

# Visual Merchandising Portfolio

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# Visual Merchandising Philosophy

Three key aspects are crucial when it comes to creating an excellent visual merchandising display. The first aspect is **lighting**. Lighting is important to set the overall mood of the store, as well as to highlight key garments or accessories. The store's ambient lighting needs to give merchandise the best color rendition, as well as create an atmosphere that stays true to the store's mission. A boutique, for instance, would have dimmer lighting than a department store, as well as special fixtures to hold the lights. This is important because it allows customer's to distinguish between the two types of stores, as well as their price points. In addition, using accent lights or spotlights focuses the customer's attention towards a certain area of the garment. This allows the merchandiser to have control over what the customer's eyes are drawn to.

# Visual Merchandising Philosophy

The second aspect is developing a **color story**, or **theme**. The use of color in retail is very important because it plays a huge role in selling garments. Creating color stories, which is using unrelated items of coordinated colors, helps develop effective displays that draw customers both into the store and through the store. Displaying unique outfits with coordinated colors and same end use helps to sell clothing. It is important to stick with one color group, though, such as brights or pastels. Also, themes are important because they give the customer's an overall idea of how the should be worn. For example, a festival or winter theme would give the customer an idea of the intended end use.

# Visual Merchandising Philosophy

The third aspect is choosing **merchandise** and displaying it effectively. Choosing merchandise is the most important part of the display because it is what the customer is going to buy. It is important to choose merchandise that matches the color story and theme. Also, displaying merchandise is important, whether it be choosing between dress forms or mannequins, or how to format the display.

# Display 1: The Never Ending Winter



# The Never Ending Winter

## Display Objectives

- To remind students that winter is lasting longer than normal and to buy more winter garments
- To increase sales of women's winter clothing



# The Never Ending Winter

## Display Techniques

- Focused spotlights on top portion of both outfits
- Focused other spotlights on accessories located on the floor
- Used signage in the backdrop to clearly state theme
- Used props that were both functional and decorative
- Coordinated outfits by end use
- Colors used: Earth Tones



# The Never Ending Winter vs. Competitors

A group in AT 150 created a wintertime display that was similar to 'The Never Ending Winter.' This group did not make their own snowflakes, but used plastic ones instead. 'The Never Ending Winter' created unique paper snowflakes that strung from the ceiling using clear fishing line. Also, 'The Never Ending Winter' created a banner that clearly stated the theme and objective for the display. The AT 150 group used a different color story, which consisted of purples and neutrals, while 'The Never Ending Winter' focused on earth tones. Also, both displays used functional props to hold accessories. One used fake snow as a border, while the other used it to cover the floor.



AT 150 display



# The Never Ending Winter

**Contact Person:**

Dr. Paula Sampson, Assistant Professor

*AT 150*

Ball State University

Muncie, IN

# Display 2: Live Life Edgy

# Live Life Edgy

## Display Objectives

- To increase sales of remaining winter clothing
- To introduce new spring/ summer trends



# Live Life Edgy

## Display Techniques

- The left display focused on neutral colors for winter, with a pop of bright green
- The right display focused on contrasting colors, such as oranges and blues
- Focused on layering outfits
- Each display contained 4 men's outfits and 4 women's outfits
- Mannequins were pivoted to face outside windows



# Live Life Edgy

## Buckle vs. Competitors

Pac Sun, which competes directly with Buckle, does not emphasize layering. Buckle uses layering to create trendy outfits that customer's normally would not put together. This makes them unique. For new summer trends, Pac Sun focuses on minimalism and usually displays a bikini on a mannequin by itself. Buckle, on the other hand, would pair it with shorts, a cover up, and sunglasses. Pac Sun also has a variety of neon garments they offer for the summer, while Buckle does not focus on neon colors.



Pacsun display

# Live Life Edgy

## **Contact Person:**

Jessica Pittenger, Manager

*Buckle*

3501 N. Grandville Ave  
(Muncie Mall)

Muncie, IN

Phone: 741-9990

# Display 3: Spring into Carson's

# Spring into Carson's

## Display Objectives

- To increase sales of new spring/summer 2014 trends
- To attract customer's to the junior's department
- To educate customer's on the new denim, crochet, and lace trends





# Spring into Carson's

## Display Techniques

- Utilized new crochet and denim trend in all looks
- Use bright colors and florals for a spring/ summertime look
- Color story included mostly whites and denims paired with a single bright item
- Focused on layering garments
- Utilized available accessories to enhance outfits
- Signage included 'American' theme



# Spring into Carson's

## Carson's vs. Competitors

Maurice's created a similar display for their new spring/summer 2014 trends, but they focused on neon colors. Carson's used some bright colors, but they did not use any neon. Carson's focused more on denim, lace, and crochet with a pop of color, while Maurice's focused on neon colors with denim pants. Maurice's targeted a younger demographic than Carson's with their use of neon. Both stores showed casual daytime looks for women, but had different approaches to their displays.



**Maurice's display**

# Spring into Carson's

## **Contact Person:**

Reagan Wampler, Manager

Joy Sheffield, HR Manager

*Carson's*

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# Display 4: Neon Spring

# Neon Spring

## Display Objectives

- To educate customers on the new neon trend for spring/ summer 2014
- To attract customers into the store by using bright neon colors
- To introduce other new spring/ summer 2014 styles, such as maxi dresses and bright button-up shirts/ jackets



# Neon Spring

## Display Techniques

- ❑ Each outfit contained a different neon color, but they all matched the color story
- ❑ Each outfit was completed with a neon jacket or button-up
- ❑ Used light-weight, daytime clothing with the same end use
- ❑ Utilized accessories, such as sunglasses and cross body purses
- ❑ Dress forms were pivoted to face the outside window



# Neon Spring

## Maurice's vs. Competitors

AT 150 created a summertime display that included bright colored garments and neon props. Maurice's display, though, had neon garments and bright colored props. Also, this display focused on more festival/ beachwear, while Maurice's focused on a daytime look to wear to work or class. AT 150 used boxes as props to display accessories, while Maurice's used a standing prop to display shoes.



AT 150 display

# Neon Spring

## **Contact Person:**

Tiffany Moser, Manager

*Maurice's*

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