



D&M
DESIGN & MERCHANDISING

VISUAL

“The Visual Sense is the strongest developed in humans”

MERCHANDISING

WHAT IS VISUAL MERCHANDISING?

PHYSICAL elements that merchandisers use to project an image to customers

USE sales displays and retail floor plans to stimulate sales

USE retail space in the best possible way to promote sales



WE WANT
CUSTOMERS
TO FEEL
GOOD WHEN
SHOPPING.

Tap in to an
Emotion
(create the MOOD
that will elicit the
emotion)

KNOW YOUR TARGET MARKET



Apply “visual
merchandising”
to appeal to this
market



MOVEMENT



EXPRESSION

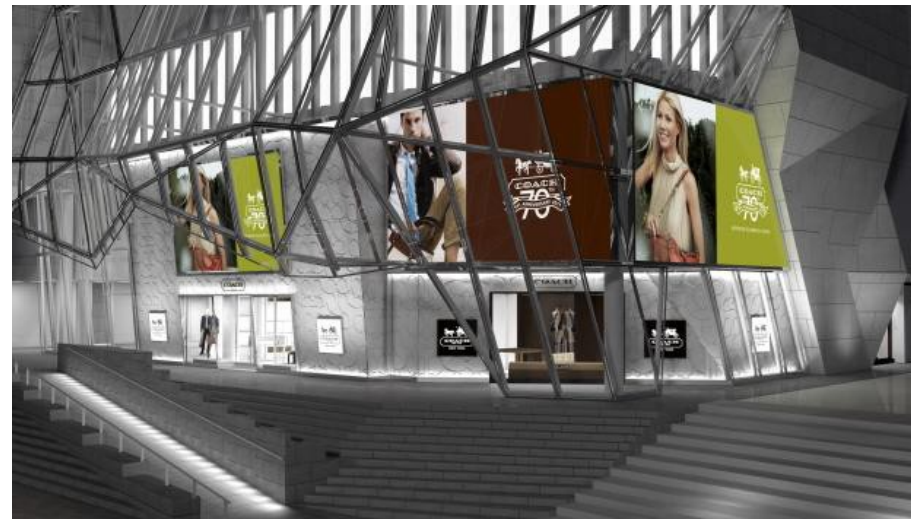
WHERE?

1. Store **FASCADE**
2. Store **LAYOUT**
3. Store **INTERIOR**
4. Store **DISPLAYS**



FASCADE

a store's sign or logo, marquee, banners, awnings, windows, and the exterior ambiance, and landscaping.



SIGNAGE

MUST

attract attention
project brand identity

Design should be original

Easily recognizable & conveys “image”

Name, letters, log, materials, and colors are used to *create the desired store’s image*



MARQUEE

Architectural canopy that extends over store entrance

- Most theatre entrances
- Highly visible
- Business can exploit the space for advertising



ENTRANCE

Designed with customer convenience and store security in mind



STORE LAYOUT

Store planners help determine amount of space needed for each area

DESIGN specific traffic patterns to encourage browsing and impulse shopping





Selling Space

used for interior displays, wall and floor merchandise, product demonstrations, sales transactions, and aisles for customer traffic flow



Storage space-

for items kept in inventory or stockrooms

COLOR, LIGHTING, GRAPHICS AND PAINT

Selected based upon
target market

All are used to *create
emotion with customer*



PRODUCT DISPLAYS

Displays and demonstrates use of products

Five Types of Displays

Closed Displays

Open Displays

Architectural Displays

Point-of-Purchase Display

Store Decorations



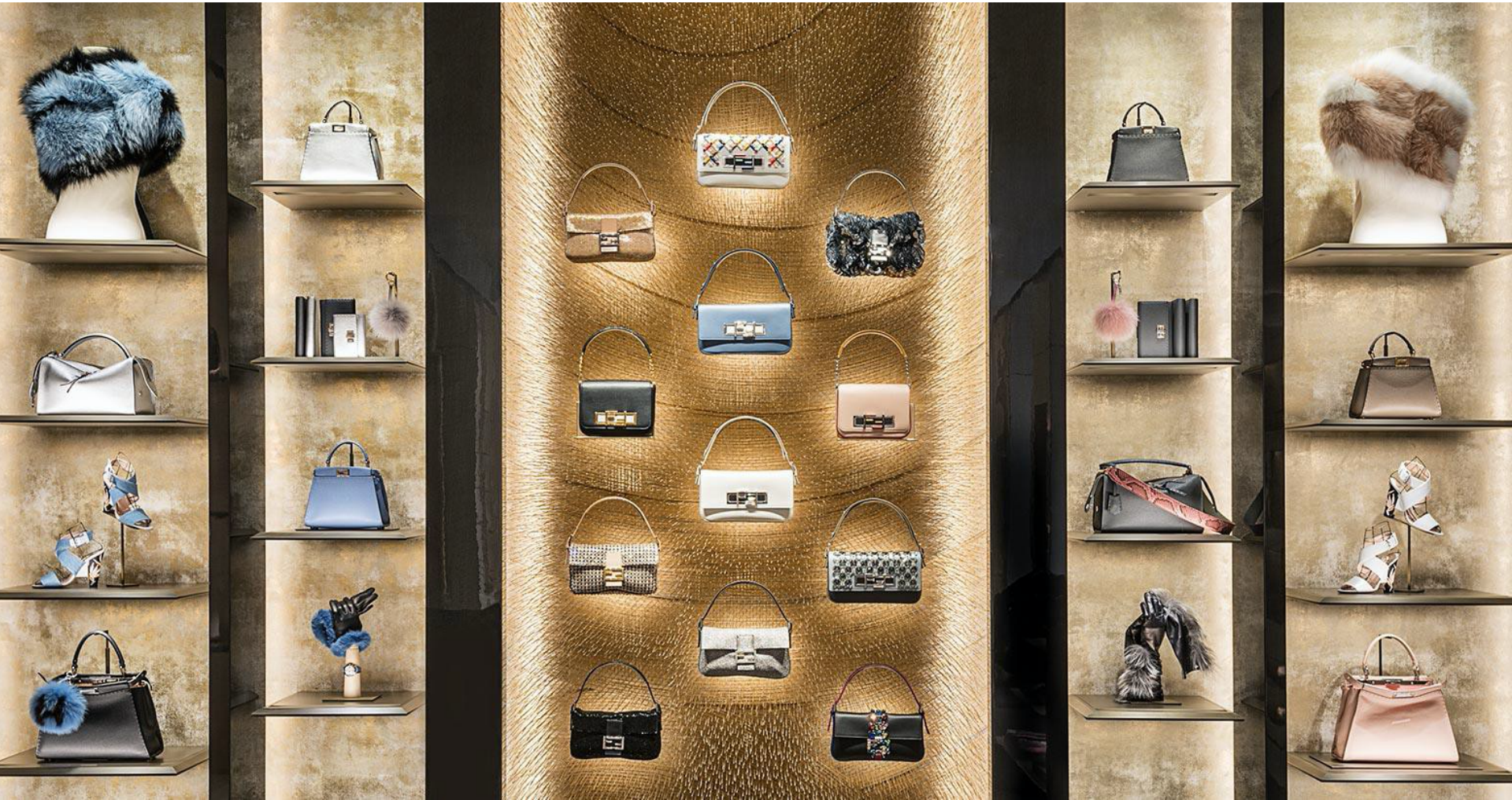
Closed Displays

allow customers to see product but not handle without assistance



OPEN DISPLAY

Allows customer to handle products without help of salesperson



ARCHITECTURAL DISPLAYS

Model rooms that show customers how merchandise will look in their homes



STORE DECORATIONS

Coincide with seasons or holidays.



FINAL THOUGHTS

VISUAL MERCHANDISING.....

refers to **anything that can be seen by the customer** inside and outside a store, including displays, decorations, signs and layout of space.

The **purpose** of visual merchandising is to **get customers into the store and spend money.**

Visual merchandising includes **how merchandise is presented** as well as the **store's total atmosphere.**

Visual merchandising **starts** on the **outside of the store** or its exterior presentation and carries on to the interior presentation.

Visual merchandising involves **determining in-store traffic flow patterns** to **calculate the best places to put displays** so the greatest number of people will see them.