

# Elements of Visual Merchandising

Merchandisers consider four elements key to achieving the goal of creating a positive shopping experience for consumers:

- Storefront and store layout
- Store interior and displays

# Storefront

## storefront



The exterior of a business that includes a store's sign or logo, marquee, outdoor lighting, banners, planters, awnings, windows, the exterior design, ambiance, landscaping, and lighting of the building.

The **storefront** encompasses a store's:

- Sign or logo
- Marquee and banners
- Awnings and windows
- Exterior design, ambiance, and landscaping

# Storefront

A marquee is an architectural canopy that extends over a store's entrance. Entrances are usually designed with customer convenience and store security in mind while window displays:

- Initiate the selling process
- Create excitement and attract prospects

# Store Layout

## store layout

The ways that stores use floor space to facilitate and promote sales and serve customers.

**Store layout** ◀ refers to ways that stores use floor space to facilitate and promote sales and serve customers. There are four distinct spaces:

- Selling and storage spaces
- Personnel space
- Customer space

# Store Interior

Stores utilize visual merchandising tools such as:

- Mannequins and props
- Seating
- Floor and wall coverings
- Lighting and colors
- Store fixtures, interior signage, and graphics

## **Store Interior**

Bright colors and light pastels appeal to different types of customers, while interior graphics and signs can be used to promote items or give directions. Walls can be covered to reinforce the store image or display merchandise.

## Store Interior

### fixtures



The principal installations in a store; permanent or movable store furnishings that hold and display merchandise.

The principal installations in a store are the **fixtures** ◀. Fixtures are permanent or movable store furnishings that hold and display merchandise. The basic types include:

- Display cases, tables, and counters
- Shelving units, racks, and bins