



Catching the eye: Using Visual Merchandising to Boost Sales

Kat MacLennan

Visual Merchandising Consultant

 **@kat_maclellennan**

- Creating a red thread

- Creating a red thread
- Use of space

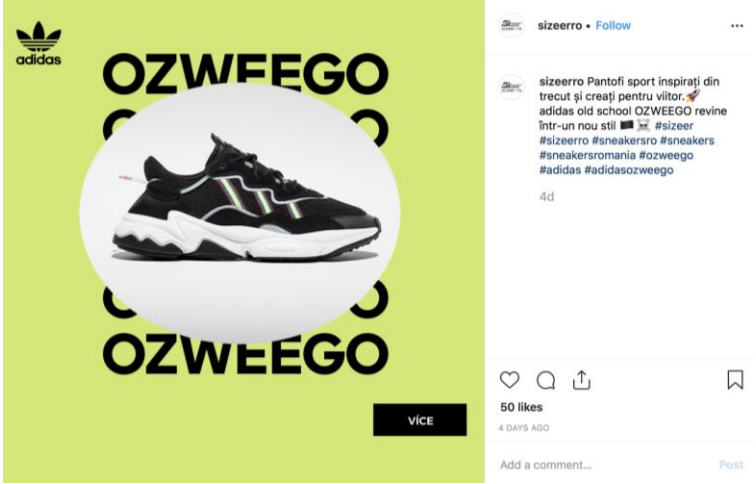
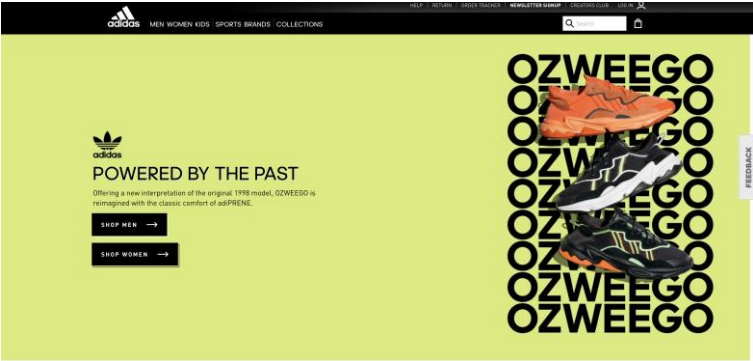
- Creating a red thread
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- VM styles

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- Impactful windows

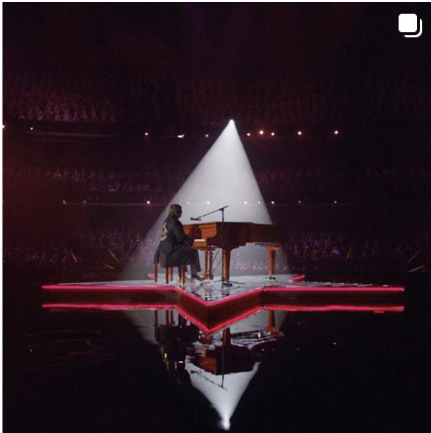
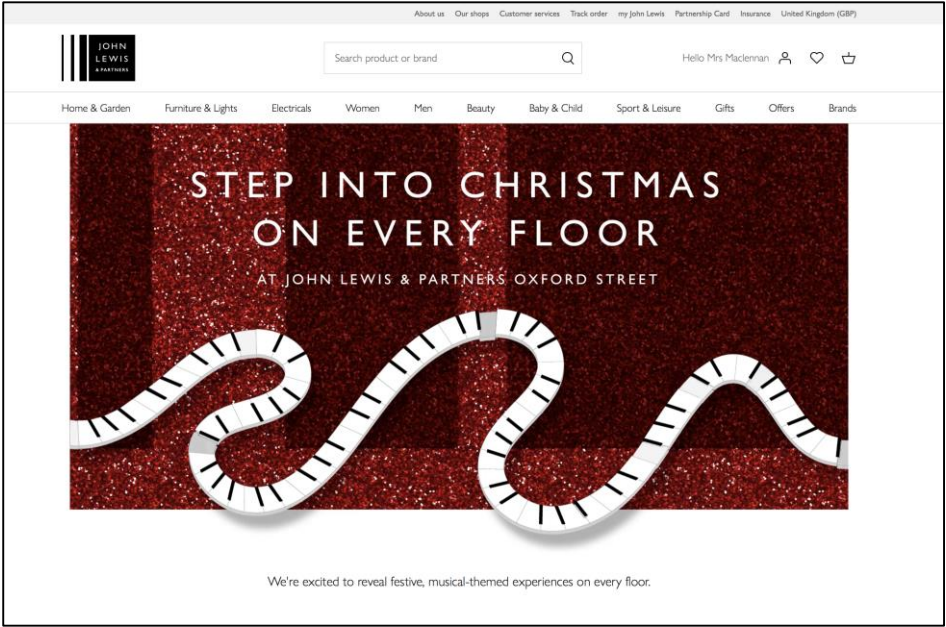
- Creating a red thread
- Use of space
- VM styles
- Impactful windows
- Keeping it fresh

- Creating a red thread

adidas

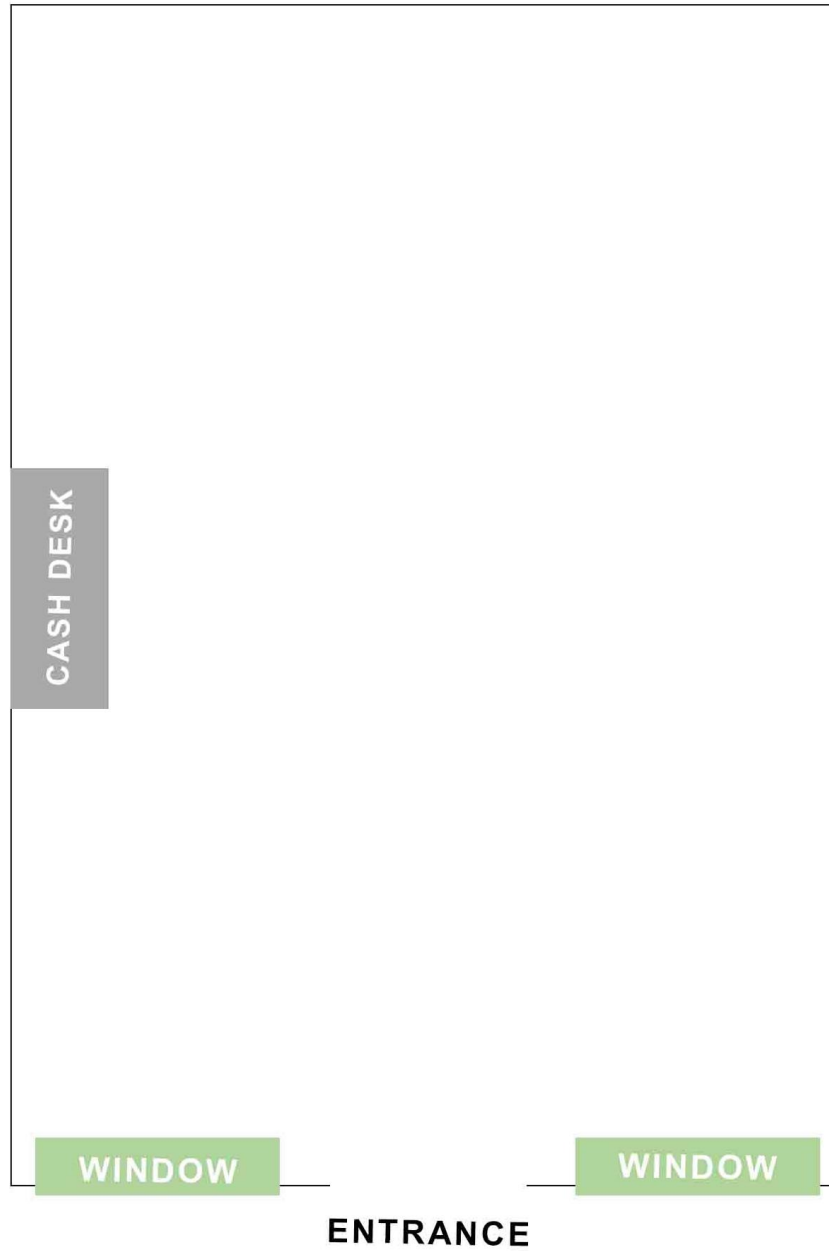


John Lewis & Partners

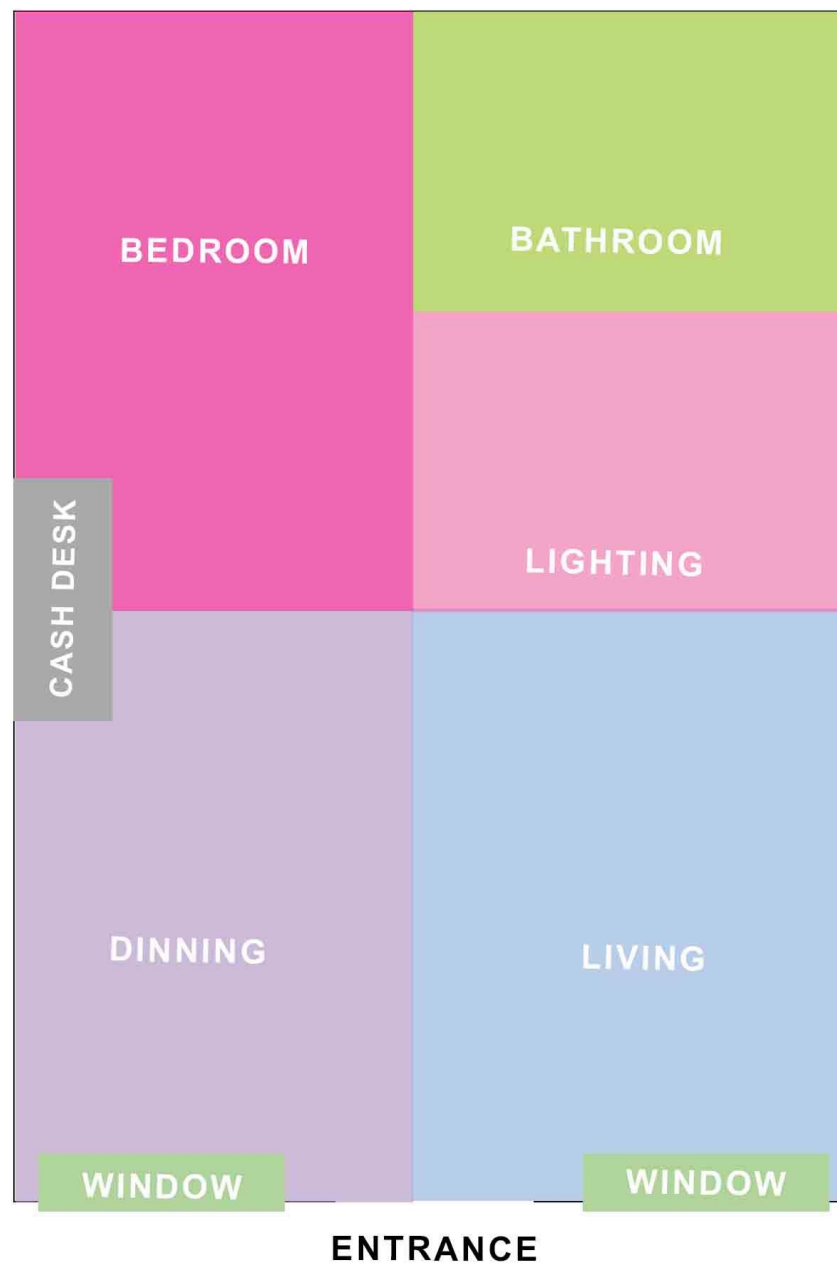


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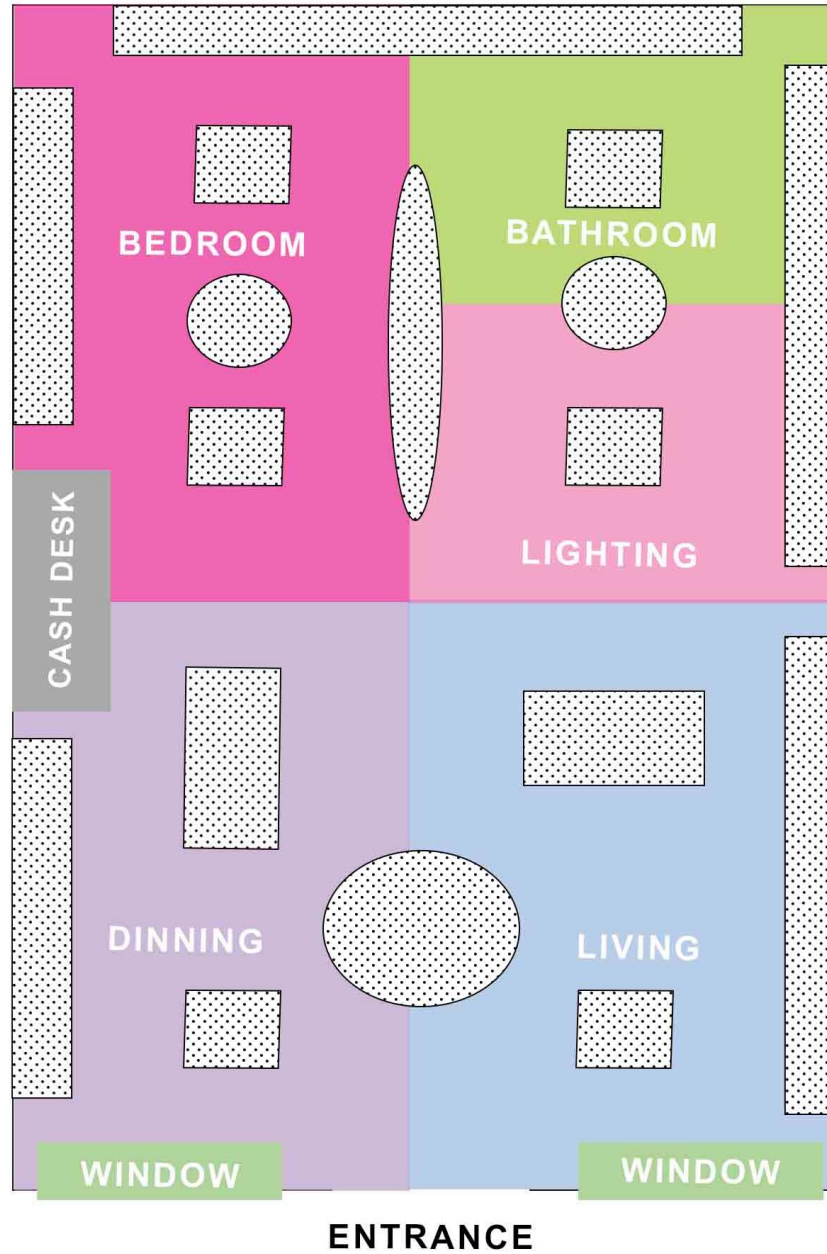
Plan



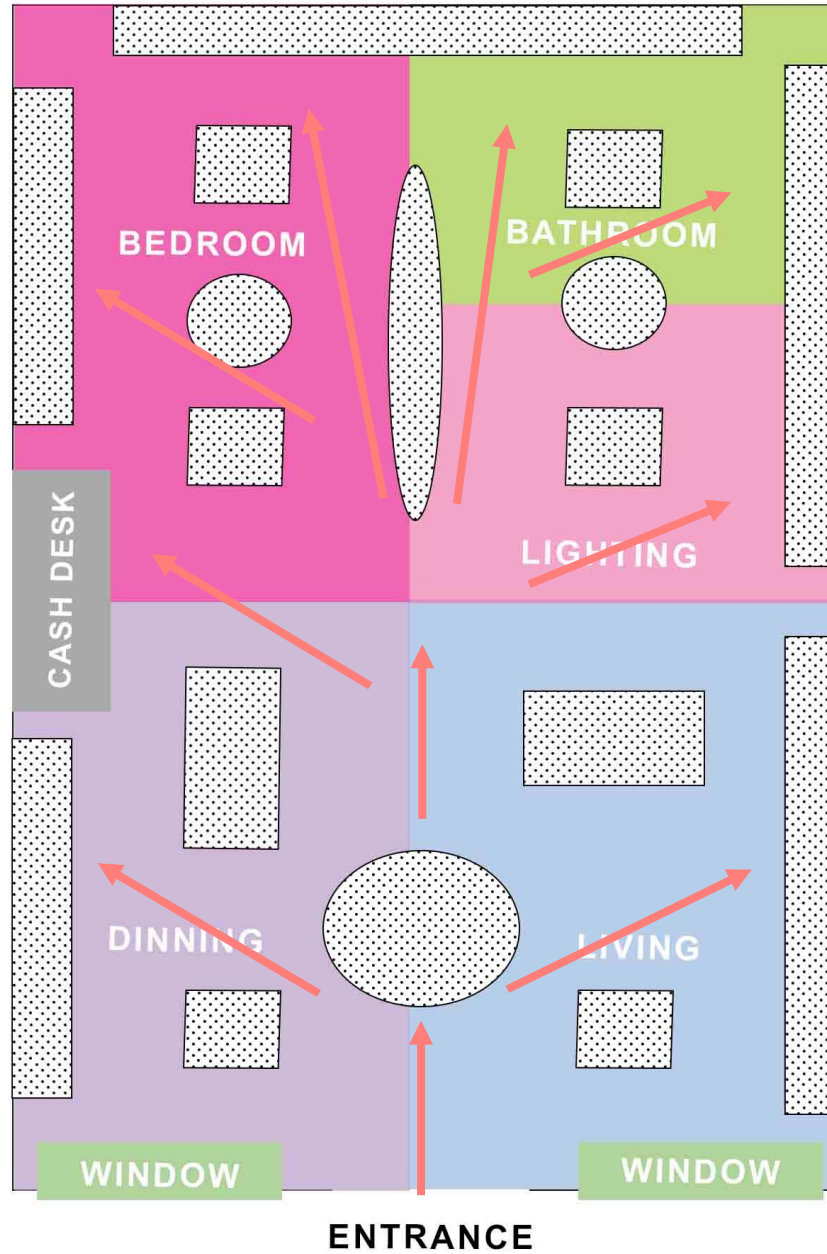
Zone



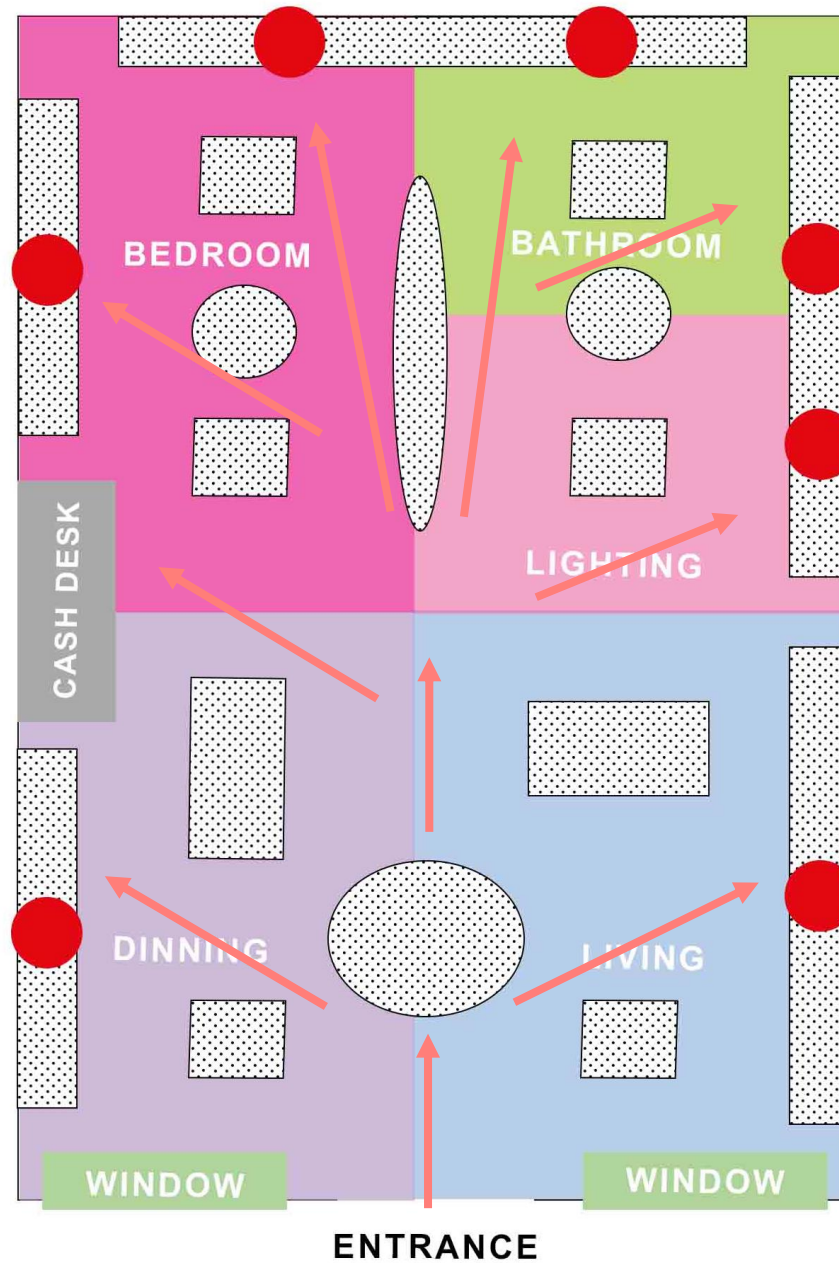
Fixtures



Customer Journey



Focal Points



- VM styles

Lifestyle Merchandising



Blocked Merchandising



- Impactful Windows

Plinth



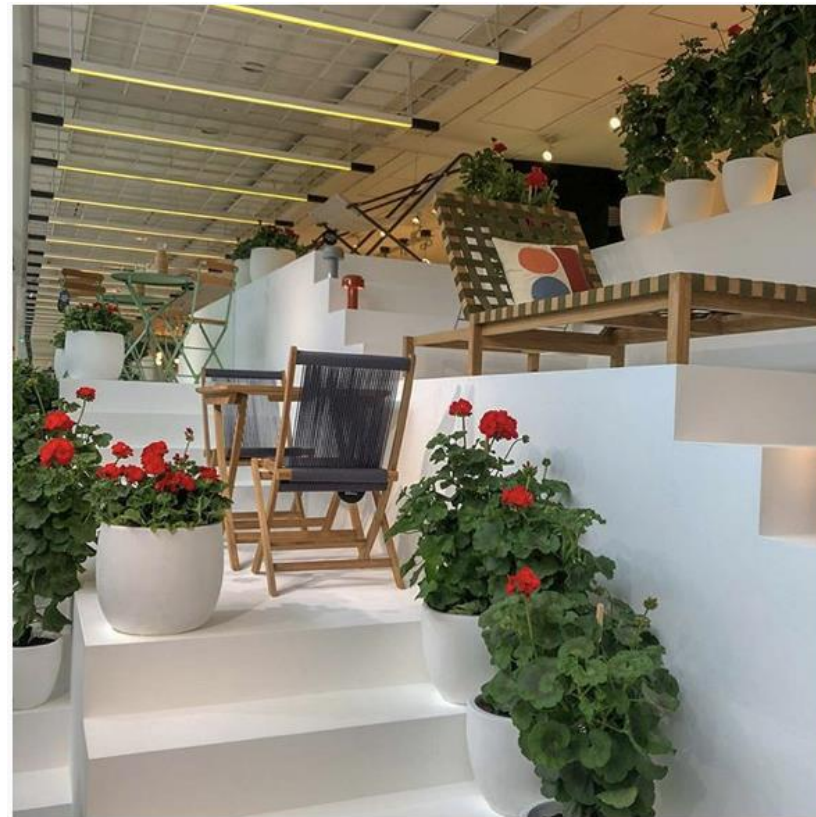
Back Drops



Repetition



Plants



- Keeping it fresh

- Keeping it fresh

Create a marketing calendar

- Keeping it fresh

Create a marketing calendar

Analyse sales data to make informed decisions

- Keeping it fresh

Create a marketing calendar

Analyse sales data to make informed decisions

Plan frequent store moves & window changes

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- Use of space
- VM styles
- Impactful windows
- Keeping it fresh



Thank you

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