

# Spotlight on Visual Merchandising

Christopher Brannan-Haggas

# About Me

- Working for 13 years within the world of VM
- Background in Design for Theatre and Film
- Specialising in premium lifestyle brands
- Working across Europe, Russia, MEA+ & APAC

# Introduction

Spotlight on Visual Merchandising:

Creatively translating your brand DNA into store experiences your customers will love.

# The role of Visual Merchandising

- Visual Merchandising is evolving.
- All 4 senses – Sight, Smell, Touch, Sound.
- We have a unique opportunity that we don't have online and that is to stimulate all these sense to tell our brand story.

# Overview

- Store Design
- Creative Display
- Product Assortment
- People & Training
- Guidelines

# Store Design

The background image shows a modern retail store interior. The ceiling is a complex, multi-level structure with large, flat panels and recessed lighting. A prominent feature is a large, illuminated rectangular light fixture that casts a bright glow. The space is supported by several thick, vertical wooden pillars. The overall aesthetic is clean, bright, and contemporary.

- It's the first impression of your brand.
- Tell a story.
- Be bold.
- Practicalities.
- Flexibility.

# Store Design

- 2 types of retailer (Corporate Global & Smaller Scale Designer)
- Global roll out of same concept.
- Opportunities to open more experimental spaces.
- Fast Fashion and Luxury Brands.
- Zara, H&M, Gucci & Louis Vuitton

# Store Design





# Store Design



# Store Design



# Store Design



Louis Vuitton

# Store Design – POP UP

- Great way to test the water and also create a buzz.
- Social Media opportunities.
- You can ramp up your brand DNA and also be really on trend in terms of the aesthetic as its temporary.

# Store Design

- The smaller retailer using a different store concepts.
- Linking to the local area or unique architecture.
- As retail has become more globalised, customers are appreciating a more unique shopping environment.
- Acne, Aesop, Gentle Monster

# Store Design



ACNE STUDIOS

# Store Design



ACNE STUDIOS

# Store Design





# Store Design



GENTLE MONSTER

# Store Design

- A more individual customised space tends to be more appealing to the next generation of customers. This trend is something that we are seeing more of from fast fashion to luxury.
- These spaces tend to be more of a gallery space where brands can sell their ethos rather than product. In this ever changing role of physical retail the customer is demanding more than just a place to buy.
- What can we offer that they can't get online?

# Creative Display

- Should showcase the true brand DNA.
- Take the customer on a journey.
- Highlight your key products – What's your USP?
- Be brave – stand out from the competition.
- Collaborate with local artists and creatives.

# Creative Display

- Windows
- In Store Creative
- POP-UP
- Showrooms
- Press Days
- Marketing Events

# Window Design



GUCCI

# In store Creative



NIKE – Store of innovation

# Pop Up



H&M Conscious Lounge

# Product Assortments & Display

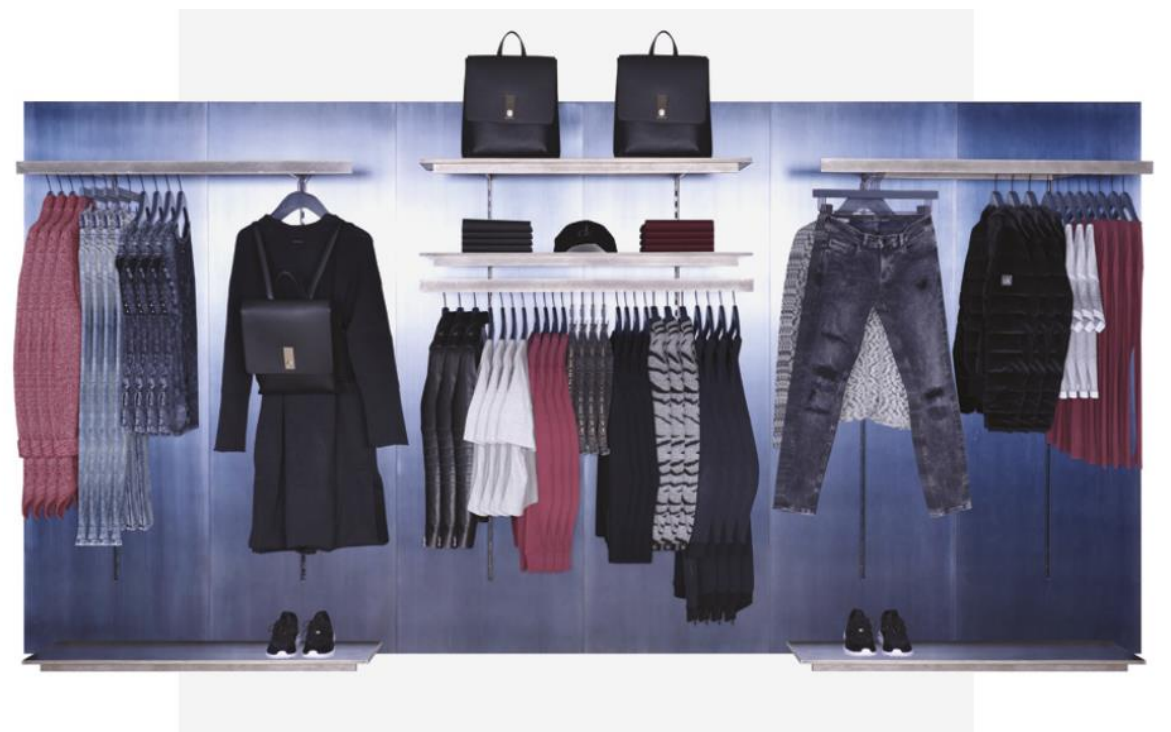
- What are your key display rules and VM standards?
- Collaborate with the B&M teams.
- Think about climate, ethnicity, festivals and holidays.
- Capacity and depth.
- Rotation and deliveries.



# Visual Merchandising Rules

- Use your display strategy to further reinforce your brand DNA.
- Product quantities.
- Side facing verses front facing, outfitting or single product?
- How many colours per story?
- How do you use accessories?

# VM Rules



Calvin Klein Jeans

# Make it Local

- Adapt the merchandising to suit the local customer.
- Check out your established competitors.
- Maintain your brand identity through styling and VM standards but these can be adapted to fit what is needed locally.
- Strike the right balance between product categories – this will vary by region also. Hot & Cold, Fashion & Conservative.
- Capacity – Ensure the correct depth.

# People

- Hire a local team and listen to them.
- They know the market – work together to create balance between your brand image and what is appropriate for the local market.
- Training and brand induction.

# Training & Guidelines

- Get to know your team, enthuse them and empower them to make brand appropriate decisions.
- Get the retail team on board – they can really help you to ensure that standards are maintained. This is an important part of the customer experience.

# Guidelines

- Brand Standards
- New Season Guidelines
- Mannequin Styling Guidelines
- Creative Installation Guidelines

september



rebel pulse — secondary wall bay

september



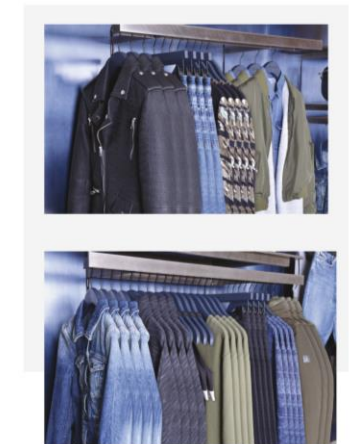
indigo — tertiary wall bay

september



utility hype — primary wall bay

september



# Guidelines

- Ensure a consistent level of execution, essential for building a strong brand image.
- Allows you to predict ahead of time any problem areas regarding product assortment.
- Good training document for retail teams.
- Another tool to help build a strong brand DNA.
- Evolve to digital platforms.
- Make them language appropriate.

# The Future

- I really believe that the retail store will continue to evolve.
- The physical space being an environment to experience, not simply to buy.
- We need to continue to invest in creative and new ideas.
- How to connect the physical and digital world?



Q & A

Linkedin – Christopher Brannan-Haggas

Email – [Chrisoakleaf@aol.com](mailto:Chrisoakleaf@aol.com)