Chapter 1 – Why Do We Display

• Can someone tell me WHY we display? Why do we present things in a certain way in a retail setting?

• When you go into a store, what attracts you – or makes you want to purchase something?

• https://www.youtube.com/watch?v=H2G0Z1Tlk0M

Chapter 1 – Why Do We Display

• **Visual Merchandising** – Showing Merchandise and concepts at their very best, with the end purpose of making a sale.

• It is about presentation – about showing to sell, creating a store’s look, promoting an image or brand and shaping the shopper’s attitude toward the retailer or product.

• 30 seconds to form an opinion about a person – Do you think this applies to a store’s image as well?
Chapter 1 – Why Do We Display

- The register may not ring initially, but the display may make an impression that will affect future sales. Has that ever happened to you?
- Today’s salesperson sells a reality, versus a fantasy like in the past. The visual merchandising presents an image of whom or what can be when using/wearing the merchandise displayed.
- Today’s shopper can be whatever he or she wants to be, simply by wearing garments from a certain store or with certain labels.
Chapter 1 – Why Do We Display

• There is little difference in merchandise sold in one store versus another? True or False?

• Let’s examine these retailers:
  • Dillard’s
  • Macy’s
  • Forever 21
  • Zara
  • Neiman Marcus
  • Ross
  • Whole Foods
  • Fiesta
Chapter 1 – Why Do We Display

• Other points to consider
  • The visual merchandiser is not selling one piece of merchandise, but rather the IDEA that a purchase from the store will guarantee social success and the stamp of the “RIGHT TASTE LEVEL”.
  • Visual displays can be used to introduce a new product, a fashion trend (Spring Trends are being presented right now) and a new look or idea
  • Visual displays can also be used to educate the consumer concerning what the new item is, or how it can be worn, used or accessorized.
  • The merchandiser may create a display that stimulates, tantalizes, or arouses the shoppers curiosity to the product itself. This is still a victory for the store? WHY?
Chapter 1 – Why Do We Display

• Other points to consider
  • The visual merchandiser always puts the store’s “BEST FACE FORWARD”… although there are some stores where I question this…
  • Their job is to bring the shopper INSIDE the store and ensure that the interior presentation keeps what is promised on the outside.
  • Visual Merchandising is a HANDS ON Career – Creative, Interactive, and your ultimate goal in the position is to create something special or memorable. Who here works in VM or wants to?
  • Today’s display people are totally immersed in the computer age and digitalization of ever form. Floors plans, schematics – everything related to display can now be conceptualized and imagined digitally.
  • VM is about THINKING, PLANNING, CREATING NEW CONCEPTS or REVITALIZING EXISTING ONES. It is about the Human Element.

• Please review the Go Green 1.1 on page 7 - open discussion next class period
Chapter 1 – Why Do We Display

• Other points to consider

  **The Retail Experience**
  • Omnichannel - *omni-channel* is defined as a *multi-channel* sales approach that provides the customer with an integrated customer experience. The customer can be shopping online from a desktop or mobile device, or by telephone, or in a bricks and mortar store and the experience would be seamless.

  **Consumer Engagement**
  • Customer-Centric and Service Oriented
  • Value Proposition
  • Esteem and Aspiration
  • Sense of Community
Chapter 1 – Why Do We Display

• Other points to consider

  Consumer Engagement
  • Personalization
  • Entertainment
  • Emphasize the Journey
  • In-Store Animation
  • Cross-Selling
  • Sweet Spots
  • The Product is the Hero
  • Retail and Technology

Stores will need to accept and adapt to omni-retailing
Chapter 1 – Why Do We Display

- http://www.vmsd.com/content/why-visual-merchandising-more-critical-today-ever
- https://www.youtube.com/watch?v=5SAtdSM0Trk
Chapter 2 – Color and Texture
Chapter 2 – Color and Texture

• **COLOR IS THE BIGGEST MOTIVATION FOR SHOPPING!** People buy color before they buy size, fit, OR price. Does everyone agree with that?

• Some stores introduce a whole new color palette each season

Physical and Psychological Reactions to Color

• **Color Psychology** is very important in Visual Merchandising and there have been many theories surrounding the effects of color on people and their moods while shopping.

• Color can immediately create a mood – Do you guys agree with that? When decorating a home, decorators will tell you to use a certain color to calm you, or another to give you energy. The same thing applies to merchandising.

• Most people have certain colors that cheer them up or calm them down.

• The challenge for the visual merchandiser is that EVERYONE REACTS TO COLOR DIFFERENTLY. So this can be challenging when doing a display. Someone might have a happy memory of something and it in turn will upset someone else.
Chapter 2 - Color and Texture

- Review color responses from the book – Page 13 & 14

Color Families
Many ladies have had their makeup professionally done and have probably heard of warm or cool colors and whether these colors work for you based on your skin tone. The color families are:

- **Warm** – red, orange, yellow, pink (Aggressive, Spirited, Advancing colors)
- **Cool** – blue, green, violet (Receding colors)
- **Neutral** – white, gray, black or brown (can be either warm or cool). White, black and all shades of gray are considered cool, whereas anything from warm off-white through all shades of beige, to the deepest brown is called a warm neutral.
Chapter 2 - Color and Texture

• People of a certain age and social group will respond more readily to one color family over another (read – page 13-14 *)

Color Mixing

Some people don’t get that detailed, but if you’re going to do it right and you’re working with color, it is good to have a basic idea of what color is, how it actually works and what it can do. We have:
Chapter 2 - Color and Texture

- **Primary Colors** – Red, Yellow and Blue
- **Secondary Colors** – Orange, Green and Violet
- **Intermediate Colors** – Mixing a primary and secondary color
- **Tertiary Colors** – Mixing two secondary colors
- **Value** – Refers to the amount of light or dark in a color
- **Add White** – to any full time color an the result will be a TINT or a pastel (depending on how much white is added)
- **Add Black** – to any color produces SHADES of color which tend to be deeper, richer, full bodied versions of color
Chapter 2 - Color and Texture

• **Analogous or Adjacent Colors** - Reinforce each other and create a close harmony.
• Example – Blue sky and green grass make a turquoise outfit appear cooler and crisper
• **Complimentary Colors** – Found opposite each other on the color wheel. Red compliments green, blue compliments orange – they don’t make close harmony or gentle combinations, but they bring out the intensity brilliance of each other.
RED
PRIMARY COLOR

PERSONALITY/EMOTIONS
- Evokes strong emotions
- Encourages appetite
- Increases passion and intensity
- Red roses symbolize love

MARKETING
- Increases heart rate
- Used by restaurants to stimulate appetite
- Creates urgency often seen in clearance sales
- Used for impulsive shoppers

POLITICS
- Represents Communist or Socialist parties worldwide
- Used for Republicans in the USA

CHAKRA
- Root chakra
  - Located at base of the spine
  - Related to survival, safety, physical self

COMPANIES
- McDonald's
- Target
- Kmart
- Netflix
- Kellogg's
- FritoLay
- Lay's
- Avis
- CNN
- LEGO
- LEGO
- TIME
- CNET
- Heinz
- YouTube
- Red Robin
- H&M
- Nike
- Exxon
- Ace Hardware
- CVS
- Adobe
- Coca-Cola
- Toyota
**YELLOW**

**PRIMARY COLOR**

**PERSONALITY/EMOTIONS**
- Increases cheerfulness, warmth
- Causes fatigue and strain on the eyes.
- Makes babies cry
- Stimulates mental processes
- Stimulates nervous system
- Encourages communication

**MARKETING**
- Represents optimism, youthfulness
- Used to grab attention of window shoppers
- Shows clarity

**CHAKRA**
**Solar Plexus chakra**
- Located in upper abdomen between navel and sternum
- Related to personal power, will, self esteem

**POLITICS**
- Represents Liberalism

**COMPANIES**
- Nikon
- National Geographic
- Shell
- McDonald's
- Hertz
- IKEA
- IMDb
- Pennzoil
- Denny's
- Best Buy
- Sprint
- DHL
- Sun Chips
BLUE

PRIMARY COLOR

PERSONALITY/EMOTIONS
- Associated with water, peace
- Most preferred by men
- Represent calmness or serenity
- Curb's appetite
- Known as a "cold" color
- Perceived as constant in human life due to sky and ocean being blue
- Increases productivity
- Most used color for offices

MARKETING
- Often used in corporate business because it's productive and non-invasive
- Creates sense of security and trust in a brand

CHAKRA
- Throat chakra
- Base of throat
- Related to communication, truth, self-expression

POLITICS
- Represents Conservative parties worldwide
- Used for Democrats in the USA

COMPANIES
- Facebook
- Twitter
- LinkedIn
- Pepsi
- JPMorgan
- Oreo
- Skype
- Lowe's
- Vimeo
- Oral-B
- Flickr
- Walmart
- Ford
- American Express
- GE
- Dell
ORANGE
SECONDARY COLOR

PERSONALITY/EMOTIONS
- Reflects excitement, enthusiasm
- Shows warmth
- Warns of cautiousness

MARKETING
- Signifies aggression
- Creates call to action: Buy, Sell, Subscribe
- Found in impulsive shoppers
- Represent a friendly, cheerful, confident brand

POLITICS
- Orange is the national color of the Netherlands and its royal family

CHAKRA
- The Sacral chakra
  - Located around lower back and reproductive organs
  - Related to sexuality, creativity, pleasure

COMPANIES
- Firefox
- Hooters
- Amazon
- Payless
- Bing
- Starz
- Harley Davidson
- Gulf
- CNN
- ESPN
- Discovery Network
GREEN
SECONDARY COLOR

PERSONALITY/EMOTIONS
- Constitutes health, tranquility
- Symbolizes money
- Denotes nature
- Alleviates depression
- Workers in a green environment have fewer stomach aches
- Green is used in night vision goggles because the human eye is most sensitive to and able to discern the most shades of it
- Represents new growth

MARKETING
- Used to relax in stores
- Associated with wealthy
- Green M&M’s are said to send a sexual message
- Has long been a symbol of fertility
- Was once the preferred color choice for wedding gowns in the 15th century

POLITICS
- Connected to Environmentalists

CHAKRA
Heart chakra
- Center of body, heart level
- Related to unconditional love, healing

COMPANIES
- bp
- John Deere
- Whole Foods Market
- Animal Planet
- Tropicana
- Spotify
- XBOX
**PURPLE**

**SECONDARY COLOR**

**PERSONALITY/EMOTIONS**
- Showed royalty, wealth, success, wisdom
- Many kings wore purple robes

**POLITICS**
- Used for royalty, but hardly used in modern politics

**MARKETING**
- Used often in beauty or anti-aging products
- Used to soothe or calm
- Represent a creative, imaginative, wise brand

**CHAKRA**
- The Crown chakra
- Top of the head
- Related to spiritual life and experience, connection to the divine, pure consciousness, transcendence

**COMPANIES**
- Yahoo!
- T-Mobile
- Taco Bell
- Syfy
- Hallmark
- Big Brothers Big Sisters
- Crown Royal
- Welch's
- Craigslist
- Wonka
Chapter 2  - Color and Texture

• **Monochromatic Color** – One color developed to the full range of that color- Example – You’ve seen or heard of a monochromatic color scheme – that mean if I had on an oxblood jacket, a burgundy dress, and brick red shoes.

• **Neutral Color** – Black, white, gray and beige – Makes good backgrounds for the stores because they allow the merchandise itself to have full impact.
  • Neutral colors evoke less image ad tend to disturb customers less. They don’t compete with merchandise on display, but rather provide a complimentary background for the goods.
  • An all-white scheme can be young, exciting and ultra chic, but can also be absolutely sterile and bland, draining the color right out of merchandise.
  • Beige tones are used a lot a store designers in the past few years and they remain popular, people pleasing and complete the merchandise well.
  • When you want to display chic, ultra new and elegance, you can use gray
  • Gray tones down bright colors, make white look whiter and is a good buffer for black.
Chapter 2 - Color and Texture

• Understanding the effect of color – which colors look good with what, etc. etc. will enable the display person to select the proper settings in the store and accessories for the merchandise and the store’s fashion image.
• Stores consider what colors they use to attract customers in the store and keep them one they’re lured in.
• The color of a store’s signage sometimes says more that the words on the sign.
• Reminder – Not all people react to color the same way – which adds a bit to the confusion surrounding color.
• Which stores do you know that use color as a theme for their store?
Chapter 2 - Color and Texture

• Pantone Institute
  • Authority on Color - used by everyone from designers, manufacturers, etc.
    https://www.pantone.com/color-finder

• What is the 2019 Color of the Year?

• https://www.youtube.com/watch?v=j7z7uhxLxrY
Chapter 2 – Color and Texture

• What is Texture?
Chapter 2 – Color and Texture

- **Texture** – The surface treatment or “feel”. It is an important aspect of color and can affect the actual color of merchandise.
- Textures are suggestive
  - Silk/Satin suggests – femininity or sensuousness
  - Velvet – suggests mystery or elegance
  - Burlap/Linen/Tweed – suggests rugged, masculinity earthly
Chapter 2 – Color and Texture

• Generally like textures can be used together, but opposite textures can also be used together to play up one or the other. Silk gown may be shown in a setting using burlap or rough textures, which in turn will make it seem more feminine.

• In an ensemble, there should be a relationship of textures, a flow and a continuity rather than a startling change.

• Textures have to be balanced in a display arrangement
  • Rough textures usually seem heavier or suggest more weight in a display
  • Some material are especially popular for use in displays because they are texturally neutral and available in a wide variety of colors.
    • Felt, Jersey, Suede cloth and Seamless Paper
Chapter 2 – Color and Texture

- Color and Brand Identity – Page 22
- End of Chapter Review
Visual Merchandising Sites

VM Daily  
https://www.instagram.com/visualmerchandisingdaily/

VM Global Design  
https://www.instagram.com/vmglobaldesign/

Retail Focus  
https://www.instagram.com/retailfocus/

Visual Merchandising 101  
https://www.instagram.com/visualmerchandising101/

Houston Visuals  
https://www.instagram.com/houstonvisuals/
Chapter 3 – Line and Composition
When considering display, next only to color, should we consider the LINE of the display.

**LINE** – the direction. The major part of composition and second only to color.

**Types of Lines:** Vertical, Horizontal, Diagonal and Curved Lines.

Each type of line suggests something else and lines are arranged in displays to make selling “Pictures”
Chapter 3 – Line and Composition

- **Vertical Line Display** – Filled with straight elements that seem to join the floor to the ceiling – the view will get the message of height, pride, majesty, dignity and elegance. (Figure 3.1)
- **Horizontal Line Display** – Long, low, wide, spreading lines – the bands run across the window or around the perimeter. It suggests an easy going restful quality.
- **Curved Line Display** – Personifies grace, charm & femininity. Can ease the tension created by too many vertical lines. (Figure 3.2)
- **Diagonal Lines Display** – Is forceful, strong and dynamic. Ex. – a display showing active sportswear, showing many angles – arms and knees bent, head back, shoulder shrugging. (3.3 & 3.4)
- **Composition** – The organization or grouping of different parts or elements used to achieve a unified whole – meaning the use of color, lines, forms or other shapes into a pleasing whole that gets the viewer's attention.
Chapter 3 – Line and Composition

- A well designed display should be **BALANCED** – an easy to accept relationship between the parts of the composition.
- You can have a Symmetrical or Formal Balance in a display – display is equally weighted across the display.
- You can have a Asymmetrical Balance – more informal and the parts are not equally weighted across the display.
- Sometimes a display can be lacking any type of balance and still be very good.
Chapter 3 – Line and Composition

• In every display, some item should be the DOMINANT item in the display and draw the shopper’s eye to it. It should be the merchandise – with a huge assist from the mannequin wearing it. A mannequin can be dominant in a display by virtue of its size or the color it is wearing. A small object like a diamond brooch, can be made dominant in a composition by sharply contrasting it with its background, without any distracting props nearby and with a strong light on the piece.

• Contrast – is the composition of elements used to show a sharp difference between them. Ex. – a diamond bracelet against a black velvet.
Chapter 3 – Line and Composition

• A difference in texture or an incongruity in the objects themselves can also heighten the contrast: a power saw nestling on a fluffy angel-hair cloud.

• Contrast can also consists of a difference in Proportion: which is the relationship of size, scale or weight of elements and between each element and the entire composition. Ex: a pair of baby shoes will appear more delicate and cherishable when placed next to gigantic teddy bear. A four foot tennis racket will bring attention to mere human-sized tennis shoes. (3.9)

• A good display should have Rhythm – meaning, a self-contained movement from element to element, from background to foreground, from side to side. Eye should move from the dominate objects to the subordinate objects (3.10)

• Repetition – Repetition of a color, line, a shape or a form can add to the success of display composition. By repeating or reiterating an idea or motif, that concept becomes more emphatic, more important, and thus, more dominant. (3.11)
HOMEWORK – Due Monday, September 30, 2019

• Visit a retail store
• Take a photo of a display (can be inside store, store window, etc.)
• Insert it into a Powerpoint Presentation
• Discuss why you think this is a good display or bad display
• Do a brief synopsis of the display discussing all of the elements we discussed today – Color, Texture, Line and Composition
• Title – Visual Display or Display Window Macys, or Boutique name, Your name and date
• 1 – 3 slides total - presented in class
VIDEO

• What were some key qualities of the visual’s team that you picked up by watching them prepare their windows.
• Based on the video – what did it show or tell you about the store’s brand?
• What were the 5 windows that they prepared for display?
• Your overall thoughts about the video presentation.
Chapter 4 – Light and Lighting
Chapter 4 – Light and Lighting

• Color, in and of itself means nothing unless it is considered in relation to the type of light that color is seen in.
• All color depends on light
• Visible light is comprised of the whole spectrum of colors, from violet to red
• To understand the relationship between light and color and why an object is perceived by an observer as a particular, one must understand that light is capable of being reflected and absorbed. The color of an object is seen as a result of the objects selective absorption of light rays.
  • Ex – if an object is blue, this means that it absorbs all the wavelengths of light EXCEPT those of blue light, which are reflected back to the observer.
  • If an object is pure white – the full spectrum of light is being reflected back in approximately equal elements.
Chapter 4 – Light and Lighting

• When you walk by a store window during the daytime – you see the window, but then you see your reflection and you start checking out what you have on, your makeup, etc., but you have no idea what type of merchandise is being sold, what type of store or what’s beyond the window, etc.
  
  • This means that the store windows are not illuminated or aren’t lit properly and in essence they become a One Way Mirror facing the mall or the street.
  
  • Most retailers think of what they have to sell, but they don’t always think how to show and stock the merchandise that they’re selling.
Chapter 4 – Light and Lighting

• The cheapest and most effective starting place in getting attention and recognition within a store is by having proper lighting. This is great because it won’t drain the store’s budget.

• We’ve talked about color – Without light, there is no COLOR and without COLOR (which is the biggest motivation for shopping) there are NO SALES.
Chapter 4 – Light and Lighting

• https://www.youtube.com/watch?v=rq9wsLN8hLU
Chapter 4 – Light and Lighting

- Lighting an Open Back Window
Chapter 4 – Light and Lighting

• Lighting the Open Back Window

• The lighting display up front must be strong enough and bright enough to attract and keep the shopper’s eye from looking PAST the merchandise that’s featured in the display directly into the store and beyond.

• At all times – avoid lighting up the mannequin’s face. Chest lighting is the preferred technique because it shows the color of the garment, as well as the detail of the design.
Chapter 4 – Light and Lighting

• Lighting the Closed Back Window
Chapter 4 – Light and Lighting

• Lighting the Closed Back Display
  • If a store has an enclosed window display – three walls, a floor and a ceiling – the display person has greater opportunities for magical lighting effects. Not only can the display person light the area, but they can also create certain special effects.
Chapter 4 – Light and Lighting

- The Store’s Lighting Plan includes the general, overall illumination of the retail space and also the accents.
  - When considering the store’s lighting plan, there are definite “Moment’s of Truth” as the book calls them –
    - When the shopper tries on the garment and stands in the mirror.
    - The light that compliments the garment should flatter the shopper.
    - The cash wrap – this area presents another such moment – When the shopper sees the selected merchandise bagged or boxed. The light must reflect the fullness or richness of the color to reassure the shopper that they made the right decision.
Chapter 4 – Light and Lighting

• Lighting Trends
  • Incandescent lights are on the way out & Fluorescents are now being used. Metal Halides are used for accent and spotlighting.

• General or Primary Lighting
  • General or Primary Lighting is the allover level of illumination in an area. It is usually the light that fills the selling floor from overhead fixtures, but does NOT INCLUDE accent lights, wall washer and display highlighting lamps (secondary lighting).
Chapter 4 – Light and Lighting

• **Fluorescent Lighting**
  - Generally the least expensive to use
  - Often the popular choice of contractors
  - You have to consider that fluorescent lighting is not always good for certain categories of merchandise because they can present a flat, even light.
  - Test merchandise to presented under this lighting – or any lighting for that matter. Pg. 36 – discusses how a diamond could be presented in the best light.
Chapter 4 – Light and Lighting

- **Other types of lighting**
  - Compact Fluorescent Lights
  - Incandescent Lights
  - High Intensity Discharge Lighting
  - Metal Halide Lamps
  - MR16 and MR11
  - Ceramic Metal Halide Lamps
  - LED (Light Emitting Diode)
    - Being heralded as being the most readily available for all sorts of uses because it is small, has a high life expectancy and is very adaptable.
    - Page 4 – Benefits of LED lighting
Secondary or Accent Lighting

The overall lighting of a store can create a very lethargic, flat and shadow less selling floor – Secondary or Accent Lighting helps to offset this by providing flash and sparkle and makes the viewers eye travel over an area.

- Can be chandeliers, sconces, spotlights, etc.
Chapter 4 – Light and Lighting

• **Colored Lights and Filters**

Colored lights can also be used. They are primary like the primary colors – red, green and blue & secondary – magenta, cyan and amber.

• Chart on pg. 42 & 43 is a good guide for showing the effects of light on primary and secondary pigments and of different lamps on painted surfaces.

• Word of Advice – GREEN LIGHT SHOULD BE AVOIDED for use on mannequins and customers as it is generally not flattering. Cyan is better – Pinks and Rose tints are flattering on most skin tones.
Chapter 4 – Light and Lighting

- **Planning Store Lighting**
  - Keep in mind that shoppers respond to light, to the quality of light, color of light, the brightness and intensity of light.

- **Suggestions for Using Light Effectively**
  - Avoid bright, white lights directly on mannequins face, elbows, or shoes. Save the brightest lights for the merchandise, and avoid anything that will detract from the merchandise.
Chapter 4 – Light and Lighting

**Suggestions for Using Light Effectively**

- Use colored light to create the right setting for merchandise. Save it for props and backgrounds.
- It is more effective to light across a display than directly down on it. Direct downlighting can create unpleasant and unattractive shadows.
- The lighting in a display should be checked at night. Many imperfections such as wrinkles, are more apparent under artificial light when softening influence of daylight does not enter the window.
Chapter 4 – Light and Lighting

• Suggestions for Using Light Effectively
  • Find a way to hide electric wires as they are unattractive.
  • Since display lights can be expensive to lose, it is wise to set up a timer device that will automatically turn off all lights sometime during the night, after street traffic has diminished.
  • Seek a professional with lighting experience for your business to assist you if you need to.
Chapter 5 – The Design Process
Chapter 5 – The Design Process

- How does the Design Process Begin
  - Directive or design brief – sets the goals for the project
  - Inspiration/mood boards
  - Sketches
  - Model – reveals any major design flaws or potential problems within production or installation and allows for adjustments
  - Sourcing and material selection
Chapter 5 – The Design Process

• **How does the Design Process Begin**
  • Computer design and rendering - CAD programs (computer aided design)
  • Presentation - “the pitch” is a form presentation of analysis and total design concept
  • Procurement/Preproduction – sourcing and finding the most economical materials.
  • Implementation/installation
Chapter 5 – The Design Process

• https://www.youtube.com/watch?v=1NI4zETSrQs
Chapter 6 – The Exterior of The Store
Chapter 6 – The Exterior of The Store

How and where we display depends largely on the architecture of the store and something known as Fenestration (WINDOW PLACEMENT) of the structure, the physical layout of the space and the fixtures inside the building.
Chapter 6 – The Exterior of The Store

• Signs
  • The store’s sign on the outside of the building makes the first impression on the shopper. It sets the look and image of the store
  • The lettering, materials uses and color are all important.
  • Cracked paint – Missing letters or lights detract from the stores image. Everyone has seen a raggedy sign haven’t you? What did you think?
Chapter 6 – The Exterior of The Store

- The store’s sign should be the store’s “Signature”. It should be personal, original, and recognizable. It should make a statement.
Chapter 6 – The Exterior of The Store

Marquee

• Some older stores have marquees. They are architectural canopies, extending out over their entrances. The marquee, is a permanent awning for protection from the elements and is a very important part of a store’s image and the building façade.

• The marquee could be a great place to start the display of storewide event or promotion.

• A change of season can be announced here

• A flat topped marquee can be a great place to put seasonal plants or foliage, or even a great location for Santa and sleigh during Christmas time.
Chapter 6 – The Exterior of The Store
Chapter 6 – The Exterior of The Store

Outdoor Lighting

• There is a whole industry involved with creating and installing outdoor lighting.
• Very popular during the holidays and store events.
• If you’re interested, it might be an industry to consider going into.
Chapter 6 – The Exterior of The Store

Banners

• Outdoor fabric banners are another way to promote the store’s image or a particular event.
• They’re inexpensive and expendable. Also – colorful and eye catching.
• They should be changed with the seasons.
• When using a banner – a few holes should be worked into the design. This will allow the wind to sweep through without tearing the fabric.
Planters

• Not as prominent anymore, but planters, flower boxes and plants outside of a store add to the general ambiance of the store.

• They can be part of the display scheme and change in colors along with promotions or seasons.

• Artificial plants will do, but using real flowers is always better.
Chapter 6 – The Exterior of The Store

Awnings

• Another gracious touch to the exterior of the store

• They not only supply shelter, but make the viewing of the window display pleasant during the heat of the day.

• Sometimes used to cut down on the glare and reflection that turn windows into giant mirrors.

• Also reduce the effects of sunlight on merchandise
Chapter 6 – The Exterior of The Store

Windows in Storefront Design

• Straight Front Window
  • Windows run parallel to the street. The entrance of the store may be located between a pair or run of windows or to one side of a single window
Chapter 6 – The Exterior of The Store

Angled Front Window

• The store entrance is recessed from the street, and the display windows lead back from the street to the entrance, creating an aisle for the shopper.
Chapter 6 – The Exterior of The Store

Arcade Front
- Consists of a series of windows with backs and three sides of glass, coming forward from the entrance wall, which is set back from the street.
Chapter 6 – The Exterior of The Store

Corner Windows

• Face two streets that are perpendicular to each other.
Mall Storefronts

Because there are so many malls and storefronts lately, the architecture of store fronts have changed somewhat lately – showing mostly straight front windows. Malls mostly dictate what type of storefronts the retailers have.
Chapter 6 – The Exterior of The Store

• Open Façade
  • Except for the threshold, there is no visible barrier, or separation between the shopper on the mall aisle and the store. (6.11)

• Glass Façade
  • Has display windows to one or either side of the glass doors that are usually open during business hours. The glass panels of the window extend from floor to ceiling and there are usually no raised floors in the windows. Mannequins often stand on the floor – eye to eye with the shoppers or elevated on platforms or risers.
Chapter 6 – The Exterior of The Store

• Closed Façade
  • A closed opening – The windows are completely blocked off, painted out, wallpapered over or wrapped in graphics, and only the entrance to the store is visible. (6.12)

* Questions
• How to Design Stores that Delight and Convert Shoppers

• https://www.youtube.com/watch?v=RbtekNjTpaM

• https://www.youtube.com/watch?v=qVJAr5eGOKA
10 THINGS THAT REQUIRE ZERO TALENT

@MINDSETOFGREATNESS

BEING ON TIME
WORK ETHIC
EFFORT
BODY LANGUAGE
ENERGY
ATTITUDE
PASSION
BEING COACHABLE
DOING EXTRA
BEING PREPARED
Chapter 7 – Display Window Construction
Chapter 7 – Display Window Construction

Closed Back Windows

• This is the typical display window
• Contains a full back wall, sides and a large Plexiglas window facing the pedestrian street traffic.
• Also known as a Enclosed Window
• With this type of window you can pretty much create whatever picture you want in order to sell your product.
Chapter 7 – Display Window Construction

• The display person is the stage and lighting designer, the prop person, the director, the producer, etc. The only thing that you don’t have to produce is the merchandise – Although you may be responsible for accessorizing.

• A small store may have a single display window, or a pair of windows – most of the time separating the entrance.

• Larger Stores may have what’s called a “run” or group of windows – also known as a “bank of windows”. May be 2, 3, or 4 windows – divided by a physical divider between the windows like a doorway.
Chapter 7 – Display Window Construction

- The display window could also be a very long – run on window of 20, 30 or more feet. If you’re working with this type of window, you can add dividers inside the window to separate it and create different scenes.
- One of the biggest problems that a merchandiser has with a display window is the glare in the glass that blinds the shopper and cuts down on the visibility of the merchandise presented.
- Some newer stores have experimented with tinted glass, angles sheets of glass, curved glass and recessed windows.
- Some stores have decorative awnings to shield their windows and cut down on glare.
Chapter 7 – Display Window Construction

Floor

- Most display window floors are raised anywhere from 8 to 9 inches, up to 24 inches from street level (generally not more than 2 feet, so as not to make the mannequin above eye level.

- A raised floor makes it possible to dramatize an object by forcing the viewer to look up to it. The elevated position adds prestige and also allows passersby to see over the heads of window shoppers.

- Some stores have raked floors. The back of the floor is several inches higher than the front, creating a ramp effect. When merchandise is displayed on this inclined floor, small objects like shoes, handbags and cosmetics are more easily seen.

- Some merchandisers use platforms and risers to elevate groups of merchandise.

- Some stores, like Lord & Taylor in NY have elevator type windows. The floor is actually an elevator platform that can be lowered to the basement level, where the “window” is prepared and set and then raised to the desired level when it’s done.
Chapter 7 – Display Window Construction

Floor

- Most display windows are finished with parquet wood tiles or carpeted in a neutral or subtly textured broadloom.

- Regular vinyl floors are also used frequently to create color and style changes – just laid down with double face masking tape and easily removed and stored for future use.
Chapter 7 – Display Window Construction

Back of the Window

• Usually goes from floor to ceiling and usually fully constructed
• Some stores have removable panels closing their windows so they can, when they want, change from a closed back window to an open back window, or even, convert the display space into selling space
• In any case – with a constructed back, there is usually a door sliding panel that allows for the passage of merchandise, mannequins, and trimmers.
• May also have a ceiling track that can accommodate draperies
Chapter 7 – Display Window Construction

Ceiling

• The ceilings in the window areas of older stores and even some newer stores are often quite high and made of concrete or some other impenetrable material. The window lighting equipment is often set into the ceiling.

• Because it’s very hard, if not impossible to attach things into a dense ceiling, a very good investment is the installation of a ceiling grid – allows you to hang additional lighting and other effects. Be careful not hang heavy objects from a grid, unless you’re sure the grid and the ceiling attachment are strong enough and secure enough to support the weight.

Sidewalls

• May be painted out or used as part of the display theme.
Chapter 7 – Display Window Construction

Proscenia

• Some stores take a more theatrical approach to their windows by using proscenia around the window glass – This is a structural arch, usually a rather ornate one, often seen in a theater, surrounding the curtain.

• In a display window, the proscenium consists of a top valance, which masks the lighting across the top of the window, side valances, which separate one window or display grouping from the next and also hide any side lighting devices.

• In some cases, the valance or proscenium is structurally fixed and unchangeable, but definitely part of the store’s architecture and its image.
Chapter 7 – Display Window Construction
Chapter 7 – Display Window Construction

Masking

• Turning a large window or area into a smaller area or shadow box. Glass can be painted or covered with panels to achieve the affect.

• Some stores that don’t want to change their windows too often or that are limited in staff find it expedient to mask off these windows and do small shadow box presentations of smaller items like accessories and separates.
Chapter 7 – Display Window Construction

• Open Back Window
Chapter 7 – Display Window Construction

Open Back Window

• Has no back wall, offering a direct view into the selling area beyond.

• It also creates problems for lighting and background presentations, and extra effort is demanded of the display person to maintain a sense of excitement in the window while, at the same time, the in-store merchandise and lighting are competing for the viewers attention.

• Proper lighting must be used because again, glare and reflection in the window are still problems.

• Approaches to lighting the open back must always be balanced with the effect that the window lighting will have inside the store, lighting the back of the window may also mean lighting up the selling floor.

• Some display persons will take advantage of the view of the store interior and “dress” the area directly behind the window to enhance the merchandise being presented. Especially successful in smaller stores and boutiques, where the shop owner has greater control over what is being shown and what is being sold.
Chapter 7 – Display Window Construction

Island Windows

• Also known as lobby windows – window that has glass on all four sides, allowing the merchandise presentation to be viewed from any angle and any direction.
• Presenting the merchandise is a major problem. The display person cannot gather, pin, or tuck away anything because everything is visible
• Usually there’s a distinct traffic pattern and display person will play up one view and play down some other view

Shadow Box Windows

• Small elevated window used for close-up presentation of special merchandise or accessories. Usually about 3 feet by 5 (can vary), and is either portrait or landscape
• This type of display brings the merchandise nearer to eye level and the closer scrutiny of the shopper
• Merchandise is usually shown sparingly, versus a lot crammed in there because of the confined space
• Because the glass surface is smaller and the sight line funnels in, dramatic effects and strong color contrasts are required to attract the shoppers eye.
Chapter 7 – Display Window Construction

Elevated Windows
- May have its floor raised up to 3 feet above street level
- Regular mannequin can’t stand in this display, but can sit, kneel or lie down
- The floor is higher and closer to the average viewer’s eye level
- Gives more of a boutique feel

Deep Windows
- There are deep windows – which present a problem because they require too much merchandise, too many mannequins, and too much theatrical energy to light the back of the huge window

Tall Windows
- Issue here is that the overhead lighting – usually attached to the ceiling is too far from the merchandise, so display person will have to rely on side lighting for emphasis.
Chapter 7 – Display Window Construction

Make Your Own Display Windows

• Relatively new shop front - very popular and is now appearing in major shopping malls. Takes place in an all glass façade and does away with display window as we know it. Sheets of glass go from floor to ceiling, either flanking glass doors or off to either side of the glass entry. No back or partial wall. No raised floor. Nothing that says that is the display area, except for its location up close to the front glass and facing the street or mall entrance.

• Display person has to essentially create his or her own window

• Mannequins generally stand on the floor and on a level with shoppers. Accessories are show atop chairs, tables or pieces of furniture used as props.

Runway, Catwalk and Up-Front Displays

• If stores don’t have display windows, the merchandiser can show the merchandise along the entrance by using platforms or risers to create an island display with mannequins showing off the latest styles.

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Chapter 8 – Store Interiors
Once the shopper has been lured in by your highly creative display, the store needs to have a **FOCAL POINT** – Any place in the retail setting where emphasis has been placed to attract the shopper.

- The focal point is the exclamation point in the design – it always well lit. It’s the accented area on the floor where special merchandise is usually featured. Sometimes, the focal point can be a large photo blowup, a graphic, a painting, a huge seasonal floral arrangement. Even if merchandise is not featured on the focal point, the focal point serves to reinforce the store’s fashion image.
Chapter 8 – Store Interiors

Island Display

• In new malls where windows are played down and the interior is played up, the shopper is greeted immediately upon entering the store by an Island Display – A featured display space viewable from all sides. This is an important area, well lit and clearly identified by a raised platform, a change of flooring material or an area rug.

• In an island display, the store’s presents a special story – be it color, style, an event or a storewide promotion
Risers and Platforms

• Are set just off the aisle and spotlighted from above will also serve to identify an area and promote a particular piece of merchandise. If a shopper sees a mannequin raised up on a platform for better visibility over the traffic on the floor, wearing a robe or a nightgown, it would be logical to assume that robes or nightgowns were being stocked next to or behind the figure.
  • I've seen where this wasn’t the case – a particular garment displayed and they weren’t next to those garments???

Runway

• A fashion show staple has become the new show place in retail settings
• When the display window is either too shallow or too scarce to do a real presentation – or doesn’t exist at all
• Starts at the entrance
• Shoppers follow the runway as it goes back into the heart of the store
Chapter 8 – Store Interiors

**Catwalks**
- Overhead walkways that cross over the sales floor

**Counters and Display Cases**
- A counter is a major area for merchandise presentation. It is truly the point of purchase. The place where merchandise is presented and the sale is conducted.
- For it to be truly effective in producing sales, there need to be specific fixtures beneath or behind it to show merchandise.
- May be becoming obsolete – They’re expensive to purchase and maintain. Many stores have the little portable devices where they can ring up on the spot.

**Museum Cases**
- Primarily a display case that can, on occasion, serve as a counter or demonstration area. Similar to those found in a museum – consists of a column or pedestal with a five-sided glass case (ex – jewelry store)
Chapter 8 – Store Interiors

Demonstration Cubes
• Rug-Upholstered, laminate covered or wood-finished blocks found on and about the selling floor. Can be prepared in various sizes and can be grouped or clustered or used individually.

Ledge
• Usually raised about 5 feet from the floor and is often called an island or freestanding structure
• Usually the top surface of a backup storage unit behind the selling counter

Shadow Boxes are also used - mentioned before

Enclosed Displays
• Larger than a shadow box – a fully glassed in platform that can hold a mannequin or two.
• Used to cut down on theft
• Also used to cut down on “as – is” sales - when an outfit has been on display and a thousand people have touched it for the past month.
Chapter 8 – Store Interiors

**Fascia**
- A band - a horizontal board or panel. Often found 6 1/2 - 7 feet off the ground, above the bins, shelves or clothing rods that are attached to a wall partition.
- If used properly, it will tell what is being sold below, suggest the variety and also specify the time of year that the look is on trend. See book for example.

**T-Walls**
- Often - one area or department will be separated from another by bins or double-sided, open-faced “closets” hung with merchandise. These two-sided walls or partitions are called T-Walls. They extend from the back or perimeter wall out to the aisle. See book for example.

**100 % Traffic Areas**
- Locations throughout the store that get very heavy traffic, referred to as 100% Traffic areas. Generally in front of and around escalators or elevators, at entrances or exits and near major featured spots like restaurants, atriums and central meeting areas. Displays in these areas should be changed frequently and contain a certain amount of stock for quick “impulse” shopping.
Chapter 9 – Types of Display and Display Settings
Chapter 9 – Types of Display and Display Settings

• The primary purpose of a display is to present and to promote. A display is at its best when it simply shows color, an item, a collection or just an idea.
Chapter 9 – Types of Display and Display Settings

- Four Types of Displays
  - One – Item Display (Bridal gown, piece of jewelry)
Chapter 9 – Types of Display and Display Settings

• Four Types of Display
  • Line-Of-Goods Display
    • Shows all of one type of item (blouses, pots, skirts). Can be all by the same designer, have the same print, or same theme.
Chapter 9 – Types of Display and Display Settings

• Four Types of Displays
  • Related Merchandise
    – Separates, accessories, or other items that “go together”
Chapter 9 – Types of Display and Display Settings

• Four Types of Displays
  • Variety or Assortment Display
    • A potpourri of anything and everything. A collection or unrelated items that happen to be sold in the same store.
Chapter 9 – Types of Display and Display Settings

Promotional versus Institutional Display

• Promotional Display
  • Can be a one-item, line of goods, related merchandise or variety display. This type of display advances or emphasizes a particular concept, trend or item. It promotes! Example – Mother’s Day, Holiday Sale, etc.
Chapter 9 – Types of Display and Display Settings

- Promotional Display
Chapter 9 – Types of Display and Display Settings

- Promotional Display
Chapter 9 – Types of Display and Display Settings

Institutional Display

• Promotes an idea rather than an item or product, the display represents the store as a worthwhile and interested member of the community. Ex – If a national hero dies, a window may be set up to honor his or her memory.

• The Institutional Display is not selling anything, but it does help to promote the store’s image or markets the store better exhibiting a sign of goodwill. This in turn will make you think they’re great and you’ll in turn want to give them the business
Chapter 9 – Types of Display and Display Settings
Chapter 9 – Types of Display and Display Settings
Chapter 9 – Types of Display and Display Settings

- Types of Display Settings (Read)
  - Realistic
  - Environmental
  - Semi realistic
  - Fantasy
  - Abstract
  - Buildup Display

* Questions