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BUF 2203-Visual Merchandising

Bell's Method of Analyzing Visual Display

Look, Compare, and Improve

BOSS by HUGO BOSS vs. Gucci

Bell's Method  
Look, Compare, and Improve



Figure 1: HUGO BOSS Windows 2015

Spring, Paris – France. (Retail Design Blog, 2015)

Store Location: Paris, France

*Look- BOSS Display:*

- The image of BOSS's visual display for S/S 2015 is of men's suits, which are signature to the BOSS brand.
- The styles of the suits are similar on both of the mannequins by doing so the brand portrays an image of uniformity.
- The background is of trees and in the center there is light highlighting the mannequins in the display. Moreover, there are mirrors that reflect off of the background and emphasize the importance of the suits in this visual display.
- A pair of dress shoes and a belt was placed in the display along with the suits.
- One would not stop only because there is no personal need to purchase menswear. However, affluent men that are style oriented and want tailored suits would venture inside this store to purchase items seen in this BOSS window display.



Figure 2: Gucci Windows 2015 Spring

Paris- France. (Retail Design Blog, 2015)

Store Location: Paris, France

*Look - Gucci Display:*

- This Gucci visual display is of the women's collection for the S/S 2015 collection.
- The visual display is one that is open unlike the BOSS by HUGO BOSS display that is a closed window display.
- The mannequins are not facing forward and are slanted in the visual display.
- All of the mannequins in the display were dressed with similar denim shirtdresses with sandal heels and have handbags over their shoulders.
- The bags, unlike the dresses in the display, are of different warm tone hues.
- The visual display uses repetition to stress the aesthetic of collection, which was a vintage look.
- The items that were displayed in this window would make on stop and browse inside of this Gucci store. The visual presentation would influence the purchase of items from this collection.

*Compare – BOSS and Gucci Displays:*

- Repetition is present in both the BOSS display and the Gucci visual display.
- Men's suits are repeated on the two mannequins in the BOSS window while in the Gucci window all of the mannequins have on denim shirtdresses with a handbag over their shoulders and similar heels.
- This repetition in the visuals shows the key pieces that the brands want to emphasize to their target market.

- Both the Gucci and BOSS by HUGO BOSS windows are brightly lit. The lighting also focuses the attention of the viewer towards the garments that are shown in the visual displays.
- The visual displays are also neat and clean, which attracts the clientele of these brands to enter the stores and purchase from the collection.
- These windows are great representations of each brand and reflect the orderly and spacious interiors of their stores.

*Improve - BOSS Display:*

- One would suggest putting a spotlight on the formal shoes and belt on either side of the mannequins are too close to the mirrors and are not seen at first.
- The viewer can only see those items from certain angles. The lighting places a glare over those items.
- Bringing the shoes and belt closer to the mannequins or omitting them from the visual display, would improve this BOSS window.

*Improve for Gucci Display:*

- In this Gucci window, one would suggest that visual merchandiser should have the display focused on Gucci's leather goods, which are signature to Gucci's brand.
- Incorporating the different pieces of the Spring/Summer 2015 collection in the display would enhance the display.
- The repetition in the display catches the attention of the viewer. However, there are other garments from the collection that could have been displayed in this window.

- Another suggestion is changing the position of the mannequins so that they face forward. This way the viewer does not have to stand in an awkward position to get a full view of the front of the garments.

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The SCAMPER Model

Michael Kors

## The SCAMPER Model



Figure 1: Michael Kors Destination Collection 2011. (Fashion and Runway, 2011).

Substitute materials or items that were placed in the visual display:

The background could have been constructed differently. The hedge-like background could be substituted by a muted background such as a plain white background to match with the store that can be seen behind of the visual display. Having a background that is not three-dimensional and textured would make the garments the center of attention.

Combine concepts in order to change the display:

For this display, the merchandiser could have displayed a couple as they took a stroll down a Parisian or another European city at night. Having the male mannequin appear to drape his jacket over the shoulders of the female mannequin would help showcase both the menswear and womenswear collections for Spring/Summer 2011. Female consumers of Michael Kors would envision themselves in that setting with their

significant other wearing the garments of the displayed female mannequin. Cross merchandising can strengthen the visual display and tell a story to the viewers of the display.

#### [Adapt or add an element in the design of the visual display:](#)

To continue on with the idea of switching up the scenery of the visual display, maybe adding a boat, a beach or a resort in the background will enhance the display. All of these suggestions would help to create a mood for the viewer. As stated earlier with the mannequins seated at a table the visual merchandiser can have the café near a shopping area, in a resort or near a coastline.

#### [Modify, minify, or magnify an item of one's choice in the display:](#)

One suggestion for minifying an object in the visual display is minifying the shrubbery-like background. This will focus the viewers' attention on the garments in the display. The lighting in the display can also be reduced and have a spotlight focusing on the garments in the visual display. The mannequin in the center of the display could also be magnified to emphasize the green gown.

#### [Put to other uses an item in the display:](#)

If the background was minimized and placed as the ground for the mannequins to stand on, it would not have been the focal point of the display. The background could then be changed to a scenic background that is not as textured. As this is a visual display for Michael Kors' resort collection, using a background that would reflect the nature seen in a destination such as Italy or France would best suit this window display.

#### [Eliminate an item in the window:](#)

Eliminating the gap in the window that allows one to see inside the store should have been considered. Having a closed window display would have been the best choice in this situation. Inside of the Michael Kors store is mostly white with hints of black and the visual display is the complete opposite with its monochromatic green scheme. One would also suggest eliminating one of the mannequins to focus the attention of the viewer on select items of the collection.

#### Reverse or rearrange the materials of the visual display:

If the mannequins on either side of the center gown were switched, the posture of mannequins would point towards the gown in the center of the visual display. This would ideally center the viewer's eye on the focal point of the display. Another idea is changing the position of the mannequins so that they are not simply facing forward. By changing the position, it would add creativity to the display. With the mannequins at their current position, the viewer might walk past as the window display does not stand out.

## References

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## Monochromatic Color Chart

## Monochromatic Brown Chart

