

# Visual Merchandising

- Chapter- 1

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# Definition

- **NOUN**(*Retail: Merchandising*)Visual merchandising is the use of attractive displays and floor plans to increase customer numbers and sales volumes.
- **Visual merchandising** is the layout of products based on the image they create and how they are "viewed" by the shopper.
- The new store will include the retailer's latest design concept incorporating irresistible **visual merchandising** displays aimed at improving the customer's in-store experience.
- **Visual merchandising** is the use of attractive displays and floor plans to increase customer numbers and sales volumes.



# What is Visual Merchandising?



- Anyone who has ever walked into a retail store has seen visual merchandising at work. Visual merchandising is a marketing practice that uses floor plans, color, lighting, displays, technology, and other elements to attract customer attention. Its ultimate purpose is to use the retail space to generate more sales.
- A **visual merchandiser** is the person behind the magic. They combine marketing principles, retail merchandising knowledge, and creativity to use the space and layout of the store to present the store's inventory in a positive way. They are professionally trained and may be tasked to manage the following:

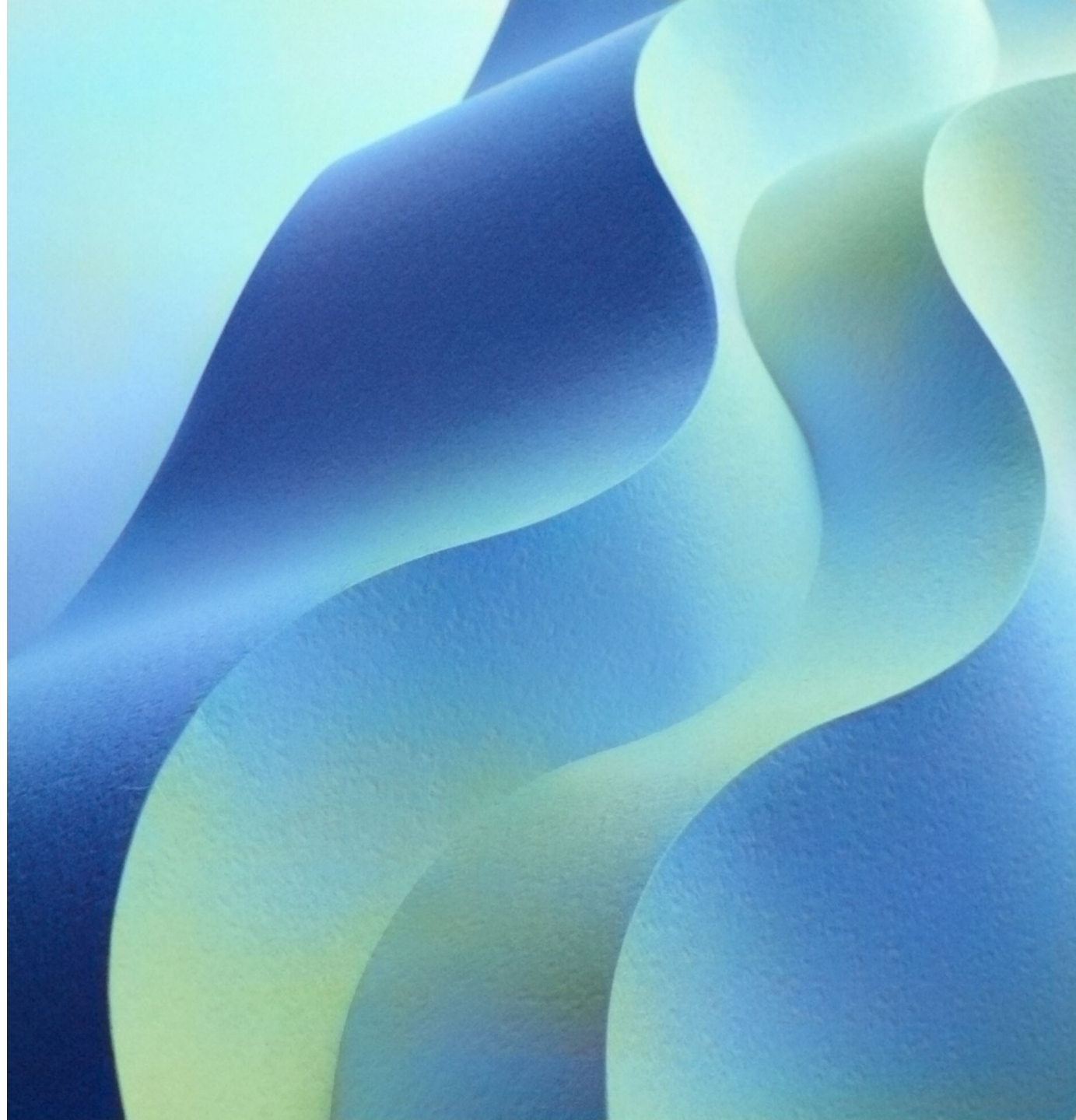


- Window installations
- In-store displays
- Interactive displays
- Shelving
- Point-of-sale displays
- Posters
- Price tickets
- Promotional / seasonal displays
- Mannequin styling

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## 5 Elements of VM

- While much of the choices revolve around your specific tastes and preferences, it is how you make those choices work within the five key elements of Visual Merchandising, color, landscape, texture, communication and decor that make for an effective display.







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# Benefits of Visual Merchandising

- All types of retail stores can benefit from visual merchandising. Some of the key benefits include:
- **Reflects your brand** – A good visual merchandising display stays in-line with the company's overall brand. For example, a franchise business might want all its franchisees to have the same promotional displays. It gives a business a sense of identity and brand consistency.
- **Engages the shoppers** – An attractive and welcoming store creates a positive first impression. It encourages people to come into the store, and can help guide them in finding the right product for their needs. Visual merchandising helps create a positive shopping experience for customers so that they will be more likely to return for future visits.
- **Grow sales** – When done effectively, visual merchandising can increase sales by directing people to the products they want or need. It can also help them discover new products and solutions. A nicely dressed mannequin can encourage a person to seek out an outfit and accessories that they may not have originally been looking for.




# Functions of Visual Merchandising

1. It is a tool which help in getting sales and targets.
2. It is a tool which enhance merchandise on the floor.
3. It is a mechanism to communicate to customer and influence customer desires to buy.
4. It uses season based display to introduce new arrivals to customers.
5. It educate the about product/service in the efficient and effective way.
6. It increases conversion through a planned and systematic approach by display available stands.
7. It establishes creative medium to present merchandise in 3D environment, thereby enabling long lasting impacts and recall value.
8. It establish the organisation in an exclusive mode.
9. It establish link among fashion, product design and keep the product in prime focus.
10. It associates the creative, technical and operational aspects of a product as well as business.

# Roles of VM

- 1.To increase sales – Through power of window display, & then through in-store display & layout
- 2.Design window schemes
- 3.Negotiate with the vendors (prop makers & graphics printers)
- 4.Maintain overall retail standards of the store. (planogram)
- 5.Control the store VM budget.
- 6.Replenishment of the fixtures with the correct product.
- 7.Install correct signage (offers, tent cards, loyalty communications etc)





# Roles of VM.....contd

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- 8.The sections are tidy & well lit.
- 9.Dressing of mannequins.
- 10.To train the FAs & VM champs.
- 11.To maintain the sanctity of the brand & marketing policy.
- 12.To attend fashion shows, galleries and exhibitions to keep up to date with current fashion & social trends.
- 13.They need to set the overall retail standard of the store.
- 14.Online Visual Merchandisers (Graphic Designers)



# Visual Merchandiser requirements and qualifications

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- X years of experience as a visual merchandiser or similar role
- Proof of a strong visual portfolio
- X years of experience in creating window displays, signs and interior displays
- Hands on experience with visual software (such as Photoshop, Illustrator, etc.)
- Knowledge and understanding of innovative visual merchandising trends and best practices
- Critical thinker and problem-solving skills
- Good time-management skills
- Great interpersonal and communication skills

