

VISUAL MERCHANDISING

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BUF 2203 Visual Merchandising

Dr. Woods



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Nargiza Rahmatilloeva,



I was born in Uzbekistan and came to the United States in March of 2014 and I have been living in Brooklyn, New York since then. I'm now a 19 years old student at New York City College of Technology studying my first year of college. I'm interested in fashion design and want to become a designer. My major is Business & Technology of Fashion. I'm currently pursuing an Associate Degree and planning to graduate with a Bachelor's degree from City Tech.

Introduction

Fashion is what you buy, style is what you do with it. Visual merchandising is one of the parts of fashion. It is an indispensable retail discipline, consisting of a series of practical selling tools that are used to influence what and how much consumers buy. Color affects visual merchandising by attracting people within the first five seconds, which communicates an immediate association or emotion. There are a lot of things that are involved in visual merchandising and visual merchandisers are in charge of a lot of things, such as scheduling display windows, planning in-store editorial displays and department presentations, and selecting merchandise, props, and mannequins. Visual Merchandising is the language of the store, which defines how a retailer communicates with its customers through product images or presentations. While visual branding is associated with clothing retail, there are many ways to deliver the best benefits of many types of products. If good visual sales are made, it will be easier to sell products.

Many retailers believe that exciting fashion displays in store windows are miniature theatrical productions that turn passersby into window shoppers. Windows play a critical role in a store's merchandising strategy. The fashion message should be strong enough to force window buyers into the store and place the item in the section. Effective fashion windows mark the first step in a planned progression that leads shoppers from viewing to purchasing. By controlling every element they use lighting, props, color, texture, scale, mannequins, forms, signing, and theme visual merchandisers also control communication. Storefronts evolved from block-long banks of enclosed windows to plate glass sheets that allowed shoppers to see directly into the store. Window styles are as varied as the architectural styles of store buildings: flat, straight front windows, arcade windows, angled windows, corner windows with triangular displays, and

bump-out windows. Windows act as a means of communication. To compel window buyers into the store and put the item in the section, the fashion message should be powerful enough. There are two different types of store windows, exterior displays as well as interior displays.

Exterior displays

Traditional outside window or main mall entrance windows from a department store or large specialty store.

Macy's

Herald Square, 151 W 34th St, New York, NY 10001



The image above is the window display of Macy's Herald Square which is the flagship of the Macy's department store chain; it is located on Herald Square in Manhattan, New York City. During the Christmas seasons, Macy's has unveiled its iconic holiday windows at its flagship New York City store. Those windows also honor the diversity and uniqueness of New York. This is the type of "straight flat" window. The lighting of the windows displays is the one of the best things that grabs customer's attention the most. Also the use of different lights brightens up the street and engages the visitors when they pass by it. Most Visitors would stop by it and snap

pictures in front of the holiday windows of the world famous department store. Also the statues on top of the door makes the entrance unique and brings customer excitement before they enter the store. According to the article Macy's 2020 holiday windows honor NYC frontline workers, Macy's describes the display as a "thank you letter to first responders, essential workers, marchers for equality, and New Yorkers who showed their grit, good humor, and hopeful spirit during a tumultuous year."

Display from a chain or small fashion specialty store

Target

Location: 236 Bourke St, Melbourne VIC 3000, Australia.



This picture on the right was taken at Target which is located on 236 Bourke St, Melbourne VIC 3000, Australia. Based on this window display it can be seen that Target stores carry lovely outfits for womens at great low prices. This window type is a flat, open back window display. Looking at this image, the colors of the background, the red balls, the unique boxes in the background and the mannequins makes the display special and grabs customers, especially women's attention and makes them want to enter the store and shop. The meaning of the boxes can be that there are a lot of unexpected surprises and gifts that Target carries inside for its customers. In my opinion, the color red is one of the women's favorite colors which they

would wear on their special day, so Target did a good job on using a red color for most of their displays as well as their logo.

Display from an appliance or electronics store

Miele

Location: Vaughan, Ontario, just north of Toronto.



The image above is the window display of the Miele store which is located on 161 Four Valley Drive Vaughan, ON L4K 4V8. Miele is truly a unique showcase demonstrating excellent quality, technology and service. This window display is the type of open back window display. According to this window display it can be seen that Miele stores carry washing and drying machines as well as the vacuums. The lights and the colors that they used for the background is simple, however they are the primary colors, which are red, black and white which are the best colors that stand out the most to the customers and the best colors to use for the appliances. Looking at this window display you can interpret that Miele company welcomes Visitors to try out appliances and discover the user benefits they offer. From laundry and floor care appliances

to kitchen products through to Smart Home, all Miele product categories are represented. This is a full retail store where customers can purchase all products.

Display from a gift shop

All of my Heart

Location: 21 The Green, Cotswold House, WR12 7AA Broadway



This window display is from a gift shop called "All of my Heart" which is located on 21 The Green, Cotswold House. It's one of the great gift shops, which carries different types of gifts for any holiday season. This store is the easiest place to find gifts for everyone on your list. Based on this image it can be seen that this window display is the bump-out window type. According to this window display, it can be seen that this picture was taken during the Christmas season and it's clear that they carry Christmas gifts for their target markets to buy for their families and friends. The most interesting part of this window display is the lights, toys and the Christmas tree that's standing out the most and making the shop more unique and full of joy. People passing by this shop would definitely want to enter this store and buy gifts to their loved ones for Christmas.

Interior displays

Fashion display with mannequin

Zara

Location: 666 5th Ave, New York, NY 10103



Those are the two window displays from Zara which are taken at one of the best Zara stores in NY, which is located on 666 5th Ave, NY. Those displays are examples of interior, inside displays. According to those displays, Zara does so well with their fashion display with mannequins. Their mannequins always have the look of the moment, great styling and concepts with interesting stories. Based on those displays it can be seen that Zara carries high quality clothes for womens. Zara has more fashion-forward staff and people would rate the organization, display, and availability of products higher at Zara. Looking at the displays above, you can tell that Zara provides its customers with unique and trendy fashion forward stuff. Also the mannequins are one of the main things which makes the clothing unique and stand out to the

customers, because mannequins help customers see how it would look on them. Looking at the styles that are on the mannequins visitors at the stores can imagine themselves wearing that outfit in a way mannequins are worn. So putting new arrival clothings on the mannequins is helpful because it would help advertise the new collections of the brands to its customers so they can see and purchase according to it.

Fashion display without mannequin

Oshkosh

Location: 334 City Ctr, Oshkosh, WI 54901



This image above is Osh Kosh's display which is located on 334 City Ctr, Oshkosh, WI 5490. There are a lot of Osh Kosh stores in New York but the one in the picture is the central Osh Kosh store. Based on this display, it can be seen that Osh Kosh carries cute outfits for babies as well as little kids. Looking at this display, I can tell that this store is so organized with its unique and adorable clothings which parents would enjoy looking at to imagine their kids in it. As you can see, there are' really mannequins' used in this display, what Osh kosh visual management did here is they used children's clothing racks as well as shelves to advertise their product to their customers in an organized way and to show their fashion display without using mannequins.

Store: The Walmart Supercenter in Secaucus, New Jersey

Location: 400 Park Plaza Dr, Secaucus, NJ 07094



This image below is Walmart supermarket's end of aisle display. It is located at 400 Park Plaza Dr, Secaucus, NJ 07094. Walmart is a department store. It is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, headquartered in Bentonville, Arkansas. The company was founded by Sam Walton in 1962 and incorporated on October 31, 1969. Based on this display, it can be seen that Walmart is so neat and organized with its aisles. Walmart did a good job of putting all snacks, such as chips, candies and sodas at the end of the aisle to grab customer's attention and not to make their shopping experience boring for them. In my opinion seeing something in need at the end of the shopping is interesting because usually most of the stores put those products in the beginning on

the aisle which would stand out to the visitors as soon as they enter the store, which makes clients just take something that they need as soon as they see it, and just leave the store without even taking a look at the rest of the aisle and products that are in there. Which means they won't even be willing look for more products and purchase more.

Point of purchase impulse display

Sephora

Location: 1535 Broadway, New York, NY 10036



Consumers spend up to \$5,400 a year on impulse purchases alone. That's where point of sale (POS) marketing comes in. It's at the center of any retailer's transactions and, when leveraged, can be high-value in-store promotional real estate to drive more sales pre-checkout. This image above is the display of Sephora which is located on *1535 Broadway, New York, NY 10036*. Sephora is a French multinational retailer of personal care and beauty products. Featuring nearly 3,000 brands, along with its own private label, Sephora offers beauty products including cosmetics, skincare, body, fragrance, nail color, beauty tools, body lotions and hair care. This display is the example of a point of sale. Sephora's point of sale is where transactions are completed. Traditionally, this was cash registers, but with mobile retail POS systems like

Lightspeed, merchants can also process transactions anywhere in their store. According to this display, it can be seen that Sephora is so neat and organized, and they are so easy and clear about where the products are located so their customers struggle in finding their needs. On this display I like how the colors that they used are simple and not colorful because their products, cosmetics are colorful itself.

Job Listing

Marketing Associate

SAVE 



FounderMade
New York, NY (+1 other)

Apply on Glassdoor

🕒 8 days ago 🏢 Full-time

FounderMade is obsessed with the world's best consumer products in food, wellness, and beauty. Our mission is get the most innovative, inspiring consumer brands to the place they belong: in the hands of those who want them. We do this through helping consumers discover new brands that will improve their lives, empowering founders to bring their products to more people, and bringing retailers and distributors a curated selection of best-in-class brands through our tech platform and annual summits.

As our Marketing Associate, director level or VP to support our growing team. You'll work closely with our executive team to position FounderMade as the best place to discover new, innovative consumer brands, grow our consumer audience dramatically, and market our high-profile events.

We're are open to the seniority level for the right individual.

In this role, you will:

- You'll manage all strategies to grow FounderMade's audience, including social, search, email, referral campaigns influencer marketing, and other creative ideas we've never thought of yet.
- Be responsible for managing and marketing to our database, as well as working with external, paid media, and digital initiatives
- Managing database build

Cover Letter

Nargiza Rahmatilloeva

1230 Avenue Y, Brooklyn NY, 11235

12/01/2020

FounderMade

Marketing Associate

New York, NY

HeadquartersNew York, NY

Dear Foundermade co,

I would like to apply to the job that you're offering. I was made aware of this opportunity through the company's website, as I searched for Jobs in marketing associates that would allow me to utilize my training in marketing while continuing to grow as a professional. I am currently working towards my Associate degree in Business & Fashion of Technology at New York City of Technology.

At my high school, I was joined in an internship called "Fashion Design " where I had to Create detailed and colorful illustrator flat sketches of proposed designs and assist with creating new ideas, concepts and designs for the collections which my school had to present. and presenting them to other fashion programs at other art schools.

Our curriculum consists of many projects that are collaborative, involve practicing accurate documentation of work, and end with a presentation in front of colleagues and peers.

As a participant, I focused on growing my professionalism and leadership skills by participating in workshops and events on campus focused in these areas. With this in mind, I have come to seek an internship at Brooklyn Museum for Creative Arts internship program. I was an assistant a professional teaching artist on weekends for students ages 6-7 years old. For two hours every weekend I worked with kids to create their own creative arts as well as sculptures based on ancient Egyptian tradition.

In order to utilize these skills in a workplace context. I believe I will gain the skills necessary in order to compete in the workforce, I am very grateful you are considering my application for your job position. If you have any questions, you can contact me at (347) 836-2555 You can also reach me at my email at nrahmatilloeva@leaders6-12.org.

Thank you for your consideration.

Sincerely,

Nargiza Rahmatilloeva

Resume

Nargiza Rahmatilloeva

1230 Ave Y Brooklyn NY 11235 | (347)836-2555 | nrahmatilloeva@leaders6-12.org

OBJECTIVE:

To secure a challenging and responsible position that will allow me to utilize my caregiving experience and supervisory skills.

SKILLS:

Languages: Tajik, Uzbek, Russian and Turkish
Microsoft Office

EDUCATION:

New York City College of Technology, Brooklyn, NY, Aug 2017-current
Expected Graduation date: June 2023.
GPA: 3.5

INTERNSHIP/WORK EXPERIENCE:

Magic Home Care

Summer Youth Employment (SYEP) Intern

Brooklyn, New York

July- August 2018

- Helped with various clerical and organizational tasks, file folders, and translated for customers.
- Answered calls and translated for Tajik and Uzbek speakers

Sheepshead Bay Public Library

Librarians of Tomorrow Intern

Brooklyn, New York

January- June 2018

- Assist librarians and library patrons.
- Monitor small children during playtime and keep the playroom organized.
- Model art projects and lead art projects for small children.
- Lead storytime program by reading books to little kids loud and discussing it altogether.

Brooklyn Museum

Assistant Teacher

Brooklyn New York

September-December 2017

- Assistant a professional teaching artist on weekends for students ages 6-7 years old. For two hours every weekends I worked with kids to create their own sculptures based on ancient Egyptian tradition.

EDUCATIONAL PROGRAMS/VOLUNTEER:

Expeditionary Learning School for Community Leaders

Fashion Designer

Brooklyn, New York

November 2017- Present

- Creating detailed and colorful illustrator flat sketches
- Designed and assisted with creating new ideas, concepts and designs for the collections and presenting them

EXTRACURRICULAR ACTIVITIES

Expeditionary School for Community Leaders,

Guitar Band member

Brooklyn, New York

October 2016-Present

- Learned how to play guitar, read music, and play it

AWARDS

High school diploma:

Honor Roll:

February 2017-2018

Certificate of Leadership:

January 2018

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