

Ashley Triblet

Dr. Woods

Visual Merchandising

Fashion displays

Visual Merchandising



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MEET THE AUTHOR



studied fashion.

I love keeping up with the latest trends and designers. My favorite designers are Chanel, Balmain, Yes Saint Laurent, Michael Kors, Kate Spade. I started drawing my own designs at the age of ten. I started my own fashion blog in my freshman year of college. I also was a pre-college scholar at Parson and Pratt University where I

Exterior displays

TRADITIONAL OUTSIDE WINDOW OR MAIN MALL ENTRANCE WINDOWS
FROM A DEPARTMENT STORE OR LARGE SPECIALTY STORE



Location: Fifth Avenue in Midtown Manhattan, New York

Dior Store. (2014, October 7). [Photograph]. Flickr.

<https://www.flickr.com/photos/127710399@N06/15443459006/in/photostream/>

This window display is at Bergdorf Goodman which is displaying the designer Dior. Bergdorf Goodman is a luxury department store located at Fifth Avenue in Midtown Manhattan, New York City. This store window is an architectural style (“Silent Selling: Best Practices and

Effective Strategies in Visual Merchandising,” 2017, p. 298). It’s a flat straight front window display and is parallel to the sidewalk (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 46).The element of color and shapes of green leaves in this display creates an interesting Harmony design principle (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 47).The Analogous scheme works in the background arrangement of various sizes of foliage and this strategy gives the viewer a pop of color also a merchandise surprise (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 49).Light green and darker green color of leaves allow the realistic mannequins to portray the brand name, Dior (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 332).The darker contrast colors of the garments are shadowed by low lighting. I would have added more color to the background because it’s not exciting in my opinion. The display is not exciting in my opinion and as a consumer, I don’t think the garments are showcase with elegance.



DISPLAY FROM A CHAIN OR SMALL FASHION SPECIALTY STORE

Location: King Plaza Mall In Brooklyn New York

Charlotte Russe is a small chain store located in King Plaza Mall in Brooklyn New York. This fashion outlet store specializes in handbags, shoes, and some over stocked or irregular ladies' accessories ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 87) The store's signage is a vibrant color, with background lighting fixtures ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 213). It illuminates onto the animated mannequins in the window ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 335). However, the lighting environment is not directly focused on each of the animated mannequins and is a basic design strategy ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 43). This window is a monochromatic scheme which are cool pastel shades("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p.49).The animated figures are grouped together in the display to neatly coordinate the merchandise with a pop of movement ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 343-335).



DISPLAY FROM AN APPLIANCE OR ELECTRONICS STORE

Location: Sagemore Marlton, NJ

Apple stores are a large electronic enterprise business. The products are displayed in the exterior glass window design (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 299) .The tint is of white cardboard illustrates the value of the dark large size iPhone design element tool in the window (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 46-47).The transparent modern window design strategy invites and focuses the shoppers, while peeking their interest in the products.

(186) Shoppers are also drawn by the lack of direct lighting fixtures on the featured products *Apple Store*. (n.d.). [Photograph]. Apple Insider.

The store’s brand image reputation and services are developed, and the customers knows the simple Apple image.

DISPLAY FROM A GIFT SHOP

Location:65 Market St Portsmouth, NH 03801-4008

The simple signage in the boutique window doesn't attract the attention of the shoppers. The graphics are not glamorous and appears to fade into the background ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 213). The window design showcases are vintage or timeless pieces. The architectural parallel window style is a flat straight window front and the glass is flush to the exterior walls ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p.298). The color schemes of the window frame and the signage are eye-pleasing with the abstract headless mannequin in the window("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, *Gift shop*. (n.d.). [Photograph]. Portsmouth. <https://www.portsmouthnh.com/listing/prelude/> h was taken during daylight hours ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 236-239).



Interior displays

FASHION DISPLAY WITH MANNEQUIN

LOCATION: BROADWAY



Prada Store. (n.d.). [Photograph]. Pinterest. <https://www.pinterest.com/pin/68740198055/>

Prada is an Italian luxury fashion house that specializes in leather handbags, shoes, accessories, and travel. These translucent abstract mannequins' unique design strategy is styled with layers of handbags, shoes, and clothing which are Jewel Tones. Which are clearly visible because of the Line design elements ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 47). The Triadic scheme draws the viewer's eye to various levels with direct lighting("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 49). The primary red color illuminates a strong passion or international look for the brand ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 49). The double complementary color wheel was utilized by placing the blue-green jacket on the mannequin which was wearing the red jacket ("Silent Selling: Best Practices and Effective

Strategies in Visual Merchandising,” 2017, p.48). It appears that design principle Rhythm, gave the mannequin’s positions (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 70). great sightlines to view the secondary colors as well.

FASHION DISPLAY WITHOUT MANNEQUIN

Location: London’s Westfield shopping center.



Could This Be The Zara Of The Future? (2018, January 26). [Photograph]. Refinery29. <https://www.refinery29.com/en-us/2018/01/189096/zara-westfield-concept-store>

Zara is a retail store without mannequins. The halogen lighting floodlights is not directly spot focused on the floor merchandise (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 242). Although the light color floors don’t absorb the light the customers are not able to see the merchandise because it’s hung on a rack (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.243). In my opinion, the appeal would be more visible if it was spotlighted and displayed with color coordination

correctly. In addition, the older consumers need more lighting than the younger shoppers (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.244). The blank walls serve no purpose and makes a difference in the store’s image or sales (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.241). It appears the color wheel was not utilized in this design display.

END OF AISLE SUPERMARKET DISPLAY

Location: Publix Supermarket in Florida



McConville, P. M. (2015). *Publix Super Market in Florida* [Photograph]. Alamy.



Publix stores are one of the largest US. grocery chain. The end of aisle signage creates an in-line focal point, making it easy for customers to locate any item (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.262).The yellow bags are complimenting the red bags, utilizing the color wheel. The hue color family intensifies the display. It is

scientifically proven that the color wheel actually increases the impulse to buy. (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 47)

POINT OF PURCHASE IMPULSE DISPLAY

Location: 34th Street New York, NY



Sephora's 34th Street Store. (n.d.). [Photograph]. The Cut. <https://www.thecut.com/2017/05/largest-sephora-store-in-north-america.html>



Sephora's point of purchase is most important to meet the expectations of its customers. The Ambient lighting does not give a shadow to the products and the dark floors are absorbing the light (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.243).The Sequence display design and Unity of highlighting the colors of each brand, are what will stimulate the buyers (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.264). By utilizing the Line Principle of design, it will create a

welcoming flow into the store for quick purchase for that impatient shopper (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.46). The overall color Shade is made with bright white stripe and added black and gray lines(“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 47).

Bell, J. (2017). Silent Selling: Best Practices and Effective strategies Visual Merchanding. In J. Bell, & K. Ternus, *Silent Selling* (p. 242). New York: Bloomsbury.

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Prada Store. (n.d.). [Photograph]. Pinterest. <https://www.pinterest.com/pin/68740198055/>

Sephora's 34th Street Store. (n.d.). [Photograph]. The Cut.
<https://www.thecut.com/2017/05/largest-sephora-store-in-north-america.html>

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Could This Be The Zara Of The Future? (2018, January 26). [Photograph]. Refinery29.
<https://www.refinery29.com/en-us/2018/01/189096/zara-westfield-concept-store>

Dior Store. (2014, October 7). [Photograph]. Flickr.
<https://www.flickr.com/photos/127710399@N06/15443459006/in/photostream/>

McConville, P. M. (2015). *Publix Super Market in Florida* [Photograph]. Alamy.
<https://www.alamy.com/stock-photo-publix-super-market-in-florida-79217237.html?>

Job Type

Part-time

Temporary

FULL JOB DESCRIPTION

Since its launch in 1993 with a collection of six essential handbags, Kate Spade New York has always stood for optimistic femininity. Today, the brand is a global life and style house with handbags, ready-to-wear, jewelry, footwear, gifts, home décor and more. Polished ease, thoughtful details and a modern, sophisticated use of color Kate Spade New York's founding principles define a unique style synonymous with joy. Under the vision of creative director Nicola Glass, the brand continues to celebrate confident women with a youthful spirit. Kate Spade New York is part of the Tapestry portfolio a global house of brands powered by optimism, innovation, and inclusivity.

Essential duties and responsibilities

Hosting: Give our guests the warmest welcome, always exuding confidence and proper etiquette. Able to develop long-term relationships with our guests by asking the most interesting questions, dancing the muse moves, suggesting outreach events ideas.

Team Building: Demonstrate ability to work as part of a team atmosphere. Able to receive and give feedback in an honest and genuine manner. Celebrate fellow muse's successes.

Styling & Curating:

Know and be able to communicate the Kate spade new York aesthetic.

Ability to story tell and use product knowledge to connect with our guests.

Lead and inspire with your own impeccable style, always bringing your best look to work.

Have the ability to spot and talk about products.

Continuously work to keep the stockroom and shop spotless.

Business Smarts:

Understand the product landscape across all merchandise categories.

Ability to multitask like a pro, from operational tasks or cleaning the shop floor to processing POS transactions (a dull moment is hard to come by).

Share ideas and feedback with the team.

Qualifications:

Skills and Abilities Required:

Professional selling skills and exceptional interpersonal skills

Prior luxury goods experience preferred

Proactive ability to multi-task and prioritize

Works well in a team environment

College degree preferred

Physical Requirements:

Available to work store schedule, as needed, including evenings and weekends

Standing for extended periods of time

Able to safely lift boxes up to 40 pounds

Comfortable climbing ladders

Our Competencies for All Employees

- **Drive for Results:** Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line oriented; steadfastly pushes self and others for results.
- **Customer Focus:** Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Creativity:** Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
- **Interpersonal Savvy:** Relates well to all kinds of people, up, down, and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective

relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.

- **Learning on the Fly:** Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.
- **Perseverance:** Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.
- **Dealing with Ambiguity:** Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.

Our Competencies for All People Managers

- **Strategic Agility:** Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
- **Building Effective Teams:** Blends people into teams when needed; creates strong morale and spirit in their team; shares win and successes; fosters open dialogue; lets people finish and be responsible for their work; defines success in terms of the whole team; creates a feeling of belonging in the team.
- **Managerial Courage:** Doesn't hold back anything that needs to be said; provides current, direct, complete, and "actionable" positive and corrective feedback to others; lets people know where they stand; faces up to people problems on any person or situation (not including direct reports) quickly and directly; is not afraid to take negative action when necessary.

Kate Spade is an equal opportunity and affirmative action employer and we pride ourselves on hiring and developing the best people. All employment decisions (including recruitment, hiring, promotion, compensation, transfer, training, discipline and termination) are based on the applicant's or employee's qualifications as they relate to the requirements of the position under the consideration. These decisions are made without regard to age, sex, sexual orientation, gender identity, genetic characteristics, race, color, creed, religion, ethnicity, national origin, alienage, citizenship, disability, marital status, military status, pregnancy, or any other legally-recognized protected basis prohibited by applicable law. Visit Kate Spade at www.katespade.com.

COVER LETTER FOR JOB LISTING

To Kate Spade Management,

The recent notice indicated that your agency was seeking to fill a vacancy.

It is my intention to pursue a position in your Division. As the enclosed resume indicates, I am a Graduate at Guttman College with an Associate degree in Liberal Arts. I feel that I am a strong qualifying candidate for this position because of my ability to create a strong team spirit while working at a steadfast pace. I'm proficient in computer technology and have high work ethics also receive corrective feedback. I can maintain effective relationship with customers and my coworkers. My demure personality does not define my core. I'm a tenacious, committed young woman who will be an asset to you agency. I appreciate being considered for one of your positions and look forward to working with your Division.

Respectfully,

Ashley Triblet

Cell:(347)-581-5226

Home:347-365-4895

Email: ashleytriblet@gmail.com

Brooklyn, New York

RESUME FOR JOB LISTING

Ashley m. triblet

OBJECTIVE

Having over one year of cooperate office experience with a strong sense of dedication, motivation, and responsibility. I'm interested in acquiring a position in a creative professional office environment.

EDUCATION

New York City College of Technology

Bachelor of Science in Business & Technology of Fashion - Anticipated graduation date: Fall 2021

Stella and Charles Guttman Community College

Associates Degree in Liberal Arts and Sciences – June 2016

Parsons New School of Design Pre-College Scholar's Program

Fashion Design – September 2010 – June 2013

EXPERIENCE

RRR Creative

*Freelance Assistant
Stylist
New York, NY
10/2018 – 03/19*

- Assisted fashion stylists with props, outfit preparation, and shoot set-up.
- Prepared provisions for the artist/photographers during the shoot.
- Supported fashion stylists on all aspects of New York-based fashion projects.
- Transported wardrobe pieces in a safe manner

Ross Corporate Buying Office

*Receptionist
New York, NY
09/2017 – 08/2018*

- Provided administrative and clerical support for new hires in a team environment.
- Utilized Concierge database to direct calls to the appropriate staff.
- Assisted and managed sample areas, conference, and waiting rooms.
- Received, organized, and distributed clothing samples from buyers.
- Facilitated communication clients, and buyers by directing incoming calls.

Duane Reade

*Beauty Advisor
New York, NY
07/2016 – 09/2016*

- Served multiple customers, discovered their needs, and made recommendations to generate sales. Greeted and advised accurate product information to customers
- Stocked the sales floor, preparing displays and promotional events.
- Addressed loss prevention issues immediately.

Dr. Jeffers Medical Office

*Office Assistant
Brooklyn, NY
06/2009 – 08/2009*

- Provided professional reception service and managed waiting room.
- Provided administrative and clerical support through filing and scheduling.
- Directed incoming calls, scheduled appointments, prioritized messages.
- Prepared outgoing mail for distribution and updated mailing list database

SKILLS

Microsoft Word, PowerPoint, Excel, Mac and Windows Vista/XP. Social media management (Facebook Twitter, Instagram, Pinterest, LinkedIn, WordPress, BlogSpot). Proficient Concierge.

