



# MASTER THE HIGH STREET





# YOU'VE DECIDED TO OPEN A SHOP.

- LOCATION OF YOUR SHOP, HIGH STREET, SHOPPING CENTRE, SHOP WITHIN A SHOP.
- CUSTOMER DEMOGRAPHICS. AGE, GENDER, LIFESTYLE, INCOME.
- DO YOUR RESEARCH, VISIT SUCCESSFUL RETAILERS?
- WHAT STYLE OF SHOP ARE YOU GOING TO CREATE. MODERN, CLASSIC, VINTAGE, SHABBY CHIC, CONTEMPORARY, COFFEE SHOP.

YOUR WINDOW IS

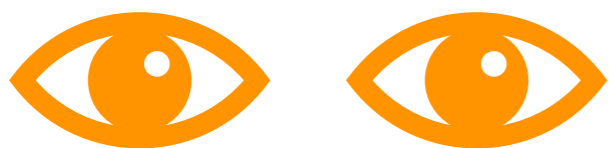
THE CHEAPEST

FORM OF  

ADVERTISING.

THE FACE OF

YOUR STORE



# WINDOW SET-UP

DOES YOUR SHOP HAVE A WINDOW ? IS IT OPEN BACK OR CLOSED.

- . SOLID WOODEN WALLS.
- . FLOOR PANELS, MDF
- . CEILING GRID SYSTEM
- . SECURE DOOR.
- . HEIGHT OF THE WINDOW



# PLANNING YOUR WINDOW

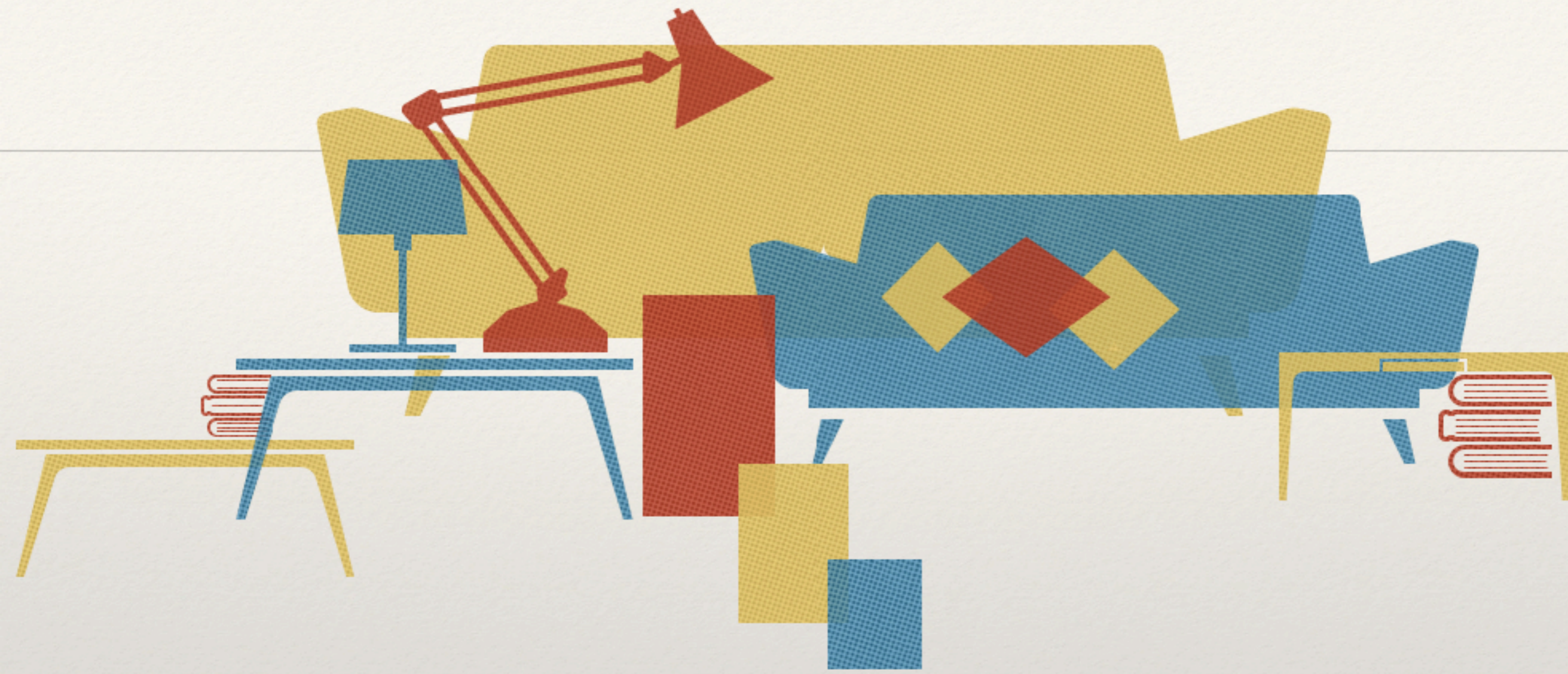
## DEFINE A THEME

- . IDEAS
- . PLAN YOUR DISPLAY
- . WHAT ARE YOU AIMING TO ACHIEVE
- . ROMANTIC
- . FUN
- . CLASSIC
- . SHOCK
- . ENSURE IT REFLECTS THE BRAND

PYRAMID GROUPING ENABLES  
THE CUSTOMER TO QUICKLY  
VIEW THE PRODUCT











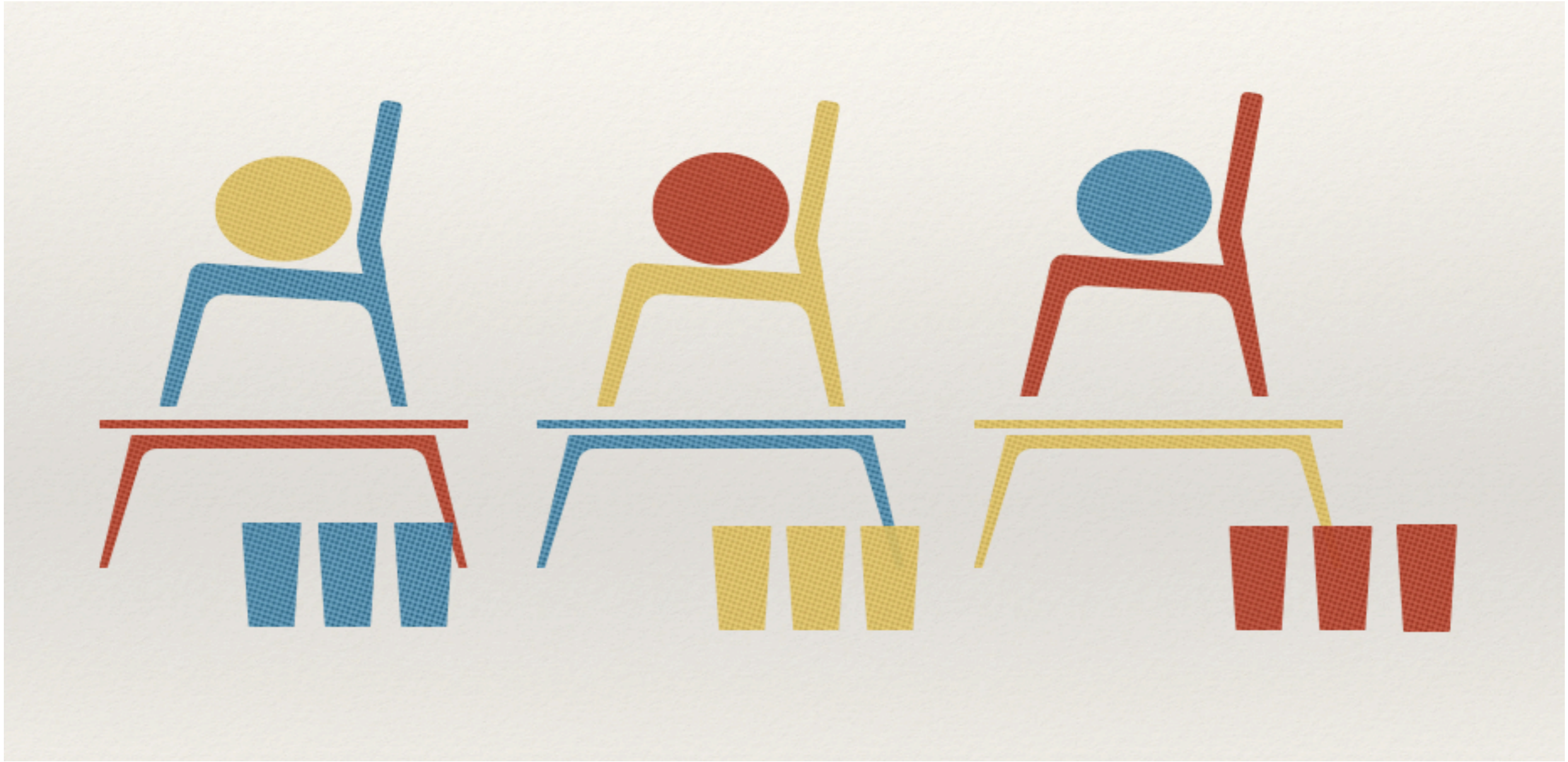
Tony Morgan image

Pyramid

# REPARTITION

REPARTITION IS WHEN A PRODUCT IS REPEATED IN LINES OF THREE OR FIVE. THIS IS APPLIED IN FASHION AND HOMEWARE DEPENDING ON THE BRAND ID.

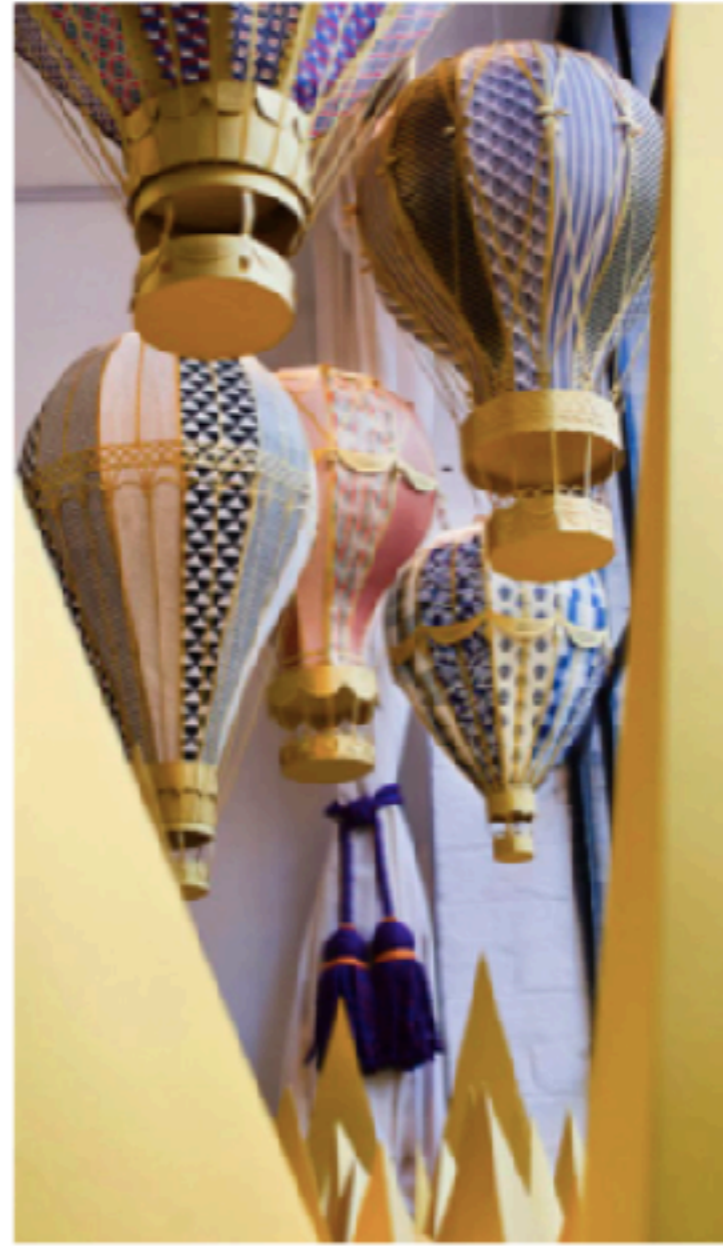




# oasis



# PROPS



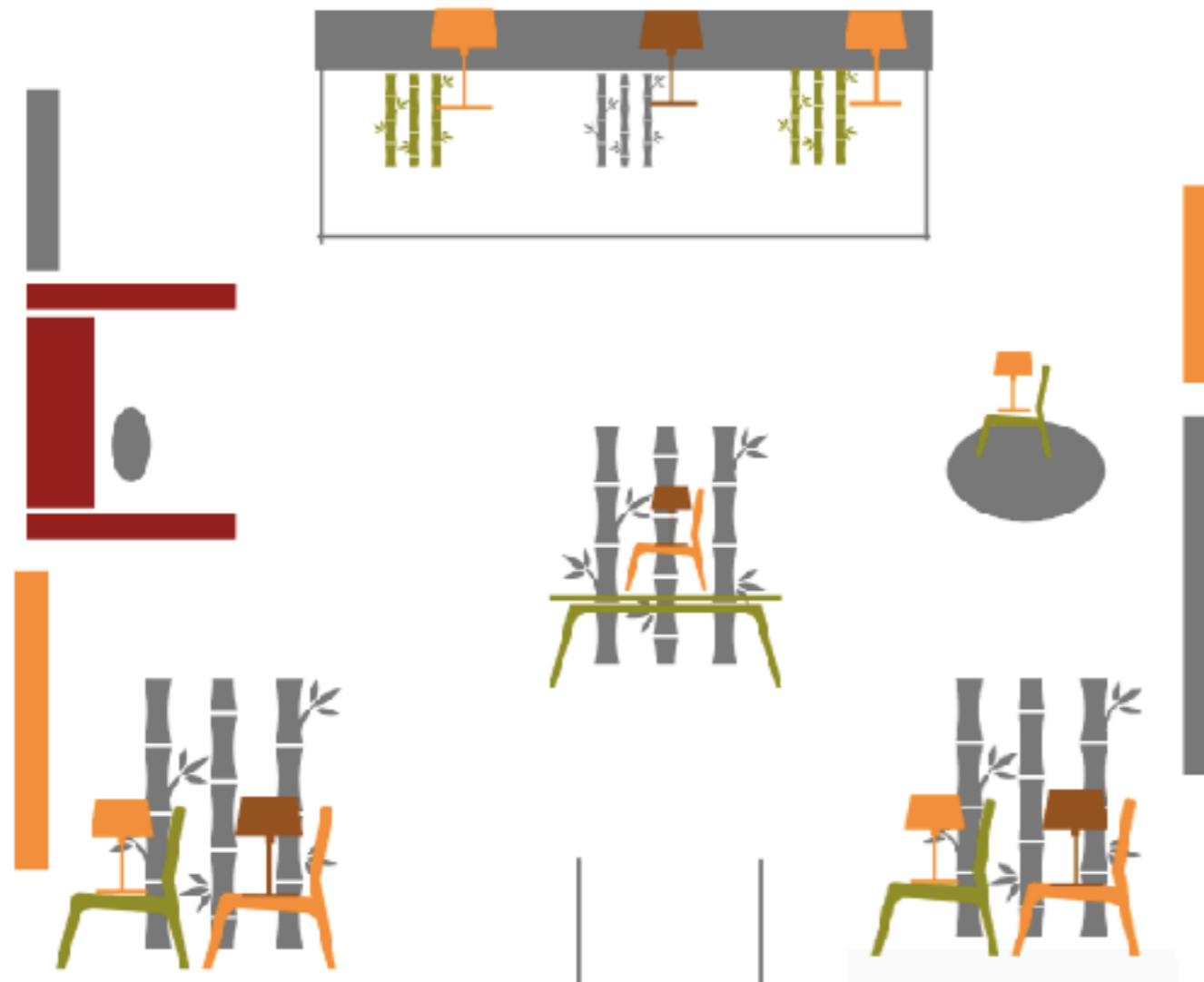


# In-Store Visual Merchandising



# LINKING YOUR WINDOW SCHEME TO THE SHOP FLOOR.

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# THREE DIFFERENT STORES WITH DIFFERENT STYLES OF MERCHANDISING



# CREATING INTEREST THROUGHOUT THE SHOP





TEXTURE

**REMOVABLE PANELS PLACED  
AROUND THE SHOP HELP  
CREATE AREAS OF INTEREST  
COMPLIMENTING THE  
MERCHANDISE**



# PARTITIONING

IF YOU SHOP HAS A MIX OF MERCHANDISE THINK ABOUT CREATING AREAS TO COMPLIMENT THE STYLE AND COLOURS.



# COLOUR





# MERCHANDISING



# THANK YOU

## REFERENCES

PINTEREST

TERRANCE CONRAN

ANTHROPOLOGY STORE

TONY MORGAN, VISUAL

MERCHANDISING

VISUAL MERCHANDISING FOR

FASHION.