

The purpose of this journal is to provide activities and give you a place to write down key learnings that will reinforce what you learned in the *Bags & Wallets: Hers* module.

NOTES:

HANDBAGS

1. In a few words, what might you hear your guest say they want in a handbag that would direct you to this silhouette?



Silhouette: _____

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2. What features and benefits of this silhouette would you highlight to a guest?



Silhouette: _____

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3. What 2-3 additional items would you suggest to go along with this silhouette?



Silhouette: _____

4. In a few words, what might you hear your guest say they want in a handbag that would direct you to this silhouette?



Silhouette: _____

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WALLETS

1. What features and benefits of this silhouette would you highlight to a guest?



Silhouette: _____

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2. What 2-3 additional items would you suggest to go along with this silhouette?



Silhouette: _____

3. In a few words, what might you hear your guest say they want in a wallet that would direct you to this silhouette?



Silhouette: _____

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4. What features and benefits of this silhouette would you highlight to a guest?



Silhouette: _____

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5. In a few words, what might you hear your guest say they want in a wallet that would direct you to this silhouette?



Silhouette: _____

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The purpose of this journal is to provide activities and give you a place to write down key learnings that will reinforce what you learned in the *Bags & Wallets: His* module.

NOTES:

BAGS

1. In a few words, what might you hear your guest say they want in a bag that would direct you to this silhouette?

Silhouette: _____



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2. What features and benefits of this silhouette would you highlight to a guest?



Silhouette: _____

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3. What 2-3 additional items would you suggest to go along with this silhouette?



Silhouette: _____

4. In a few words, what might you hear your guest say they want in a bag that would direct you to this silhouette?



Silhouette: _____

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WALLETS

1. What features and benefits of this silhouette would you highlight to a guest?



Silhouette: _____

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-

2. What 2-3 additional items would you suggest to go along with this silhouette?



Silhouette: _____

3. In a few words, what might you hear your guest say they want in a wallet that would direct you to this silhouette?



Silhouette: _____

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4. What features and benefits of this silhouette would you highlight to a guest?



Silhouette: _____

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The purpose of this journal is to provide activities and give you a place to write down key learnings that will reinforce what you learned in the *Bags & Wallets: Overview* module.

NOTES:

KEY TERMS & MATERIALS

1. In a few words, why do you think it's important to use the appropriate bag terminology when showing a bag to a guest?

2. Why would we encourage guests to not use leather treatments on our leather bags?



3. Match the materials descriptions to the left to the material names on the right. Write the matching letter on the lines below.

a. A synthetic, water resistant, flexible material made to feel and act like leather

_____ Leather

_____ Nylon

b. A durable, lightweight material which can range from having a smooth feel to a rugged texture

_____ PVC

c. A long-lasting, but not waterproof, material which can carry a variety of textures, grains, dyes and glazes

_____ Canvas/Twill

d. A sturdy, woven material that comes in a waxed and non-waxed version

SIGNATURE ELEMENTS

1. In a few words, why do you think Fossil chooses to use custom hardware for its bags?

2. Briefly describe what the key represents.

3. In a few words, how is color a signature element for our bags and wallets?

4. Why do you think it's important to highlight signature elements when explaining the features and benefits of Fossil bags and wallets?

OUR DIFFERENCE

1. How would you explain our warranty for bags to a guest?

2. How would you highlight the features and benefits of embossing to a guest?
