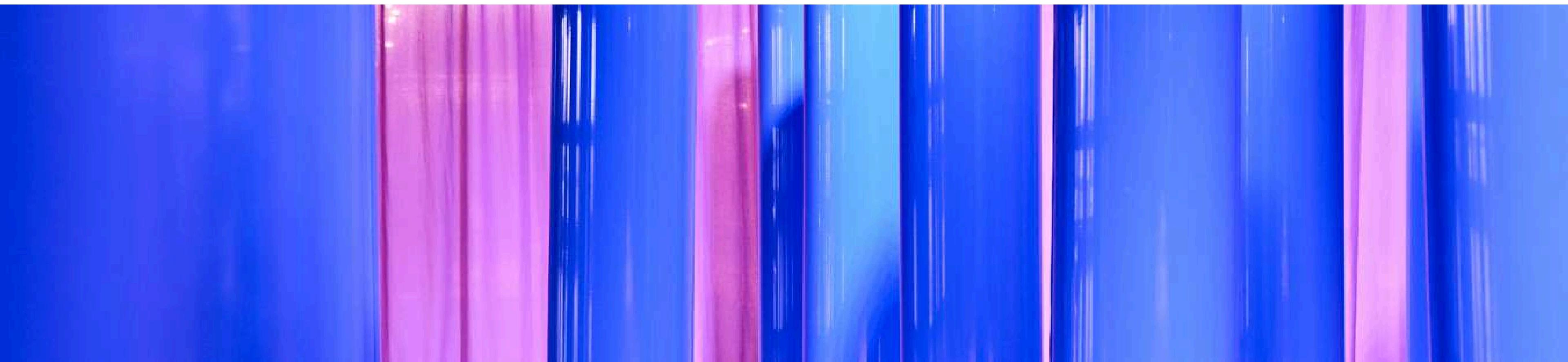


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Learn
Grow
Innovate

FROM BRAND IDENTITY TO BOOTH DYNAMICS: BECOME AN EXPERT AT VISUAL MERCHANDISING



01

WHAT IS IT (FOR)?

- Definition
- Objectives

WHAT IS VISUAL MERCHANDISING?

Visual merchandising is the practice in the retail industry of **optimizing the presentation of products and services to better highlight their features and benefits.**



WHAT IS IT FOR?

- To promote the brand and its visual identity.
- To make it easier to discover products and encourage interaction.
- To optimise space for a clear and engaging presentation of collections.
- To attract visitors' attention and generate traffic to the booth.

02

VISUAL IDENTITY & BOOTH LAYOUT

- Brand identity consistency
- Layout & spatial psychology



BRAND IDENTITY CONSISTENCY

- Follow the brand's aesthetic guidelines (colors, materials, style).
- Use distinctive elements to highlight identity (logo, signage, atmosphere).

WHAT'S YOUR BRAND'S IDENTITY?

- Write down 3 adjectives that define your brand and 1 visual element that best embodies them.

PICK A BOOTH LAYOUT & CURATE THE FIRST 1 METER LIKE A SHOP WINDOW.

SEMI-OPEN



OPEN



IMMERSIVE



BE AWARE OF NATURAL FLOW PATTERNS.

People tend to **turn right** upon entering and move in a **semi-clockwise flow**.



- Place key stories or premium collections along the right wall.
- Use back walls for depth, storytelling, or high-impact visuals.



HAVE A WELCOMING BUYER-MEETING AREA.

Chair placement matters!

Leave the front table side free to encourage people to come to talk to you.



DEMONSTRATION & CUSTOMER EXPERIENCE

■ Make your booth your product's centre stage.
Showcase it!

■ Business meetings can be more than just that. Offer an interactive moment & an experience they'll remember.

03

PRODUCT PRESENTATION

General tips
Clothing
Accessories

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SPACE OUT THE PRODUCTS FOR CLEAR
READING.

GENERAL TIPS



PLAY WITH DIFFERENT HEIGHTS TO
MAKE THE PRESENTATION MORE
DYNAMIC.



MANNEQUINS AND SILHOUETTES

- Keep mannequins at angles facing the aisle to draw people in.
- Vary your poses for a more lively and natural effect.
- The mannequins you choose say something about your brand. Use them as an additional storytelling tool!

GENERAL TIPS



OVERCROWDING REDUCES PERCEIVED VALUE.

Hang a maximum of 5 to 7 items per rack.

CLOTHING

ORGANIZE BY THEME, STYLE, OR COLOR PALETTE FOR EASY READING.



ACCESSORIES

ACCESSORIES

- Display on dedicated stands (showcases, podiums, tables).
- Use height elements to structure the space (multi-level displays).



**STYLE ACCESSORIES WITH OUTFITS
TO INCREASE PERCEIVED VALUE.**

04

MAINTENANCE & REVITALIZATION

Design for easy maintenance

Micro-refreshing the booth

Adapting displays based on real-time buyer behavior

Keeping team energy high

BUILD “SELF-MAINTAINING” DISPLAYS

Choose display methods that stay tidy even with high visitor interaction:

- Limit folded items to a maximum of 3 per pile
- Use clips, pins, or subtle weights to stabilize mannequins' clothing
- Choose fixtures that limit movement (e.g., weighted bases, locked rails)
- Arrange a hidden space for your extra stuff to keep your stand neat and tidy.



KEEP A SMALL STAGING KIT AT HAND:

- Lint roller
- Pins, clips, safety pins
- Wipes for surfaces
- Spare hangers
- Double-sided tape & scissors
- Lint-free cloth for accessories/shoes
- Spare lookbooks or cards



THE “RESET RITUAL” (EVERY 2-3 HOURS)

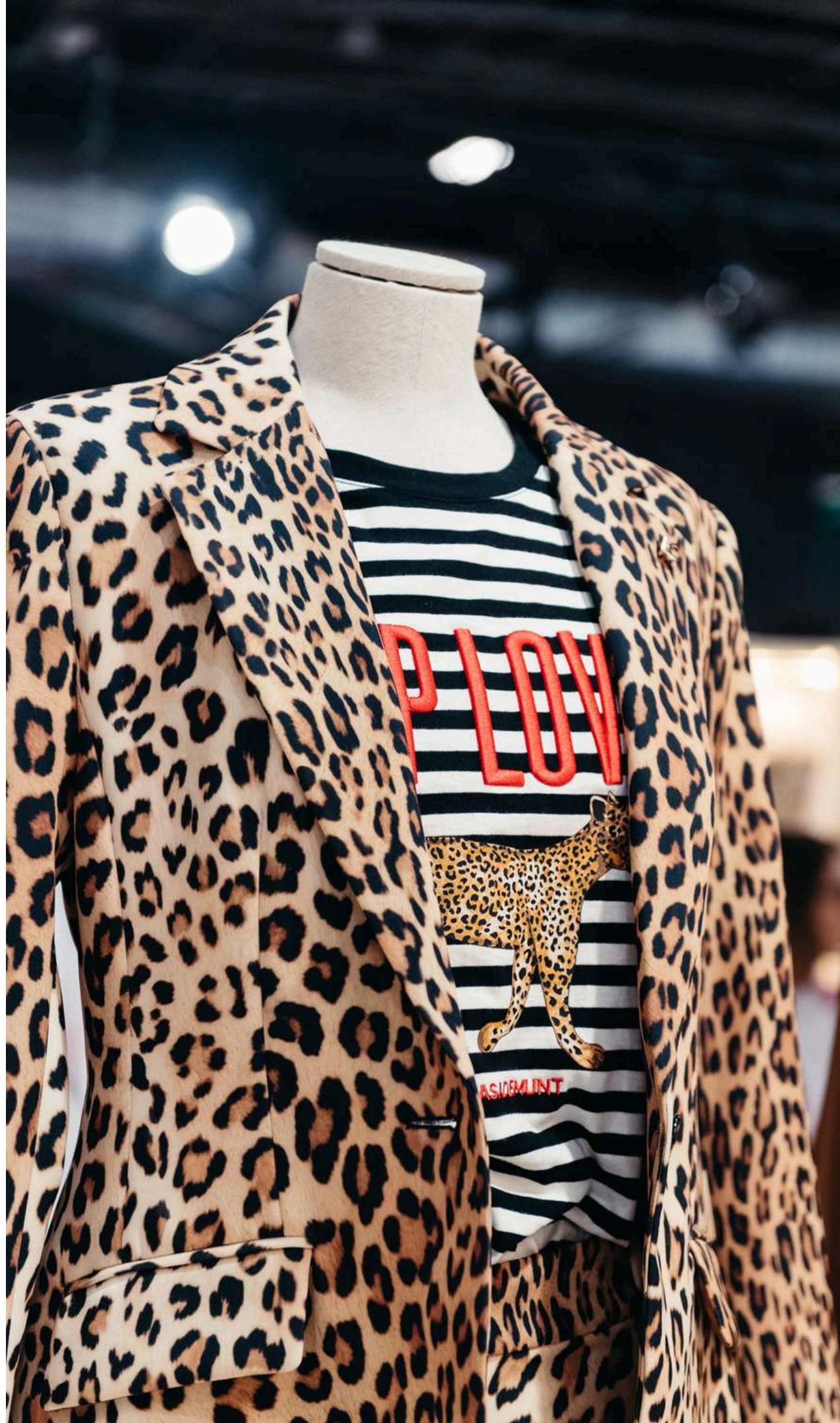
- Straighten hangers to face the same direction
- Refold or re-stack items that have been touched
- Smooth out or restyle mannequins
- Remove unnecessary clutter from surfaces
- Wipe mirrors and glass elements



DAILY “MINI MAKEOVER” (MORNING + MIDDAY)

- Rotate one mannequin outfit
- Change the frontal color story or outfit combination
- Move a bestselling item into the front hero zone
- Replace tired-looking samples with fresher ones from storage

Small changes create new curiosity—buyers walking past multiple times will notice.



ADAPTING DISPLAYS BASED ON REAL-TIME BUYER BEHAVIOUR

Watch how visitors naturally move:

- Do they cluster at one rack?
- Do they consistently overlook a collection?
- Are shoppers ignoring a mannequin?
- Are people touching certain items in particular?





RESPOND TO BOTTLENECKS

If you observe crowded or awkward areas:

- Remove a prop or small piece of furniture.
- Increase spacing between racks by just 10–15 cm.
- Redirect traffic by repositioning a mirror or mannequin.

RETHINK UNDERPERFORMING AREAS

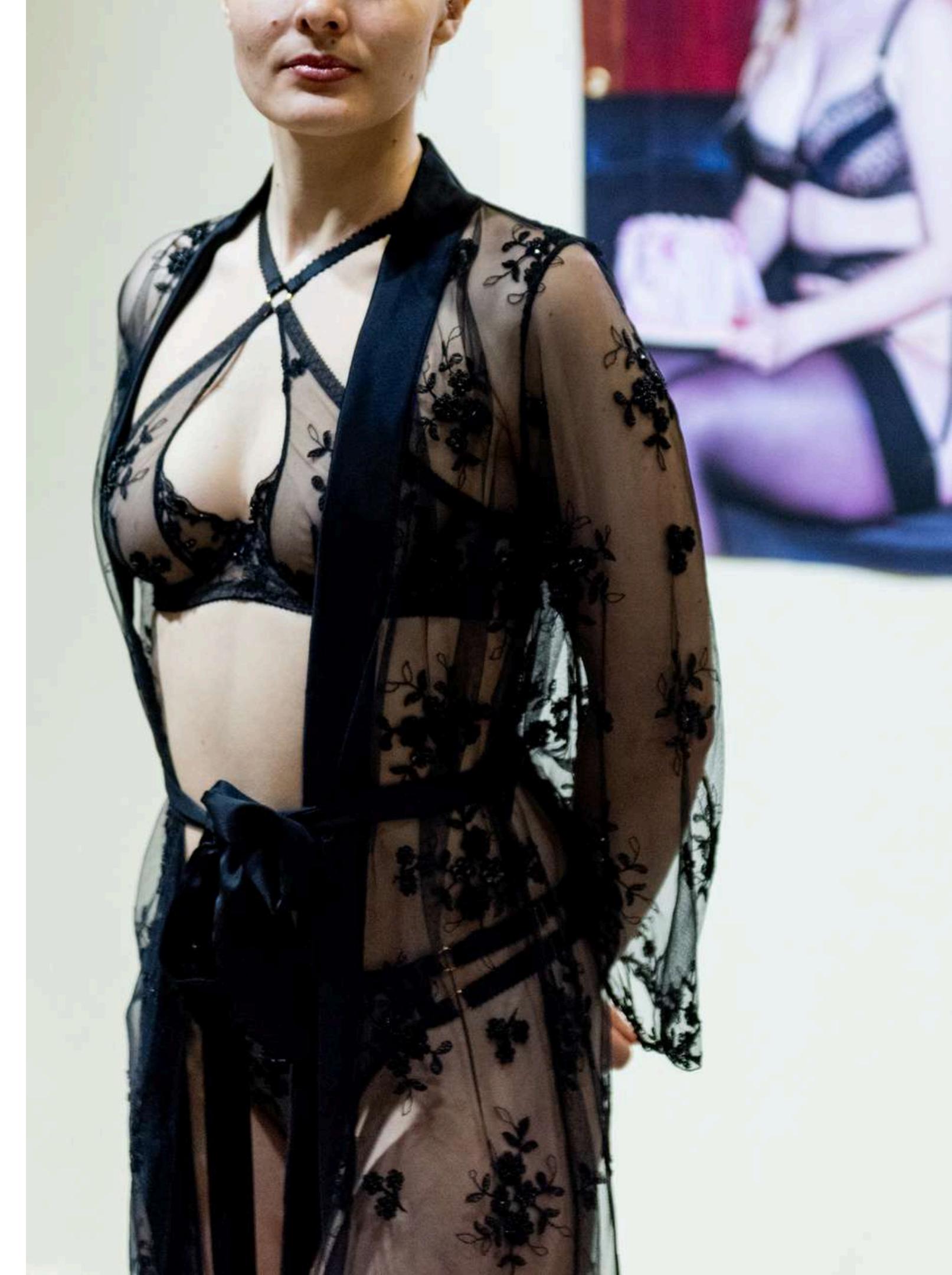
If visitors avoid a particular area:

- Increase lighting (only if you ordered an electrical box)
- Place a mannequin or hero item nearby
- Swap out the product story displayed
- Add clear signage (“New In”, “Eco Line”, “Bestsellers”)



KEEPING TEAM ENERGY HIGH

- When the booth is empty, team members can reset displays, tidy, restyle pieces.
- Rotate responsibilities so each staff member stays energized.
- Use body language that signals openness—standing near the aisle, welcoming posture.



A photograph of a person from the waist up, wearing a purple graduation gown and cap. They are holding a diploma in their left hand. The background is a plain, light-colored wall.

THANK YOU!



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