

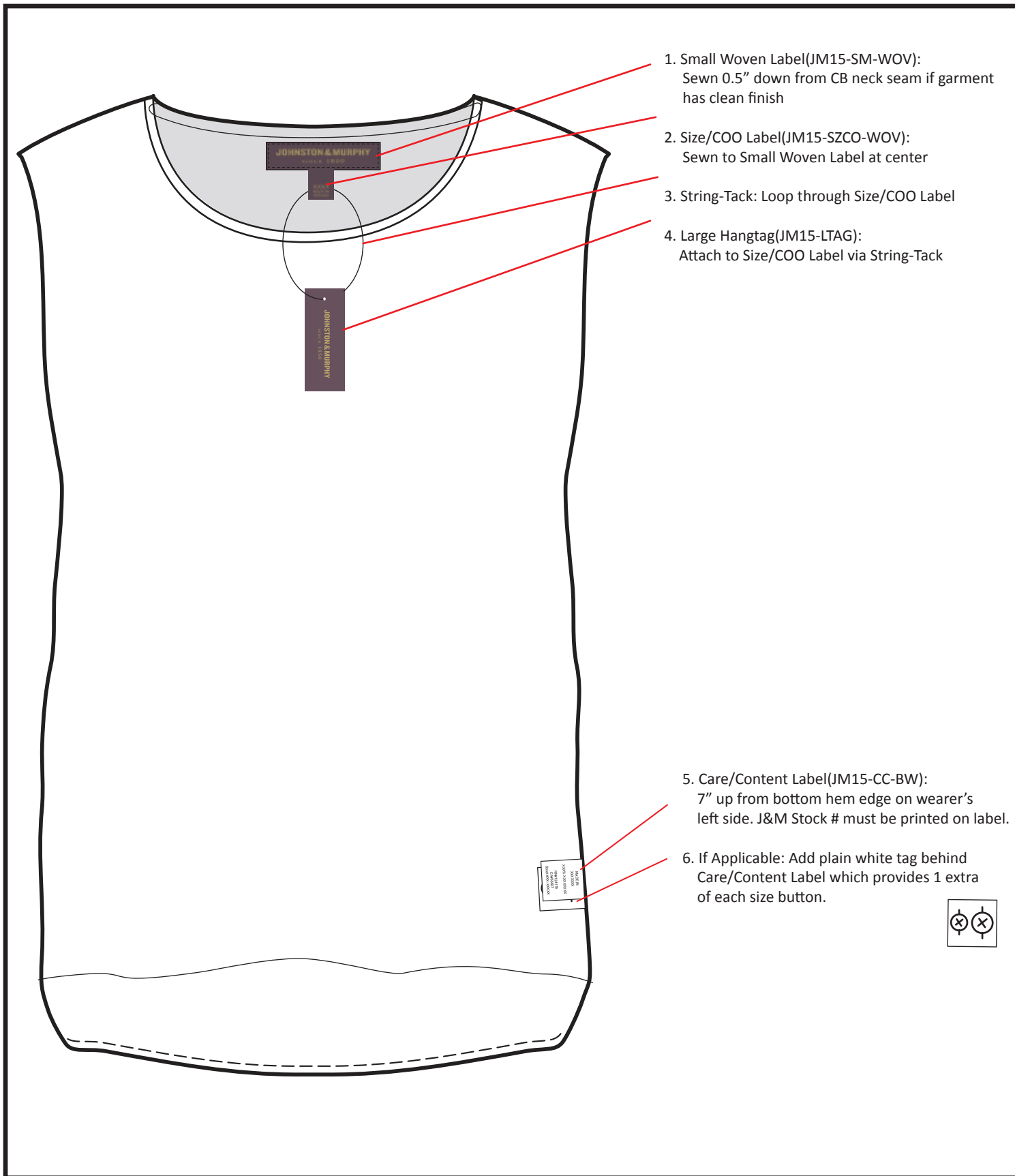
JOHNSTON & MURPHY

WOMEN'S PLACEMENT GUIDELINES

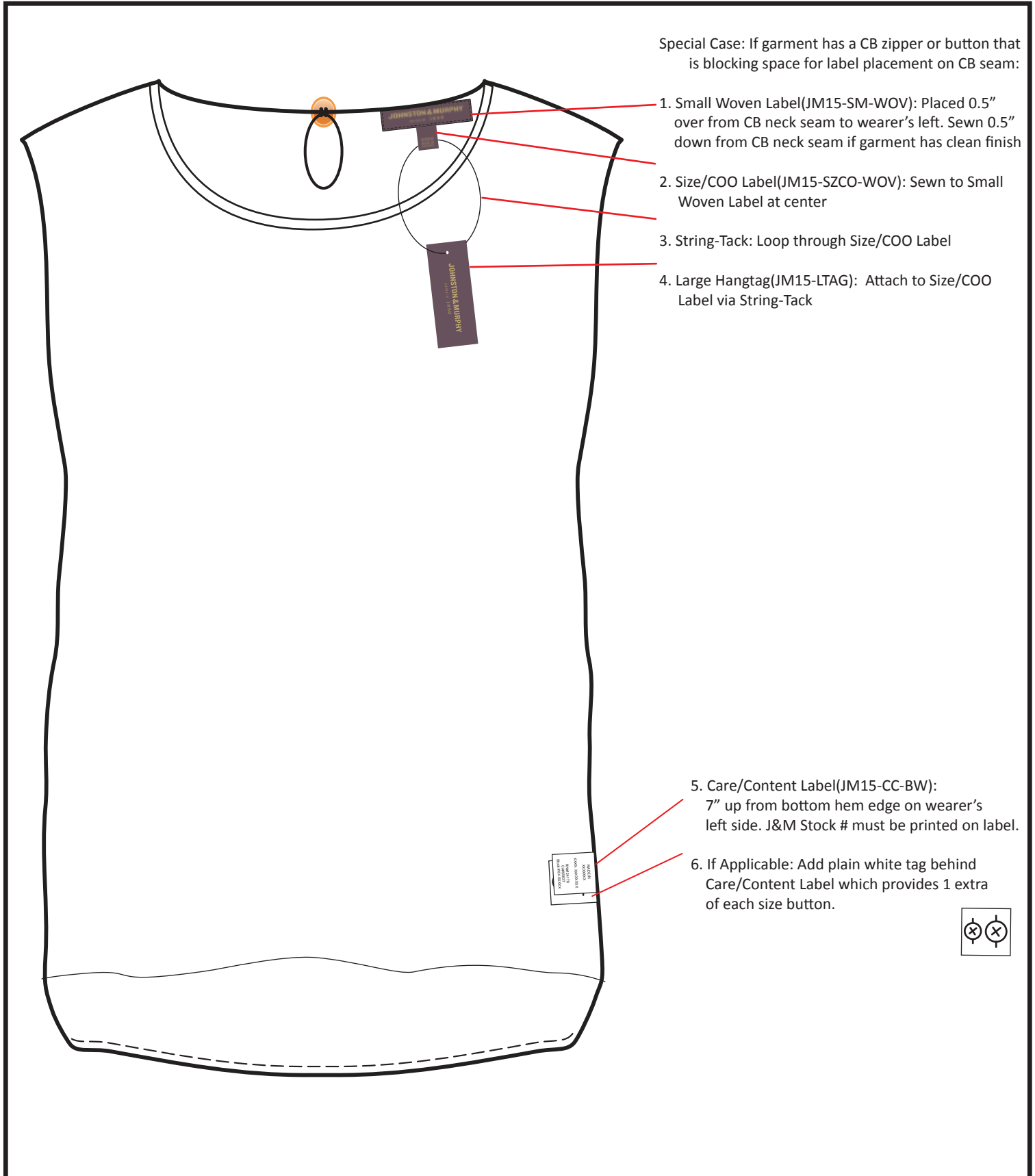
TABLE OF CONTENTS:

Table of Contents.....	Page 1
1a. Women's Tops: Standard Case.....	Page 2
1b. Special Case: Center Back Zipper/Button Closure.....	Page 3
2a. Women's Dresses: Standard Case.....	Page 4
2b. Special Case: Center Back Zipper/Button Closure.....	Page 5
3a. Women's Sweaters: Standard Case.....	Page 6
3b. Special Case: Center Back Zipper/Button Closure.....	Page 7
4a. Women's Outerwear: Standard Case.....	Page 8
4b. Women's Outerwear: Reversible.....	Page 9
5. Women's Ruanas	Page 10
6. Women's Scarves.....	Page 11
7. Women's Socks.....	Page 12
Poly Bag Sticker Placement.....	Page 13
Woven Labels & Heat Stamps.....	Page 14
Hang Tags & Jokers.....	Page 15

WOMEN'S TOPS



WOMEN'S TOPS - SPECIAL CASE



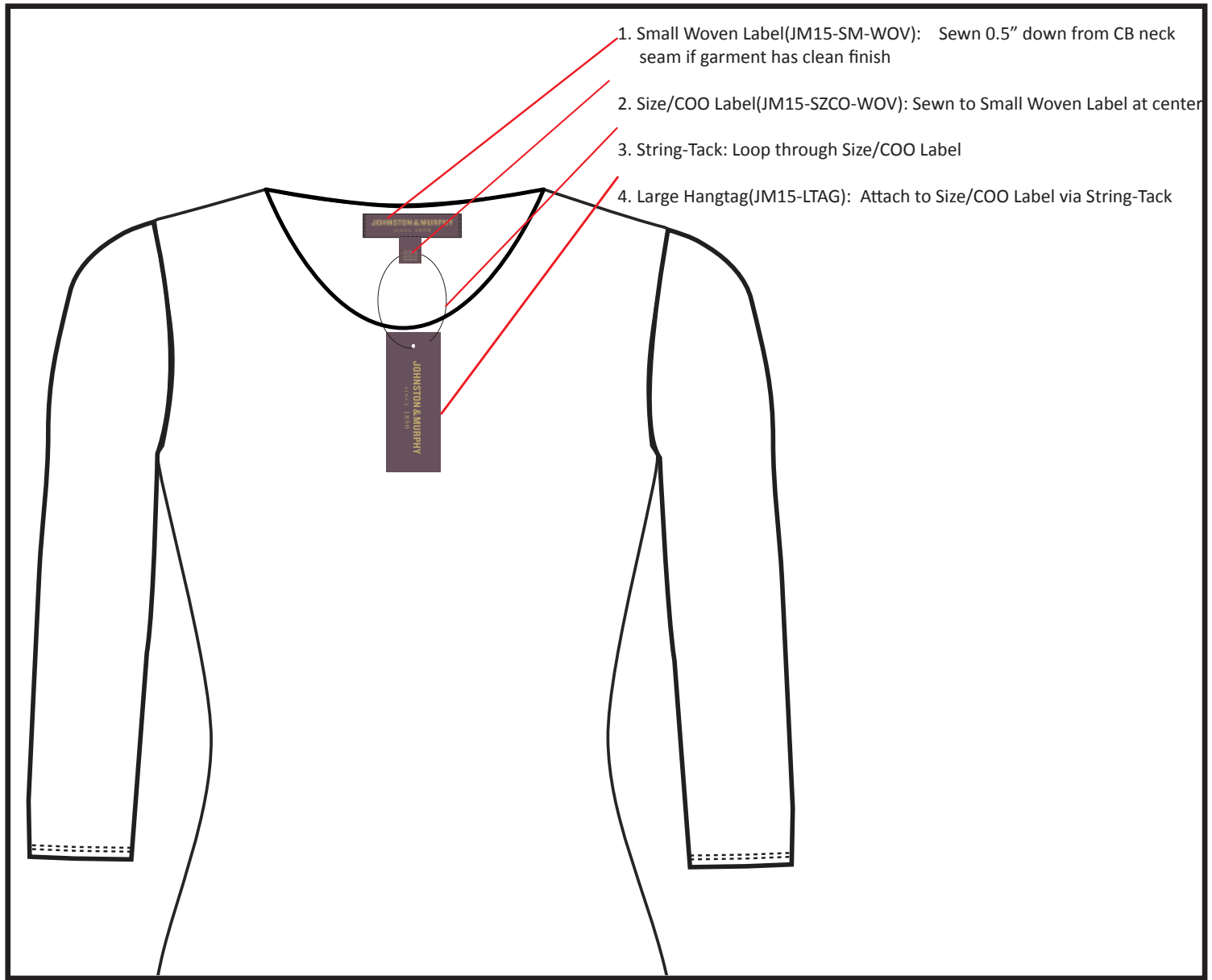
Special Case: If garment has a CB zipper or button that is blocking space for label placement on CB seam:

1. Small Woven Label(JM15-SM-WOV): Placed 0.5" over from CB neck seam to wearer's left. Sewn 0.5" down from CB neck seam if garment has clean finish
2. Size/COO Label(JM15-SZCO-WOV): Sewn to Small Woven Label at center
3. String-Tack: Loop through Size/COO Label
4. Large Hangtag(JM15-LTAG): Attach to Size/COO Label via String-Tack

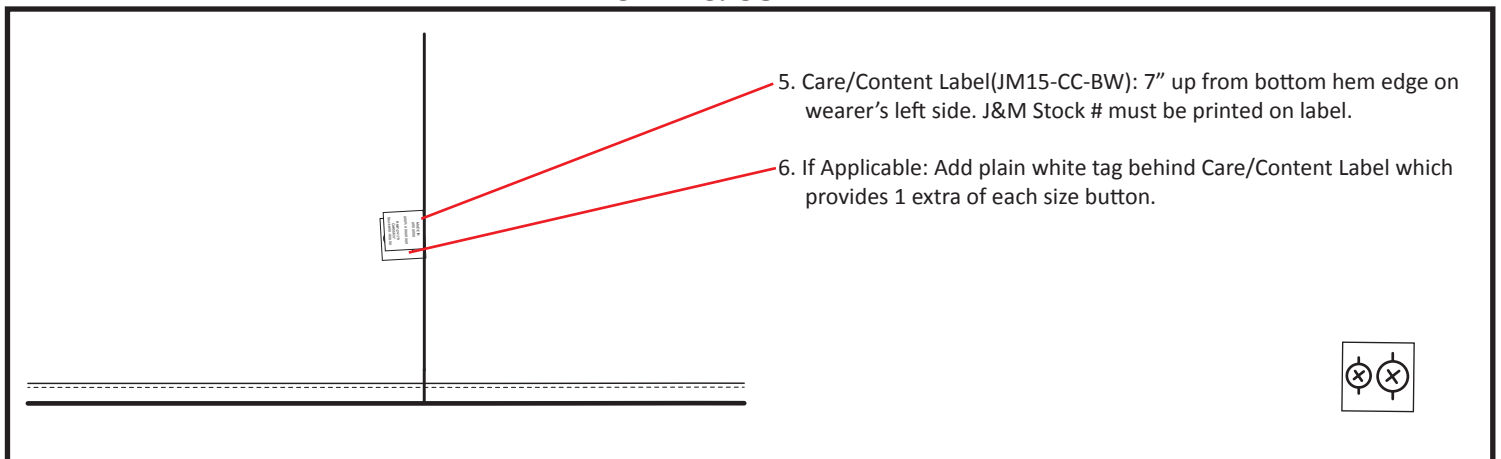
5. Care/Content Label(JM15-CC-BW): 7" up from bottom hem edge on wearer's left side. J&M Stock # must be printed on label.
6. If Applicable: Add plain white tag behind Care/Content Label which provides 1 extra of each size button.



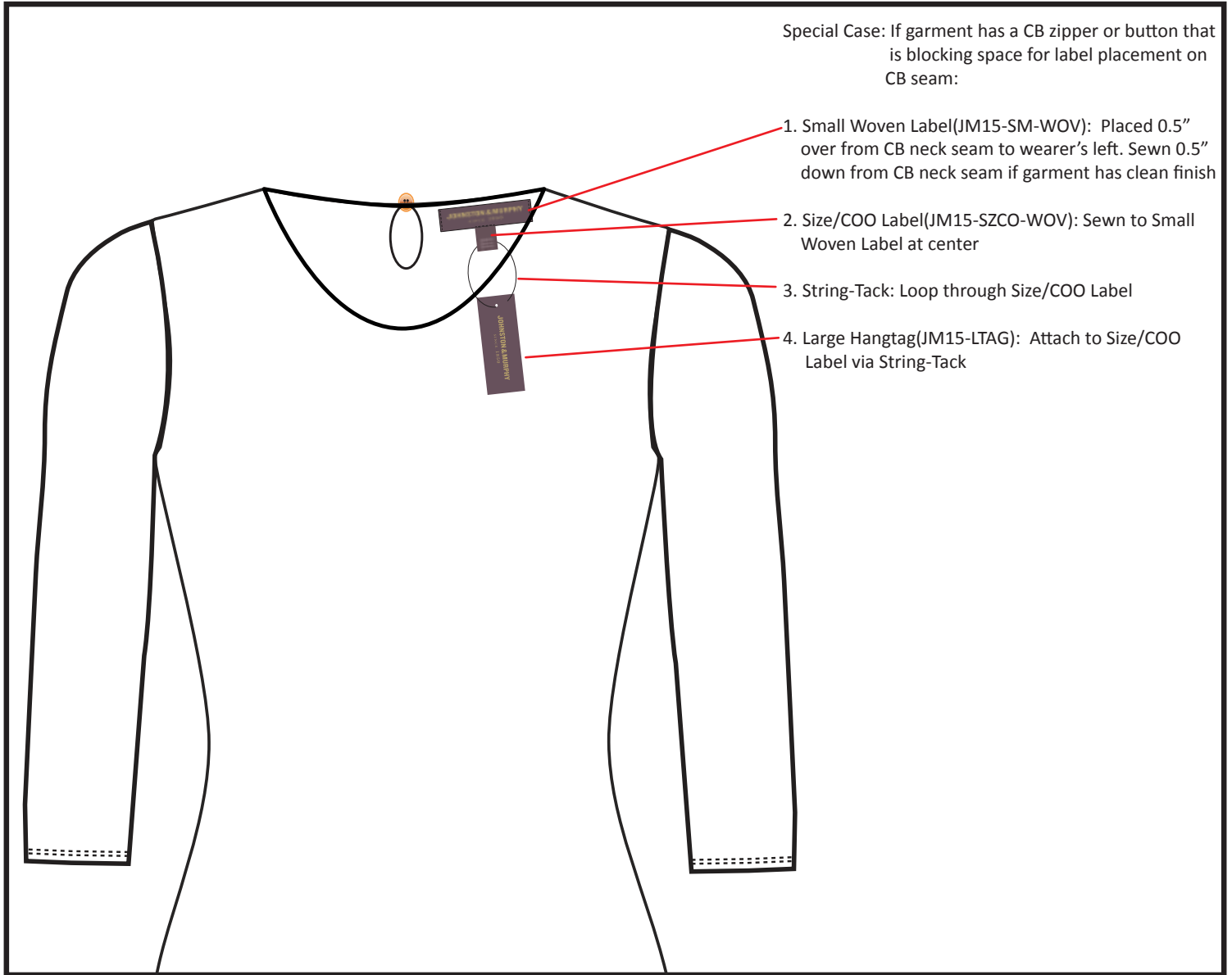
WOMEN'S DRESSES



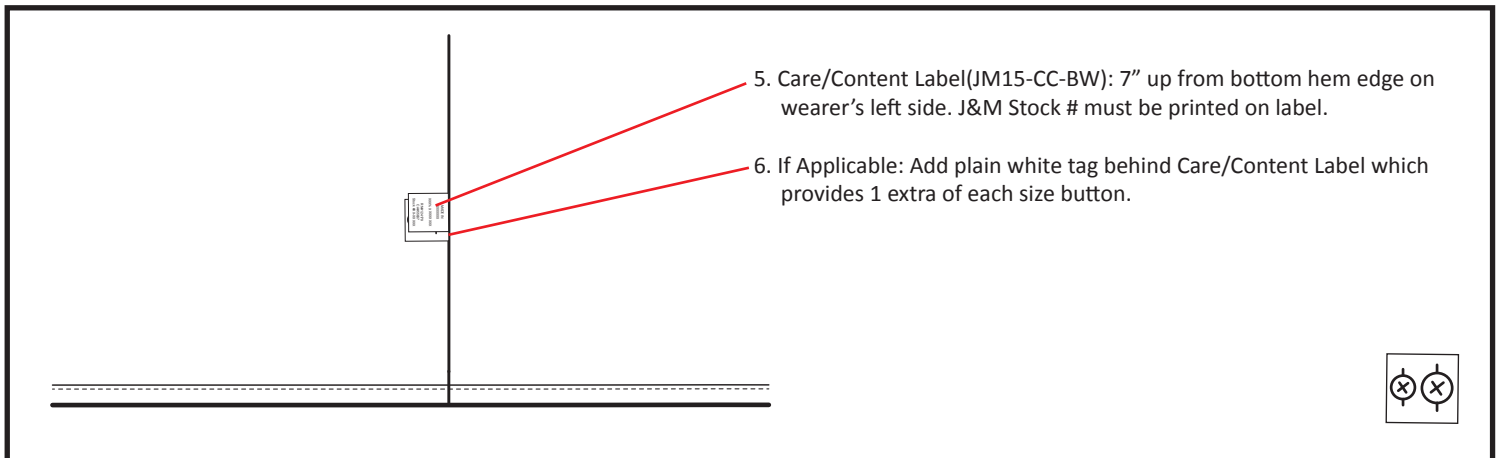
CARE & CONTENT



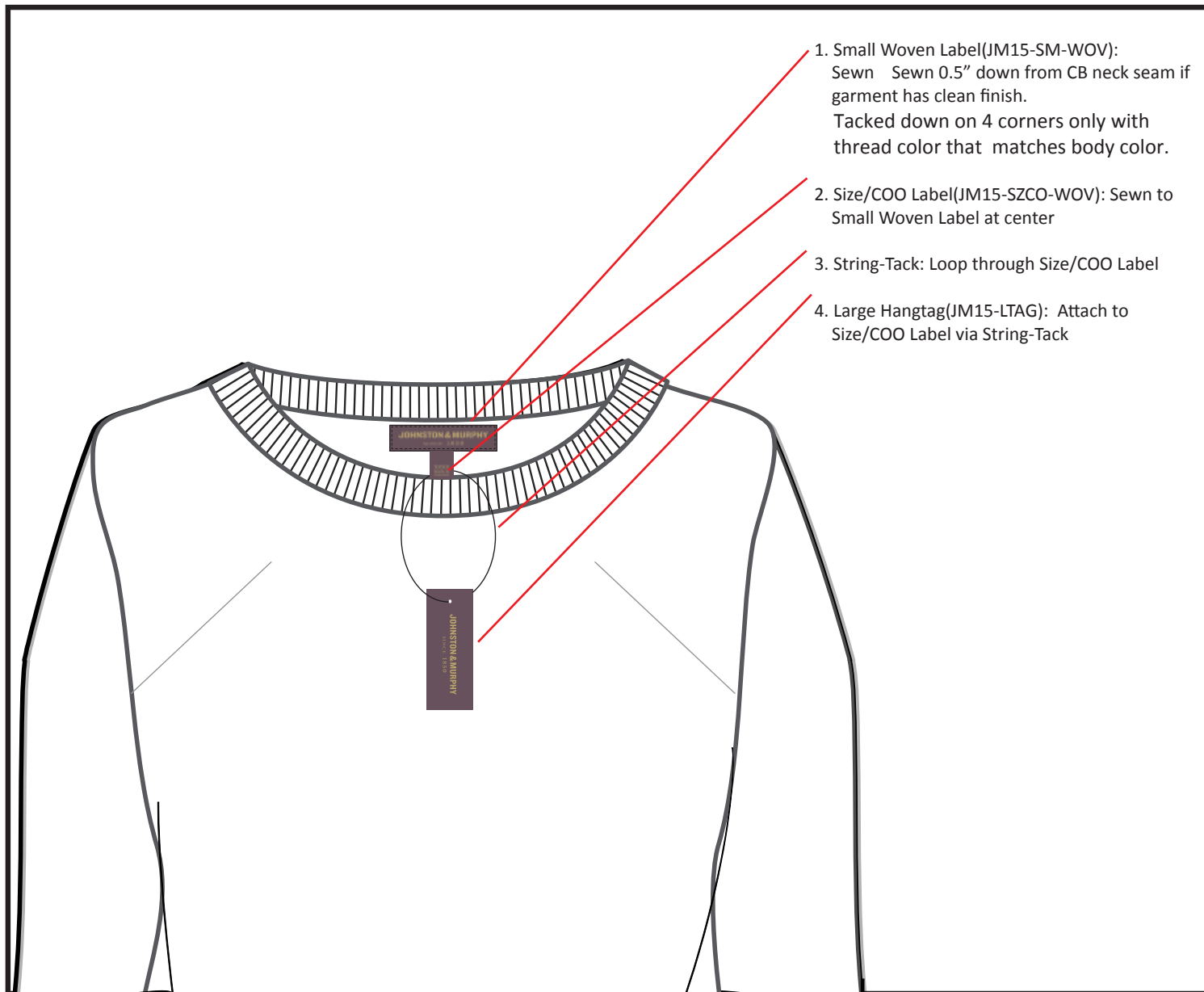
WOMEN'S DRESSES - SPECIAL CASE



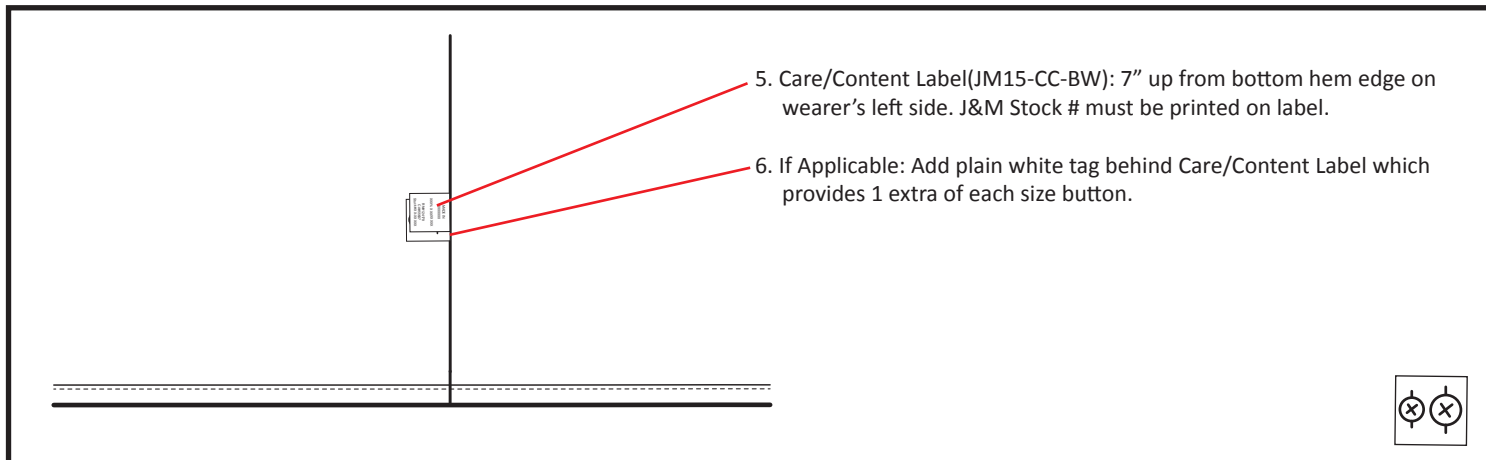
CARE & CONTENT

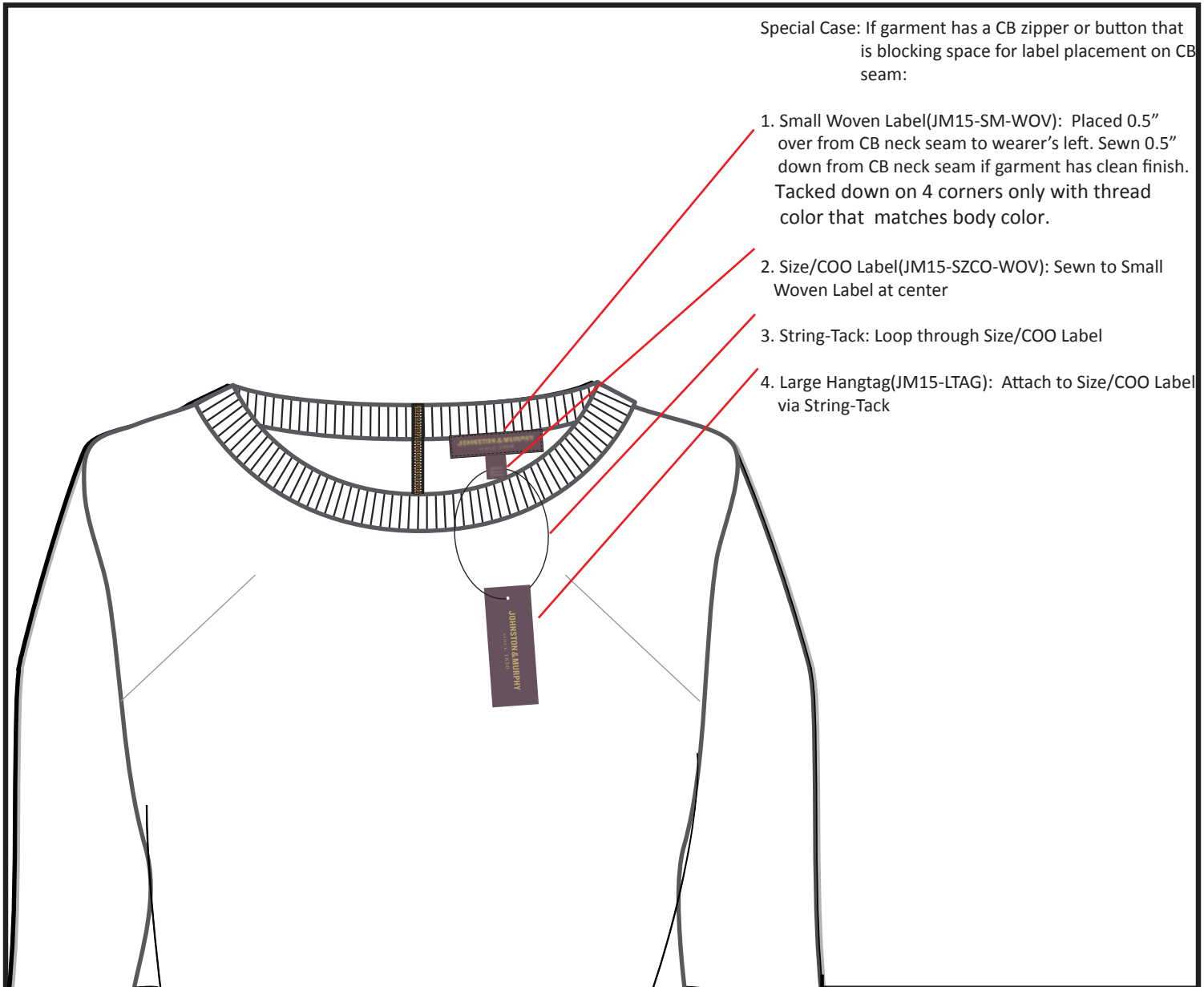


WOMEN'S SWEATERS



CARE & CONTENT

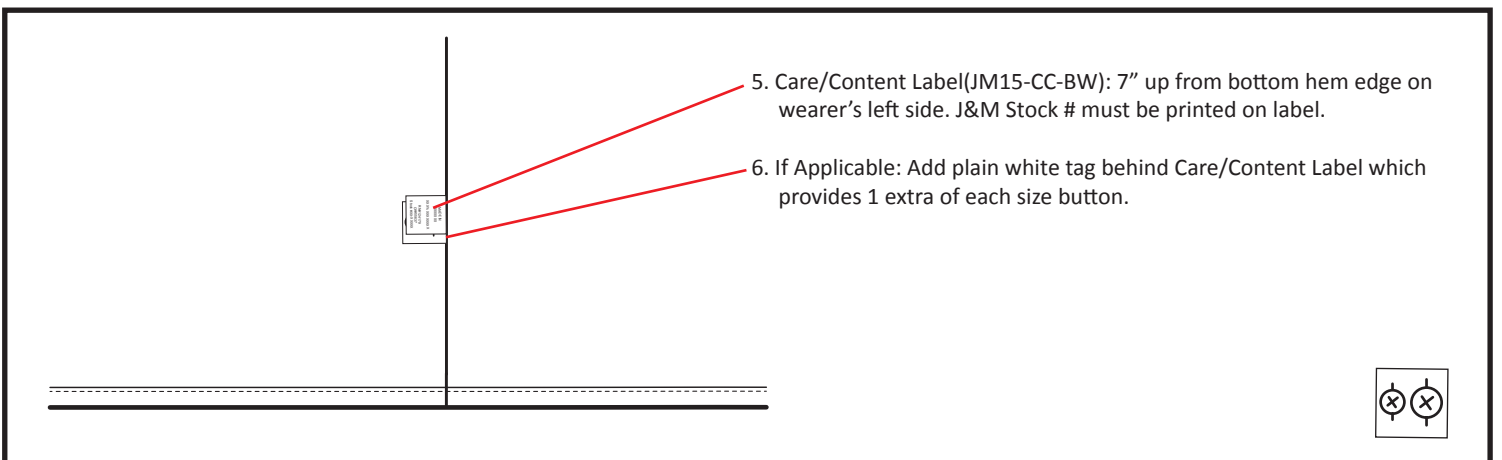




Special Case: If garment has a CB zipper or button that is blocking space for label placement on CB seam:

1. Small Woven Label(JM15-SM-WOV): Placed 0.5" over from CB neck seam to wearer's left. Sewn 0.5" down from CB neck seam if garment has clean finish. Tacked down on 4 corners only with thread color that matches body color.
2. Size/COO Label(JM15-SZCO-WOV): Sewn to Small Woven Label at center
3. String-Tack: Loop through Size/COO Label
4. Large Hangtag(JM15-LTAG): Attach to Size/COO Label via String-Tack

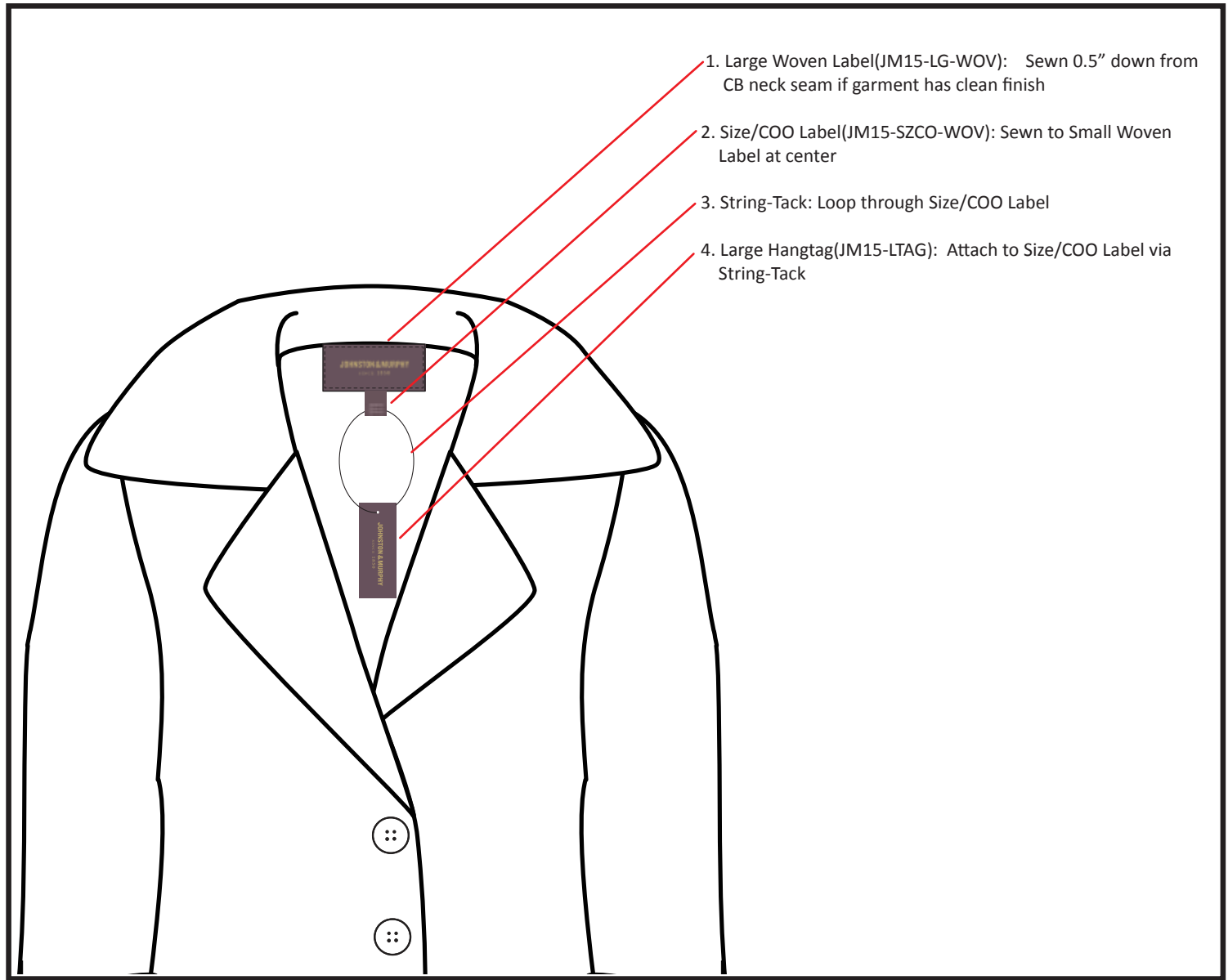
CARE & CONTENT



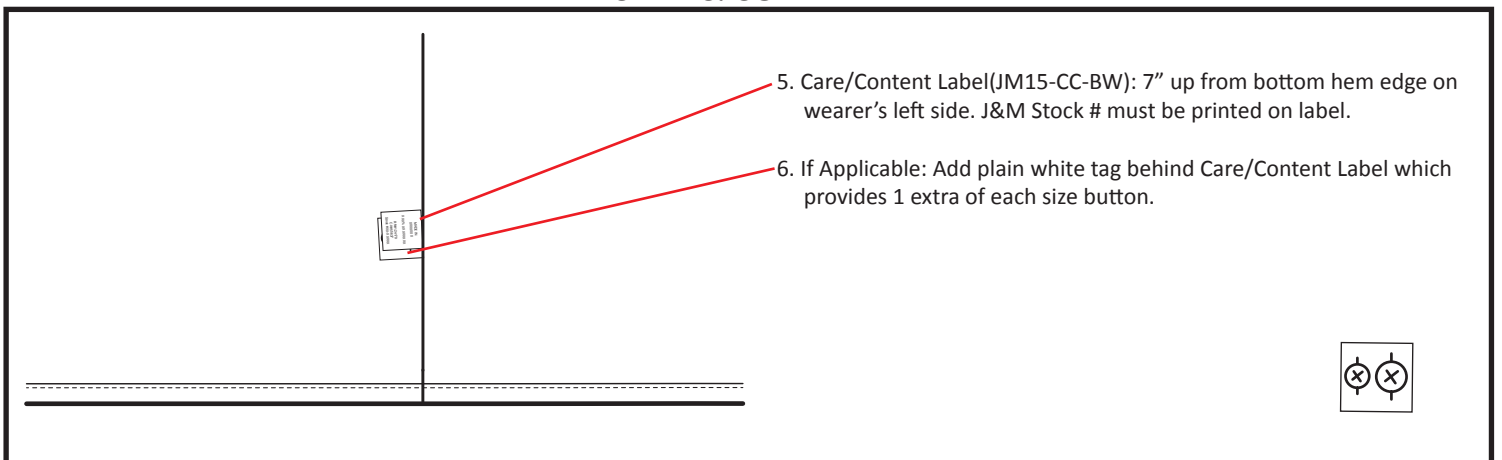
5. Care/Content Label(JM15-CC-BW): 7" up from bottom hem edge on wearer's left side. J&M Stock # must be printed on label.
6. If Applicable: Add plain white tag behind Care/Content Label which provides 1 extra of each size button.



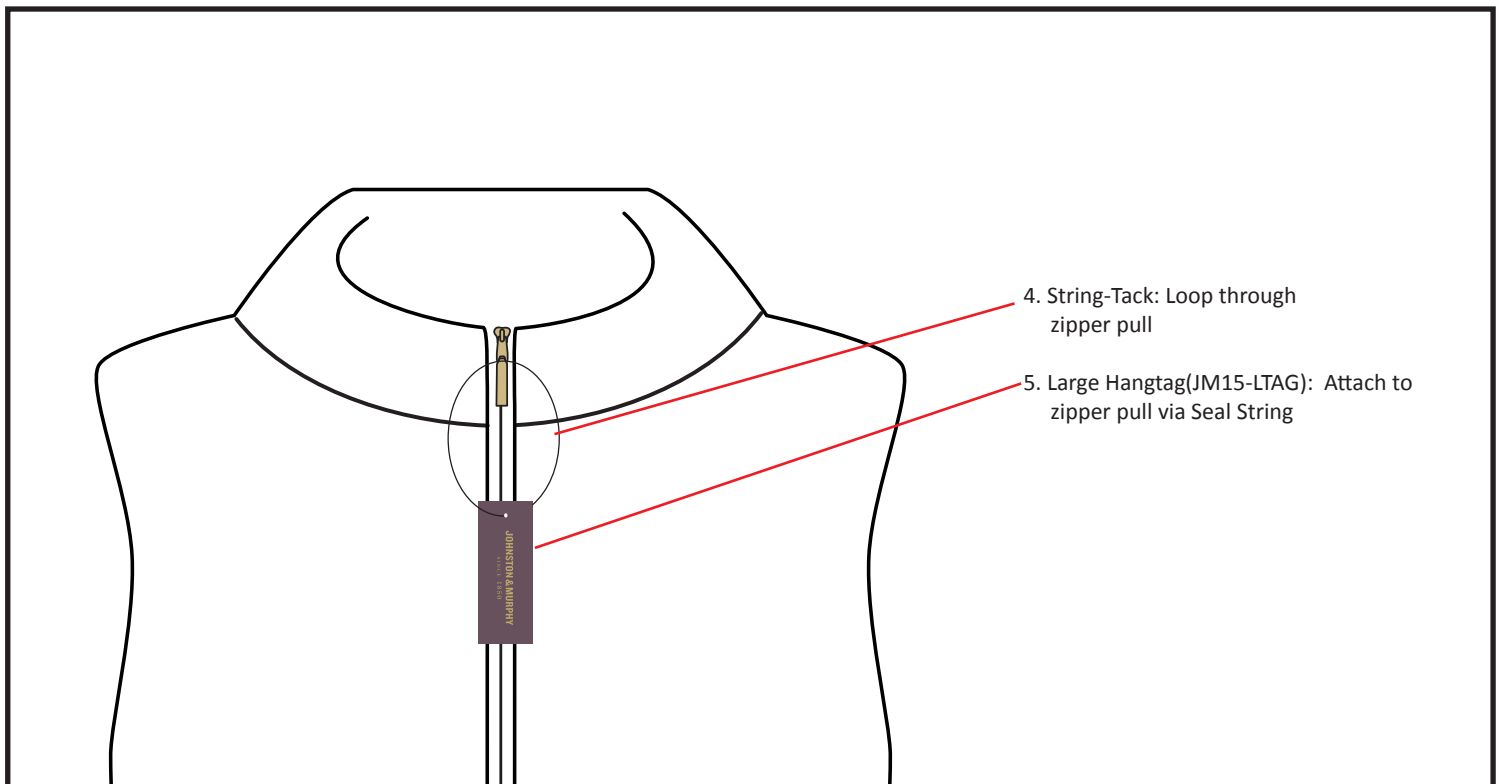
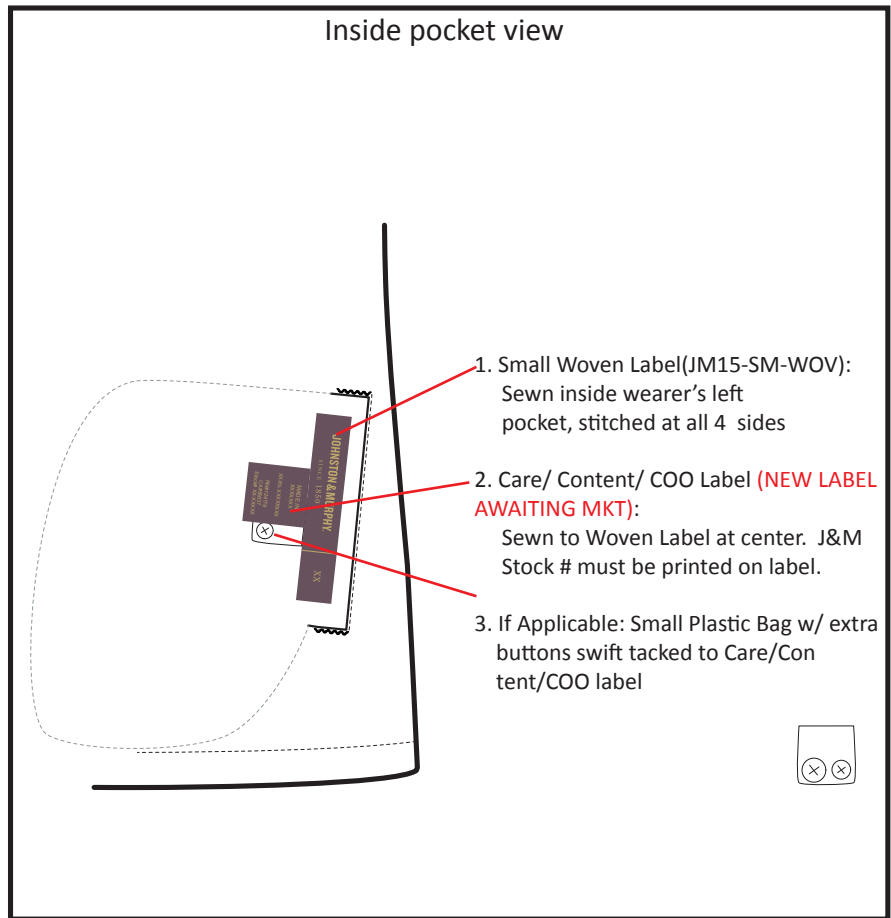
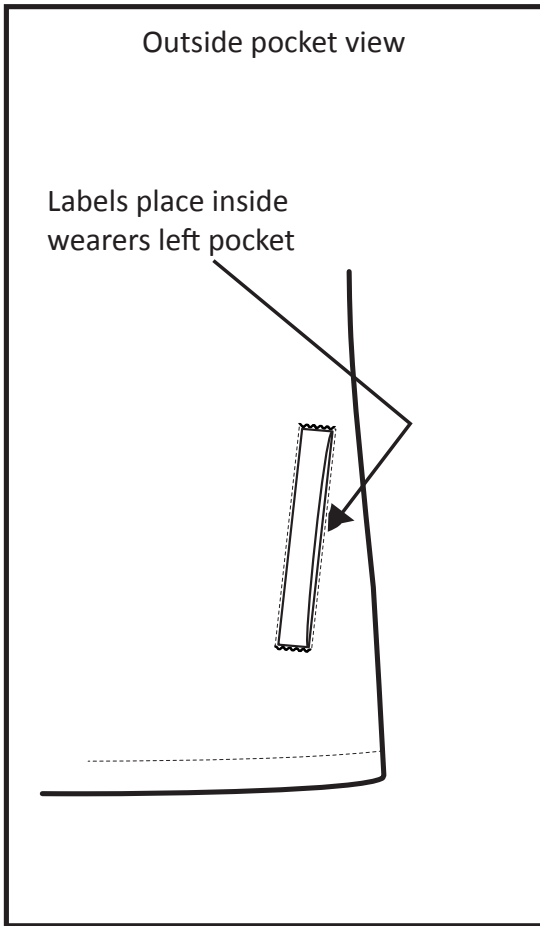
WOMEN'S OUTERWEAR



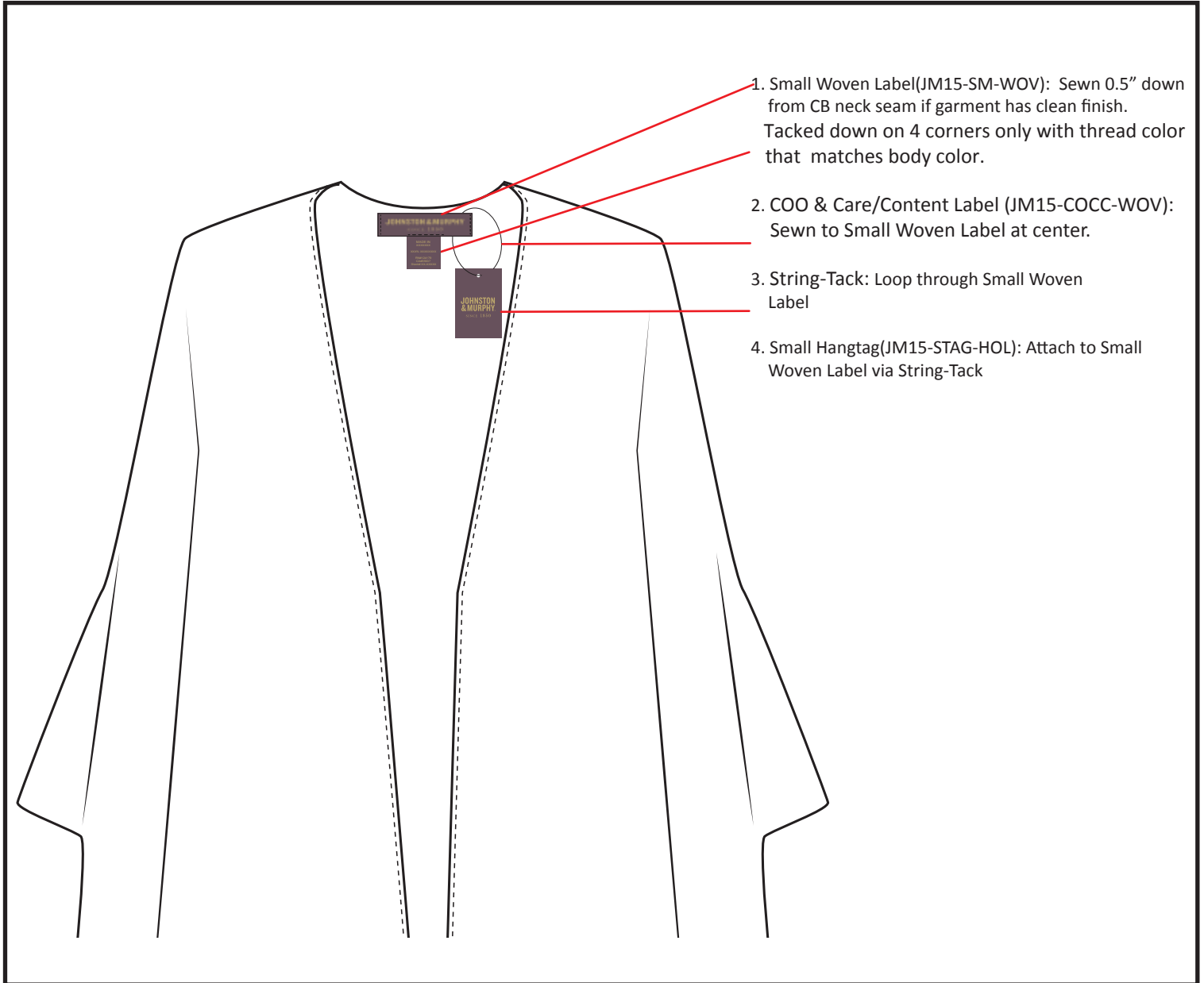
CARE & CONTENT



WOMEN'S OUTERWEAR - REVERSIBLE



WOMEN'S RUANAS & PONCHOS

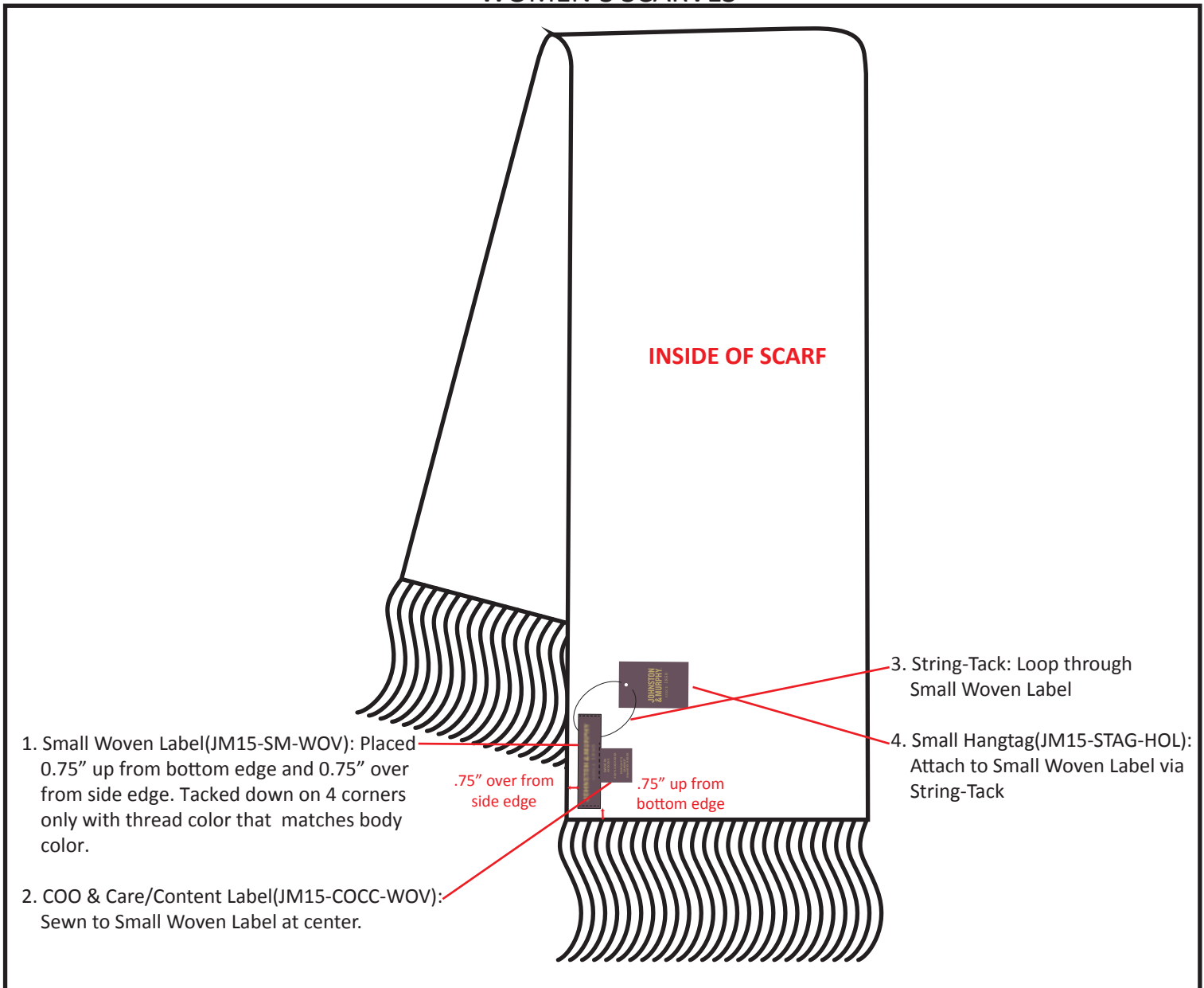


PRICE STICKER

Price sticker placement: inside tick marks on back of hangtag



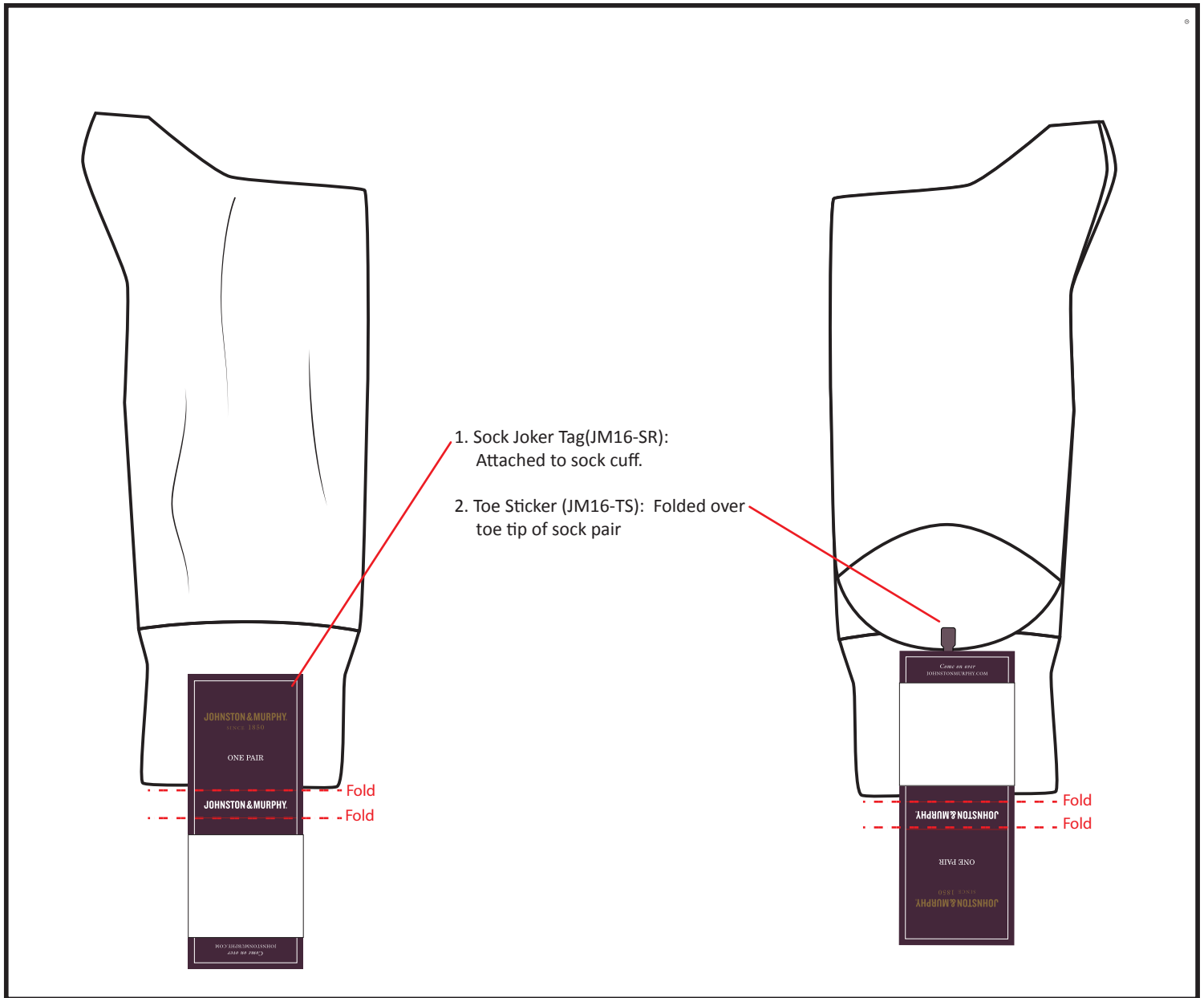
WOMEN'S SCARVES



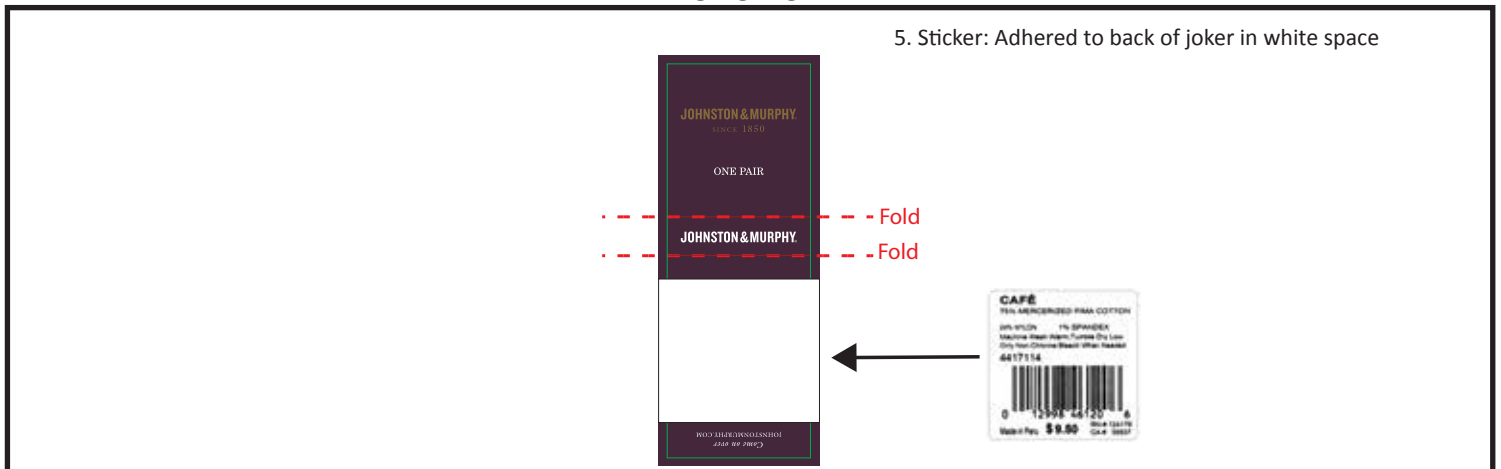
PRICE STICKER



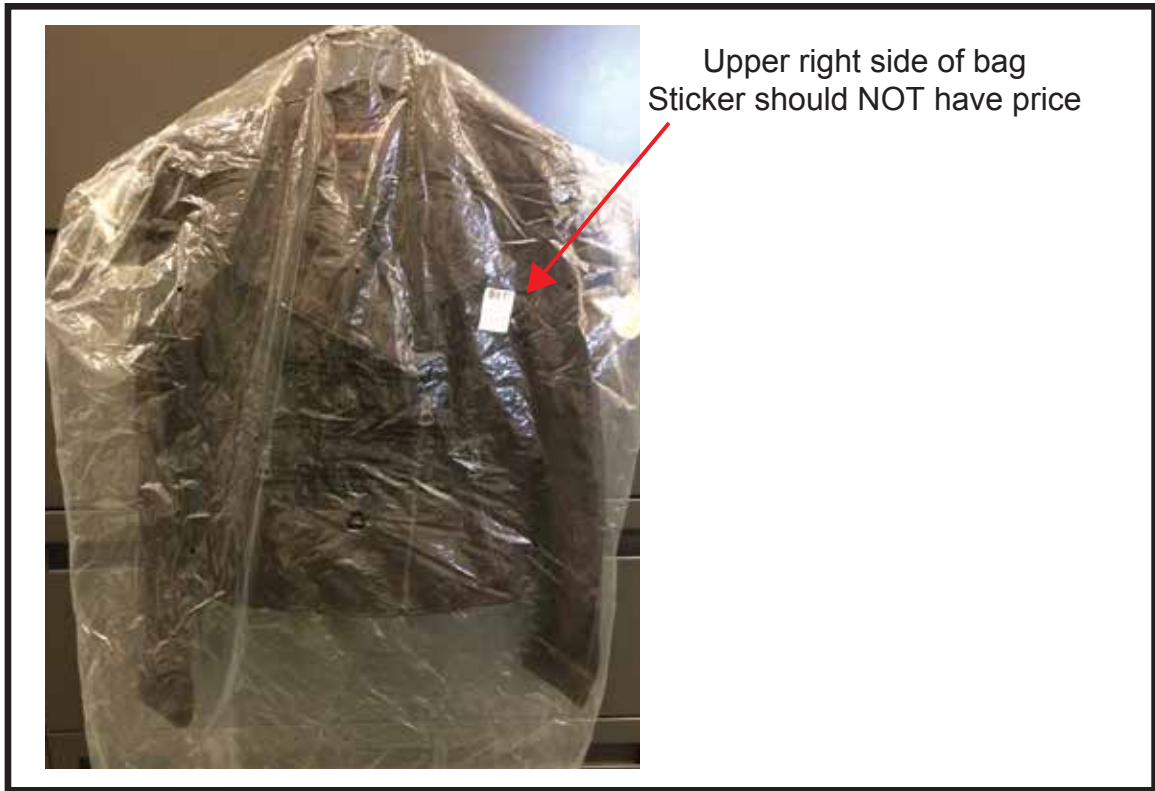
WOMEN'S SOCKS



PRICE STICKER



HANGING GARMENTS



FOLDED GARMENTS



WOVEN LABELS & HEAT STAMPS

LARGE WOVEN LABEL

Item# JM15-LG-WOV



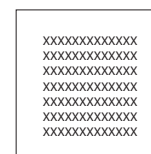
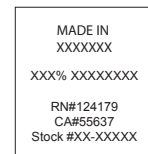
SIZE / COUNTRY OF ORIGIN LABEL

Item# JM15-SZCO-WOV



COO & Care/Content LABEL- BLACK & WHITE

Item# JM15-CC-BW



SMALL WOVEN LABEL

Item# JM15-SM-WOV



COO & Care/Content LABEL

Item# JM15-COCC-WOV



HEAT STAMP-BLACK

Item # JM15_SINCE1850_HEATSTAMP_BLACK

JOHNSTON & MURPHY

SINCE 1850

XXX

MADE IN XXXXXXXX

HEAT STAMP-GREY

JM15_SINCE1850_HEATSTAMP_429

JOHNSTON & MURPHY

SINCE 1850

XXX

MADE IN XXXXXXXX

HANG TAGS & JOKERS

LARGE HANG TAG Item # JM15-LTAG



LARGE HANG TAG- CALL OUTS:

Special Wash
(due to the nature of the wash):
Item # JM15-LTAG-WAS

Indigo Dye:
Item # JM15-LTAG-ID

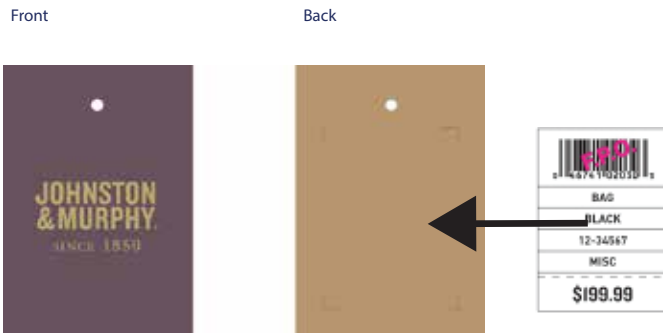
Reversible:
Item # JM15-LTAG-REV

Water Resistant:
Item # JM15-LTAG-WR

Faux Fur:
Item # JM15-LTAG-FF

100% Pima:
Item # JM15-LTAG-PIM

SMALL HANG TAG Item # JM15-STAG-HOL



Genuine Fur:
Item # JM15-LTAG-GF



SOCK RIDER Item # JM16-SR



TOE STICKER Item # JM16-TS

