



Rules for Visual Merchandising

5 key rules to follow

1



Colour is King

2



Use empty space well

3



Create a focal point

4



Tell a story

5



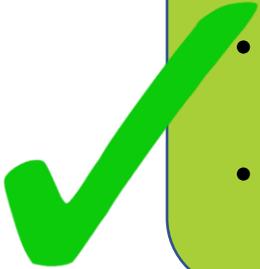
Expose customers to the maximum amount of merchandise



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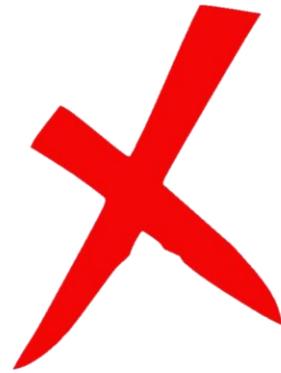
Good Displays have:

- Tell a story
- Strong visual branding to draw customers in
- Strong signage to draw customers in



Bad Displays have:

- No point
- No focal point
- Too much merchandise



Other points:

- Make sure there is good lighting
- Display what people want not need
- Ensure you change the display often
- Group in threes
- Make it visible
- Make sure everything is colour coordinated
- Ensure everything has a tag or price on it
- Use compelling signage

