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Analyzing Visual Displays

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Bell's Method of Analyzing Visual Displays



FIGURE 1. (HARVEY NICHOLS, 2016).



FIGURE 2. (HARRODS, 2015).

1. *Look* at competing stores and their visual displays:

The first window is of Harvey Nichols' Spring 2016 collection in Hong Kong. Judging by the colors and prints of the clothing seen on the mannequins, the brand seems to be targeting millennials. The emphasis on the milk and cereal allows one to infer that their consumers are always on the go. Harvey Nichols is known for their unique take on luxury items. In this display, they playfully placed their products on the cereal, as opposed to using regular stands. The second window is a 2015 Spring display at Harrods in London. Their ideal target market consists of young professionals and families. Harrods incorporated the promotional mix into their display by using the movie Cinderella to promote designers like Jimmy Choo and Stuart Weisman's Swarovski "glass slipper" inspired shoes.

2. *Compare* the merchandise, season, and market:

Although figure one's display doesn't capture the luxury brand image they are trying to pursue, the bold colors and use of oversized props are bound to grab the attention of their desired target group. Much like Harvey Nichols, customers also perceive Harrods as their go-to shop for luxury items. Harvey Nichols showcased Spring merchandise ideal for the street style scene while Harrods opted for more of a formal Spring approach.

3. *Improve* and combine the best presentation techniques from competing stores:

Instead of displaying both clothing and accessories, I'd pick just one product to reduce the cluttered feel of the window in Figure One. To make the Harrod's display even more effective, the merchandising team could have shown the heel peeking out from the bottom of the dress. Since the objective of the window was to introduce the consumers to the new glass slipper collection, the shoe itself should have been the focal point.

Would you *stop and look* at these displays or *walk by*?

Overall, I found Harvey Nichols' window display to be effective. The larger-than-life milk and cereal concept would instantly capture my attention. Although I might not walk into the store, I would definitely stop and examine the window. Due to the fact that Harrods was clever enough to add a modern spin to a Disney classic, I believe I would definitely stop and check out their window as well.

Scamper Method of Analyzing Visual Displays



FIGURE 3. (MOSCHINO, 2016).

Substitute: *To exchange one expected idea for another.* In order for the actual merchandise being sold to stand out, one could adjust the color of the soda cans to something more muted such as beige or off white. That would allow the red in the clothing to pop.

Combine: *Cross merchandise.* Using some of Moschino's jewelry, one could combine them with fairy lights hanging down from the ceiling.

Adapt: *Taking an item intended for one use and adapting its purpose to suit your presentation.* To showcase additional merchandise, handbags can be used as anklets hanging down from one of the mannequin's legs.

Modify: *Magnify or minify.* Since the display has a clear view of the store behind it, one could add a solid backdrop to allow the window to add emphasis to the products being shown.

Put: *Unexpected uses for objects to be entertaining, attention getting, and thought provoking.* To go along with the whole grocery theme, one could add a shopping cart to the display. Instead of putting the soda cans in the cart, the mannequins could be placed inside it to add a quirky twist.

Eliminate: *Quit while ahead.* One of the soda cans used can either be removed or minimized.

Reverse/Rearrange: *Presenting merchandise in an unexpected way.* One could rearrange the mannequins to create a visual experience, rather than just a nice window display. For example, the mannequin sitting on the tall soda can, can be placed on a swing hanging from the ceiling instead.

References

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