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BUF 2203 – Visual Merchandising

The Scamper and Bell's Method of Analyzing a Visual Display

## Scamper's Model



Figure 1. Christmas Window Display From A Burberry In London (2016).

### **Substitute – Exchange one expected idea for another**

Instead of human-based mannequins, elf-resembling figures could have been used to go with the Christmas intended theme of the display.

### **Combine – Cross merchandise**

Burberry bags could be added to represent “Santa’s big red bag” with goodies inside.

### **Adapt – Take an item intended for one use & adapt its purpose to suit one’s presentation**

A surfboard could be used with a Santa Clause riding on top of it to surf the waves in time for Christmas.

**Modify – Magnify/Modify**

The teddy bear near the child-like mannequins in the window can be made larger to connect more with a child's Christmas spirit.

**Putting to other Uses – Unexpected uses for objects to be entertaining, attention getting & thought provoking**

This display can also be shown in a toy store as well.

**Eliminate – Quit while ahead.**

The waves can be eliminated since they throw off the Christmas theme.

**Reversing or Re-arranging – Preventing merchandise in an unexpected way**

If the waves were placed at the top of the display upside down it would look more like snow or a magical Christmas kingdom.

## Bell's Model



Figure 2. MANGO Spring Window Display in Budapest (2014).



Figure 3. Zara Spring Window Display in Budapest (2014).

1. **Look** at competing stores and their visual display presentations.

- MANGO was started in Barcelona (Mango, 2017).
- The brand's focus is on high quality and original products (Mango, 2017).
- The store's name is displayed on the window.

1. **Look** at competing stores and their visual display presentations.

- Zara was started in Spain (Zara, 2017).
- Zara has a broader market than most retailers, not specifying in any one age group or lifestyle (Harbott, 2011).

- The ideal customer is young, fashionable and spends wisely (MANGO USA, 2017).
- There are 3 mannequins displayed: two female figures and one male.
- The store's name is displayed on the window.
- A picture is placed behind one of the female mannequins showing a real-life model in the outfit.
- Accessories such as bags and shoes are displayed at random but to add on to the mannequin's clothing.
- Price points are shown at the front corners of the window for customers to know how much each look cost.
- Merchandise is easily seen through the window.
- Women are their largest customer profile group (Harbott, 2011).
- The window's lighting is more shaded than bright.
- One full women mannequin is seen plus the upper-body of what appears to be a kid's mannequin based off the fitting of the clothing.
- The full body mannequin is more hidden while the one pieced figure is seen where the most-light is in the window.
- There are no prices or logo present in the window.
- The merchandise is a little hard to see due to the lighting.
- The window is not cluttered but confusing.

- The light compliments the clothing.
- The window is not cluttered and is displayed clearly.

2. **Compare** the merchandise presentations

- Neutral colors are displayed in the garments chosen on the mannequins.
- Men and women fashion is displayed.

3. **Improve.** Combine the best presentation techniques from the competing store with one's own ideas.

- The light should be dimmed around the model's picture and brighter on the mannequins to focus the attention primarily to their outfits.

2. **Compare** the merchandise presentations

- Easter-related (yellow, light blue) colors are displayed in the garments chosen on the mannequins.
- Women and kids fashion is displayed.

3. **Improve.** Combine the best presentation techniques from the competing store with one's own ideas.

- A model's picture should be added to the window with the mannequins positioned near it to give off the perception they are a part of it.

## References

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Figure 3. Zara Spring Window Display in Budapest (2014). Retrieved from <https://retaildesignblog.net/2014/04/26/zara-windows-2014-spring-budapest/>

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