

*Visual* Merchandising  
Learning Targets:

# *Visual Merchandising*



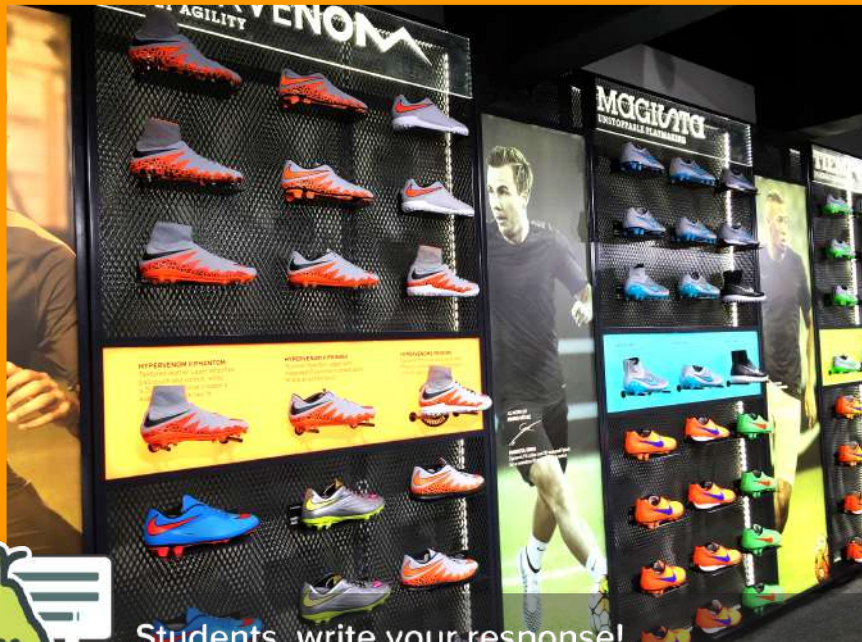
The physical presentation of goods in the most attractive and understandable ways to increase sales.

# The Importance of Visual Merchandising



- To sell goods
- Promote store image and new items
- Display how items can be worn or accessorized
- Provide information about an item, such as price and special features
- To please the customers

# Which display do you find more appealing and why?



Students, write your response!







## *Store Layout*

Refers to the interior arrangement of a store

**Selling Areas** - Store layout where merchandise is displayed and customers interact with sales personnel.  
(Main area where clothing is displayed and fitting rooms)



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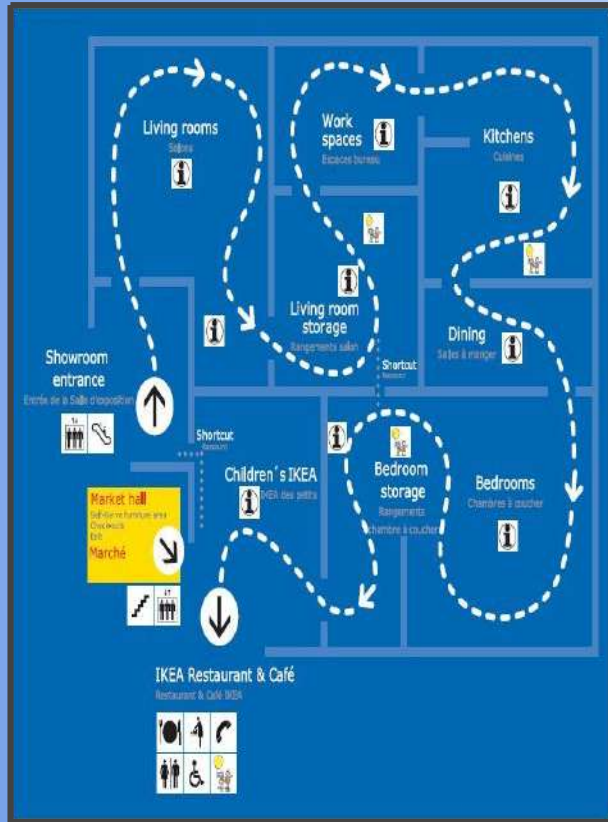
**Sales Support Areas** - Store space devoted to customer service, merchandise receiving and distribution, management offices and staff activities. (Cashier and storage areas)

# Maze Layout

A free-flowing retail floor plan arrangement.

Presents an interesting shopping experience and helps customers notice items that they wouldn't normally see.

Merchandise areas often have different flooring surfaces such as carpet vs. Tile





## **Selling Store Layout**

Merchandise that is in greatest customer demand is placed in prime selling spaces

Customers should be able to understand the layout of a store

Each department has a different revenue capabilities

Most valuable selling area is near the entrance



Think of a store that you have visited. What do you remember about that store's layout?

What is the first thing that you see when you walk in?

Are there signs to guide you around the store?



Students, write your response!



## *Decor*

The style and appearance of interior furnishings. Decor helps to attract attention and promote sales.



By looking at the decor of this store, what type of clothes do you think they sell?



Students, write your response!



## *Atmospherics*

Features intended to create a particular emotional mood or attitude, through sound and smell, combined with the decor.

Influences shoppers to stay longer, shop, and return



What type of atmospherics would you expect in this store?



Students, write your response!



What type of atmospherics would you expect in this store?



Students, write your response!

# *Merchandise Presentation*

The ways that goods are hung, placed on shelves, or otherwise made available for sale in retail stores.



# *Shoulder-Out Presentation*

A way of hanging garments with only one side showing from shoulder to bottom.

Retailer us this arrangement when they have an abundance of merchandise



# *Face-forward Presentation*

Hanging apparel with the front fully facing the viewer



# Which presentation catches your eye quicker and why?

## Shoulder-Out



Students, write your response!

## Face-Forward



Pear Deck Interactive Slide  
Do not remove this bar



# **Fixtures**

Shelves, tables, rods, counters, stands, easels, forms, and platforms on which merchandise is stocked and displayed for sale.



## *Fixture Plan*



An appropriate fixture plan should coordinate with the store's merchandise style, inventory level, and budget.

## *Capacity Fixtures*

Merchandise presentation fixtures that stock large amounts of merchandise.



## *Feature Fixtures*

Merchandise presentation fixtures that stock small amounts of merchandise that face outward toward shoppers.



## *Waterfalls*

Slant arm merchandise fixtures intended to hold one item per knob.





## *Wall Standards*

Vertical strips used on walls, with holes into which all types of brackets and fixtures can be inserted.



# Which fixture would grab your attention first and why?



Students, write your response!



Pear Deck Interactive Slide  
Do not remove this bar

# *Display*

An individual, special visual presentations of merchandise



**Display locations** should be chosen to maximize exposure of merchandise to increase sales.

- Near entrance of the store
- Near cashier
- In high traffic areas



Why do you think that displays should be located near the entrance of a store, near the cashier or in high traffic areas?



# *Interior Displays*



Displays are intended to:

- Stimulate product interest
- Provide information
- Suggest merchandise coordination
- Generate traffic flow
- Remind customers of planned purchases
- Create additional sales of impulse items
- Enhance the store's visual image



# Criteria for Selecting Display Items

Merchandise should:

- Be new
- Current fashion, season)
- Be in demand
- Be stocked enough to meet consumer demand
- Encourage additional purchases
- Look good on display



# *Merchandise* *Groupings for Display*

## **One Category Groupings**

Highlights a specific kind of item

## **Related Groupings**

Presents items that go together

## **Theme Groupings**

According to a particular event,  
holiday, or theme

## **Variety or Assortment Groupings**

Unrelated items

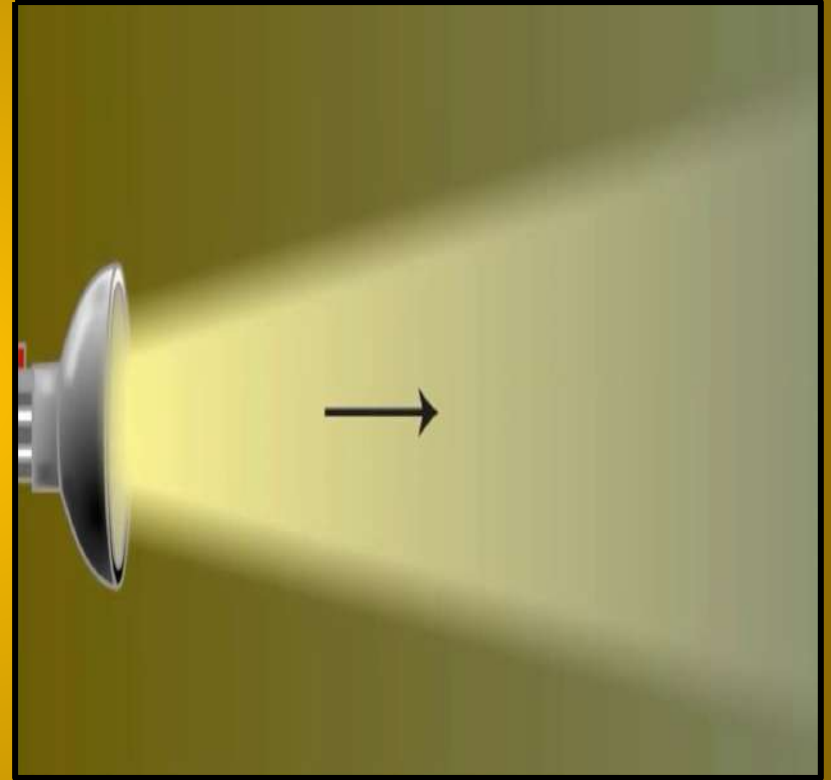


# *Beamspread*

The diameter of a circle of Light

## 3 Beamspread Techniques:

- Floodlighting
- Spotlighting
- Pinpointing





# Floodlighting

Recessed ceiling lights to direct light over wide display area.





# Spotlighting

Focuses attention on a specific area



# Pinpointing

Focuses a narrow beam of light on a specific item



What clothing do you think should have a spotlight on it and why? Newer or older items? Clearance items? Seasonal or out-of-season items?

# Props

Added objects that support the theme of a display

## Three Main Categories of Props:

- Functional Props
- Decorative Props
- Structural Props



# Functional Props

Used to physically support or hold merchandise.

Example: mannequins  
(Lifelike human forms)





# Decorative Props

Used to establish a mood or attractive setting for the merchandise being featured (toys, mirrors, etc.)



# Structural Props

Used to support functional  
and decorative props  
(boxes, support rods, etc.)



Which category of props do you think are  
the most versatile and why?  
(Functional, Decorative or structural props)

# Variations of Enclosed Display Windows

- Ramped windows
- Elevated window
- Shadowbox windows



# *Variations of Enclosed* *Display Windows*

**Ramped windows** - display floor higher in back than in front





# *Variations of Enclosed Display Windows*

**Elevated window** - usually located from one to three feet above sidewalk level



# *Variations of Enclosed* *Display Windows*

**Shadowbox windows** - small  
boxlike display windows

