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Questions:

Judy Bell's approach to thinking outside of the box is thinking about something creative and the steps you need to take to bring it to reality by looking, comparing and innovating.

Ex: Looking means to examine and brainstorm creative ideas, comparing means to look at non competitors and look at their creative displays and innovating means to take your creative ideas and turn it into a reality and finding solutions to problems along the way.

The SCAMPER model is Substitute, Combine, Adapt, Modify, Minify, Magnify, Put to other uses, Eliminate, Reverse or Rearrange. Visual merchandisers may use this to make sure the fashion message is being conveyed or to make sure it's attention grabbing but not an overload. For example having a mannequin stand in different poses than just straight forward.

Trending spotting is demographics, lifestyles, psychographics and cultural/ social influences. Some examples would be how we live or what we do in our free time (lifestyle) and or income or geographic location (demographics).

A flagship store is the highest ideals of a company's brand image from minor to major detailing it reflects on the company's brand. It makes it important for the field of merchandising because it is the blueprint of how other locations should visually look but it's scaled down a bit for cost effectiveness and it showcases store reputation.

