

Victoria's Secret
Attrition Strategy: Implementation Guide
2019

Program Objective

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The Opportunity:

*Integrate LED lamps into stores as a replacement for the failed CMH.
Integrate LEDS lamps a replacement of the Par 30 Halogen as they burn out.*

The Strategy:

CMH Replacement Strategy: Replace the fixture with an approved LED lamp/fixture if one of the following occurs:

- Lamp outage
- Ballast failure
- Fixture failure
- Group the LED as much as possible (retro sections/rooms as quickly as possible)

Par 30 Halogen Replacement Strategy: Replace the halogen lamps with an approved LED lamp if lamp outages occur.

- Use existing gimbal ring fixture
- Do not bulk buy
- Group the LED as much as possible (retro sections/rooms as quickly as possible)

Keys to Success:

Full understanding at tech level of the following scenarios:

- *Steps to take for track head failures*
- *Steps to take for recessed multiple failures*
- *Brand specific applications:*
 - *White lamps/ fixtures for white VS/PINK ceilings*
 - *Black lamps/fixtures for VS black ceilings*
 - *What to order if existing fixture has a louver*
 - *What to order if existing fixture has a snoot*

Visual Guide

If a lamp outage or ballast failure occurs in....

VS White Fixture with snoot or louver:



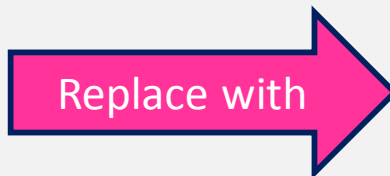
Green Creative 25 Degree Beam (Flood):

VS Black Fixture with snoot or louver:



Green Creative 25 Degree Beam (Flood):

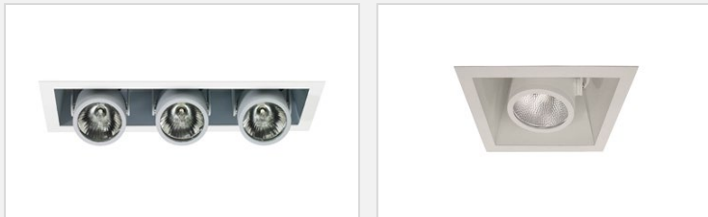
Pink White Fixture with snoot or louver:



Green Creative 25 Degree Beam (Flood):

If a lamp outage occurs in....

VS/Pink Recessed Fixture:

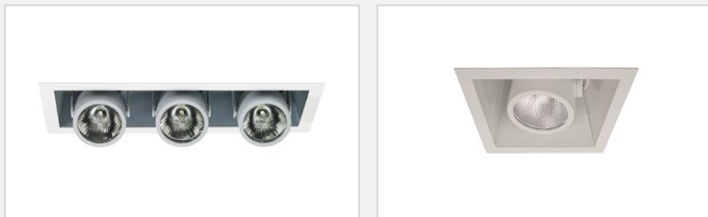


Relamp with



Philips Mini Master CDM Lamp

If a ballast failures occurs in....



Replace with



Match Existing Ballast Type

If a lamp outage occurs in....

Recessed Multiples

VS/Pink Par 30 Halogen Gimbal:



Relamp with



Green Creative 25 Degree Beam (Flood):

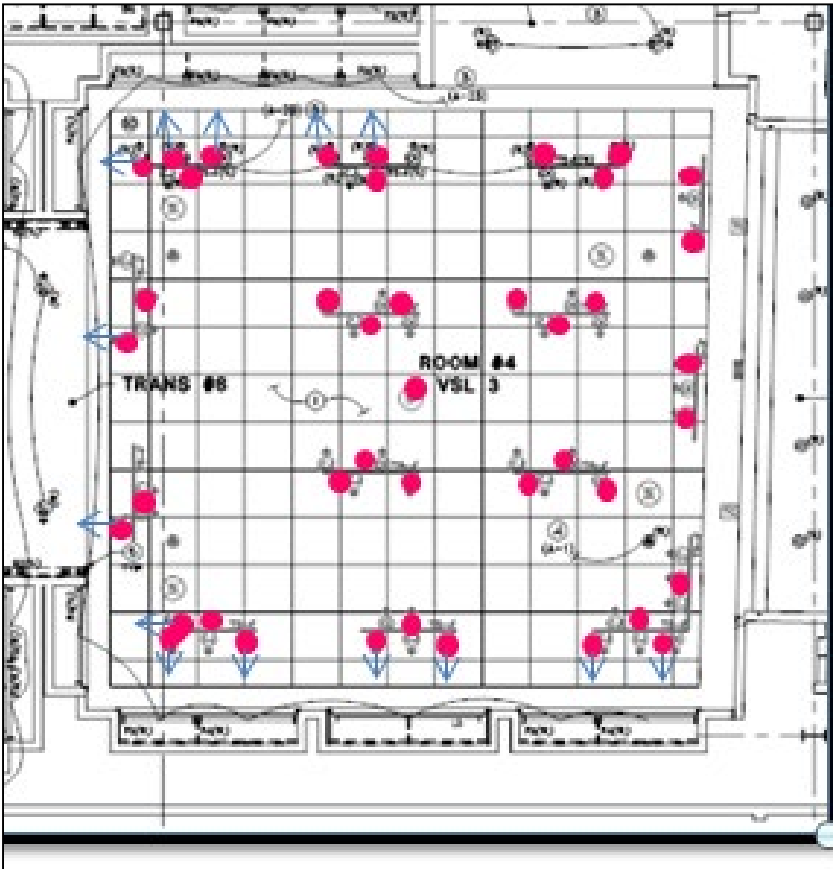
Strategy....

For CMH Replacements:

- We are using 25 degree for both the sales floor and perimeter.
- We are using one fixture head per cabinet bay (this allows for us to be more aggressive in the acceleration of this process)
- We will need to make sure we have 2 track heads hitting the transitions.
- If the interior tracks are 2 footers, we will keep two track heads per track, aimed toward fixtures
- If they are larger spans of four or more, we will do a track head every 30-36" (this allows for us to be more aggressive in the acceleration of this process)
- Beauty we are able to eliminate a large amount of heads based on one head per bay

Layout Example....

For CMH Replacements:



Strategy....

For Par 30 Halogen Replacements:

- We are using 25 degree for both the sales floor and perimeter.
- We are using one fixture head per cabinet bay (this allows for us to be more aggressive in the acceleration of this process)
 - ❖ Exceptions to this are:
 - Pink Cabinets with no lights
 - 3 per cabinet in larger runs
 - Pink Cabinets
 - 1 per puck panel + 1 strategy
- The fixtures aimed toward the sales floor will be a 1 for 1 replacement ratio