

Interior Store Display Without Mannequens

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 encorages 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 dislay appears messy and does not allow each item to be seen for what it. Clothng 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 arrangment 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 faily simple but they still porttray there brand and theme very well. They space out there 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 thing 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