

# Spring DINING EVENT



Pier1®

# What's Happening this Month?

The March Event runs March 2-29 with a heavy focus on Easter entertaining, decorating and a sneak peek to our new outdoor collections!

She'll be inspired by the fresh looks and hues of blue featured in our stores and the March REM, and it's our job to help her find ways to bring these looks into her own home.

To help with all of her spring entertaining needs, we're hosting our big Spring Dining Event, with all dining furniture and tabletop items 25% off! She'll be looking at dining tables, chairs, dinnerware, drinkware and more.

We're also kicking off the outdoor entertaining season by introducing her to our new Sorrento, Coral Bay and Malamine collections in the mailer and helping her save big on these and old favorites like Capri, which are up to 30% off.

## Customer Mindset

- She's thinking about Easter and is ready to get inspired to entertain and decorate.
- It's finally spring, and she's ready for it! She's brightening up her home with springtime colors and décor.
- She's anticipating warmer weather and is thinking about getting her outdoor space ready.



# March Event Sale Pricing

- **25% off** all Dining Furniture and Tabletop (dinnerware, serveware, drinkware & table linens)
- **Up to 30% off** Select Outdoor furniture
- **25% off** Indoor & Outdoor Pillows & Cushions

*Note: Use your Sale Pricing Guide for additional promotions.*

## TWO WEEKS ONLY!

March 2-15

**\$500 off** Lia Slipcover Sofa

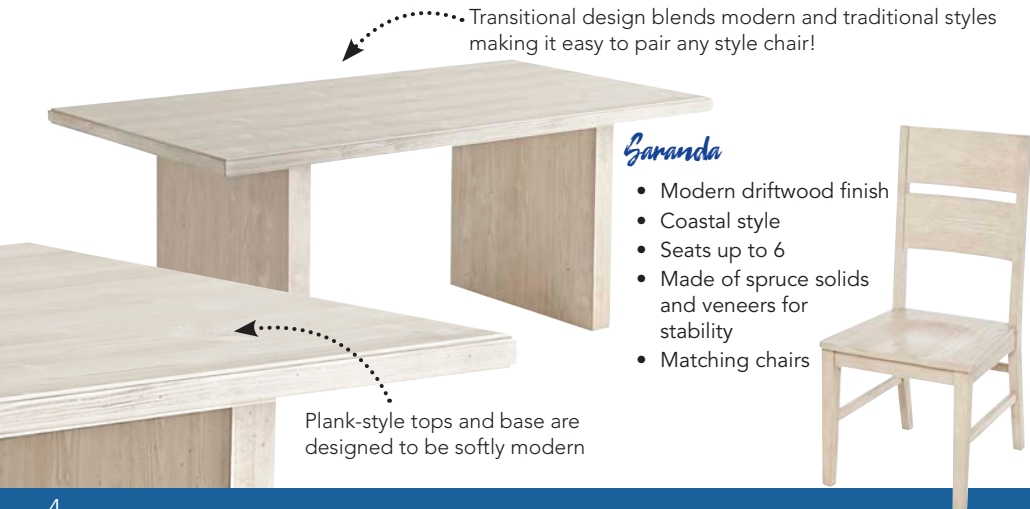
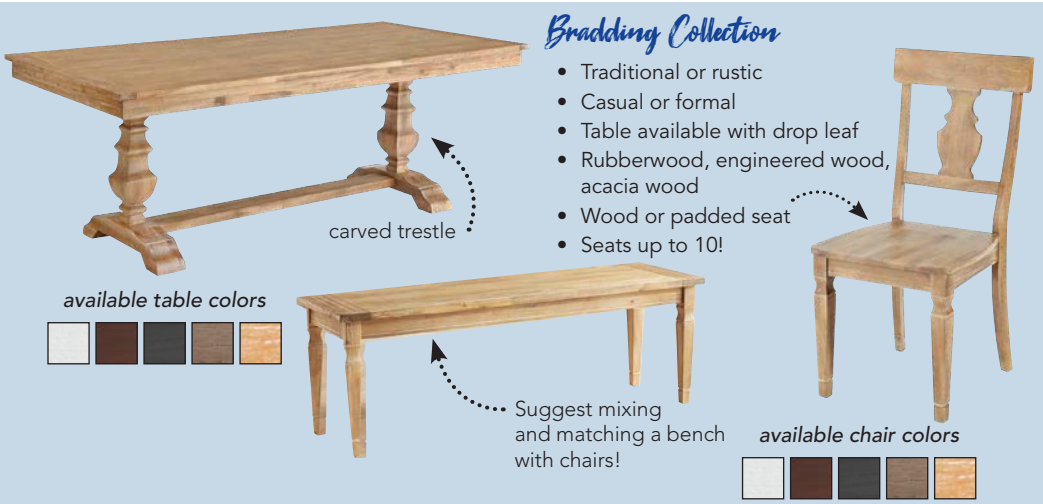
**\$100 off** Lily Armchair





# Dining Furniture

It's our biggest dining event of the season! And she'll receive an additional 15% off her furniture purchase with an IC! Traditional or rustic, farmhouse or modern, large rooms or small spaces—don't forget to use Pier1.com for more style choices and easy delivery to her home.



## Parsons

- Mix traditional or modern pieces to complete her favorite look
- Balanced with straight lines
- Solid mango wood
- Handcrafted
- Space to seat six to eight



## Corinne

- Added support with a larger seat and scooped back
- Available in our Pierformance fabric that repels real life stains and spills (select colors)
  - Solid wood legs and cotton muslin upholstery
- Available in a wide selection of colors



## Gunda

- Hand-woven rattan
- Light, airy, Coastal feel
- Complements driftwood dining furniture
- Deluxe cushion included



## Panama

- Hand-crafted of rattan
- Chic black lacquer finish
- Relaxed and airy feel
- Cushions included!
- Upholstered seat that's stain- and water-resistant for easy care



Perfect for a first apartment or smaller dining space, suggest our **Prescott 48"** and a couple dining chairs if she's looking for something a bit on the smaller side.

# Save vs. Splurge



Decorating her table for Easter can be as complex or simple as she wants it.

She can dress her table for a simple brunch or an extravagant dinner by changing out just a few pieces. No matter her budget, she will see the great value plus a wide range of variety in our dinnerware.

To show an example of Save vs. Splurge, we've used our Henry Bunny Blue Plaid Salad Plate Set. See how we've made place settings for under \$15, \$30 and \$40! No matter her budget, her table will be dressed to impress.



## ACTIVITY: SETTING THE TABLE

Now that you've seen how easy it is to create a place setting for any budget, partner with your MOD to create additional place settings that would be perfect for her Easter and Spring gatherings. We've provided a few examples below. Use each as inspiration for place settings under \$15, \$30 and \$40!

Save ← → Splurge

Under \$15



**\$14.36**  
per place setting

Under \$30



**\$27.81**  
per place setting

Under \$40



**\$38.59**  
per place setting





# Easter Centerpieces

Her Easter centerpiece can be as easy as 1, 2, 3! With a decorative bowl and a few floral stems, connect and create with your customer to complete the look she loves!



1. Start by having her select a decorative bowl. We suggest our white and gold decorative flower bowl.
2. Find her favorite floral stems or bouquet.
3. Put together a look with the pieces she has selected. Add more floral stems as needed to make the arrangement look lush and full.
4. Complete the look with decorative table scatter. Our pastel eggs pair perfectly with the blush rose colors.

Finished Product



## ACTIVITY: GET CREATIVE!

There are many unique and fun options for Spring centerpieces. Walk your store and find an everyday item that you can turn into an Easter or Spring centerpiece. Fill it with eggs, floral stems and bunnies then show it off to your MOD and share why you chose these items. Now you can connect with your customers by sharing your centerpiece ideas and create a look they love and can't wait to take home!



## A Place Getting Surprise

Show her how to personalize each seat at the table with a napkin fold that is full of surprises.

1. Use a small basket filled with cookies or a small gift. We used our ceramic Berry Basket in white, ocher napkin and woven seagrass napkin ring.
2. Place the basket in the middle of the napkin then fold two opposite corners to cover the basket and the other two to form the "ears."
3. Use the napkin ring to hold it all together.



# Décorscaping

If she's looking for another place for her Easter bunnies, suggest some décorscaping in her entry way. We've used our Hop Town Bunnies in Navy as an example. Try building your own look with your MOD.



1. Start by finding her favorite lantern. Suggest a variety of lantern sizes and heights to keep the eye moving.
2. Next, add her favorite Easter bunnies. She can use books or magazines to add more height to her décorscape.
3. Add floral stems as needed to make the arrangement look lush and full.
4. Complete the look with decorative table scatter. Our pastel eggs pair perfectly with our bunny's blue hues.



# Welcome Her Guests Home

## WREATHS

Wreaths are a great accent to any door or window. Easy to switch out by season, ask her front door color to find a wreath to accent her door and welcome all of her guests.

## DECORATIVE SPHERES

Spheres are unique elements to add to any space. Made of rattan, these spheres are durable, add texture and a natural look & feel to the space.

## LANTERNS

Lanterns are a great way to add warmth and light to her space. Suggest adding her favorite candle fragrance for a pop of color or an LED if she's putting it outdoors.



## SEASONAL DÉCOR

Complete her look with seasonal décor or statue she loves. These elements bring the look to life and show off her personal design style.

## DOORMAT

More than just a place to wipe her feet, a doormat can easily brighten her porch and offer a warm welcome to all who stop by.



# Trend Story

## Global Excursion

The Global Excursion trend features deep blues and blacks that set off golden accents and intricate blue-on-white patterns, inspiring an excursion through East Asian-inspired traditions.

Elements of Global Excursion:

- Global blue & white, print and pattern
- Bold combinations: navy, natural & black, chinoiserie
- Natural & honey toned rattan and cane
- Whimsical touches: tortoise shell & cheetah



## Did You Know...

- Chinoiserie is a beautiful expression of centuries-old Chinese traditions, borrowed by Europeans dating back to the 1700s. Especially popular are porcelain and ceramics, like our Blue & White Ginger Jars and Porcelain Vases, Floral Ceramic Egg and Ceramic Owl, which work beautifully into traditional styles.
- Originally, ginger jars were used for carrying salt, oil and rare spices (like ginger), in Ancient China.



## Design Tip!

Mix deep blues, tortoise accents and rattan textures to create the global excursion look.

## ACTIVITY: FIND YOUR FAVORITE

After spotting the Global Excursion elements in your Trend Shop, practice putting together a look for a customer who wants to update her entryway and loves the look and feel of the Trend Shop. Write or draw the pieces you've selected below.

## ACTIVITY: MIX + MATCH

Now that you've gotten the hang of creating looks with the Global Excursion trend, see if you can match the elements of Global Excursion with an item below. Write your answer on the line next to each item. *Note: Some items may have more than one correct answer.*

A. Global blue & white, print & pattern

C. Natural & honey toned rattan and cane

B. Bold combinations: navy, natural & black, chinoiserie

D. Whimsical touches: tortoise shell & cheetah



## SELLING THE 15% OFF WITH IC OFFER

**Valid March 2-15**

The 15% IC offer gives you the perfect opportunity to introduce the benefits of the P1RCC as you Connect & Create. **Our 15% IC offer is on top of 25% all dining furniture and tabletop!**

**Connect:** As you connect with her on the sales floor, ask if she's shopping with her Pier 1 Rewards Credit Card. If she's not, introduce the card by telling her she'll receive 15% off her purchase if she opens and uses one today!



"Now is the perfect time to apply for a Rewards Card - you'll receive 15% off your regular and sale-priced purchase if you open and use one today!"

Once she decides to buy, encourage her to save and earn certificates on her purchase by opening a card. Reference your **Rewards Certificate Calculator** on the back of your pocket guide and use specific dollar amounts.

"Have you thought any more about the P1RCC? Not only would you save \$30 on this purchase by opening and using the card, you would earn \$10 in Rewards Certificates, too!"

**Create Loyalty at the Register:** For those customers you didn't personally talk to about the P1RCC, ask if their purchase will be on their P1RCC today.

"Are you using your P1RCC to earn rewards on your purchase today? You can save 15% on your purchase, and you'll earn \$XX in Rewards Certificates if you open and use one today."

## My Pier 1 Rewards Credit Card

### OVERCOMING OBJECTIONS

The key to overcoming any objections is to listen to her concerns and talk about the specific benefits that demonstrate the value of being a P1RCC member. Below is a list of common objections and responses. Use the responses to talk up the value of the card and to increase your chances of success.

*"I have too many credit cards already," "I better not. I'll get myself into trouble" or "I prefer to pay with cash."*

- "I completely understand. I just want to give you the opportunity to save an additional 15% and earn \$10 in Rewards Certificates for every \$200 you spend and receive perks for being a Rewards cardholder. In fact, this purchase would get you really close to earning your first certificate!"

*"I don't have time to fill out the application."*

- "I can process the application for you in a matter of minutes. All I need is your Driver's License. And if you have a major credit card, you can swipe it and the process will go even faster. I can even start it for you while you continue shopping!"

*"I have a card, but I don't have it with me."*

- "That's okay. I'll be happy to look up your account number — it only takes a minute! You'll want to use it so you can earn points on your purchase today."

*"I like to use my card that gives me airline miles."*

- "I understand it's important to get rewards. That's why we have a fantastic rewards program where you earn points towards Rewards Certificates with every dollar you put on your card! In fact, you would earn \$XX in certificates on this purchase today."



# MY PIER 1 REWARDS

BENEFITS	PEARL NON-CREDIT	COBALT CREDIT CARD	PLATINUM CREDIT CARD
Welcome Offer emailed or mailed when mailing address is provided	15% off regular-priced purchase	20% off regular-priced purchase	20% off regular-priced purchase
Birthday Bonus emailed or mailed	10% off entire transaction	15% off entire transaction	20% off entire transaction
Rewards Perk	Varies by Tier and Month – review Offers Document for details		
Extended Return Time	60 Days	60 Days	60 Days
Members-Only In-Store Events	✓	✓	✓
Earn 1 Point for every \$1 Spent		✓	✓
\$10 Rewards Certificate for every 200 Points		✓	✓
Special Bonus-Points Events		✓	✓
Platinum Tuesday			✓

## REWARDS CERTIFICATE CALCULATOR



Transaction Amount	Amount in Rewards Certificates Earned			Transaction Amount	Amount in Rewards Certificates Earned		
	Single Points	Double Points	Triple Points		Single Points	Double Points	Triple Points
\$50	--	--	--	\$469	--	--	\$70
\$67	--	--	\$10	\$500	\$20	\$50	--
\$100	--	\$10	\$10	\$536	--	--	\$80
\$134	--	--	\$20	\$600	\$30	\$60	--
\$150	--	\$10	\$20	\$603	--	--	\$90
\$200	\$10	\$20	--	\$670	--	--	\$100
\$201	--	--	\$30	\$700	--	\$70	--
\$250	--	\$20	--	\$737	--	--	\$110
\$268	--	--	\$40	\$750	\$30	--	--
\$300	\$10	\$30	--	\$800	\$40	\$80	--
\$335	--	--	\$50	\$804	--	--	\$120
\$350	\$10	--	--	\$900	--	\$90	--
\$400	\$20	\$40	--	\$1,000	\$50	\$100	--
\$402	--	--	\$60	\$1,005	--	--	\$150