



Are you ready to **TRANSFORM** your store?

SPRINGFAIR
AUTUMNFAIR

SAVE THE
HIGH STREET

Retail
**MAKEOVER
MISSION**



SIMPLE CHANGES THAT DRIVE IMMEDIATE RESULTS

Deryane Tadd – Fashion Retail & Brand Growth Advisor

Founder & Director of The Dressing Room, an award-winning Independent fashion business, Deryane Tadd has over 30 years experience in the fashion retail industry. Recognised for her entrepreneurial flair, brand curation expertise, and deep understanding of customer experience, Deryane has built a highly successful multi-channel business blending bricks and mortar with a strong digital presence.

GOLDEN RULES FOR YOUR SHOPFLOOR:

- Build complete outfits - tops with bottoms, styled together with accessories
- Break up patterns - solid colours between busy prints to balance the store
- Create visual breathing room - don't overcrowd displays
- Brand storytelling throughout your space
- Clear customer journey from the window and throughout the store
- Strategic use of props that reinforce your brand identity

Hotspot Tables: Your Secret Sales Weapon

THE POWER: Front tables are your storytelling stage - customers see them first and they set the tone for your entire store and should be a best selling area.

QUICK WINS:

- **CREATE A STORY** - Feature one brand / colour / theme prominently the tells a story and builds an outfit.
- **LINK THE STORY WITH YOUR WINDOW** – people attracted by the window will quickly find items they like towards the front of your store.
- **USE THE RULE OF LESS** – Let your product breathe, it gives more impact and easier shopping
- **COLOUR COORDINATE** - Pull together items in the same colour family for visual cohesion
- **REFRESH WEEKLY** - Move pieces from your stockroom to create “new” displays

Katie's result: “Everyone's really enjoying this table... customers have said ‘have you got some new things in?’ Well, we haven't. We've just changed things around.”

Till Pick-Ups: Turn Dead Zones into Profit Centers

THE POWER: The area around your till should be your highest-converting space - customers are captive and ready to buy.

QUICK WINS:

- **MOVE SMALL ACCESSORIES HERE** - Hair accessories, jewellery, small beauty items
- **ADD SENSORY PRODUCTS** - Perfumes, candles, anything customers can smell or touch
- **CREATE A “PICK AND MIX” FEEL** - Easy-to-grab items at different price points
- **POSITION AT EYE LEVEL** - When customers are paying, they should see tempting add-ons
- **ENCOURAGE INTERACTION** - “Try this perfume while i wrap your items”

Katie's result: “We had a customer ready to buy a top and trouser set who stopped to smell the perfumes and ended up buying a perfume. That wouldn't have happened unless it was closer to that point of sale.”

Reorganizing Dead Stock Areas: From Forgotten to Featured

THE POWER: Every square foot should work for your business - dead areas are lost revenue opportunities.

QUICK WINS:

- **IDENTIFY YOUR DEAD ZONES** - Usually corners, areas behind displays, or spaces customers bypass
- **CREATE CUSTOMER FLOW** - Use displays to guide people through your entire space
- **ADD STORYTELLING ELEMENTS** - Props, colors, and themes that connect to your brand mood board
- **TEST AND OBSERVE** - Watch customer behavior and adjust accordingly
- **HAVE FOOTWEAR NEAR YOUR FITTING ROOMS FOR EASY OUTFIT BUILDING.**

Expert Insight: "This should be a real hotspot for the store, but it's actually not at the moment. It's a little bit of a forgotten area." - Deryane Tadd

Measure your Success

Track these metrics to see your quick wins in action:

- Dwell time near new displays
- Add-on sales at till point
- Customer comments about "new" items
- Foot traffic flow through previously dead areas

Start Today - Instore Journey

- **HOURL 1:** Create a brand mood board - define your customer and aesthetic
- **HOURL 2:** Reorganize your front table with one cohesive story
- **HOURL 3:** Move small, high-margin items to your till area
- **HOURL 4:** Clear one dead zone and create a new focal point

"Nothing groundbreaking, but they're just little tweaks that help customers experience our products and engage with them in the right place." - Katie, OSO Boutique

**For more tools and resources, visit our Inside Retail hub
at Spring & Autumn Fair, or register for a free ticket to any
of our upcoming trade shows:**

[SPRINGFAIR.COM/INSIDE-RETAIL](https://springfair.com/inside-retail)