

2/5/19

- 76% of shoppers don't talk to salespeople

### Different Types Of Shoppers

- Impulsive
- Planned
- Focused

Gene Moore - Vice president & displays director at Tiffany & Co for 40 years

Cross Merchandising - Moving merchandise across traditional depart. To combine elements in a single dept. Or display

Trendspotting : Demographics, lifestyle , Psychographics , cultural , social influence

**Bella Approach** - Look , Compare, Innovate ( To find creative ideas, current events, for creativity & editing )

**SCAMPER** - Robert Eberle's ways to solve problems

1. Substitute : Utilizing an accessory piece w/ home decor setting
2. Combine : Full look
3. Adapt : Using step ladder for footwear eye catching
4. Modify : Making something larger
5. Put ( to other uses )
6. Eliminate
7. Reverse or rearrange : Interesting concept of mann placed on heads

- Flagship store Display the highest ideas of a company's brand image
- Stores build after the flagship are modified stores & more affordable

Mission statement - what do you want to do as a business

Promotional Mix- Is a combination of communication tools like advertising , special events, personal selling

How to successfully support retail strategies

- Window & interior display
- Promotional signing for in-store selling
- Layouts ex: Pointing to where men or women floor items is at
- Placement & presentation
- Team Members (Visual merchandising work with the associates)

How visual merchandisers communicate with customers

Three basic elements of communication : Sender , Message , Receiver

Retail brand image is a combination of tangible and intangible factors that describe what a shopper thinks about his or her relationship with a store .

Intangible - see products for the season , runway show an experience you see in the store , can't actually touch , feel or take with you

Tangible - Things you can touch & take away with you

- Location of stores is also important when considering a stores brand

**Stretching brand image** - Reflect location geographically

Most chain stores look the same from location to location and are often referred to as a cookie-cutter stores

Trend toward : non store selling, emphasis on interior ,customer experience

Chapter 3: Core Design Strategies

Atmospherics- Basic design strategies used throughout a store . Utilizes multiple sensory elements for decor & layout that appeal to a shoppers five senses.

Concept store : sells different variety of stores / stands in the whole store. More luxury areas adding layers to the shopping experience ( macys)

Ideation - Generating, developing, and testing various ideas.

Lease line- Marks where the store space begins & a malls common area ends.

## Chapter 4

### Store layout

**Free flow layout** has selling fixtures arranged in loosely grouped, informal browsing

**Race track layouts** features a traffic aisle that loops around the stores perimeter like target

**Soft aisle layout**, fixtures are arranged into groups sometimes with a 5 foot aisle along merchandised wall sections ex: urban outfitters encourages customers to shop the walls and move easily around the entire store.

**Minimal layout** is almost gallery like in its simplicity. Presented as wearable art

**Combination floor layout** shoes, sunglasses, racks next to each other, where you want to leave !

**Permanent layout** indicated the selling of departments with a singular start and rarely change. It ensures comfort for shoppers ,costly to move merchandise

**Non permanent layout** are flexible and can change when retailer ,move the departments around, merch need to change over season, when a fresh trend emerges the store rotates stock to present a fresh face

**Adjacencies layout** thoroughly planned layouts that portion same end use products next to each other, similar items next to each other ex home candles next to cleaning items or dresses and shorts next to each other

Final Review

Scamper and bell - short answer

Two diff ads and compare relating to scamper and bell

10-15 questions T /F multiple choice

Review matching quiz