

Deborah Aderounmu

VISUAL MERCHANDISING IN NYC: CASE STUDY

Visual Merchandising 2300

Professor Jackson

For this case study, our market segmentation is mass market and focusing on two NYC retailers H&M and ZARA.

ZARA store

H&M store

- OUTSIDE WINDOW DISPLAYS:





● MAIN ENTRANCE:



- MAIN FLOOR:



Step 2

Using the Bell model to compare the similarities between each retail stores:

- They both have three mannequins in their windows displays.
- Not that many accessories in the window display.
- They both have female mannequins once you first walk in.
- They are both fast-fashion brands.
- The inside displays are similar they aren't overcrowded which gives people room to walk.
- They have a limited amount of mannequins on the floors.

- They both refresh the concept of their displays often.
- They both have similar color displays on their main floors

Improvements each store can make

Zara:

- ❖ The color of the display window should be more eye-catching to attract attention
- ❖ Offer more basic beauty products and accessories
- ❖ We should be able to see some parts of the store from the outside, in this store the display was blocking the view from the outside.
- ❖ The window display should have better lighting in order for people to view the items properly.
- ❖ Mannequins were boring.

H&M:

- ❖ Male models in the window display
- ❖ More accessories with the mannequins, since they sell more than apparel.
- ❖ Fewer sale signs.
- ❖ Add more mirrors throughout the store.
- ❖ They should focus more on pulling people instead of pushing products out.

Step 3

Using the SCAMPER model, we chose to elevate H&M window display to attract new customers.

- Substitute one of the female mannequins for a male one.
- Combine higher quality apparel in the window display with some of the regular days wears, in order to attract different target markets.
- Adopt a theme in the window display, incorporating an eye-catching visual so as to draw the attention of people.
- Modify the mannequins by using ones with facial expressions, and adding more accessories.
- Putting to other use. i.e. using the recycling project as a theme in the display window
- Eliminating some of the sale signs.
- Rearranging the sale sign on the left side of the window display and adding more mannequins to it.