





WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021

NOTCH SCHEMATIC

Column: 1

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021

ESSWAK0370ECL_IS21.psa

Column: 1 - Row: 01 Notch: 31 Fixture Type: HEADER Fixture Description: ESS EC 3FT LOGO HDR LIT
HEADER Re-Order Code: PE0000002489 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 23 Fixture Type: SIGNS Fixture Description: ESS EC EXPRESSIE 1.1 UNLIT 6X12 **
SIGNS Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PE0000008351 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 03 Notch: 14 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 1.4 **
TRAYS Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000007811 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
1	1	N/A	095008039329	expressie	crop top & roll	0
2	1	N/A	095008039336	expressie	second hand, first love	10
3	1	N/A	095008039350	expressie	crave the chaos	20
4	1	N/A	095008039343	expressie	trend & snap	30
5	1	N/A	095008039237	expressie	checked in	40
6	1	N/A	095008039244	expressie	party mix & match	50
7	1	N/A	095008039282	expressie	buns up	60
8	1	N/A	095008039275	expressie	cold brew crew	70
9	1	N/A	095008039299	expressie	mid-day mocha	80
10	1	N/A	095008039312	expressie	take the espresso	90

Column: 1 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 2.4 **
TRAYS Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000007812 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
11	1	N/A	095008039527	expressie	busy beeline	100
12	1	N/A	095008039268	expressie	saffr-on the move	110
13	1	N/A	095008039534	expressie	don't hate, curate	120
14	1	N/A	095008039480	expressie	all things OOO	130
15	1	N/A	095008039497	expressie	desk mani	140
16	1	N/A	095008039503	expressie	strong at 1%	150
17	1	N/A	095008039510	expressie	in a flash sale	160
18	1	N/A	095008039435	expressie	hustle n' bustle	170
19	1	N/A	095008039442	expressie	bolt and be bold	180
20	1	N/A	095008039459	expressie	seize the minute	190

Column: 1 - Row: 05 Notch: 2 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 3.4 **
TRAYS Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000007813 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
21	1	N/A	095008039367	expressie	in the time zone	200
22	1	N/A	095008039381	expressie	throw it on	210
23	1	N/A	095008039398	expressie	get a mauve on	220
24	1	N/A	095008039404	expressie	scoot scoot	230
25	1	N/A	095008039428	expressie	IRL	240
26	1	N/A	095008039374	expressie	mic drop-it-low	250
27	1	N/A	095008039411	expressie	breaking the bold	260
28	1	N/A	095008039251	expressie	misfit right in	270
29	1	N/A	095008039466	expressie	notifications on	280
30	1	N/A	095008039473	expressie	not so low-key	290

Column: 1 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 4.4 **
TRAYS Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000007814 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
31	1	N/A	095008039541	expressie	taxi hopping	300
32	1	N/A	095008039558	expressie	express to impress	310
33	1	N/A	095008039565	expressie	precious cargo-go!	320
34	1	N/A	095008039305	expressie	don't be latte	330
35	1	N/A	095008039572	expressie	air dry	340
36	1	N/A	095008039589	expressie	lose the snooze	350
37	1	N/A	095008039596	expressie	binge-worthy	360

Row: 01

Lower Notch: 31

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 21

Row: 09

Lower Notch: 16

Row: 10

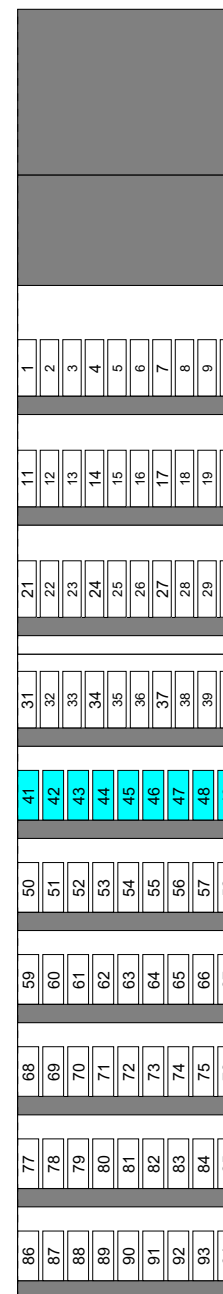
Lower Notch: 11

Row: 11

Lower Notch: 6

Row: 12

Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021

38	1	N/A	095008039602	expressie	no time for local	370
39	1	N/A	095008039619	expressie	now or never	380
40	1	N/A	095008039626	expressie	always transparent	390

Column: 1 - Row: 07 Notch: 26 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 1.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008390 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
41	1	N/A	095008044958	ESSIE NAIL COLOR	pillow talk-the-talk	307
42	1	N/A	095008044965	ESSIE NAIL COLOR	the snuggle is real	662
43	1	N/A	095008044972	ESSIE NAIL COLOR	gossip n' spill	273
44	1	N/A	095008044989	ESSIE NAIL COLOR	slumber party-on	223
45	1	N/A	095008044996	ESSIE NAIL COLOR	not red-y for bed	490
46	1	N/A	095008045009	ESSIE NAIL COLOR	pijammin' all night	271
47	1	N/A	095008045016	ESSIE NAIL COLOR	sleepover squad	285
48	1	N/A	095008045023	ESSIE NAIL COLOR	wink of sleep	780
49	1	N/A	095008045030	ESSIE NAIL COLOR	from a to zzz	767

Column: 1 - Row: 08 Notch: 21 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 3.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008391 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
50	1	322293421	095008000282	ESSIE NAIL COLOR	Muchi, Muchi	104
51	1	N/A	095008039916	ESSIE NAIL COLOR	free to roam	108
52	1	N/A	095008042787	ESSIE NAIL COLOR	talk to the sand	111
53	1	322291013	095008000220	ESSIE NAIL COLOR	Mademoiselle	112
54	1	322290994	095008000206	ESSIE NAIL COLOR	Vanity Fairest	120
55	1	322293780	095008000343	ESSIE NAIL COLOR	Eternal Optimist	144
56	1	322293510	095008000237	ESSIE NAIL COLOR	Fiji	152
57	1	322293366	095008026589	ESSIE NAIL COLOR	skinny dip	1001
58	1	322293413	095008000275	ESSIE NAIL COLOR	Sugar Daddy	160

Column: 1 - Row: 09 Notch: 16 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 5.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008393 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
59	1	322293235	095008028873	ESSIE NAIL COLOR	drive-in & dine	274
60	1	N/A	095008039978	ESSIE NAIL COLOR	without reservations	275
61	1	322293023	095008016184	ESSIE NAIL COLOR	flowerista	276
62	1	322294011	095008002903	ESSIE NAIL COLOR	Play Date	300
63	1	322291005	095008000503	ESSIE NAIL COLOR	Lilacism	304
64	1	N/A	095008042831	ESSIE NAIL COLOR	U/V got me faded	305
65	1	322293544	095008030067	ESSIE NAIL COLOR	baguette me not	306
66	1	322293625	095008014364	ESSIE NAIL COLOR	minimalistic	308
67	1	N/A	095008032511	ESSIE NAIL COLOR	wire-less is more	309

Column: 1 - Row: 10 Notch: 11 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 7.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008395 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
68	1	322293146	095008028903	ESSIE NAIL COLOR	cherry on top	462
69	1	322293895	095008000701	ESSIE NAIL COLOR	Forever Yummy	488
70	1	N/A	095008042817	ESSIE NAIL COLOR	throw in the towel	567
71	1	322293926	095008000831	ESSIE NAIL COLOR	Cute As A Button	568
72	1	322293976	095008000794	ESSIE NAIL COLOR	E-NUF is E-NUF	576
73	1	N/A	095008036380	ESSIE NAIL COLOR	no shade here	579
74	1	N/A	095008042862	ESSIE NAIL COLOR	any-fin goes	581
75	1	N/A	095008039985	ESSIE NAIL COLOR	check in to check out	582
76	1	322293502	095008023199	ESSIE NAIL COLOR	peach side babe	590

Column: 1 - Row: 11 Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 9.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008397 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
77	1	N/A	095008042794	ESSIE NAIL COLOR	you're a catch	664
78	1	322293104	095008026602	ESSIE NAIL COLOR	wild nude	1005
79	1	322293667	095008013411	ESSIE NAIL COLOR	topless & barefoot	665

Row: 01

Lower Notch: 31

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 21

Row: 09

Lower Notch: 16

Row: 10

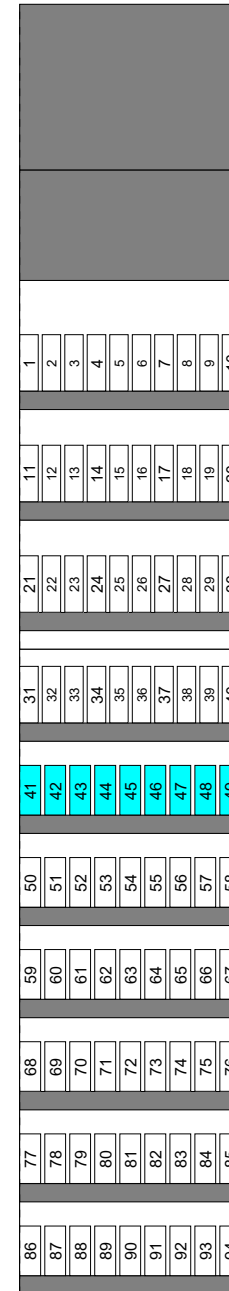
Lower Notch: 11

Row: 11

Lower Notch: 6

Row: 12

Lower Notch: 1





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NOTCH SCHEMATIC

Column: 1

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80	1	322294029	095008002927	ESSIE NAIL COLOR	Sand Tropez 668
81	1	N/A	095008032504	ESSIE NAIL COLOR	press pause 683
82	1	322293138	095008026619	ESSIE NAIL COLOR	without a stitch 1007
83	1	322292920	095008026626	ESSIE NAIL COLOR	mooning 1009
84	1	322293293	095008018508	ESSIE NAIL COLOR	petal pushers 684
85	1	N/A	095008032030	ESSIE NAIL COLOR	toned down 685

Column: 1 - Row: 12 Notch: 1 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 11.12 **
TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008399 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
86	1	N/A	095008032528	ESSIE NAIL COLOR	cause & reflect	736
87	1	322293714	095008013404	ESSIE NAIL COLOR	in the cab-ana	747
88	1	322293031	095008018492	ESSIE NAIL COLOR	garden variety	750
89	1	322293617	095008001074	ESSIE NAIL COLOR	Turquoise & Caicos	752
90	1	322293659	095008006239	ESSIE NAIL COLOR	mint candy apple	754
91	1	N/A	095008042824	ESSIE NAIL COLOR	sunny business	756
92	1	N/A	095008042855	ESSIE NAIL COLOR	seas the day	758
93	1	322293609	095008012872	ESSIE NAIL COLOR	find me an oasis	760
94	1	322294249	095008007861	ESSIE NAIL COLOR	bikini so teeny	764

Row: 01		Lower Notch: 31
Row: 02		Lower Notch: 23
Row: 03	1 2 3 4 5 6 7 8 9 10	Lower Notch: 14
Row: 04	11 12 13 14 15 16 17 18 19 20	Lower Notch: 8
Row: 05	21 22 23 24 25 26 27 28 29 30	Lower Notch: 2
Row: 06	31 32 33 34 35 36 37 38 39 40	Lower Notch: 31
Row: 07	41 42 43 44 45 46 47 48 49	Lower Notch: 26
Row: 08	50 51 52 53 54 55 56 57 58	Lower Notch: 21
Row: 09	59 60 61 62 63 64 65 66 67	Lower Notch: 16
Row: 10	68 69 70 71 72 73 74 75 76	Lower Notch: 11
Row: 11	77 78 79 80 81 82 83 84 85	Lower Notch: 6
Row: 12	86 87 88 89 90 91 92 93 94	Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021 NOTCH SCHEMATIC

Column: 2

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021

ESSWAK0370ECL_IS21.psa

Column: 1 - Row: 01 Notch: 31 Fixture Type: HEADER Fixture Description: ESS EC 3FT LOGO HDR LIT
HEADER Re-Order Code: PE0000002489 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 02 Notch: 23 Fixture Type: SIGNS Fixture Description: ESS EC UNLIT BRAND HEART 1.1 6X12 **
SIGNS Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PE0000008305 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 03 Notch: 14 Fixture Type: TRAYS Fixture Description: ESS EC LIT TLC 1.2 **
TRAYS Re-Order Code: PE0000004589 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008404 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
95	1	322290570	095008027784	ESSIE TREAT, CARE & COLOR	gloss fit	00
96	1	322290889	095008027807	ESSIE TREAT, CARE & COLOR	sheers to you	05
97	1	322290774	095008027760	ESSIE TREAT, CARE & COLOR	tinted love	12
98	1	322290936	095008027777	ESSIE TREAT, CARE & COLOR	minimally modest	15
99	1	322290562	095008025452	ESSIE TREAT, CARE & COLOR	in a blush	22
100	1	322290627	095008025469	ESSIE TREAT, CARE & COLOR	pinked to perfection	27
101	1	N/A	095008045344	ESSIE TREAT, CARE & COLOR	take 10	28
102	1	N/A	095008045351	ESSIE TREAT, CARE & COLOR	punch it up	30

Column: 2 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: ESS EC LIT TLC 2.2 **
TRAYS Re-Order Code: PE0000004589 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008405 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
103	1	322290554	095008026893	ESSIE TREAT, CARE & COLOR	good lighting	35
104	1	322290897	095008026916	ESSIE TREAT, CARE & COLOR	on the mauve	44
105	1	322290928	095008027746	ESSIE TREAT, CARE & COLOR	mauve-tivation	46
106	1	322290546	095008027654	ESSIE TREAT, CARE & COLOR	a-game	48
107	1	N/A	095008045368	ESSIE TREAT, CARE & COLOR	final stretch	52
108	1	322290758	095008027647	ESSIE TREAT, CARE & COLOR	work for the glow	69
109	1	322290766	095008027722	ESSIE TREAT, CARE & COLOR	tonal taupe	75
110	1	N/A	095008045375	ESSIE TREAT, CARE & COLOR	berry best	79

Column: 2 - Row: 05 Notch: 2 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 1.2 **
TRAYS Re-Order Code: PE0000001830 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008406 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
111	1	322294231	095008006260	ESSIE APRICOT CUTICLE OIL	Apricot Cuticle Oil	100
112	1	N/A	095008031422	ESSIE NAIL CARE	Strong Start	00
113	1	N/A	095008031439	ESSIE NAIL CARE	Smooth-e	00
114	1	322294215	095008028965	ESSIE BASE COAT	here to stay	00
115	1	322293463	095008006161	ESSIE BASE COAT	All In One Base	260

Column: 2 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 2.2 **
TRAYS Re-Order Code: PE0000001830 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008407 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
116	1	322293497	095008016948	Essie Gel Setter	Gel Setter	00
117	1	322294223	095008025476	ESSIE GEL SPEED SETTER	speed setter	00
118	1	322294095	095008006154	ESSIE GOOD TO GO TOP COAT	Good To Go	280
119	1	322293706	095008012490	ESSIE MATTE ABOUT YOU TOP COAT	matte about you	00
120	1	322294354	095008010007	ESSIE QUICK DROPS	quick-e drops	00

Column: 2 - Row: 07 Notch: 26 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 2.12 **
TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000007838 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
121	1	322291039	095008000107	ESSIE NAIL COLOR	Blanc	008
122	1	322293382	095008000121	ESSIE NAIL COLOR	Marshmallow	024
123	1	322293633	095008014371	ESSIE NAIL COLOR	tuck it in my tux	032
124	1	322293748	095008000190	ESSIE NAIL COLOR	Limo-Scene	056
125	1	322293154	095008028910	ESSIE NAIL COLOR	going steady	060

Row: 01

Lower Notch: 31

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 26

Row: 08

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Row: 09

Lower Notch: 16

Row: 10

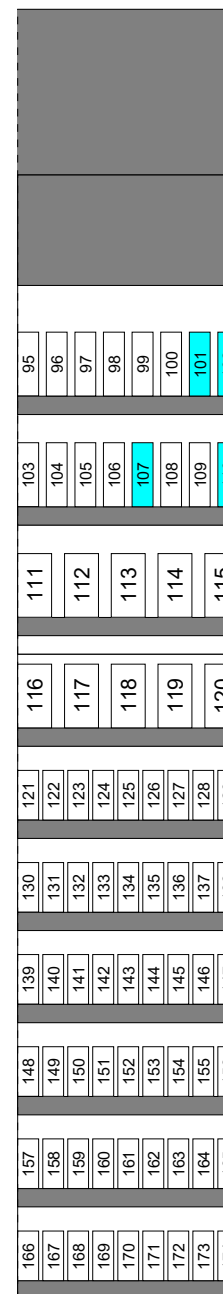
Lower Notch: 11

Row: 11

Lower Notch: 6

Row: 12

Lower Notch: 1



NOTCH SCHEMATIC

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126	1	N/A	095008032009	ESSIE NAIL COLOR	mind-full meditation	071
127	1	322292019	095008027883	ESSIE NAIL COLOR	lighten the mood	072
128	1	322291021	095008000176	ESSIE NAIL COLOR	Ballet Slippers	096
129	1	322293730	095008011943	ESSIE NAIL COLOR	hi maintenance	100

Column: 2 - Row: 08 Notch: 21 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 4.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008392 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
130	1	N/A	095008042800	ESSIE NAIL COLOR	beachy keen	185
131	1	N/A	095008036335	ESSIE NAIL COLOR	around the bend	186
132	1	N/A	095008039930	ESSIE NAIL COLOR	flying solo	206
133	1	322293170	095008028897	ESSIE NAIL COLOR	pin me pink	208
134	1	N/A	095008039947	ESSIE NAIL COLOR	one way for one	215
135	1	322293560	095008021447	ESSIE NAIL COLOR	splash of grenadine	216
136	1	N/A	095008042848	ESSIE NAIL COLOR	suits you swell	217
137	1	322293439	095008000381	ESSIE NAIL COLOR	Mod Square	224
138	1	322293861	095008000404	ESSIE NAIL COLOR	Watermelon	264

Column: 2 - Row: 09 Notch: 16 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 6.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008394 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
139	1	322294273	095008010359	ESSIE NAIL COLOR	go ginza	310
140	1	322294118	095008006192	ESSIE NAIL COLOR	ladylike	316
141	1	322292653	095008026596	ESSIE NAIL COLOR	bare with me	1003
142	1	N/A	095008036311	ESSIE NAIL COLOR	into the a-bliss	318
143	1	322292823	095008021416	ESSIE NAIL COLOR	mrs always-right	321
144	1	322293447	095008000541	ESSIE NAIL COLOR	Angora Cardi	336
145	1	322293772	095008000633	ESSIE NAIL COLOR	Wicked	352
146	1	322293803	095008000466	ESSIE NAIL COLOR	Bahama Mama	400
147	1	322293764	095008000619	ESSIE NAIL COLOR	Berry Naughty	416

Column: 2 - Row: 10 Notch: 11 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 8.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008396 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
148	1	N/A	095008039954	ESSIE NAIL COLOR	check your baggage	597
149	1	N/A	095008039923	ESSIE NAIL COLOR	reach new heights	598
150	1	N/A	095008036359	ESSIE NAIL COLOR	yes I canyon	601
151	1	N/A	095008036304	ESSIE NAIL COLOR	rocky rose	603
152	1	N/A	095008036342	ESSIE NAIL COLOR	bed rock & roll	605
153	1	322293934	095008000855	ESSIE NAIL COLOR	In Stitches	608
154	1	N/A	095008036366	ESSIE NAIL COLOR	cliff hanger	645
155	1	322293049	095008026657	ESSIE NAIL COLOR	clothing optional	1015
156	1	N/A	095008036328	ESSIE NAIL COLOR	come out to clay	663

Column: 2 - Row: 11 Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 10.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000008398 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
157	1	N/A	095008032023	ESSIE NAIL COLOR	on mute	686
158	1	N/A	095008031996	ESSIE NAIL COLOR	serene slate	687
159	1	322293837	095008000886	ESSIE NAIL COLOR	Chinchilly	688
160	1	N/A	095008032047	ESSIE NAIL COLOR	generation zen	699
161	1	322294037	095008002934	ESSIE NAIL COLOR	Smokin' Hot	700
162	1	322293722	095008011059	ESSIE NAIL COLOR	for the twill of it	702
163	1	322293269	095008023182	ESSIE NAIL COLOR	off tropic	706
164	1	322294134	095008000978	ESSIE NAIL COLOR	Licorice	720
165	1	N/A	095008039992	ESSIE NAIL COLOR	in plane view	728

Column: 2 - Row: 12 Notch: 1 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 12.12 **
 TRAYS Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PE0000007848 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
166	1	N/A	095008039961	ESSIE NAIL COLOR	you do blue	766
167	1	322293243	095008016177	ESSIE NAIL COLOR	pret-a-surfer	770

Row: 01

Lower Notch: 31

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 21

Row: 09

Lower Notch: 16

Row: 10

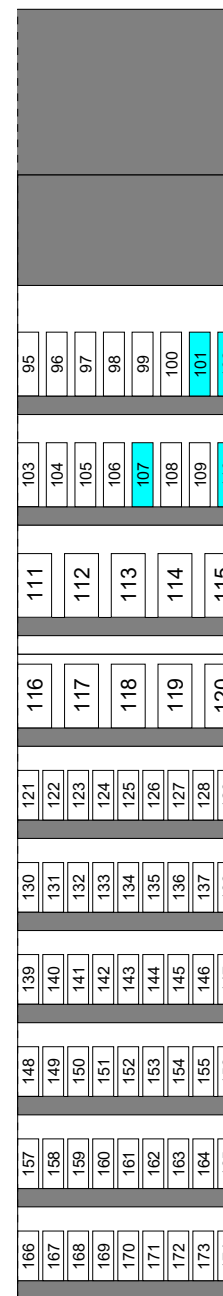
Lower Notch: 11

Row: 11

Lower Notch: 6

Row: 12

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021						
168	1	322293675	095008006246	ESSIE NAIL COLOR	butler please	772
169	1	322293641	095008012889	ESSIE NAIL COLOR	after school boy blazer	795
170	1	322293340	095008030043	ESSIE NAIL COLOR	s'il vous play	920
171	1	322294061	095008003825	ESSIE MIRROR METALLICS	Good as Gold	941
172	1	322294079	095008003832	ESSIE MIRROR METALLICS	Penny Talk	942
173	1	N/A	095008032016	ESSIE NAIL COLOR	gadget-free	944
174	1	322293992	095008014272	ESSIE LUXEFFECTS	summit of style	946

Row: 01		Lower Notch: 31
Row: 02		Lower Notch: 23
Row: 03	95 96 97 98 99 100 101 102	Lower Notch: 14
Row: 04	103 104 105 106 107 108 109 110	Lower Notch: 8
Row: 05	111 112 113 114 115	Lower Notch: 2
Row: 06	116 117 118 119 120	Lower Notch: 31
Row: 07	121 122 123 124 125 126 127 128 129	Lower Notch: 26
Row: 08	130 131 132 133 134 135 136 137 138	Lower Notch: 21
Row: 09	139 140 141 142 143 144 145 146 147	Lower Notch: 16
Row: 10	148 149 150 151 152 153 154 155 156	Lower Notch: 11
Row: 11	157 158 159 160 161 162 163 164 165	Lower Notch: 6
Row: 12	166 167 168 169 170 171 172 173 174	Lower Notch: 1

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021

Column: 3

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021
ESSWAK0370ECL_IS21.psa

Column: 1 - Row: 01	Notch: 31	Fixture Type: HEADER	Fixture Description: ESS EC 3FT LOGO HDR LIT
HEADER Re-Order Code: PE0000002489		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HEADER Rolled Up Code: N/A	
		UPC Blade Code:	

Column: 3 - Row: 02	Notch: 23	Fixture Type: SIGNS	Fixture Description: ESS EC UNLIT GC BROCADES 1.2 6X12 **
SIGNS Re-Order Code: PE2000000061		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000008747		SIGNS Rolled Up Code: N/A	
		UPC Blade Code:	

Column: 3 - Row: 03	Notch: 17	Fixture Type: SIGNS	Fixture Description: ESS EC UNLIT GC BROCADES 2.2 6X12 **
SIGNS Re-Order Code: PE2000000061		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000008748		SIGNS Rolled Up Code: N/A	
		UPC Blade Code:	

Column: 3 - Row: 04	Notch: 8	Fixture Type: TRAYS	Fixture Description: ESS EC LIT COUTURE 1.9/1.10 (KITS) **
TRAYS Re-Order Code: PE0000004588		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000008065		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000008948	TRAYS Rolled Up Code: N/A		UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
175	1	322294320	095008026220	ESSIE GEL COUTURE COLOR & TOP COAT KIT	Fairy Tailor Kit	01
176	1	322294346	095008026237	ESSIE GEL COUTURE COLOR & TOP COAT KIT	Take Me to Thread Kit	03
177	1	322294338	095008026244	ESSIE GEL COUTURE COLOR & TOP COAT KIT	Rock the Runway Kit	04

Column: 3 - Row: 05	Notch: 2	Fixture Type: TRAYS	Fixture Description: ESS EC LIT COUTURE 1.8/2.9 **
TRAYS Re-Order Code: PE0000002457		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE00000008411		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000007129,P...	TRAYS Rolled Up Code: N/A		UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
178	1	N/A	095008042879	ESSIE GEL COUTURE COLOR	chiffon the move	7
179	1	322290978	095008021003	ESSIE GEL COUTURE COLOR	sheer fantasy	10
180	1	322290033	095008025131	ESSIE GEL COUTURE COLOR	wearing hue?	14
181	1	322290300	095008020983	ESSIE GEL COUTURE COLOR	fairy tailor	40
182	1	N/A	095008030487	ESSIE GEL COUTURE COLOR	gossamer garments	49
183	1	322290091	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00
184	1	322290091	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00

Column: 3 - Row: 06	Notch: 31	Fixture Type: TRAYS	Fixture Description: ESS EC LIT COUTURE 2.8/3.9 **
TRAYS Re-Order Code: PE0000002457		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE00000008412		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000007129,P...		TRAYS Rolled Up Code: N/A	
		UPC Blade Code:	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
185	1	322290148	095008021133	ESSIE GEL COUTURE COLOR	stitch by stitch	50
186	1	N/A	095008042893	ESSIE GEL COUTURE COLOR	coastal couture	55
187	1	N/A	095008042909	ESSIE GEL COUTURE COLOR	low tide high slit	56
188	1	N/A	095008030500	ESSIE GEL COUTURE COLOR	sheer silhouette	57
189	1	322290407	095008021201	ESSIE GEL COUTURE COLOR	pinned up	60
190	1	322290091	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00
191	1	322290091	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00

Column: 3 - Row: 07	Notch: 26	Fixture Type: TRAYS	Fixture Description: ESS EC LIT COUTURE 3.8/4.9 **
TRAYS Re-Order Code: PE0000002457		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000008413		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000008948	TRAYS Rolled Up Code: N/A		UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
192	1	N/A	095008030517	ESSIE GEL COUTURE COLOR	of corset	62
193	1	N/A	095008040080	ESSIE GEL COUTURE COLOR	wool me over	63
194	1	322290651	095008027555	ESSIE GEL COUTURE COLOR	princess charming	64
195	1	N/A	095008030470	ESSIE GEL COUTURE COLOR	last nightie	68
196	1	N/A	095008040066	ESSIE GEL COUTURE COLOR	polished and poised	69
197	1	322290114	095008021089	ESSIE GEL COUTURE COLOR	take me to thread	70
198	1	N/A	095008040073	ESSIE GEL COUTURE COLOR	not what it seems	72

Column: 3 - Row: 08	Notch: 21	Fixture Type: TRAYS	Fixture Description: ESS EC LIT COUTURE 4.8/5.9 **
TRAYS Re-Order Code: PE0000002457		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000008414		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PE0000008948	TRAYS Rolled Up Code: N/A		UPC Blade Code:

Loc ID	Fac ID	Acct Code	UPC	Description	Shade	Shade #
199	1	322290457	095008021256	ESSIE GEL COUTURE COLOR	make the cut	90
200	1	N/A	095008042886	ESSIE GEL COUTURE COLOR	atelier at the bay	102
201	1	322290287	095008021065	ESSIE GEL COUTURE COLOR	first view	135

Row: 01

Lower Notch: 31

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 21

Row: 09

Lower Notch: 16

Row: 10

Lower Notch: 11

Row: 11

Lower Notch: 6

Row: 12

Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021

NOTCH SCHEMATIC

Column: 3

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2021						
202	1	322290392	095008029573	ESSIE GEL COUTURE COLOR	first fitting	136
203	1	N/A	095008030524	ESSIE GEL COUTURE COLOR	lace is more	137
204	1	322290685	095008021119	ESSIE GEL COUTURE COLOR	pre-show jitters	138
205	1	322294192	095008027586	ESSIE GEL COUTURE COLOR	matter of fiction	139

Column: 3 - Row: 09 Notch: 16 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 5.8/6.9 **
TRAYS Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008415 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PE0000008948 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
206	1	322290431	095008021058	ESSIE GEL COUTURE COLOR	couture curator	140
207	1	322290473	095008025148	ESSIE GEL COUTURE COLOR	inside scoop	144
208	1	322290245	095008021072	ESSIE GEL COUTURE COLOR	haute to trot	150
209	1	322290693	095008023281	ESSIE GEL COUTURE COLOR	perfect posture	162
210	1	322290499	095008027562	ESSIE GEL COUTURE COLOR	once upon a time	163
211	1	322290415	095008023304	ESSIE GEL COUTURE COLOR	closing night	164
212	1	322290318	095008021195	ESSIE GEL COUTURE COLOR	dress call	180

Column: 3 - Row: 10 Notch: 11 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 6.8/7.9 **
TRAYS Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008416 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PE0000008948 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
213	1	N/A	095008030494	ESSIE GEL COUTURE COLOR	bodice goddess	188
214	1	N/A	095008042916	ESSIE GEL COUTURE COLOR	sunset soiree	212
215	1	322294184	095008021225	ESSIE GEL COUTURE COLOR	signature smile	230
216	1	322290538	095008021171	ESSIE GEL COUTURE COLOR	model citizen	240
217	1	322290910	095008021096	ESSIE GEL COUTURE COLOR	rock the runway	270
218	1	322290198	095008021232	ESSIE GEL COUTURE COLOR	sit me in the front row	290
219	1	322290106	095008021249	ESSIE GEL COUTURE COLOR	the it-factor	300

Column: 3 - Row: 11 Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 7.8/8.9 **
TRAYS Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008417 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PE0000008948 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
220	1	N/A	095008042923	ESSIE GEL COUTURE COLOR	sequins on the rocks	301
221	1	322290041	095008025179	ESSIE GEL COUTURE COLOR	V.I.Please	304
222	1	322290342	095008021263	ESSIE GEL COUTURE COLOR	bubbles only	345
223	1	322294176	095008021102	ESSIE GEL COUTURE COLOR	gala-vanting	350
224	1	322290164	095008021270	ESSIE GEL COUTURE COLOR	spiked with style	360
225	1	322290211	095008021041	ESSIE GEL COUTURE COLOR	model clicks	370
226	1	322290449	095008025186	ESSIE GEL COUTURE COLOR	front page worthy	396

Column: 3 - Row: 12 Notch: 1 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 8.8/9.9 **
TRAYS Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008436 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PE0000008948 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
227	1	322290368	095008021287	ESSIE GEL COUTURE COLOR	caviar bar	400
228	1	N/A	095008036397	ESSIE GEL COUTURE COLOR	sunrush metal	408
229	1	N/A	095008036403	ESSIE GEL COUTURE COLOR	steel the show	412
230	1	N/A	095008036427	ESSIE GEL COUTURE COLOR	what's gold is new	414
231	1	N/A	095008036441	ESSIE GEL COUTURE COLOR	sun-day style	416
232	1	N/A	095008036434	ESSIE GEL COUTURE COLOR	in my element	418
233	1	N/A	095008036410	ESSIE GEL COUTURE COLOR	sequ-in the know	422

Row: 01		Lower Notch: 31
Row: 02		Lower Notch: 23
Row: 03		Lower Notch: 17
Row: 04	175 176 177	Lower Notch: 8
Row: 05	178 179 180 181 182 183 184	Lower Notch: 2
Row: 06	185 186 187 188 189 190 191	Lower Notch: 31
Row: 07	192 193 194 195 196 197 198	Lower Notch: 26
Row: 08	199 200 201 202 203 204 205	Lower Notch: 21
Row: 09	206 207 208 209 210 211 212	Lower Notch: 16
Row: 10	213 214 215 216 217 218 219	Lower Notch: 11
Row: 11	220 221 222 223 224 225 226	Lower Notch: 6
Row: 12	227 228 229 230 231 232 233	Lower Notch: 1



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