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Review Questions

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Question 1:

A design strategy is a plan of action to achieve a particular retail goal. UNIQLO's visual merchandising team uses color, balance and proportion when establishing the design for the store. Double-complementary color schemes are used to bring attention to the product. On the retail product walls the merchandise is organized evenly on both sides, coats of a different color and T-stands complimenting what's on the wall.

Question 2:

Design Elements: Color, Texture, Proportion, Direction, Line, Shape, Size, Sequence, Tension
Principles of Design: Unity, Harmony, Balance, Repetition, Rhythm, Emphasis, Contrast,
Surprise

Question 3:

UNIQLO retail stores uses the design element, direction, to help drive a successful store. At their Herald Square location from the moment you walk, the way everything is placed is leading you further in the store. Mannequins are strategically placed in the direction towards the retail wall.

When customers walk around the retail floor, the direction the mannequin's body are facing lets the shopper know that this direction leads further into the store.

Question 4:

UNIQLO uses repetition as a merchandising strategy with the use of mannequins. These mannequins are dressed alike with similar color and they all have the similar shapes and size. Though the mannequins are not identical in what is worn but they share the same color palette and silhouette. UNIQLO is using repetition to get the product embedded into the consumer's brain. If you see a product once you might not think about again, but rows and rows of the same product might entice a consumer to purchase.

Question 5:

Color can make or break visual displays. UNIQLO Fifth Avenue flagship store uses bold images relating to pop art to create the visual moments for consumers. For their SPRZ collection where they collaborate with pop art artist like Keith Haring and Basquiat, visual merchandisers use the art design as pops of color to make the shirt on the wall stand out as its own art. UNIQLO uses different color shades and intensities to make an intriguing presentation.

Question 6:

The atmosphere at Victoria Secret stores is one a consumer can never forget. From the moment, you walk into the store, your senses have heightened. There is a lingering floral scent all throughout the store that you only get at Victoria Secret. There is also plush pink and purple velvet furniture near product tables that add to the design strategy of the store. The music played

through the store is usually female artist of the past or present, this is informing the consumer that the place you just walked into is like a sanctuary for women of all ages. The lighting in the store plays a huge part on the mood the store is trying to portray. Low lighting around mannequins with lingerie to create a scene of a bedroom or spotlights on fixtures to give that luxury walk-in closet vibe.