

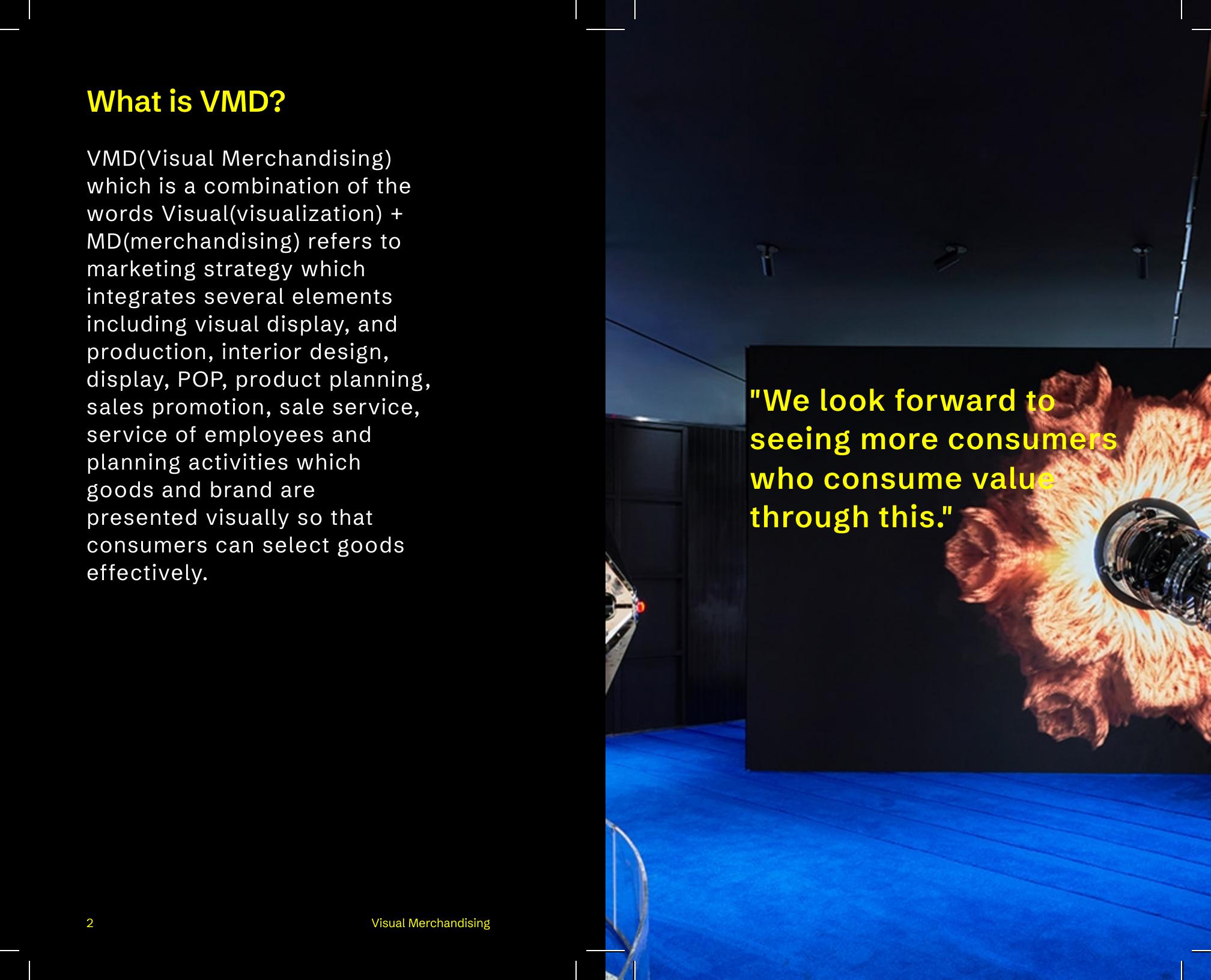
Visual Merchandising

Gentle Monster Costa Mesa, themed 'The Evolution,' imagines a plant at the height of its evolution. Reinterpreting the natural process of growth and transformation, the store features kinetic installations, video artwork, and objects that depict mechanisms of evolution, allowing visitors to experience the intersection of two conflicting emotions: tension and beauty.



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.

A photograph of a dark room, likely a theater or exhibition space. In the foreground, a curved blue wall is visible. To the right, a large screen displays a dramatic image of a rocket launching from a platform, with a bright orange and yellow flame at its base. The text "We look forward to seeing more consumers who consume value through this." is overlaid in white.

"We look forward to seeing more consumers who consume value through this."

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

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.



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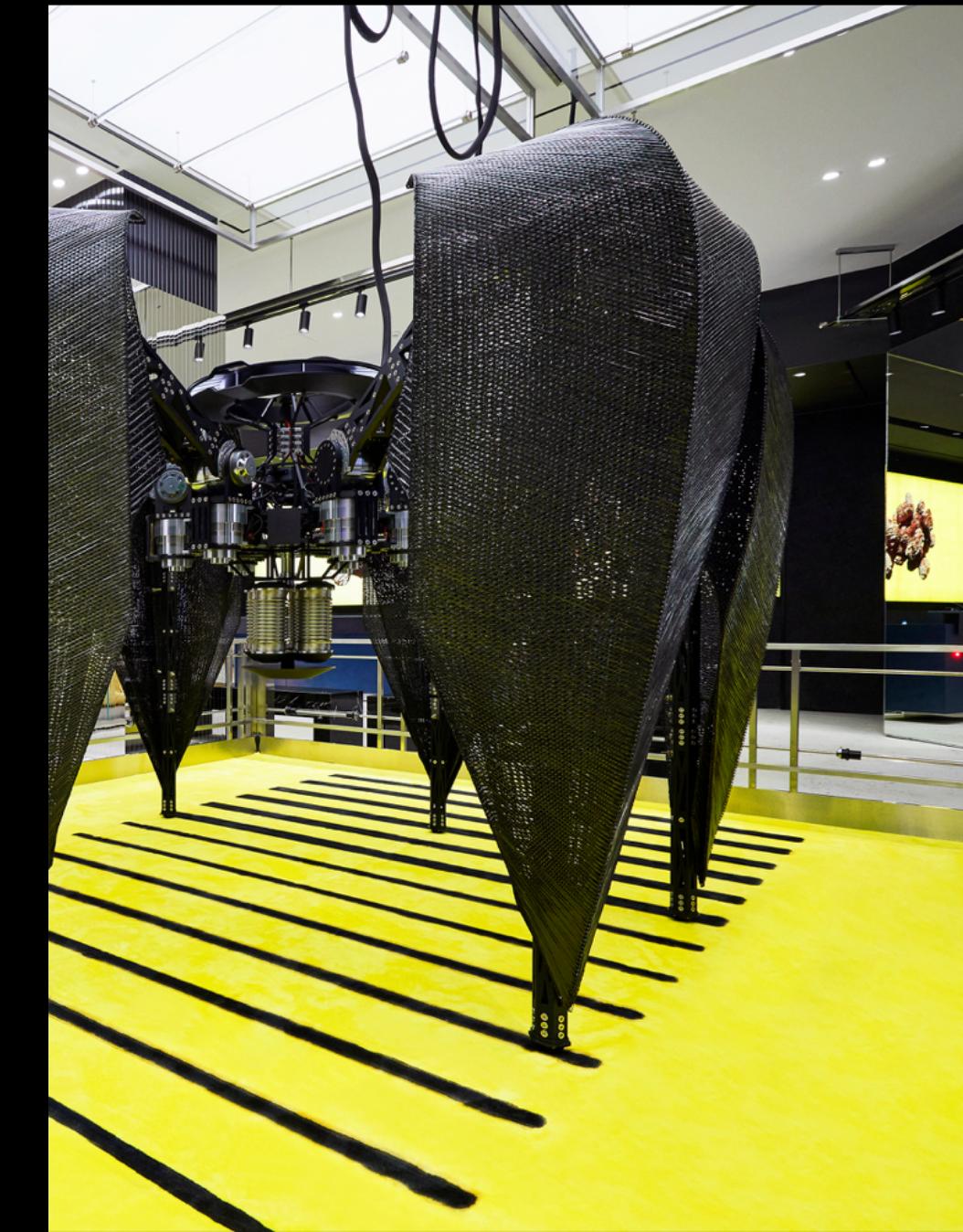
Visual Merchandising



Maison Margiela x Gentle Monster

Hajin Son

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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 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.





Gentle Monster Lotte Dongtan



Gentle Monster Lotte Singapore