

# Visual Merchandising



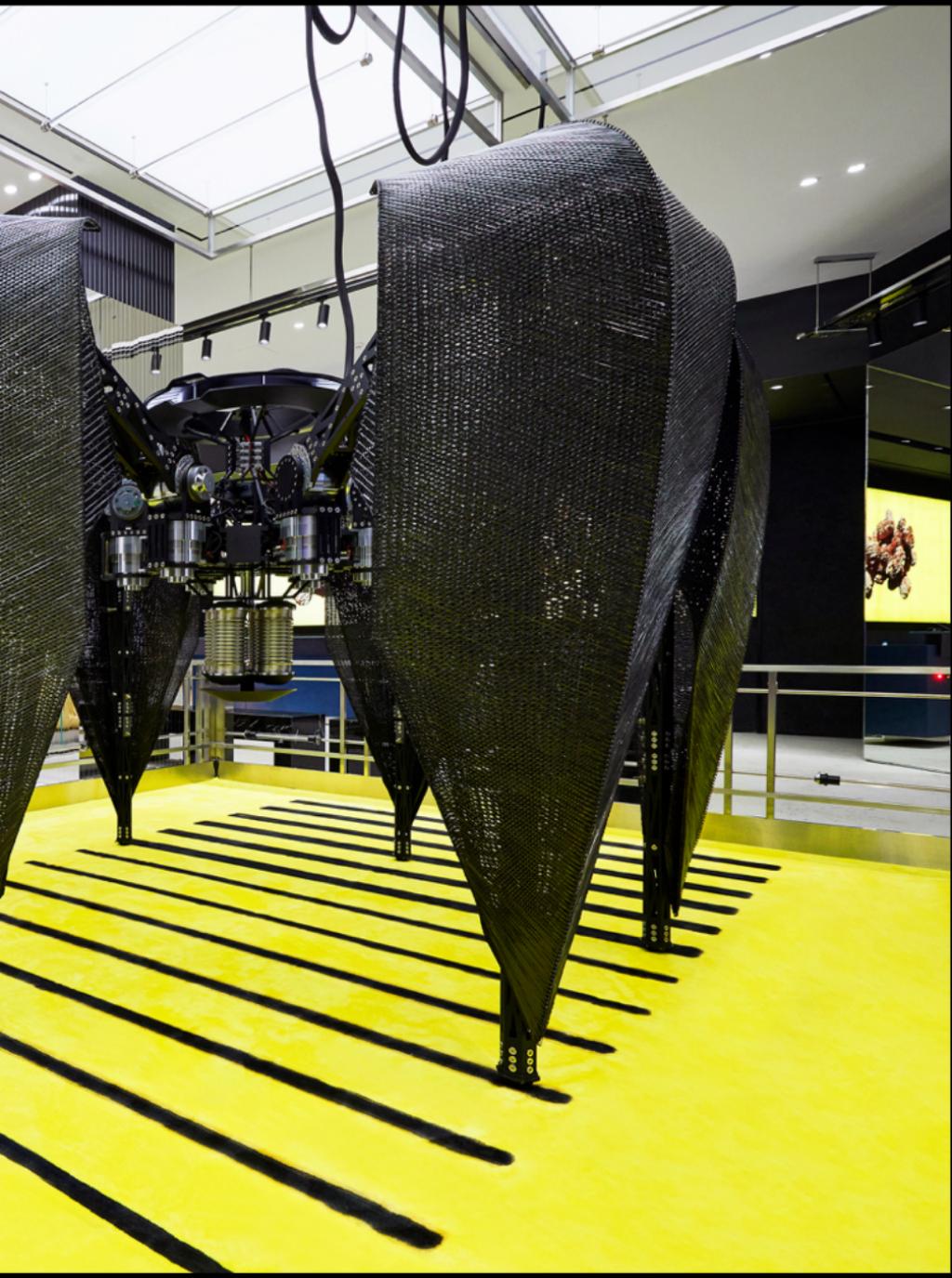
# **What is VMD?**

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.**

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



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.

