

Visual Merchandising

How visual merchandising can link your shop to your collection

Visual merchandising is a mixture of art and science

Science – the logical part, where numbers inform your planning and decisions

- Using space – plan space according to sales
- Segment space logically
- Understand your product range, identifying size of the range and how it is bought to sit together
- Reflect that in your merchandising and displays
- Convert products to sale and getting the maximum profit out of your products

Art– make sure it looks good and is sympathetic to the brand

Telling Stories

- Coordinate by story– colour/theme/end use
- Tell stories in a clear/concise way
- Identify the key product to build the story
- Consider the customer and make it easy to understand/shop
- Consider how customers shop the product
- Decide whether to block the stock or coordinate
- Block by style/colour/brand/material/price/size
- Use gridding to break up space on fixtures
- Use triangular grouping techniques to enhance appearance
- Use balance and symmetry to give a professional result
- Dress stock immaculately
- Use repetition or triangles for groups of stock
- Add propping that supports the look and helps enforce the message
- Add graphics/vinyl decals to communicate the message/story

Summary

- Don't over do it – less is more
- Right stock, right space, right time, right furniture – presented in the right way

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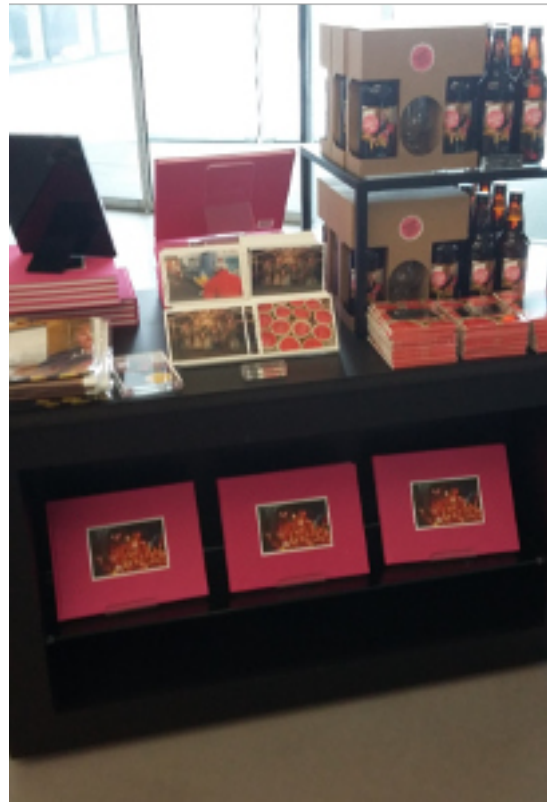
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Barbara Hepworth Story, The Hepworth Gallery



The story: Barbara Hepworth designs
Key products: Book, print, scarf
VM technique: Coordination

Martin Parr Exhibition, The Hepworth Gallery



The story: Martin Parr
Key product: Beer, exhibition guide
Key colour: Pink
VM technique: Blocking