

The Art & Science of VM

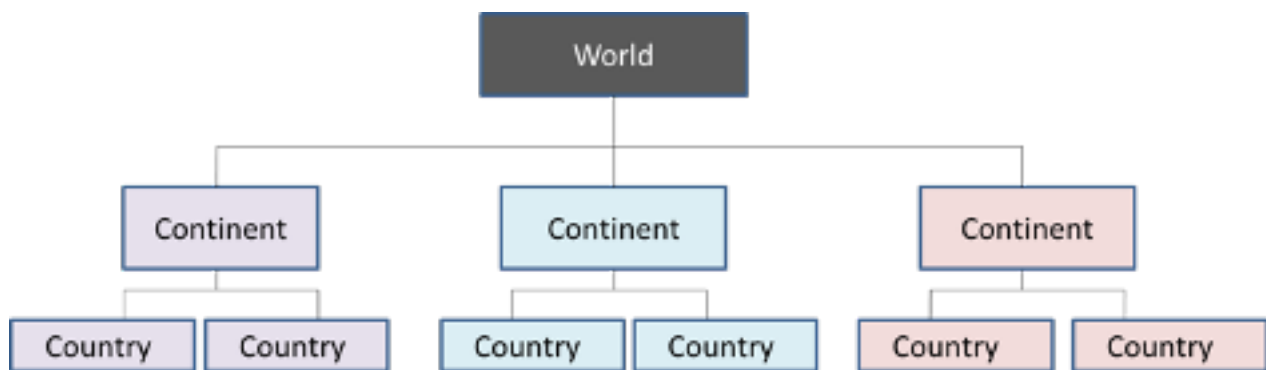
The Underlying Principles

- Segmentation
- Grouping
- Balance and symmetry

The basic principles of merchandising start with good product segmentation. This brings order and simplicity to the way you both buy products and present them. You must make it easy for the customer to understand the range and orientate themselves. Remember to use your range plan.

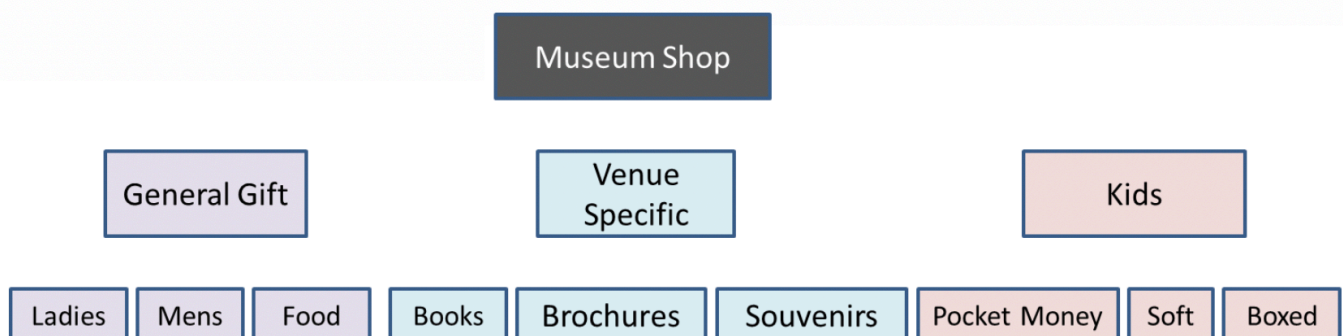
Segmentation

- Segment space logically, and make sure your offer on display is in logical chunks – consider worlds / continents / countries.



Using groupings

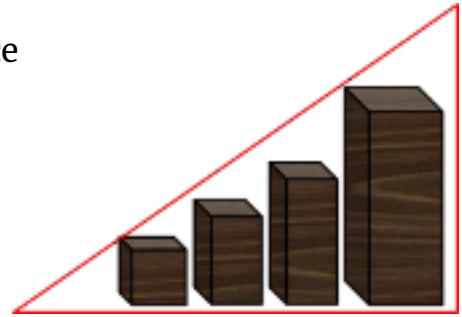
- Understand your product range and how it is bought to sit together
- Plan it first – calendar/layout plan/kit/stock before doing any moves
- Reflect that in your merchandising and displays
- Consider the customer and make it easy to understand/shop



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Grouping: Triangular

- Use triangular grouping techniques to enhance appearance
- Use central high point
- Use largest product in the middle, or build on a base
- Use balance and symmetry (can be asymmetrical)
- Works on shelves and tables



Grouping: Repetition

- Repeat, repeat, repeat
- Repetition requires precision spacing and immaculate lines otherwise it doesn't work
- Odd numbers work best (three or five)
- It can be layered to create strong displays
- Tier height from tallest at the back to shortest at the front
- Start with fixtures
- Good for multiple colours



Balance and Symmetry

- Gives structure and shape to your presentation/display
- Helps to organise products for selection
- Improves general appearance
- Translating these principles into visual merchandising is very simple
- Sometimes items will not be identical on the left and right but they have the same volume/density so visually the presentation is still balanced
- Using symmetry and balance is a standard practice in all areas of design