


VISUAL MERCHANDISING IN RETAILS

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1. Introduction
2. Key VM Displays in Local Fairs
3. Methods for VM Enhancement
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What is Visual Merchandising ?

is major tool of business promotion
which is widely used to
attract customers & increase sales.

Elements Using:

Creations:

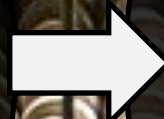
Color

Space

Product information

Sensory input – smell / touch / sound

Technologies – digital & interactive



Desire

Visual Impact

Excitement

Experience

KEY VM DISPLAYS IN LOCAL FAIRS



Wearable ELECTRONICS

Wearable Electronics

- PREMIUM QUALITY
- in-vehicle ELECTRONICS
- AUDIO
- GREEN
- Wearable ELECTRONICS
- PREMIUM QUALITY
- PREMIUM QUALITY
- AUDIO
- GPS
- PREMIUM QUALITY
- STYLISH
- BLUE TOOTH
- PREMIUM QUALITY
- STYLISH



Houseware
Home Textiles
Furnishings









EXIT →

HAL OF
ELEGANCE

bzyoo™

HAL OF
ELEGANCE





HOME
TEXTILES
& FURNISHINGS

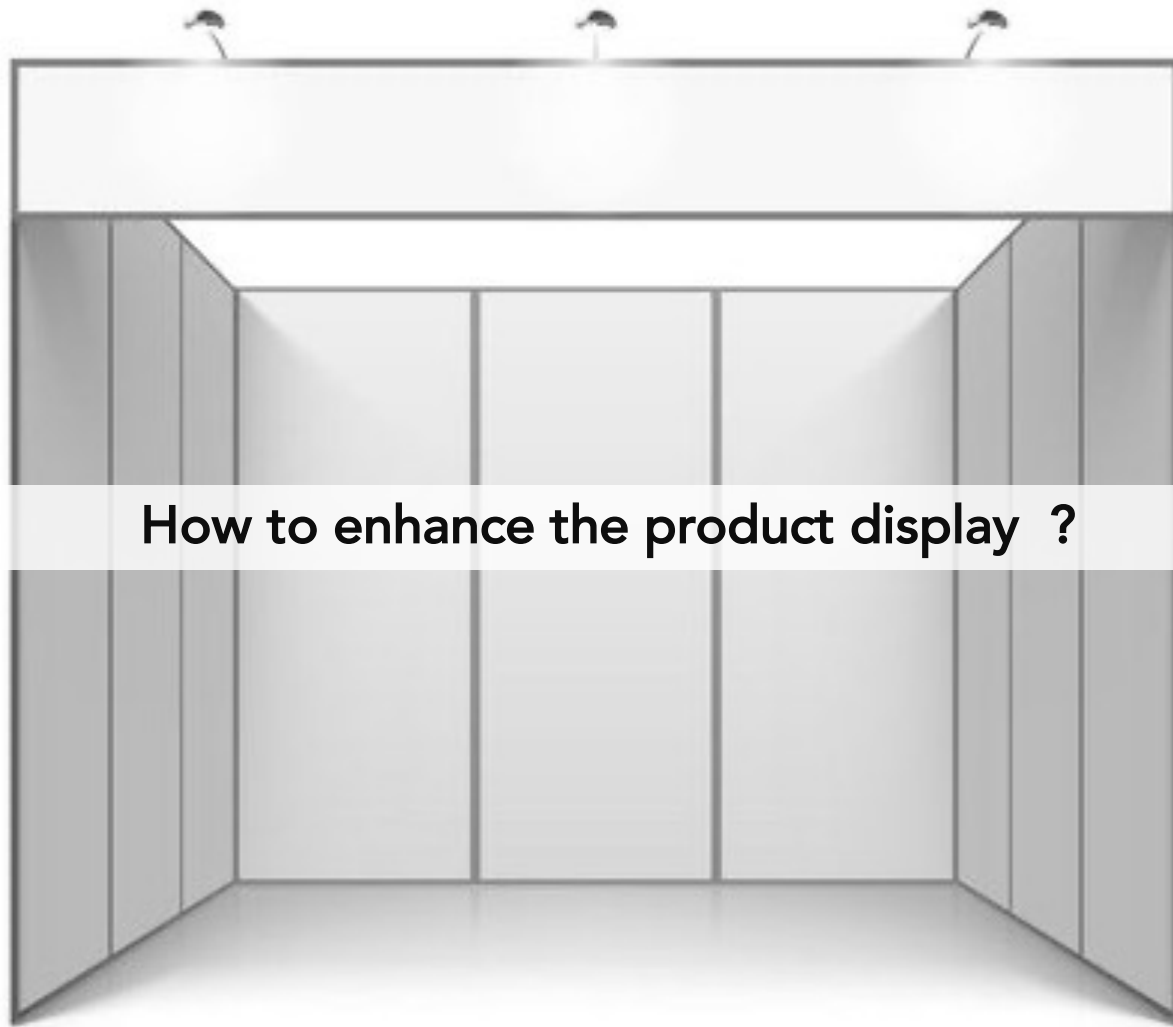
Hall 3B

Chinese Restaurant
MTC Administration Office
MTC Small Centre
MTC Gallery
MTC GSE Training Rooms
Elevator to
First Floor
Main Staircase
Compass Plaza
Harbour Kitchen
Outdoor First Floor Cafe





METHODS FOR VM ENHANCEMENT



How to enhance the product display ?

TIPS :

1. CREATE A THEME, TELL A STORY :

engaging the customer imagination

2. GROUPING / REPETITION:

group the similar products, impact created by volume

3. VISUAL TOOL APPLICATIONS:

drawing customer attention, frame the products for directing customer focus on the products

4. SELECT KEY PIECES TO SHOW OFF:

don't mix different style in a small spacing, select the key items to display

5. LAYERING :

create layer in display could let customer to discover more, aware angles of the display

6. CUSTOMER FLOW & STORE PLAN:

aware the customer flow

7. LIGHTING :

final step to highlight the products and guide visitors eye to focus on your products



1. CREATE A THEME, TELL A STORY :
- engaging the customer imagination

1. EXAMPLE OF CREATE A THEME :



1. EXAMPLE OF CREATE A THEME :





2. GROUPING / REPETITION :

- group the similar products
- impact created by volume

2. EXAMPLE OF GROUPING / REPETITION :



2. EXAMPLE OF GROUPING / REPETITION :





3. VISUAL TOOL APPLICATIONS :

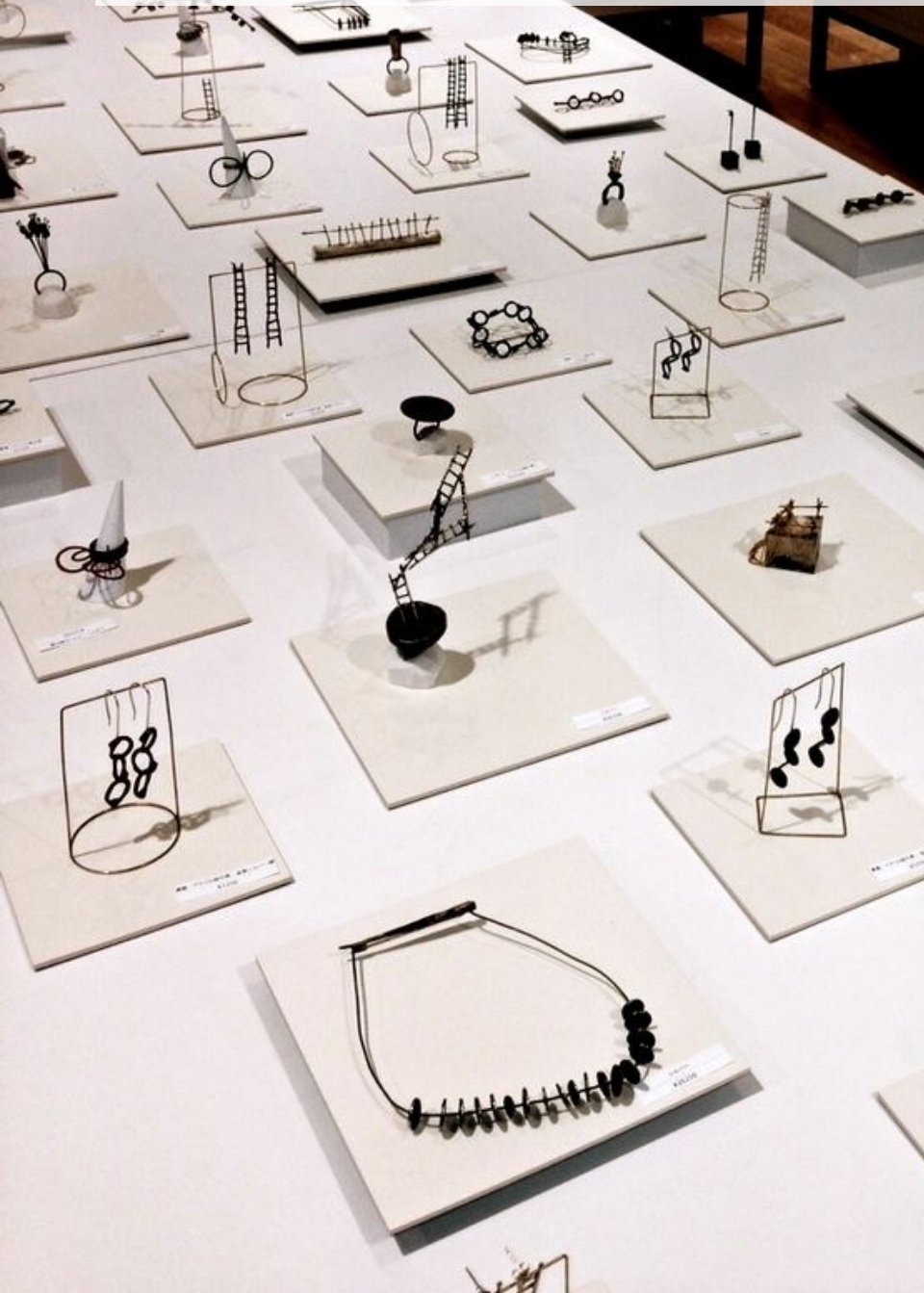
- drawing customer attention
- frame the products for directing customer focus on the products



3. EXAMPLE OF VISUAL TOOL APPLICATIONS :



3. EXAMPLE OF VISUAL TOOL APPLICATIONS :



3. EXAMPLE OF VISUAL TOOL APPLICATIONS :



A display of numerous gold arrows pointing towards a central diamond key pendant hanging from a necklace. The arrows are arranged in a circular pattern, creating a sense of focus and direction. The background is a soft, pinkish-purple gradient, and the floor is a light, reflective surface. The overall aesthetic is elegant and sophisticated.

4. SELECT KEY PIECES TO SHOW OFF :

don't mix different style in a small spacing, select the key items to display

4. EXAMPLE OF SELECT KEY PIECES TO SHOW OFF :



4. EXAMPLE OF SELECT KEY PIECES TO SHOW OFF :



The image shows a bright, modern retail store interior. On the left, a white wall-mounted display rack holds various items, including colorful tote bags and small product boxes. A long white counter runs along the bottom left, displaying more merchandise, including a box labeled 'POP UP CHINA'. In the center, a large multi-paned window looks out onto a green outdoor area. To the right, a white counter holds a variety of products, including jars and containers. A large digital screen on the right wall displays a grid of black and white portraits. The floor is a light, neutral color, and the ceiling features recessed lighting tracks.

5. LAYERING :

- create layer in display could let customer to discover more
- aware angles of the display

Designgallery
09 016

5. EXAMPLE OF LAYERING :



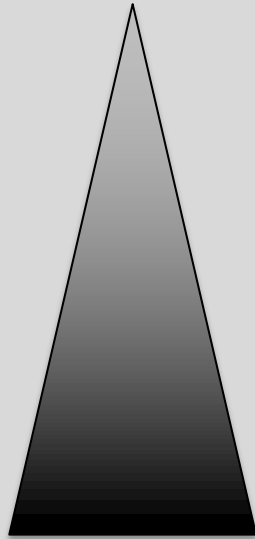
5. EXAMPLE OF LAYERING :

Volume

Smaller



larger



Color

light



Dark

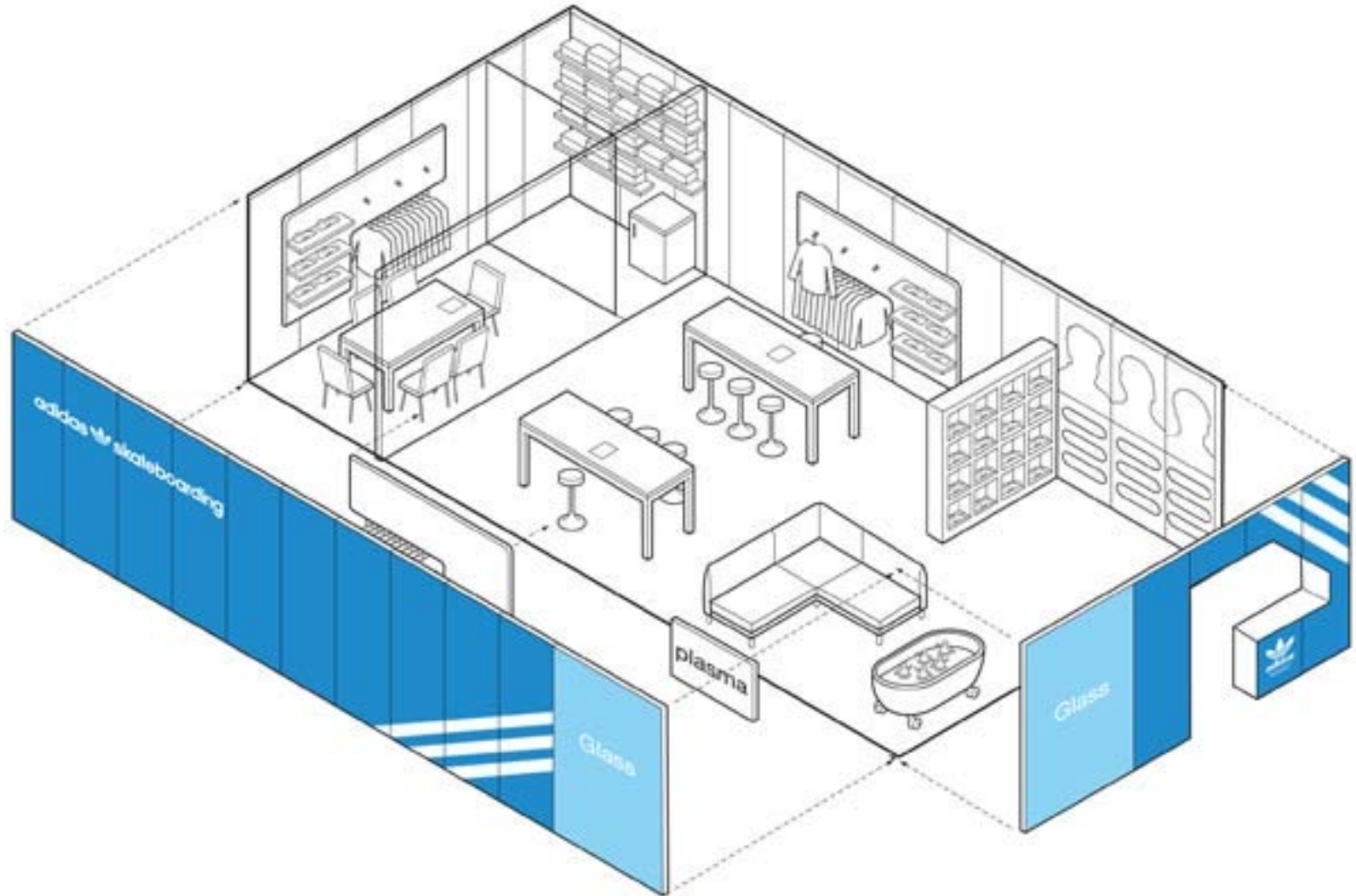




6. CUSTOMER FLOW & STORE PLAN:
aware the customer flow



6. EXAMPLE OF CUSTOMER FLOW & STORE/BOOTH PLAN :



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6. EXAMPLE OF CUSTOMER FLOW & STORE/BOOTH PLAN :

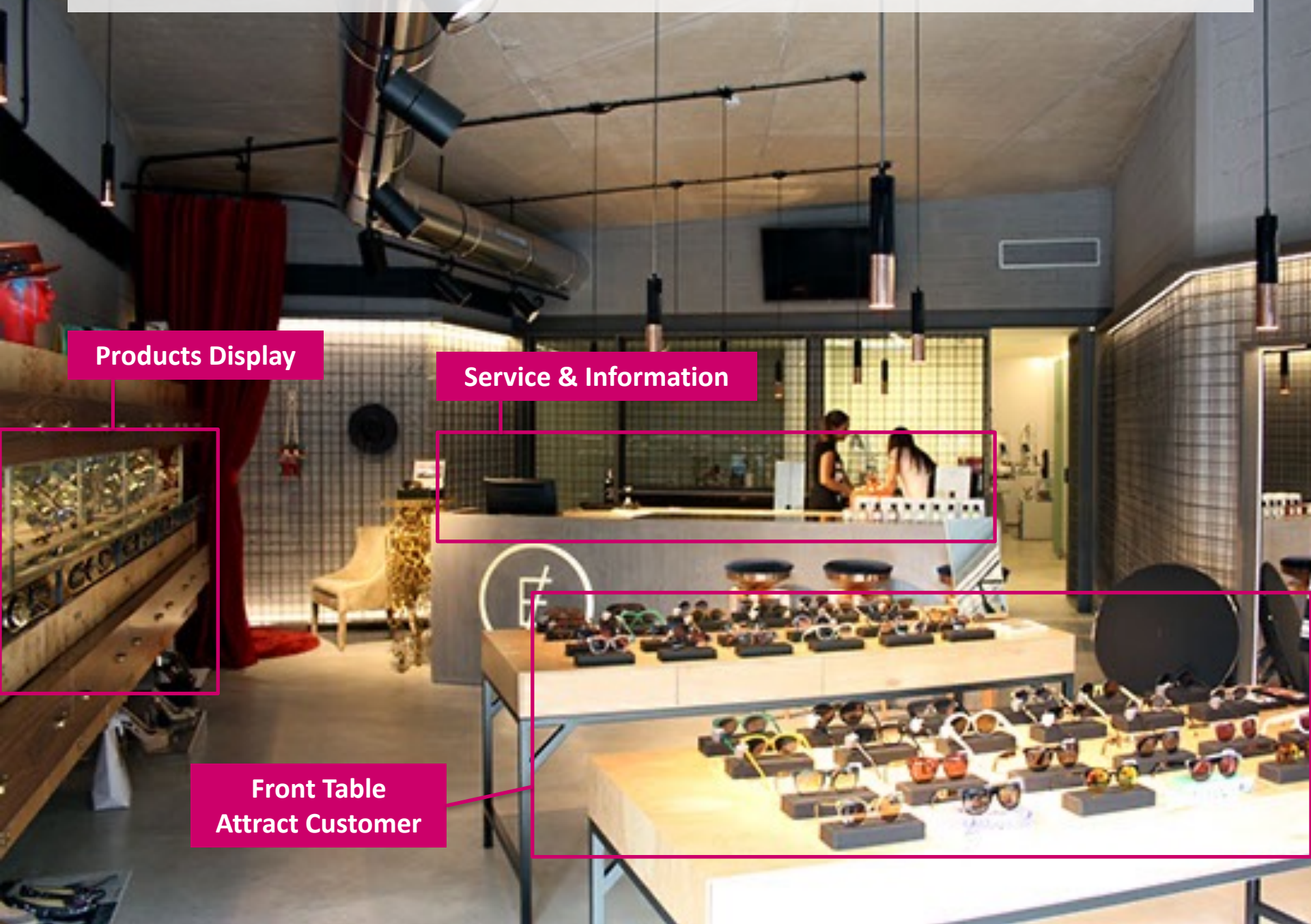
Visual / Information

Products Display

Welcome Visitors



6. EXAMPLE OF CUSTOMER FLOW & STORE/BOOTH PLAN :



Products Display

Service & Information

Front Table
Attract Customer



7. LIGHTING :

final step to highlight the products and guide visitors eye to focus on your products

7. EXAMPLE OF LIGHTING :



7. EXAMPLE OF LIGHTING :



USEFUL LINKS

store design / hotels & restaurants / exhibit design / office & healthcare /
furniture / lighting / fashion & design / materials / branding /
visual merchandising / eco

FEBRUARY, 2023

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store design

Add to collection 

LVWA Bookstore by Studio YUDA + Studio NOR

posted by retail design blog on 2023-02-08

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- 3 SCENERY ALLEY
- 4 Alienware flagship store by Gramco, Chongqing - China
- 5 'WE' grocery store in Moscow

NEW EDITION



LAUNCHED NOVEMBER 2021

Harvey Nichols, London



We remember (and have photos of) the launch of this flyer collection of mannequins from Rootstein at this store right now. The New York showroom was particularly stunning. They are quite a difficult collection to use but so beautiful. As always Harvey Nichols have pulled it out of the bag with this gorgeous scheme at their Knightsbridge store.



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OVER 5 MILLION VISITORS...!

5,122,286

Harlequin-Design



Click on image for information

Retail Visual Merchandising and Display Show



Click on image for Information



IMPORTANT INFORMATION

www.retailstorewindows.com is offered as a free information site capturing the zeitgeist on the streets of anywhere that we find ourselves and given to the world purely for the benefit of those who are interested in this area of commercial interiors and Visual Merchandising but unable to visit these places themselves.

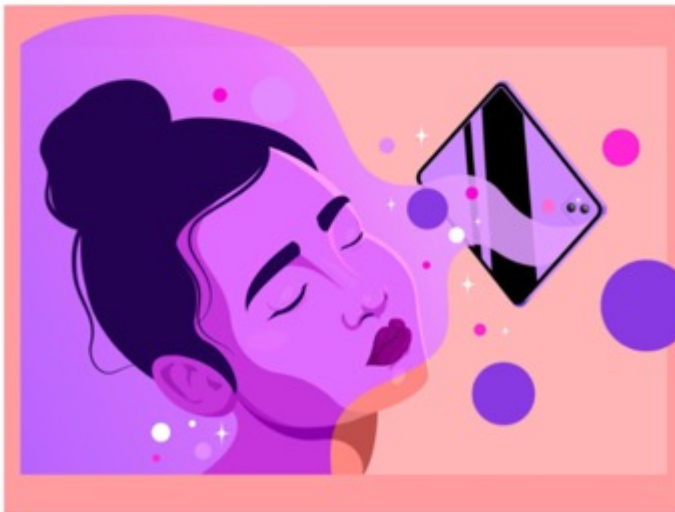
We are happy to help those who wish to be a part of the Visual Merchandising Industry, however, beyond our contracted obligations, as with Medical and Legal Advice, we offer Advertising space, Consultancy services, Career support, Curricula Vitae and Academic advice as chargeable services.

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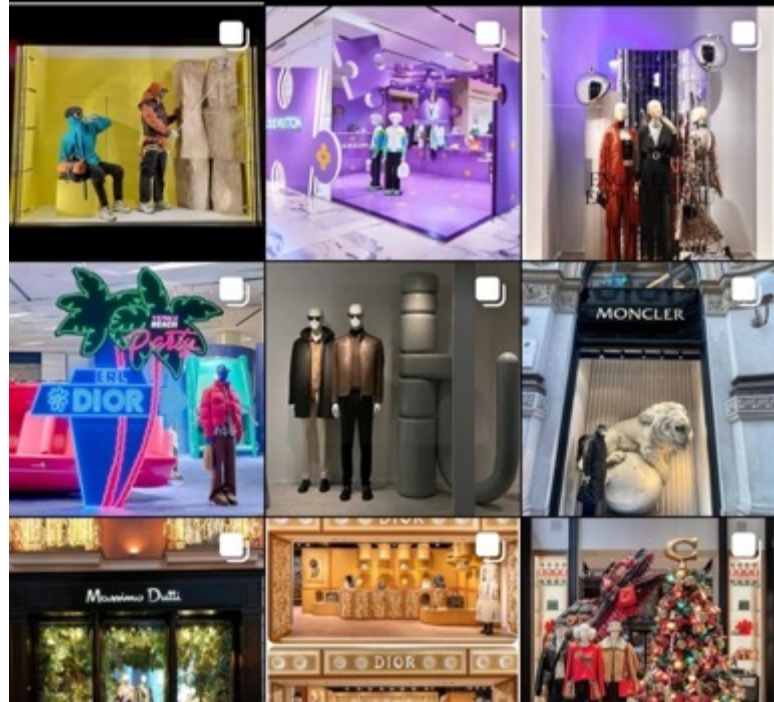


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THANK YOU !