

Elements of Visual Merchandising

Color Is The King



Use color to catch the eyes of your customers and draw them to your displays



Always check your displays to ensure customers can easily view the hotspots and merchandise

Expose Customers to the Maximum Amount of Merchandise



A well-designed, impactful display exposes the customer to as much merchandise as possible while avoiding a sloppy mess

Create a Focal Point

Use Empty Space Wisely



Use empty space for signage providing customer testimonials with the customer's details

Use powerful, sales-enabling signage to display the advantages of buying the product



Tell a Story

Visual Merchandising Manual Fashion Retail

Ghalia Boustani, Daniela Leonini



Visual Merchandising Manual Fashion Retail:

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