

BUF 2203 Visual Merchandising
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NYC Retailer Case Study Assignment

Step 1: Choose two NYC retailers within the same market segmentation. Visit both store locations to assess and provide images of the following:

- Outside Window Display
- Main Entrance Set-Up
- Main Floor Display

Step 2: Use the BELL model to compare the similarities between each retail location. Then provide innovative feedback for improvements each store location can make. Consider the following:

- Outside Window Display
- Main Entrance Set-up
- Main Floor Display

Step 3: Using the SCAMPER Model choose one of the two retailers window displays and describe how you'd elevate the window to attract new customers.

Step 1.

The first location selected was ZARA

Outside Window Displays



Left Side



Right Side

Main Entrance Set-Up



Main Floor Display

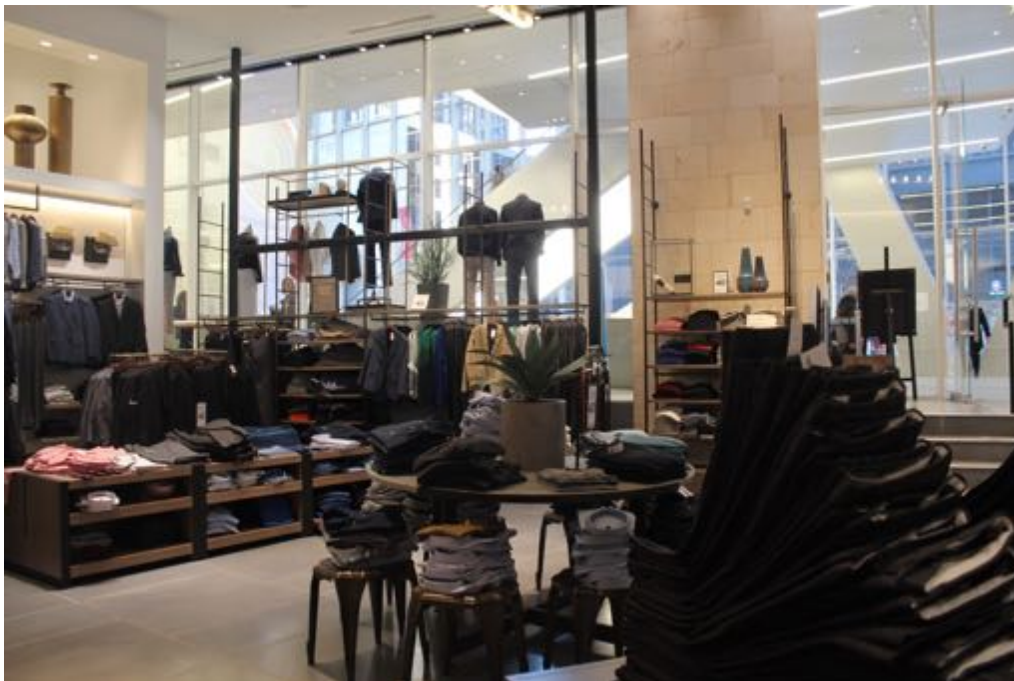


Second location selected was BANANA REPUBLIC

Outside Window Displays



Main Entrance Set-up



Main floor display



(Men section)

Step 2.

BELL model.

The BELL model consists in the Look, in the Innovation and the Comparison between your competition. The first step, the look, retail stores ZARA and BANANA REPUBLIC have similarities in their clothing and as well as their target market. They have casual, elegant and affordable clothing, also offering discounts at a specific season. Colors are very similar in their clothing, nude's shades, gray, specifically those two stores I visited, they are in the same area, and the stores are very organized, they are located in Downtown close to One World Trade Center, in this step can be mentioned the comparison between two retailers, they don't use many mannequins in their window displays, just three. However, BANANA REPUBLIC's one seems more harmony to my eyes, when you see the display you already know what it is inside and what the store offers you.

The innovation, the last step, ZARA had more innovated looks in the main floor. Actually, the main floor is for women, and part of the second for men. In BANANA REPUBLIC, is similar, main floor for men, but that floor is smaller, and the whole second floor for women being that floor bigger than the first one. They both bigger target market are women, and often offer new collection very season.

Providing my feedback, I will say in order to get more customers' attention, they both retailers can innovate more in the promotion, doing more collaborations, BANANA REPUBLIC should go one step further by being more sophisticated in their designs. ZARA has more of these options, well, nowadays a lot of consumers (specifically New York City) prefer new and different thing, they are tired of the same and boring thing every time.

Step 3.

SCAMPER model.

I will choose the left-side ZARA's window displays one. The left-side window display has 3 mannequins, all of three are dressed up with black garments, however as it can be seen in the picture is not attractive to the eyesight at all. In contrast, with the second one, the right-side window display, those three mannequins are enhanced because of the white square in the back, so you can actually see them. I will do the same with the left-side display, I will modify the background, combine it with the mannequins and the color of their clothing. I will eliminate the white thing hanging close to the mannequins and substitute it for another thing in the back, like white wall but not covering all the display in the back (never cover the inside of the store, not in this case) and then, attached lights to the wall.

I went to many locations of ZARA in Manhattan and all of the displays are similar, due to the season, the retail store has good clothing, however it will do better if they change a little bit of their displays presentations, sometimes they do well, mostly in winter season and summer.