

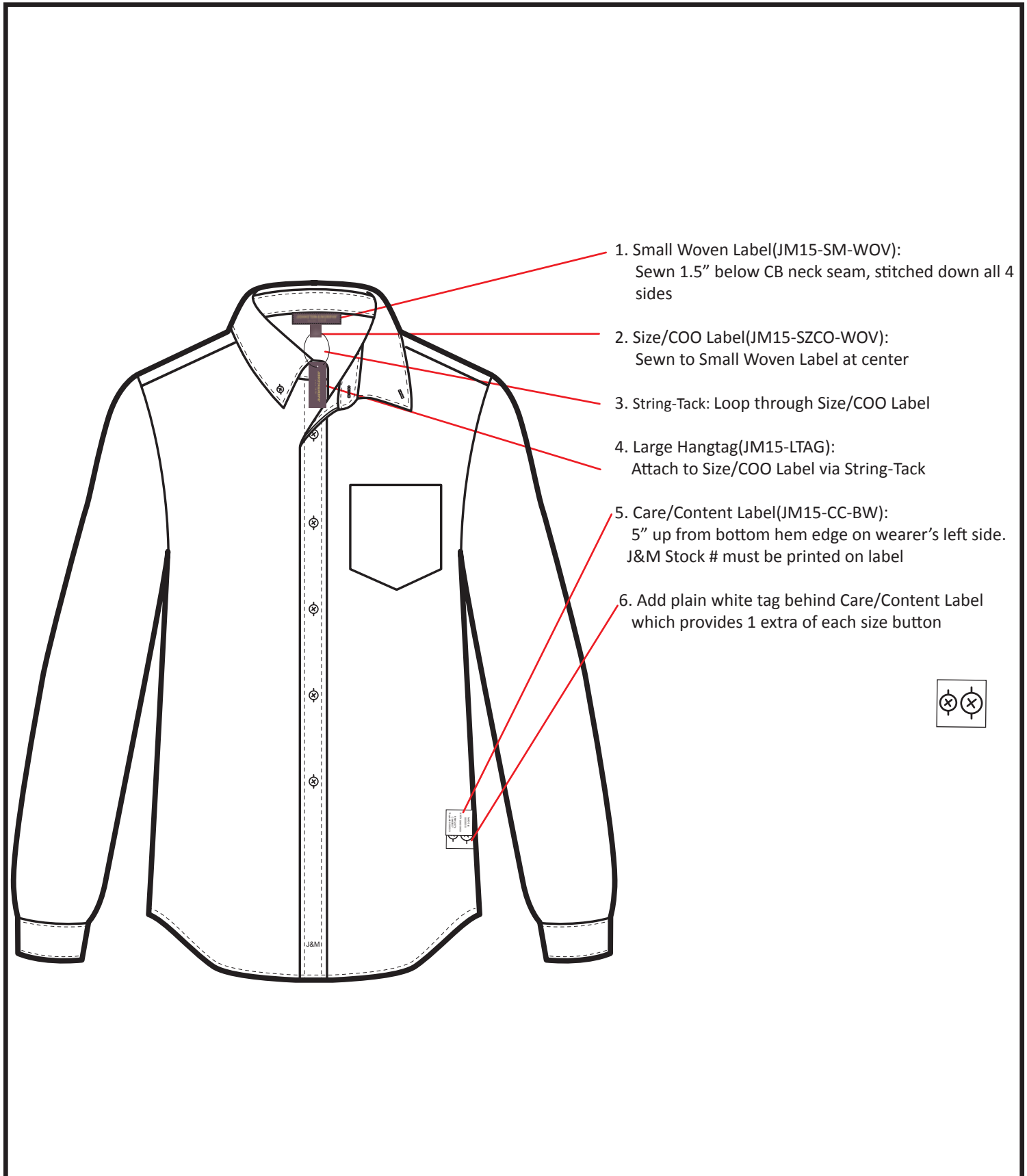
JOHNSTON & MURPHY

MEN'S PLACEMENT GUIDELINES MANUAL

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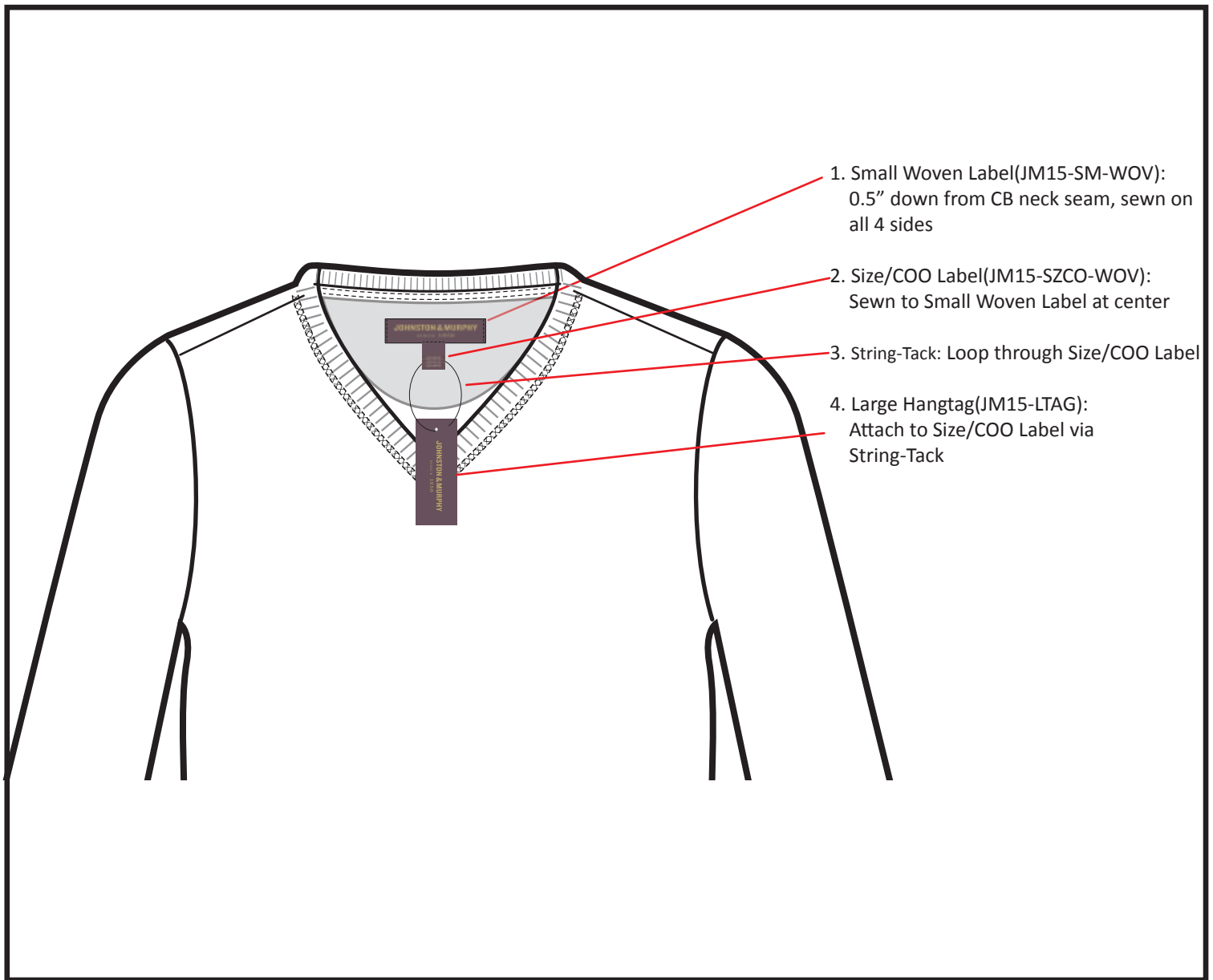
MEN'S WOVEN SHIRTS



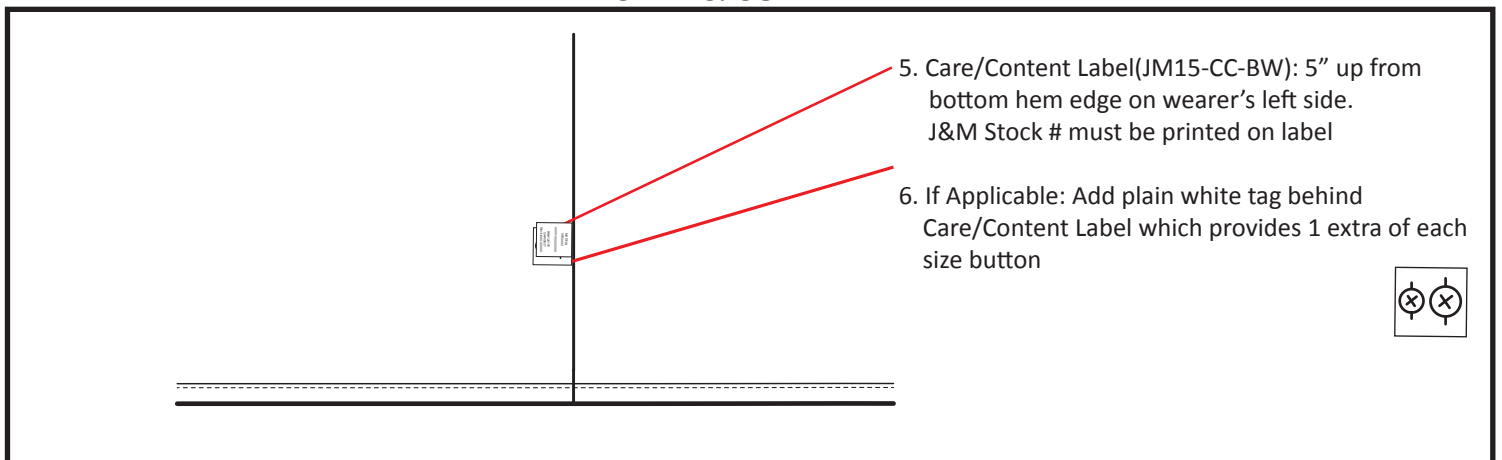
1. Small Woven Label(JM15-SM-WOV):
Sewn 1.5" below CB neck seam, stitched down all 4 sides
2. Size/COO Label(JM15-SZCO-WOV):
Sewn to Small Woven Label at center
3. String-Tack: Loop through Size/COO Label
4. Large Hangtag(JM15-LTAG):
Attach to Size/COO Label via String-Tack
5. Care/Content Label(JM15-CC-BW):
5" up from bottom hem edge on wearer's left side.
J&M Stock # must be printed on label
6. Add plain white tag behind Care/Content Label
which provides 1 extra of each size button



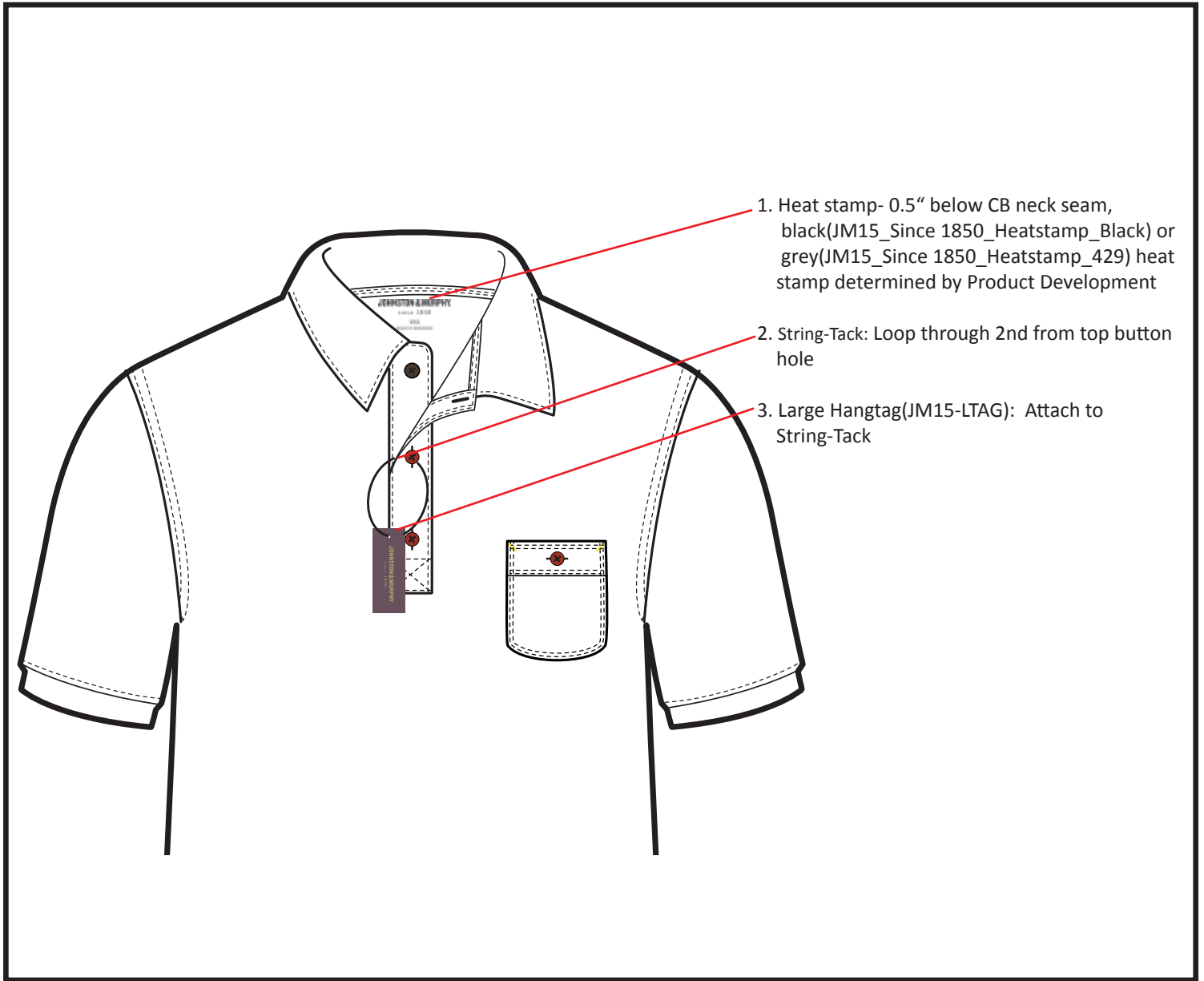
OPTION 1- MEN'S KNITS WITH A WOVEN LABEL



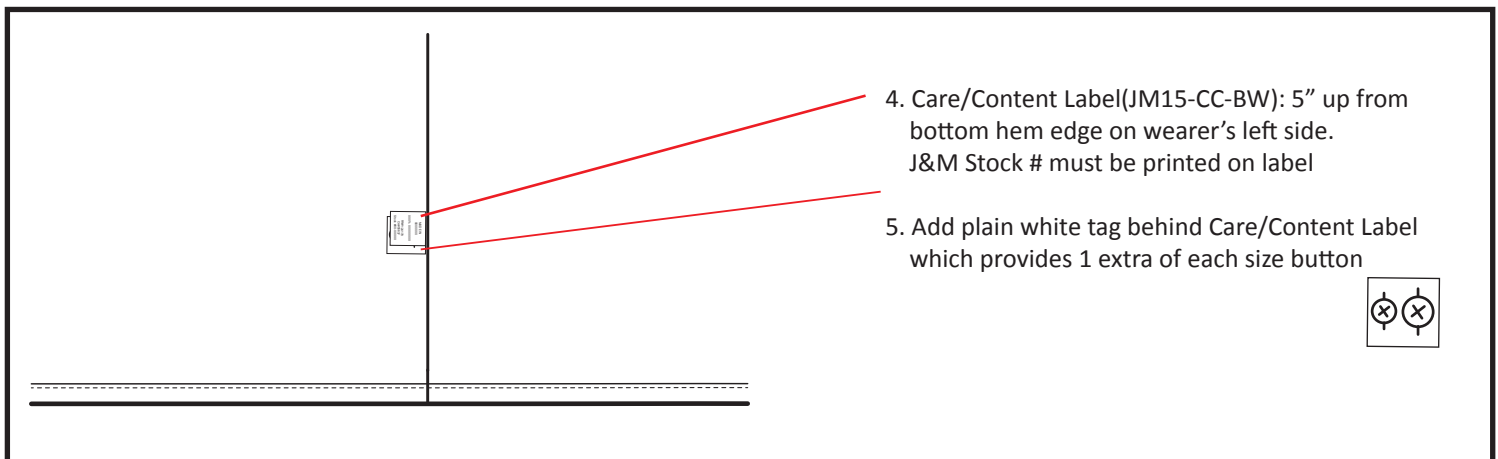
CARE & CONTENT



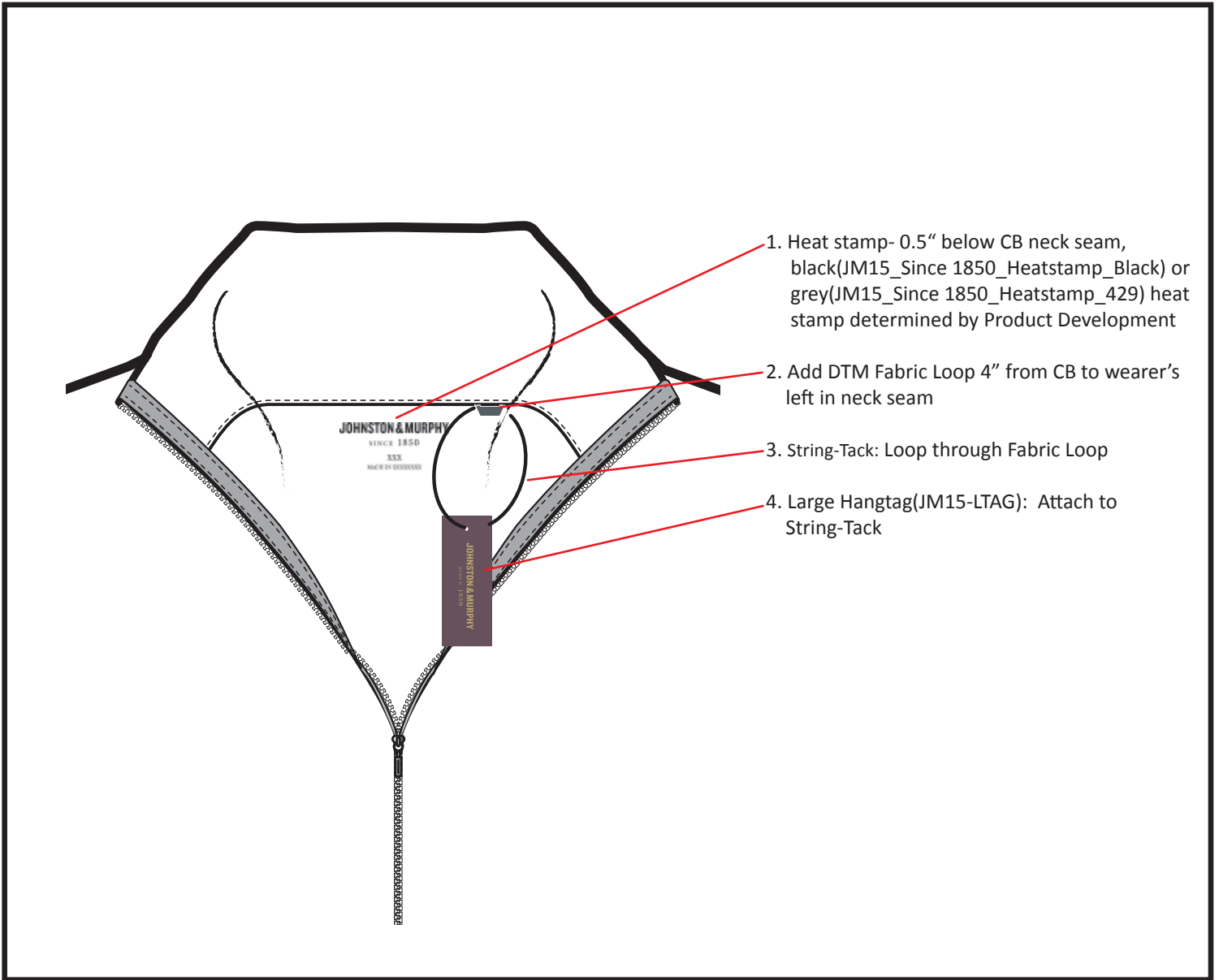
OPTION 2- MEN'S KNITS- HEAT STAMP W/ BUTTON CLOSURE



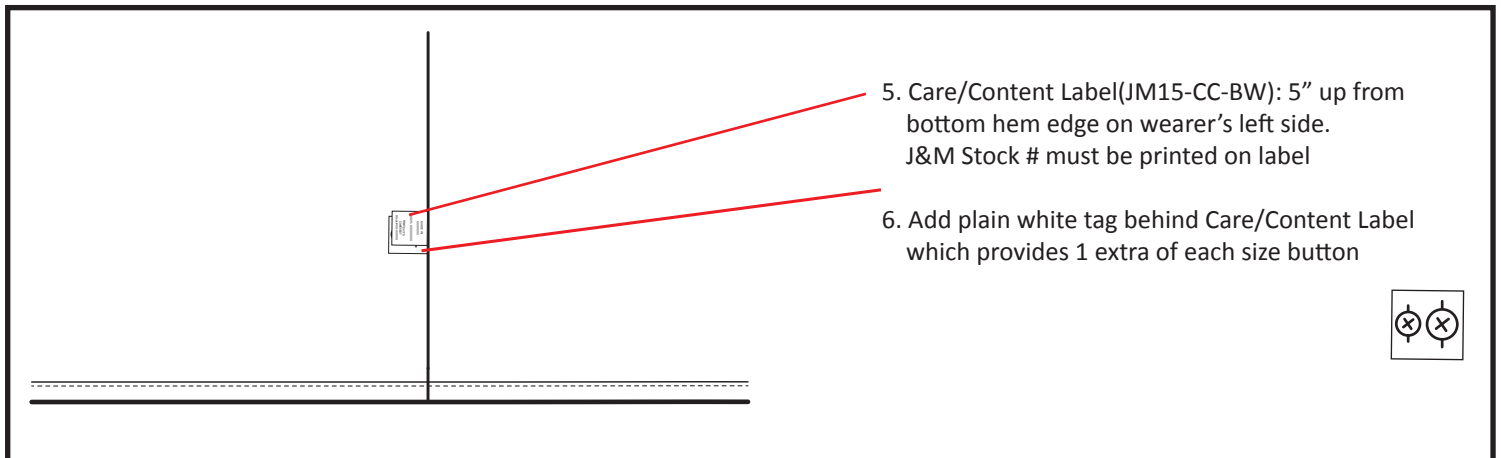
CARE & CONTENT



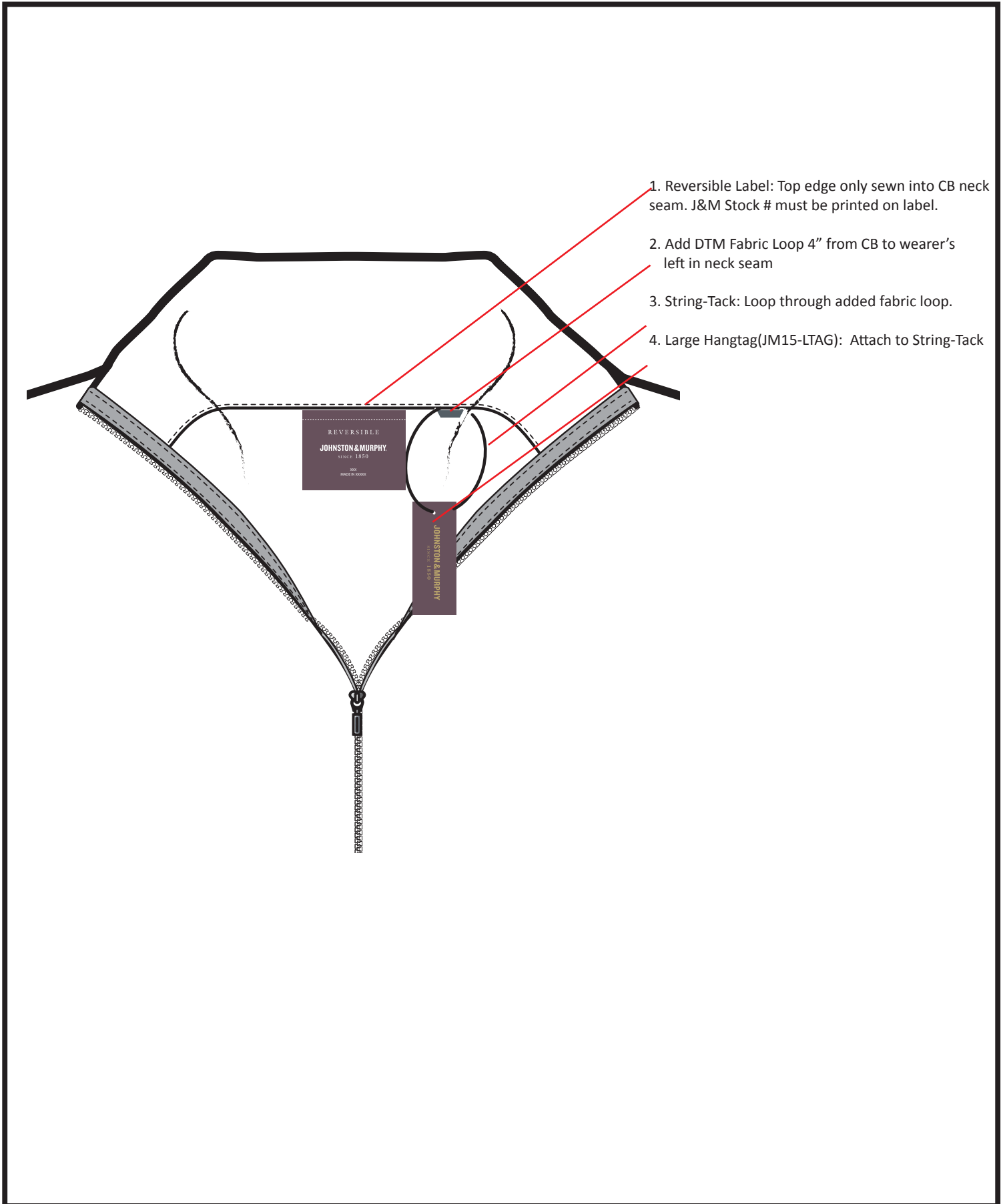
OPTION 3- MEN'S KNITS- HEAT STAMP W/ ZIPPER OR PULLOVER CLOSURE



CARE & CONTENT

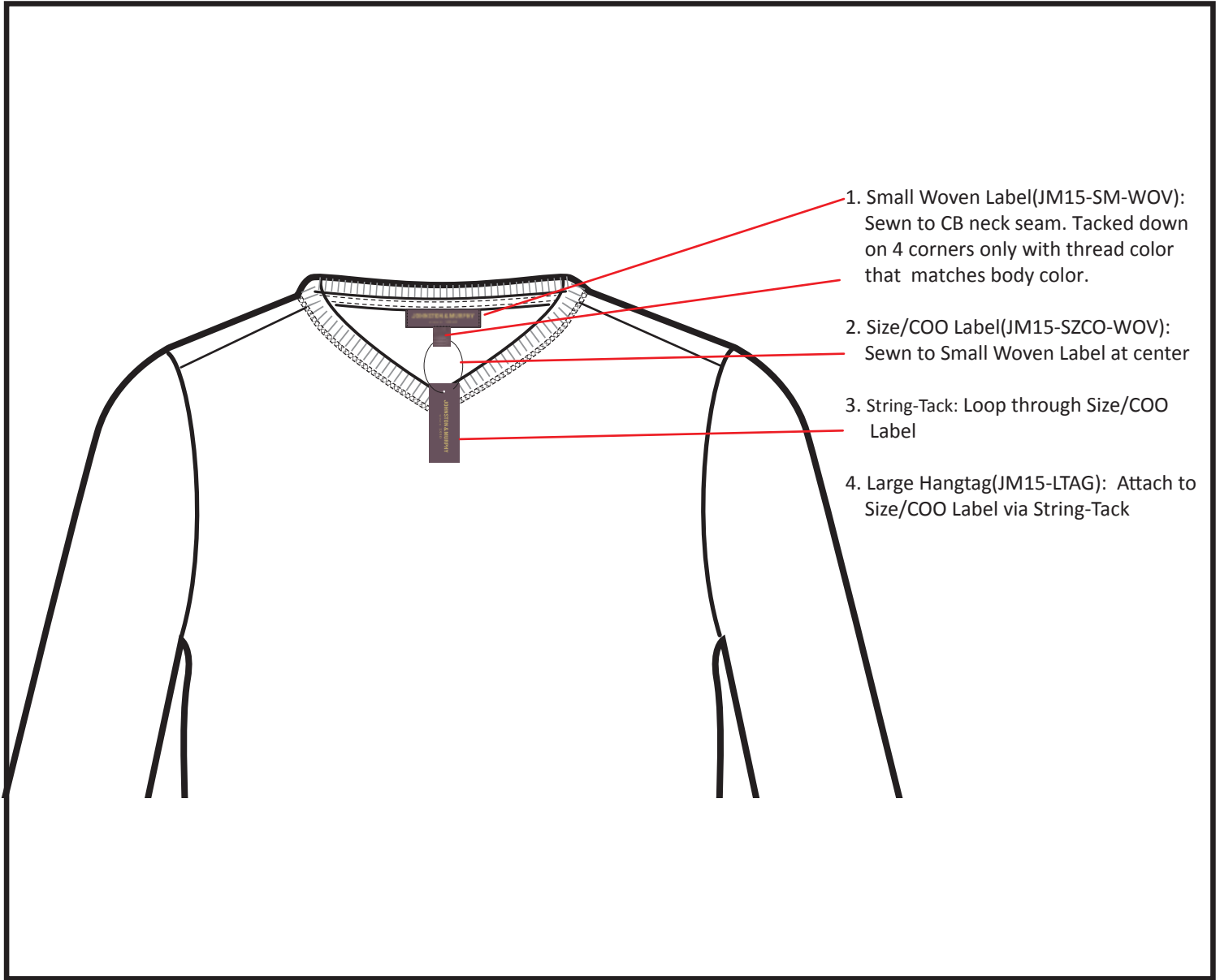


OPTION 4- MEN'S KNITS- REVERSIBLE

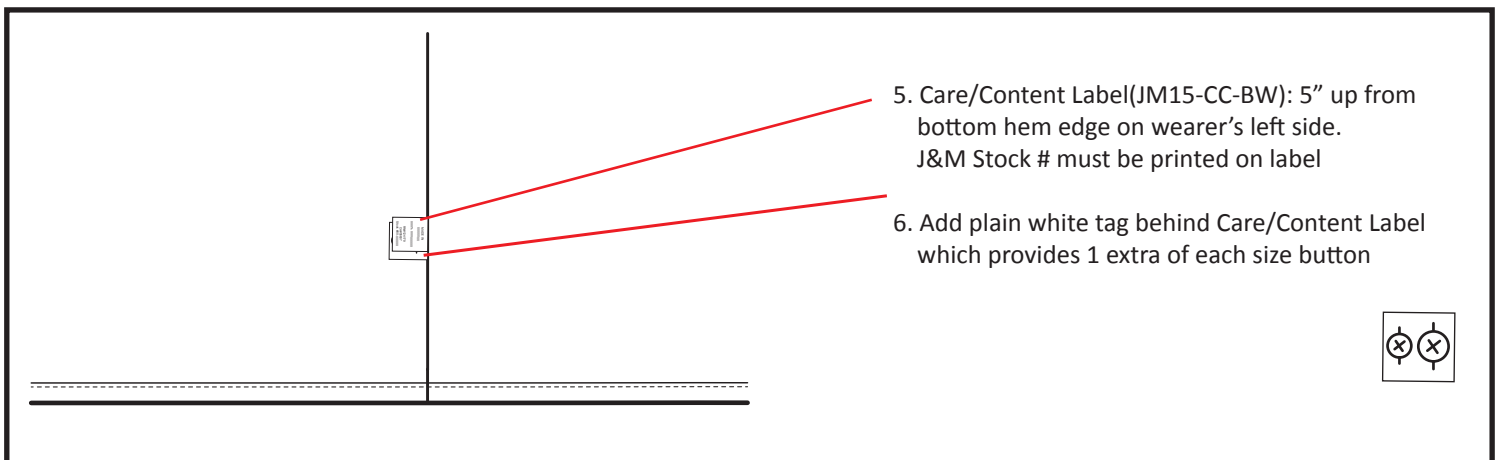


1. Reversible Label: Top edge only sewn into CB neck seam. J&M Stock # must be printed on label.
2. Add DTM Fabric Loop 4" from CB to wearer's left in neck seam
3. String-Tack: Loop through added fabric loop.
4. Large Hangtag(JM15-LTAG): Attach to String-Tack

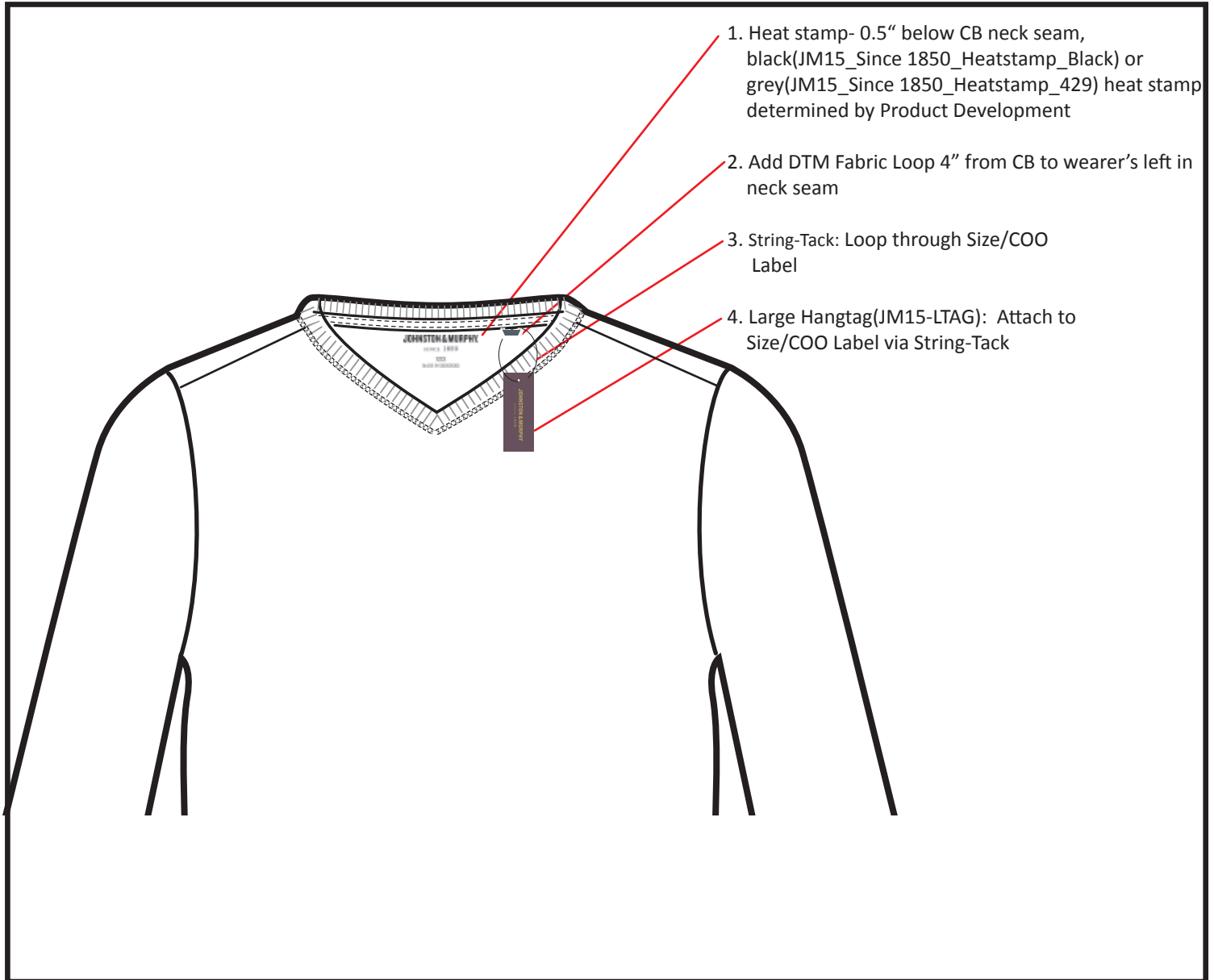
OPTION 1- MEN'S SWEATERS WITH A WOVEN LABEL



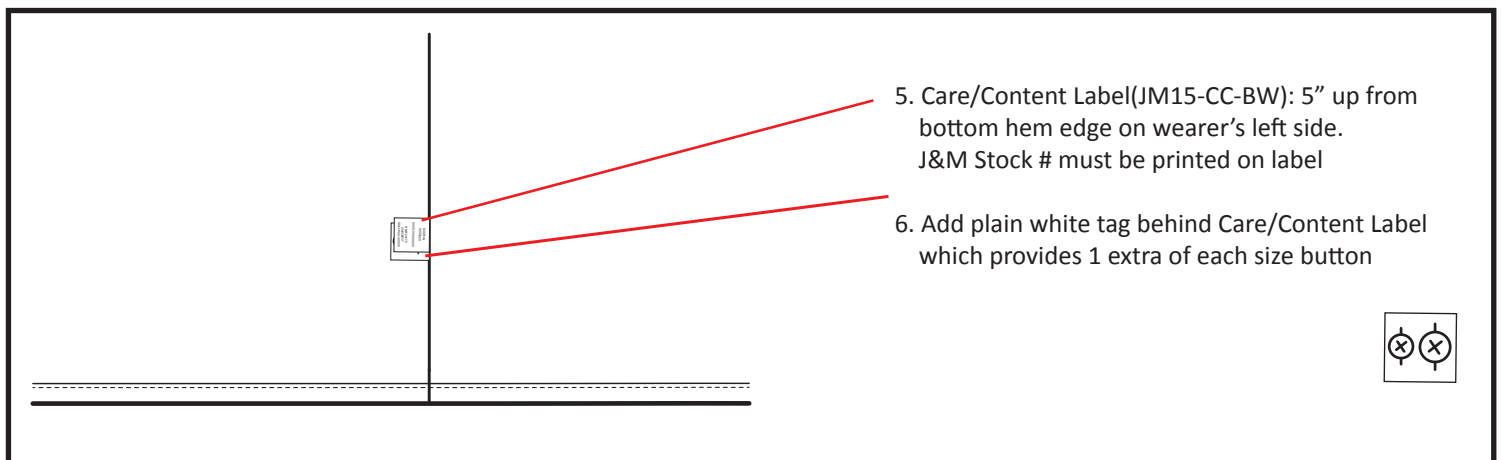
CARE & CONTENT



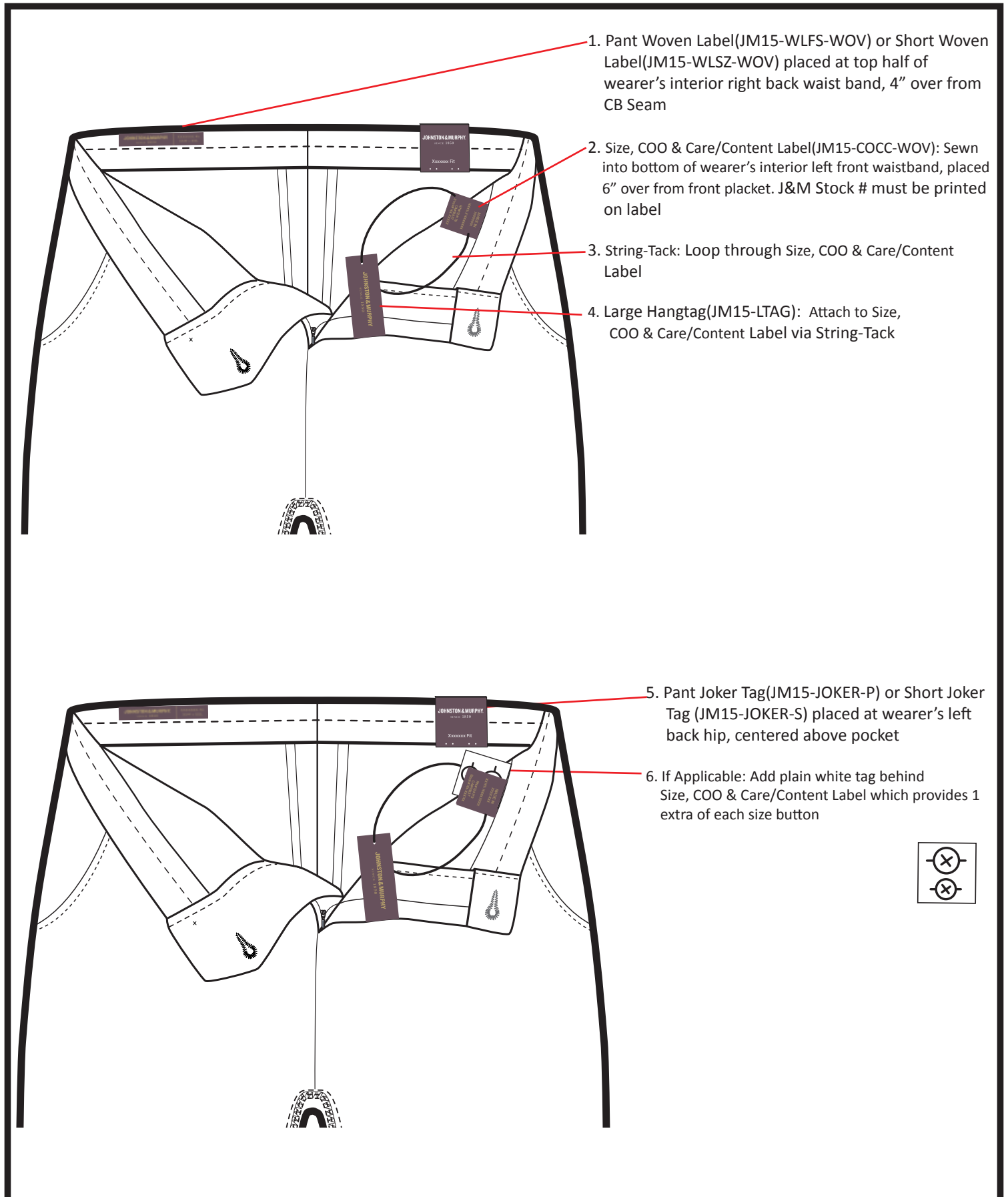
OPTION 2- MEN'S SWEATERS WITH A HEAT STAMP



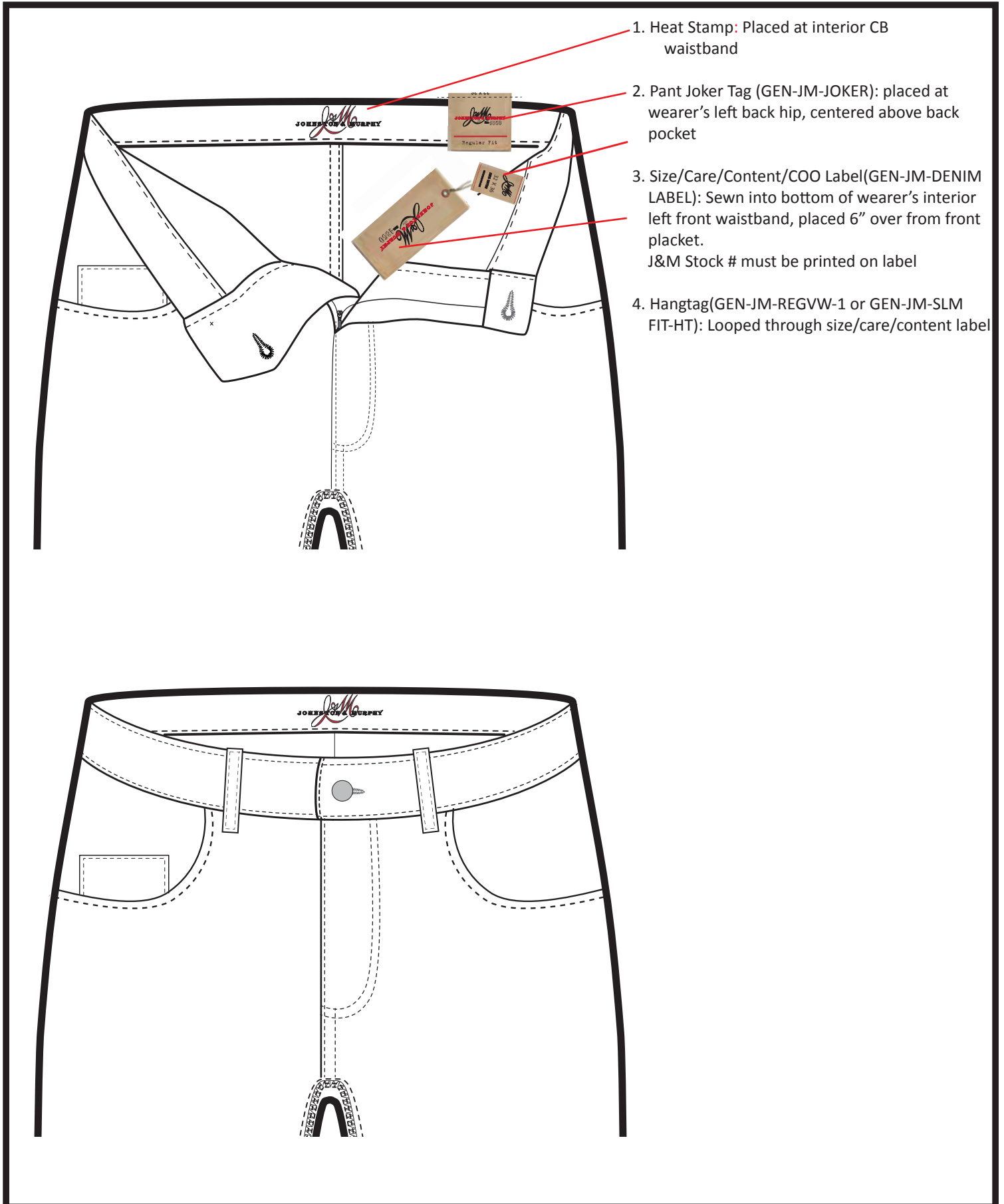
CARE & CONTENT



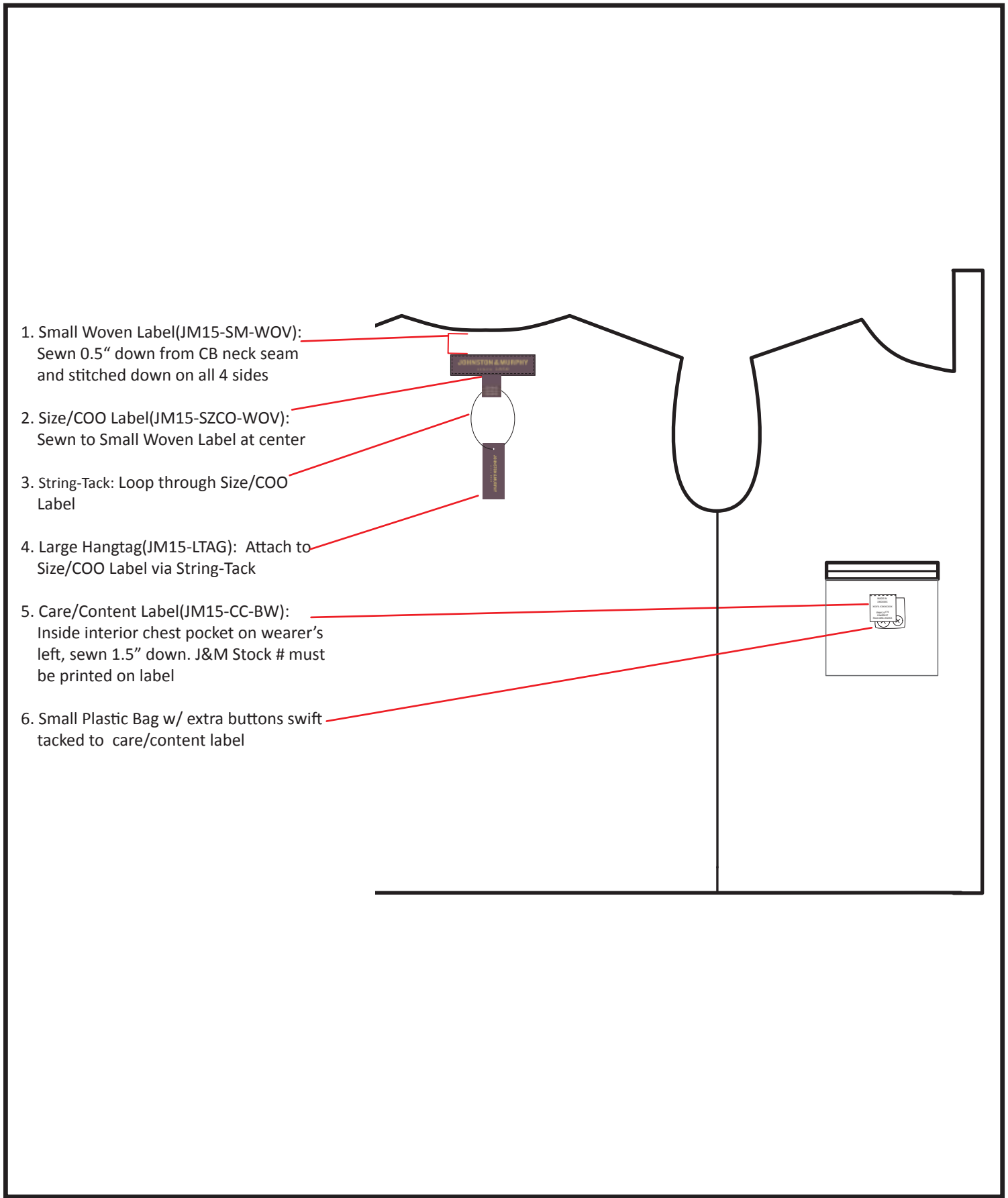
MEN'S PANTS/SHORTS (NON-DENIM)



MEN'S DENIM



MEN'S TAILORED VEST



1. Small Woven Label(JM15-SM-WOV):
Sewn 0.5" down from CB neck seam
and stitched down on all 4 sides

2. Size/COO Label(JM15-SZCO-WOV):
Sewn to Small Woven Label at center

3. String-Tack: Loop through Size/COO
Label

4. Large Hangtag(JM15-LTAG): Attach to
Size/COO Label via String-Tack

5. Care/Content Label(JM15-CC-BW):
Inside interior chest pocket on wearer's
left, sewn 1.5" down. J&M Stock # must
be printed on label

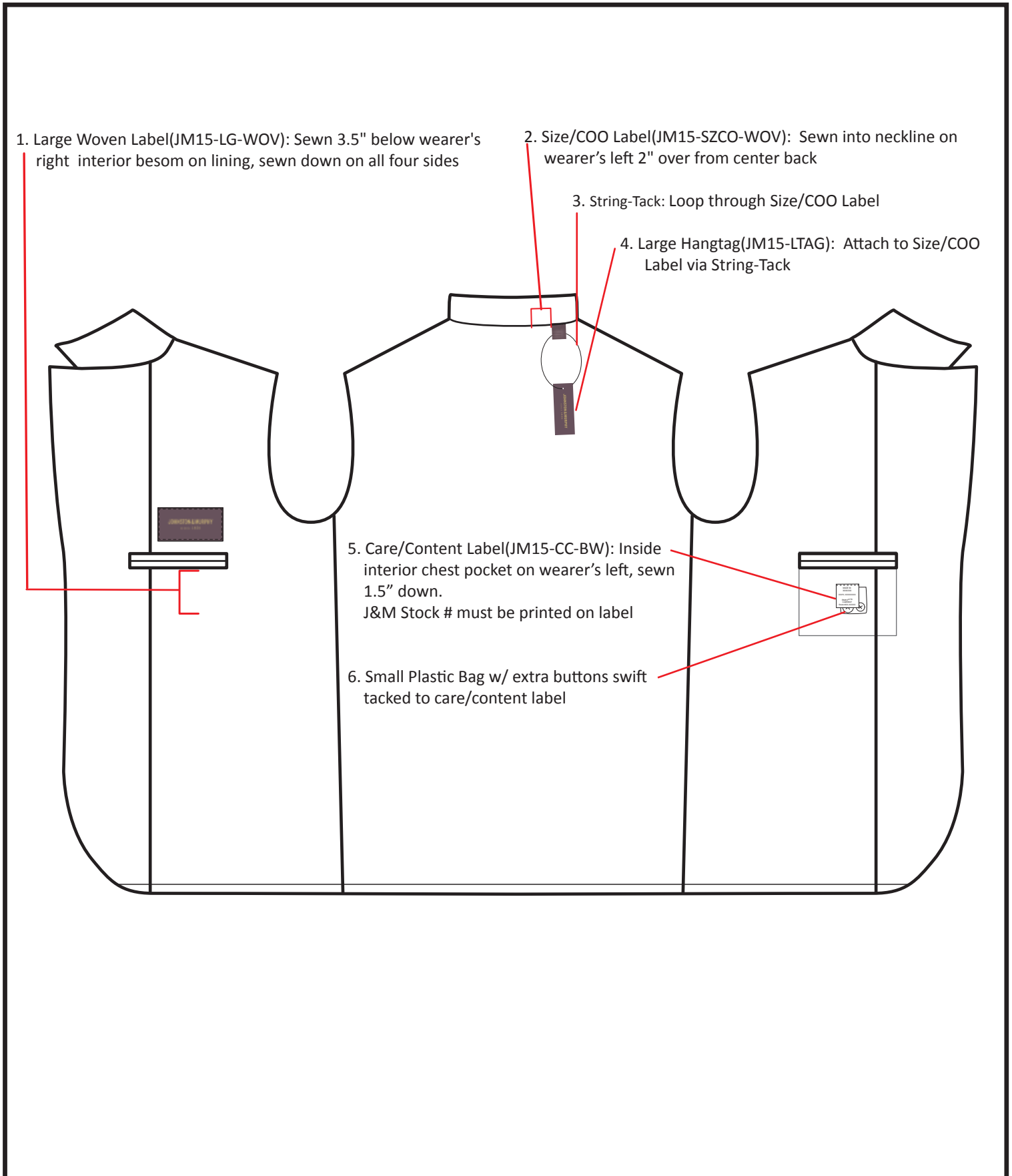
6. Small Plastic Bag w/ extra buttons swift
tacked to care/content label

MEN'S BLAZERS

1. Large Woven Label(JM15-LG-WOV): Sewn 3.5" below wearer's right interior besom on lining, sewn down on all four sides
2. Size/COO Label(JM15-SZCO-WOV): Sewn into neckline on wearer's left 2" over from center back
3. String-Tack: Loop through Size/COO Label
4. Large Hangtag(JM15-LTAG): Attach to Size/COO Label via String-Tack

5. Care/Content Label(JM15-CC-BW): Inside interior chest pocket on wearer's left, sewn 1.5" down.
J&M Stock # must be printed on label

6. Small Plastic Bag w/ extra buttons swift tacked to care/content label



MEN'S OUTERWEAR- OPTION 1- STANDARD CASE

1. Body Fabric Patch (2.5"x 4") :
Sewn down 1" down from CB neck seam

2. Large Woven Label(JM15-LG-WOV):
Centered on Fabric Patch and stitched
down on all 4 sides

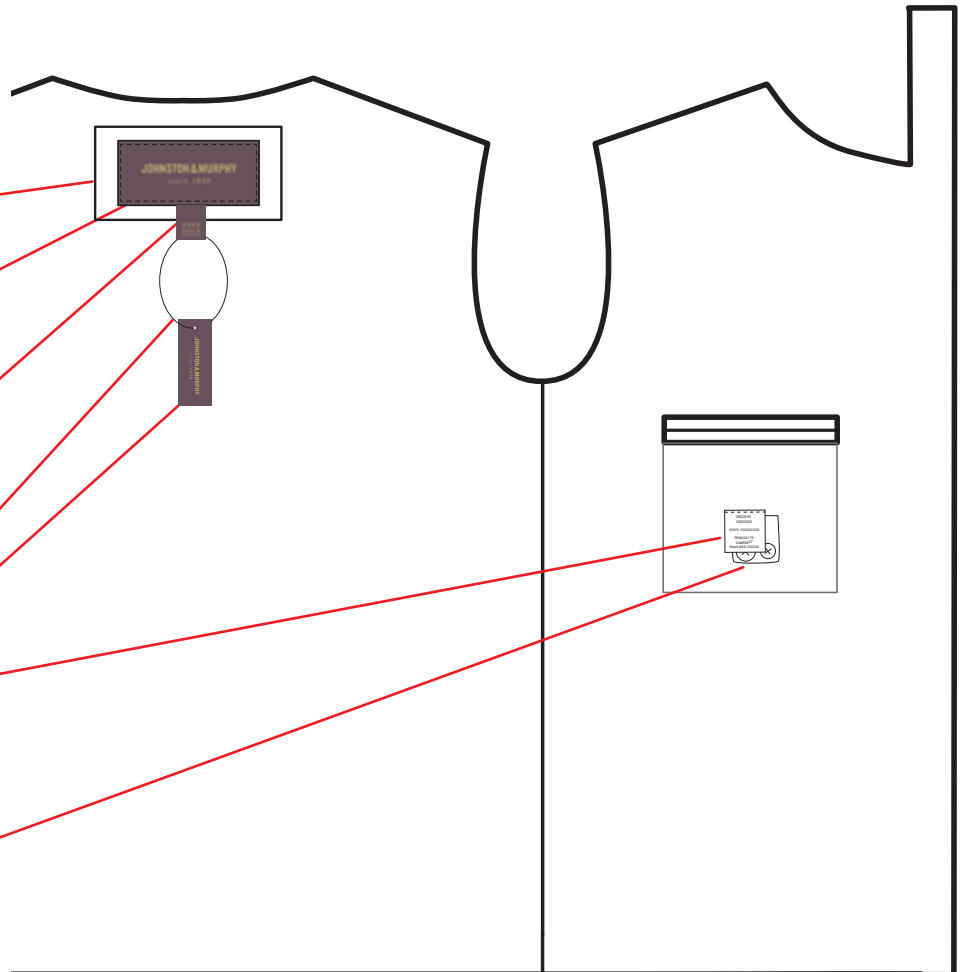
3. Size/COO Label(JM15-SZCO-WOV):
Sewn to Large Woven Label at center

4. String-Tack: Loop through Size/COO Label

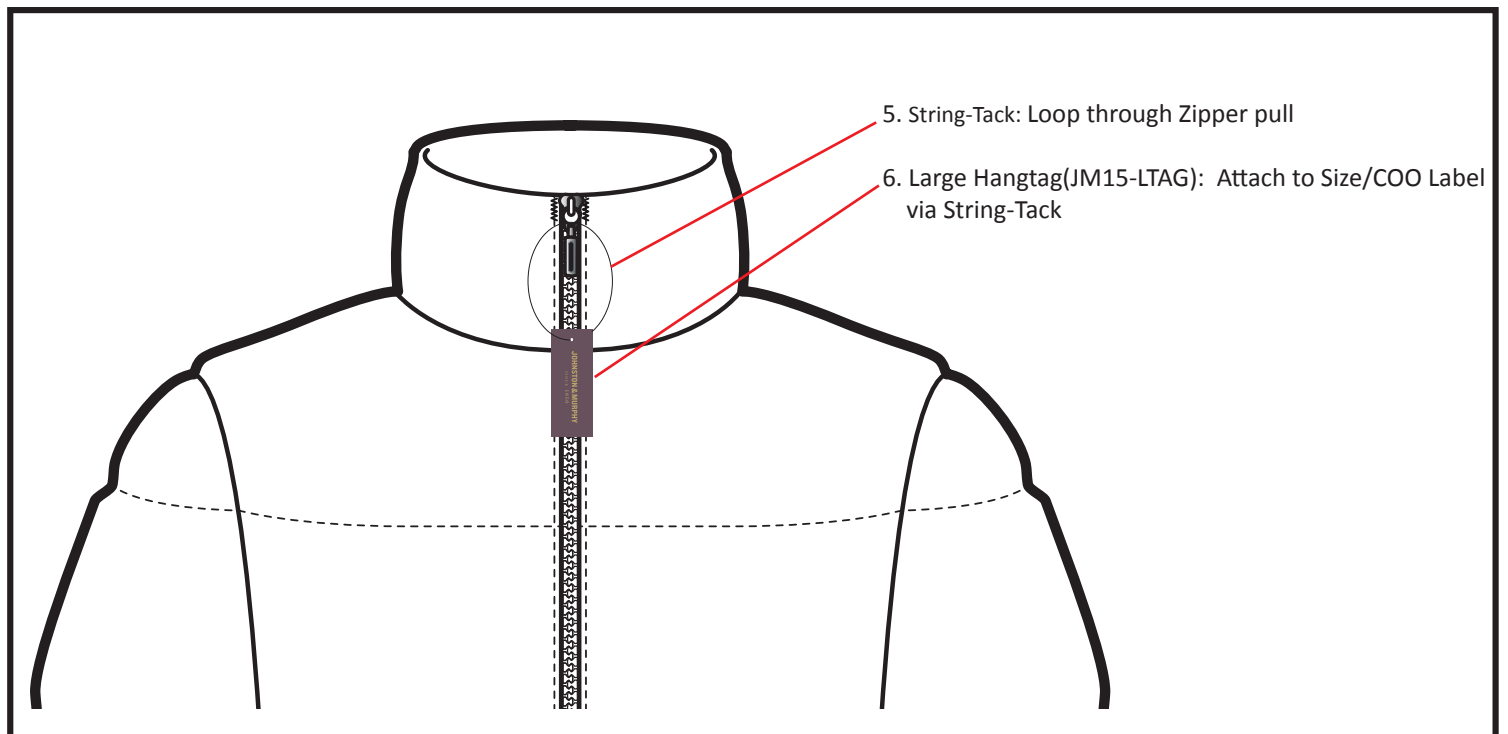
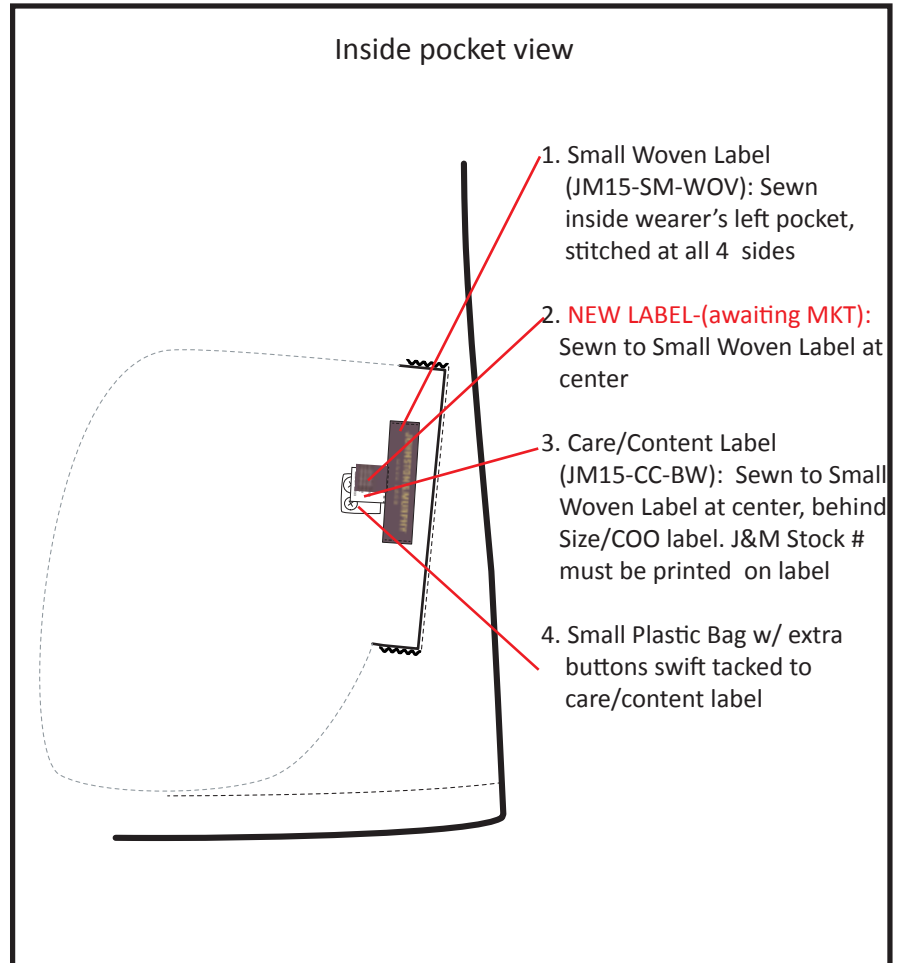
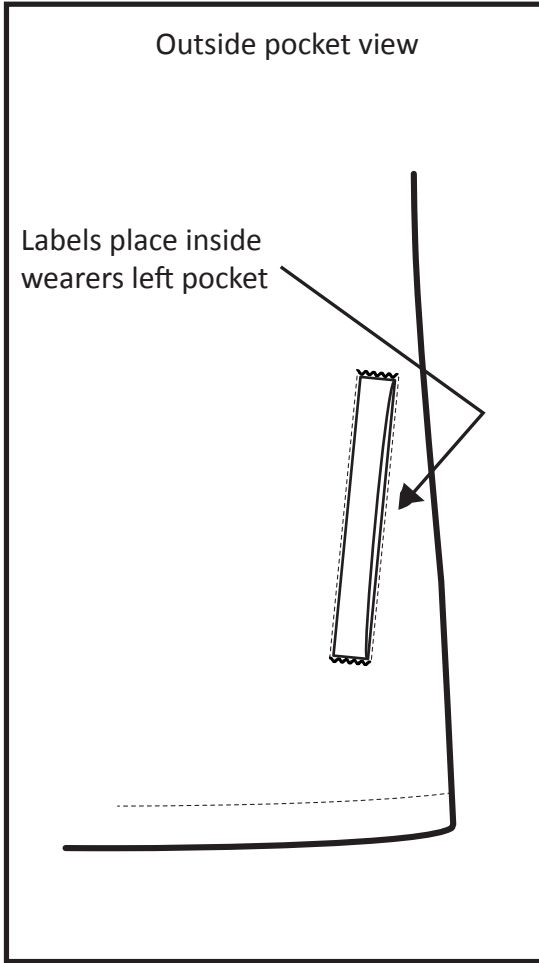
5. Large Hangtag(JM15-LTAG): Attach to
Size/COO Label via String-Tack

6. Care/Content Label(JM15-CC-BW):
Inside available interior pocket , sewn
1.5" down. J&M Stock # must be printed
on label

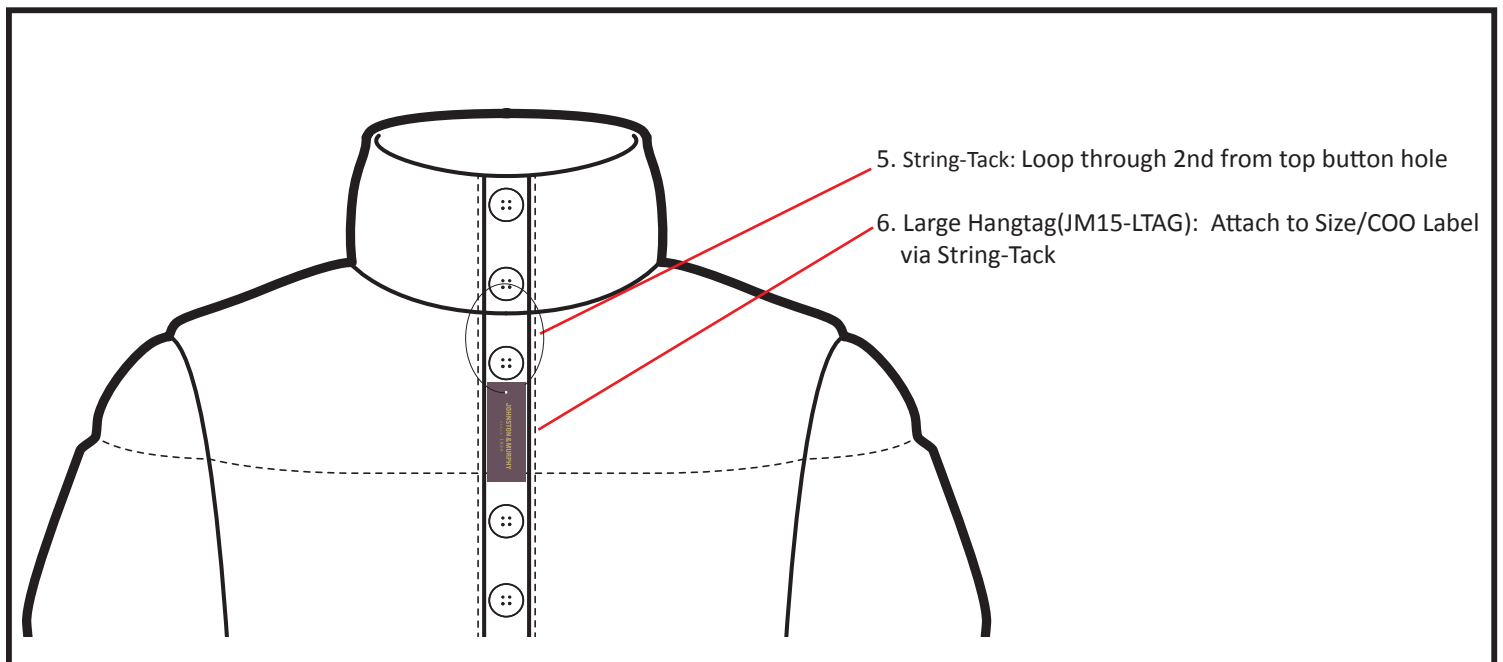
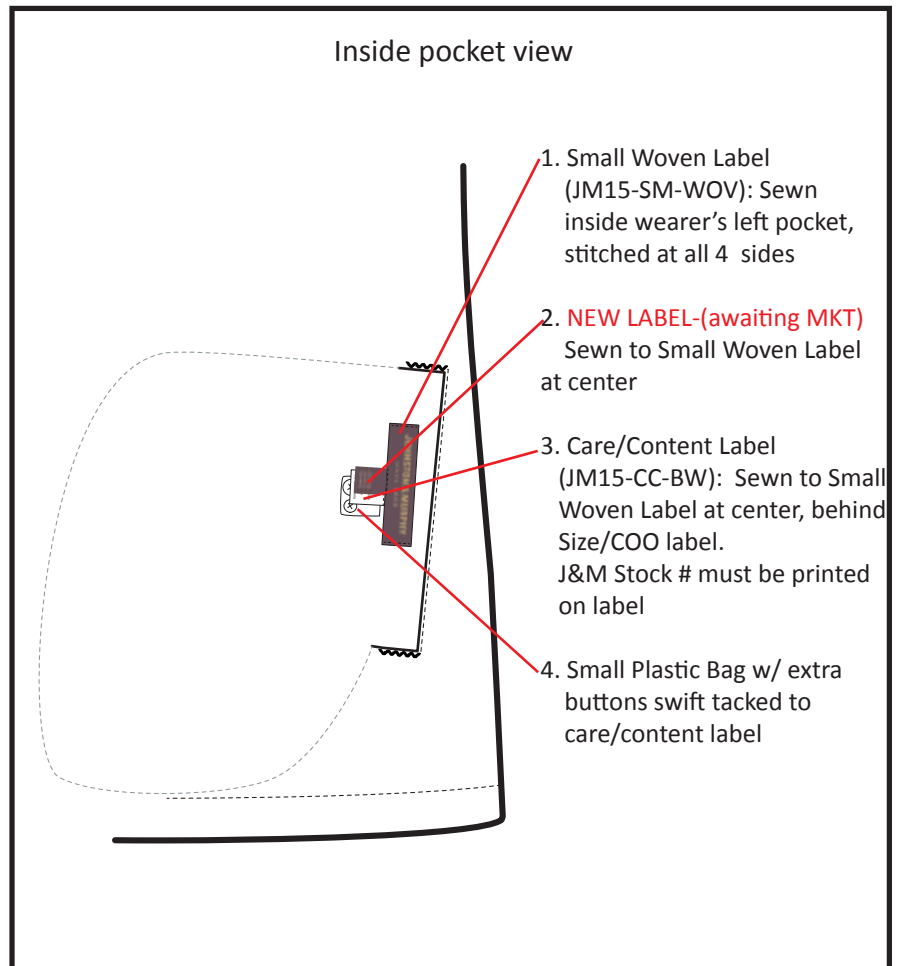
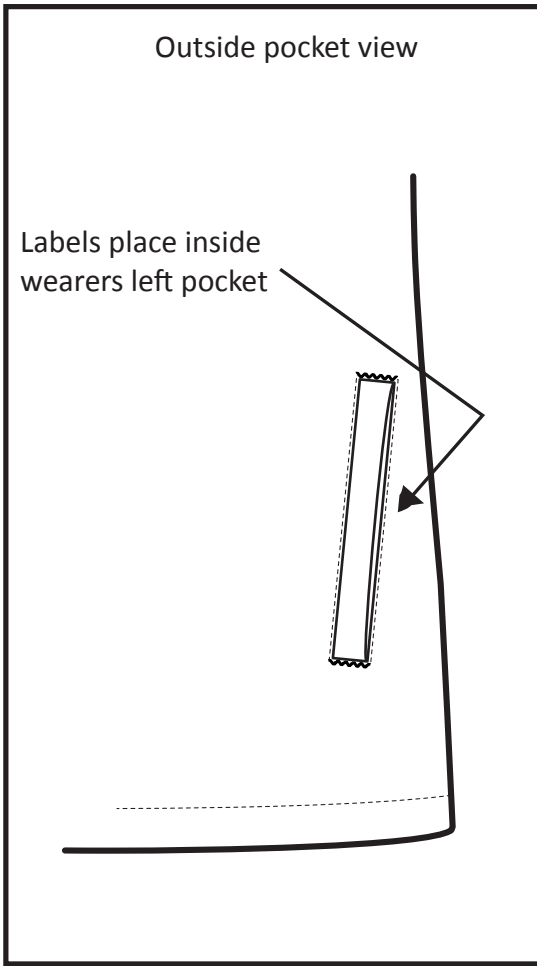
7. If Applicable: Small Plastic Bag w/ extra
buttons swift tacked to care/content
label



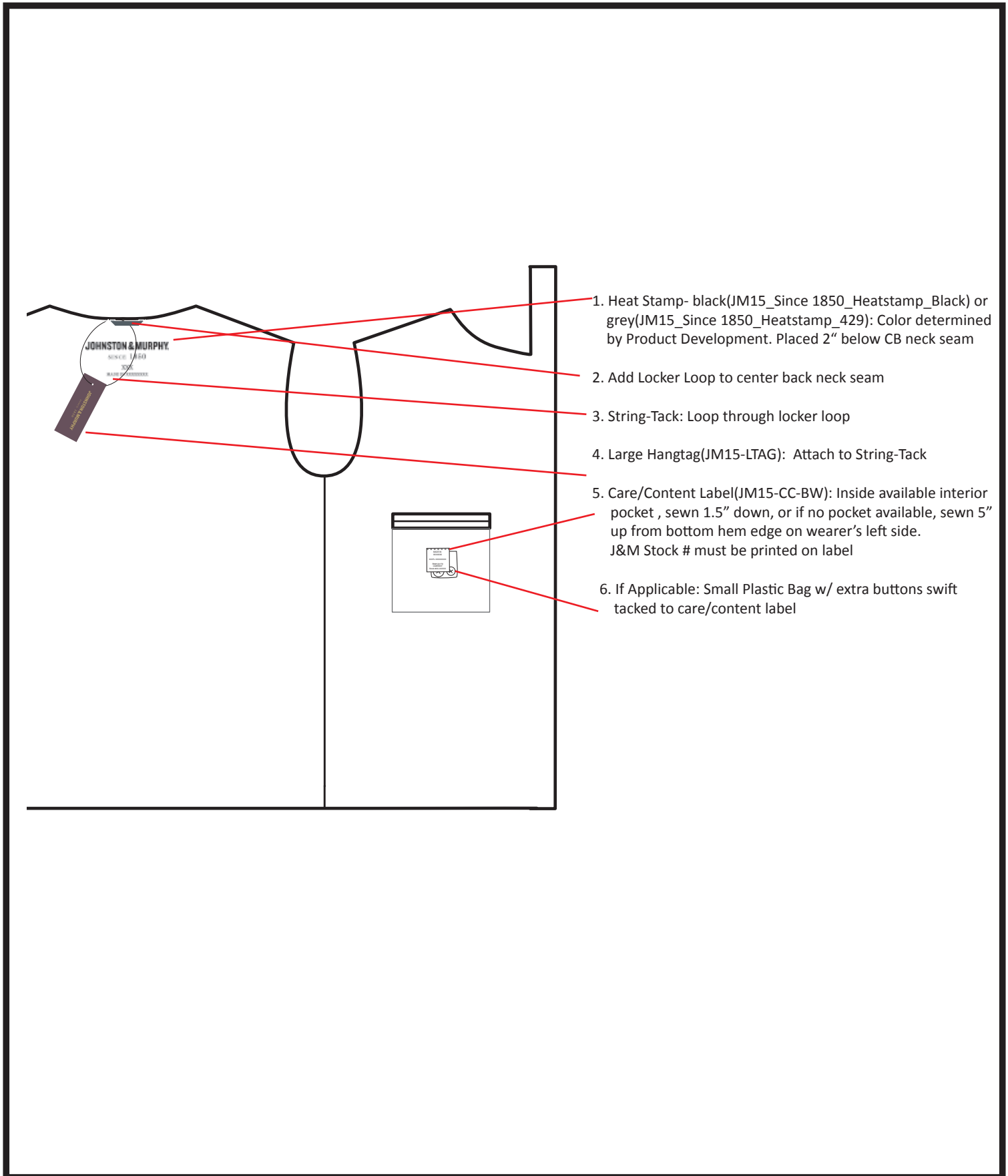
MEN'S OUTERWEAR- OPTION 2-REVERSIBLE W/ ZIPPER CLOSURE



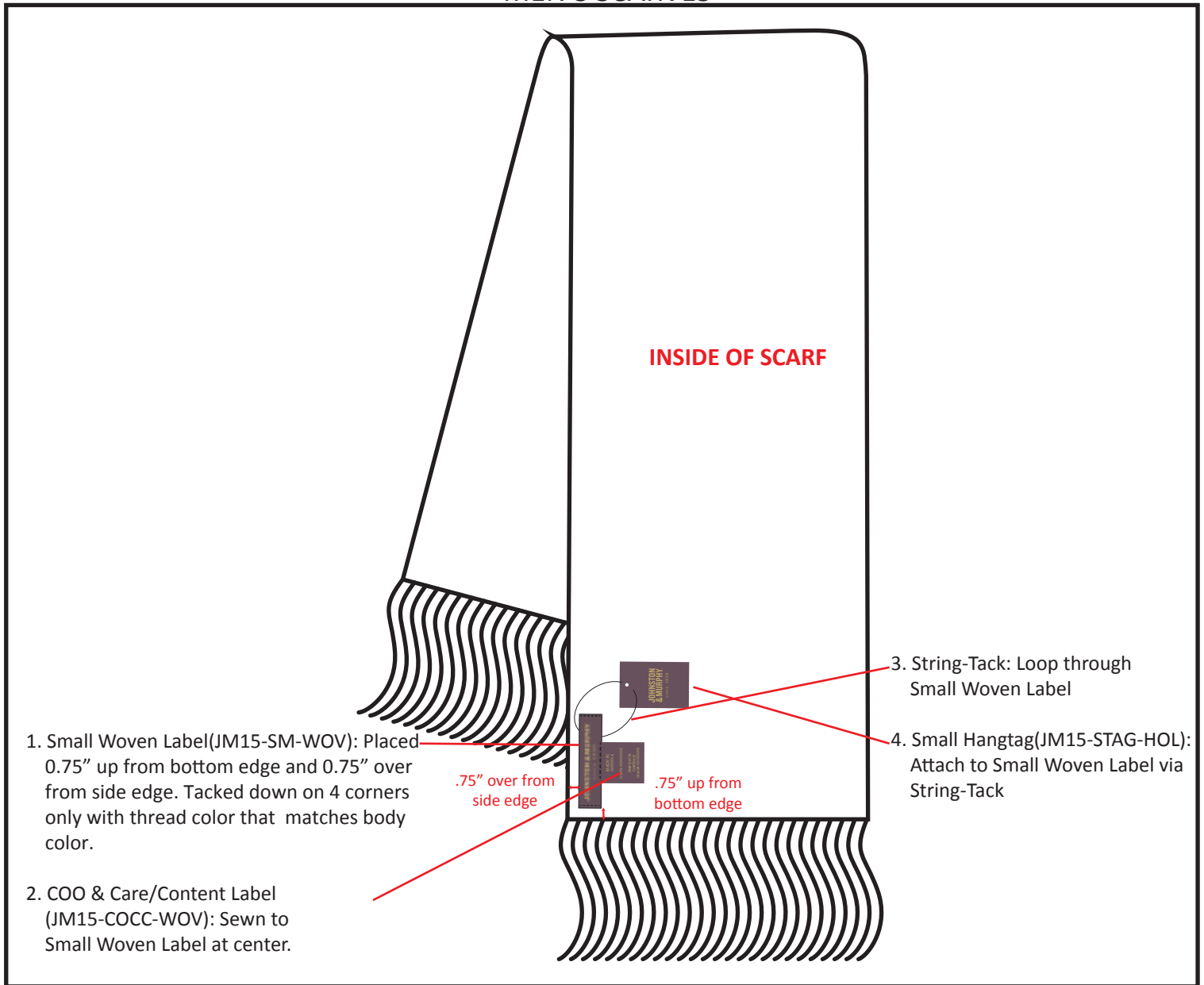
MEN'S OUTERWEAR- OPTION 3- REVERSIBLE W/ BUTTON CLOSURE



MEN'S OUTERWEAR- SPECIAL CASE- HEAT STAMP



MEN'S SCARVES

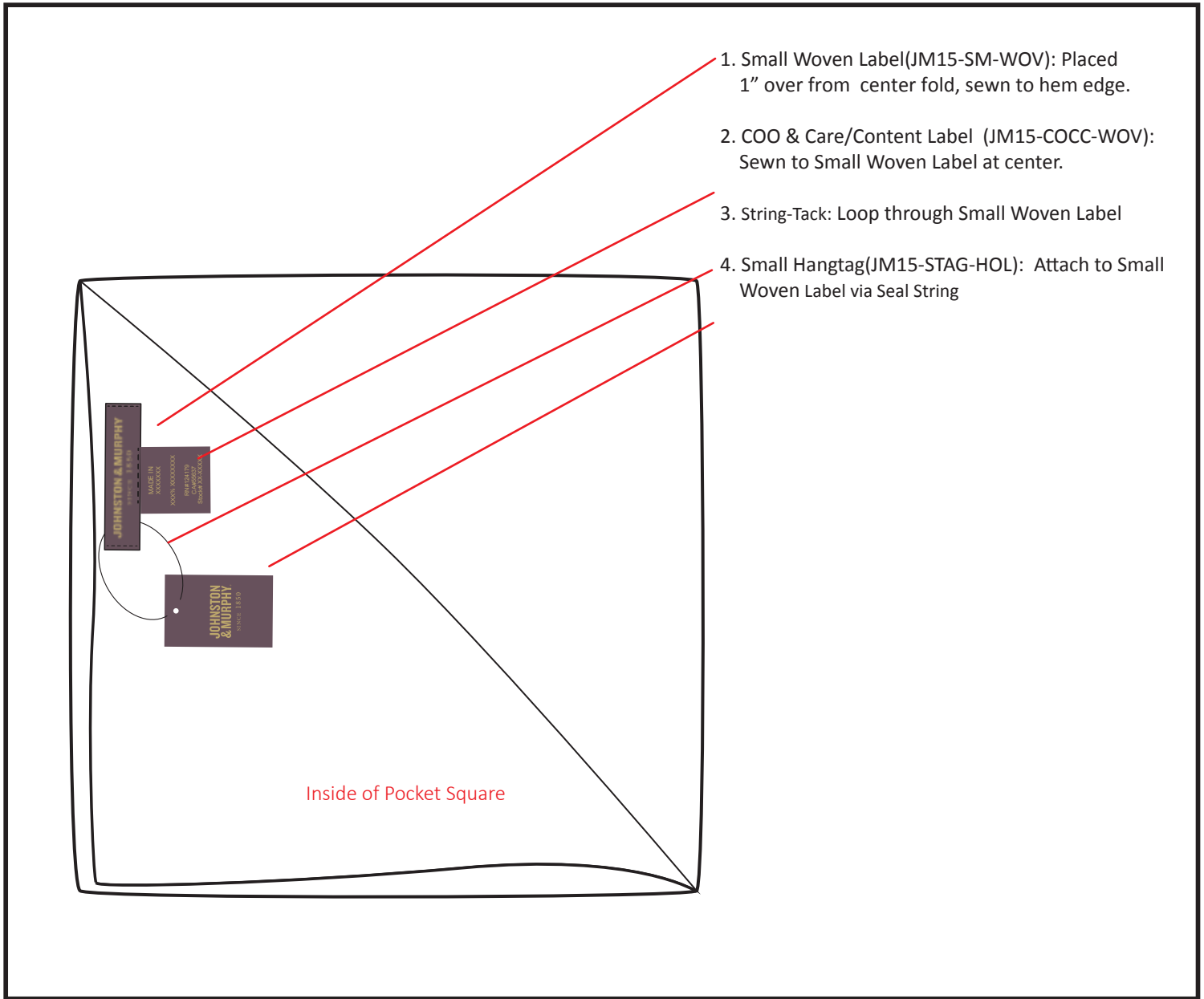


PRICE STICKER

Price sticker placement: inside tick marks on back of hangtag



MEN'S POCKET SQUARES

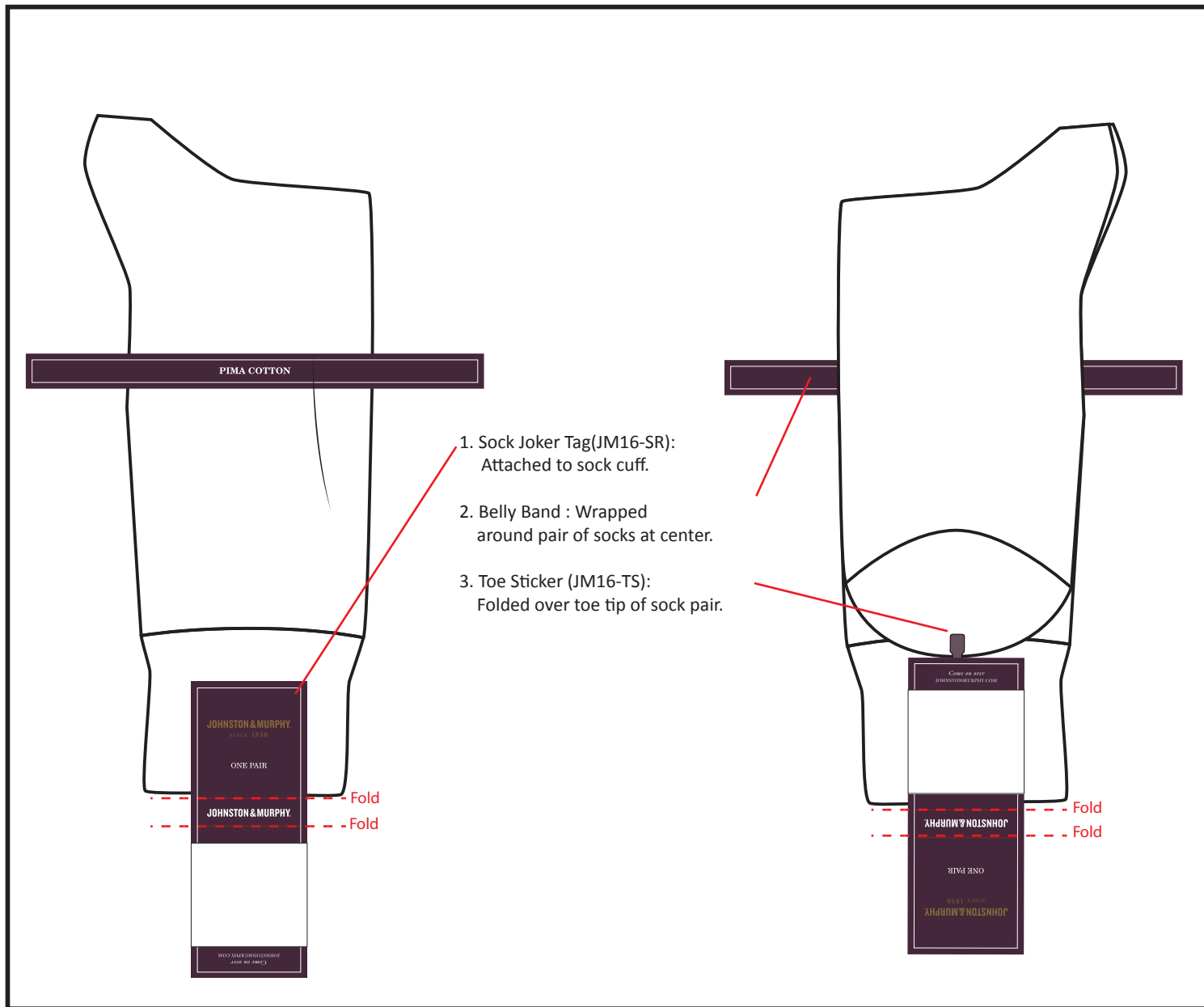


PRICE STICKER

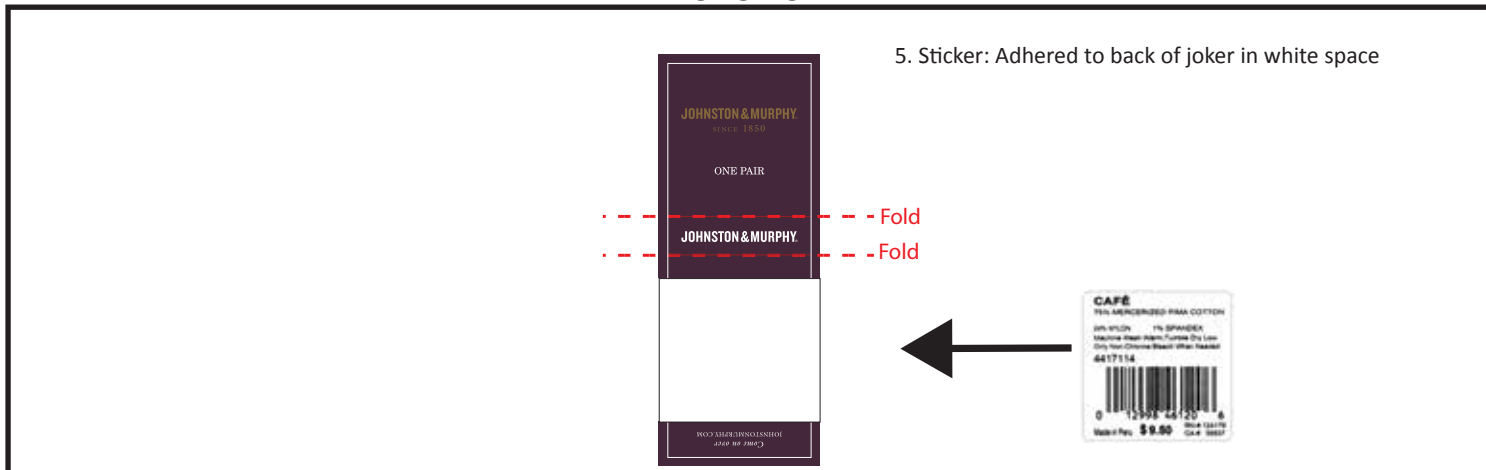
Price sticker placement: inside tick marks on back of hangtag



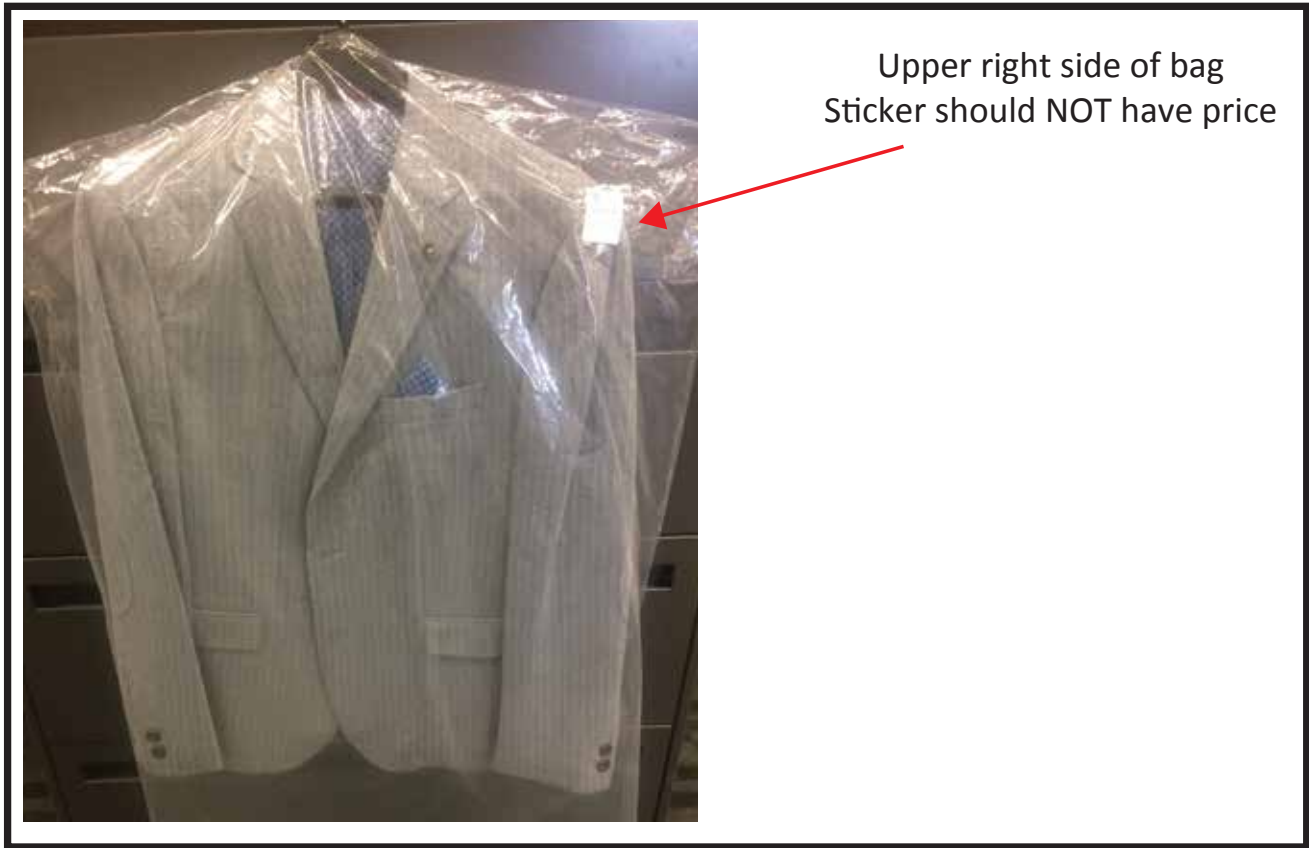
MEN'S SOCKS



PRICE STICKER



HANGING GARMENTS



FOLDED GARMENTS



FLAT PACKED OUTERWEAR



WOVEN LABELS & HEAT STAMPS

LARGE WOVEN LABEL

Item# JM15-LG-WOV



SMALL WOVEN LABEL

Item# JM15-SM-WOV



PANT WOVEN LABEL

Item# JM15-WLFS-WOV



SHORT WOVEN LABEL

Item # JM15-WLSZ-WOV



SIZE / COUNTRY OF ORIGIN LABEL

Item# JM15-SZCO-WOV



NEW

SIZE/CARE/COO
MKT DEVELOPING

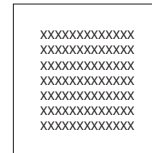
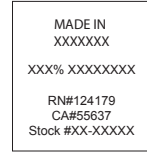
SIZE/CARE/CONTENT/COO LABEL

Item # GEN-JM-DENIMLABEL



COO & Care/Content LABEL- BLACK & WHITE

Item# JM15-CC-BW



COO & Care/Content LABEL

Item# JM15-COCC-WOV



HEAT STAMP-BLACK

Item # JM15_SINCE1850_HEATSTAMP_BLACK

JOHNSTON & MURPHY®

SINCE 1850

XXX

MADE IN XXXXXXXX

HEAT STAMP-GREY

JM15_SINCE1850_HEATSTAMP_429

JOHNSTON & MURPHY®

SINCE 1850

XXX

MADE IN XXXXXXXX

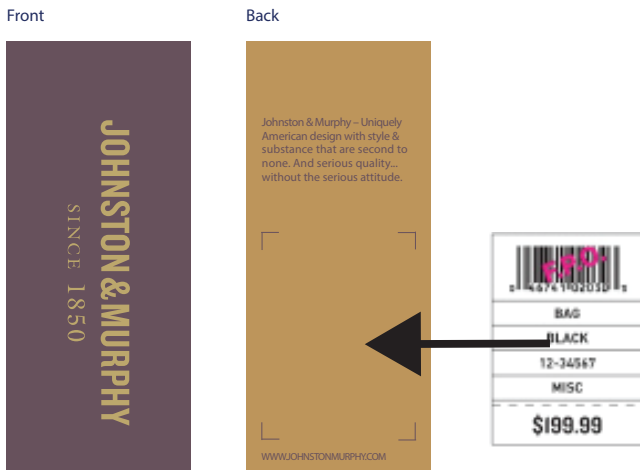
Denim Heat Stamp



HANG TAGS & JOKERS

LARGE HANG TAG

Item # JM15-LTAG



LARGE HANG TAG- CALL OUTS:

Special Wash
(due to the nature of the wash):
Item # JM15-LTAG-WAS

Indigo Dye:
Item # JM15-LTAG-ID

Reversible:
Item # JM15-LTAG-REV

Water Resistant:
Item # JM15-LTAG-WR

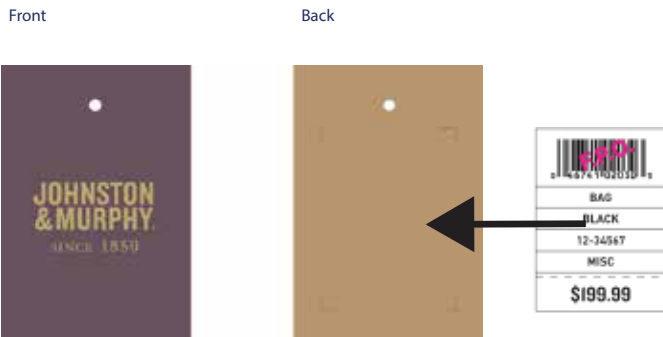
Faux Fur:
Item # JM15-LTAG-FF

100% Pima:
Item # JM15-LTAG-PIM

Genuine Fur:
Item # JM15-LTAG-GF

SMALL HANG TAG

Item # JM15-STAG-HOL

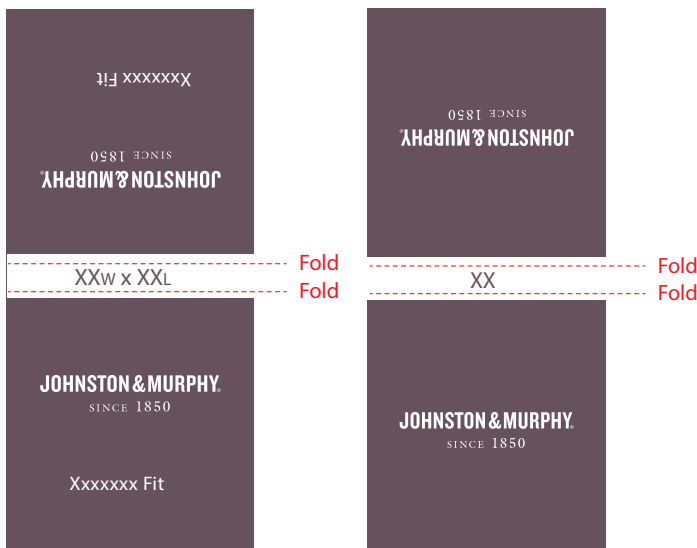


PANT JOKER

JM15-JOKER-P

SHORT JOKER

JM15-JOKER-S



DENIM PANT JOKER

Item # GEN-JM-JOKER

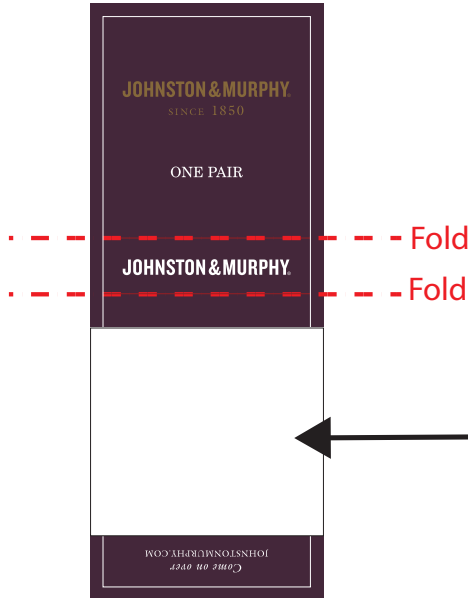
DENIM PANT ANG TAG

Item # GEN-JM-REGVW-1
or
GEN-JM-SLMFIT-HT



SOCK JOKERS & BELLY BANDS

SOCK RIDER
Item # JM16-SR



TOE STICKER
Item # JM16-TS



BELLY BAND-PIMA COTTON
Item # JM16-BB-PC



BELLY BAND-EGYPTIAN COTTON
Item # JM16-BB-EC



BELLY BAND-FIRST IN COMFORT
Item # JM16-BB-FIC



XC4 HANG TAG & LABELS

PANTONE COLORS:

RED: 191662 TPX

OXFORD BLUE: 144307 TPX

LARGE HANG TAG

Item # GEN-JM17-LG-XC4



REVERSIBLE LABEL

FRONT

BACK



SMALL HANG TAG

Item # GEN-JM17-SM-XC4



HEAT STAMP-GREY/RED



SIZE/COUNTRY OF ORIGIN LABEL

Item # GEN-JM17-SZCO-XC4



HEAT STAMP-BLACK



JACKET TAPING

EAP# 665029332X



JACKET PIPING

EAP# 665029336X



LOCKER TAB



PULL TAB



PULL TAB



XC4 HANG TAG