

THE FIVE SENSES

What do these stores feel like, what music do they play and how do they smell?



” 31

LIGHTING

- General, accent & feature lighting.
- Maintenance.



” 32

STANDARDS & HOUSEKEEPING

- Are a huge part of your brand's visual impact & effect how you are perceived.
- Standard's floor walks.
- The use of checklists.



” 33

COLOUR SCHEMES

Analogous



Three or four colours that sit next to each other on the colour wheel.



49

COLOUR SCHEMES

Triadic



Three colours of equal distance from one another on the colour wheel.



50

VM COLOUR RULES

- Colour blocking.
- Light to dark/ left to right.
- Alternate colours.
- Colour co-ordinated stories.



51

DESIGN PRINCIPLES

- Groupings-
pyramid &
repetition.
- Formal &
informal balance.
- Rhythm.



“ 52

PYRAMID GROUPING

- Formal or symmetrical
balance



“ 53

PYRAMID GROUPING

- Informal or
asymmetrical
balance



“ 54

REPETITION GROUPING



d m

” 55

RHYTHM

- The sense of visual movement from item to item and element to element in a single display or whole department.



d m

” 56

PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE COMPONENTS
- DESIGN CONCEPTS
- CONCLUSIONS
 - Top tips to takeaway
 - Planning
 - Questions

d m

” 57

CONCEPT DESIGN

A Concept Design Proposal should include the following elements:

- Overall look/ feel of the brand & product
- Stall layout, including floorplan
- Fixtures & props
- Stall signage & ticketing components
- Sketches of key displays
- Uniforms/ dress standards

“ 58

TOP TIPS TO TAKEAWAY

- Always make a plan and assess any changes you make after a given time.
- Remember to stand in the shoes of your customer.
- Never forget that the basics of VM and high store standards are the most important and everything else gets layered on top of them.
- Have some fun and try new things.

“ 59
