

## Retail Study Tour & Christmas Visual Merchandising Ideas



design merchants

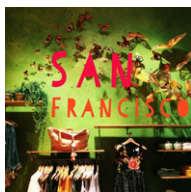
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## PRESENTATION OUTLINE

- Recap of key trends from the tour
- Great case studies
- Christmas inspiration for visual merchandising
- CONCLUSIONS



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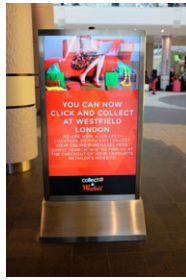
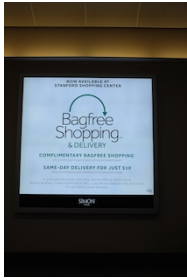


Westfield World Retail  
Study Tour



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## ONLINE INSTORE MOBILE



A seamless shopping experience



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## SOCIAL MEDIA



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## FREE WIFI



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## COMMUNITY & PERSONALISATION

Giving something back to the community that supports your business.



Personalising



La Boqueria Markets,  
Barcelona

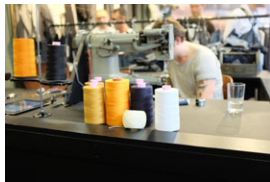
Creating a community with  
your customers.



## SOCIAL CONSCIENCE & PROVENANCE



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Nudie Jeans,  
Stockholm



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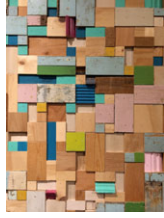
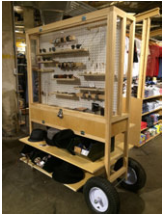
## FIXTURES & FITTINGS

- Customisation
- Still a recycle reuse style of fixtures
- Inspired by pop-ups
- Inventive and creative uses of materials
- Artisan

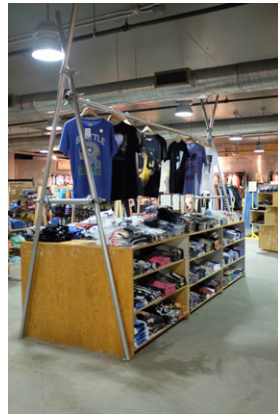
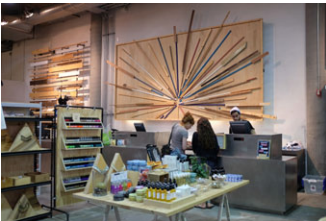


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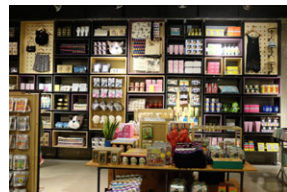
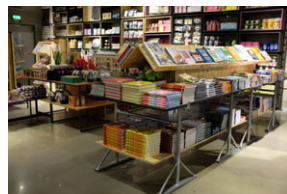


 Urban Outfitters, San Francisco

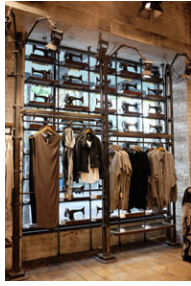
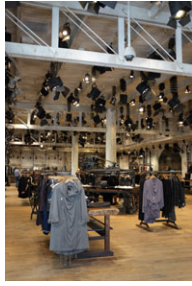
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 Urban Outfitters, Seattle

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 Urban Outfitters, London

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Industrial



Simple fit-outs



Your Vintage Sunglasses,  
Barcelona



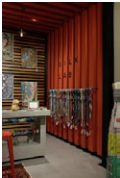
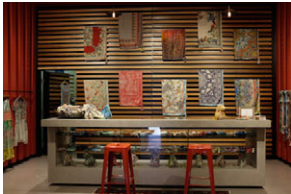


Tricycles & Carts

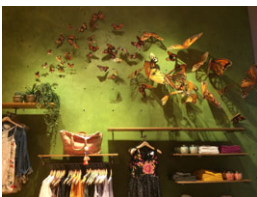


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## VM TECHNIQUES



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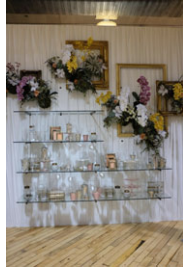


Anthropologie



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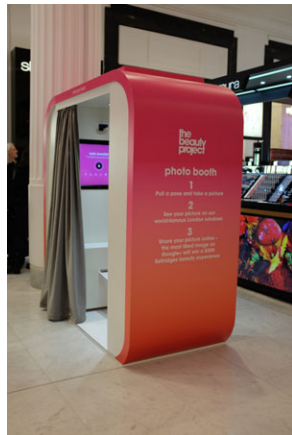


Anthropologie



## ACTIVATIONS

- Pop-ups
- Workshops
- Photo booths
- Other in-store events







Nordstrom, Seattle



Westfield, San Francisco



## SIGNAGE



## THEATRE & PERSONALITY



What is your point of difference in service and store environment?



Pike Place Markets



## GREAT CONCEPTS

- Case Studies
- Brands that pull together all the existing trends

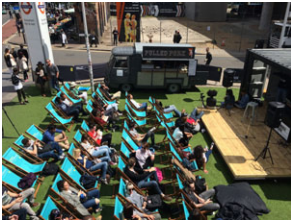


Mood, Stockholm

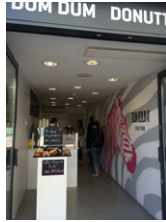


Box Park, London





Box Park,  
London

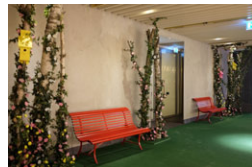
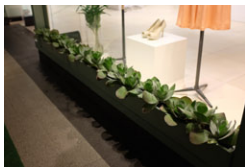


Social media,  
digital & wifi  
messages

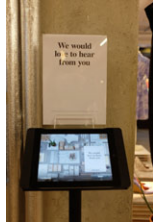




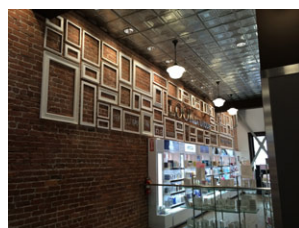
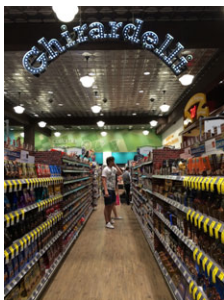
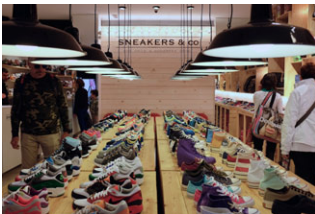
MOOD,  
Stockholm



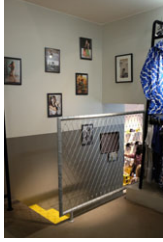
REI, Seattle



& Other Stories,  
Stockholm



Walgreens,  
San Francisco



WATS,  
Stockholm

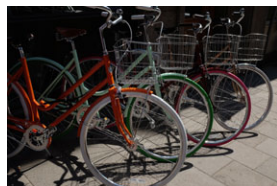
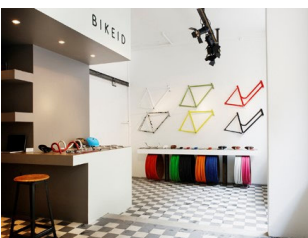


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Bianchi Cafe & Cycles, Stockholm

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Bianchi Cycles & Cafe, Stockholm

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# AMAZING FOOD MARKETS

- Pike Place Markets, Seattle
- Borough Markets
- Santa Caterina Markets
- La Boqueria



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Santa Caterina Market, Barcelona

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La Boqueria Markets, Barcelona

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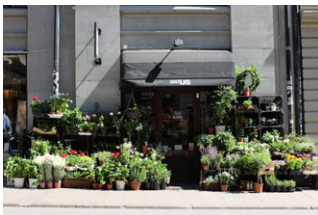
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## TOP TOUR TIPS TO TAKEAWAY

- Ways to connect with your customer online, social channels and in store- GOOD CONTENT
- Temporary activations- create change
- Community & provenance
- Stores & service have to offer something more

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## CHRISTMAS VM IDEAS



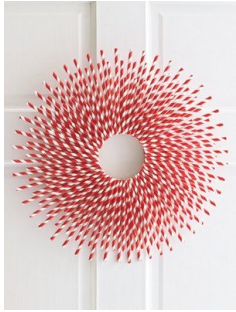
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## CHRISTMAS DISPLAYS

- What is your product?
- What is your brand style?
- Choose a colour palette and materials for your xmas VM
- Make a plan
- Set a date to set-up



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Contemporary,  
colourful, fun, crafty  
etc

55



Natural, organic, eco,  
green etc



56



Lighting

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Twists on traditional Christmas symbols

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Creating a narrative

Window decals



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Ribbons & wrapping

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## TOP XMAS TIPS TO TAKEAWAY

- Plan your Christmas displays, sourcing decorations or making/adapting
- Set a date for your Christmas displays
- What festive activities or add-ons could you offer your customers?

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# QUESTIONS



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