

# What's GUCCI LOUIS?

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## SCAMPER Model

The first step in executing the SCAMPER Model is substituting. This step involves changing an expected visual element into another. In the *Gucci* display I would substitute the bigger carpets with smaller rugs under the points I want to emphasize, this way it looks less like a living room. Next up is to combine, or to make use of the multiple categories of fashion. I would use this technique by accessorizing mannequins indoors by strategically placing handbags and lighting on them to grasp the customers attention and attain visual appeal. Adapting is the next step in the SCAMPER Model and it involves utilizing an item which was intended for one use by adapting it to another use within the sales presentation. For instance, in the *Gucci* display there are many “adapting” elements such as the table and the chairs that serve their own purpose as well as display the handbags. I would elevate this concept by using tables that look more sculpture like and arrange the handbags in a more visually appealing way. After that, the elements Modify, Minify and Magnify come into play. This approach focuses on the proportions and scale of the visual elements. I would apply this to the *Gucci* window display by enlarging the shoes so you can see the shoes details, style and color from afar rather than the display with the mannequins legs and the shoes on the feet. The next step in this model is to “put to other uses”. An example of this strategy would be using a cooking pot as a hat on a mannequin on display to creatively grab attention of the customer. Placement is key and i would implement this with the *Gucci* display by making the displays more interactive like hanging the scarves so the customers can touch them as they pass rather than simply putting them around the mannequins neck. To eliminate is the next strategy and this ties in with the “less is more” concept. When there is too much going on it is visually disturbing and distracting. I would remove the red walls and floors on the *Gucci* display because the merchandise has bright colors as well. I would put plain white

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walls and tile floors while working on the lighting and other aspects to visually achieve the attention I want. Last but not least is the Reverse or Rearrange factor and this involves the presentation of the merchandise to be shown in an unexpected unusual way. In order to implement this to the *Gucci* display I would change the posture of the mannequins. Most of them currently are simply standing straight with their arms to the side. I would pit one sitting on the floor going through her handbag with *Gucci* shoes and accessories on and one doing a cartwheel with the *Gucci* scarf hanging off her neck and emphasize the shoes that way. Overall, this is how I would use the SCAMPER Model to enhance the visual merchandising for the displays of *Gucci*.

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