VISUAL MERCHANDISING

The purpose of this topic is to develop the learner’s understanding of visual merchandising principles and relate these to practice within the retail environment.

It will give them the opportunity to develop skills in designing and creating installations for a retail environment, as well as assessing an installation and adapting a concept brief to meet changing circumstances.

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VISUAL MERCHANDISING

Useful Websites

http://www.millingtonassociates.com/

Millington Associates is a visual merchandising company. The website has a portfolio of some of their work.

http://www.retail-vision.co.uk

Retail Vision is a retail consultancy and this website has information on retail strategies and planograms.

http://rarebasic.co.uk

Case studies on use of mannequins and accessories

www.displaywizard.co.uk

Through this website you can find details of resources that can assist with visual merchandising and other forms of promotion.

www.dzd.co.uk

This is an organisation that produces accessories for visual merchandising. You can find seasonally related items at different times of year for thematic merchandising.

http://retail.about.com

There are a series of articles relating to planograms. The website has useful information on store layouts and associated equipment

www.retailtechnologyreview.com

Different aspects of technology including articles on supply chain and store planning

www.storeplanning.com
The website has resources and case studies related to store planning and layout
VISUAL MERCHANDISING

Books

1,000 Bags, Tags, and Labels: Distinctive Design for Every Industry
by Kiki Eldridge
Publisher: Rockport Publishers Inc.
ISBN-10: 1592531830

Boutiques and Other Retail Spaces: The Architecture of Seduction (Interior Architecture)
by David Vernet, Leontine de Wit
Publisher: Routledge; 1 edition
ISBN-10: 0415363225

Christmas: Advertising, Marketing & Display
by Martin M. Pegler
Publisher: HarperCollins Design International; First edition
ISBN-10: 1584710624

Contemporary Visual Merchandising and Environmental Design
by Jay Diamond, Ellen Diamond
Publisher: Prentice Hall; 4 edition
ISBN-10: 0131730037

Design for Shopping: New Retail Interiors
by Sarah Manuelli
Publisher: Laurence King Publishing
ISBN-10: 185669450X

Design Your Own E-shop: Creating and Promoting Successful Small Business Sites
by Molly E. Holzschlag
Publisher: AVA Publishing SA
ISBN-10: 2884790217

Experiential Retailing: Concepts and Strategies That Sell  
by Pauline Sullivan, Youn-Knung Kim, Judith Forney  
Publisher: Fairchild Books; 1 edition  
ISBN-10: 1563673991  

Fashion Sales Promotion: The Selling Behind the Selling (The Wiley Retail Fashion Merchandising & Management Series)  
by Pamela M. Phillips  
Publisher: John Wiley & Sons Inc  
ISBN-10: 0471861464  

Fortnum & Mason Windows for All Seasons  
by Christopher Blackwell, Sue Seddon  
Publisher: Conran Octopus Ltd  
ISBN-10: 1840911867  

Male Consumer Behaviour- A Gender Perspective on Advertising Response and Information Processing  
by Maria Heindler  
Publisher: VDM Verlag Dr. Mueller e.K  
ISBN-10: 3836421623  

New Retail (Themes)  
by Raul A. Barreneche  
Publisher: Phaidon Press Ltd  
ISBN-10: 071484862X  

New Shop Design (Architectural Design)  
by Carles Broto  
Publisher: Links International  
ISBN-10: 8489861676  

One-Off: Independent Retail Design  
by Clare Dowdy  
Publisher: Laurence King Publishing  
ISBN-10: 1856695190  

Promotion in the Merchandising Environment  
by Judith C. Everett, Kristen K. Swanson
**Retail: Architecture + Shopping**  
by Ian Luna  
**Publisher:** Rizzoli/Universal  
**ISBN-10:** 0847827046  
**ISBN-13:** 978-0847827046

**Visual Merchandising: Window and In-Store Displays for Retail**  
by Tony Morgan  
**Publisher:** Laurence King Publishing  
**ISBN-10:** 1856695395  
**ISBN-13:** 978-1856695398

**Store Window Design**  
by Cristina Paredes, Jay Noden  
**Publisher:** Loft Publications  
**ISBN-10:** 8495832720  
**ISBN-13:** 978-8495832726

**Silent Selling: Best Practices and Effective Strategies in Visual Merchandising**  
by Judith Bell, Kate Ternus  
**Publisher:** Fairchild Books; 3rd Revised edition  
**ISBN-10:** 1563673967  
**ISBN-13:** 978-1563673962

**Store Presentation and Design No. 2: Branding the Store**  
by Martin M. Pegler  
**Publisher:** Visual Reference Publications  
**ISBN-10:** 1584711094  
**ISBN-13:** 978-1584711094

**Retail Desire: Design, Display and the Art of the Visual Merchandiser**  
by Johnny Tucker  
**Publisher:** RotoVision; New Ed edition  
**ISBN-10:** 288046806X  
**ISBN-13:** 978-2880468064

**Windows: The Art of Retail Display**  
by Mary Portas  
**Publisher:** Thames & Hudson Ltd  
**ISBN-10:** 0500019444  
**ISBN-13:** 978-0500019443

**Visual Merchandising: Window and in-store displays for Retail**  
by Morgan, T
Publisher: Laurence King (31 Mar 08)
ISBN: 978-1856695398

Why we buy- the science of shopping- updated and revised for the internet, the global consumer and beyond
by Underhill, P
Publisher: Simon Schulster revised edition 2008
ISBN: 978-1416595243

Boutiques and other Retail Spaces: the architecture of seduction
by Venet, D & Wit, L
Publisher: Routledge 1st edition Feb 2007
ISBN: 978-0415363228

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Multimedia and learning materials

www.viewretail.com

VIEW retail is an interactive CD based on the Oxford Street (London) House of Fraser Store. It includes audio, images, documents, video, web links and narrative. Samples and downloadable learning activities are also available. Single-user and multi-user edition VIEW applications can be purchased using your E-Learning Credits. Single User versions are available free – local EBPs have details

http://www.teachers.tv

Think Subjects - Business Studies. A series of GCSE business studies videos, some of which relate to food retail.

http://www.designmuseum.org/

Exhibitions and talks available for visits. Podcasts or talks are also available under pressure to get a sales window display done on time and to the tight brief from head office.

www.retailacademy.org

The Retail Academy provides training and support for the retail sector and promotes retail skills in the UK. It is largely aimed at helping small businesses in the industry. Has lots of online training modules, some including games. There is a range of free retail e-learning. An online catalogue gives details of training materials that can be purchased

Visual Merchandising Intro

Distinguish yourself with superior visual techniques
This is an introduction to the Visual Merchandising Advanced training package.

Customer Service Intro

Attract more customers with stunning displays
This topic is part of Attracting Sales through Display and Merchandising.

Customer Service: Good and bad attributes
http://www.fashionmuseum.co.uk/

The Fashion Museum, as well as being somewhere to visit, also has a section on the website with interactive activities.

www.Tutor2u.net

Tutor2u is a global community of teachers with a shared passion for our featured subjects, which includes business studies related topics.

www.free-teaching-resources.co.uk

The website lists resources, lesson plans and worksheets produced by top UK charities, museums & more. They have been reviewed and are ready for teachers to use. There is a section on Diplomas and some useful resources in the business studies section.

www.viewretail.com


http://www.fenman.co.uk/index.html

Fenman Professional Training Resources for a range of DVDs and Videos on customer service and sales

www.skillsmartretail.com

Skillsmart Retail Game

www.terrifictrading.com

52 Terrific retail tips CD Rom (accompanies book by same name) ISBN: 0957 708785
Museums and exhibitions

http://www.fashionmuseum.co.uk/

The Fashion Museum, as well as being somewhere to visit, also has a section on the website with interactive activities.

www.vam.ac.uk

The Victoria and Albert Museum has collected dress since its earliest days.

The collection covers fashionable dress from the 17th century to the present day, with the emphasis on progressive and influential designs from the major fashion centres of Europe. The V&A collections also include accessories such as jewellery, gloves and handbags.

www.instoreshow.co.uk

The In-Store Show is the event for everyone involved in the in-store industry. Whether you are a brand or retail marketer looking to distinguish your brand or product or you are involved in creating inspiring, impactful in-store design the In-Store Show is the dedicated event for you.

http://designmuseum.org/

Exhibitions and talks available for visits. Podcasts or talks are also available

http://www.nationalmediamuseum.org.uk/

The museum has an archive of information devoted to film, photography, television, radio and the web. Learning materials are also available, for example related to war-time shopping.
VISUAL MERCHANDISING

Journals and e-newsletters

www.retail-week.com
www.retail-jeweller.com
www.total-retail-magazine.co.uk
www.tutor2u.net.
www.thegrocer.co.uk
www.mapinfo.co.uk
www.theretailbulletin.com
www.acs.org.uk
www.eyeforretail.com
www.drapersonline.com
www.verdict.co.uk
http://www.independentezines.co.uk
http://targetjobs.co.uk/career-sectors/retail
http://www.roadtransport.com/Home/
www.motor.org
www.skillsforlogistics.org.uk
www.skillsmartretail.com
www.irs.stir.ac.uk

Retail Therapy magazine in association with the National Skills Academy for Retail

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