

BoardShorts WALL MATRIX

BOARDSHORTS

Since the beginning of surf retail in the early 70's, boardshorts, wetsuits and surfboards have been the forefront of our industry. Over many years of evolution, boardshorts still remain one of the most unique and innovative products the surf market has produced.



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ORIGINALS

BoardShorts WALL MATRIX

WALL LAYOUT AND POSITIONING IN STORE

An effective Boardshort wall is visually easy to understand, clearly presents brands, styles and features in order to fill the consumers' needs and get them into the right pair of shorts effortlessly.

- Being one of the primary categories over the summer months and up to 15% of the total business, we suggest Boardshorts should be presented in a primary location, preferably on your main or most visible men's wall.
- The Segmentation should run from the front of the store down into the rear.
- The feature style or top selling should be in the center row at eye level.
- For biggest impact at a style level it is suggested to hang styles running across the wall.



Billabong BoardShorts WALL MATRIX

SEGMENTATION

PERFORMANCE BOARDSHORTS

The performance Boardshort is one that is most suited to the diehard surfer, the boardshort is for all day, marathon sessions and is designed with unprecedented levels of flexibility, stability and comfort. This is a short necessary in any surfers Boardshort quiver. At Billabong we refer the performance short as "Platinum X" which is highlighted in the below Boardshort wall lay out.

MID TO SHORT CUT BOARDSHORTS

The mid to short cut Boardshorts a shorter cut more modern fit and ideal for a quick surf, a lounge on the beach or an all day party. They generally feature a lasso waist drawcord and on seam side pockets. These shorts will take you from the surf to the sand and beyond in style.

At Billabong we refer the Mid to short cut short as "LOTIDE'S" From Surf to Sand. Which is highlighted in the below Boardshort wall lay out.

ELASTIC WAIST BOARDSHORTS

A shorter, modern fit with full elastic and draw cord waist and on seam pockets. The Elastic waist is perfect short for a quick poolside dip or a lazy day on the sofa.

At Billabong we refer to the Elastic waist Boardshort as the "LayBacks". Which is highlighted in the below Boardshort wall lay out.



ORIGINALS

BOARDSHORT HANGING AND VISUAL MERCHANDISING METHODS

The visible display of a Boardshort is an important element to sales. This is the point of customer engagement and a chance to look and feel the shorts.

- We suggest the shorts be front face side hung (Ref Pic) to ensure they are visibly appealing and showcase the primary branding, paneling and colour ways.
- The shorts should be displayed with smallest size at the front to the largest size to the rear of the display prong.
- The shorts need to be neatly and evenly hung. (Ref Pic)
- Security tags should not be visible and attached at the back side of the short.



CLIPS ON THE INSIDE OF THE SHORT



CLIPS ON THE OUTSIDE OF THE SHORT