

OUTSIDE

INSIDE

**TOP & BOTTOM BLACK BACKGROUNDS:** FIRST INK LAY DOWN IS OFFSET PANTONE 9261 U WITHOUT PEARL. **SECOND INK LAYDOWN:** OVERPRINT/OFFSET PANTONE BLACK 6C OVER PANTONE 9261 U. THEN, SURPRINT & TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND.

**ALL LOGOS & COPY:** HOT STAMP ITW 220 GOLD FOIL.

**EAN PANEL:** K.O. TO WHITE SUBSTRATE. THEN SILKSCREEN BARCODE PANTONE BLACK 6 C

**TULLE PATTERN IN BLACK TOP & BOTTOM PANELS:** PATTERN K.O. FROM BLACK TO SEE FLOODCOAT OF PANTONE 9261 U BELOW.

**TOP 3 DARKEST TULLE PATTERN ART:** SILKSCREEN PANTONE 7605 U. **MEDIUM TULLE (4 PATTERN FILES):** OFFSET PANTONE 9261 U.

**PINK BACKGROUND MIDDLE COLOR:** FIRST INK LAY DOWN IS OFFSET PANTONE 9260 U. THEN OVERPRINT PEARL VARNISH OVER THIS AND TULLE PATTERNS THAT ARE WITHIN.

**LOGO PANEL (NO PEARL VARNISH)** **OUTER RULE:** HOT STAMP ITW 220 GOLD FOIL. THEN BLIND DEBOSS (TURN ON LAYER TO SEE). **BLACK PANEL:** PANTONE BLACK 6 C. THEN SURPRINT & TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND. THEN BLACK PANEL BLIND EMBOSES UP (TURN LAYER ON TO SEE). THEN BLIND DEBOSS FAUX WOVEN LABEL PANEL (NOT SUPPLIED). **VS LOGO WITHIN:** HOT STAMP ITW 220 GOLD FOIL.

**"FOREVER SEXY" AND PID:** SILKSCREEN PANTONE BLACK 6 C

**BACKGROUND:** PANTONE BLACK 6C WITH MATTE SOFT TOUCH VARNISH.

**ALL LOGOS & COPY:** HOT STAMP ITW 220 GOLD FOIL.



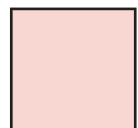



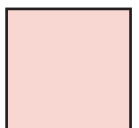
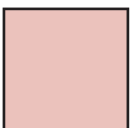




**INSIDE CARD SPINE:** OFFSET PANTONE 9260 U. THEN OVERPRINT PEARL VARNISH.

**TRIANGLES IN CORSET AND PINK EDGES INTO DIECUT FOR BLEED:** OFFSET PANTONE 9260 U. THEN OVERPRINT PEARL VARNISH.

**CUSTOM DIECUT CORSET STRAPS:** PANTONE BLACK 6C. THEN EMBOSS. THEN SPOT GLOSS VARNISH. (TURN ON SEPARATE LAYERS FOR EACH TO SEE).

FOREVER SEXY - 2015 - TRADITIONAL VOC CARD

VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON Forever Sexy - 2015	
FILE NAME 30377213_ForeverSexy_TradVOC_Card.ai	
DESIGNER KK, DH	FRM 400000009254
PRODUCTION CM, DK 4/15/15	DATE RELEASED 4/22/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

											
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE PASTEL PANTONE 9260U - FOR PINK BACKGROUND FOR FRONT COVER	OFFSET PANTONE PASTEL PANTONE 9261U - FOR PINK BEHIND BLACK MATTE SOFT TOUCH BACKGROUND	OVERALL PEARL VARNISH	OFFSET PANTONE BLACK 6C TO OVERPRINT PANTONE 9261U	MATTE SOFT TOUCH VARNISH	SILKSCREEN PASTEL PANTONE 9261U FOR 4 MEDIUM TULLES	SILKSCREEN PASTEL PANTONE 7605U FOR TOP 3 DARKEST TULLE	HOTSTAMP ITW 220 GOLD FOIL	BLIND DEBOSS	EMBOSS	SPOT GLOSS VARNISH

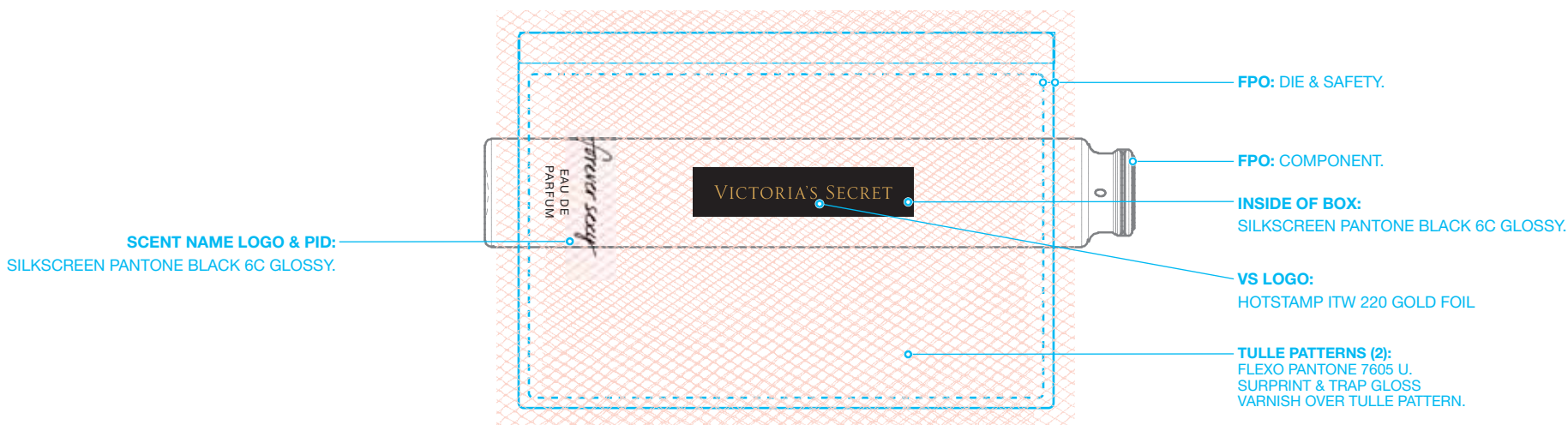


# STANDWILL PACKAGING, INC.

220 SHERWOOD AVENUE, FARMINGDALE NEW YORK 11735 + (631) 752-1236 FAX (631)752-1236 EMAIL PRINT@STANDWILL.COM






DATE: 2.7.14	SIZE: 2.2812" X 3.25" WRAP
CUSTOMER:	STOCK:
ITEM DESCRIPTION: DIE LINE	COLORS:
CODE NUMBER:	FINISH:

DIELINE \_\_\_\_\_ SAFETY - - - - -



## FOREVER SEXY 2015 7mL/.23oz ADORNED ROLLERBALL PRIMARY LABEL LABEL SUBSTRATE IS CLEAR.

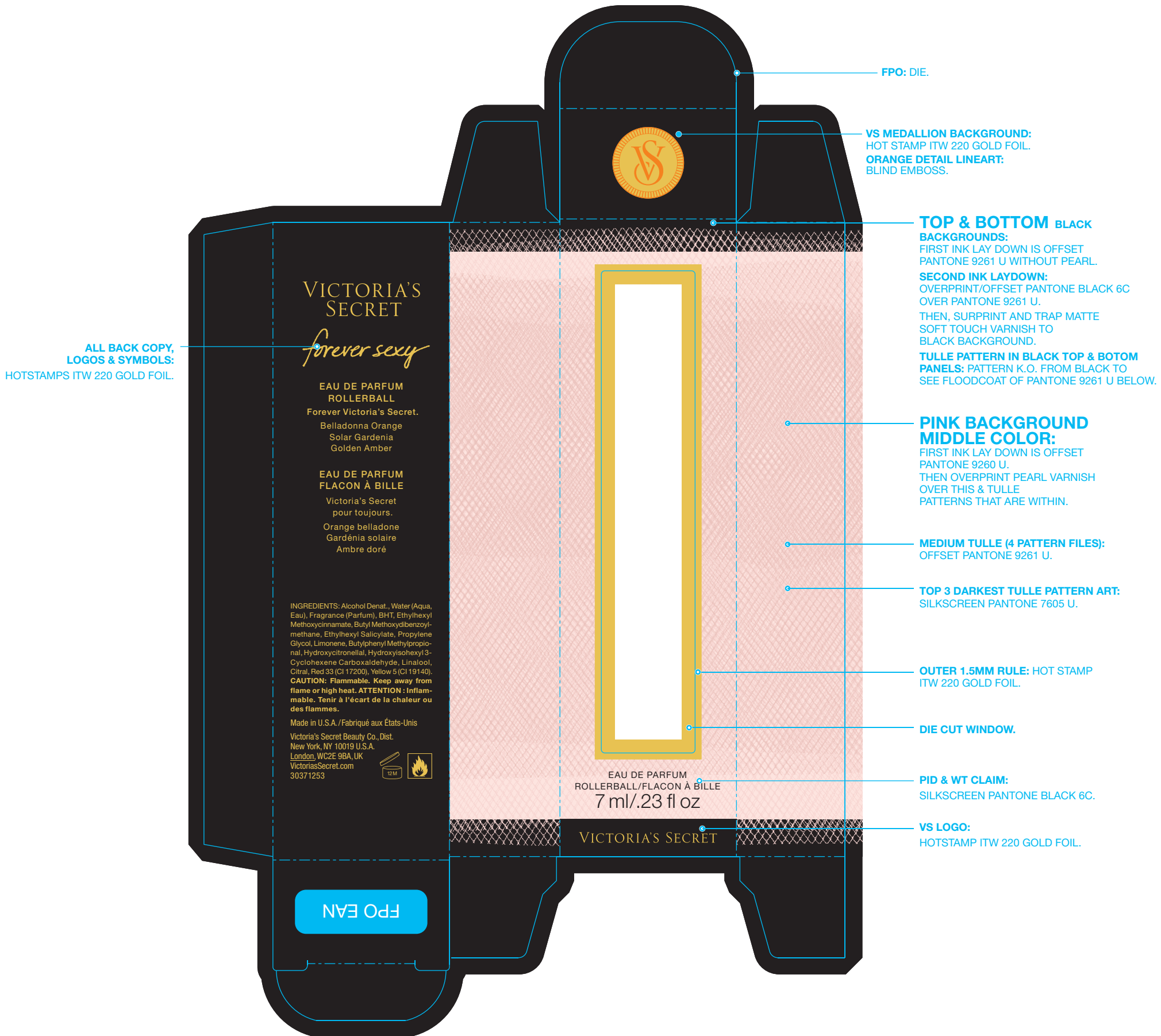
VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON 2015 - ADORNED ROLLERBALL	
FILE NAME 30370879_ForeverSexy_RollerballPRI_Label_7mL.ai	
DESIGNER KK, DK, DH, SM	LBL-FRM0019514\001
PRODUCTION DK, CM 02/17/15	DATE RELEASED 02/23/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

				
<b>INDICATES DIE &amp; SAFETY</b>	<b>INDICATES FPO COMPONENT</b>	<b>FLEXO PANTONE PASTEL 7605U FOR TULLE PATTERNS (2)</b>	<b>HOTSTAMP ITW 220 GOLD FOIL</b>	<b>SILKSCREEN PANTONE BLACK 6C GLOSSY</b>
<b>- DOES NOT PRINT</b>	<b>- DOES NOT PRINT</b>			

**WEIGHT CLAIM AND ABBREVIATED: WARNING, SYMBOLS & DISTRO WILL APPEAR ON ITS BOTTOM LABEL.**


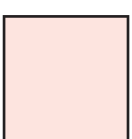
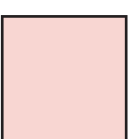








**ILN AND FULL WARNING WILL APPEAR ON THE CARTON OR GIFT SET.**

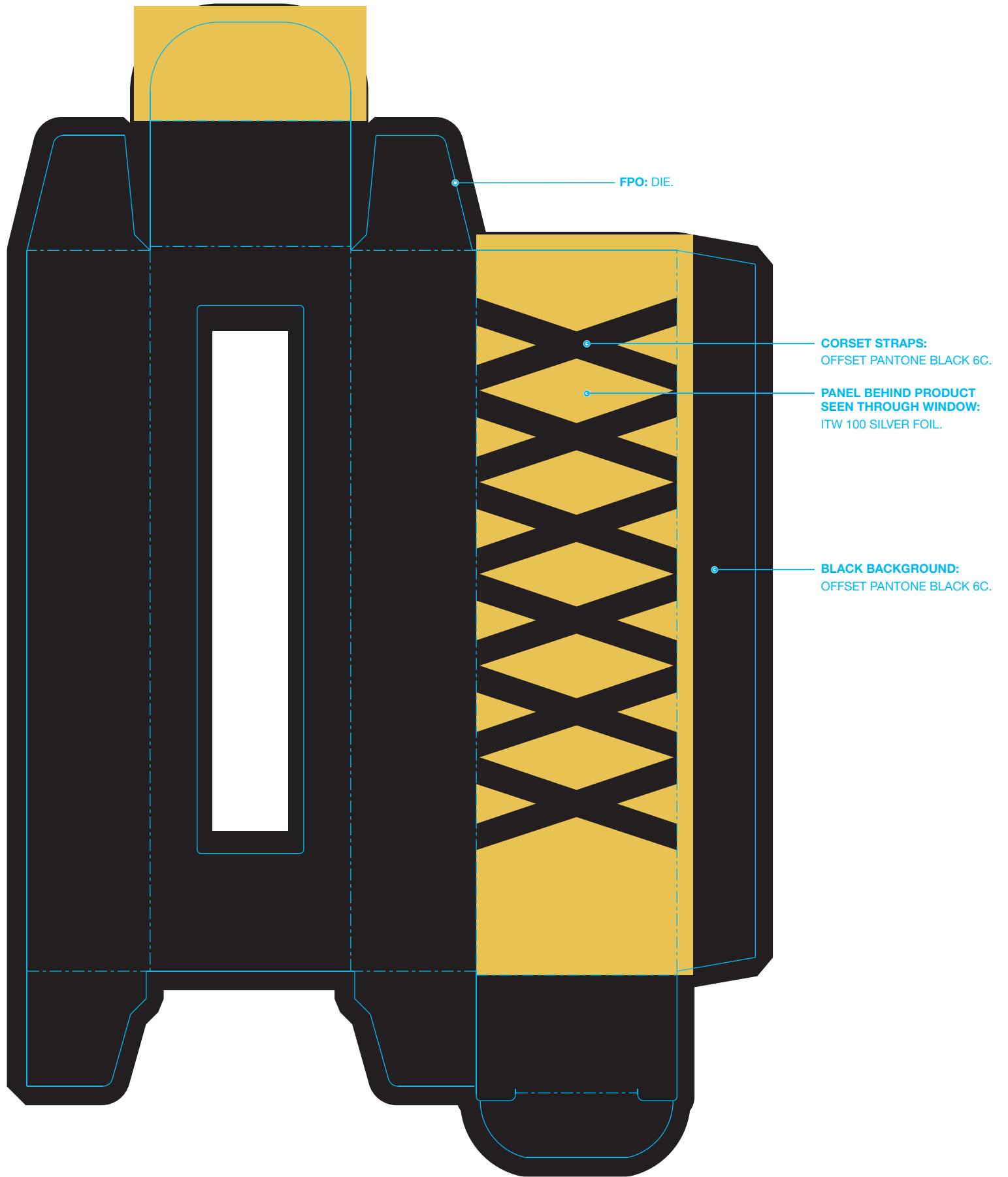




**SAME STOCK AS OTHER ROLLERBALLS  
INSIDE OF CARTON: SEE PAGE 2.**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON FOREVER SEXY - 2015	
FILE NAME 30371253_ForeverSexy_EDProllerball_Carton_7mL.ai	
DESIGNER KK, DH	FRM-40000009254
PRODUCTION CM,DK 3/31/15	DATE RELEASED 03/31/15
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

									
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE PASTEL PANTONE 9260U - FOR PINK BACKGROUND FOR MIDDLE OF CARTON	OFFSET PANTONE PASTEL PANTONE 9261U - FOR PINK BEHIND BLACK MATTE SOFT TOUCH BACKGROUND	SPOT PEARL VARNISH SURPRINTS OVER PINK TULLES	OFFSET PANTONE BLACK 6C TO OVERPRINT PANTONE 9261U	MATTE SOFT TOUCH VARNISH	PANTONE PASTEL 9261U FOR 4 MEDIUM TULLES	SILKSCREEN PANTONE PASTEL 7605U FOR TOP 3 DARKEST TULLE	SILKSCREEN PANTONE BLACK 6C	HOTSTAMP ITW 220 GOLD FOIL   BLIND EMBOSS



**INSIDE OF CARTON  
SAME STOCK AS OTHER ROLLERBALLS**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON FOREVER SEXY - 2015	
FILE NAME 30371253_ForeverSexy_EDProllerball_Carton_7mL.ai	
DESIGNER KK, DH	FRM-400000009254
PRODUCTION CM,DK 2/24/15	DATE RELEASED XX/XX/15
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	



INDICATES  
DIE  
-  
DOES  
NOT PRINT



HOTSTAMP  
ITW 220  
GOLD FOIL

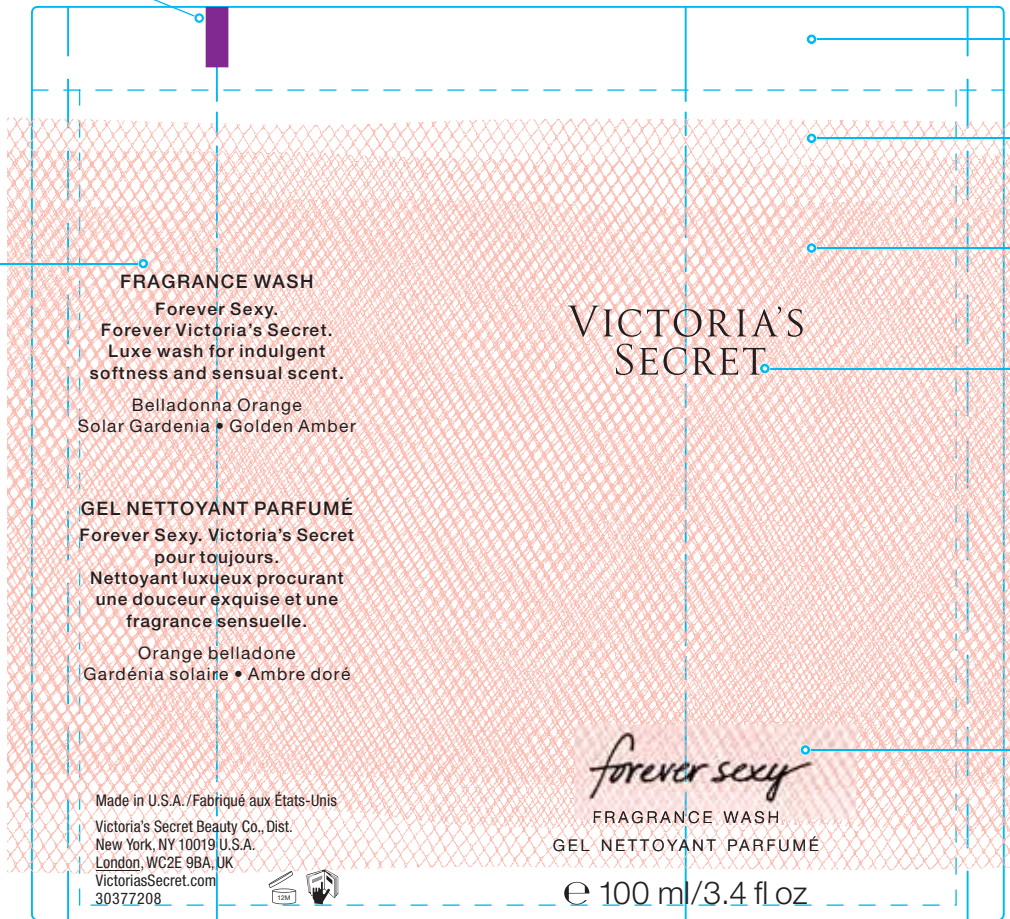


OFFSET  
PANTONE  
BLACK 6C



EYE MARK: INVISIBLE

ALL BACK PANEL LOGOS, COPY AND ICONS: SILKSCREEN PANTONE BLACK 6C



OVERALL MATTE VARNISH: FIRST INK LAYDOWN

LIGHT TULLE (1): FLEXPASTEL PANTONE 9261U WITH PEARL VARNISH

DARK TULLES (2): FLEXPASTEL PANTONE 7605U WITH PEARL VARNISH

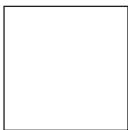
VS LOGO: SILKSCREEN PANTONE BLACK 6C

SCENT NAME, PID AND WT CLAIM: SILKSCREEN PANTONE BLACK 6C

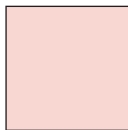
SHOULDER: - - - - -  
4.8MM FROM BOTTOM TRIM



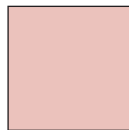
INDICATES DIE LINE - DOES NOT PRINT



OVERALL MATTE VARNISH AS 1ST INK LAYDOWN



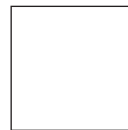
FLEXPANTON PASTEL 9261U LIGHT TULLE (1)



FLEXPANTON PASTEL 7605U DARK TULLES (2)



SILKSCREEN PANTONE BLACK 6C GLOSSY



PEARL GLOSS VARNISH TRAPS ON ALL TULLE ART



INVISIBLE EYE MARK

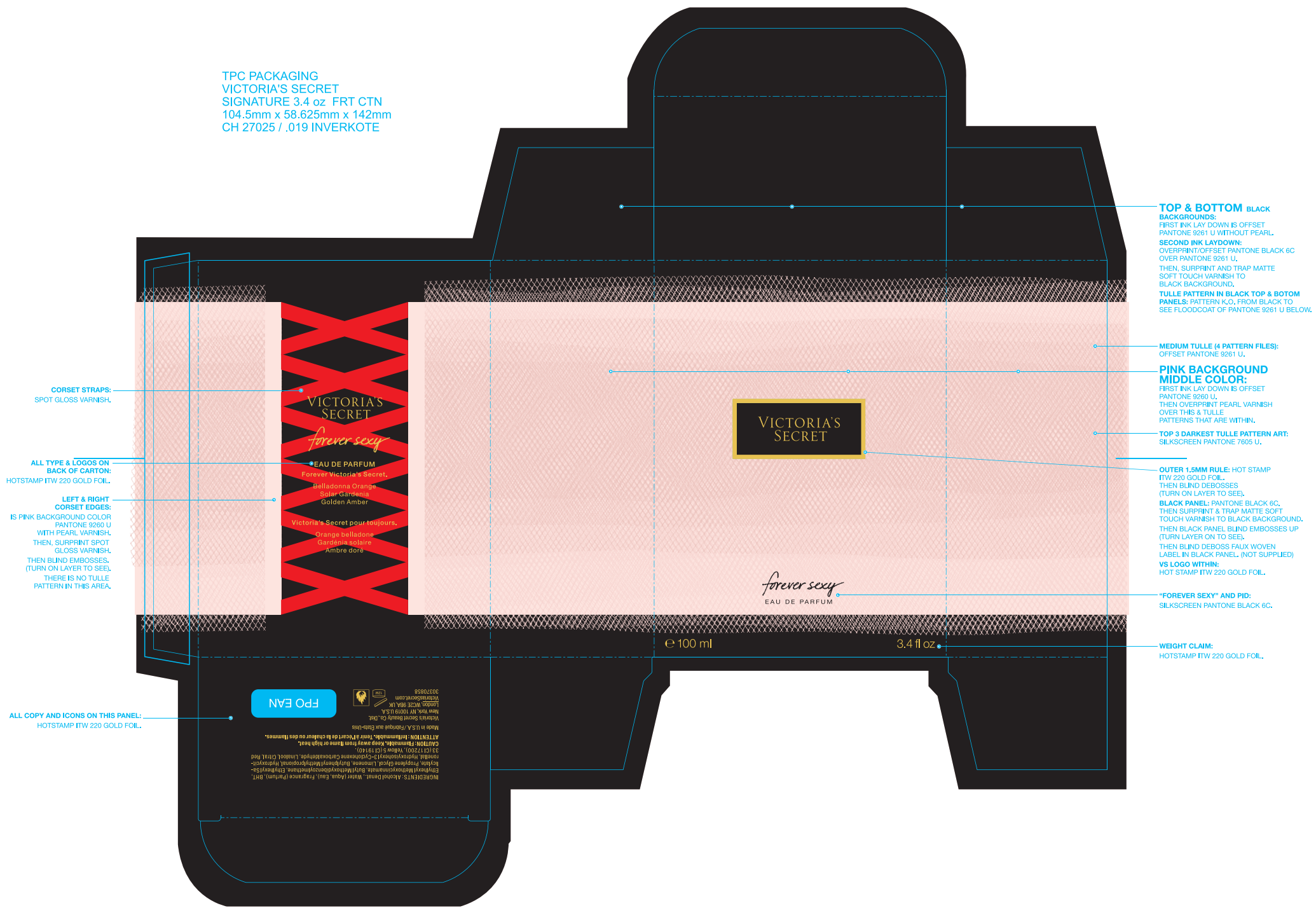
FINISHED LOOK



VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON MY SECRET - FALL 2015	
FILE NAME 30377208_ForeverSexy_100mL_WASHpri_WIP.ai	
DESIGNER KK, DH	FRM 400000009259
PRODUCTION CM, DK 02/17/15	DATE RELEASED 02/23/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

MY SECRET- FALL 2015  
100 ML/3.4 FL OZ WASH WIP PRIMARY  
SUBSTRATE IS CLEAR  
TUBE COLOR MATCHES PMS 9260U

TPC PACKAGING  
 VICTORIA'S SECRET  
 SIGNATURE 3.4 oz FRT CTN  
 104.5mm x 58.625mm x 142mm  
 CH 27025 / .019 INVERKOTE



**TOP & BOTTOM BLACK BACKGROUNDS:**  
 FIRST INK LAY DOWN IS OFFSET PANTONE 9261 U WITHOUT PEARL.  
 SECOND INK LAYDOWN:  
 OVERPRINT/OFFSET PANTONE BLACK 6C OVER PANTONE 9261 U.  
 THEN, SURPRINT AND TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND.

**TULLE PATTERN IN BLACK TOP & BOTTOM PANELS:** PATTERN K.O. FROM BLACK TO SEE FLOODCOAT OF PANTONE 9261 U BELOW.

**MEDIUM TULLE (4 PATTERN FILES):**  
 OFFSET PANTONE 9261 U.

**PINK BACKGROUND MIDDLE COLOR:**  
 FIRST INK LAY DOWN IS OFFSET PANTONE 9260 U.  
 THEN OVERPRINT PEARL VARNISH OVER THIS & TULLE PATTERNS THAT ARE WITHIN.

**TOP 3 DARKEST TULLE PATTERN ART:**  
 SILKSCREEN PANTONE 7605 U.

**OUTER 1.5MM RULE:** HOT STAMP ITW 220 GOLD FOIL.  
 THEN BLIND DEBOSS (TURN ON LAYER TO SEE).

**BLACK PANEL:** PANTONE BLACK 6C. THEN SURPRINT & TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND. THEN BLACK PANEL BLIND EMBOSSES UP (TURN LAYER ON TO SEE). THEN BLIND DEBOSS FAUX WOVEN LABEL IN BLACK PANEL (NOT SUPPLIED)

**VS LOGO WITHIN:** HOT STAMP ITW 220 GOLD FOIL.

**"FOREVER SEXY" AND PID:** SILKSCREEN PANTONE BLACK 6C.

**WEIGHT CLAIM:** HOTSTAMP ITW 220 GOLD FOIL.

**CORSET STRAPS:** SPOT GLOSS VARNISH.

**ALL TYPE & LOGOS ON BACK OF CARTON:** HOTSTAMP ITW 220 GOLD FOIL.

**LEFT & RIGHT CORSET EDGES:** IS PINK BACKGROUND COLOR PANTONE 9260 U WITH PEARL VARNISH. THEN, SURPRINT SPOT GLOSS VARNISH. THEN BLIND EMBOSSES. (TURN ON LAYER TO SEE). THERE IS NO TULLE PATTERN IN THIS AREA.

**ALL COPY AND ICONS ON THIS PANEL:** HOTSTAMP ITW 220 GOLD FOIL.

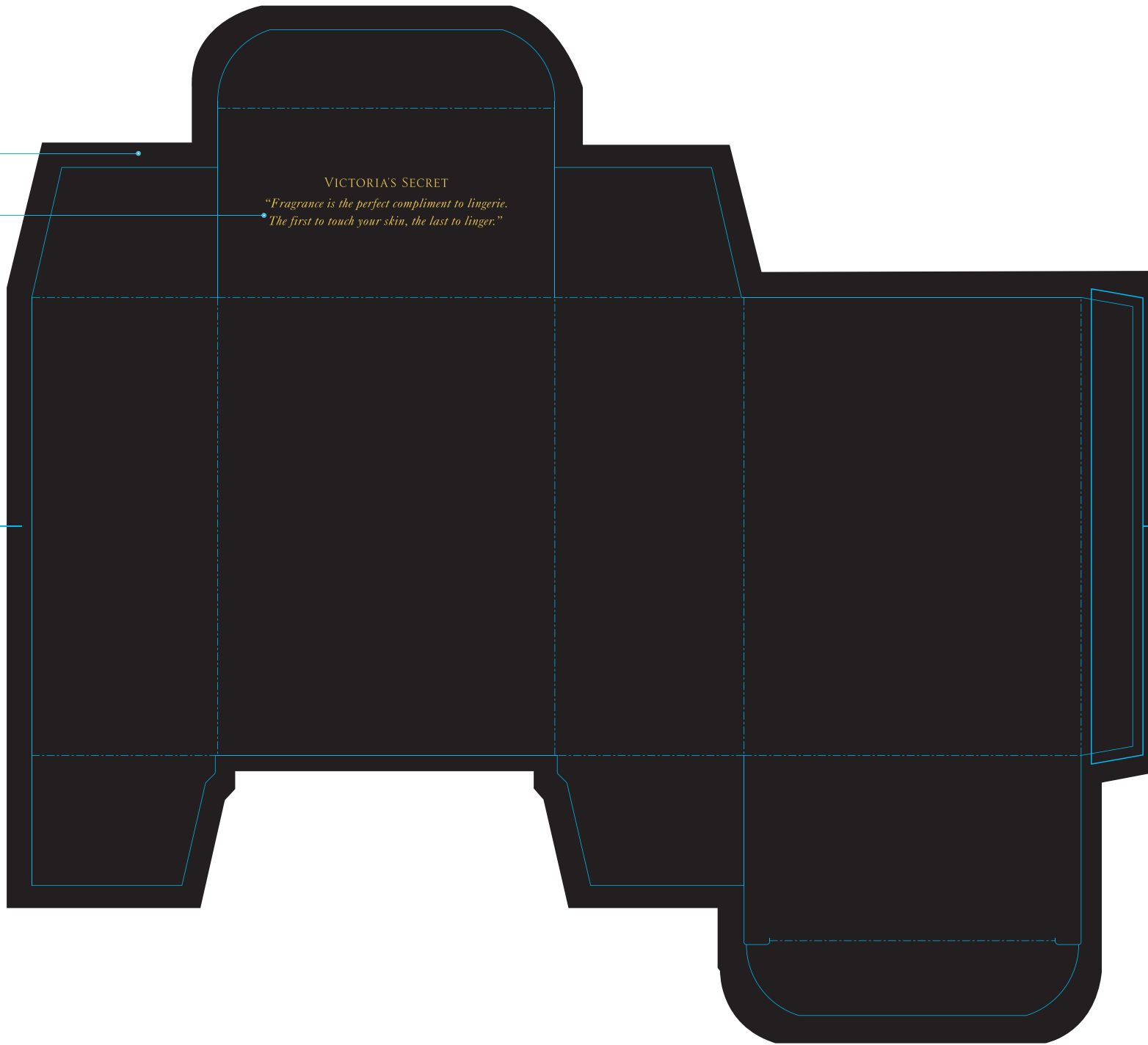
FOREVER SEXY - 2015  
 100mL EDP CARTON - INSIDE OF CARTON & LINER IS PANTONE BLACK 6C. SEE NEXT PAGE.

VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON	Forever Sexy - 2015
FILE NAME	30370858_ForeverSexy_100mL_EDP_Carton.ai
DESIGNER	KK_DH FRM 40000009254
PRODUCTION	CM_DK 3/27/15 DATE RELEASED 03/31/15
CREATIVE	DATE
COPY	DATE
NOTE	VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING
1740 BROADWAY, 11TH FLOOR, NEW YORK, NY 10019	

INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE PASTEL PANTONE 9260U FOR PINK BACKGROUND OF CARTON	OFFSET PANTONE PASTEL PANTONE 9261U FOR PINK BEHIND BLACK MATTE SOFT TOUCH BACKGROUND	OVERALL PEARL VARNISH	OFFSET PANTONE BLACK 6C TO OVERPRINT PANTONE 9261U	MATTE SOFT TOUCH VARNISH	PANTONE PASTEL PANTONE 9261U FOR 4 MEDIUM TULLES	SILKSCREEN PASTEL PANTONE 7605U FOR TOP 3 DARKEST TULLE	SILKSCREEN PANTONE BLACK 6C	SPOT GLOSS VARNISH	HOTSTAMP ITW 220 GOLD FOIL	BLIND DEBOSS	EMBOSS





BACKGROUND:  
 OFFSET PANTONE  
 BLACK 6 C.  
 THEN, SURPRINT AND TRAP MATTE  
 SOFT TOUCH VARNISH  
 TO BLACK BACKGROUND.

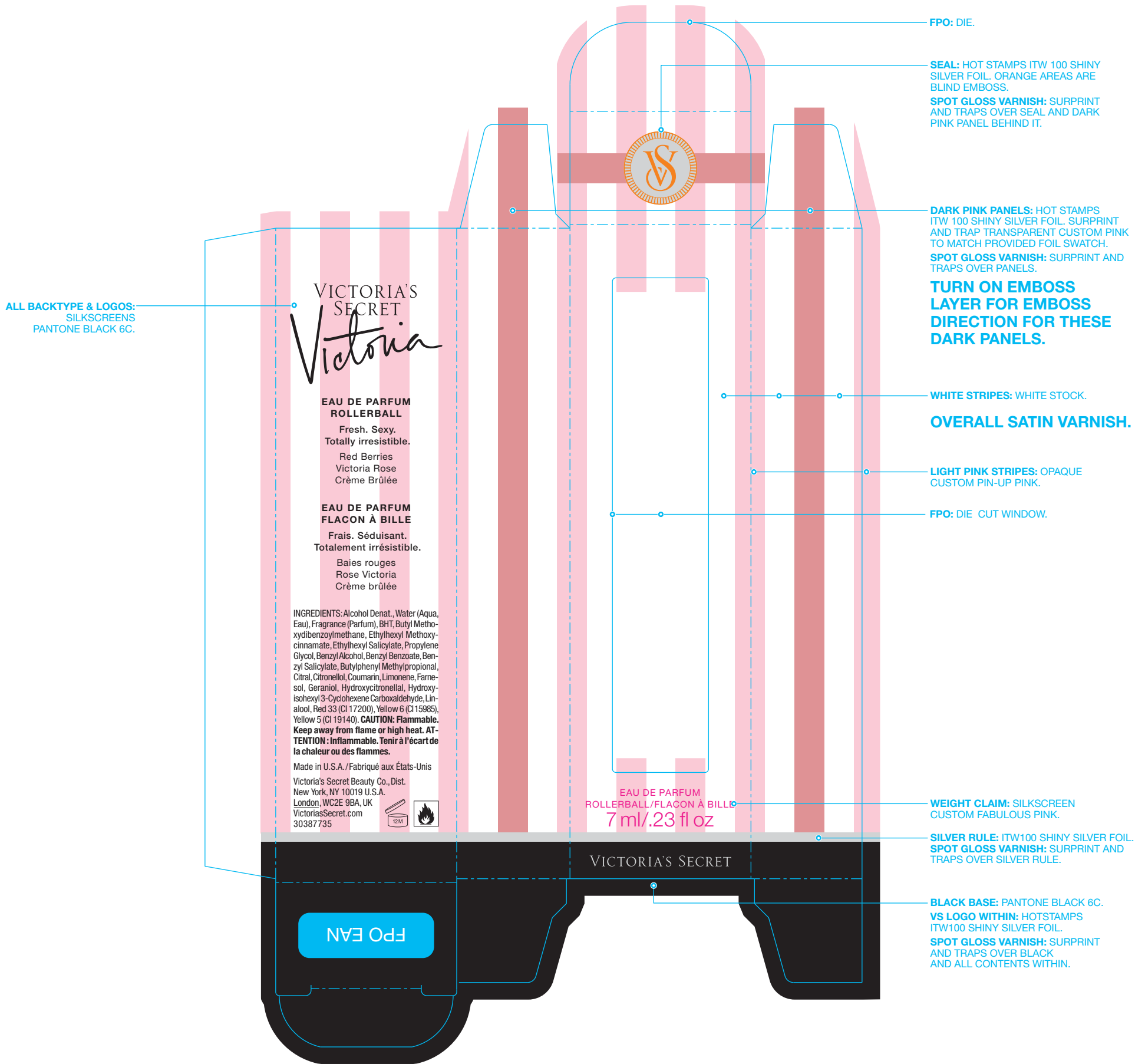
VS LOGO AND QUOTE:  
 HOT STAMP ITW 220 GOLD FOIL.



FOREVER SEXY - 2015  
 100mL EDP CARTON - INSIDE OF CARTON & LINER IS PANTONE BLACK 6C. SEE NEXT PAGE.










VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON	Forever Sexy - 2015
FILE NAME	30370858_ForeverSexy_100mL_EDP_Carton.ai
DESIGNER	KK, DH
FRM	400000009254
PRODUCTION CM, DK	03/27/15
DATE RELEASED	03/31/15
CREATIVE	
DATE	
COPY	
DATE	
NOTE	VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING
1749 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

			
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE BLACK 6C	HOTSTAMP ITW 220 GOLD FOIL	MATTE SOFT TOUCH VARNISH

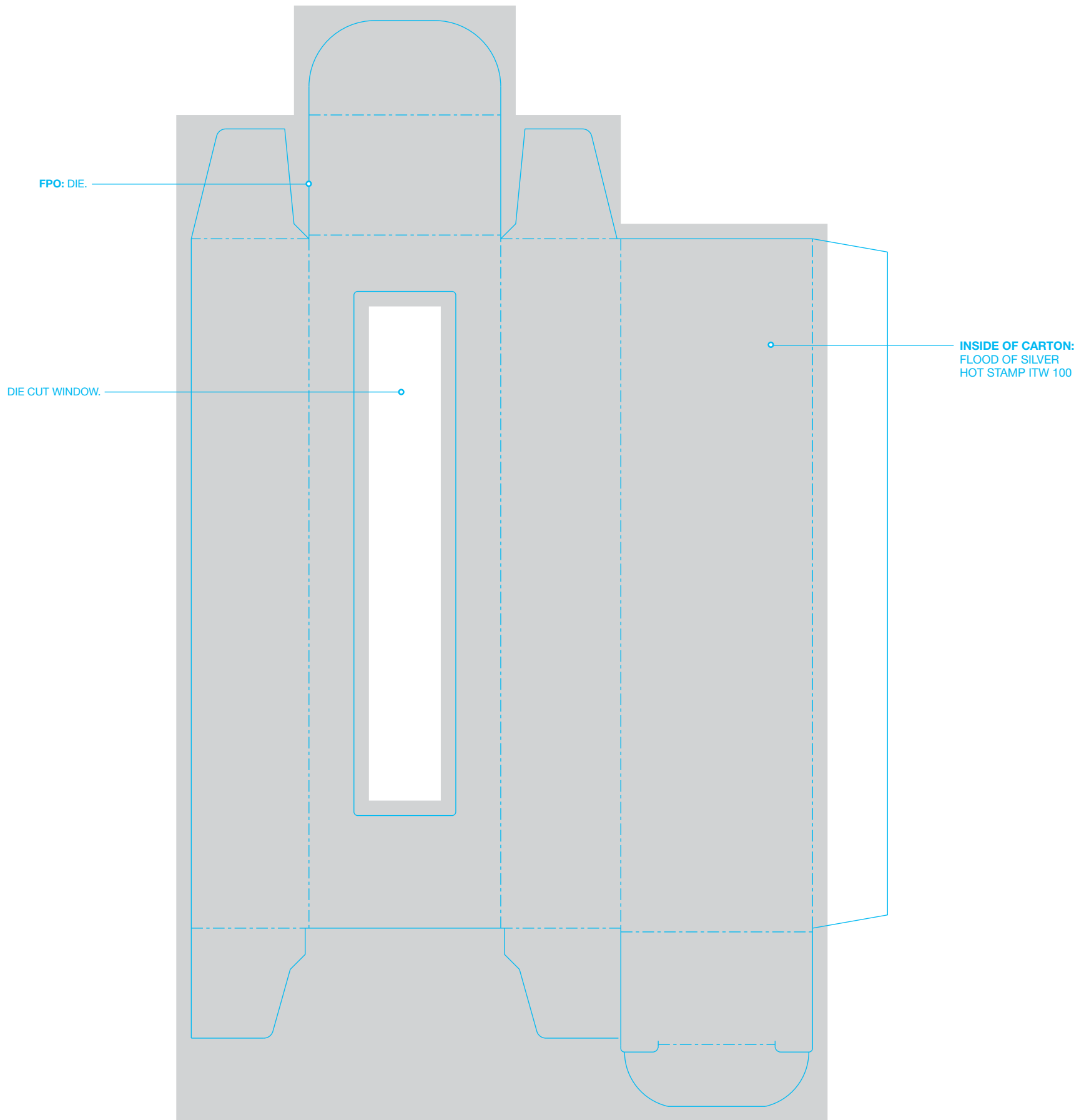


**SUBSTRATE IS WHITE STOCK WITH SATIN VARNISH**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON VICTORIA FRAGRANCE - 2016	
FILE NAME 30387735_Victoria_RollerballCarton_7mL.ai	
DESIGNER SM, CB	LBL-FRM0027475\001
PRODUCTION HDI/AN, CM 6/26/15	DATE RELEASED XX/15
CREATIVE	DATE RE-RELEASED XX
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

								
INDICATES DIE STRIKE - DOES NOT PRINT	CUSTOM FABULOUS PINK COATED	CUSTOM OPAQUE PIN-UP PINK	ITW 100 SHINY SILVER FOIL	CUSTOM TRANSPARENT PINK TO MATCH PROVIDED METALLIC SWATCH	FLEXO PANTONE BLACK 6 C	SILKSCREEN PANTONE BLACK 6 C	SPOT GLOSS VARNISH	BLIND EMBOSS





**INSIDE OF CARTON  
SAME STOCK AS OTHER ROLLERBALLS**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON VICTORIA FRAGRANCE - 2016	
FILE NAME 30387735_Victoria_RollerballCarton_7mL.ai	
DESIGNER SM, CB	LBL-FRM0027475\001
PRODUCTION HDI/AN, CM 6/26/15	DATE RELEASED XX/15
CREATIVE	DATE RE-RELEASED XX
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

	INDICATES DIE STRIKE - DOES NOT PRINT		HOT STAMP ITW 100 SHINY SILVER FOIL
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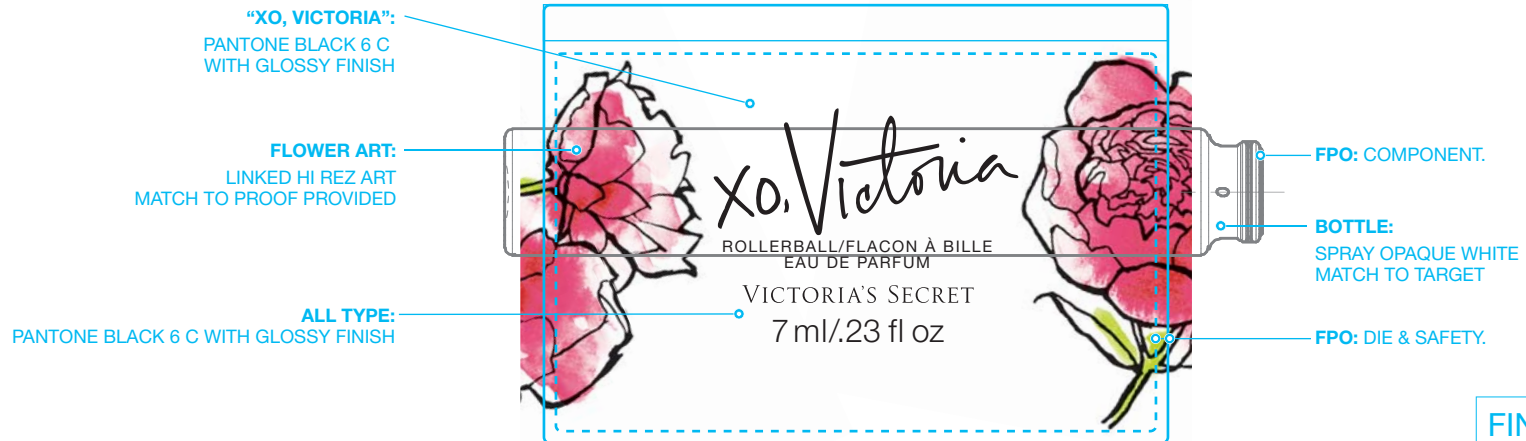


# STANDWILL PACKAGING, INC.

220 SHERWOOD AVENUE, FARMINGDALE NEW YORK 11735 + (631) 752-1236 FAX (631)752-1236 EMAIL PRINT@STANDWILL.COM

DATE: 2.7.14	SIZE: 2.2812" X 3.25" WRAP
CUSTOMER:	STOCK:
ITEM DESCRIPTION: DIE LINE	COLORS:
CODE NUMBER:	FINISH:

DIELINE \_\_\_\_\_ SAFETY - - - - -










## FINISHED LOOK

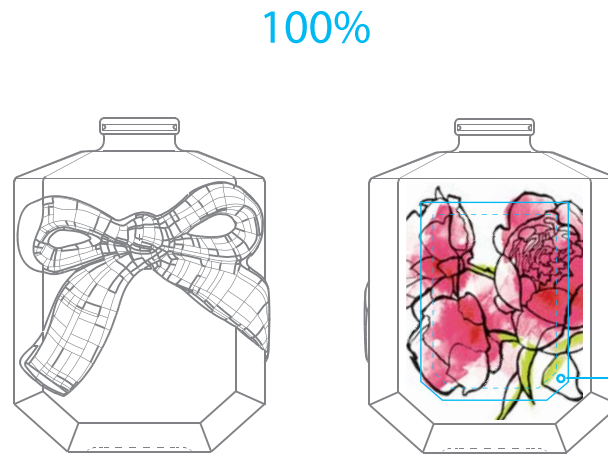


### XO VICTORIA 2015 LAUNCH 7mL/.23oz ROLLERBALL PRIMARY LABEL LABEL SUBSTRATE IS CLEAR.

VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON XO VICTORIA LAUNCH 2016	
FILE NAME 30388743_XOvictoria_RollerballPRI_Label_7mL.ai	
DESIGNER DawnK	FRM 400000011008
PRODUCTION BR, CM 09/01/15	DATE RELEASED XX/XX/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

						
INDICATES DIE & SAFETY	INDICATES FPO COMPONENT	SILKSCREEN PANTONE 1795 C	SILKSCREEN PANTONE 205 C	SILKSCREEN PANTONE 382 C	SILKSCREEN PANTONE BLACK 6 C GLOSSY	CMYK
- DOES NOT PRINT	- DOES NOT PRINT					

ABBREVIATED WARNING, SYMBOLS & DISTRO WILL APPEAR ON BOTTOM LABEL.  
ILN AND FULL WARNING APPEAR ON THE CARTON OR GIFT SET.



**FLOWER ART:**  
LINKED HI RES ART.  
MATCH TO PROOF PROVIDED.  
BLEED SHOWN HERE.  
SOLID LINE IS TRIM.

**SAME ART GETS PRINTED ON BOTH SIDES OF BACK LABEL.  
SUBSTRATE IS 2-SIDED, OPAQUE WHITE LABEL.  
ILN APPEARS ON GIFTSET.  
PID, WARNINGS, COO, DISTRO AND  
WT. CLAIM APPEAR ON BOTTOM LABEL.**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON XO VICTORIA FLANKER SP16	
FILE NAME 30384465_XOVictoria_EDP_Pri_25oz.ai	
DESIGNER DH, DK	FRM 400000011008
PRODUCTION CM 9/1/15	DATE RELEASED XX
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 <sup>TH</sup> FLOOR, NEW YORK, NY 10019	

  
INDICATES  
DIE LINE  
-  
DOES  
NOT PRINT

  
INDICATES  
COMPONENT  
-  
DOES  
NOT PRINT

  
SILKSCREEN  
PANTONE  
205 C

  
SILKSCREEN  
PANTONE  
1795 C

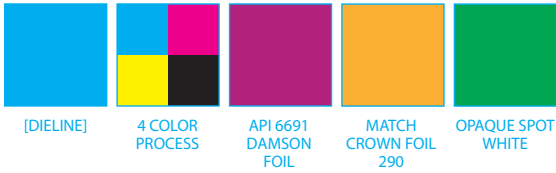
  
SILKSCREEN  
PANTONE  
382 C

  
SILKSCREEN  
PANTONE  
BLACK 6C

  
CMYK

<b>PROJECT:</b>	LIPLICIOUS, PARIS AMOUR		<b>CANADA</b>	<b>REGULATORY</b>	initials
<b>PRODUCT:</b>	PARIS AMOUR LIP GLOSS .47 OZ			<b>LEGAL</b>	
<b>COMPONENT:</b>	WRAP LABEL	<b>FILE NAME:</b>	LIP.PAM.lg.47oz.wlb.ai	<b>PE</b>	
<b>SAP:</b>	30280010	<b>IL #:</b>	FRM0020860\001	<b>DESIGN</b>	
<b>SUBSTRATE:</b>	CLEAR W/ SATIN VARNISH		<b>CREATED BY: CM</b>	<b>MERCHANT</b>	

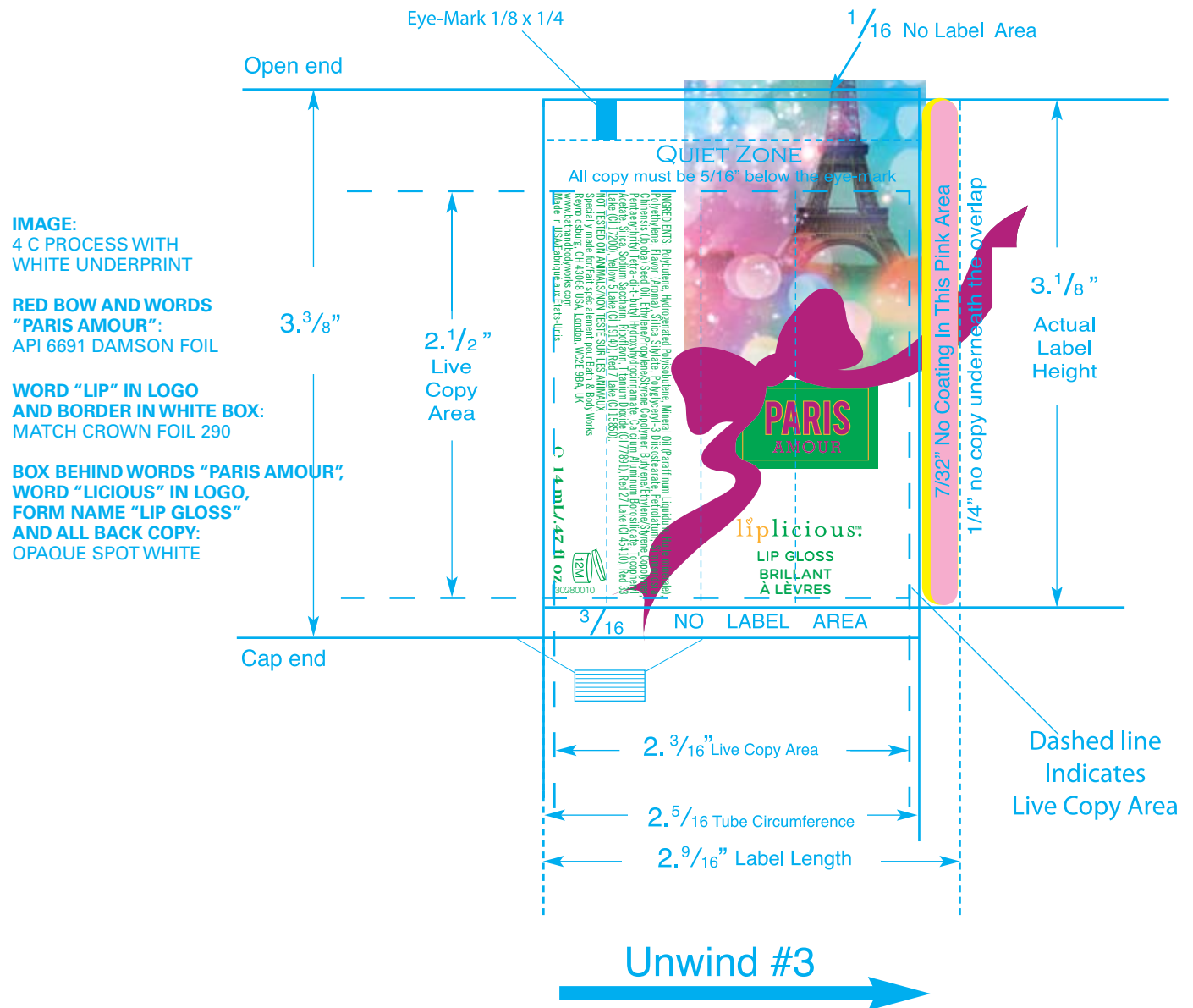
CONFIDENTIAL AND PROPRIETARY INFORMATION OF BATH & BODY WORKS. DO NOT DUPLICATE, DISCLOSE, OR DISSEMINATE IN ANY MANNER.



**NOTES**

**Tube Size - 3/4 X 3.3/8**

**Crimp-Through Label**



**Unwind #3**







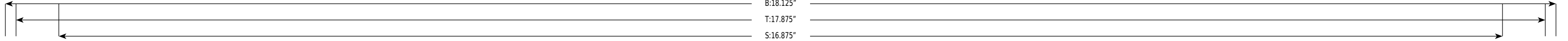


UNITED STATES

B:18.125"

T:17.875"

S:16.875"

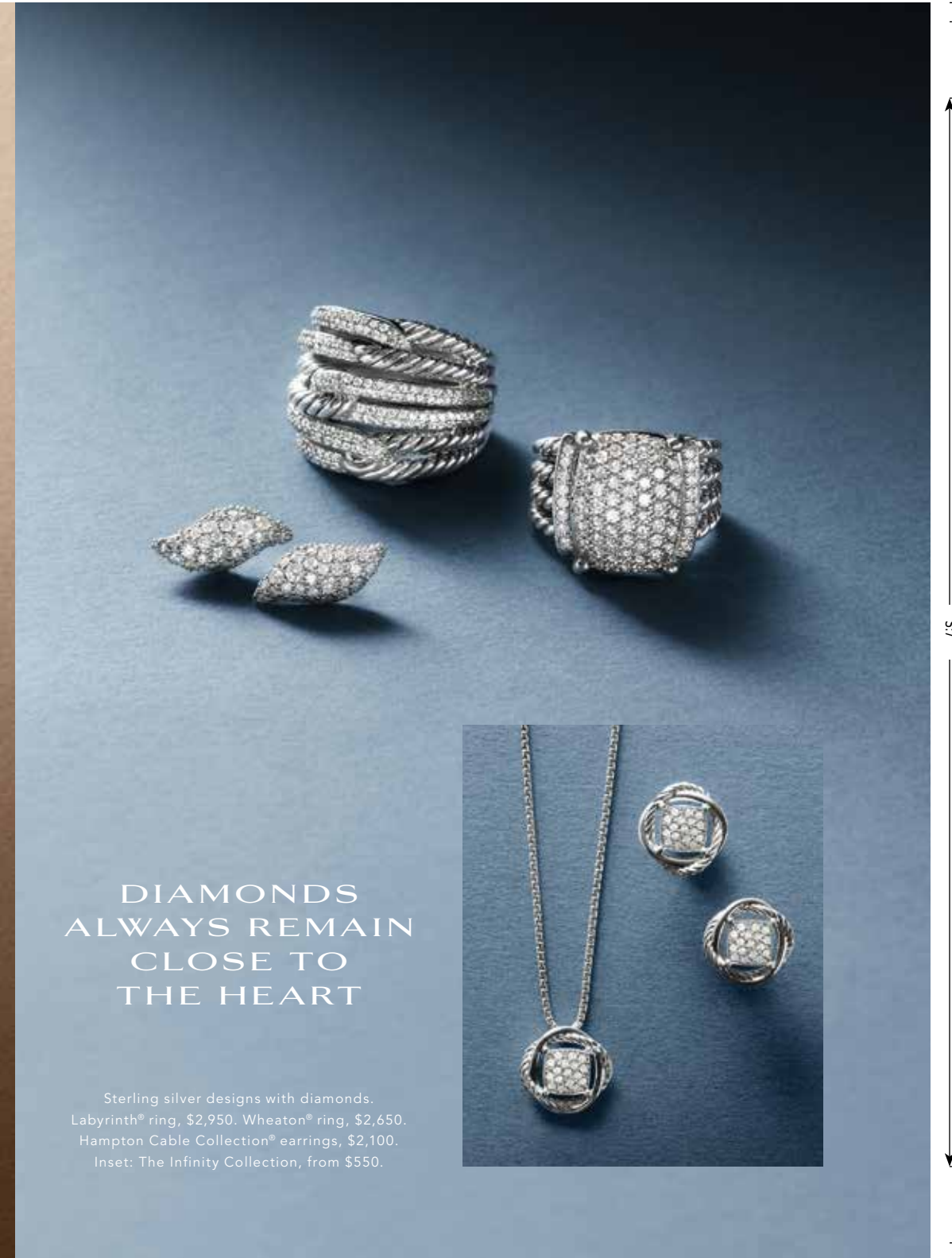


A DAVID YURMAN VALENTINE

The Starburst Collection, from \$475.  
Inset: Cable Collectibles® pavé charm, \$1,250,  
and Petite Pavé rings, from \$895.

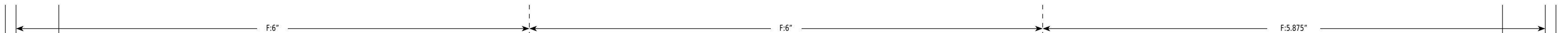


Bracelets in 18k gold, from \$1,650.



DIAMONDS ALWAYS REMAIN CLOSE TO THE HEART

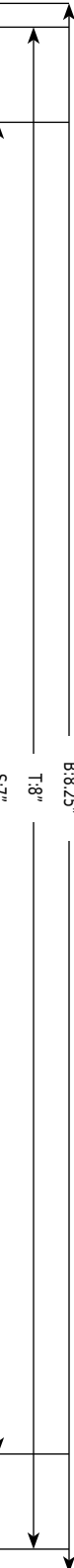
Sterling silver designs with diamonds.  
Labyrinth® ring, \$2,950. Wheaton® ring, \$2,650.  
Hampton Cable Collection® earrings, \$2,100.  
Inset: The Infinity Collection, from \$550.



F:6"

F:6"

F:5.875"



S:7"

T:8"

B:8.25"

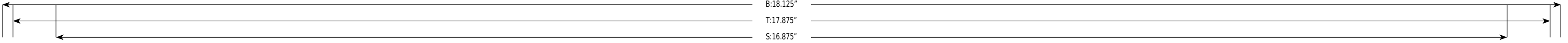


UNITED STATES

B:18.125"

T:17.875"

S:16.875"



Bracelets in sterling silver, from \$395.

Pinky rings in 18k gold with diamond initials, \$2,350 each.

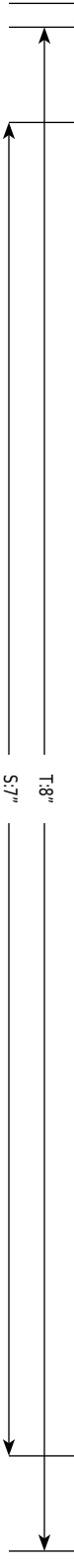
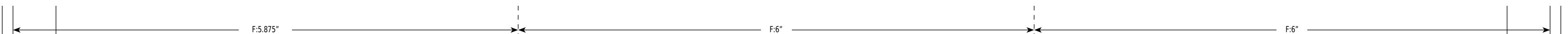
VISIT YOUR NEAREST **DAVID YURMAN BOUTIQUE** OR SHOP ONLINE AT [DAVIDYURMAN.COM](http://DAVIDYURMAN.COM)

<p><b>UNITED STATES</b></p> <p><b>ATLANTA</b> LENOX SQUARE MALL 404 812 9225</p> <p><b>AUSTIN</b> THE DOMAIN 512 834 8700</p> <p><b>BAL HARBOUR</b> BAL HARBOUR SHOPS 305 867 1772</p> <p><b>BEVERLY HILLS</b> 371 NORTH RODEO DRIVE 310 888 8618</p> <p><b>BOCA RATON</b> TOWN CENTER AT BOCA RATON 561 955 1848</p> <p><b>BOSTON</b> COPLEY PLACE 617 236 8777</p> <p><b>CANOGA PARK</b> WESTFIELD TOPANGA 818 887 1530</p> <p><b>CHARLOTTE</b> SOUTHPARK MALL 704 366 7259</p> <p><b>CHICAGO</b> 40 EAST OAK STREET 312 787 7779</p> <p><b>COSTA MESA</b> SOUTH COAST PLAZA 714 444 1080</p>	<p><b>DALLAS</b> NORTHPARK CENTER 469 232 4500</p> <p><b>EDINA</b> EDINA GALLERIA 952 920 9331</p> <p><b>GLENDALE</b> THE AMERICANA AT BRAND 818 241 2836</p> <p><b>HOUSTON</b> THE GALLERIA 713 622 5799</p> <p><b>KING OF PRUSSIA</b> KING OF PRUSSIA PLAZA 610 265 6370</p> <p><b>LAS VEGAS</b> THE FORUM SHOPS AT CAESARS 702 794 4545</p> <p><b>MANHASSET</b> AMERICANA MANHASSET 516 627 1700</p> <p><b>MCLEAN</b> TYSONS GALLERIA 703 245 3515</p> <p><b>NASHVILLE</b> THE MALL AT GREEN HILLS 615 298 1190</p>	<p><b>NEW YORK</b> SOHO 114 PRINCE STREET 212 343 7918</p> <p><b>NEW YORK</b> TOWNHOUSE 712 MADISON AVENUE 212 752 4255</p> <p><b>ORLANDO</b> THE MALL AT MILLENIA 407 226 2920</p> <p><b>PALM BEACH GARDENS</b> THE GARDENS MALL 561 624 5332</p> <p><b>SANTA CLARA</b> WESTFIELD VALLEY FAIR MALL 408 296 6198</p> <p><b>SCOTTSDALE</b> SCOTTSDALE FASHION SQUARE 480 444 2920</p> <p><b>ST. LOUIS</b> PLAZA FRONTENAC 314 989 0524</p> <p><b>TROY</b> SOMERSET COLLECTION 248 649 6054</p> <p><b>WHITE PLAINS</b> THE WESTCHESTER 914 539 4444</p>	<p><b>CANADA</b></p> <p><b>TORONTO</b> YORKDALE SHOPPING CENTRE 416 780 9598</p> <p><b>FRANCE</b></p> <p><b>PARIS</b> PRINTEMPS HAUSSMANN 33 01 42 82 42 59</p> <p><b>VERSAILLES – LE CHESNAY</b> PRINTEMPS PARLY 2 33 01 39 43 82 49</p> <p><b>HONG KONG</b></p> <p><b>LANE CRAWFORD</b> 3 CANTON ROAD TSIM SHA TSUI 852 2110 0034</p> <p><b>LANE CRAWFORD</b> IFC MALL CENTRAL 852 2118 3033</p>
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DAVID YURMAN





B:16"  
T:15.75"  
S:15.25"

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# DAVID YURMAN

NOW IN SOHO

114 PRINCE STREET 212 343 7918 712 MADISON AVENUE 212 752 4255  
DAVIDYURMAN.COM

B:10.75"  
T:10.5"  
S:10"

## DAVID YURMAN

Publication: NEW YORK MAGAZINE  
Publication Date: JANUARY 12, 2015  
File Name: DY15\_NYMAG\_SOHO\_DPS\_JAN\_K4\_v1.indd  
Date: 12-4-2014 10:51 AM

Bleed: 16" x 10.75"  
Trim: 15.75" x 10.5"  
Live: 15.25" x 10"  
Position: DOUBLE PAGE SPREAD

Creative Director: NATHAN COPAN  
Art Director: JISOO KANG  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

Notes: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: **Frutiger** (45 Light), **Yurman** (Agate)  
Images: **DYFW14\_SHOT4\_088-0415\_GGW\_0150.jpg** (RGB: 192 ppi; 52%)

APPROVAL

CREATIVE DIRECTOR / ART DIRECTOR

PRODUCTION DIRECTOR

MEDIA BUYING

STUDIO ARTIST

PRODUCTION COORDINATOR

COPYWRITER



DAVID YURMAN

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MAKE THE SEASON BRIGHT

THE PETITE PAVÉ COLLECTION

NEW YORK BEVERLY HILLS CHICAGO BAL HARBOUR DALLAS ATLANTA  
LAS VEGAS BOSTON TYSONS GALLERIA HOUSTON SOUTH COAST PLAZA  
ORLANDO KING OF PRUSSIA WESTCHESTER AUSTIN NASHVILLE BOCA RATON  
SOMERSET COLLECTION SOUTHPARK SCOTTSDALE AMERICANA MANHASSET  
PALM BEACH GARDENS WESTFIELD TOPANGA WESTFIELD VALLEY FAIR

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DAVID YURMAN

Publication: WSJ  
Publication Date: DEC. 15, 2014  
File Name: DY\_WSJ-2x7\_DEC15\_PAVERINGS\_BW\_v1.indd  
Date: 11-19-2014 2:01 PM

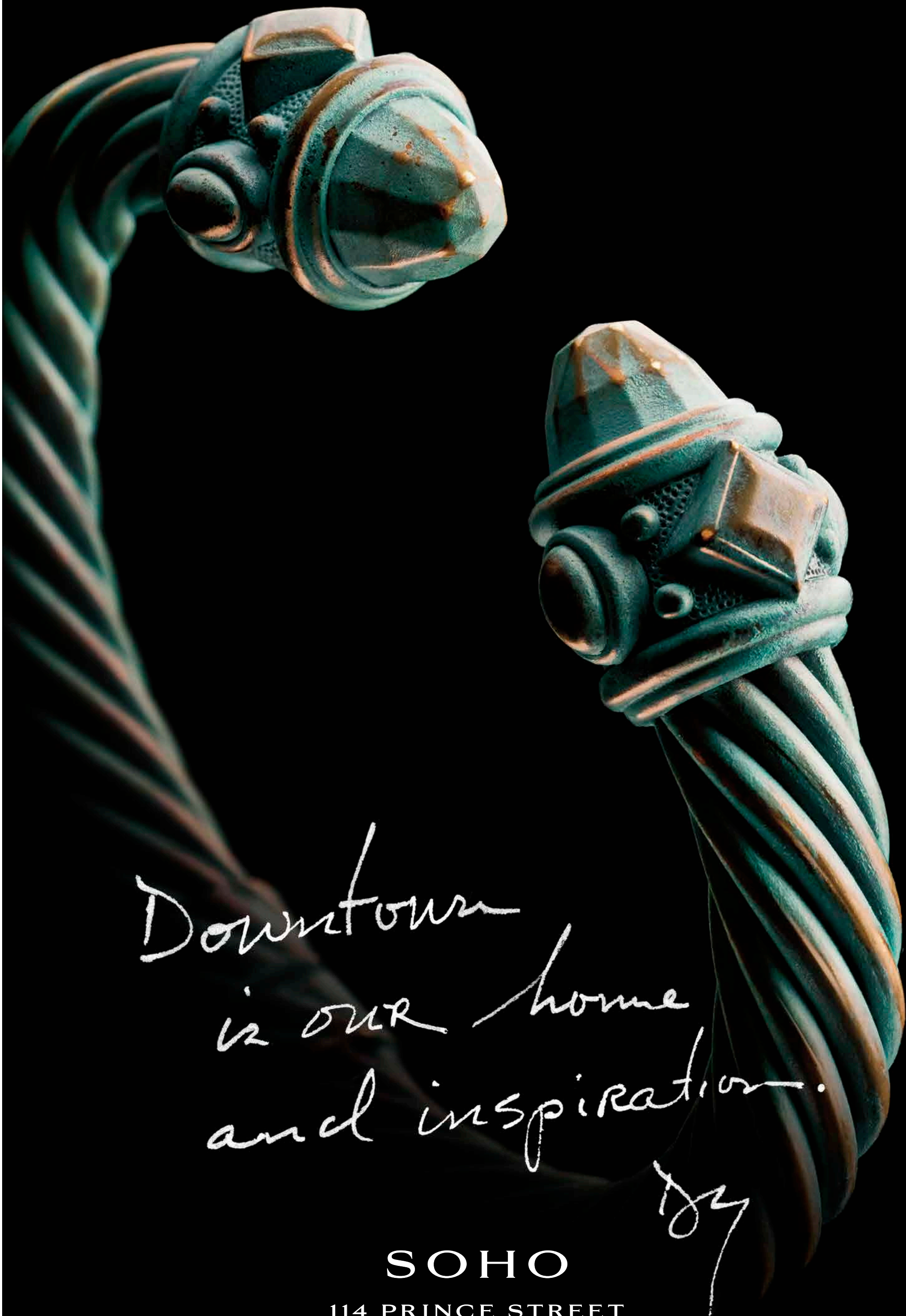
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Position: 2X7 BW

Creative Director: NATHAN COPAN  
Art Director: JISOO KANG  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

Notes: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: **Frutiger** (45 Light), **Yurman** (Regular), **Minion Pro** (Regular)  
Images: **Shot\_26\_GNP\_060.jpg** (RGB, 344 ppi;

# DAVID YURMAN



Renaissance bracelet in oxidized copper,  
a reference to the distinctive patina of the Statue of Liberty.  
Limited edition, available only in Soho.

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
 Publication Date: DEC. 1, 2014  
 File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_SOHO\_v6\_AA.indd  
 Date: 11-18-2014 5:19 PM

Bleed: None  
 Trim: 11.55" x 21"  
 Live: None  
 Position: 4 PAGE COVER WRAP

Creative Director: NATHAN COPAN  
 Art Director: JISOO KANG  
 Production Director: STEPHEN ELLWOOD  
 Production Coordinator: MIA NACCARATO  
 Media Buying: CAROL BOYD  
 Studio Artist: CAMILLE MOTTA

Notes: FOR PRODUCTION QUESTIONS CONTACT  
 DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
 OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: Yurman (Regular), Gotham (Book)  
 Images: DY\_FALL14\_SOHO\_Shot04\_R\_100\_V7\_ALT\_HW.psd (RGB, 131 ppi; 75.78%)



# Pinky Rings

"I love taking inspiration from the past and finding new ways to interpret it." David Yurman reinvents the classic pinky signet with meticulously hand-set mosaic pavé and signature details.



DAVIDYURMAN.COM

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC. 1, 2014  
File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_SOHO\_v6\_AA.indd  
Date: 11-18-2014 5:19 PM

Bleed: None  
Trim: 11.55" x 21"  
Live: None  
Position: 4 PAGE COVER WRAP

Creative Director: NATHAN COPAN  
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Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

Notes: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: Gotham (Book), Yurman (Regular)  
Images: DY\_FALL14\_SOHO\_Shot02\_R\_100\_V4a\_HW\_v2.psd (RGB: 78 ppi, 128%)





# Venetian Quatrefoil

The intricate patterns of Venice  
inspired this modern, refined design.

114 PRINCE STREET

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC. 1, 2014  
File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_SOHO\_v6\_AA.indd  
Date: 11-18-2014 5:19 PM

Bleed: None  
Trim: 11.55" x 21"  
Live: None  
Position: 4 PAGE COVER WRAP

Creative Director: NATHAN COPAN  
Art Director: JISOO KANG  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
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Notes: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: Gotham (Book), Yurman (Regular), Frutiger  
(45 Light)  
Images: [DY\\_FALL14\\_SOHO\\_Shot03\\_R\\_100\\_V3](#)

# DAVID YURMAN



## Renaissance

In 1983, David Yurman introduced the Renaissance cable bracelet, a striking combination of ancient and modern sensibilities. Every artist has a signature – David Yurman's is cable.

DAVIDYURMAN.COM

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC. 1, 2014  
File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_SOHO\_v6\_AA.indd  
Date: 11-18-2014 5:19 PM


Bleed: None  
Trim: 11.55" x 21"  
Live: None  
Position: 4 PAGE COVER WRAP

Creative Director: NATHAN COPAN  
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Notes: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: Yurman (Regular), Gotham (Book)  
Images: DY\_FALL14\_SOHO\_Shot07\_R\_100\_V2\_HW.psd (RGB, 197 ppi, 152%)



A black and white photograph of a woman with wavy hair, looking thoughtfully to the side. She is wearing a dark, off-the-shoulder top, a thick, multi-strand chain-link necklace, and a large, textured ring on her left hand. Her hands are raised near her face, with her fingers resting against her cheek. The background is dark and out of focus, with some bokeh light spots.

DAVID YURMAN

THE FORUM SHOPS AT CAESARS