VISUAL MERCHANDISING

The History and Scope of Retail VM

The following material has been adapted from:

60% of the perception of food quality is based on the environment. What you see, smell & hear directly affects what you will decide to buy.
Introduction

• 80% of our impressions are created by sight; that is why one picture is worth a thousand words.

• Each customer has a mental image of a store and its merchandise.

• A store should have an inviting appearance that makes the customer feel comfortable and yet eager to buy.
Introduction

• A successful retailing business requires that a distinct and consistent image be created in the customer’s mind that permeates all product and service offerings.
• Visual merchandising can help create that positive customer image that leads to successful sales.
• It not only communicates the store’s image, but also reinforces the stores advertising efforts and encourages impulse buying by the customer.
• Visual merchandising is a major factor often overlooked in the success or failure of a retail store. It is second only to effective customer relations.
Introduction

• Visual merchandising can be defined as everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer.

• A story can be told that communicates to the prospective customer what the store is all about.

• It includes the dramatic presentation of merchandise as well as other important, subtle features that create the store’s overall atmosphere.
Introduction

• Some businesses maintain a minimum staff to reduce costs, which means it is even more important for the merchandise to sell itself.

• Greater effort must be spent on merchandise displays that make it easier for the customer to find and purchase the items they want or need.
The History of Visual Merchandising

• In all forms of store-based retailing, decisions relating to the design and arrangement of the store environment are key elements of the retail market mix.

• The early spread of self-service retailing into many sectors emphasized the need to make the most cost-effective use of in-store selling space.
The History of Visual Merchandising

• The rapid development of large new stores from the 1970s drew the attention to the need to consider the store selling environment as a whole, to ensure that the shopping experience is convenient and attractive.

• In the 1980s and 1990s, there was much emphasis upon store design, used as a powerful weapon in the quest to achieve image differentiation.

• In the 2000s, store environments are now also a key element in the competition between physical and electronic shopping alternatives.
The History of Visual Merchandising

• Visual merchandising is a commonly used term for the aspect of product management that is concerned with presenting the product within a retail outlet in the best way.
The History of Visual Merchandising

• The first shopkeepers tried to lure consumers into their stores either by exhibiting their shop name very large and in your face, or by displaying products in their windows or on tables in the street.

• To this day, some butchers still fill their windows with fresh meat that serves both as a display to attract customers and also shows the stock of produce available for sale that day. Florists and barbers have also done the same.
The History of Visual Merchandising

• With the advent of new technology in the 1840s that allowed for the production of large pins of glass, department stores were perhaps responsible for taking the art of window display to a higher level.

• They would use their large windows as stages, some of them as a theatrical Broadway show.

• Today, colour, props and atmospheric lighting on many occasions is extending VM beyond the role of supporting wares and becomes a form of art, creating a statement and provoking reaction.
The History of Visual Merchandising

• In 1852 Aristide Boucicaut opened the world's first department store: Le Bon Marche.
• He wanted to create a shop designed to sell all sorts of merchandise, but also wanted to attract crowds of people who could wander freely in a little “town within a town.”
• It is the department store, with its huge array of merchandise and vast amount of window space, that is the pioneer of the window display.
• The DS concept spread to the US, where famous stores as we know them today first opened: Bloomingdales.
The History of Visual Merchandising

• In 1909 Gordon Selfridge revolutionised the world of VM by leaving lights on at night, even when the store was closed, so that the public could still enjoy the presentations while returning home from the theatre – and “window shopping” was born!
The History of Visual Merchandising

• In the 1930’s Salvador Dali came on the scene in the US and began setting the creative criteria for window display.
A YOUR SERVICE. This week the Monumental-Lord Baltimore Grocery Stores celebrates the adoption of their new name: PEOPLES GROCERY STORES, INC. In honor of this occasion each store owner has exerted special effort to bring you food values befitting this event.

Go to your nearest PEOPLES GROCERY STORE today! See for yourself why we boast that they are "of the people, by the people and for the people!"

NEW SUNK MAID SEEDLESS RAISINS 3 lbs. 25¢
SUN MAID GRAPEFRUIT 3 1/2 lbs. 25¢
EVAPORATED MILK 3 Tab. 23¢
CALIFORNIA LARGE MEATY PRUNES 3 lbs. 25¢
RUTER'S TOMATOES 3 lbs. 25¢
FRESH LACTOSE LESS MILK (1/2 gal.) 25¢
FANCY SELECTED SHRIMP 2 cans 25¢
STANDARD QUALITY TOMATOES 3 lbs. 25¢
FRESH NUTS 

PEACHES 2 Large No. 37¢
MO. FARMER STRINGLEGS BEANS 2 cans 25¢
EXTRA BAYE S WIPES OCTAGON LAUNDRY SOAP 5 Bar. 25¢
FANCY TAT RUTER'S CATSUP 2 oz. 19¢
KAY AND CROW JR. MARINERO SARDINES 3 cans 19¢

WHEATIES (2% FATTY BAKED) 2 lbs. 25¢
KELLOGG'S CORN FLAKES 8 oz. 25¢
OLD MILL PANCAKE FLOUR 2 1/2 lbs. 25¢

IVORY SOAP 2 bars 15¢
IVER TO SOFT IVORY SOAP 2 bars 15¢

WEEK-END QUALITY MEAT SPECIALS!
SMOKED HAMS 28¢
FRESH HAMS 27¢
SMOKE HAMS 28¢

CASYWAY PURE LARD 15¢
OPEN KETTLE RENDERED
ONE AND ONE-QUARTER CENTS

SCRAPE 17¢
FRONT SHOULDER 20¢
ALL PORK Sausage 32¢

WATER 10 c. 25¢
TOILET TISSUE 4 rolls 25¢
COTTAGE CREAM 1/2 gal. 10¢
The History of Visual Merchandising

• In the 1960’s, Mary Quant became the first designer to use the window of her London store to showcase her collections and promote social trends.

• For this she used life-size mannequins to display how people would look in her clothing designs.
DELICATESSEN

FROZEN Poly Bag
GREEN PEAS
GREEN BEANS
CUT CORN
20 oz. 
Bag 39c

BE OUR GUEST

9:00 P.M. 
to
1:00 A.M.
OCT. 24
thru
OCT. 27

1/2 PRICE MENU

NIXON BURGER 
With Cheese
20c

BEEF PATTIE MELT
20c

FISH STICKS & FRIES
40c

BANANA SPLIT
25c

PIE A LA MODE
15c

ALL SUNDAES
20c

NIXON'S FAMILY
Restaurant
1540 E. Whittier Blvd. Whittier
The History of Visual Merchandising

- The development of technology in the 1990’s and the birth of super-brands like Gucci and Prada saw the evolution of window displays into propaganda machines.
- With massive marketing budgets behind them, these larger brands were able to produce mass-marketing campaigns that featured the world’s most desirable faces and bodies.
- The mannequins that had graciously modelled garments for decades became redundant and were often replaced by huge, glossy-print photographs of emerging catwalk super-models.
- Runway shows from the fashion capitals were projected on high-tech TV screens, and the clever use of lighting enhanced the product and helped create ambience and drama.
The History of Visual Merchandising

• Today, in the 21st century, the latest challenge to the supremacy of the traditional store is the internet.
• Shopping from home is not only easier but also affordable.
• Stores are under even more pressure to ensure that their customers return and spend, and it is the visual merchandiser who will be key to attracting and retaining their attention.
The History of Visual Merchandising

• Fortunately, shopping has always been a social activity, and the thrill will always be the major part of the consumer experience.
• Whether shoppers are out to discover a bargain, find a sought-after item or meet up with friends while browsing, it is the job the retailer that they purchase and have a positive experience.
• With the help of good VM, this can easily be achieved.
The scope of visual merchandising

• Visual Merchandising has often been used as a synonym for “display” in retailing, but today’s retail industry the term incorporates a much wider brief.

• According to Corsie (2003:1), visual merchandising allows the retailers to ‘make the market place innovative, exciting and stimulating by creating product-led stories supported by merchandising solutions.’
The scope of visual merchandising

• Visual merchandising encompasses a wide range of activities, across all retail sectors, VM may include some or all of the following elements:
  – Choice of fixtures and fittings to be used
  – Method of product presentation
  – Construction of ‘off-shelf’ displays
  – Choice of store layout (to encourage complementary purchases)
  – Use of point of sale/purchase (POS/P) material (to encourage impulse purchases)
  – Construction of window displays
The scope of visual merchandising

• VM plays a much greater part in the product management process in some retail stores than in others.
• Fashion and home furnishings have always devoted considerable resources to display.
• But even in a grocery superstore elements of visual merchandising can be found.
• Some grocery retailers use it extensively to differentiate themselves from the competition.
• Like those in the UK where the market is dominated by giants like Tesco, Asada, and Sainsbury. (Read Print-Out of Morrisons)
The scope of visual merchandising

- Corsie (2003) suggests that some of the most effective in-store visuals are the result of simple creative ideas using everyday objects.
- Retail outlets have to look good if they are to retain an increasingly style conscious customer.
End

• Read through the history of the Grocery Store on Wikipedia.
• Also check out this video clip on the History of the Grocery Store: www.cbsnews.com/video/watch/?id=1060362n
• And do yourself a favour and check out the following searches on Pinterest.com
  – Visual Merchandising
  – Window Displays
  – Food Displays*