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## Visual Merchandising in NYC: Case Study

Professor Jackson

Camper (Lab), 221 Bowery, New York, NY 10002

Vault by Vans, 219 Bowery, New York, NY 10002



Camper Window Display



Vans Window Display

Here you can see both stores utilizing their window displays. Camper has their primary shoes on display with multiple red barrels to complement them, meanwhile Vans used their latest collaboration with Rhude to attract customers. I feel as if the Camper store can improve on little details such as removing the blue backdrop so the customers could see inside the store. They should also make their sign noticeable by having their brand name in the logo. Vans could improve on the window display by adding more products to their display such as clothing , accessories etc.



Camper Store Entrance Set-up



Vans Entrance Set-up

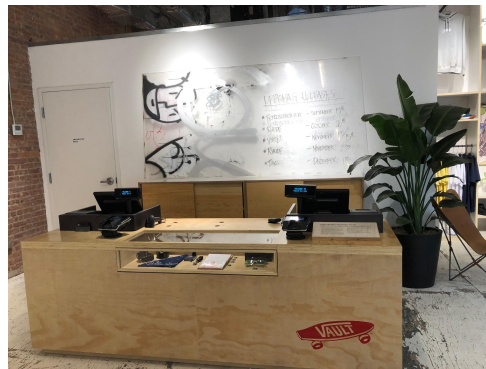
Here there are distinct differences between the two stores. When you walk into Camper you see all of the shoes in a row on display. Meanwhile in Vans when you walk in you see their latest collaborations on two tables that include shoes sunglasses and T-shirts. What Camper can do to innovate their store entrance set-up is include possible collaborations to keep the customers engaged in first sight. Camper also uses a monochromatic color schemes throughout not only the entrance but within the whole store as opposed to Vans. They use different colors for each collab and store item around the store and entrance set-up.



Camper Main Floor display



Vans Main Floor Display



Both locations utilize shelves and racks for their merchandise. Camper only has two racks of accessories and clothing as well as having the majority of shoes in a row, meanwhile Vans has shoes, clothing and accessories scattered all around the store making it aesthetically pleasing for the customers. Vans visual merchandising is more versatile since they have a wider variety of displays. Camper has an aesthetically pleasing image on the wall that changes over time

consisting of their models and who they plan on gearing towards. Meanwhile Vans has a clearboard with graffiti mentioning upcoming collaborations to keep the customer engaged with what's going on, making them want to come back.

### Camper

S- Substitute the blue backdrop in the window display with a clear one or something more pleasing to hook the customers attention.

C- They could combine the very bit of clothing and shoes with the accessories on mannequins to show as if they put in a little bit more effort and detail into marketing their product.

A- For the moving images board Camper could switch the type of content that they are showing which in this case right now they are trying to hook in a younger, trendy audience but maybe they could put on a type of content that's trendy and gears towards different age groups.

Especially when an older age group has the ability to spend that type of money for this product.

M- The color schemes within the store could be modified by switching up the color a bit. Even though the shoes pop out they could have a colored sign on the wall instead of a matching wall color.

E- Other than the blue backdrop they don't really have anything to eliminate.

R- I think Camper should add more benches for people to sit down and try on the products. The only bench they have is next to the entrance door which could be a bit uncomfortable if more customers come in. It could get a bit messy and cluttered.



