

# WSN ACADEMY



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



# 01

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## 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

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## 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.

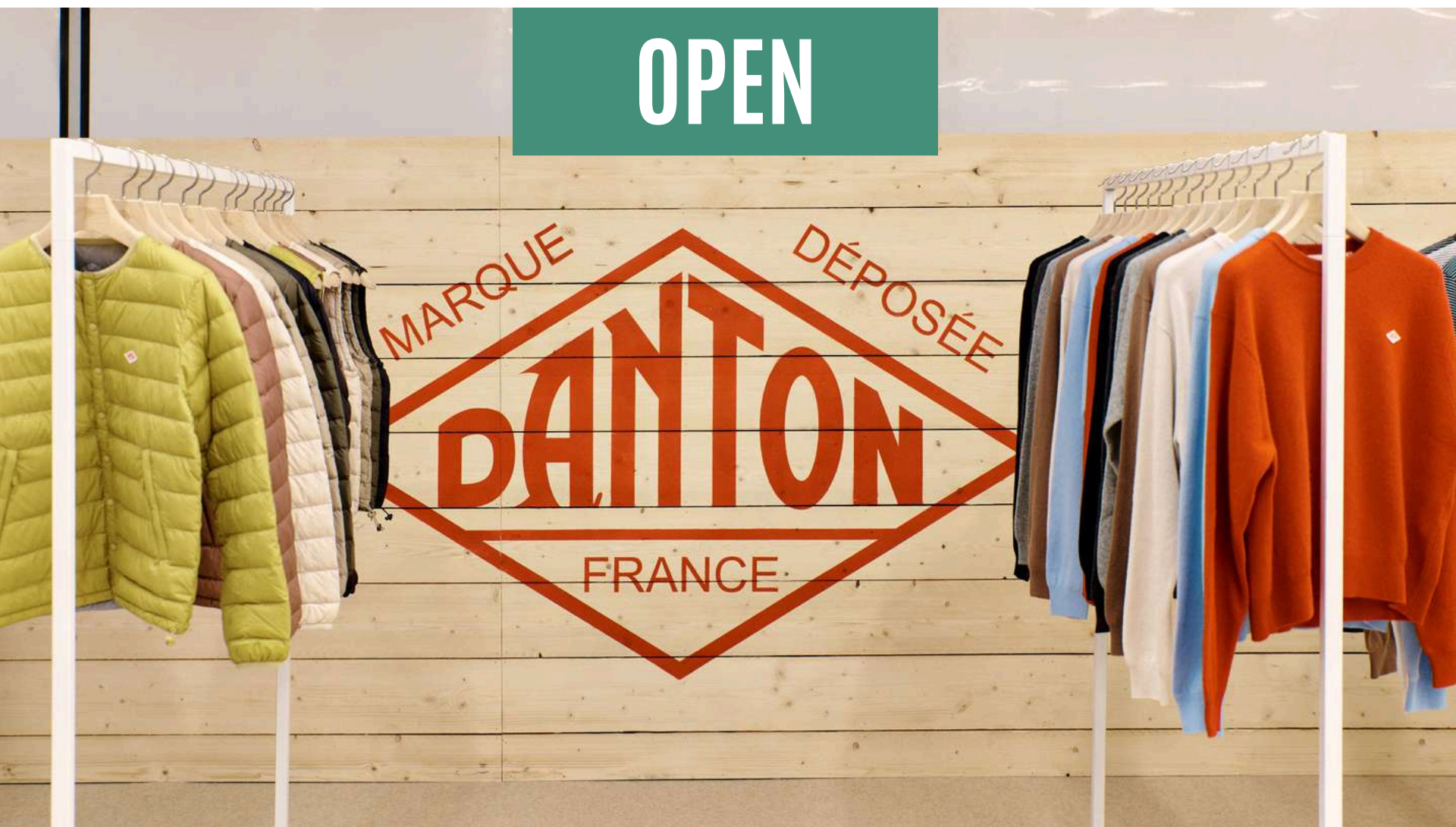


**PICK A BOOTH LAYOUT & CURATE THE FIRST 1 METER LIKE A SHOP WINDOW.**

**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

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## 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





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



**OVERCROWDING REDUCES PERCEIVED VALUE.**

Hang a maximum of 5 to 7 items per rack.

**CLOTHING**





## ACCESSORIES

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- 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

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## 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

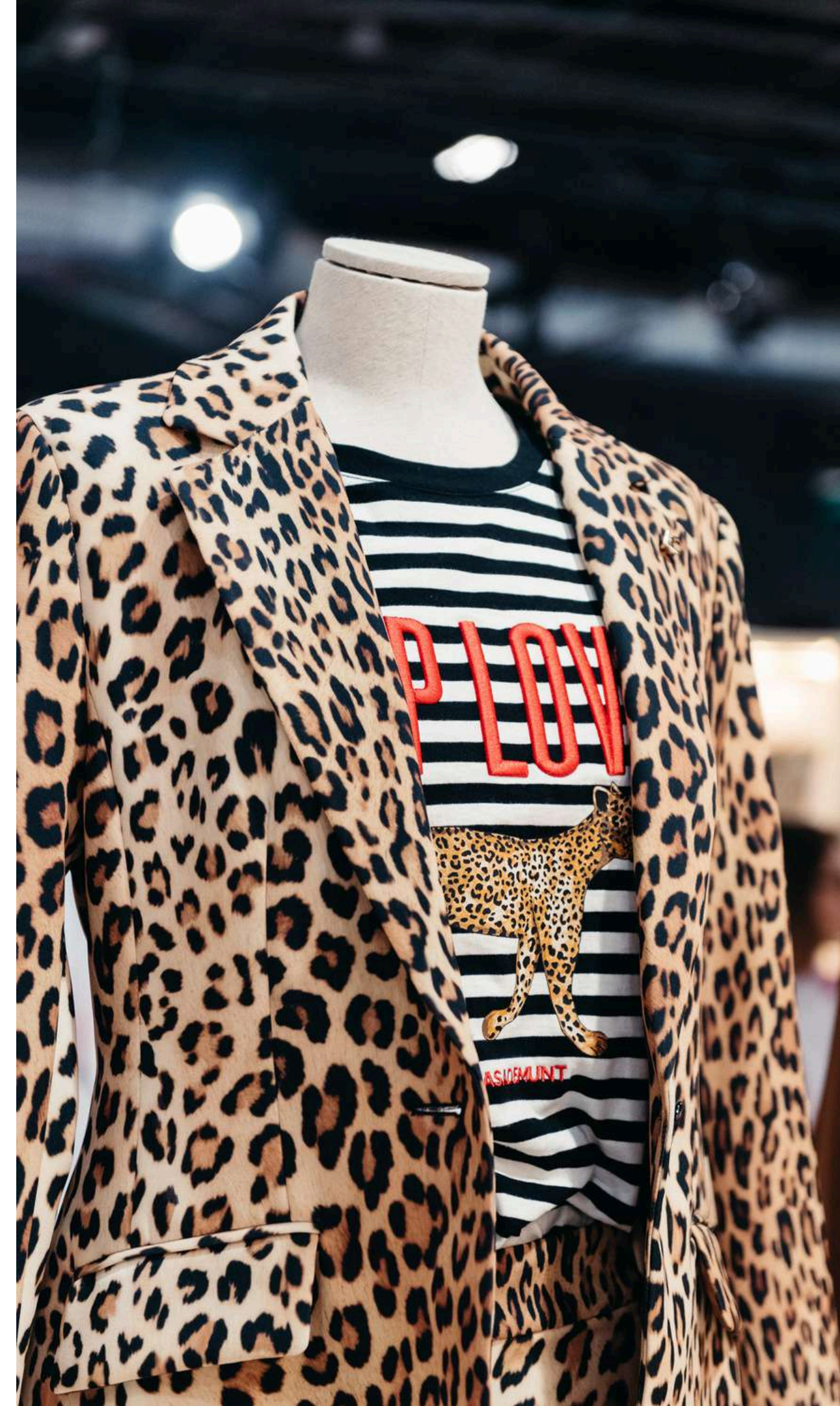




# DAILY “MINI MAKEOVER” (MORNING + MIDDAY)

- 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:

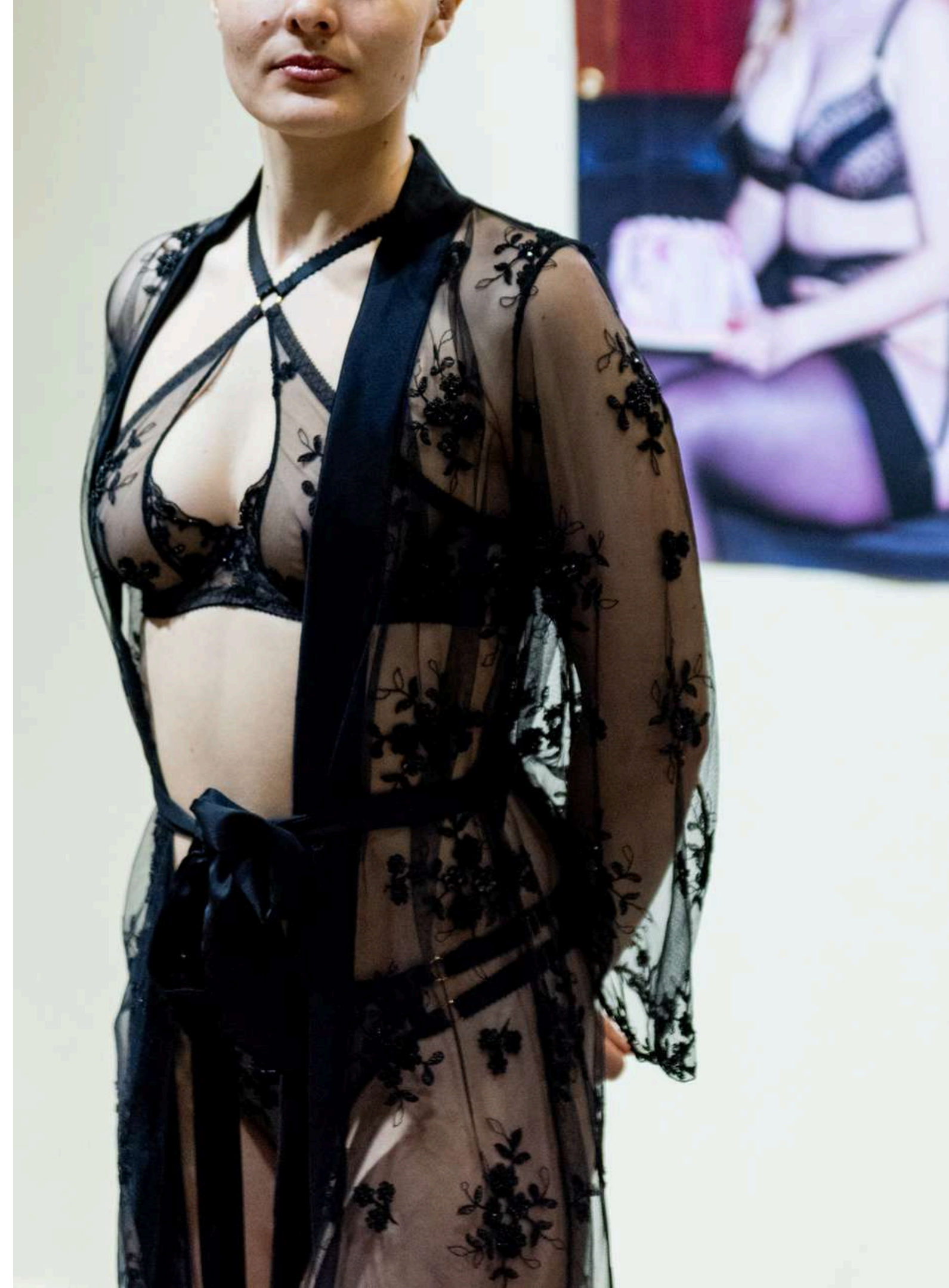
- Increase lighting (only if you ordered an electrical box)
- Place a mannequin or hero item nearby
- Swap out the product story displayed
- Add clear signage (“New In”, “Eco Line”, “Bestsellers”)





# 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.







# THANK YOU!



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