

# Visual Merchandising Tips

## Top 3

1. Understand your product well
2. Using groupings – triangular / repetition
3. Love your product

## Understand your product well

- Keep it simple
- Understand your product range and how it is bought to sit together
- Plan it first – calendar/layout plan/kit/stock before doing any move
- Reflect that in your merchandising and displays
- Consider the customer and make it easy to understand/shop
- Tell stories in a clear and concise way
- Don't overdo it – less is more
- Monitor sales after work is done and makes changes where needed
- Refresh layout and merchandise display often to reflect the season/trends/newlines

## Key components

**Layouts** – using available space and fixtures effectively

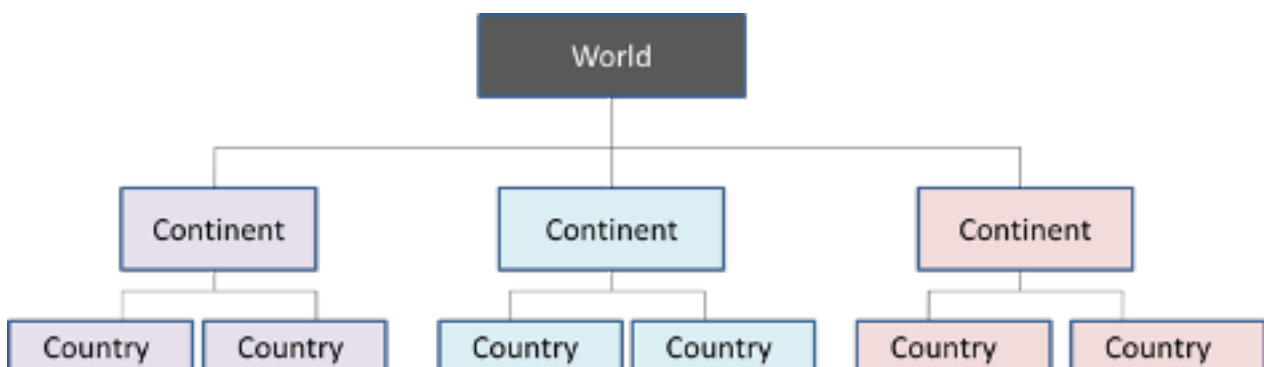
**Merchandising** – presenting products to their best advantage

**Display** – adding interest and promoting products

**Graphics** – communicating the product, story and price

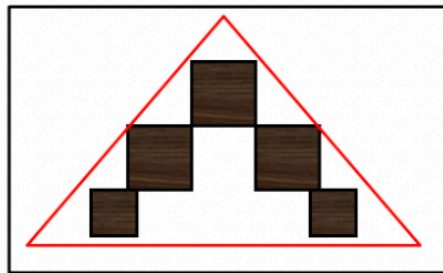
## Using groupings

- Plan space according to sales
- Segment space logically
- Remember worlds/continents/countries

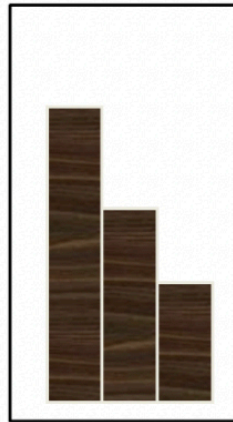


# Visual Merchandising Tips

- Use balance and symmetry to position fixtures
- Use triangular grouping techniques to enhance appearance



BIRDS EYE VIEW



SIDE VIEW

- Use balance and symmetry to give a professional result
- Use repetition or triangles for groups of stock
- Allow a minimum of one metre for walkways
- Consider how customers shop the product
- Decide whether to block the stock or co-ordinate
- Block by style/colour/brand/material/price/size
- Coordinate by story – colour/theme/end use
- Use gridding to break up space on fixtures

## Love your product

- Remember kit and props should be appropriate for the range
- Add propping that supports the look and helps reinforce the message