

# ALLURE BRIDALS



*Reopening Guidance*  
MARKETING & SAFETY RECOMMENDATIONS

# Guidelines

## FOR CLEANING & DISINFECTING

### 1 DEVELOP YOUR PLAN

**DETERMINE WHAT NEEDS TO BE CLEANED.** Areas unoccupied for 7 or more days need only routine cleaning. Maintain existing cleaning practices for outdoor areas.

**DETERMINE HOW AREAS WILL BE DISINFECTED.** Consider the type of surface and how often the surface is touched. Prioritize disinfecting frequently touched surfaces.

**CONSIDER THE RESOURCES AND EQUIPMENT NEEDED.** Keep in mind the availability of cleaning products and personal protective equipment (PPE) appropriate for cleaners and disinfectants.

### 2 IMPLEMENT

**CLEAN VISIBLY DIRTY SURFACES WITH SOAP AND WATER** prior to disinfection.

**USE THE APPROPRIATE CLEANING OR DISINFECTANT PRODUCT.** Use an EPA-approved disinfectant against COVID-19, and read the label to make sure it meets your needs.

**ALWAYS FOLLOW DIRECTIONS ON THE LABEL.** The label will include safety information and application instructions. Keep disinfectants out of the reach of children.

### 3 MAINTAIN & REVISE

**CONTINUE ROUTINE CLEANING AND DISINFECTION.** Continue or revise your plan based upon appropriate disinfectant and PPE availability. Dirty surfaces should be cleaned with soap and water prior to disinfection. Routinely disinfect frequently touched surfaces at least daily.

**MAINTAIN SAFE PRACTICES** such as frequent handwashing, using cloth face coverings, and staying home if you are sick.

**CONTINUE PRACTICES THAT REDUCE THE POTENTIAL FOR EXPOSURE.** Maintain social distancing, staying six feet away from others. Reduce sharing of common spaces and frequently touched objects.

#### Frequently touched surfaces that need routine disinfection:

Tables, Doorknobs, Light Switches, Countertops, Handles, Desks, Phones, Keyboards, Toilets, Faucets and Sinks, and Touch Screens

# *Resources from Allure*

## BRIDAL FACEMASKS AND HAND SANITIZERS

We are happy to introduce our lace bridal face masks and Allure branded hand sanitizers that are available for you in-store, while supplies last.

**FACEMASKS** Available in assorted styles, packaged in groups of 10, priced at \$50/set.

**HAND SANITIZERS** Contact customer service if you would like to purchase hand sanitizers – limited quantities available while supplies last.



# Messaging

## FOR CLEAR AND DIRECT COMMUNICATION

### **CHANGE YOUR BIO**

Update your “Bio” information on your social media platforms to reflect your store’s current status. A simple “Now Open for Appointments” at first glance on your profile will encourage brides to call right away.

### **ADD A HIGHLIGHT**

Create a new highlight to your Instagram and Facebook stories to keep all of your information about your hours and operations in one place. This is also a great place to explain any new store policies and safety measures you have put in place.

### **UPDATE YOUR WEBSITE AND GOOGLE LISTING**

Make sure your store information about your appointment hours, restrictions, and policies is up to date on all public listings.

### **GIVE A REASSURING MESSAGE OF SAFETY**

Highlight some of the safety measures you have been taking in-store to assure your customers that your store is safe for customers and staff.

### **VIRTUAL CONSULTATIONS**

Many stores are still requiring a Virtual or Over-the-Phone consultation before the In-Store appointment. This helps the consultants to gain insight into the bride’s style and will allow you to pre-select and sanitize a smaller selection of dresses for each bride’s appointment.

### **KEEP EVERYONE ON YOUR TEAM IN THE LOOP**

Make sure your in-store Covid policies are clearly outlined to everyone that will enter your building.



# In-Store Experience

## WHAT SETS YOUR BRAND APART

### SET THE SCENE

Since many brides may be hesitant to shop around to multiple stores, it's important to showcase what sets your salon apart. Show brides why *your store* is where they are going to find their dream dress. Whether you have a gorgeous feature wall, a dramatic staircase, VIP Appointments, or want to feature incredible bridal stylists – make sure brides understand what makes your store a one-of-a-kind experience.

### MANAGE IN-STORE EXPECTATIONS

Shopping experiences across the world are going to be different as we all adapt to changing rules in our respective states and countries. Clearly outline your store's policies regarding limited number of guests, required facemasks, etc. For the safety of your staff, we also recommend the bride's guest as the only person allowed in the fitting room to assist with putting on the dresses. Consultants can still pin, clamp, and style the bride while limiting the amount of personal contact between them.

### SETUP A SPACE FOR ZOOM / FACETIME

Make an effort to offer ways for brides to connect via Zoom and FaceTime calls with family and others that are unable to attend. This will help soften the blow of having limited guests allowed, reinforcing that social distance does not mean disconnection!





## YOUR SOCIAL MEDIA

### FINE-TUNE YOUR MESSAGE

Using social media to update your customer has never been more relevant. Many helpful apps are free to start, and can give your social platforms the polish they need to stand out and generate more leads.

### PLANNING TOOLS

Help optimize the best time to post for your store and map out what all of your upcoming social content will look like in your feed. Schedule, manage, and analyze more deliberately with some of the many available planning tools:



LATER



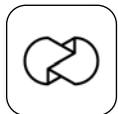
PLANOLY



PREVIEW

### STORY EDITORS

Create dynamic animation for simple messaging outside of the native editing content on Instagram and Facebook. There are many available to download, so find the one that fits your brand aesthetic. Here are a few that we recommend:



UNFOLD



INSTORIES



DAZZLE

### Suggested Headlines and Hashtags

#### Theme: **Change of Plans**

WE STILL BELIEVE IN HAPPILY EVER AFTER  
DON'T GIVE UP ON YOUR DREAM DRESS  
THE PERFECT DAY, NO MATTER THE DATE  
HERE'S TO TYING THE KNOT, EVEN IF NOT YET  
STYLE FOR ANY SEASON  
TIMES HAVE CHANGED, BUT YOUR DRESS DOESN'T HAVE TO  
#dressforthedream #helpingidohappen

#### Theme: **Social Distancing**

KEEPING YOU SAFE AND STUNNING  
LOVE KNOWS NO DISTANCE  
BRAND NEW WAYS TO BRIDE  
#safeandstunning

#### Theme: **Shopping**

FITTING ROOMS RE-IMAGINED  
LOCAL LOVE  
RESHAPING THE WAY YOU SHOP  
SAVING THE (WEDDING) DAY  
#shoplocal #safeandstunning

# Host a Special Event

## MAKE AN IMPACT WITH YOUR REOPENING

Many brides will be disappointed they are not able to have the “typical” shopping experience they envisioned. Help make the experience feel elevated with a few of these special touches:

**SCHEDULE A TRUNK SHOW** Scheduling a trunk show gives you the opportunity to promote brand new styles in your store. Our Trunk Show team will make sure to maximize the event by promoting Allure + Your Store on our website and social media channels.

**BRING IN LOCAL VENDORS** Ask a local florist or baker – who might be eager to showcase their skills for future brides – to bring in a little something extra for your appointments during the first opening weeks.

**GOWNS ON LOAN** Need a specific style brought into your store for a bride’s request? Fill out our Trunk Show Sample Inventory Request to see if these gowns are available for you.

**CLEAR OUT OLD SAMPLES** Take advantage of all the time you had while closed to clear out old samples, and make a sale rack.

Contact [trunkshows@allurebridals.com](mailto:trunkshows@allurebridals.com) to check for trunk show availability.

# The All New Collections

REFRESH YOUR STOCK WITH NEW MERCHANDISE

With the launch of our new campaigns on our website and digital platforms, brides will be eager to see new product. Make sure your racks are filled with fresh inventory! We are also thrilled to launch the debut collection of Abella – a capsule collection inspired by the polished, bold silhouettes synonymous with European bridal design.

[CLICK HERE FOR IMAGES](#)

[CLICK HERE FOR VIDEOS](#)

*The password is fall2020.*



Allure Bridals



Allure Couture



Allure Romance



Madison James



Wilderly Bride



Abella

# Share your Plans

## WITH YOUR ALLURE CUSTOMER SERVICE TEAMS

We want to stay as up to date as possible with your reopening plans! Make sure to contact your Sales Reps or Customer Service Teams with your store status and if you are reopening with new or modified hours.

Then we will add you to our list of Instagram features, which will send leads directly to your profile.

If there is anything we can do to help you during your reopening period, please don't hesitate to reach out.

