

V INTERNATIONALVISUAL



VISUAL MERCHANDISING TIPS



V INTERNATIONAL VISUAL

- Founded in 2007 based in Dundee
- Owned and managed by Lynda Murray and Phill Hill
- Specialists in Visual Merchandising , displays and store environments
- One Stop Shop – Design, implementation, consultancy and training
- Variety of clients from High Street brands to small independents both UK and abroad

Our Clients



High Street Stores

Marks and Spencers
John Lewis
Boots
Thomas Pink
Allied Carpets
L'Oreal
Emporio Home
Charles Tyrwhitt
L K Bennett
G Star
Top Shop
Pringle
New Look
Fat Face
Variety of independents

Non High Street

Rochdale Council
V&A
Hopetoun House Estates
Cairnie Fruit Farm
Tayside Aviation
Shackleton Technologies
Tony G design
YMCA
Scottish Antiques Centre

International

Sarah Lawrence - Greece
Hertie - Germany
Alganhim Industries - Kuwait
Hilco – Vienna
Bogazzi Training Company - Istanbul

Introductions

What is Visual Merchandising?



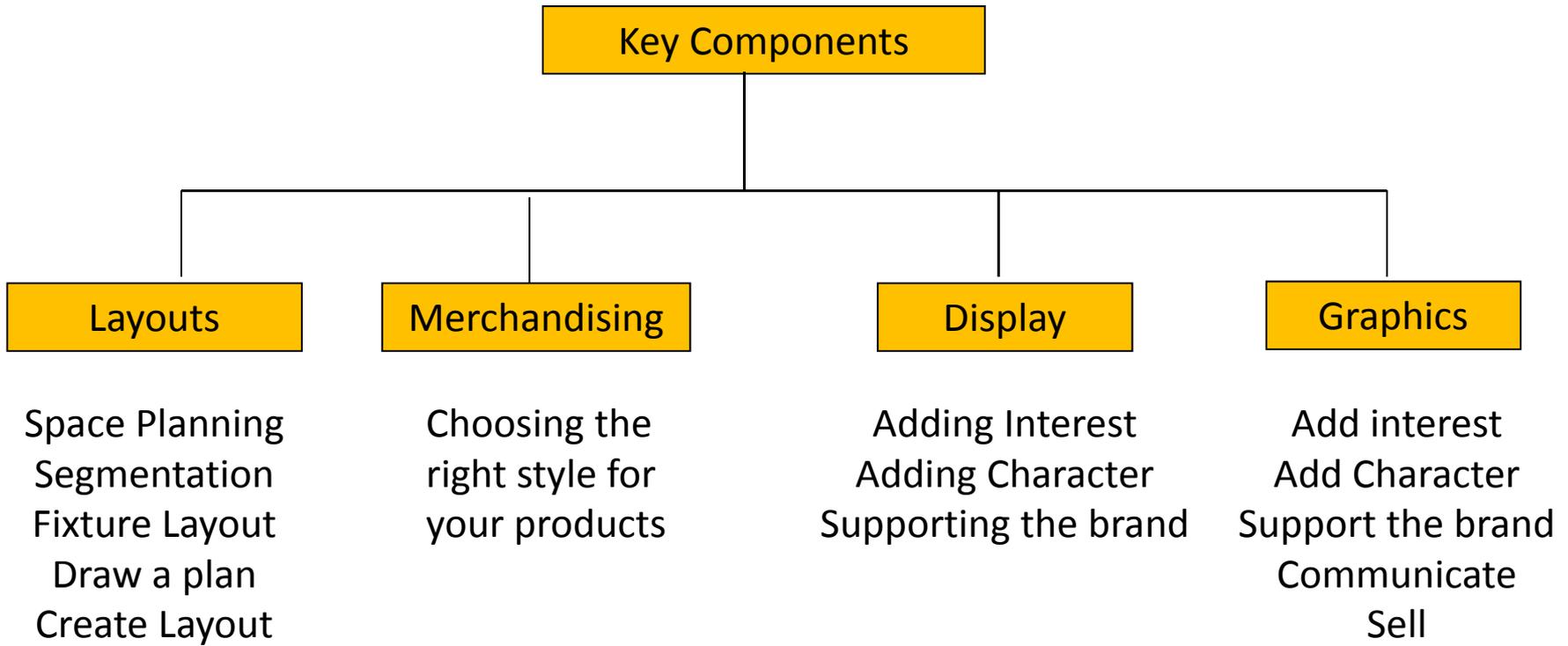
Successful Visual Merchandising involves;

Good Store Layouts

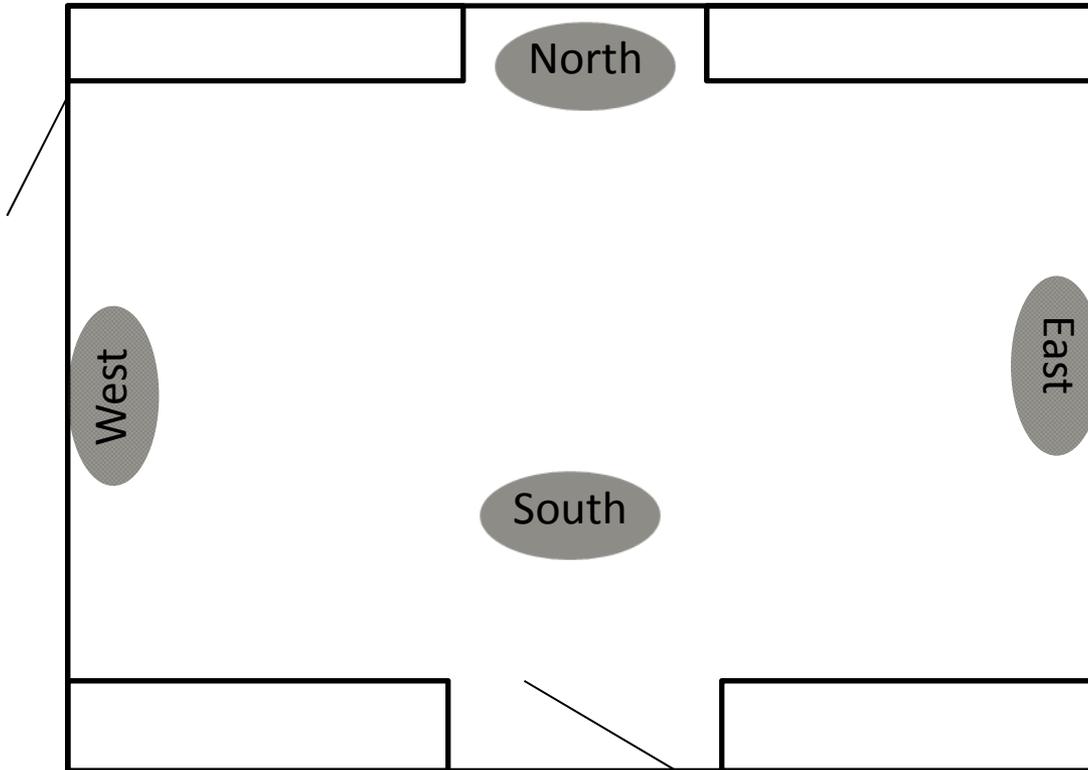
Using the Right Merchandising style for the product type

Incorporating appropriate props and displays to support the product

Adding the correct signage and graphics to communicate to the customer

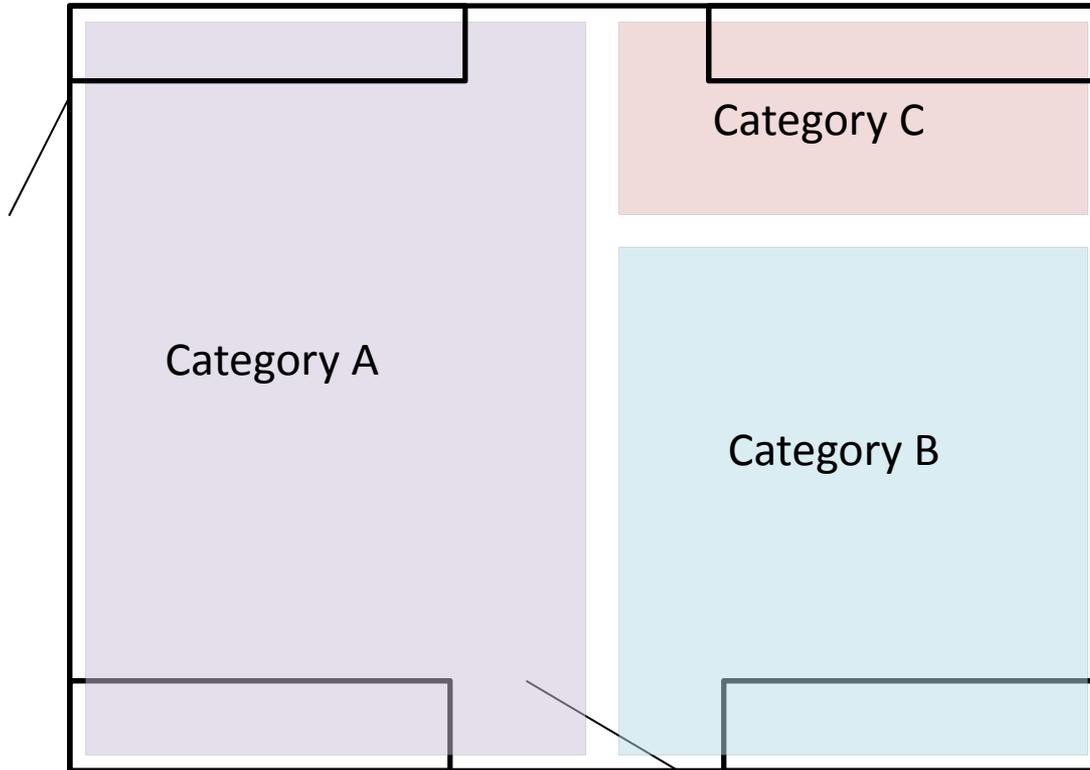


Layouts



1. Draw a plan of your store
 2. Mark on all the fixed items - doors, fixtures/fittings etc
 3. Look for the most visual points in the store – these are where you position your key statements/points of interest. This could be a branded fixture, a display or a graphic/sign
- We recommend using the North, South, East West principle to get interest throughout the store

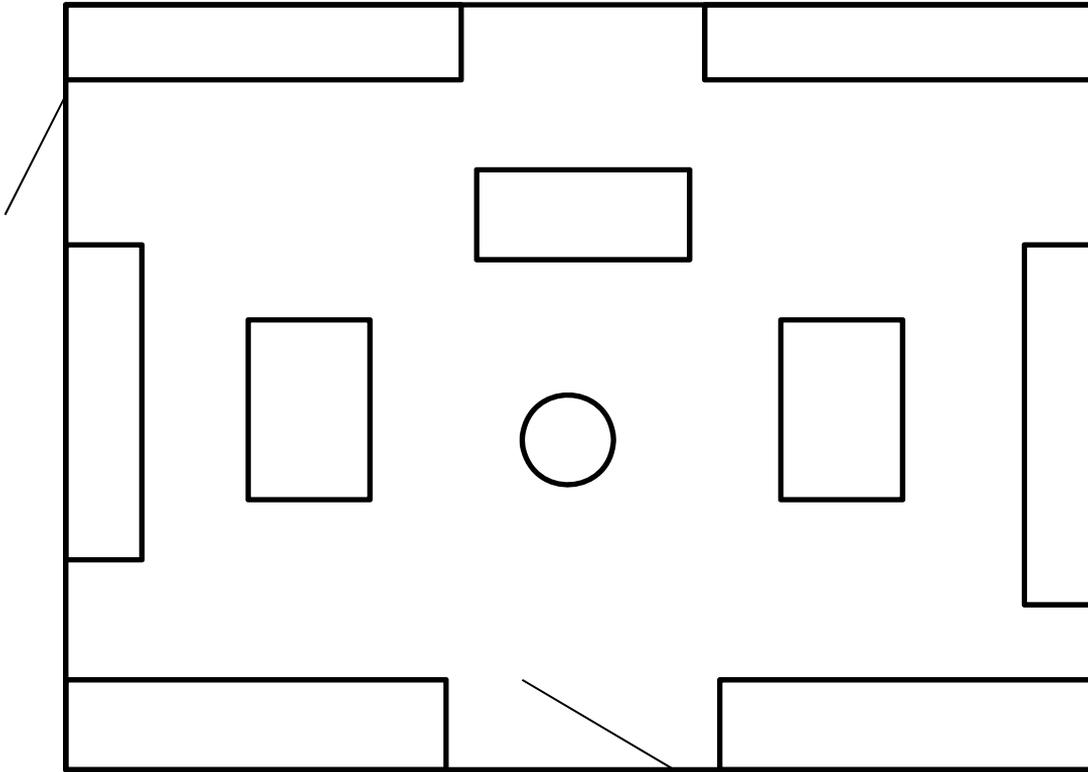
Layouts Cont'd



3. Decide where your main categories of products are going ensuring the size of the space given is relative to the sales. i.e If you expect to take 50% of your sales from category A you should plan to give it 50% of the space and so on.

Also check that the fixed fittings in that area are appropriate for the product type.

Layout cont'd

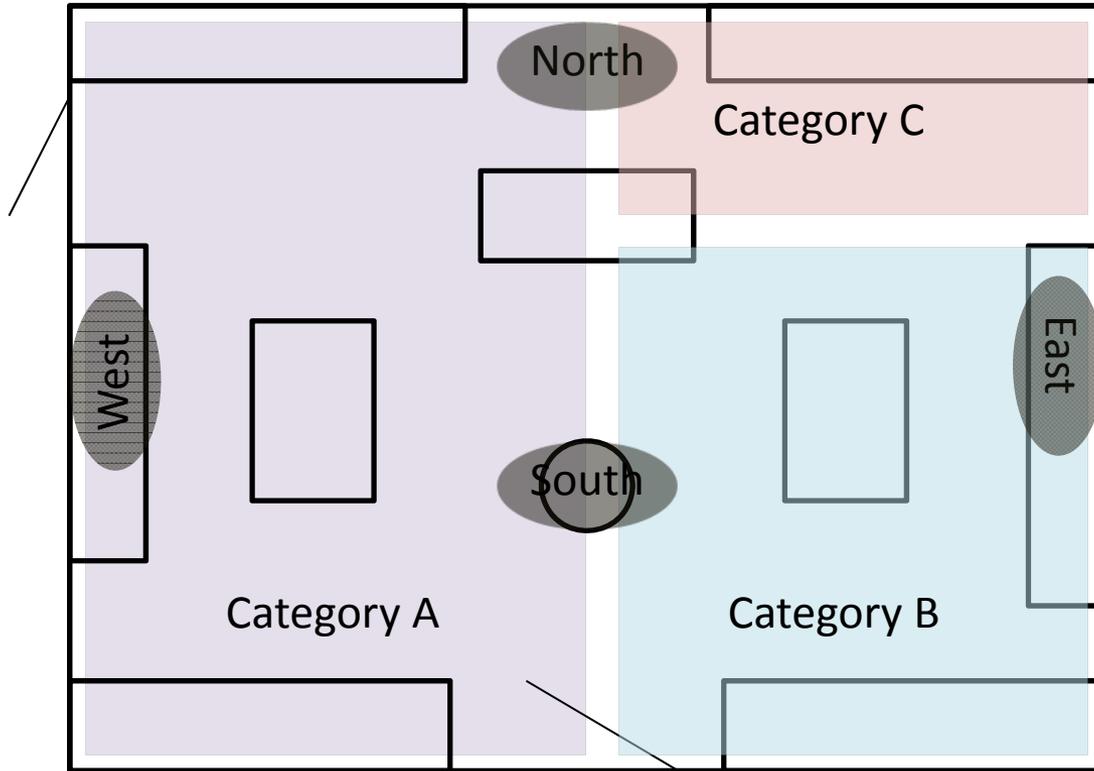


4. Then draw on the fixtures trying to maintain a balanced, symmetrical plan as far as possible

5. Use walls to get volume of product out with shelving or rails. Keep floors lighter ensuring there is sufficient walkway space. Minimum of 1metre even in the smallest shop but ideally 1200mm.

6. Keep lower fixtures to the front and work up in height as you go backwards – to aid visibility through the store

Layout cont'd



Your layout planning stage is now complete and has all the components marked on the plan. You can now physically begin to create your layout

Once you have positioned all your fixtures you are ready to visually merchandise the shop. This requires an understanding of your brand, your customer, your product range and how to segment it and present it to its best advantage to drive sales from your customers



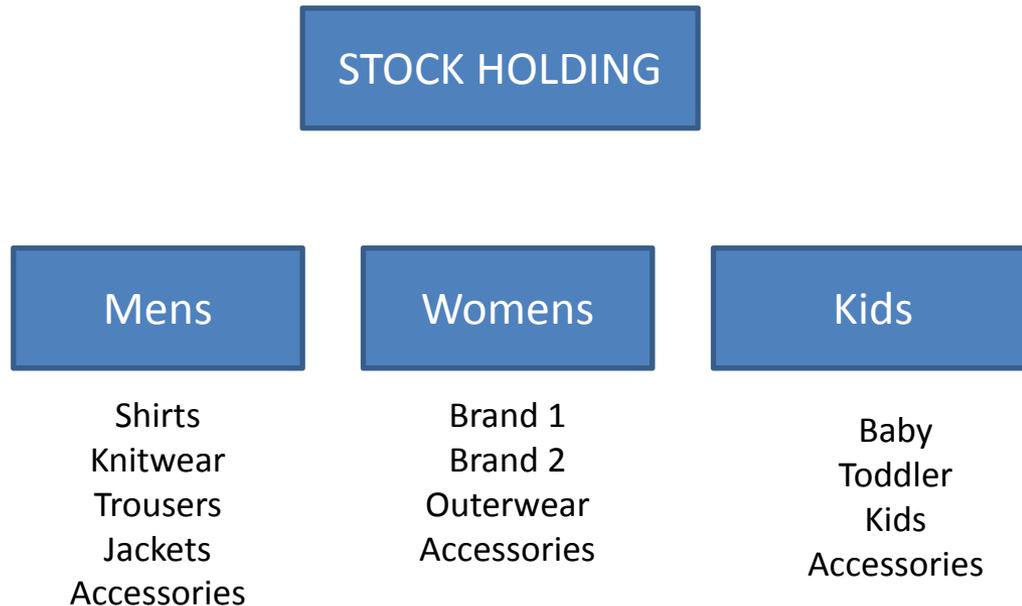
Merchandising Principles



The basic principles of merchandising start with product segmentation. Product segmentation brings order and simplicity both to the way stock is bought and the way you present it. In our example we are using a fashion store but the method works for all product types. Start by breaking your stockholding into the big categories.

Merchandising Principles

Once you have divided your products into category ,then sub divide into types of products. This could be by brand, by garment type, by customer profile[age for kids] etc



Merchandising Principles

Lastly, for each product type decide whether it is best for your store and your customer to present the product by brand, by price, by colour, by size or by finish/fabric etc. Make your decision for the right reasons. Will it sell more? Make it easier to shop?

Womenswear

Brand 1

In co-ordinated stories as it is bought to look that way and encourage add on sales

Brand 2

In styles because it is a jeans brand and customers like to shop by style – boot leg, slim etc then by colour/fabric

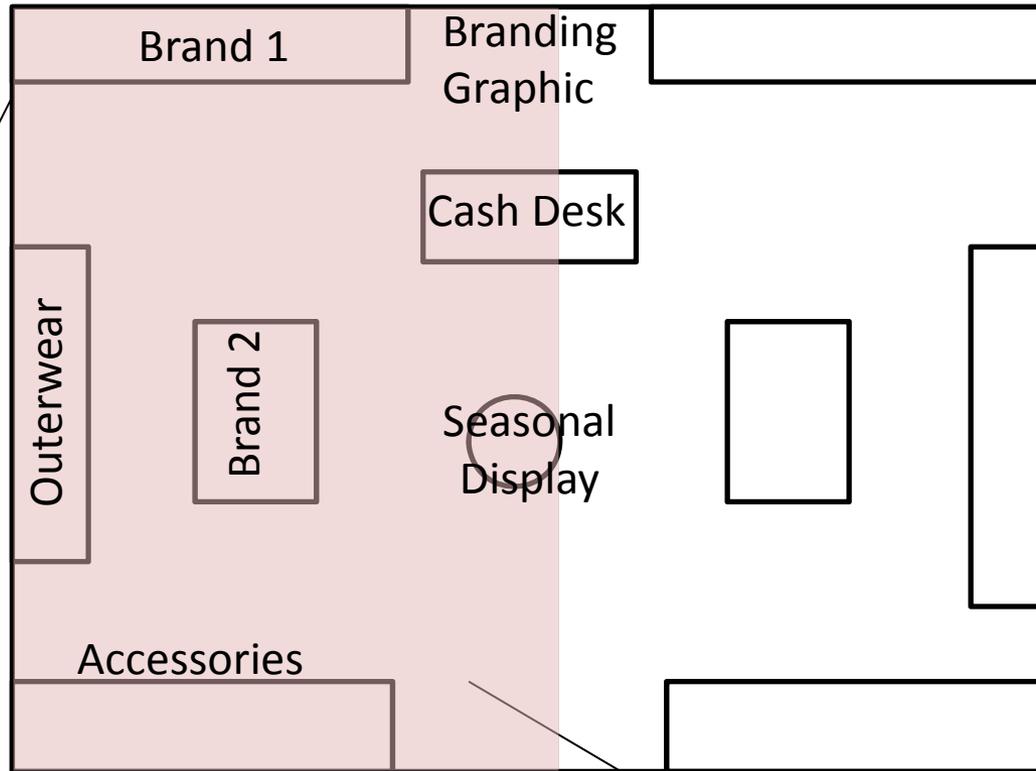
Outerwear

By type/style. E.G. All raincoats together in style [short,long etc] then by colour

Accessories

By colour as customers select their accessories to match outfits and some will be merchandised with the fashion range to encourage add on sales

Merchandising Principles



Now you can go back to your layout and plot where each of these ranges will fit best and look best.

Merchandising Techniques

There are several techniques used to deliver great merchandising solutions;

Creating themes/stories

Co-ordination

Blocking by style/type

Using colour [complementary or contrasting]

Symmetry and balance

Repetition

Triangular grouping

Over the next set of slides we will show great examples of each method



Co-ordinated Colour Story

Note how the hard and soft products are alternated across the shelves

Also note how each shelf has been sub divided into 3 smaller blocks to create interest to the display. This is a valuable visual technique

Dark shades mix with complementary light shades

The whole theme works because customers can buy a co-ordinated look

Co-ordinated Colour Story

This is a strong story using red, white dining products with clear glass

The fixtures have multiple layers/heights using a table, cubes and risers. This helps to create a strong statement as the product fills the space well on all levels

The patterned product is well dispersed and the white and red evenly distributed to give a balanced look



Co-ordinated Colour Story

In this story the patterned china is interspersed with co-ordinating plain glass

The setting/fixture in this instance is a dining table and bench. The top of the table has simple cubes set on top to give a variety of heights.

Note how the tallest cube is in the centre, working down to lower cubes towards the front and side. This is called a triangular grouping which always works well.

Also note how the table and bench are sub divided into small sections to house each product type. i.e the bench has 5 individual squares of product neatly occupying its own square of space. This is called blocking.





Product Story

This time the theme/story is based on eggs.

The fixtures are a mixture of old/vintage tables and farm crates. Note how the configuration of fixtures is in a tiered formation – high at the back, tumbling to low at the front.

Products are blocked within their own squares or rows on the tables/crates

Fresh eggs mix with egg/hen accessories to create a theme. Straw is added to support the look



Table displays work well for fashion too. This display makes a great statement. Tables used in two heights with further surfaces created with vintage suitcases. A dressed mannequin promotes the products on sale on the table.



Blocked Denim

Jeans are blocked by style in piles on shelves. Each pile is in size order. One of each style hung from butchers hooks on a rail above the shelves to ease selection

Adjacent to this we used denim jackets and jeans in a coordinated story. The hanger display on the end of the fixture showing how to pull the look together. This aids multiple sales

Final touches – accessories are added. Belts hang on a stainless steel t-bar on one fixture and scarves are folded in a tray on the base of another – all encouraging linked sales.



Only merchandise up to a height that customers can reach. The area above that should be treated as display. This is a good example of how you can use that space for supporting displays. Use products from the same area together with appropriate props.



In fashion shops we recommend using mannequins inside the store as well as in your windows. They sell the product as they bring it to life. Sitting mannequins are a good option for table groups.

Repetition display



When using piles of folded knitwear in your displays ensure you use cardboard or tissue paper to achieve neat folded edges as shown here.

Note how jewellery is then added to the piles in a uniform fashion. This is called the repetition technique

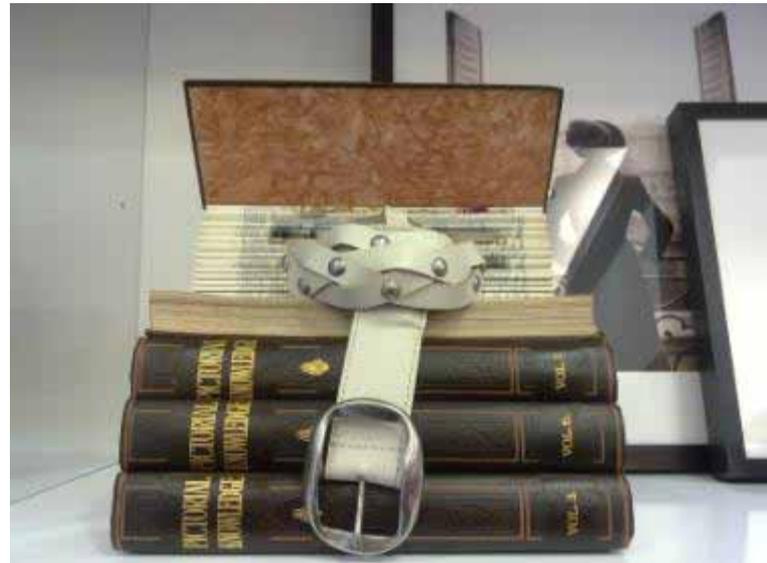
Tip – to get all the garments the same width use a clipboard as a template to fold around.



Supporting display props should reflect the lifestyle of the customer the store wants to attract. They must support not detract from the product on sale



Mix props with products to evoke the right look. Note how the frames provide a backdrop to the display and set the scene then products are displayed in a triangular grouping on the shelves





Product blocking

In this example the vases have been blocked together as a department. They are sub divided by colour. Most are neutral but in each bay one highlight colour is used to provide a bit of interest.

Mirror Imaging & Triangular Formation



Here you can see how mirror imaging of products can create a very effective display. Look at the top of the table grouping and you will see that each product is mirror imaged i.e the same product are on the left and right sides of the table. They are also ranged in height – highest in the centre and lowest to the outside edge in a triangular formation



Co-ordination

This is a co-ordinated story using white kitchenware, glass storage and woodware. The effect is superb.

It often pays to keep things simple

Blocking



Sometimes it pays to block items by type and show the customer the full range/choice on offer. In this case the offer is dining chairs simply rowed up in cubes. The display is given a 'Mondrian' look by adding coloured card behind the cubes – this strengthens the look and supports the colours on offer



Colour Blocking

Bedlinen looks great blocked by colour. Customers tend to choose bedlinen by colour and like to see a co-ordinated look.

Have as many display beds as you can because they sell the merchandise!



The segmentation rules apply to all types of product – even magazines. Seen here in a small holiday resort store – sub divided into men's titles, women's titles and then kids.



Co-ordination



A BBQ story made up of charcoal, instant BBQ's, tongs etc together with camping seats, rugs and flasks. This is a standard table made to look more rustic with the addition of crates and baskets as props

Central focal point



Try to create a feature point on each wall. When you have a long run of the same fixture it pays to break it up by creating a strong central feature. In this example a section of crates is used to house red wine and beers. It looks amazing!



Triangular Formation

Before you begin to merchandise, ensure your fixtures provide an interesting platform for your product.

The fixture should support, not overpower the product. The product is KING.

If you want to create interesting displays that requires a variety of surfaces. [Flat displays generally look dull and boring]

Use triangular grouping techniques to gain height and tumble the display towards the customer.

This example shows crates creating the differing heights. A more modern alternative are MDF cubes or acrylic boxes. Opt for a style to suit your store design/customer profile



Blocking

Sometimes it is better to block items rather than coordinate them as it helps the customer select.

Denim is a good example. Customers want to shop by style and finish so you should merchandise that way.



Focal Points

When creating a focal point you need to consider the look you need to achieve to attract the customer you want.

If it is fashion ideally you need to include mannequins or bust forms. Then support the display with appropriate props.

In this instance the props are oil drums – pretty clean ones as this product is not distressed denim.

If you have key brands, make sure their signage is prominent – these brands help sell the product

Focal Points



A focal point attracts customers to an area, supports the product on offer and sells the outfit/s. Ideally position centrally on the wall. In this example we used a couple of strips of wallpaper in the centre of the wall to create a backdrop for the display and positioned a mannequin in front of it. We also used framed car prints at high level. All the supporting material/props supporting the streamlined, suiting look.

Branding/Signage

The signage in this store was created cheaply by painting a simple grey band at the top of the wall and then sticking on a vinyl decal [sticker] of the brand logo. The effect is very professional



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