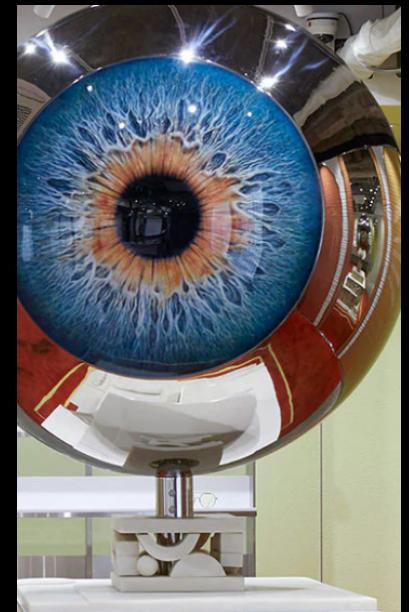


Visual Merchandising





@bunnysmeesh

Gentle Monster by you

Lott IC1



@gilswewind

Gentle Monster by you

Duda 02(G)

What is VMD?

VMD(Visual Merchandising) which is a combination of the words Visual(visualization) + MD(merchandising) refers to marketing strategy which integrates several elements including visual display, and production, interior design, display, POP, product planning, sales promotion, sale service, service of employees and planning activities which goods and brand are presented visually so that consumers can select goods effectively.





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Visual Merchandising



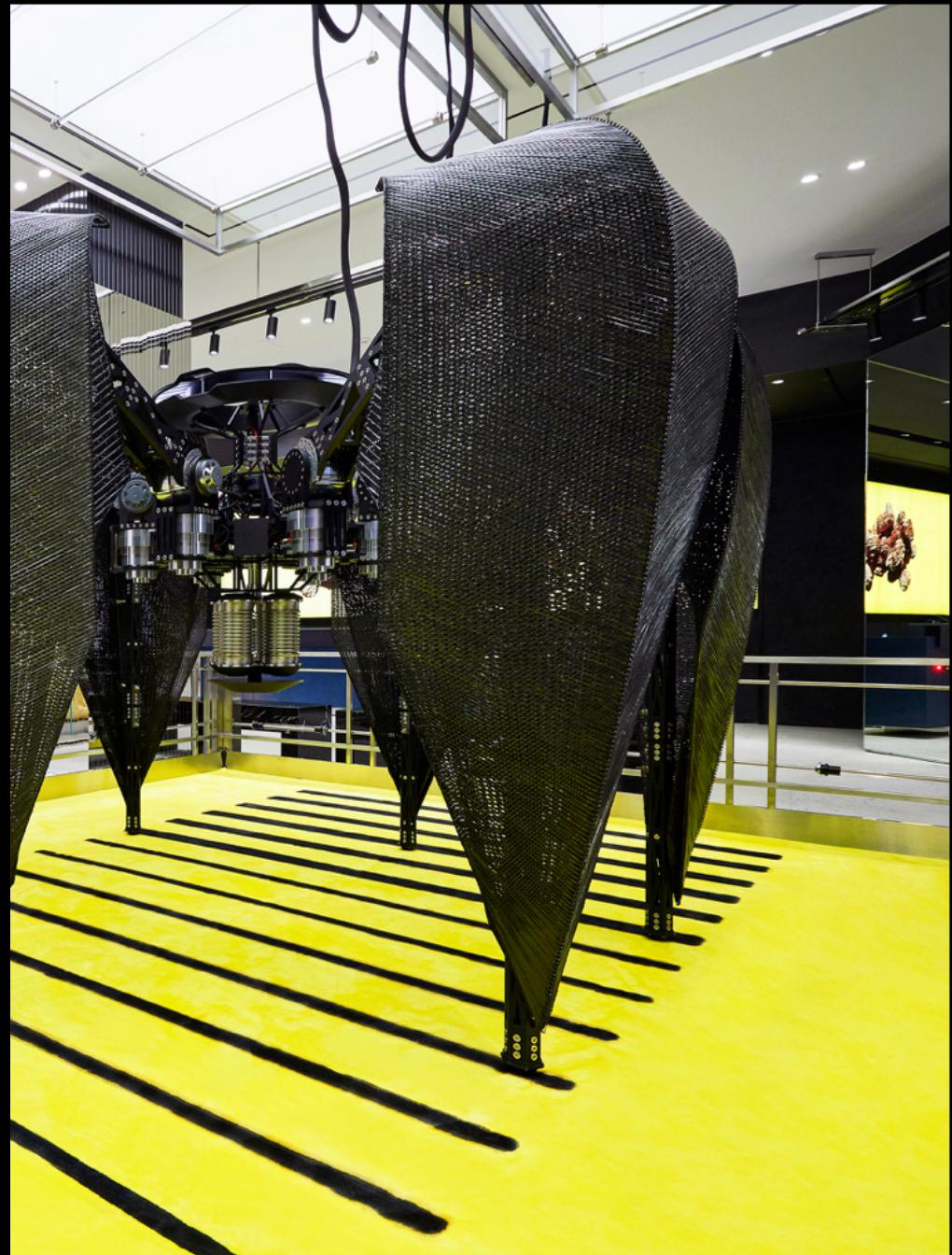
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@gilswewind Gentle Monster by you Duda 02(G)

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Hajin Son



The concept of Gentle Monster's Visual Merchandising is said to focus on capturing the feelings of consumers rather than showing the product.



Today's consumers tend to identify themselves with goods brand and prefer a brand which reflects their lifestyle. Accordingly, emotion and VMD as well as awareness, image, attitude and loyalty which are components of brand are considered important.

VMD can serve as a tool which can deliver brand image to consumers effectively in terms of design marketing strategy and raise sales productivity by inducing consumption of potential customers.





Gentle Monster Lotte Dongtan



Gentle Monster Lotte Singapore