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Visual Merchandising in NYC: Case Study

According to Judy Bell; one must look, compare, and innovate in visual merchandising. Barney's New York Inc. and Bloomingdale's are about two blocks away from each other in one of New York's most influential areas to shop for luxury garments. Barney's New York is on 60th and Madison Avenue and Bloomingdale's is on 59th and Lexington. Both luxury department stores have several mannequins dressed in different luxury designer garments in their window displays. Both stores have white walls throughout all floors, which gives the store an elegant and clean ambiance.

These department stores both have nine floors above ground and lower level floors to accommodate for the many different products that they provide. Upon entry of both stores; shoppers can find several different designer handbags and accessories. They both played a low level of music throughout the entire store. They both had employees on hand to help customers on each floor. They both share a maze like structure within the store.

Both department stores have places where people can get something to eat. Both stores carry over a hundred different brands. An improvement that I would suggest for Bloomingdale's is installing more "smart" fitting rooms. They only have them in five of their thirty-seven stores.

An improvement that I would suggest for Barney's New York is having more employees throughout the store, it seemed as if they were all in one section.

I would use the SCAMPER model to elevate Barney's New York's window display. I would substitute the female mannequin wearing the black dress. I would change the color of the dress to red so it can match her purse, I might even change the dress completely. I would add a few brighter color accessories to the mannequin closest to the entrance door. Since the majority of the mannequin is covered by the beige coat I would throw on an orange scarf or hat. It would have to be that bright orange that Hermes uses for their designs.

I would incorporate a motorcycle between the male mannequin wearing the biker jacket with the American flag and the female mannequin wearing the leather jacket and skirt. I think it would go perfectly, displaying a biker theme. I would modify the window display by changing the backdrop to blooming trees along the walls, signifying the change from winter to spring. I would use roses as earrings for the mannequin with the black dress. The roses will match the under layer that the mannequin has on and the purse.

I would eliminate the beige cowboy hat that the mannequin with the American flag biker jacket is wearing. That beige cowboy hat just throws off the whole outfit to me, I am not sure if it's the color or the style of the hat but something is off. The best thing to do is rearrange the positions of the mannequins, I would make two of the mannequins hold up the other mannequin as if it were laying horizontally or parallel to the ground. And the last mannequin I would make do a split, that would definitely get customers attention.









