

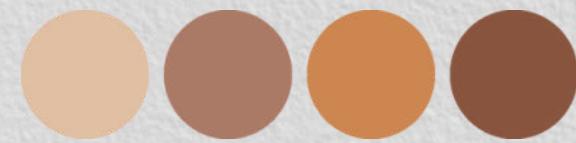
Visual Merchandising

SEMINAR 1

Presented By:

Bhavika Vig

Youvakshi Thakur



About Shantanu & Nikhil

Shantanu and Nikhil delineates progressivism and distinctiveness by encapsulating the vibrancy of vintage India and blending it with the glee and excitement of Modern India.

Shantanu & Nikhil as a brand aims to become the predominant occasion-wear choice for contemporary luxury shoppers around the globe.



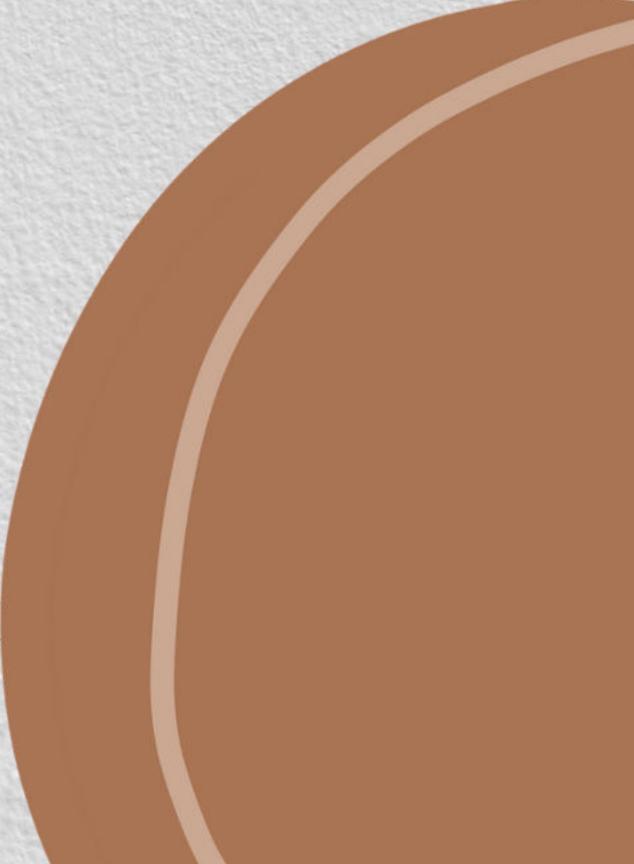


About Manyavar

Manyavar began its journey as a thought in 1999 when Ravi Modi ventured into a family business which revamped men's ethnic wear.

Manyavar's growth as a brand is also heavily attributed to its extensive focus on marketing and advertising that boasts of the highest advertising budget in the industry. While it started out as a wedding- wear brand, over time there has been a paradigm shift from wedding to celebrations on the whole and the new campaigns' focus on branding the label as Celebration wear.





**a visit at
shantanu &
nikhil and
manyavar**

phoenix marketcity.



**shantanu
& nikhil**



minimalistic & modern



Shantanu & Nikhil are known for their contemporary and minimalistic designs. The merchandise display is likely to reflect this aesthetic, with clean lines, sleek surfaces, and a sense of simplicity.





monochrome color scheme



Shantanu & Nikhil often incorporate a monochrome color palette in their collections, particularly shades of black and white. This could be reflected in the merchandise display, with a focus on these colors and a visually cohesive arrangement of products.



statement pieces



Shantanu & Nikhil designs often feature statement silhouettes, architectural drapes, and bold details. The merchandise display may showcase these unique pieces prominently, either on mannequins or as standalone items on pedestals or platforms.





attention to detail



Shantanu & Nikhil are known for their meticulous attention to detail. The merchandise display may highlight this aspect by featuring close-up shots or vignettes that draw attention to the intricate craftsmanship or embellishments of the garments.





styling and accessorizing



Shantanu & Nikhil collections are often styled with carefully curated accessories, such as belts, statement jewelry, or headpieces. The merchandise display may incorporate these accessories to showcase the full styling potential of the garments.



lighting and ambience

Lighting plays a crucial role in creating the right ambience and mood in a merchandise display. Shantanu & Nikhil stores may use sleek spotlights or soft directional lighting to highlight specific products and create a sophisticated and elegant atmosphere.

FORCASTING

- 
- 
1. Collection trends and inspiration: Shantanu and Nikhil keep a close eye on global fashion trends, runway shows, and industry events to understand the latest styles, colors, and designs.
 2. Market research: The designers conduct market research to gather insights on customer preferences, emerging fashion movements, and competitor analysis.
 3. Collaboration with retailers: Retailers often have insights into customer buying behavior and can provide valuable information on demand fluctuations, which aids in forecasting.
 4. Upcoming World Cup: The predicted collection for the upcoming World Cup between India and Pakistan, the brand has created to showcase the work highlighting the main aspects of cricket adding to their Cricket Club Collection.

images of in-store



manyavar

colorful and vibrant



Manyavar is known for its vibrant and rich color palette. The merchandise display is likely to feature a variety of colors, such as shades of red, green, blue, and gold, to showcase the range of options available.



traditional silhouettes



Manyavar specializes in traditional Indian wear, particularly for men. The merchandise display may include a range of traditional silhouettes such as sherwanis, kurta sets, and Indo-Western outfits, to showcase the diverse choices available for customers.

embellishments and details

Manyavar garments often feature intricate embellishments, such as embroidery, mirror work, or sequins. The merchandise display may highlight these details by featuring close-up shots or magnified images of the intricate craftsmanship.

grouped product arrangements

Manyavar stores often organize their merchandise by collections or themes. The merchandise display may follow a similar approach, with groupings of similar garments arranged together to create a cohesive and visually appealing display.



ethnic accessories



Manyavar offers a range of accessories to complement their outfits, such as turbans, pocket squares, and brooches. The merchandise display may feature these accessories alongside the garments to offer customers a complete look.





floor-to-ceiling visuals



Manyavar stores often use floor-to-ceiling visuals or merchandising fixtures to create an impactful and immersive environment. These visuals may feature images of models wearing Manyavar outfits or showcase the brand's latest collections.



mannequins and dress forms



Manyavar stores frequently utilize mannequins or dress forms to display outfits and demonstrate how they can be styled. These forms may be positioned strategically throughout the store to showcase different outfit options.



FORECASTING

1. Historical data analysis: Manyavar analyzes historical sales data to identify patterns, trends, and seasonality in customer demand. This analysis helps them make informed decisions about future demand based on previous sales performance.
2. Demand planning: They consider factors such as customer behavior, regional preferences, seasonal variations, and upcoming festivals or events that may impact demand for ethnic wear.
3. Feedback and input from retail partners: Retail partners often have insights into local market conditions, customer preferences, and demand trends, which can help in refining forecasting models.
4. Seasonal variations and trend analysis: They consider factors such as festival seasons, wedding seasons, and changing fashion preferences to forecast demand and plan their product assortments accordingly.

images of in-store



Thank You