordinary Style for
Extraordinary Women*

XXX NEW ITEMS

MISSES & PLUS SIZES

HOME DÉCOR

MANY SHOE STYLES
IN WIDE

MIDNIGHT VELVET
CREDIT
THE EASY WAY TO
EXTRAORDINARY STYLE

Details on page 3

OUR CREATIVE: Cover Concept #2



SPRING 2018
MidnightVelvet.com

M

MIDNIGHT
VELVET

*Extraordinary Style for
Extraordinary Women*

MIDNIGHTVELVET
CREDIT
THE EASY WAY TO
EXTRAORDINARY STYLE
Details on page 3

XXX NEW ITEMS

MISSES & PLUS SIZES

HOME DÉCOR

MANY SHOE STYLES IN WIDE

OUR CREATIVE: Inside Front Cover & Credit Page

A. Cascade Jacket Dress One-piece, zippered at top, the cascade jacket is attached to the sleeves, matching button three below, 40" L, Polyester/spandex, hand wash. Made in USA and imported. Sizes S-3X. Plus 1X-3X. Purple. **VK47386 - Plus \$99.00 \$99.99**
VK47386 - Plus \$99.00 \$99.99
On order by -

B. Elephant Table Real bamboo and painted metal table has glass top. 18" H diam x 19" D. **VK73341 \$119.99**
See MW P-22

C. NEW Lounger Sofa Bed with Espresso Frame *Pickup only. Item to get rid of other sofa. Wood. **VK73396 \$309.99**
*See MW P-22

D. NEW Chaise Rug *Pickup only. Item to get rid of other rug. Wood. **VK73362 \$39.99**
VK73362 \$39.99
VK73364 \$79.99
VK73365 \$399.99
See MW P-22

BRING YOUR Style TO LIFE WITH MIDNIGHT VELVET CREDIT

Your fashion sense—encompassing your home as well as your wardrobe—is uniquely your own. We're here to help you keep it fresh and exciting, with a little help from our credit plan.

- Fast friendly approval • Low monthly payments
- No annual fees • Credit line increases
- Secure and confidential account management

MidnightVelvet.com/credit
800-383-5283

YOU'RE A 5-STAR CUSTOMER!

YOU CAN CHARGE

UP TO _____
AND PAY ONLY _____ a month.
(See approval information on the back of the order form.)

MIDNIGHT VELVET

ACCOUNT NUMBER POWER DISC VELD 0402

NONTRANSFERABLE

© 2017 Midnight Velvet, Inc.

OUR CREATIVE: Stopper Spreads

GLOBAL FASCINATION

Vibrant. Colorful.



EASY TO LOVE. EASY TO USE.



(100) MidnightVelvet.com 1.800.383.5283

Textured.

J-K. Lounger and Chair with Ottoman. This frame can be flexed to form a 2- or 3-arm sofa, or open flat as a bed. Cushions and ottoman included (see photo). Cotton only available and polyester fill. Fabric choice frame. Assembly required. Sofa 40" x 30" x 30" or Chair 36" x 29" x 29" or Ottoman 27" x 17" x 17" or Chaise Plat. This Sofa, Chair or Bed cushions. Choose cushion frame, Back tone or Color Frame.

J. Bamboo Frame Lounger
W72395 - \$649.00 NOW \$379.99 Save \$269.01
W74020 - \$650 NOW \$379.99 Save \$270.01
 K. Oak Frame Lounger
W72394 - \$649.00 NOW \$379.99 Save \$269.01
 L. Oak Frame Chair/Ottoman
W74021 - \$649 NOW \$379.99 Save \$269.01
 M. Black Frame Chair/Ottoman
W74022 - \$649 NOW \$379.99 Save \$269.01

C-D. Palmade Lighting Collection. Pattern and wicker shades have frosted tempered glass. Each has two 40-watt max bulbs (not included). Shade that can be removed. (Ottoman, chair, table, not included). Assembly required. Choose Chair or Bed (see key codes).

C. Coffee Table. 20" x 30" x 17".
W71904 - \$149.99 Save \$40.00

D. Floor Lamp. 39" x 44" x 6".
W71902 - \$119.99 Save \$30.00

E. Egyptian Canvas Print. 20" x 12" x 1".
W74001 - \$69.99 Save \$10.00

F. Chair Bag. Wicker chair bag with hand border. (armadillo print) (not shown). Imported. All sizes are approximate. Allow up to 10% extra for shipping.
W72382 - 17" x 17" - \$29.99
W72383 - 17" x 17" - \$49.99 Save \$10.00
W72384 - 17" x 17" x 17" - \$29.99 Save \$10.00
W72385 - 17" x 17" - \$29.99 Save \$10.00

G. Leggy Gladiator by Astoria. 2-tone. Synthetic. Flat and full cut. 100% Polyester. 11, 12, Gray.
W74793 - \$89.99

Tq. Tank & Pant Set. Pants have 17" inseam. V-neck. polyester long. Machine wash. Imported. (Floral 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).
W71900 - \$149.99 Save \$40.00
W71901 - \$149.99 Save \$40.00
W71902 - \$149.99 Save \$40.00




(100) MidnightVelvet.com 1.800.383.5283



(100) MidnightVelvet.com 1.800.383.5283

YOUR LUXURIOUS Retreat

Your bedroom may not be on display, but you deserve the luxe beauty and comfort you give your guests.

(28) MidnightVelvet.com 1.800.383.5283

C. NEW LINDSAY BEDSPREAD SET

Machine wash. Polyester. Imported. (Floral 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).
W73879 - \$139.99
W73880 - \$139.99
W73881 - \$149.99
W73882 - \$149.99
W73883 - \$149.99
W73884 - \$149.99
 Save \$40.00

G. Satin Sheet Set

Satin sheet set includes flat sheet, fitted sheet and 2 standard pillowcases. (1) King sheet with 1/2" elastic. (2) Standard pillowcases. (3) King sheet with 1/2" elastic. (4) Standard pillowcases. Machine wash. Imported. Choose Purple, Gold, Charcoal, Blue, Peach, Red or Black.
W71910 - King - \$49.99
W71911 - Queen - \$49.99
W71912 - King - \$49.99

H. NEW Blair Table Lamp

Pants have 17" inseam. V-neck. polyester long. Machine wash. Imported. (Floral 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).
W73420 - \$49.99
 Save \$10.00

D. Set of 3 Angel Wings Wall Art

Set of 3 Angel Wings. Painted in gold with black accents. Small is 18" x 8" x 12". Medium is 20" x 10" x 14". Large is 25" x 12" x 18".
W72080 - Small - \$19.99
W72081 - Medium - \$29.99
W72082 - Large - \$39.99

B. NEW Gold Scroll Console

Metal base with gold-leaf finish. Tempered glass top. Assembly required. 30" x 30" x 14".
W73760 - \$99.99
 Save \$10.00

I. NEW Sami Satchel by Marc Chantal

Cantabile textured leather bag. Top Zip. (Floral 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).
W73800 - \$69.99
 Save \$10.00

A. NEW Lane Dress with Charcoal

Machine wash. Polyester. Imported. (Floral 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).
W73820 - \$69.99
W73821 - \$69.99
 Save \$10.00

(28) MidnightVelvet.com 1.800.383.5283

Shop our complete home collection at MidnightVelvet.com (28)

OUR CREATIVE: Opening Spread

Bold. Sleek. Sophisticated. Play with eye-catching color—or the sharp contrast of black and white.

STRIKING

(4) MidnightVibes.com 1.800.383.5283



A. NEW Niko Skirt
 Silk. Contrast: detail at top. 48" length and gathered top. Color: 800 x 271. Polyester/spandex fabric with bonded fleece lining. Size: 28-30. Price: \$149.99. VKT5217—Price: \$149.99. VKT5218—Price: \$179.99.

NEW Flora Off-the-Shoulder Dress
 Jersey knit. Detail: color contrast with lined, 47" length. 48" length. Price: \$119.99. Size: 28-30. Price: \$119.99. VKT5219—Price: \$119.99. VKT5220—Price: \$119.99.

C. NEW Lounging Goddess
 Polyester/spandex fabric. 48" length. Price: \$119.99. Size: 28-30. Price: \$119.99. VKT5221—Price: \$119.99. VKT5222—Price: \$119.99.

D. NEW Zuri Tone
 by Marc Chano. Polyester/spandex fabric. 48" length. Price: \$119.99. Size: 28-30. Price: \$119.99. VKT5223—Price: \$119.99. VKT5224—Price: \$119.99.



F. NEW Braided Cold Shoulder Top
 Jersey knit. Detail: color contrast with lined. Imported. Price: 2-10. Price: 11-14. Color: Black. Gray or Blue. VKT5363—Price: \$49.99. VKT5364—Price: \$19.99.



G. NEW Flora Serpe Set
 Full-body suit. 48" length. Imported. Price: 2-10. Price: 11-14. Color: Black. Price: \$79.99. VKT5443—Price: \$79.99. VKT5444—Price: \$89.99.




E. NEW Wave Chandelier Earring
 Metal and resin. Price: \$19.99. Color: Blue. Price: \$19.99. VKT5445—Price: \$19.99.

(4) MidnightVibes.com 1.800.383.5283

(5) MidnightVibes.com 1.800.383.5283

OUR CREATIVE: Center Of Book



NEW
Personalized Double Heart Keychain
Personalize with one initial for each heart. Stainless steel. 2 1/2" L.
VC75454 \$24.99



NEW Personalized Christmas Ornament
Personalize with up to 30 letters and year. Comes with dressing bag. Ceramic. 2 1/2" diam. VC75363 \$27.99



Personalized 3-Drawer Mirrored Box
Mirrored finish with faceted accents. Personalize with up to 10 letters/spaces (sketch on top). Black/ash-lined drawers. 4 1/2" L x 4 1/2" H x 4 1/2" D. VC73374 \$29.99



C. Monogram Mirror
Compact by Godinger. Personalize with one monogram. Personalize with one initial. 3 1/2" L x 2 1/2" W x 1 1/2" D. VC714195 \$24.99



D. NEW Name Beaded Jewelry
Tassel is 1 1/2" on 32" necklace with 7" pendant. Beads measure 1/2" wide. Personalize with up to 11 letters/spaces. Choose Char Goldtone or Black/Silvertone. Allow up to 2 weeks for delivery. VC75449—Package \$34.99 VC75450—Beads \$34.99

PERSONALIZED GIFTS



Personalize With This Ring Statue
Two-hand, one hand and multi-armed bracelet with ring. Hand statues can be personalized with up to 30 letters/spaces. 8 1/2" W x 7 1/2" H x 3 1/2" D. VC72821 \$44.99



Personalized Bible Organizer
Zippered Bible case with pockets, pen holders and a bookmark. Built-in adjustable handle. Personalize with up to 3 letters. Nylon. 10 1/2" L x 7 1/2" W x 2 1/2" H. Choose Black or Burgundy. VC72828 \$24.99



NEW Personalized Family Wall Art
Celebrate your family with this word art print, personalized with up to 13 letters/spaces. 14" sq. VC75451 \$44.99



SAVE
Monogrammed Scarf
\$19.99



A. NEW Monogrammed Houndstooth Tote
Personalize with 2 initials. 2 exterior and 3 interior pockets. Main center zipper. Synthetic. 14" W x 12" H x 5" D. Black/White. VC75460 \$49.99



B. NEW Large Personalized Throw
Personalize with up to 3 lines, up to 20 letters/spaces each. Plush polyester. Machine wash. Imported. 50" W x 70" L. Choose Red, Tan or Gray. VC75466 \$34.99



NEW RFID Ultimate Organizer Crossbody
This RFID organizer wallet prevents scanners from obtaining the information embedded in your credit cards. Personalize with 2 initials. 3 exterior pockets. 2 interior compartments have holders for cards, cash, checkbook and pen. Comes with removable crossbody strap. Faux leather. 7 1/2" W x 4 1/2" H x 1 1/2" D. Choose Red or Black. VC75458—Wallet \$19.99 VC75459—Personalized Wallet \$29.99



E. NEW Monogrammed Scarf
Personalize with 1 initial. Acrylic/cashmere, dry clean. Imported. 11" W x 77" L. Choose Red, Ivory or Black. VC75467 \$99.00 \$19.99



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53

OUR CREATIVE: Inside Back Cover



I. NEW DRESSED UP TANK 100% cotton jersey tank. Original. Made in America. Long sleeve. Imported. Available in black, white or navy. Choose color or color change. **VK75942 \$29.99**

J. NEW DRESSED UP STRETCH PANT 100% cotton. Original. Made in America. Long sleeve. Imported. Available in black, white or navy. Choose color or color change. **VK75943 \$79.99**

A. Hooley Shoe by Mojo Hoary Round toe. 2" hidden wedge heel. 17" platform. Synthetic. Full and half sizes. **VK75938 \$89.99**

B. NEW CONTRAST HIGH TOP SNEAKER Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75935 \$89.99**

C. NEW JACKPOT PILE Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75937 \$89.99**



D. NEW RITA SHOE Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75939 \$99.99**

E. NEW PEARL & PRESH SLIP ON SHOE Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75941 \$99.99**

G. NEW PARIS SHOE Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75944 \$89.99**

DRESSED UP KICKS



F. NEW BLING TAB SHOE Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75941 \$99.99**

H. NEW TRAFFIC SHOE Original. Made in America. Available in black, white or navy. Choose color or color change. **VK75946 \$99.99**

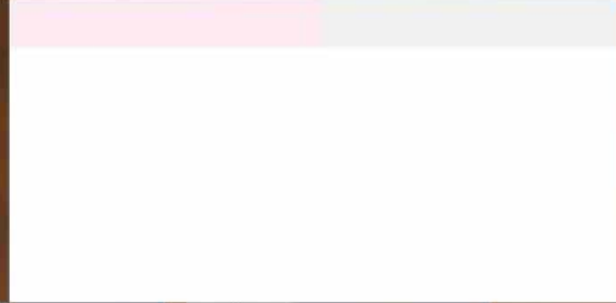
(114) MidnightValves.com 1.800.383.5283

OUR CREATIVE: Outside Back Cover

M
MIDNIGHT VELVET™
1112 7TH AVENUE MONROE WI 53566-1364

Telephone Orders: 24 hours a day, 7 days a week 800-383-5283
Customer Service: 8 am to 12 midnight CT weekdays 800-383-5283
Español: 8 am to 12 midnight CT, 7 days a week 800-243-0574

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U.S. POSTAGE PAID
MIDNIGHT VELVET



A. NEW FEATHER FLOWER HAT *Photo*
Please call today to reserve
get 10% off select items
Midnight Velvet Catalog 2017
11x14" w/ a 30" x 30" photo
needed (subject)
VK757933 \$0.00
Size/Wt. (-)±

C. NEW SKYLAR SHOOTIE *Photo*
Please call today to reserve
get 10% off select items
Midnight Velvet Catalog 2017
11x14" w/ a 30" x 30" photo
needed (subject)
VK758836 \$0.00
Size/Wt. (-)±

B. NEW EMBRACE FIGURINE *Photo*
Please call today to reserve
get 10% off select items
Midnight Velvet Catalog 2017
11x14" w/ a 30" x 30" photo
needed (subject)
VK758437 \$0.00
Size/Wt. (-)±



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Don't wait for what you love
GET IT NOW STARTING
AT \$20/MONTH

FIND TIPS & INSPIRATION
STYLE IDEAS & MORE
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OUR CREATIVE: Outside Back Cover



MIDNIGHT VELVET

A. Item

A. Item

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M CREDIT

OUR CREATIVE: Print Typography

CUSTOMER REVIEW FORMAT

Our Customer Review Icon is the **MIDNIGHT STAR.**

MIDNIGHT STAR:
11/12 Gill Sans Regular,
.75 rule, track 460

QUOTE: 14/15 Gill Sans
Regular Italic ULC

CUSTOMER NAME:
first name, last initial,
State abbreviation.
11/15 Gill Sans Regular
Italic ULC

Regular

MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
~Evelyn B., TX

Reverse

MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
~Evelyn B., TX

MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
~Evelyn B., TX

MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
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Regular

* MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
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Reverse

* MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
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* MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
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* MIDNIGHT STAR
"I love the way the fringe moves. Fabulous buy!"
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OUR CREATIVE: Print Typography

BODY COPY & TYPE ON TONE

COPY LEAD-IN:

10/10 Gill Sans Reg ULC
 8.5/9.5 Body copy: Gill Sans
 Light ULC
 8.5/9.5 Pack #, Price: Gill
 Sans Regular UC
 8.5/9.5 Misses/Plus: Gill Sans
 Light ULC

KEY LETTERS:

10/10 Gill Sans Regular UC

COLORS & CALLOUTS:

9.5/10 Gill Sans Regular ULC

SAVE STORIES:

Save: 15.5/10 Kepler Caps
 Product name: 9/9.5 Gill Sans
 Regular ULC
 Price: 20 pt Gill Sans Regular
 Superscript: 12 pt Gill Sans
 Regular

FOLIOS:

9.5 pt Gill Sans Bold
 Condensed ULC

Bodycopy including: product copy, key letters, callouts, prices, save stories, etc.—
 are in Lago Component Templates and can be pulled into spreads and resized if necessary.

COPY LEAD-IN (PRODUCT COPY)

COLORS & CALLOUTS


FOLIOS

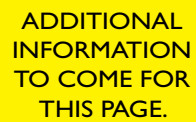
SAVE STORIES

KEY LETTERS

The image shows a collage of fashion catalog pages. Callouts point to various elements: 'COPY LEAD-IN (PRODUCT COPY)' points to a list of clothing items with descriptions and prices; 'COLORS & CALLOUTS' points to a quote and a list of items with prices; 'FOLIOS' points to a phone number; 'SAVE STORIES' points to a 'SAVE' tag and a 'CREDIT' logo; 'KEY LETTERS' points to a list of items with prices.

OUR CREATIVE: Our Guarantee

- 
- Needs to be sprinkled throughout the book.
 - Not as critical because we charge return shipping.
 - More prominent in promos
 - Can be included in digital design



ADDITIONAL
INFORMATION
TO COME FOR
THIS PAGE.

OUR DIGITAL CREATIVE – Homepage Template

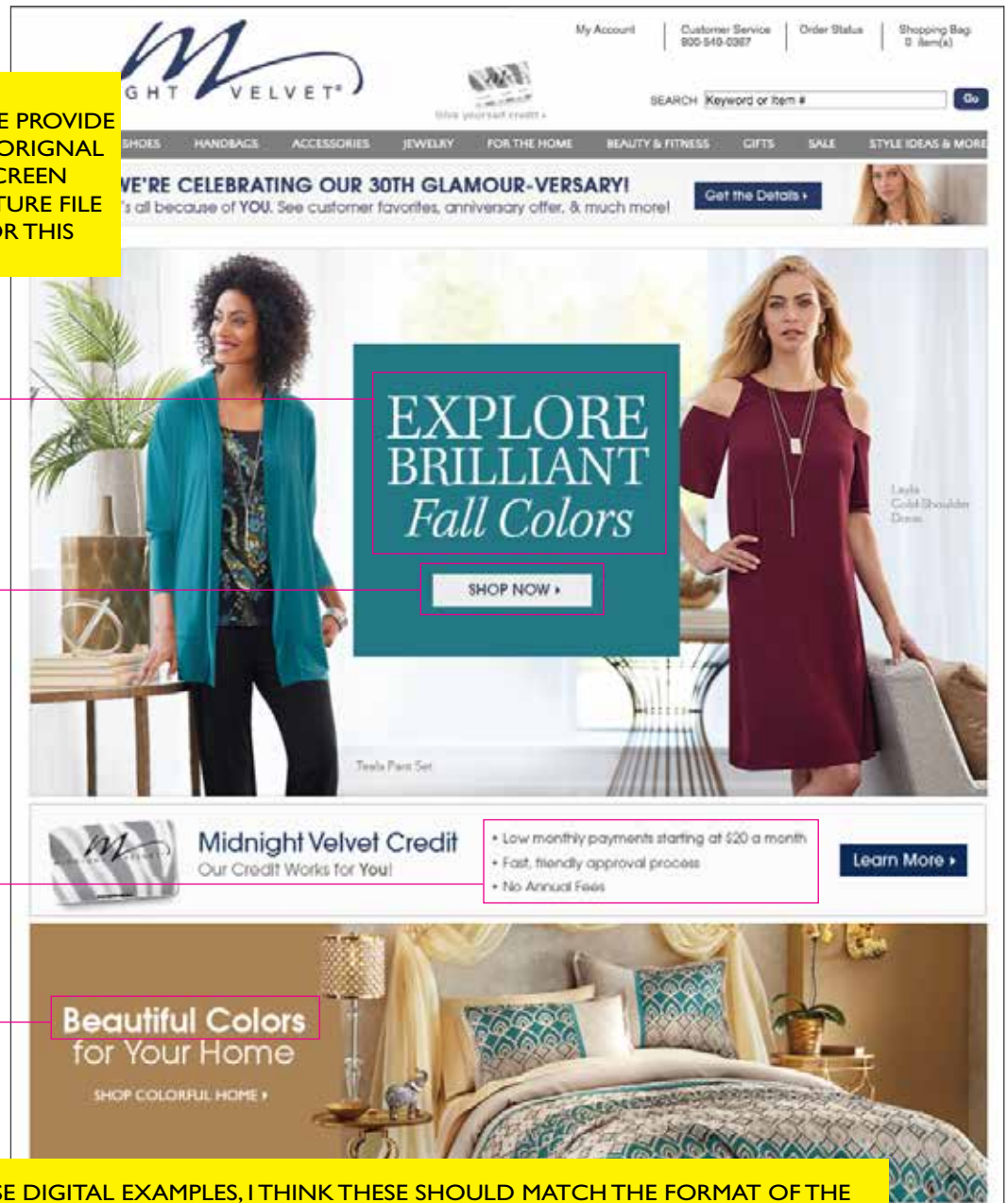
PLEASE PROVIDE THE ORIGINAL SCREEN CAPTURE FILE FOR THIS

??????

ITC AVANT GARDE
GOTHIC
DEMI 15PX
#7E7E7F

ITC AVANT GARDE
GOTHIC
BOOK 14PX
#000000

ITC AVANT GARDE
GOTHIC
BOLD ???PX
#FFFFFF



FOR THESE DIGITAL EXAMPLES, I THINK THESE SHOULD MATCH THE FORMAT OF THE "PRINT TYPOGRAPHY" PAGE #51.

CALLING OUT WHAT THE TYPE STANDARDS ARE FOR THE HEADLINES, BUTTONS, BODY.

BECAUSE I AM ASSUMING SIZES AND COLORS MIGHT CHANGE AND NOT BE EXACTLY THE SAME SIZE, FONT WEIGHT OR COLOR. EVERY TIME.

GIVING THE USER THE STANDARDS TO BE ABLE TO DESIGN A NEW WEB PAGE...

OUR DIGITAL CREATIVE – Email Template

NEED ORIGINAL
SCREEN SHOT
FOR THIS PAGE

FOR THESE DIGITAL
EXAMPLES, I
THINK THESE
SHOULD MATCH
THE FORMAT
OF THE “PRINT
TYPOGRAPHY”
PAGE #5 I.

CALLING OUT
WHAT THE TYPE
STANDARDS
ARE FOR THE
HEADLINES,
BUTTONS, BODY.

BECAUSE I AM
ASSUMING SIZES
AND COLORS
MIGHT CHANGE
AND NOT BE
EXACTLY THE SAME
SIZE, FONT WEIGHT
OR COLOR EVERY
TIME.

GIVING THE USER
THE STANDARDS
TO BE ABLE TO
DESIGN A NEW
EMAIL..



OUR DIGITAL CREATIVE: Blog Header Template

NEED ORIGINAL
SCREEN SHOT
FOR THIS PAGE

I NEED THE
TYPOGRAPHY
STANDARDS FOR
THE BLOG HEADER.

FONT OPTIONS
SIZE OPTIONS
COLOR OPTIONS



OUR DIGITAL CREATIVE – Social Media Post Template

NEED SCREEN SHOTS FOR THIS PAGE

OUR DIGITAL CREATIVE – Display Ads Post Template

NEED SCREEN SHOTS FOR THIS PAGE

