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Visual Merchandising Term Paper Phillip Shister

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SAKS 5TH AVE WINDOW DISPLAY

Saks 5th Ave is an American chain of luxury department stores. Saks offers a huge variety of high end designer mens, womens, as well as kids clothing and accessories .Saks is known to be one of the most famous department stores in the world and one of the biggest tourist spots all across the United States. Every year Saks provides a window display that can knock you out of this world. Whether it is just a regular day or its a huge holiday, Saks offers their consumers an astonishing window that transforms them into a whole different world, Saks uses a variety of unique and luxury designs to make their windows catch anyone's eye, A Saks worker once said the goal for us when creating a new window display is to put people in a place they have never been before by offering them a magical and unbelievable scenary. This Saks display features a closed window display because it contains large glass panels on the front and contains a wall behind the display. It offers a bunch of cool fixtures that can grab anybody off the street and entice them to come into the store. This Saks window offers a window displays strong enough to stop traffic, Saks tells you a story and enables you to see the message and the ideas that went into making this display, This display also provides a clean window appearance, a great mix of products and props and amazingly perfect color palets . When making their window, the visual merchandising team demonstrates their understanding of high fashion. They avoid cluttering the window and instead showcase a few items to demonstrate the unique style and quality. This display is based on color, fabric, and style giving customers variety when passing by their window. Whether I was a visual merchandiser or a regular consumer, the one thing that appeals to me is that this display not only shows off the products that Saks offers, but that it is so magical . It shows of an amazing design and the use of the antique makes it that much more unbelievable. It provides the consumer or the passerby with an spectacular experience by making you feel you are at a museum exhibit and not a department store. This whole setup is very clean and neat. It uses bright and soothing colors and the added sculptures and art allow this display take one to a whole new special world. After viewing this spectacular and magnificent scene, I as a consumer would not miss the opportunity to take a look at what Saks has to offer



High End Gucci Window Display

This Gucci window display setup would be called a closed window display because of the large glass panels on the front and the walls behind. Gucci is a high end clothing, footwear, jewelry and accessory store. It is known world wide and is famous for their unique, eye catching designs and quality merchandise. The window display above goes inline with the store's philosophy and customer expectations. It features most items sold in the store. The display is colorful and bright giving the customer a sense of unique style and quality. The mannequins are dressed in trendy fashionable attire which is combined with complimenting accessories and jewelry. The presentation is neat, clean cut and attractive to the consumer. The lighting focuses the attention on the product and highlights the color, pattern, and design. A customer passing by this window display may be attracted to the simplicity and style as well as brightness of the items. The lighting and the color scheme of the merchandise transforms the customer from the ordinary and into an extraordinary world. Gucci offers a funky and cool display that features turquoise and blue LED lights to give a 3D element and a psychedelic effect. A store window should be designed for its surroundings. If your shop is on a busy street like Gucci, your window must stand out so that all consumers can recognize your store. What Gucci does is create an astonishing and magical window that puts you in a whole different world and will give you no other choice but to walk into the store. The lighting, the insane decorations, the powerful theme that Gucci represents in their window leaves an unforgettable memory that no consumers in the world will ever forget. Since Gucci is a high end store and all their products are exclusive, Gucci presents an uncluttered window. They use a couple of different pieces making the window look high end and give off a high end look. Gucci as a brand does an amazing job of making a powerful window display. Its window displays must represent a message to their customers, represent their brand in a unique and unforgettable manner. The vision represented by the window display is created in such a way as to be unforgettable and always remembered. Overall I believe that Gucci represents their brand very well with this window display. The cool and unique lighting fixtures, the great color coordination and the unique fixtures highlight the merchandise and give the window display a happy and creative look.



Electronics Store Display

This electronic store features a open back window display because it consists of the large glass panels on the front and no wall behind so that the store is seen. Electronic stores all over the world look to compete to have the best product and price selection, but they mainly look to have the best store layout and window display. The window for most businesses is the most important factor in bringing consumers into the store. Having a great window displaying your products well can not only sell your merchandise but it can also build your customer base. Electronic stores carry many different products that go from cell phones, laptops, televisions, home goods, which many consumers need in their everyday lives. This store window features bright colors, eye catching design and overall attention grabbing presentations. The unique use of lighting and product display design persuade the consumer to want to learn more about the product. The display is clean cut and does not appear cluttered which appears to be representative of the product as functional and up to date . The brightness of the background is eye catching and might make the consumer feel as though they will shine like the stars if they purchase the items displayed. Some cool features ive noticed and really enjoyed about this window are a great mix of products and props, They create an interaction between the customers and the products, They add technology to the mix making it easier for customers to see what they carry, They not only throw a bunch of computers behind the window but they add cool lighting fixtures and designs to make the scenary of the window pop and create a interesting and enjoyable experience for consumers passing by. When shopping, consumers look for an enjoyable as well as unique window display because you see a colorful, creative, and entertaining window display you would be a lot more interested in walking in and exploring what else is offered offered. Most electronic stores all around the world create window displays that sell their products. This electronic store not only features their products but adds creative figures and shapes to create a more outstanding appearance. This electronics store showcases their products very well and makes them unique and give off an image of their brand. I would definetely be drawn to shop in this store because the exciting add on fixtures they used like the stars and lights create a special welcoming atmosphere.



Gift Shop Window Display

This gift shop display features an open back window display because it contains large glass panels in the front and no wall behind allowing consumers passing by the shop to see their window as well as the inside of the store as well. Gift shops all around the world look to offer the best products for their customers. Most gift shops offer products such as souvenirs, memorabilia, stuffed animals, handmade collections, as well as clothing. Gift shops all across the world look to create a window display that is eye catching and gives off their brand message very well. Gift Shop window display is a glimpse into what a store offers inside. It changes with seasons and holiday themes and represents the mood and spirit of the moment. For example the above picture represents a Winter/Holiday display representative of the Christmas/New Year mood. It features Santa Claus and multiple gifts of different shapes and sizes. The color scheme is pleasing to the eye and inspires shoppers to come into the store and explore items offered inside. It creates a theme and a happy mood that draws customers inside to explore what else is being offered. It allows them to imagine and enter a different and possibly magical world. The displays are clean cut and uncluttered space which helps the customer to better focus on the products offered. What is great about this gift shop display is not only it shows off products they carry in the store, but they also represent different seasons and holidays very well. Gift shops all over the world understand that tourists as well as locals love to shop and having an astonishing and a unique window is truly important. What I really enjoy about this gift shop display is the bright colors and the accessories and merchandise they show off. The window is super attractive and would bring me in the shop wondering what they carry. Some wonderful characteristics of this window provides a bold and eye catching environment. They add small unique fixtures and create a unique scenery and a window that is fun to look at. In addition, they use the right colors that put the consumer in a light and happy mood. This gift shop window is pretty, clean and lighthearted.



Fashion Display with Mannequins

The mannequin presented in the image is called abstract mannequin which means they contain features such as muscles, fingernails, some facial characteristics, elbows, and much more. Mannequins are articulated dolls used by artists, tailors, dressmakers, and others to especially display or fit clothing. The purpose of mannequins is to help the customers stay informed about the latest trends the store offers without having to ask the representatives for help. Mannequins are used to highlight the unique collections, They also display the latest trends in fashion and influence the customers to buy the particular merchandise, Mannequins also attract the customers into the store and thus increase the stores revenue and profit, and finally mannequins are also responsible for up selling at the retail store. Mannequins help the customers to understand what would look good on them. For example, the customer might not know how a particular sweater would look on them and having a mannequin that displays that sweater can help the customer visualize the sweater on them and that would persuade them to purchase it. Some of the good thing I pointed out in this display is the clothing is properly fitted on the mannequin, All of the clothing on the mannequin is based on season and assorted by color. The mannequins are clean and organized well giving off a presentable look for consumers stopping by the store. The mannequins above present a subtle but very enjoyable assortment of colors and if I were a visual merchandiser I would definitely stop in this shop. Some of the great features of this display is that it provides mannequins that are not too heavy and are not overdressed giving it a simple but nice look. The shape and size of the mannequin are well coordinated and appropriate to their target market. The clothing is properly fitted on the mannequin, and the mannequins arent cluttered on top of each other but instead contain space giving each mannequin its own unique view. Overall the design and structure of these mannequins is build well, it contains great lighting allowing the merchandise to stand out, and they created a simple mannequin that is enjoyable to look at and is appealing to all consumers passing by the store or shoppers looking to purchase something.



Interior Store Display Without Mannequins

This display appears to be located within a Childrens store and gives a glimpse of the stylish and colorful apparel they carry for girls. In the back ground there is a huge sale sign which draws the customers attention and encourages them to explore the items offered. The positioning of this rack is opposite a window which may or may be an advantage. It adds brightness and light but may also distort the color of the merchandise. The color scheme is attractive but the rack appears somewhat cluttered . Having too many items in one display appears messy and does not allow each item to be seen for what it. Clothing hanging on the bottom and accessories piled up on top appears to be distracting. The merchandise offered should be presented in a neater and more organized fashion. It should allow the customer to focus on each item and how it pairs with the accessories they are trying to match. Stores that have displays without mannequins need to be very careful when designing their displays. The reason for this is, when customers enter the store and look around at the products they expect to be surprised as well as amazed by what they see. Therefore stores of all sorts need to make sure all of their merchandise is displayed perfectly and attracts customers to the product. What I really love about this display is that all the merchandise is paired based on color and sizing. The whole arrangement of this display is simple but I feel like they should focus on keeping the display neat and clean as well as make the whole set up more organized and appealing to browse at. Some cool features I love about this set up is they keep their display fairly simple but they still portray their brand and theme very well. They space out their products well allowing the products to look more presentable for shoppers and they put discount posts all over the store as well as the window letting customers know they have merchandise on sale. Often when people hear sale they walk in no matter what just to see what the store has to offer. Overall this display is simple and shows the merchandise off well . Certain things such as better lighting, better housekeeping, and better set up, are some things that they can improve on. Interior displays without mannequins need to be as neat, as presentable, as clean as possible to attract the customers entering the store and give them a pleasant shopping experience



The End Of Aisle Supermarket Display

The end of aisle display refers to a point of purchase advertising of products at the end of the shelf rows in a mall, shop, supermarket, etc. There are many good reasons to pay close attention to the end cap displays in your store. For one, they allow you to create visually appealing spaces to draw in shoppers and end cap display items drawing customers into your store. The items displayed could be on promotion or you might want to highlight a particular product. The goal of the end of aisle display aims to sell more products. In marketing end aisle also refers to the end of passages in departmental stores that are between the huge racks filled with various kinds of products. So placing the product at end aisle shall increase the visibility of the product which in turn will increase the sales of the product. What is so beneficial and great about the end of aisle display is it helps brands capitalize on shoppers impulse buys, as well as to also build brand recognition. These displays are either found at the end of the retail store aisles or at the end of long shelving fixtures. With the end of aisle display shown above it has a lot of great and positive characteristics that make the brands overall success rise dramatically. Some of the great features I see with the end of aisle above is the brightness and the different coordinations of colors they use which gives off a fun, exciting, unbelievable, and extraordinary view of the products they carry. Another amazing characteristic used that caught my eye was the alligator display. It is not needed in and out of itself but adds another fun dimension which isn't so relevant or needed but adds a fun and exciting element for families and children. The prices posted above the items being sold is helpful to attract a customer who is on a budget or looking for a deal. This end of aisle display is very creative and appealing to look at. Just some of the features I really enjoy are the colorful shelves and combinations of color and lighting making it enjoyable to shop. As a shopper I notice the end of the aisle and I tend to stop and pick something up as these tend to be the areas of the stores that are most eye catchy and appear to be the most creative. Overall this store offers a fun and exciting way to shop with this display offering great lighting, great eye catchy designs, as well as great assortment of products allowing consumers to see all their products efficiently.



Point of Purchase Impulse Display

Impulse Buying is an unplanned decision to buy a product or a service. One who tends to make such a purchase is known as an impulse buyer. Marketers and retailers tend to exploit the impulsive shopping urge which is tied to the basic want for instant gratification. Many customers who shop at stores might not necessarily be shopping for candy and or gum. However, when they are waiting in line to purchase their items and are hungry ,tired or thirsty its easy to grab candy, drink or other snack displayed. Impulse buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the mment, it is usually triggered by emotions and feelings. Impulse buying can be seen in products such as chocolates, candy, newspapers. Impulsive buying means making an unplanned purchase. Marketers try to tap this behavior of customers to boost sales. There is a great likelihood that customers end up making a purchase of products after entering the hypermarket without any actualy intent to do so. As you can notice in the image the man is waiting to purchase his items and is looking at what is for sale by the counter, this is known as him impulse buying and prospecting for more items. He might have had no idea he was going to purchase the candy etc but since it was right there he or she may say why not. Therefore when you go to supermarkets, delis, etc you will see that the register are lined with extra products such as candy, magazines, chocolate and drinks which one can add on to the originally intended purchase. I like the fact that this display is very clean and organized and it is not a lot going on. This display offers features like great lighting, and overall the products presentation is color and item coordinated . The housekeeping and overall the setup is well made. If you want to find out if you impulse buy when you shop ask yuorself a few questions, “ Did I plan to buy this”, and “ Did I get the urge to buy it just now” ? And these two questions will help you find out if you are impulse buying or not.