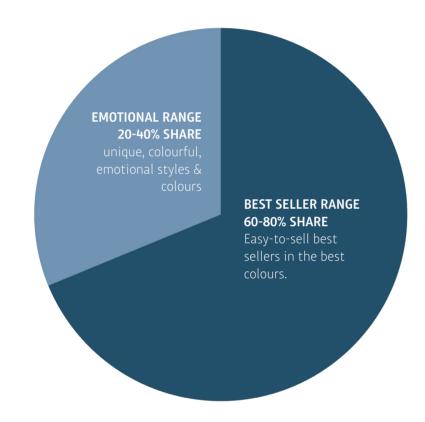
Get the mix right

Pick 60-80% of the frames from the Icon Best Sellers and mix them with 20-40% more unique, colourful and 'emotional' frames.



EXAMPLE OF A 40 FRAMES RANGE:

A. Pick 24-32 frames from the Icon Best Seller range = 60-80%

B. Pick 8-16 frames from the most colourful and unique frames = 20-40 %

Check if ladies/mens ratio is right for your store

Make sure the men's/women's ratio is suitable for your store and that the mix of colours look attractive on the shelves.

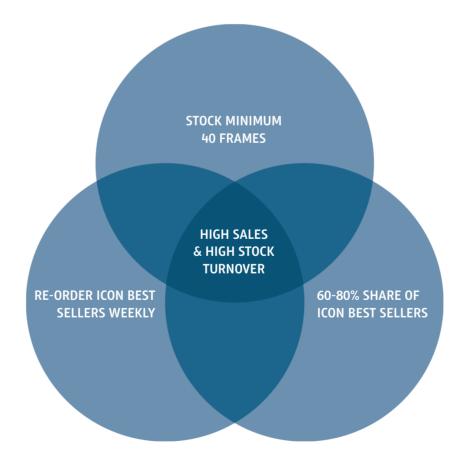
The Icon Best Seller frames tend to come from the black/grey/blue colour palette. Spice it up with a few bestsellers in other colours and add colourful frames from the 'Emotional' range to ensure the shelves are eye-catching and inviting.

Stores following the concept often achieve a stock turn of 1.5 - 2.5

40 Monogool frames on the shelves can represent annual sales of 80 Monogool frames or more. That's the experience of many of the stores working with our Icon Best Seller Concept.

Sell the same bestsellers 5-8 times a year

To achieve high stock turnover, re-stocking the shelves with the same best sellers is absolutely essential. The best stores can sell the same best-selling frame - like our MM99 - up to 5-8 times per year.



TOP 50 ICON BEST-SELLING FRAMES 2022

- and how to increase your sales by up to 40%



FOLLOW THE 6 STEPS OF THE ICON BEST SELLER CONCEPT

- and increase your sales by up to 40%

1) Select the size of the Monoqool range to suit you

2) Select your ideal mix of Icon Best Sellers and favourite "emotional" frames to suit your store

frames you personally pick out with favourite colours and designs (40-20%).

3) Pick the frames from the Icon Best Seller list

We recommend you select 60-80% of the collection from the Icon Best Seller

4) Add the "emotional" range of frames

Choose the remaining 20-40% from Monogool's "emotional range". Select unique styles and strong, exciting colours to find the balance that's perfect for you!

5) Ready to go!

frames is right for your store, and that the colour selection is broad and balanced.

6) Re-order best sellers every week!

eyecatching for everyone.

TOP 50 BEST SELLERS 2022



NEED INSPIRATION?

Must have Women's Frames



Must have Colourful Frames



Must have 12 super cool frames from the "emotional range" to spice up the board









