



**Direct to Consumer
Vendor Drop Ship
Program Guidelines**

Effective 3/24/2023

Recent Updates:

September 28, 2022: 4.1 Packing, 4.2 Shipping Requirements, 5 Returns

March 7, 2023: Photography

March 24, 2023: Dropship Contacts

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The purpose of this document is to establish the policies and procedures of the Journeys Vendor Drop Ship Program. Our goal is to communicate the requirements and gain mutual understanding of this program with our premier vendors.

The Vendor Drop Ship program is predicated on the following principles:

- Vendor Product is established and merchandised on Journeys.com e-commerce site
- Inventory is owned by the vendor and held in their distribution facility
- Orders are shipped to Journeys and Journeys.com customers from the vendor’s distribution facility
- Product Information, Inventory Availability, Orders, Shipping information and Invoices are exchanged via EDI formats
- Products labeled “drop ship” cannot also be purchased and held in Journeys inventory

Vendor Drop Ship General Overview

- Buyers and vendor determine the selection of vendor styles to be offered on Journeys.com and in the Journeys stores
- Journeys store or Journeys.com customer places an order
- Journeys sends an EDI order to the vendor
- Vendor receives order, packs and ships order directly to customer
- Vendor sends EDI invoice with tracking number for ship confirmation and payment OR Vendor sends EDI cancellation notice if unable to fulfill

Important: If you have any questions regarding this program, please email the Drop Ship Operations contact in the chart below:

Section 1 Drop Ship Contacts

| Department | Name | Phone | Email |
|-------------------------------|------------------|--------------|--|
| DMM Women’s Fashion | Emily Putty | 615-367-7585 | eputty@journeys.com |
| DMM Men’s Fashion | Rodney McKinney | 615-367-7143 | rmckinney@journeys.com |
| DMM Athletic Performance | Paul Gandy | 615-367-7064 | pgandy@journeys.com |
| DMM Athletic Casual | Amy Partch | 615-367-7742 | apartch@journeys.com |
| DMM Athletic Canvas | Corey Carter | 615-367-7857 | ccarter@journeys.com |
| DMM Kids Fashion Casual | Jose Montero | 615-367-7307 | jmontero@journeys.com |
| DMM Kids Performance Athletic | Drue Johnson | 615-367-7936 | djohnson@journeys.com |
| DMM Non-Footwear | Aaron Robinson | 615-367-7953 | arobinson@journeys.com |
| EComm Merch Analytics | Kevin Coppage | 615-367-7253 | kcoppage@journeys.com |
| Drop Ship Operations | Emma Drake | 615-367-7446 | edrake@journeys.com |
| Accounts Payable | Accounts Payable | 615-367-7659 | accounts_payable@genesco.com |
| Account Setup/Credit | Velma Mangrum | 615-367-7120 | vmangrum@genesco.com |
| General Accounting | Sheila Sager | 615-367-7126 | ssager@genesco.com |

| | | | |
|----------------------|------------------|--------------|---|
| EDI | Teresa Moses | 615-367-7694 | tmoses@genesco.com or edi@genesco.com |
| Photography | Gregory Byerline | 615-367-8139 | gbyerline@journeys.com |
| Customer Service | Rick Drew | 615-367-7939 | rdrew@journeys.com |
| Return Inquiries(RA) | Erin Johnson | 615-367-8178 | ejohnson@genesco.com |

Section 2 Merchandise Guidelines

2.1 Product Information Process

E-commerce merchandisers will establish product detail on the Journeys Merchandising system. UPC catalog data must be provided electronically through GXS. Vendors must grant Journeys access to their GXS catalog information.

- Vendor is responsible for submitting product information to e-commerce team

Brand Marketing collateral may also be provided to enhance the customer experience. This may include:

- High resolution brand logo images (300 dpi, TIFF, JPEBG preferred)
- Lifestyle or Brand images (300 dpi, TIFF, JPEG preferred)
- Any company/brand history, brand statement, merchandise warranty or other information
- Copy must be sent in Microsoft Word format

2.2 Price Changes

Price changes should be scheduled as far in advance as possible and should be submitted to the Journeys buyers by e-mail. Vendors must allow a minimum of 5 business days for price change information to be updated in the Journeys Merchandising systems. Any orders with the former pricing will need to be honored for a period of 5 business days after the effective date. Send price change details to the appropriate buyer.

2.3 Photography Process

Journeys will attempt to use vendor supplied photography assuming the angles and style of the photography is consistent with the product photography currently displayed on the Journeys website (outlined below).

If the vendor-supplied photography is not consistent with the Journeys.com product images, merchandise must be photographed in our Nashville, TN photography facility.

Vendor may supply photography. The following steps should be taken to ensure the photo process is expedient and consistent:

FOOTWEAR

- 6 images per style (see “Required Angles” photos below)
- Additional angles or close-ups to show key design details.
- All samples photographed must be right shoe sample with toe pointed to right
- Size is minimum of 2000x2000 pixels on long side with product centered in frame and filling most of frame
- Product must be in focus from toe-to-heel (i.e., shoot the product at f/20 or f/22 and typically 85-105mm focal length)
- Images must have 100% white background with minimal-but-present natural shadowing under the bottom of the product (see samples below)
- The color MUST be consistent with physical sample and consistent across all angles
- Name on all images as follows:
 - Vendor Stock Code-angle
 - Example: M9160-angle.jpg, M9160-profile.jpg, M9160-sole.jpg, etc
- File format should be PSD, TIF, or JPG
- Visual references of finished product photos are available on our website at www.journeys.com
- Images can be sent digitally via WeTransfer, Dropbox, Box, OneDrive, or other file transfer system.
- Ensure all images are available on a single download link.
- Images on CD or DVD should be sent to:

Journeys Direct
ATTN: Gregory Byerline
535 Marriott Dr, 8th Floor
Nashville TN, 37214

- **Lacing:** See Journeys.com for brand-specific details regarding number of eyelets open
 - Laces do not go through tongue loop
 - Laces are criss-crossed, bar over at bottom, and left-over-right when looking at toe (see red shoe below)
 - Laces go down into eyelet, not up
 - See video tutorial at [this link](#) for achieving left-over-right lacing pattern (clicking link will open video in separate window)

Example of Lacing Pattern



Required Angles



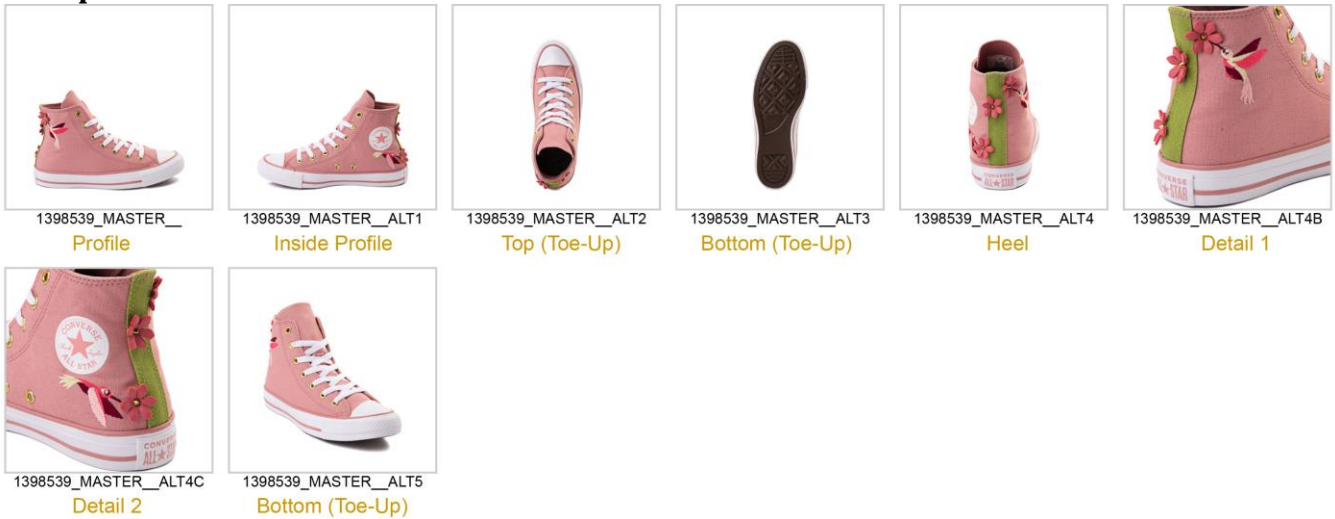
Minimum Angles

- MASTER – outside profile, facing right
- ALT 1 – Inside profile, facing left
- ALT 5 – 3/4 angle, facing right
- ALT 2 – Top, toe-up
- ALT 3 – Sole, toe-up

Additional Angle

- ALT4 – Heel

Examples of Additional Details



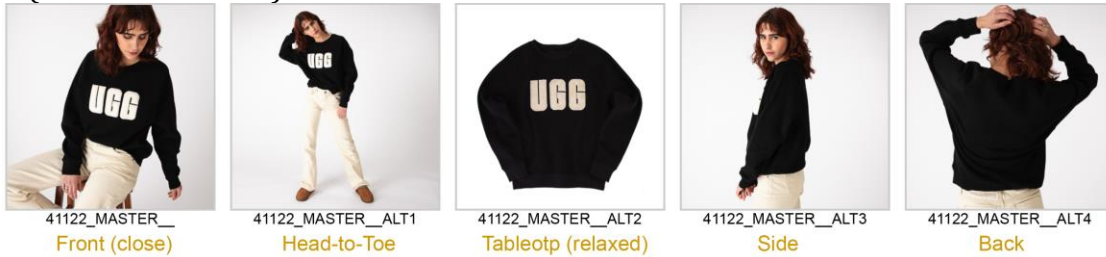
* Products pictured are for illustration purposes only and are not necessarily a Vendor Direct Shipped item.

NON-FOOTWEAR (ACCESSORIES)

See “Footwear” specs above as they also apply to non-footwear. Accessories typically result in 3–5 finished files (front, back, sides, extras).

Key non-footwear categories are described below. Click links for visual examples of products that best fits what you’re photographing

Apparel ([Women](#) and [Men](#))



- Journeys shoots on-model to show how products fits and drapes.
- Please ensure footwear included is a style Journeys carries.
- If no Journeys-style models are available, photograph the product flat similar to how they appear in our printed [catalog](#) for reference
- Relaxed tabletop styling
- Shoot front and back (even if blank)

Minimum Angles

- MASTER – front (close)
- ALT1 – Head-to-Toe (with footwear Journeys carries)
- ALT3 – Side
- ALT4 – Back

Additional Angle

- ALT2 – Tabletop (relaxed)

[Backpacks](#)



- Top handle up
- Excess straps tucked beneath
- Main compartment zippers coordinated with direction of front pocket zipper (all zippers closed)
- Journeys team will add ALT1C graphic

Minimum Angles

- MASTER – front, straight-on
- ALT1 – propped, straight-on

- ALT2 – back
- ALT4 – 3/4 angle
- Any specific features

Additional Angle

- ALT1BADULT – Head-to-toe on-model to show scale (on-location or in-studio)
- ALT4B – 3/4 angle opposite direction

Handbags

- Handles up for hand-held products. Shoulder straps displayed diagonally from upper left to lower right.

Hats

- Shoot front and back plus any side that contains logo/design
- For billed hats, visit Journeys.com and match camera height so bills are consistent with other products
- For beanies, show flat front and back. If reversible, show that as well

Socks – Definitely see Journeys.com for examples

- Crew...stack from left to right with toes pointing toward right, visually separating colors
- Lows & Liners...stack from bottom to top (if logo/writing on sole) with toes pointing in the direction where logo is readable; stack from top to bottom if no writing on sole
- Liners (with cardboard inserts)...stack from left to right with toes pointing up, visually separating colors. If cardboard insert is white, keep inserted.

Wallets

- Slightly open-V of front (like a book with spine/fold on left)
- Fully open inside
- Fully open back side

Watches – Definitely see Journeys.com for examples

- Angles for firm bands are (1) face, (2) ¾ to right, and (3) ¾ to back.
- Angles for buckle bands are (1) face and (2) back, watch laid flat
- Angles for clasp bands are (1) face, when clasped, (2) face, flat, and (3) back, flat

SAMPLE REQUIREMENTS

If vendor is unable to provide images to these specs, please send samples so Journeys team to photograph in-house.

- Samples must be a right-foot and final production, no confirmation samples please; if a complete shoe design is different on each foot, full pair sample is required.
- Samples must be in saleable condition – 6 angles will be photographed
- Preferred sample size are as follows:
 - Women – size 6, alternate – size 7
 - Men – size 8, alternate – size 9
 - Girls/Boys Grade School – size 4
 - Pre-school – size 7

- Toddler – size 13
- Vendor, Brand, Product names and stock numbers must be on samples and legible
- If there are multiple cases, please mark 1 of 2, 2 of 3, etc. on the outside of the carton
- Product will be returned to you upon photo completion, shipped to the original address
- The photo process takes approximately 3 weeks from arrival to ready to upload, but the product should be ready to return in approximately 2 weeks

2.4 On-Hand Inventory Position Process – EDI 846

The vendor will send inventory via an EDI 846 Inventory Advice transaction, to define the inventory position for all items. Inventory availability cannot be represented as “Yes/No”. Journeys must receive a quantity by size for each product.

- Inventory counts must be by UPC (style, color, size)
- Inventory feed should be sent at least once per day, seven days a week
- Journeys currently does not support Back Orders of Vendor Drop Shipped product. As a result, Journeys should not receive an “On-Hand Inventory Position” for a product that is in Back Order status with the vendor.
- Inventory feed must be received by Genesco no later than 1:00 AM CST/CDT.

Section 3 Order Process Guidelines

3.1 Customer Purchase Order – EDI 850

As customers purchase product on our sites we will produce separate EDI orders for Journeys and Journeys.com to the vendor. The orders can be for single pair, multiple pairs of the same style or multiple pairs of different styles. The order information will include the customer’s shipping address.

Customer orders will be transmitted via EDI in the 850 Purchase Order every hour seven days a week from Journeys to the vendor. Vendors are required to ship orders within 2 business days from the time the EDI 850 order is sent. Journeys will have an aging report to monitor aged orders.

There will be one ship-to per PO.

The Journeys vendor number will be sent in the REF*IA segment and must be sent back on the 810 and 870.

3.2 Purchase Order Cancel – EDI 870

Journeys must be notified if a customer order cannot be filled.

Purchase Order Cancellations must be sent via EDI in the 870 – Purchase Order Cancellation document from the vendor to Journeys at least daily, seven days a week. The customer credit and contact process will be handled in Journeys Customer Service.

3.3 Vendor Invoice – EDI 810

Vendor Invoices should be transmitted via EDI 810 Invoice and sent daily.

- Invoices must reference the customer purchase order number
- Invoice information should include the following:
 - Vendor Name
 - Invoice Number
 - Invoice Date
 - Terms
 - Purchase Order Number
 - Purchase Order cost
 - Quantity
 - Style Items Number/UPC
 - Handling Fee (if applicable)
 - Invoice total amount should reflect cost plus handling fee
- Invoice must contain the carrier’s 4 character SCAC code sent in the CAD.04
- Invoice must contain carrier-tracking information, sent in the CAD.08.
- Journeys will use the information to email customer shipping confirmation and tracking information

Any manual payment information should be sent to:

Journeys
Attention: Accounts Payable
1415 Murfreesboro Rd
Nashville, TN 37217

Accounts Payable questions can be direct to the Accounts Payable contact in the above chart. Account Set Up – credit, banking, etc questions can be directed to the Account Set up/Credit contact in the above chart.

Section 4 Logistics Guidelines

4.1 Packing

All ground orders must be processed and shipped within 2 business days of order transmission.

4.2 Shipping Requirements

All orders must be shipped using Third-Party Billing. Journeys will provide their shipping account number for shipping fees. This number to be provided by Drop Ship Operations contact from above.

Vendors must provide ample notice for any service delays which could cause customer dissatisfaction. These could include physical inventories, system problems, transportation issues, etc. Please email the Drop Ship Operations contact to report service delays.

4.3 Back Orders and Cancellations

Journeys must be notified of all cancellations with an EDI 870 – Cancellation Notice Transaction on a daily basis.

Journeys currently does not support Back Orders of Vendor Drop Shipped products. If the item is on Back Order with the vendor, the vendor should send Journeys a Cancellation Notice Transaction.

Section 5 Returns Process

Our customer return policy allows for returns within 365 days from the date of purchase for unworn merchandise in its original packaging with receipt. Clear messaging is available for customers at www.journeys.com/returns.

Journeys will accept all returns in our Returns processing facility in Lebanon, TN. We will collect returns and hold them until we have a full case or until the end of the fiscal month, whichever occurs first. Journeys will contact the vendor for a Return Authorization (RA) number and return instructions prior to returning the goods to the vendor.

Journeys will be responsible for freight charges to the vendor. Journeys will take a credit for the returned shoes once an RA has been issues and the shoes have been shipped back to the vendor.

Please refer any questions regarding the return to vendor process to the Return Inquiries contact in the above chart.

Section 6 Customer Service

Journeys Customer Service is the primary contact for all our customer's needs. The vendor must provide regularly available resources, for our internal use only, to assist in resolving customer problems. These requirements include:

- Access 5 days a week – by phone and email
- Access to email
- Access to available inventory position
- Access to tracking and shipping information
- Response within 1 business day

Questions regarding Customer Service can be sent to the Customer Service contact in the above chart.