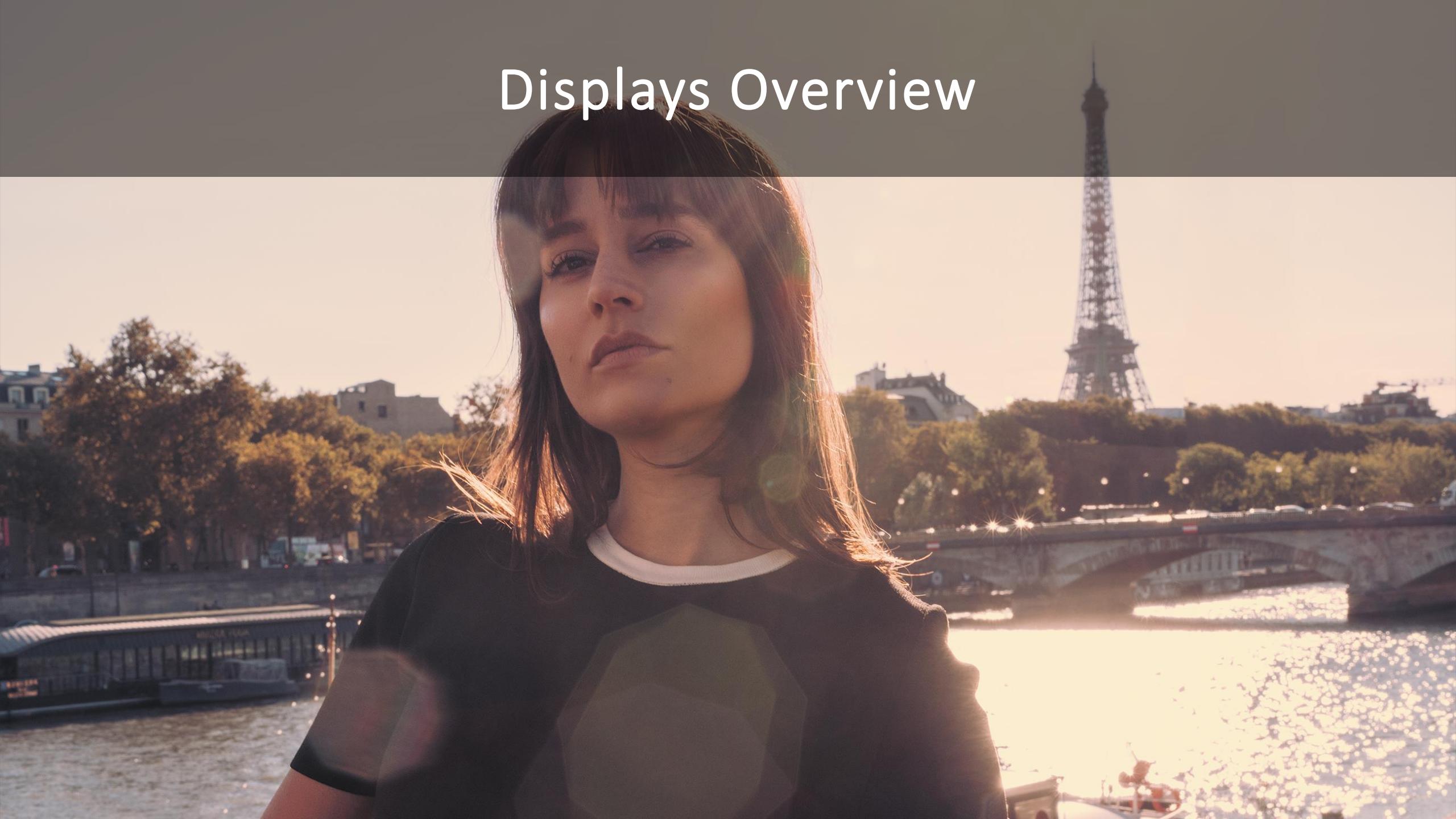


BALMAIN  
swiss watches

VISUAL MERCHANDISING  
GUIDELINES 2025

# Displays Overview



# Displays Overview

Window Standard Display

B8124WSD



Dimensions (mm): 450x429x340  
Watches Capacity: max. 25  
Price: 230 CHF

Counter Standard Display

B8124CSD



Dimensions (mm): 200x429x374  
Watches Capacity: max. 25  
Price: 160 CHF

# Displays Overview

Unique Extensions Kit  
(for Window and Counter Display)  
B8124UEK



Dimensions (mm): 200x160x304 each  
Watches Capacity: max. 9 each  
Price: 130 CHF both

Mini Standard Display  
B8124MSD



Dimensions (mm): 290x200x232  
Watches Capacity: max. 5  
Price: 80 CHF

# Displays Overview

Watch Stand Set  
B8124WSS



Price: 25 CHF

C-Clips Set  
B8124SCC



Price: 8 CHF

Cushions Set  
B8124SCU



Price: 6 CHF

# Guidelines



# Guidelines

## 1. Group watches by collection

Group the watches from the same collection together. **(A)**

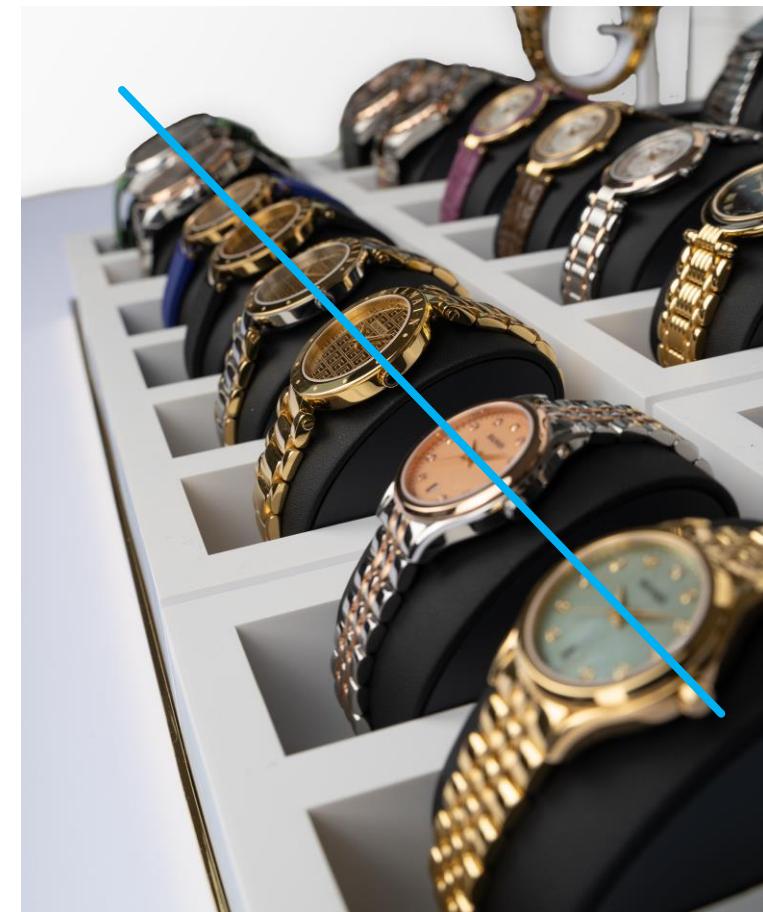
Within each collection, place the larger-diameter watches at the back and the smaller ones at the front. **(A)**

Align all watch cases, using the centre of the dial as reference. **(B)**

# Guidelines



**(A) Picture:** Window Standard Display with watches grouped by collection. Watches with larger diameters are placed at the back.



**(B) Picture:** aligned watch cases.

# Guidelines

## 2. Highlight novelties or best sellers

Place novelties or best sellers at the centre of the Window Standard Display or of the Counter Standard Display. **(C)**

Additionally, use the two cushion inclinations to further enhance visibility. **(D)**

# Guidelines



**(C) Picture:** Counter Standard Display with novelties at the centre.



**(D) Picture:** Incline the cushions to enhance watches visibility.

# Guidelines

## 3. Emphasize the hero pieces

Spotlight a specific collection on the Mini Standard Display. (E)

Alternatively, place the hero piece on the highlighter of the left extension, with the related collection around it. (F)

As another option, use the Watch Stand Set on the central podium of the Window Standard Display. (G)

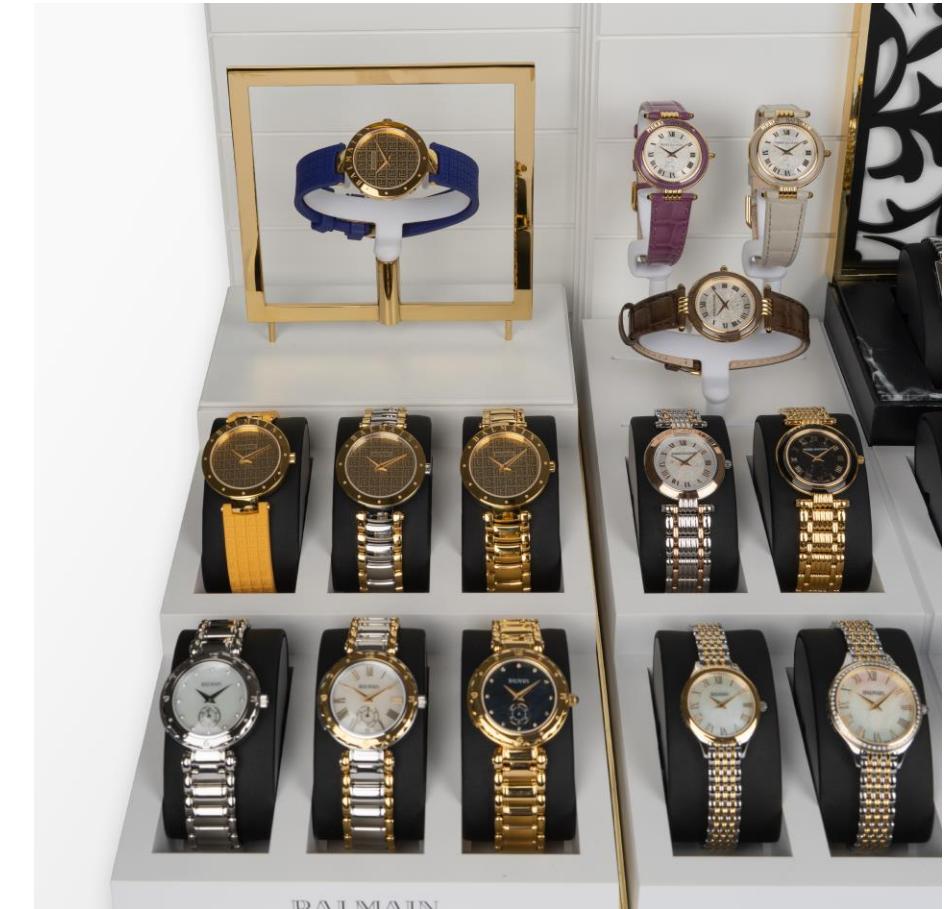
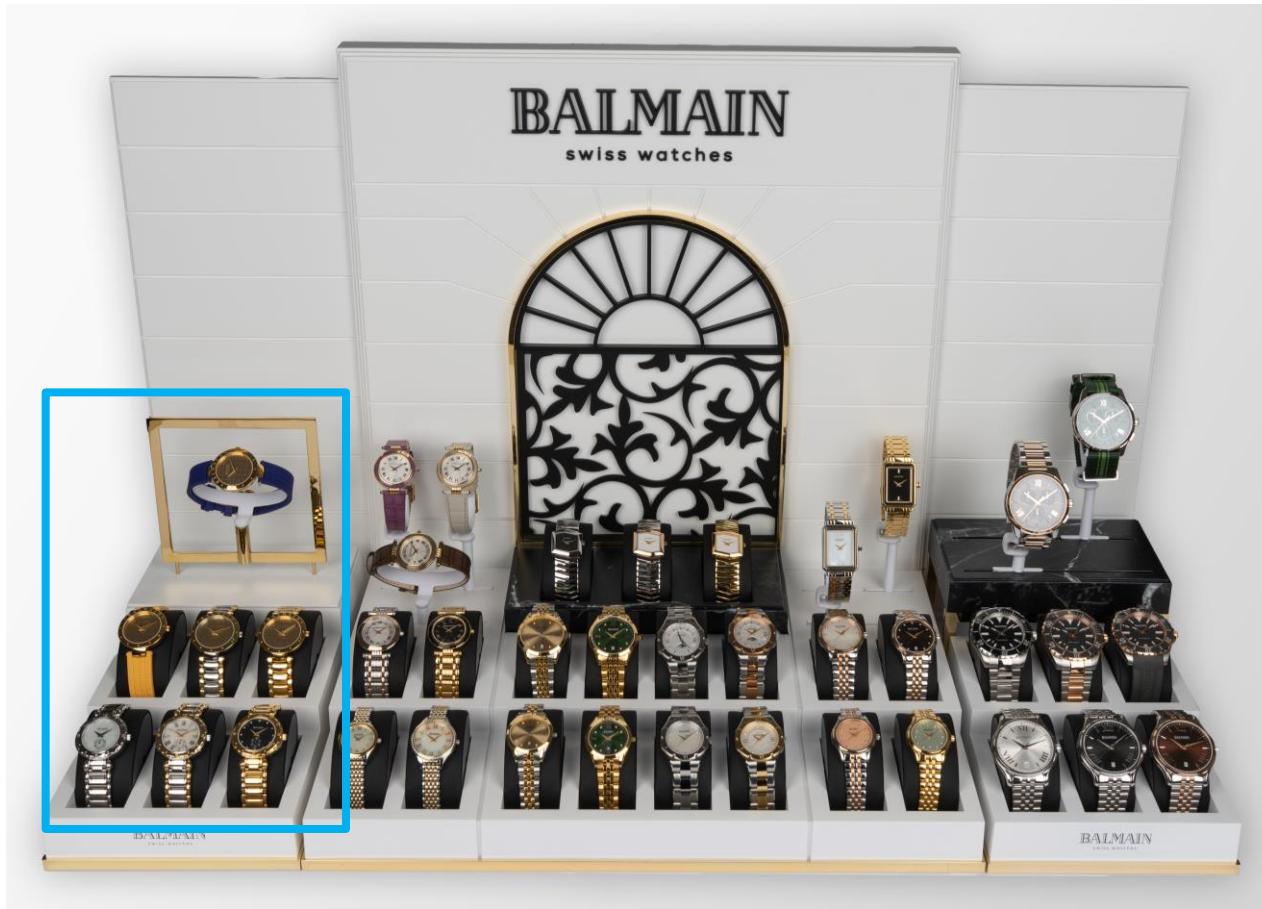
# Guidelines



(E) Picture: Mini Standard Display presenting one specific collection.

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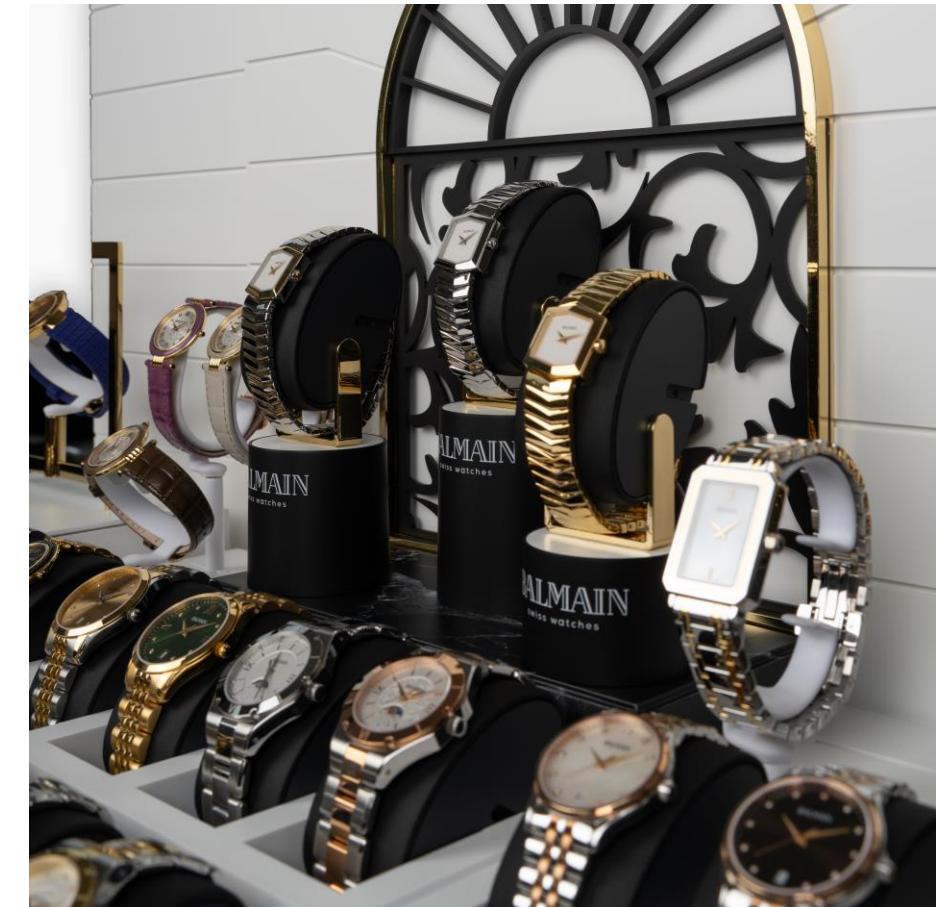
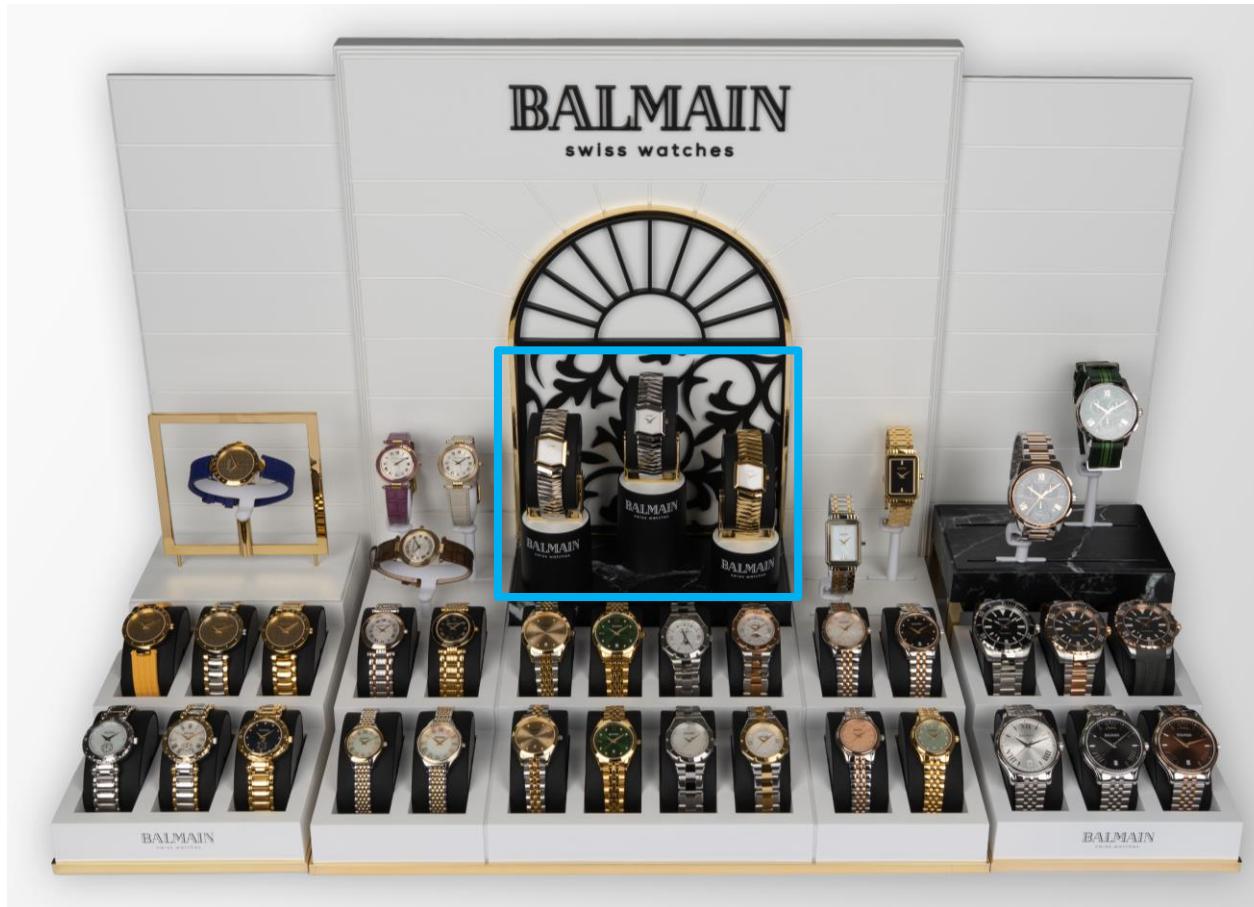
# Guidelines



(F) Picture: Window Standard Display with one specific collection on the left extension with highlighter.

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# Guidelines



**(G) Picture:** Window Standard Display with one collection on the Watch Stand Set.

# Best Practices



# Best Practises

## DOs – General Emplacement

Place the displays at eye level and guarantee they are fully visible.

Ensure there is enough empty space around each display.

Less is more – avoid overwhelming clients with overcrowded displays.

# Best Practises

## DOs – Props

Only use current Balmain props (no previous ones or accessories from other brands).

Place C-clips correctly: facing forward, aligned and shorter at the front. [\(H\)](#)

Ensure accessories are always filled with watches and displays are well organised. [\(I\)](#)

Open the Window Standard Displays sides only with extensions, otherwise keep them closed. [\(J\)](#)

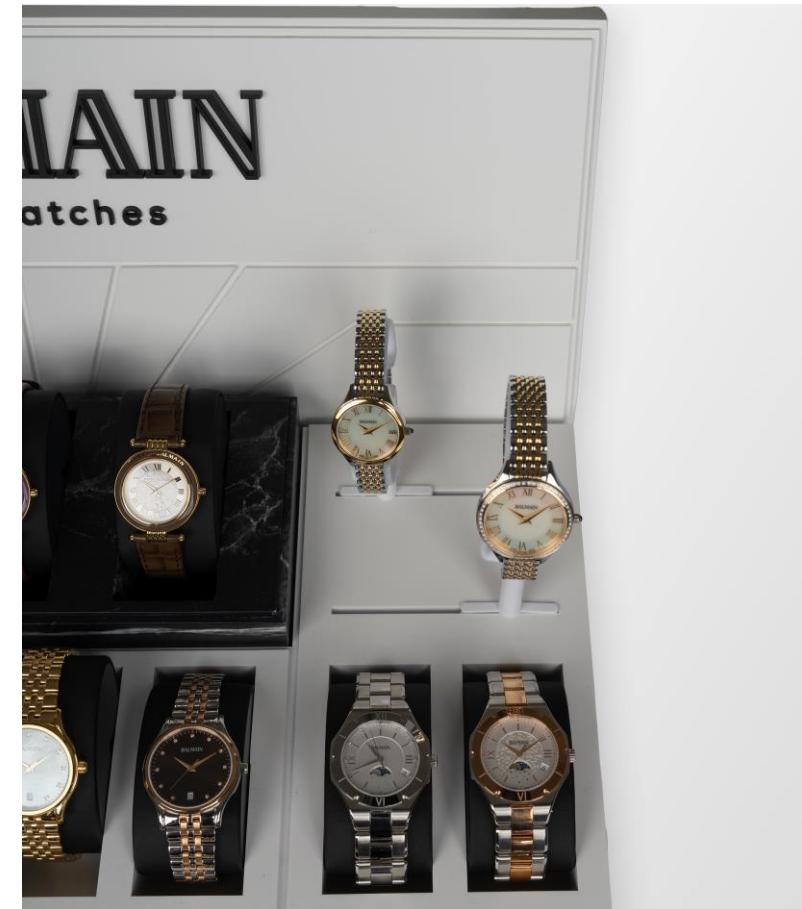
Keep the backwall of the Window Standard Display facing forward. [\(K\)](#)

# Best Practises

DON'T



DO



(H) Picture: place facing forward and aligned c-clips.

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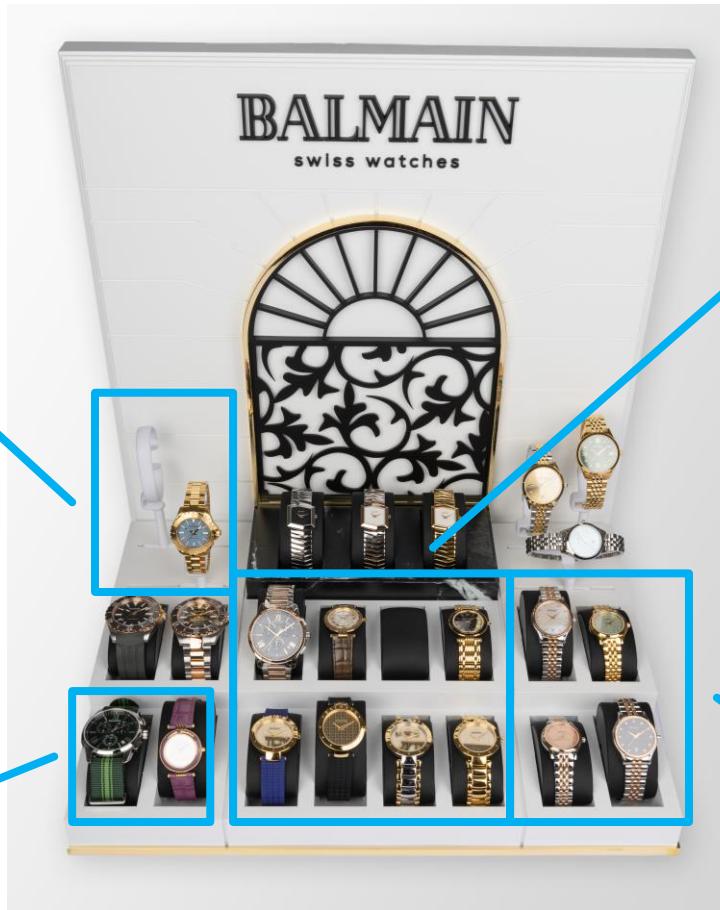
# Best Practises



empty c-clips



mixed collections

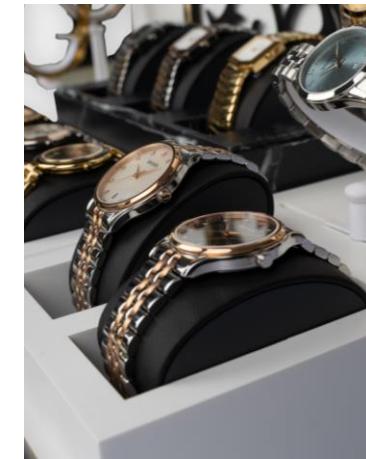


(I) Picture: display to be reorganised.

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empty cushions



cushions at different heights

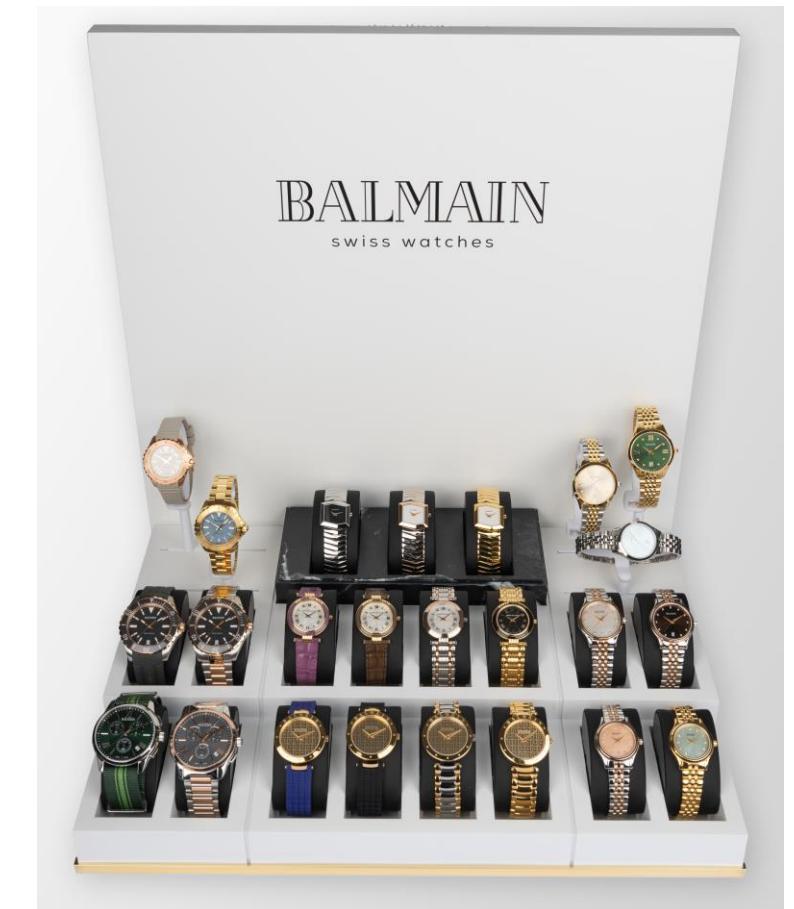
# Best Practises

DON'T



(J) Picture: Window Standard Display sides need to be opened to fulfil the space.

DON'T



(K) Picture: backwall turned backward.

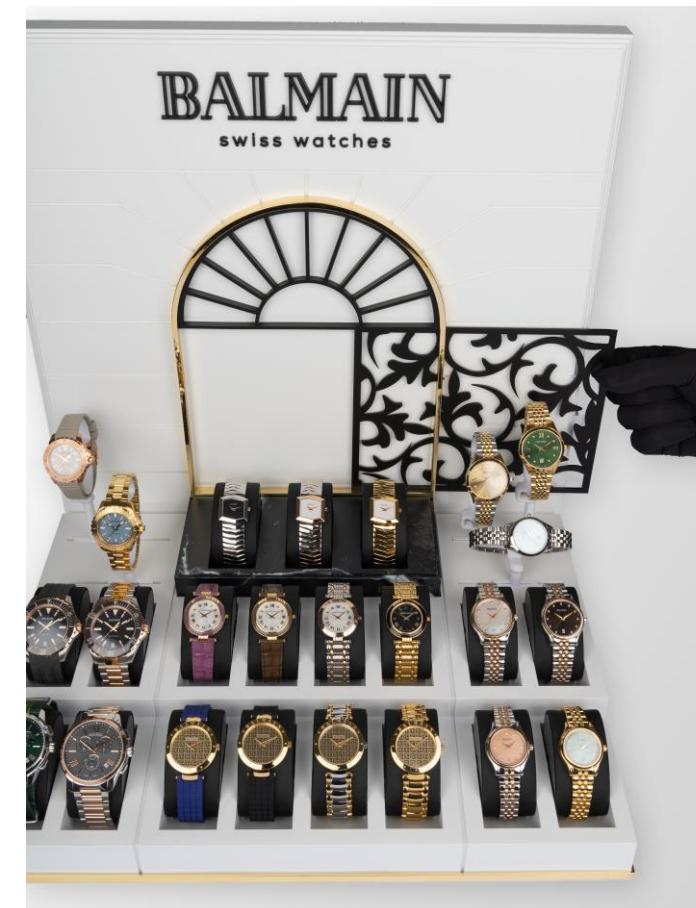
# Best Practises

## DOs – Animations

The arabesque frame of the Window Standard Display and the Mini Standard Display are removable and allow personalisation for marketing activations. [\(L\)](#)

Please follow the HQ indication on when to replace them with specific animations.

# Best Practises



(L) Picture: sliding arabesque frame of the Mini and Window Standard Displays.

# Available Visuals 2025



# Available visuals 2025

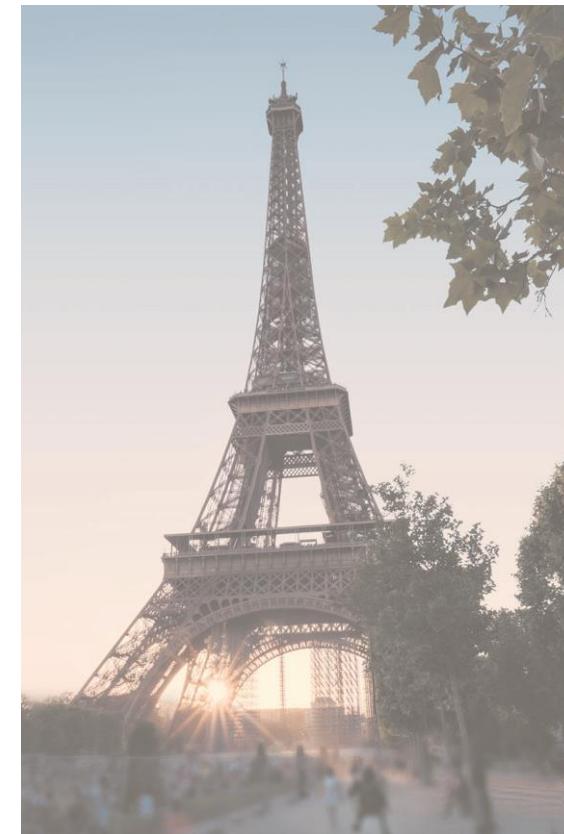
A selection of visuals from the 2025 campaign is available to enrich the background of the displays.



AR25 - BAT



AR25 - TEF



AR25 - PAL

# Available visuals 2025

Visuals are customizable in terms of size. Kindly contact us to adapt them to your needs.



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# Caring for Watches



## Caring for watches

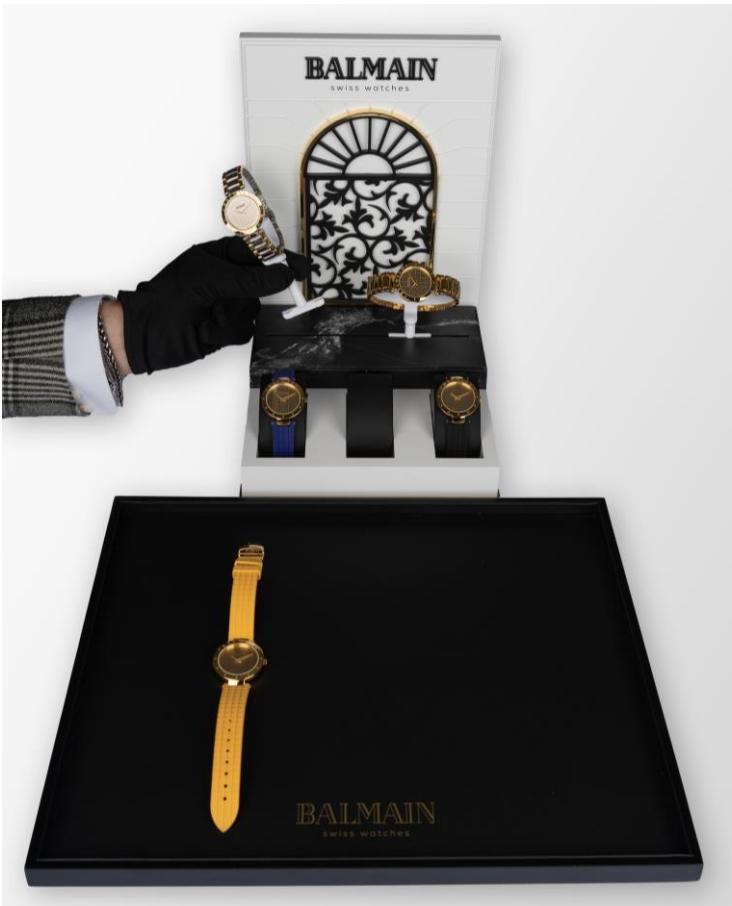
Clean watches on a regular basis with a microfiber cloth.

Periodically, remove dust from the displays.

Always handle watches with care, using gloves when manipulating them. [\(M\)](#)

Use a Balmain presentation tray when presenting to a customer. [\(M\)](#)

# Caring for watches



**(M) Picture:** use Balmain tray and gloves to manipulate watches.

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# Caring for watches

**Presentation Tray**  
B8111722



Price: 17 CHF

**Gloves**  
B8173424



Price: 4 CHF

**Selvyt**  
B81733



Price: 1,60 CHF