




## **WETSTYLE RETAIL DISPLAYS**

**Merchandizing solutions to maximize your revenue**



“Selling in the luxury market demands creating an environment that enables consumers to connect with products so they feel they ‘can’t live without’ them. Sustaining success in the luxury world requires creating emotional attachments”.

Jeff Valles, Executive Director,  
DPHA

# Vital Role of Retail Displays

- 60% of total purchase may be attributed to retail display and merchandising as the major promotional element in store \*
- Consumers will pay up to 50% more for products displayed on well-designed retail displays \*

\* Research conducted by POPAI (The Global Association for Marketing at Retail)



# Why a WETSTYLE retail display?

## ▪ Increase Sales

An eye-catching retail display increases sales by:

- ✓ Getting the attention of customers
- ✓ Creating an instant emotional connection
- ✓ Enticing customers to physically engage with products

## ▪ Maximize showroom space ROI

WETSTYLE products generate among the highest profitability per Sq. Ft of showroom space in the industry. A WETSTYLE retail display will help draw customers to your high-profitability line



# Why a WETSTYLE retail display?

- **Capitalize on the brand identity**

WETSTYLE offers its authorized dealers a robust backbone of marketing & sales support. A WETSTYLE retail display helps showrooms benefit from WETSTYLE imagery, branding and marketing efforts



# WETSTYLE Retail Display Features

- Minimalist design
- Made of high quality materials
- High-speed assembly
- Multiple options & custom possibilities
- Reinforced structured for the installation of wall-mounted furniture
- Individual one way packing using protected skids for shipping



# Retail Display System Options

## Point of Sale

-Level III display-

(1 option)



42 Sq. Ft

## Studio

-Level II display-

(4 options)

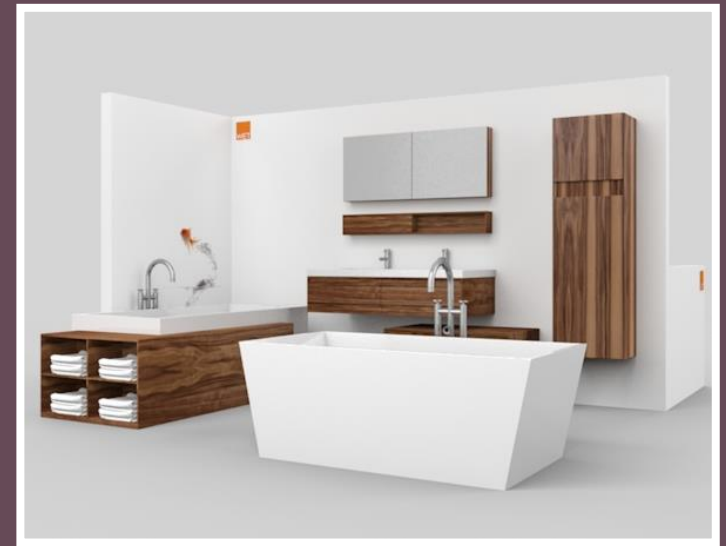


From 63 Sq. Ft

## Gallery

-Level I display-

(4 options)



From 88 Sq. Ft

# Point of sale 1

## -Level 3 display-

Allow to showcase:

- 1 bathtub
- 1 sink
- 1 vanity
- 1 mirror

Footprint: 42 Sq. Ft

Cost: \$4,000

Discount: 50%

Total cost: \$2,000

POS 1  
View 1





# Point of sale 1

## -Level 3 display-

Allow to showcase:

- 1 bathtub
- 1 sink
- 1 vanity
- 1 mirror

Footprint: 42 Sq. Ft

Cost: \$4,000

Discount: 50%

Total cost: \$2,000

POS 1  
View 2



# Point of sale 1

## -Level 3 display-

Allow to showcase:

- 1 bathtub
- 1 sink
- 1 vanity
- 1 mirror

Footprint: 42 Sq. Ft

Cost: \$4,000

Discount: 50%

Total cost: \$2,000

POS 1  
View 3



# Studio 1

## -Level II display-

Allow to showcase:

- 2 bathtubs
- 1 sink
- 1 vanity
- 1 storage cabinet
- 1 mirrored cabinet

Footprint: 72 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

Studio 1  
View 1



# Studio 1

## -Level II display-

Allow to showcase:

- 2 bathtubs
- 1 sink
- 1 vanity
- 1 storage cabinet
- 1 mirrored cabinet

Footprint: 72 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

Studio 1  
View 2



# Studio 1

## -Level II display-

Allow to showcase:

- 2 bathtubs
- 1 sink
- 1 vanity
- 1 storage cabinet
- 1 mirrored cabinet

Footprint: 72 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

Studio 1  
View 3



# Studio 2

Studio 2  
View 1

## -Level II display-

Allow to showcase:

- 2 bathtubs
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 88 Sq. Ft

Cost: \$7,500

Discount: 50%

Total cost: \$3,750



# Studio 2

## -Level II display-

Allow to showcase:

- 2 bathtubs
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 88 Sq. Ft

Cost: \$7,500

Discount: 50%

Total cost: \$3,750

Studio 2  
View 2



# Studio 2

## -Level II display-

Allow to showcase:

- 2 bathtubs
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 88 Sq. Ft

Cost: \$7,500

Discount: 50%

Total cost: \$3,750

Studio 2  
View 3





# Studio 3

## -Level II display-

Allow to showcase:

- 1 bathtub
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 63 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

Studio 3  
View 1



# Studio 3

## -Level II display-

Allow to showcase:

- 1 bathtub
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 63 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

Studio 3

View 2



# Studio 3

## -Level II display-

Allow to showcase:

- 1 bathtub
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 63 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

**Studio 3**  
View 3



# Studio 3

## -Level II display-

Allow to showcase:

- 1 bathtub
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 63 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250

Studio 3

View 4



# Studio 4

Studio 4

## -Level II display-

Allow to showcase:

- 1 bathtub
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 63 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250



# Studio 5

Studio 5

## -Level II display-

Allow to showcase:

- 1 bathtub
- 2 sinks
- 2 vanities
- 1 storage cabinet
- 1 mirrored cabinet
- 1 mirror

Footprint: 63 Sq. Ft

Cost: \$6,500

Discount: 50%

Total cost: \$3,250



# Gallery 1

## -Level I display-

Allow to showcase:

- 2 bathtubs
- 2 sinks / lavatories
- 2 vanities
- 2 storage cabinets
- 2 mirrored cabinets

Footprint: 98 Sq. Ft

Cost: \$5,500

Discount: 50%

Total cost: \$2,750



# Gallery 1

## -Level I display-

Allow to showcase:

- 2 bathtubs
- 2 sinks / lavatories
- 2 vanities
- 2 storage cabinets
- 2 mirrored cabinets

Footprint: 98 Sq. Ft

Cost: \$5,500

Discount: 50%

Total cost: \$2,750





# Gallery 1

Gallery 1  
View 3

## -Level I display-

Allow to showcase:

- 2 bathtubs
- 2 sinks / lavatories
- 2 vanities
- 2 storage cabinets
- 2 mirrored cabinets

Footprint: 98 Sq. Ft

Cost: \$5,500

Discount: 50%

Total cost: \$2,750







# Gallery 2

## -Level 1 display-

Allow to showcase:

- 3 bathtubs
- 2 sinks / lavatories
- 2 vanities
- 2 storage cabinets
- 2 mirrored cabinets
- 1 storage unit
- 1 vanity freestanding

Footprint: 154 Sq. Ft

Cost: \$5,500

Discount: 50%

Total cost: \$2,750



# Gallery 3

# Gallery 3

## View 1



# Gallery 3

## -Level I display-

Allow to showcase:

- 3 bathtubs
- 2 sinks / lavatories
- 2 vanities
- 2 storage cabinets
- 2 mirrored cabinets
- 1 storage unit
- 1 vanity freestanding

Footprint: 121 Sq. Ft

Cost: \$7,000

Discount: 50%

Total cost: \$3,500

**Gallery 3**

View 2



# Gallery 3

## -Level I display-

Allow to showcase:

- 3 bathtubs
- 2 sinks / lavatories
- 2 vanities
- 2 storage cabinets
- 2 mirrored cabinets
- 1 storage unit
- 1 vanity freestanding

Footprint: 121 Sq. Ft

Cost: \$7,000

Discount: 50%

Total cost: \$3,500

