



VM ANIMATIONS

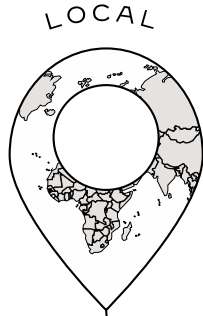
SVM & CVE Departments

Worldwide & Retail Meeting 2022
Retail Programming workshop

HOW TO MAXIMIZE YOUR VM ANIMATION CALENDAR?

As Central VM team, we are designing toolboxes with seasonal visual contents to assist you in your VM programming strategy.

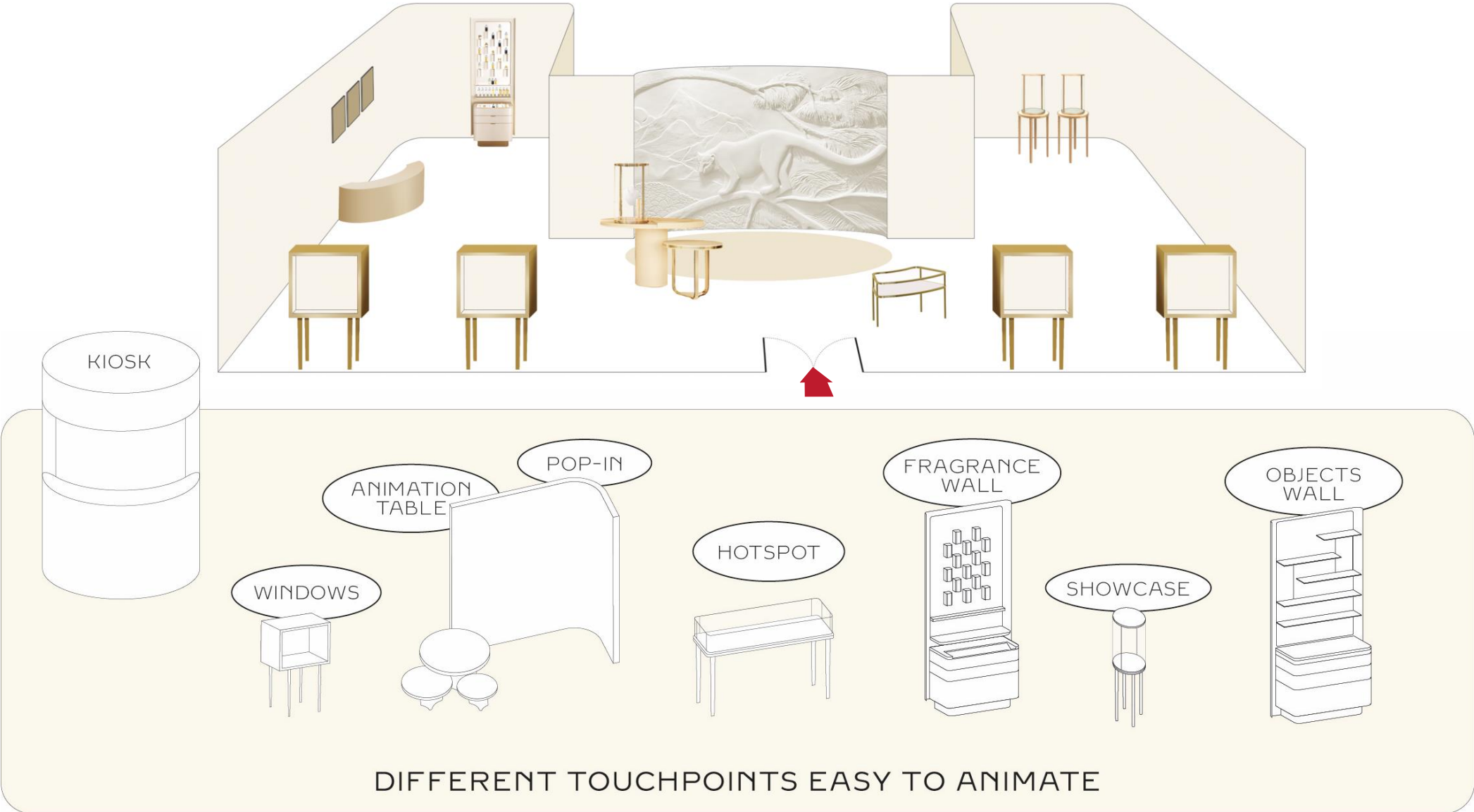
Our objective is to deliver narrative THEMES/STORIES that can be expressed and adapted to different spaces outside and inside your boutiques.



As local market leaders and VM actors, you are in charge of building a VM Programming Calendar. This calendar is based on central recommendations (cf BU23 animation calendar) matching with your local strategy, your market specificities and needs : clients (profile & intention), boutiques (branding & specificities), network harmonization and local celebrations.

We invite you to make the most of each of your boutiques and use your various touchpoints to anticipate your VM calendar in line with your retail strategy.

WHERE TO ACTIVATE IT?



END OF YEAR 2022 ACTIVATION



A tribute to Cartier tutti frutti color palette with joyful and sparkling box decor. Eight windows decors playing celebrating light



BU23 VM ANIMATION CALENDAR

BOUTIQUE WINDOWS

WINDOW DECORS

BU23

JAN.

FEB.

MAR.

APR.

MAY

JUN.

JUL.

AUG.

SEP.

OCT.

NOV.

DEC.

JAN.

FEB.

MAR.

GENERIC

GIFT WRAPPING ANNUAL DECOR

WAX SEALS ANNUAL DECOR

MAIN STORIES

TRANSVERSAL ANIMATION
PANTHERE / BALLON BLEU / SANTOS

TRANSVERSAL ANIMATION
PANTHERE / CLASH / PASHA

TACTICAL STORIES

MARKERS OF STYLE

BRIDAL

LOCAL STORIES

RAMADAN

INDOMPTABLES

BEAUTÉS DU MONDE

DIWALI

TRINITY SACAI (FR / UK / US / KR)

EOY

TANK FR

CNY

VDAY

ICONS 23

BRIDAL 23










DECHAINES

RAMADAN

BU23 VM ANIMATION CALENDAR

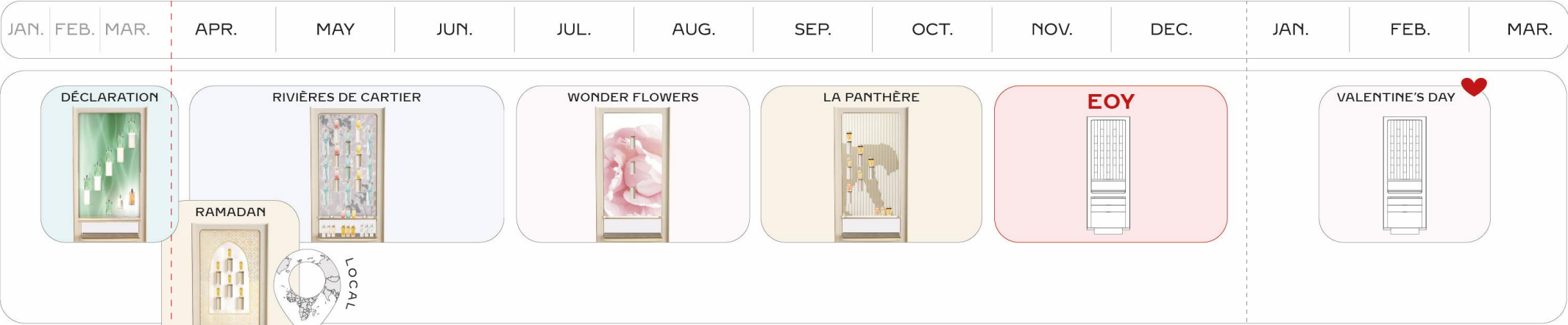
WATCH SPECIALISTS WINDOWS

WINDOW DECORS

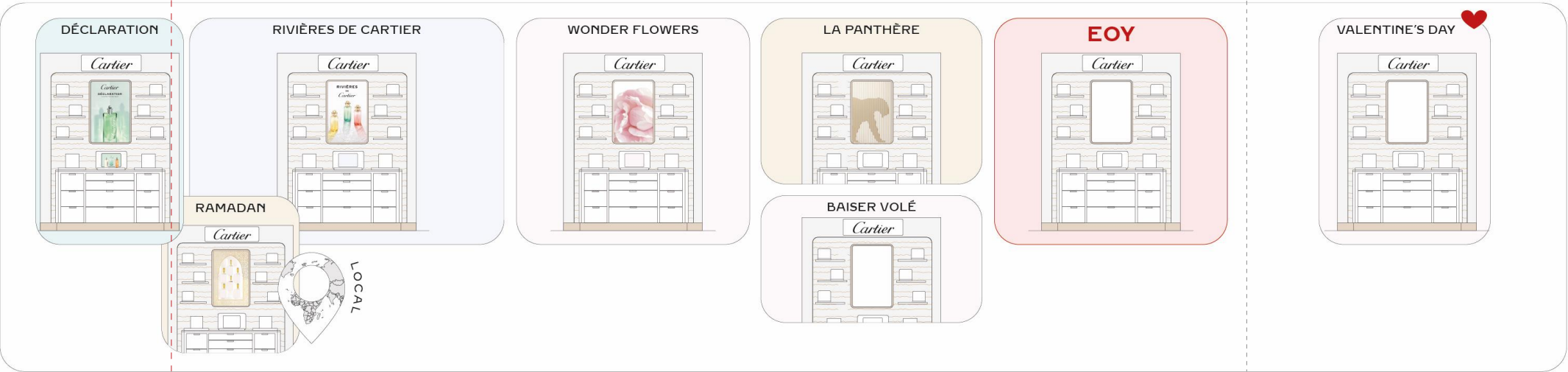
JAN. FEB. MAR.			APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.
GENERIC	EXISTING PERMANENT ANNUAL DECOR													
														
MAIN STORIES	TRANSVERSAL ANIMATION: BB / SANTOS			TRANSVERSAL ANIMATION: PASHA										
														
			ANNUAL DECOR			EOY								
														
						TANK FR			CNY			ICONS V.2.		
														

BU23 VM ANIMATION CALENDAR

BOUTIQUE - FRAGRANCE ANIMATIONS



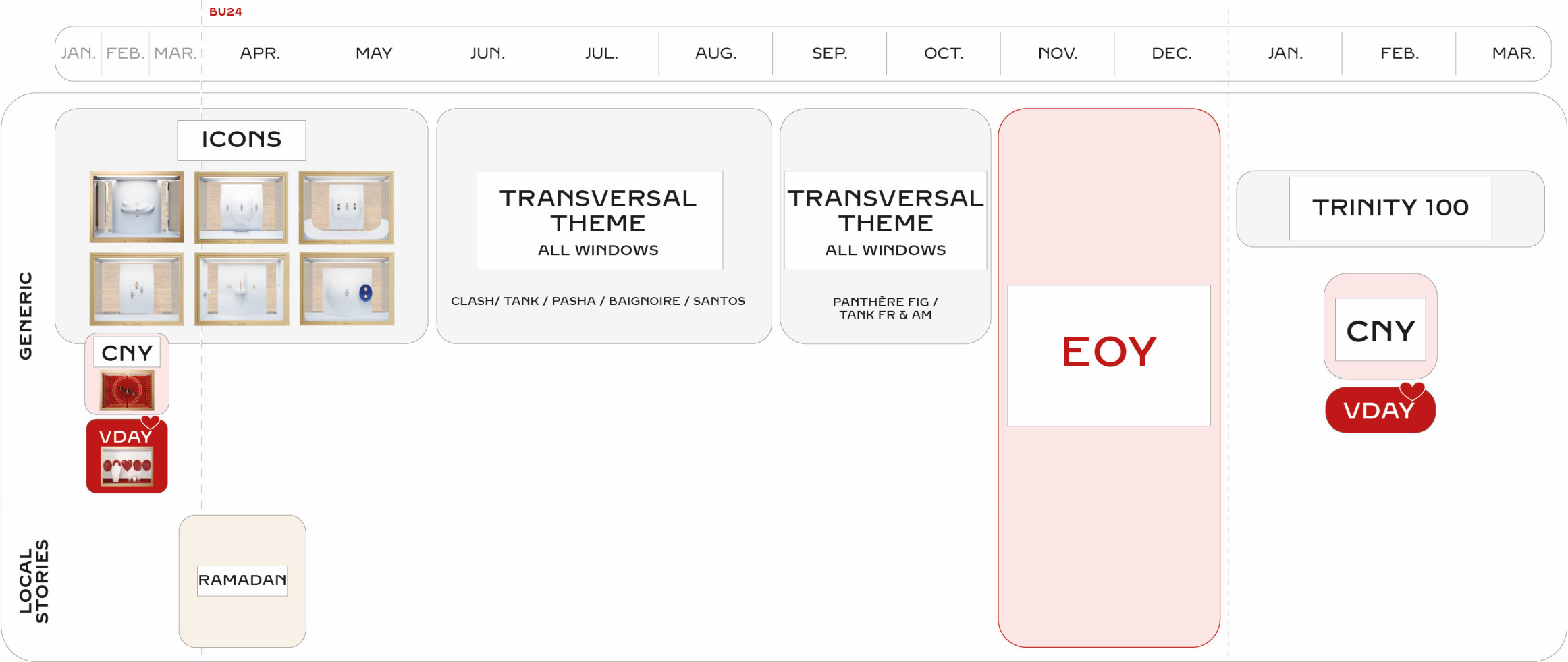
SPECIALIST - FRAGRANCE ANIMATIONS



FRAGRANCE
WALL ANIMATION

BU24 VM ANIMATION CALENDAR

BOUTIQUE WINDOW DECORS



A full-page background image showing a sunset over a desert landscape with sand dunes. The sky is a mix of orange, yellow, and blue, with a bright sun low on the horizon. The dunes are silhouetted against the bright light. The text 'THANK YOU' is centered in a white, sans-serif font.

THANK YOU