

Retail Guide



LUMI

INTRODUCTION

LUMI is a Finnish designer lifestyle label for your senses. We create so that our customers can experience. LUMI is a clean, timeless and functional Nordic experience with colourful heart.

SUMMARY

To create the LUMI atmosphere in your retail space, we have put together a LUMI Retail Guide including merchandising display examples and the display components that can be packaged and tailored for your needs.

More components are included in the package in 2018.

- 1 Merchandising Display Examples
- 2 Display Components
 - A Paper Goods
 - B Metal Stands
 - C Natural Elements

1

Merchandising Display



DISPLAY COMPONENTS USED

- B.7. Metal Cube
- B.2. Large Metal Stand
- B.8. Metal Tray

SCENT + SKINCARE

Scent + Skincare merchandising display. Each item has its place in the diagonal "grid" and has enough room around it, to give it the display space it deserves. Use the cube for height and arrange products in eye-catching shapes. Different textures and natural elements add an extra touch.

1

Merchandising Display



DISPLAY COMPONENTS USED

- B.4. Large Display Peg
- B.5. Small Display Peg

SMALL ITEMS

Small item merchandising display. Each item has its place in the diagonal "grid" and has enough room around it, to give it the display space it deserves. Use enchanting colour combinations, or play with shapes and textures. Include a "show piece" to catch attention.

2

Display Components SUMMARY

A

Paper Goods

- A.1. LUMI SS18 BROCHURE
- A.2. LUMI SCENT + SKINCARE BROCHURE
- A.3. LUMI SHOPPING BAGS
- A.4. LUMI BUSINESS CARD
- A.5. LUMI NOTE CARD
- A.6. LUMI GIFT CARD

B

Metal Components

- B.1. LUMI BRAND ANCHOR
- B.2. LUMI LARGE METAL STAND
- B.3. LUMI SMALL METAL STAND
- B.4. LUMI METAL DISPLAY PEG LARGE
- B.5. LUMI METAL DISPLAY PEG SMALL
- B.6. LUMI METAL DISPLAY HOOK
- B.7. LUMI METAL DISPLAY CUBE
- B.8. LUMI METAL DISPLAY TRAY

C

Natural Elements

- C.1. LUMI WOODEN DISPLAY STAND
- C.2. LUMI LEATHER APRON
- C.3. PINE CONES
- C.4. LICHEN

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QUICK AND EASY

Build your LUMI display with these components. Use enchanting colour combinations and play with shapes and textures.

A

PAPER GOODS



A.1.

A

PAPER GOODS



A.2.

SS18

These lookbooks are fully created to share the flair of the coming season, done twice a year, Lumi is offering these to its clients, empowering them to pass it to its end consumer when a sale or prospect is active.

SCENT + SKINCARE

Key attribute of a relation between a retailer and its clients, the brochure is the physical representation of the brand when a client leaves the store, valuable item, this is a powerful tool to make a client coming back to the store.

A PAPER GOODS



A PAPER GOODS



- A.4. LUMI BUSINESS CARD
- A.5. LUMI NOTE CARD
- A.6. LUMI GIFT CARD

SHOPPING BAGS

Tailormade LUMI Shopping Bags to complete the LUMI retail experience. The bags come in three sizes - small, medium, large - to fit products in different sizes.

PRINTS

Tailormade paper goods to beautifully share your important details and contacts. Paper goods available - Business Card, Note Card and Gift Card.

B

METAL COMPONENTS



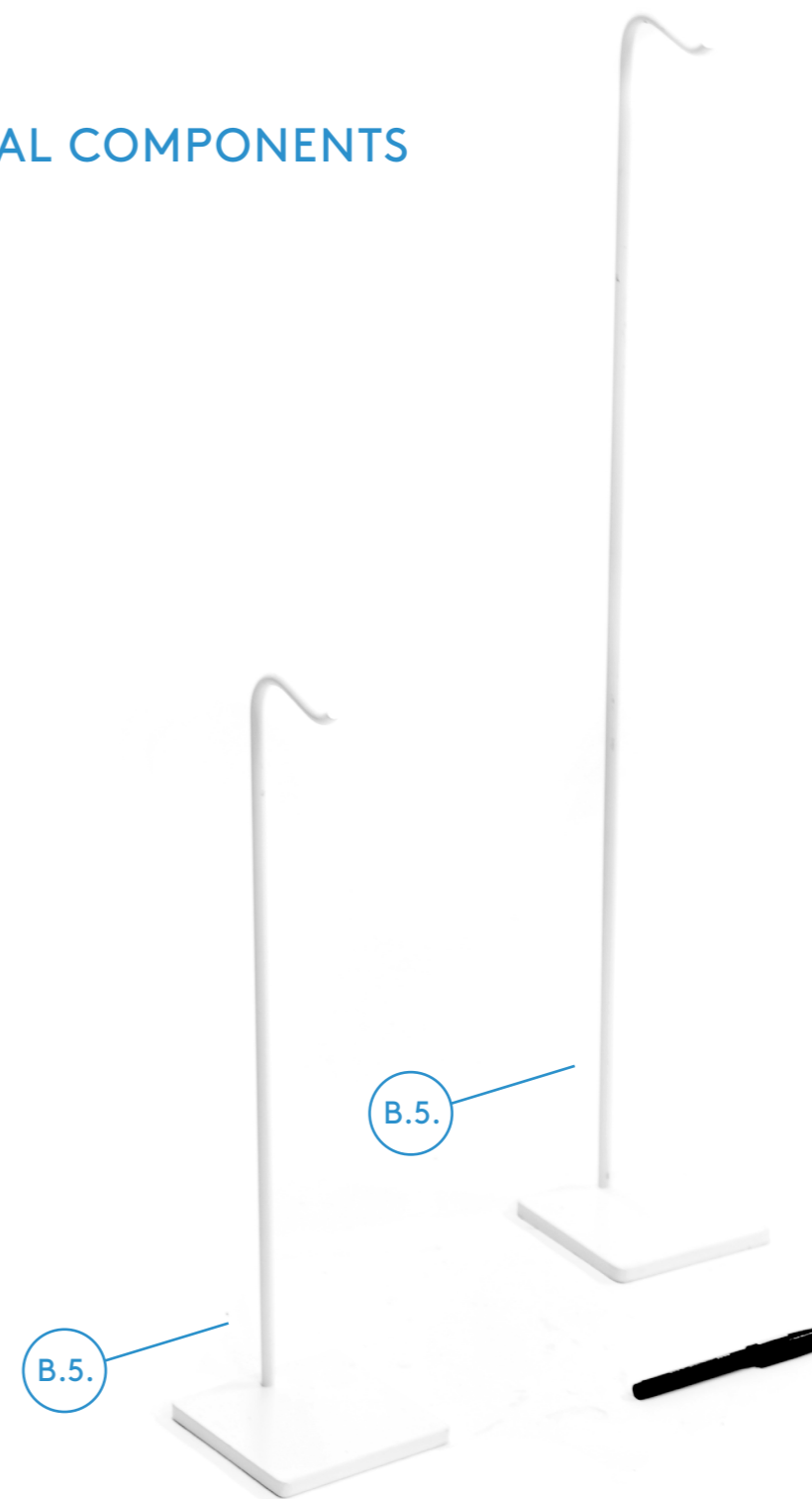
- B.1. LUMI BRAND ANCHOR
- B.2. LUMI LARGE METAL STAND
- B.3. LUMI SMALL METAL STAND

METAL STANDS

Tailormade metal stands to beautifully display all brand print materials and paper goods. The crisp white metal stands can also be used to display merchandise - for example small items such as wallets and clutches.

B

METAL COMPONENTS



- B.4. LUMI METAL DISPLAY PEG LARGE
- B.5. LUMI METAL DISPLAY PEG SMALL

METAL PEGS

Tailormade metal pegs to beautifully display leather pieces - such as handbags, backpacks, laptop bags and more. There are two different sizes - small (height xx) and large (height xx) - to display different sized items. Place on your display tables, on top of the metal cubes or wooden stands to create height.

B

METAL COMPONENTS

B.6.



B.6. LUMI METAL DISPLAY HOOKS
- S-SHAPE LOOP
- CLOSED LOOP

METAL HOOKS

Tailormade metal hooks to beautifully display items. Hang the hooks onto a wall or use them on a display rack. There are two different hooks. An S-shape for versatile use and a closed hook loop for display racks and bars.

B

METAL COMPONENTS

B.7.



B.7. LUMI METAL DISPLAY CUBE

METAL CUBE

Tailormade metal cubes in crisp white to beautifully display small items - such as Auroras, wallets and clutches. The cubes are also perfect for Scent + Skincare products. You can place the cubes on your display tables to create attention with more height. They also look good on your window display when stacked into an eye-catching shape.

B

METAL COMPONENTS



B.8. LUMI METAL DISPLAY TRAY

METAL TRAY

Tailormade metal trays that can be used on their own or on top of the metal cube. Beautifully display small items - such as Auroras, wallets and clutches. The trays are also perfect for Scent + Skincare products or natural elements such as oat, moss or pine cones.

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MIX AND MATCH

Easily pick and mix display components to fit your merchandising display needs.

C NATURAL ELEMENTS



C.1. LUMI WOODEN DISPLAY STANDS
- LARGE
- MEDIUM
- SMALL

WOODEN
STANDS

Tailormade wooden product display stands, made from aspen, in several different sizes to fit any retail space - big or small. Beautifully display shoes, collections of small items or large eye-catching leather pieces.

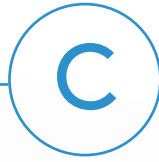
C NATURAL ELEMENTS



C.2. LEATHER APRON

LEATHER
APRON

Tailormade vegetable tanned full grain cow leather apron for your store personnel to create a unified look.



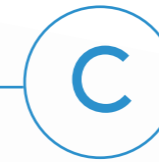
NATURAL ELEMENTS



C.3. PINE CONES

PINE CONES

Handpicked pine cones from the Finnish forest to complete your Natural Leather Goods and Scent + Skincare display.



NATURAL ELEMENTS



C.4. LICHEN

LICHEN

Handpicked lichen from the Finnish forest to complete your Natural Leather Goods and Scent + Skincare display.

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