

Visual Merchandising



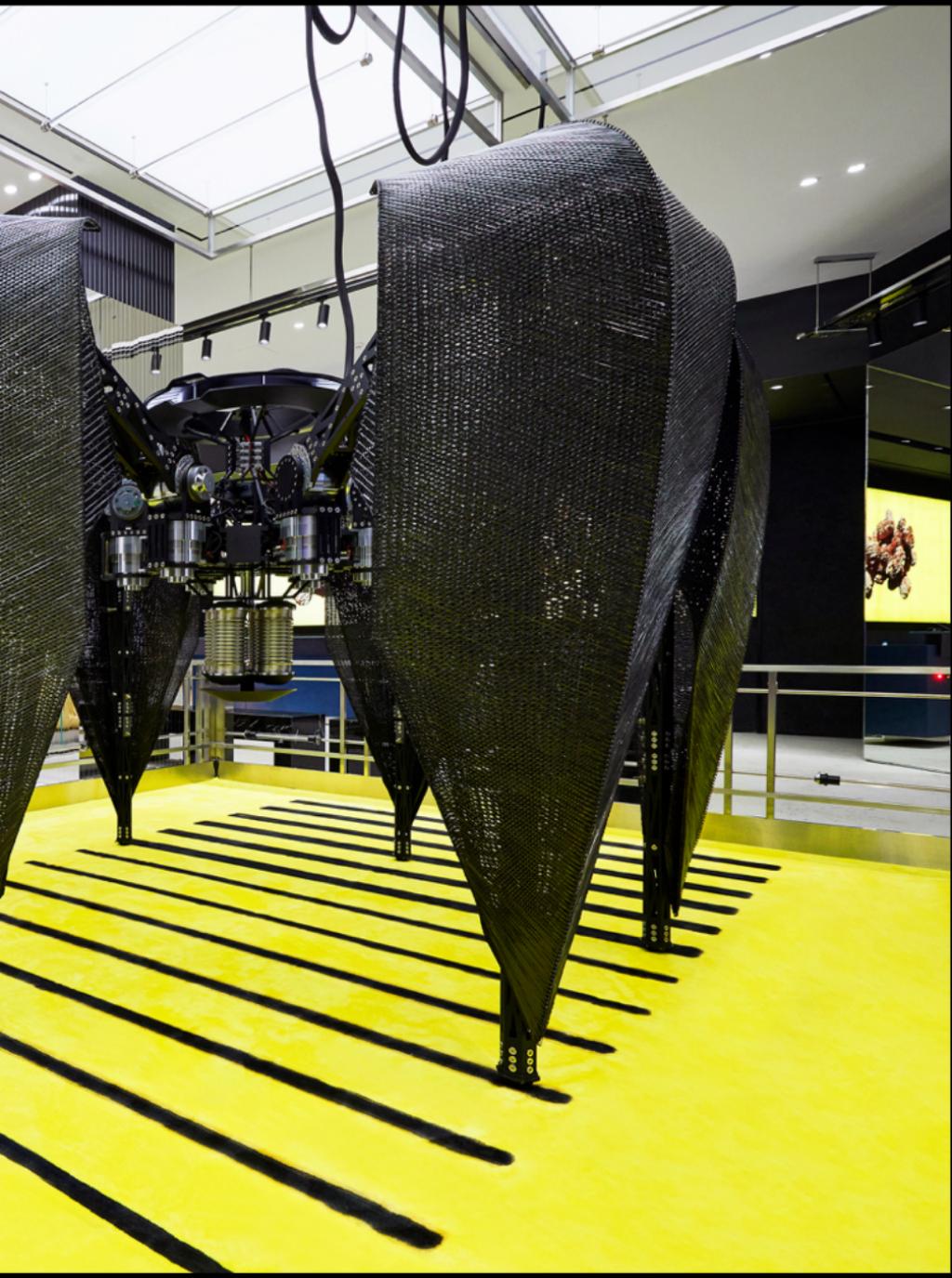
What is VMD?

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.

Gentle Monster

Gentle Monster is a South Korean designer eyewear brand that was founded in 2011. The brand is known for its avant-garde and experimental designs, as well as its unique in-store experiences. Gentle Monster's eyewear collections feature innovative shapes and materials, often incorporating bold colors, textures, and architectural elements.





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





Gentle Monster Lotte Dongtan



Gentle Monster Lotte Singapore

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





Maison Margiela × GENTLE MONSTER

PARIS



Maison Margiela x Gentle Monster

Gentle Monster designs a space to give customers a unique excitement and creates a shop so that objects look like one piece of art.



