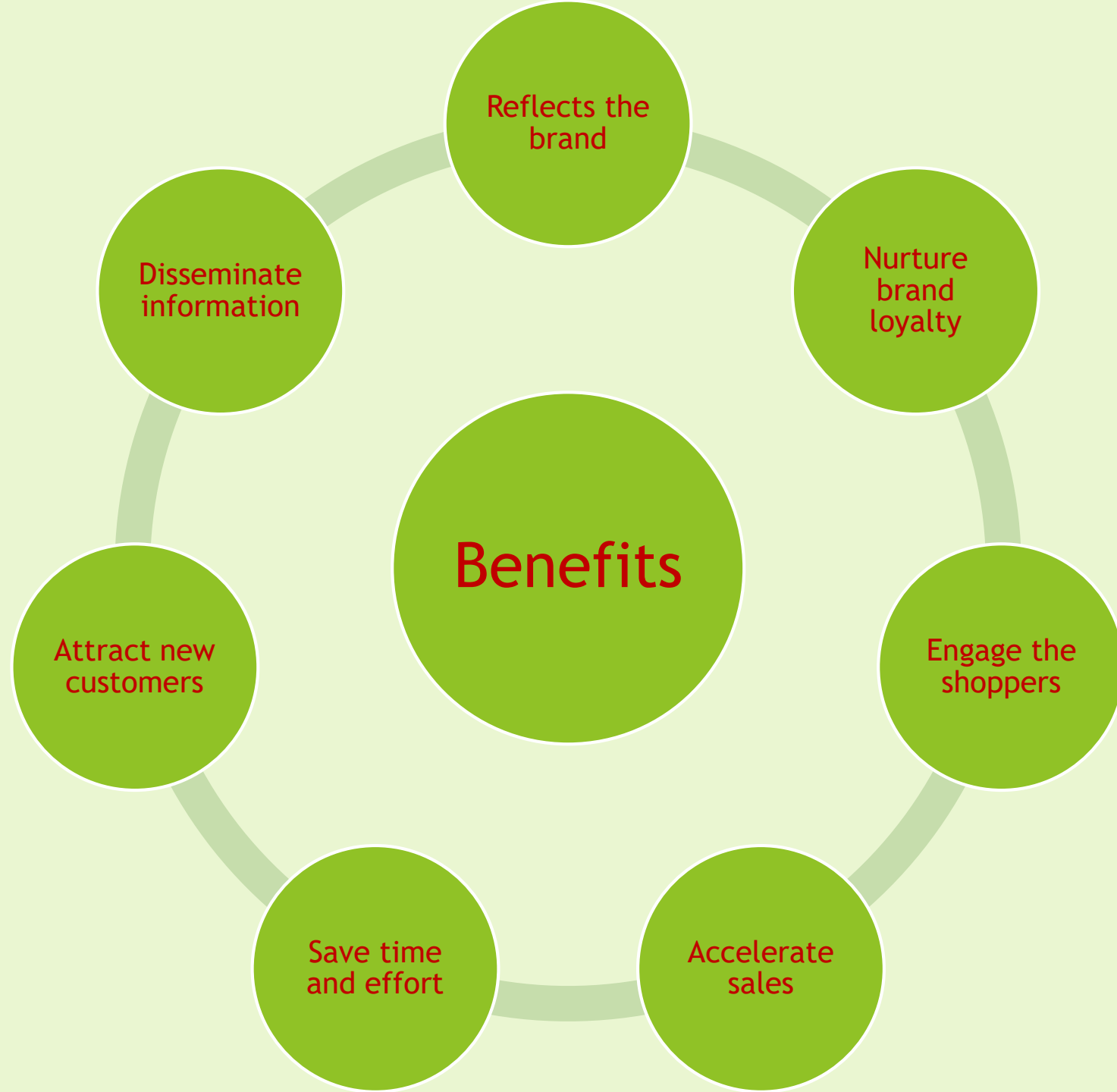


visual merchandising

Visual Merchandising is the practice in the retail industry of optimizing the presentation of products and services to better highlight their features and benefits. The purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase.



Tasks in Visual merchandising

Mannequin styling

Window installation

Building

Promotional/seasonal displays

Store Layout

Price tickets

In-store displays

Posters

Interactive displays

Point of Purchase displays

Lighting

Shelving

Aroma/ Scent