

VISUAL MERCHANDISING IN

BRICK-AND-MORTAR

VS

ECOMMERCE

BRAND STORYTELLING

Bring your brand to life in-store through product displays, lighting, and fixtures



Bring your brand to life online through colors, fonts, and product photos.



VISUAL FOCAL POINT

Place the most important merchandise at the center of the store



Place key banners and product photos at the top of the fold, right at the center of the page to drive focus



NEGATIVE SPACE

For high-end retail, display fewer on the shelves and in window displays and have more space between items

For discount retail, showcase many products on your shelves and window displays



For high-end retail, use plenty of negative space on product pages and photographs

For discount retail, showcase many products on a single page.



COLORS

Understand the meaning and psychology behind various colors, and use them in your window displays, signage, decor, etc.

Consider your brand colors as well as seasonal tones and use them in your store's design elements, including your displays, fixtures, decorations, etc.



Tap into color psychology to determine what colors to use for your banners, text, buttons, and other elements of your website.

Ensure that your brand colors and any seasonal tones are also used in the site's design elements, including images, text, etc.



PRODUCT GROUPING

Display products on the sales floor according to category, department, or shopper intent



Display product groupings or categories on your navigation bar

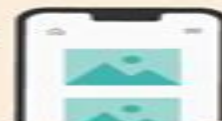


CROSS MERCHANDISING

Display relevant and complementary products together

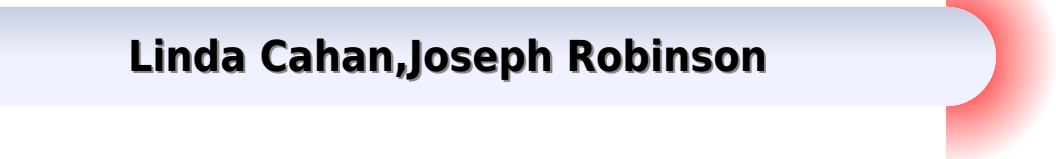


Add sections to your product pages showcasing similar items



Visual Merchandiser Guide Spring 2013

Linda Cahan, Joseph Robinson



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