

New York City College of Technology
Visual Merchandising 2330/Professor Jackson
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Zara and HM Retail project
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ZARA

Outside Window display: Zara



Store entrance set-up



Main Floor Display







Outside Window display: H&M



Store entrance set-up



Main Floor Display



Judy Bell Model:

Look: Both Zara and H&M use a lot of display tables and t-square clothing racks. They have a minimalistic look in their outside window displays. They displays used were at average eye level or below to make for easy access to merchandise and walking space was spacious enough to allow customers to navigate comfortably. They also both use the Diamond plan, as far as layout, with most of their merchandise consisting of trendy and fashion forward items and not as many basics.

Compare: While visiting both stores it was made obvious both stores share similar atmospherics. The lighting was bright in both stores which seemed to highlight designs, colors and fabrics throughout the store. Both stores also seemed to play similar genres in music, with dance/electronic and alternative/indie playing most frequently. However, as far as their online strategies, H&M differs with Zara because H&M continues their minimalistic vibe and Zara appears to have more of a luxurious aesthetic, quite similar to Gucci's online store.

Innovate: Two selling strategies not implemented in the H&M store was cross-merchandising and the "P", Put to Other Use, in the Scamper Model. Although doing this allows customers to focus on one particular visual because it is somewhat less confusing due to its simplicity, I would utilize these two strategies because it has more benefits.

Scamper Model (H&M)

S- I would use the hunter green tie back curtain tassels that were located in the home department to enhance background for the outdoor display. I would have them dangle from the ceiling to imitate falling leaves. Doing this not only changes one expected element of a visual idea for another by incorporating a home decor piece in a clothing/ accessory setting, but does a better job of utilizing space to create an overall visual.

C- Although H&M did use Ready To Wear mannequins to display clothing pieces, they failed to include accessories to make the look complete. I would combine the use of hats, necklaces, and bags with the clothing pieces on the mannequins to display a full look.

A- I would have included fake maple leaves of orange, yellow and green colors beneath the mannequins to indicate the fall season.

M- I would maximize the look of the sneakers on the male mannequin by putting them on the display table (which would also be covered in maple leaves) that is next to it.

P- I would use handbags as hats for the female mannequins.

E- I would eliminate the poster on the right of the outdoor display behind the male mannequins, it is unnecessary and takes away from look displayed on the mannequin in front of it.

R- I would rearrange every other mannequin to stand on its head, instead of the normal upright position. In other words, of the eight mannequins there, four would be flipped completely upside down. This will definitely be attention-grabbing for prospects who walk past the display and presents a better chance of them stopping to look or walking inside.

Similarities between both stores

Jessica: Both Zara and H&M use a lot of display tables and t-square clothing racks. They have a minimalistic look in their outside window displays.

Two selling strategies not implemented-

S-I would substitute at least 2 display tables for clothing racks. This will create more space for customers to move.

C-Combine elements from the main floor and add them to the window display.

A-I would add mannequins to the top part of the gallery section in the back; this will create an appealing display.

M-put all jackets/outerwear on a specific section. This will create an organization, and customers will know where exactly to go.

P-Use shelves. This will not jeopardize the minimalist theme; it will enhance it.

E-The rack in the display. It gives a lazy vibe or a sense of urgency to have something in the display.

R-Use a 4 t-square rack