

JOHNSTON & MURPHY[®]
A GENESCO
COMPANY

OPTIMA[®]

COMFORT SYSTEM

Product Category Standards

TABLE OF CONTENTS

- How To Use This Guide..... **03**
- Brand & Collection Identity..... **04**
- Product Standards
 - Tongue Lining..... **05**
 - Heel Pad..... **06**
 - Outsole..... **07**
 - Shoe Lacing..... **08**
- Pre-Production Procedures..... **09**
- Packaging Standards
 - Box Interior..... **10**
 - Shoe Lacing..... **11**
 - Boxes..... **12-15**
- Labeling Procedures
 - Label Ordering Information..... **16-22**
 - Label Ordering Contacts..... **23-24**
 - Label Ordering Form..... **25**
 - Shoe Box Labeling Standards..... **26**
 - Outer Case Labeling Standards..... **27**
- Laboratory Testing Requirements..... **28-29**
- Glossary of Terms..... **30-33**
- Artwork Files Directory..... **34**

HOW TO USE THIS GUIDE

- The Guide is intended as an overview of the Johnston & Murphy sourcing procedures and requirements, product markings and packaging standards.
- The Guide will come in two sections. This first section is general information. An additional section will be provided to you specific to your product category.
- The Guide should be distributed to the appropriate individuals within your organization.
- If you have specific questions regarding the Guide or Johnston & Murphy policies, please contact individuals listed in the General Information Contact section of the Guide.

To the right is a sample of a page you will see in this document. →

JOHNSTON & MURPHY. 01•08

AUDIT OF ENGAGEMENT STANDARDS page 1

AUDIT OF ENGAGEMENT STANDARDS

1 GENERAL INFORMATION

MAIN OFFICE
 ORGANIZATION NAME: _____
 ADDRESS: _____
 STATE/PROVINCE: _____ POSTAL CODE _____
 COUNTRY: _____
 CONTACT & TITLE: _____
 PHONE: _____ FAX: _____ E-MAIL: _____

FACTORY
 ORGANIZATION NAME: _____
 ADDRESS: _____
 STATE/PROVINCE: _____ POSTAL CODE _____
 COUNTRY: _____
 CONTACT & TITLE: _____
 PHONE: _____ FAX: _____ E-MAIL: _____

STATUS
 SUPPLIER SINCE: _____
 CURRENT RELATIONSHIP: INITIAL VISIT SEASONAL USE CONTINUAL USE

AUDIT INFORMATION
 Johnston & Murphy Representative _____ Title _____
 Factory Representative _____ Title _____
 Date _____

Genesco Inc. Page 1

COMPLIANCE ISSUES & FORMS

SECTION • PAGE #

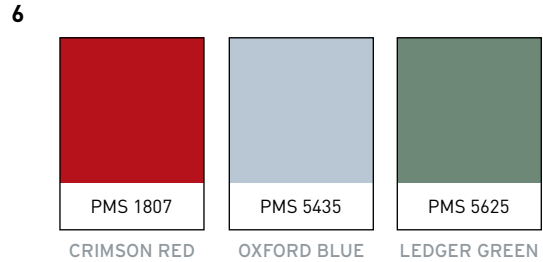
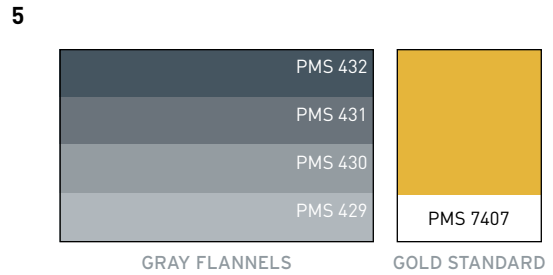
CONTENT

VERSION DATE (MONTH_DAY_YEAR)

www.genescopartners.com

REV 05_02_08

WEB ADDRESS FOR FORMS OR ADDITIONAL INFORMATION. →



The Johnston & Murphy logo typeface is a hand-drawn letterform based on a classic typeface. Consistent application and precise reproduction of the mark will reinforce public awareness and help create a unique and effective visual style for the brand. Supplied artwork must always be used for reproduction of the logo. The mark can never be redrawn.

1. PRIMARY BRAND LOGO

The primary brand mark and the priority for any logo usage.

2. SECONDARY BRAND LOGO

A secondary logo option only used due to width or space limitations.

3. ICON LOGO

An additional branding element only used on a piece that already features one of the other logo marks.

4. PRIMARY COLLECTION LOGO

The primary collection mark and the priority for Optima logo usage.

5. PRIMARY BRAND COLORS

- PMS 429, 430, 431, 432 Gray Flannels
- PMS 7407 Gold Standard

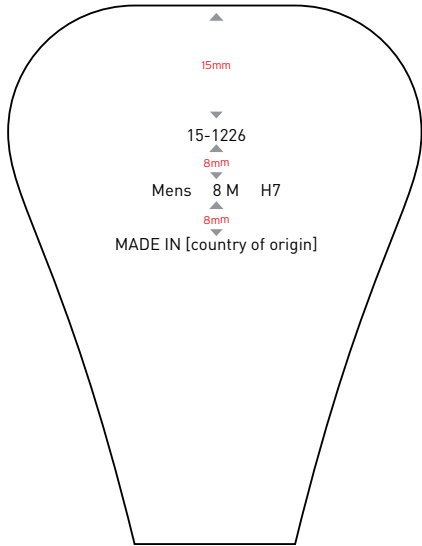
6. ACCENT COLORS

- PMS 1807 Crimson Red
- PMS 5435 Oxford Blue
- PMS 5625 Ledger Green

7. BRAND FONTS

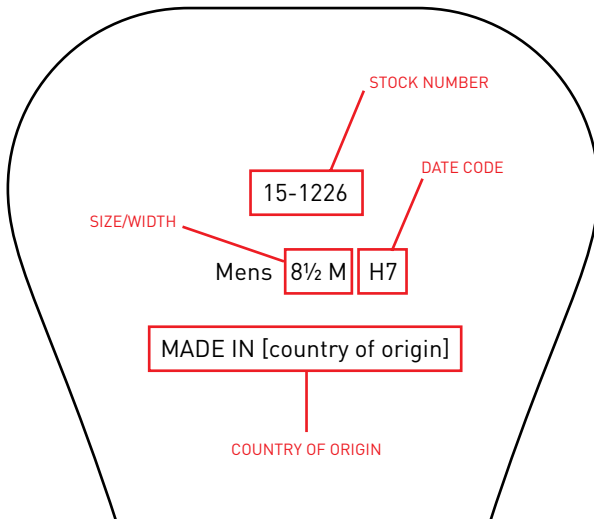
- **KNOCKOUT 49**
- **Interstate Bold**
- Interstate Light
- **Din Bold**
- Din Regular
- Caecilia Roman

1,2



70% of Actual Size

3



Actual Size

1. INTERNAL STAMP

- The internal stamp should be in PMS 430 or a light gray on black lining.
- The internal stamp is black on tan or brown lining.
- The internal stamp is a foil stamp or an approved alternative.

2.

INTERNAL STAMP PLACEMENT

- The stamp is located on the tongue or vamp area of the shoe.
- The stamp is located 15mm from the top on the underside of the tongue or vamp area.
- The middle line is 8mm from the baseline of the top line of information.
- The bottom line is 8mm from the baseline of the middle line of information.

3. INTERNAL STAMP INFORMATION

- The information is stamped in 9pt Din-Regular or a similar sans serif font.

- Required information:

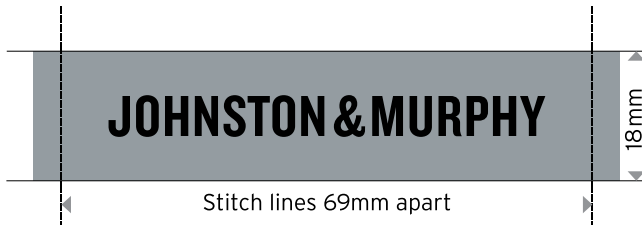
Top Line: Stock number

Middle Line: Gender, size and width, date code

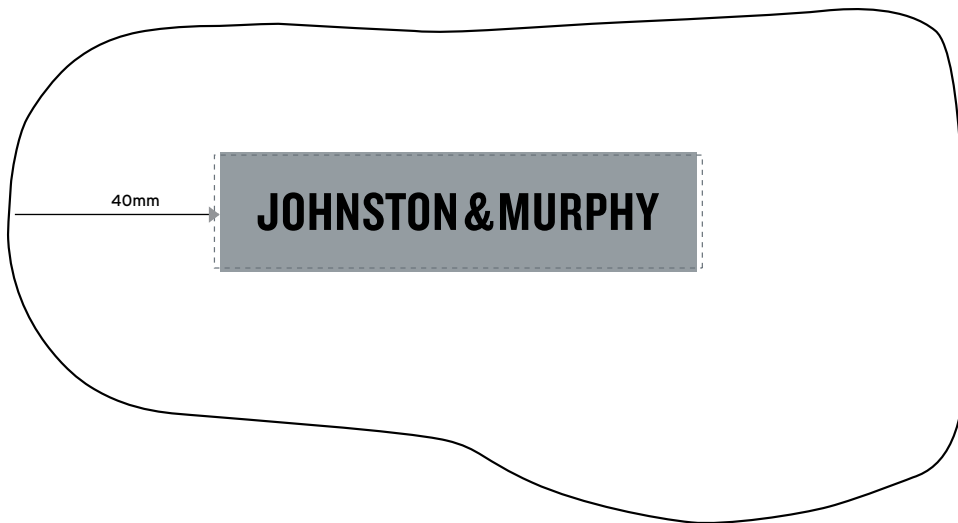
Date code is the letter to correspond with the month. i.e. A=Jan., B=Feb., C=March, and the end number from the year, i.e. 7=2007, 8=2008.

Bottom Line: Country of Origin

1



2



1. HEEL PAD LABEL

- The only acceptable logo is the primary brand logo.
- The logo is woven in black on a PMS 430 silk label.
- The logo is 63mm wide and 6mm tall.
- The logo is centered on the label.
- The label is 69mm wide and 18mm tall.

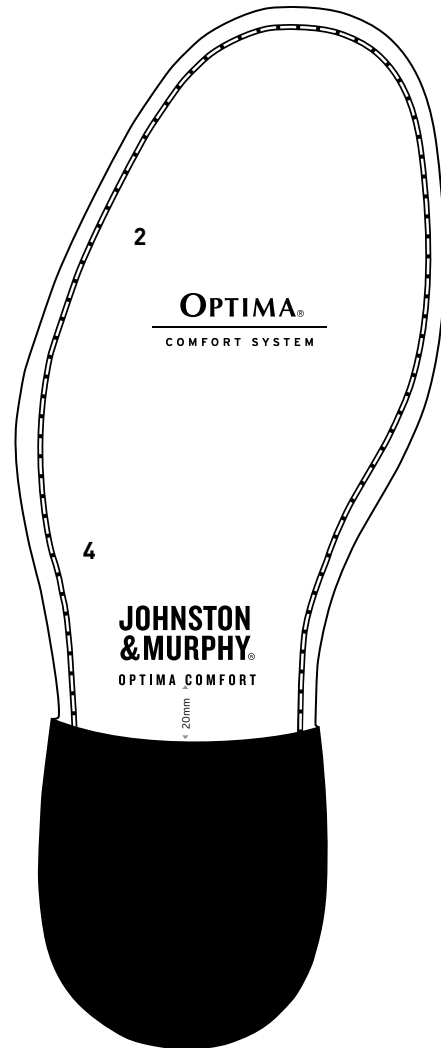
2. HEEL PAD LABEL PLACEMENT

- The heel and toe ends of the label are tucked and the label is stitched on all four sides using PMS 430 thread.
- The logo should read from heel to toe.
- The heel pad label is 40mm from the heel of the shoe and centered side to side.

1



3



1. BALL OUTSOLE STAMP

- The primary collection logo is no more than 50mm wide and 22mm tall.

2. BALL OUTSOLE STAMP PLACEMENT

- The primary collection logo is centered left to right on the ball area of the shoe.

3. SHANK OUTSOLE STAMP WITH FEATURE/BENEFIT

- The only acceptable logo is the secondary brand logotype.
- The logo must feature the ® registration mark.
- The logo is heat stamped 30mm wide and 17.5mm tall.
- The feature/benefit is heat stamped in all caps using 10pt Knockout 49 and letterspaced to be 30mm wide.
- The baseline of the feature/benefit heat stamp is 5.5mm below the baseline of the logo and centered side to side.

4. SHANK OUTSOLE STAMP PLACEMENT WITH FEATURE/BENEFIT

- The baseline of the shank outsole heat stamp with feature/benefit is 20mm above the heel of the shoe and centered side to side.



1. SHOE LACING

- The lace should extend 22-23 cm from the top eyelet when the shoes are laced correctly with the quarters and eyelets aligned properly.

PRE-PRODUCTION PROCEDURES

CONFIRMATION SAMPLES

Each agent/vendor will be required to send confirmation samples to the Johnston & Murphy Production Manager before production can begin. The agent/vendor will be responsible for making and maintaining confirmation samples to use as their standard. Confirmation samples should be made at the same time as salesmen and photography samples to ensure that production will match the color, finish, and style.

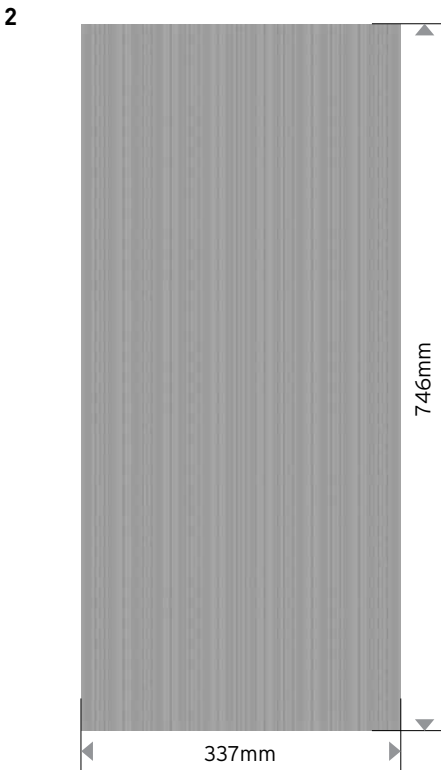
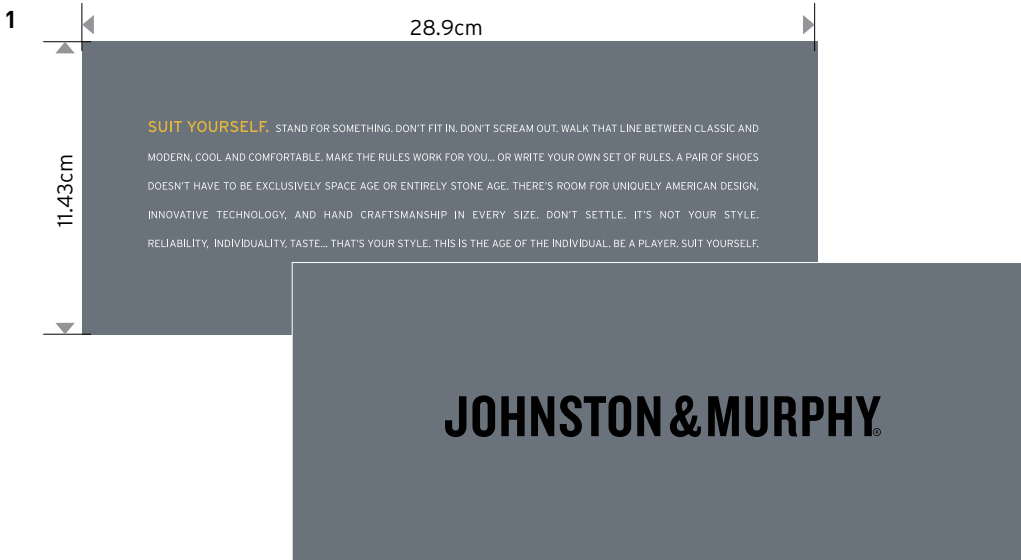
The Production Manager will notify the agent/vendor of approval or corrections required for acceptance of the confirmation samples.

FIT TRIALS FOR FOOTWEAR

After adoption of each new style, fit trials will be requested by the Production Manager to ensure that new styles will conform to J&M standards. The Production Manager will advise the agent/vendor of sizes required for fit trials. The Production Manager will also notify the agent/vendor upon approval of the fit trials. If the trials are not approved, the Production Manager will advise the agent/vendor of any necessary changes and will request that fit trials be remade with corrections. Correspondence to the agent/vendor will generally be via email.

FIRST CASEWORK AUDITS

After confirmation samples are approved, the merchandising department will place an initial order with the agent/vendor. From this initial order, the agent/vendor will send a first case lot to the attention of the Quality Control Manager at the J&M Distribution Center in Fayetteville, Tennessee. The Q.C. Manager will review the first case lot by comparing it to the confirmation sample and notify the agent/vendor of the results of this review prior to shipping the balance of the initial order.



1. DIVIDER CARD

- The card dimensions are 28.9cm wide and 11.43cm tall.
- The cards are printed using PMS 432, PMS 7407 and Black.
- The cards are printed on 100# white cover.

2. TISSUE

- The tissue is 337mm wide and 746mm tall.
- Gray tissue paper is dyed to match PMS 429.
- Artwork will be printed in PMS 432 on the matte side of the paper.

PLEASE FOLLOW THE STEPS SHOWN WHEN PACKING SHOES.



STEP 1

Place one bar lace through the bottom eyelets then pull laces together and knot as one.



STEP 2

Pull the laces towards the opposite side of instep and tuck them under the tongue.



STEP 3

Insert tissue into the toe.



DO NOT BAR LACE

1 LID ENDS



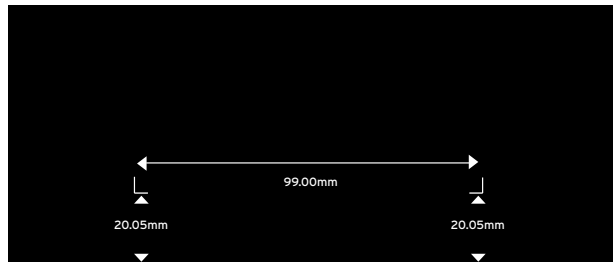
LID TOP



1, 2



2



1. SHOE BOX LID

- The box lid is PMS 431 on a textured paper. Paper selection must be approved by Sourcing.
- The preferred box lid material is chip board.
- The box lid is fully wrapped with a dark gray interior, PMS 431.
- The only acceptable logo is the primary brand logo.
- The logo must feature the ® registration mark.
- The logo is centered from top to bottom and left to right.
- The logo is debossed with black fill.
- The logo is 116.0mm wide and 11.1mm tall on the lid ends.
- The logo is 197.0mm wide and 18.0mm tall on the lid top.

2. SHOE BOX BASE

- The box base is black.
- The preferred box base material is chip board.
- The box base is fully wrapped with a dark gray interior, PMS 431.
- No logo is featured on the box base.
- Positioning tickmarks are 99.0mm apart, centered side to side, and are 20.05mm from bottom of box base. These will get completely covered by label.

3. SHOE BOX DIMENSIONS

- Box #2: Box Height: 11.0cm, Box Width: 16.5cm, Box Length: 34.5cm, Lid Height: 5.0cm
- Box #3: Box Height: 13.0cm, Box Width: 16.5cm, Box Length: 34.5cm, Lid Height: 5.0cm
- Box #4: Box Height: 12.5cm, Box Width: 19cm, Box Length: 38.0cm, Lid Height: 5.0 cm

1



2



3



4



PACKING SHOE BOX

1. Stuff toe of each shoe with white tissue paper.
2. Styles with tassels or kilties - apply foam wrap around shoe, covering tassels or kilties and secure with Johnston & Murphy sticker.

3. Fold one piece of tissue in half and place long ways in shoe box so that the tissue comes up above the top of the box on both ends.
4. Place two pieces of tissue in bottom of box on left hand side, with box label facing packer.

5



6



7



8



2. PACKING SHOE BOX (CONTINUED)

5. Place left shoe in box with toe facing box label.
6. Fold one sheet of packing tissue over left shoe.
7. Insert divider card with Johnston & Murphy logo facing up.
8. Fold second sheet of packing tissue over left shoe and divider card.

9



10



11



PACKING SHOE BOX (CONTINUED)

- 9. Place right shoe in box with outsole up and heel facing box label.
- 10. Fold each end of tissue over heel and toe.
- 11. Fold side tissue over shoes.

LABELING PROCEDURES

LABEL ORDERING INFORMATION

All purchase orders are cased into Avery Dennison's system electronically by Johnston & Murphy Sourcing. After the vendor receives the Purchase Order, they will need to contact Avery Dennison to place an order for shoe box and outer case labels. (page 14-20)

Each sheet of labels includes 12 individual shoe box labels, one case label, and one manifest label. (page 19)

The large case label should be attached to the end of the packing case and has the correct shipping address information necessary to ship to Johnston & Murphy. (page 25)

The manifest label at top of the sheet is to be attached to the carton Label Manifest form and given to the Freight forwarder with shipping documents. This applies only to Asian factories. (page 20)

VENDOR ORDERING INFORMATION FOR BARCODE LABELS

Only for goods which Genesco imports (not domestic price tickets)

INTRODUCTION

Avery Dennison Retail Information Services (ADRIS) is your supplier for Genesco Barcode Laser Labels.

To facilitate all Genesco vendors in ordering Genesco UPC & Bar-Coded Case Labels and Stickers, ADRIS has developed this easy-to-understand Vendor Ordering Manual to precede an in-depth explanation with all the necessary information for the ordering of the labels you require.

RESPONSIBILITIES

A. Genesco

Genesco is responsible for the development and approval of all UPC and Bar-Coded Case Labels as well as updating the order database and transmitting to ADRIS weekly.

B. Vendors

Vendors are responsible for ordering labels by completing the Genesco/ADRIS Order Form and faxing/emailing to ADRIS.

Vendors should follow up on orders with ADRIS and check accuracy of labels upon receipt. Any problems with the contents of a shipment must be reported to ADRIS within 14 days of receipt.

C. Avery Dennison Retail Information Services (ADRIS)

ADRIS/HK will acknowledge receipt of vendor orders by fax/email within 24 hours of receipt.

TIMING FOR PLACEMENT OF LABEL ORDERS

ADRIS will review data from Genesco 45 days prior to ex-factory of merchandise.

Labels should not be requested earlier than 45 days prior to ex-factory of goods.

ADRIS will inform the ordering party by fax/e-mail in case no label information is found in the Genesco database for PO's ordered. Vendors are responsible for contacting Genesco concerning unavailable labels for re-transmission of data. Vendors will be responsible for re-faxing/re-emailing orders after data has been re-transmitted.

TURNAROUND TIME

ADRIS will ship labels within 8 working days after confirmation of label information is received.

PRODUCTION QUANTITY

ADRIS will print the order quantity as specified by Genesco in the order database. Only Genesco can make changes to the order data including quantity.

SHIPPING

Each vendor should specify shipping instructions to ADRIS at the time of Order Placement. Charges for shipping will be added to the invoice for labels.

BILLING

All charges will be billed directly to the vendor including printing, delivery, duties, etc.

All label orders are to be invoiced directly from ADRIS.

For all orders that are invoiced from ADRIS, we will send you the commercial invoice including the item charges for the labels and the freight charges/local delivery charges for the shipment of labels concerned.

Payments to be sent to ADRIS can be made by one of the following methods:

- Wire Transfer US Funds

Payable to:

"Bank of America International New York" for the account bank of
"America Tower, 12 Harcourt Road, GPO Box 472, Hong Kong".

In favor of:

"Avery Dennison Country of Origin"
US \$ A/C No # 6055-87218-033
HK \$ A/C No # 6055-87218-017

- Send Cashier Check/Bank Draft in US Dollars

Payable to:

"Avery Dennison Country of Origin"

- Currency Restricted Countries:

If the bill-to vendor is located in currency restricted countries, they are requested to arrange payment in advance or change the bill-to party to another vendor not located in the currency restricted countries.

Currency Restricted Countries include:

Bangladesh	Turkey
China	Egypt
India	Mauritius
Nepal	Oman
Pakistan	Peru
Sri Lanka	Saipan
All East European countries	U.A.E.
Former Soviet Union countries	Vietnam

When the label orders are received from vendors located in these, currency restricted countries, a Proforma Invoice will be issued and faxed to the vendor requesting to arrange the payment for the label orders.

Vendors are requested to fax us the remittance receipt or the bank draft copy immediately when the payment is sent. ADRIS will then proceed with production of the orders and ship out within the agreed turnaround time.

It is also recommended that vendors located in currency restricted/fluctuated countries pay a lump sum in advance for payment settlement against orders in the future.

Order Requests

The Order Form can be found at www.genescopartners.com/jm/forms.php. All requests must be faxed or emailed to the appropriate office/country per the contact list, which can be found at www.genescopartners.com/jm/contacts.php.

If you have additional questions please contact the non-footwear sourcing manager at Johnston & Murphy.

Vendors are responsible for sending legible orders forms to avoid delays in processing

TERMS OF SALE

A. Credit Terms

ACCOUNT OPENING AGREEMENT

New bill-to vendors are requested to complete an "Account Opening Agreement"
 Vendors which are not located in currency restricted/fluctuated countries will enjoy the credit terms of net 30 days. The other vendors in currency restricted fluctuated countries listed above are requested to remit payment in advance.

NET 30 DAYS CREDIT

Invoices are due net 30 days from invoice date. The credit account will go on hold at 60 days from invoice date for any past due invoices.

B. Warranties and Liabilities

ADRIS warrants that the labels/stickers to be delivered will be produced in accordance with the requirements of the applicable purchase orders. The customer will be solely responsible for the accuracy of the purchase orders. Therefore, ADRIS assumes no liability directly or otherwise arising from errors of omission appearing in the documentation.

ADRIS will not be liable for any direct, indirect, special or consequential damages of any kind. There are no other warranties either expressed or implied and ADRIS expressly disclaims the implied warranties of Merchantability and Fitness for a particular purpose.

ADRIS will not be liable for any default of delay in production or delivery of the goods caused by any contingency or forces beyond its control, such as: fire, flood, labor strikes, war, acts of God and factors of force majeure.

ADRIS will only accept liability claims limited to the invoice value of the Purchase Orders in question.

C. General

The Terms of Sale listed above apply to the customer as well as the vendors whenever applicable. Customers are therefore required to inform their vendors of all relevant terms.

Genesco Barcode Laser Labels

Included are both Carton Label and Shoe Box Labels on the same sheet.

Size:

Carton Label: 165.1mm x 104.8mm

Shoe Box Label: 38.5mm x 81.0

Ex-factory Price:

US \$358.44/1000 sheets




LABELS - FIRST COST

Example Barcode Label

Factory orders product (UPC) and shipping (UCC-128) labels from Avery

Case Label

Tear Off Label for Manifest

 (00) 12345678901234567 5	 (00) 12345678901234567 5	 (400) 01234567890 12345678901 5
Case Number: 0006 of 0105 P.O. Number: 12345678		
STOCK # STOCK_NUM QTY: 01 02 03 04 05 06 07 08 09 10 11 12 SIZE: 100 105 110 115 120 125 DTY: 7 8 9 10 11 12 Total Pairs this Case: 06	VENDOR NAME: SHIP TO NAME: VENDOR ADDRESS: SHIP TO ADDRESS: VENDOR CITY: SHIP TO CITY: VENDOR STATE: SHIP TO STATE: VENDOR ZIP: SHIP TO ZIP:	COLOR/ORG1: COLOR/ORG2: COLOR/ORG3:
BOX_DESC BOX_COL STOCK_NUM 7 W	BOX_DESC BOX_COL STOCK_NUM 7.5 W	BOX_DESC BOX_COL STOCK_NUM 8 W
BOX_DESC BOX_COL STOCK_NUM 9 W	BOX_DESC BOX_COL STOCK_NUM 9.5 W	BOX_DESC BOX_COL STOCK_NUM 10 W
BOX_DESC BOX_COL STOCK_NUM 11 W	BOX_DESC BOX_COL STOCK_NUM 11.5 W	BOX_DESC BOX_COL STOCK_NUM 12 W
BOX_DESC BOX_COL STOCK_NUM 12 W	BOX_DESC BOX_COL STOCK_NUM 12.5 W	BOX_DESC BOX_COL STOCK_NUM 12 W

Shoe Box Labels

CARTON LABEL MANIFEST

This form only applies to Asian factories.

GENESCO CARTON LABEL MANIFEST

Page _____ Of _____ Purchase Order Number _____ Purchase Order Number _____ Total No. of Cartons in Container _____	PLACE CARTON BAR CODE LABELS IN EMPTY BOXES BELOW
 (00) 00012998801221579 4	

LABEL ORDERING CONTACTS

ASIA:

Ivy He

Assistant Customer Contact Service Officer

Avery Dennison

Information and Brand Management Division

Factory No.3, South Jin Ling Road, Da Chong Village, Nansha ETDZ. Guangzhou

P.R.C. 511458

Tel: 86-20-3930-6393

Fax:86-20-3991 8676

Email:ivy.he@ap.averydennison.com

MEXICO:

Alexis Uribe

Customer Service Representative

Avery Dennison México

Information and Brand Management Division

Av. La Montaña No. 114 Módulo II

Parque Industrial Querétaro

Querétaro, México

Phone +(52) 442 229 5636

Fax +(52) 442 229 5601

alexis.uribe@averydennison.com

BRAZIL:

Camila Plentz

Customer Service Analyst

Avery Dennison Brasil | IBMD

Street Francisco Fogga, 225 A/B

Distrito Industrial

City Vinhedo

State São Paulo

Brazil 13280-000

Tel: + 55 (51) 3595-5484

Fax: + 55 (19) 3876-7668

Email: camila.plentz@averydennison.com

LABEL ORDERING CONTACTS (continued)**EUROPE:****Debora Lupini**

Avery Dennison RIS Italia Srl
Information and Brand Management Division
Customer Service - Service Bureau
Strada Provinciale Bonifica, 39,
64010 Ancarano (TE),
ITALY
Tel: +39 0861 870080
Fax: +39 0861 870024
Email: debora.lupini@eu.averydennison.com

INDIA:**Ash Mahamad**

CS Executive
Information and Brand Management Division
Avery Dennison India Pvt Ltd, 94, Udyog Vihar, Phase - I Gurgaon - 122016, Haryana
Direct Line: +91 124 4324488
Board: +91 124 4324400 Extn 488
Fax: +91 124 4324500
Email: Ash.Mohammed@ap.averydennison.com

LABEL ORDERING FORM

GENESCO/Johnston & Murphy Laser Label Order Form

GENESCO/JOHNSTON & MURPHY LASER LABEL ORDER FORM

ORDER DATE :

BILL TO :
 COMPANY NAME : _____
 ADDRESS : _____

SHIP TO :
 COMPANY NAME: _____
 ADDRESS : _____

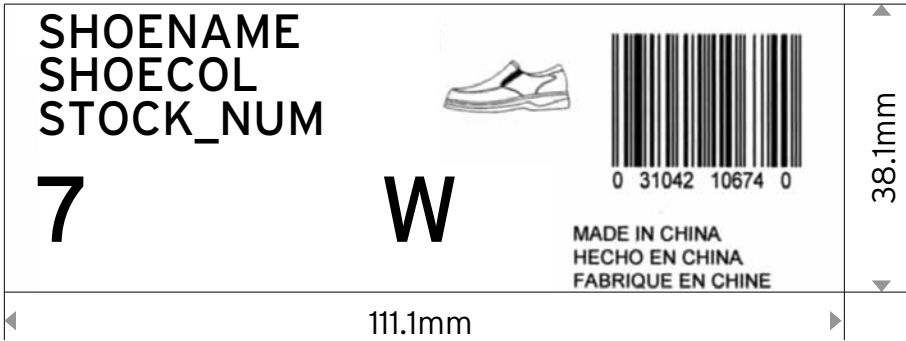
ATTN: _____
 TEL: _____
 FAX: _____

SHIPPING INSTRUCTIONS: AIR FREIGHT
 DHL
 OTHERS _____
 FEDERAL EXPRESS
 UPS

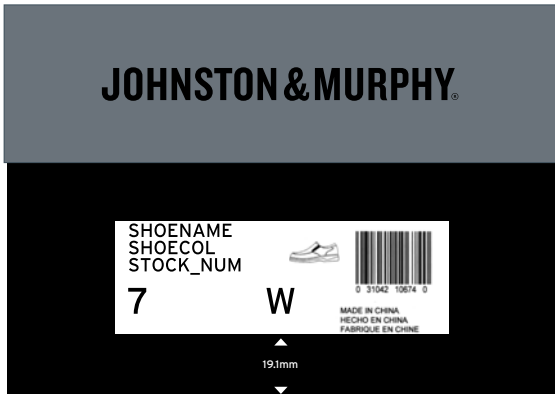
GENESCO PO NUMBERS	GENESCO PO NUMBERS

Please send order form to: Avery Dennison
Refer to the Avery Dennison contact list for the appropriate address to submit your order to.
www.genescopartners.com/jm/contacts.php

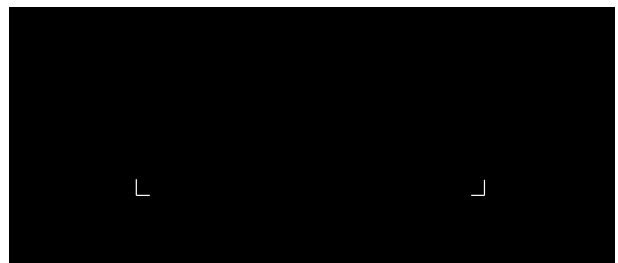
1



2



2



1. PRODUCT LABEL

- Label dimensions are 111.1mm wide and 38.1mm tall.
- Labels are produced on preprinted templates through AVERY DENNISON as shown above.

2. PRODUCT LABEL PLACEMENT

- Label is centered on box base end.
- Positioning tickmarks are completely covered by label.
- Bottom of label is 19.1mm from bottom of box base.

OUTER CASE LABELING STANDARDS

Place shoe box in case with labeled end up, with all labels facing the same direction as carton label. (Receiving person at Johnston & Murphy Distribution Center needs to be able to open case and easily read labels on end of each shoe box.)

Place Avery Dennison case label, centered on end of packing case, making certain that contents inside case agree with style, width and sizes on Avery Dennison label.

Stamp x-fty date on the end of the packing case in lower left hand corner next to case label. (Format: Month-Day-Year)

Tape case with personalized packing tape on top and bottom to ensure that receiving persons can identify if the case has been opened during shipping. Factories may also use a paper label placed across the tape with instruction to check contents if label is broken or removed.



LABORATORY TESTING REQUIREMENTS

The following is a list of tests to be conducted on all Johnston & Murphy footwear.
Test results are to be maintained on file at the factory.

1. Upper Leather Test

- A. Bally Flex Endurance
- B. Tear Strength
- C. Mullen Burst
- D. Resistance to Crocking, Dry/ Wet
- E. Oil Extraction
- F. Whole Shoe Flex

2. Outsole Test (Non Leather, Cement Construction)

- A. Durometer
- B. Abrasion
- C. Outsole Adhesion
- D. Whole Shoe Flex

3. Outsole Test (Leather, Cement Construction)

- A. Abrasion
- B. Outsole Adhesion
- C. Whole Shoe Flex

4. Outsole Test (Leather/ Rubber, Cement Construction)

- A. Durometer
- B. Abrasion
- C. Outsole Adhesion
- D. Whole Shoe Flex

LABORATORY TESTING REQUIREMENTS

5. Outsole Test (Goodyear Stitched Leather Outsole)

- A. Abrasion
- B. Water Penetration
- C. Lockstitch Location

6. Non-Stitched Welt Test

- A. Adhesion
- B. Abrasion
- C. Durometer (Rubber)

7. Heels/ Toplift Test

- A. Durometer
- B. Adhesion
- C. Abrasion

8. Whole Shoe Test (All)

- A. Aging, 7 days
- B. Satra Flex 50,000 cycles

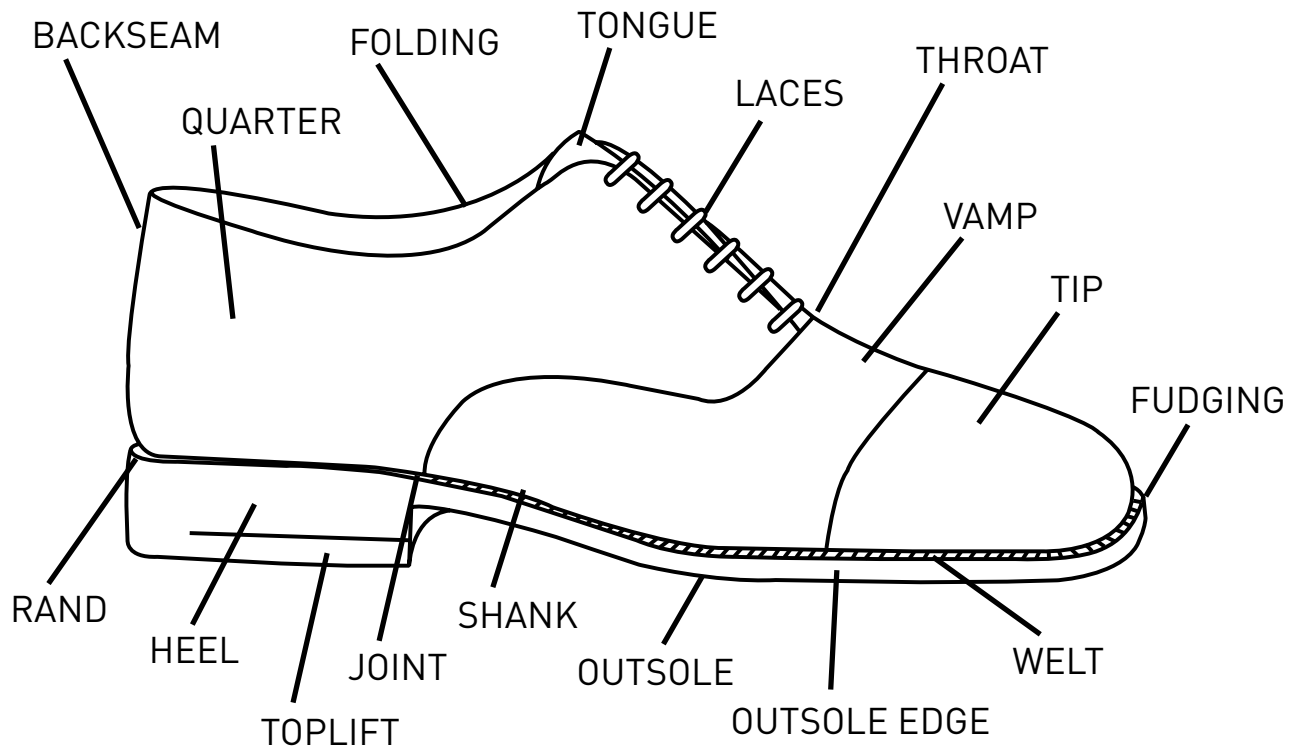
9. Waterproof Shoe Test

- A. Static Water Resistance
- B. Whole Shoe Flex

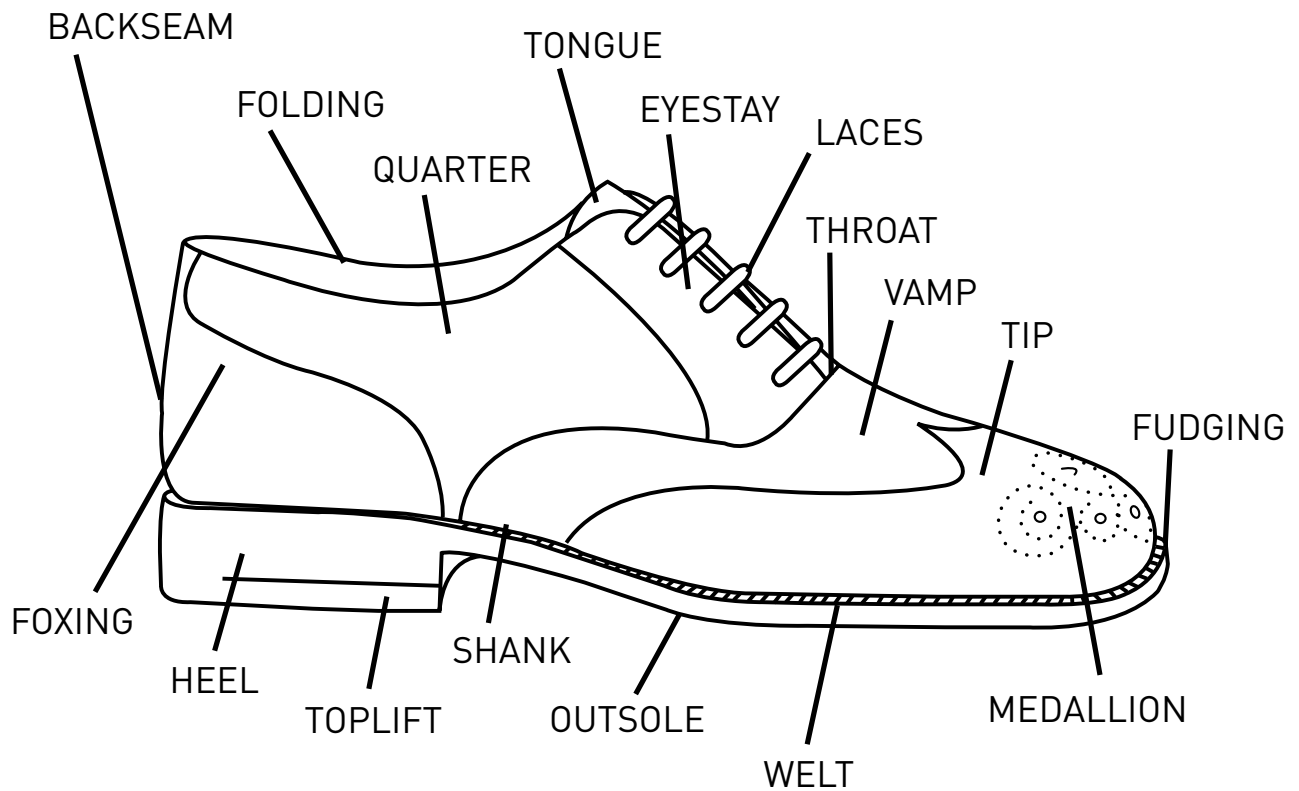
GLOSSARY OF TERMS

I. Picture Illustrations of Shoe Styles (pages 29-31)

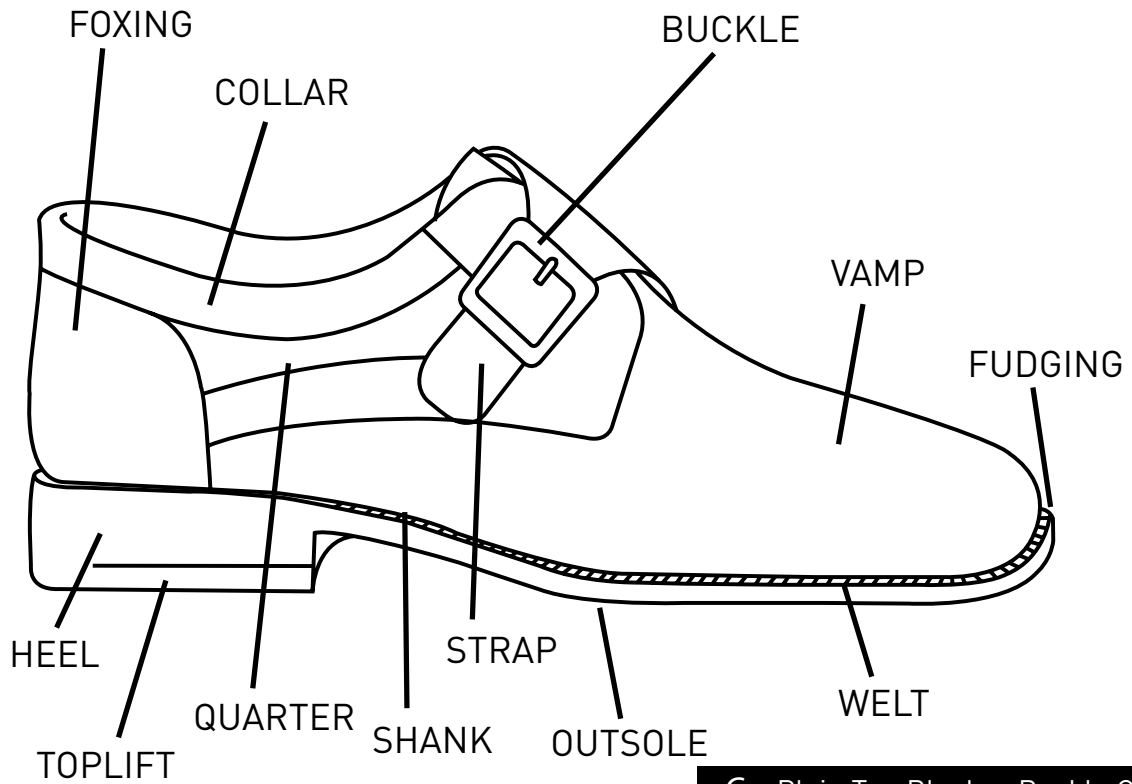
- A. Straight Tip Bal Oxford
- B. Wing Tip Bal Oxford
- C. Plain Toe Blucher Buckle Oxford
- D. Wing Tip Kiltie Slip On
- E. Tassel, Saddle, Handsewn Moc, Slip On



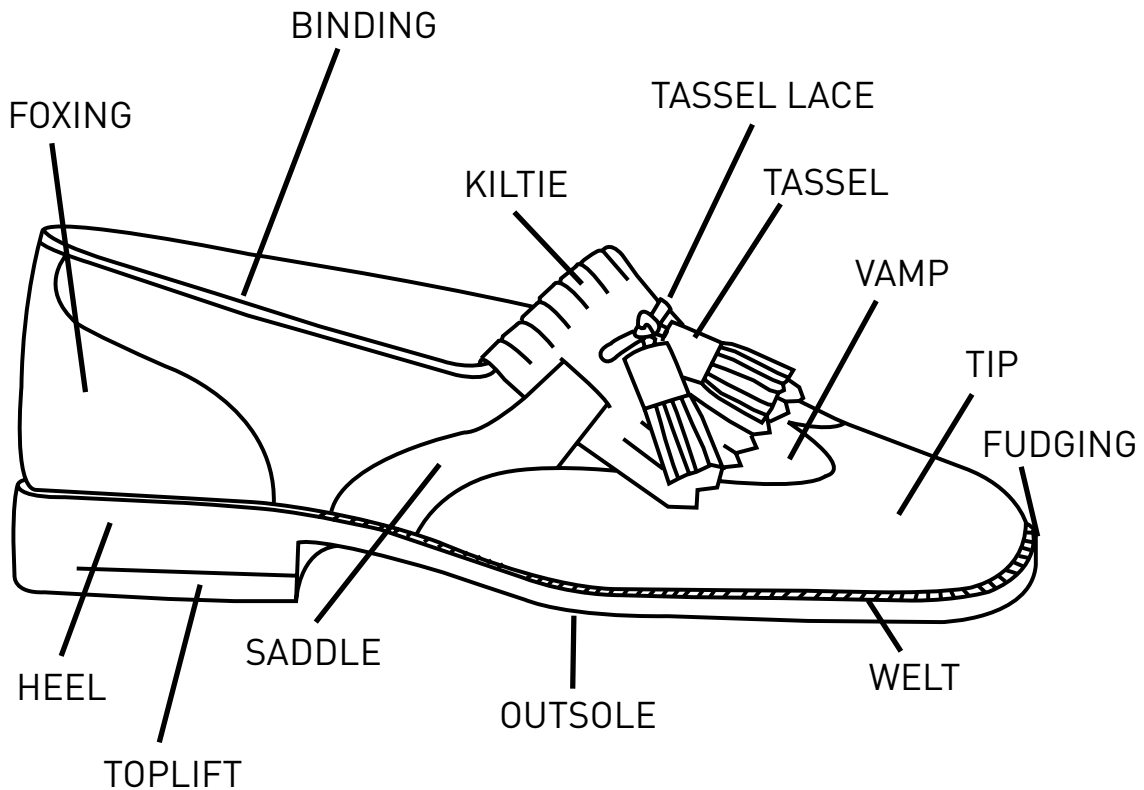
A. Straight Tip Bal Oxford



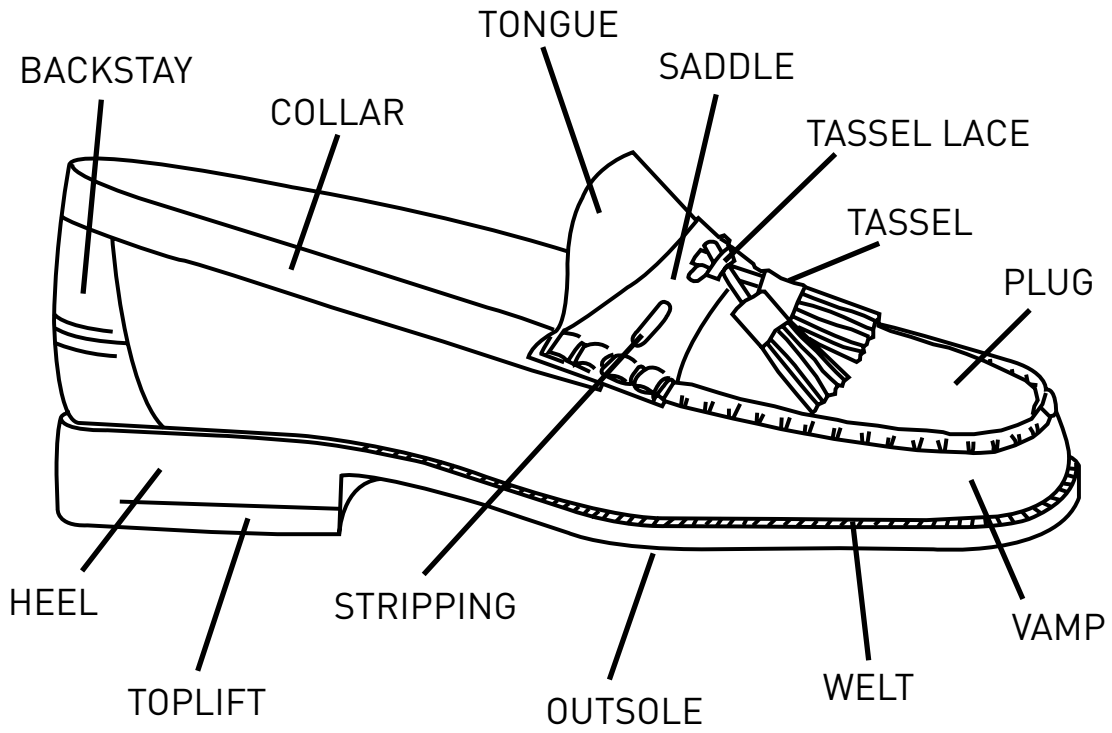
B. Wing Tip Bal Oxford



C. Plain Toe Blucher Buckle Oxford



D. Wing Tip Kiltie Slip On



E. Tassel, Saddle, Handsewn Moc, Slip On

ARTWORK FILES DIRECTORY

PAGE	KEY	ARTWORK NAME	FILE NAME
02E•04	1	PRIMARY BRAND LOGO	JM_LOGO_BIG_®.eps
02E•04	2	SECONDARY BRAND LOGO	JM_LOGO_STACKED_BIG_®.eps
02E•04	3	ICON LOGO	JM_ICON.eps
02E•04	4	PRIMARY COLLECTION LOGO	JM_OPTIMA_LOGO.eps
02E•06	1	HEEL PAD LABEL	JM_INSOLE_LABEL_430.eps
02E•07	1	BALL OUTSOLE STAMP	JM_OPTIMA_LOGO.eps
02E•07	3	SHANK OUTSOLE STAMP WITH FEATURE/BENEFIT	JM_SHANK_OPTIMA.eps
02E•08	1	DIVIDER CARDS	JM_DIVIDER_CARD_FRONT.eps JM_DIVIDER_CARD_BACK.eps
02E•08	2	TISSUE	JM_TISSUE.tif
02E•10	1	SHOE BOX LOGO	JM_LOGO_BIG_®.eps