

*V* INTERNATIONALVISUAL



VISUAL MERCHANDISING



# *V* INTERNATIONALVISUAL

- 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  
Lakeland  
Elemis  
Habitat  
Boots  
RSPCA  
Thomas Pink  
Allied Carpets  
Charles Tyrwhitt  
L K Bennett  
Top Shop  
Pringle  
New Look  
Fat Face  
Variety of independents

## Non High Street

Rochdale Council  
Lambeth Council  
Hillingdon Council  
Islington Council  
New Lanark  
Glasgow Life  
Groundwork  
Stoveco  
V&A  
Hopetoun House Estates  
Cairnie Fruit Farm  
Tayside Aviation  
Shackleton Technologies  
YMCA  
Scottish Antiques Centre

## International

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

# Introductions

# What is Visual Merchandising?



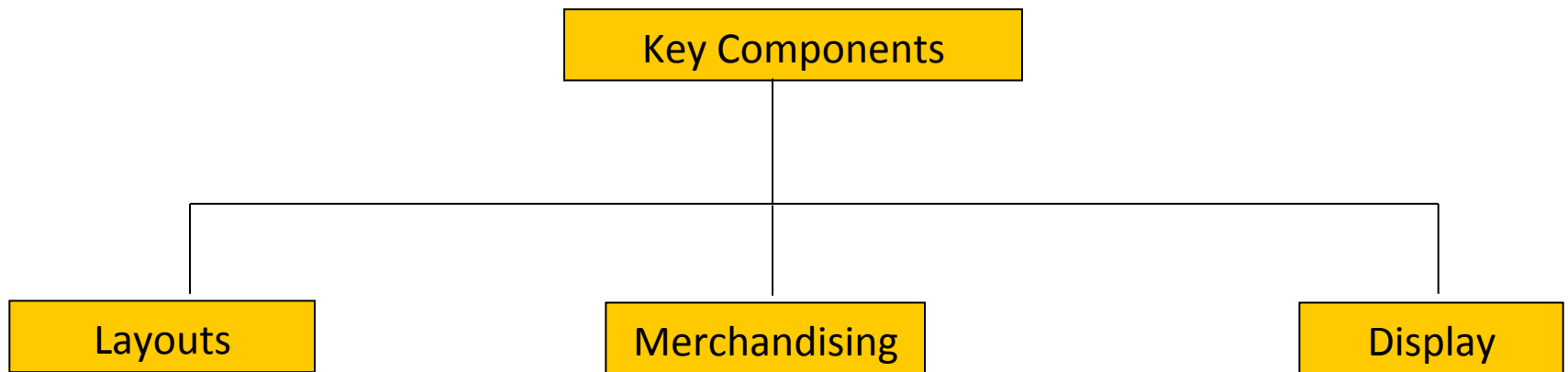
Successful Visual Merchandising involves;

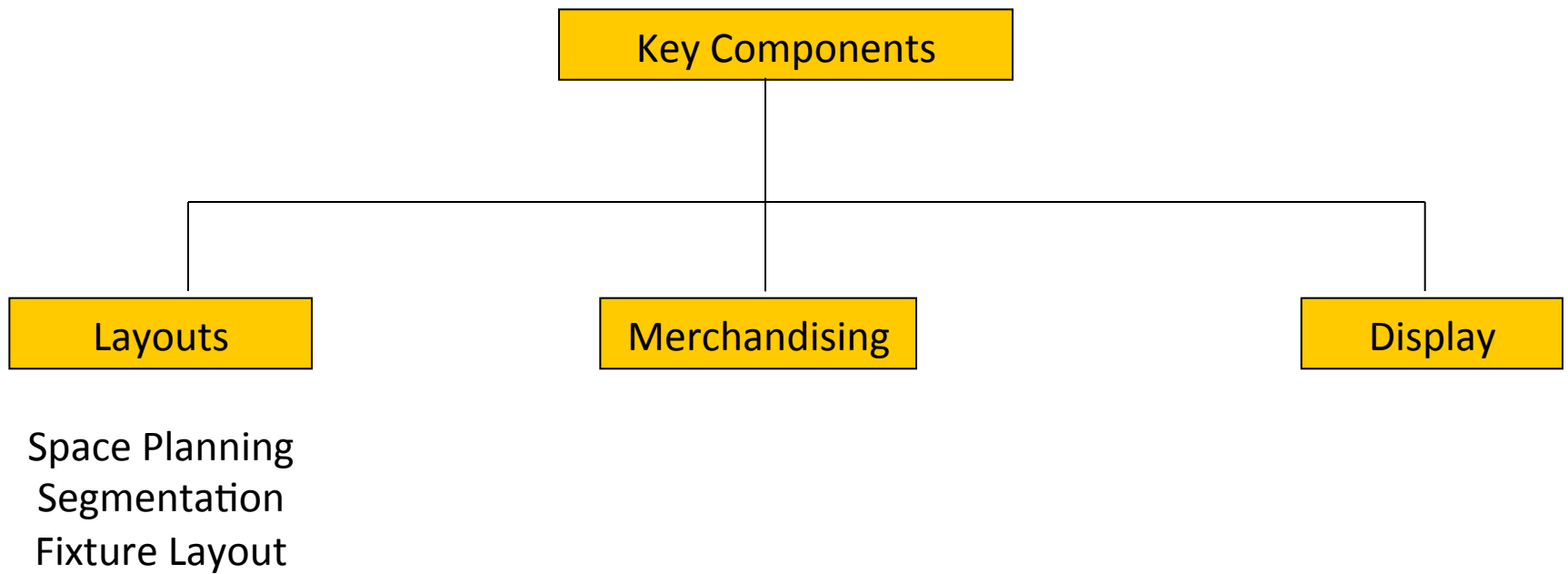
Good Store Layouts

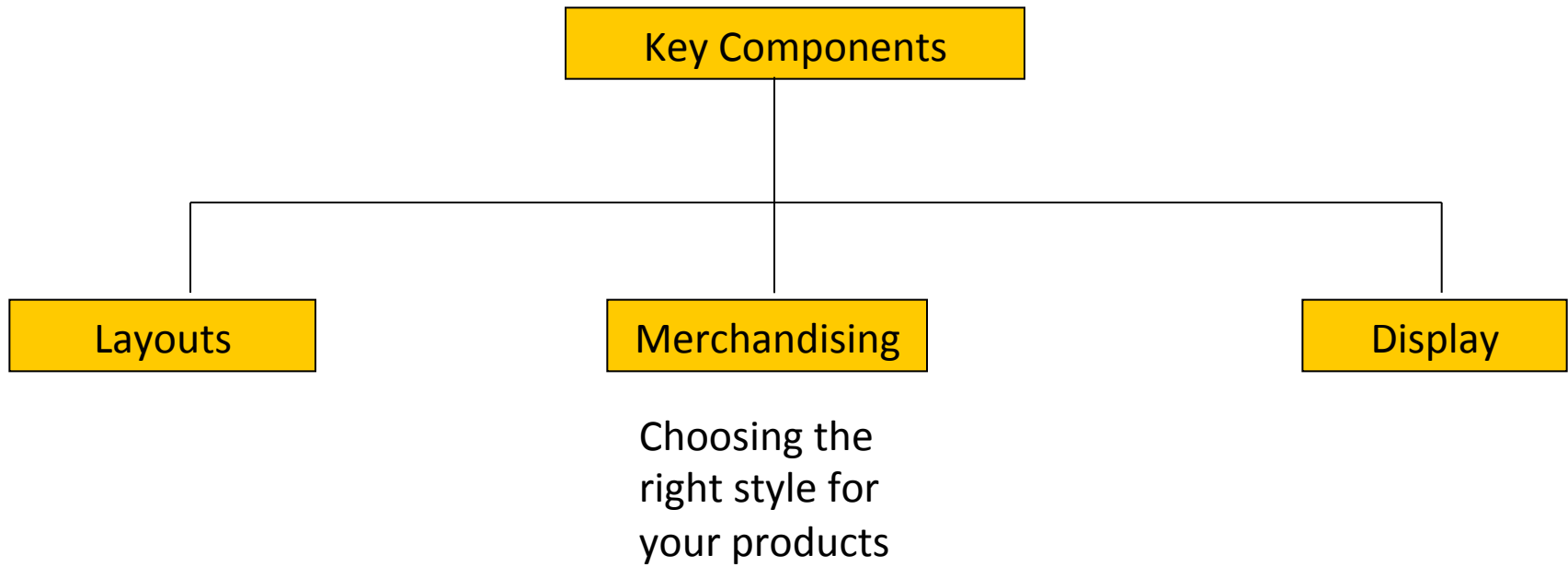
Using the Right Merchandising style for the product type

Incorporating appropriate props and displays to support the product

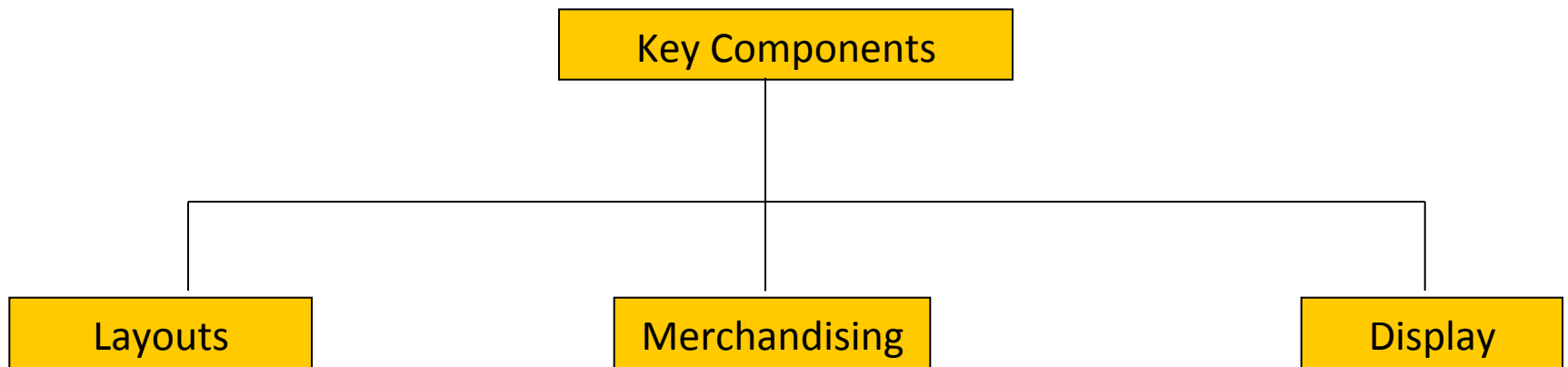
Adding the correct signage and graphics to communicate to the customer



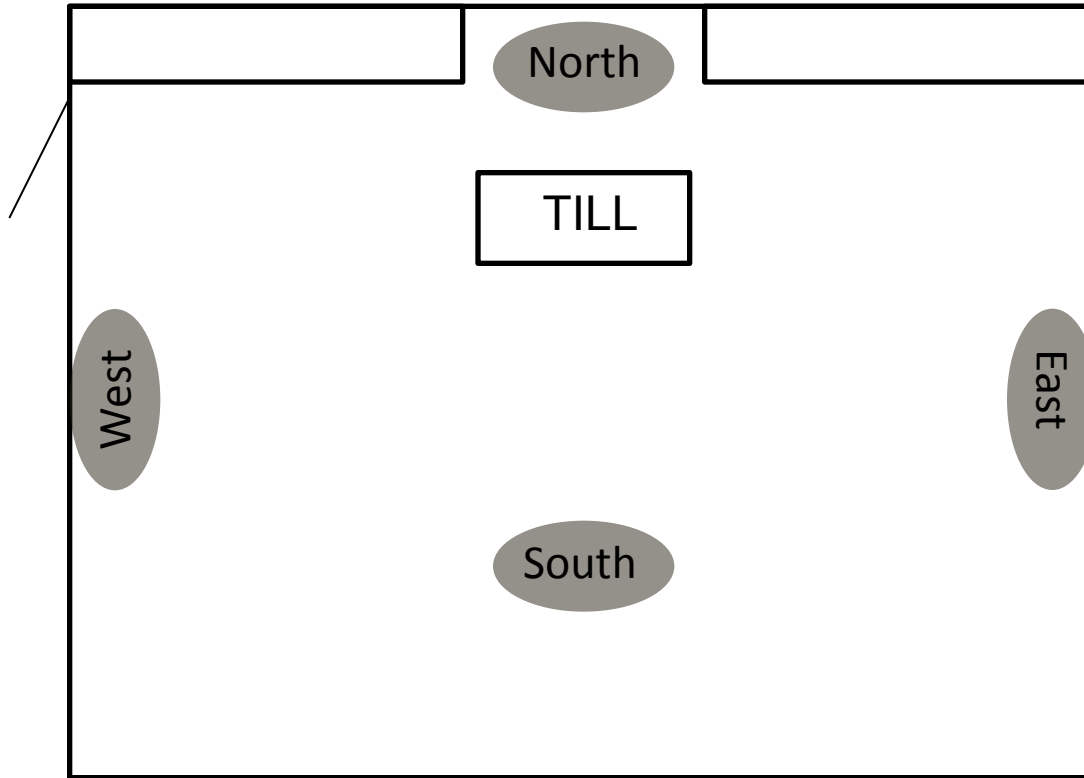






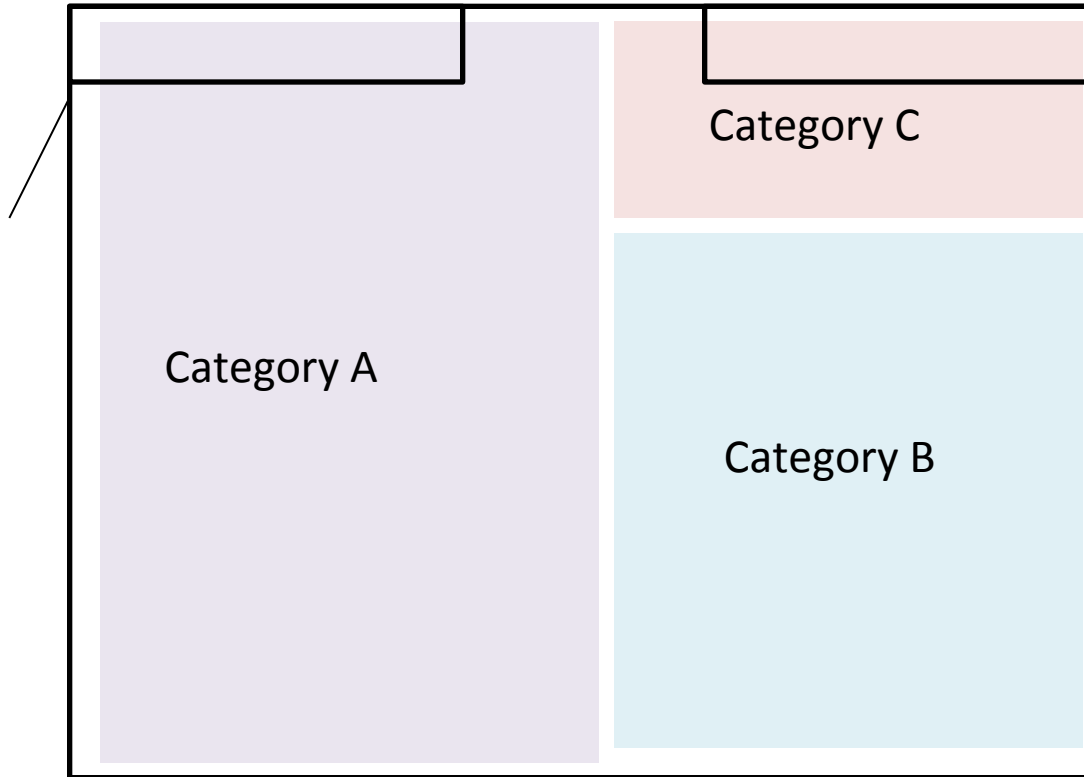


The Scheme  
The style  
The props



## Layouts

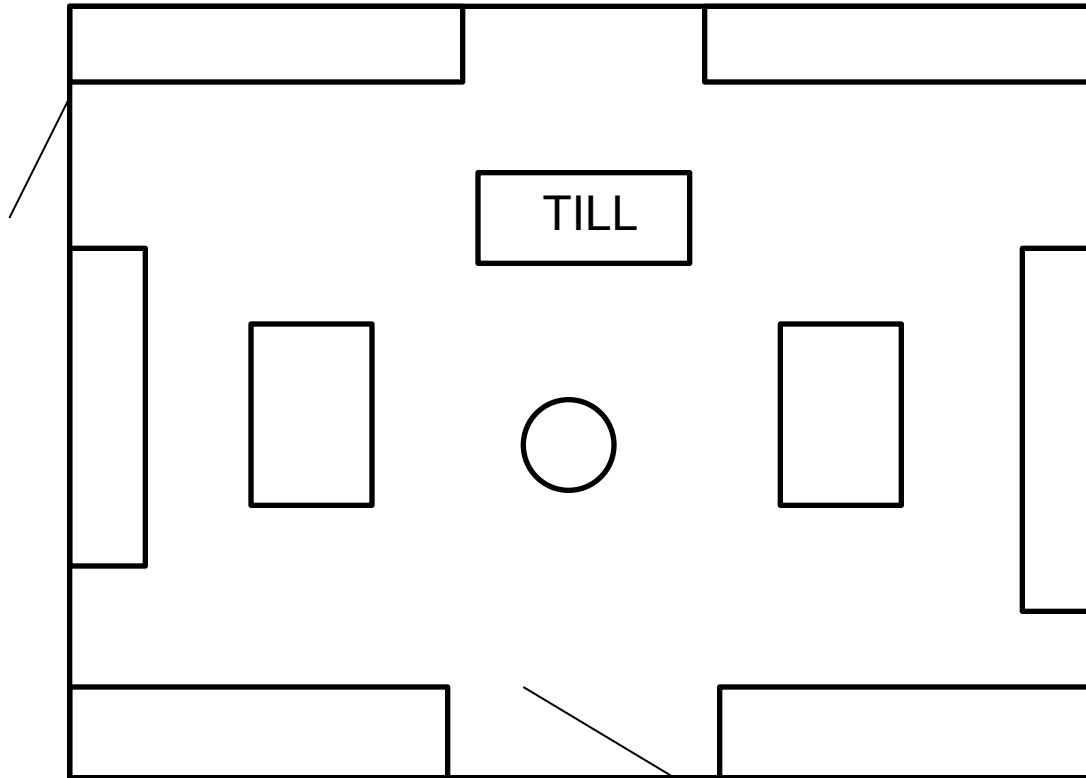
1. Draw a plan of your department
2. Mark on all the fixed items - doors, fixtures/fittings, till points etc
3. Look for the most visual points in the store – these are where you position your key statements/points of interest.
4. Alternatively use the compass method.



## Layouts

Decide where your main categories of products are going ensuring the size of the space given is relative to the sales

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

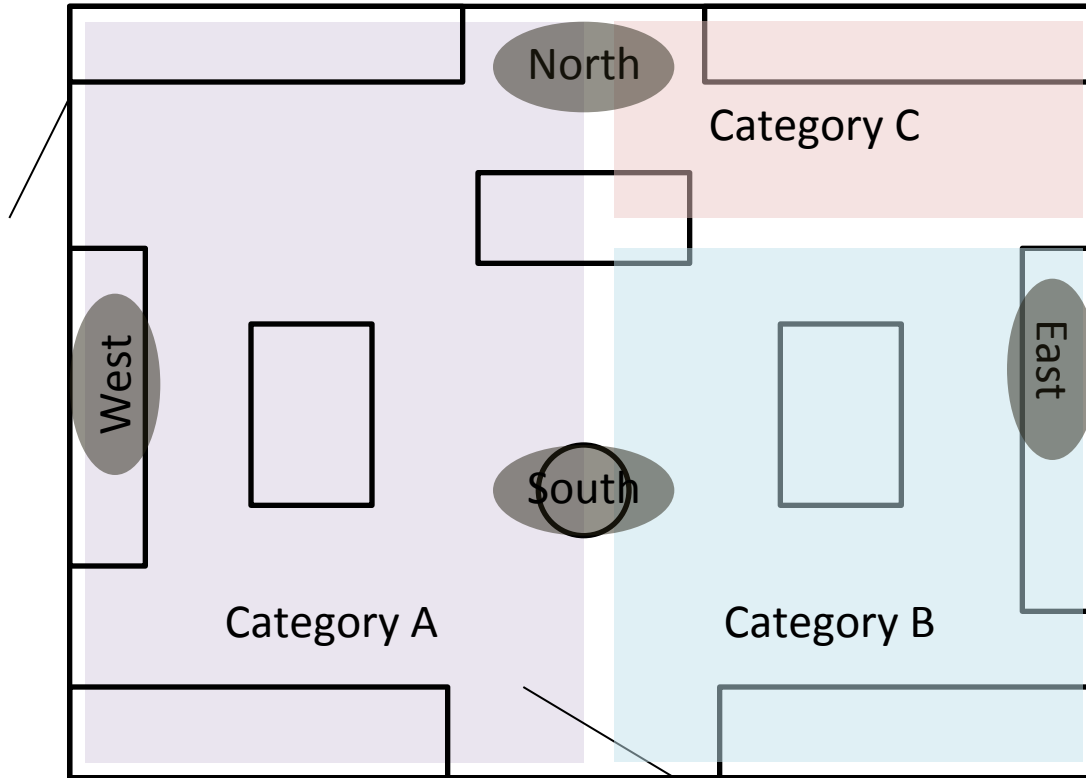


## Layout

Draw on the fixtures trying to maintain a balanced, symmetrical plan as far as possible

Use walls to get volume of product out with shelving or rails. Keep floors lighter ensuring there is sufficient walkway space. Ideally 1metre minimum.

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



## Layout

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

## Product Merchandising

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



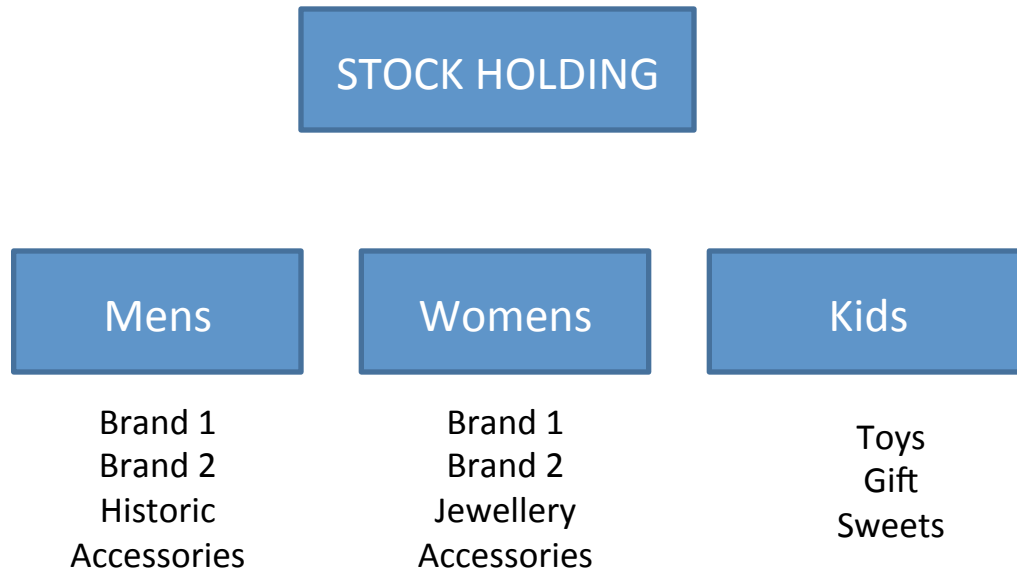
# Merchandising Principles



The basic principles of merchandising start with product segmentation.

# Merchandising Principles

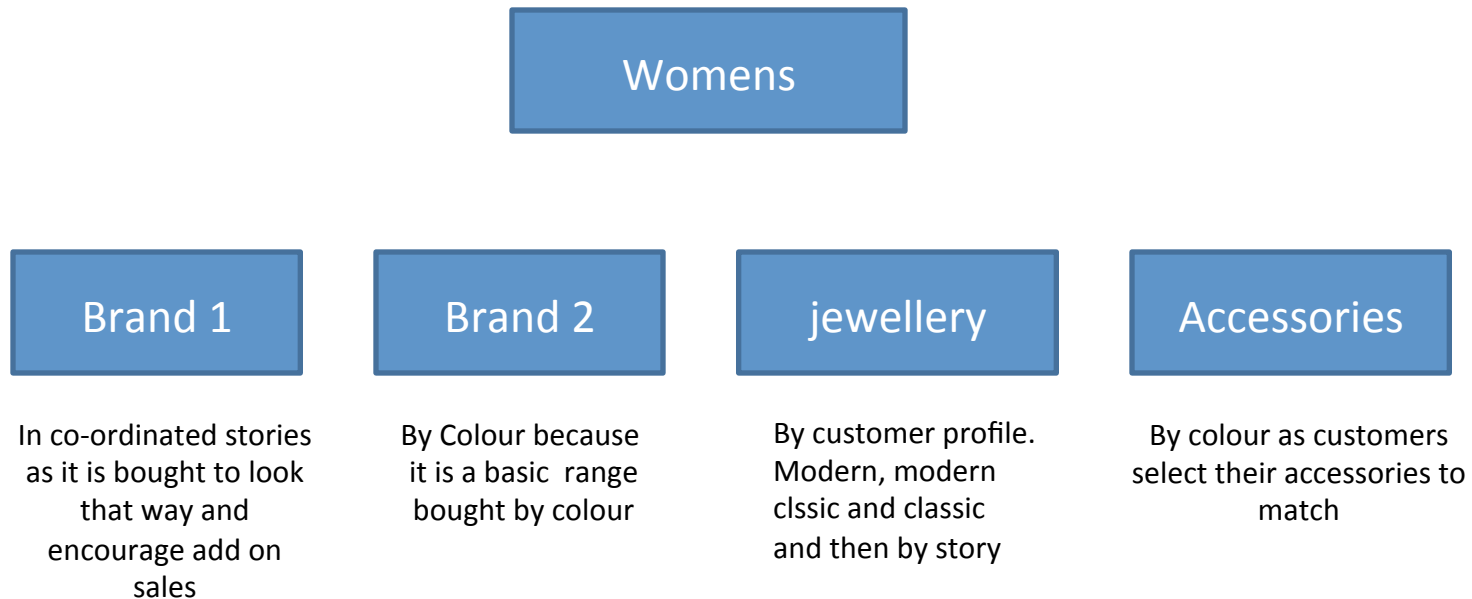
Sub divide into types of products. This could be by brand, by end use by customer profile[age for kids] etc



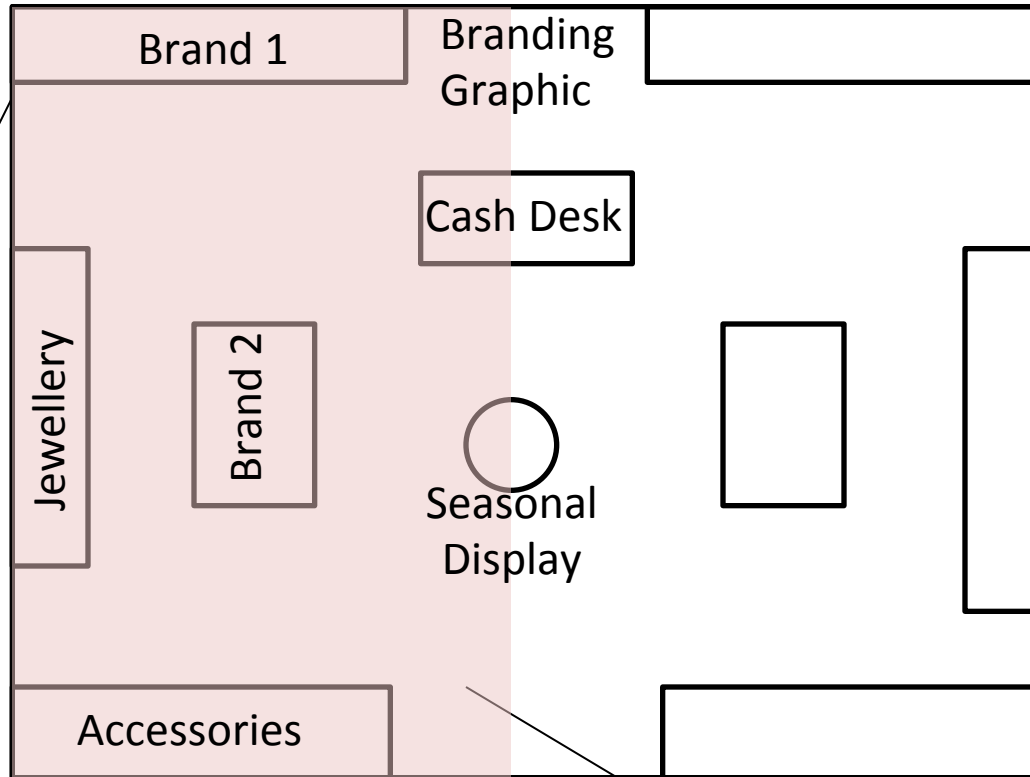


# Merchandising Principles

Decide whether to present the product by brand, by price, by colour, by size or by finish/fabric.  
Make your decision for the right reasons. Will it sell more? Make it easier to shop?



# 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:

Use of colour  
from initial  
pattern

Use of repetition  
and blocking



## **Co-ordinated Colour Story**

### **Note;**

Use of hard and soft  
products

The spread of colour  
across shelves

Blocks of product on  
each shelf



## Co-ordinated Colour Story

### Note;

Strong use of colour

Pyramid nature of display  
using VM kit

Blocking on the tables

Spread of pattern

Storytelling





## **Co-ordination**

### **Note;**

Simple white ranges can be greatly enhanced by adding a co-ordinating range.

In this instance wood.

Ideally go for one co-ordinating finish not several. That is what keeps the story understandable to customers.

Use products together that customers would use together

## Co-ordinated Colour Story

### Note;

Theme created using a range of china that all matches

Adding in co-ordinating items like coloured glass to add contrast but would be bought together

Note addition of props to create extra mood

How various heights are achieved using blocks and furniture







## Product Story

### Note;

How a simple product like eggs can develop into a story/theme using decorative and gift items to build a full story



## **Product Story Fashion**

The same principles apply to fashion.



## **Storytelling**

Use appropriate kit and props to enhance the story. Make it look curated.





## **Blocking v's Co-ordination**

### **Note;**

Sometimes it is best to show an offer in it's own right. For example a range of jeans in several styles.

Customer wants to see choice so make the easy to see/ shop. Put out a sample and then show by style and size.

However, you may also want to co-ordinate a few to entice extra purchases.



## **Product blocking**

Blocking products by style and colour is very impactful. Note the first division is the style then each style is divided by colour. It helps when you can fill a lot section or shelf to each one. “we all hope buyers will buy to fit the shop!!”





## **Product blocking**

Merchandising by product style is much harder. Trying to accommodate vary heights, shapes, styles and colours can be difficult. So choose the most likely shopping choices. Vases by colour, then size, use mirror imaging to help appearance.



## **Blocking**

When products are blocked you sometimes need to find a way to make them more interesting. Here chairs put into a tall grid and are given coloured backdrops to enhance the display



## **Mirror Imaging**

This is a visual merchandisers trick. It always works and helps improve displays on shelves or tables. Note how it starts centrally and then is mirrored from there.



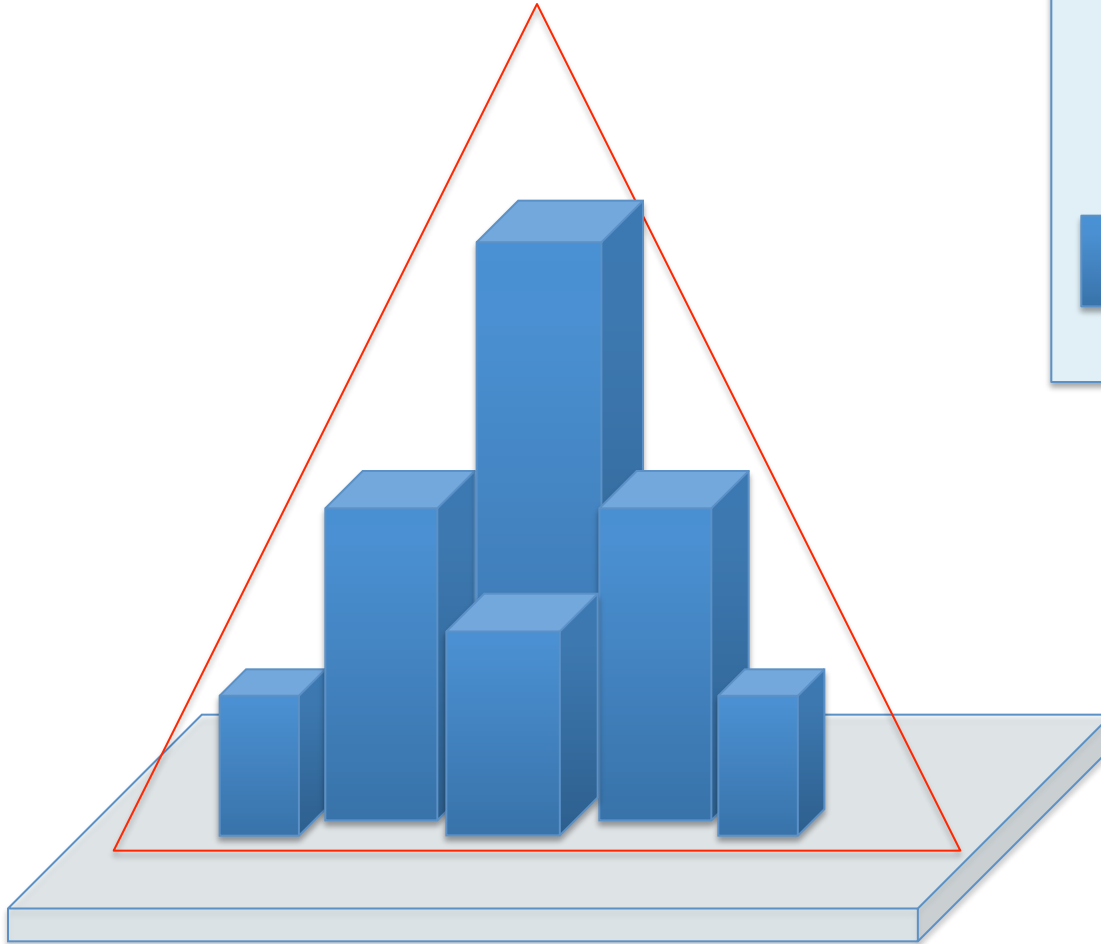
Display Groupings

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graph TD; A[Display Groupings] --> B[Triangular]; A --> C[Repetition];
```

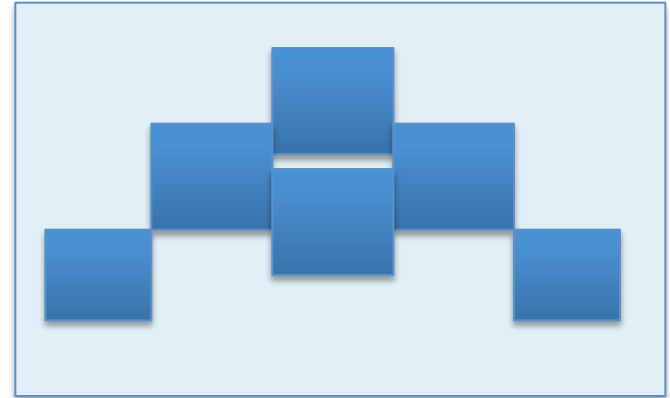
Triangular

Repetition

## Triangular Formation - Symmetrical

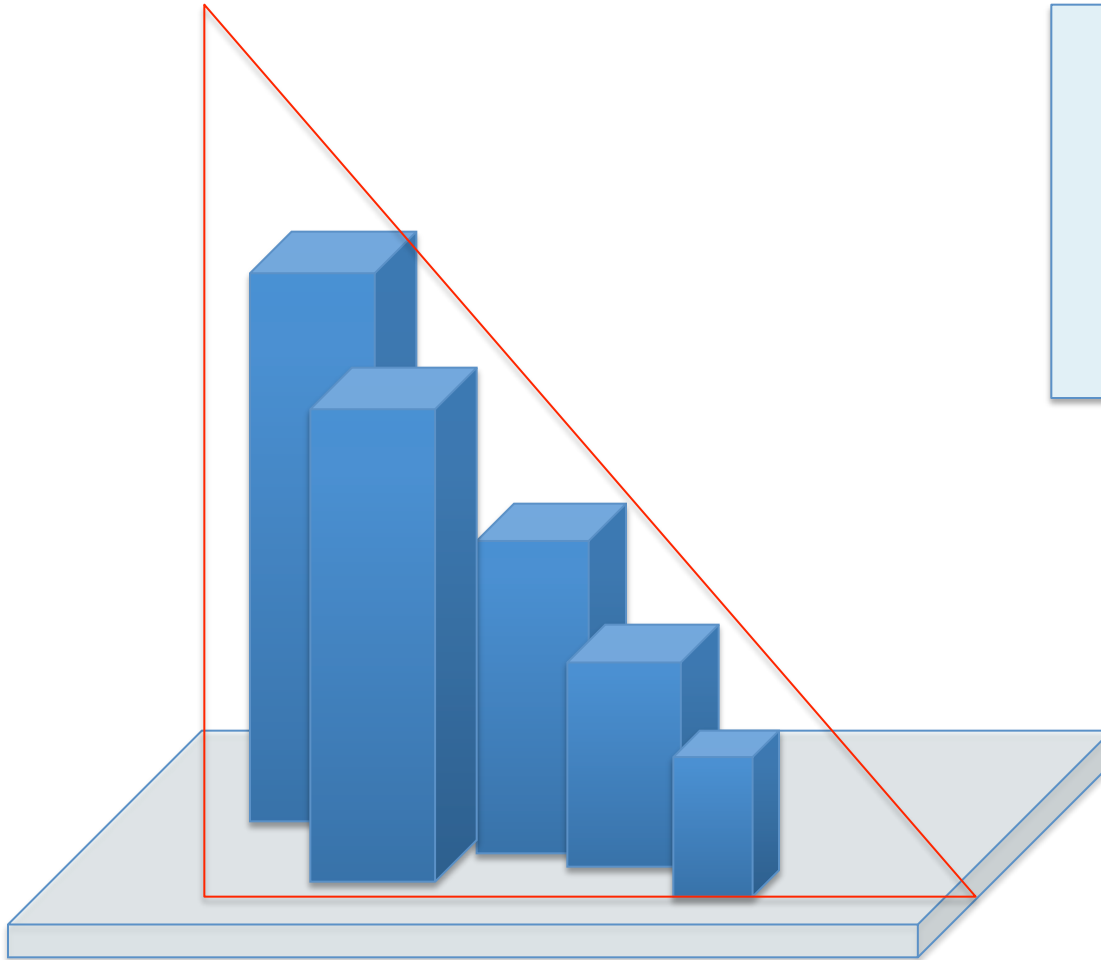


Front View

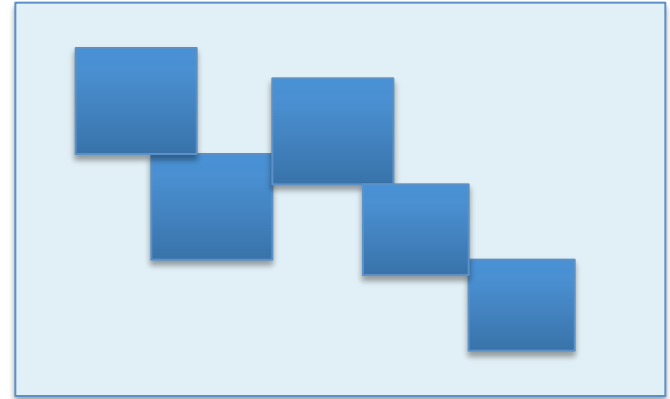


Birds Eye View

## Triangular Formation - assymmetric

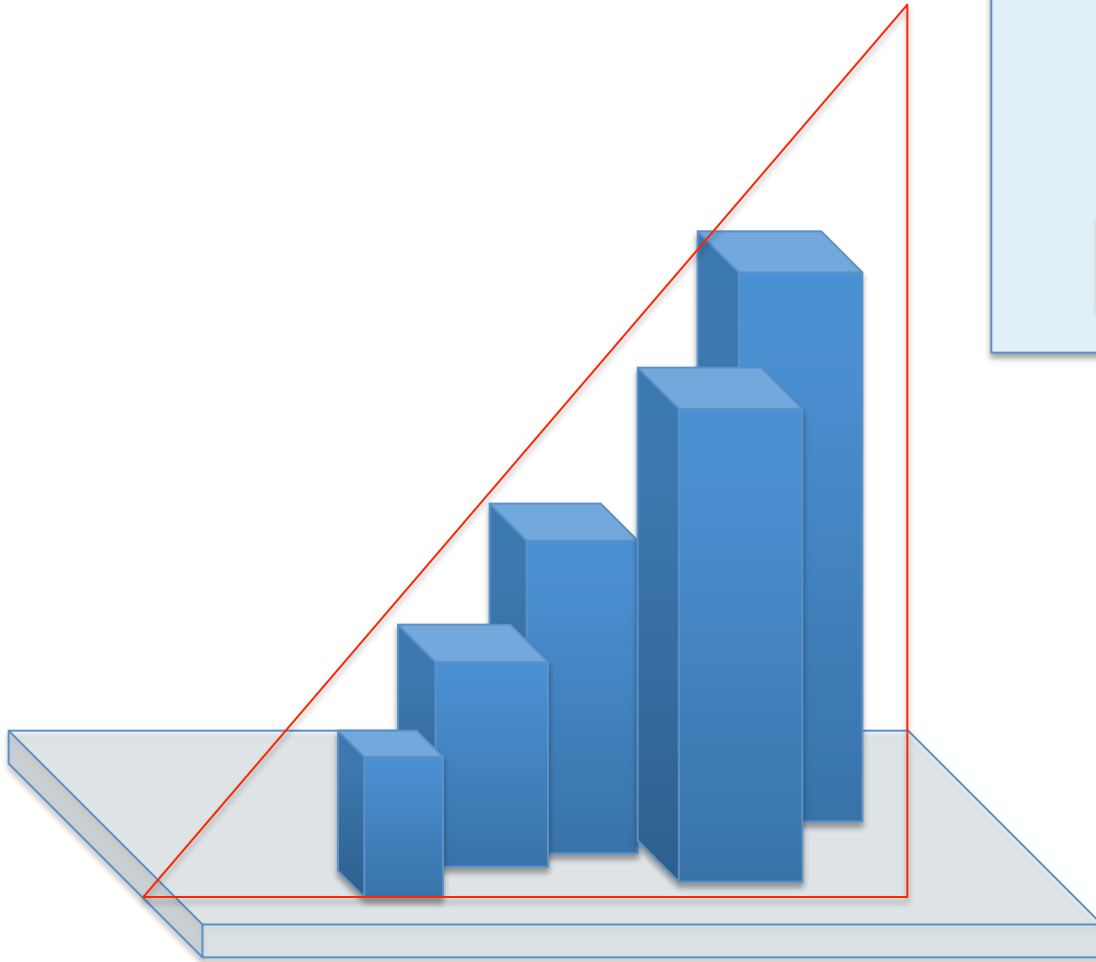


Front View

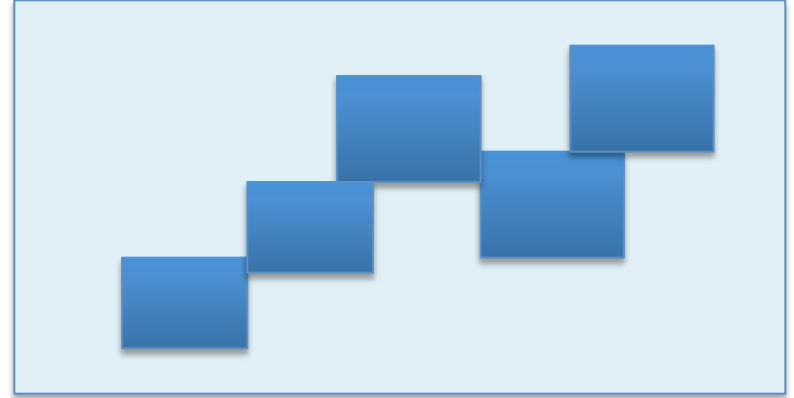


Birds Eye View

## Triangular Formation - assymmetric



Front View



Birds Eye View



Great example of asymmetric grouping



Another great asymmetric grouping



Simple asymmetric  
group of cubes





This time you can  
find triangles within  
triangles



## Repetition Grouping

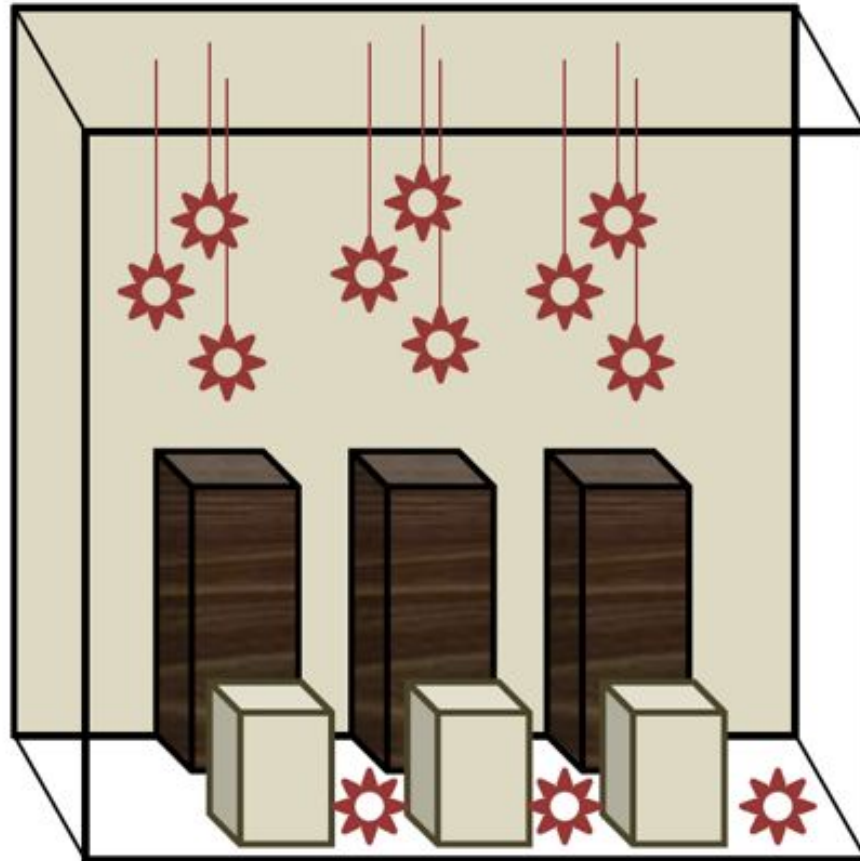
Requires precision

Repeating same  
item to add impact

Very reigmented

Simple to do

Modern in styling

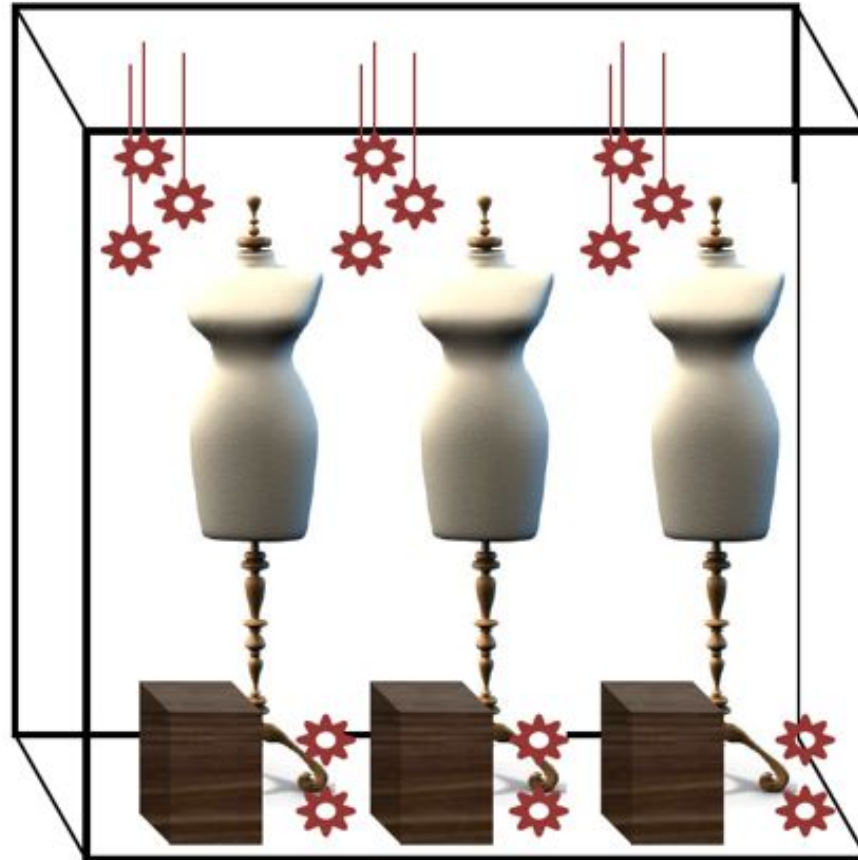


## Repetition Grouping

Works with any  
product

Keeps display neat

Works well for items  
in choice of colour





Showing just how effective repetition can be!



Repetition really adds power to a display



Here they have repeated the kit rather than the product. That works too!



## Repetition display



Use balance and symmetry  
where possible – style in  
exactly the same way



## Supporting display props



**Mix props with products just ensure they suit your customer profile/style**





## Supporting display props

Look for inspiration in other shops,  
sign up for creative blogs, search  
the internet



Here's a few I found.....



Great idea for an open backed display or for above a table





Crazy but cool.....





Handy idea !!!



Books provide a multitude of display uses.....



Clever use of  
reproduction tables to  
create a display area





How to take a basic household item and turn it into a fixture with a difference.....

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THANKS FOR LISTENING