

COUTURE

SALON PACKAGE GUIDELINES

Brands are allowed to close off their corner salons only if they are using package tower cases to do so (i.e. 1M Tower or 2M Tower cases). Walling off the salon completely is not an option. The brand is responsible for the cost of the additional tower cases. The COUTURE Show Team needs to see a rendering and grant approval.

Corner salons 15x20 and larger are the only salons allowed to use a total of three (3) 2M Low package showcases. If three (3) low showcases are being used, they must be artfully arranged and spaced out, so they are not all in a line. The brand is responsible for the cost of the additional showcases. The COUTURE Show Team needs to see a rendering and grant approval.

All jewelry/timepiece brands must use at least one of the salon package showcases on the exterior.

The only other showcase(s) approved to be placed on the exterior are Accent Cubes or Museum Pedestals from American Fixture and must be wrapped in charcoal gray to match the exterior of the salons. No branded cases or cases that do not match the charcoal gray exterior wall color are allowed on the exterior. The cost of these showcases and their wrapping is the responsibility of the exhibitor. If a company wants to use a branded or other color showcase in their entryway, it needs to be placed 18" from the aisle.