

Mr Brown London Internet Advertising & Minimum Pricing Policy

Mr Brown London recognizes that today digital media is an extension of the traditional retail floor for many of its business partners. Our Internet Advertising & Minimum Pricing Policy is designed to support authorised dealer ecommerce initiatives AND the long-term value of the Mr Brown London brand.

Qualified Mr Brown London partners may present current collection product at no less than 80% of Suggested Retail Price, within the following parameters:

1. Current collection product is defined as merchandise in the most current price list, with the exception of Limited Edition items. Limited Edition, discontinued, close-out and damaged merchandise, as well as any items sold through outlets such as the Chichester Brown Closet are not subject to the IMAP.
2. Mr Brown partner websites cannot infer – either via graphics or language – that consumers may call for a better, lower or discounted price, as a means to circumvent this policy. Additionally, the use of slashes, strike-throughs or other visual devices to suggest drastic price discounts is not allowed.
3. Mr Brown London requires attribution: Our products must be identified with the Mr Brown London brand name, unless permission is otherwise granted.
4. Mr Brown London dealers are encouraged to link product images to mrbrownlondon.com with permission.
5. National or geographically targeted “Mr Brown London” (or any variation) SEM, including Adwords/Pay-Per-Click, Remarketing and banner advertising, is strictly prohibited amongst online retailers without a physical bricks-and-mortar retail store presenting our product.
6. For dealers with physical stores, SEM relating to Mr Brown London, including Adwords/Pay-Per-Click, Remarketing and banner advertising, is permitted ONLY within your approved trading area, i.e., a targeted buy.
7. Violation of this policy will result in the withdrawal of rights to sell, display, link or list Mr Brown products the Internet.
8. No Mr Brown London employee is authorised to waive, amend or alter this written policy in any way.

Mr Brown London reserves the right to change and update the Internet Advertising & Minimum Pricing Policy without notice, and at its sole discretion. All other Mr Brown London terms and conditions remain in effect.

I have read, understand and accept Mr Brown London's Freight Damage and Liability Policy

SIGNATURE		DATE	
NAME (PRINT)		COMPANY	
CLIENT			

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