



SESSION: VISUAL MERCHANDISING TIPS AND TRICKS

Michael Hale, retail REHAB

Visual Merchandising Tips

elevating
the perceived value...

Presented by: Michael Hale, CEO / founder of retail REHAB

VISUAL MERCHANDISING TECHNIQUES: OVER-VIEW



- Adjacencies
- Product Placement Strategies
- Perceived Value
- Housekeeping Standards
- Lighting Directive
- Vertical Merchandising
- Horizontal Merchandising
- Pyramiding
- Stacking
- Par Levels
- Color Theories
- Theming of Collections
- Regional Food Merchandising
- Repetition & Consistency
- Mass Merchandising
- Key Item / Impulse Merchandising
- Specialty Product Merchandising
- Folding Guidelines
- Hanging Guidelines
- Sizing Guidelines
- Layering on Bustforms & Mannequins

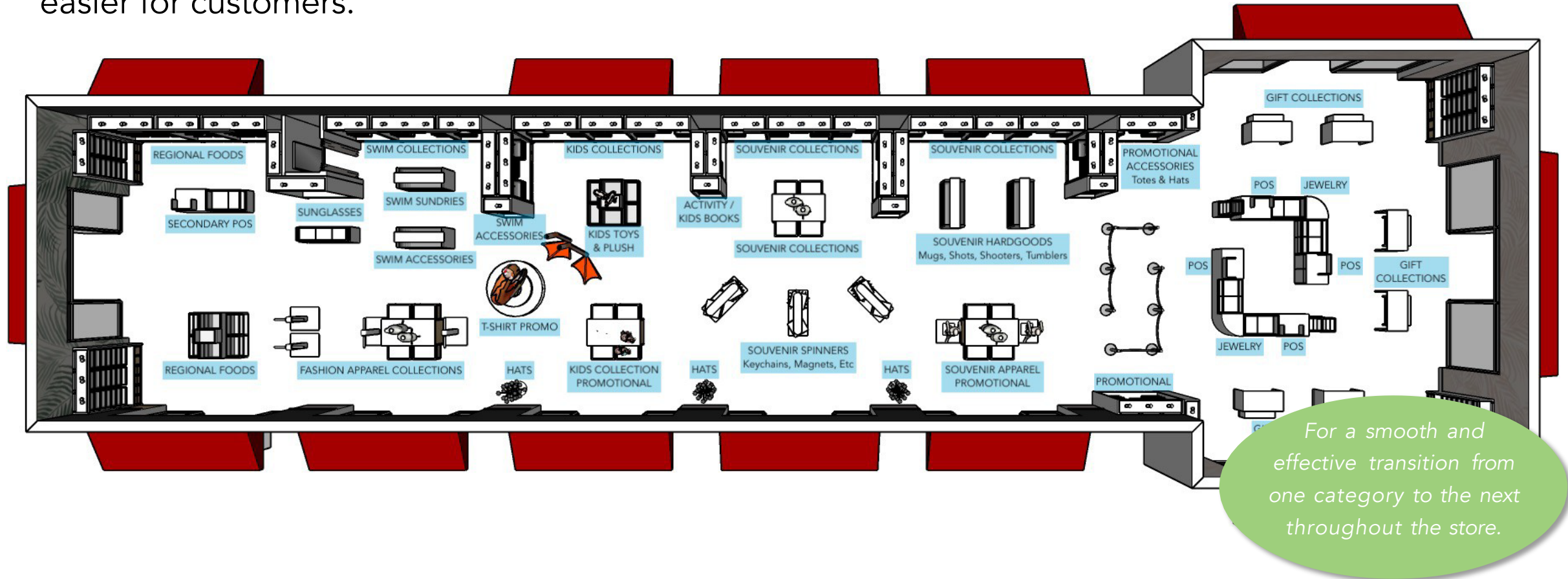
QUESTIONS:

ASK YOURSELF...

- Is my store fun to explore?
- Is my store accessible with clear paths of travel?
- Are my shelves stocked?
- Is my store clean?
- Can I see my customers as they navigate?
- What are my top selling sku's? *& are they in the right location?*
- Do I have what my customers are looking / asking for?

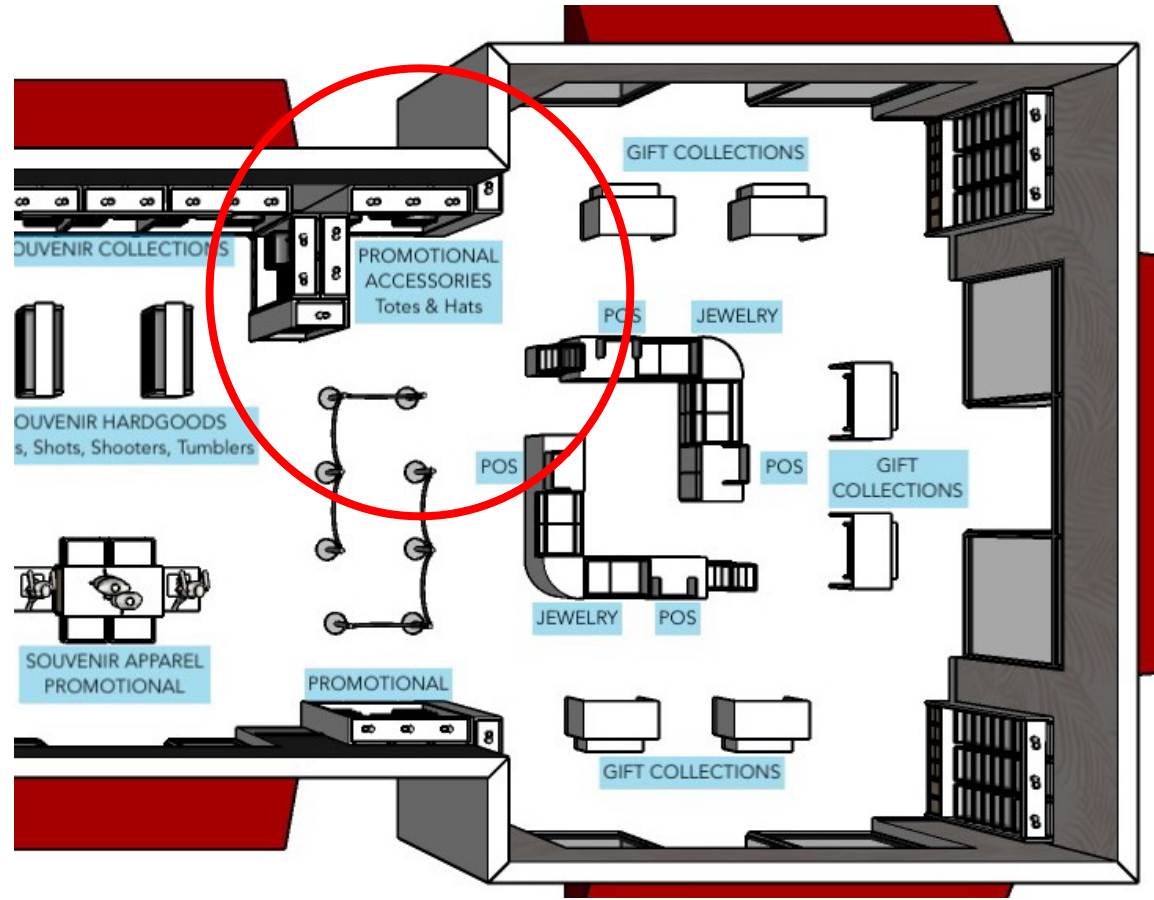
VISUAL MERCHANDISING TIP: ADJACENCIES

Merchandising similar categories adjacent to one another (i.e.; Apparel next to Accessories; Toys next to Kids Apparel, etc) makes the shopping experience easier for customers.



VISUAL MERCHANDISING TIP: PRODUCT PLACEMENT STRATEGIES

Products are strategically placed within the store or within a section of the store to drive incremental sales and enhance the customer experience.



- ~ Promotion
- ~ New Product
- ~ Upsell Opportunity
- ~ Convenience
- ~ Sale

VISUAL MERCHANDISING TIP: PERCEIVED VALUE

Perceived Value is the impression that an item is of value, thus worth it's purchase. The theory behind elevating the perceived value of a product is to present the product where it's value is defined and clear to the customer.



Effective merchandising helps elevate the perceived value.

Tourists frequently assume our locations will be higher in price than normal retail. Elevating the perceived value of the merchandise offered diminishes that impression.

VISUAL MERCHANDISING TIP: HOUSEKEEPING STANDARDS

Addressing store maintenance throughout the day keeps it looking customer-ready, fresh and inviting.

Start with the basics:

- Are the counters clean and uncluttered?
- Is any trash visible to the customer?
- Are my front windows clean?
- Are my shelves and pegs tidy and full?



*Think continual
upkeep vs. long,
involved cleaning*

VISUAL MERCHANDISING TIP: LIGHTING DIRECTIVE

General lighting is important to the overall perception and ambiance of the store. Lights should be directed to all wall and all floor fixtures.

Lights should be aimed at specific merchandise or fixtures, not illuminating the floor, valances, or empty walls. Lights should be directed so they do not blind customers as they enter the store.

A safe distance should always be maintained between product and a light source (i.e., Textiles, Clothing or Food Products).

Following any lighting maintenance, the fixture should be returned to its original aimed position.

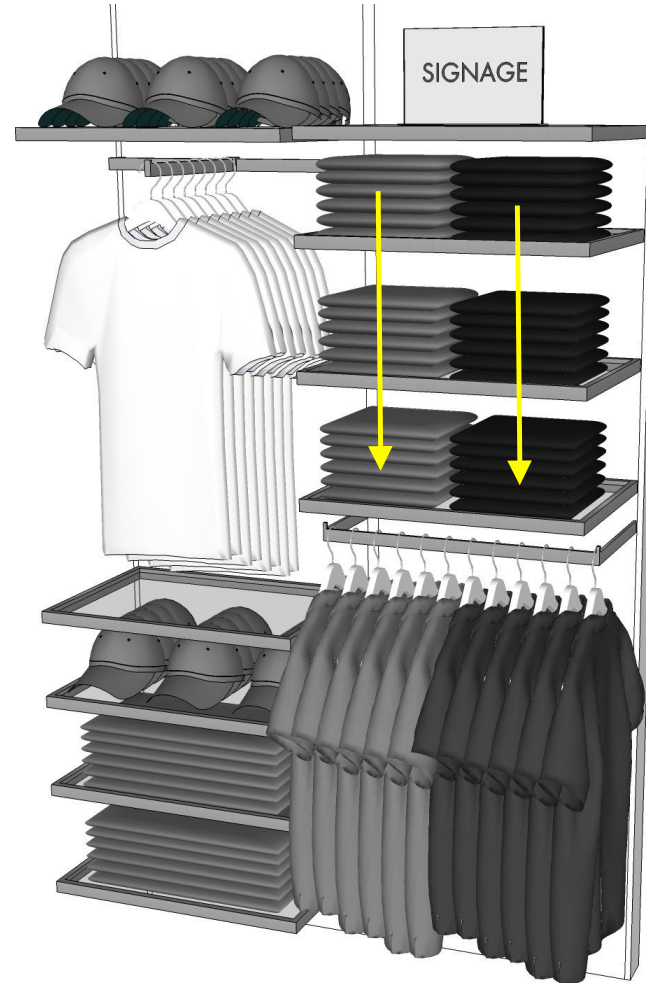


Again, elevating the perceived value of the product. Let your products shine!

VISUAL MERCHANDISING TIP: VERTICAL MERCHANDISING

Merchandise organized in a straight line to create “stripes” from top to bottom.

- Makes the assortment easier to understand, shop, and restock.
- Optimizes available selling space.
- Ideal for Core categories like Sundries, Travel, Apparel, and occasionally Souvenirs.

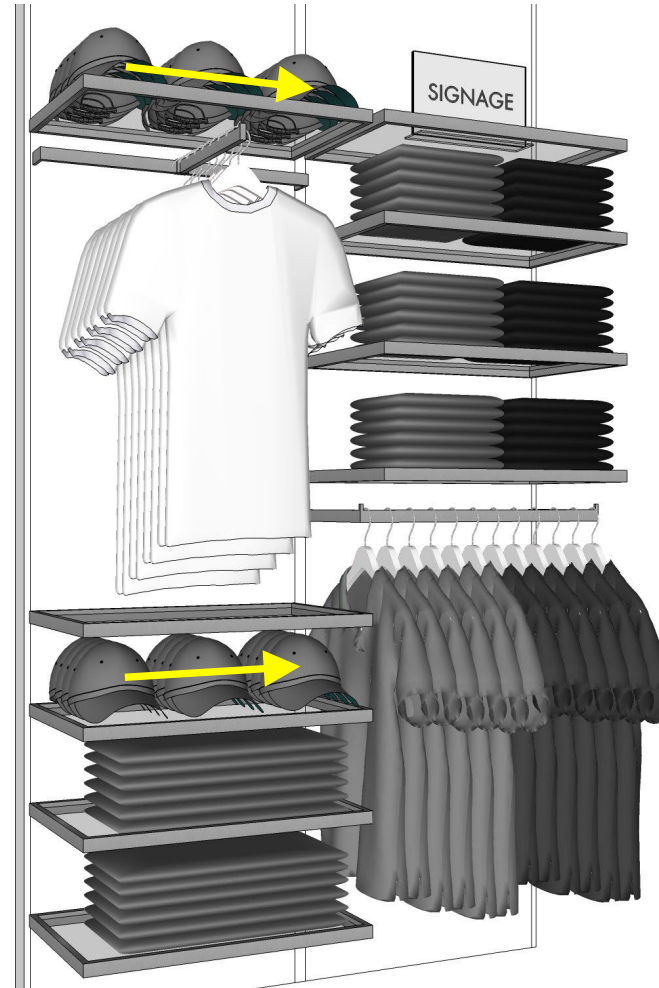


*Several Merchandising
Techniques can be used
TOGETHER!*

VISUAL MERCHANDISING TIP: HORIZONTAL MERCHANDISING

Merchandise organized in a row from left to right, creating horizontal “stripes” of product.

- Makes the assortment easier to understand and shop.
- More effective and visually pleasing for presenting collections or brands of a product.
- Ideal for categories like Candy/Snacks, Regional Foods, Regional Gifts, Apparel and occasionally Souvenirs.

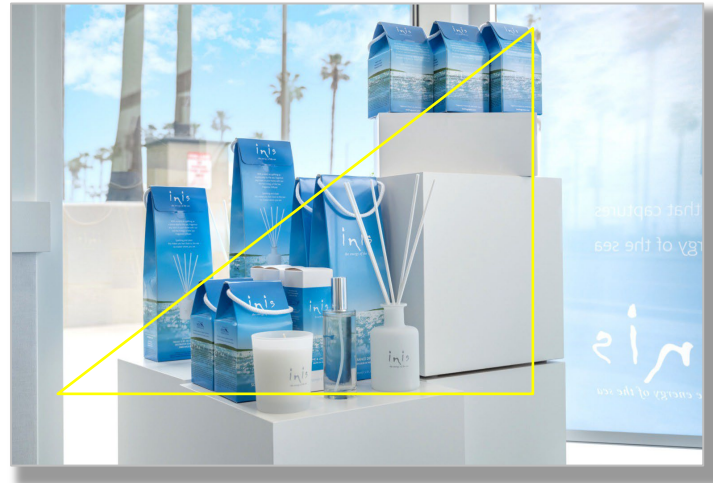
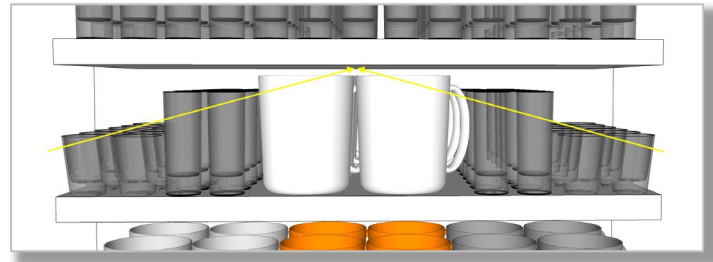


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VISUAL MERCHANDISING TIP: PYRAMIDING

Pyramids can be used to create a focal point on a top shelf or nested table.

- Create a pyramid by building from a larger base up to a smaller focal point.
- Pyramids can also be created using multiples of the same item.
- Risers can be used to achieve a more dramatic pyramid effect, but should be disguised by additional product.



Sometimes negative space creates MORE impact...



VISUAL MERCHANDISING TIP: PAR LEVELS



“Par levels – What is that?”

Periodic Automatic Replacement (PAR) is an inventory control system that tells you what levels of inventory you should have in stock in order to fulfill demand.

The PAR level determines the optimum amount of inventory stock needed on hand after each order delivery. If you place orders monthly and you sell 100 of an item per month, you should order enough to always be “in-stock”.

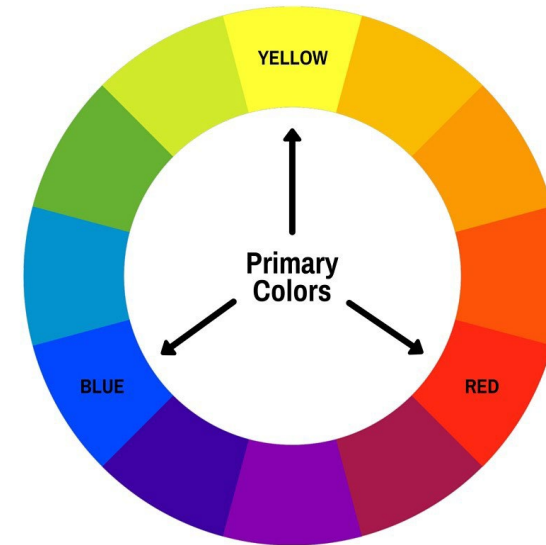
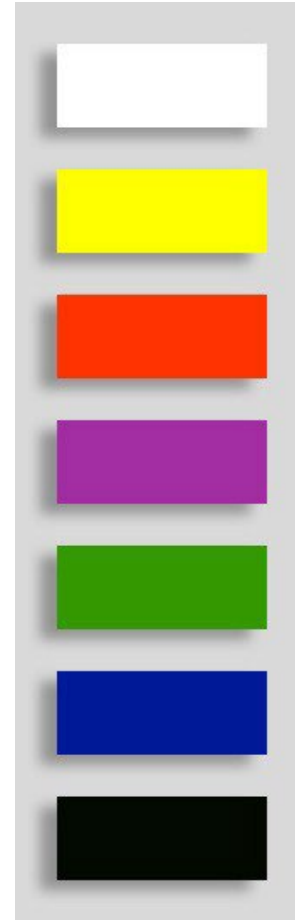
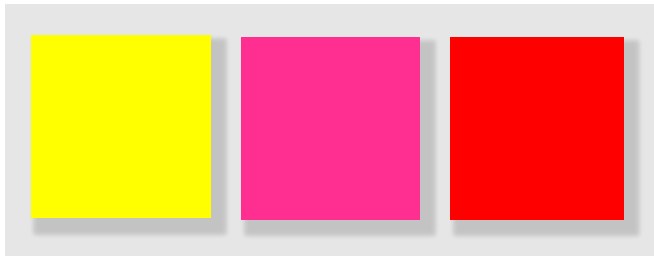
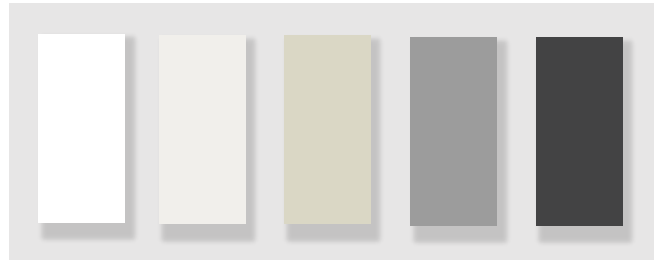
NOTE: If you restock your store daily & you sell approximately 15 of an item per day, you'd set the store's par level to 15 or more, so that you are never out-of-stock between replenishment.

*For Best Sellers especially,
Out-of-stock = NO SALE*

VISUAL MERCHANDISING TIP: COLOR THEORIES

Merchandise organized by color for maximum visual impact.

- Generally, colorization works with values from the following:
 - *Brighter colors (yellow, pink, red)*
 - *Neutral colors (white, cream, khaki)*
 - *Darker colors (brown, gray, black)*



Colorization can flow from top to bottom, or from left to right.

- Can be items from various categories that relate to one another.
- Ideal for Regional Foods and Gifts & Licensed Collections.



VISUAL MERCHANDISING TIP: REGIONAL FOOD MERCHANDISING

Merchandise regional food in the wall, on gondola fixtures, or on nested tables.

Merchandise horizontally by flavor and vendor.

Pyramid the top shelf of the wall presentation for focal feature.

Allow sufficient space between types of regional foods.

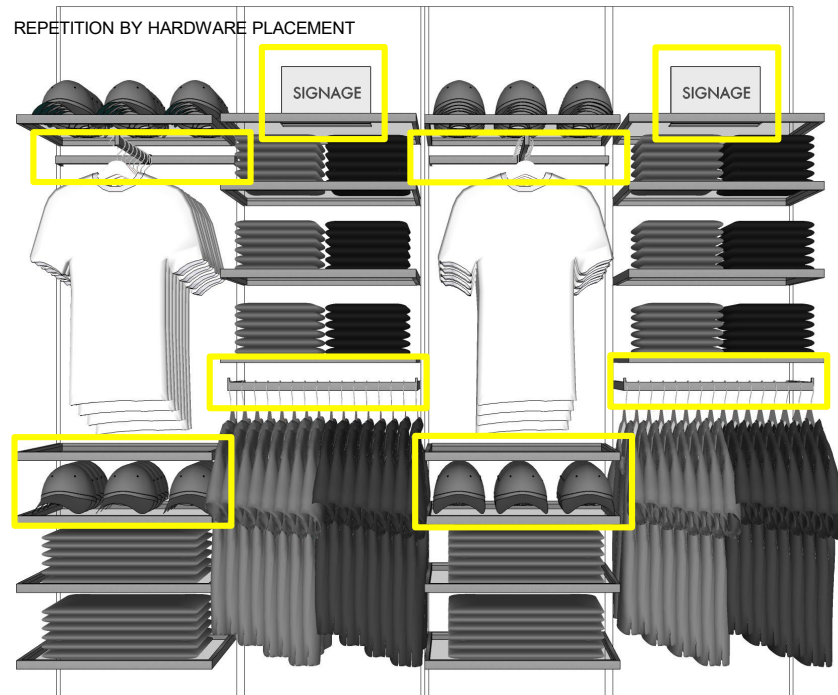
Merchandise loose items in trays or baskets.



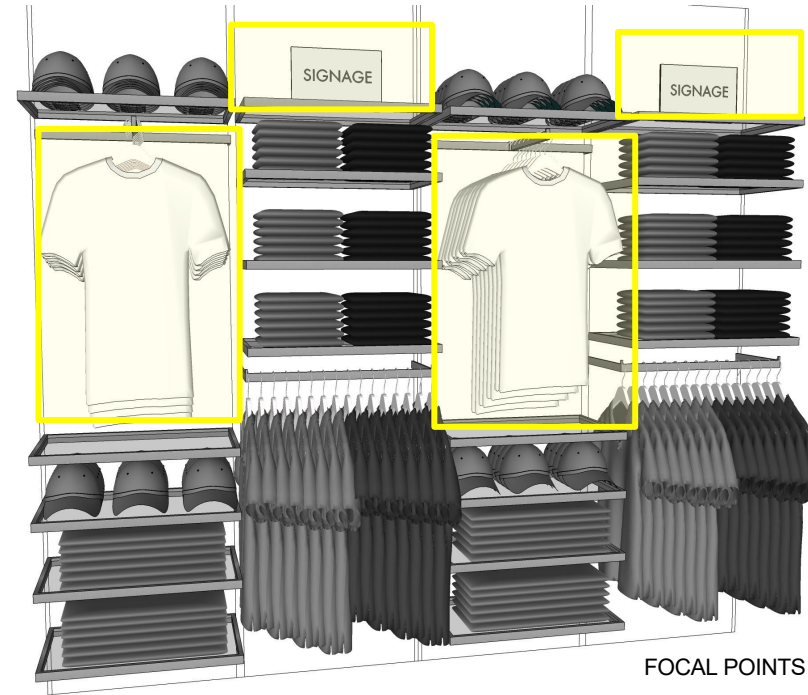
Have fun here with home décor items like placemats, baskets, cake risers, etc...

VISUAL MERCHANDISING TIP: REPETITION & CONSISTENCY

A technique that creates a consistent rhythm to how the store is merchandised.



- Set wall fixtures and hardware consistently so that all shelf and face-out heights are similar from wall section to wall section.



- Use repetition when setting walls and top shelf focal points for symmetry and balance.

Consistency
creates
SYMMETRY!

VISUAL MERCHANDISING TIP: MASS MERCHANDISING

Merchandising a feature item at a heavy stock level on the sales floor.



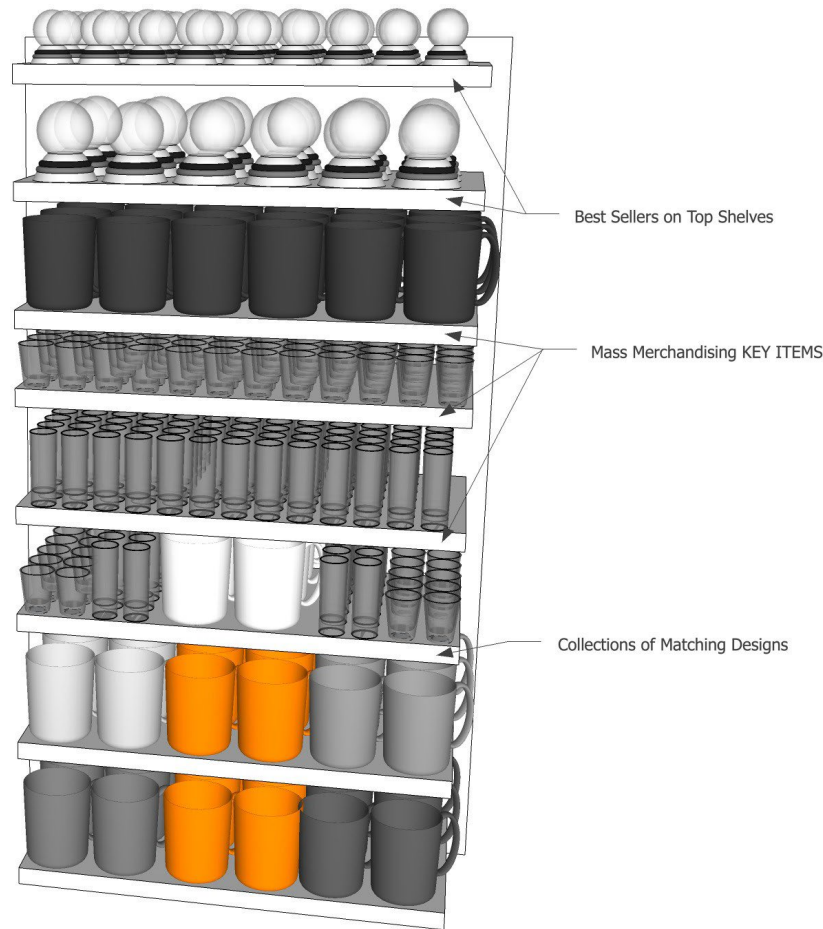
Products don't sell from stockrooms! If you are frequently restocking an item, consider mass merchandising

Usually a proven best-seller or a promotional item, creating
a **strong statement** by presenting in mass.

VISUAL MERCHANDISING TIP: KEY ITEM / IMPULSE MERCHANDISING



Merchandising a key item in an effective placement within the store.
Typically, items are high-margin / high-profit that are key to sales success.



*Usually a proven best-seller
is merchandised at a focal point
within the store.*

Eye level sells best!

VISUAL MERCHANDISING TIP: SPECIALTY PRODUCT MERCHANDISING



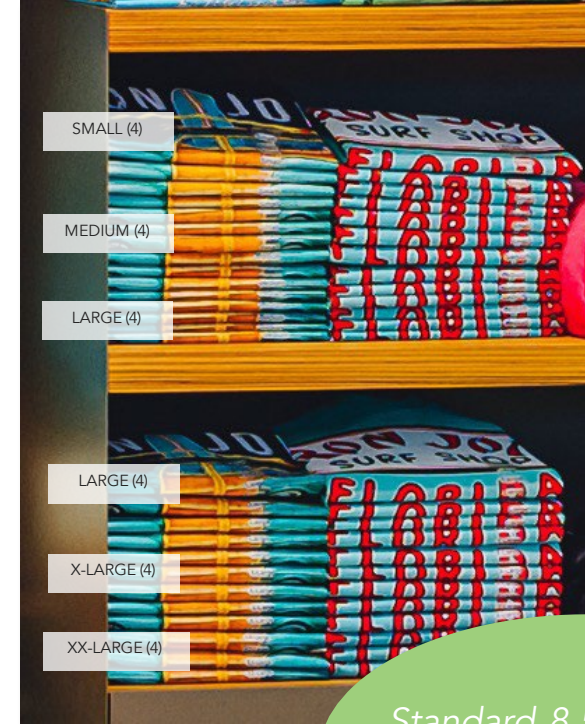
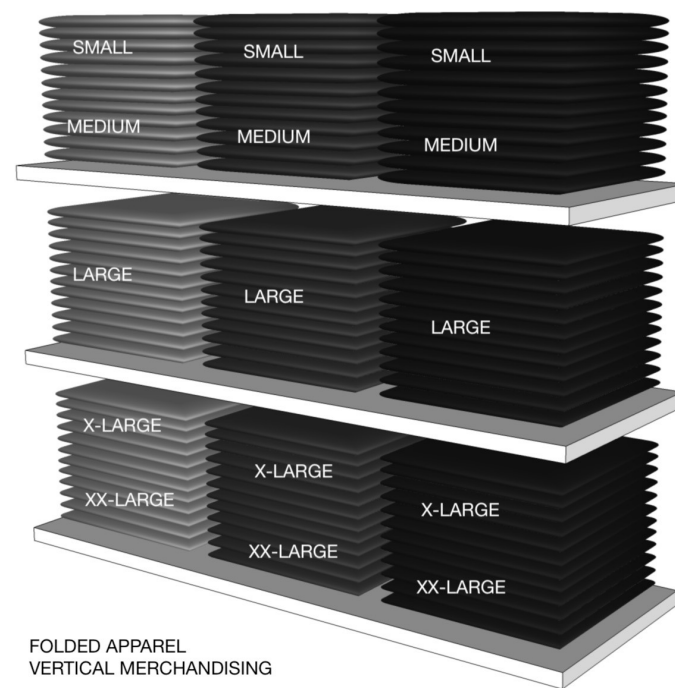
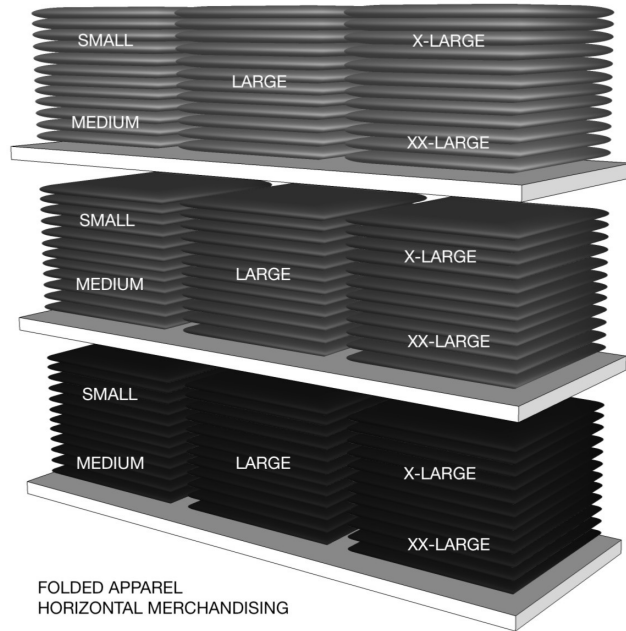
A technique used to merchandise items in a stylized manner.



Increases perceived value of the product and creates a specialty market feel.

VISUAL MERCHANDISING TIP: FOLDING GUIDELINES

Generally, a basic silhouette with standard folding board and/or folding paper.



Standard 8.5 x 11 copy paper works great!

*Stacks of folded items should be no higher than 12 pieces (6 for heavier garments).
Folded items should be sized according to sizing guidelines.*

VISUAL MERCHANDISING TIP: HANGING GUIDELINES

Generally, hanging apparel should be the more fashion-forward and detailed/embellished merchandise, and bulky items such as hooded sweatshirts.



Use the correct hanger style for hanging items with items facing the front of the store.



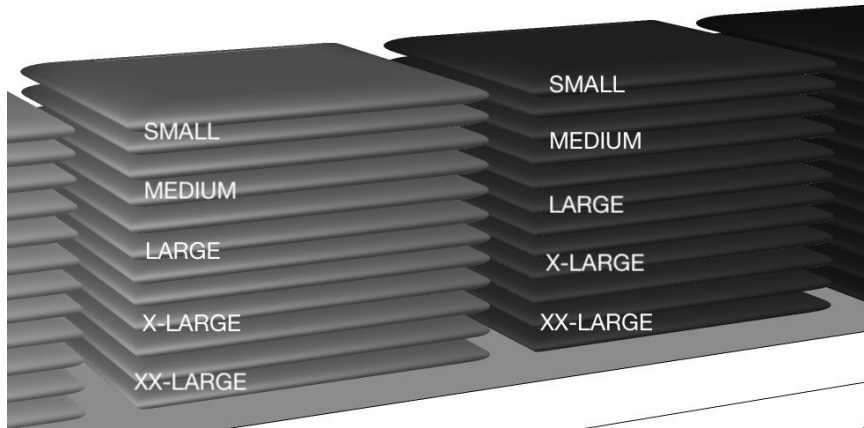
Hanger is shaped like a "?"

Hangers should form the shape of a "?" to aid easy removal from the rack.

*form the shape
of a "?"*

VISUAL MERCHANDISING TIP: SIZING GUIDELINES

Merchandising apparel by size in either folded or hanging formats, aids the customer in easily finding the desired size.



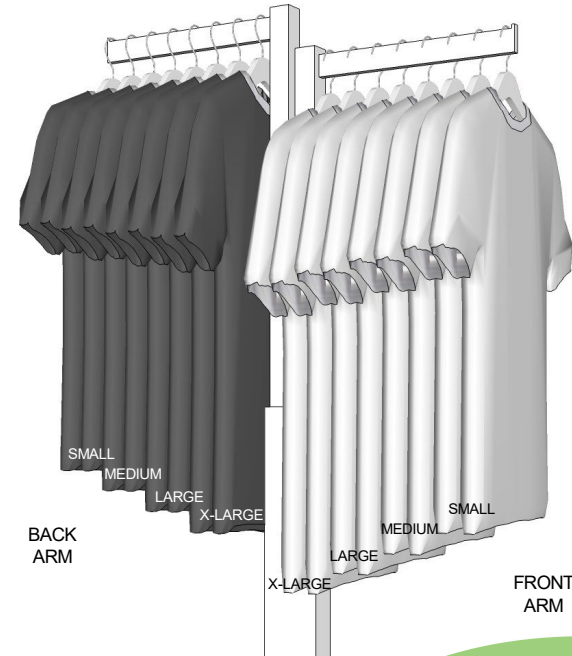
*For FOLDED apparel:
Small should be on the top & XXL on the bottom of a stack.*

Generally, the ideal size run for hanging product is as follows:

*Small (2 qty)
Medium (4 qty)
Large (3 qty)
XL (2 qty)
XXL (1 qty)*

Multiply the quantities above for additional stock levels as needed.

Quantities may also be adjusted by size based on sales history and customer demographic.



*For HANGING apparel:
Small should be in the front & XXL in the back of a face-out or rack arm.*

Find a size EASIER!

VISUAL MERCHANDISING TIP: LAYERING

Layering clothing, jewelry, accessories, etc helps with impulse “add-on” sales!



- Bust forms should be in good working condition with all parts, including neck block and base
- Bust forms within a store should match
- Bust forms should be dressed with adjacent merchandise, in the appropriate size
- When using bust forms in pairs, form heights should be staggered to achieve a pyramid effect



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