THE FIVE SENSES

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





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LIGHTING

- General, accent & feature lighting.
- Maintenance.





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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.



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CLEANLINESS

- Essential element in all displays.
- Also reflects the quality of your product.





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STALLHOLDERS

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- Presentation of stallholders and staff is an essential part of VM.
- Uniforms.
- Hygiene & grooming.



CUSTOMER SERVICE

- Ultimately VM is meant to assist the sales process, not replace it.
- You and your staff are part of the look and experience of the store.



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CASE STUDIES

- Before and after photos to show the impact of VM.
- Key elements of signage, grouping, standards make a huge difference.



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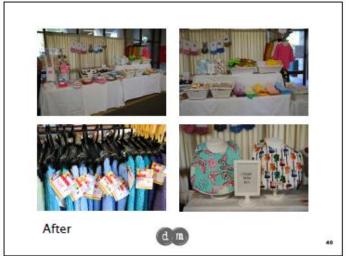
CASE STUDY- OLI B DESIGNS



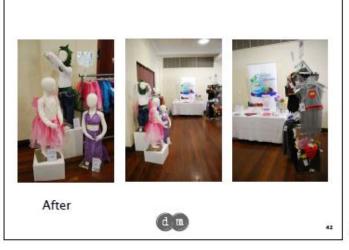
Before

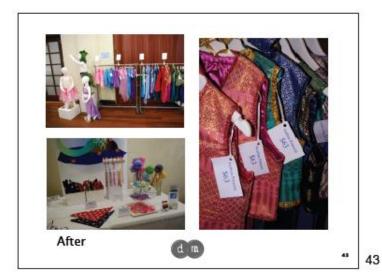


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PRESENTATION OUTLINE

- VISUAL STRATEGIES
- STORE COMPONENTS
- DESIGN CONCEPTS
 - Colour Theory.
 - Colour Wheel.
 - VM Colour Rules.
 - Design Principles.
 - Repetition.
 - = Pyramid Groupings.
- CONCLUSIONS



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THE COLOUR WHEEL THE COLOUR WHEEL Orange Green Orange Red Violet. Tage Violet. Tage Violet. Tage Violet. Tage Violet. Tage Violet. Tage Violet.

THE COLOUR WHEEL

- Primary: red, yellow & blue
- Secondary: Orange, violet & green
- Tertiary: Yellow-orange, yellowgreen, blue,green, blue-violet, redviolet, red-orange.







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COLOUR SCHEMES

Complementary





Two colours that sit opposite each other on the colour wheel.



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COLOUR SCHEMES

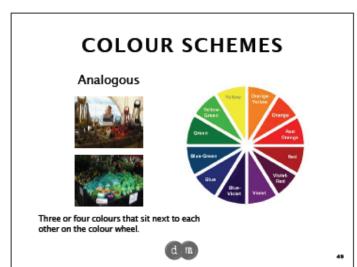
Double-Complementary



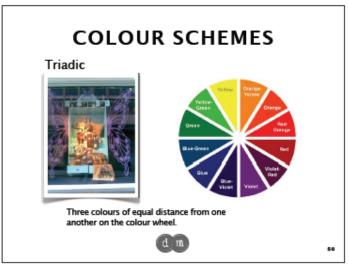


Made up of four colours- two colours plus their complements.





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VM COLOUR RULES

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







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DESIGN PRINCIPLES

- Groupingspyramid & repetition.
- Formal & informal balance.
- = Rhythm.





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PYRAMID GROUPING

 Formal or symmetrical balance





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PYRAMID GROUPING

 Informal or asymmetrical balance







REPETITION GROUPING

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RHYTHM

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





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PRESENTATION OUTLINE

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



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

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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.