

# Aesthetic STORE



# Themed Visual Merchandising Display – “Summer Breeze”

## Overview

“Summer Breeze” is a conceptual visual merchandising design crafted to promote a seasonal fashion collection for an aesthetic storefront. This layout combines fashion, floral accents, and cheerful character illustrations to evoke the warmth and charm of summer.

## Theme Concept

Inspired by the easygoing feel of summer and inspired visual trends, the design features:

- "stylized storefront" with flowing curtains and floral décor
- "male and female couple" posing playfully and engaging with the ambiance
- "central rack" showcasing seasonal outfits in soft, breathable silhouettes
- Subtle "props" like watermelon, floral mannequins, and ambient lighting for enhanced storytelling
- "Summer Breeze" banner that sets the tone and season of the collection

## Tools Used

Canva – Layout design, character creation, props  
Pinterest – Mood board and trend inspiration

## Use Case

This design can be adapted for:

- Visual merchandising proposals
- Storefront concept presentations
- Portfolio for fashion marketing or visual display design roles
- Inspiration for seasonal marketing campaigns

## Credits

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