VISUAL MERCHANDISING

Retail Store Display: In-store Visual Merchandising - Product Handling

Product Handling

• There are numerous ways to merchandise both mid-floor and wall fixtures, some of which are more suited to walls than mid-floor fixtures, or visa versa.

• Gaining knowledge of these basic principles will aid any newcomer to visual merchandising.
Colour Blocking

• Using the colour of the product to create visual impact is the simplest and most fundamental way of presenting any type of merchandise.

• From T-shirts and towels to tins of paint and crockery, each product category can create a functional yet bold display.

• The skill of colour blocking is by no means difficult to master.

• This style of product handling is low-maintenance and easy to replenish.

• It is often favoured by large superstores and high-street chains and can be applied to both wall and mid-floor fixtures.
Horizontal Merchandising

• This style of merchandising is best suited to wall fixtures.
• Merchandise is hung or shelved in horizontal rows.
• Each shelf or row of the fixture may be arranged by colour or by the same style of product item, such as a row of floral T-shirts or series of square vases.
• Ideally, one product per row is better than several.
• This style of presentation is more functional and easy to replenish.
• It is worth noting that products placed at either the top or the bottom of the fixture will not attract the same attention as those placed at eye level.
Vertical Merchandising

- As with horizontal merchandising, this format uses lines of products, but this time running from top to bottom of the wall.
- It can be used to show the different product options available and can be merchandised by colour.
- As with the horizontal format, this style is easy to replenish and functional.
Product Blocking

• This style of merchandising is best used for volume merchandise.
• Generally, a fixture or wall is stocked with just one product category or range.
• Product blocking shows authority and creates impact.
• The use of this style of merchandising is logical for the customer because it shows the colours and sizes clearly.
• Product-blocked fixtures are low-maintenance and easy to replenish.
Symmetrical Merchandising

• As the name suggests, symmetrical merchandising is a style of presenting the product to create a mirrored effect.

• This method is only suited to wall fixtures
Chequered Merchandising

• Chequered merchandising is effective and easy to execute on wall fixtures.
• It relies on the use of colour to create impact.
• Like a chequer-board, products are alternated along a length of wall.
• The overall effect should be balanced and symmetrical.
Coordinated Merchandising

• Fashion or homeware category groups benefit from using this type of merchandising technique.
• Collections or themes are grouped together to create a cohesive look.
• A jacket would be hung with a coordinating shirt and tie.
• A couch can be displayed with a coordinated cushion, carpet, and throw, placed on or around it.
Displaying product collections

• The alternative to coordinated merchandising is to show collections which demonstrate the authority of the range in-store.

• Instead of dispersing candles throughout the home floor, coordinating them with textiles and ceramics, they can all be housed together to create an authoritative selection of varying colours, sizes, styles and price points.

• This will give customers a clear understanding of the range of candles on offer but leave them to make their own selection.
Non-fashion merchandising

• If the product being displayed is to be taken directly to the cash desk by the customer, the general rule is to ensure that the collection appears authoritative and that there are sufficient amounts available.
• Customers purchasing plates may require only one or a whole set.
• Exclusive, expensive items should not be duplicated or their perceived value will be diminished.
• Understanding the correct quantities to show depends on the selling price and the expected turnover.
• Volume products can, however, be stacked high and will look appealing, especially during sale times.
Non-fashion merchandising

- Food items can also benefit from VM theories and practices.
- Many types of fruit and vegetables can benefit from colour blocking.
- Yellow, Green, and Red peppers, for instance look visually stronger when grouped together by their colour.
- By piling their produce high, market stallholders attract customers by demonstrating their product authority.
- The high turnover of the merchandise would not suit a minimal presentation, which may send a mixed message to consumers, telling them that the product is highly priced or that they are simply out of stock.
- Expensive caviars and fine wines, on the other hand, would clearly benefit from a simple presentation.
- The customer on this occasion would want to be assured that these items are rare and not available to the mass market.