

Made you look!

{ eye-catching, sales-driving
{ visual merchandising strategies



You have 5
{ seconds or less
to catch a
customer's
eye--

what are they seeing?







- cleanliness

- consistency

- creativity

I don't have enough room!

I don't have enough merchandise!

I don't have any other way to show it!

I don't have enough money!

“I don't have enough room”





space = value



edit by color--
monochrome



edit by color--multicolor



edit by item



edit by occasion or season

“I don't have enough merchandise!”

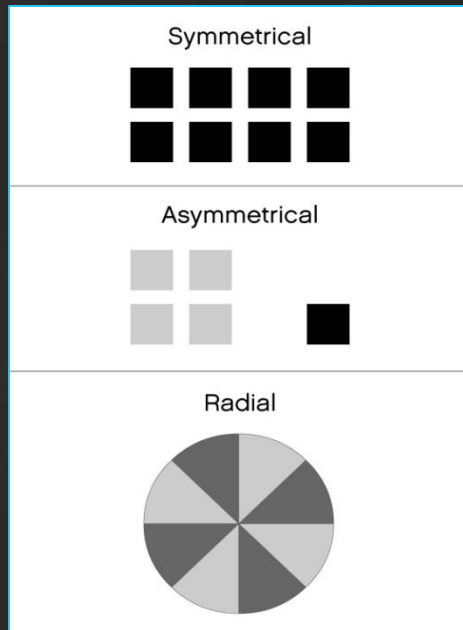




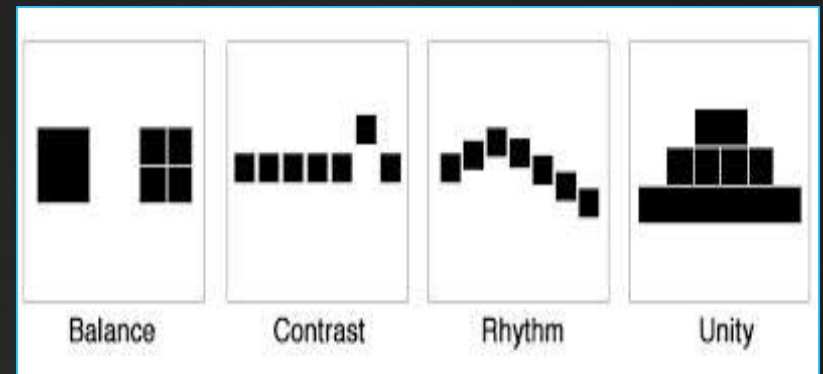
organize
your
merchandise
for easier
viewing



{ this works.



{ so does this.



use your space wisely with basic design principles of scale, balance, etc.





when in doubt, grid it out



“I don’t have any other way to show it!”



break the rules





“I don’t have any money!”

STELLA McCARTNEY

STELLA McCARTNEY

STELLA McCARTNEY









OK.

You've got my
attention.











Winter
Clearance
Prices as Marked

Clearance





ON
BEACH
TIME

WELCOME
to our neck
of the
WOODS

What happens
at the cabin
STAYS
at the cabin

WELCOME
to our
cabin

ON LAKETIME

THE SUN AND
THE SAND AND
A DRINK
MY HAND



WORLD
hard
and Be
NICE

Jellybean

LIVE
IMAGINE
LOVE
LAUGH
BELIEVE
DREAM

EVERY
ACCOMPLISHMENT
STARTS WITH
THE DECISION
TO TRY

LIFE IS BETTER
AT THE LAKE

IF WE DID
ALL THE THINGS
WE WERE CAPABLE
OF WE WOULD
ASTONISH

GO JUMP
IN THE LAKE

HAPPILY EVER
AFTER

BROWN

WELCOME

is the lighting focused?

is the countertop relatively clear?

is there a feature area or trend zone?

is your business name inside the store?

{ practical
considerations

- cleanliness

- consistency

- creativity

- compliance + cleanliness
- congruence
- communication
- clutter
- current?

- 
- A woman with short blonde hair and glasses is working at a jewelry-making station. She is wearing a dark sleeveless top and is focused on her work. The station is equipped with various tools and materials, including a sewing machine, a cutting mat, and several pieces of jewelry. The background shows a retail or workshop environment with shelves and other workstations.
- Pinterest
 - Etsy
 - Smart Retailer
 - Retail Minded
 - www.retaildesign.com
 - www.mannequinmadness.com
 - www.uline.com
 - www.vmsd.com

RESOURCES

- benchmark your competition
- solicit feedback. find a partner.
- create a feature/trend area
- develop a 6 month rotation plan
- keep a photo record and track results
- build your toolbox:
monofilament, pins, double-face tape, Velcro, lint brush, hot glue gun, hammer + nails, Magic Eraser
- build your “idea file”
- upgrade signage and collateral



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