Are you ready to

TRANSFORM

your store?

SPRINGFAIR
AUTUMNFAIR

SAVE THE HIGH STREET

Retail MAKEOVER MISSION

SMART LAYOUT AND PRODUCT SELECTIONS FOR GIFT SHOP

Claire Bevan

Practical principles, proven tactics, and insider tips to maximise sales and customer experience.

1) Less is more - avoid over-cluttering

Curate, don't cram. A smaller, well-chosen range feels premium and prevents decision overload. Don't overclutter a small space. Breathing room makes browsing more comfortable and drives sales.

INSIDER TIP:

Apply the 20/80 rule — showcase the 20% of products that drive 80% of sales.

PRO TIP:

Keep excess stock in back storage and rotate it onto the floor rather than putting everything out at once.

2) Customer flow & navigation

Guide customers naturally through your shop.
Place high-demand categories at the back to encourage exploration.

INSIDER TIP:

Customers instinctively turn right when entering — place high-margin products here.

PRO TIP:

Avoid dead ends; loop layouts keep people circulating longer.

3) Smart layout formula (4-zone system)

A clear structure helps maximise visibility and sales:
***Hotspot Area** (Entrance Focal Point) —*
Desirable ranges or hero products, visible from the doors.
***Anchor Zone** (Windows & Frontage) —*
Bold displays that set the tone and entice entry.
***Feature Zone** (Storytelling Displays) —*
Dedicated areas for thematic or promotional storytelling.
***Flow Zone** (Supporting Cross-Sells) —*
Smaller displays reinforcing themes deeper into the shop.

INSIDER TIP:

Ensure whatever is featured in the window can be found easily inside.

PRO TIP:

Refresh hotspots every 2–3 weeks with trending or promotional items.

4) Layering with accents

Keep your brand identity consistent but introduce seasonal or thematic accents:
Props, textures, colours, and printed POS can refresh displays.
Layer them over a consistent brand backdrop.

5) Hotspots & storytelling

Prime selling zones include the entrance, mid-store focal points, and till area.
Blend staple products with themed or trending items.
Repeat stories across window, hotspots, and shelf zones to reinforce memory.

PRO TIP:

Storytelling should be visible from the entrance to set the tone instantly.

6) Merchandising & buying tips

Buy in small, deliberate quantities for focused promotions.
Forecast for key dates (e.g., holidays, community events).
Use core ranges as the heroes in your storytelling.

7) Till area - impulse & add-on sales

The till area is your impulse engine.
Best suited for low price point, high margin items: candles, lip balms, keyrings, or mini beauty.
***Scent strategy**: Burn a candle at the till to create a sensory cue. Always use a glass jar for safety.*

INSIDER TIP:

Rotate products monthly to surprise repeat customers.

PRO TIP:

Train staff in gentle suggestive selling: "Have you seen our [x] at the counter?"

8) Data-driven selection

Measure, review, and adapt your product choices.
Remove products that don't sell within three months.
Track sales per square foot to ensure every item earns its place.
Combine data with customer feedback to refine your mix.

9) Creating an inviting atmosphere

Space, ambience, and comfort drive dwell time and sales.
Space sells. Wide walkways encourage browsing.
Lighting matters. Use warm tones and spotlights on key displays.
Scent matters. Candles, reed diffusers, or subtle sprays enhance the shopping mood.

INSIDER TIP:

Mirrors near jewellery boost try-ons and sales.

PRO TIP:

Play soft background music at a steady tempo to encourage lingering.

10) Greeting cards as easy signallers

Cards are a quick, affordable way to acknowledge events and trends.
Buy just enough to sell through.
Place them in windows, hotspots, and cross-sell points.
Recognise cultural and community events in your mix.

11) What to sell - smart product mix

Core staples
Jewellery & accessories (both timeless and trendy)
Stationery & cards
Candles & home fragrance
Tote bags / reusable lifestyle items

Rotators
Event gifting (Christmas, Valentine's, Easter, Mother's Day)
Travel goods & summer picks
Winter warmers (scarves, gloves, hot water bottles)

Till & Impulse Buys
Mini beauty (lip balm, hand cream)
Small plush, pins, or keyrings
Sweet treats (if aligned to your brand)
Seasonal mini candles — ideally matching the one burning at the till

Trends & Themes
Eco-friendly & sustainable products
Local/artisan goods
Pop culture or trend-driven items

Key takeaways

Space > stock.
Don't overclutter, especially in smaller shops.

Hotspots = power.
Refresh regularly and align windows with in-store stories.

Till = add-on hub.
Use scent and small, high-margin items to drive last-minute sales.

Data leads.
Cull underperformers and back proven winners.

Atmosphere sells.
Lighting, music, scent, and layout shape the buying journey as much as product choice.